



SGB Weekly

September 8, 2014

Brand Strength Topline Report

Featuring: Osprey Packs

Circulation: 11,000

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BRAND STRENGTH INDEX - OVERALL TOP 50 BRANDS*

Brand	Index	Brand	Index
The North Face	622	Osprey	452
Columbia	606	Kelty	450
Adidas Outdoor	593	Jansport	449
Timberland	575	Sorel	445
Coleman	568	Buck Knives	444
REI	565	Sanuk	442
Merrell	554	EMS (Eastern Mountain Sports)	442
Patagonia	542	Mountain Safety Research (MSR)	441
L.L. Bean	531	Eureka	440
Carhartt	498	Chaco	439
Swiss Army	497	High Sierra	439
Eddie Bauer	493	Sierra Designs	435
Teva	481	Yakima	435
Keen	479	Reef	434
Dickies	479	Snow Peak	434
Smartwool	473	Vasque	433
Marmot	471	Mammut	432
Igloo	467	Vibram FiveFingers	431
Camelbak	466	Hobie Cat	426
Salomon	460	Outdoor Products	426
Mountain Hardwear	459	Slumberjack	425
Woolrich	457	PrAna	424
Gerber	457	Petzl	424
Hi-Tec	456	Camp Chef	422
Black Diamond	454	Lowa	421

* Index out of 1,000

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BRAND AWARENESS - OVERALL TOP 50 BRANDS

MOST RECOGNIZED BRAND NAMES

Brand	Percentage	Brand	Percentage
Timberland	72%	Hobie Cat	22%
L.L. Bean	71%	Yakima	21%
The North Face	67%	Salomon	20%
Coleman	66%	Black Diamond	20%
Eddie Bauer	65%	Sorel	20%
Columbia	64%	Reef	19%
Adidas Outdoor	63%	Mountain Hardware	19%
Swiss Army	62%	Thule	19%
Dickies	57%	Eastern Mountain Sports	18%
REI	49%	Keen	18%
Igloo	46%	Sierra Designs	18%
Jansport	43%	Ocean Kayak	17%
Carhartt	42%	Osprey	17%
Patagonia	39%	Thermares	17%
High Sierra	39%	Highgear	16%
Camelbak	34%	Smartwool	15%
Merrell	32%	Old Town Canoe	14%
Teva	30%	Kelty	14%
Buck Knives	27%	Mammut	14%
Woolrich	27%	Snow Peak	13%
Hi-Tec	26%	Yeti	13%
Eagle Creek	25%	Canada Goose	13%
Gerber	23%	Icebreaker	13%
Eureka	23%	Outdoor Research (OR)	13%
Marmot	22%	Slumberjack	12%

BRAND PURCHASING - OVERALL TOP 50 BRANDS

Brand	Percentage	Brand	Percentage
Columbia	34%	Sorel	5%
The North Face	33%	Marmot	4%
Timberland	31%	Mountain Hardware	4%
Coleman	30%	Eastern Mountain Sports	4%
L.L. Bean	30%	Eureka	4%
REI	20%	Black Diamond	4%
Eddie Bauer	19%	Eagle Creek	4%
Dickies	17%	Salomon	3%
Carhartt	16%	Yakima	3%
Adidas Outdoor	15%	Thermares	3%
Swiss Army	15%	Camp Chef	3%
Igloo	13%	Kelty	3%
Merrell	12%	Outdoor Research (OR)	3%
Camelbak	10%	Vasque	3%
Jansport	10%	Outdoor Products	3%
Patagonia	9%	Thule	3%
Teva	9%	Chaco	3%
Buck Knives	7%	ArcTeryx	3%
Gerber	6%	Ocean Kayak	3%
Keen	6%	Mountain Safety Research	3%
Woolrich	6%	Wenger	2%
Smartwool	6%	Sierra Designs	2%
High Sierra	6%	Osprey	2%
Hi-Tec	5%	Mountainsmith	2%
Reef	5%	Five Ten	2%

GEAR/EQUIPMENT RATINGS BY ATTRIBUTE - PRODUCT QUALITY

