



THE NORTH FACE + Outside

# Kicking it

WITH THE NORTH FACE

The North Face Uses Outside Inc. and Content Marketing to Build Awareness For New Product Launch.

DIGITAL IMPRESSIONS

**7.4M**

HOW ABOUT A BIG SPLASH, TURNING SOME HEADS. CANNONBALL!

PAGEVIEWS

**85K+**

FRONT, CENTER AND EASY ON THE EYES.

TIME ON PAGE

**4MIN+**

SET UP CAMP IF YOU LIKE. NO RESERVATIONS NEEDED.

AVG. SOCIAL CTR

**.62%**

COME ON. INTERACT WITH US. WE KNOW YOU WANT TO.

**The North Face was looking for a way to reach a new audience and educate consumers about their recently developed VECTIV technology for their line of trail running shoes.**

The North Face chose to weave traditional storytelling techniques and shoppable product listings into their content as a way to reach their audience and offer products for consideration. One article called "High Speed with Hillygoat" tells the story of endurance runner Hillary Allen and her rise to

the top of competition and tragic on-trail accident. The article organically sets up her need for TNF's cutting edge VECTIV shoe technology by telling Hillary's story. Similarly, the article called "The Science of Trail Running" breaks down the ins and outs of technical trail running and how the VECTIV technology meets those needs.

Lastly, The North Face utilized Outside Inc's expert editorial staff and gear testers with the article "First Look: Flight VECTIV" which reviewed the technical aspects of the shoe and hosted where to buy links within the article.

Stories like these, are carefully crafted to match the brand's voice and serve as the essence behind The North Face's content marketing strategy to engage potential consumers.

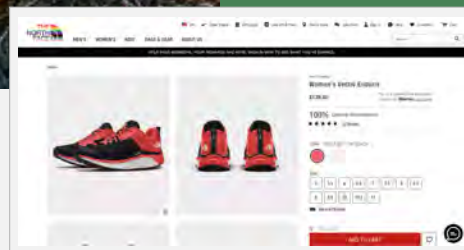
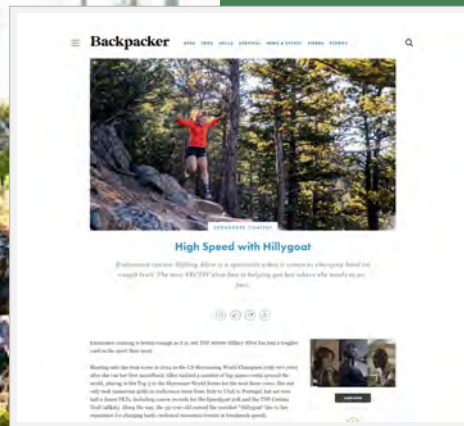
# Campaign Goals

- VECTIV Technology Awareness/Education
- Drive Qualified Site Traffic
- Drive Conversions
- Create Emotional Appeal



## Positive Outcome

In the past, customers primarily learned about new TNF products via display media and/or email marketing campaigns, and the team wanted to strengthen their outreach efforts as much as possible. After leveraging the full power of Outside's content creation, The North Face's content earned over 7.4M impressions in just 2 months!



- 1 Outside presents TNF's content to a targeted audience.
- 2 Consumer's click the ad/post and read the content.
- 3 Outside Inc converts visitors by using in-article "where to buy" links.

## Inspire

Engage consumers with compelling storytelling.

## Educate

Follow up with expert review product article to educate consumers about new tech.

## Motivate

Motivate newly educated consumers to convert with in-article "where to buy" links.