



Case Reima & US marketing strategy – Aalto Fashion Marketing course

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reima

About Reima

Reima is a globally leading kids' activewear brand who wants to export Finnish childhood globally

- Reima was established 1944 in Finland and has always been focused on kids activewear
- 2022 turnover was 154M euros
- Reima has operations in three sales clusters; Europe, Asia and North-America and presence in over 40 countries (exit from Russia end of 2022)
- Reima's mission is to export active childhood and joy of being outdoors
- Reima has always been innovation driven and now especially driving sustainable material innovation and circular economy

Kids will be kids all over the world, and we let them!



Business Challenge

- The key driver for Reima's growth is to focus on North-America and US market especially
- Of the collection; iconic winterwear, lighter activewear and shoes drive the growth – accessories important category to add on
- At the same time we're transforming from sales and product to consumer and brand led company – this is a big change!
- Balancing direct to consumer and wholesales channel mix
- Loyalty is in the key to drive growth

Why is this project important and urgent for case company/organization?

- We have identified US market as a key to grow. We entered there in 2018, and now it's time to scale up big time. Also exit from Russia which was a big market is a pressure to seek growth in US especially.



The Brief

- Find success and failure cases of direct-to-consumer US market entries of SME sized companies – what are the key learning points?
- What seem to be the winning channel choices for go-to-market and distribution?
- What seem to be the marketing communications choices for these brands?
- How to effectively reach optimal target audiences? What are the criteria, strategies and tactics?
- How about online parenting platforms? Should Reima consider using them? What are the pros and cons?
- As a conclusion, how could Reima as a newcomer and underdog stand out in the US market in a positive manner?



**Good luck
- and see you next week!**

Check more info:

us.reima.com

company.reima.com

Instagram: [@reimanorthamerica](https://www.instagram.com/reimanorthamerica)

App Store / Google Play: Reima app (2024 launch in US)





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