

The Outer Banks[®]
OF NORTH CAROLINA

X

OAKLEYNOOB

OBX Enthusiast Direction

2022-2023

Brand Positioning 2019 - 2021

While OBX has competitors, it has no real comparables. Geography has blessed the region unlike any other. This unique sense of place, rendered by its organic beauty and energy, gives the OBX its unique and timeless DNA.

2019

KEY MESSAGE:

OBX offers an antidote to the tight,
confining boxes of big city life.



2020

KEY MESSAGE:

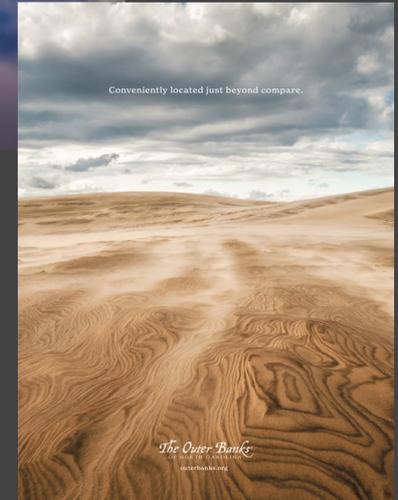
OBX offers an antidote to the tight, confining boxes of a Covid world.



2021

KEY MESSAGE:

OBX is conveniently located just beyond compare.



The charge from Lee

“Our view should be more about the long-term, not transactional... It’s more about beginning or continuing a lifelong appreciation and relationship between the person/family and the Outer Banks.”

“We’ve been marketing mostly to a summer mentality..I want to really go after enthusiast audiences in a way that we haven't before...go after the people that are actively pursuing their passions, not just the folks who feel like they belong...We're not talking bucket list box checkers, the one and done looking for the next new thing.”

“The enthusiasts are more like the people that live here. They recognize how special and unique this place is. They'll defend and protect it, they'll advocate for it and work to preserve the things that make it beyond compare..”

New Brand Direction

In the Outer Banks, the elements have always done things they don't seem to do in any other place.

The crashing surf, shifting sand and constant wind all seem to have dropped the rules to create something that is both eternal and in constant change.

This interplay has created a playground of heightened experience that draws those yearning to set their deepest passions free. If you have an outer edge, it's here.

Our goals

Stay longer

Spend more

Treat the islands with more respect

Return more often for their particular enthusiasm

Encourage trips to the OBX in the off season

Relationship Building

1

Get attention

2

Build confidence

3

Sustain enthusiasm

GET ATTENTION:

RAW OBX

This phase of the customer journey will be hitting on the moments that make OBX what it is.

Its soul is raw, pure, 100 proof.

As our brand direction states, "If you have an outer edge, it's here."

So hold on tight.





BUILD CONFIDENCE:

OBX PRO

The enthusiast isn't just enthusiastic about their dedicated passion, they are dedicated to the place that makes them love it.

This is about creating a feeling that the journey is there for the taking.

So take our hand.



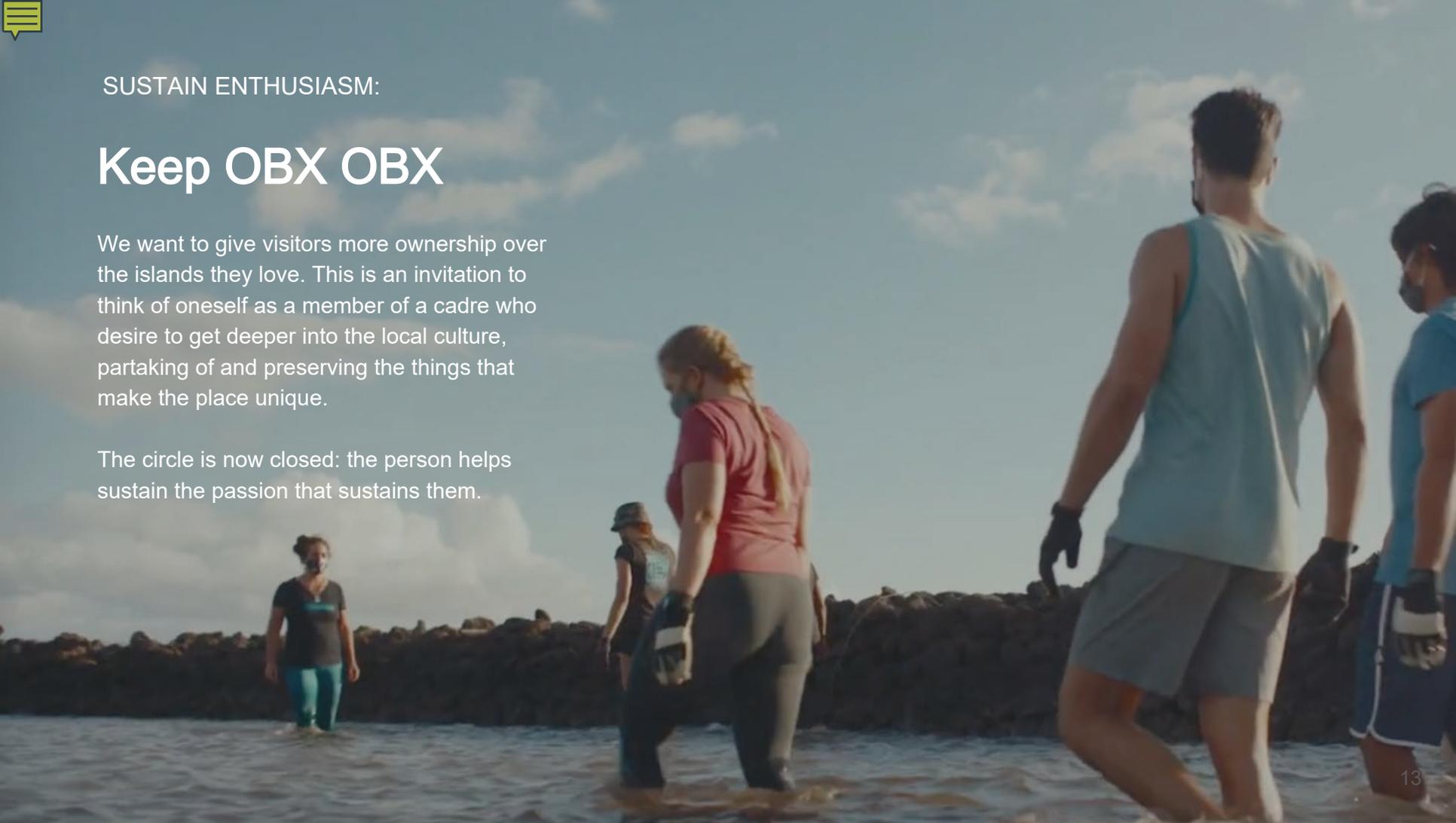


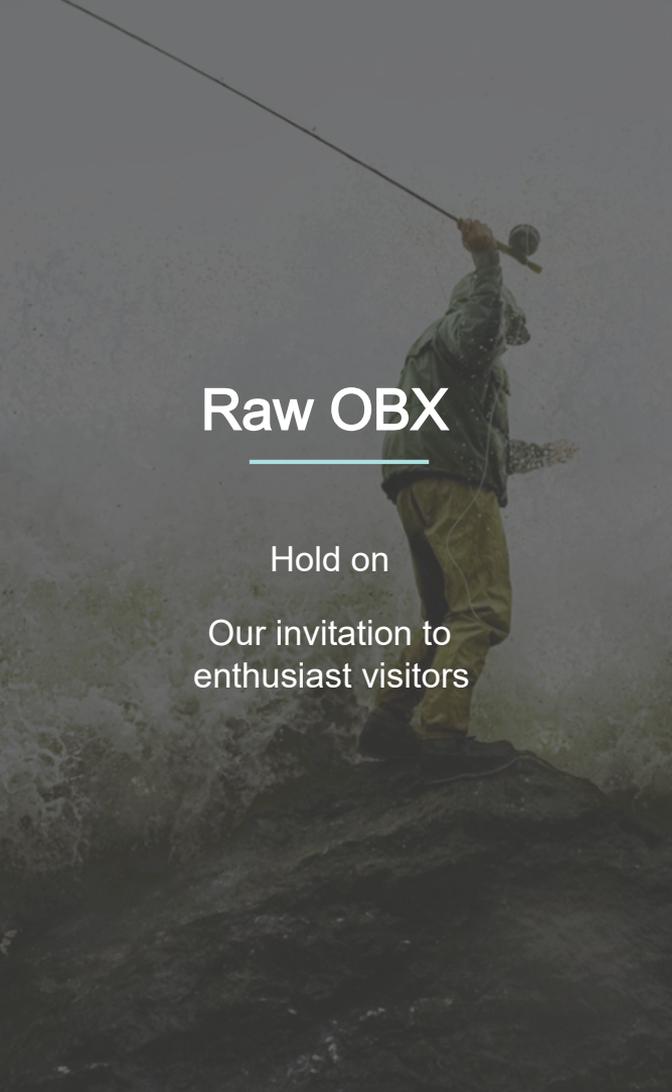
SUSTAIN ENTHUSIASM:

Keep OBX OBX

We want to give visitors more ownership over the islands they love. This is an invitation to think of oneself as a member of a cadre who desire to get deeper into the local culture, partaking of and preserving the things that make the place unique.

The circle is now closed: the person helps sustain the passion that sustains them.

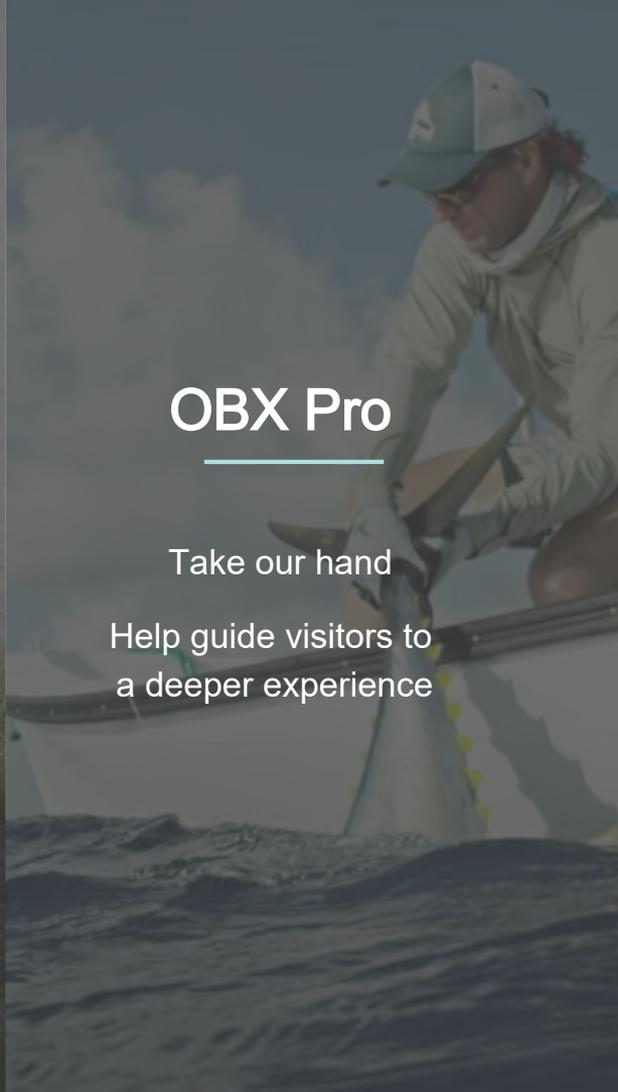




Raw OBX

Hold on

Our invitation to
enthusiast visitors



OBX Pro

Take our hand

Help guide visitors to
a deeper experience



Keep OBX OBX

Lend a hand

Making it easy for visitors to
take ownership of the OBX