

Running Focus FW22

Bruno Binggeli



Umsatzzahlen Intersport Schweiz



Running Fokus



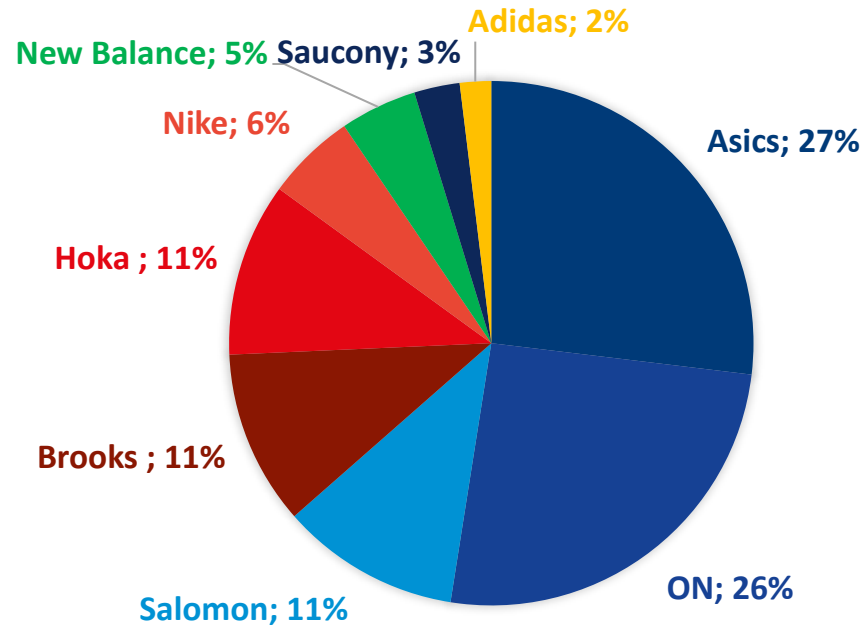
Marketingplan



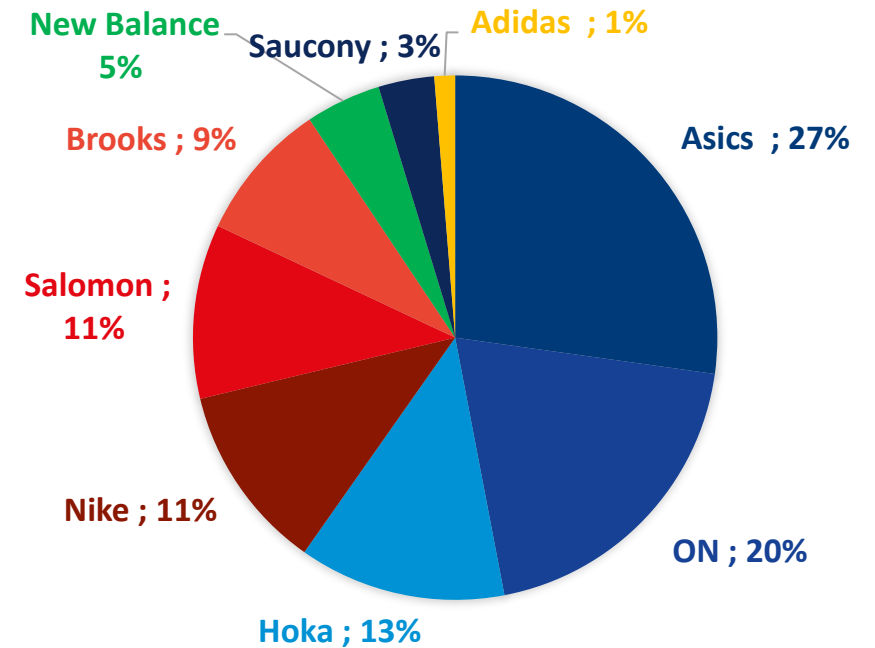
CO Branding Campaigns

Category Running auf Marke

2019-2021 MARKTANTEILE RUNNING INTERSPORT SCHWEIZ



SS 22 MARKEN VERTEILUNG INTERSPORT SCHWEIZ



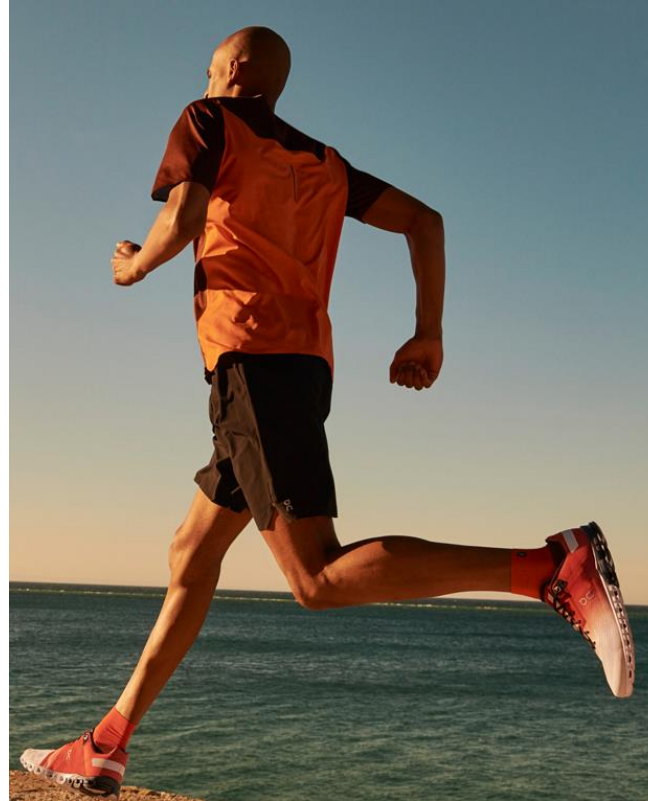
Die Kategorie Running ist im 2021 gegenüber 2019 um 11 % gewachsen

FW22 SEASONAL FOCUS



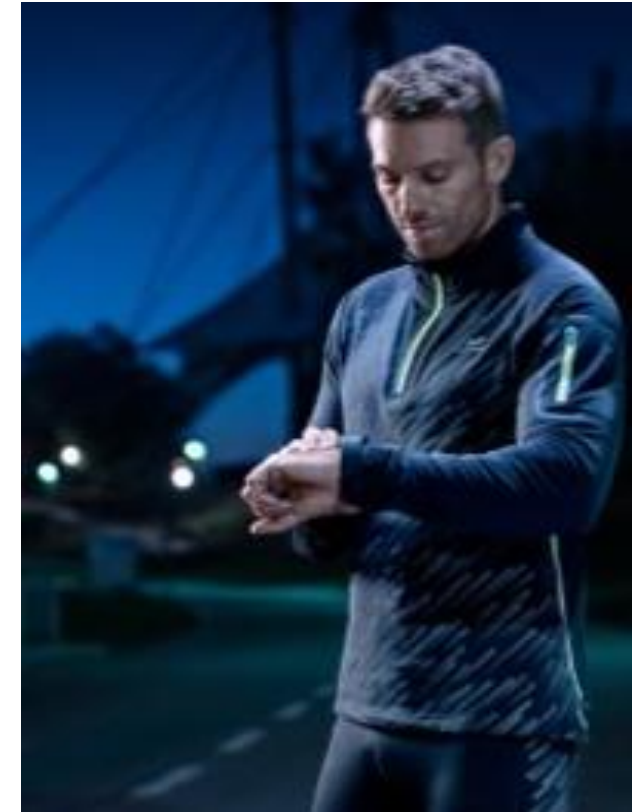
DAMEN

- Damen kaufen öfters saisonale farben ein. Männer Bedarfskunden
- Intersport.ch 55 % Damenanteil



Klumpenrisiko verteilen

- Keine zu hohe Abhängigkeit von einem Brand



TEXTIL

- Textil Anteil erhöhen durch Wintertextilien.



WINTER RUNNING MEN

Running Focus FW22

NEW



SHELL

NEW



SEMENYO



BAYOLO

NEW



TAYEB



BAYO



RAPHAEL



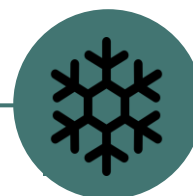
KIPRANO

JIM



BILO



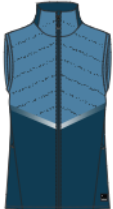

Artikelbezeichnung	Verkaufspreis
Shell M Jacket	CHF 109.-
Semenyo M Jacket	CHF 119.-
Bayolo V M Jacket	CHF 109.-
Tayeb M T-Shirt L/S	CHF 49.-
Bayo V M Vest	CHF 99.-
Raphael M Midlayer H/Z	CHF 79.-
Kiprano ux	CHF 79.-
Bilo V M Tight	CHF 69.-



WINTER RUNNING WOMEN



Running Focus FW22

 SHELLY	 SEMENYA	 BAYA V	
 RAPHAELLA	 BAYALA	 TULIA	
 BILA	 SLANEY	 KIPRANA	

Artikelbezeichnung	Verkaufspreis
Shelly W Jacket	CHF 109.-
Semenya W Jacket	CHF 119.-
Baya V W Jacket	CHF 109.-
Raphaella W Midlayer H/Z	CHF 79.-
Bayala V W Vest	CHF 99.-
Tulia W T-Shirt L/S	CHF 49.-
Bila V W Tights	CHF 69.-
Slaney W Tights	CHF 79.-
Kiprana W	CHF 79.-



Asics Wintertextilien



Marketing Focus

Roger Rieginger



Lieferanten-Management

A-Marken Running

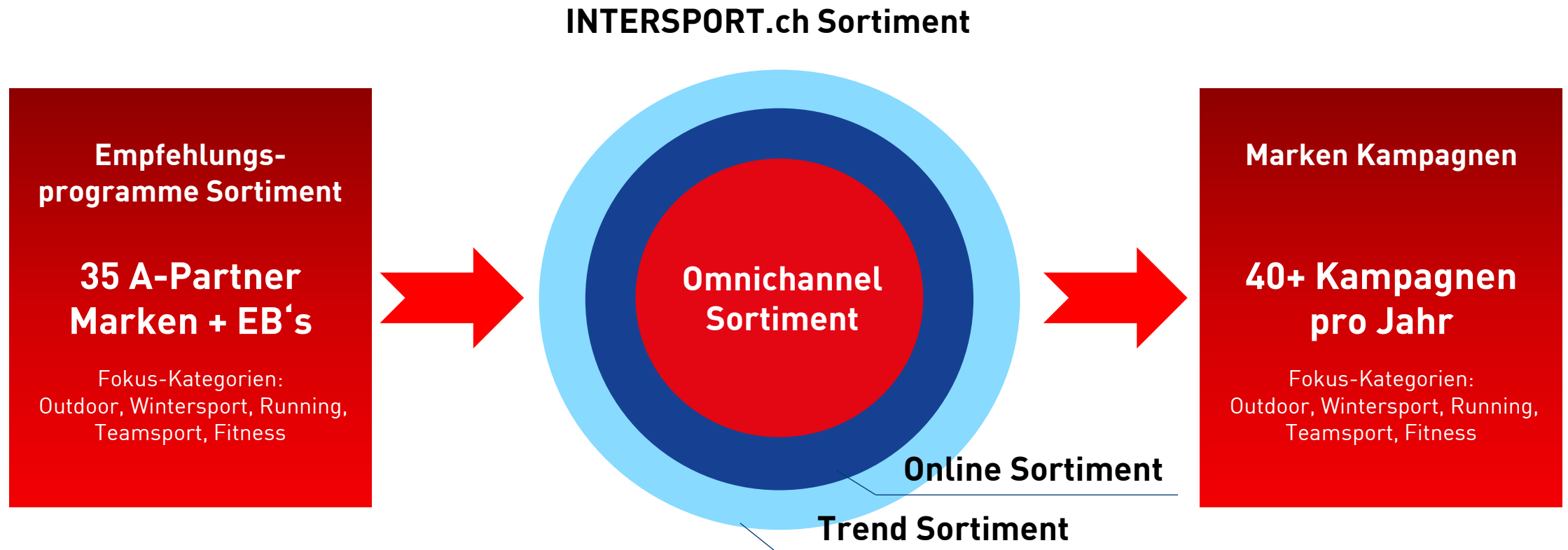
- ON Running
- ASICS
- NIKE
- BROOKS
- NEW BALANCE
- SALOMON
- ADIDAS

Wichtige B-Partner Running

- HOKA ONE ONE

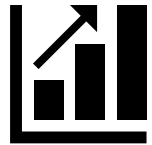


Cat. Mgt. & Marketing – GEMEINSAM HAND IN HAND...

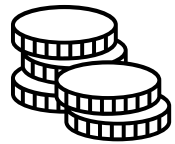


...SO FUNKTIONIERT'S

Kommunikationsfinanzierung



Aus unserem ZR-Volumen von Industrie A-Partner...



...entsteht ein grosser Teil des Kommunikationsbudgets der INTERSPORT...



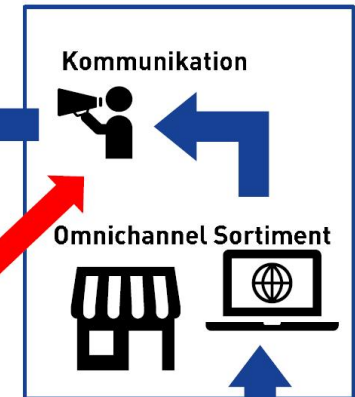
...damit können wir gemeinsam kommunizieren, auf Basis der Marken Kampagnen.

Einkauf | Kommunikation | Verkauf

CUSTOMER CENTRIC CM PROCESS



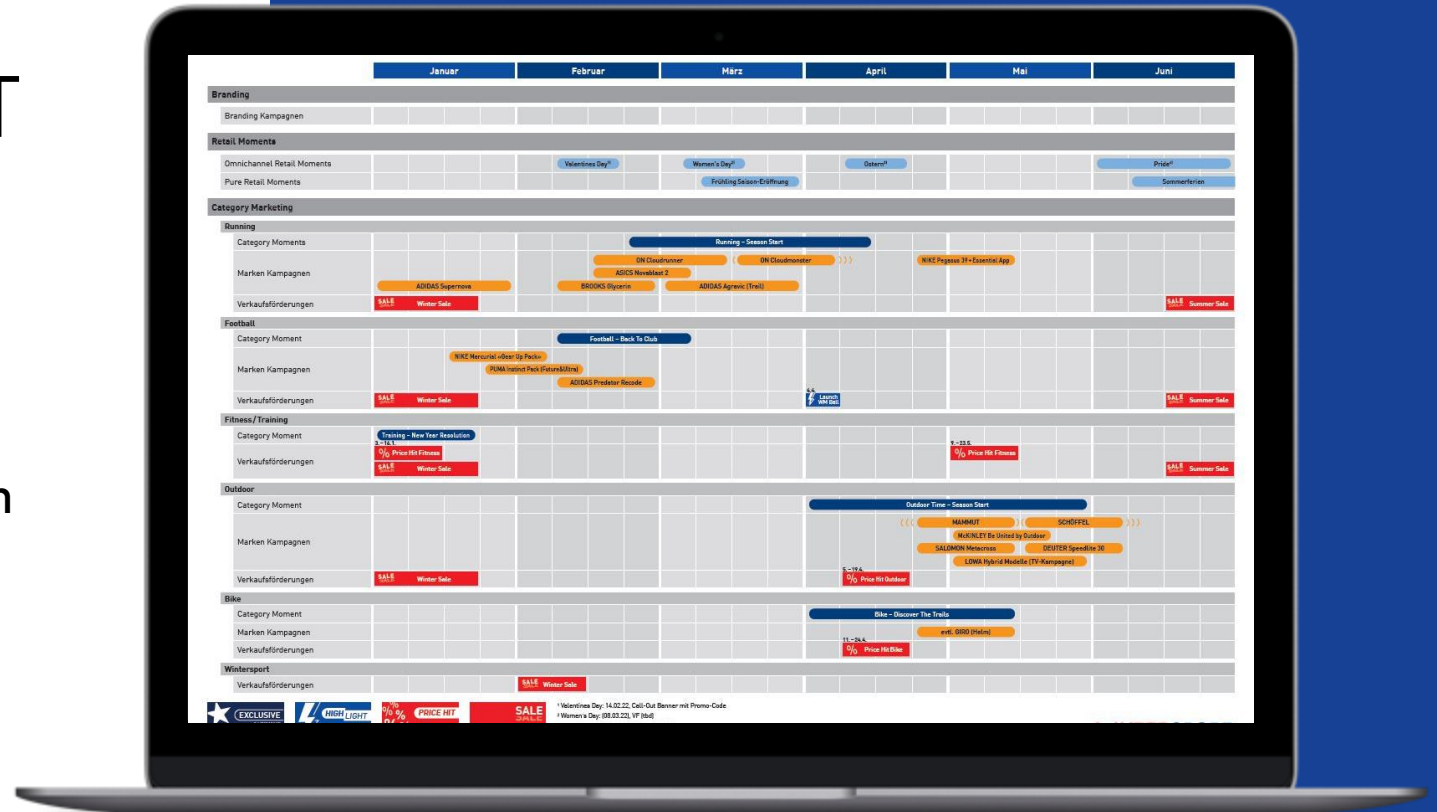
Grundlage für B2B-Empfehlungsprogramme & B2C Omnichannel-Sortiment Sell-In



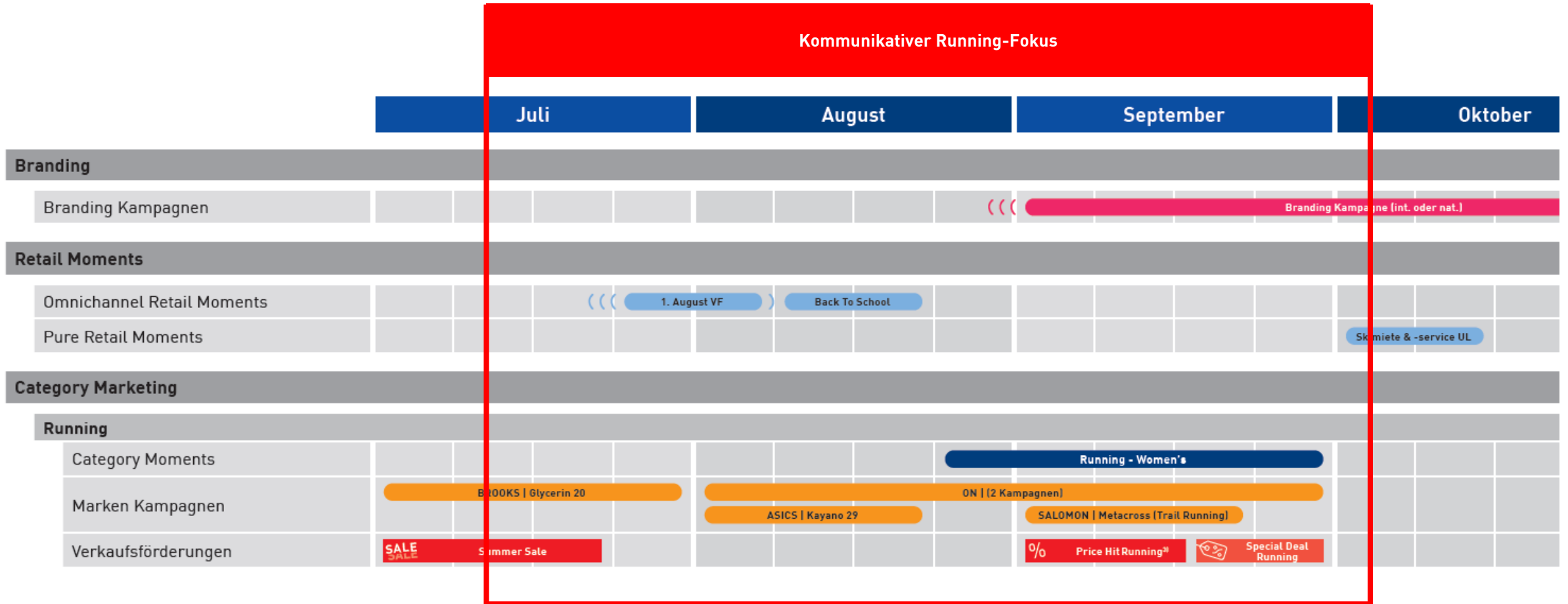
Cat. Mgt. & Marketing

One INTERSPORT Plan – UNSER PLAN

- Ein gemeinsamer Marketingplan
- Markenführende Elemente
- Marken-Kampagnen
- Du wählst deinen Content nach deinem Bedürfnis
- Plan und Inhalte auf der INTERSPORT Markom-Plattform



MARKETING PLAN FW22



Co Branding Campaign



Brooks Glycerin

July



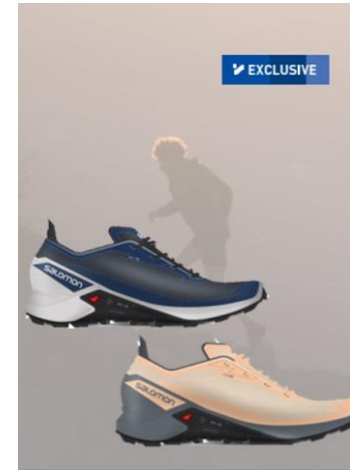
Asics Kayano 29

August



ON Cloudgo

August



Salomon Metacross

September

... AUS AKTUELLEM ANLASS – ISSUES SUPPLY CHAIN



Herausforderungen

Warenknappheit | Produktion Asien unsicher |
Rohstoffmangel | Transport Engpässe |
Lieferverzögerungen | weniger Ski
Sondermodelle | Preiserhöhungen

Unsere Handlungsempfehlungen

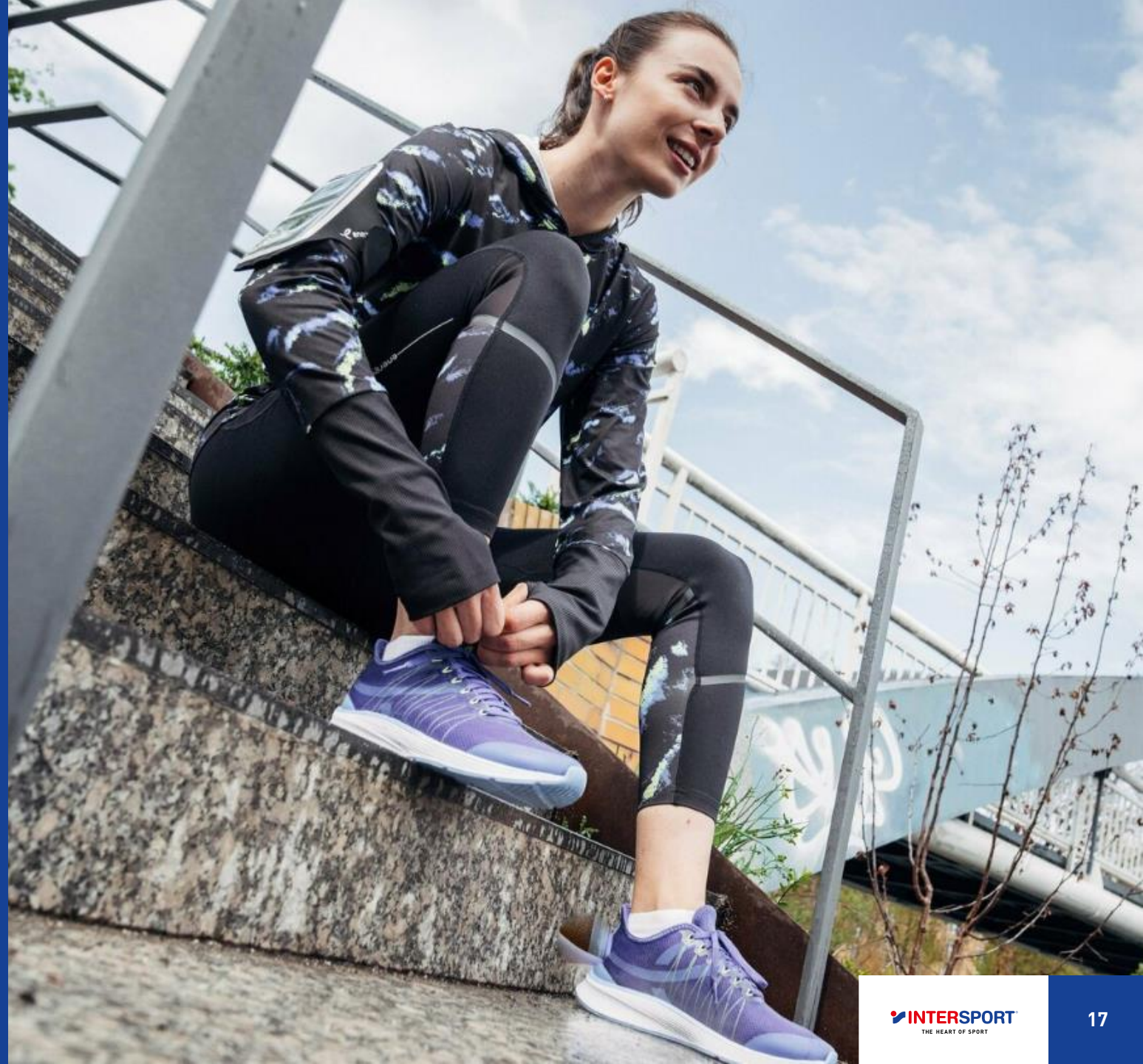
- **Fokus auf A-Partner Marken & EB's**
- Weniger Termine im Sell-In und Mengen bündeln
- Bessere Bestellkonditionen (Staffelung, Vororderrabatt, On Top-Konditionen, Reassortierung etc.)
- Strategische Partnerschaften = bessere Leistung & einfachere Beziehungspflege
- Abverkaufs Management (Umsatz, Menge, Top-Marke = Übersicht der KPIs)
- **Wichtige Produkte ("must have") bereits im Januar bestellen. Unkonventionell per Telefon oder Teams / Zoom.**

**INTERSPORT
Eigenmarken**

Unsere Diamanten



FW22/23 HIGHLIGHTS RUNNING



FW22
RUNNING

DESIGN HIGHLIGHTS



FW22
RUNNING

DESIGN HIGHLIGHTS



RUN...



RUN TRIBE





Die Rumpfmuskulatur ist die zentrale Säule unseres Körpers





THANK YOU

FW22/23 RUNNING PRIORITIES



JACKET ATTACK

CONTINUE SUCCESS STORY OF WINTERIZED JACKETS. VARIETY OF FEATURES & FABRICS CATERING ALL TYPES OF RUNNERS.

SEMENYA & SEMENYO | SHELLY & SHELL | BAYA & BAYO

MIDLAYERS

ENHANCED MIDLAYER OFFER, FROM ENGINEERED SEAMLESS STURCUTRE TO WARM WAFFLE FLEECE STLYES.

RAPHAELLA & RAPHAEL | TAYEB & TULIA

BOTTOMS

PANTS AND TIGHTS FOR RUNNING DURING THE COLDER, DARKER & WINTER SEASON.

KIPRANA & KIPRANO | SLANEY | BILA & BILO

SUSTAINABILITY

95% OF OUR APPAREL PRODUCT OFFER EITHER HAS SUSTAINABLE CONTENT OR IS GREEN SERIES APPROVED.





COLOR STORY



WINTER RUNNING MEN

Running Focus FW22

SHELL (NEW)

SEMENYO (NEW)

BAYOLO (Globe icon)

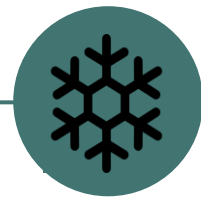
TAYEB (NEW, Globe icon)

BAYO (Globe icon)

RAPHAEL (Globe icon)

KIPRANO

BILO (Globe icon)



WINTER RUNNING WOMEN



SHELLY



SEMENYA



BAYA V



RAPHAELLA



BAYALA



TULIA



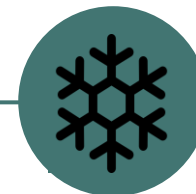
BILA



SLANEY

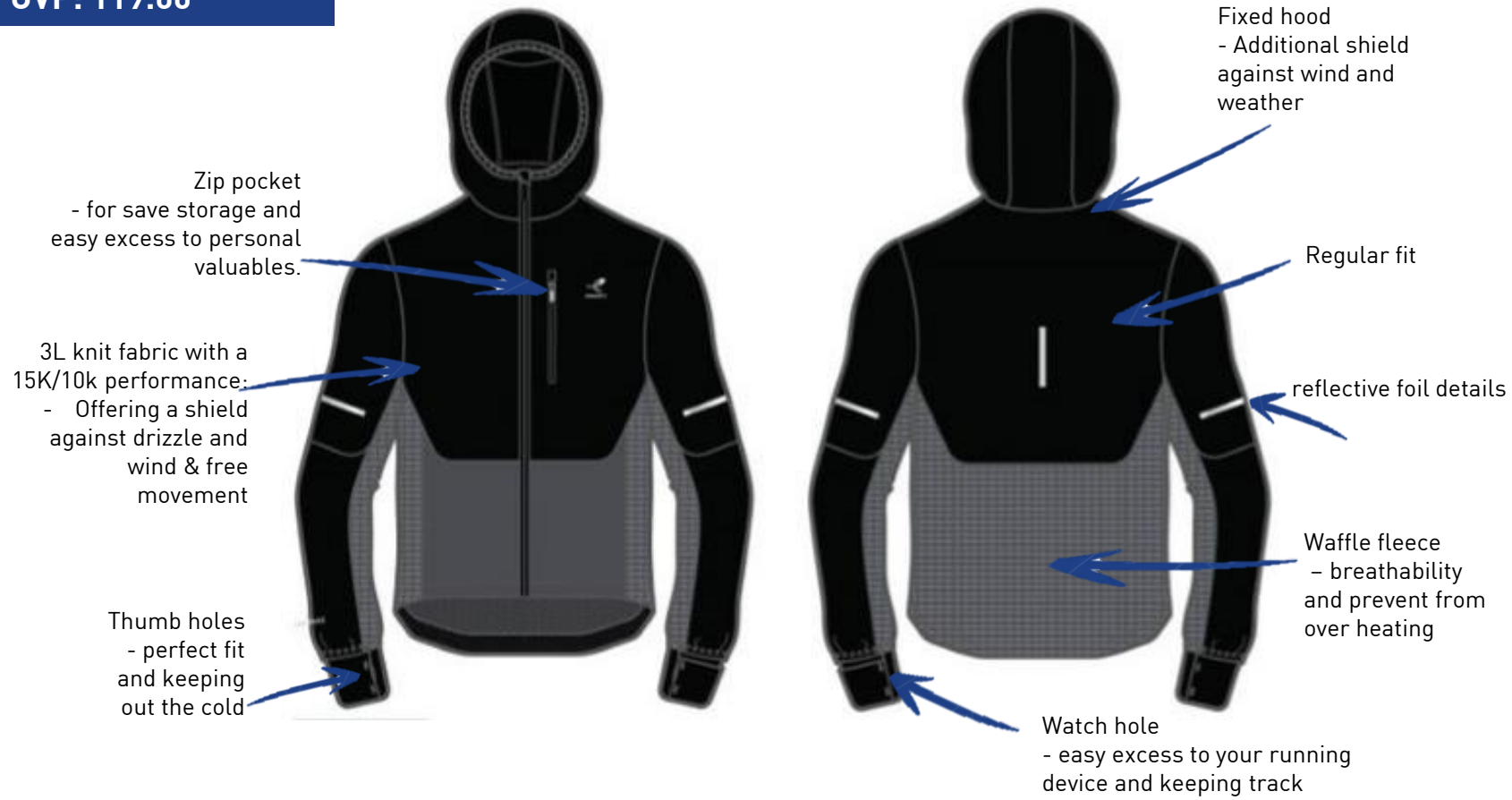


KIPRANA



HIGHLIGHTS | JACKET ATTACK

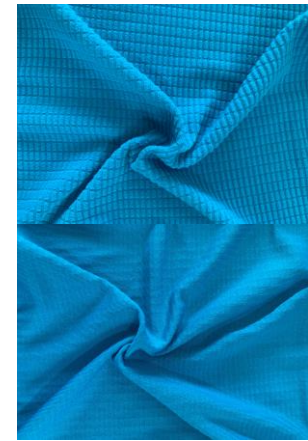
419666 SEMENYO M
UVP: 119.00



CHEST ZIPPER



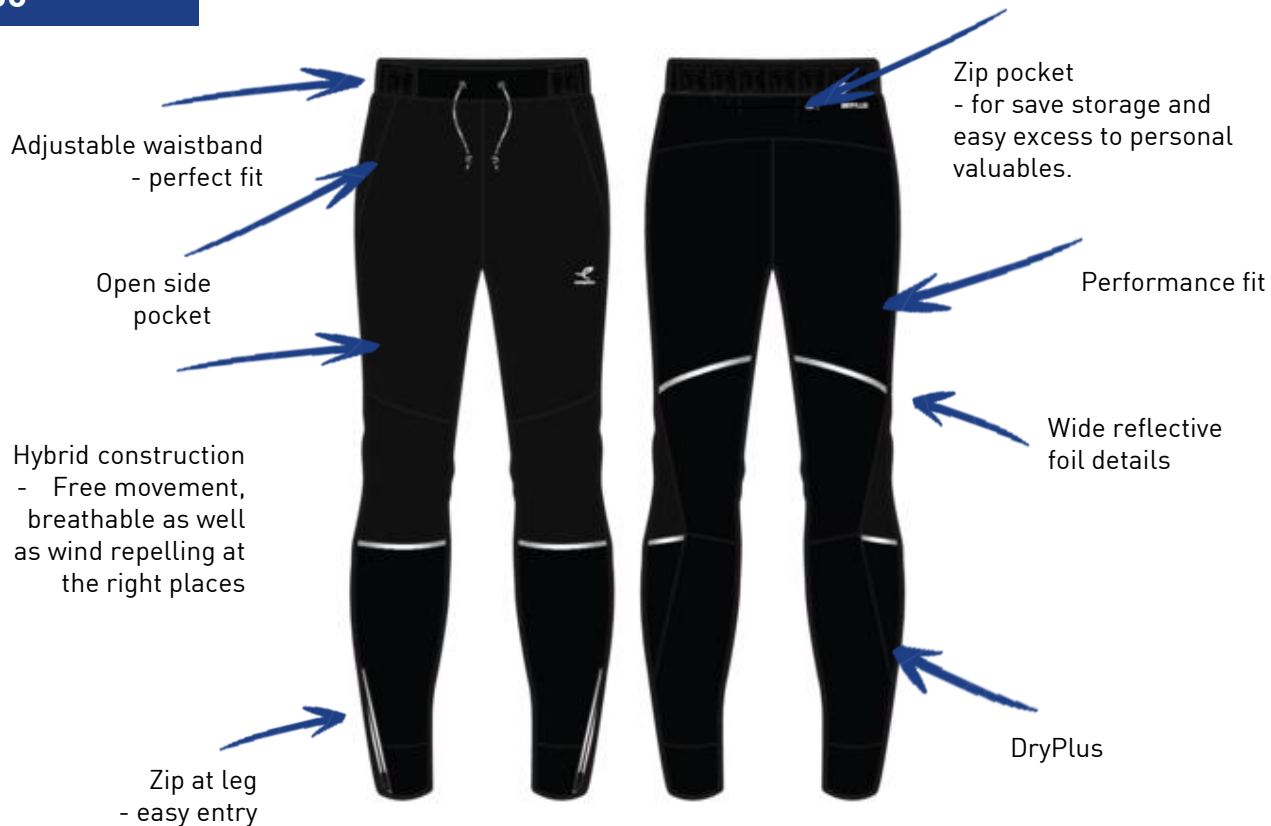
FABRIC DETAILS



OUR NEW HYBRID SOFTHELL JACKET – PERFECT FOR THE COLDER AND WET DAYS OF THE YEAR.
WITH RUNNING SPECIFIC FEATURES FOR A GREAT RUNNING EXPERIENCE.

HIGHLIGHTS | WINTER PANTS

420442 KIPRANA W
UVP: 79.00



WAISTBAND CONSTRUCTION



FABRIC DETAILS



OUR NEW HYBRID WINTER PANTS – PERFECT FOR THE COLDER AND WET DAYS OF THE YEAR.
WOMENS VERISONS OF MEN'S KIPRANO PANTS, SUCCESSFULLY LAUNCHED IN FW21.

RUNNING RANGE FW22/23



Men



132256
Semenyo M Jacket
W22 black-anthracite
UVP: 119.00



132256
Semenyo M Jacket
W22 navy-blue
UVP: 119.00



132251
Bayo V M Jacket
W22 black-anthracite
UVP: 109.00



132251
Bayo V M Jacket
W22 navy
UVP: 109.00



132257
Shell M Jacket
W22 navy
UVP: 109.00



132257
Shell M Jacket
W22 black
UVP: 109.00



132252
Bayolo V M Vest
W22 black-anthracite
UVP: 99.00



132252
Bayolo V M Vest
W22 navy
UVP: 99.00



130600
William III ux Midlayer H/Z
W22 black
UVP: 59.00



130600
William III ux Midlayer H/Z
W22 navy-blue
UVP: 59.00



132255
Raphael M Midlayer H/Z
W22 navy-blue
UVP: 79.00



132255
Raphael M Midlayer H/Z
W22 black
UVP: 79.00



128954
Aimo II ux T-Shirt L/S
W22 melange-black-night
UVP: 35.00



128954
Aimo II ux T-Shirt L/S
W22 melange-navy
UVP: 35.00



128954
Aimo II ux T-Shirt L/S
W22 melange-blue
UVP: 35.00



132258
Tayeb M T-Shirt L/S
W22 melange-red
UVP: 49.00



132258
Tayeb M T-Shirt L/S
W22 melange-navy
UVP: 49.00



132250
Aksel IV M T-Shirt S/S
W22 aop-black
UVP: 29.00



132250
Aksel IV M T-Shirt S/S
W22 navy-blue
UVP: 29.00



130601
Kiprano ux
W22 black
UVP: 79.00



132253
Bilo V M Tight
W22 black-aop--anthracite-ref
UVP: 69.00



132249
Moby IV ux Beanie
UVP: 15.00



132248
Magic Tiip IV ux Glove
UVP: 20.00

Women



132265
Semenya W Jacket
W22 violet
UVP: 119.00



132265
Semenya W Jacket
W22 navy-blue
UVP: 119.00



132259
Bayava W Jacket
W22 black-anthracite
UVP: 109.00



132259
Bayava W Jacket
W22 navy-blue
UVP: 109.00



132266
Shelly W Jacket
W22 black
UVP: 109.00



132266
Shelly W Jacket
W22 blue
UVP: 109.00



419544
Bayava W Jacket
W22 black-anthracite
UVP: 109.00



132260
Bayala V W Vest
W22 navy-blue
UVP: 99.00



132260
Bayala V W Vest
W22 black-anthracite
UVP: 99.00



132264
Raphaella W Midlayer H/Z
W22 violet
UVP: 79.00



132264
Raphaella W Midlayer H/Z
W22 navy
UVP: 79.00



128962
Eeva II wms T-Shirt L/S
W22 melange-iliac light
UVP: 35.00



128962
Eeva II wms T-Shirt L/S
W22 melange-violet
UVP: 35.00



128962
Eeva II wms T-Shirt L/S
W22 melange-black night
UVP: 35.00



132268
Tulia W T-Shirt L/S
W22 melange-violet
UVP: 49.00



132268
Tulia W T-Shirt L/S
W22 melange-navy
UVP: 49.00



128963
Eevi II wms T-Shirt S/S
W22 melange-violet
UVP: 29.00



128963
Eevi II wms T-Shirt S/S
W22 melange-navy
UVP: 29.00



132267
Slaney W Tights
W22 black
UVP: 79.00



132263
Kiprana W Tights
W22 black
UVP: 79.00



132261
Bila V W Tights
W22 black-aop--anthracite-ref
UVP: 69.00



132247
Levi II ux Socks
UVP: 15.00



132246
Bavos II ux Socks
UVP: 12.00



NEW

RUNNING ACCESSOIRES FW22/23



132249
Moby IV ux Beanie
W22 black-anthracite-aop
UVP: 15.00



132249
Moby IV ux Beanie
W22 navy
UVP: 15.00



132248
Magic Tiip IV ux Glove
W22 black night
UVP: 20.00



132247
Levi II ux Socks
W22 black
UVP: 15.00



132247
Levi II ux Socks
W22 white
UVP: 15.00



132246
Bavos II ux Socks
W22 black
UVP: 12.00



132246
Bavos II ux Socks
W22 white
UVP: 12.00

Running Accessories FW22

SELL IN INFORMATIONEN FW22/23



WANT
WANT

TO
TO

BE
BE

YOUR
YOUR

LOVE
LOVE

GUT ZU WISSEN....

INTERSPORT Schweiz muss ihre Bestellungen für Eigenmarken FW22/23 über ALLE Kategorien bereits anfangs Dezember 21 platzieren.

Was heisst das für den Sell In FW22/23?

- **Die kommunizierten Sell In-Termine bleiben im Moment bestehen**
- **Die Deadline bei Skiwear & Accessoires wird auf den 10.02.2022 vorgeschoben**
- **first com- first serve**



McKINLEY Sell In FW22/23

ENERGETICS Running Textil

Einkauf digital

29.11. – 14.12.2021 (**Deadline 12.12.2021**)

McK Outdoor & Skiwear Textil Webinar

Donnerstag 02.12.2021 / 08.00 – 09.30 Uhr

McKINLEY & ENERGETICS @ sportsdays

13. & 14.12.2021 in Zürich

Haus 9 / Showroom Nr. 1 im EG

McKINLEY Textil Einkauf (1:1 Beratung)

10.01. – 04.02.2022 exkl. Industriepartner
in Ostermündigen

(Deadline 06.02.2022 für ALLES)



**INTERSPORT
Eigenmarken**

Unsere Diamanten



HERZLICHEN DANK

