

MOC

Just a little smarter

MOC SPORT AB

ÅRE – SWEDEN



Holders and cases
for smartphones,
in any weather and
sport you like...



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Enabling an
active life



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A wide-angle landscape photograph taken at sunset. The sun is low on the horizon, creating a strong lens flare and casting a warm, golden light across the scene. The sky is filled with scattered clouds. In the foreground, a mountain biker wearing a yellow shirt and a red backpack is riding a trail bike on a dirt path that winds through a lush, green field. To the right, a body of water is visible, and in the far distance, a range of mountains is silhouetted against the sky.

Our story started 2013
in Åre, Sweden



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Target Group:
Active aware people
appreciating a healthy life

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Mission:
Simplify smartphone wearing
for active people.



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Our vision:
Making all smartphones
wearable globally

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Goals:

- The most relevant and top of mind brand for smartphone owners living an active life in 2020.
- 1 Million active users in 2020.



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Keys

- Easy access
- Perfect fit
- Protection
- Flexible system
- Bags/Cases in many sizes
- Adjusted to size XL
- Innovative
- Smartphone focus
- Sustainable



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Medical Stretch

- Rehabilitation Technology
- Medical-grade Stretch
- Breathable
- Flexible fit
- Muscle Flexibility
- Anti slip



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 **QUICK
ACCESS
SYSTEM**

QAS

- Easy release
- Easy fixation
- Secure lock
- Flexible system
- Easy to use
- Flexible while active
- Design protected



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Make your own
action movie...



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MOC Chest Plate



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MOC Sport Armband



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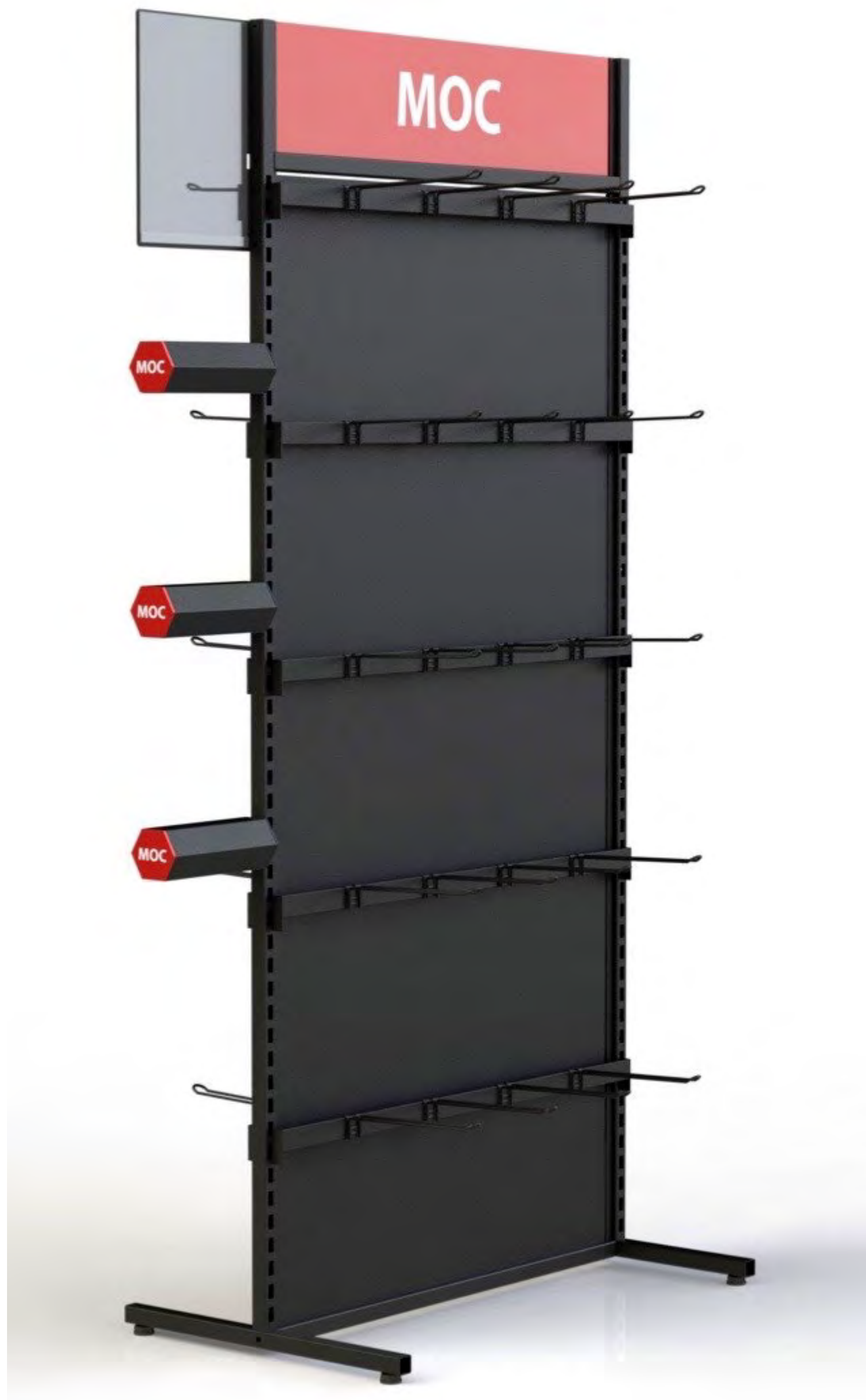


Marketing

- PR and social media
- Ambassadors/bloggers
- Display in-store
- Search (SEO and SEM)
- Competitions
- Programmatic
- Extra nice packaging



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In-store Display

- Easy to try
- Easy to see and feel
- Branding
- Easy to expose
- Function
- Easy to move



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Sales Packaging



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