



  
**swmbrd**

**SWMBRD:** THE WORLD'S FIRST SWIMMABLE GO EVERYWHERE BOARD



## KEY STORY

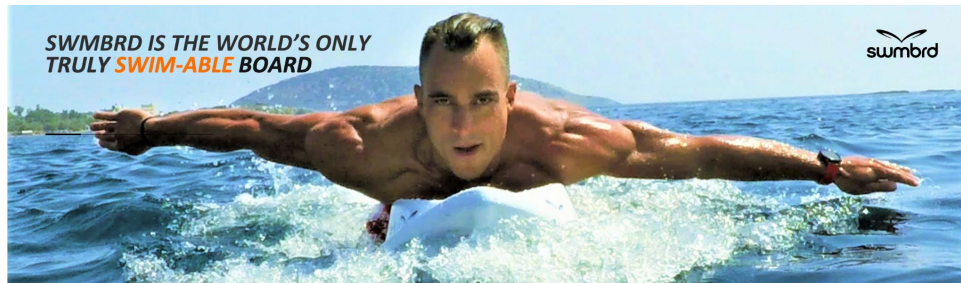
### JOIN US AS WE CREATE A NEW CATEGORY

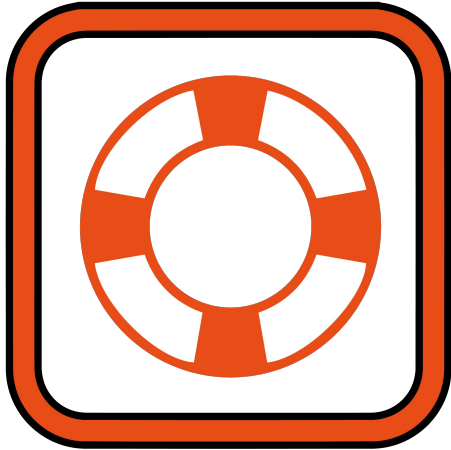
The board's unique, patented design unleashes the human body's natural abilities without need for waves, paddles, or sails, making it the world's first true universal swimmable board.

Refined and perfected over the course of years of testing and prototyping, **SWMBRD** helps swimmers of all ages, sizes and fitness levels travel further, faster, and safer while experiencing the joy and freedom of being empowered in the water.

**SWMBRD** will create an entirely new, competitor-free category within the aquatic industry.

NEW BRAND. **NEW SPORT.** NEW OPPORTUNITY.





Current swim and buoyancy aids have narrowly focused use sets.



Established board sports like bodyboarding, SUP, and surfing are challenging and limited to specific types of water.

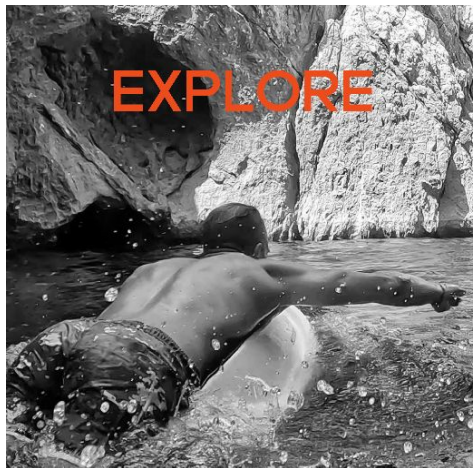


The market lacked a truly universal product which has impacted the accessibility, inclusivity, and adventure of swimming. **Until now.**

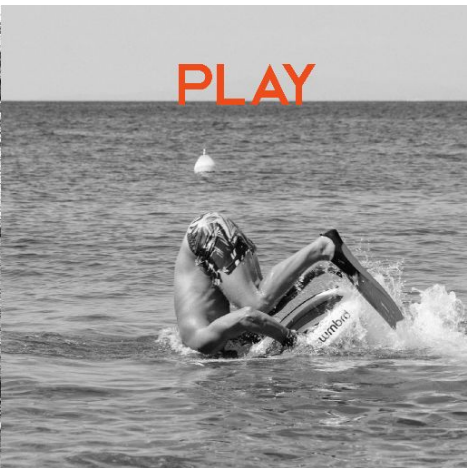


## SWMBRD SOLUTION

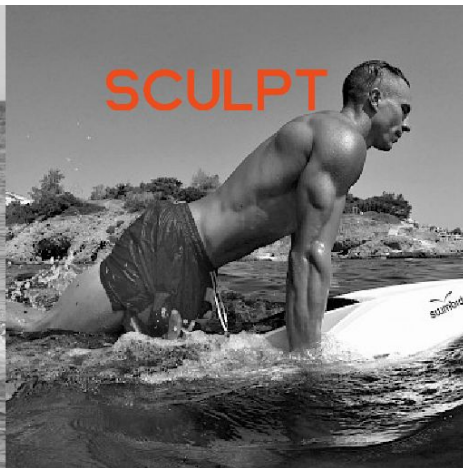
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**EXPLORE**



**PLAY**



**SCULPT**



**SOAR**

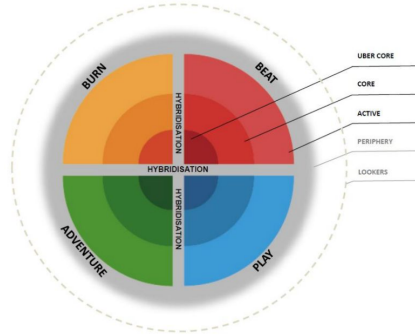


**SWMBRD** is the one board for all water. It's easily portable, fun in any body of water, and enhances the safety and enjoyment of every swim whether for adventure, workout, or recreation.



Unlike other board sports, **SWMBRD** is fully and extensively patent protected from counterfeits and copycats.

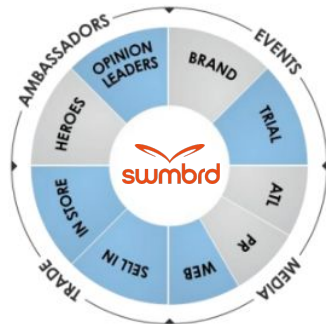
## I. CONSUMER SEGMENTATION



## II. KEY PURCHASE DRIVERS

1. Retailer launch events on water
2. Touring community engagement
3. In-store product visibility and communication
4. Kids on the floor know-how and loyalty
5. Digital campaign on own and earned media

## III. COMMUNICATION FOCUS



## IV. COMMUNICATION IDEA

### SWIMMING TAKES FLIGHT

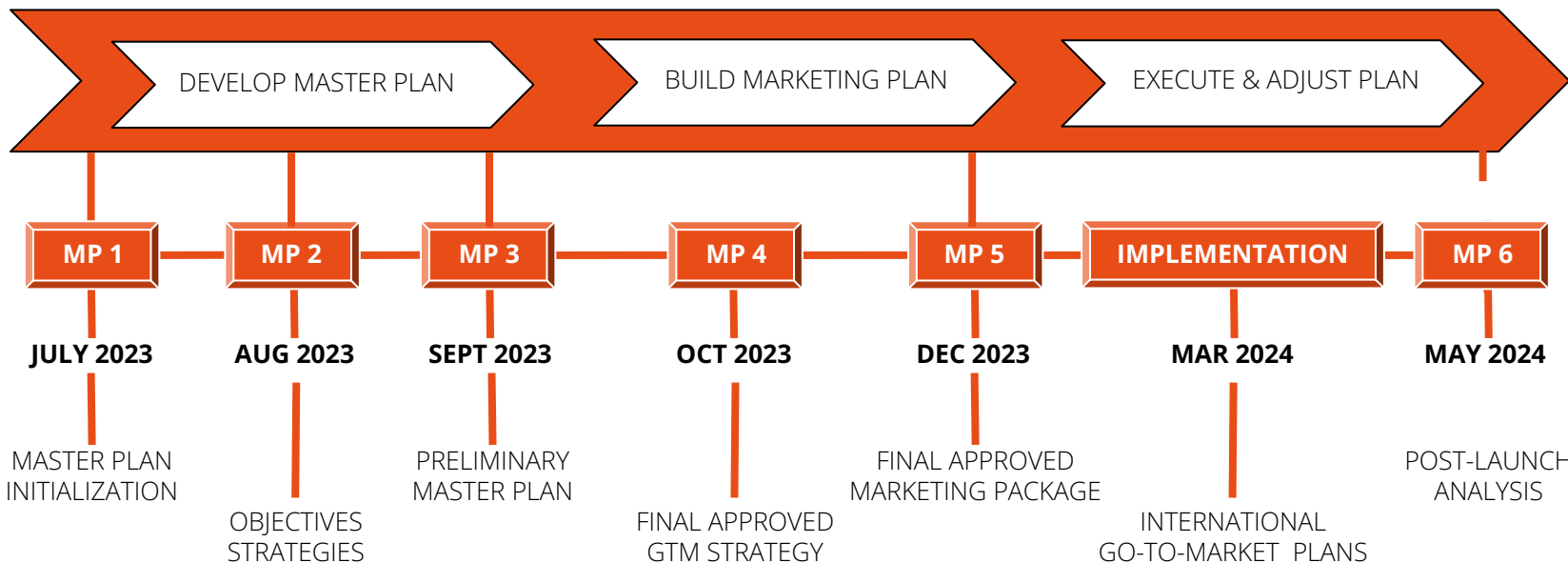
**SWM**BRD: THE WORLD'S FIRST AND ONLY TRULY SWIMMABLE BOARD

**SWM** like a **BRD**



## GTM PROCESS

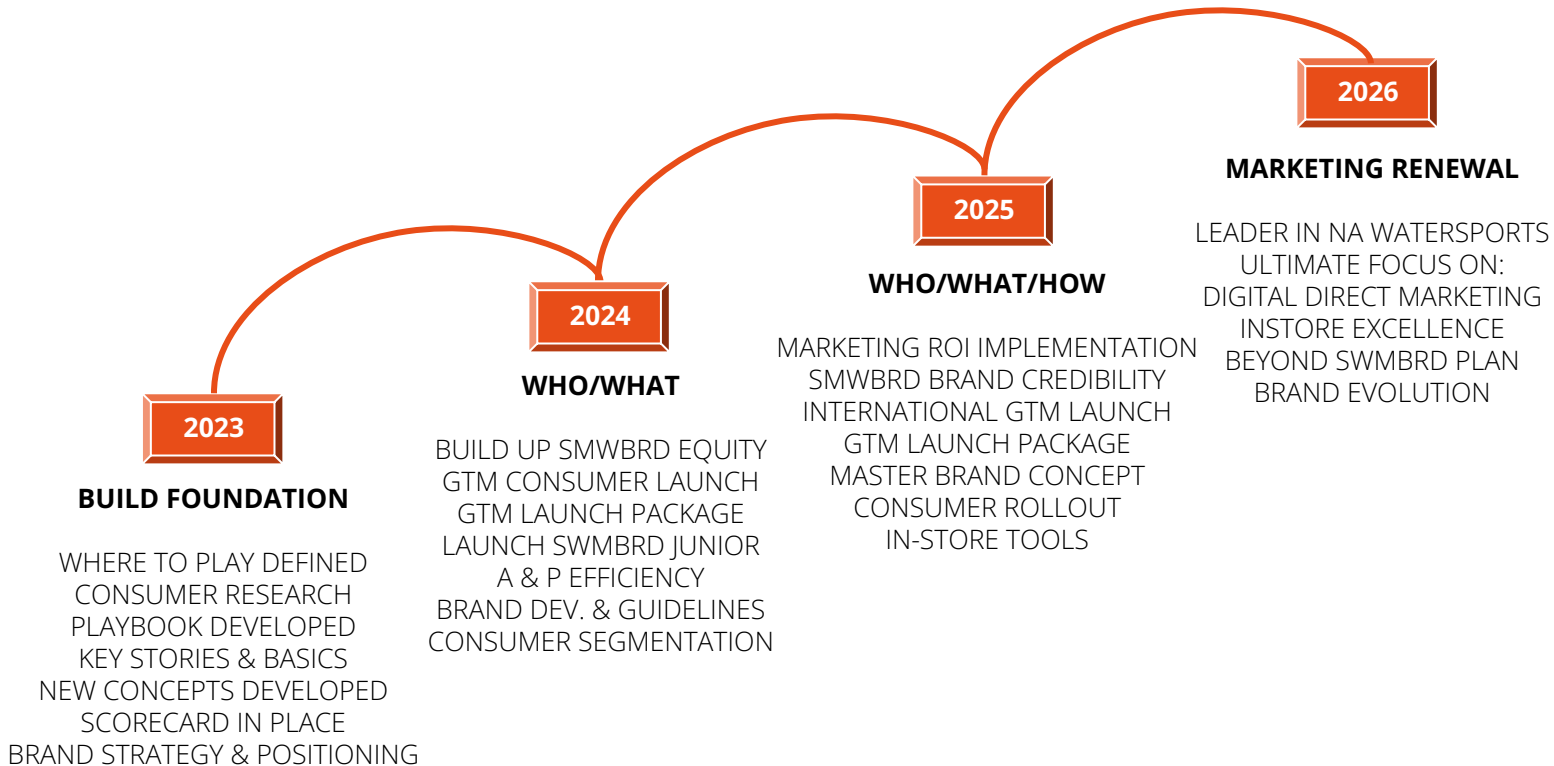
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## ACCELERATION GLIDE PATH

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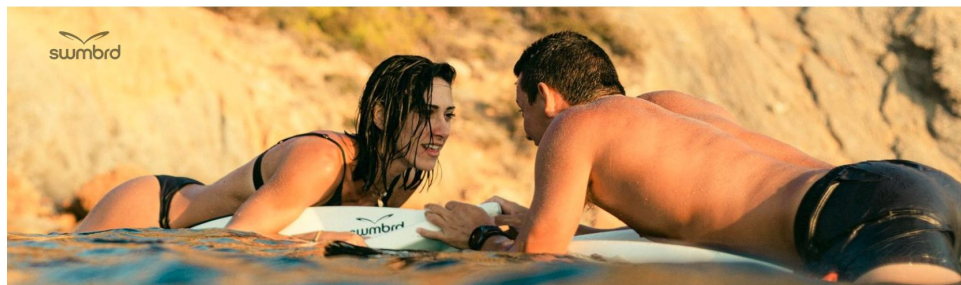




## KEY INITIATIVES

1. New website and digital Ecosystem
2. Launch e-Commerce and direct-to-consumer sales
3. Launch customization and digital engagement program
4. Roll out **SWMBRD** 5-year product plan
5. Expand with International Distributors
6. Launch **SWMBRD** Fitness & Safety Academy

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## OUR EXPERIENCE

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**LIAM GREENLAW**

CREATIVE DIRECTOR



**PAUL DONE**

PR & COMMUNICATIONS



**BRIAN FONG**

BRAND & GTM STRATEGY



  
**swmbrd**

**APPENDIX**

**SWMBRD:** THE WORLD'S FIRST SWIMMABLE GO EVERYWHERE BOARD



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Advertising  
Brand/  
**Performance**





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**Advertising  
Brand/  
Lifestyle**

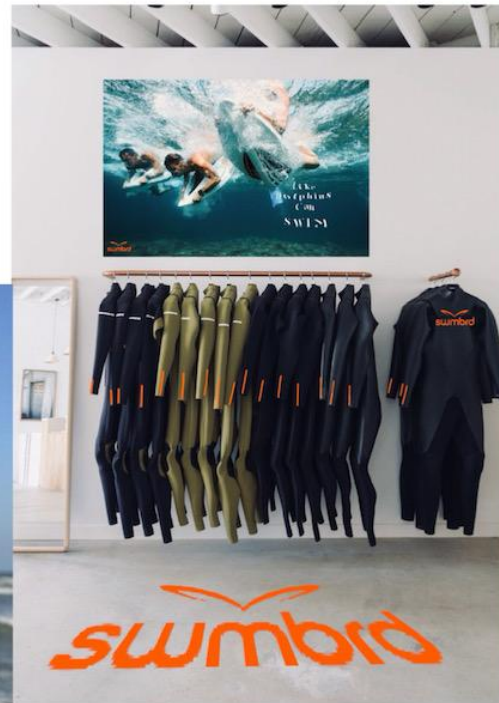




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**Advertising  
Brand/  
Retail  
Merchandise**





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- Monitor Swimmers more effectively
- Detect stress sooner
- Respond quicker
- Prevent Drownings

# Advertising Brand/ LifeGuard Partnership





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# Advertising Brand/ Partnership



SWMBRD will collaborate with Guinness World Records to establish a new category for assisted swimming using a swimming board and fins. The campaign will focus on setting records in distance, speed, and endurance, while also incorporating significant charity opportunities. Through content creation, engagement across multiple platforms, and ongoing community involvement, SWMBRD can create a lasting impact in the world of swimming.



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# Advertising Brand/ Activation



Model for SWMBRD.

We'll pay you to hang out at the Beach

Like to work out, enjoy beach culture  
and have excellent communication skills?

Join our SWMBRDs activation team

Hit us up for details  
[info@swmbrd.com](mailto:info@swmbrd.com)







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# Advertising Brand/ Activation



Course Title: SWMBRD Marine Bootcamp: Enhancing Water Safety and Fun at Kits Beach

Course Description:

Welcome to SWMBRD Marine Bootcamp, a comprehensive course designed to teach you the art of swim boarding and maximize your experience in and around the water at Kits Beach in Vancouver. Whether you're a beginner or an experienced swimmer, this course will equip you with the skills and knowledge to use your SWMBRD product effectively, ensuring both enjoyment and safety in the water.



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# Advertising Brand/ **Artist** **Collaboration**

