

## **Young Ones Awards 2020**

### **The North Face**

#### **Brand description and background**

We are The North Face, the world's leading exploration brand, specializing in apparel, footwear, equipment, and accessories.

We were born to explore. Born on the toughest face. Born to climb Everest, K2, and El Cap. To charter Antarctic expeditions, to make the first ascent, to ski out of bounds, and camp further in.

We were born to disrupt. Born in the Bay in 1966. Born to rethink the tent, and lighten the load. To design icons, and climb every wall. To wonder what if, and ask why not.

We were born to lead. Born to fight for peace, and the health of our planet. To pioneer responsible down, and pursue the triple bottom line. To shrink our footprint, and grow our impact. To welcome all kinds, and stand up for others.

Our purpose: We dare to lead the world forward through exploration.

#### **Target audience**

All explorers from 7 to 77, but with a focus on the youthful, progressive energy of 20 to 30 year-olds.

#### **Challenge & Opportunity**

One of the biggest opportunities The North Face faces over the coming years is to attract, inspire and enable the next generation of outdoor enthusiasts, more specifically female outdoor enthusiasts. Today, our brand predominantly serves an older consumer, and more male driven. As we look toward the future, we must begin targeting and connecting with a more youthful demographic through our innovative product, inspiring storytelling and enabling brand platforms.

2020 is our moment to begin impacting change. This is our opportunity to express a fresh, modern and more inclusive point of view on the outdoors and show younger female consumers everywhere how a personal relationship with exploration - the moments of challenge & self-discovery and the connections to nature & community - can serve to make all of us feel more alive.

### **The Ask**

We need an overarching creative concept that INSPIRES the next generation of female explorers in the outdoors through powerful brand storytelling, equip them with INNOVATIVE product built for their needs outdoors and ENABLE them through powerful brand platforms that support their journey with exploration. Additionally, we need a special focus on diversity and inclusivity in the outdoors.

### **Brand tone of voice**

Grounded: Fewer taglines. Fewer puns. Be honest.

In the know: Share, don't sell. Be knowledgeable, not elitist. Be inclusive, not exclusive.

Confident: No need to overstate or oversell. No fluff, just knowledge.

Unexpected: Dare to disrupt. Embrace spontaneity when the story or subject matter allows it. Edge, personality and humor are ok. No slapstick, nothing offensive or polarizing.

### **Previous campaign examples**

Futurelight: [https://www.youtube.com/watch?v=ydU\\_iH-2qEI](https://www.youtube.com/watch?v=ydU_iH-2qEI)

Moves Mountains: <https://www.youtube.com/watch?v=3A2OBFccsrs> (example of previous women's focused campaign)

Explore Mode: <https://www.youtube.com/watch?v=wp3cu2oZN-4>

Walls are Meant for Climbing: <https://www.youtube.com/watch?v=8LnxOYGxaPo>