

Challenge

The North Face looked to the Brickfish network to promote its 40-year anniversary and the launch of their new e-commerce store. The goal of the campaign was to raise awareness and purchase intent among young, outdoor enthusiasts, ages 18-40.

Solution

The Brickfish solution for The North Face was to launch the “Never Stop Exploring™ Photo Challenge” that engaged consumers by asking them to share photos of themselves undertaking their latest big outdoor expedition. The campaign was hosted on the Brickfish.com® site and promoted through an integrated email campaign and print advertising in Outside Magazine.

Results

In just 60 days, the campaign generated over 2,600 photo entries from consumers, which were then virally shared on over 1,600 URLs across the Internet, resulting in more than 500,000 total consumer engagements. Each campaign participant engaged 15-16 times and spent an average of 14.7 minutes with the brand’s campaign.



“Every single aspect of the campaign, front and back, far exceeded our expectations. The number of engagements was beyond what we thought it would be. It was so cool to watch this campaign turn into a reality, especially after we had done two campaigns at twice the price with much inferior results. Overall, we were so happy with the campaign—working with Brickfish has been one of the most pleasant professional relationships that I’ve had.”

- Tony Nguyen
Interactive Mtg. Coordinator
The North Face

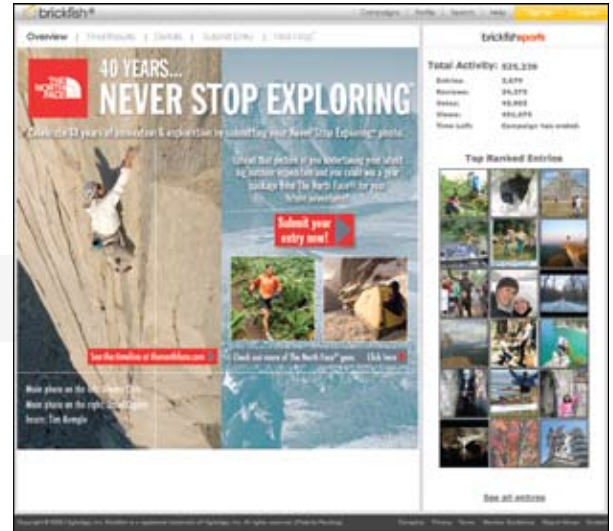


“I will never stop exploring because the world is such a big and beautiful place. The more people that get out and enjoy the outdoors the better. The North Face is a perfect example of gear that can take you to these places in confidence.”

Rex, Winner and Brand Evangelist
“The North Face Never Stop Exploring” campaign

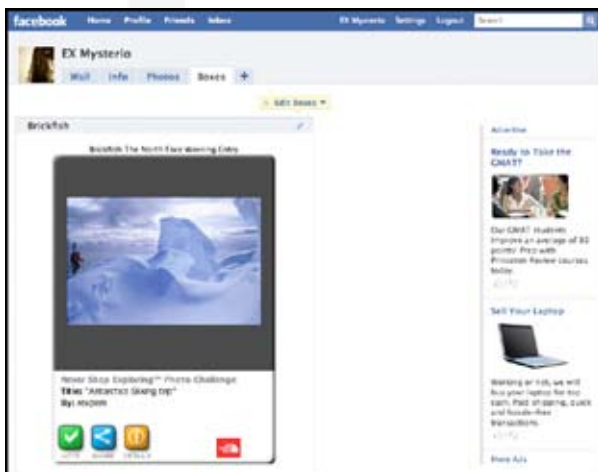
Campaign in Action

Campaign is launched on Brickfish.com® and through email and print advertising campaigns.



Over 2,600 consumers submit their "outdoor adventure" photos.

Consumers share the campaign and their photos with their social networks.



The campaign reaches over 1,600 URLs and spreads across the country, generating over 500,000 consumer engagements.

