

SÖLACE



**BUY SÖLACE.
OWN THE EXPERIENCE.**

**PRESENTED BY
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SOLACE



solace.com

DEAR FI GUEST

SUNDAY, MAY 3, 2026

join us for a victory lap

amy.agramonte@miami.edu

enter

SOMETHING IS COMING.

GET ON THE LIST.

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AGENDA

- 1 **The Challenge**
- 2 **The Big Idea**
- 3 **The Problem**
- 4 **The Solution**
- 5 **Our Audience**
- 6 **The Campaign**
- 7 **Competitive Edge**
- 8 **Looking Forward**
- 9 **Conclusion**



MEET THE TEAM



BELLA WEISZ



SAM GEIST



SYDNEY DILORETO



SOPHIA KIRSCHNER



ANNIE POWELL

THE CHALLENGE:

**HŌW CAN SŌLACE
BECŌME THE
BRAND ŌF CHŌICE FŌR THE
FUTURE ŌF BŌATING?**

BUY SŌLACE. OWN THE EXPERIENCE.

Sōlace is repositioning from a **premium boat manufacturer** to a **luxury experience brand**, because the next generation of buyers doesn't shop for products, they shop for identity and moments.



C̄ONSUMERS VALUE EXPERIENCES ŌVER P̄OSSESSIŌNS...



- Consumers aged 25-40 consistently prioritize spending on **experiences over possessions**
- Luxury is being **redefined**; it's not just about material possession, but enjoying quality experiences **without barriers**
- Solace doesn't need a new boat. It needs **a new story**.

THREE ● CLEAR ● PROBLEMS

AGE GAP

- Solace is trusted, but mainly by older buyers.
- There is a clear age gap limiting future growth.
- Reposition toward younger, high-income consumers.

MISALIGNMENT

- Young affluent consumers (late 20s-40s) have the means and the lifestyle appetite, but don't see themselves in boating culture as it currently exists.

IMPROPER COMMUNICATION

- Solace's marketing has focused on its engineering, specs, and build quality.
- This appeals to buyers already shopping for a boat.
- It does not inspire consumers who have not yet considered ownership.

AT THE CORE THE PROBLEM IS...

**NOT MADE FOR FOR THE
NEW CONSUMER.**

*No boat brand has made late-20-to
late-40-year-olds feel like a boat was
made for them.*

HŌW TŌ SŌLVE THE ISSUE

Stop leading with what the boat does. Start leading with what the boat makes possible.



Reframe the Product

Solace is not just a high quality fishing boat, it's a luxury platform for living. Whether fishing, cruising, diving, entertaining, **the boat allows you to achieve it.**

Reframe the Buyer.

The buyer doesn't need to identify as a qualified "boater" to want Solace. The buyer just wants the **experiences** Solace gives them access to.

Reframe the Marketing

Lead with **emotion, lifestyle, and identity**. Specs follow **naturally** when someone is already emotionally brought in.

Brand voice shift

Don't say: Industry-leading specs
Do say: Solace is where **experiences begin**.

Find the right stage

The repositioning needs a **cultural moment** big enough to announce it to the world. One that Nate **already lives in**.

MEET NATE

Core Profile

- 29, newlywed, planning a big family
- High disposable income
- Coastal-aspiring lifestyle
- Cares deeply about how he spends his time, not what he accumulates
- Buys brands that feel intentional, sleek, and quietly exclusive
- Values quality, ease, and experiences that feel earned
- Doesn't need to already be a boater, Solace is what converts him

Looking deeper

- Follows F1, watches Drive to Survive, knows who Lando Norris is
- Shops Arc'teryx, Patagonia, or Loro Piana, depending on the occasion
- Stays at boutique hotels, not chains
- Watches culinary content, knows what a Michelin star means
- He doesn't want to be sold to, he wants to feel discovered
- Social media user like many his age
 - His social media is curated, not constant.
 - He posts moments, not everything
 - Pew Research: 51% of 18–24 year olds and 34% of 25–29 year olds actively use Instagram



STRATEGIC FRAMEWÖRK

SÖLACE is repositioning from a premium boat manufacturer to a luxury experience brand. That repositioning unfolds in THREE chapters.



PRÖDUCT

A versatile luxury **platform**. Fishing, cruising, diving, and entertaining. The boat **enables every experience**. It's not what the boat is, it's what the boat **makes possible**.



PRICE

Premium and unapologetically so. Bundled experience packages tied to purchase. **Buy the boat, unlock the lifestyle**.



PLACE

Where Nate **already is**. F1 hospitality suites, luxury marina partnerships, coastal lifestyle expos, boutique resorts, **curated** private events. **Not just dealerships**.



PRÖMÖTION

Three chapters. The **Hype**, The **Moment**, The **Movement**. F1 activation is the **ignition point**. Social is the **ongoing engine**. Content that reaches Nate.



PEÖPLE

Brand ambassadors **who ARE Nate**. Young, successful, coastal, experience-driven. F1 personalities as aspirational faces. Staff trained to sell a feeling, not a spec sheet.

THREE CHAPTERS

C1: THE HYPE

1

BEFORE THE ACTIVATION. MARCH 2026.

Nobody knows what's coming. The mystery Reels drop one by one. The landing page goes live. People sign up without knowing why. The brand feels like something is about to happen. Exclusivity and curiosity are the only tools. SŌLACE doesn't explain itself; it just signals that something is coming, and it's not for everyone.

Emotion: Curiosity. FOMO. What is this?

C2: THE MOMENT

2

THE ACTIVATION. MAY 3, 2026.

The Victory Lap happens. A small, curated group lives it. But the content team captures everything, every cast, every plate, every sunset. This single day produces enough content to fuel the entire next chapter. The recap video drops. The TikToks go live. The cinematic film releases. Everyone who wasn't there now wishes they were.

Emotion: Desire. Aspiration. I need to be part of this world.

C3: THE MOVEMENT

3

THE ONGOING CAMPAIGN. MAY — FOREVER.

This is where it becomes bigger than one event. SŌLACE's social presence becomes a continuous stream of experiences the boat makes possible. New content. New experiences. New faces. But always the same feeling.

Emotion: Belonging. Identity. This brand was made for me.

LOOKING FORWARD

4

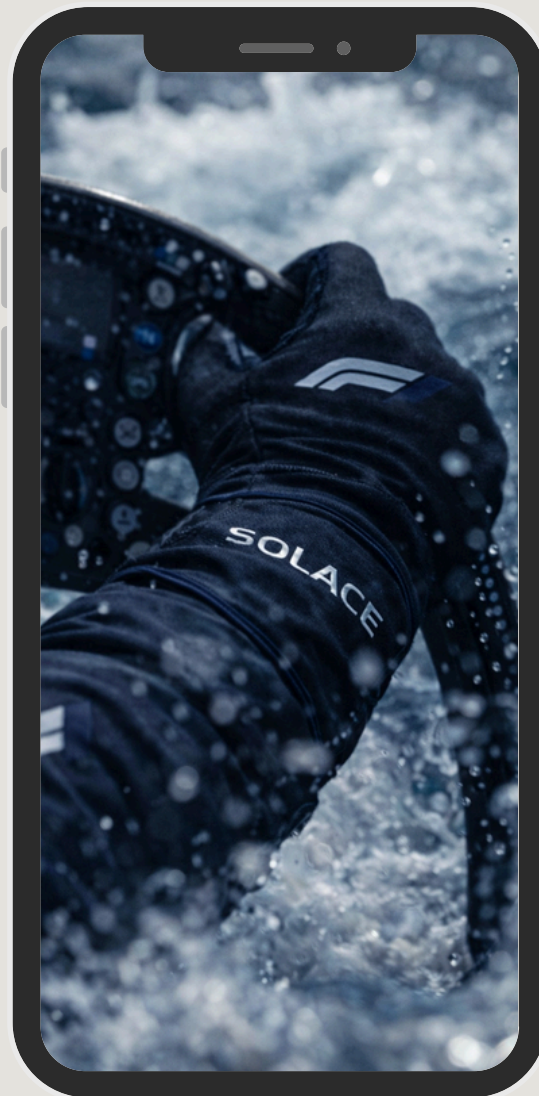
FUTURE

A continuation of the movement. New activations, more Nate's, more experiences, more wants, more Solace market share. The future of boating.

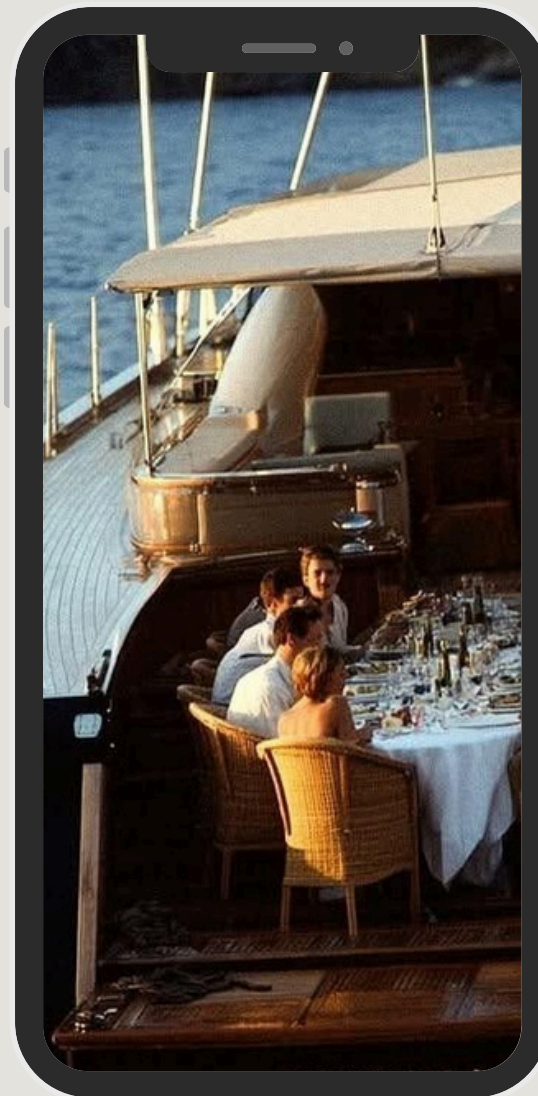
CHAPTER 1: THE HYPE

BEFORE THE ACTIVATION.
MARCH 2026.

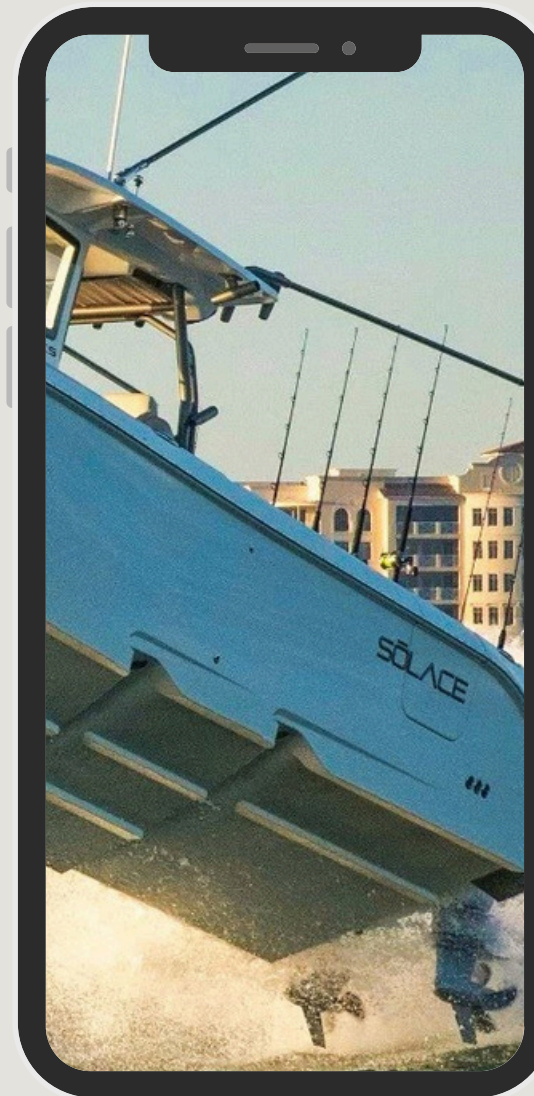
4 Instagram Posts released one per week over four weeks, elusive, mood only, no explanation.



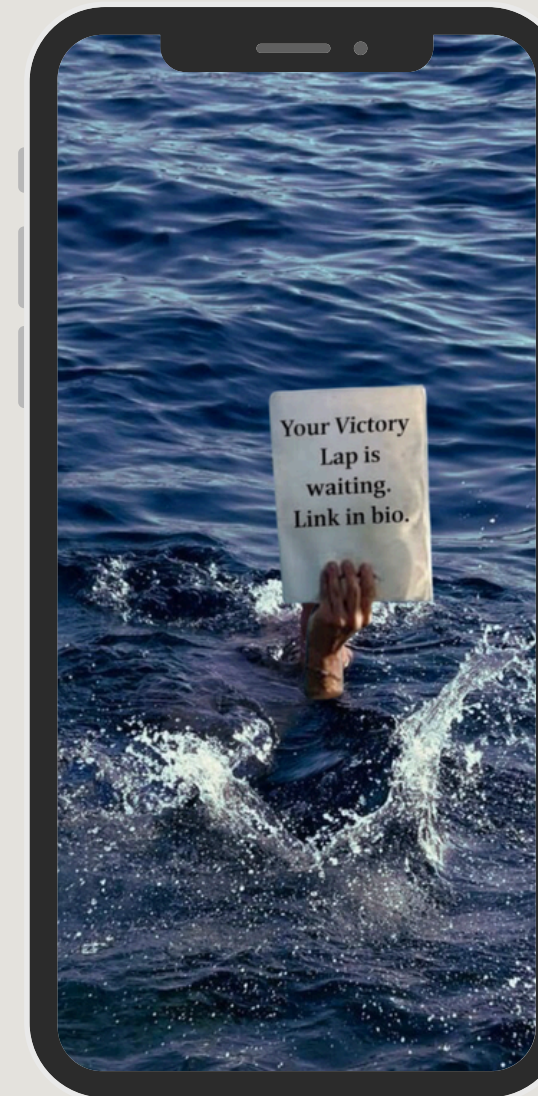
Post 1:
Water cutting past the hull at speed. No context.



Post 2:
A peak into a drinks and dining experience. Golden hour.



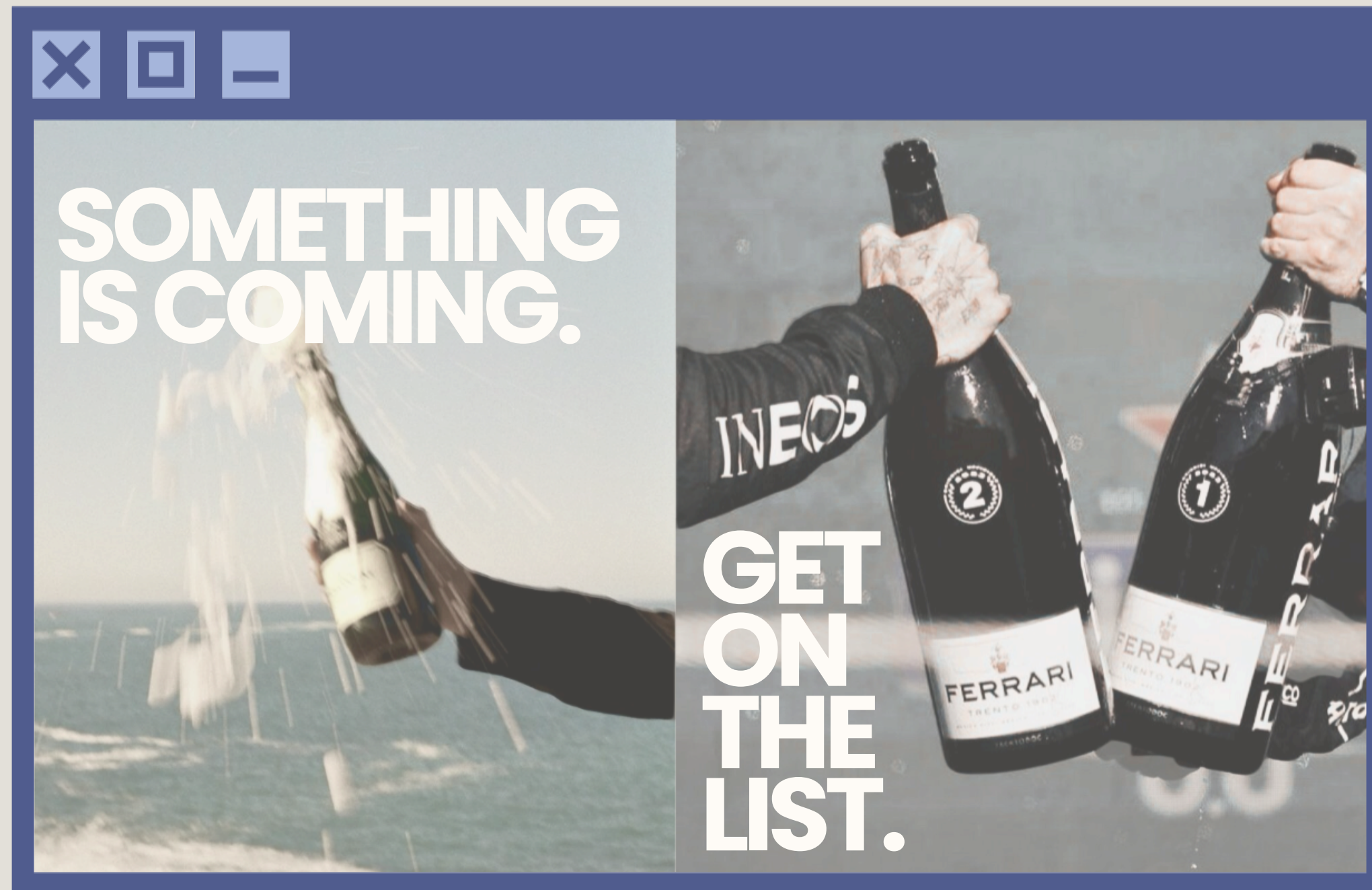
Reel 3:
A SOLACE fishing boat in action. Effortless.



Reel 4:
An invitation card appears. "Your Victory Lap is waiting. Link in bio."

ONE STEP CLOSER

Campaign landing page launches with Reel 4 – Something is coming. Get on the list. Email field. Solace logo. Nothing else.



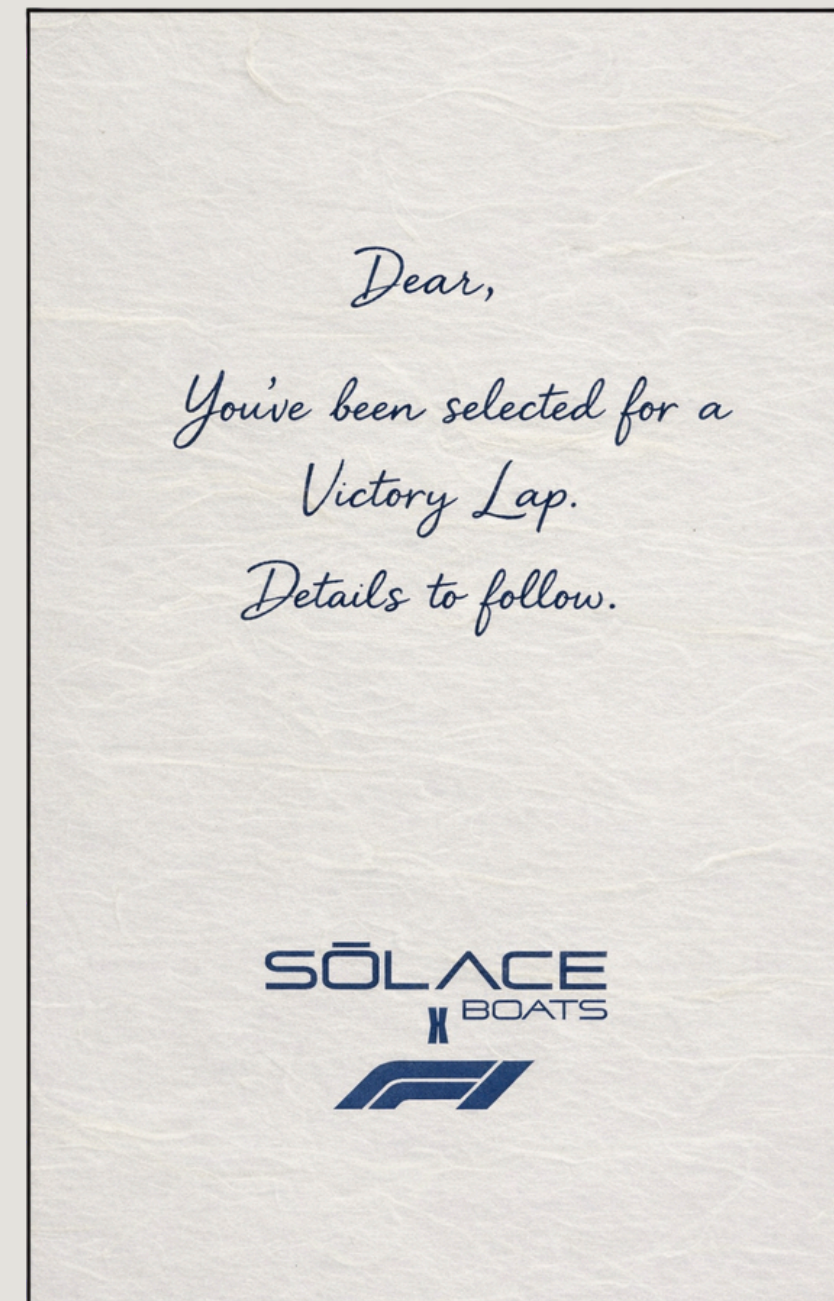


HŌW TŌ BECŌME PART ŌF THE MŌMENT

How signups become guests

- The landing page has site visitors fill out a brief lifestyle questionnaire
 - Questions feel like the brand: What does your ideal day on the water look like?
What was the last experience that stopped you in your tracks?
- The Solace team curates the final guest list: a mix of lifestyle influencers, media, and real Nates who embody the brand
- No random lottery. No follower count requirement. Selected based on who best lives the Solace story.
- Selected guests receive a private, physical invitation in the mail, no email, no DM. A card.
 - “You’ve been selected for a Victory Lap. Details to follow.”
- This makes selection feel earned, not won. That distinction matters enormously for this audience.

THE INVITE TŌ YŌUR NEW EXPERIENCE.



CHAPTER 2: THE MŌMENT

THE ACTIVATION.
MAY 3, 2026.

THE F1 PARTNERSHIP STRUCTURE

- Solace secures official **hospitality sponsorship at the Miami Grand Prix**, the most lifestyle-forward race on the U.S. calendar
- The average U.S. F1 fan is 32, **affluent, brand-conscious, and experience-driven**. He is Nate.
 - Drive to Survive made F1 a cultural phenomenon, so the audience is **primed and brand-hungry**.



- The speed, precision, and engineering of F1 mirrors **Solace's DNA**, where the partnership feels natural, not forced.
- No luxury boat brand has touched this space; it's completely unclaimed
- Branded presence in the Paddock Club: Solace imagery, subtle and intentional, never loud
- Post-race, selected guests receive the moment they've been waiting for since the invitation arrived: **Your Victory Lap is waiting.**

ACTIVATION FLOW

THE RACE TO THE MARINA

Guests depart the F1 circuit, already elevated, adrenaline still running.

THE ARRIVAL

Arrive at a private marina, Solace boats staged beautifully, crew ready, golden hour lighting.

THE BIG CATCH OR THE BIG CRUISE

Guests choose the experience... tailored to them. The big catch for those who seek the thrill of fishing, or the big cruise for a scenic ride.

ALL ABOARD

Board in small, intimate groups. Around 6–8 people per boat. Intentional. Never crowded.

THE VICTORY LAP

Head out on the water, guided luxury fishing experience. No chaos. No instruction overload. Just the water, the boat, and the moment.

PRIVATE CHEF

Return to the marina and Max Kamakura, Miami's top Michelin-starred chef is waiting. He prepares a full meal using the guests' catch. Right there. On the dock or on the boat.

THE FEAST

Dinner on the water as the sun goes down. Solace boats as the dining venue.

THE "LEFTOVERS"

Content captured throughout by a dedicated photo and video team (guests receive a private gallery). Solace receives campaign content for everything that follows.

THE RACE TO THE MARINA

(AND THE DEALERSHIP)

Guests will “race” in style from the Miami F1 Grand Prix race track to **Apex Marine** on the river in **blacked-out SUVs**.

As a **central starting point** for the Victory Lap, this location not only marks the official launch of the experience, but also offers guests the **opportunity to privately explore SŌLACE’s latest models** within the **showroom** before departing along the waterways of Miami.



THE ARRIVAL

THE ARRIVAL

Upon arriving to the Apex Marina, guests will find 6-7 Solace Boats lined up with a crew ready to board the guests.

Sunset lighting and light music will provide a calm mood shift from the excitement of the race.

(Listen to the curated Victory Lap playlist)



THE BIG CATCH OR THE BIG CRUISE?

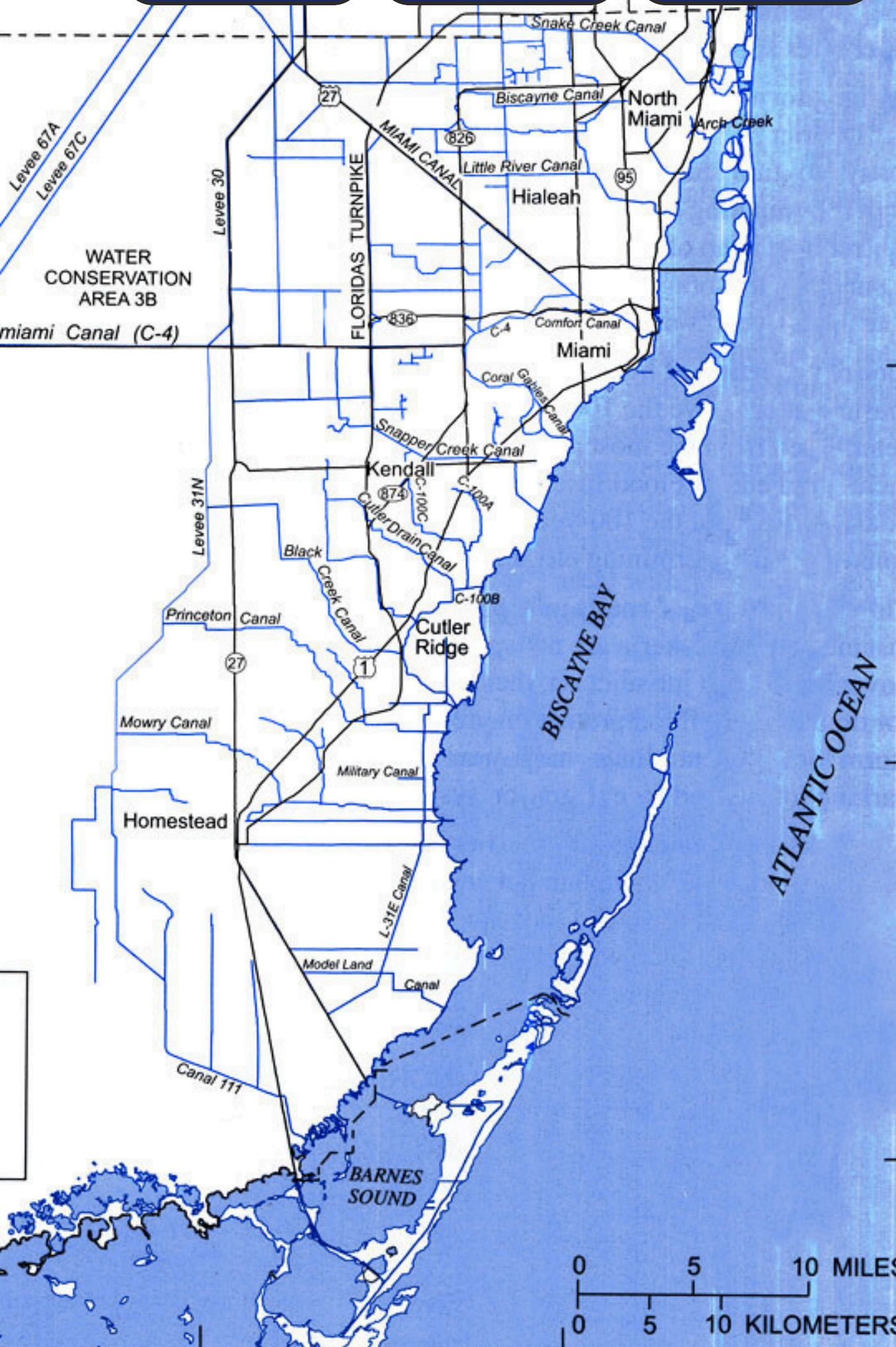
The Big Catch: For guests seeking a hands-on adventure, The Big Catch invites them to fish alongside fellow guests and compete to capture the evening's dinner, turning the thrill of SŌLACE and sport fishing, into the freshest possible dining experience.

The Big Cruise: For those who prefer a more relaxed approach, The Big Cruise offers the chance to enjoy the excitement of the outing from the deck, taking in the atmosphere and ocean views without needing to reel in the catch.



ALL ABOARD

Upon boarding, guests will receive a glass of champagne from the boat crew. Groups remain small and intimate, with 6-8 people on each boat. Boarding experience should be calm, planned, and relaxing.



THE VICTORY LAP

A curated **3–4 hour offshore excursion** along the coast of Miami.

Guests compete to **reel in the biggest catch...** no prior experience required. The Victory Lap includes **premium rods, captain-led guidance,** and **live leaderboard tracking** to crown the ultimate winner.

Designed as a setting for **connection, networking,** and pure **enjoyment,** the experience brings together some of **Miami's leading figures** for an unforgettable afternoon at sea.

PRIVATE CHEF

For the Victory Lap, we will feature **Chef Max Kamakura**, a globally recognized **Omakase master** whose **23-year culinary journey** blends traditional **Japanese technique with Brazilian** and international influences.

Having helped elevate restaurants to Michelin-star acclaim, Chef Kamakura brings a refined yet dynamic dining experience that perfectly **mirrors** the **precision, performance, and exclusivity** of the Victory Lap.



THE FEAST

Solace Boats serve as the dining venue

Two Menu Options:

The Big Catch: Miso Honey Glaze Style



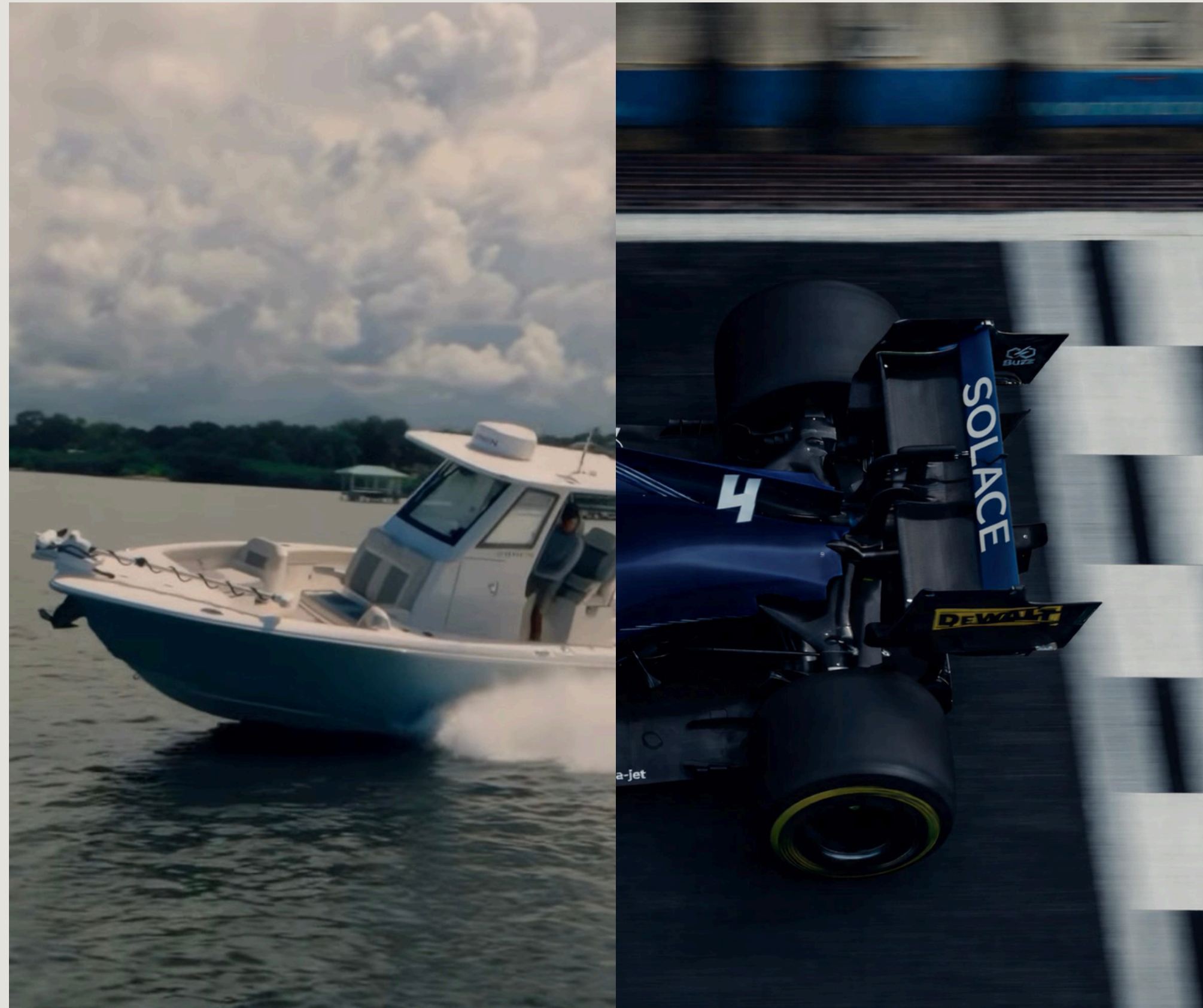
Freshly caught fish finished with a delicate miso-honey glaze, lightly caramelized to balance savory umami with subtle sweetness, and served as a refined take on the day's catch.

The Big Catch: A Full Branzino

A whole Mediterranean branzino, simply prepared and roasted to highlight its delicate flavor, finished with citrus, olive oil, and fresh herbs for a light and elegant presentation of the day's catch.



WHY THIS WÖRKS



- It is **exclusive**; not everyone gets an invite. That **scarcity** makes it **aspirational**.
- It's **shareable**, guests share it because they want to, not because they're asked to
- Someone who just lived that experience **doesn't need to be sold** Solace. They already want one.
- **Intimacy** is a **luxury**.
- Anyone can throw a party. Solace creates a **moment** and an **experience**.

THE EXPERIENCE DŌESN'T END AT THE DŌCK

While the boat stays at the marina, the experience doesn't.

This is **not merchandise**. This is how the Victory Lap follows Nate home. Every physical item given to activation guests becomes a **memory trigger**. Every time Nate uses it, he's **back on the water**. Back in that moment. That **sustained emotional connection** is what eventually closes a boat purchase.

Nothing is for sale

- These items cannot be purchased. They can only be experienced. That scarcity makes them cultural objects, not souvenirs.
- When Nate brings his Solace x Yeti to a rooftop party, it starts a conversation. That conversation starts someone else's journey.

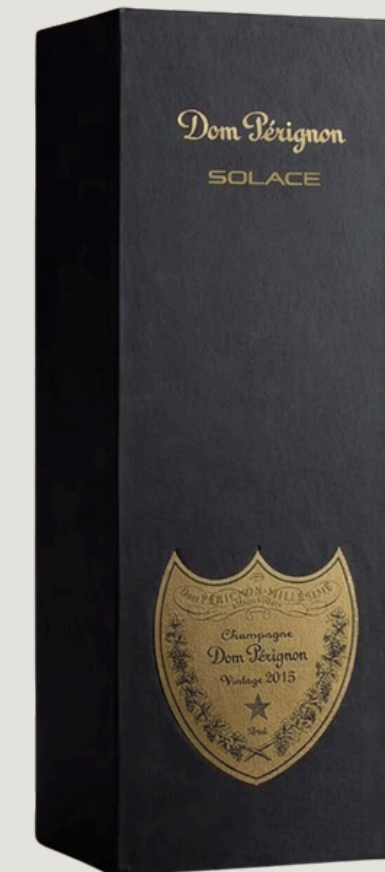
Looking forward

- Future activations produce their own limited items. Each experience generates its own artifact.
- The collection grows. So does the relationship with the brand.



MEMÖRY TRIGGERS

- **Item 1:** Solace x Yeti limited cooler or insulated cup: brand palette, white, navy, champagne hardware.
- **Item 2:** Solace x Helly Hansen performance jacket, the jacket you wear on the boat. Functional yet sleek.
- **Item 3:** Branded flask. For whatever the night turns into.
- **Item 4:** Branded catch journal, a place to document future experiences. Subtle aspiration for the next trip.
- **Item 5:** Solace-branded champagne, the dinner extended into the next morning.
- **Handwritten card inside:** "Buy Solace. Own the experience."



CHAPTER 3: THE MŌVEMENT

The Victory Lap was **exclusive by design**, but exclusivity only works as a marketing tool if the people who weren't there still feel the pull. Chapter 3 is how Solace reaches every Nate who **wasn't in Miami that day**.

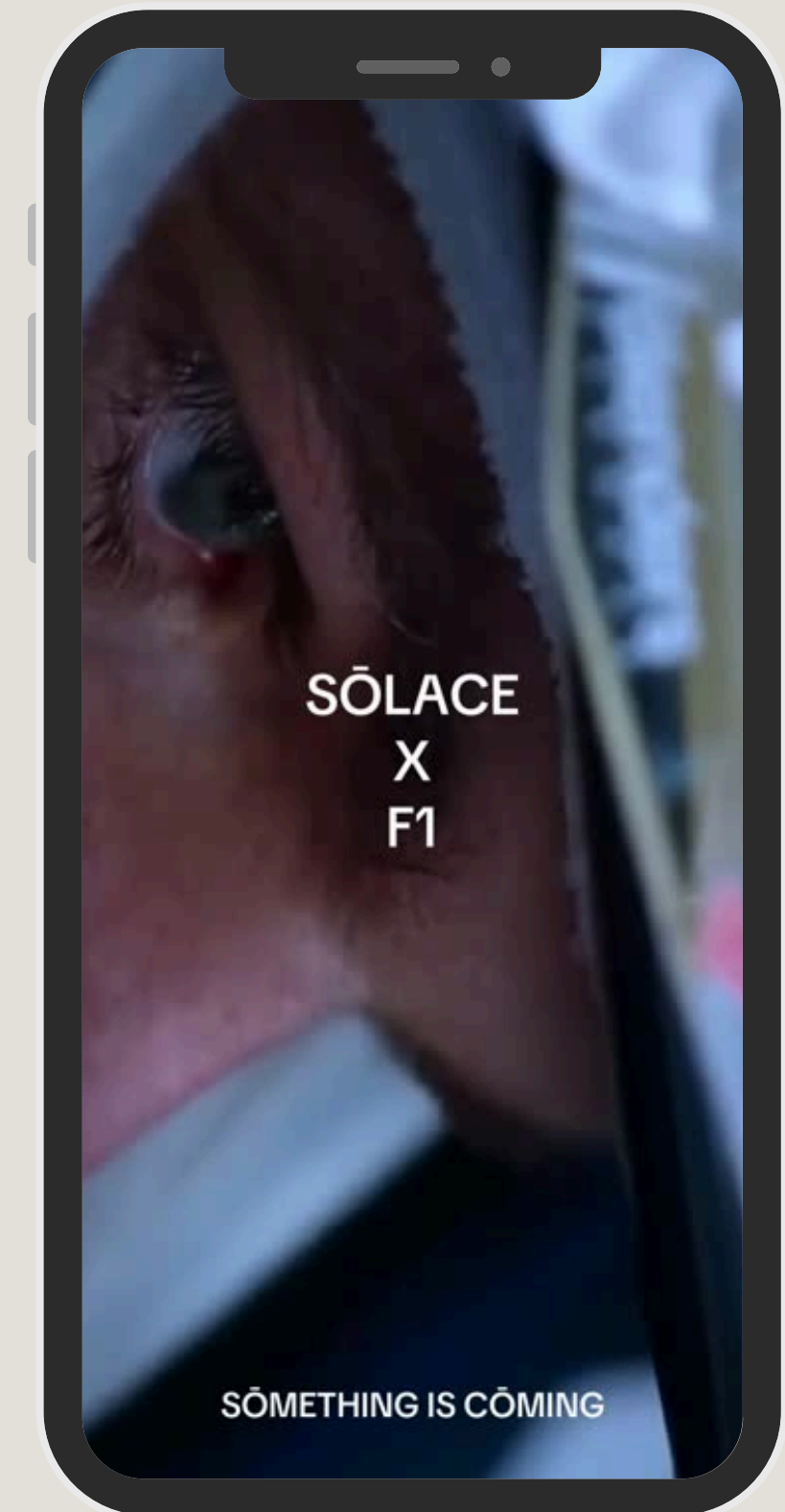
THE ONGOING
CAMPAIGN.
MAY — FOREVER.



SPREADING THE MŌVEMENT

CONTENT ENGINE: WHAT GETS RELEASED TO CATCH EYEBALLS

- Most Important: The **cinematic recap film** ranges from 60 to 90 seconds. No voiceover. The full Victory Lap story told **visually**. Drops on YouTube and Instagram. Makes everyone who watches it wish they were there.
- **TikTok** activation documentation: raw, real, in-the-moment. The catch. The chef. The sunset. The faces. Authentic and aspirational simultaneously.
- The **ongoing social series**: Solace's feed becomes a continuous stream of experiences made possible by the boat.
 - **Not just F1**. Not just fishing. A sunset cruise. A family weekend. A dive trip off the coast.
 - Each post asks the same question implicitly: **What would YOUR Victory Lap look like?**

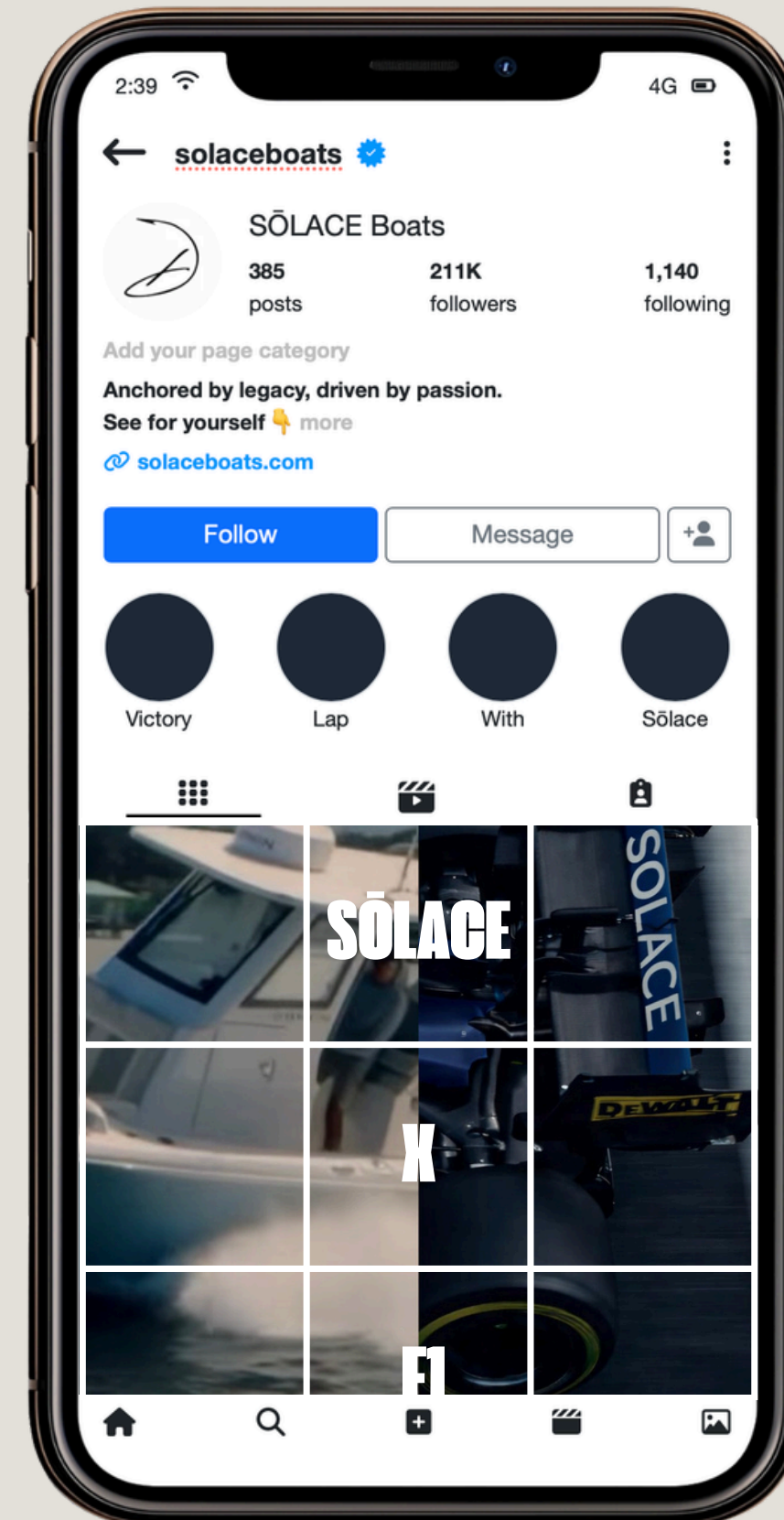


[*Click to access the video*](#)

CŌNTENT RULES

NON-NEGOTIABLES ACROSS ALL THREE CHAPTERS

- Emotion first. Always.
- Specs never.
- Editorial imagery
- Luxurious in nature
- Motion-driven: the boat should always feel alive
- Fishing is shown as serene and luxurious, never hectic
- People's faces and reactions are the hero, not the boat itself
- The grid tells the full three-chapter story visually.



NATE THROUGHOUT THE CAMPAIGN

AUDIENCE 1: NATE ON THE BOAT

- The 35–50 people who actually attend the Victory Lap activation.
- They live the experience firsthand.
- They're converted the moment they step off the boat.
- Small in number, massive in influence.

AUDIENCE 2: NATE WATCHING FROM HIS PHONE

- He sees the mystery Reels, watches the cinematic recap, and follows the TikToks.
- He wasn't there, but he felt it. He's now aspiring.
- This is the largest audience and the one the campaign must serve the most.

AUDIENCE 3: NATE WHO FINDS SOLACE LATER

- He discovers Solace six months after the activation through the ongoing campaign.
- He gets the full story because the content lives forever.
- The campaign was built for him, too, even though he wasn't there at the start.

KEY INSIGHT:

YOU DON'T HAVE TO BE THERE TO KNOW YOU BELONG THERE. THE CAMPAIGN MAKES ALL THREE NATES FEEL THE SAME PULL, JUST THROUGH DIFFERENT AVENUES.

HŌW SŌLACE STANDS ŌUT



1.

Every major luxury boat competitor **leads with specs**, engineering stats, and product features. They're talking to people who **already want a boat**. Solace is the first to talk to people **who don't know** they want one yet.

2.

No boat brand has entered the **F1 cultural space**; it's completely **unclaimed territory**.

3.

The three-chapter campaign structure means Solace isn't running an activation, **it's building a movement**.

Competitor Snapshot

- **Competitors say:** Best-in-class performance. Superior hull design.
- **Solace says:** Where experiences begin.
- One talks to buyers. **One creates them.**

HŌW F1 X SŌLACE STANDS ŌUT

WHO ELSE IS DOING THIS?

PERFORMANCE ORIENTED MARINE BRANDS

- Cigarette Racing
- Nor-Tech
- Mystic Powerboats

LUXURY- ORIENTED MARINE BRANDS

- Pershing
- Riva
- Wally

WHAT SETS US APART?

SOLACE STANDS OUT

- While these companies compete in marine categories, we reposition Solace into performance culture
- None of them fully anchor their identity in global motorsport culture/translate the F1 philosophy into marine positioning
- Shifts Solace's narrative from:
 - Top speed → Control
 - Horsepower → Engineering Philosophy
 - Marine Heritage → Motorsport Mindset

LOOKING FORWARD

SOLACE'S INNER CIRCLE

FUTURE ACTIVATIONS IN MIAMI

FUTURE ACTIVATIONS BEYOND MIAMI

AN EXCLUSIVE CLUB

1 YR AFTER THE F1 FLAGSHIP ACTIVATION MAY 2027

3-5 YEARS AFTER FLAGSHIP ACTIVATION DEPENDENT ON SOLACE GROWTH

SOLACE OWNERSHIP UNLOCKS ACCESS TO FUTURE ACTIVATIONS. INNER CIRCLE MEMBERS CAN BRING THEIR BOAT AND THEIR GUESTS, WHILE STILL RECEIVING THE FULL SOLACE SERVICE EXPERIENCE ON THE WATER.

ART BASEL, MIAMI OPEN, WINE & FOOD FESTIVAL

WEST PALM, NAPLES, BOCA

WHY SŌLACE, WHY NŌW?

WHY SOLACE?

- A brand known for innovation with the engineering, quality, and strong heritage
- Struggling to connect with late 20s-40s

WHO?

- A generation of experience-hungry buyers with real money to spend, and no boat brand speaking their language

OUR SOLUTION:

- A cultural moment (F1 Miami) that no competitor has touched, happening right now

THREE CHAPTERS:

- We build mystery and desire before anyone knows what's coming
- We create a moment so good that 40 people become 40 ambassadors
- We turn that moment into a movement that reaches everyone who wasn't there. and makes them want to be there next time

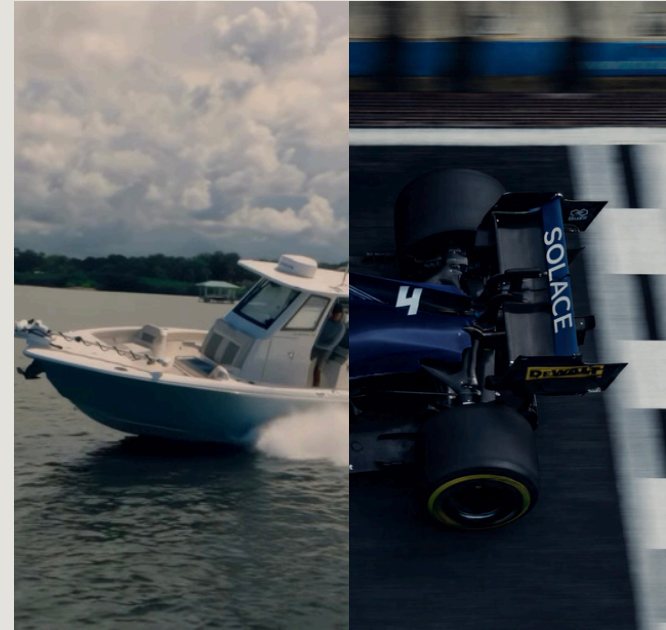
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**WE'RE NOT SELLING A BOAT.
WE'RE SELLING THE LIFE THE
BOAT MAKES POSSIBLE.
THE VICTORY LAP IS JUST
WHERE IT STARTS.**



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THANK
—
YOU.



Buy Solace. Own the experience.

SOLACE
BOATS