
ALEX CHO
THE NORTH FACE
CLIMBING
#CLIMBTONEWHEIGHTS
1/40

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EXECUTIVE SUMMARY

AS AN OUTDOOR CLOTHING AND EQUIPMENT COMPANY, THE NORTH FACE HAS CREATED A PASSIONATE COMMUNITY OF MILLIONS OF CONSUMERS. THE #CLIMBTONEWHEIGHTS CAMPAIGN IS AIMED TO EXPAND THE BRAND'S ONLINE PRESENCE IN THE CLIMBING COMMUNITY WHILE INTRODUCING A NEW PRODUCT LINE OF ROCK CLIMBING SHOES. THIS CAMPAIGN CREATES AWARENESS OF THE SPORT AS WELL AS THE NEW PRODUCT, PROVIDING BOTH EXPERIENCED CLIMBERS AND NEWCOMERS WITH SHOES TO SEND THEIR NEXT PROJECT IN. THE CAMPAIGN UTILIZES COMMUNITY ENGAGEMENT THROUGH USER-GENERATED CONTENT AND INFLUENCERS, ENCOURAGING CLIMBERS TO SHARE THEIR PERSONAL CLIMBING ACHIEVEMENTS, EXPERIENCES, TRICKS, AND “HOW TO’S”. BY CREATING A SENSE OF CONNECTION AND INSPIRATION, THE CAMPAIGN WILL DRIVE AWARENESS AND LOYALTY TO THE NEW CLIMBING SHOE LINE. #CLIMBTONEWHEIGHTS IS PROJECTED TO RESULT IN OVER **$3,000,000 IN REVENUE**. BY USING INSTAGRAM, TIK TOK, AND YOUTUBE, WE EXPECT TO GATHER OVER **1 MILLION PEOPLE IN ENGAGEMENT** AND AN **EXPECTED ROAS OF 21.34:1** WITH A **MEDIA SPEND OF $175,000.**

COMPETITIVE REVIEW

THE NORTH FACE



5.4M/554K

YouTube

522K



918.5K

LA SPORTIVA



402K

YouTube

30.3K



1.1K

MADROCK



49.7K

YouTube

9.04K



1.8K

EVOLV



102K

YouTube

4.22K



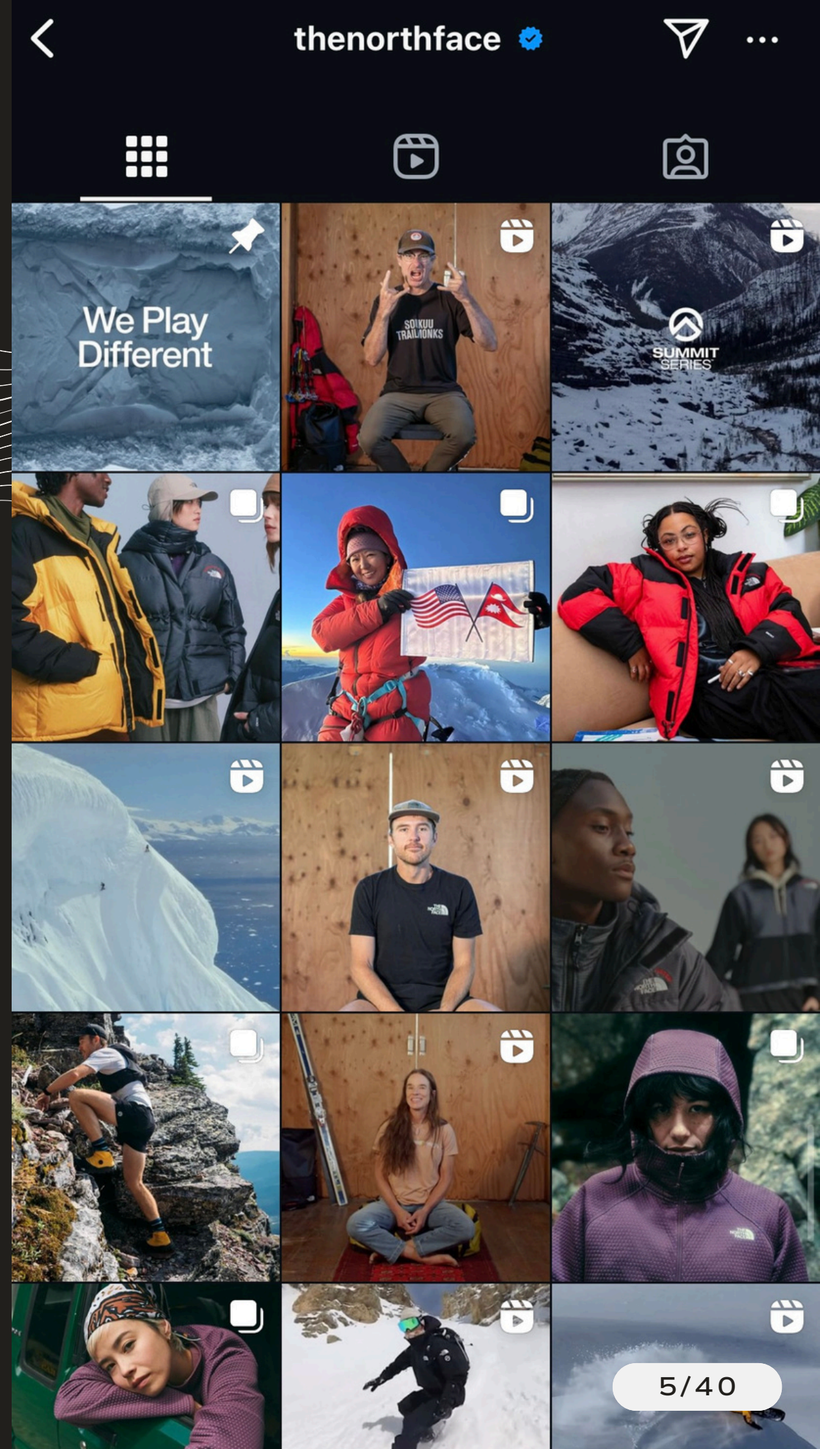
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THE NORTH FACE DIGITAL REVIEW

THE NORTH FACE'S MAIN INSTAGRAM ACCOUNT HAS 5.4M FOLLOWERS. THE FEED DISPLAYS A MIX OF OUTDOOR ADVENTURE IMAGES, PRODUCT FEATURES, AND A HIGH SENSE OF COMMUNITY AND TESTIMONIALS.

THEIR TIK TOK ALSO HAS A LARGE FOLLOWING OF ALMOST 1 MILLION PEOPLE. THEIR ACCOUNT IS SLIGHTLY MORE CASUAL THAN THEIR INSTAGRAM FEED.

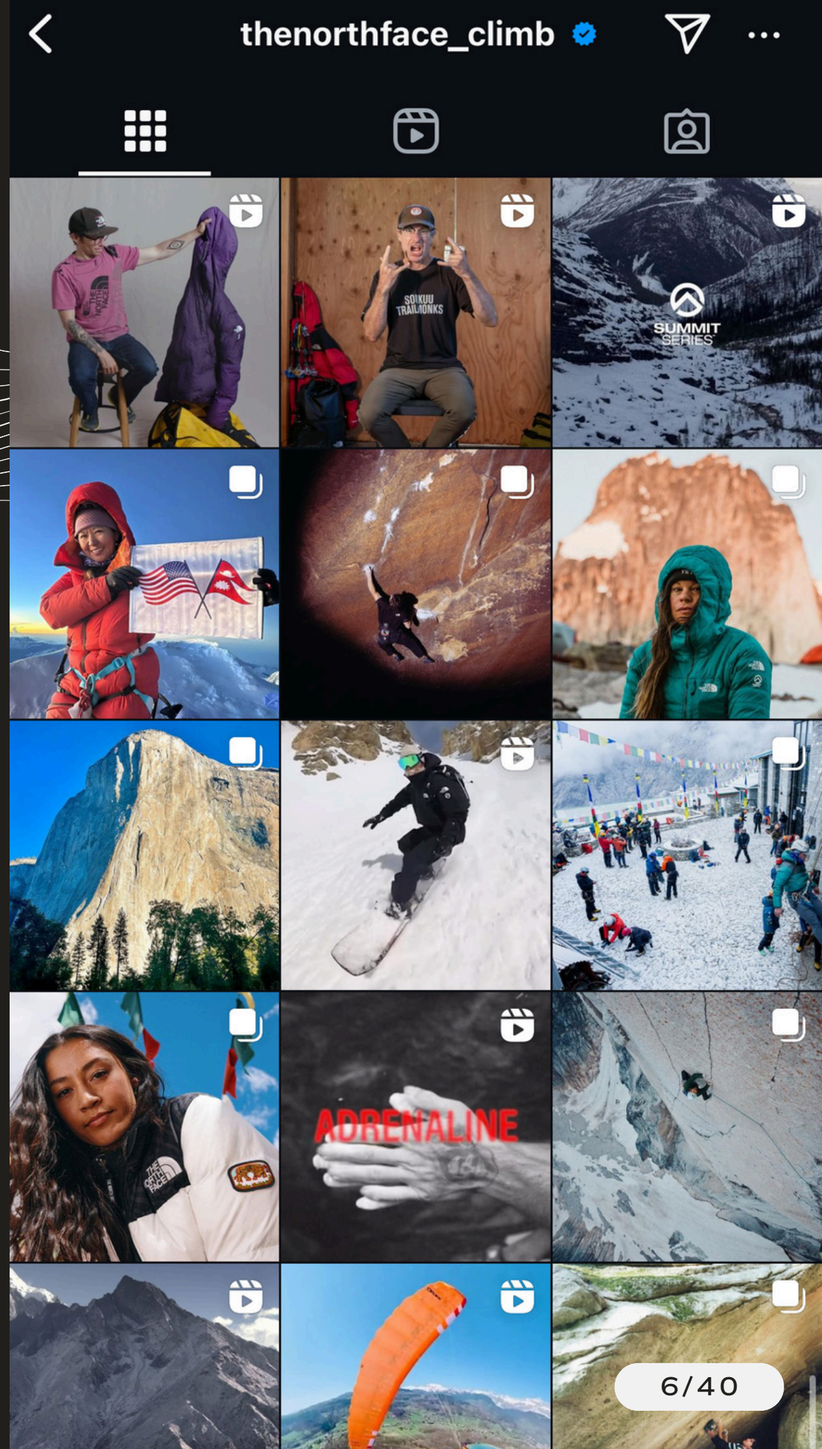
THEIR YOUTUBE CHANNEL IS THE MOST PROFESSIONAL AND SOPHISTICATED WHEN IT COMES TO TONE. MOST OF THEIR VIDEOS ARE PROFESSIONAL DOCUMENTARIES.



THE NORTH FACE DIGITAL REVIEW

THE NORTH FACE HAS ANOTHER INSTAGRAM ACCOUNT DEDICATED TO CLIMBING. THIS IS THE ACCOUNT WITH 554K FOLLOWERS. THIS ACCOUNT'S FEED DISPLAYS A MIX OF OUTDOOR CLIMBS AND MANY CLIMBER FEATURES.

IT CAPTURES MANY ACTION SHOTS OF PEOPLE ENJOYING THE SPORT. THE FEED SHOWCASES A HIGH SENSE OF PRIDE IN THE SPORT.



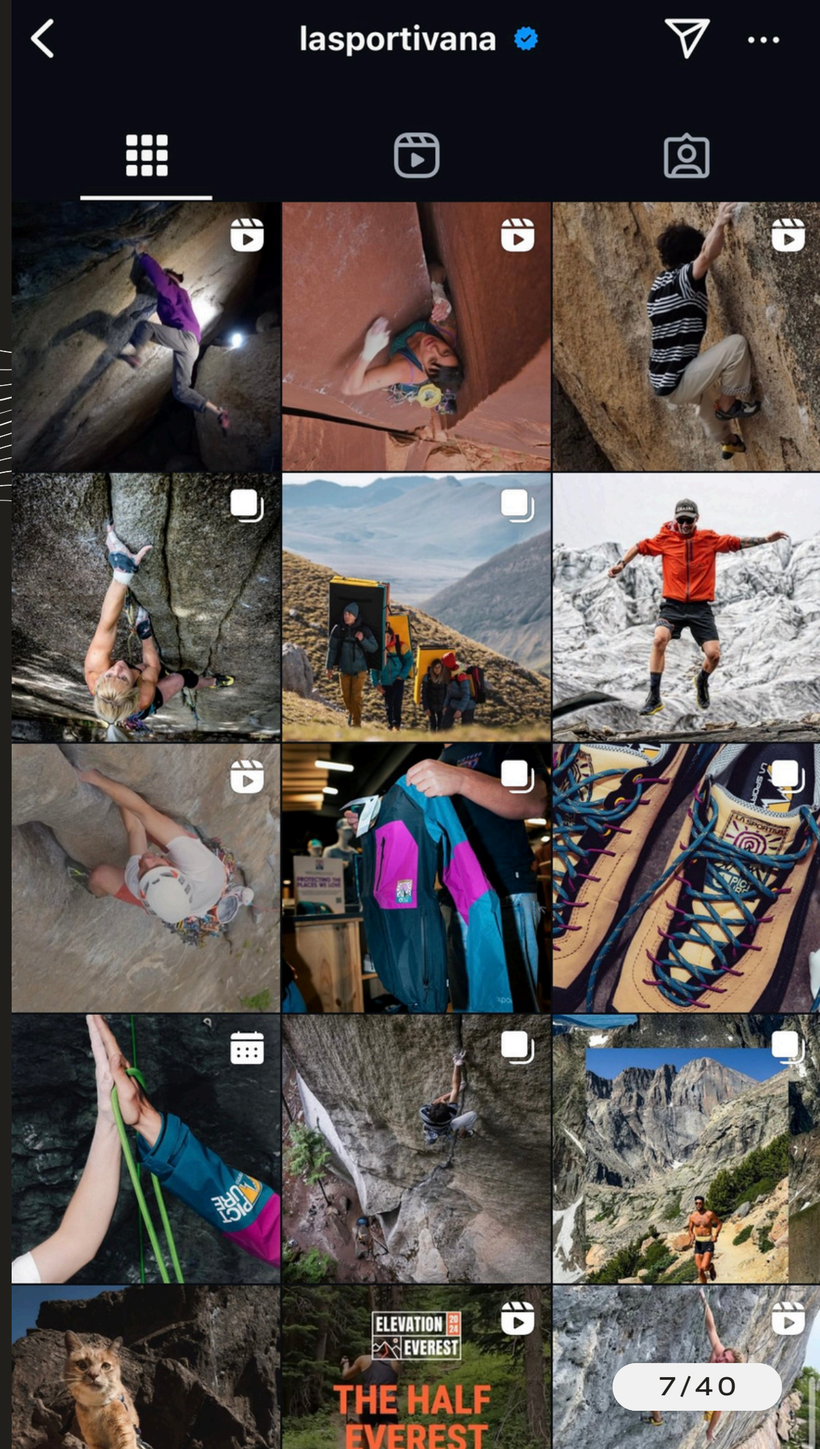
LA SPORTIVA DIGITAL REVIEW

LA SPORTIVA'S INSTAGRAM FEED DISPLAYS A BLEND OF PRODUCT FEATURES AND VIDEOS OF ESTABLISHED CLIMBERS WEARING THEIR SHOES. THEY ARE ONE OF THE MOST POPULAR CLIMBING SHOE BRANDS, SO THEIR FEED IS FILLED WITH ATHLETES PROMOTING THEIR PRODUCTS BY WEARING THEM.

THEY HAVE NO CONTENT ON THEIR TIK TOK ACCOUNT.

THEIR YOUTUBE CHANNEL IS A MIXTURE OF DOCUMENTARIES AND INFORMATIONAL VIDEOS.

THEIR CONTENT LEAN TOWARDS A MORE TECHNICAL AND AUTHENTIC TONE.



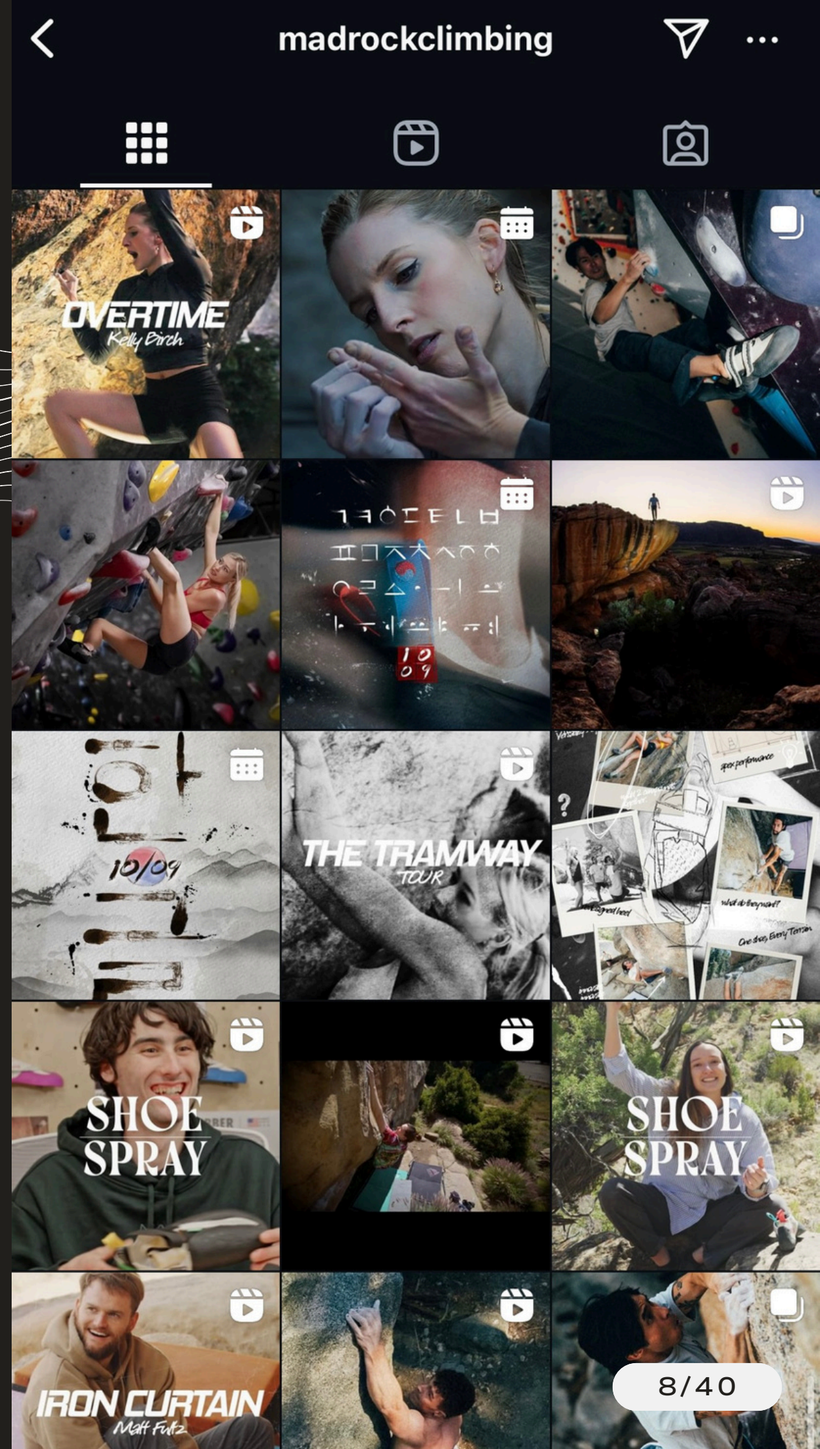
MADROCK DIGITAL REVIEW

MADROCK'S INSTAGRAM FEED DISPLAYS A MIX OF PRODUCT FEATURES, TESTIMONIALS, AND ATHLETE FEATURES. THEIR FEED CONTAINS REELS ABOUT NOTABLE CLIMBS, COMPETITIONS, SHOES, ETC.

THEIR TIKTOK ACCOUNT IS CASUAL AND POSTS THE SAME VIDEOS FROM THEIR INSTAGRAM.

THEIR YOUTUBE IS MAINLY DEDICATED TO CLIMBING DOCUMENTARIES OR PROFESSIONAL VIDEOS OF PEOPLE CLIMBING IN THEIR SHOES.

THEY LEAN TOWARDS AN EDGY, YOUTHFUL, AND COMMUNITY DRIVEN TONE.



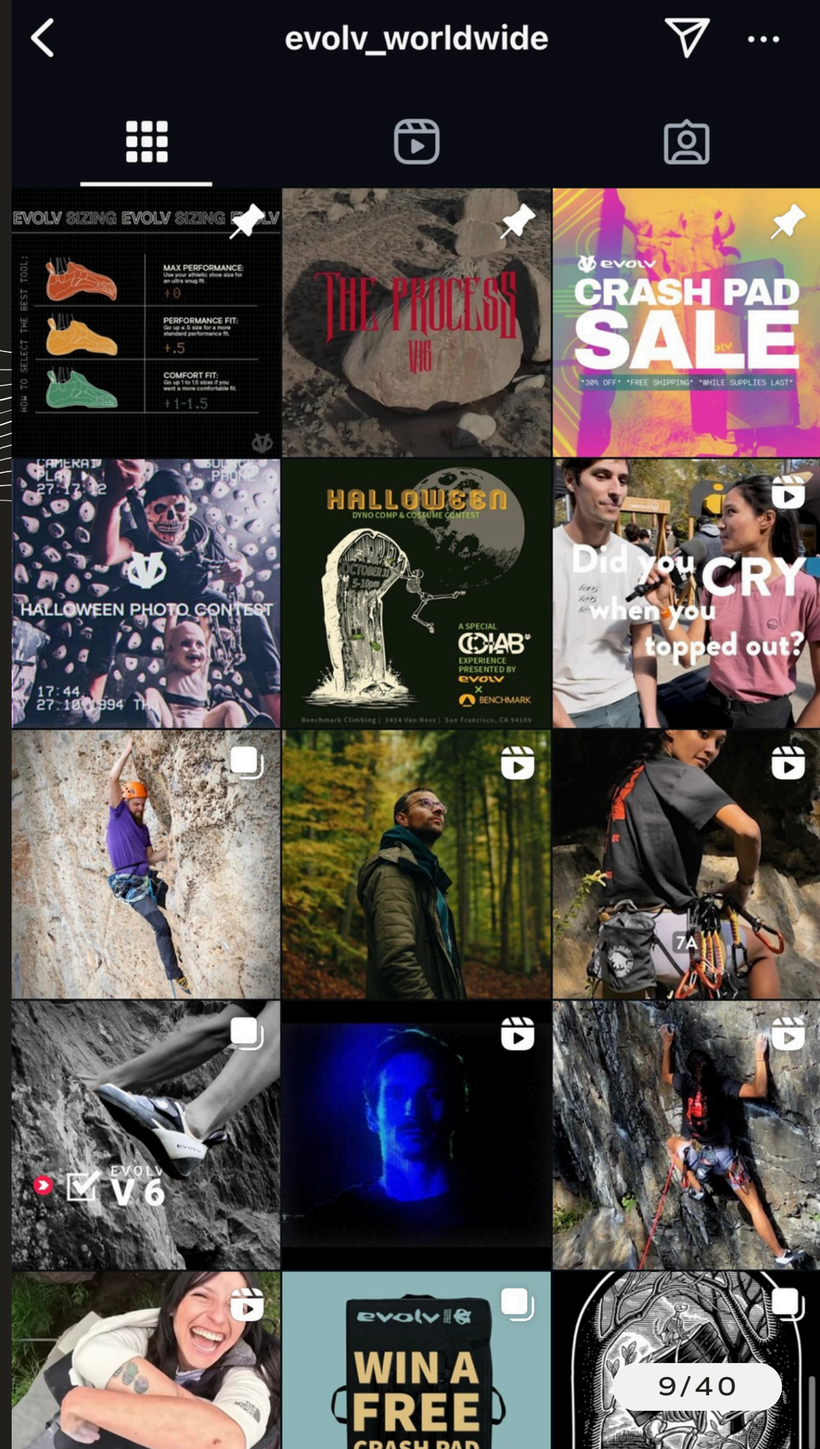
EVOLV DIGITAL REVIEW

EVOLV'S INSTAGRAM FEED DISPLAYS A MIX OF PRODUCT FEATURES AND ATHLETE FEATURES. THEY HAVE MANY POSTS ABOUT THEIR SHOES, ITS QUALITIES, AND COMPARISONS BETWEEN MODELS.

THEIR TIKTOK CHANNEL IS SIMILAR TO THEIR INSTAGRAM. IT'S ON THE CASUAL SIDE.

THEIR YOUTUBE IS DEDICATED TO CLIMBING VIDEOS, SHOE REVIEWS, AND TUTORIALS.

THEY LEAN TOWARDS A YOUTHFUL, ATHLETE FOCUSED, AND EMPOWERING TONE.



WHITESPACE OPPORTUNITY

THE NORTH FACE HAS A LARGE FOLLOWING ON EACH PLATFORM. WITH THAT, THEY HAVE AN OPPORTUNITY TO CREATE A COMMUNITY-DRIVEN CAMPAIGN TO ENCOURAGE EVERYDAY CLIMBERS TO SHARE THEIR EXPERIENCES WHILE USING THE NORTH FACE'S NEW PRODUCT. THE NORTH FACE COULD ENCOURAGE USER-GENERATED CONTENT FROM VARIOUS LEVELS OF CLIMBERS, NOT JUST THE ELITE AND ESTABLISHED. THIS WILL CREATE A MORE WELCOMING AND ACCESSIBLE ENVIRONMENT TO EVERY LEVEL CLIMBER WHILE MAINTAINING THE BRAND'S SOPHISTICATION AND PASSION.

THE NORTH FACE CAN USE IT'S WIDELY RECOGNIZED BRAND TO CREATE AN OPPORTUNITY FOR ALL LEVEL CLIMBERS TO SHARE THEIR JOURNEY BY USING THE CAMPAIGN HASHTAG. THE NORTH FACE HAS THE OPPORTUNITY TO BUILD A MORE INCLUSIVE ONLINE CLIMBING COMMUNITY. THIS OPPORTUNITY IS AVAILABLE THROUGH ACTIONS LIKE POSTING USER GENERATED CONTENT AND COLLABORATING WITH INFLUENCERS.





GOAL AND OBJECTIVE

WHAT WE DESIRE TO ACHIEVE.

GOAL

TO SPREAD AWARENESS OF THE SPORT, GET PEOPLE OUT OF THEIR COMFORT ZONES AND SEE WHAT THEY ARE TRULY CAPABLE OF PHYSICALLY AND MENTALLY. THE **#CLIMBTONEWHEIGHTS** CAMPAIGN AIMS TO ENCOURAGE CONSUMERS TO CLIMB OUT OF THEIR COMFORT ZONE AND TO NEW POSSIBILITIES.

OBJECTIVE

GENERATE $1,000,000 IN REVENUE IN 3 MONTHS, SEPTEMBER THROUGH NOVEMBER, BY TARGETING COLLEGE AGED STUDENTS AND CLIMBERS THROUGH SELLING A NEW LINE OF PRODUCTS: CLIMBING SHOES.





BUYER PERSONAS

WITH THIS NEW PRODUCT LAUNCH, WE AIM TO TARGET COLLEGE AGED STUDENTS AND CLIMBERS. WITHIN THAT GROUP, WE HOPE TO ALSO TARGET PEOPLE WHO ARE DISCOVERING THIS RECENTLY POPULAR SPORT. COLLEGE AGED STUDENTS ARE IN THEIR PHYSICAL PRIME AND ARE ABLE TO SEGMENT THEIR TIME TO TRY NEW THINGS. THEY ALSO HAVE ACCESS TO CLIMBING GYMS AT THEIR UNIVERSITIES, WHICH IS ESPECIALLY IMPORTANT IF NEW CLIMBERS DON'T KNOW WHERE TO START.

THE FOLLOWING PERSONAS ARE EXAMPLES OF THE TYPES OF CONSUMERS WE AIM TO TARGET. CLIMBER MAVUS VIEWS CLIMBING AS HIS ULTIMATE PASSION. HE IS LIKELY TO BE ONE OF THE FIRST CONSUMERS TO PURCHASE THE PRODUCT. HEALTHY HEATHER VIEWS CLIMBING AS ONE OF HER MAIN HOBBIES. SHE WOULD MOST LIKELY PURCHASE THE SHOE AFTER A BIT OF TIME HAS PASSED FOR REVIEWS TO COME OUT. GYM BRO JIM FREQUENTS THE CLIMBING GYM BUT CURRENTLY ONLY USES THE RENTAL SHOES. HE WILL NEED TO INVEST IN HIS OWN SHOES SOON.

CLIMBER MAVUS

AGE: 20 \\ **GENDER**: MALE
GEOGRAPHY: FROM A SUBURBAN AREA
INCOME: PART TIME JOB FOR EXTRA MONEY
EDUCATION: JUNIOR IN COLLEGE STUDYING LANDSCAPE ARCHITECTURE
FAMILY: HAS A YOUNGER BROTHER
INTERESTS:

- CLIMBS 5X A WEEK FOR 2-3 HOURS AT A TIME
  - PREFERS INDOOR BOULDERING, BUT WANTS TO CLIMB OUTDOORS SOON
  - GOES THROUGH 2-3 CLIMBING SHOES A YEAR
- CURATES HIS GYM WORKOUTS TO BENEFIT HIS CLIMBING
  - ALWAYS STRETCHES FOR AT LEAST 30 MIN
- PODCASTS

FEARS/URGENCIES:

- PARALYSIS BY ANALYSIS - PURCHASING DECISIONS
- WANTS TO BE THE BEST IN EVERYTHING, BUT SCARES HIMSELF THINKING HE'S NOT DOING ENOUGH
- THE DEEP OCEAN

MOTIVATIONS/TRIGGERS:

- WANTS TO BE A KNOWN CLIMBER
- MOTIVATED BY THE CLIMBS THEMSELVES AND FAMOUS CLIMBERS

HABITS & LIFESTYLE:

- EVERYWHERE HE GOES, HE THINKS OF WHAT HE COULD CLIMB
- OWNS A HYDROFLASK AND NALGENE BOTTLE
- LOVES THE COLORS BLACK, BROWN, GREEN AND EARTH TONES
- INSISTS ON GETTING SUFFICIENT SUNLIGHT, WEARING BLUELIGHT GLASSES BY 9 PM, GETTING 9 HOURS OF SLEEP
- DOESN'T PARTY, LOVES A GOOD YOGURT BOWL

SHOPS AT:

- UNIQLO, CARHARTT, PATAGONIA, THE NORTH FACE, GYMSHARK

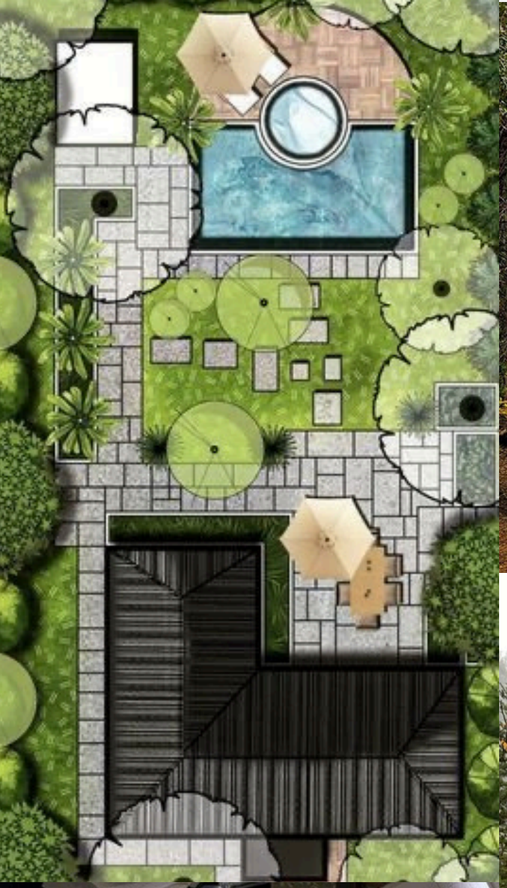
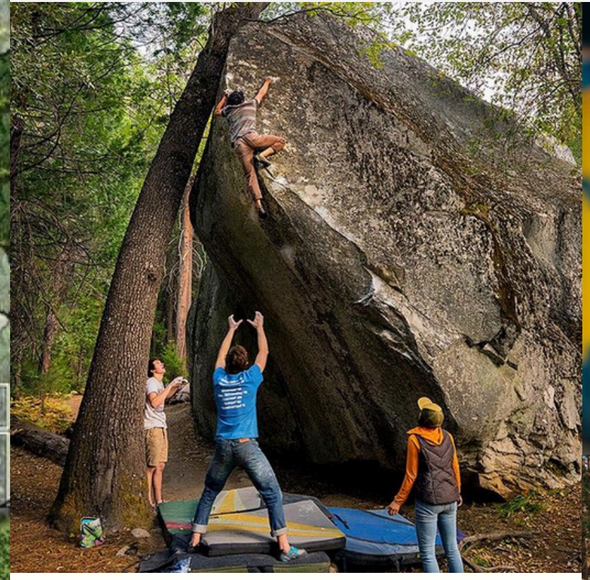
DRIVES:

- INTERESTED IN SUBARU CROSSTREK FOR FUTURE OUTDOOR USE, FINDS PICK UP TRUCK FUNCTIONAL, BUT DREAMS OF A PORSCHE 911

SOCIAL MEDIA:

- ONLY HAS INSTAGRAM (DELETES THE APP WHEN NOT IN USE) AND YOUTUBE



Ghost
Ghost
Ghost
CITRUS






HUMAN GENETICS
JOHN B. JENKINS
Biological Regulation and Development

nalgene

PORSCHE
911

nalgene
MADE IN USA

HEALTHY HEATHER

AGE: 21 \\ **GENDER**: FEMALE
GEOGRAPHY: FROM A URBAN/SUBURBAN AREA
INCOME: PARENT'S GIVE HER ALLOWANCE SINCE THEY WANT HER TO FOCUS ON SCHOOL AND NOT WORKING
EDUCATION: JUNIOR IN COLLEGE STUDYING MARKETING
FAMILY: HAS AN OLDER BROTHER (GYM RAT AS WELL), DAD IS A MANAGER AT A CAR DEALERSHIP, AND MOM IS A STAY AT HOME MOM
INTERESTS:

- HITS THE GYM 3X A WEEK
  - USED TO BE "SKINNY-FAT" A COUPLE OF YEARS AGO AND WANTED CHANGE
  - THE GYM MADE HER ESCAPE THE "GIRLS CAN'T BE TOO MUSCULAR" MINDSET
- CLIMBS AT LEAST 2X A WEEK
  - FELL IN LOVE WITH IT AROUND THE TIME SHE FOUND THE GYM
- COOKING, BAKING, MATCHA

FEARS/URGENCIES:

- MAJOR OVERTHINKER
- FEARS ABOUT HER CAREER, HAS LOTS OF PASSIONS BUT CAN'T DO IT ALL
- BUGS

MOTIVATIONS/TRIGGERS:

- LIKES PUSHING HERSELF
- OVERWHELMED IF TOO MANY THINGS ARE HAPPENING AT ONCE
- SURROUNDS HERSELF WITH FRIENDS OF SIMILAR VALUES AND WORK ETHIC
- HATES THE SMELL OF ALCOHOL

HABITS & LIFESTYLE:

- LIKES A STRUCTURED LIFE, SCHEDULE, KNOWING WHEN EVERYTHING IS DUE
- GYM, CLIMB, STUDY, SEE FRIENDS
- DOESN'T DRINK

SHOPS AT:

- URBAN OUTFITTERS, THE NORTH FACE, NIKE, PACSUN

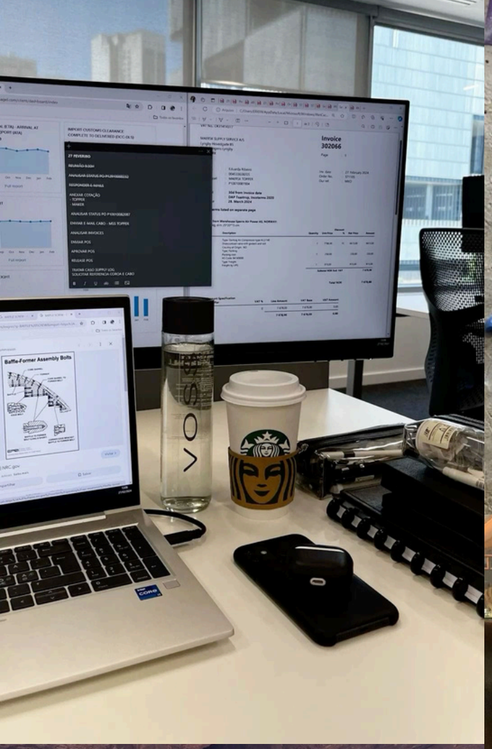
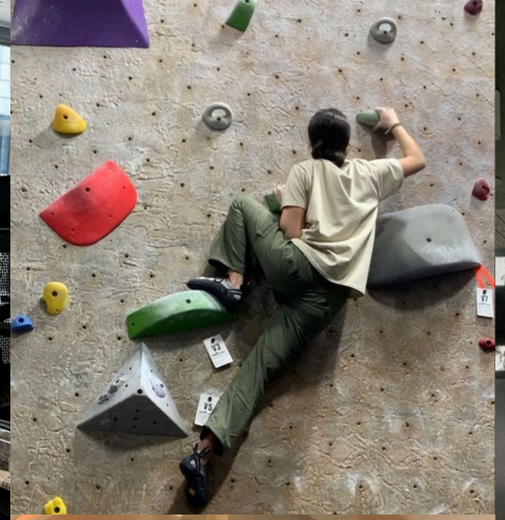
DRIVES:

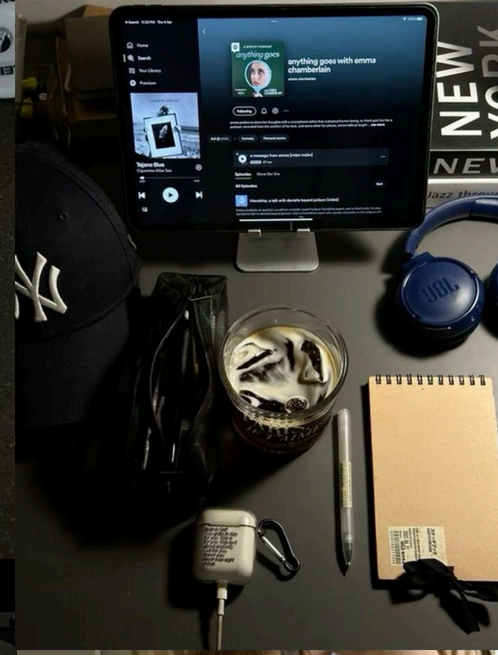
- DOESN'T HAVE HER OWN CAR BUT DRIVES DAD'S TOYOTA 4RUNNER

SOCIAL MEDIA:

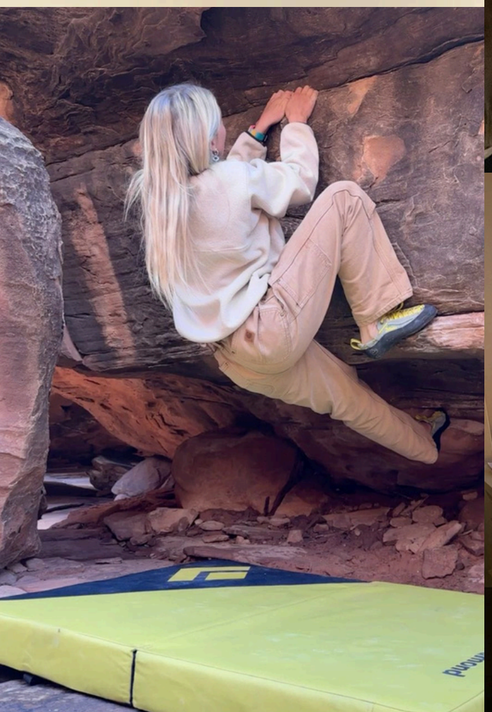
- DOESN'T HAVE TIK TOK, ONLY HAS INSTAGRAM AND YOUTUBE. (PREFERS REELS OVER TIK TOK)

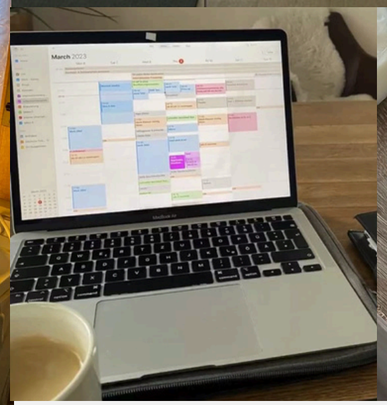










16/40

GYM RAT JIM

AGE: 17 \\ **GENDER**: MALE
GEOGRAPHY: FROM A SUBURBAN AREA
INCOME: PARENT'S GIVE HIM ALLOWANCE
EDUCATION: FRESHMAN IN COLLEGE STUDYING FINANCE
FAMILY: DAD IS AN FINANCIAL CONSULTANT, MOM IS AN ESTHETICIAN, ONLY CHILD
INTERESTS:

- HITS THE GYM 6X A WEEK FOR 2 HOURS AT A TIME
- GOES TO THE CLIMBING GYM WHEN INVITED
  - RENTAL SHOES, HEADPHONES, REFUSES TO REST, YELLS WHENEVER HE FINISHES THE EASIEST CLIMB, DOES PULL UPS ON ANYTHING HE CAN FIND
- CARS, HIS FRATERNITY

FEARS/URGENCIES:

- NOT SURE ABOUT HIS MAJOR, HE SIMPLY FOLLOWED HIS DAD
- FRUSTRATIONS REVOLVE AROUND THE GYM/HIS PHYSICAL STRENGTH

MOTIVATIONS/TRIGGERS:

- MOTIVATED BY THE IDEA OF BEING THE STRONGEST IN HIS FRIEND GROUP AND FAMILY
- WANTS TO BE RICH
- DOESN'T TRULY ENJOY SCHOOL OR CLASSROOM ENVIRONMENT

HABITS & LIFESTYLE:

- SWEARS ON CHICKEN AND RICE AFTER THE GYM (MAKES HIS OWN MEAL PREP)
- ALWAYS WEARS HEADPHONES AND ATHLETIC WEAR
- ALWAYS CARRIES A SHAKER BOTTLE AND DRINKS PREWORKOUT & PROTEIN SHAKES
- LIKES TO PARTY OCCASIONALLY ON WEEKENDS

SHOPS AT:

- GYMSHARK, NIKE, CHIPOTLE TWICE A WEEK (DOUBLE PROTEIN)

DRIVES:

- DAD'S HAND-ME-DOWN BMW M3

SOCIAL MEDIA:

- HAS INSTAGRAM, TIK TOK, YOUTUBE, GOES ON SNAPCHAT OCCASIONALLY (STOPPED USING AS MUCH AFTER HIGH SCHOOL)





WILD
PROTEIN
PRE-WORKOUT

@chasepolk


C4
ENERGY




Ameritrade





18/40

MARKETING STRATEGY

I PROPOSE THAT WE LAUNCH A NEW PRODUCT LINE IN ORDER TO MAKE **THE NORTH FACE** THE DEFAULT, STANDARD CLIMBING SHOE FOR EVERY CLIMBER IN AMERICA. THE OPPORTUNITY COMES FROM THE FACT THAT **THE NORTH FACE** DOES NOT HAVE THEIR OWN LINE OF CLIMBING SHOES, YET IT IS ONE OF THE MOST RECOGNIZED AND ESTABLISHED OUTDOOR GEAR AND CLOTHING BRAND.

THE NORTH FACE APPAREL IS ALREADY WORN BY CLIMBERS ALL AROUND, SO WHY NOT GIVE THEM SHOES TO WEAR AND SEND THEIR PROJECTS IN AS WELL.



NEW PRODUCT LINE







CREATED BY CHATGPT AND GEMINI

#CLIMBTONEWHEIGHTS

TEST YOUR LIMITS. CLIMB OUT OF YOUR COMFORT ZONE.







CAMPAIGN MESSAGE

#CLIMBTONEWHEIGHTS

WHEN:

THIS CAMPAIGN WILL LAST FOR 3 MONTHS, BEGINNING ON **SEPTEMBER 1, 2025** TO START OFF THE FALL SEASON. THE FALL SEASON IS ONE OF THE CLIMBING SEASONS, WHICH ALLOWS FOR MORE PEOPLE AND ATHLETES TO CLIMB OUTDOORS AND TO ENGAGE WITH THE CAMPAIGN. THE CAMPAIGN WILL LAST THROUGH **NOVEMBER 30, 2025** TO CLOSE OUT THE FALL SEASON.

WHAT IS IT:

#CLIMBTONEWHEIGHTS IS A DIGITAL CAMPAIGN TO ENCOURAGE PEOPLE TO TRY NEW THINGS AND TO SEE WHAT THEY ARE CAPABLE OF DOING BOTH PHYSICALLY AND MENTALLY. THIS CAMPAIGN WILL RECOGNIZE PEOPLE FOR THEIR WILLINGNESS TO GET OUT OF THEIR COMFORT ZONE. CLIMBING ACHIEVEMENTS BIG OR SMALL IS CONSIDERED TESTING ONE'S LIMITS. THIS ENCOURAGES PEOPLE TO SHARE THEIR CLIMBING CONTENT, NEW SKILLS, NEW SHOES, THEIR PROJECT, ETC. TO SHARE TO THE WORLD HOW THEY ARE **CLIMBING TO NEW HEIGHTS IN THEIR OWN WAYS.**

WHY CAN THIS CAMPAIGN DO IT?

BY MOTIVATING PEOPLE TO TRY CLIMBING AND SHARE THEIR STORIES, THE CAMPAIGN ALLOWS **THE NORTH FACE** TO BE THE NEXT BRAND YOU PURCHASE YOUR NEXT SHOE FROM OR BE THE FIRST BRAND YOU BUY YOUR FIRST SHOE FROM. IT PUSHES YOU TO EXPLORE THE WORLD OF CLIMBING.

COMMUNICATION OBJECTIVES

AWARENESS	TO CREATE AWARENESS OF THE NEW SHOE LINE, THE NORTH FACE WILL RELEASE ADVERTISEMENTS OF THE PRODUCT TO SOCIAL MEDIA PLATFORMS TO SPARK CONVERSATIONS ABOUT THE NEW SHOE. THERE WILL ALSO BE CAMPAIGN TEASERS BEFORE THE PRODUCT LAUNCH.
CONSIDERATION	TO FURTHER ENGAGE WITH THE TARGET AUDIENCE, WE WILL PUSH INFOGRAPHICS AND FLYERS, SOME WITH ANIMATIONS, EDUCATING THE AUDIENCE ABOUT THE SHOE FEATURES, SIZING GUIDE AND DETAILS.
DECISION	TO PERSUADE CUSTOMERS TO PURCHASE THE SHOE, WE WILL PUSH VIDEOS, REVIEWS AND CLIMBER TESTIMONIALS ABOUT THE SHOES TO BUILD TRUST, CONFIDENCE, AND THE PERSONAL RELATIONSHIP NEEDED FOR A CONSUMER TO PURCHASE THE PRODUCT.
AFTER PURCHASE	TO INSPIRE CUSTOMERS TO CONTINUE A RELATIONSHIP WITH **THE NORTH FACE**, WE WILL OFFER A PERCENTAGE OFF THE NEXT PRODUCT PURCHASE.

MULTICHANNEL TACTICS

INSTAGRAM

INSTAGRAM WILL BE ONE OF THE MAIN SOCIAL MEDIA PLATFORMS, AS IT HAS THE WIDEST REACH FOR OUR AUDIENCE. THE NORTH FACE WILL POST CAMPAIGN AND SHOE TEASERS. INFLUENCERS WILL ALSO SHARE THEIR CONTENT ON INSTAGRAM. CONTENT ON INSTAGRAM WILL REMAIN ON THE SLIGHTLY LESS CASUAL SIDE. WE EXPECT USERS TO ENGAGE WITH THE CAMPAIGN BY POSTING THEIR OWN REELS OF CLIMBING CONTENT AND EVENTUALLY THE SHOES.

PAID, OWNED, EARNED MEDIA, // MEASURED BY ROAS, REACH, IMPRESSIONS, ENGAGEMENTS, AND CONVERSIONS

TIKTOK

TIK TOK WILL SERVE AS THE OTHER MAIN SOCIAL MEDIA PLATFORM. THIS IS ANOTHER WIDELY USED PLATFORM WITHIN THE TARGET AUDIENCE. THE NORTH FACE WILL SPREAD THE CAMPAIGN HASHTAG AND POST USER GENERATED CONTENT. INFLUENCERS WILL ALSO POST MORE CASUAL CLIMBING VIDEOS ON THIS PLATFORM. THIS IS WHERE WE EXPECT USERS TO USE THE HASHTAG TO POST THEIR CLIMBING CONTENT.

PAID, OWNED, EARNED MEDIA, // MEASURED BY ROAS, REACH, IMPRESSIONS, ENGAGEMENTS, AND CONVERSIONS

YOUTUBE

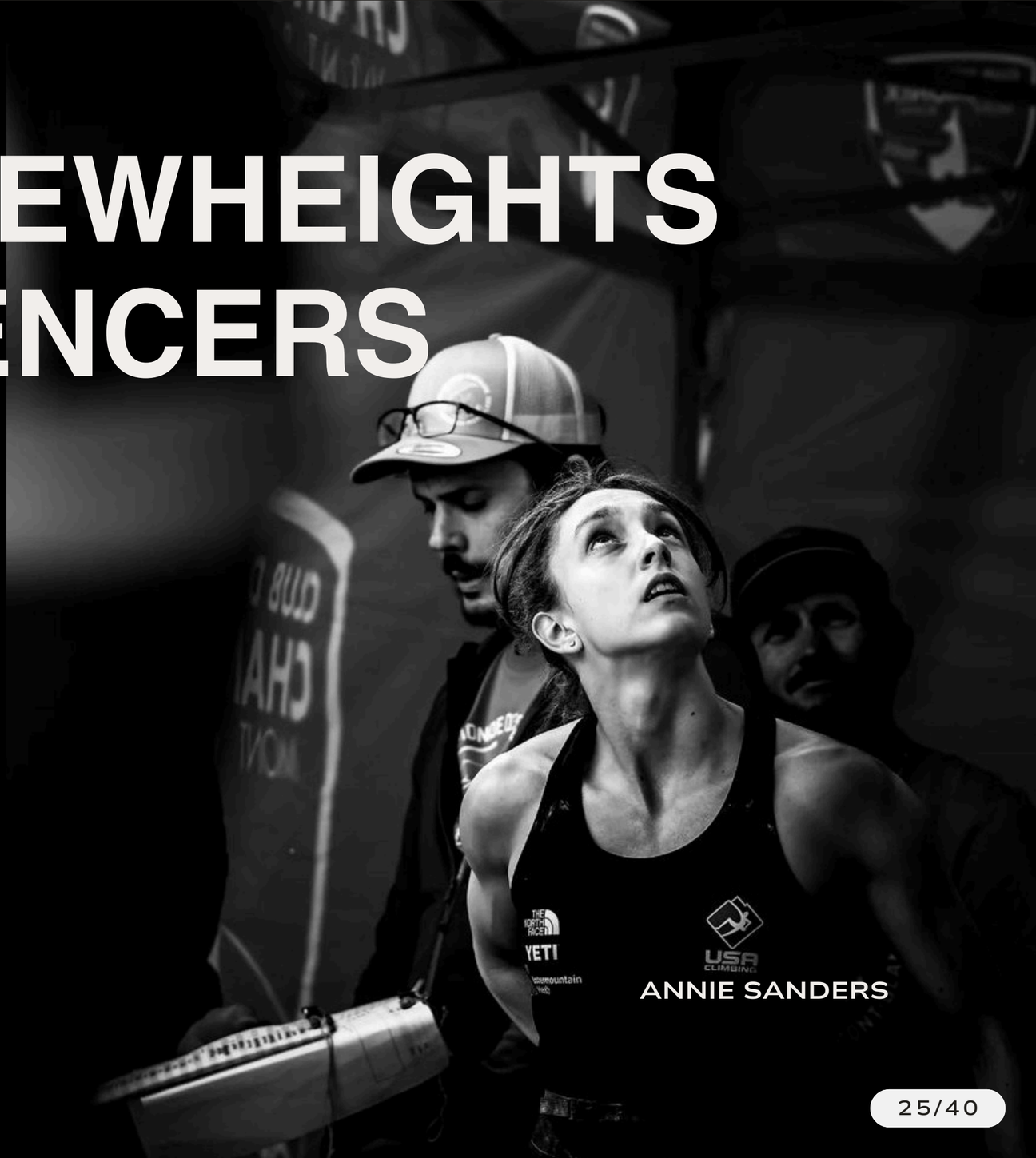
YOUTUBE WILL BE THE SECONDARY PLATFORM FOR CONTENT. THIS PLATFORM IS VERY POPULAR FOR CLIMBERS WHO KNOW THAT THE NICHE CLIMBING CONTENT ON YOUTUBE EXISTS. WE WILL TARGET THESE CUSTOMERS.

PAID, OWNED, EARNED MEDIA, // MEASURED BY ROAS, REACH, IMPRESSIONS, ENGAGEMENTS, AND CONVERSIONS

#CLIMBTONEWHEIGHTS INFLUENCERS



SAMUEL WATSON

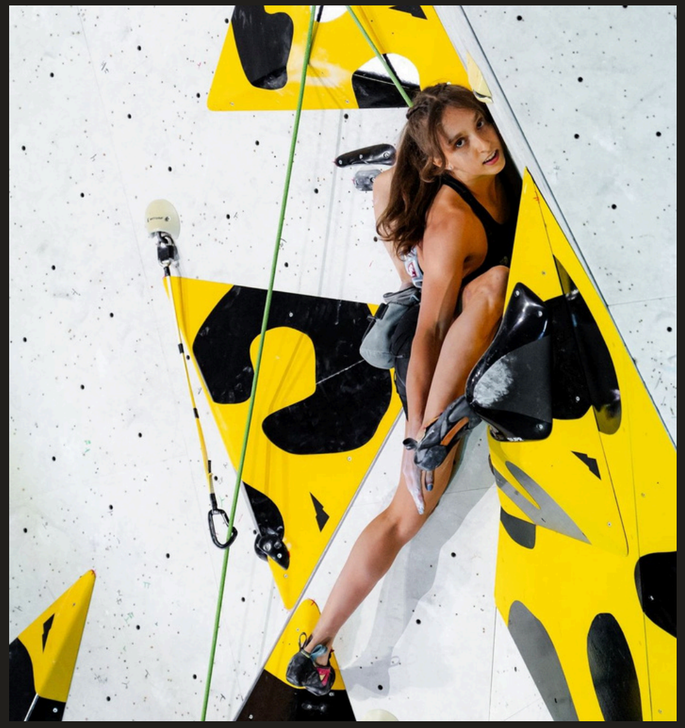


ANNIE SANDERS

INFLUENCER STATS



SAMUEL WATSON
OLYMPIC MEDALIST, WORLD #1 SPEED CLIMBER
INSTAGRAM: @SAMUELWATSON_
61.3K FOLLOWERS
4.53% ENGAGEMENT RATE



ANNIE SANDERS
USA CLIMBING TEAM
INSTAGRAM: @ANNIE.CLIMBS.SANDERS
19.2K FOLLOWERS
6.20% ENGAGEMENT RATE

CONTENT CALENDAR

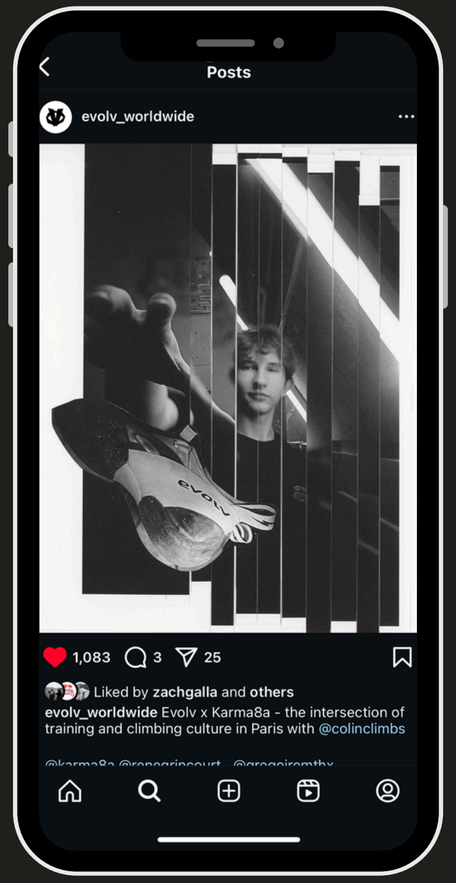
7 IMAGES PER WEEK
5 VIDEOS PER WEEK
4 VIDEOS PER MONTH
INF = INFLUENCER

SUN	MON	TUE	WED	THU	FRI	SAT
	CAMPAIGN TEASER 1 CAMPAIGN TEASER	CAMPAIGN TEASER W/INF 2 CAMPAIGN TEASER W/INF	CAMPAIGN TEASER 3 CAMPAIGN TEASER	PARTIAL SHOE PIC W/INF. 4 PARTIAL SHOE TEASER W/INF	EXCITING CLIMBING PIC 5 HYPE CLIMBING VIDEO	CAMPAIGN TEASER 6
RELEASE DATE ANNOUNCED 7	COUNTDOWN TIL LAUNCH 8 TALK ABOUT TYPES OF SHOES TALK ABOUT IDEAL SHOE FEATURES	COUNTDOWN TIL LAUNCH W/INF 9 IMPORTANCE FEAURES OF A SHOE	COUNTDOWN TIL LAUNCH 10 INF CLIMBING CONTENT	COUNTDOWN TIL LAUNCH 11 INF TALKS ABOUT IDEAL SHOE	COUNTDOWN TIL LAUNCH W/INF 12 SHOE TEASER	COUNTDOWN TIL LAUNCH 13
COUNTDOWN TIL LAUNCH 14	PRODUCT LAUNCH POSTS ON ALL PLATFORMS 15	OFFICIAL SHOE PICTURE 16 SHOES IN ACTION	SHOE SIZING GUIDE 17 SIZING TUTORIAL W/INF	SHOE FEATURE VIDEO 18 SHOE FEATURES GRAPHIC	INF HOLDING SHOE 19 INF REVIEWS SHOE	INFLUENCER PUTTING THE SHOES ON 20
PICTURE OF SHOES NEXT TO ICONIC CLIMB 21	INF TESTIMONIAL POST 22 INF TESTIMONIAL TESTIMONIAL ABOUT SHOE	SHOE CARE GRAPHIC/GUIDE 23 SHOE CARE TUTORIAL	PICTURE OF PEOPLE WEARING THEM INF SHOWING PROJECT 24	PIC OF CLIMBING IN SHOES 25 CLIMBING SESSION HYPE VIDEO	CLIMBING TIPS 26 CLIMBING TIPS/STRETCHES	INF OUTDOOR BOULDERING PICTURE WITH SHOES 27
SOLO SHOE PICTURE 28	INF ENCOURAGING PEOPLE TO ENGAGE IN CAMPAIGN 29	DYNO PICTURE 30 INF SHOWING SKILL				

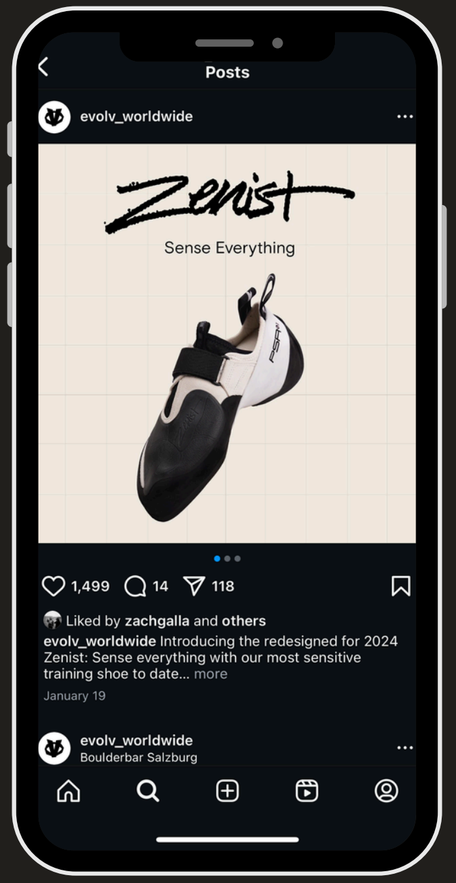
CAMPAIGN: SEPTEMBER 1, 2025-NOVEMBER 30, 2025

INSTAGRAM POSTS

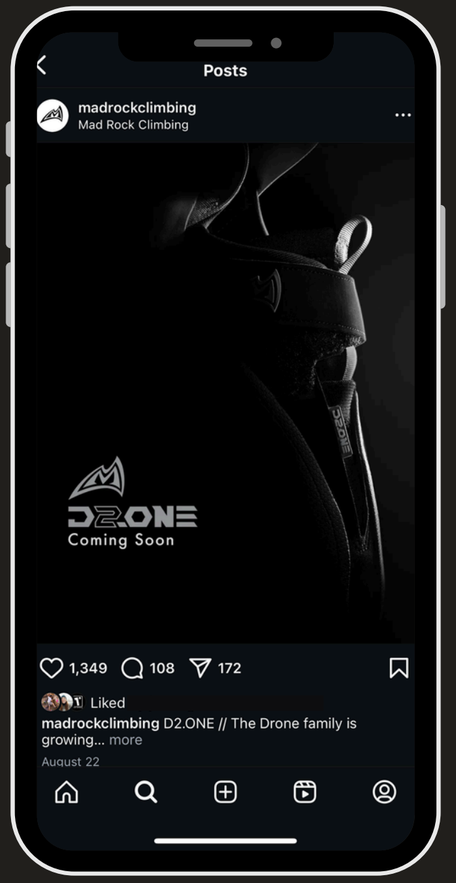
MOCK UP POSTS ARE FROM COMPETITORS, AS THIS PRODUCT DOES NOT EXIST IN THE NORTH FACE



INFLUENCER CAMPAIGN AND SHOE PROMOTION
SHOWCASE THE INFLUENCER HOLDING AND PROMOTING THE SHOE TO DISPLAY CREDIBILITY



PRODUCT LAUNCH POST
AN OFFICIAL POST FOR THE SHOE AND THE CAMPAIGN



CAMPAIGN/SHOE TEASER
SHOW THE SHOE PARTIALLY IN BLACK AND WHITE TO GET THE CONSUMERS EXCITED AND CURIOUS.

TIK TOK POSTS



SHOE IN ACTION
SHOWCASE THE SHOES IN ACTION AND ENGAGES USERS



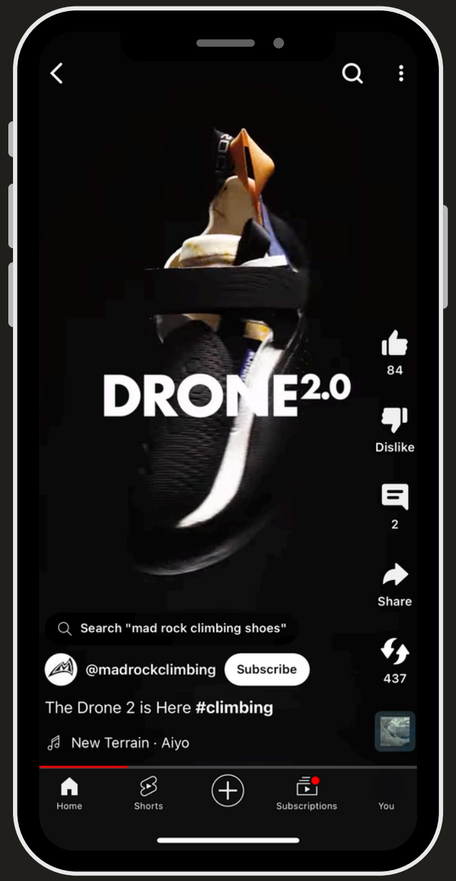
CLIMBING TIPS AND STRETCHES
CLIMBING CONTENT TO BE USED IN CAMPAIGN. SPREADS AWARENESS AND “HOW TO’S” OF THE SPORT



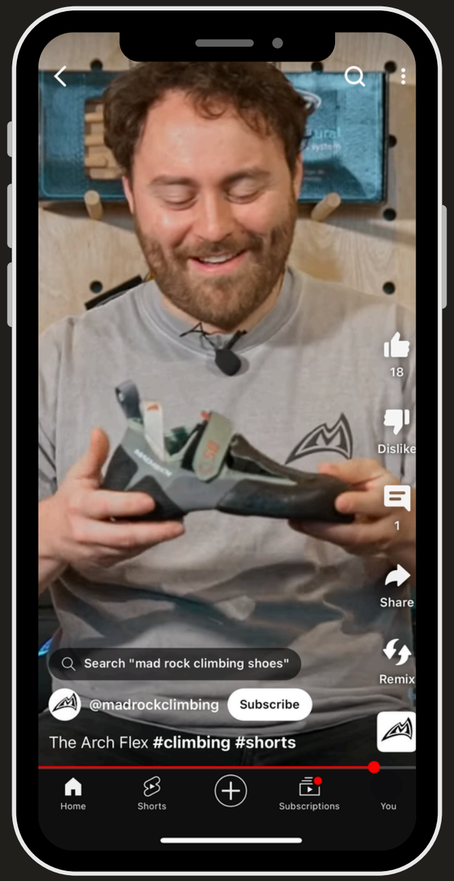
CLIMBING SESSION HYPE VIDEO
AN EXAMPLE OF AN EXCITING VIDEO TO ENCOURAGE USERS TO ENGAGE IN THE CAMPAIGN (EXPOSES THE SHOE TO THE USER AS WELL)

YOUTUBE POSTS

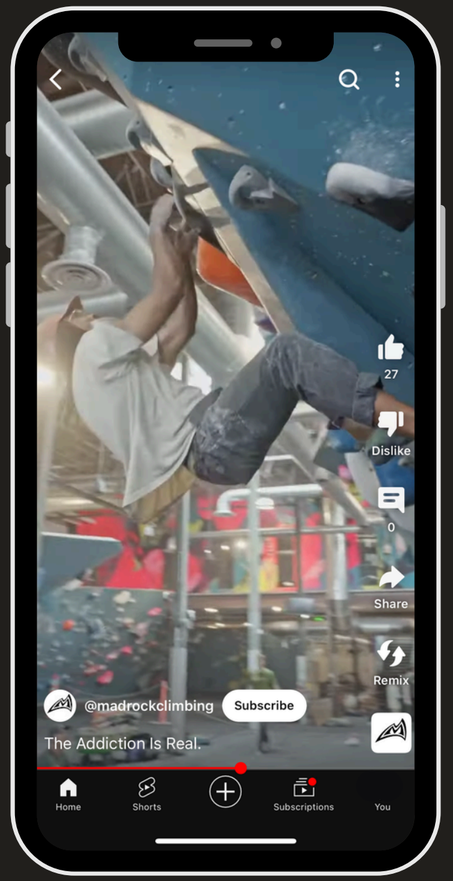
MOCK UP POSTS ARE FROM COMPETITORS, AS THIS PRODUCT DOES NOT EXIST IN THE NORTH FACE



SHOE LAUNCH POST
SHOWCASE THE SHOES FROM ALL ANGLES AND PROMOTE CAMPAIGN



SHOE TESTIMONIAL
A VIDEO TO REVIEW SHOE SPECS AND TO GAIN CONSUMER TRUST



CAMPAIGN ENCOURAGEMENT
ENERGETIC VIDEOS TO GET PEOPLE TO USE THE HASHTAG WHILE SHOWING OFF THE SHOES

MONITORING AND OPTIMIZATION

TO MONITOR THE AMOUNT OF TRAFFIC OUR SOCIAL MEDIA PLATFORMS RECEIVE, WE WILL TRACK KPI'S LIKE IMPRESSIONS, ENGAGEMENT RATES, CONVERSION RATES, AND SALES.

WE WILL TRACK SALES DAILY ONCE THE PRODUCT LAUNCHES UNTIL THE END OF THE 3 MONTH CAMPAIGN. WE WILL DETERMINE IF OUR TARGET DEMOGRAPHIC IS ENGAGING WITH OUR PRODUCT AND CONVERTING.

IMPRESSIONS, ENGAGEMENT, AND CONVERSION ON INSTAGRAM, TIK TOK, AND YOUTUBE WILL BE TRACKED AT THE END OF EVERY WEEK. IF OUR CONTENT IS NOT RECEIVING THE RESULTS WE AIM FOR, WE WILL MAKE NECESSARY ADJUSTMENTS. CHANGES MAY INCLUDE THE TYPE OF CONTENT WE PUT OUT, THE CONTENT INFLUENCERS PUT OUT, OR THE STYLE OF OUR CONTENT.

BUDGET CHANGES WILL BE MADE IF OUR SPENDING EXCEEDS BENEFITS.

WE WILL LOOK AT OUR SALES 3 WEEKS AFTER THE PRODUCT LAUNCH TO DETERMINE IF OUR STRATEGY IS EFFECTIVE. IF NOT, NECESSARY CHANGES WILL BE MADE.





BUDGET BREAKDOWN

$100,000
CONTENT DEVELOPMENT & PRODUCTION COSTS

+

$175,000
PAID MEDIA

=

$275,000
TOTAL MARKETING BUDGET

CONTENT DEVELOPMENT BUDGET



TNF = THE NORTH FACE

INSTAGRAM
91 TOTAL READY IMAGES & COPY (7 PER WEEK)
26 IMAGES FOR INFLUENCER USE (13 FOR ANNIE / 13 FOR SAM), 65 FOR TNF
$10,000/30 PRODUCTION READY IMAGES & COPY = $333.33 PER IMAGE
91 IMAGES & COPY * $333.33 = **$30,333.03**

TIKTOK
5 VIDEOS PER WEEK * 13 WEEKS = 65 TOTAL VIDEOS
26 VIDEOS FOR INFLUENCER USE (13 FOR ANNIE / 13 FOR SAM), 39 FOR TNF
65 VIDEOS ALL 15 SECONDS
65 VIDEOS * 15 SEC = 975 SEC = 16.25 MIN --> ROUND UP TO 18 MIN
$7,000 (PER 3 MIN) * 6 = **$42,000**

YOUTUBE
12 VIDEOS THROUGHOUT CAMPAIGN (4 A MONTH)
6 VIDESO FOR INFLUENCER USE (3 FOR ANNIE / 3 FOR SAM), 6 FOR TNF
12 VIDEOS * 15 SEC EACH = 180 SEC = 3 MIN
$7,000 (PER 3 MIN) * 1 = **$7,000**

INFLUENCER REWARDS
$250 PER WEEK * 13 WEEKS * 2 INFLUENCERS = **$6,500**
GIVEN IN EXCHANGE FOR POSTED SOCILA MEDIA CONTENT

$85,833.03 SPENT ON CONTENT DEVELOPMENT

MANAGEMENT FEES

ASSUMING $150/HOUR

CAMPAIGN DEVELOPMENT
30 HOURS * $150 = **$4,500**

CAMPAIGN LAUNCH
6 HOURS * $150 = **$900**

CAMPAIGN MONITORING
25 HOURS * $150 = **$3,750**

CAMPAIGN SUNSET
10 HOURS * $150 = **$1,500**

PERFORMANCE REPORTING
15 HOURS * $150 = **$2,250**

$12,900 SPENT ON MANAGEMENT FEES

$85,833.03 + $12,900 = $98,733.03
$98,733.03 = 98.73% SPENT OF $100,000 BUDGET

BUDGETS AND RETURNS: ADVERTISING

ASSET ALLOCATION
$175,000 PAID MEDIA BUDGET
$154,190: ADVERTISING EXPENSE (ABOUT 88.11% OF $175,000)

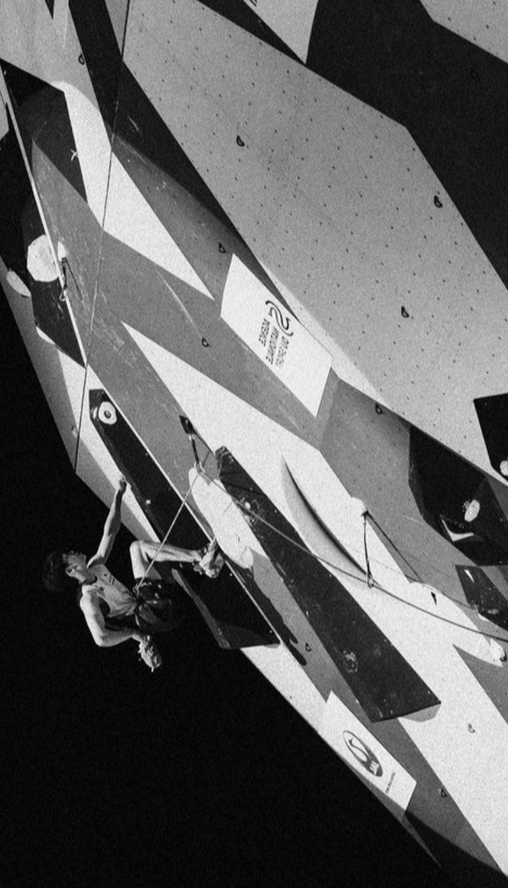
INSTAGRAM
60% DEVOTED TO INSTA = $92,514 BUDGET
REACH: ($92,514/$12.75 CPM) * 1000 = 7,256,000 IMPRESSIONS
EXPECTED ENGAGEMENT: 8% OF 7,256,000 = 580,480 PEOPLE ENGAGED
EXPECTED CONVERSION: 2% OF 580,480= ~11,610 PEOPLE PURCHASED
AVERAGE PRICE OF CLIMBING SHOE IS ABOUT $160
EXPECTED REVENUE: 11,610 * $160 = $1,857,600
RETURN ON AD SPEND: 20.08:1

TIKTOK
20% DEVOTED TO TIKTOK = $30,838 BUDGET
REACH: ($30,838/$10.15 CPM) * 1000 = ~3,038,227 IMPRESSIONS
EXPECTED ENGAGEMENT: 8% OF 3,038,227 = ~243,059 PEOPLE ENGAGED
EXPECTED CONVERSION: 2% OF 243,059 = ~4,862 PEOPLE PURCHASED
AVERAGE PRICE OF CLIMBING SHOE IS ABOUT $160
EXPECTED REVENUE: 4,862 * $160 = $777,920
RETURN ON AD SPEND: 25.23:1

YOUTUBE
20% DEVOTED TO TIKTOK = $30,838 BUDGET
REACH: ($30,838/$10.15 CPM) * 1000 = ~3,038,227 IMPRESSIONS
EXPECTED ENGAGEMENT: 8% OF 3,038,227 = ~243,059 PEOPLE ENGAGED
EXPECTED CONVERSION: 2% OF 243,059 = ~4,862 PEOPLE PURCHASED
AVERAGE PRICE OF CLIMBING SHOE IS ABOUT $160
EXPECTED REVENUE: 4,862 * $160 = $777,920
RETURN ON AD SPEND: 25.23:1



BUDGETS AND RETURNS: INFLUENCERS



ASSET ALLOCATION
$175,000 PAID MEDIA BUDGET
$20,810: INFLUENCERS (ABOUT 11.89% OF $175,000)

$10,400 OF THE $20,807.50 WILL BE ALLOCATED TO INSTAGRAM POSTS
$3,510 OF THE $20,807.50 WILL BE ALLOCATED TO TIK TOK VIDEOS
$6,900 OF THE $20,807.50 WILL BE ALLOCATED TO YOUTUBE VIDEOS

INSTAGRAM
EXPECTED ENGAGEMENT: $10,400/0.20 CPE = 52,000 PEOPLE ENGAGED
EXPECTED CONVERSION: 2% OF 52,000 = 1,040 PEOPLE PURCHASED
AVERAGE PRICE OF CLIMBING SHOE IS ABOUT $160
EXPECTED REVENUE: 1,040 * $160 = $166,400
RETURN ON AD SPEND: $166,400 / $10,400 = 16:1

TIKTOK
EXPECTED ENGAGEMENT: $3,510/0.25 CPE = 14,040 PEOPLE ENGAGED
EXPECTED CONVERSION: 2% OF 14,040 = ~281 PEOPLE PURCHASED
AVERAGE PRICE OF CLIMBING SHOE IS ABOUT $160
EXPECTED REVENUE: 281 * $160 = $44,960
RETURN ON AD SPEND: $44,960/ $3,510 = 12.81:1

YOUTUBE
EXPECTED ENGAGEMENT: $6,900/0.20 CPE = 34,500 PEOPLE ENGAGED
EXPECTED CONVERSION: 2% OF 34,500 = 690 PEOPLE PURCHASED
AVERAGE PRICE OF CLIMBING SHOE IS ABOUT $160
EXPECTED REVENUE: 690 * $160 = $110,400
RETURN ON AD SPEND: $110,400/ $6,900 = 16:1

INFLUENCER BUDGET BREAKDOWN

$20,810 BUDGETED FOR INFLUENCERS (ABOUT 11.89% OF 175,000 BUDGET)

1 MICRO INFLUENCER AND 1 MID-TIER INFLUENCER

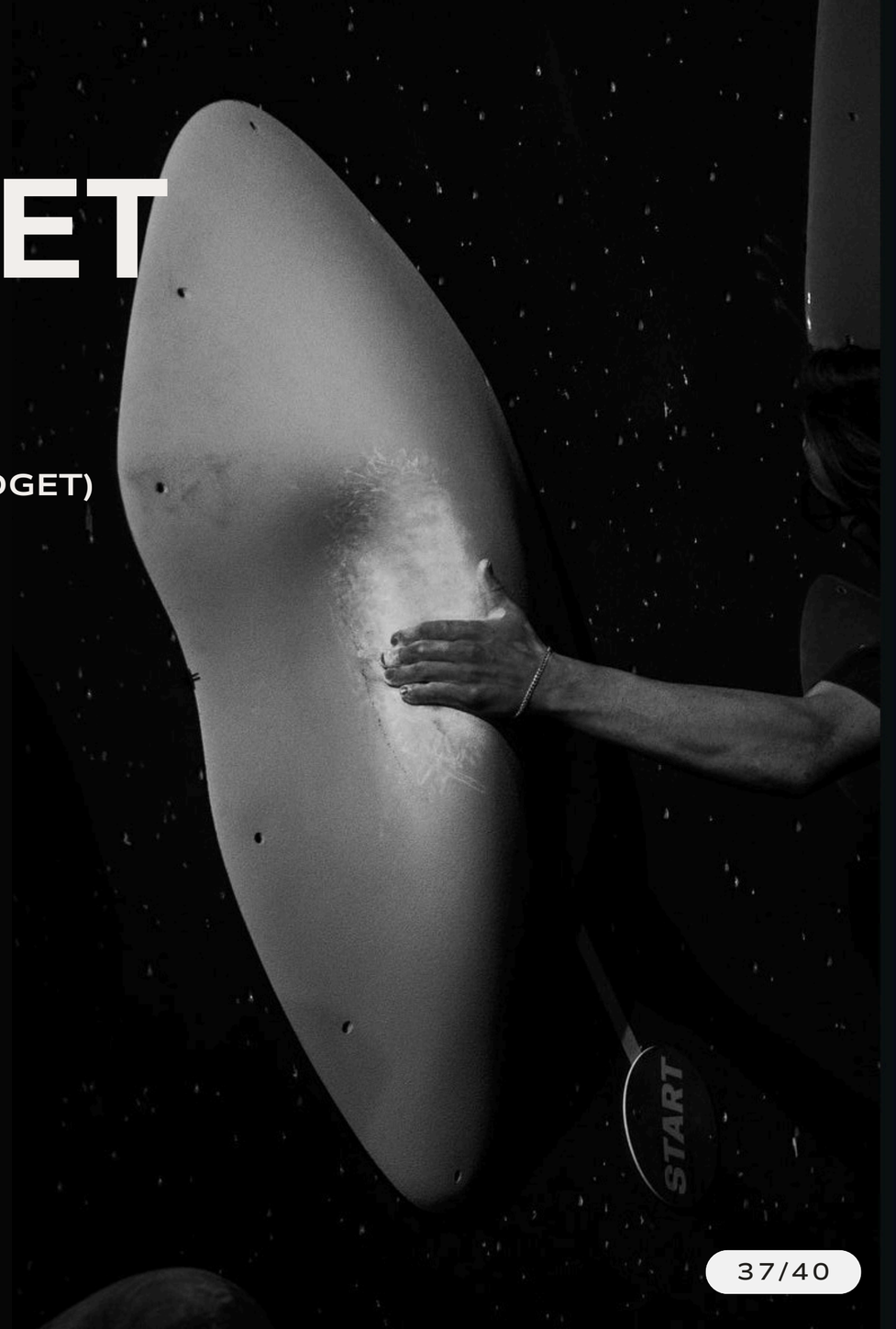
ANNIE SANDERS (MICRO):
INSTAGRAM: 13 POSTS * $200 = $2,600
TIK TOK: 13 POSTS * $45 = $585
YOUTUBE: 3 POSTS * $300 = $900

SAM WATSON (MID-TIER):
INSTAGRAM: 13 POSTS * $600 = $7,800
TIK TOK: 13 POSTS * $225 = $2,925
YOUTUBE: 3 POSTS * $2,000 = $6,000

INSTAGRAM: $10,400/$20,810 = 49.98% OF INFLUENCER BUDGET

TIK TOK: $3,510/$20,810 = 16.87% OF INFLUENCER BUDGET

YOUTUBE: $6,900/$20,810 = 33.15% OF INFLUENCER BUDGET



PAID MEDIA EXPECTED RETURNS

PLATFORM ADVERTISEMENTS
SPENT: $154,190 (ABOUT 88.11%)
TOTAL EXPECTED ENGAGEMENT: 1,066,598 PEOPLE
- INSTAGRAM: 580,480 PEOPLE
- TIK TOK: 243,059 PEOPLE
- YOUTUBE: 243,059 PEOPLE

TOTAL EXPECTED REVENUE: $3,413,440
- INSTAGRAM: $1,857,600
- TIK TOK: $777,920
- YOUTUBE: $777,920

RETURN ON AD SPEND: 22.14:1
- $3,413,440/$154,190

INFLUENCERS
SPENT: $20,810 (ABOUT 11.89%)
TOTAL EXPECTED ENGAGEMENT: 100,540 PEOPLE
- INSTAGRAM: 52,000 PEOPLE
- TIK TOK: 14,040 PEOPLE
- YOUTUBE: 34,500 PEOPLE

TOTAL EXPECTED REVENUE: $321,760
- INSTAGRAM: $166,400
- TIK TOK: $44,960
- YOUTUBE: $110,400

RETURN ON AD SPEND: 15.46:1
$321,760/$20,810





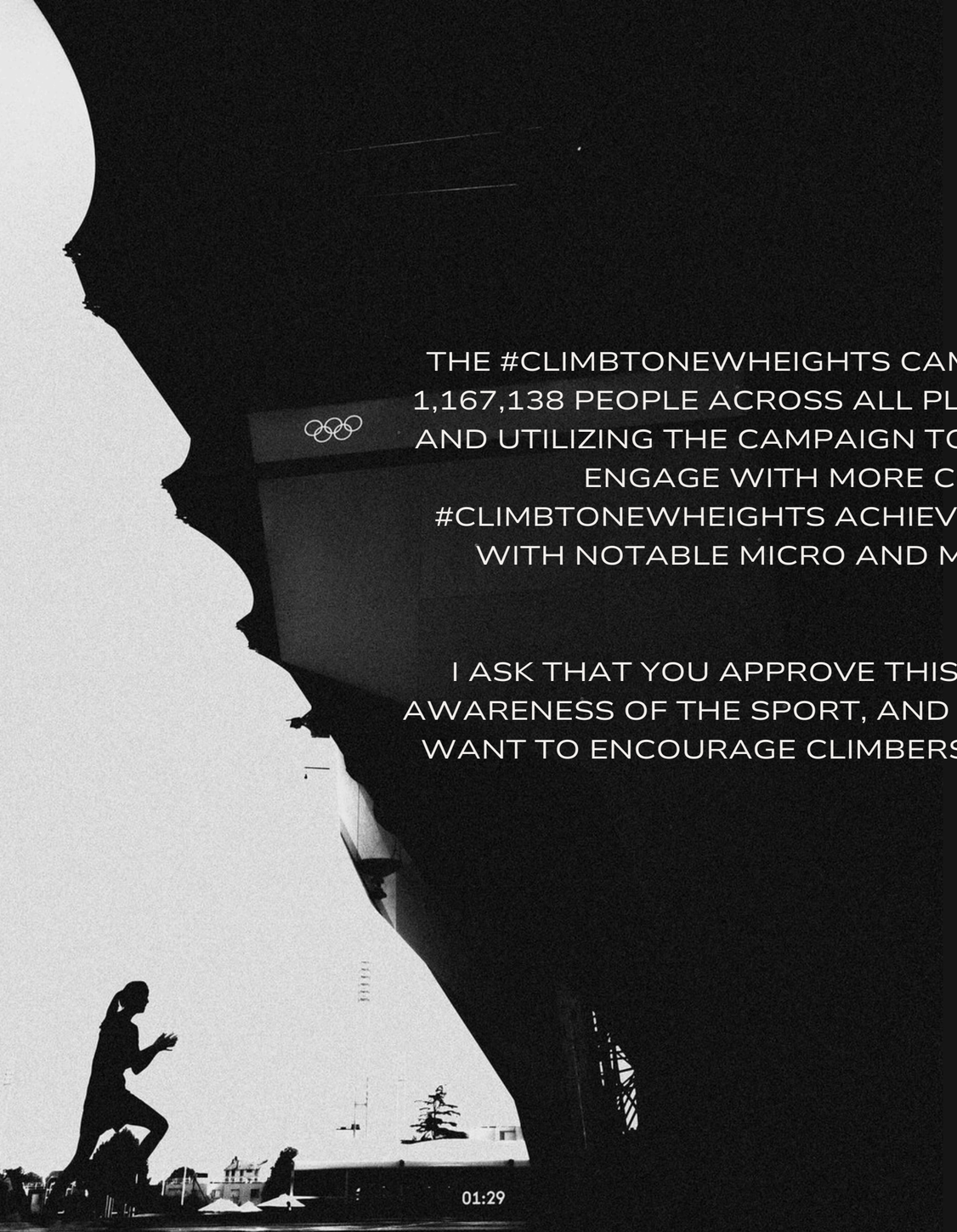
PAID MEDIA EXPECTED RETURNS

TOTAL SPENT: $175,000

TOTAL EXPECTED ENGAGEMENT: 1,167,138 PEOPLE

TOTAL EXPECTED REVENUE: $3,735,200

RETURN ON AD SPEND: 21.34:1
$3,735,200/$175,000



CONCLUSION

THE #CLIMBTONEWHEIGHTS CAMPAIGN WILL GENERATE $3,735,200 IN REVENUE AND ENGAGE WITH 1,167,138 PEOPLE ACROSS ALL PLATFORMS. BY RELEASING A NEW PRODUCT, ROCK CLIMBING SHOES, AND UTILIZING THE CAMPAIGN TO BUILD A MORE INCLUSIVE ONLINE CLIMBING COMMUNITY, WE WILL ENGAGE WITH MORE CONSUMERS AND CATCH THE ATTENTION OF CURRENT CUSTOMERS. #CLIMBTONEWHEIGHTS ACHIEVES THIS THROUGH TARGETED ADVERTISEMENTS, COLLABORATIONS WITH NOTABLE MICRO AND MID-TIER INFLUENCERS, AND USER GENERATED CONTENT ON SOCIAL MEDIA PLATFORMS.

I ASK THAT YOU APPROVE THIS PROPOSAL SO WE CAN GROW THE CLIMBING COMMUNITY, SPREAD AWARENESS OF THE SPORT, AND PUSH PEOPLE TO SEE WHAT THEY ARE CAPABLE OF ACHIEVING. WE WANT TO ENCOURAGE CLIMBERS, EXPERIENCED AND NEW, TO CLIMB TO NEW HEIGHTS IN OUR VERY OWN SHOES.

Name: ALEX CHO

Marketing Campaign Framework

Goal	TO SPREAD AWARENESS OF THE SPORT, GET PEOPLE OUT OF THEIR COMFORT ZONES AND SEE WHAT THEY ARE TRULY CAPABLE OF PHYSICALLY AND MENTALLY. THE #CLIMBTONEWHEIGHTS CAMPAIGN AIMS TO ENCOURAGE CONSUMERS TO CLIMB OUT OF THEIR COMFORT ZONE AND TO NEW POSSIBILITIES.
Business Objective	GENERATE $1,000,000 IN REVENUE IN 3 MONTHS, SEPTEMBER THROUGH NOVEMBER, BY TARGETING COLLEGE AGED STUDENTS AND CLIMBERS THROUGH SELLING A NEW LINE OF PRODUCTS: CLIMBING SHOES.
Audience	YOUNG ADULTS/COLLEGE AGED STUDENTS (CLIMBER MAVUS, HEALTHY HEATHER, GYM RAT JIM)
Marketing Strategy	NEW PRODUCT LAUNCH: ROCK CLIMBING SHOES
Big Idea	#CLIMBTONEWHEIGHTS
Communication Objectives	Tofu AWARENESS • CAMPAIGN TEASER • POSTS ANNOUNCING NEW PRODUCT Mofu CONSIDERATION • SHOE FEATURE POSTS/GRAPHICS • SIZING GUIDE Bofu DECISION • SHOE REVIEWS • TESTIMONIALS
Multichannel Tactics	Paid: INFLUENCER POSTS Owned: OUR SOCIAL MEDIA Earned: UGC/ PEOPLE SHARING THEIR OWN REVIEWS Shared:
Channel Plan	INSTAGRAM POSTS TIK TOK VIDEOS YOUTUBE VIDEOS/SHORTS
Measurement	ROAS ENGAGEMENT RATE CONVERSION RATES IMPRESSIONS