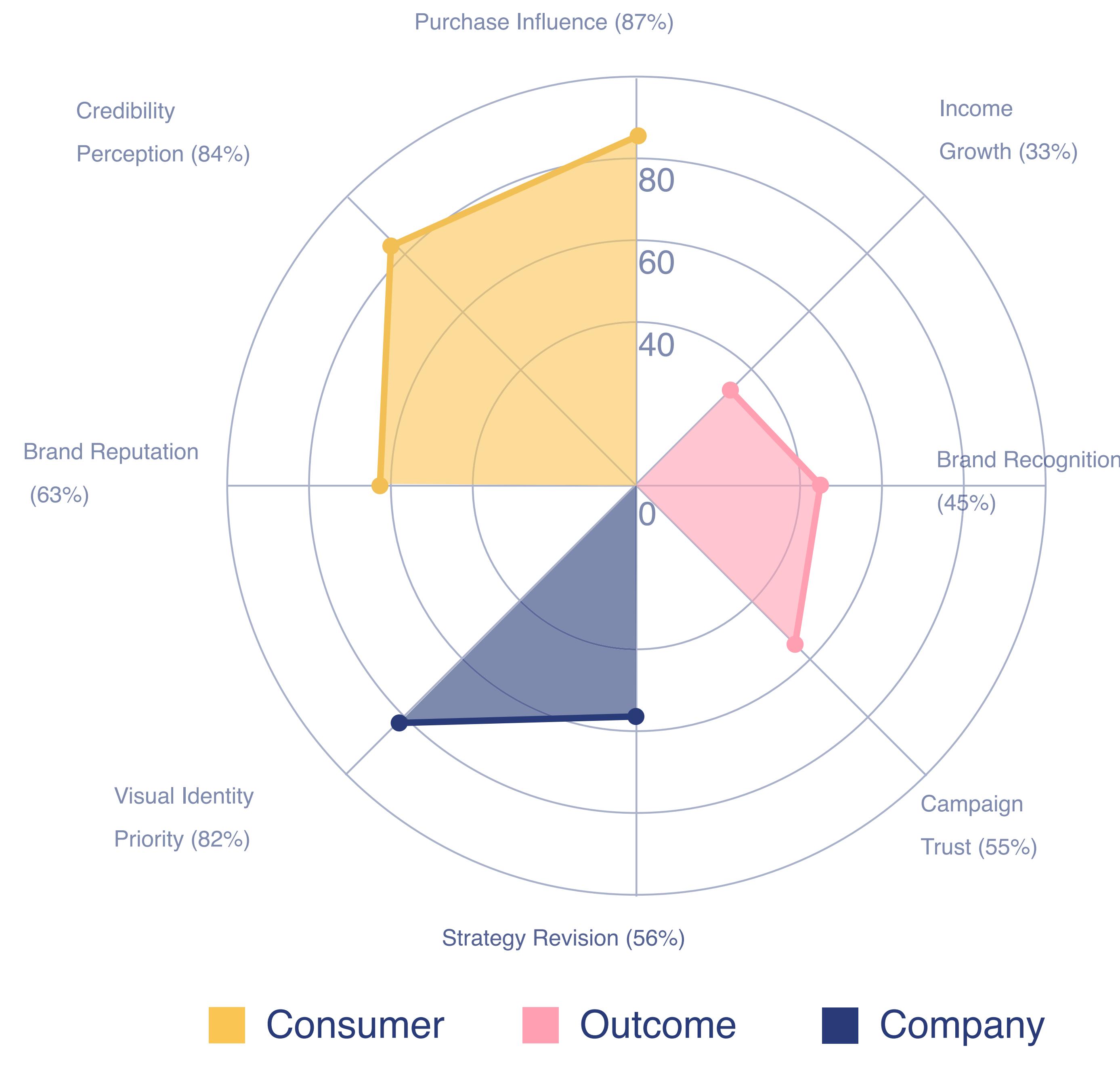


# Consistency In Outdoor Industry

Effective ways to grow sales

Imagine you're shopping for a new hiking backpack. You see two options with similar features—but one looks instantly more trustworthy and 'you.' Which would you pick? That split-second decision is why design matters. Let me show you how great design can be your brand's weapon.

## Brand Design Impact Matrix



### 1. Design builds trust

**84%** of people trust brands that look consistent across websites, ads, and gear.

### 2. Design drives sales

**87%** of shoppers admit design affects what they buy. A cooler logo or better product photos can be the difference between 'maybe later' and 'add to cart.'

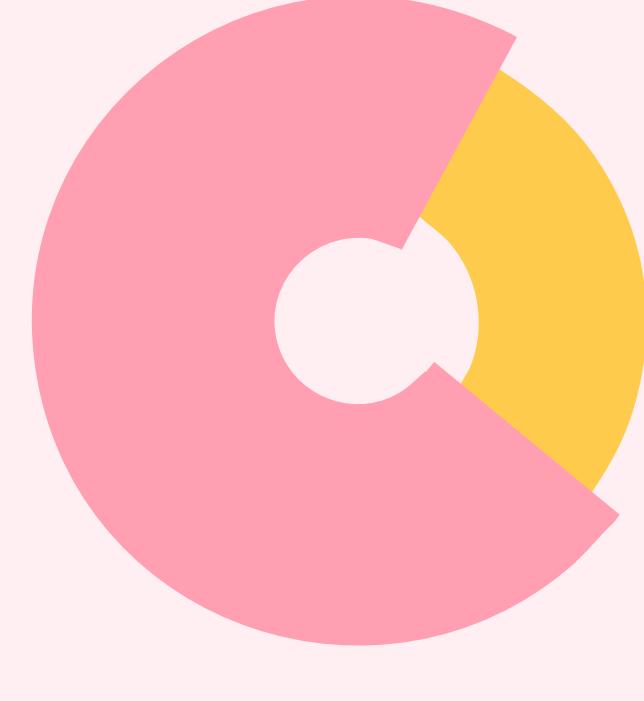
### 3. Design pays for itself

Brands that invest in design

see up to **33%** higher revenue. It's not about spending more—it's about working smarter with what you already have.

## Other Companies' Choice

**70%** of businesses connect brand consistency with trust



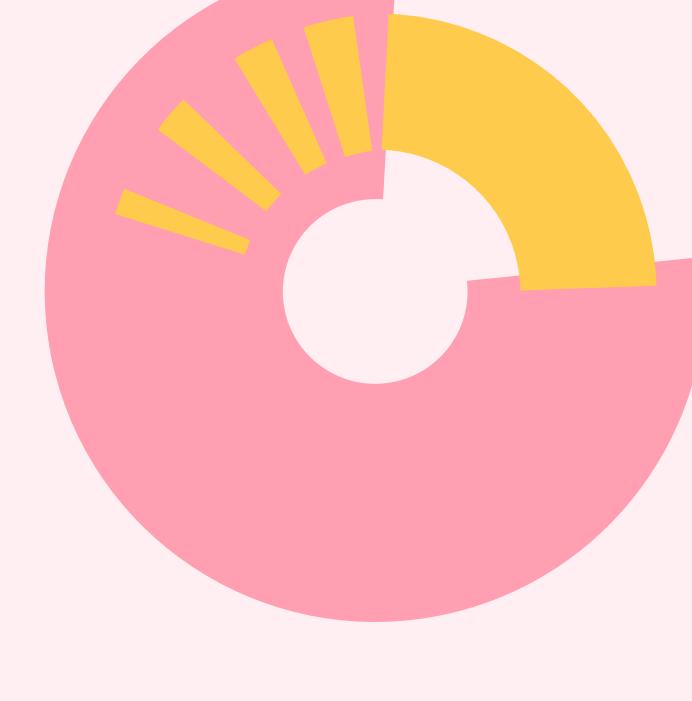
**87%** of consumers say that brand design affects their purchasing decisions.

Campaigns demonstrating design

unity have a **55%** higher consumer trust rating.

**82%** of companies believe their brand's visual identity is fundamental in outpacing competitors.

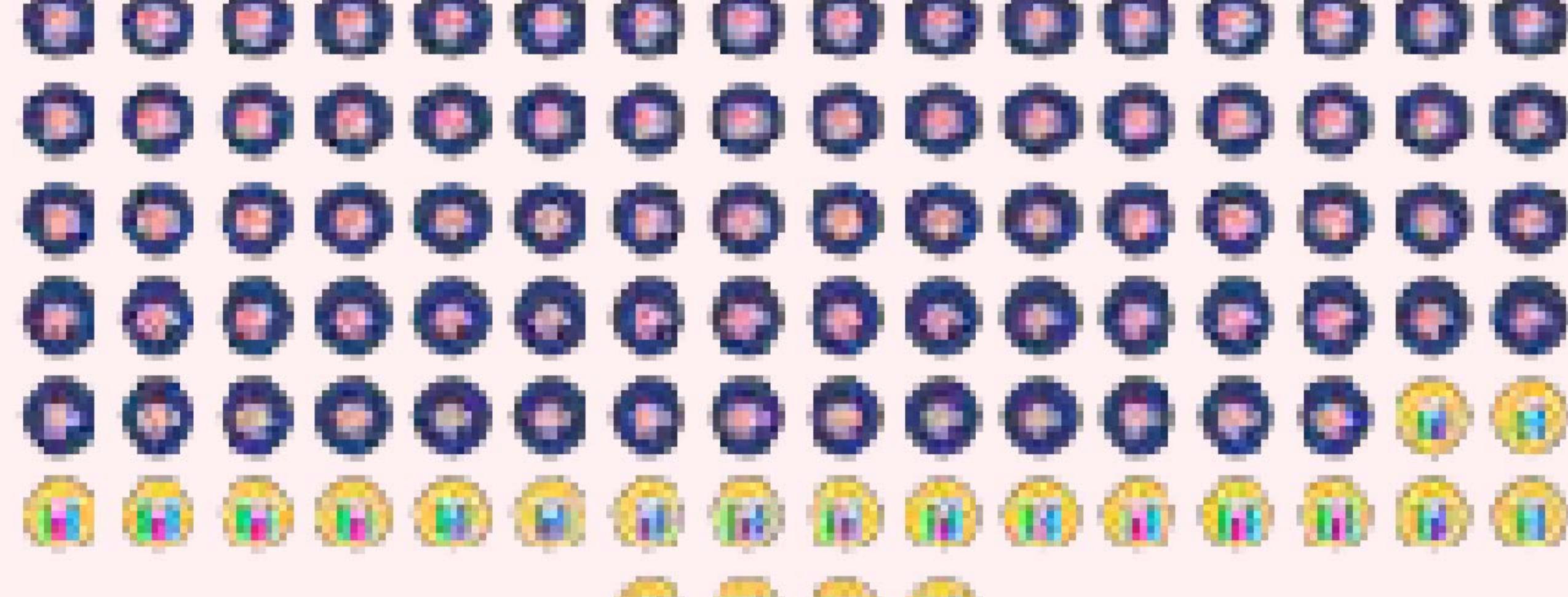
In the past two years, **56%** of businesses have revised their design strategy to improve brand consistency.



**78%** of companies allocate over 25% of their marketing budget to design elements.

## Core Action

Most companies' marketing departments put more than a quarter of their budget into design consistency.



■ Other allocations  
■ Design budget >25%