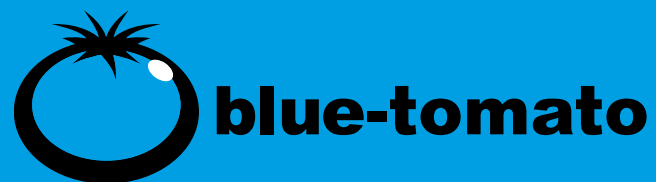


MEDIA KIT 25



CONTENT

02

Vision

10

Home & Landing
Pages

18

Window Presentation

03

Brand
Lenses

11

Product Listing
Pages

19

POS Presentation

04

Timeline

12

Newsletter

20

Digital Shop
Activation

05

Customer

13

Blue World

21

Shop Teams
Engagement

06

Shops

14

Social Reach

22

Events

07

Brand Portfolio

15

Blue Tomato Team

23

Shop Events

08

Reach Our Customer

16

Content Shoots &
Media Design

24

Employee Events

09

Webshop

17

Retail Activation
Possibilities

25

Print Ads

BLUE TOMATO VISION

We are the leading
retailer for customers
and employees,
who want to fully
express themselves
through their lifestyle
and have powerful
experiences by
following their passions.

BRAND

BLUE TOMATO CUSTOMER EXPERIENCE PRINCIPLES

CONSISTENT

We are true to our brand and culture in all our actions and interactions with customers.

ENRICHING

Customer value is in the focus of our actions. This is either sharing our first-hand knowledge, giving our customers confidence in our products or welcoming them into our sports.

ENGAGING

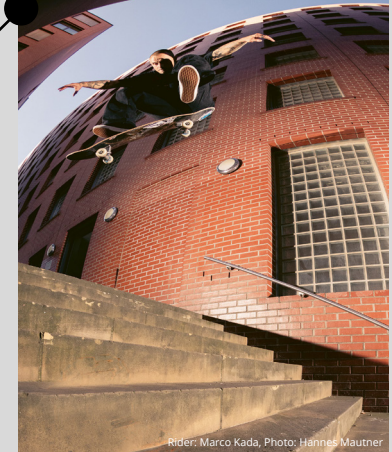
We want to encourage a high customer involvement with our brand and that's why frequent interaction with our customers is vital to us. We always take customer needs and feedback seriously and respond to them in our actions.

THE BLUE TOMATO BRAND CORE ELEMENTS

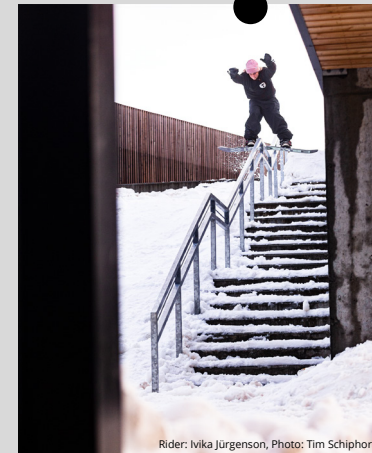
- AUTHENTIC
- ON TREND
- EXPERIENCE-DRIVEN
- INSPIRING
- FUN

We have been an essential part of the scene from the very beginning. We are keen to share our first-hand knowledge and to support the communities around our lifestyles. We are aware of the needs of our customers and adapt to trends in a way that is relevant for them. We encourage and support sports and lifestyles rooted in creativity, self-expression and unique experiences. We want to inspire our customers to gain new experiences and rediscover the familiar. It is about pushing your own boundaries, being unconventional and having fun.

SKATEBOARDING



SNOWBOARDING



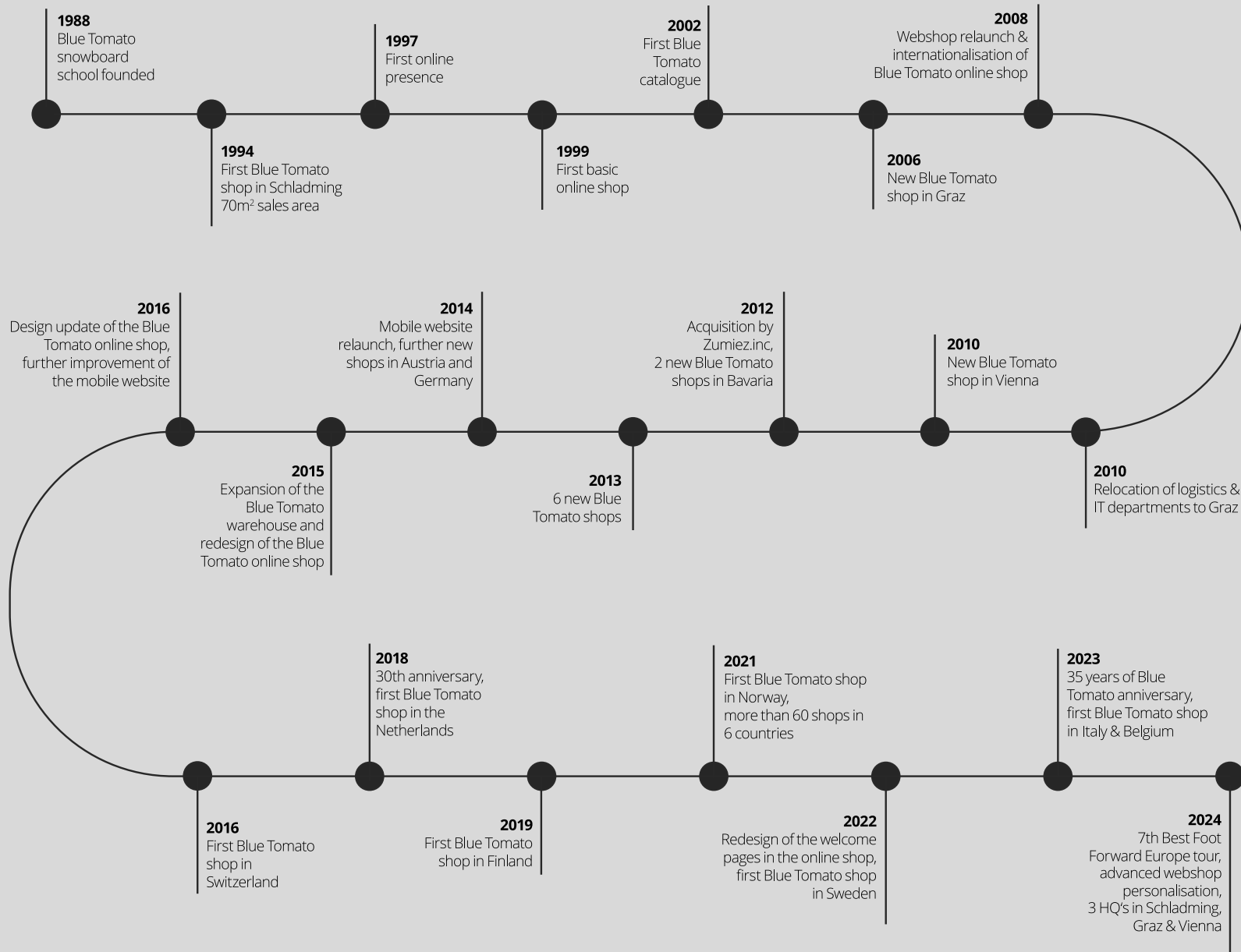
FREESKIING

LENSES

SURFING



TIMELINE

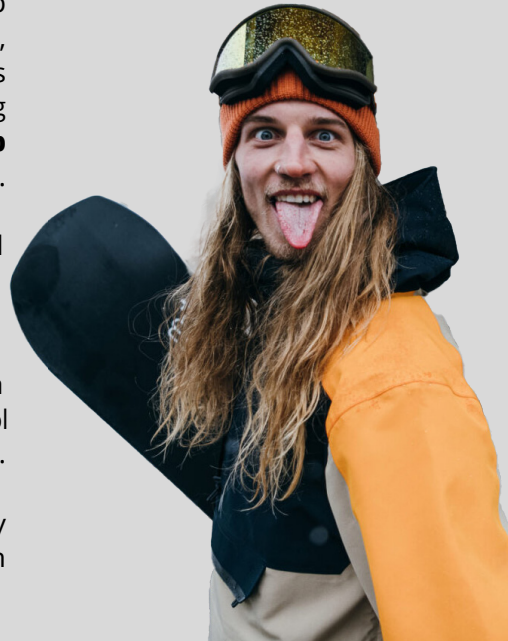


WHO IS OUR CUSTOMER

Blue Tomato's target group is made up of snowboarders, freeskiers, surfers, skaters and lifestyle-orientated young adults. The **main target group** is between **15-24 years old**.

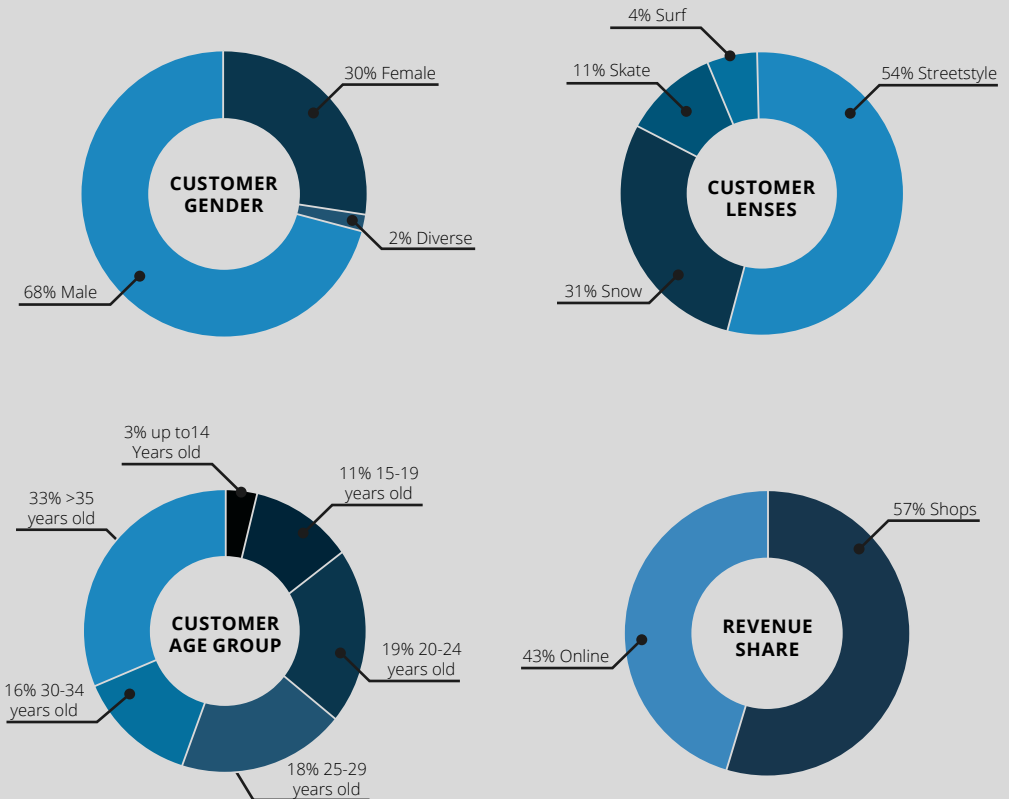
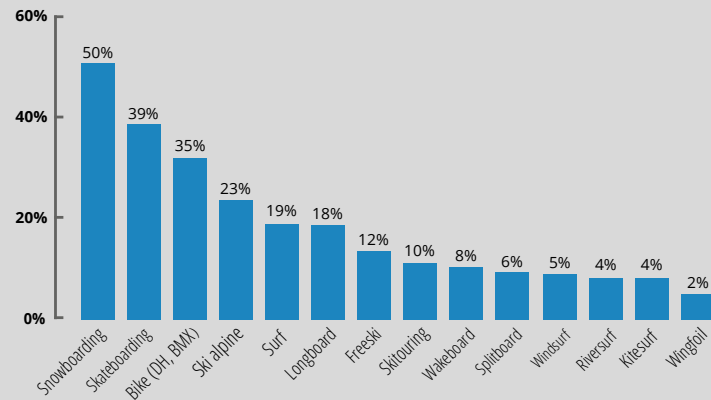
Many of these adolescents and young adults are considered to be peer groups and opinion leaders or trend setters. 60% of the older age group have a university degree or high school diploma (A-level equivalent).

Our target audience is very brand-conscious with high purchasing habits.



SPORTS

(based on several customer surveys in the last 2 years)

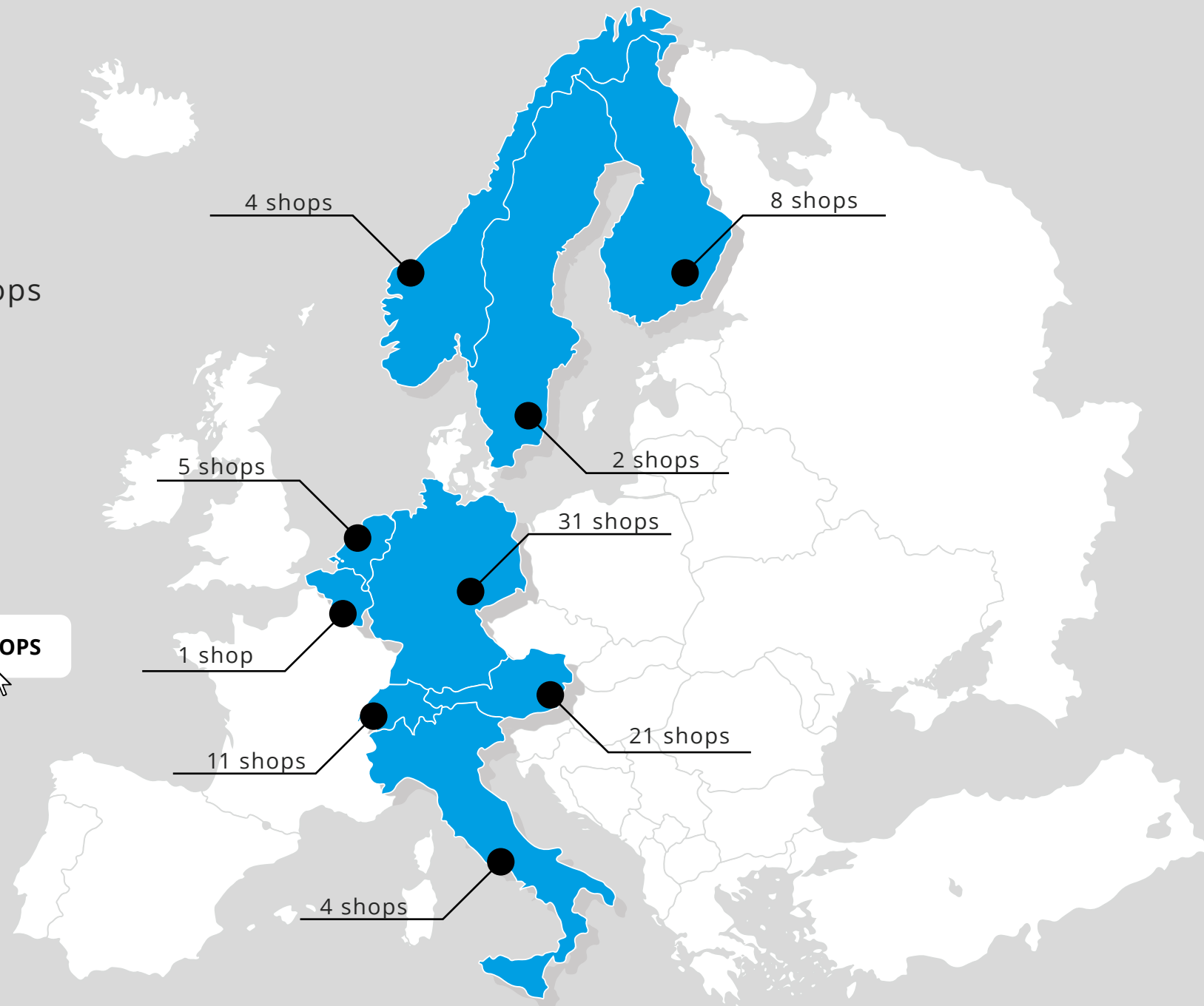


BLUE TOMATO SHOPS

More than 85 shops
in 9 countries

- AUSTRIA
- BELGIUM
- FINLAND
- GERMANY
- ITALY
- NORWAY
- SWEDEN
- SWITZERLAND
- THE NETHERLANDS

[BLUE-TOMATO.COM/SHOPS](https://blue-tomato.com/shops)



BRAND PORTFOLIO

500+ active brands | individuation | established & newer brands | emerging brand opportunities





SHOP EMPLOYEES

SOCIAL MEDIA



EVENTS



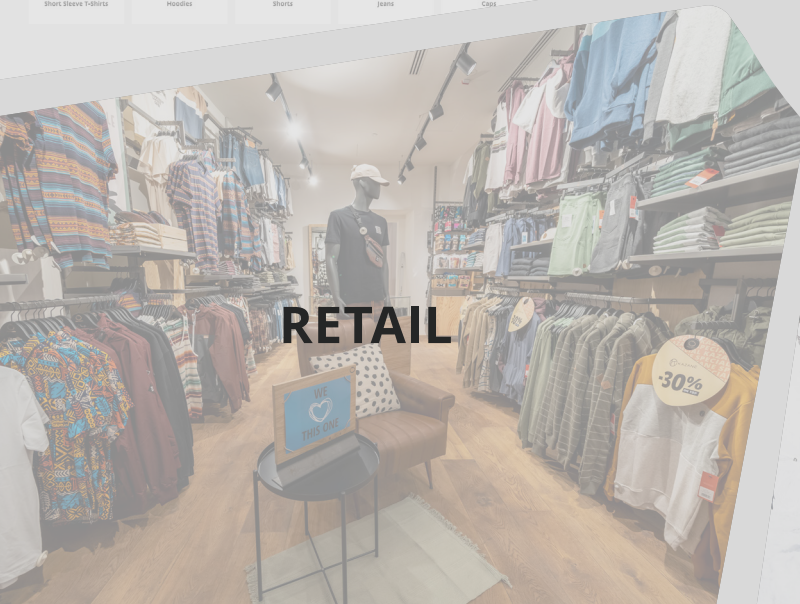
PHOTO SHOOTS



WEBSHOP

**REACH OUR
CUSTOMER**

NEWSLETTER



RETAIL

BLUE TOMATO TEAM



BLUE WORLD

WEBSHOP



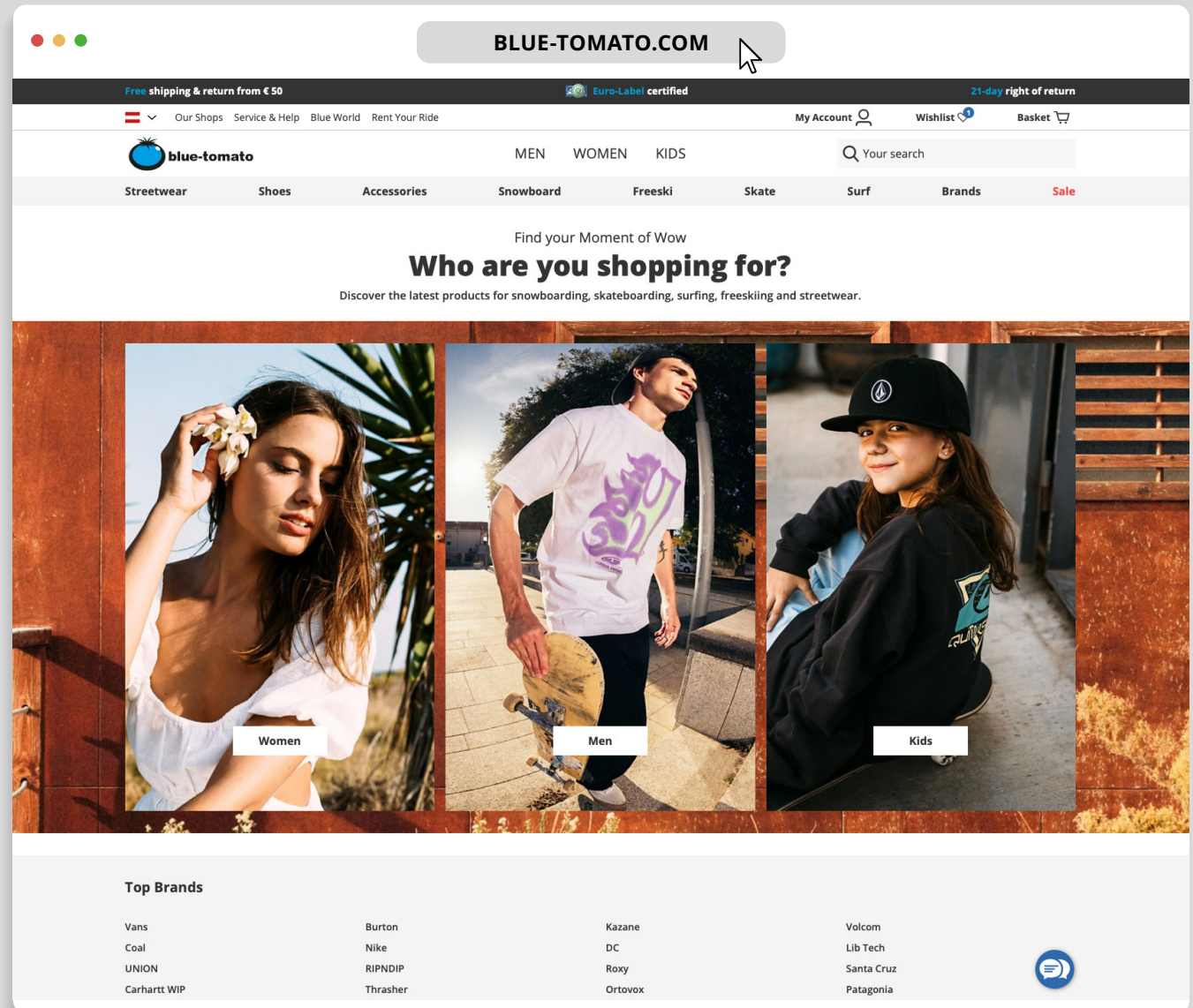
Easy to use on every device
(focusing both on desktop & mobile)

14 
different languages

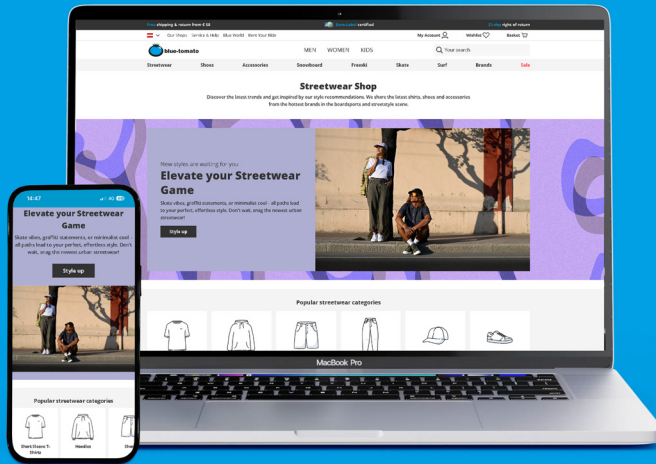
> 450,000
products

500
different brands

> 125,000
average daily visitors



HOME & LANDING PAGES (HLP)



After selecting the respective gender, customers are able to browse from our five landing pages:



Streetwear



Surf



Snowboard



Skate



Freeski

SINGLE TOPIC TEASER

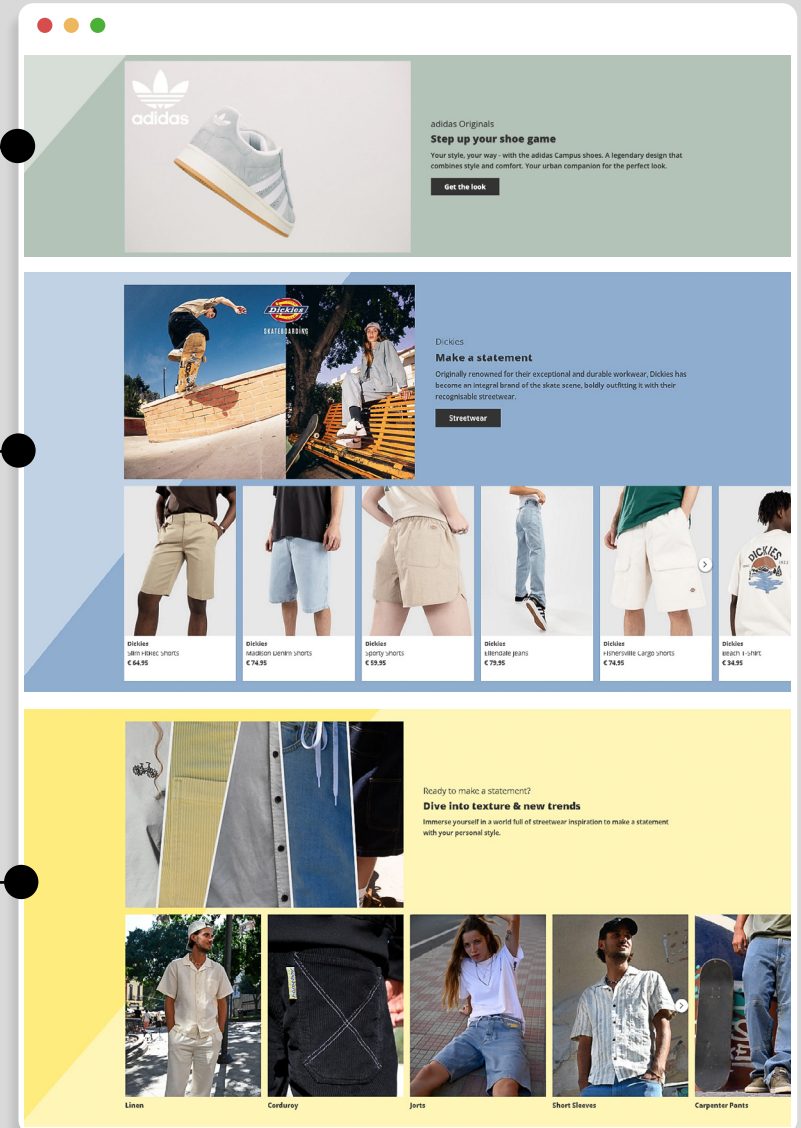
- Share brand identity

PRODUCT TEASER

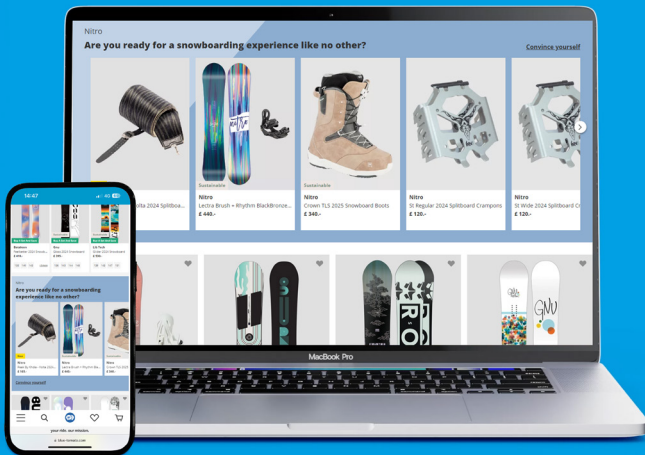
- Highlight latest products

MULTI TOPIC TEASER

- Show all relevant categories



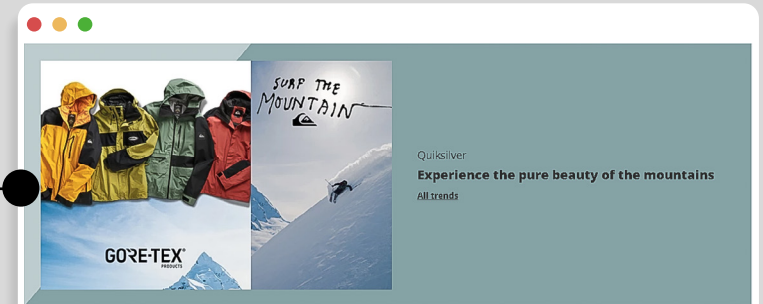
PRODUCT LISTING PAGES (PLP)



„IT IS ALL ABOUT FINDING THE RIGHT PRODUCT“

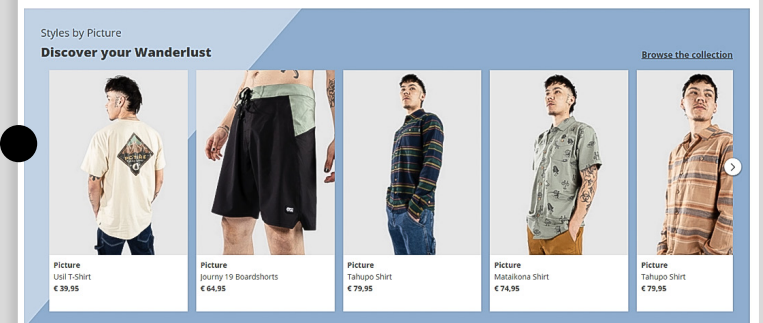
SINGLE TOPIC TEASER

- Highlight a certain product/model by displaying it in its desired location or environment



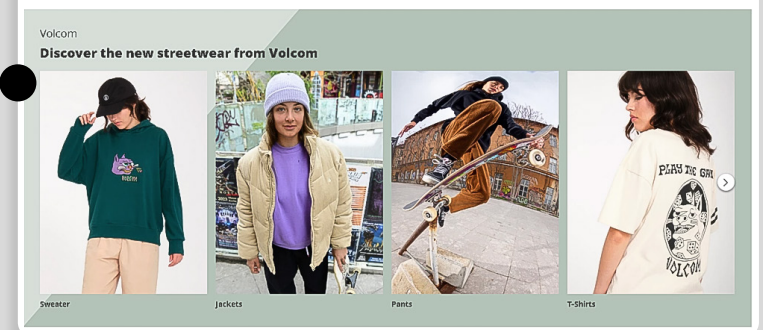
PRODUCT TEASER

- Highlight latest products

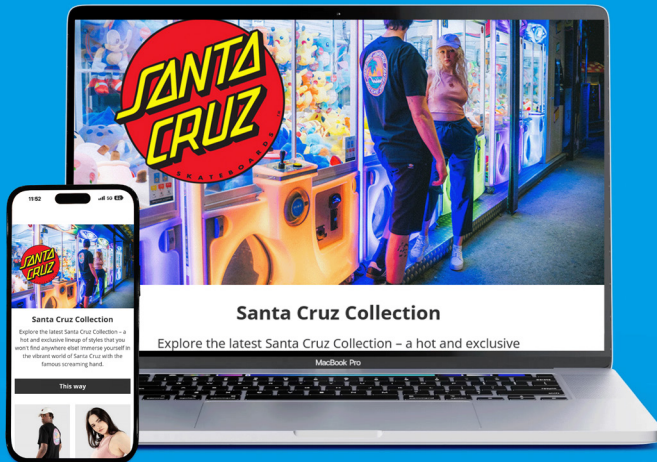


MULTI TOPIC TEASER

- Implement a cross-selling-strategy
- Inspire customers to explore related product categories
- Add value to the customer by providing matching topics/outfits



NEWSLETTER



700,000
subscribers in total

Ø 25%
opening rate

Ø 2.37%
conversion rate

Target group segmentation according to interests:

- Snowboard
- Freeski
- Skate
- Surf
- Streetwear
- Gender

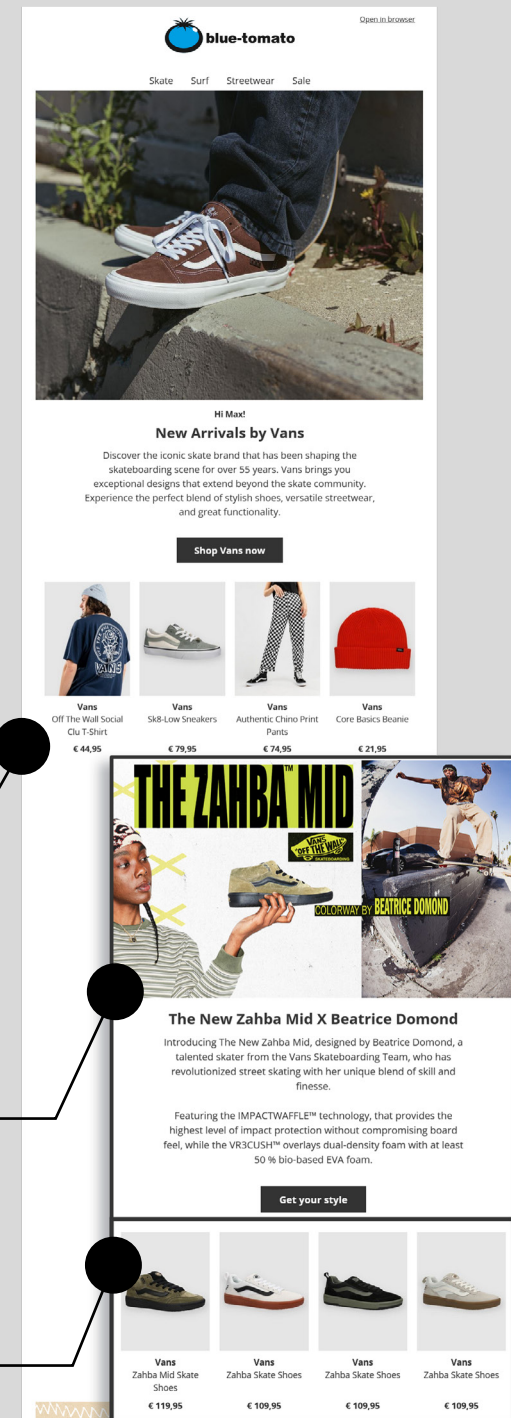
STANDALONE BRAND NEWSLETTER

Ensures exclusive attention on your brand and products, maximizing visibility and engagement within our subscriber base.

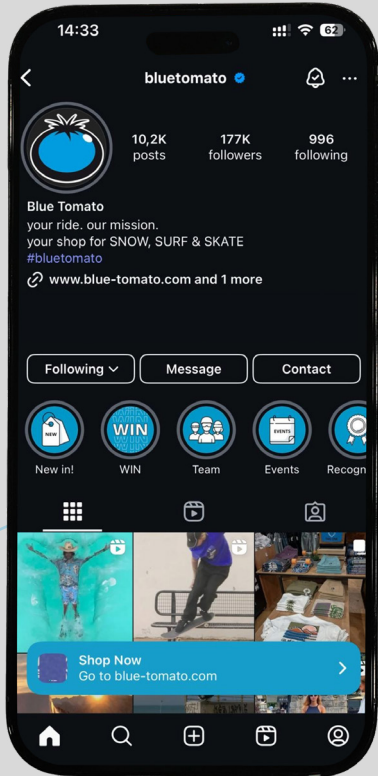
NEWSLETTER INTEGRATION

Content will be thoughtfully incorporated into our internal newsletter campaigns, ensuring alignment with the most pertinent topics and themes.

PRODUCT INTEGRATION

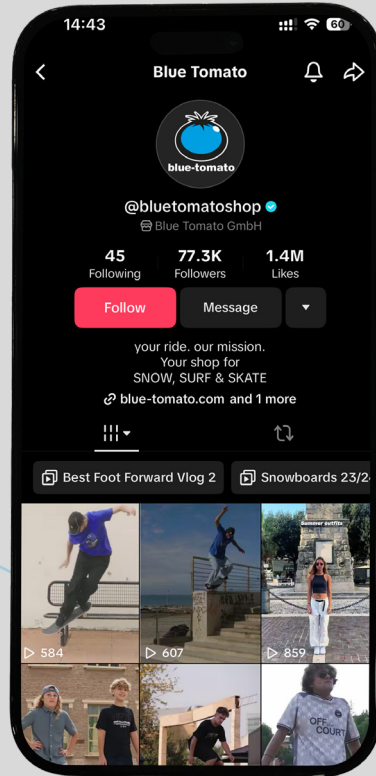


SOCIAL REACH



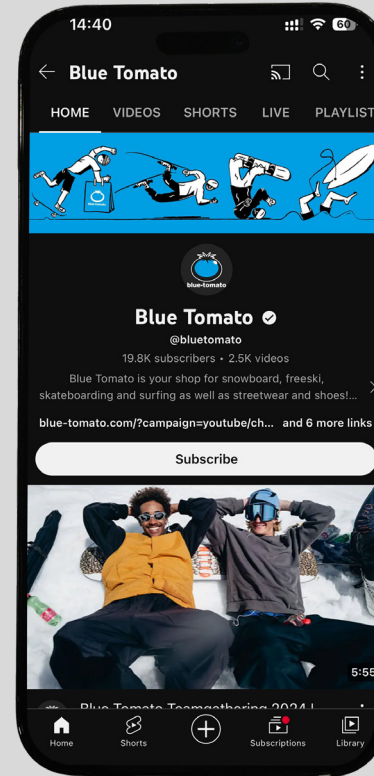
Instagram

Followers: 178K
Impressions: 70.1M



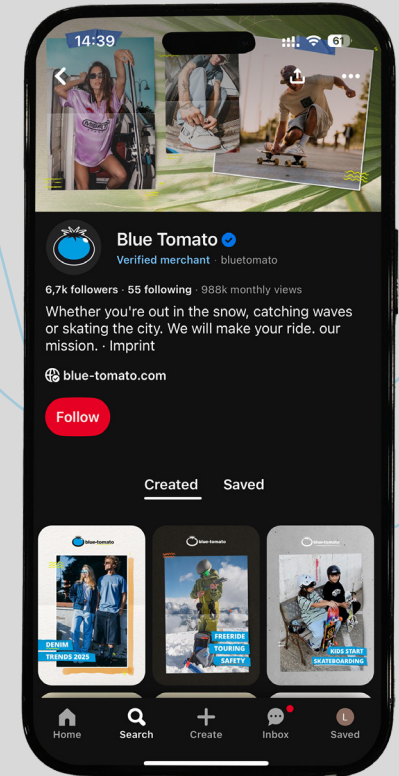
TikTok

Followers: 77K
Views: 10.7M



YouTube

Followers: 20K
Views: 4.1M



Pinterest

Followers: 6.7K
Impressions: 14.9M

Posts, stories, raffles or even channel take overs are possible to bring the message across.

* Impressions/Views from 2024, Follower as of April 2025

BLUE TOMATO TEAM

The Blue Tomato Team is represented across our core sports.
We are proud to support riders from international pros to national riders & rookies.

[BLUE-TOMATO.COM/TEAM](https://blue-tomato.com/team)

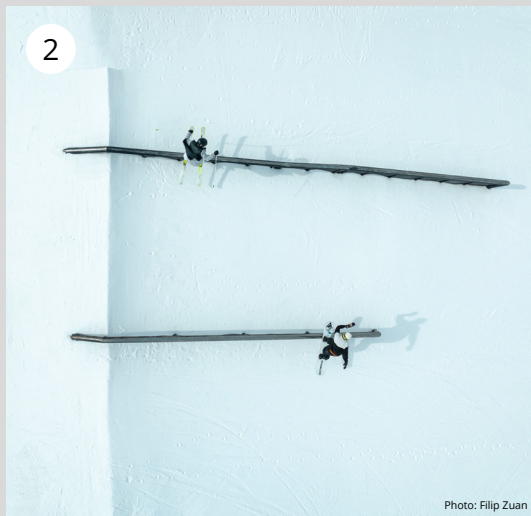
#BLUETOMATOTEAM

Pictured:

1. Kalle Zollino
2. Yanneck Konda & Laura Wallner
3. Matěj Švancer
4. Lenni Pfeiffer

5. Victor de Le Rue
6. Levi Löffelberger
7. Ivika Jürgenson

...and many more



INHOUSE CONTENT SHOOTS & MEDIA DESIGN

We create unique and cohesive footage, consistent with our lenses and our style. The content we create is used for the product detail pages as well as for a variety of campaigns featuring style images and videos. We organize 2 main campaign shootings (summer and fall/winter) along with multiple smaller campaign and brand shootings throughout the year.



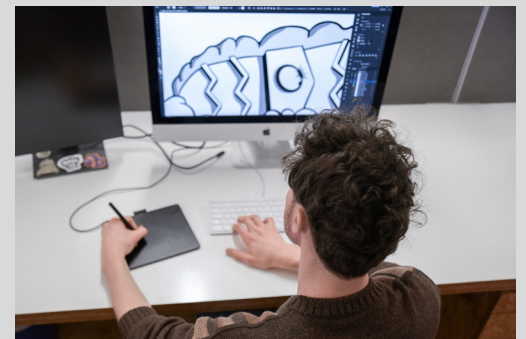
**BLUE TOMATO
PHOTO STUDIOS**



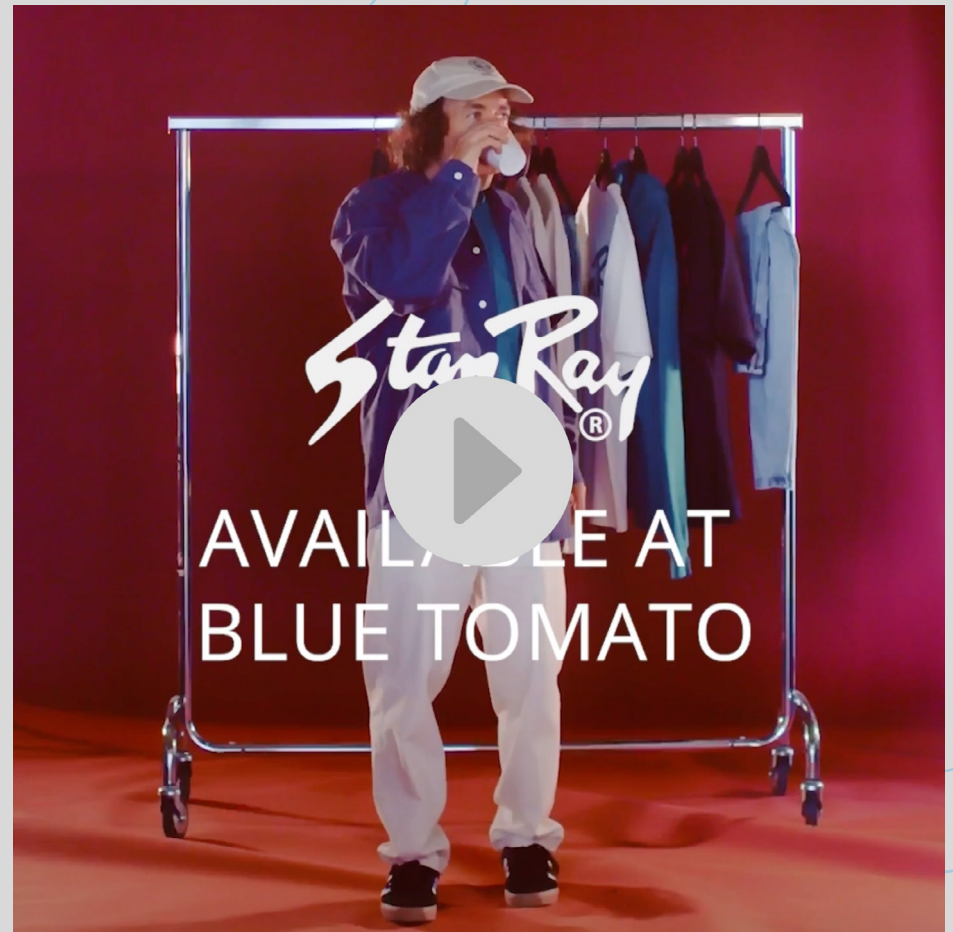
**PHOTO & VIDEO
PRODUCTION**



**TEAM RIDER GATHERINGS
WITH CONTENT PRODUCTION**



**MEDIA DESIGN
SERVICES**



RETAIL ACTIVATION POSSIBILITIES

Blue Tomato shops are an attractive communication platform for brands. To increase visibility in retail, we offer various placement possibilities in our Blue Tomato shops.



Window
presentation



POS
presentation



Digital shop
activation



WINDOW PRESENTATION



SLIMFRAMES



WINDOW STICKER



WINDOW DISPLAY



POS PRESENTATION

MAGNET FOILS
ON HIGHLIGHT
WALL AND SHOE WALL



WOODEN FRAMES



HIGHLIGHT TABLES



LIGHTBOXES



DIGITAL SHOP ACTIVATION

SOCIAL MEDIA
SHOP CHANNEL



DIGITAL SIGNAGE

ENGANGE WITH OUR SHOP TEAMS

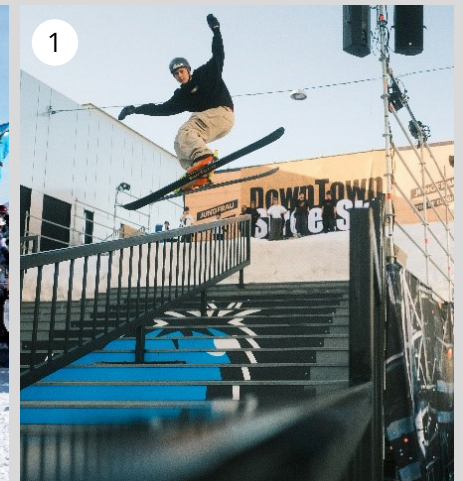
- Increase net sales and units by motivating our sale staff with sale competitions
- Organize workshops to educate our staff to pass on your first-hand knowledge



EVENTS

Blue Tomato cares about the community and the scene. That's why we organize Blue Tomato Events and support regional, national and international snowboard, freeski, skate and surf events.

1. Amateur & pro contests
2. Kids days
3. Coachings
4. Movie Premieres



SHOP EVENTS

We use our shops as venues for events, on top of the normal everyday shopping. This creates a feel-good atmosphere in our familiar shopping environment and brings the community and people with similar interests together.

- Shop Opening Events
- Workshops
- Signing and meet & greet sessions
- In-store skate sessions
- DJ and band concerts
- Exclusive tattoo sessions
- Late night shopping
- Sunday shopping
- Shop birthdays
- ...and much, much more!

We encourage brands to take part in our Blue Tomato shop events or to propose new concepts.



EMPLOYEE EVENTS

SHOP MANAGER MEETINGS

A motivating environment of 'teaching & learning' is very important to us. At our shop manager meetings we focus on training and development in order to grow personally and professionally.



RECOGNITION EVENTS

Recognition is a big part of our culture. We value each other, share our successes, and recognize extraordinary achievements by celebrating together.



TEAM BUILDING

Spending time together is a great way to exchange knowledge and share powerful experiences.



BLUE TOMATO ADS

your ride. our mission.

blue-tomato

Snow | Surf | Skate
online & in >80 shops in nine countries

LEVI LÖFFELBERGER

your ride. our mission.

blue-tomato

Snow | Surf | Skate
online & in >80 shops in nine countries

DOMINIK WAGNER

your ride. our mission.

blue-tomato

Snow | Surf | Skate
online & in >80 shops in nine countries

your ride. our mission.

blue-tomato

Snow | Surf | Skate
online & in >80 shops in nine countries

CLEMENS MILLAUER

your ride. our mission.

blue-tomato

Snow | Surf | Skate
online & in >80 shops in nine countries

your ride. our mission.

blue-tomato

Snow | Surf | Skate
online & in >80 shops in eight countries

JOSH ABSENGER

your ride. our mission.

blue-tomato

Snow | Surf | Skate
online & in >80 shops in eight countries

JULIA PLÁČEK

your ride. our mission.

blue-tomato

Snow | Surf | Skate
online & in >80 shops in eight countries

LET'S TALK

**MARKETING COOPERATIONS
& CAMPAIGNS CONTACT:**

brand.cooperations@blue-tomato.com

PRESS CONTACT:

press@blue-tomato.com

