

A scenic mountain landscape at sunset. In the foreground, two hikers with large backpacks and trekking poles are walking away from the camera on a dirt path. The middle ground shows a lush green valley with scattered trees and a winding path. The background features rolling hills and mountains under a warm, golden sky. A semi-transparent text box is overlaid on the upper left portion of the image.

Terrier5

# Patagonia New Business Pitch

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# MEET THE TERRIER5 TEAM



DIANE



PRODDY



MAHO



HENRY



JACK

## Purpose-driven Strategy

We discover a purpose and embed it in every story

## Our Philosophy

1 We work to be a positive driving force for society, making a lasting impact in the world.

## Methodology

3 We extract the human truth from both empirical research and consumer's inner tension

This is what we believe in



A man with a beard and sunglasses, wearing a bright orange Patagonia jacket and blue pants, is hiking on a frozen lake. He is using two trekking poles. The background features rugged, snow-dusted mountains under a clear blue sky. The water of the lake is partially frozen, reflecting the surrounding landscape.

**Patagonia is  
NOT just  
another  
outdoor  
clothing brand**

**patagonia**

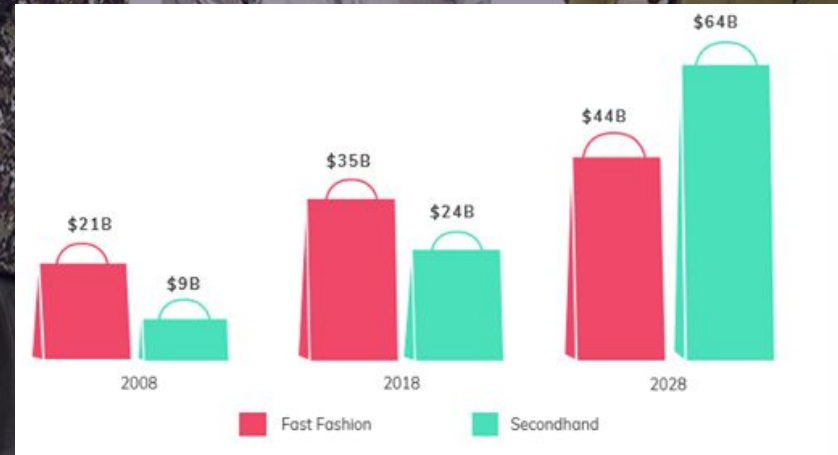


## OTHER TRENDS

Bridging the  
Urban-Outdoor gap

Purchasing Second hand  
clothing

Outdoor gear as fashion  
and Athleisure



## The way people recreate outdoors is changing

Since the beginning of COVID-19, many people have shifted their way of enjoying outdoor activities. Most noticeably, people are more willing to participate in outdoor activities and rediscovering their love for nature.



Recreationists are going out alone, more often.



Recreationists are shifting their outdoor recreation activities.



Urban residents are most impacted.

# Competitor Analysis

Patagonia differs itself from its competitors by:

Being the most environmentally and socially responsible

Using only 1% on its annual budget on advertising

Being more expensive than their competitors other than Canada Goose (because of the commitment to an ethical supply chain and environmental responsibility)



CANADA GOOSE®

**patagonia**

# Canada Goose

Mostly uses word of mouth and earned advertising

Brand value is extremely high

In-house production for authenticity (made in Canada)

High quality product, but most expensive and does not offer discounts or promotions





# The North Face

Successful product innovation and development

Successful expansion into new markets

Marketing strategy is cultivate an emotional connection with consumers in order for long term sales and brand loyalty

Relies on human level marketing; meaning word of mouth and in person sales





# Columbia

Highly skilled workforce through investing heavily in their employees training and learning programs

High level of customer satisfaction through product quality and their customer relationship management department

Uses value pricing strategy meaning they try to strike a balance between product quality and price

Uses several channels to market products like print media, TV, online ads, and social media

# What is Patagonia's Biggest Challenge?



Patagonia's most noticeable challenge is with their **target market**.

As data shows, Patagonia is strong with **middle-aged users** with over 43% of their enthusiasts being between ages 35 and 54.

With this in mind, Patagonia can venture out into market niches they have yet to target, such as the younger **Generation Z**.



# Gen Z: Stages of Growth

1997-2010



# Target Audience

Gen Z

Tech-savvy AKA “Digital Natives”

Adventurous

Hardworking

Philanthropists

Multitaskers

Interactive

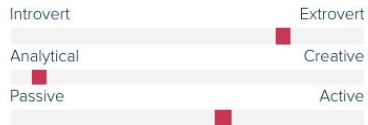




AGE: 22  
 WORK: Undergraduate Student  
 LOCATION: Chicago, IL

Stressed	Exhausted
Adventurous	Hardworking

## Personality



## Bio

Bella is an extroverted 22-year-old about to finish her undergraduate studies. She grew up in New York City and moved straight to Chicago for college, meaning that she has only lived in **urban settings** her whole life. Her **tiring** classes at college would always **exhaust** her and she would consistently feel as if she was **stuck** in a daily repetitive, **boring cycle**. Her current puffy jacket is stuffy and makes her **uncomfortable** and sweaty when she's in a rush between her classes. Due to the pandemic, she doesn't even remember the last time she went out with her friends. Her **monotonous** lifestyle makes her **daydream** about traveling again, and exploring nature without any distraction from her commitments. The smell of fresh air would always take her on a drip down the memory lane to the spring break of her sophomore year at Peru where she explored the mountains and Machu Picchu. She really wishes to be taking pictures of the green scenery that surrounded her again someday.

## Frustrations

- Her **tiring** classes at college would always **exhaust** her
- She would consistently feel as if she was **stuck** in a daily repetitive, **boring cycle**
- Her current puffy jacket is stuffy and makes her **uncomfortable** and sweaty when she's in a rush between her classes

## Goals

- To make her feel like she can **take a break** from her monotonous lifestyle and reconnect with nature **without any distractions** from her life

## Brand Preference



## Brands



Timberland



# What does “having a mission of sustainability” even mean?

**Patagonia’s previous strategy:** we are *SAVING* the earth.

We could only protect the earth if we protect ourselves first.

We had our calls - a campaign encouraging our audience to engage in “sustainability” **differently**.

We want people to take care of themselves, to find the lost happiness of going outdoor again, and find peace from the smallest facet of the great nature.

## Campaign Objective

### GROW UNDERSTANDING

- ❖ To help new audiences understand the brand’s mission on sustainability.

### GROW CONSIDERATION

- ❖ To highlight the product functionality and durability

### GROW SALES

- ❖ To boost sales by 8%-10% in 24 months.



TRUTH

Traveling to an “undiscovered destinations” helps escape a monotonous lifestyle and reduces stress.

- Research found that the increase in stress among young adults has been mainly due to excessive screen time on their devices.
- An effective antidote is outdoor programs or activities.

## TRUTH

But the reality of the pandemic has prevented them from long distance travel.

- Interview found that people spend <10% on outdoor/sport clothing during the pandemic.

From In-depth Interview:

"I have, for a long time, underlined the importance of the connection of humans and nature. Due to Covid I have not left Boston much and have not been able to do all of the outdoor things I have been involved with like hiking for example. I have to say that it had a huge toll on my mental health." -- Gorski, 24

"I used to enjoy rock climbing with friends, but the pandemic has prevented me from going out with friends, or even go to the gym." -- Lee, 23

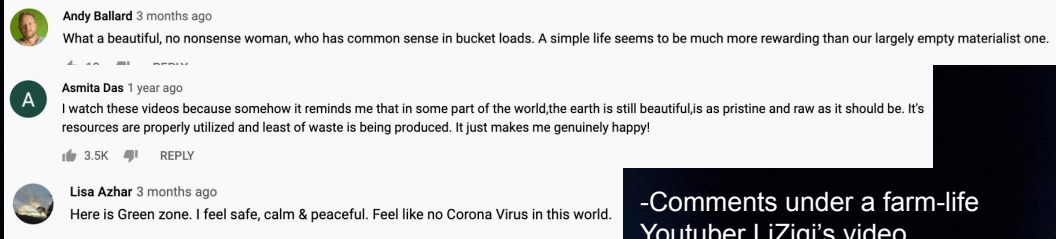
"Safety first. Even though I really want to go to a beach, I would not fly or travel before everybody I know is vaccinated." -- Rebecca, 21



## TRUTH

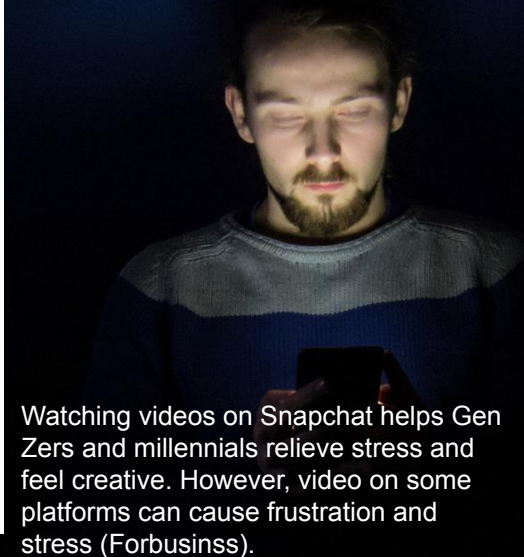
# Over-stimulation from digital devices also has troubled them.

- 60% of those aged 18–34 report an increase in social media usage.
- Global e-commerce market hit a 10% spike compared to 2020



### Watching video on some apps can cause stress and frustration

- To share video with friends / family
  - To discover new content
  - To react to posted content
  - To scroll through content on feed
  - To chat with friends / family
  - To share videos with followers / network
  - Makes me feel distracted
  - Watch videos from friends
  - Makes me feel frustrated
  - Makes me feel stressed
  - Watch videos that are trending
- Strong Driver   ■ Medium driver   ■ Negative driver



INSIGHT

There are many parts of nature, such as the smell of rain, that helps people feel more relaxed. People can wear Patagonia to breathe easy in nature.



THE SINGLE MOST IMPORTANT IDEA

Patagonia  
makes  
breathable  
clothing for  
the earth.



patagonia



What does **breathable** mean?

## Functionality

Consumers can wear a light, airy Patagonia outfit for different functions outdoor.

Patagonia's mission is "to save our home planet by using the resources we have".

## Sustainability

## De-stress

Patagonia encourages people to grab a light jacket, put phone in pocket for a while, go out, enjoy the snow, the rain, the wind, the nature everywhere.



# Sustainability

## Breathable Earth

In our research, we asked the target audience what they think the relationship between humans and earth should be.

They believe that humans should have a symbiotic relationship with nature. The pandemic has taught us "breathe freely" is a privilege that they should protect for both human and the earth

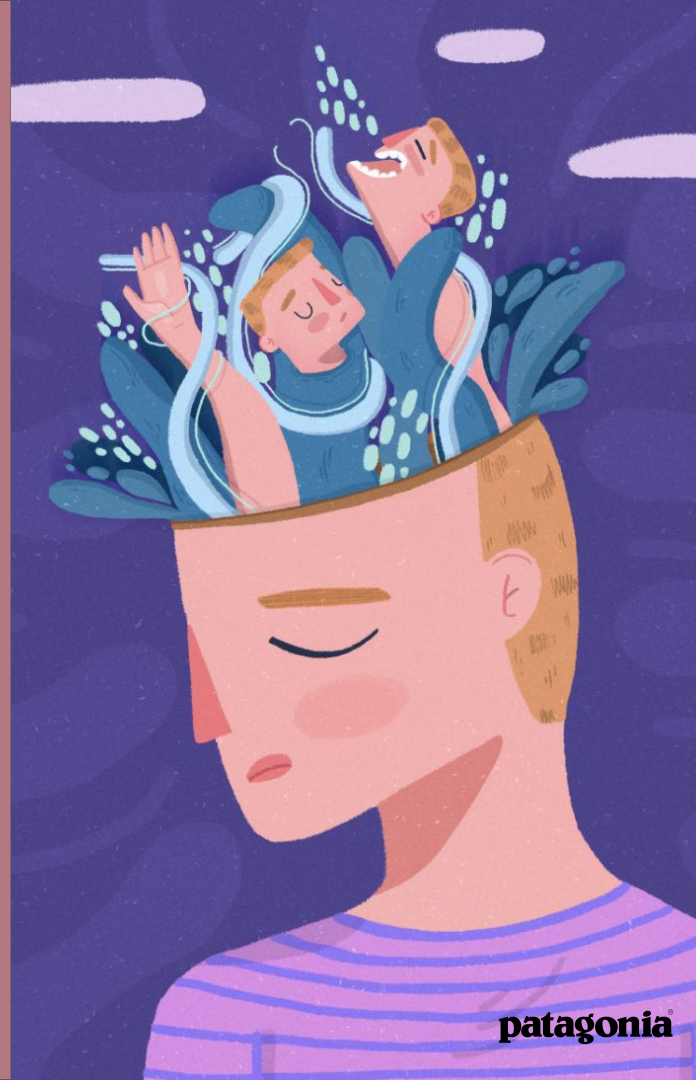
# De-stress

## Breathable Mental State

Human being is a part of the earth.

Anxiety, stress and exhaustion were already hallmark traits for urban young adults.

In fact, in our research on Gen Z and Millennial burnout pre-COVID, 65% of 13-25 year-olds reported feeling constantly stressed, and a full 93% said they had felt burnt out at some point.





# Functionality

## Breathable Texture

**Hemp** is a soft, airy and breathable natural fiber that's cultivated with low impact on the environment. It's one of the most durable natural fibers on the planet, and results in a fabric with a wonderful drape, comparable to linen.



**Campaign:  
“Take A Breath”**





# Hotspot Zones

Campaign executions to deploy in “hotspot zones” that are:

**Bustling urban cities, or high population “concrete jungles”**

**Near schools or universities**

**Vicinities of Gen Z target audience residences**

## Four Hotspot Zones:

Downtown Chicago

Manhattan, New York City

Downtown Los Angeles

Downtown Philadelphia



**Creative Execution 1:  
Out-of-Home Street Art Experience**

**Located at a one-way pedestrian street, a 3D street art of a natural environment that one can almost imagine the smell of.**

**The smell would be something that calms them, such as the smell of pine, rain, flowers, grass etc.**

**Hidden outdoor speakers would play the ambient noise of the environment to make them feel like they're no longer in an urban jungle, but instead in nature.**

**The tagline "Take a breath - @patagonia" will be written at the end of the street.**

**Goals include both social media engagement and word-of-mouth buzz.**



Creative Execution 2:  
**Video Advertisement**

Duration: 1 minute  
Platform: Youtube, Hulu, Twitter and other video ad platforms  
Location: Target viewers through relevant IP addresses

## “Take a breath”

This concept is inspired by the idea that people tend to hold their breath when they get overwhelmed.

We follow “Bella”, a stressed Gen Z student through her routine day - as the day progresses and becomes more stressful in the video, her breathing slows and becomes more drastic, almost as if she is gasping for air. Simultaneously, the sound of gushing water filling a closed chamber resonates the feeling of drowning. Then, her surroundings melt into nature with its calm ambient noise, where her breathing slows down and becomes calm, deep breaths. At the end, the screen fades to black and the tagline “Take a breath” appears, followed by the Patagonia logo. No music; just sounds, ambience, dialogue and breathing.



# Creative Execution 3

## Tik Tok Social Media Influencer Collaboration

**Duration:** 1 minute

**Location:** Hotspot zones with target Gen Z

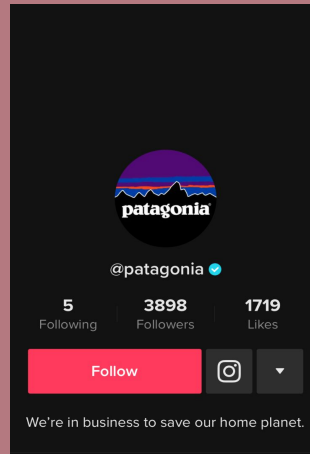
**Strategy:** Target influencer followers and viewers through relevant IP addresses

**Action:** Breathing exercise tik toks:

- Patagonia posts original #takeabreath informational post
- Therapist will stitch with a breathing exercise and encourage duets
- Outdoor adventurer will stitch with post that asks viewers to duet and breathe together with him in nature
- Duets with #takeabreath tag

### #takeabreath

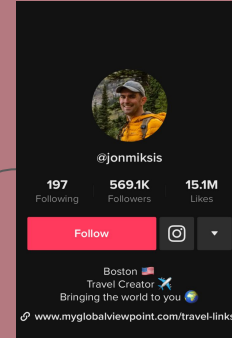
Patagonia's Tik Tok Account



Stitch

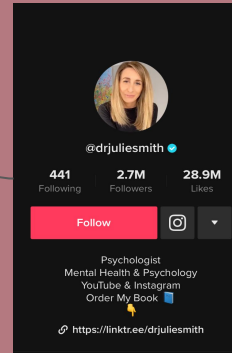
Stitch

Tik Tok Outdoor Adventurer



Duets

Tik Tok Therapist



Duets



Nature loving Tik Tok'ers

High Engagement Tik Tok'ers

Wellness loving Tik Tok'ers

patagonia®





# Creative Execution 4 Gaming: Fortnite Collaboration

Location: Target players through relevant IP addresses

## Event in Game: "Take a breath"

Games (such as Fortnite), are popular ways for Gen Z to destress and escape from their daily lives, but the stresses of gaming might cause unnecessary increases of tension and stress in their lives (Aliyari et al., 2018)

Players, especially newbies, might hold their breath in anticipation for the game, or nervousness of losing.

During the drop-out start of the game, players see a holistic view of the map

"Take a breath - Patagonia" can be seen in large letters made of sand or rock in game

Arrows point to shed where people can access high-power equipment and custom Patagonia gear/clothing

# Effective Frequency: “The Frequency of 3”



Herbert Krugman

Psychologist & Consumer Behavior Expert

Consumer only needs three exposures to form lasting memory of an advertisement.

1. *First Exposure: Curiosity - “What is it?”*
2. *Second Exposure: Recognition - “What of it?”*
3. *Third Exposure: Decision - Lasting connection formed with advertisement*



# “Hotspot Zone” Experience Overview

$$4!+4!/1!+4!/2!+4!/3! = 64$$

If our campaign executions are simultaneously deployed in the same hotspot zones, there are **64 different ways** for our target audience to experience our executions.

There are 48 different ways for our target audience to experience **at least 3** of our executions.

By reinforcing our message through both real-world and virtual experiences, we can reach our target audience throughout the different points of their daily routine, leaving a truly lasting impact of the campaign in their minds.





# Validation

## Recap Our Objectives

- GROW UNDERSTANDING
- GROW CONSIDERATION
- GROW SALES

## Evaluation metrics

### SOCIAL LISTENING -

- Before & After: social media reach, brand mentions, number of shares and likes
- **15%** growth on the percentage of consumers articulating “I am doing good to myself and the planet”

### Other KPI -

- **15%** Growth on website, YouTube/Tik Tok ad. Click-through rate
- **20%** growth on number of earned media
- **8%-10%** of total sales growth

# Conclusion

# Appendix

- [Creative Brief](#)
- [Primary Research \(IDI discussion guide and transcripts\)](#)



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