

Outdoor Influencer Summit Summary

WALDEN HYDE

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**Influencer
Summit
Summary**

On October 26th, Walden Hyde hosted its second influencer summit—this time focusing on outdoor influencers.

On a snowy day in Boulder, CO, we assembled a small group of professional climbers, runners, film makers, and photographers to discuss brand collaboration in the outdoor space.

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Influencer Summit Summary

The Influencers



CHELSEA RUDE



CAINE DELACY



FREDERICK MARMSATER



TONY KRUPIKA



JOE GRANT



BRITT DICK



ALY NICKLAS



ALI GEISER

HERE'S WHAT THEY
HAD TO SAY...

*Top 5 Tips
from Outdoor
Influencers*

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Influencer Summit Summary

Top 5 Tips

#1

Brand Affinity is Important to Us.

“The partnership has to be a good fit. If we don’t agree with the brand’s products, image, and mission we’re not likely to partner. It’s easier to collaborate when we align with the brand’s core values. “

“Brands need to understand who their target athlete is and why it’s the right fit during their initial outreach.”

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Influencer Summit Summary

Top 5 Tips

- *“My sponsor reaches out monthly to hear about my upcoming competitions, travels, what I’ve been doing, and personally how I’m doing. It makes me feel like I’m part of a team”*
-
-

#2

A Great Relationship with Our Point of Contact is Key.

“A brand’s athlete or influencer manager is a critical component to partnership longevity. So, our point of contact should know how to best work with us, give us the right level of support, and consider opportunities for our career development. Invest time in getting to know your athletes and influencers, and hire the right people to work with us. The contract and getting paid on time are just as important as our relationship and communication with the team manager.”

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**Influencer
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Summary**

Top 5 Tips

#3

**Authenticity is
the “It” Factor.**

“People care about good content and content that’s done authentically. The partnerships that work best are when brands give us full range of creative expressions. Through posting, we learn what our specific followers like to see best. Trust us to create the right content for our followers, rather than being too prescriptive.”

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**Influencer
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Top 5 Tips

#4

**We Do More than
Our Sport.**

“People want to see personalities behind the photos. Many of us have other hobbies and interest beyond our sponsored sport. There’s opportunity for brands who see us as fully rounded out people, rather than just athletes. Followers need to see us as more than someone sporting a logo to really believe we use and like a product.”

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**Influencer
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Top 5 Tips

#5

**Athletes vs
Influencers. There
is a Difference.**

Brands might use these terms interchangeably (and sometimes they do overlap), but there are differences in how they see themselves and how we work with brands.

Here's how we break them down...

about us



We build Constructive Brands.

Guided by a strong reason for being, Constructive Brands advance profitability without screwing over future generations. They shift culture, build up employees, and future-proof resources.

We make sure they are wildly successful.

DESTRUCTIVE




CONSTRUCTIVE

BOO

MEH

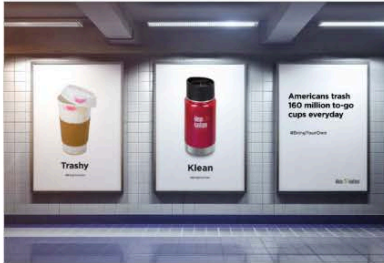
YAY

Services




Brand Identity
Build or refresh your brand

[LEARN MORE →](#)




Brand Platform
Position and market your brand

[LEARN MORE →](#)



Packaging
Get in their cart

[LEARN MORE →](#)




CSR Report
Get the most out of your CSR report

[LEARN MORE →](#)



Purpose Lab
Harness the power of purpose

[LEARN MORE →](#)



"Future of" ... Studies
Find the answers you need

[LEARN MORE →](#)

Select Clients

Justin's

HONEY
STINGER

eldora

klean
kanteen

JACKSON'S
HONEST

Xanterra

Unilever

Plum
organics

Nestlé

THE
NORTH
FACE

PURE
LEAF

Teatulia
ORGANIC SINGLE GARDEN TEAS

West
Paw

CONSCIOUS
ALLIANCE
art that feeds

prAna

SUN
DAY
AFTERNOONS

Guittard
CHOCOLATE COMPANY

YELLOWSTONE
NATIONAL PARK LODGES

lunchskins

Coca-Cola

WORLD
CENTRIC
MAKE AN IMPACT

National
COOP
Grocers

ROCKY MOUNTAIN
INSTITUTE

FSC



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THANK
YOU
