



**ULTRA PACK LIVE EVENT  
DURING A 30 MINUTE EVENT:**

**1787 LIVE VIEWERS**  
**PRODUCT DIFFERENTIATION**

THREE PRODUCT OFFERS:

**\$22,782.85**

# KUIU SCORES A 22 POINT BUCK



**Blaise Douros**  
Videographer, Kuiu

“Working with Brandlive allowed us to use their excellent turnkey platform; we didn’t have to waste time and money figuring out how to leverage consumer streaming sites in ways they aren’t intended to be used. I couldn’t be more impressed with Brandlive’s commitment to helping their customers broadcast the kind of high-quality video that lives up to our brand’s similar high standards.”

**K**uiu develops ultralight technical mountain hunting clothing and gear, committed to using the finest materials and building a superior product. For the launch of their new backpack, the ULTRA pack, Kuiu used Brandlive to reach out to both dedicated fans and new customers.

## A STRONG FOLLOWING

Undoubtedly, a key to Kuiu’s success is their ability to gather a large percentage of their email list and social followers for their events. Kuiu does this by tapping into their dedicated fan base and placing an emphasis on reach and awareness with CTA’s across mediums. Their email newsletter and blog are their largest source of referrals, accounting for over half of the registrants. Their events pique the interest of both new and existing customers too - **of unique viewers during the Ultra Pack event, 59% were returning visitors and 41% new visitors.**

## LAUNCH DEMONSTRATION HIGHLIGHTS PRODUCT DIFFERENTIATION

Launching three new packs with different sizes and dimensions means demonstrating the difference in pricing structure between products. Using live video to explain the technical differences in the new backpacks, Kuiu is able to show consumers the value in investing in the premium packs - of the three packs offered, **the highest priced was the majority of those sold.**

