



DeWalt XR® Heated Jacket

Product Information:

The DeWalt XR Heated Jacket is an American-made product produced for outdoor workers and enthusiasts. These jackets use ion batteries (and charging devices) to heat the user and offer three temperature zones for added comfort. They come in a variety of styles and colors and are priced from \$140-\$200

Target Audience:

-Demographic: Men, Age 25-45, Income of \$50,000-\$70,000, Homeowners, Some education/college

-Psychographic: These are hardworking, rugged men who spend the majority of their time working or enjoying time outdoors. They don't want to let the temperature dictate their adventures.

TONE: What is the TONE of this ad? Confident, masculine, straight-forward

What might the audience understand about DeWalt XR® Heated Jacket now? What is the DeWalt brand image?

It's a high quality, working jacket with heating capabilities for any outdoor conditions. This brand is for the working class, who are often tough, outdoor enthusiasts and dedicated to quality.

Key insight: Given the ad in front of you, what will a viewer know and understand about DeWalt XR® Heated Jacket? What is the main message this ad communicates to the target audience about DeWalt XR® Heated Jacket that will connect with them and make them respond to this ad?

The consumer is an avid outdoor adventurer that wants to explore in all weather conditions and this jacket will help them stay comfortable on those journeys. They need a product that will help them continue doing what they love: being outdoors.

Feature / Benefit Focus: This jacket has a number of features and benefits. But for THIS AD, what feature/benefit would make the most sense to bring out in this ad?

Feature: A controller with temperature settings for warmth

Benefit: Comfort in any cold weather condition

COMPETITOR: WHAT would be considered one main marketplace competitor of this product? Why should it be considered to be the main competition? Briefly explain.

Milwaukee and Carhartt Jackets. They are both well-known brands that produce a similar product at a similar price point.

What emotional or logical connection (or both) does the ad make that would appeal to the viewer? What STORY does this ad tell?

It's cold out, but this doesn't stop an outdoor enthusiast. This person is longing to go on adventures all year round, and DeWalt XR Heated Jacket is going to help them do just that. This jacket will keep them comfortable and warm no matter the temperature that they may face on their journey.

A man with a mustache, wearing a black baseball cap with a yellow logo and a camouflage jacket, is sitting on a dark wooden bench. He is looking off to the right. A light-colored dog is sitting on the bench next to him, and his hands are resting on the dog's head. The background is a lush green forest with trees and foliage. The lighting is soft, suggesting an overcast day or late afternoon.

See where
WARMTH
takes you.

Your journey has just begun. Where will it take you? Hiking along a rushing, glacial river. Ice fishing on Lake Ontario. Hunting for elk in the northern woods. Or spending time with your furry companion on a chilly winter afternoon. The possibilities are nearly endless with the DeWalt XR Heated Jacket. With up to 5.5 hours of heated comfort, and the option to easily recharge on-the-go, DeWalt XR Heated Jacket is the logical choice for those long days spent outdoors. Built tough. Work tough. Play tough.

With DeWalt on your side, **there is no need to dream of warmer days.**



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