

## **Pit Viper Brand Manifesto**

### **The Customer:**

Pit Viper customers are all-Americans who have an intense pride for their country and don't like to take themselves seriously. A significant number of customers are millennials who like to make fun of the previous generation who were adults in the 80's and 90's. They believe in going against the grain and challenging the status quo that adults have to be grown-ups, do serious things, and be responsible. Even if they're not, they like to think they're outdoor enthusiasts who wouldn't be afraid of doing crazy, embarrassing, or dangerous activities. Above all else, they believe in having a sense of humor.

### **The Manifesto:**

If you believe your glory days never have to come to an end...WE'RE WITH YOU. We believe in living in the past so much that it starts to feel like the future. In a world where Y2K will soon be upon us, it's more important than ever to live in the moment—with a beer in hand and an American flag plastered somewhere in the background. Get drunk on the outdoors, be high on humor, and take nothing seriously because life is too short to be lived sober. We envision a world where rollerblading is an Olympic sport and mullets never go out of style. We'll know we've made it if one day we witness a stadium full of NASCAR fans wearing Pit Vipers. Not because it matters, but because it doesn't. Puns and clever one liners are what really gets us going. And we're gonna show your mom what legends are made of. You must DEMAND RESPECT AND AUTHORITY. And if someone questions you, that's when you whip it out... your badass badge. Never stop believing you're cool. NEVER.