**Ideal client**

Couple who grew up in the early 90’s surf era. Influenced by things like point break, Kelly slater, Quicksilver, Tony Hawk, Chilly peppers. Alternative board sports and the free spirit adrenaline junky movement. Early 2000 was early twenty somethings for this couple who, with many of their peers tried to “live the dream” travelling to backpacker destinations like India, Thailand and Australia and trying the alternative sports for real…white water rafting, Surfing, sky diving, skating, scuba diving.

2018 and we are married with children and mortgage! lLess able to live a free life style but the aspiration for a free way to live is still there, and a desire to introduce the children to nature, travel, adventure and out door sport. Probably camper van owners or some kind of trendy caravan for easy quick getaways at the weekends and longer holidays to places that are not standard like Mexico or Canada or the far East so that the kids can learn to snorkel or snowboard

Living exciting memories is the goal and its couples with modern cultural things like collecting moments on selfies and an awareness of minimising footprint on the environment- but the goal is much the same – to spend free time living exciting life outside in beautiful places.

**The catagory**

Sports and outdoors

**The brand Promise**

We understand the passion for getting away and being free of the rat race. Having the things you need to be a self contained family unit while travelling by road , sea or air and following the pursuits you love. “ Alive “ out door kit can be relied on to be functional, cool, and hassle free.**.** You will feel great when using these products because you will feel part of the lifestyle you love

**The brand evidence**

The items have the colours and branding of a surf brand from the 90’s maybe even a slightly retro feel to them to fit with the retro surf clothes of that period. They are modern in their application but nostalgic for the lifestyle era from which the free spirits of today take their lead