



"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."

BLAISE DOUROS  
VIDEOGRAPHER, KUIU

## KUIU Scores a 22 Point Buck

KUIU develops ultralight technical mountain hunting clothing and gear, and is committed to using the finest materials to build a superior product. For the launch of their ULTRA pack, KUIU used Brandlive to reach out to dedicated fans and new customers.

### A STRONG FOLLOWING

Undoubtedly, a key to KUIU's success is its ability to gather a large percentage of followers for its events. The outdoor brand does this by tapping into a dedicated fan base, placing an emphasis on reach and awareness through the use of calls to action across all mediums. KUIU's digital newsletter and blog bring in over half of all registrants, and its live events pique the interest of both new and existing customers - for instance, **of all unique viewers during KUIU's live Ultra Pack event, 59% were returning visitors, and 41% were new.**

### LAUNCH DEMONSTRATION HIGHLIGHTS PRODUCT DIFFERENTIATION

Launching three different packs requires detailing the different pricing structure of these products. By using live video to explain the technical differences in the new backpacks, KUIU is able to show consumers the value of investing in the premium packs. Of the three products offered, the highest priced bag made up the majority of those sold.

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

**1787** LIVE VIEWERS  
PRODUCT DIFFERENTIATION

**THREE PRODUCT OFFERS:**

**\$22,782.85**

**56%** ULTRA 6000  
Highest Price

**25%** ULTRA 3000

**19%** ULTRA 1800