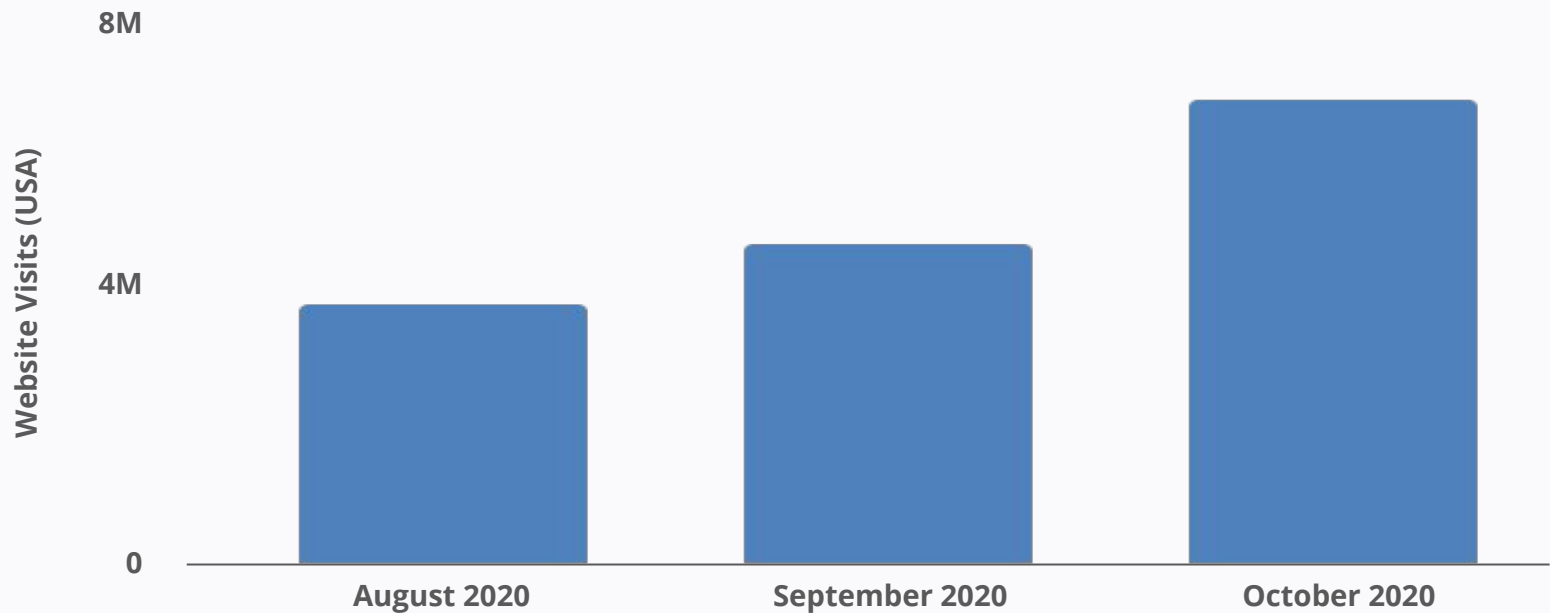




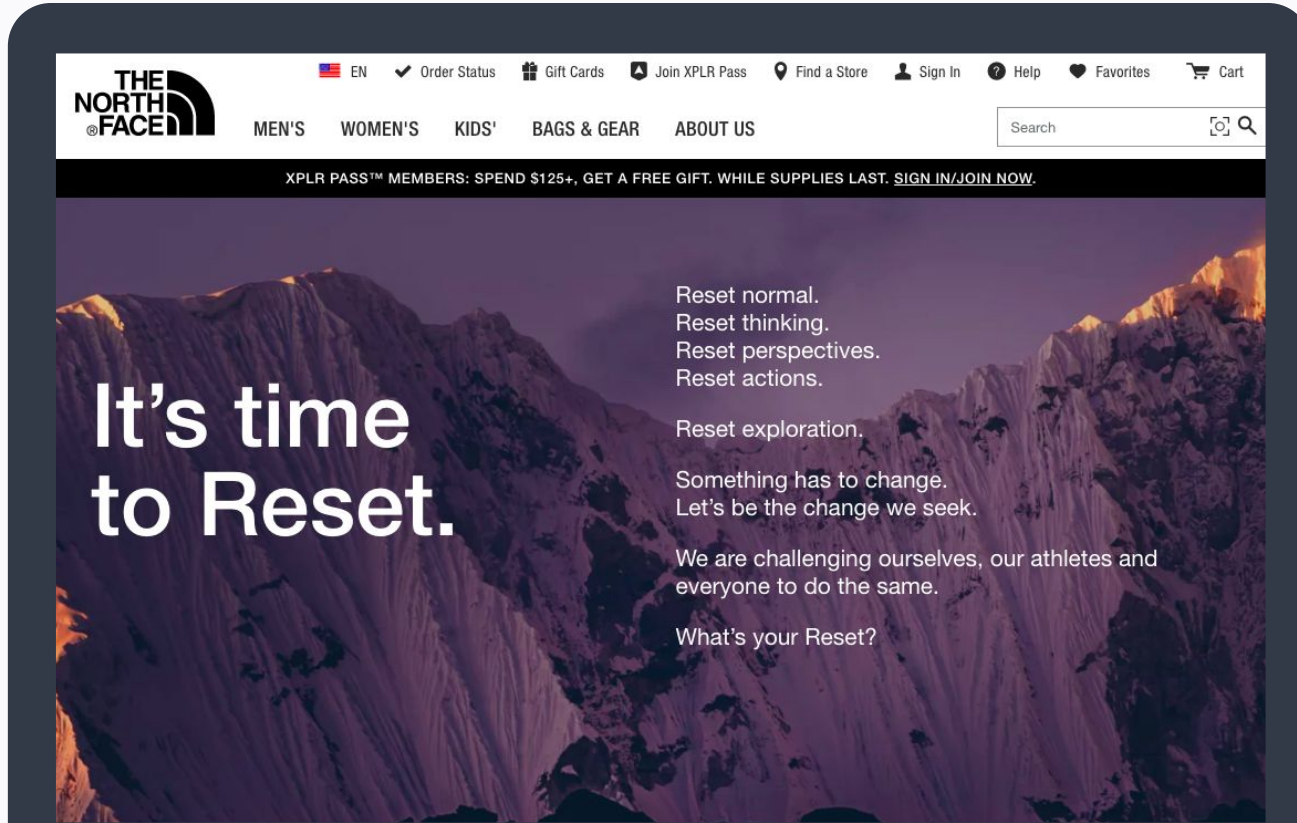
**Gaining +10% Followers on Twitter
with a Social Awareness Campaign**

Sporting Goods & Outdoors

In September 2020, The North Face launched a campaign on social awareness and equity in the outdoors called “Reset” and started promoting it in October 2020. The North Face saw a **+45%** increase in traffic MoM in October 2020.



The Reset campaign ran until the end of December 2020 on paid channels such as Twitter, YouTube, Display networks and Instagram.



The screenshot shows the top navigation bar of The North Face website. On the left is the logo. To its right are links for 'EN', 'Order Status', 'Gift Cards', 'Join XPLR Pass', 'Find a Store', 'Sign In', 'Help', 'Favorites', and 'Cart'. Below the navigation bar are category links: 'MEN'S', 'WOMEN'S', 'KIDS'', 'BAGS & GEAR', and 'ABOUT US'. A search bar is located on the right side of the navigation bar. Below the navigation bar is a promotional banner for XPLR Pass members: 'XPLR PASS™ MEMBERS: SPEND \$125+, GET A FREE GIFT. WHILE SUPPLIES LAST. SIGN IN/JOIN NOW.' The main content area features a large background image of a mountain range at sunset. On the left side of the image, the text 'It's time to Reset.' is displayed in large white font. On the right side, there is a list of text elements: 'Reset normal.', 'Reset thinking.', 'Reset perspectives.', 'Reset actions.', 'Reset exploration.', 'Something has to change. Let's be the change we seek.', 'We are challenging ourselves, our athletes and everyone to do the same.', and 'What's your Reset?'.

THE NORTH FACE

EN ✓ Order Status 📁 Gift Cards 🗝️ Join XPLR Pass 📍 Find a Store 👤 Sign In ⓘ Help ❤️ Favorites 🛒 Cart

MEN'S WOMEN'S KIDS' BAGS & GEAR ABOUT US

Search 🔍

XPLR PASS™ MEMBERS: SPEND \$125+, GET A FREE GIFT. WHILE SUPPLIES LAST. [SIGN IN/JOIN NOW.](#)

It's time to Reset.

Reset normal.
Reset thinking.
Reset perspectives.
Reset actions.

Reset exploration.

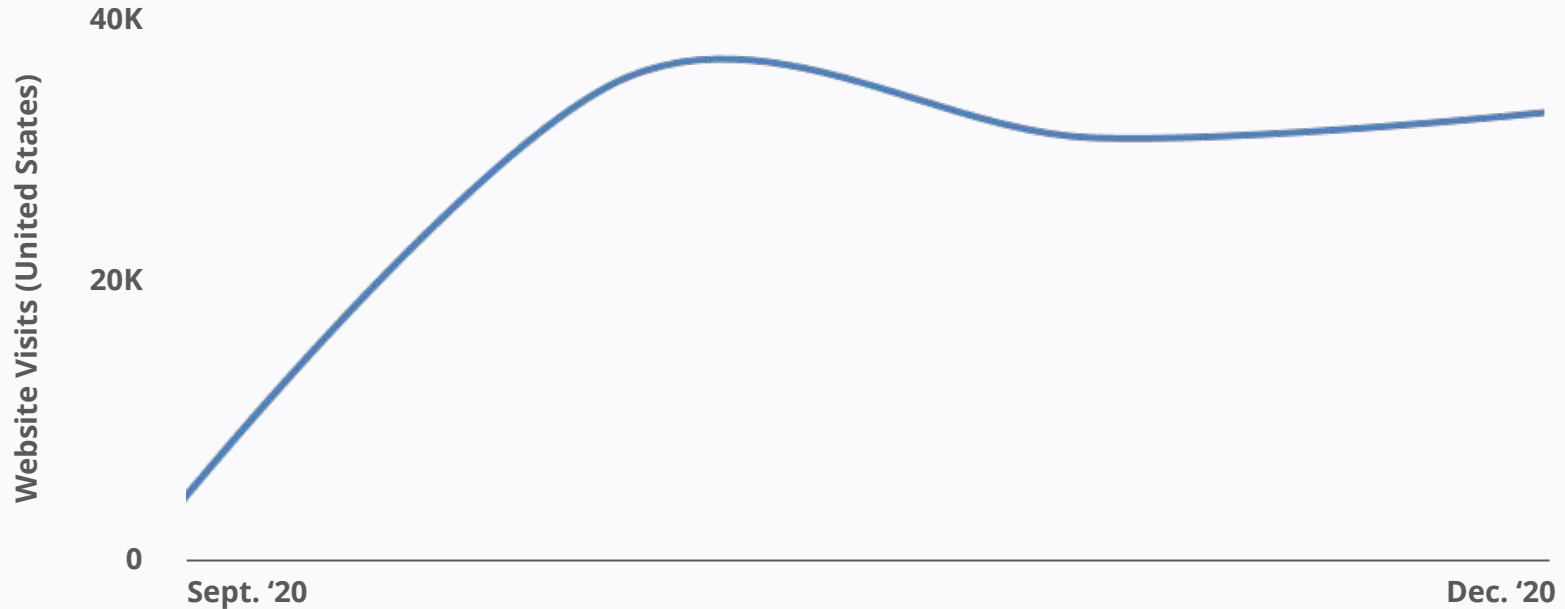
Something has to change.
Let's be the change we seek.

We are challenging ourselves, our athletes and everyone to do the same.

What's your Reset?

A dedicated landing page for the campaign saw an average of 20K monthly views, peaking in October at 35K monthly visits.

Reset ad landing pages were directed to the Reset website page, product pages as well as social media profiles.



The campaign focus is about a pledge The North Face and their athletes are taking to invest in bringing equity, awareness and longevity to the outdoors.

Our Pledge to Reset

Explore Fund Council

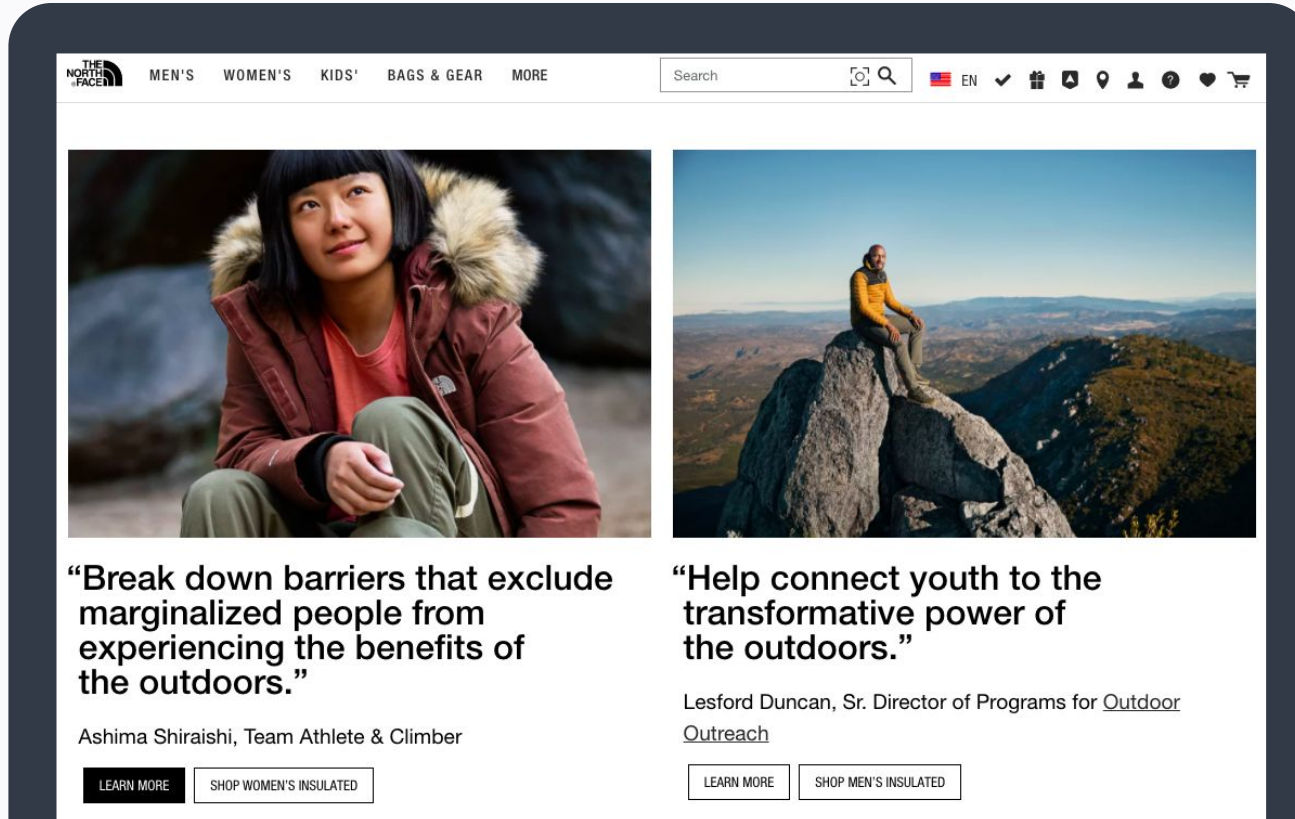
Access to exploration needs a reset. Lena Waithe and Jimmy Chin, two cultural innovators, are helping us launch the Explore Fund Council—a new \$7 million global program that brings together leading thinkers and nonprofits to accelerate equity in the outdoors.

[LEARN MORE](#)



Jimmy Chin, Team Athlete & Academy Award-Winning Director
Photo by Savannah Cummins

The landing page features employees and athletes sharing their experiences and how the community can come together to make a difference.



The screenshot shows the top navigation bar of The North Face website. It includes the brand logo, category links for Men's, Women's, Kids', Bags & Gear, and More, a search bar, and utility icons for language (EN), currency, gift, location, user profile, and shopping cart.

The main content area features two employee stories:

- Left Story:** A photograph of Ashima Shiraishi, a young woman with black hair, wearing a red North Face jacket with a fur-lined hood and green pants. Below the photo is the quote: **“Break down barriers that exclude marginalized people from experiencing the benefits of the outdoors.”** Her name and title, **Ashima Shiraishi, Team Athlete & Climber**, are listed below. At the bottom are two buttons: **LEARN MORE** and **SHOP WOMEN'S INSULATED**.
- Right Story:** A photograph of Lesford Duncan, a man in a yellow jacket, sitting on a large rock on a mountain peak. Below the photo is the quote: **“Help connect youth to the transformative power of the outdoors.”** His name and title, **Lesford Duncan, Sr. Director of Programs for [Outdoor Outreach](#)**, are listed below. At the bottom are two buttons: **LEARN MORE** and **SHOP MEN'S INSULATED**.

Participants wrote statements about the project, why it matters and is important to them, adding an intimate way for visitors to connect with athletes they admire.

The screenshot shows the top navigation bar of The North Face website with links for EN, Order Status, Gift Cards, Join XPLR Pass, Find a Store, Sign In, Help, Favorites, and Cart. Below the navigation are category links for MEN'S, WOMEN'S, KIDS', BAGS & GEAR, and ABOUT US. A search bar is also visible.

Ashima's Pledge to Reset

As a professional climber, I'm used to pushing my body and mind to its limits to reach new heights. I understand that it's crucial to address issues of unequal access so that everyone can experience what climbing and nature have to offer.

To reset my normal, it's my mission to break down barriers that might prevent anyone from benefitting through recreation in the outdoors. To do this, I have partnered with Brainead and Long Beach Rising to create ALL RISE, a nonprofit organization that facilitates climbing access for kids of all backgrounds by partnering with Boys and Girls Clubs, guidance centers and school programs. I'm committed to giving back to the community by making sure that I foster a more welcoming space so that everyone can have equal access to climbing.

Even though I'm just one small voice in the world, I really hope that by sharing my pledge, and by sharing what I want to do to help the climbing community, it inspires other people to find ways they too can make a difference.

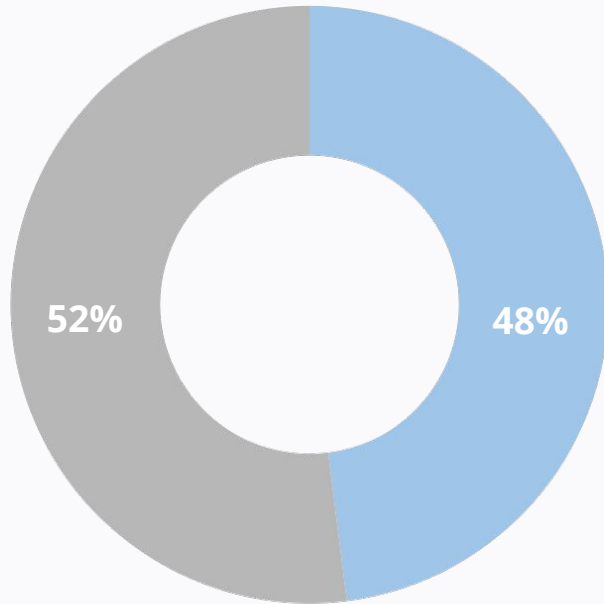
"Break down marginalized experiencing the benefits of the outdoors."

Ashima Shiraishi, Team Athlete & Climber

Lesford Duncan, Sr. Director of Programs for [Outdoor Outreach](#)

LEARN MORE SHOP WOMEN'S INSULATED LEARN MORE SHOP MEN'S INSULATED

October 2020 Ad Content Allocation



● Other ● Reset Campaign

Paid Media:

Campaign Visibility

Advertising

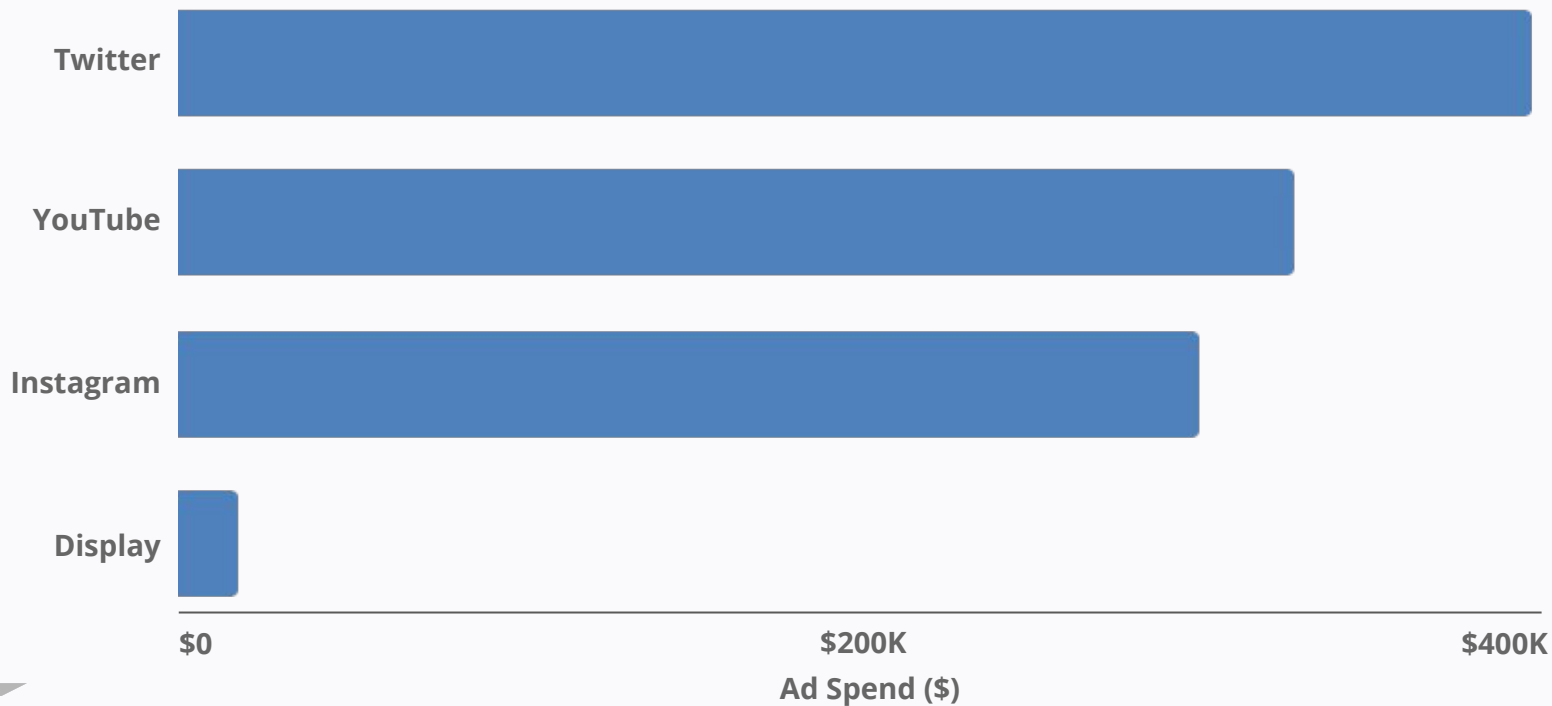
The Reset program was heavily pushed through paid channels.

In October 2020, 48% of ads run* focused on the Reset campaign.

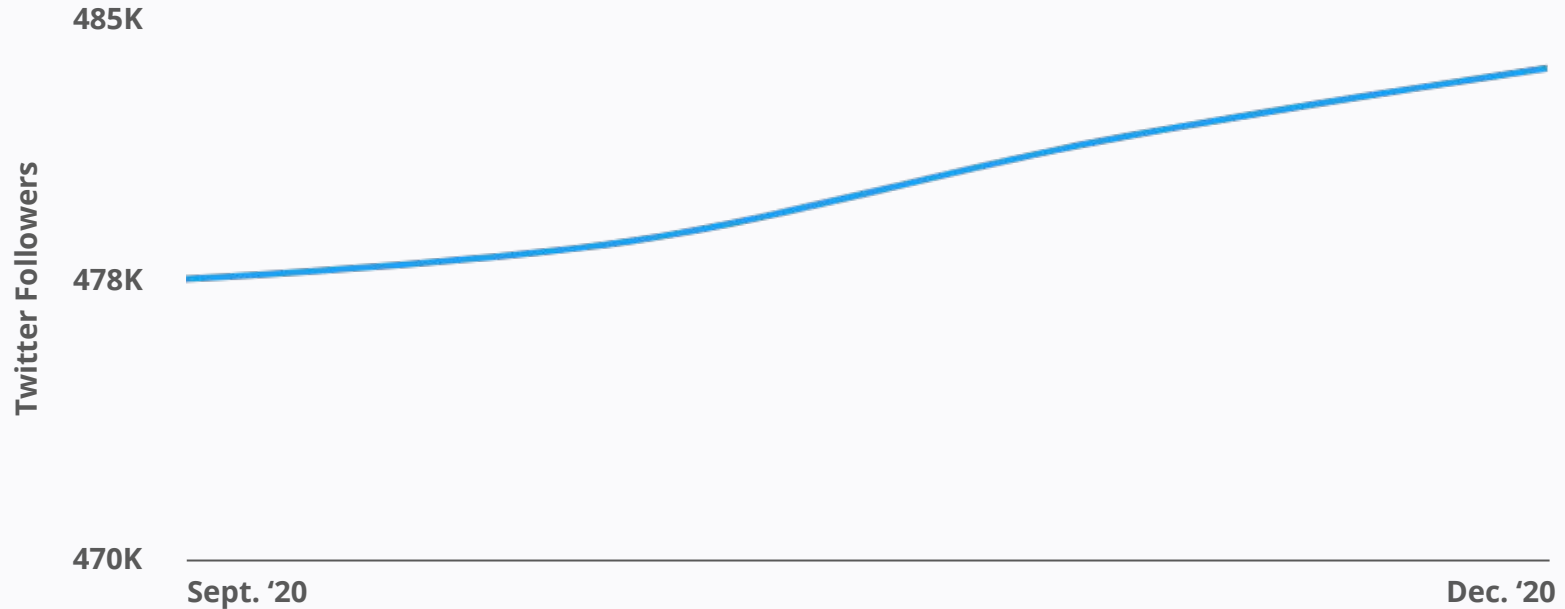
*Not including search

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Twitter saw the highest ad spend followed by YouTube and Instagram. Display advertising only saw 2% of the entire campaign spend.



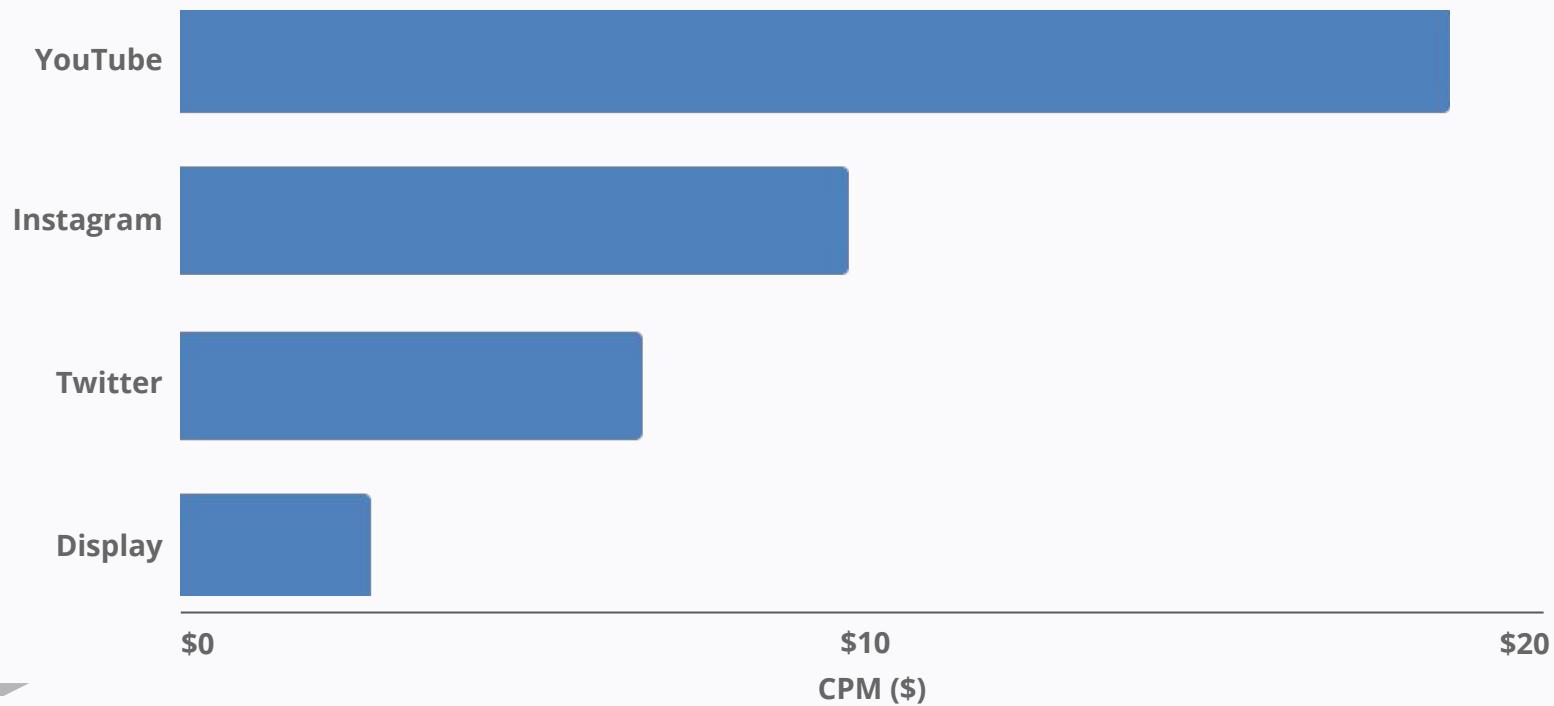
Throughout the Reset Campaign in September to December 2020, The North Face saw 5.7K new Twitter followers, a **+10%** increase over the previous period.



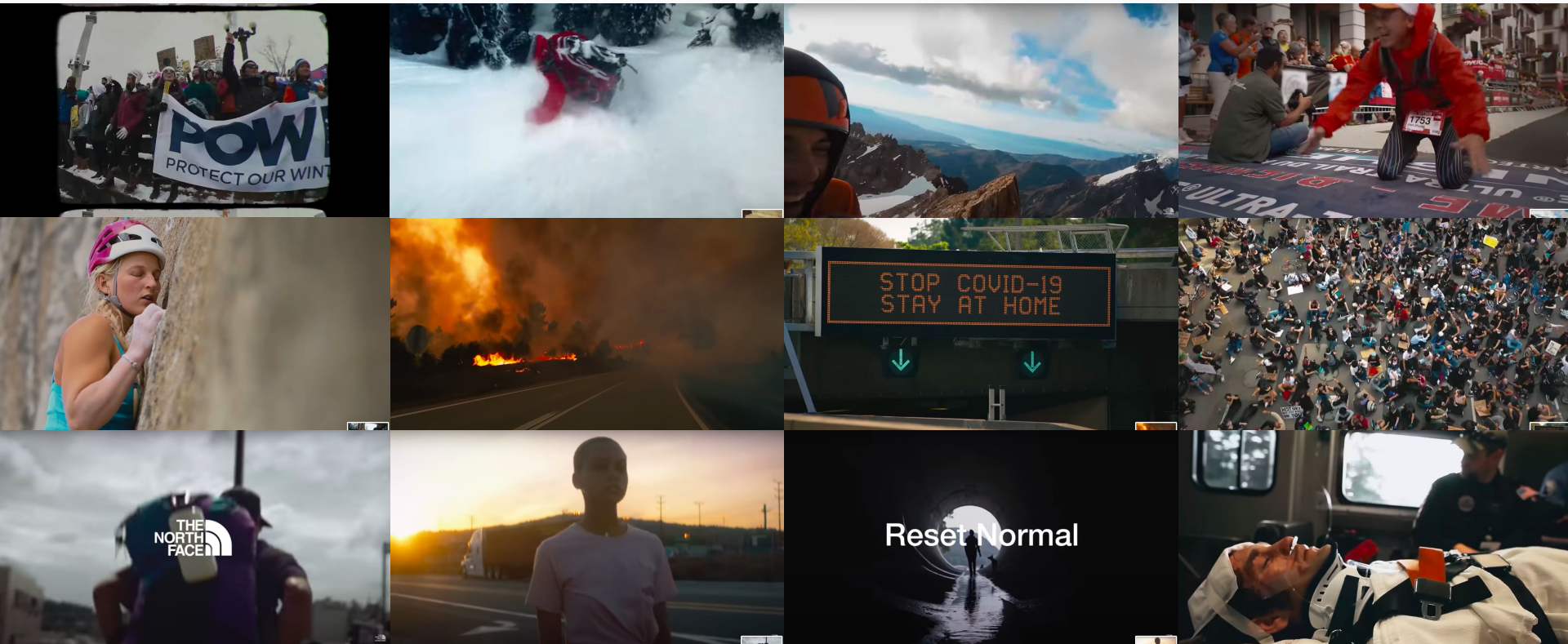
*Scale starting at 470K followers to represent specific period in time from September to December 2020.

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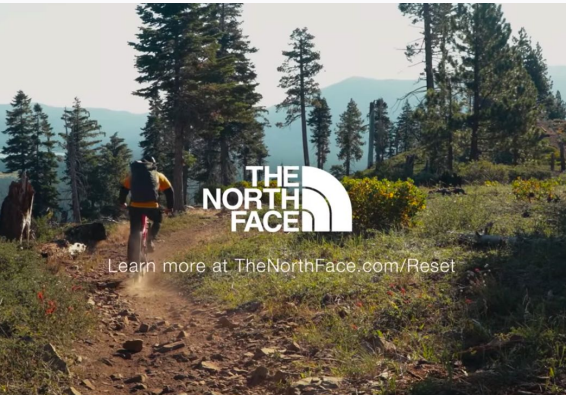
YouTube and Instagram had the highest CPM. Twitter generated the highest impressions for it's cost at \$6.67 per thousand views.



All channels except Display feature creatives juxtaposing videos of being outdoors with major social events that have taken place since the beginning of 2020.

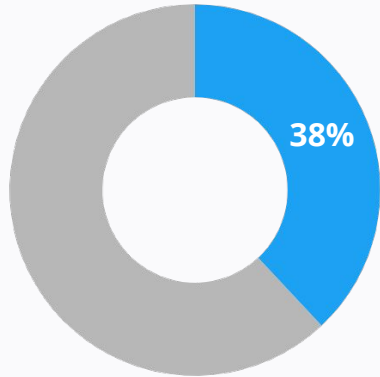


A smaller creative for the campaign also features a short video (15 seconds) of The North Face athlete Alex Honnold, a free solo climber advocating for the Reset program.



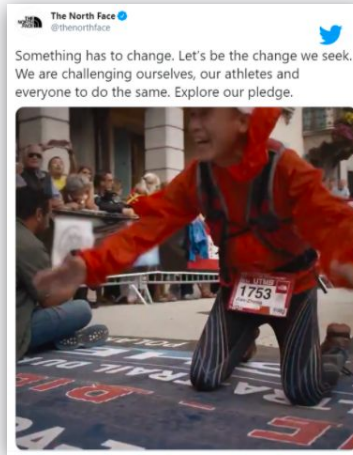
Budget Distribution by Channel

October 2020



- Twitter Spend
- Other Channels

Spend: **\$52K**
Impressions: **7.8M**
CPM: **\$6.67**
[Click to view](#)



Spend: **\$46K**
Impressions: **6.9M**
CPM: **\$6.67**
[Click to view](#)

Top Twitter Ad Spends

The North Face ran a total of 27 video creatives for the Reset campaign on Twitter in October 2020 leading to a 38% budget allocation.

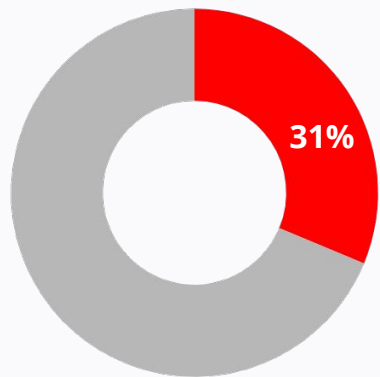
The top ad spend for this campaign being on Twitter relates to the conversational nature of the app and user willingness to engage in discussion on broader topics day to day.





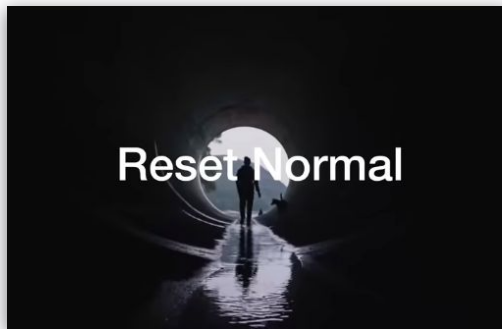
Budget Distribution by Channel

October 2020



● YouTube Spend

● Other Channels



Spend: **\$134K** | Impressions: **7.4M**
CPM: **\$18.10** | [Click to view](#)



Spend: **\$71.7K** | Impressions: **3.9M**
CPM: **\$18.38** | [Click to view](#)

Top YouTube Ad Spends

The North Face ran a total of ten creatives on YouTube in October 2020 leading to a 31% budget spend.

The North Face ran an A/B test for their top YouTube ad by running both a 15 and 6 second version of the creative.

These ads featured the juxtaposition of being outdoors against major social events that took place during 2020.



Spend: **\$185K**
Impressions: **19.3M**
CPM: **\$9.58**
[Click to view](#)



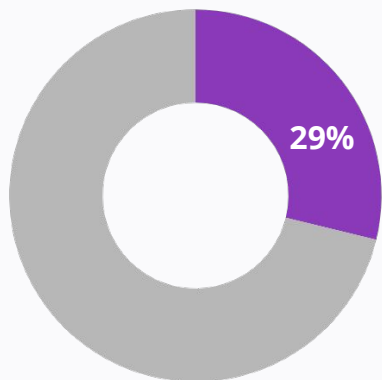
Top Instagram Ad Spends

The North Face ran the fewest number of ads on Instagram at 5 creatives with a higher allocation of spend per post.

The top two Instagram creatives are between the juxtaposition and the Alex Honnold videos.

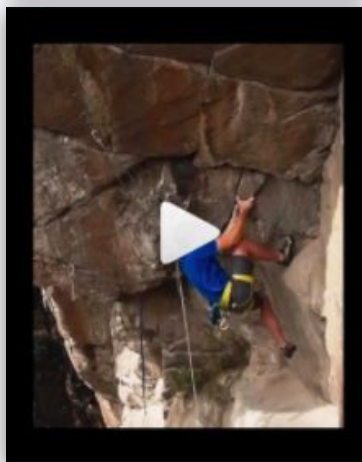
Budget Distribution by Channel

October 2020



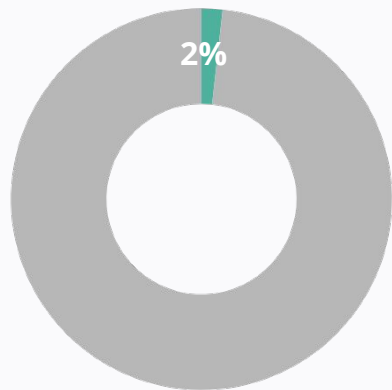
- Instagram Spend
- Other Channels

Spend: **\$157K**
Impressions: **16.4M**
CPM: **9.57**
[Click to view](#)

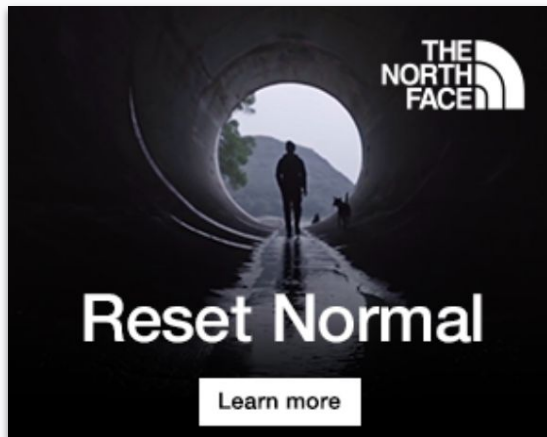


Budget Distribution by Channel

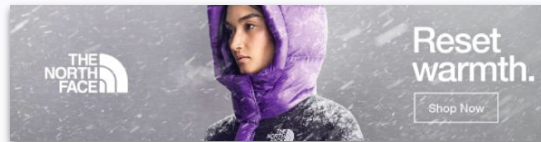
October 2020



- Display Spend
- Other Channels



Spend: **\$13.2K** | Impressions: **4.5M**
CPM: **\$2.93**



Spend: **\$1.2K** | Impressions: **322K**
CPM: **\$3.72**

Top Display Ad Spends

The North Face tested a high variety of ads at a low cost, using 2% of the Reset campaign budget on Display.

26 ads were run on Display networks at a total spend of \$21K in October 2020.

One dark ad using "Reset Normal" was used as well as brighter product-based ads using "Reset Warmth".

Key Takeaways

In September 2020, The North Face launched a campaign on social awareness and equity in the outdoors called “Reset” and started promoting it in October 2020 resulting in a +45% increase in website traffic overall and 35K visits to the Reset landing page. The campaign is built out of:

- **Cross-Channel Advertising** — The Reset program was heavily pushed through paid channels such as Twitter, Instagram, YouTube and display networks. In October 2020, 48% of ads run focused on the Reset campaign. The top ad spend for this campaign being on Twitter relates to the conversational nature of the app and user willingness to engage in discussion on broader topics day to day.
- **Company Values** — The North Face values building equity and sustainability in the outdoors. To support this they built an Explore Fund to “bring together experts from all walks of life to find creative solutions to celebrate all the ways we as humans explore”. The Reset campaign celebrates this and was run independent of any holiday that would connote ‘fake support’.
- **‘Reset’ Creative** — All channels except display feature creatives juxtaposing videos of being outdoors with major social events (Black Lives Matter, COVID, wildfires) that have taken place since the beginning of 2020.