



EAST BANK
COMMUNICATIONS GROUP

2018 SKY HIGH MARKETING

Presented May 15, 2018



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ABOUT **EAST BANK**



East Bank Communications is one of Portland's oldest advertising and marketing firms. For over 40 years, East Bank has helped clients increase sales and grow their businesses.



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ABOUT **EAST BANK**

ⓑ MAJOR ACCOMPLISHMENTS INCLUDE:

- Red Lion Hotels — helped turn a single hotel into a regional hotel-chain powerhouse
(Created 1st airline/hotel partnership with Alaska Airlines)
- KinderCare Learning Centers — helped build a national brand of 2,000+ childcare centers
- SawStop — Helped launch and build the #1 table saw in America



ⓑ TODAY, THE FOCUS IS:

- Helping companies modernize their approach to marketing
- Combining the impact of well-crafted messaging and the efficiency of digital technologies to help clients increase sales



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OUR WORK WITH SKY HIGH

Brand Audit, Strategy and Articulation



PROJECT **OVERVIEW**

- **Goals & Intended Outcomes**
- **What We Did**
 - Interviews with Franchisees, Parents, Kids
 - Competitive Research
 - Creative Exercises
 - Reality Checks
- **What We Have to Show**
- **The Articulation of the Sky High Brand**



BRAND AUDIT

Today's brand is like a finely tuned, high-performance engine, propelled by many interconnected moving parts. When these are in tune and working together, the company moves forward at a dizzying speed and with an apparent lack of effort. If elements are out of synch or misfiring, effort (i.e., time and money) is squandered and growth is hindered.

The Brand Audit examines each of these critical brand "systems." It seeks to identify the positive and negative forces that are currently in play — then turns that diagnosis into both a working strategy and a tangible articulation of your brand story.



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Brand Strategy

The brand strategy formulates and codifies the building blocks of your brand. This is a strategic activity that demonstrates how to effectively communicate the brand story.

From these discussions, we cement the persona, position and promise that will be most effective in attracting customers.





THE BRAND ARTICULATION



We don't invent your brand, rather we hold up a mirror to its best and most unique aspects then reflect them back so the average person can understand them without even having to think about it.



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THE EXPERIENTIAL BRAND

Two Examples



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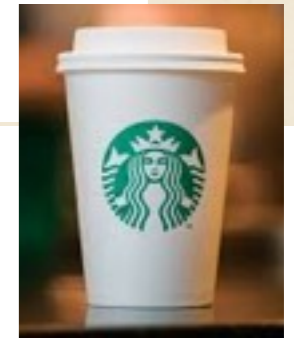
DISNEYLAND





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STARBUCKS



Step inside a Starbucks...

...and what do you see? What do you smell? What do you feel?



Visiting a Starbucks is something special. It's a place that awakens the mind and delights the senses. It's a place where you can talk to a friendly, familiar face and connect with a larger community. It's a place where you feel welcome and at home.

Starbucks evokes emotions that might seem contradictory. It's a place that feels comfortable and familiar — but it's also a place that inspires and surprises you. You recognize faces you know, like the barista who hands you a latte every morning. At the same time, you hear new music overhead. You discover new beverages and whole bean coffees. You meet interesting people you've never seen before.

It's also a state of mind. It's the third place. The place that releases you from your home or work. It's an ongoing space that's always alive, always growing, always changing...It's your own personal world.

The combined sense of comfort and wonder is what keeps bringing our customers back again and again.



STARBUCKS

Using a Design Strategy helps us consistently create the Starbucks Experience our customers expect. Our current Design Strategy has four parts.

1 First, we start with a visual experience



Inside each Starbucks, there is a special place that serves as the visual centerpiece of the store — the espresso bar where the baristas do their magic. Through special lighting fixtures, the bar becomes a stage where our baristas can display their mastery as they craft each beverage by hand. The place where beverages are handed from barista to customer receives special prominence, to highlight the special connection that is made when the exchange occurs.

2 Second, we select a compelling creative story using the four elements of our coffee — Grow, Roast, Brew and Aroma.

The ancient Greeks believed there were four natural elements — **Earth, Fire, water, and Air.** Those same timeless elements are used to make Starbucks Coffee, so they provide a compelling narrative for design. Earth to **grow** coffee. Fire to **roast** it. Water to **brew** it. And air to carry the **aroma**.

3 Third, we combine symbols of our heritage — the iconography, coffee stamps, language and typography.

Starbucks began life more than 30 years ago. We've come a long way since then, and we have many symbols to mark our journey. The language we use, the icons we've developed, the stamps that mark our coffee — they tell stories that remind us (and our customers) of who we are. They communicate the passion we feel about what we do.

4 Finally, we create an overall aesthetic that captures the color, texture, richness and style that is Starbucks.

Design Strategy

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1. VISUAL EXPERIENCE



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SKY HIGH BUSINESS DETAILS AND COMPETITIVE ANALYSIS



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A **DIVERSITY** OF **OFFERINGS**

PAINT BALL

ARCADE

DODGEBALL

AIROBICS

KIDS COURT

CAFE

FREESTYLE COURT

NINJA COURSE

PARTIES

SKY HIGH HOOPS

CLIMBING

TRAMPOLINES

SUPERSIZE FOAM PIT

WIPEOUT

HUMAN BUMPER BALLS

ADVENTURELAND



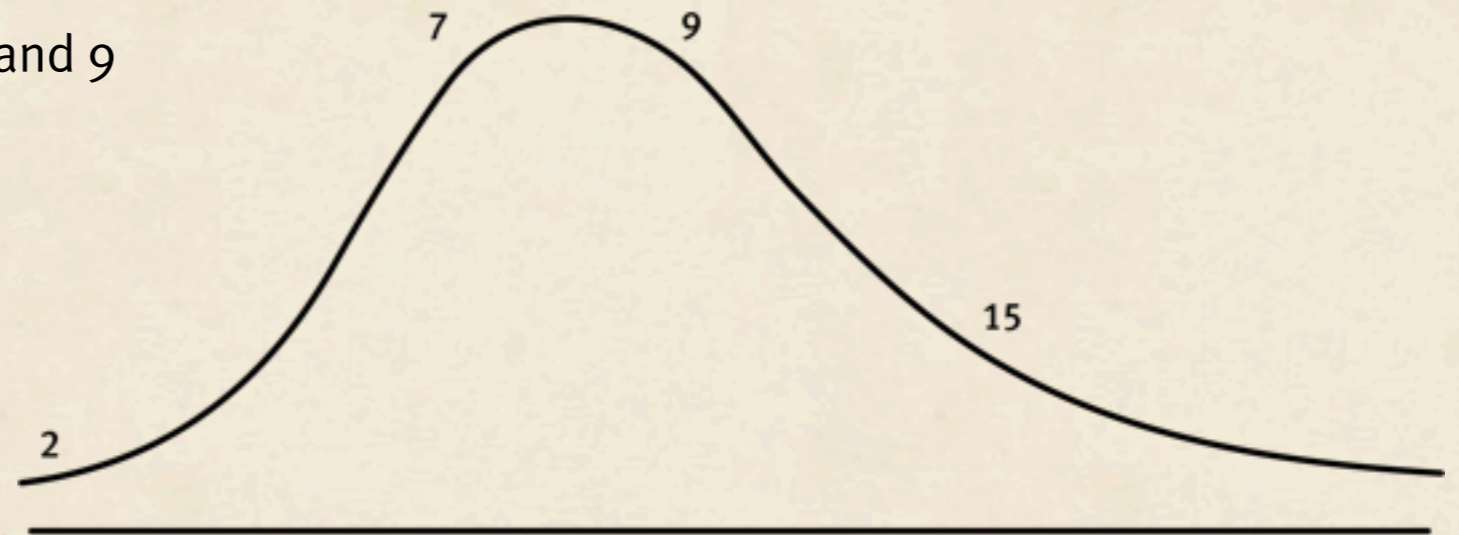
CURRENT **AUDIENCE**

GENERAL JUMPER

80% of customers are 15 and under, with the majority of these clients between the ages of 7 and 15.

IDEAL TARGET AUDIENCE

Families with kids between the ages of 7 and 9





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INDOOR RECREATION PARK COMPETITION



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POSITIONING

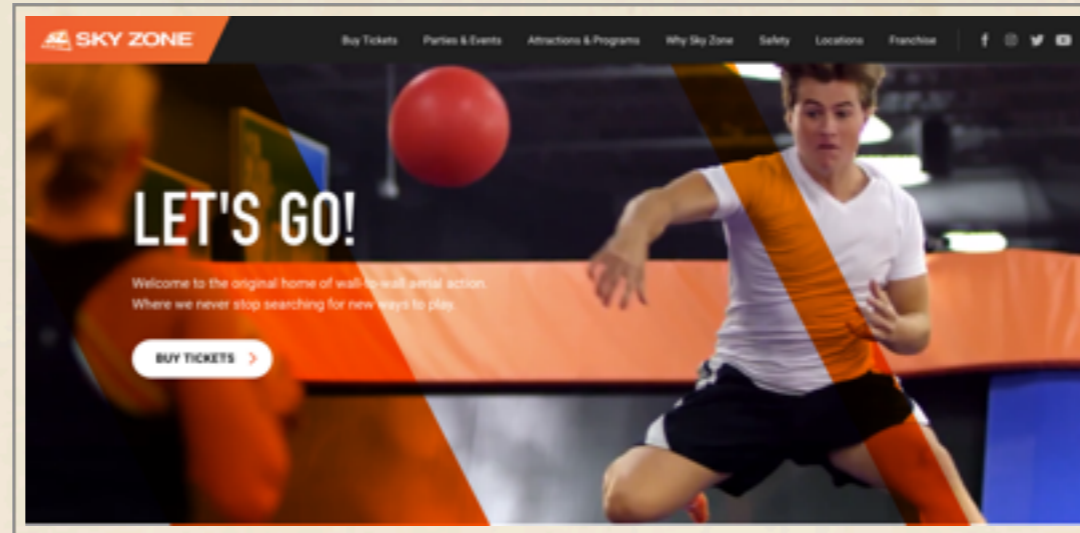
- “Fitness and entertainment” + “interactive technology”
- Sports and competition

AUDIENCE

- Early-to-late teens
- Offer programs for younger kids: Toddler Zone, Sensory Hours (for children with special needs), Sky Camp

INFO

- Tons of sports – dodgeball, hoops, jousting, ladder, “warped wall” climbing wall, warrior course, obstacle course, skyfit
- Very streamlined across franchise
- Dozens of facilities internationally
- Just purchased by Circus Trix





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POSITIONING

- “Place where kids can bounce off the walls without driving their parents crazy”
- No sports/competition other than basketball hoops

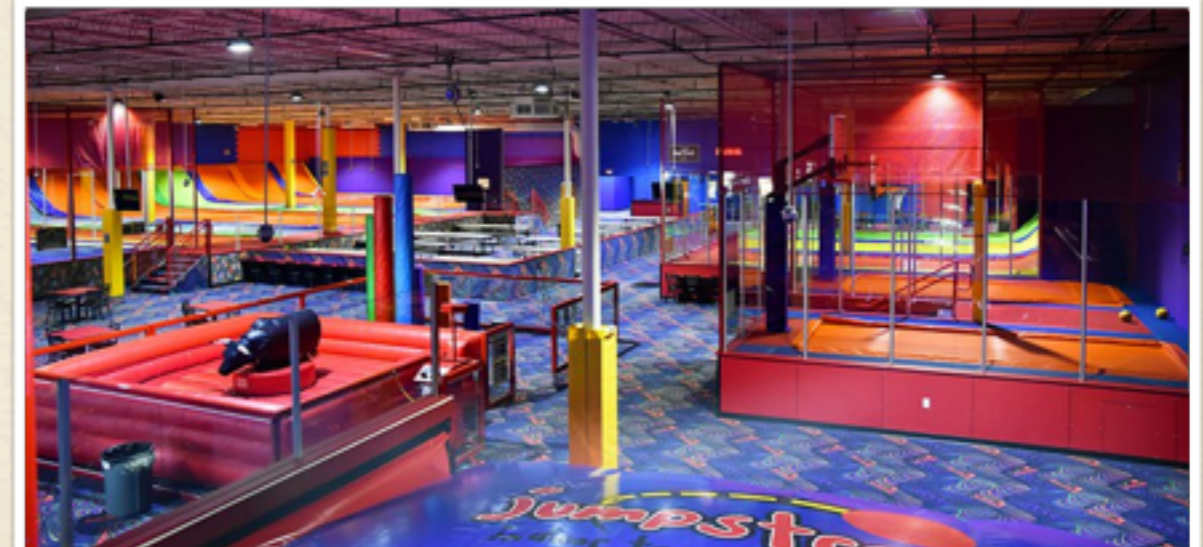


TARGET AUDIENCE

- Younger kids (ages 2–7)

INFO

- Doesn't appear to be a franchise





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ROCKIN' JUMP
THE ULTIMATE TRAMPOLINE PARK.

POSITIONING

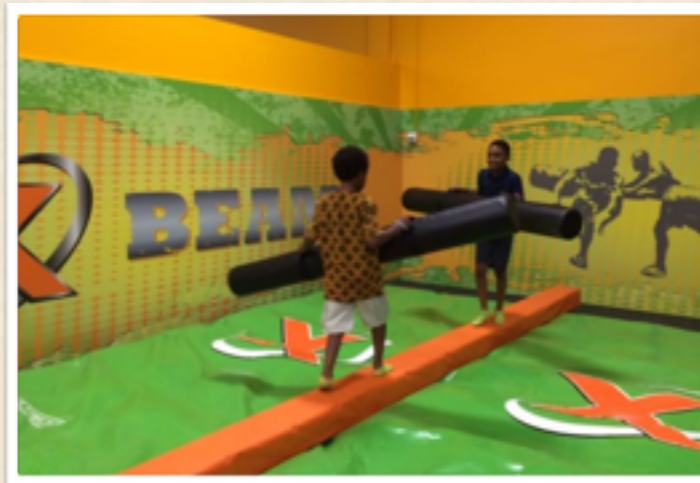
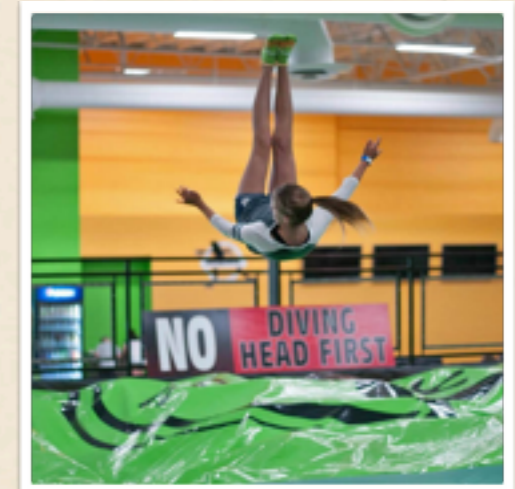
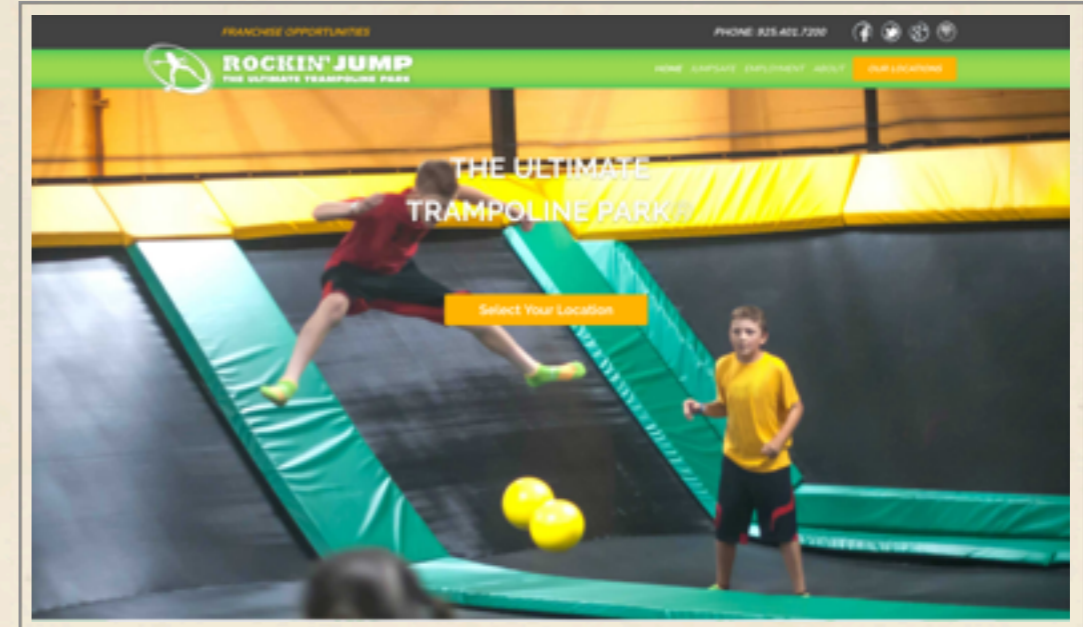
- “Get the exercise you need and lots of laughs along the way”
- Offers dodgeball, ninja course, foam pit, climbing wall, and hoops

TARGET

- Ages 5 to 12
- Seem to be trying to target all ages, including adults

INFO

- National franchise
- Just purchased by Circus Trix





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POSITIONING

- Extreme air sports
- Adrenaline, extreme aerial sports for kids and adults who demand active fun
- American Ninja Warrior spokesperson

TARGET AUDIENCE

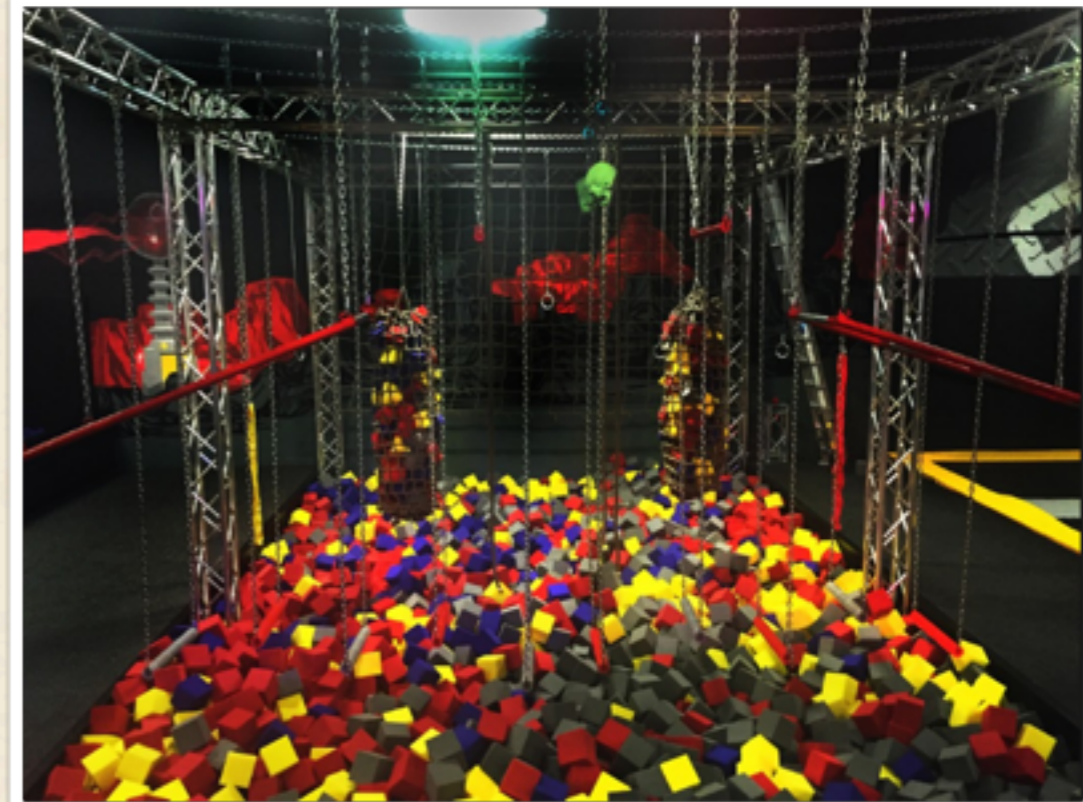
- Super broad customer base with focus on “millennial generation”

INFO

- Largest owner of “Indoor recreational parks”
- Parent for multiple different brands, but all very streamlined experiences
- Ninja course, aerial trapezes, silks, extreme slack lines, dodgeball, and many other extreme sport activities



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OTHER **COMPETITION**

OTHER ACTIVITIES THAT VIE FOR TIME AND ATTENTION OF THE TARGET AUDIENCE, PARTICULARLY ENTERTAINMENT AND FITNESS-ORIENTED ACTIVITIES

- Chuck E Cheese
- Pump It Up
- Water parks
- Indoor soccer
- After school programs
- Amusement parks
- Arcades
- Zoos
- Laser tag
- Indoor/outdoor play parks (i.e. Playdate PDX)



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SKY HIGH BUSINESS ADVANTAGES

- Safety
- Focus on 7-12 year olds
- Parties
- Environment (a place moms can appreciate)



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BRAND STRATEGY



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PERSONA

SAFE

FUN

FRIENDLY

CLEAN



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POSITION

SPORT VS FUN

The competition that has sprung up to challenge Sky High Sports is by and large centered on providing a more sports-driven experience — call it X-Games Lite. They tend to feature older kids in a dynamic where everything is a competition and their business is the stage to fulfill the extreme sports fantasy.

By contrast, **SKY HIGH SPORTS IS SIMPLY ABOUT THE FUN.**



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PROMISE

Sky High Sports is the friendly place where kids can be kids and parents can relax, knowing their kids are having fun in a safe and social place.



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MANIFESTO

Sometimes it's the simplest things that bring the greatest joy. Jumping is one of those things.

Bouncing around in the air, gravity free, arms waving, and hair flying seems to unfailingly bring smiles to the faces of jumper and spectator alike. Especially in this age of couch potatoes and Playstation, the act of running, jumping, chasing, and climbing seems almost cathartic. At Sky High Sports, we're all about that feeling.

We've created entire centers that foster that feeling of joy. Centers where kids and parents can come to have fun and simply enjoy playing. It's a place that's friendly, conscientious and thoughtfully put together so both kids and parents leave feeling invigorated and refreshed.



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BRAND ARTICULATION

Introducing...





Sky High

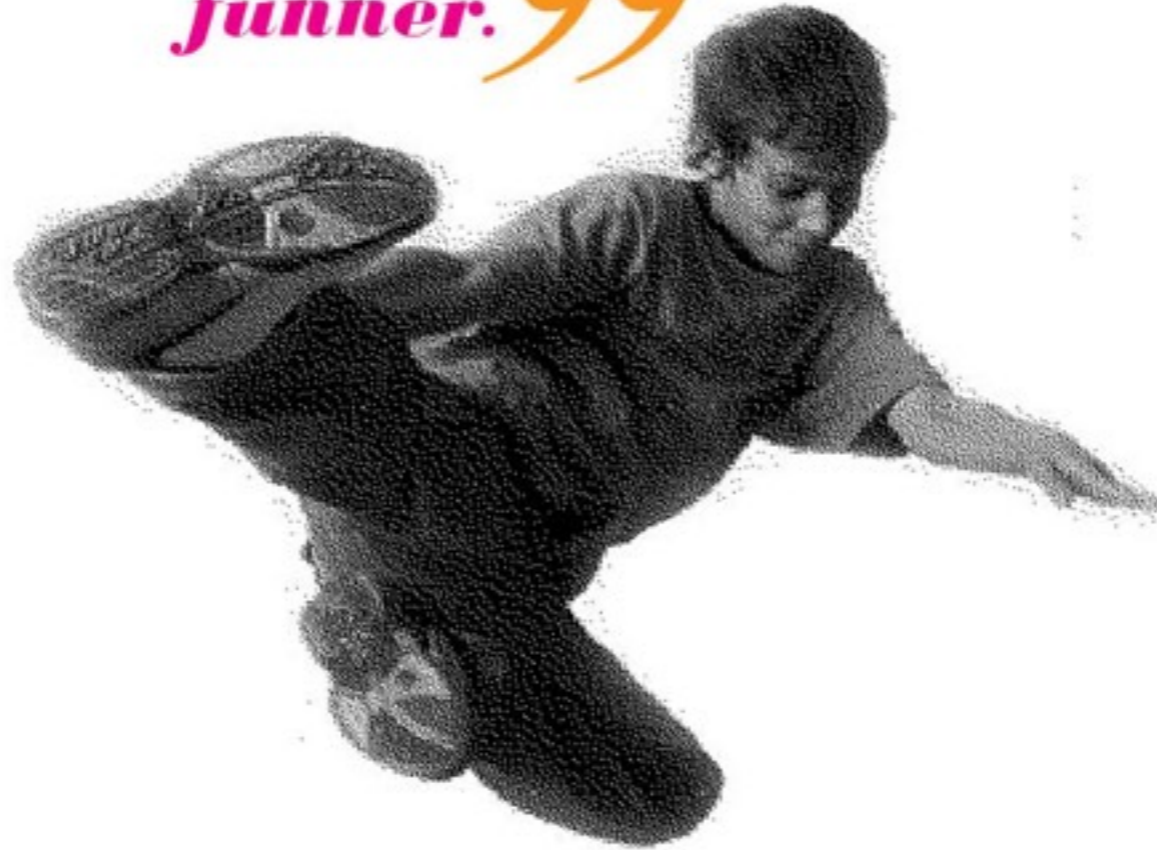
Active Family Fun







“Like a superhero, only funner.”



WHETHER JUMPING, CLIMBING, OR GAMING, AT SKY HIGH SPORTS SMILING IS GUARANTEED! TRAMPOLINES GALORE, CLIMBING WALLS, JUMP-AND-DUNK BASKETBALL, AND GAMES, GAMES, GAMES. PLUS HEALTHY FOOD AND DRINKS TO FUEL YOUR CHILD'S FUN. ALSO WI-FI AND COMFORTABLE SEATING FOR YOU. VISIT. STAY. ENJOY

Whether jumping, climbing, or gaming, at Sky High Sports, smiling is guaranteed! Trampolines galore. Climbing walls. Jump and dunk basketball. And games, games, games. Plus healthy food and drinks to fuel your child's fun. Also wi-fi and comfortable seating for you. Visit. Stay. Enjoy.

Sky High
Active Family Fun

skyhighsports.com

Sky High
Active Family Fun



2 Hours Dedicated to You! Party On!

Exclusive Space. Unlimited Fun.

Host your party at Sky High and your child can literally bounce off the walls while you kick back in comfortable, reserved seating. Our party hosts and trampoline monitors will make sure the whole party is safe and having fun.

You'll have a dedicated space for your entire stay. They'll go home happy and worn out. You'll go home the birthday-party hero.

skyhighsports.com



Bouncing around in the air, gravity free, arms waving, and hair flying – sometimes it's the simplest things that bring the greatest joy. Jumping is one of those things.

With trampolines, climbing walls, and games, games, you can play the way play was meant to be. With healthy food and comfortable seating, everyone will leave feeling invigorated and refreshed.

Jump

Daily	1st Hour	Each Hour After
Mon, Tues, Thurs	\$14	\$10
Wednesday	\$14	\$0
Fri, Sat, Sun	\$14	\$14

Ritess / Passes / Holidays

ARobics	\$0 / first class free!
Holidays and School Breaks	\$14 / hour
Day Pass	\$35
Monthly Pass*	\$70

Climb

First half hour	\$13
Each additional half hour	\$0
Each half hour added to jump time	\$0

Jump & Climb

1 hour jump & 30 min climb	\$23
1 hour jump, 30 min climb & \$5 arcade card	\$25
1 hour jump & 1 hour climb	\$31
Monthly Pass*	\$90

*Mon - Fri unlimited. Sat & Sun buy one hour get a second free

Jump **DODGE**
WI-FI **Climb**
*** Laugh** **Play**
Smile!
Fun **Drink**
+ **GAME**
SAFE **Dunk** **Eat**
Friendly

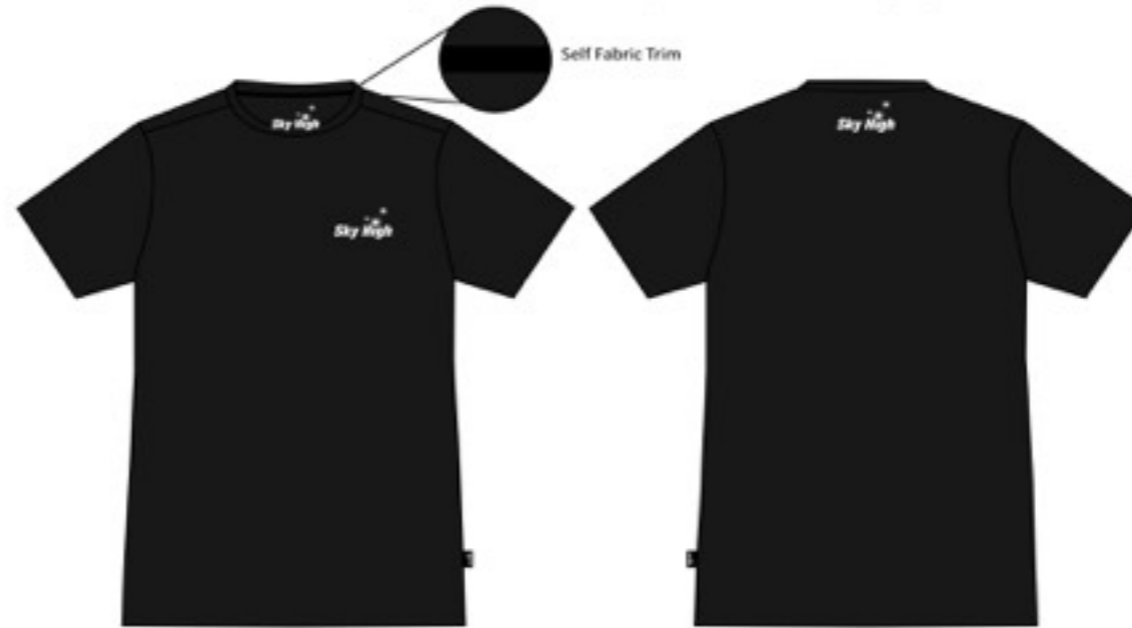


Sky High
Active Family Fun



SKY HIGH

T-Shirt (94% Combed Cotton, 6% Elastane - 185gsm)



Sky High Party Pack 2018 4

Silicone Wristband



Drawstring Bag



Water Bottle

Sweatband



Shirt



Sky High Party Pack 2018 3

Silicone Wristband



Drawstring Bag



Foldable Water Bottle



Punch Balloon

Tattoo

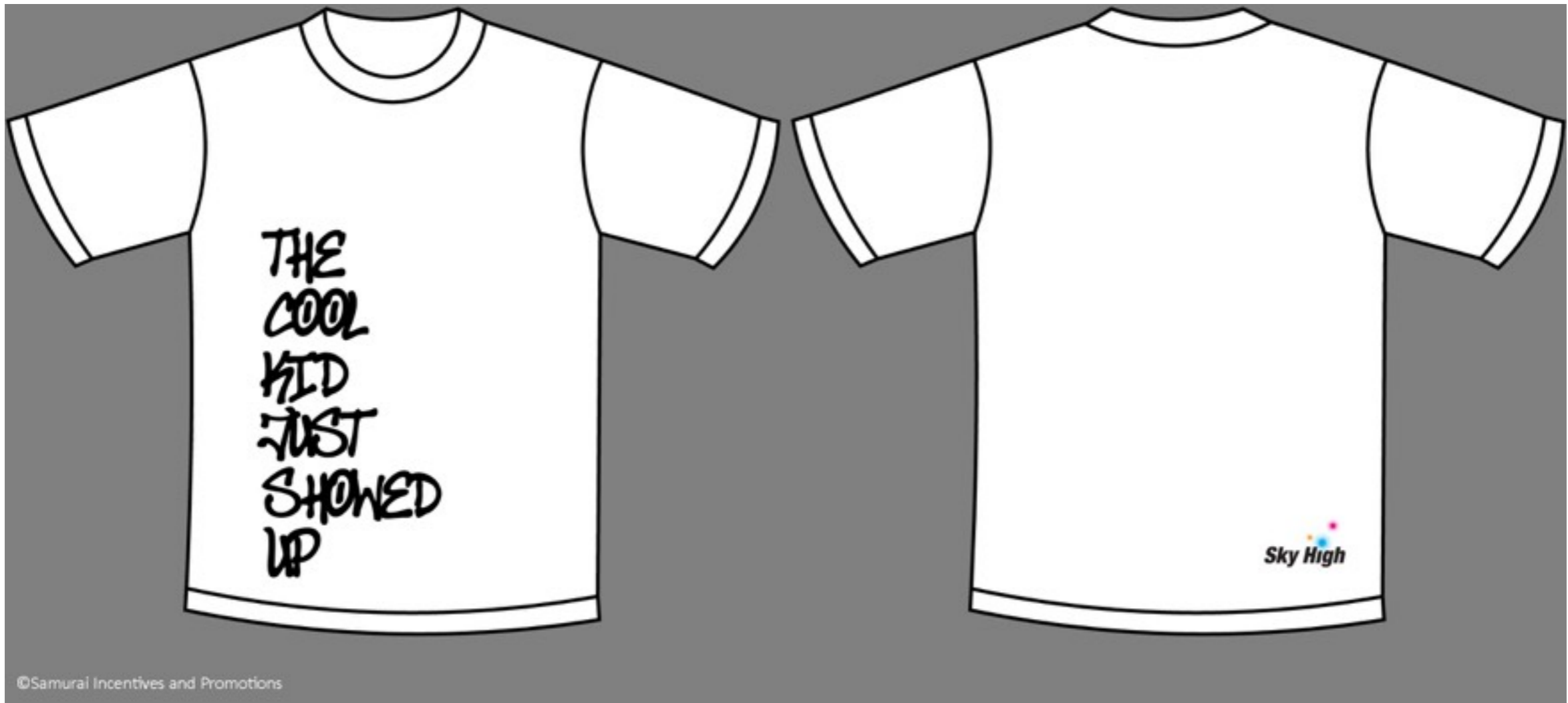


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Sky High

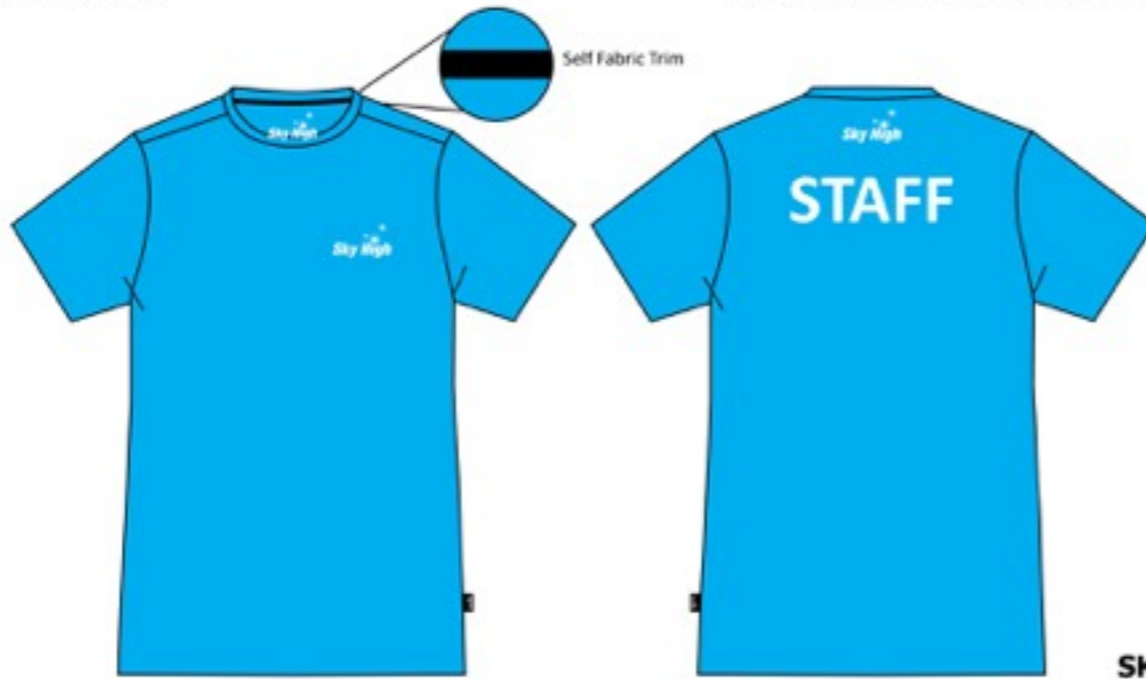
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T-Shirt (94% Combed Cotton, 6% Elastane - 185gsm)



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