BURTON

THE BURTON STANCE

WE ARE RIDERS.

WE FOCUS ON WHAT'S BEST FOR RIDERS, AND RIDERS AT HEART. EVERYTHING ELSE FOLLOWS. THIS IS OUR VISION.

WE WORK LIKE WE RIDE.

WE BRING TO WORK WHAT WE BRING TO THE MOUNTAIN. THESE ARE OUR VALUES.

WE RIDE TOGETHER.

WE ARE BUILDING A REWARDING, COLLABORATIVE, HIGH-PERFORMANCE COMMUNITY. THIS IS OUR COMMITMENT.

EST. 1977

TARGET DEMOGRAPHIC

BURTON

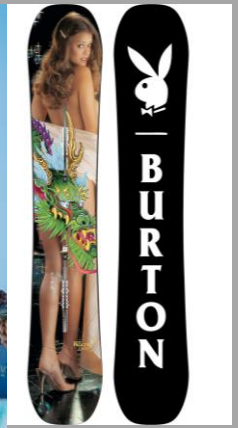
- Guys & Girls, 18 – 35.
- Leading a Mountain, Outdoor and/or Urban Lifestyle.
- Demand Quality, Craftsmanship, Progression, Utility, and Style.
- Possess a Healthy Dose of Youthful Attitude.
- Brand Loyalists, Alternative Outdoor Seekers, and Influencers.

POWER OF THE BRAND

BURTON

POWER OF THE BRAND

BURTON



POWER OF THE BRAND: PLAYERS

BURTON

POWER OF THE BRAND: PLAYERS

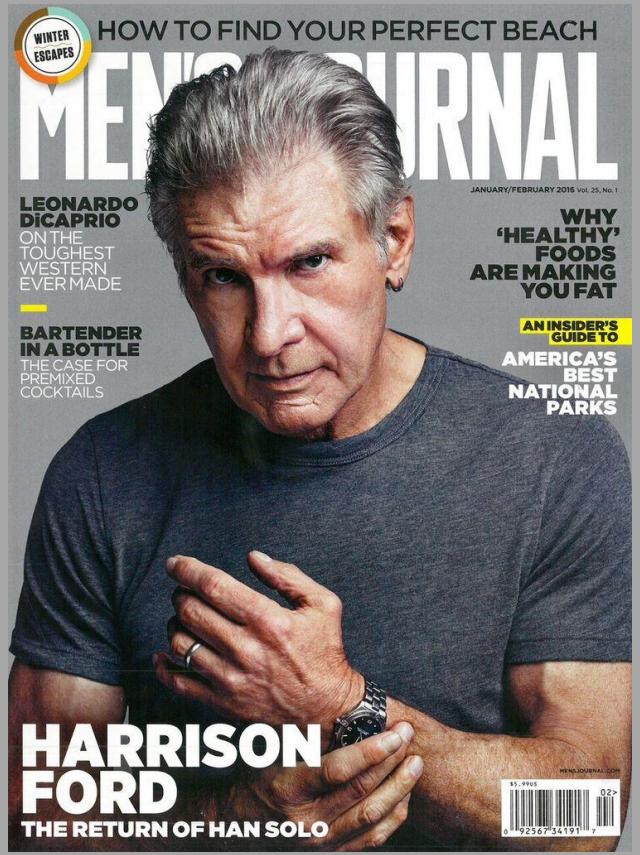
BURTON

POWER OF THE BRAND: PRESS COVERAGE

BURTON

POWER OF THE BRAND: PRESS COVERAGE

BURTON



POWER OF THE BRAND: PRESS COVERAGE

BURTON

POWER OF THE BRAND: PRESS COVERAGE

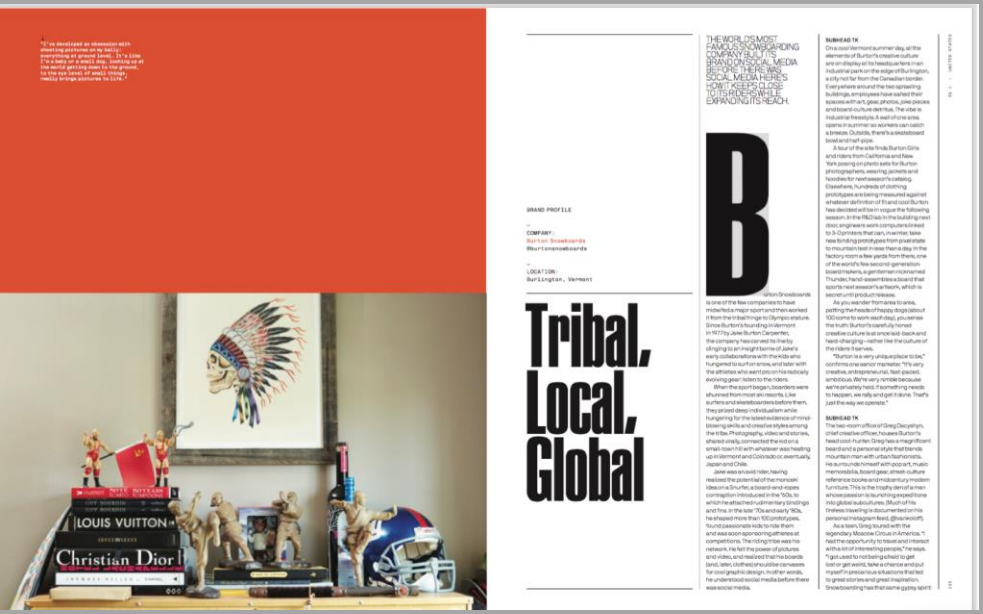
BURTON

POWER OF THE BRAND: PRESS COVERAGE

BURTON

POWER OF THE BRAND: INSTAGRAM

BURTON



"I've developed an obsession with shooting pictures on my belly: everything at ground level. It's like I'm a baby or a small dog, looking up at the world. But getting down to the ground, to the eye level of small things, really brings pictures to life."

BRAND PROFILE

COMPANY:
Burton Snowboards
@burtonsnowboards

LOCATION:
Burlington, Vermont

Tribal, Local, Global

THE WORLD'S MOST FAMOUS SNOWBOARDING COMPANY BUILDS ITS BRAND ON SOCIAL MEDIA BEFORE THERE WAS SOCIAL MEDIA. HERE'S HOW IT KEEPS CLOSE TO ITS ROOTS WHILE EXPANDING ITS REACH.

Burton Snowboards is one of the few companies to have midwifed a major sport and then worked it from the tribal fringe to Olympic stature. Since Burton's founding in Vermont in 1977 by Jake Burton Carpenter, the company has carved its lineby dinging to an insight borne of Jake's early collaborations with the kids who hungered to surf on snow, and later with the athletes who went pro on his radically evolving gear: listen to the riders.

When the sport began, boarders were shunned from most ski resorts. Like surfers and skateboarders before them, they prized deep individualism while hungering for the latest evidence of mind-blowing skills and creative styles among the tribe. Photography, video and stories, shared virally, connected the kid on a small-town hill with whatever was heating up in Vermont and Colorado or, eventually, Japan and Chile.

Jake was an avid rider, having realized the potential of the monoski idea on a Snurfer, a board-and-ropes contraption introduced in the '60s, to which he attached rudimentary bindings and fins. In the late '70s and early '80s, he shaped more than 100 prototypes, found passionate kids to ride them and was soon sponsoring athletes at competitions. The riding tribe was his network. He felt the power of pictures and video, and realized that his boards (and, later, clothes) should be canvases for cool graphic design. In other words, he understood social media before there was social media.

SUBHEAD TK

On a cool Vermont summer day, all the elements of Burton's creative culture are on display at its headquarters in an industrial park on the edge of Burlington, a city not far from the Canadian border. Everywhere around the two sprawling buildings, employees have swiped their spaces with art, gear, photos, jaw pieces and board-culture detritus. The vibe is industrial freestyle. A wall of one area opens in summer so workers can catch a breeze. Outside, there's a skateboard bowl and half-pipe.

A tour of the site finds Burton Girls and riders from California and New York posing on photo sets for Burton photographers, wearing jackets and hoodies for next season's catalog. Elsewhere, hundreds of clothing prototypes are being measured against whatever definition of fit and cool Burton has decided will be in vogue the following season. In the R&D lab in the building next door, engineers work computers linked to 3-D printers that can, in winter, take new binding prototypes from pixelated to mountain-test in less than a day. In the factory room a few yards from there, one of the world's few second-generation board makers, a gentleman nicknamed Thunder, hand-assembles a board that sports next season's artwork, which is secret until product release.

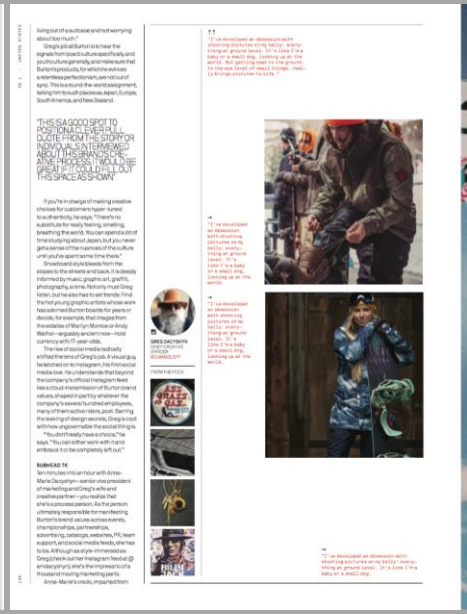
As you wander from area to area, parting the heads of happy dogs (about 100 come to work each day), you sense the truth: Burton's carefully honed creative culture is at once laid-back and hard-charging—rather like the culture of the riders it serves.

"Burton is a very unique place to be," confirms one senior marketer. "It's very creative, entrepreneurial, fast-paced, ambitious. We're very nimble because we're privately held. If something needs to happen, we rally and get it done. That's just the way we operate."

SUBHEAD TK

The two-room office of Greg Dacyshyn, chief creative officer, houses Burton's head cost-hunter. Greg has a magnificent beard and a personal style that blends mountain man with urban fashionista. He surrounds himself with popcorn, music memorabilia, board gear, street-culture reference books and midcentury modern furniture. This is the trophy den of a man whose passion is launching expeditions into global subcultures. (Much of his tireless traveling is documented on his personal Instagram feed, @greskoloff).

As a teen, Greg toured with the legendary Moscow Circus in America. "I had the opportunity to travel and interact with a lot of interesting people," he says. "I got used to not being a field to get lost or get weird, take a chance and put myself in precarious situations that lead to great stories and great inspiration. Snowboarding has that same gypsy spirit: living out of a suitcase and not worrying about too much."



"I've developed an obsession with shooting pictures on my belly: everything at ground level. It's like I'm a baby or a small dog, looking up at the world. But getting down to the ground, to the eye level of small things, really brings pictures to life."

"THIS IS A GOOD SPOT TO POSTIN AC. EVER FULL QUOTE FROM THE STORY OR INDIVIDUAL INTERVIEWS ABOUT THE BRAND'S CREATIVE PROCESS. "WOULD BE GREAT IF YOU DIDN'T LOOT THIS SPACE AS SHOWN."

If you're in charge of making creative choices for customers hyper-tuned to authenticity, he says, "There's no substitute for really feeling, smelling, breathing the world. You can spend a lot of time studying about Japan, but you never get a sense of the nuances of the culture until you've spent some time there."

Snowboard-style bleeds from the slopes to the streets and back. It is deeply informed by music, graphic art, graffiti, photography, anime. Not only must Greg listen, but he also has to set trends. Find the hot young graphic artists whose work has adorned well Burton boards for years or decide, for example, that images from the esoteric of Marilyn Manson or Andy Warhol—arguably ancient now—hold currency with 17-year-olds.

The rise of social media radically shifted the lens of Greg's job. A visual guy, he latches on to Instagram, his first social media love. He understands that beyond the company's official Instagram feed lies a cloud-like network of Burton brand values, shaped in part by whatever the company's several hundred employees, many of them active riders, post. Barring the leaking of design secrets, Greg is cool with how ungovernable the social things is.

"You don't really have a choice," he says. "You can either work with it and embrace it or be completely left out."

SUBHEAD TK

Ten minutes into an hour with Anne-Marie Dacyshyn—senior vice president of marketing and Greg's wife and creative partner—you realize that she's a process person. As the person ultimately responsible for manifesting Burton's brand values across events, championships, partnerships, advertising, catalogs, websites, PR, team support, and social media feeds, she has to be. Although her style immerses as Greg's beck-out her Instagram feed (@smdacyshyn), she's the impresario of a thousand moving marketing parts.

Anne-Marie's credo, imparted from

POWER OF THE BRAND: PREMIUM EVENTS – 2016 US OPEN

BURTON

POWER OF THE BRAND: CURRENT PARTNERS

BURTON

STAR WARS

PLAYBOY

LED ZEPPELIN

BLVCK SCVLE

Disney
FROZEN

POWER OF THE BRAND: INTERNATIONAL PARTNERS

BURTON

NEIGHBORHOOD
TECHNICAL APPAREL®

SOPHNET.

HEAD PORTER

POWER OF THE BRAND: INTERESTED PARTNERS

BURTON

BURTON