

The North Face: “Urban Adventurer”

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Problem

The North Face wants to connect with a younger and more female-driven audience through storytelling.

Solution

Use digital mirrors to invite women to take their urban “adventure” challenges.





Step 1

Are you in?

Digital mirrors near shopping areas/fashion stores reveal, in the background, one of three secret spots for exploration.

Scanning a QR code on the mirror takes the user to a site that reveals the vague location of their adventure.



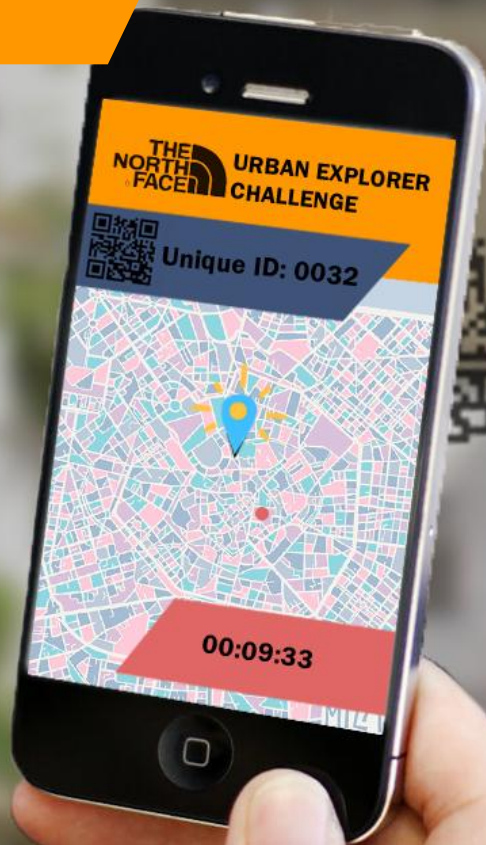


Step 2

Adventure

Scanning starts a countdown timer prompting them to hurry to the destination.

Once almost reached the final destination, the user needs to take a final step of a physical challenge (explained later).





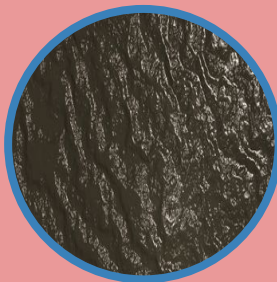
Step 2

Adventure

The final challenge requires the user to pick from going through a rain shower, crossing muddy ground, and climbing up to reach a button to hit and claim success.

One gear from the North Face around is to be discovered to help each situation.

Choice 1: Mud ground
Gear: Hiking Boots



Choice 2: Rain shower
Gear: Rain coat



Choice 3: Climbing
Gear: Gloves





Step 3

Destination

If the user finishes the adventure in time, hit the button at the destination, she wins, gets the gear and a gift card to claim on her phone.

Even if one fails to be in time, as long as she eventually hits the button, she can still get the gear for free.





Step 4

Share

Cameras near the adventures will take a photo of each user.

The timing system allows users to see the ranking and share their scores and photos on social media.



Your score: 00:11:33

(you can keep the gear on you,
and get in 10 mins for more award!)

Share

Rank

Marcia R. ★	00:08:10
Emma L ★	00:09:02
Christina M ★	00:08:32



Your score: 00:08:09

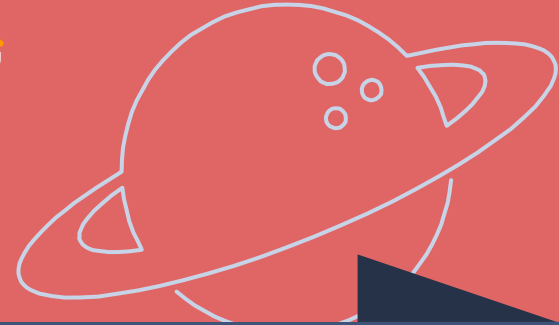
(you can keep the gear on you,
and claim your award [here!](#))

Share

Rank

Emily M ★	00:08:09
Marcia R. ★	00:08:10
Emma L ★	00:09:02

“Urban Adventurer” Summary



By setting digital mirrors, the campaign invites women to take a challenging urban adventure and win their awards for their bold moves. This helps connect the brand with the young and female-driven audience and shows them what they can do with what they have: gear from the North Face.

