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# Campaign Book

MC 4031: Matcha Media

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# Overview:

## Business Challenge

The North Face is facing growing competition from brands like Patagonia, Columbia, and REI, challenging its position as the leading exploration brand. To maintain its top spot, the brand must refresh its image to appeal to a younger, more diverse demographic of outdoor enthusiasts. The campaign needs to inspire continued exploration post-pandemic, leveraging themes of spontaneity, curiosity, and authenticity to connect with the next generation. At the same time, The North Face must reinforce its commitment to quality, sustainability, and innovation, ensuring it remains relevant and trusted in a rapidly evolving market.

## Target Audience

The target audience for this campaign is individuals aged 20-30 with a youthful, adventurous energy who embrace diversity and inclusivity. This audience includes both men and women who seek personal growth, meaningful connections with their communities, and a strong sense of environmental consciousness. They value curiosity, spontaneity, and authenticity in their outdoor experiences and are drawn to brands that support their challenges, encourage self-discovery, and align with their desire to explore the world with purpose and confidence.

## Key Insights

The key insights for this campaign center around the audience's confident yet unexpected nature, with a mindset open to disruption and a love for spontaneity. They are curious individuals who constantly wonder "what if" and ask "why not," embodying a natural drive to lead and push boundaries. They are deeply committed to causes that matter, such as fighting for peace and protecting the health of the planet. This audience is welcoming of all people, advocates for inclusivity, and sees the outdoors as a space for connection, exploration, and inspiration.



# Big Idea: “Rewild Your World”

## Concept

Step back out into the world comfortably and effortlessly with The North Face. Grounded in sustainability and fueled by adventure, the "Rewild Your World" campaign calls on the younger generation to disconnect from technology and reconnect with the outdoors. It invites them to embrace exploration as a way to rewire their minds, recharge their spirits, and push their boundaries, all while making meaningful choices for the planet's future. With durable, purpose-driven gear built to last, The North Face empowers individuals to pursue their aspirations and redefine what's possible, proving that adventure is everywhere—ready to be embraced with purpose and confidence.

## How was it developed

The "Rewild Your World" idea was developed from the key insights that today's younger generation values spontaneity, curiosity, and authenticity while seeking personal growth and deeper connections with nature and community. It builds on their openness to disruption and their desire to push boundaries by challenging them to step away from the digital distractions of modern life and embrace the outdoors as a space for self-discovery and adventure. Rooted in The North Face's commitment to sustainability and inclusivity, this concept aligns with their passion for protecting the planet while inspiring them to lead with purpose and explore the world with confidence.

## How does it solve the problem?

The "Rewild Your World" campaign is a call to action for the younger generation to disconnect from technology and reconnect with the outdoors. It invites them to step back into nature, embracing exploration and adventure as a way to rewire their minds and recharge their spirits. Grounded in sustainability and fueled by the thrill of discovery, the campaign empowers individuals to push their boundaries, pursue their aspirations, and redefine what's possible—all while making meaningful choices for the planet's future. With The North Face's durable, purpose-driven gear, adventure is everywhere—effortless, comfortable, and always within reach.





# Print Ads

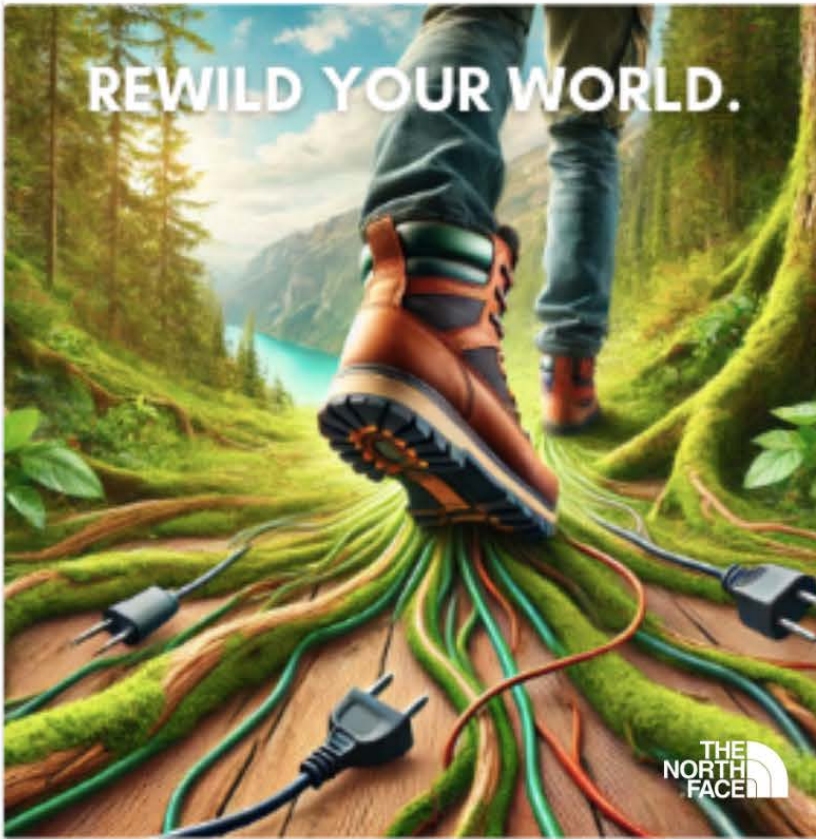


## Rationale:

This advertisement displays a split straight down the middle of the composition showing an opening or gateway from the confined, tech-filled indoor world. The opening showcases vibrant colors of green and blue along with the guiding light of the sun. The dynamic flow of vines and roots breaking through the floor visually guides the viewer from the indoors to nature, emphasizing motion and progress. Dressing the subject in rugged North Face apparel reinforces the brand's identity and product relevance. The bold, minimalist typography and the tagline "Rewild Your World" deliver a confident, action-oriented message in a direct and inclusive tone, appealing to a younger, energetic demographic. This advertisement effectively communicates The North Face's mission of empowering individuals to transition from a tech-heavy, confined lifestyle to the freedom of nature.



# Print Ads



## Rationale:

This advertisement uses a striking visual of a hiking boot stepping on tangled wires that transition into tree roots on a lush forest floor, symbolizing the journey from a tech-heavy lifestyle to a reconnection with nature. The contrasting color palette of dark, artificial wires and vibrant, natural greens emphasizes the transformation, while the low-angle perspective highlights motion and progress. The tagline "Rewild Your World," placed organically within the scene, is bold, action-oriented, and emotionally resonant, appealing to a younger, adventurous demographic. Together, the rugged imagery, modern typography, and empowering tone deliver a cohesive message that invites viewers to reclaim their connection to nature through exploration.





# Print Ads



## Rationale:

This advertisement uses a split composition to contrast the confined, tech-filled indoor world with the vibrant freedom of nature, visually reinforcing the tagline, "Rewild Your World." The central figure transitioning outdoors symbolizes the campaign's call to action, with their North Face gear seamlessly connecting adventure, purpose, and style. The warm, cluttered indoor lighting contrasts with the natural, sunlit greens, emphasizing simplicity and vitality. Clean, sans-serif typography ensures clarity, while the simple tagline inspires the viewer to return to nature. The tone of this static ad is aspirational, motivating, and freeing aligning with modern explorers who seek meaningful experiences beyond screens.



# Social Media Extensions

## Podcast Advertisement

This advertisement would be a short-spoken advertisement in between podcast episodes or within long podcast episodes. It would highlight the campaign's call to disconnect from technology and reconnect with nature, using compelling storytelling and vivid descriptions to evoke the feeling of outdoor adventure. It would showcase The North Face's durable, sustainable gear as the perfect companion for exploring the world effortlessly and confidently. The ad would seamlessly integrate into relevant podcasts, aligning with themes like personal growth, travel, and health & wellness, which are already targeted toward our target demographic.

## Rough Script:

**[Background Sound]:** Soft nature sounds (birds chirping, a babbling brook) fade into the sound of city traffic.

**Host Voice (Energetic, relatable):**

"Picture this: you're stuck in traffic, scrolling through endless feeds, surrounded by the hum of city noise. Feels a bit... disconnected, right? Now imagine stepping away from it all—into the crisp mountain air, the scent of pine trees, and a trail that's all yours to explore."

**[Sound Effect]:** Footsteps on gravel transition into crunching leaves.

**Host Voice (Warm, inviting):**

"That's what The North Face is all about. Our new campaign, Rewild Your World, is here to help you reconnect—with nature, with adventure, and with yourself. Whether it's your first hike or your hundredth climb, The North Face has the gear to get you there."

**[Sound Effect]:** Zipping up a jacket, wind blowing softly.

**Host Voice (Confident):**

"We've even made it easier for you to take the first step. Look for our QR codes popping up on city sidewalks. Scan one, and it's like a portal—connecting you to nearby trails, outdoor inspiration, and tips to start your next adventure."

**[Music Cue]:** Uplifting, adventurous instrumental begins.

**Host Voice (Excited):**

"So, why not trade the wires for roots? Step outside, explore the unknown and make your next adventure your best one yet. Because at The North Face, we're not just selling gear—we're helping you Rewild Your World."

**[Tagline with Music Fading Out]:**

"The North Face. Never Stop Exploring."





# Social Media Extensions

## Youtube Video Advertisement

Targeted towards true adventurers, thrill seekers, and outdoor enthusiasts.

Scene 1: Man hiking his daily route.

Scene 2: Closeup of an unlaced North Face boot.

Scene 3: Man is tripped by a twisted root.

Scene 4: The roots start to grow out the ground and surround the boots.

Scene 5: The roots laced up the boots and the man is able to get up and hike again.

Scene 6: The man sits atop the mountain he hiked.

Rewild Your World with The North Face.

## Storyboard





# Extra Extension 1

## QR codes

These QR codes will be placed within busy cities such as New York, Chicago, Los Angeles, etc. They will be placed along busy sidewalks, street side posters, and practically any location that may catch the target audience's eye while walking through a crowded city. The color of these QR codes will be green to signify nature and a calming presence in comparison to where the viewer is currently. The QR code will lead to The North Face website where the user will be taken to a new page that shows viewers suggestions of adventures along with access to the gear that The North Face provides.

## Examples:

Your adventure is closer than you think.



#RewildYourWorld #TheNorthFace



# Extra Extension 2

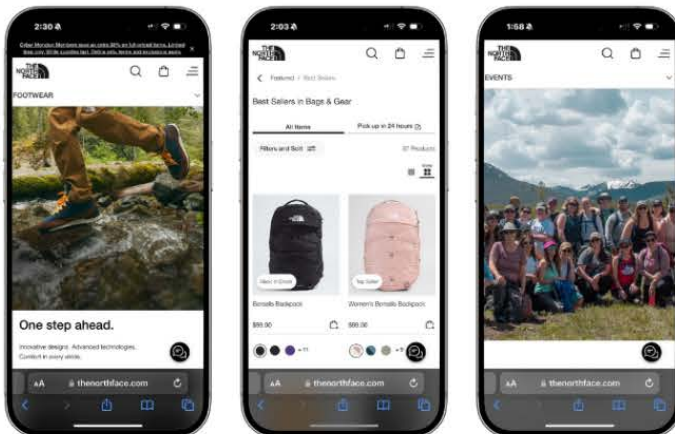
## QR codes

Focuses on sustainability and community gathering.

Cava is a brand build on sustainability and has a focus on health and wellness. Thus our target audience will be there.

The North Face will partner with Cava for an enjoyable user experience. At the bottom of every bowl, there will be an embedded QR code. Our target audience is curious young adults who will pull out their phone and scan it. The landing pages will vary to keep the excitement around this going. Landing pages include local community events hosted by The North Face, limited-time sale events, and short essays about the importance of North Face sustainability.

## Examples:





# Extra Extension 3

## Run Club & Hike Club

Creating and holding local run clubs and hike clubs bring together groups of people in designated areas with similar interests — building friendships, support groups, and possible new adventure groups.



A small free item or catered food and drinks at these events will remind club members of the existence of The North Face, their products that can be used on these activities as well as day-to-day tasks, and the endless possibilities of adventure and exploration that they can do next. The target audience is looking to better their health all while being consumer conscious and involved in their communities.

## How it Works

The North Face will post social media messages about their run club and hike club events. In these posts, viewers will be redirected to the website showing locations, times, and more information about these club events and meetings.

Club events and meetings are open to anyone and everyone from beginners to professionals, conscious consumers, avid earth lovers, and environment enthusiasts. At each event, event-goers receive a free The North Face item and a snack and energy or electrolyte drink. The group will then go on a fun group run or hike and finish the event with a group stretch.



# Extra Extension 4

## Loyalty Card

Sign up and receive a card — highly advised to ONLY use for travel and travel expenses. After spending a designated amount of money on the card, The North Face will send either a reward or cash back on the user's next purchase.



## How it Works

When checking out at The North Face storefront or browsing online, customers will be asked if they would like to apply for and join the loyalty card rewards program.

We decided to do this extension because The North Face is a rather expensive brand. Giving customers this loyalty card will not only connect them to what The North Face stands for (push for adventure and sustainability), but it maintains current relationships with customers and promotes new ones by the rewards/cash back incentives as well as the main card usage to travel/adventure and push their boundaries.

Keeping the target audience's business with The North Face using the loyalty card not only gives them a reason to continue shopping with them, but it promotes environmental consciousness with the purchases of their eco-friendly items.

