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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

INSPIRING

ON TREND

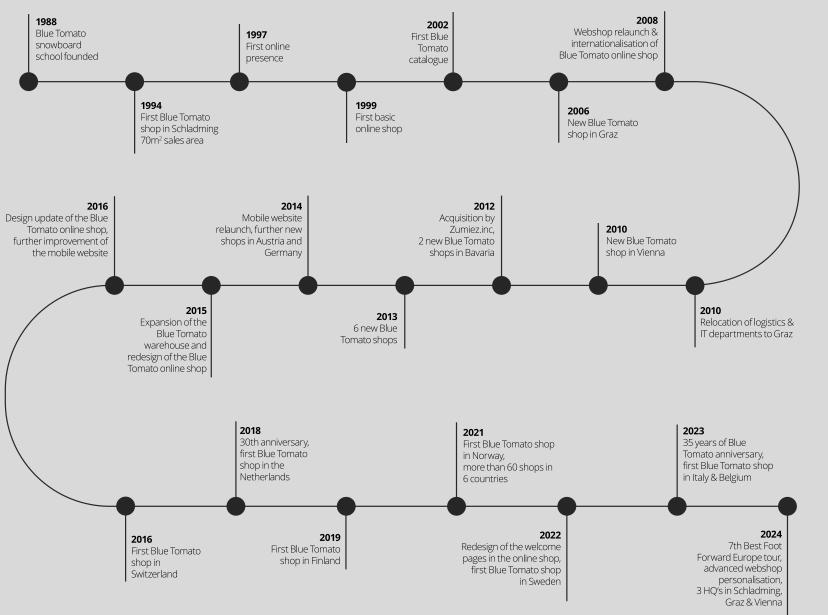
• FUN

• EXPERIENCE-DRIVEN

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, selfexpression 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.



TIMELINE















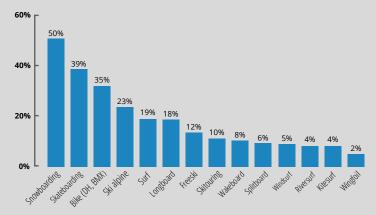
WHO IS OUR CUSTOMER

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**.

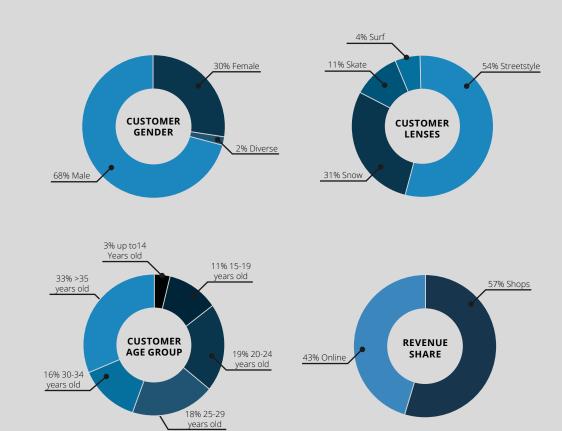
Many of these adolescents and young adults are considered to be peer groups and opinion leaders or trend setters. 60% of the older age group have a university degree or high school diploma (A-level equivalent).

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

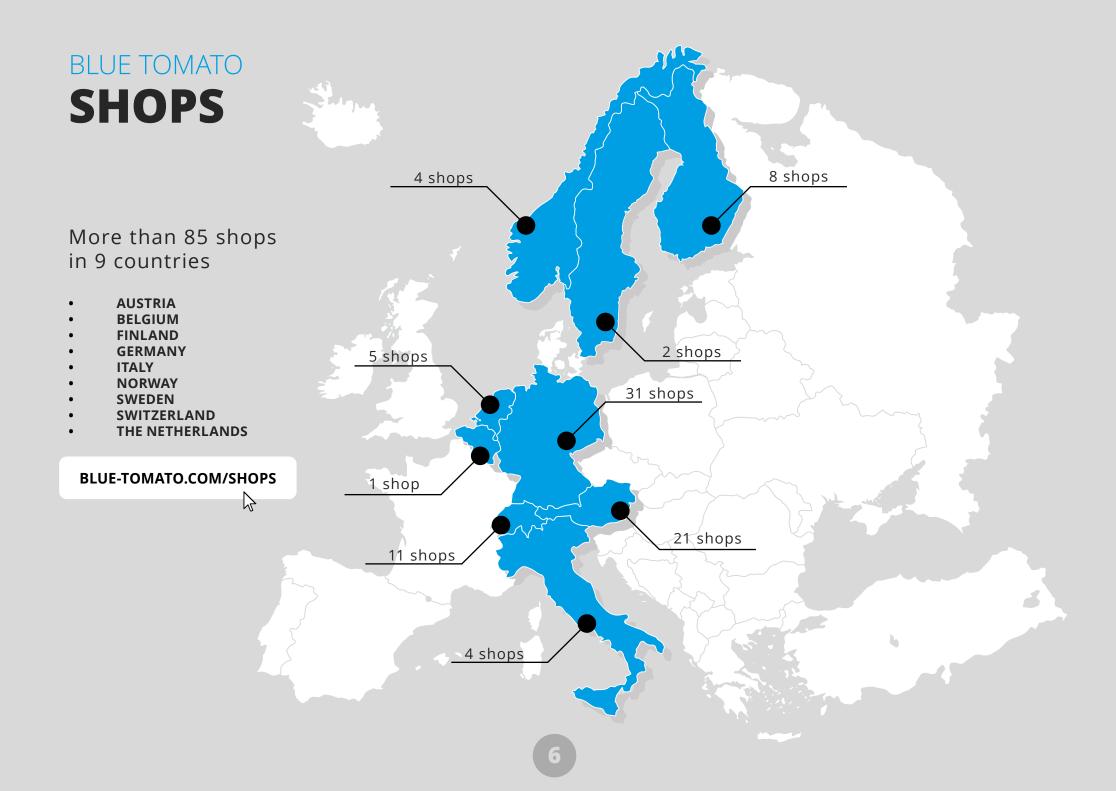
SPORTS (based on several customer surveys in the last 2 years)











BRAND PORTFOLIO

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



SOCIAL MEDIA

SHOP EMPLOYEES

Streetwear

WEBSHOP

RETAIL

New styles are waiting for you **Elevate your Streetwear Game** Store vibes, graffit storemers, or minimalist cool - all paths lead

REACH OUR CUSTOMER

EVENTS

PHOTO SHOOTS

NEWSLETTER

Hi Max!

New Arrivals by Vans

to iconic skate brand that has been shaping the

Win

-blue world-



BLUE TOMATO TEAM

WEBSHOP



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



> 450,000 products

500 different brands

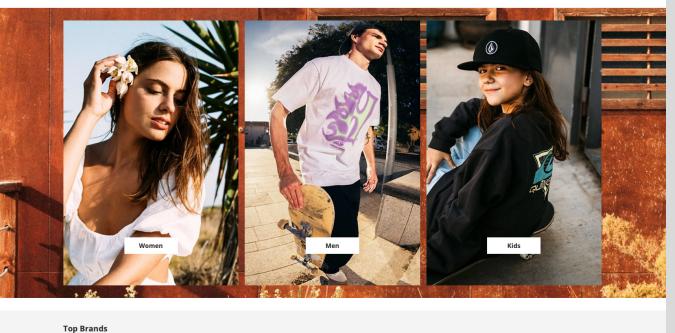
> 125,000 average daily visitors

Our Shops Service & Help Blue World Rent Your Ride My Account Wishlist Basket	•••	BLUE-TOMATO.COM	
	Free shipping & return from € 50	🗐 Euro-Label certified	21-day right of return
	🔤 🗸 Our Shops Service & Help Blue World Rent Your I	de	My Account 📿 Wishlist 👎 Basket 🗔
	🝎 blue-tomato	MEN WOMEN KIDS	Q Your search
Streetwear Shoes Accessories Snowboard Freeski Skate Surf Brands Sal	Streetwear Shoes Accessorie	Snowboard Freeski Skate	Surf Brands Sale

Find your Moment of Wow

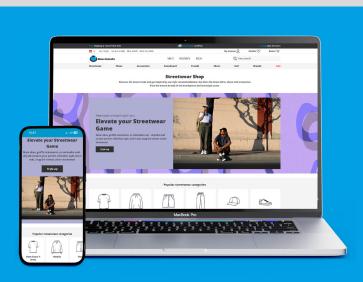
Who are you shopping for?

Discover the latest products for snowboarding, skateboarding, surfing, freeskiing and streetwear.



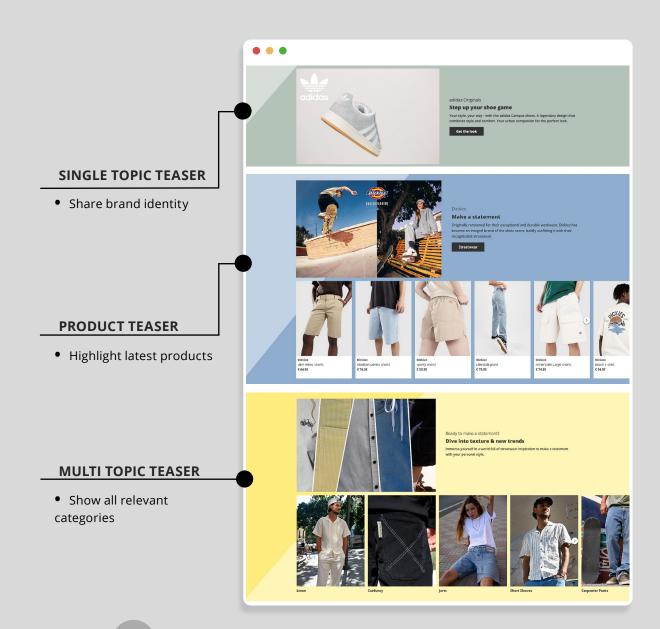
Vans	Burton	Kazane	Volcom	
Coal	Nike	DC	Lib Tech	-
UNION	RIPNDIP	Roxy	Santa Cruz	
Carhartt WIP	Thrasher	Ortovox	Patagonia	

HOME & LANDING PAGES (HLP)

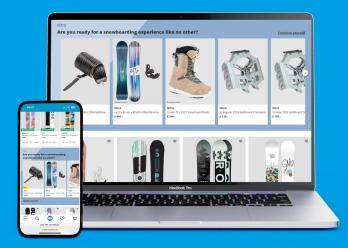


After selecting the respective gender, customers are able to browse from our five landing pages:





PRODUCT LISTING PAGES (PLP)



"IT IS ALL ABOUT FINDING THE RIGHT PRODUCT"

• • • SURF THE SINGLE TOPIC TEASER • Highlight a certain product/ model by displaying it in its Experience the pure beauty of the mountains desired location or environment All trends GORE-TEX Styles by Picture **PRODUCT TEASER** Discover your Wanderlust Browse the collection • Highlight latest products **MULTI TOPIC TEASER** Picture Usil T-Shirt € 39,95 Picture Journy 19 Boardshort € 64,95 Picture Tahupo Shirt € 79,95 Picture Mataikona Shirt € 74,95 Picture Tahupo Shirt € 79,95 • Implement a cross-sellingstrategy • Inspire customers to explore Volcom related product categories **Discover the new streetwear from Volcom** • Add value to the customer by providing matching topics/outfits

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NEWSLETTER



700,000

subscribers in total

Ø 25%

opening rate

Ø 2.37% conversion rate





Clu T-Shir



The New Zahba Mid X Beatrice Domond

Introducing The New Zahba Mid, designed by Beatrice Domond, a talented skater from the Vans Skateboarding Team, who has revolutionized street skating with her unique blend of skill and finesse.

Featuring the IMPACTWAFFLE™ technology, that provides the highest level of impact protection without compromising board feel, while the VR3CUSH™ overlays dual-density foam with at least 50 % bio-based EVA foam.



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

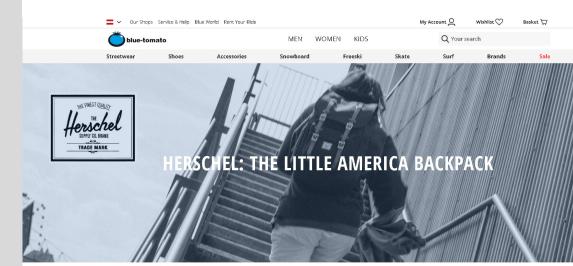
BLUE WORLD



BLUE-TOMATO.COM/BLUEWORLD \mathbb{P}

Our online magazine connects brands with our dedicated readership by integrating them in our niche-focused content.

- Sponsored Content
 - **Blog Posts**
 - **Product Reviews**
 - Custom Content Integration
- Raffle Placement ٠
- **Events & Workshops Information** ٠





Classics Aren't Born. They're Made. Since 2009, Herschel Supply Company has been designing classic products that combine style, quality, and practicality with a focus on sustainability. The best example of this is the new Little America Backpack, perfect for any adventure. Author: Marcel / 24.07.23

Herschel took its company name from a small town in Saskatchewan, Canada, where three generations of the family grew up. Boundless freedom and endless creativity are what the founders associate with this place. In 2009, the company opened its headquarters in Vancouver, Canada, where the successful story of the trendy backpacks began. From the very beginning, the brand has been committed to keeping its ecological footprint as low as possible. The connection to nature is engraved in the brands DNA, which is why sustainability always comes first. That's why the new, redesigned Little America is made from 600D EcoSystem™ fabric, which is made from 100% recycled water bottles.

To better support you on a variety of adventures, Herschel has equipped the Little America Backpack with additional features:

- · Laptop sleeve inside is now floating (less likely to damage laptop when putting bag on floor)
- Updated, easy pull draw cord closure
- Tonal liner (no longer red and white candy stripe) Now has adjustable EVA-Padded shoulder straps
- · Back entry zipper pocket to securely store goods (safer for commuting)
- Dual, expandable water bottle pockets
- Top lid pocket (perfect for sunglasses)
- Now features a zippered front pocket
- Brass look buckles (not silver)

The updated Little America Backpack combines all the established benefits from the previous version with the new features, making it the perfect travel companion for any occasion. It also brings Herschel another step closer to its goal of making nearly all of its products from recyclable materials by 2024.

So, grab your Little America Backpack from Herschel and let the next adventure begin!







Herschel Little America Backpack whitecap gray € 129,95 € 99,95

Herschel Little America Backpack Herschel

Little America Rucksack

black tonal

€ 129,95

Little America Rucksaci peacoat/light taupe/whit € 99,95

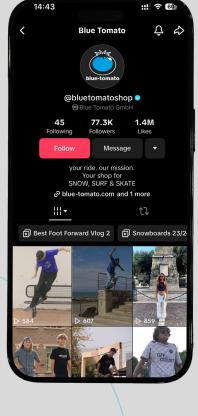
€ 129,95

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.

4. Lenni Pfeiffer ...and many more **BLUE-TOMATO.COM/TEAM #BLUETOMATOTEAM** 1 3 5 your ride. of Photo: Hannes Mauto Photo: Hannes Mautner 6 4 hoto: Hannes Mautne 2

Pictured: 1. Kalle Zollino

2. Yanneck Konda &

Laura Wallner

AL

3. Matěj Švancer

5. Victor de Le Rue

6. Levi Löffelberger

7. lvika Jürgenson

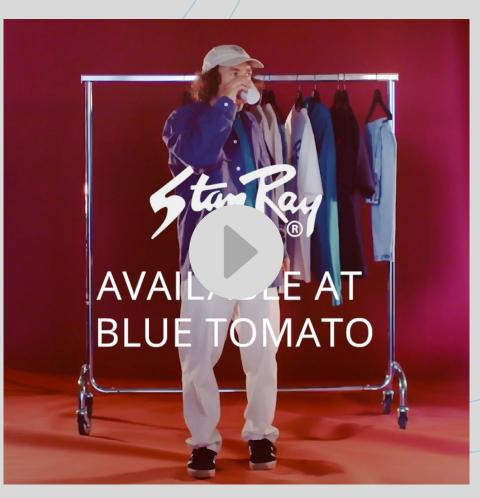
Photo: Filip Zuan

Photo: Tim Schipho

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



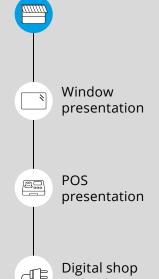
TEAM RIDER GATHERINGS WITH CONTENT PRODUCTION



MEDIA DESIGN SERVICES

RETAIL ACTIVATION POSSIBILITIES

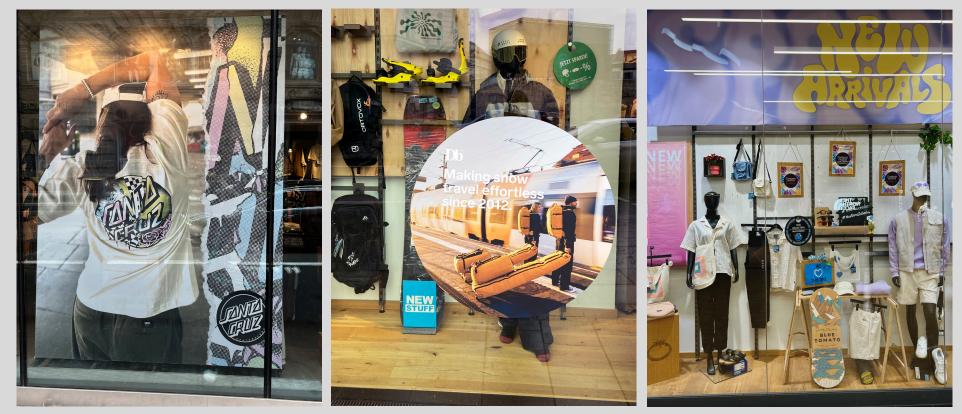
Blue Tomato shops are an attractive communication platform for brands. To increase visibility in retail, we offer various placement possibilities in our Blue Tomato shops.



activation



WINDOW PRESENTATION



SLIMFRAMES

WINDOW STICKER

WINDOW DISPLAY

POS PRESENTATION

MAGNET FOILS ON HIGHLIGHT WALL AND SHOE WALL

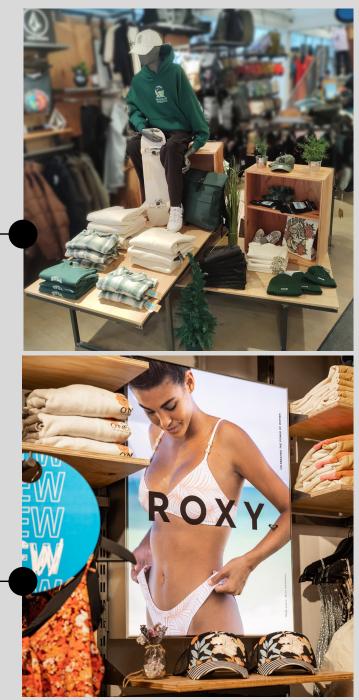


WOODEN FRAMES



HIGHLIGHT TABLES

LIGHTBOXES

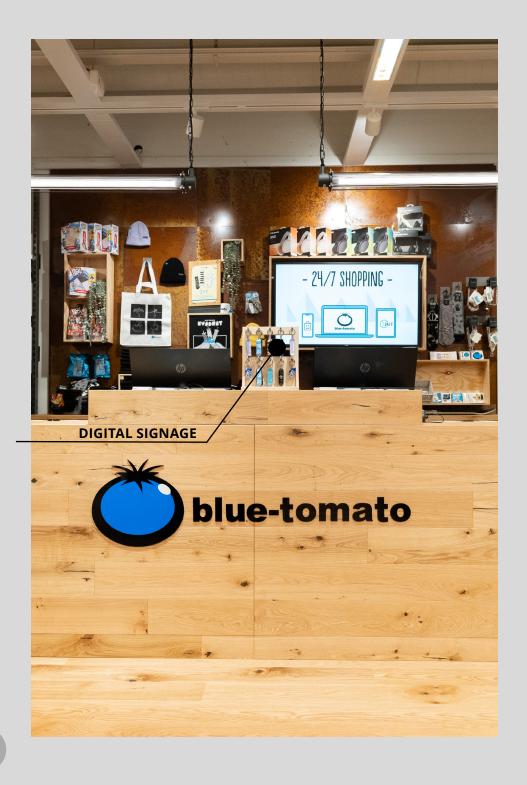


\$

DIGITAL SHOP ACTIVATION



1



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

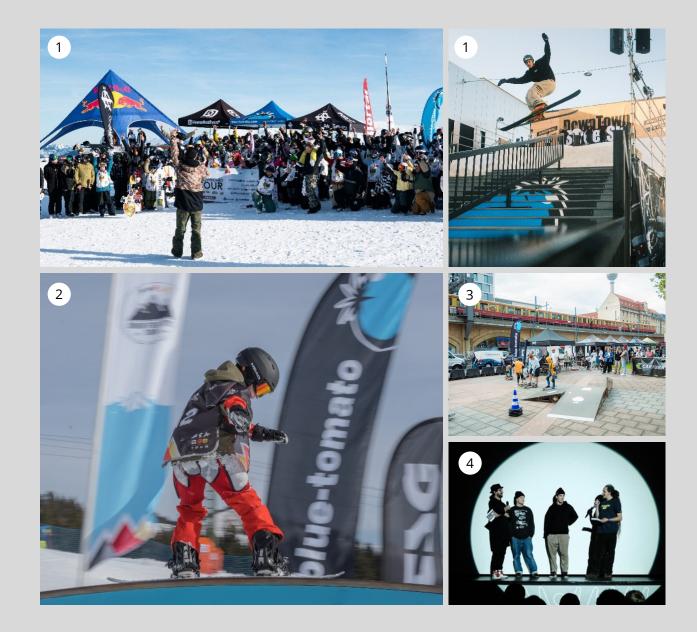




EVENTS

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

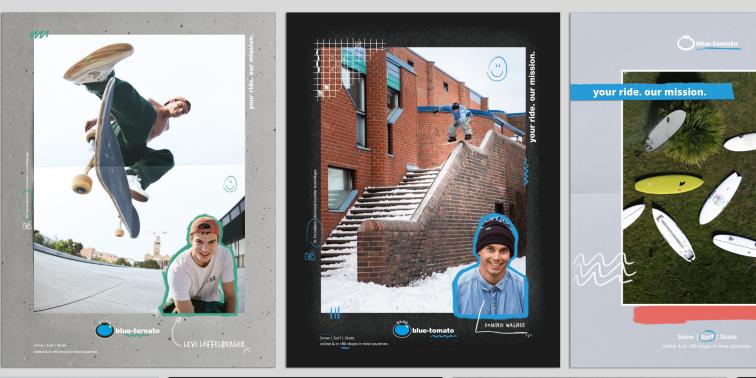
Spending time together is a great way to exchange knowledge and share powerful experiences.



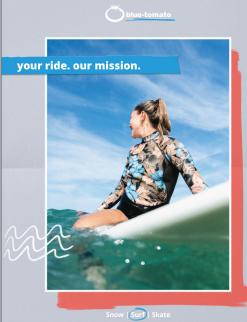




BLUE TOMATO ADS











Snow | Surf | Skat

online & in >80 shops in eight



