



FROM LANDS' END TO THE
CENTER OF POPULAR CULTURE

A CLASSICALLY COOL PARTNERSHIP



THE CHALLENGE

FUELING A CLASSIC BRAND FOR GROWTH TODAY & TOMORROW



A Shared Legacy of Quality



Fan Profile - Ben & Molly



Summer



Fall



Winter



Spring





Training Camp &
Preseason



"Football Weather"



The Frozen Tundra



Sunday Comfort

The Seasons of Packers Fandom



Packers Fans Geographic Distribution

Number of fans 13+

Source: Vision Insights May 2024



21.8M

UNITED STATES



8.4M

MIDWEST



3.2M

WISCONSIN

National Packers Fans

LANDS' END CONSUMER PERCEPTIONS

Brand Awareness



An estimated **16.9M (83%)** of fans have heard of Lands' End

Positive Impression



An estimated **10.9M (54%)** of fans have a positive impression of Lands' End

Purchase Intent



An estimated **457K (2%)** of fans say they tend to buy from Lands' End

Brand Love



An estimated **321K (2%)** of fans say Lands' End is one of their favorite stores to shop for clothes

LANDS' END

Source: YouGov, ages 18+ [12-8-24]



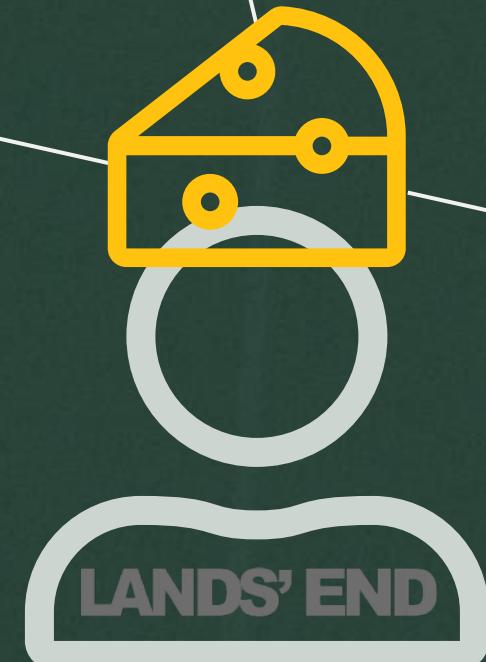
Our Fans, Your Audience

An estimated **14.5M National Packers Fans** have bought clothes or accessories (not including shoes) in the last 3 months

YouGov, [12-8-24, ages 18+]

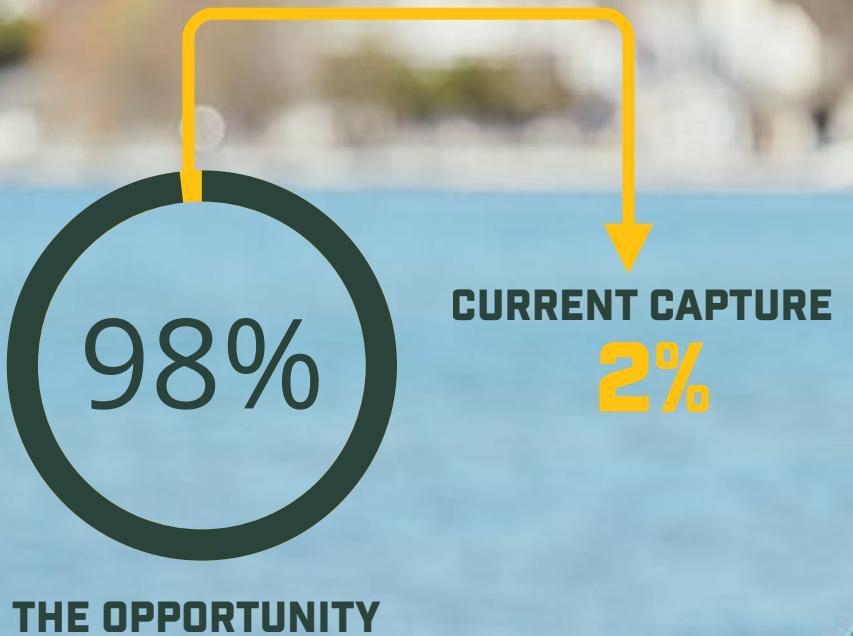
The Green Bay Packers social audience is **37x** more likely to **engage** with Lands' Ends socials, compared to the average social user

Shareablee, [Nov 2024, ages 18+]



In the past six months, **53% of Packers.com visitors** have purchased Adult Men's Clothing online

ComScore, [Oct 2024, ages 18+]



By aligning with a historic brand at the center of popular culture, we will showcase to Packers fans everywhere that Lands' End is classically cool, made with legendary quality, and available at an honest value.



***Classic for a reason.
Made for every season.***



LANDS' END



TOGETHER WE WILL



01 Fuel cultural relevance & brand perception with new passionate audiences



02 Deepen brand loyalty with current & prospective customers



03 Energize the organization enterprise wide

THE POWER OF PARTNERSHIP



Source: Wakefield Research Partners (2018-2023)

*Percentages are based on fans that recall the brand as a partner of the Packers



162%
MORE LIKELY TO USE



70%
MORE RELATABLE



70%
GREATER BRAND PREFERENCE



54%
GREATER BRAND TRUST



67%
GREATER BRAND
DIFFERENTIATION



48%
GREATER BRAND LIKABILITY



TRADEMARK RIGHTS TIE THE PARTNERSHIP TOGETHER

- Co-branded giveaway items
- Employee apparel & incentives
- In-store signage (WI)
- Reward Loyalty Program members
- Co-branded offers & creative
- Community appearances



LIMITED EDITION GREEN BAY PACKERS TOTE BAG





RENDERING



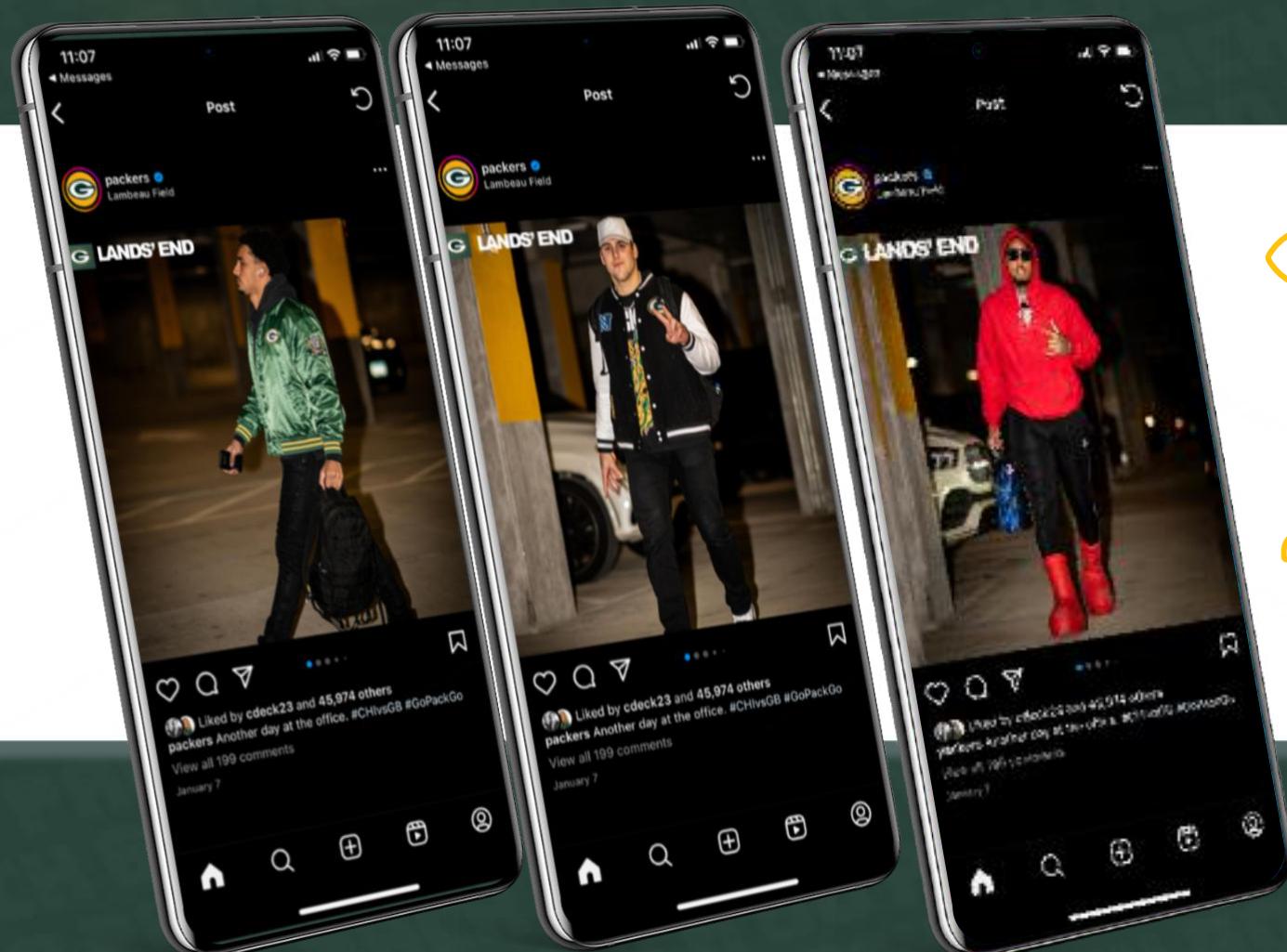
RENDERING



RENDERING

CO-BRANDED DIGITAL CONTENT - PLAYER ARRIVAL CONTENT SERIES

CONNECT WITH GAMEDAY HYPE & NFL PERSONALITIES



10,800,000
TOTAL IMPRESSIONS

Player Arrival Content Series



10,200,000
TOTAL FOLLOWERS

Across Facebook, Instagram, & X (Twitter)



LANDS' END | 
GAINS FOR GOOD

EVERY YARD MAKES AN IMPACT...

PROVIDING WINTER CLOTHING TO THOSE IN NEED
THROUGHOUT THE FROZEN TUNDRA



THE GREEN & GOLD COLLECTION



PROUD PARTNER





FATHER'S DAY SWEEPSTAKES

GIVE THE BEST TO THE BEST

PRESENTED BY: **LANDS' END**

2023 Season Averages

69K Visits

60K Form Entries

15K Unique Entries

5K Sponsor Opt-in's



LEGENDARY LAMBEAU FIELD

GAMEDAY BUCKET LIST EXPERIENCES

LOYALTY PROGRAM INTEGRATION

LANDS' END



CLASSIC FOR
A REASON.

MADE FOR
EVERY SEASON.

