

UV Brand Ambassador Program²⁰¹⁸



BRAND AMBASSADORS

Tightlines UV is looking to grow our brand awareness exponentially over the next couple of years. Timing couldn't be better to communicate our technology differences as the popularity of our Whisker Baits take off.

Quote

UV Branding



“Fish don’t always bite what they see.....but
Fish rarely bite what they don’t see!”

“Color is Everything”

Brett Ware, Founder



Brand Strategy

Strong New Products and UV Licensing



Grow UV Brand Awareness.

Utilize Facebook, Facetime, and Instagram on a “weekly” basis to communicate our product differentiation and success out on the water.



Focus on Direct Sales

Launch a new website with a UV Technology focus, make it easy to browse, easy to place orders, easy to track customers, easy to update, and have all our new products available for our brand ambassadors prior to releasing baits to dealers.



Reward our Ambassadors

Improve this missing element in our existing business structure. Move away from sponsoring Bassmaster / FLW Pros and start creating financial rewards for our members that are moving the UV Brand needle. Our goal for is for our ambassadors to recruit a front line ambassador staff that focuses on sales and recruiting UV team members.

UV Brand Management SWOT ²⁰¹⁸



Strengths

- ✓ UV First Mover Advantage
- ✓ U.S. Patent on UV
- ✓ U.S. Patent on Whisker Baits
- ✓ Develop New Products Fast
- ✓ UV Licensing Opportunities

Weaknesses

- Retail Distribution Glass Ceiling
- Higher Pricing
- Closed Media Channels such as Bassmaster and FLW
- \$33M in UV Sales at Retail in 2017...from other top tackle companies

Opportunities

- ✓ Direct Sales
- ✓ Direct Marketing with Facebook, Facetime, and Instagram
- ✓ Bring New Products to Market Fast
- ✓ Grow a UV Team Fast
- ✓ License UV Products that we are not going to manufacture internally

Threats

- Tackle Industry is base on “Copy Cat” Product Growth
- What will be the next Technology Curb
- Berkley is doing everything they can to put us out of business.

New Brand Ambassador Rewards ²⁰¹⁸



04/01/2018

Our Starting Point

Monthly Checks on Website Sales

Launch New Website

Start Recruitment efforts

Bass, Crappie, Walleye, Pike,
Muskie, Saltwater, etc.

7/01/2018

New Headquarters Open

Promote out of our new Shop

Entertain team members with fishing,
golfing, and gambling for fun prizes

BBQ Feed – World Champion

UV Brand Management Timeline



09/01/2018

Improve Social Media Plan

- 2019 New Products
- Website Upgrade
- Fall Swimbait Bite
- Ice Fishing Baits

01/01/2016

Promotions

- Cabela's
- Regional Sportshows
- Bass Clubs

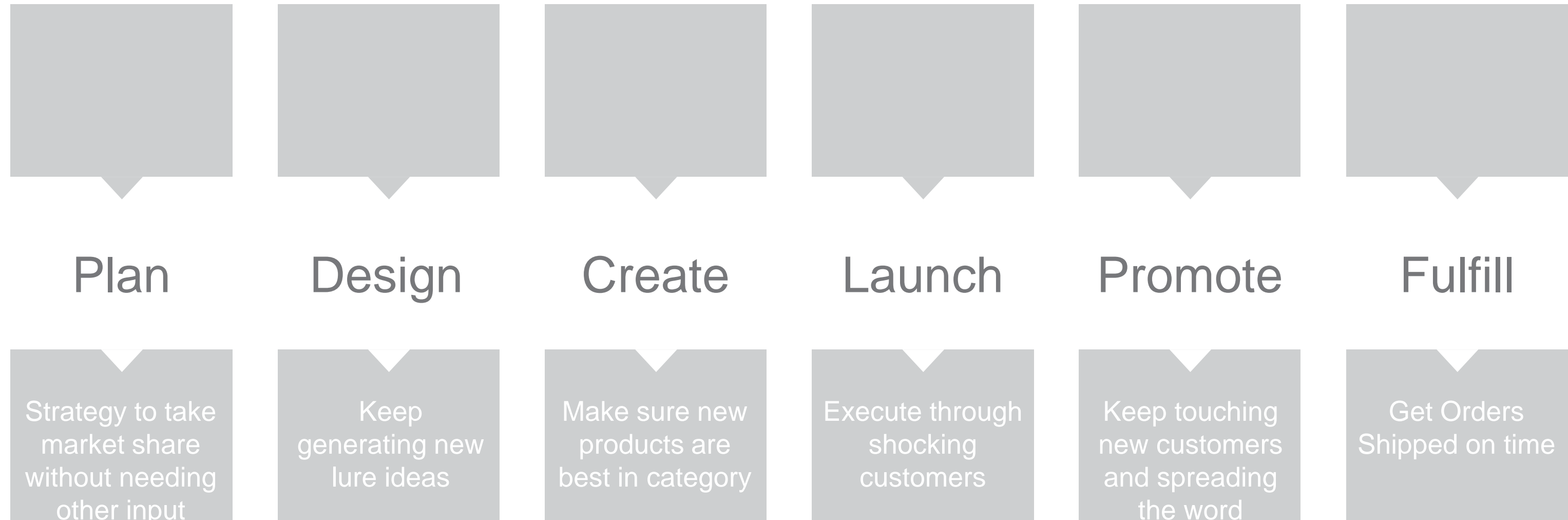
Bonus Rewards

- Fishing Trips
- Rods
- Branding Elements
- Apparel



New Bait Process

Brand Ambassadors



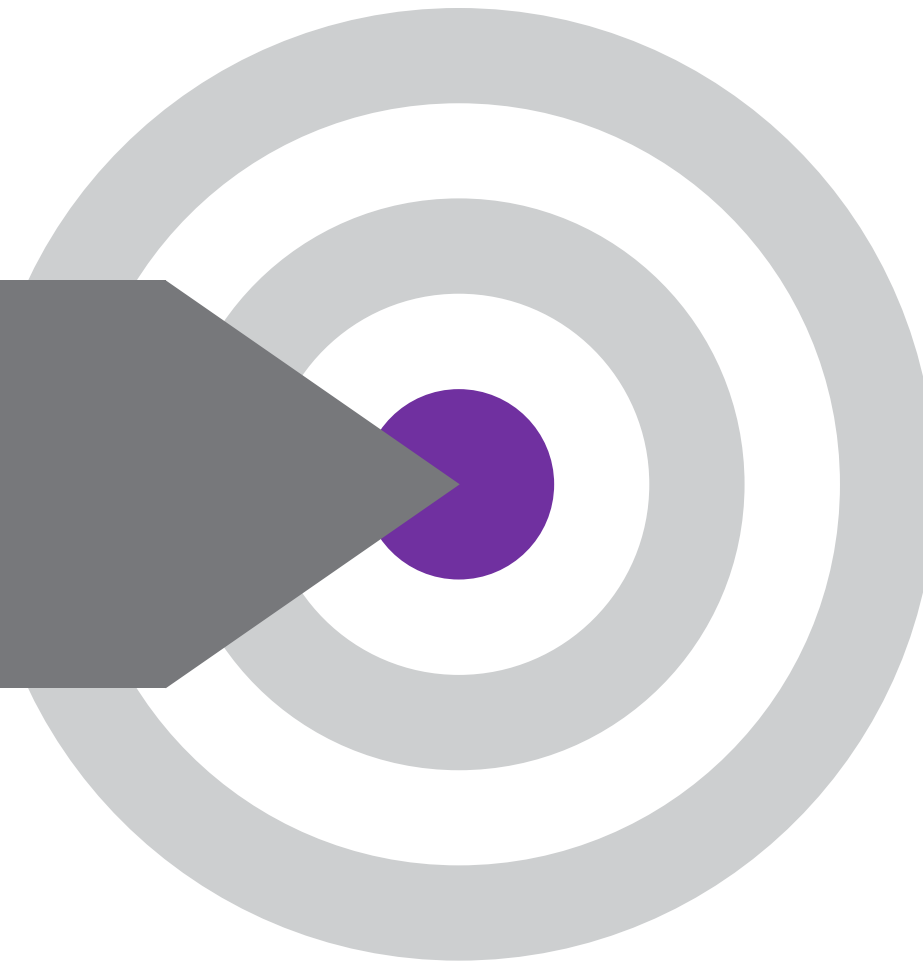
Product Differentiation

First Mover Advantage



Increase Product Breath Yearly

Continue to take market share away from competitors, provide direct sales opportunities to anglers, and capitalize on the social media platform



Want Social Media Statistics Monthly Brand Ambassadors



1

Post Pictures

2

Post Lures

3

Post Videos

4

Drive Demand

Post Weekly



987

Followers



1285

Likes
per week



1.5K

Views
per day

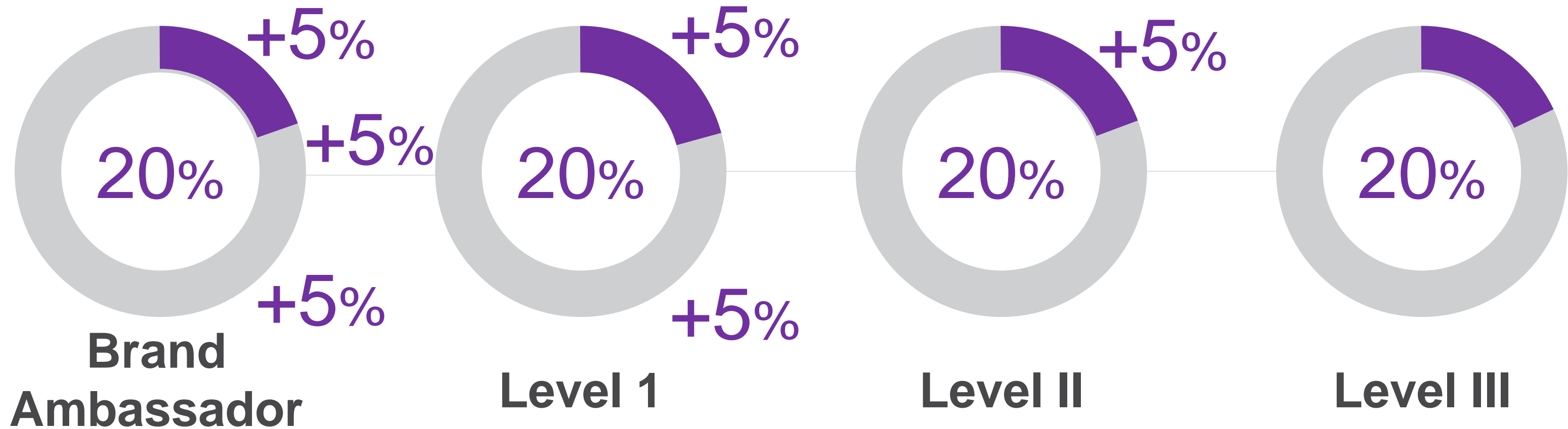


7.5K

Video
uploaded



Brand Ambassador Rewards on Sales



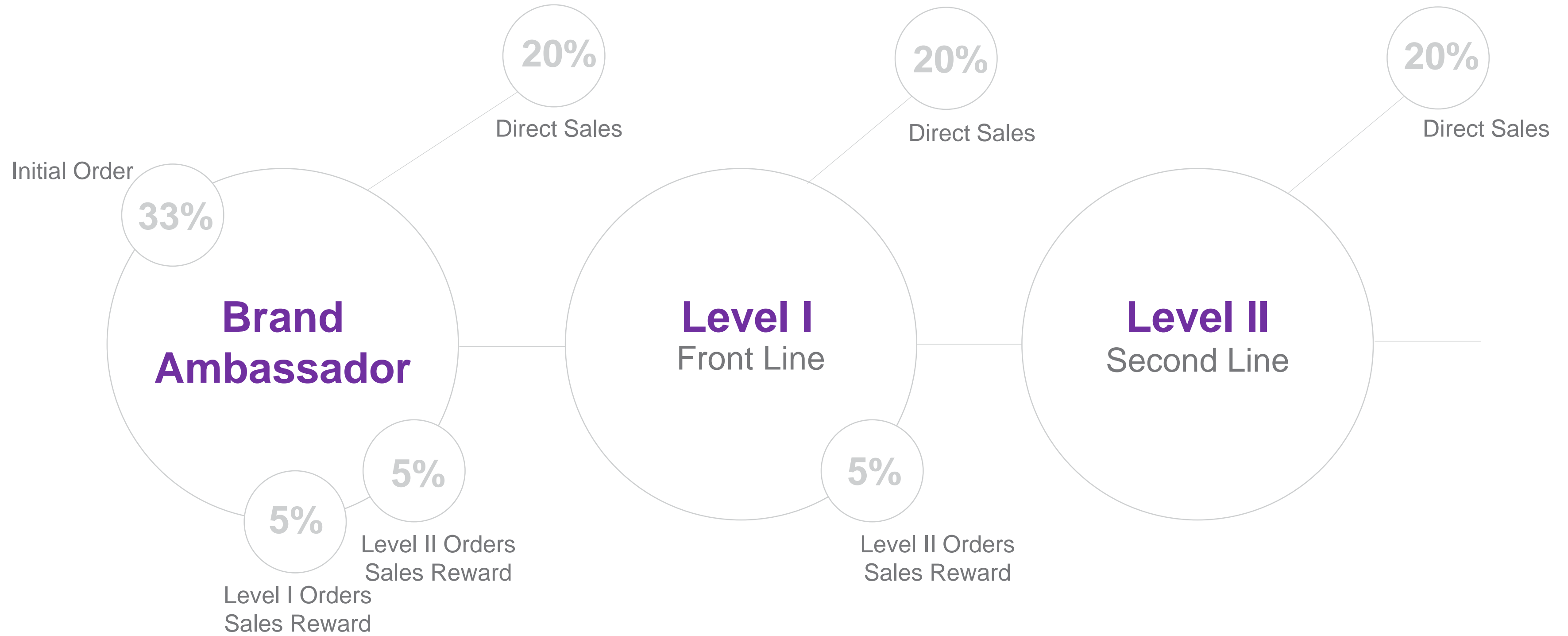
Our 20+ Rewards Program

Brand Ambassadors receive 20% of all of their direct sales + 5% of all sales from levels below them.

Activities that lead to sales are rewarded.

Brand Ambassadors are given a Brand Ambassador Number to track sales.....Example: BA##-##-##-##

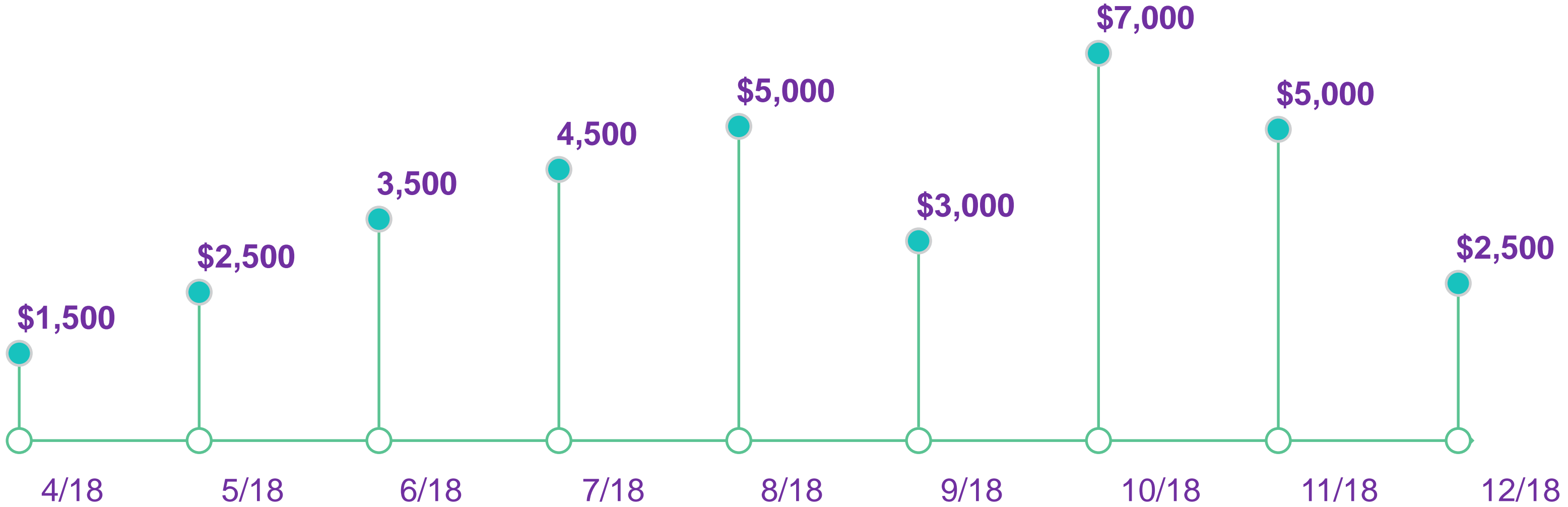
UV Brand Ambassador Rewards 2018+



Brand Ambassador Monthly Sales Plot



Sample



2018 Sales Goal



25%

Average Monthly Sales Growth
2018

Focus States

Social Media Boosts



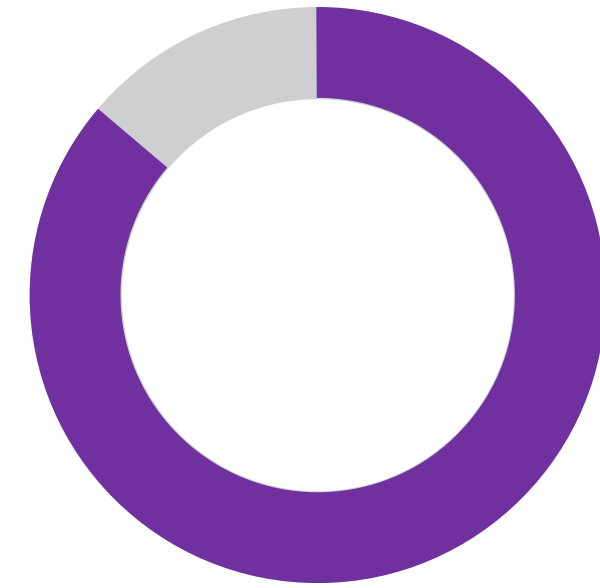
Florida

March



Texas

March



Minnesota

April



Alabama

March



California

April

Initial Brand Ambassador Focus Regions 2018

