

The North Face Case Study





THE ASSIGNMENT

Expand awareness and appeal of the brand while remaining authentic to the core.

OUR INSIGHT

The weekend outdoor athlete experiences the same feelings climbing, hiking or skiing in the Sierra's that Conrad Anker feels climbing K2. An emotional approach combined with innovative, superior products.

THE NEW MISSION

To encourage and inspire the personal exploration of this planet.

Why do we explore?

Do we simply want to go places we've never been before?

No, it goes far deeper than that.

We explore so we may know the earth better and,
along the way, ourselves.

How willful are we?

How strong?

How brave?

We embrace the struggle and accomplish things others
thought impossible.

The equipment we rely on is more than our tools.
It is how we transport ourselves from who we are to
who we will be.

These are life's great moments.

We do not explore to cheat death.

We explore to celebrate life.

We will never stop exploring.





Magazine spread ad.



Magazine spread ad.



I am not alive
in an office.

I am not alive
in a taxi cab.

I am not alive
on a sidewalk.



NEVER STOP EXPLORING



Wherever you're going,
whether for work, you need
clothing that performs.
Introducing Intuition®: a
revolutionary line of exper-
ience clothing designed to
take you further than ever
before. Intuition's synthetic
fabrics that don't feel synthetic.
Engineered? Double wool wick
moisture. Unbeatable, but
strong and really tough. Every
piece of clothing the world's
adventurers never stop using.
Find out more for the
Intuition season you're in.
Intuition is the clothing call
1-800-776-8100, ext. 33, or
the U.S. 1-800-776-2643, in
Canada.

Some Intuition clothing made in a sweatshop in Bangladesh. Please don't buy.

Magazine spread ad.



If there
were an
elevator
to the top,
I would
not
take it.



NEVER STOP EXPLORING



Where has the evidence of
mountain climbing taken all
right in the Mountain Guide
jacket. Breathable, tough, water-
proof Gore-Tex® shell. Used for
climbing the Matterhorn. Engineered
around hand and toe power
optimized design for freedom
of movement. Polypropylene gel
pads for ultimate comfort. The
Mountain Guide from The North
Face. It's neither here, neither
there, it's neither here nor there.
Intuition is the clothing call
1-800-776-8100, ext. 33, or the U.S.
1-800-776-2643, in Canada.

Magazine spread ad.

What to wear
 when your
 biggest fashion
 concern is
 hypothermia.

Introducing Gore-Tex®. A revolution in outdoor technology that makes water-resistant fabrics breathable. Introducing Gore-Tex®. A revolution in outdoor technology that makes water-resistant fabrics breathable. Introducing Gore-Tex®. A revolution in outdoor technology that makes water-resistant fabrics breathable.

NEVER STOP EXPLORING®

Magazine spread ad.

Protects against
 everything but
 nerves.

Devil's Thumb

If you provide the courage, we'll provide the power. The Devil's Thumb is the most advanced apparel that The North Face has ever built. Made with revolutionary GORE-TEX® PULVERIZED™ fabric, it's lightweight and highly compressible for all-day trail and on-trail support. The breathable waterproof fabric manages moisture while Gore-Tex® keeps you warm. Condition-tested by elite athletes on the peaks of Mount Everest, the Devil's Thumb can handle anything that you can.

www.thenorthface.com

NEVER STOP EXPLORING®

With the right jacket,
 you and Old Man Winter
 could be very good friends.

Polar Sun Jacket

Get along with the cold in the warmest place you'll find. The North Face Polar Sun Jacket. The warmest jacket ever built with Gore-Tex®. It's lightweight and highly compressible for all-day trail and on-trail support. The breathable waterproof fabric manages moisture while Gore-Tex® keeps you warm. Condition-tested by elite athletes on the peaks of Mount Everest, the Polar Sun can handle anything that you can.

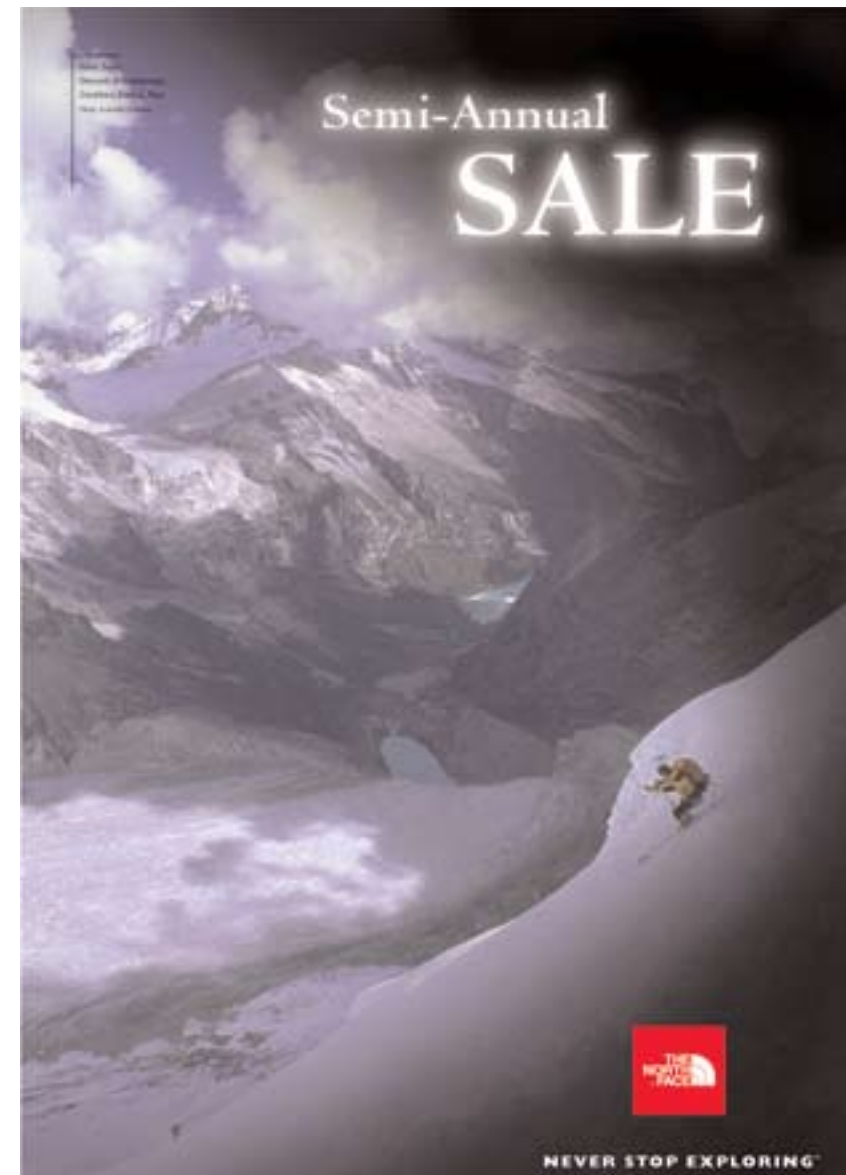
www.thenorthface.com

NEVER STOP EXPLORING®

Single page ad.

Explore globally.
Shop locally.





Window graphic for TNF stores.

Outlet Sale

SALE STARTS TOMORROW
May 10 - May 28, 2001

STOREWIDE SALE

TEKWARE®
Save on performance shirts, pants, lightweight fleece and woven shorts.

OUTERWEAR
Save on men's and women's jackets.

EQUIPMENT
Save on daypacks, tents and specialty packs.

FOOTWEAR
Save on men's and women's footwear.

ACCESSORIES
Save on hats and T-shirts.

Bring in this ad for an additional

15% off

your purchase over \$100

Valid on new purchases. Not good with any other offer.
Expires May 28, 2001.

OUR OUTLETS CARRY DISCONTINUED ITEMS AND SECONDS.




NEVER STOP EXPLORING.
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Freeport, ME 5 Blue Street 207.865.0300 Westham, MA Westham Village Premium Outlets 508.384.8900

*Always use credit with most North Face® apparel. Excludes all sale merchandise. All percentage savings are based on suggested retail value. Intermediate price reductions may have been taken. The North Face® is not responsible for any loss of items. Items are priced as marked unless otherwise indicated. Quantities are limited to stock on hand. May vary by local outlet. Not all items in all outlets. ©2001 The North Face, Inc. All rights reserved.

Bring 0300 commencing near Page, Arizona. Photo ©2001

May 10 - May 28, 2001

THE NORTH FACE

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Outlet Sale newspaper ad and postcard.

Semi-Annual
SALE
FEBRUARY 1 TO FEBRUARY 19

THE NORTH FACE

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Semi-Annual SALE

FEBRUARY 1 TO FEBRUARY 19

SALE STARTS TOMORROW

OUTERWEAR — SAVE UP TO 30%
on fleece, insulated and waterproof jackets.

SKIWEAR — SAVE UP TO 40%
on jackets and pants.

TEKWARE™ — SAVE UP TO 40%
on The North Face's technologically advanced clothing
for any outdoor adventure.

EQUIPMENT — SAVE UP TO 40%
on tents, sleeping bags and packs.

ACCESSORIES — SAVE UP TO 40%
on travel accessories and headwear.

Shop early to ensure best selection. Quantities are limited to stock on hand. All percentage savings are from suggested retail. Intermediate price reductions may follow later. All of The North Face products are backed with The North Face Lifetime Warranty.

San Francisco, CA 180 Post Street 415.433.3212
Palo Alto, CA 217 Arroyo Street 415.327.3363
Mail Order 800.363.4963



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Newspaper ad and postcard for Semi-Annual Sale.

A wide-angle photograph of a high-altitude mountain landscape. In the foreground, a field of dark, jagged rocks is partially covered with snow. The middle ground features steep, rocky slopes with patches of snow and a small, isolated snowfield. In the background, several sharp, jagged mountain peaks rise against a blue sky with scattered white clouds. A lone figure is visible on a snowfield on the right side of the image, providing a sense of scale.

I am an astronaut
on planet earth.



Window graphic.



Category locator display graphic.



Technology story graphic.



Category locator display graphic.



Technology story graphic.



Category locator display graphic.



Technology story graphic.



Product hangtags.



In-store video program featuring athlete
interviews and expedition stories.
(See Banjo DVD)

I am not alive
in an office.
I am not alive
in a taxi cab.
I am not alive
on a sidewalk.





Dealer ad kit cover.



Photo: Chris Noble

I do not
envy
birds.



NEVER STOP EXPLORING™

DEALER NAME

Co-op outdoor advertising.



Trails are where
other people
have already been.



NEVER STOP EXPLORING™

DEALER NAME

Co-op outdoor advertising.

A wide-angle landscape photograph showing a calm lake in the foreground, with a person standing on a grassy slope on the right side, looking out over the water. In the background, there are large, rugged mountains with significant snow cover under a cloudy sky. The foreground slopes are covered in low-lying vegetation.

Right foot.

Left Foot.

Repeat to the end of the earth.



The North Face, in their own words, wanted to “come down the mountain a bit” — offer explorers and weekend adventurers more accessible products.

The North Face Footwear was launched in 1998.

The product would be top-of-the-line, athlete tested Exploration Gear For The Feet. We created advertising, POP, catalogs and packaging. A lot of it before the real product even existed. The product launch helped attract new users and gave current customers a new reason to visit the store.



Light: Hybrid
New: Synthetic
Upper: TPU
Mid: Air
Outsole: Rubber

Mountain goats will pull over
to let you pass.

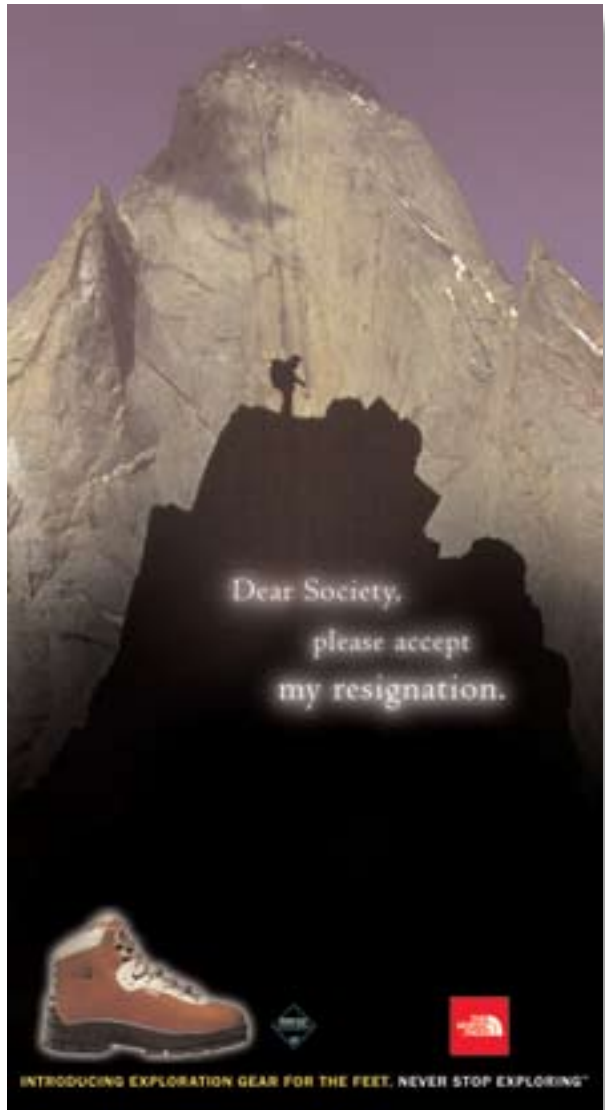
Trail running shoes from The North Face are the result of over 100 years of engineering
reliable equipment with the philosophy that actively declines design. Innovative
technology provides 10 to 15% more cushioning than previous models. Multi-dimensional rugged
outsoles provide the traction necessary for on- and off-trail use. And to protect
your feet, the dual-density 4.2mm midsole is engineered for comfort and control
over the most demanding terrain. Trail running shoes from The North Face.
Exploration goes for the best.





NEVER STOP EXPLORING™



Magazine spread ad.



Dear Society,
please accept
my resignation.

INTRODUCING EXPLORATION GEAR FOR THE FEET. NEVER STOP EXPLORING™



Just to that river.
Just to that glacier.
Just past that horizon.

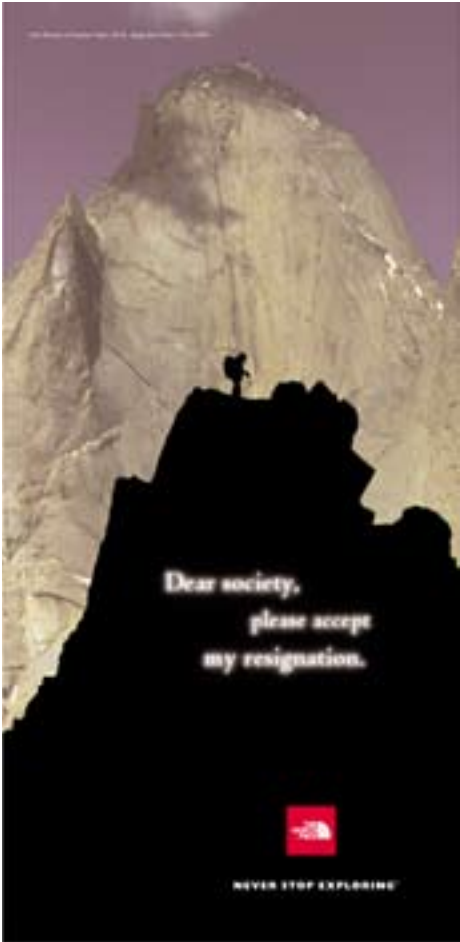



INTRODUCING EXPLORATION GEAR FOR THE FEET. NEVER STOP EXPLORING™

Outdoor board for footwear launch.



Cover and spreads from footwear brochure.



Shoebbox and insert information card for footwear.

Exploration is
not just a thing you do.
It's a way of living,
something you believe in.



The title card for 'The North Face Expeditions' features a large, 3D, white-outlined title 'EXPEDITIONS' set against a dramatic, high-altitude mountain landscape. The left side of the title is integrated into a red cube that displays 'THE NORTH FACE' logo. The background shows jagged, snow-dusted mountain peaks under a cloudy sky at dusk or dawn.

EXPEDITIONS

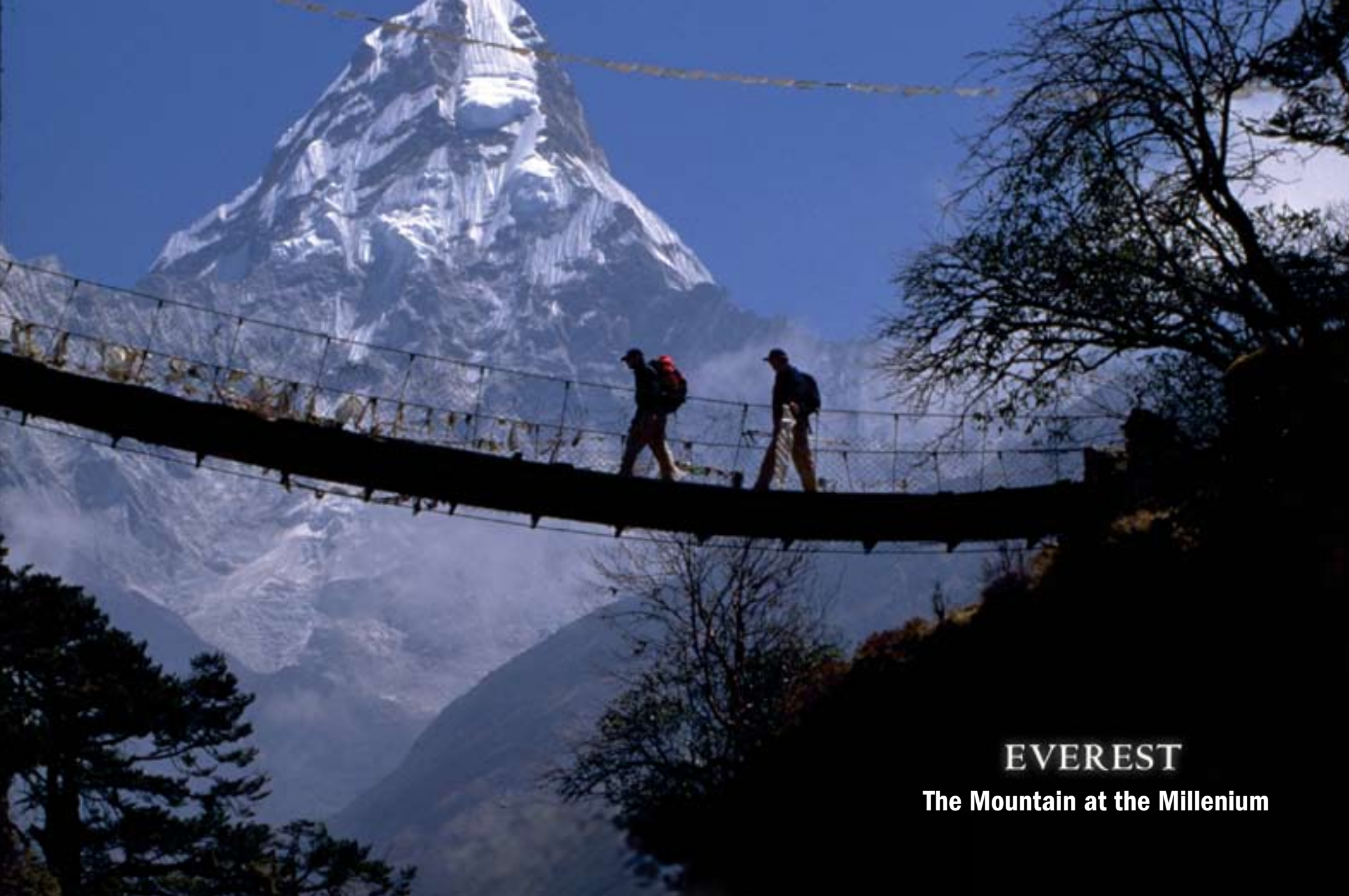
The North Face Expeditions is a five-part adventure TV series that we created for The North Face. Featuring Sting as host, the series followed the adventures of The North Face athletes as they explored the farthest reaches of our planet.

The series ran on NBC as part of their Sunday afternoon sports programming. Each episode generated between a 1.6 and 2.2 HH rating. The concept, the writing, the music, the art direction, everything about the show was connected to the personality of The North Face. The infrastructure of the show (the trip ideas, the products taken, the air date, the promotional support) was built to address key brand and retailer business issues. DVD's of the series are still selling in their stores.

It was seen as a successful program on many levels — brand communication, retailer relationships, and among employees and the athlete team. One episode even won an award at the Banff Film Festival.



We designed the set for the Expeditions TV series. The show's host Sting is shown here waiting for a cup of tea.



EVEREST

The Mountain at the Millenium

Returning to Everest for his thirteenth expedition, world-renowned mountaineer Pete Athans attempts to be the first Westerner ever to summit Everest for a sixth time. In collaboration with National Geographic, Pete will measure the exact height of the rooftop of the world.



GREAT TRANGO TOWER

A Granite Mile High

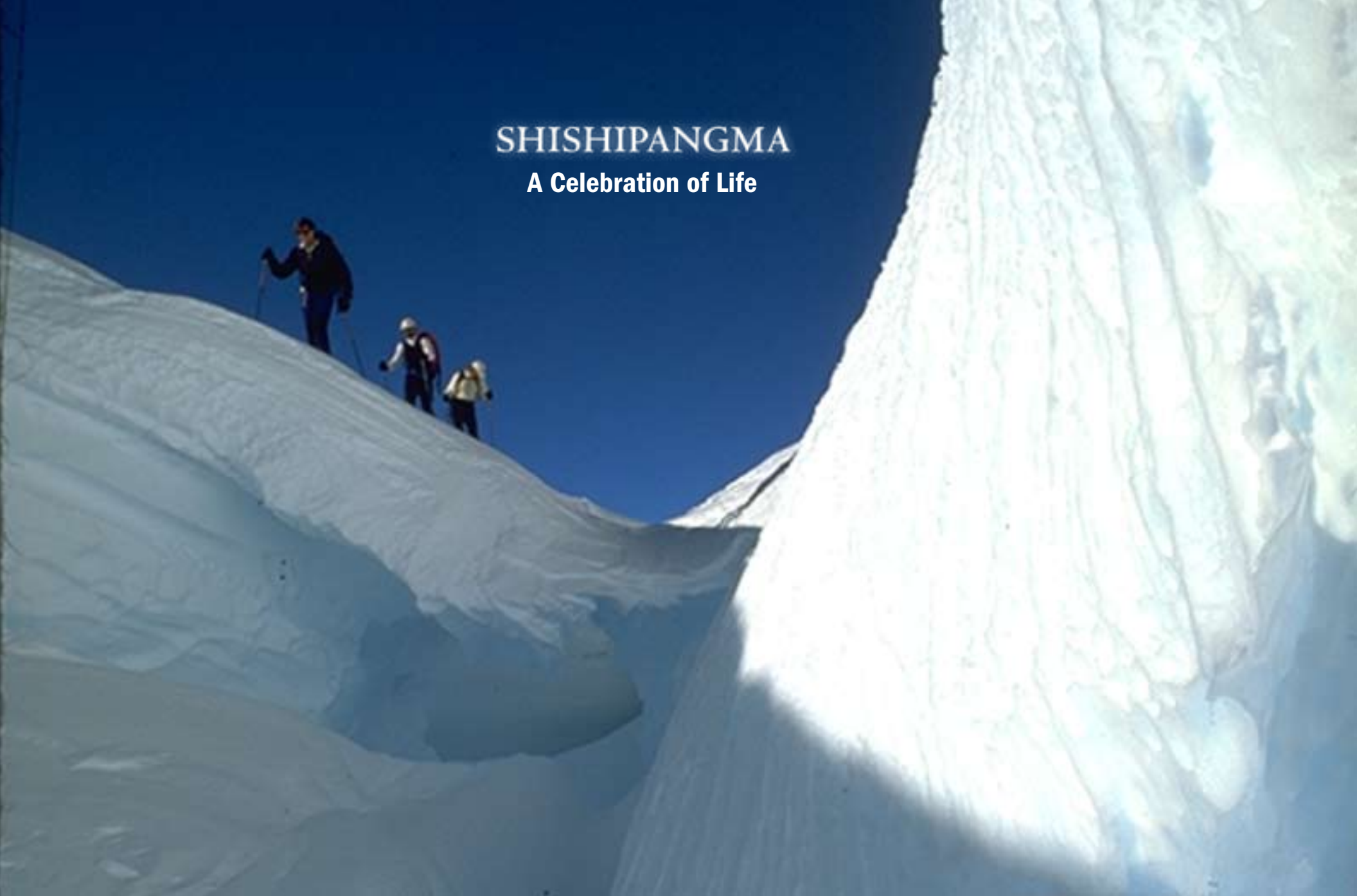
The 20,600-foot Great Trango Tower has never been summited from its northwest face. Climbers Alex Lowe, Jared Ogden and Mark Synnott brave weather, exhaustion and rockfall to claim the prize of this mile-high first ascent.



HIMALAYA

Descending India

Some say that among the Himalayan peaks in northern India awaits the best extreme skiing on earth. World-class extreme skiers and boarders Rick Armstrong, Jeremy Nobis and Hilaree Nelson went to find out.



SHISHIPANGMA

A Celebration of Life

Sadly, this first attempt at skiing an 8,000-meter Himalayan peak ends in tragedy. While acclimatizing, Dave Bridges and Alex Lowe lose their lives in a sudden avalanche, making this tribute a celebration of their lives and dedication to their sport.

Winner Best Film, Banff Mountain Film Festival.



MADAGASCAR

A Woman's First Ascent

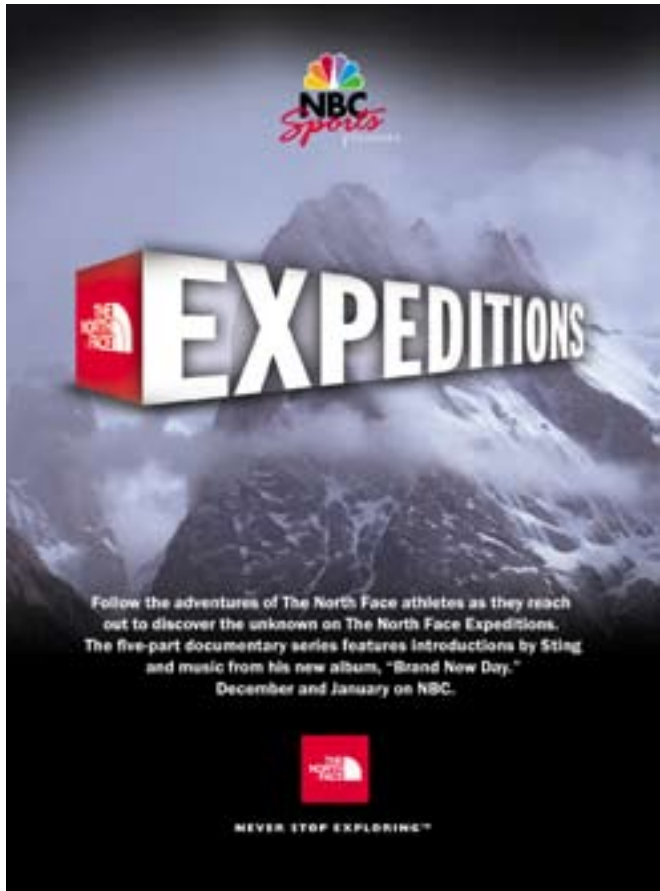
Quickly becoming the destination spot for big wall rock climbing is this remote and exotic island off the southern tip of Africa. Here world-renowned climber Lynn Hill and her all-star women's team attempt a new route on its enormous granite buttress.



Website for TV series featuring backpack giveaway promotion.



In-store poster promoting TV series.



In-store TV series schedule take-away post card.



Magazine spread ad.

"The toughest thing about climbing is the cold. I guess I'm just a wimp."
LYNN HILL

Best American U.S. Recliner Climbing Team, Lynn Hill's Recliner is the world's top seat, but just like every other, it's got a few quirks. As a member of The North Face's elite team, Lynn Hill's Recliner is the most technically advanced product in the world. Like the Car's Menu, one of a series of bags built with revolutionary new Polarguard® Plus insulation, exclusive to The North Face, the other synthetic insulation is as thermally efficient, lightweight as down. Next time, when you're out, don't leave your Recliner at home. It's the only one that's ever been used by a woman and a man. From The North Face. Never stop exploring.



THE NORTH FACE

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"After 18 hours of running, you don't need some guy thirty seconds behind you. That sucks."
TIM TWISTMEYER

Want to compete in a 100-mile? Better put in a few more miles first. And use The Twister. The first winner of the North Face Endurance Run and member of The North Face elite team. Tim Twistmeyer, the Twister, was designed to be light, fast, and comfortable. The Twister's unique design and lightweight construction is designed to meet with your body, whether you're supporting or just training for 100 miles of foot. It's the only one that's ever been used by a man and a woman. From The North Face. Never stop exploring.



THE NORTH FACE

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"In climbing, you're trying to find the path of least resistance within the obstacle."
LYNN HILL

Like all of our gear, it's built to last. And it's built to be used. It's the only one that's ever been used by a man and a woman. From The North Face. Never stop exploring.



THE NORTH FACE

NEVER STOP EXPLORING
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"The first fifty miles you run with your legs. The last fifty you run with your mind."
LYNN HILL

Like all of our gear, it's built to last. And it's built to be used. It's the only one that's ever been used by a man and a woman. From The North Face. Never stop exploring.



THE NORTH FACE

NEVER STOP EXPLORING
www.thenorthface.com

Single page magazine ads.

Single page magazine ads.

**A WARMER, LIGHTER,
DRIER, MORE SLIP-
RESISTANT MUKLUK.**





The Mukluk has been the most popular boot in the world since 1981. The North Face Mukluk is a lightweight, multi-ventilated boot that allows the foot to breathe and stay cool. It's also designed to be slip-resistant and durable. And it's still the most popular boot in the world. It's a boot that's been around for over 20 years, and it's still going strong. It's a boot that's been around for over 20 years, and it's still going strong. It's a boot that's been around for over 20 years, and it's still going strong.

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Tents Sleeping Bags Packs AS Footwear T-shirts Outerwear

**FOR TRAIL RUNNING, OFF-TRAIL
RUNNING, AND "WHERE THE #@!%
ARE YOU GOING?" RUNNING.**

The North Face trail running shoe is designed for the most demanding terrain. It's a shoe that's been around for over 20 years, and it's still going strong. It's a shoe that's been around for over 20 years, and it's still going strong. It's a shoe that's been around for over 20 years, and it's still going strong.

NEVER STOP EXPLORING®
www.thenorthface.com

**WOMEN WHO WEAR IT
WILL DEFINITELY HAVE A
HOT BODY.**



It may be chilly out on the outside, but inside the Women's Nuptse Jacket it's a tropical paradise. That's because the Nuptse Jacket provides maximum warmth when you need it most. What's more, adjustable "bunny" elastic cuffs and two-way stretch ripstop fabric let you button down the jacket on rigid chills. When it's time to go, the conditions are under a weatherproof shell for complete protection and total protection.

YOUR LOGO HERE

Your Street Address
Town, STATE 12345
Your Phone Number

NEVER STOP EXPLORING®
www.thenorthface.com

**GIVE OLD MAN WINTER A
SWIFT KICK IN THE ASS.**



Perfect after a heart-pounding ski trip or a snowed-out weekend. Chukka boots feature a waterproof full grain leather upper and anatomically engineered rubber shell with five grooves providing maximum protection, enhanced flexibility and superior fit. The 300g Thinsulate™ insulation and Goretex® fleece collar and tongue lining will keep your feet comfy in -20°F / +32°F. The outsole features TSP (Traction System) rubber outsole with self-cleaning lugs will let you stand your ground against the fiercest winter. Choose between leather, sheep, goats, or pig.

YOUR LOGO HERE

Your Street Address
Town, STATE 12345
Your Phone Number

NEVER STOP EXPLORING®
www.thenorthface.com

1/2 and 1/4 page product ads for retailers.

Single page magazine ads.



During our six years with The North Face, their sales grew from \$165 million in 1996 to \$280 million in 2002. We helped them attract new users while keeping the core.

Along the way, we acted as a creative catalyst, helping The North Face realize what they could become as a brand. And, we found a variety of creative ways to express that brand, to connect The North Face with their customers, their retailers and their athletes.

MOVIESR.COM