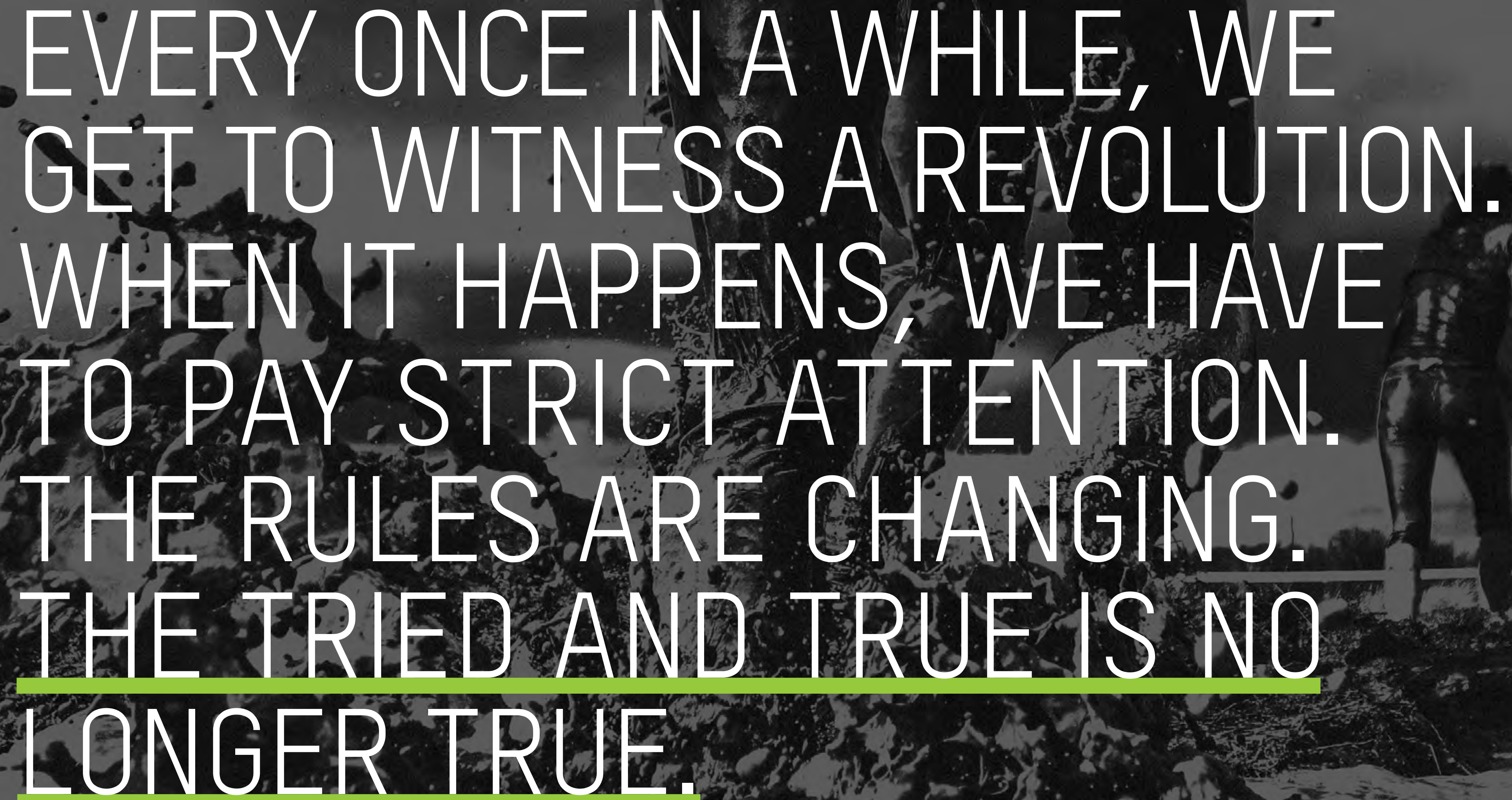




YOUR TARGET IS MOVING.

A FIELD GUIDE TO ACTIVE EXPLORERS



EVERY ONCE IN A WHILE, WE
GET TO WITNESS A REVOLUTION.
WHEN IT HAPPENS, WE HAVE
TO PAY STRICT ATTENTION.
THE RULES ARE CHANGING.
THE TRIED AND TRUE IS NO
LONGER TRUE.



***THIS IS
THE ACTIVE
EXPLORER.***

IF YOU HAVEN'T NOTICED THIS REVOLUTION, IT'S BECAUSE IT DOESN'T FEEL LIKE ONE. IT'S BEEN SNEAKING UP ON US AS PEOPLE SMOKE LESS, EAT HEALTHIER, AND OTHERWISE TAKE CARE OF THEMSELVES IN SMALL, SUBTLE WAYS. YOU CAN SEE IT EVERY TIME SOMEONE WALKS TO WORK, LEARNS TO PADDLEBOARD, OR STANDS UP AFTER SITTING TOO LONG.

PEOPLE WANT TO LIVE LONGER AND FILL THOSE YEARS WITH POTENTIAL. THAT'S THE ACTIVE EXPLORER.





WILLIAMS HELDE HELPED IDENTIFY THIS PSYCHOGRAPHIC IN OUR LANDMARK 2013 STUDY ON ACTIVE HEALTHY LIFESTYLES. SINCE THEN, THE ENTIRE CATEGORY HAS EXPLODED, AND WE'VE FOLLOWED THEIR EVERY MOVE SINCE.

THESE PEOPLE ARE SPENDING MORE, LIVING BETTER, AND CHOOSING BRANDS THAT REFLECT THEIR VALUES.

IT'S AN EXCITING TIME FOR ANYONE WHO WANTS TO BE INVOLVED WITH THEIR FASTEST GROWING, MOST AFFLUENT, AND MOST EDUCATED CUSTOMERS. IT'S AN OPPORTUNITY TO REACH THEM AT A TIME WHEN THEY'RE LOOKING FOR MORE. IT'S A CHANCE TO CHANGE THE VALUE EQUATION IN YOUR FAVOR. IF THAT DOESN'T SOUND LIKE YOU, IT SHOULD MAKE YOU WANT TO START.



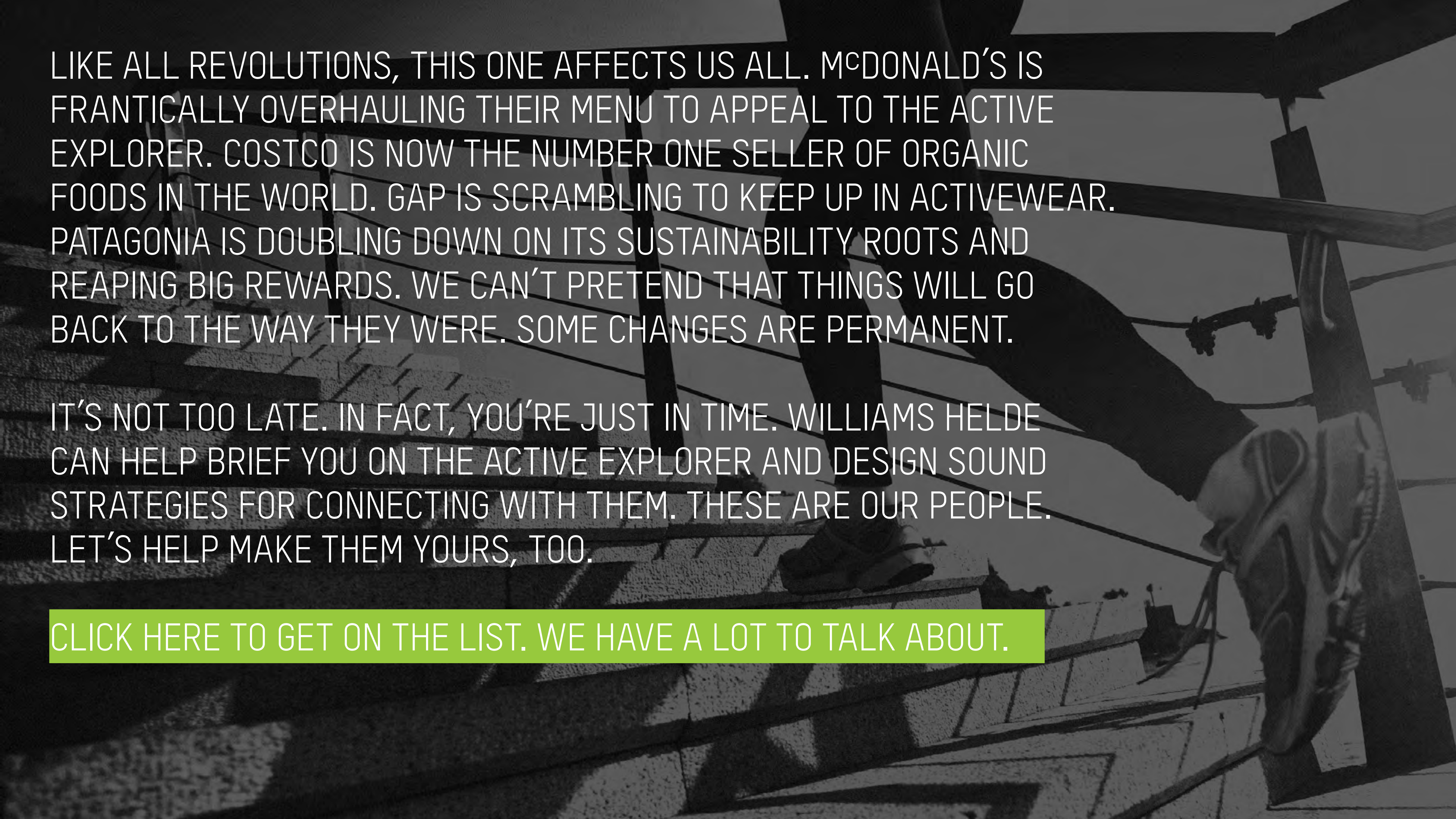


***THIS
IS YOUR
TIME.***

YOU MAY NOT THINK YOU'RE AN
ACTIVE EXPLORER BRAND. YOU
MAY THINK YOU HAVE NOTHING TO
DO WITH THE MILLIONS OF PEOPLE
LOOKING FOR A BETTER WAY TO
LIVE THEIR LIVES.

YOU'RE WRONG.



A grayscale photograph of a person climbing a rope on a gym structure. The person is wearing dark leggings and light-colored sneakers. The background shows the metal frame of the gym equipment and other ropes.

LIKE ALL REVOLUTIONS, THIS ONE AFFECTS US ALL. MCDONALD'S IS FRANTICALLY OVERHAULING THEIR MENU TO APPEAL TO THE ACTIVE EXPLORER. COSTCO IS NOW THE NUMBER ONE SELLER OF ORGANIC FOODS IN THE WORLD. GAP IS SCRAMBLING TO KEEP UP IN ACTIVEWEAR. PATAGONIA IS DOUBLING DOWN ON ITS SUSTAINABILITY ROOTS AND REAPING BIG REWARDS. WE CAN'T PRETEND THAT THINGS WILL GO BACK TO THE WAY THEY WERE. SOME CHANGES ARE PERMANENT.

IT'S NOT TOO LATE. IN FACT, YOU'RE JUST IN TIME. WILLIAMS HELDE CAN HELP BRIEF YOU ON THE ACTIVE EXPLORER AND DESIGN SOUND STRATEGIES FOR CONNECTING WITH THEM. THESE ARE OUR PEOPLE. LET'S HELP MAKE THEM YOURS, TOO.

[CLICK HERE TO GET ON THE LIST. WE HAVE A LOT TO TALK ABOUT.](#)

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