



FUTURELIGHT

THE
NORTH
FACE

CAN'T SOAK THIS CAMPAIGN
JACQUELINE WONG



ABOUT THE BRAND

The North Face is an American brand started by hiking enthusiasts in 1966, selling high-performance climbing and backpacking equipment. It has since continued on its spirit of outdoor sports, with product categories such as sportswear, outerwear, footwear and outdoor sports equipment. In the 90s, TNF jackets started appearing within the hip-hop scene, which further branched their business to include casualwear.

ABOUT FUTURELIGHT™

FUTURELIGHT™ is TNF's newest material that is set to revolutionize the future of technical fabrics. The brand aims for FUTURELIGHT™ to be the next GORE-TEX. TNF developed an innovative production method called nanospinning, which creates a surface with nano-sized holes that allow air to flow through while keeping water out. The process uses recycled fabrics and production that cuts chemical and energy consumption. This film is then bonded to fabrics to create a breathable yet totally waterproof material. The result is an ultra-waterproof, ultra-breathable, and sustainable fabric that can be completely customisable in weight, stretch, construction and texture to meet the needs of the end-user.

FUTURELIGHT™ was first launched to press and industry in January 2019, and its first collection of winter sports clothing to consumers in October 2019. TNF has since rolled out trainers, hats, and lighter jackets, but is set to release a collection of running gear, fashion-forward jackets, fleeces, and t-shirts geared more towards the everyday user in the summer.



FUTURELIGHT™



KEY INSIGHTS

FOUNDED IN 1966

HEADQUARTERS: DENVER, COLORADO

PARENT COMPANY: VF CORPORATION

MARKET TRENDS



The global outdoor clothing market is expected to reach around USD 19.45 billion by 2026 (Zion Market Research, 2019).



The growing wellness trend is the major driving factor of the global outdoor clothing market (Zion Market Research, 2019).



It is expected that in future, the e-commerce channel in the overall retail industry will become the largest channel. (Market Watch, 2019)



Direct-to-consumer marketing is crucial to building long-lasting, authentic relationships between brands and consumers. Younger consumers are particularly looking to identify with brand values (Chen, 2018)



Consumers are increasingly trying to minimise their consumption. Instead of buying cheaper items, they are more inclined to invest in a longer-lasting product. (Schiffer, 2019).

REVENUE

VF, the parent company, is worth \$11.2 billion, with approx 80% of their revenue driven by the four largest brands: Vans, Timberland, Dickies, and TNF. Global reviews for TNF increased 9% in 2019.

KEY COMPETITORS

Columbia, Nike, Patagonia, L.L. Bean, Mizuno, Under Armour

REGIONS

TNF grew in double figures in Germany, Italy, Spain and France, strongly aided by direct online sales which were up 60% in the EMEA region in Q1 2019.

KEY CHANNELS

Growth in direct-to-consumer channel driven by e-commerce and owned stores

STRENGTH

Young urban consumers rising in business, especially in major cities where TNF has owned stores

TARGET FOR GROWTH

TNF is moving from athletes to everyday training and casual/streetwear. These customer segments are forecasted to grow at 13% and 10% respectively in the next five years.



THE BRIEF

OBJECTIVE:

To raise awareness for FUTURELIGHT™'s newest collection in a younger consumer market, while maintaining its core outdoor sportswear customer base.

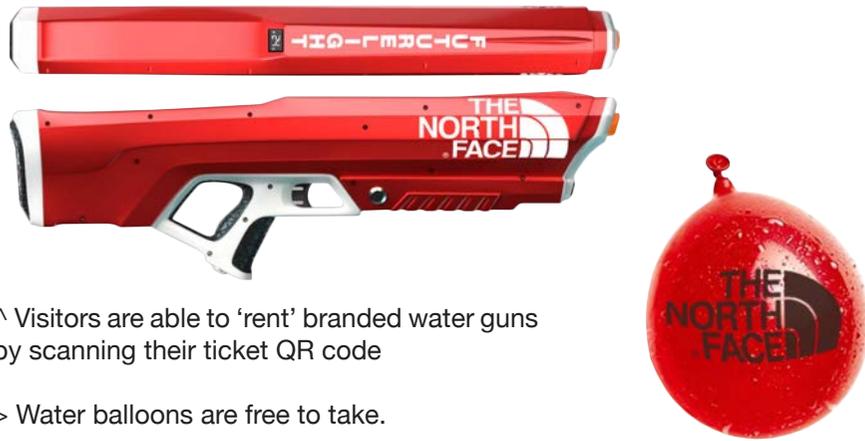
STRATEGY:

Create a wide array of content that is delivered through tailored communication strategies specific to each consumer's interests, demographic and media consumption preferences.

TACTICS:

Host a water fight event, inviting influencers with follower bases that overlap with TNF's target customer segments to promote the FUTURELIGHT™ collection. Content will then be redistributed through media press, social media, partnering influencers, in-store displays, and email marketing.

THE EVENT - CAN'T SOAK THIS SUMMER 2020



^ Visitors are able to 'rent' branded water guns by scanning their ticket QR code

> Water balloons are free to take.

> Tents for people to relax in with chairs and tables made from the FUTURELIGHT™ fabric.



^ Slip n' slide

< Electronic photobooths allowing users to scan their QR codes and automatically send them their pictures



^ Photographers also on site. Food and drinks will also carry the TNF logo.

THE EVENT - SOCIAL MEDIA AND PRODUCT DEMO

Product demos will be held to show visitors how the FUTURELIGHT™ looks, feels and performs. Visitors will be encouraged to touch and try on the garments in the collection and meet with TNF influencers.



Visitors will see how FUTURELIGHT™ works...



Then they can try on the collection...



Just to be shot with a jet of water by The Slow-Mo Guys!



Visitors and influencers will post images/videos of themselves at the event, creating user-generated content.

TNF will then be able to repost some of the highlights and keep the content flowing.

WHY REPOST IG STORIES?

- According to the Nielsen Consumer Trust Index, 92% of consumers trust organic UGC more than traditional advertising.
- Influencer takeovers will further bring the influencers' following onto the TNF channel.

Two influencers will also be scheduled takeovers during each the event.

Influencer and visitor Instagram stories will also be reposted onto the TNF story and added to the Can't Soak This story highlights.

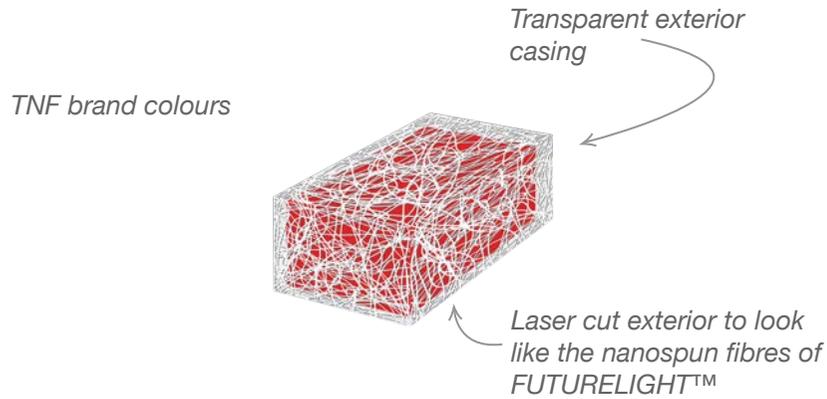


PROMOTION - THE BATTLE KIT INVITATION

Journalists and influencers will be sent a physical press kit/invitation in the mail to post about the event on their social media platforms.

To communicate FUTURELIGHT™'s characteristics of waterproofness and sustainability, the packaging will also be made from recycled plastic coated with the FUTURELIGHT™ film. The box itself will be laser cut to resemble the nanospun pattern FUTURELIGHT™ technology creates.

THE BATTLE KIT: EXTERIOR



THE BATTLE KIT: INTERIOR



THE BATTLE KIT: WHAT'S INSIDE?

Branded water gun

FUTURELIGHT branding



Personalised invitation with name printed on each



PROMOTION - PHYGITAL

Delivering a seamless transition between the physical and digital worlds is proving to be an effective way of marketing. A growing area of 'phygital' experiences is location-based marketing, which targets consumers who go to a certain location or uses location data on the consumers' phones to feed real-time data into digital ads.

This level of personalisation will get much higher engagement and conversion rates, and also gives TNF insights to optimise future marketing.

HIKING TRAILS



COMMUTERS



GEO-FENCING



PROMOTION - YOUTUBERS

Six large YouTube channels will be given The Battle Kit (more if the channel has more than one person) and tasked with producing a shoppable video with the items included in a funny, engaging, creative way that is true to both the channel's brand and the TNF brand.



EPIC WATER GUN BATTLE! (Smosh Games vs. The Warp Zone)

35,899,112 views · Aug 19, 2015

111K 20K SHARE SAVE ...

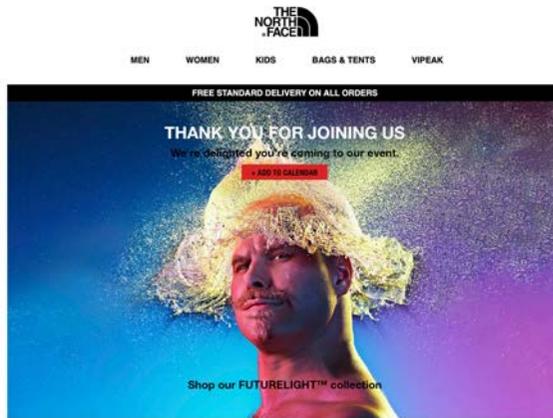
The Warp Zone 2.56M subscribers

SUBSCRIBE



PROMOTION - EMAIL COPY

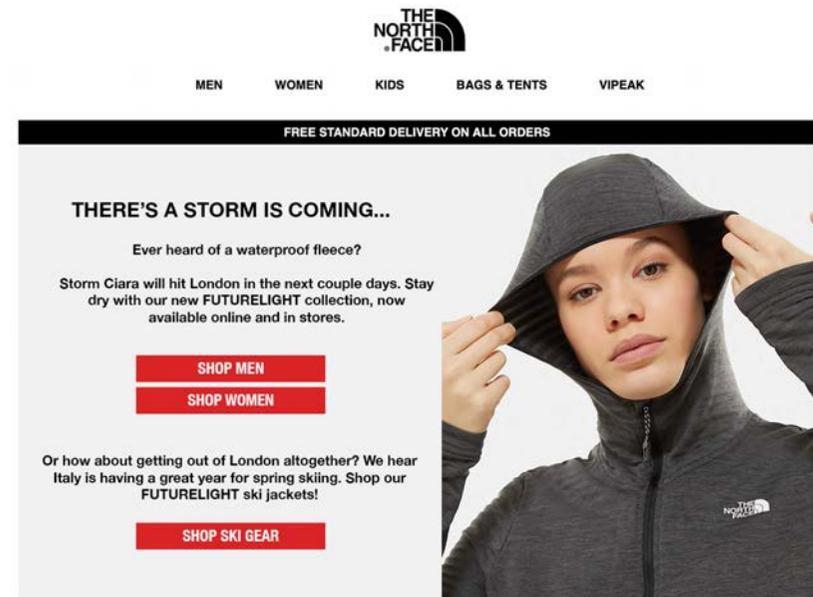
Immediate welcome email, thanking them for their interest with a prompt to add the event to their calendar.



Personalised emails are much more likely to result in a call-to-action. A series of emails will be created and each individual will be sent a different sequence of emails depending on how they signed up and their geographical location.

For example, if a consumer signed up from London with a QR code found in a tube station, then emails sent could include weather information in the area, suggestions for a day trip outside London over a bank holiday weekend, all relating back to the FUTURELIGHT™ product range. Another consumer who was directed from a YouTuber known for mountaineering may see emails with more sponsored video content from related influencers or in-depth product information for the products that were featured in the original video.

TNF will also send a different email to existing customers from its email database to inform them of the upcoming launch and include a link to RSVP for the event.



MEASURABLE METRICS

To gauge the success of the launch and event, the following KPIs can be good indicators:

NUMBER OF VIEWS ON VIDEOS

This includes all video assets on both Instagram and YouTube. This will show the level of reach and the demographic of audience reached. If a slow start is observed, SEO can be re-evaluated to improve performance in the early stages.

LIKES, COMMENTS, AND SHARES

This metric can be measured for both videos and still images posted online. This will show how well received the content is after reaching the target audience. Comments should be regularly monitored to check for any opinions and suggestions consumers may have, as well as any backlash should damage control be necessary. Shares are important for reaching consumers that are not following TNF's social media accounts. If number of shares are lagging, TNF could boost reach through more paid ads.

CTR AND CVR

Click-through rates and conversion rates on the social media backlinks can be monitored to see where traffic is coming from. If one platform is doing particularly well, more focus can be placed on posting more content on that platform to push the traffic further. CVR is also important for comparison.

FOOTFALL

TNF could monitor any increases in footfall to stores during and following the campaign. With location mapping, TNF would also be able to see what type of person walks into each store. Staff can also monitor how people engage with the event displays in-store, and whether or not they drive curiosity.

EMAILS

The click rate of emails can be monitored to see what type of content does well and what does not. Further segmentation and optimisation can be implemented so that the likelihood of recipients clicking on the email can be increased.

FURTHER USAGE OF EVENT CONTENT

With all the photos and videos of consumers and influencers from the event, TNF now has a bank of visual content that the brand could use for a very long time. There are several ways this content can be utilised in the very best way.

Stretching the video content

The professionally shot film from the event is great on its own, but by selecting the right keywords and adding them to a carefully written video description, it can be a powerful asset to raise TNF's search ranking. By embedding the video onto the website, sharing on its multiple platforms, and sending to publications for backlinks also improves SEO drastically.

Using images for e-commerce

On top of the product/lookbook images online, using images from the event of people using the product would be a great way to inject some fun and uniqueness to the items online. Consumers who have not heard of the event but find themselves on the TNF website would have a much more lively and engaging experience.

Producing evergreen content

One of the major goals for any brand is to create evergreen content. With so much content from the event, posts relating to summer activities can be written for the website. These can then be sent as personalised emails to the relevant recipients as well. Some article suggestions:

“YouTubers Tips on Best Watergun Technique”

“10 Unexpected Uses for FUTURELIGHT™ Products”

“10 Outdoor Activities For The Summer”

“How To Set Up A Tent”

“Best Hikes According To TNF Athletes”

“Which FUTURELIGHT Products Best Suits Your Needs?”

Displaying content and physical materials in-store

The event film can be played on a screen in stores to create a similar effect as mentioned above. Some of the items from the event, such as the water guns and product demo can also be utilised in store for a month.