



Otterbox and Realtree® combine to provide the ultimate in rugged protection for your mobile electronics and the outdoor lifestyle!

Fort Collins, CO

Otterbox designs, manufactures and sells cases that keep mobile electronic devices safe and dry. The company makes about 170 models of cases for cell phones, smart phones, tablet computers, and other portable electronics from Apple, Samsung, Motorola and other manufacturers. It produces and sells its cases through cell providers and various retailers.

www.otterbox.com

- Otterbox introduces Realtree camo on its Defender case and is such a hit with consumers that within the first year of introduction the case accounts for 20% of Otterbox's annual revenue.
- The Defender series, cases that exude rugged masculinity, becomes an instant hit with women in AP Pink camo.
- The Otterbox – Realtree licensing partnership has been such a success that Otterbox has set out to explore and establish new licensing partnerships with other companies in hopes of replicating its experiences with Realtree.

CASE STUDY

Two companies symbolizing ruggedness create mobile electronics cases for the outdoors lifestyle and a wildly successful partnership.

Otterbox designs, manufactures and sells cases for mobile electronics that stand-up to the rigors of daily use and abuse. The company's products have a well-earned reputation for quality and ruggedness. So when Realtree, whose camo patterns appeal to rugged outdoorsmen, approached Otterbox over four years ago to explore partnership opportunities, Otterbox was intrigued.

Otterbox decided to give Realtree's camo a try on its most rugged offering, the Defender series. According to Robb Copp, Product Manager for Otterbox, "It made perfect sense to offer Realtree camo on the Defender – it's our most rugged case – it stands for ruggedness and the great outdoors."

All of the major cell carriers, big box retailers, and major outdoors retailers including Cabela's, Bass Pro, Gander Mountain and Academy Sports are offering the Defender in Realtree camo. The fact that cellular carriers are offering mobile cases in camo and outdoors retailers are offering cases for electronics is a novel twist. Cell carriers do not typically offer products in camo and outdoor retailers don't usually offer products for mobile electronics. However, the combination of tough, resilient mobile electronics protection in Realtree camo appealed to all and the products have been incredibly successful across all channels.





CASE STUDY

It would be an understatement to say that the cases have been extremely popular and are selling very well. In fact, after the first year, the Defender case in Realtree® camo accounted for 20% of Otterbox's total revenue. In every one of the past four years, two of the Realtree cases have consistently been among Otterbox's top 10 selling SKUs.

An added bonus, the Defender case appeals to women too.



The Defender series has always been a masculine case and Otterbox didn't intentionally set out to change this. However, at the prompting of Realtree's Account Manager, Kristy Barnes, Otterbox began to offer the Defender in Realtree AP Pink. The case was an instant hit with women. Not only did it attract outdoors women looking for a more feminine option that could stand up to the rigors of the outdoor lifestyle, it also appealed to women who considered the pink option a fashion statement.

Both Otterbox and Realtree have helped to make the Defender in Realtree camo a success.

Otterbox and Realtree have been fully committed to making the Defender series in Realtree camo a success story. They both heavily promote the case to all of their retail channels providing exposure to both partners that would not ordinarily be available. Otterbox donated the Defender camo cases to

Realtree TV celebrities affording the cases soft promotional exposure. Additionally, Nick Mundt, host of Bone Collector and frequent guest on Realtree Road Trips has worked with Otterbox to promote the cases. Realtree also featured the case in its Winter and Summer RealtreeLife catalogs.

“After a year or so into the relationship, Realtree sat down with us and asked, ‘Where do you want to be? Where do you want things to go?’ They started inviting us to tradeshow and introducing us to different channel partners that got us on the road to new partnerships that never would have happened or would have taken us years to foster. – Robb Copp, Product Manager, Otterbox”

Realtree has introduced Otterbox to several of its partners providing opportunities for new business relationships. According to Robb, “After a year or so into the relationship, Realtree sat down with us and asked, ‘Where do you want to be? Where do you want things to go?’ They started inviting us to tradeshow and introducing us to different channel partners that got us on the road to new partnerships that never would have happened or would have taken us years to foster.”

“It was magic when the Defender and Realtree got together. It lifted and extended both brands. – Robb Copp, Product Manager, Otterbox”

The Realtree licensing partnership was Otterbox's first, and to date, the most successful. According to Robb, “Our #1 goal was to develop a genuine product. It was magic when the Defender and Realtree got together. It lifted and extended both brands.” The partnership has been so successful Otterbox has sought out agreements with other companies in the hopes of replicating this same level of success. Basically, the combination of Otterbox's Defender and Realtree camo created a product that was a natural that's been hard to beat. Robb noted, “We would not have pursued several new relationships had it not been for the success of the Realtree partnership and the way it



CASE STUDY

showed Otterbox what can happen when you pair style with an existing product to develop something truly unique.”

The Realtree® and Otterbox relationship is a true partnership.

Otterbox considers its relationship with Realtree to be a true partnership. Robb pointed out that this was not the case with most of its licensing partners.



“**Realtree is an integral part of our business. They truly have our best interests at heart. They continue to bring us new opportunities and bend over backwards to make us happy.** – Robb Copp, Product Manager, Otterbox”

Robb stated, “Realtree is an integral part of our business. They truly have our best interests at heart. They continue to bring us new opportunities and bend over backwards to make us happy.” Robb went on to say, “Every person we work with on the Realtree team is genuine and real and it’s so appreciated. They are who they say they are and they are real to each other and real to us. Realtree has set a bar so high that I don’t know if anyone can actually match it.”

About Realtree

Realtree is the leading licensor of camouflage patterns in world. Over 2,000 manufacturers produce more than 18,000-plus products utilizing our camouflage patterns and brands. 35,000-plus retailers sell these products to millions of consumers. But Realtree has become so much more than just effective camouflage. As a media company, our television shows, DVD titles, and web properties can be found in households nationwide. As a marketing company, the support we put behind our patterns and brands are unrivaled. It is for these very reasons that Realtree has become known as one of the largest, most respected names in the outdoor industry.

For more case studies and information on developing a business relationship with us, please visit:
BUSINESS.REALTREE.COM.