

NICHE OUTDOORS · PERTH, WA

Built for the Track.

Our brand, our voice, our visual system —
everything needed to show up consistently
wherever we go.

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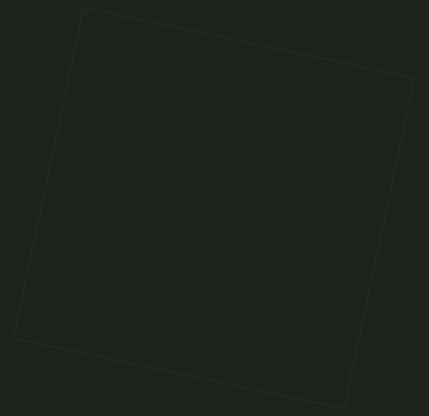
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01

PART ONE

Brand Positioning.

Who we are, why we exist, and how we talk about it — in a field full of big brands selling similar stuff.

01 WHO WE ARE	02 FOUNDER STORY	03 BRAND ARCHETYPE	04 VISION / MISSION / VALUES
05 BRAND NARRATIVE	06 WHAT WE OFFER	07 IDEAL CUSTOMER PROFILE	08 TONE OF VOICE
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SECTION 01

Who We Are.

Niche Outdoors is a founder-led Perth outdoor gear company for people who camp, fish, tour, travel and spend time outdoors. The current range includes flexible storage solutions, camp gear and accessories. New products will be added where they solve a real problem for outdoor people.

Niche Outdoors chooses products with a clear job to do. Gear is tested in real conditions, supplied with the right fittings where needed, and backed by practical customer support.

The company prices for the whole outdoor community. A backpacker and a caravan owner can buy the same dependable gear without paying for a big-brand label.

"We're looking to only add fairly niche items — not something you could just walk into an Anaconda or a BCF and buy." — Shaun, co-founder

WHAT WE DO

Practical outdoor gear with room to grow

Today's range includes flexible water and fuel storage, custom bladder builds, portable camp showers, pumps, hoses and accessories. Future products should meet the same test: useful outdoors, properly supplied and worth carrying.

POSITIONING TAGLINE

Gear for people who actually use it.

Every product in the range has a clear purpose, comes with the fittings it needs, and is tested on real trips before it is sold. This standard applies to the current range and every category Niche Outdoors adds next.

SECTION 02

Founder Story.

Niche Outdoors began with a camping trip to Esperance and a question Shaun and James kept returning to: could we build a business around products we would genuinely use?

Shaun and James are the company's co-founders. Their shared experience of camping, fishing and remote travel set the standard for the business: practical products, honest advice and gear they would be comfortable using themselves.

The water bladder idea came from a trip to Bremer Bay where the whole crew ran out of water. James bought a few bladders off Alibaba to test the theory, listed them on Facebook Marketplace, and instantly sold out. He called Shaun: "I think this is where we need to be."

"Just where we've come from in such a short time – what we've been able to build so far." – Shaun

THE STANDARD

Test it in your own car first.

Early water and fuel bladder testing set the company's product standard. The co-founders used the gear on their own trips before putting it in front of customers.

That same practical testing should guide every product Niche Outdoors adds as the company grows.

COMPANY DETAILS

FOUNDED	2024 – 2025
LOCATION	Perth, Western Australia
FOUNDERS	Shaun & James
FIRST STOCKIST	Tackle World, Exmouth
ORIGIN NAME	"Niche Stuff" → Niche Outdoors

SECTION 03

Brand Archetype.

Two archetypes define how Niche Outdoors shows up: a primary and a secondary that work in tandem. Get these right and every piece of content, every post, every product description finds its voice automatically.

PRIMARY ARCHETYPE

The Regular Guy / Everyman

Down-to-earth, relatable, unpretentious. Believes good gear should be accessible to everyone — not just the rich or the elite. Builds trust through honesty and shared experience, not polish.

WHAT THIS MEANS FOR US

Show up like a mate, not a brand.

Use real language. Say “will it fit my 79 Series?” rather than “compatible with a range of vehicle configurations.” The voice should be practical, capable and approachable, whether customers are speaking with Shaun or another Niche Outdoors team member.

SECONDARY ARCHETYPE

The Explorer

Drawn to adventure, discovery, and going further than everyone else. Believes the best stories come from the tracks you can't Google. Restless, curious, always looking at what's next.

WHAT THIS MEANS FOR US

Niche by name. Niche by nature.

We exist in the gaps — the products you can't find at the big chains, for the trips that go beyond the campgrounds. Content should celebrate the remote, the rugged, and the resourceful. Our customers aren't going to Rotto for the weekend — they're heading to Exmouth, the Pilbara, the Canning Stock Route.

In combination: The Regular Guy keeps us honest, humble, and accessible. The Explorer gives us permission to be aspirational without being unattainable. The result: gear for serious people, talked about like a conversation between mates.

SECTION 04

Vision, Mission & Values.

VISION

The go-to brand for practical outdoor gear that serious adventurers can rely on — anywhere in Australia.

Not the biggest outdoor brand. The most trusted one in the niche. The name that comes up when someone in a forum asks "what bladder should I run?" or "what do you use for a camp shower?"

MISSION

Find the gaps. Build the gear. Test it ourselves before we sell it.

Every product starts with: can you buy this easily anywhere else? If yes, it's not for us. If it solves a real problem that serious outdoor people face and it's hard to find — that's where we go.

Values.

01

QUALITY THAT PASSES THE TEST

We don't sell it until we've used it ourselves. The gear goes in our cars first. No exceptions.

02

AFFORDABLE FOR EVERYONE

A backpacker and a bloke with a \$120k caravan buy the same gear, at the same price. Good kit shouldn't be a luxury.

03

NO SHORTCUTS ON FITTINGS

Everything comes with the right fittings, ready to go. You shouldn't need to drive to Bunnings to make it work.

04

NICHE BY DESIGN

We only add products you can't easily get at the big chains. The moment something goes mainstream, it's not for us.

05

MATES BEFORE MARKETING

Word of mouth, real conversations, genuine follow-up. We ask how the trip went. That's the kind of brand we are.

06

KEEP IMPROVING

Every product is a version 1.0 in our minds. There's always a better fitting, a better spec, a better way. We keep looking.

SECTION 05

Brand Narrative.

The problem: People who spend serious time outdoors need equipment that suits the way they travel. A 4WDer, caravanner, boatie, fisher, prospector or surfer often needs a practical answer to a problem that general camping gear does not cover.

The gap: Outdoor customers need clear product information, suitable fittings and support from people who understand the trip or setup they are planning. That expectation applies across storage, camp gear and future Niche Outdoors categories.

Our approach: Niche Outdoors selects products around real outdoor use. The company tests the current range in real conditions, supplies the right fittings where required, and gives customers straightforward help before and after purchase. Each new category should meet the same standard.

"We had to be confident enough that we can put the gear in our own cars before we were happy enough for people to put them in their own."

— Shaun

The outcome: Customers get practical gear, clear advice and a company that follows up after the sale. Niche Outdoors can keep that personal standard as the range, customer base and team grow.

SECTION 06

What We Offer.

PRODUCT	DESCRIPTION	SIZES / VARIANTS	WHO IT'S FOR
Flexible Water Bladders — Slim	Food-grade flexible bladders shaped for 4WD footwells, under seats and cargo areas. Includes fittings, ready to connect.	60L, 70L (Jimny Edition), 100L, 130L, 180L	4WDers, Campers
Flexible Water Bladders — Wide	Larger-format bladders for caravans, boats, storage bays and base camps.	100L, 240L, 350L, 540L, 1000L, 1400L	Caravanners, Boaties, Base Camps
Flexible Fuel Bladders	Carry extra fuel safely for remote travel where servo access is limited. Right fittings supplied.	20L, 40L, 60L, 80L, 110L, 150L (Boat Kill Tank Edition), 240L	Boaties, Fishermen, Prospectors
Custom Bladders	Built to spec around an unusual hatch, tray or storage space. Around 30 custom fuel bladders built to date, plus custom water builds.	Made to order — 40L to 400L+	Offshore Boaties, Expedition Tourers
Portable Lithium Camp Shower	Pressurised portable shower — not the cheap cigarette-lighter style. A proper camp shower that works.	Single model	Campers, Families, Surfers
Pumps, Hoses & Fittings	Transfer and booster pumps, freshwater and heavy-duty hose, wiring harnesses and adaptors. No separate Bunnings run required.	Various	All bladder customers
Bladder Accessories	Inline water filter, bladder bags and nylon soft bags, fuel bladder protective cover, collapsible bucket.	Various	All bladder customers
Camp Hardware	Heavy-duty screw-in pegs and bundles, canvas peg bag — practical kit that solves real camp problems.	Standard	Campers, 4WDers
Ice Moulds	Practical camping ice mould — another niche item that solves a real problem on long trips.	Standard	Campers, Families
Overhead Organisers	4WD roof organisation — keeps the interior tidy on long trips without permanently modifying the vehicle.	Standard	4WDers, Overlanders

IN DEVELOPMENT

- Motorbike fuel bladders
- Jet ski bladder solutions
- Improved quick-fit fuel fittings
- Potable water certification (AS/NZS)

WHERE TO BUY

- Online — nicheoutdoors.com.au (Shopify)
- Facebook Marketplace — Perth local
- Tackle World — Exmouth (wholesale)
- Wholesale — selected stockists, by enquiry

SECTION 07

Ideal Customer Profile.

All budgets Backpackers to luxury caravan owners	Australia-wide Strong WA demand, national shipping	Outdoors-first Active, practical, adventure-driven
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PRIMARY CUSTOMER SEGMENTS

- 4WDers & Overlanders — Need water and fuel range for remote trips
- Caravanners — Extended trips, 240L water setups, families
- Boaties & Fishermen — Fuel bladder range extension
- Prospectors — Weeks in remote WA, serious water/fuel needs
- Weekend campers — Practical water solution, camp shower
- Backpackers — Budget-conscious but won't compromise on quality

THE SITUATION THEY'RE IN

- One of three scenarios brings them to us:
- Planning a trip and realising their water or fuel capacity isn't enough
 - They've run out on a trip and don't want it to happen again
 - They've seen someone else's rig setup and thought "I need that"

TOP PRE-PURCHASE QUESTIONS

- #1: "Will it fit my car?"
- #2: "Is it potable? Can I drink from it?"

Key insight: Strong geographic demand from people heading to remote WA — Exmouth, Ningaloo, Esperance, Pilbara. Remote trips create urgent need for reliable water and fuel storage that standard retailers don't solve.

SECTION 08

Tone of Voice.

Niche Outdoors sounds like a knowledgeable mate at the campsite — not a brand trying to sound like one. Five attributes define the voice. Apply them to every caption, product description, post, and email.

ATTRIBUTE	WHAT IT MEANS	WE SAY	WE DON'T SAY
Real	Talk like you're at the campsite, not in a boardroom. Use plain English, real situations, and honest language.	"Will it fit your 79 Series? Here's what we know."	"Compatible with a range of vehicle configurations."
Helpful	We follow up. We suggest the pump if they haven't thought of it. We answer the question they didn't know to ask.	"If you're running a 60L, you'll want the 12V pump too — here's why."	"For further assistance, contact our support team."
Proud	We are proud of the work behind the business and the progress the company has made. Keep it factual and grounded.	"We built Niche Outdoors around products we use on our own trips."	"As a leading outdoor brand, we are proud to offer..."
Direct	Short sentences. No padding. Call it what it is. If the answer is no, say no.	"It holds up. We've tested it in our own cars."	"Our innovative solutions deliver a seamless outdoor experience."
Accountable	If something goes wrong, we fix it. We deal with it personally — not via a bot or a form.	"Something's not right? Send us a message. We'll sort it."	"Please allow 3–5 business days for our team to respond."

Content We Produce.

FORMAT	PLATFORM	FREQUENCY	PURPOSE
Product pages	Website (Shopify)	As needed	Primary sales content — explain what the product does, what's included, and who it's for. Answer the #1 pre-purchase question upfront.
Blog / SEO articles	Website	Monthly	Rank for long-tail search terms ("will a 60L bladder fit a 79 Series?"). Build authority in the 4WD/camping space.
Instagram posts	Instagram	3–4x/week	Brand awareness, product in context, trip content. Currently building consistency with creative support.
Facebook Marketplace	Facebook	Ongoing	Local Perth sales and brand discovery. First point of contact for many WA customers.
Direct email	Email	Post-purchase	Personal follow-up after orders. Ask how the trip went. Recommend accessories. Build loyalty through real conversation.
Google reviews	Google	Ongoing	Social proof and validation. Customers cross-check here before purchase. Actively request from satisfied customers.

WHAT WE DON'T PRODUCE (YET)

- YouTube / video content
- Podcast or audio content
- Email newsletter (broadcast)
- LinkedIn presence
- TikTok

HIGH-PRIORITY CONTENT OPPORTUNITY

"Will it fit my car?" database

A searchable list of 4WD models and tested bladder fits. Directly answers the #1 pre-purchase question, generates long-tail SEO traffic, and reduces pre-sale support messages.

SECTION 10

Topics We Own.

Five content territories where Niche Outdoors has authority, real experience, and an obligation to produce content. Not trends. Things we actually know because we've lived it.

01

Water Storage for Remote Travel

Practical water planning, current bladder sizes and set-up advice for remote travel.

EXAMPLE ANGLES

- Will a 60L bladder fit under the seat of a 79 Series?
- How long can a family of four survive on 180L?
- What's the difference between a bladder and a tank?

02

Fuel Storage & Range Extension

Practical fuel-storage guidance for boaties, fishers, prospectors and overlanders, with the right fittings included.

EXAMPLE ANGLES

- How to safely carry extra fuel in a tinnie
- Fuel bladder vs jerry can — which is right for your trip?
- How to transfer fuel from a bladder safely — and what pump you need

03

Remote Trip Planning & Prep

The practical side of planning remote WA trips — gear checklists, water and fuel calcs, what gets forgotten.

EXAMPLE ANGLES

- Gear checklist for a 2-week remote WA trip
- How to calculate fuel needs for the Gibb River Road
- What the Niche Outdoors team packs for a week in the Pilbara

04

4WD Setup & Accessories

How to configure a touring 4WD for extended travel — storage, water access, fridge, organiser systems.

EXAMPLE ANGLES

- Best 4WD water storage setups for under \$500
- How to fit a 130L slim bladder in a Hilux dual cab
- Overhead organiser review — tested in a 200 Series

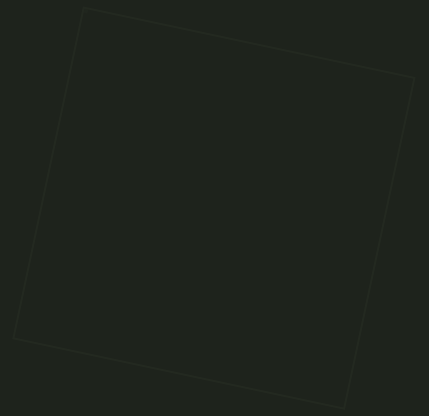
05

Niche Products & Honest Reviews

Products worth buying and why. We test before we sell — this content earns the trust that sells the gear.

EXAMPLE ANGLES

- 3 bladder brands we've tested and what we found
- The camp shower we built because nothing on the market was good enough



02

PART TWO

Brand Now.

An honest look at where the brand stands today — what's working, what needs work, and where the competition sits.

11 BRAND AUDIT OVERVIEW

12 SWOT ANALYSIS

13 COMPETITOR LANDSCAPE

14 POSITIONING MAP

15 LANDING PAGE AUDIT

SECTION 11

Brand Audit Overview.

An honest assessment of where Niche Outdoors stands across the dimensions that matter most for an early-stage outdoor gear brand.

DIMENSION	RATING	OBSERVATION
Website & Product Pages	Developing	Shopify store is live and functional. Product pages need stronger copy — specifically the "will it fit my car?" question and fit guides per vehicle. Trust signals can be strengthened.
Visual Consistency	Developing	Logo and core palette are solid. Inconsistencies across Instagram, website, and Marketplace. Blog noted to use red text — inconsistent with brand colours. This guide resolves that.
Messaging Clarity	Strong	"Niche products, tested in our own cars, right fittings included" is a compelling position. Needs to come through more consistently on website and social — not just the About page.
Social Media Presence	Needs Work	Instagram is the admitted weak point. Content has been inconsistent. Friends brought in to help. Priority: build posting rhythm and on-brand visual template.
Customer Trust Signals	Developing	Google reviews and Facebook Marketplace reputation building. Word of mouth is strong. More public-facing reviews and UGC (customer trip photos) will accelerate trust.
Content & SEO	Needs Work	High-value SEO opportunities exist. Camp shower is an 8,100/month search term. "Will it fit?" content has strong long-tail potential. Neither is yet being captured systematically.

Priority: Visual consistency and content/SEO are the two highest-leverage areas. This brand guide addresses visual consistency. The content strategy (Section 19) addresses SEO.

SECTION 12

SWOT Analysis.

STRENGTHS

- Genuine founder story with authentic grassroots origin
- Products tested in founders' own vehicles before selling
- Niche product focus — low direct competition from specialist brands
- Fittings included — clear point of difference from Alibaba resellers
- Strong word of mouth and personal customer follow-up

OPPORTUNITIES

- Camp shower: 8,100 monthly searches — largely uncontested SEO territory
- "Will it fit?" database — high-value content no competitor has built
- Wholesale expansion beyond Tackle World Exmouth
- WA remote travel market growing — Pilbara, Kimberley, Goldfields tourism
- 4WD influencer partnerships for authentic UGC
- Surfers and the surf-travel community — camp showers and flexible water bladders for coastal trips
- Young female 4WDers — a fast-growing, under-served segment in touring content and imagery

WEAKNESSES

- Instagram content inconsistent — the admitted weak point
- No systematic SEO or content strategy yet
- Visual inconsistencies across blog, social, and Marketplace
- As a growing founder-led company, Niche Outdoors needs documented processes for customer support, fulfilment and product decisions
- No potable water certification yet (limits a common customer question)

THREATS

- Cheap Alibaba/Amazon imports — quality gap must stay visible
- Larger 4WD accessory brands (Kings) could enter the bladder category
- Growing-company capacity risk — customer support, fulfilment and product decisions need documented systems as demand increases
- Fuel bladder regulations could tighten, affecting some SKUs
- BCF or Anaconda could start stocking specialist bladder products

SECTION 13

Competitor Landscape.

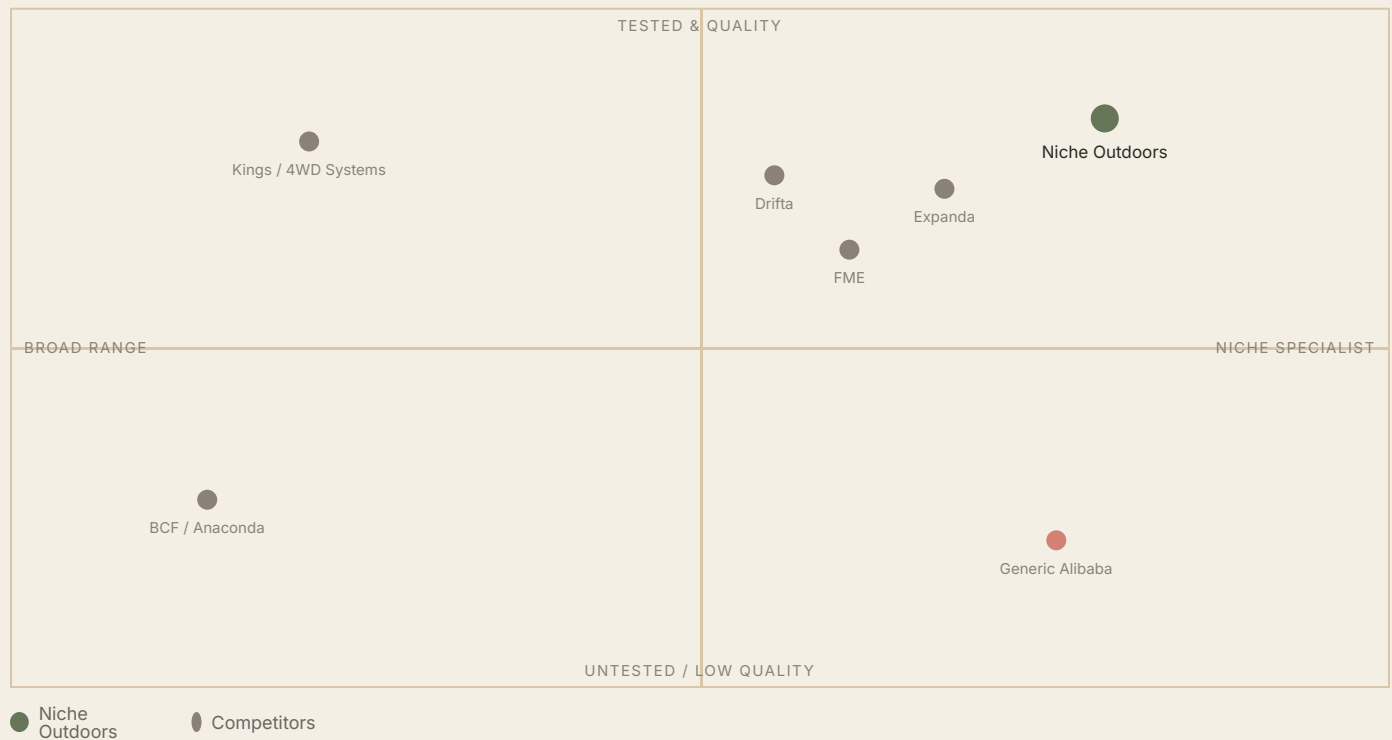
BRAND	LOCATION	POSITIONING	AUS BRAND?	FITTINGS?	NICHE FOCUS?
Niche Outdoors	Perth, WA	Tested gear, right fittings, niche products at accessible prices	Yes	Yes	Yes
Expanda Water Bladder	Australia	Flexible water storage for caravans and 4WDs	Yes	Partial	Yes
FME (FlexiMake)	Australia	Custom flexible bladder manufacturer, industrial and outdoor	Yes	Partial	Partial
Drifta	Australia	4WD touring accessories — drawers, fridges, camp kitchens	Yes	Partial	Partial
4WD Systems (Kings)	Australia	Volume 4WD accessories, direct-to-consumer, aggressive pricing	Yes	No	No
Generic Alibaba resellers	Global / online	Low price, no brand story, no support, quality varies	No	No	No
BCF / Anaconda	Australia	General outdoor retail — convenience, broad range, mainstream	Yes	No	No

White space: No Australian competitor combines niche outdoor products + Australian brand + correct fittings included + genuine founder testing + accessible pricing. Niche Outdoors is the only brand in that intersection. Keep that story front and centre.

SECTION 14

Competitive Positioning Map.

X-axis: Broad range ↔ Niche specialist. Y-axis: Low quality / no testing ↔ Tested & quality-assured. Niche Outdoors occupies the top-right quadrant — the only position combining genuine niche focus with a quality-first testing standard.

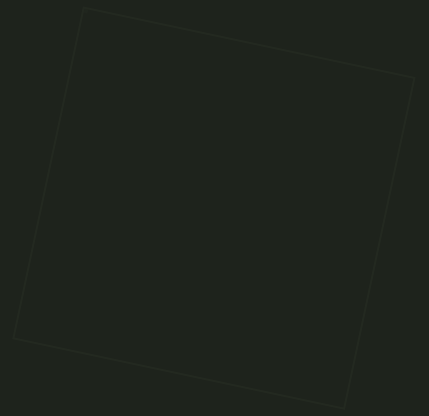


SECTION 15

Landing Page Audit.

Assessment of nicheoutdoors.com.au as a conversion and brand asset. Rated across eight dimensions with a recommendation for each.

ELEMENT	RATING	OBSERVATION & RECOMMENDATION
Headline Clarity	Developing	The headline should answer "what do you sell and why does it matter?" within 3 seconds. Strengthen with the positioning line: "Gear for people who actually use it — flexible bladders and camp gear tested in our own cars."
Value Proposition	Developing	"Fittings included, tested in our own cars, affordable for everyone" is a powerful differentiator but it's buried. Surface it above the fold on every page, not just the About section.
CTA Strength	Developing	Primary CTAs exist but are generic. Test: "Find the right bladder for your rig" or "See what fits your 4WD." Action-oriented, niche-specific language converts better.
Social Proof	Needs Work	Google reviews and customer photos are not prominent. Prioritise featuring reviews on the homepage and product pages. UGC (customer trip photos) would be particularly powerful for this brand.
Trust Signals	Developing	The "we test it ourselves" story is a strong trust signal — make it visual. Show photos of the founders' rigs running the gear. More credible than a badge or icon.
Visual Consistency	Developing	Apply the Rugged Earth palette system-wide. Red text on blog pages creates inconsistency and should be corrected immediately per this brand guide.
Mobile Experience	Strong	Shopify's responsive layout handles mobile well. Product images and CTAs render correctly on smaller screens — no major issues identified here.
Conversion Path	Developing	Path from landing → product → purchase is functional. Strengthen with a "which bladder do I need?" selector or size guide — directly addresses the #1 pre-purchase question and removes friction.



03

PART THREE

Marketing Strategy.

Who we're talking to, how we reach them, and what we say to turn the right people into loyal customers.

16 TARGET AUDIENCE	17 PAIN POINTS & TRIGGERS	18 HOW CUSTOMERS FIND US	19 CONTENT STRATEGY
20 MEASUREMENT FRAMEWORK	21 MARKETING COPY BANK	22 CAMPAIGN PLAYBOOK	

SECTION 16

Target Audience.

Dave

Primary Persona · The Serious Overlander

PROFILE

Male, 38–52. Perth based but regularly heads remote — Pilbara, Kimberley, Goldfields. Has a set-up 4WD (Hilux, 79 Series, Prado) and takes it seriously. Works full-time, camps on long weekends and annual leave.

HIS SITUATION

Ran out of water on a trip or got close enough to worry. Now planning properly. Wants a solution that fits his specific vehicle, won't leak, and doesn't need extra hardware to set up.

WHAT HE READS

4WD forums, Facebook groups, YouTube trip reports. Trusts word of mouth over advertising. Reads spec sheets carefully.

GOALS

Extended remote travel without running out of water or fuel. Self-sufficiency. No roadside assistance calls in the bush.

FRUSTRATIONS

Generic gear that needs modifications to work. Products arriving without the right fittings. Brands that don't understand 4WD setups. Can't find what he needs at BCF or Anaconda.

HOW HE EVALUATES

Google reviews, Facebook Marketplace reputation, forum recommendations. Asks "will it fit my [make/model]?" before anything else. Price matters — but not more than reliability.

SUCCESS

Gear that fits his rig, works out of the box, holds up for weeks in the bush, and he'd recommend to his mates without hesitation.

SECONDARY PERSONA

The Caravan Couple

60+, extended grey nomad trips. Needs 240L water capacity, values reliability over price. Often influenced by forum recommendations.

SECONDARY PERSONA

The Fisho & Boatie

Needs fuel range extension for offshore or remote river fishing. Price-sensitive but won't risk a cheap fuel bladder that leaks in the tinnie.

SECONDARY PERSONA

The Budget Camper

Younger, backpacker mindset, tight budget but wants quality. Buys a 60L water bladder and camp shower as a practical, affordable setup.

Target Audience — The Ideal Customer.

Craig

Ideal Customer · The Serious Expedition Tourer

PROFILE

Male, 45–62. Perth metro or regional WA, with secondary demand from FNQ, NT and SA outback communities. Business owner, mining professional, senior tradesman, farmer, or retired early. Household income \$130k–\$200k+. Kids grown or nearly grown — travels with his partner or a tight-knit touring crew.

HIS RIG

Heavily modified 79 Series, Troopy, or a serious ute with a custom tray and canopy — \$80,000+ invested in the build. Dual batteries, solar, fridge/freezer, Starlink, custom cabinetry, often a caravan, camper or boat as well.

HIS TRIPS

Extended trips of 2–8 weeks. Crosses the Nullarbor regularly. Cape York, the Gibb, the Gunbarrel, the Canning. Gold prospecting seasons and offshore fishing runs.

GOALS

Total self-sufficiency — go wherever he wants, for as long as he wants, without worrying about resupply. A setup built around his specific hatch, boat or run. He wants his touring group asking who built it.

FRUSTRATIONS

Fuel range anxiety on remote legs where it's 500km between servos. Gear that fails in the bush when he's responsible for his crew. Paying premium prices for gear that isn't actually better.

HOW HE EVALUATES

Deep research before any major purchase — YouTube gear reviews, serious Facebook groups (Troopy Owners Australia, Cape York 4WD, WA Prospectors Network), fishing and boating forums, multiple independent opinions. Peer word of mouth carries enormous weight.

WHAT HE BUYS

Custom fuel bladders and large-format water bladders, plus pumps and accessories. Slower to decide than Dave, but far higher lifetime value — repeat and custom orders.

QUICK COMPARISON	DAVE — TYPICAL CUSTOMER	CRAIG — IDEAL CUSTOMER
Age	38–52	45–62
Household income	\$80k–\$120k	\$130k–\$200k+
Primary product	100L or 60L slim water bladder	Custom fuel bladder; large water bladder
Decision speed	Moderate — researches briefly, then buys	Slower — thorough research, peer validation matters
Lifetime value	Medium	High — multiple orders, custom plus accessories
Best channel	Facebook ads, Marketplace	YouTube, forums, word of mouth
Key hook	Fit, convenience, affordability	Range extension, custom fit, reliability in the field

The line that lands for Craig: "You've already spent serious money building a serious rig — and the fuel or water storage is still the one thing that limits how far you can go."

Pain Points & Triggers.

The specific moments that send someone looking for a Niche Outdoors product. Use the customer's own language in all copy — not marketing language.

TRIGGER EVENT	THE PAIN	LANGUAGE THEY USE
Ran out of water on a trip	Had to cut a trip short or ration badly. Won't let it happen again.	"Never again. I nearly had to turn around 3 hours from the nearest town."
Planning a long remote trip	Calculating that current water capacity won't be enough for the intended route and duration.	"We're doing 14 days in the Kimberley — I need to carry more than my current tank holds."
Saw someone else's setup	At a campsite or in a forum — saw a bladder setup and didn't know this product existed.	"What bladder are you running? How much does it hold? Where did you get it?"
Can't find the right fitting	Bought a cheap bladder elsewhere and the fittings don't connect to anything standard. Frustrated.	"I bought one from eBay and I've had to make three Bunnings trips just to connect it."
Fuel range anxiety	Boatie or fisherman planning a remote run where running out of fuel means a serious problem.	"I don't want to be paddling back from 30km offshore because I misjudged the fuel."
Camp shower is inadequate	Sick of the cigarette-lighter bucket style. Wants something that actually gives pressure and works properly.	"The current camp shower is basically a dribble. I want something that actually works."

Copy rule: Start with the trigger event. "You've run out of water once. Here's how you make sure it doesn't happen again." That's the hook. The product is the solution.

SECTION 18

How Customers Find Us.

CHANNEL	STATUS	ROLE IN JOURNEY	RECOMMENDATION
Facebook Marketplace	Active	Discovery — first touchpoint for many WA customers. Strong local credibility.	Maintain. Keep listings current, respond fast, gather reviews. Local trust converts to online orders.
Word of Mouth	Active	Highest-quality leads. Forum recommendations and campsite conversations drive real intent.	Make it easy to share. Ask happy customers to post in 4WD groups. Every follow-up email is a referral opportunity.
Google Search (organic)	Developing	High potential. Customers search product-specific terms. Currently underdeveloped.	Build the content strategy (Section 19). "Will it fit?" database and camp shower content are priority.
Instagram	Developing	Brand awareness and product discovery. Currently inconsistent.	Establish posting rhythm (3–4x/week). Focus on product in context — real trips, real setups, not studio shots.
Website (direct)	Developing	Conversion point — where customers end up from all other channels. Must be optimised.	Apply landing page audit recommendations (Section 15). Fit guides, clear CTAs, trust signals.
Wholesale (Tackle World etc.)	Developing	Brand legitimacy signal. Seeing Niche Outdoors at retail increases online trust.	Grow wholesale carefully — choose stockists aligned with the Niche Outdoors customer, not volume discounters.
YouTube / Influencers	Developing	High-trust discovery. Creators have already featured Niche gear organically — B2B Castaways (@strickandfran) and Nick Fry (@_nickfry). Their audiences trust their gear recommendations.	Formalise it. Keep the existing relationships warm, seed product to 2–3 more authentic 4WD, fishing and surf creators, and reuse the footage on Instagram. Genuine placement, not paid ads.

Content Strategy.

CONTENT PRINCIPLE

One channel done properly beats five channels done badly.

The strategy: build the website's content authority first (SEO), then use Instagram consistently to build awareness and trust. Add further channels when the team has the systems and capacity to run them well.

PRIMARY CONTENT GOAL

Rank for the searches customers are already doing.

Camp shower is an 8,100/month search term. "Flexible water bladder 4WD Australia" has real commercial intent. These customers exist — the content just needs to be there when they search.

FORMAT	FREQUENCY	PLATFORM	STRATEGIC PURPOSE
SEO pillar posts	Monthly	Website blog	Long-form articles targeting high-intent search terms. Camp shower, water bladder sizing, fuel bladder guide. 1,500–3,000 words.
"Will it fit?" guides	Ongoing build	Website	Vehicle-specific fit guides. Start with top 20 4WD models. Highest-priority content asset for the brand.
Instagram posts	3–4x/week	Instagram	Product in real settings (not studio). Trip photos from customers. Behind-the-scenes of Shaun testing gear (Shaun on camera — see Section 27).
Instagram Reels	1–2x/week	Instagram	Short (30–60 sec) product demos, install walkthroughs, trip clips. Reels have the highest organic reach of any Instagram format.
Post-purchase emails	After every order	Email (personal)	Check in, recommend accessories, ask for a review or trip photo. Build the relationship that drives referrals.

What we don't do: Broadcast email newsletters, TikTok, YouTube (yet), LinkedIn, Twitter/X. Scope is intentionally narrow — do what we can do properly before expanding.

Measurement Framework.

Leading indicators tell you if the strategy is working before revenue shows up. Lagging indicators confirm business results.

Leading Indicators

Metric	Target	Why it matters
Website sessions	Grow MoM	Organic traffic growth shows SEO content is working. Benchmark from current baseline.
Google Search Console impressions	Track keyword rankings	Signals brand visibility before clicks. Watch "camp shower" and "water bladder" terms rise.
Instagram engagement rate	>3% per post	Measures if content is resonating. Low engagement = content needs adjustment, not more volume.
Instagram follower growth	Grow MoM	Sustained growth indicates content quality and word-of-mouth effect. Spikes reveal what works.
Marketplace views & enquiries	Track weekly	Facebook Marketplace is still a primary discovery channel — keep monitoring enquiry volume.

Lagging Indicators

Metric	Review cadence	Why it matters
Monthly revenue	Monthly	The ultimate scorecard. Track against prior month and prior year.
Orders by channel	Monthly	Which channels actually convert? Website vs Marketplace vs wholesale vs referral.
Google reviews count & rating	Monthly	Social proof builds over time. Target: 4.8+ stars, actively request reviews post-purchase.
New wholesale accounts	Quarterly	Brand expansion into retail. Meaningful milestone for credibility and reach.
Repeat customer rate	Quarterly	Satisfied customers buy again. High repeat rate confirms quality and service standards are met.

Monthly review checklist: (1) Check website sessions vs last month. (2) Review top-performing Instagram posts — what worked? (3) Count new Google reviews received. (4) Review Shopify orders by channel. (5) Note any new wholesale or referral leads.

SECTION 21

Marketing Copy Bank.

BLOG POST HEADLINES

WATER STORAGE

How much water do you actually need for a week in the bush?

FIT GUIDE

Which Niche Outdoors bladder fits your 4WD? The complete guide.

FUEL STORAGE

Fuel bladder vs jerry can — what's right for your setup?

CAMP SHOWER

We built a camp shower because nothing on the market was good enough.

REMOTE TRIP

The Pilbara packing list — gear we've actually run out there.

BRAND

Why we include the fittings (and why most brands don't).

EMAIL SUBJECT LINES

POST-PURCHASE

How'd the trip go?

ACCESSORY UPSELL

You'll want this pump with your new bladder.

REVIEW REQUEST

One quick thing — did the gear hold up?

RE-ENGAGEMENT

Still planning that trip? Here's what we've added.

SOCIAL MEDIA POSTS

CONTRARIAN POSITION

Most bladders come without fittings. You get them home, and then you're at Bunnings.

Ours come with everything you need.

Not because it's hard to do — because nobody could be bothered. We were bothered.

INSIGHT POST

The number one question we get: "will it fit my car?"

We're building the answer — a database of every major 4WD model and exactly which bladder fits where.

Link in bio when it's live.

STORY POST

We ran out of water on a trip to Bremer Bay. The whole crew.

That's why this company exists.

We figured if we needed it, plenty of others did too.

Campaign Playbook.

CAMPAIGN DEFINITION

One topic. One audience. One goal. Six weeks.

A campaign starts with a specific product or content asset, targets a specific customer scenario, and has a clear action you want the customer to take by week six.

EXAMPLE — CAMP SHOWER LAUNCH

- Topic: All-in-one camp shower
- Audience: Campers frustrated with bucket showers
- Goal: 50 camp shower orders in 6 weeks
- Anchor: "We built a camp shower because nothing on the market was good enough" — blog post

6-Week Campaign Structure

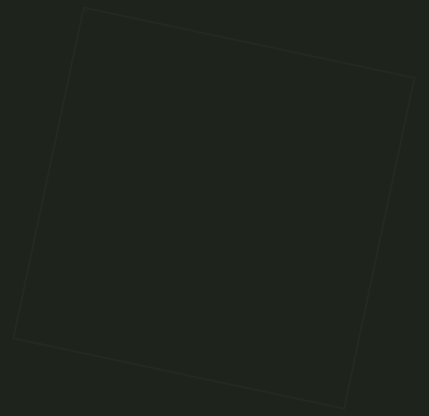
WEEK	ACTIVITY
Week 1	Publish anchor content (blog post / guide). Share organically to Instagram and Facebook. Email existing customers if relevant.
Weeks 1-2	Social distribution — 3-4 posts drawing from the anchor content. Reels, behind-the-scenes, product demos. Repurpose, don't repeat.
Weeks 2-3	Engagement phase — respond to comments, encourage UGC, ask customers to share their setup. Build community signal around the topic.
Weeks 3-4	Conversion push — direct CTA posts linking to the product page. Keep copy benefit-led, not discount-led.
Weeks 5-6	Review & extend — what worked? Repurpose best-performing content. Follow up purchasers for reviews and trip photos.

WHAT A CAMPAIGN IS NOT

- Running a discount without a content anchor
- Posting 5 random product photos in a week
- A "sale" with no story behind it
- Ad spend without organic content backing it up

SUCCESS METRICS

- Blog post sessions (organic reach)
- Instagram post saves and shares
- Direct enquiries referencing the content
- Product orders during the campaign period



04

PART FOUR

Visual Identity.

The visual system that makes Niche Outdoors instantly recognisable — colours, type, logo rules, and photography.

23 VISUAL IDENTITY OVERVIEW

24 COLOUR PALETTE

25 TYPOGRAPHY

26 BRAND VOICE & TONE

27 IMAGE & PHOTOGRAPHY

SECTION 23

Visual Identity Overview.

THE VISUAL SYSTEM

Niche Outdoors uses the Rugged Earth palette — earthy, outdoor tones that reference the bush without being clichéd. Forest Ink grounds the dark surfaces. Moss is the accent. Dune and Canvas carry the light pages. Clay adds warmth where needed.

Every visual element — social post, product page, brand guide — should feel like it belongs to the same system. Consistent enough to be recognisable. Not so rigid it feels corporate.

LOGO USAGE RULES

- Minimum size: 80px wide (digital), 20mm (print)
- Clear space: equal to the height of the "N" on all sides
- On dark backgrounds: white/reversed version
- On light backgrounds: Forest Ink or Moss version
- On photography: use reversed (white) version only

LOGO VARIANTS



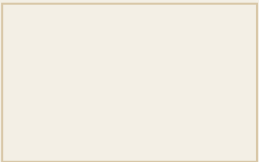
DO NOT

- Don't stretch or distort the logo
- Don't recolour outside the palette
- Don't place on busy or low-contrast backgrounds
- Don't add drop shadows or effects
- Don't use below minimum size
- Don't use old "Niche Stuff" branding

SECTION 24

Colour Palette.

The Rugged Earth palette. Five colours, one system. Approved by the Niche Outdoors team on 26 July 2026.

				
Forest Ink #252B23 RGB 37, 43, 35 CMYK 14, 0, 19, 83 DARK BGS · HEADINGS ON LIGHT	Moss #677559 RGB 103, 117, 89 CMYK 12, 0, 24, 54 Pantone approx. 417 C ACCENT · CTAS · HIGHLIGHTS	Dune #D8C7A7 RGB 216, 199, 167 CMYK 0, 8, 23, 15 BORDERS · DIVIDERS · MUTED	Clay #A85F3A RGB 168, 95, 58 CMYK 0, 43, 65, 34 WARMTH · SUPPORTING ACCENT	Canvas #F3EFE5 RGB 243, 239, 229 CMYK 0, 2, 6, 5 PAGE BGS · LIGHT SURFACES

COLOUR COMBINATIONS THAT WORK

- Forest Ink + white text + Moss accent — dark pages, hero sections
- Canvas + Forest Ink text + Moss accent — content pages, product pages
- Forest Ink + Dune border + Canvas text — callouts, data tables
- Dune border + Clay highlight — warm supporting elements

COLOUR DON'TS

- Don't use red text — not in blogs, not on the website
- Don't use pure black (#000) — use Forest Ink (#252B23)
- Don't use pure white (#FFF) for backgrounds — use Canvas
- Don't introduce colours outside this palette
- Don't use Clay as a primary background — supporting only

SECTION 25

Typography.

Two typefaces only. Barlow Condensed for all headings and display text. Inter for all body text, labels, and captions. No exceptions. Approved 26 July 2026.

BARLOW CONDENSED · HEADING FONT

Display · Headings · Section Titles · Pull Quotes

Gear for people who use it.

Section Title · 800 Weight

Sub-heading Level Two · 700 Weight

Weights Used

700 (sub-headings), 800 (section titles, display). 900 reserved for ghost/watermark decorative elements only.

INTER · BODY FONT

Body · Labels · Captions · UI Text

Body text — 400 weight, 13.5px, 1.75 line height. We don't sell what you can already find at Anaconda or BCF. That's the point. Every product we add to the range fills a gap — something serious outdoor people actually need, can't easily source, and will use hard.

Label / Caption text — 600 weight, 11px

SECTION TAG — 700 WEIGHT, 8PX, UPPERCASE, LETTER-SPACED

Weights Used

400 (body), 600 (strong emphasis, labels), 700 (tags, section labels, table headers).

Rule: Never use more than two fonts. Never substitute another font for either of these. If Barlow Condensed is unavailable on a third-party platform, use the platform's closest condensed bold option and flag it for correction.

Brand Voice & Tone.

CONTRARIAN POSITIONS

Four things Niche Outdoors genuinely believes that most outdoor brands won't say:

- Good gear should be affordable for everyone. Same bladder, same price — backpacker or luxury caravan owner.
- Fittings should be included. Selling a bladder without the right fittings is not a product — it's a problem sold to the customer.
- Niche is the strategy. The moment a product can be found at Anaconda, it leaves the range. Broad = forgettable.
- Test it in your own car first. No brand should sell gear they haven't run themselves. We won't.

TONE BY CONTEXT

- Instagram Post**
Casual, short, visual-led. One idea, one caption. Emojis are fine when they're real — not performative.
- Product Page**
Direct, benefit-first, practical. Answer the question before they ask. "Will it fit? Here's the fit guide."
- Email to a Customer**
Personal, warm, no template language. Sound like a capable Niche Outdoors team member who knows the product and the customer's trip.
- Blog / SEO Article**
Knowledgeable, thorough, still direct. No padding. Answers the search intent completely. First-person where appropriate.

We Say / We Don't Say

WE SAY	WE DON'T SAY
"Will it fit your 79 Series? Here's what we know."	"Compatible with a range of vehicle configurations."
"Tested in our own cars. If it doesn't hold up, we don't sell it."	"Quality-assured through our rigorous testing protocols."
"Something's not right? Send us a message. We'll sort it."	"Please allow 3–5 business days for our support team to respond."
"A backpacker and a bloke with a \$120k caravan buy the same gear."	"We cater to all market segments with a diverse product portfolio."
"We ran out of water once. That's why this company exists."	"Inspired by a passion for the outdoors, we founded Niche Outdoors."
"Not the gear you'll find at BCF. The gear you actually need."	"As a leading provider of premium outdoor solutions..."

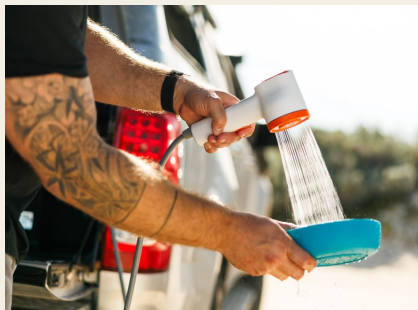
SECTION 27

Image & Photography Guidelines.



PRODUCT IN ACTION

Product in real-world use — not a studio. Natural light, rugged environment. Shows scale and how the bladder fits in a genuine 4WD context.



CAMP CONTEXT

Real campsite setting — dusty, practical, authentic. Shows the product doing its job in the environment customers actually use it in.



REMOTE & RUGGED

Remote Australian landscape, practical use case visible. Reinforces the Niche Outdoors customer — going further, needing gear that keeps up.

PHOTOGRAPHY PRINCIPLES

- **Authentic over staged** — Real setups, real trips, real people
- **Natural light** — Outdoor light, golden hour, overcast WA skies
- **Real locations** — Bush camps, river crossings, remote WA landscapes
- **Product in context** — Show it installed, in use, doing its job
- **Earthy tones** — Images should complement the Rugged Earth palette
- **Human element welcome** — Founders, customers, their rigs and setups

WHAT TO AVOID

- Stock photography — generic outdoors models with no WA connection
- White studio product shots as the primary image
- Posed group photos with forced smiles
- Over-filtered or over-saturated images
- Urban settings — this brand lives in the bush and on the water

PROFESSIONAL PHOTOGRAPHY NOTE

Shaun is the face of Niche Outdoors. Photography, headshots and on-camera content should feature Shaun for the About page, PR and social. James remains part of the founder story in written copy, but is not to be photographed or featured in imagery. A lifestyle shoot at a campsite with the rigs would provide 6–12 months of social content. Priority investment as the brand grows.



Practical outdoor gear, tested in real conditions.
Built for the trips ahead.

NICHEOUTDOORS.COM.AU

Perth, Western Australia