



# CLOTHES THE LOOP

*An Advertising Campaign Proposal*

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# CREATIVE BRIEF & OVERVIEW

## OFFERINGS

*Outdoor apparel:* This is the core of The North Face's product line, and includes jackets, pants, shirts, and accessories designed for a wide range of outdoor activities. These products are known for their durability, functionality, and performance in harsh outdoor conditions.

*Equipment:* The North Face also offers a range of outdoor equipment, including backpacks, tents, sleeping bags, and accessories like hats and gloves. These products are designed to be lightweight, durable, and functional, with features like waterproofing, ventilation, and compression.

*Sportswear:* In addition to its outdoor offerings, The North Face has also expanded into sportswear. This includes items like performance t-shirts, shorts, and leggings, designed for activities like running, yoga, and training. These products are designed to be comfortable and breathable, with moisture-wicking fabrics and other performance features.

*Designer collaborations:* The North Face has also collaborated with a number of designers and fashion brands to create limited-edition collections that blend outdoor and fashion aesthetics. From Supreme to Gucci, Maison Margiela, and more, The North Face has collaborated with many high-fashion brands. Typically feature special editions of The North Face's classic outdoor products, reimagined with new materials, colors, and designs - like patchworks and whatnot.

*Footwear:* The North Face offers a range of footwear for outdoor enthusiasts, including hiking boots, trail running shoes, and casual sneakers. Their footwear is designed to be comfortable and supportive, with features like waterproofing and breathable materials.

## BACKGROUND

*DNA:* The North Face is a, if not one of the, leading outdoor clothing and equipment brand known for its innovation, durability, and high-quality products. It was founded in 1966 in San Francisco by Douglas Tompkins and Kenneth "Hap" Klopp. The company initially started as a small mountaineering retail store in San Francisco, California, selling specialized outdoor gear to climbers and hikers. The name "The North Face" was inspired by the hardest and coldest face of a mountain, and the brand quickly became known for its high-quality and durable outdoor equipment. The North Face's mission is to provide the best gear for athletes and modern-day explorers to push their boundaries and explore the world.

*Current State:* The North Face has established itself as a premium outdoor brand. They face competition from other established brands such as Patagonia, Columbia, and Arc'teryx, as well as newer, somewhat trendy brands like Outdoor Voices and Supreme. In the face of all this, they've begun to expand their product offerings beyond traditional outdoor gear to include more fashion-forward pieces that can be worn both on and off the trail. With diversification, there always is the risk of dilution - and some offerings cannibalizing others - especially considering the nature of a "trendy" product. And while The North Face sits as a premier outdoor/sportswear brand, calls for sustainability alongside recent troubles about product quality reflect this friction within the brand.

*Marketplace:* The outdoor industry is a growing market with an estimated value of \$30 billion in the US alone (Outdoor Industry Association). Consumer trends show an increasing demand for sustainable and ethical products, with 52% of consumers reporting that they are willing to pay more for products that are environmentally sustainable (Nielsen). The North Face's target market is outdoor enthusiasts, athletes, and adventure-seekers of all ages who value high-quality, durable, and innovative products that allow them to explore and push their limits.

*Advertising:* The North Face's advertising has traditionally focused on showcasing its products in outdoor settings, highlighting their durability and functionality. Recently, the brand has shifted towards more lifestyle-focused advertising, showcasing its products as fashion-forward and versatile pieces that can be worn both on and off the trail. The brand has also used social media influencers and brand ambassadors to promote its products, including professional athletes and outdoor enthusiasts.

["We love how this campaign takes the story of an unusual yet iconic logo placement and gives it a fresh meaning," commented Afshin Moeini and Christian Poppius, Creative Directors at B-Reel, in a statement. "The North Face has always had our backs. Literally. And whether you're an extreme explorer or just in it for the fashion, the brand will always be there."]

*Performance:* The North Face has a strong reputation for quality and innovation in the outdoor industry, and the brand has won numerous awards for its products, and their balance sheet doesn't look too shabby either - reporting a 33% increase in revenues to \$2.5 billion in 2022, the strongest brand in VF Corp.'s suite. The North Face has also made significant strides towards sustainability, with a commitment to using recycled and responsibly-sourced materials, reducing its carbon footprint, and supporting environmental initiatives through its Explore Fund.

*Business Problems:* The North Face faces competition from established outdoor brands as well as newer, trendier brands that are gaining popularity among younger consumers. The brand also faces challenges in balancing its reputation for high-quality outdoor gear with its expansion into more fashion-forward pieces. Additionally, the brand must continue to prioritize sustainability and environmental responsibility in order to stay relevant in an industry where consumers are increasingly demanding ethical and sustainable products.

The North Face has partnered with Tersus and Archive to help with Renewed, a program that offers refurbished North Face products for sale on its website. Tersus facilitates the cleaning, repair, warehousing, and shipping logistics of the refurbished products, while Archive created the website for the resale assortment. The objective of the site is to provide a unique e-commerce experience for The North Face customers by showcasing garments' full lifecycles. The company is targeting three customer groups, including those who are limited by price, fashion people who are interested in older products, and customers interested in a circular business model. RENEWED is expected to increase the overall margin and profitability of the business positively, with the launch of a peer-to-peer operation underway in Canada and coming to the U.S. in the future. All this to say, The North Face is actively making strides to address these problems.

## COMPETITION/BUSINESS OBJECTIVE

"Heavy is the head that wears the crown." That quote perfectly explains how North Face has dominated the retail industry. With success comes challenges if that's direct or indirect competition. The North Face's direct competition includes a range of outdoor and outdoor lifestyle brands such as Columbia, Patagonia, Marmot, Burton, and Arc'teryx as direct competition. These brands offer similar jackets and other apparel for outdoor activities such as hiking, camping, trail running, and snow sports.

Indirect competition for The North Face may include other brands that provide similar products but do not focus exclusively on the outdoor lifestyle. Examples of these would include brands such as Adidas, Nike, and Fjällräven, all of which are popular activewear brands. In addition, other retailers like Walmart, Target, or Dick's Sporting Goods may offer similar products, sometimes at lower prices.

Sustainability is important because it helps protect our environment, our resources, and our livelihoods. By developing sustainable practices, we can make sure that resources are used responsibly and that our planet remains a safe and habitable place for generations to come. This includes everything from energy conservation to recycling, to reducing our reliance on single-use materials. Adopting sustainable practices also helps to reduce our carbon footprint, making sure that we are producing a lower amount of greenhouse gases and creating a healthier climate.

The North Face is a brand committed to sustainability and environmental stewardship. They use eco-friendly materials, strive to reduce their environmental footprint, and work hard to create products

designed to last. Their commitment to sustainability is embedded in their design and manufacturing process. They are part of the Sustainable Apparel Coalition and work with Higg Index to ensure their products comply with the highest industry standards in terms of sustainability. The North Face works with partners that believe in sustainability and helps them find innovative, sustainable solutions through their partnership program. It partners with environmental non-profits and supports environmental initiatives to drive positive change.

## TARGET AUDIENCE

The target audience of The North Face can be separated into two markets: mid to high-income outdoor enthusiasts who value quality materials and performance, as well as urban or suburban consumers who enjoy the look and feel of the products. While the brand markets to those in their late teens to mid-50s, there has been an increase in sales amongst high school and college-aged students in more recent years (Brand Media Coalition). For this campaign, The North Face should appeal to outdoor enthusiasts and environmentalists, who are already inclined to care about protecting the environment. In particular, those aged 18 to mid-40s should be the target audience, as they are more likely to be able to afford The North Face's products, as well as bring back the items they want to have recycled or renewed.

## PROPOSAL

A campaign will be created to both increase the awareness and scale of The North Face's sustainability programs - RENEWED and Clothes the Loop. This will be accomplished by advertising a grouping of these programs, with all being under the "Clothes the Loop" name. Since the current offerings of The North Face both have to do with sustainability, combining these efforts into one will help with recognizability and ease of information. The expected result would be a great association between "Clothes the Loop" and The North Face, highlighting the efforts the brand is taking toward sustainability and what others can do to take action.

## PROPOSITION SUPPORT

The North Face supports circularity with their recycling and reuse programs (RENEWED, Clothes the Loop), but they need to do a better job at promoting these so customers know that:

They can turn in old clothes for The North Face to reuse and recycle into new apparel, and that the result is quality products that are



100% sustainably sourced.

The North Face is actively working towards changing its ways, however, they need customer help.

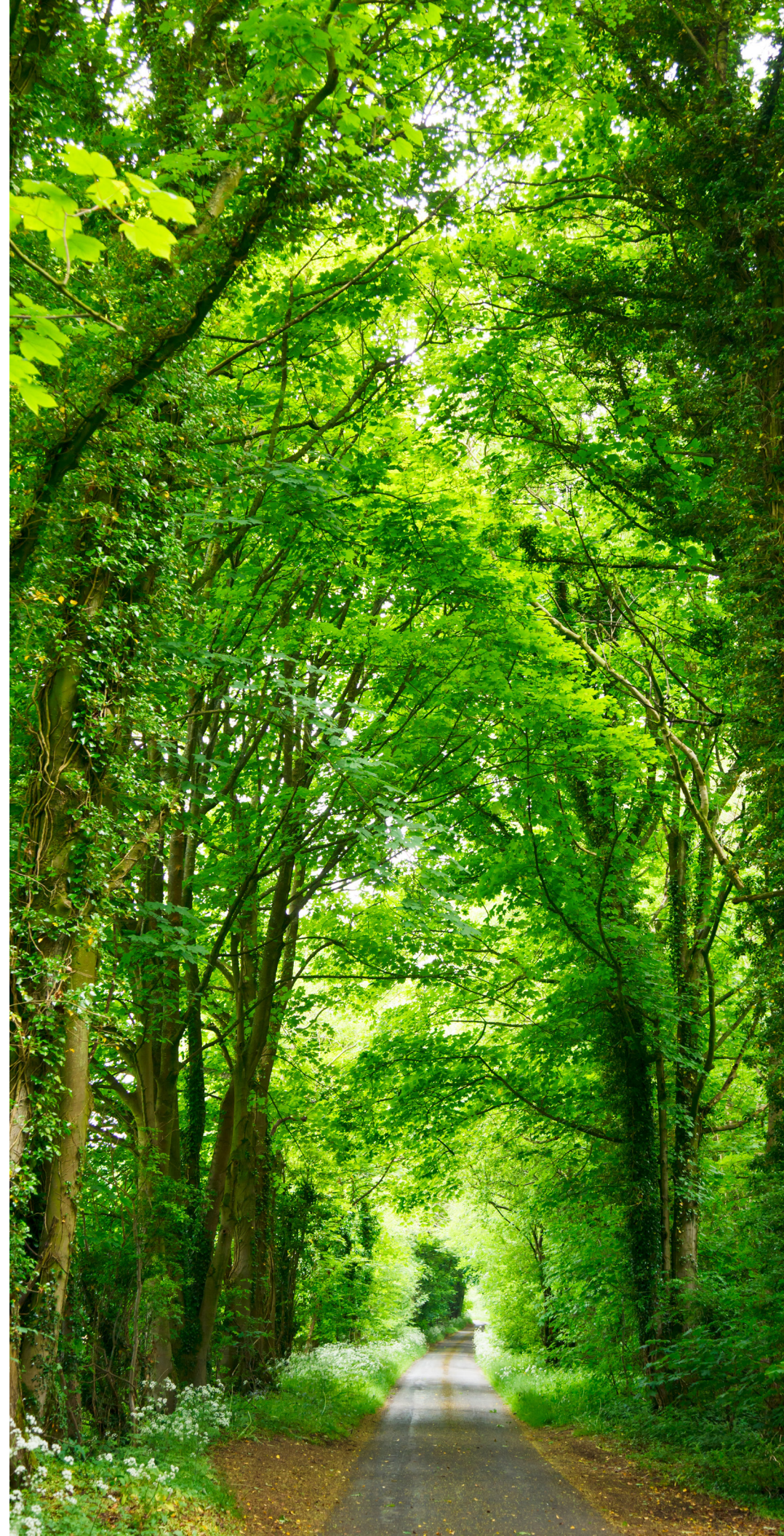
Systems and logistics are in place for their drop-off recycling program, Clothes the Loop and their recycled clothes program, RENEWED - they take any apparel, not just theirs, and they reward donations with coupons. This system is underutilized (and might not be as robust as claimed), and marketing opportunities are ripe to scale this with an advertising campaign. When considering costs and other metrics - this opportunity presents itself as a win-win.

The North Face team noticed an uptick in demand for the brand's products on resale sites including eBay, Depop, and Poshmark, alongside a general market trend for thrift items. This partly inspired them to launch sales of its used and refurbished products and green light these programs. Getting pieces back from customers through in-store donations and diverting them from landfills has allowed them to scale its circularity efforts in recent years to compete with rival Patagonia.

Currently, their Clothes the Loop program offers collection bins at TNF retail and outlet stores where you can drop apparel from any company, in any condition, and get a coupon towards your next purchase. The wearable products are donated to people who need them, and stuff that's too worn is recycled. They make it easy with an app you can download to find a drop-off location near you - once again, this system is nowhere near its full potential, and a serious competitive advantage could be found, enough even to put TNF ahead of Patagonia.

When it comes to circularity, these programs make TNF stand out: Patagonia has similar programs, however, this is not to say The North Face doesn't have room to compete and grow in a unique sustainability arena that isn't crowded (high barrier to entry with costs). Many apparel companies greenwash and are not active or purposeful in their efforts. TNF has several 2025 to 2030 sustainability missions that can be accelerated and expanded by campaigns advertising their current renewability plans.

TNF alongside Patagonia are the two largest outdoor apparel companies. TNF and VF Corp.'s size allows them to put some serious funding into these programs. They have more milestones to cross than Patagonia, which can actually be good to show (advertise/PR) commitment, progress, growth, and gaining traction. CRM would also see a boost. Patagonia also is a private company (3BN val.), and VF (10BN val.) is public - TNF can have almost triple the allocation via VF for their programs than



Patagonia has.

When it comes to the actual product being produced via this sustainable line, most will be outdoor/sportswear. Quality is key, the line will certainly be fashionable, but, that is secondary to quality and use. TNF's sustainability journey is what's being advertised, as it'd be false advertising to say their sustainability goals have been met - this can be accomplished by building a campaign around underutilized existing and emerging sustainability programs.

By doing this, we can go beyond the performative PR stunts most apparel companies promote. Customers see a lot of these "sustainability campaigns", and know BS when they smell it - TNF actually has the systems, means, and brand equity/history to actively engage environmentally conscious consumers to help them on their journey - all we need to do is get everyone on the same page, raise some awareness, and make some change.

Facing the danger of brand dilution, sustainability is the link between outdoor wear and fashion that The North Face needs to forge.

## MEDIA CHANNELS

For this campaign, utilizing social media and physical advertising will be the best methods for communicating the sustainability program to the target audience. As of February 2023, The North Face has 5.4 million followers on Instagram, 6.6 million on Facebook, and 479.9 thousand on TikTok. While Instagram and TikTok typically cater to an older Gen Z and younger millennial audience (Statista, 2023), Facebook caters more to a millennial and younger Gen X audience (Statista, 2023). By adding content related to the sustainability program to these platforms, The North Face is able to appeal to the majority of its target age group. Using these services, posts related to the campaign may vary from pictures of products to facts about the effects of fashion on climate change. However, all content should relate back to what The North Face is doing to combat its impact on the earth, as well as how others can get involved. Additionally, on Renewed products and popular merchandise, The North Face would benefit from adding clothing tags related to the sustainability program. Since The North Face accepts its products back for the Renewed and Clothes the Loop programs, informing customers of their options in advance will help sway them to use these services in the future, while making them feel good about shopping with a brand focused on sustainability.



## **TONE**

The tone for this campaign should be sincere and straightforward. For most people, sustainability is a subject that companies should never joke about or make light of because it directly impacts consumers' lives and the future of the planet. Even the slightest indication that The North Face is not serious about sustainability could damage the entire campaign. If consumers suspect that The North Face is merely using sustainability to appease its audience (greenwashing), it will hurt the brand's image and put The North Face even further behind the competition (i.e., Patagonia) when it comes to environmental responsibility. Therefore, any advertising or communication on the sustainability program should avoid focusing on individual products to ensure that attention is firmly on sustainability. Instead, the campaign should discuss the program itself, using facts and data to provide credibility to The North Face's message. The tone also needs to be progressive, emphasizing the importance of change in how companies make products and how consumers get rid of them.

## **MANDATORIES**

Since the goal of the campaign is to bring awareness to and promote a rejuvenated Clothes the Loop program, The North Face should never present sustainability without naming it. By failing to mention Clothes the Loop, The North Face falls back into its current problem – a lack of consumer awareness of the brand's sustainability efforts. The call to action (to encourage the renewal/recycling of unwanted clothing) should also be clear and to the point in any advertising/communication. On products made through the sustainability program, the program's name/logo must appear with The North Face's logo on any brand labels. There must also be a separate tag tied into the price tag, which explains how the product was made, in addition to the purpose and benefits of the program.



## **CREATIVE CONCEPT/ BIG IDEA**

The "Big Idea" for this campaign is "Leave Only Footprints Behind." With The North Face having its roots in nature, it feels appropriate for the company to embrace it – encouraging people to take action so that the great outdoors can be enjoyed by generations to come. The North Face's campaign should engage and educate its target audience on the Clothes the Loop program, encouraging them to get involved with the sustainability efforts of the brand.



# AD CONCEPTS & EXECUTIONS

## CONCEPT 1: SCAVENGER HUNT *Out of Home Experience*

A walkthrough, “exhibit-like” scavenger hunt experience, where people follow a path in nature and look at the individual stages of the Clothes the Loop product creation process. At the end of the journey, rewards and more information on Clothes the Loop are provided to participants. The journey would take place in four different locations across the U.S. (Figure 2) and encourages people to get outdoors and involved in sustainability. This scavenger hunt would be combined with a workshop provided by The North Face (discussed later in this booklet) and would contain media coverage to inform participants of the events, as well as document the hunts for future reference.

### TARGET SEGMENTS

The target audience is primarily young adults/ Gen-Z who are most interested in sustainable clothing and recycling/upcycling, but it could also include anyone who is interested in sustainability.



Figure 1. An example of the Scavenger Hunt event

### COMMUNICATION GOAL

The goal of this campaign is to teach consumers about the Clothes the Loop process beyond just the clothes that come out of it. Also to emphasize how The North Face’s sustainability differs from that of other companies.

### THE ACTION

The intended action is to have the audience come out and actively participate in the experience. At the end of the experience, when consumers learn the importance of continuing the journey/the loop, they should want to come back to The North Face with their old clothes to participate in the Clothes the Loop program/services.

### THE CHANNEL

This part of the campaign would be an Out of Home experience, with promotion on social media.

### METRICS

Success for this campaign would be measured by the amount of social media coverage and number of mentions of the experience. Additionally, this campaign will be measured by the number of people who go to the experience and then come back to The North Face with their old clothes.

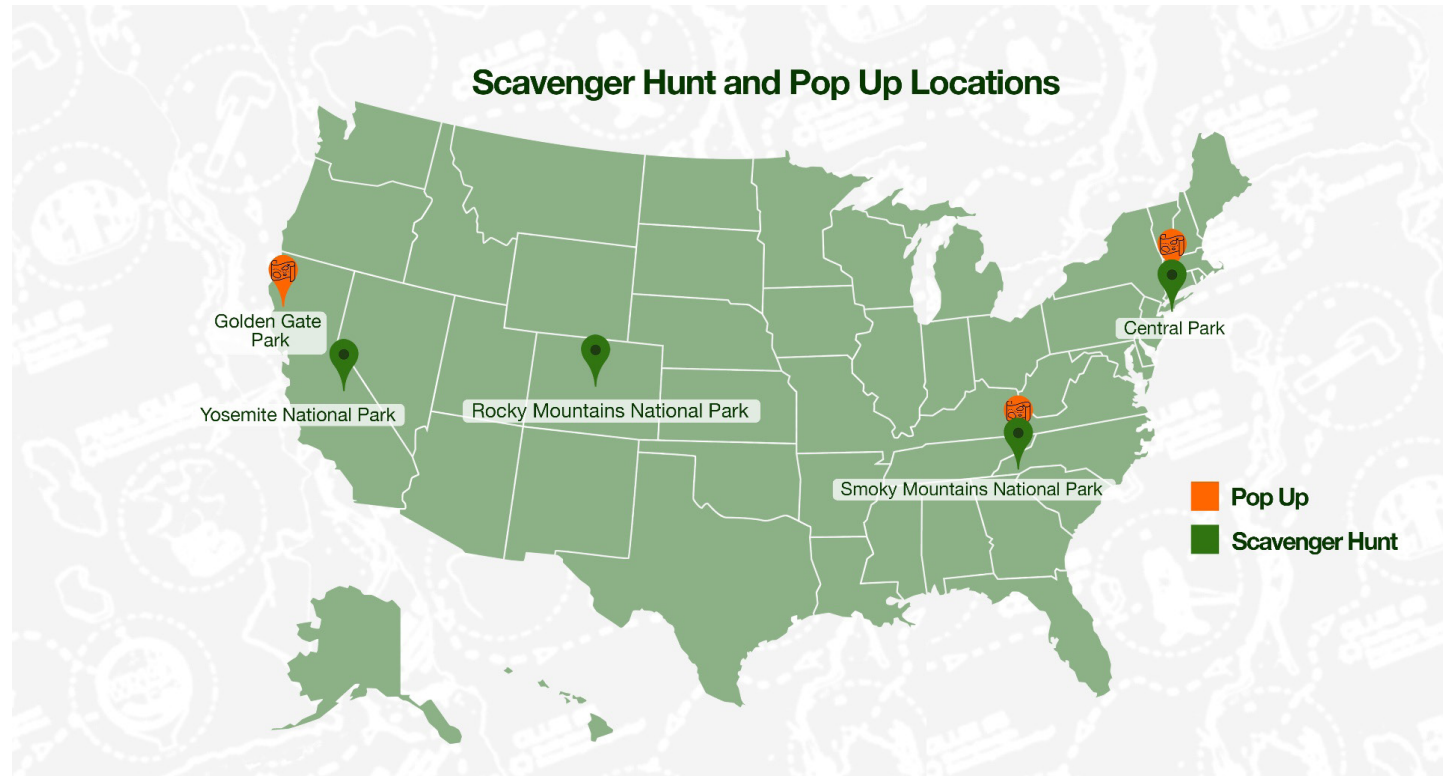


Figure 2. The 7 locations for the Scavenger Hunt and Pop Up events

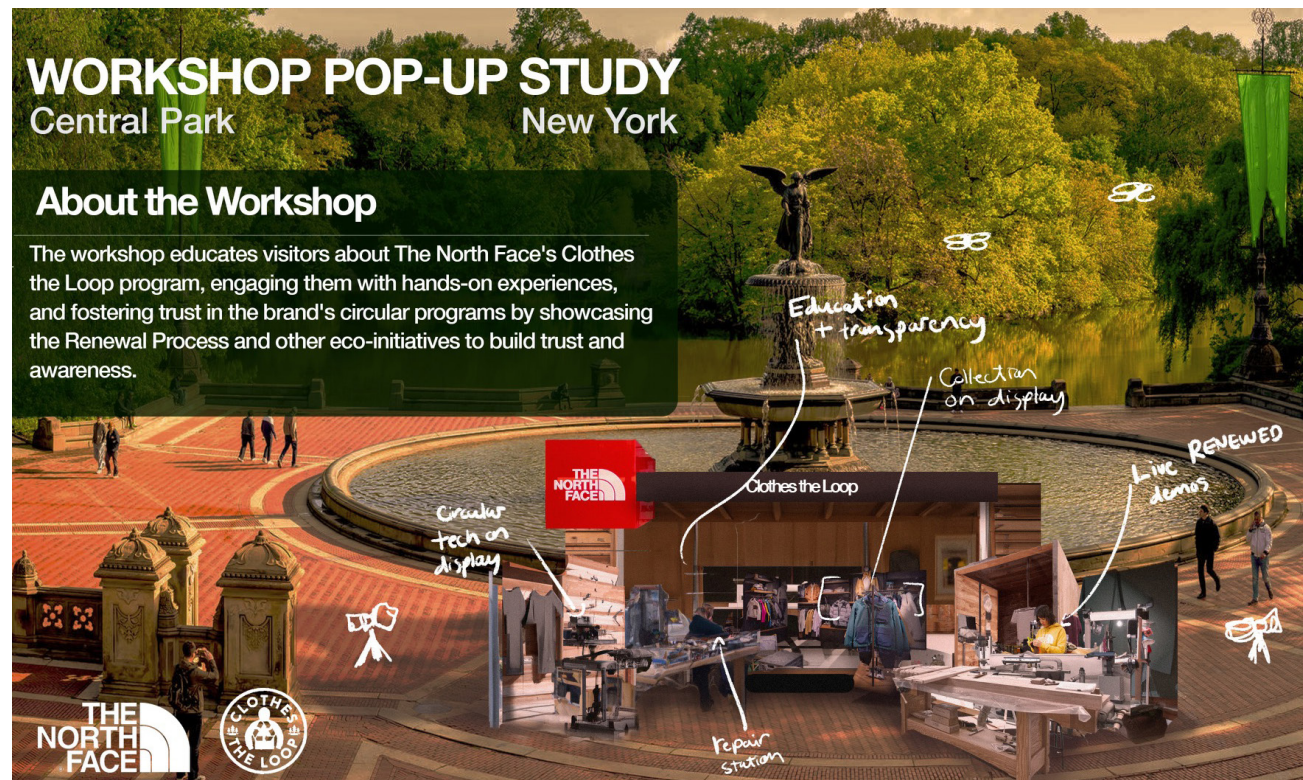


Figure 3. An Example of a Pop Up Workshop event in Central Park, NYC

## CONCEPT 2: POP UP WORKSHOP

### Out of Home Experience

An in-person workshop where people meet with professionals who run the Clothes the Loop program, allowing the brand to show the process of how clothes are made anew. During the workshop, participants would bring in their own clothing and work through the renewal process, taking home their finished products at the end. These events would occur in three different locations around the U.S. (Figure 2) and encourage the use of recycling clothing and not trashing. Like the Scavenger Hunt, additional media coverage would be provided to document and promote this leg of the campaign.

### TARGET SEGMENTS

If linked to the previous walkthrough experience, this will be designed for those same young adult/Gen-Z customers who are passionate about sustainability and circular fashion, as well as people who are interested in fashion and designing.

### COMMUNICATION GOAL

The goal of this campaign is to inform people of exactly what the Clothes the Loop program is, how it works, how it benefits the consumer, and how it differs from other companies' sustainability efforts. Overall, informing and retention would be product of the Pop Up Workshop.

### THE ACTION

The audience should understand how crucial their role is in the Clothes the Loop cycle, so that they encourage others to also bring their old clothes to The North Face for the brand to recycle.

### THE CHANNEL

This part of the campaign would be an Out of Home experience, with promotion on social media.

### METRICS

Success would be measured by the amount of social media buzz surrounding the workshop and the number of people who return to The North Face with clothes to donate. Additionally, a decrease in negative effects on the environment would be a sign of success.







### CONCEPT 3: DIGITAL SCAVENGER HUNT

*Digital Experience*

A fully digital scavenger hunt that leads consumers through a journey of important landmarks (e.g., Mount Everest) from around the world. Consumers press the locations on a map and the first 20 people to complete the hunt get a free jacket made from the Clothes the Loop program. This would help to engage audiences that cannot make it to the in-person Pop Up Workshops and Scavenger Hunts but still want to be involved. Additionally, education and promotion would be the primary aspects of this part of the campaign.

#### TARGET SEGMENTS

The target audience is primarily younger adults who are more tech-savvy and capable of completing a digital scavenger hunt.

#### COMMUNICATION GOAL

The goal of this campaign is to inform the target audience about the Clothes the Loop program and the products that result from it, with an emphasis on the impacts of the clothing industry on climate change/nature.

#### THE ACTION

The audience should be engaged in learning about the Clothes the Loop story. Hopefully, consumers will actively participate in the digital hunt by using their computer or mobile devices to follow along the journey. In turn, they use The North Face's sustainability efforts in the future.

#### THE CHANNEL

The digital scavenger hunt would take place on The North Face's webpage, with advertising on social media like Instagram, Twitter and TikTok.

#### METRICS

The success of this campaign would be measured by the number of interactions and scavenger hunt completions, as well as the number of people who participate in the Clothes the Loop program (e.g., donating old clothes).



Figure 4. The mock-up for Ad Concept 4



### CONCEPT 4: SOCIAL MEDIA ADVERTISEMENT

*Digital Experience*

A digital ad designed for Instagram to give exposure to the Clothes the Loop program.

#### TARGET SEGMENTS

The target audience is primarily older teenagers to young adults who are on Instagram and other social media platforms and consistently interact with brands on them.

#### COMMUNICATION GOAL

The goal of this campaign is to provide a visual representation of what Clothes the Loop is. By presenting vivid imagery, consumers should understand The North Face's sustainability process and goals.

#### THE ACTION

Through this advertisement, the audience should take a stance on climate change, creating an environment where nothing but your footprints are left behind.

#### THE CHANNEL

This ad would run on social medias like Instagram and Twitter.

#### METRICS

The success of this campaign would be measured by the number of post interactions and amount of engagement on The North Face website.

## CONCEPT 5: INSTAGRAM CAROUSEL

Digital Experience

A digital ad designed for Instagram to give exposure to the Clothes the Loop program. This ad would help to further drive the idea of “Leave Only Footprints Behind.”

### TARGET SEGMENTS

The target audience is primarily older teenagers to young adults who are on Instagram and consistently interact with brands on it.

### COMMUNICATION GOAL

The goal of this campaign is to provide a visual representation of what Clothes the Loop is. By presenting vivid imagery, consumers should understand The North Face’s sustainability process and goals.

### THE ACTION

Through this advertisement, the audience should take a stance on climate change, creating an environment where nothing but your footprints are left behind.

### THE CHANNEL

This ad would run on Instagram.

### METRICS

The success of this campaign would be measured by the number of post interactions and amount of engagement on The North Face website.

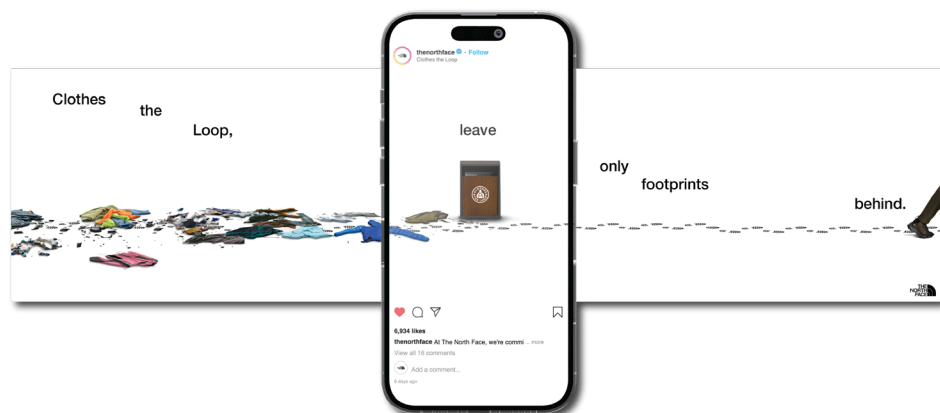


Figure 5. The carousel for Ad Concept 5

## CONCEPT 6: CLOTHES THE LOOP ADVERTISEMENT

TV Experience

A horizontal TV ad that tells the story of a piece of fabric that has lived in multiple forms thanks to Clothes the Loop. The fabric appears identically in multiple shots so it is obvious that the story is focusing on the same piece of material, but it is passed on to different locations with a voiceover saying, “This is a rain jacket. A t-shirt. A pair of cargo pants, etc.” The ad emphasizes how Clothes the Loop allows clothes and materials to be recycled forever. The ad ends with, “What will you make it next?” along with the Clothes the Loop and The North Face logos encouraging continuation of this cycle.

### TARGET SEGMENTS

This ad is for consumers who are passionate about the recycling of clothes, but are uninformed about The North Face’s sustainability efforts and the Clothes the Loop program. Demographically, the audience is likely young to middle-aged adults who have televisions and pay attention to TV ads.

### COMMUNICATION GOAL

The primary goal is to emphasize that the Clothes the Loop program puts an end to wasteful fashion practices by extending the life of materials that would usually be thrown away after being used in a single product. By showing different products, the audience should also understand that Clothes the Loop is for everyone, no matter what products they are purchasing or what activities they may be using their North Face gear for.

### THE ACTION

The audience should want to conduct their own research on the Clothes the Loop program and The North Face’s sustainability efforts. Viewers should also feel encouraged to contribute to Clothes the Loop by either taking their old gear to The North Face or purchasing renewed gear.

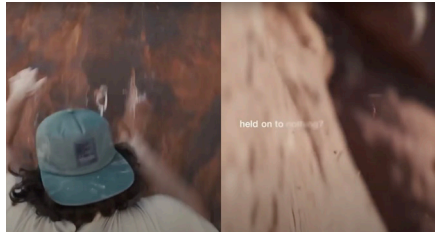
### THE CHANNEL

This ad would run on television channels and streaming platforms.

### METRICS

After airing of this ad, success would be measured by the number of social media mentions of the commercial or Clothes the Loop, web searches and visits to the Clothes the Loop website, as well as an increase in clothing drop-offs and Clothes the Loop product purchases.





A man damages his jacket.



A person brushes off their dirty, torn pants.



A man brushes off his torn jacket from The North Face.



A woman inspects the holes in her vest.



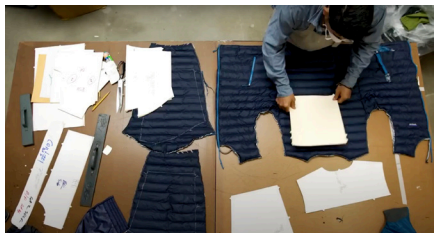
A man (Character 1) throws away a North Face jacket.



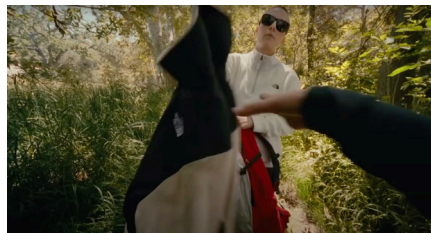
A woman (Character 2) picks up the jacket and brings it to a Clothes the Loop bin.



A montage of garments being stitched, sewn and cut in a Clothes the Loop factory.



A montage of garments being arranged, ending with a loop of string closing.



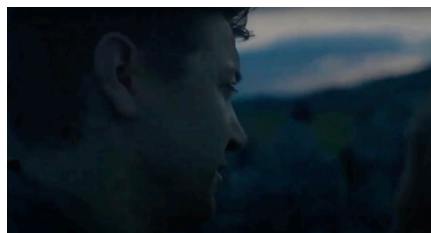
Items from The North Face are shown being passed out and worn.



A woman grabs a coat off the hanger and puts it on.



The two characters (Character 1 and 2) are together on a mountain.



Character 1 curiously looks at the patchwork of Character 2's jacket, recognizing it.



"Nice jacket," Character 1 says with an eyebrow raised.

## CONCEPT 7: CLOTHES THE LOOP ADVERTISEMENT

### TV Experience

A horizontal TV ad that tells the story of consumers "closing the loop." One character disposes of old gear at a Clothes the Loop bin, another collects and renews it. The TV ad opens with quick shots of tears and holes being made in different North Face gear. A tired man throws away an old North Face jacket, the scene is still. The jacket is picked up by a woman and brought to a Clothes the Loop bin. Quick shots of stitches, sews, and finally a loop of string being closed cut across the screen. The two characters are together on a mountain peak - the man stares curiously at the familiar patchwork on the woman's renewed jacket. "Nice jacket" he says with an eyebrow raise. Clothes the loop logo slaps on overshoot of two as the commercial ends.

### TARGET SEGMENTS

The sentimental tone of the ad plays into consumers who feel strongly about the overall state of sustainability and sustainable clothing. These consumers aren't aware of The North Face's programs, so the repetition of the "closing of loops" imagery emphasizes what The North Face and Clothes the Loop are all about. This ad is also for current North Face consumers who aren't aware of Clothes the Loop.

### COMMUNICATION GOAL

The primary goal is to inform the audience about what the Clothes the Loop program is by pushing imagery of a cycle between consumers and their clothes. The ad should also educate viewers that RENEWED clothes are just as good as The North Face products that are just beginning their life cycle. The ad focuses on sustainability, while also showing that clothes made from Clothes the Loop are just as fashionable and functional as The North Face's "regular" products.

### THE ACTION

This TV ad is not interactive, so there is a limit on how much viewers can take away from it. Therefore, the audience should want to conduct their own research to learn more about Clothes the Loop. The audience should also buy into the idea of circularity, wanting either to take their old clothes to The North Face, or choosing Clothes the Loop products when making future purchases.

### THE CHANNEL

This ad would run on television channels and streaming platforms.

### METRICS

After the airing of the ad, success will be measured by the number of social media mentions of the ad or of Clothes the Loop, the number of web searches for Clothes the Loop and visits to the Clothes the Loop website, as well as an increase in clothing drop-offs and Clothes the Loop product purchases.

## CONCEPT 8: CLOTHES THE LOOP ADVERTISEMENT

### TV Experience

“Not Yet.” This advertisement follows a seasoned mountain climber alongside a frosty rookie. This TV spot will convey and transmute the ethos of The North Face’s mountain climber, peak performance, and journeymen’s DNA to their future of sustainable and circular focuses. Mountain climbers have a belief that “It’s not over until the ropes are on the ground,” and this TV spot will translate that very essence into the Clothes the Loop program, where the journey of one’s clothes isn’t over until they’re right back where they started (where they can start all over again).

This advertisement begins with the pair heading up a mountain. Along each of their stops, the rookie says some form of “Good job!,” whether that be a “Hell yeah” at the peak, or “Congrats to us” when they see base camp. As each of these quips is exchanged, there is a quick flash of clothes going through the Clothes the Loop program. These quips end near the commercial’s finish, and as the pair walk into a bar near the Basecamp, the younger guy throws some old clothes thrown in a bin before sitting down to crack open a beer. The forged climber smiles, nods, and says something along the lines of “To the next.” The ad closes out with the Clothes the Loop logo and some quick, hard-hitting stats.

### TARGET SEGMENTS

This advertisement is for consumers who are passionate about the journey of a climb and/or sustainability. With the use of alcohol, the intended would be those aged 21 to 35 who watch and engage with nature and television ads.

### COMMUNICATION GOAL

The primary goal of this TV spot is to inform people of the Clothes the Loop journey by comparing it to the adventures people take. The cycle or end is not complete until they are back where they started, where the process can be started all over again. This ad focuses on sustainability, while putting nature and people at the forefront of the audience’s mind.

### THE ACTION

The audience should want to conduct their own research on the Clothes the Loop program and The North Face’s sustainability efforts. Viewers should also feel encouraged to contribute to Clothes the Loop by either taking their old gear to The North Face or purchasing renewed gear.

### THE CHANNEL

This ad would run on television channels and streaming platforms.

### METRICS

After the airing of the ad, success will be measured by the number of social media mentions of the ad or of Clothes the Loop, the number of web searches for Clothes the Loop and visits to the Clothes the Loop website, as well as an increase in clothing drop-offs and Clothes the Loop product purchases.



An experienced climber hikes up a mountain



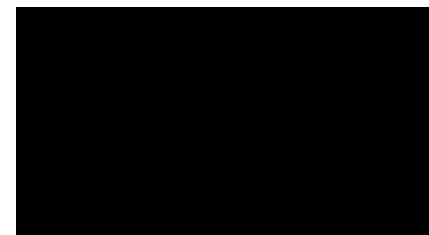
A frosty rookie follows behind the climber as they both ascend the mountain.

A montage of the climbers going through different areas on their way to the top.



A montage of the climbers going through different areas on their way to the top.

The climbers cheer as they reach a new checkpoint.



A voiceover saying “It’s not over until the ropes are on the ground.”

The men talk about their next adventure.



The men talk about their next adventure.

The Clothes the Loop logo appears with facts about sustainability.



## CAMPAIGN FLIGHT

Overall, the Clothes the Loop Campaign will run for a total of 5 weeks, integrating the majority of the aforementioned concepts throughout this time. The goal of this flight is to acquire and retain the audience's attention while educating them on The North Face's sustainability efforts and how they can get involved.

The Clothes the Loop advertising campaign will open with **Concept 4** – the social media advertisement. It is critical that this ad runs first because of the information it presents and how the information is presented. Few consumers will be aware of the Clothes the Loop program prior to this campaign, so it is important that when people do hear about it, they have the necessary information to understand what the campaign is all about. Concept 4 explains Clothes the Loop and provides a visual representation of leaving only footprints behind, setting the scene for the campaign's upcoming executions. This ad will remain on The North Face's Instagram account, so there is no "run" time, as the post will remain viewable for any visitors to the @thenorthface page.

However, Instagram is a clustered platform, with many posts getting lost not even 24 hours after being posted. Therefore, **Concept 7** – the first of two television advertisements – should air the day after Concept 4 to capitalize on the immediate buzz that will surround Clothes the Loop's unveiling. Concept 7 provides consumers with an even stronger visualization of Clothes the Loop, which makes it an appropriate follow-up to Concept 4. This ad will run alone for one week, maximizing its reach and likelihood of being seen.

Next, **Concept 1** and **Concept 3** – the in-person and digital scavenger hunts – will run simultaneously. With a firmer understanding of the Clothes the Loop program, The North Face's audience will now be intrigued enough to take on the experiential aspects of the campaign. Both scavenger hunts will be introduced together because they revolve around the same idea. The only difference is that while the out-of-home scavenger hunt brings the participant to a real-world expedition, the virtual scavenger hunt brings the experience to the electronic devices of those unable to access the in-person locations. For logistical reasons, the in-person scavenger hunt will close after two weeks, while the virtual scavenger hunt will have the ability to remain "open" for the duration of the campaign so that consumers may continue to learn and explore online.

One week after the introduction of the scavenger hunts, **Concept 2** – the pop-up workshops – will begin to appear. The workshops will overlap with the scavenger hunts so that any person who has a positive experience with one may visit the other before its run comes to an end. Due to the nature of pop-up experiences, this part of the campaign will run for just one week, closing at the same time as the out-of-home scavenger hunt.

At the closing of Concept 1 and Concept 2, **Concept 5** and **Concept 8** – the Instagram carousel and the second television advertisement – will conclude the campaign. These components can run together because, at this point, the audience should have enough of an understanding of Clothes the Loop that they will be able to consume both advertisements concurrently. These ads also relate thematically, as they urge the continuation of closing the loop. Although this is the end of the advertising campaign, it certainly is not the end of the Clothes the Loop program, and these executions emphasize that. It is also fitting that the last concepts to appear will be digital and TV, as the concepts that open the campaign are also digital and TV, symbolizing another loop. The TV ad will run for two weeks, with the Instagram carousel remaining on @thenorthface's feed indefinitely.



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