

Be **BOLD**
About
Sustainability



Agenda



PROJECT OBJECTIVES



RESEARCH
QUESTIONS



METHODOLOGY



MAJOR FINDINGS



RECOMMENDATIONS



CONCLUSION



Objective



Gain understanding of Gen-Z
and Millennial's purchasing
intention and action of
sustainable products



Research Questions

What are Gen-Z and Millennial's...

Needs
and
Preferences

Attitudes

Brand
Sustainability
Knowledge

Consideration
Set

when considering an outdoor apparel purchase



Methodology

Secondary
Research

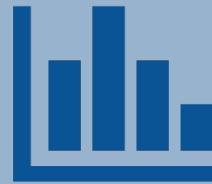


News Articles

Academic Journals



Company Websites



Methodology

Primary Research

In-Depth Interviews  5
56 Questions

Qualtrics Survey  299
39 Questions



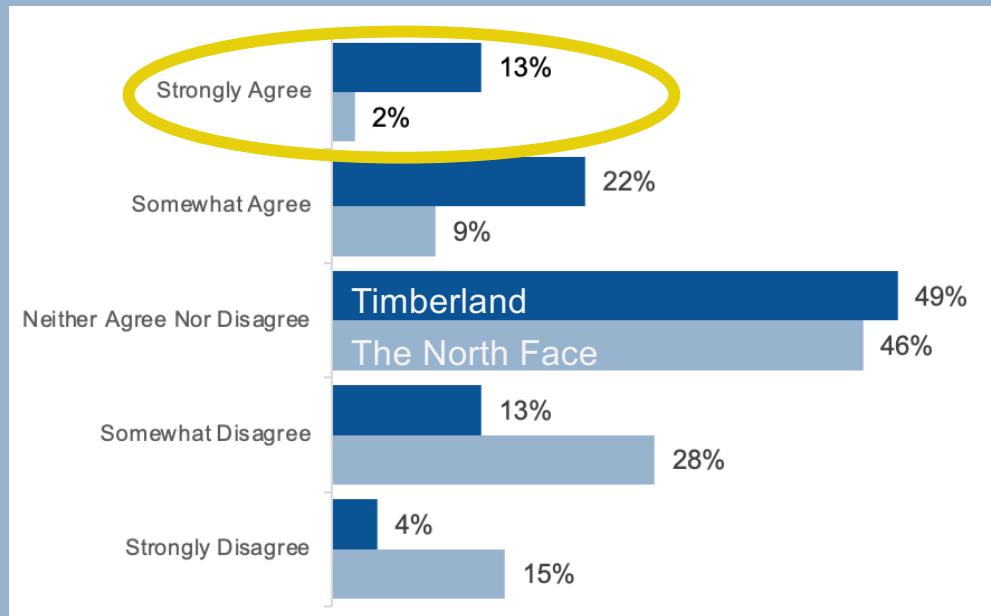
Major Findings #1

Customers Value Brand Information

“...making it easier for consumers to recognize and trust the brand’s attributes...”
(Greenbiz.com, 2021).

“Brands don’t always have to be promoting their product sometimes they can promote their understanding of situations and their overall brand identity.”
(Sayyeed & Gupta, 2022)

Customers are Ambivalent about VF Brands' Sustainability

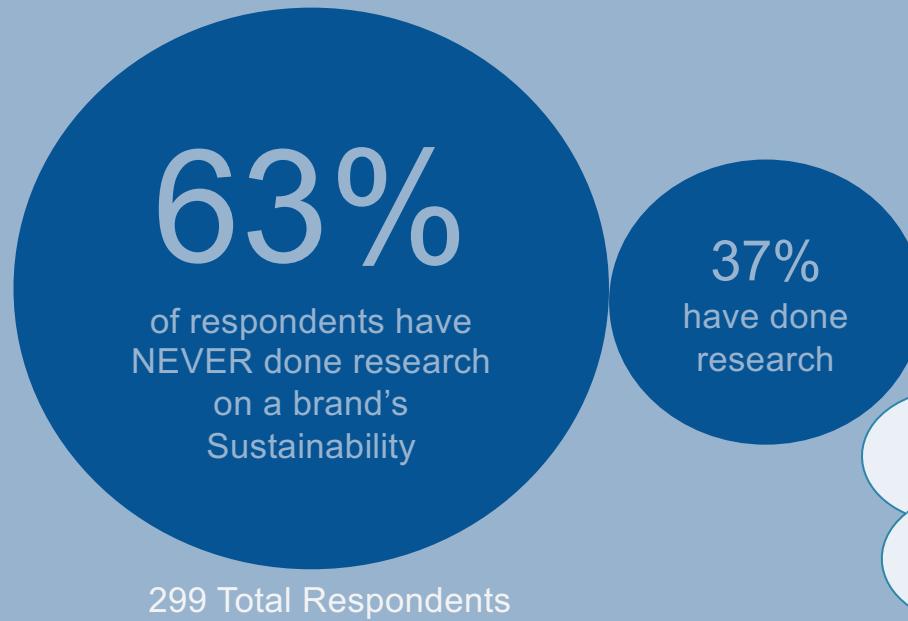


Q#: 3.13.22 and .23 To what extent do you agree or disagree that each of the following brands makes sustainable products?

Source: Survey Data
N= 299

“I don't know anything about how they're trying to be sustainable or if they even are trying to be sustainable.”
(David, October 2022)

Customers Are Not Researching Brand Sustainability



“...the effort required to buy
these products outweighs
the perceived benefits”
(Greenbiz.com, 2021)

Source: Survey Data
Q: 4.14: In the past, have you researched information
about a brand's/manufacturer's sustainability efforts?

Major Competitor is Bold with Sustainability Commitments

Website Previews

A screenshot of a Google search results page for the query "outdoor apparel brands". The top result is an advertisement for Patagonia, featuring a quote: "A Love of Wild and Beautiful Places Demands Participation in the Fight to Save Them" – Patagonia. A blue arrow points from this quote to the text "Sustainability focused". Below the ad, there is a result for The North Face, which highlights "Free Shipping - No Minimum" and describes the brand as one that exceeds expectations. A blue arrow points from this result to the text "Attribute focused". Other search results for Timberland and people also ask sections are visible at the bottom.

outdoor apparel brands

About 79,300,000 results (0.51 seconds)

Ad · <https://www.patagonia.com/> :

"A Love of Wild and Beautiful Places Demands Participation in the Fight to Save Them" – Patagonia

Sustainability focused

The North Face® | Free Shipping - No Minimum

For more than 50 years, The North Face® has made activewear and outdoor sports gear that exceeds your expectations.

<https://www.timberland.com> :

Timberland Boots, Shoes, Clothing & Accessories ...

Timberland is Built for the Bold. We inspire and equip adventurers to get outside, work hard and move the world forward.

People also ask :

<https://www.patagonia.com/product/womens-nano-puff-fitz-roy-trout-hoody/19...>

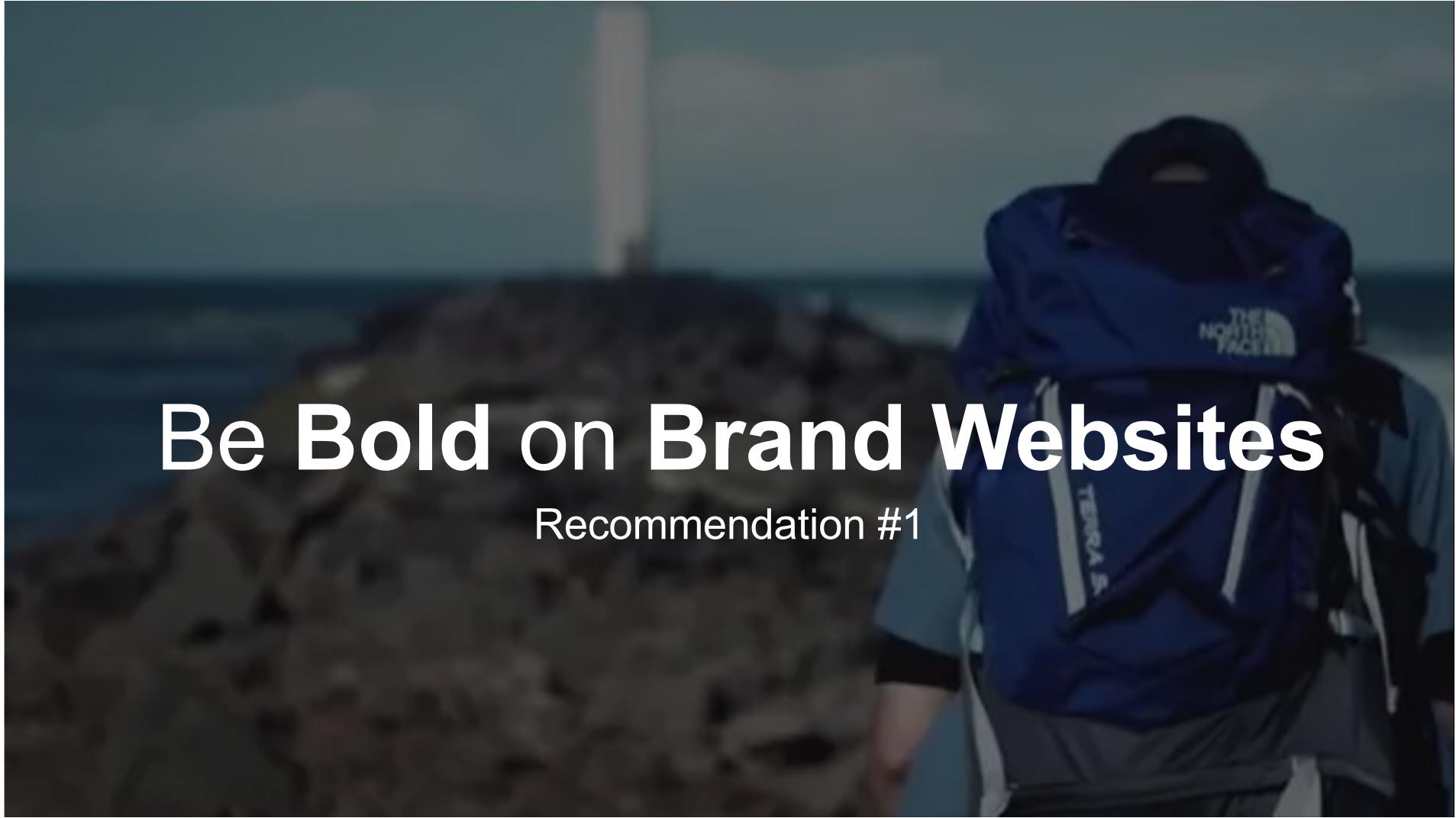
Consumers tend to research brand sustainability on the brand website



Q#: 4.15 Where did you conduct your research?

Source: Survey Data

N=280



Be Bold on Brand Websites

Recommendation #1

Be Bold About Products' Sustainability

Made with 100% Recycled Fabrics



Women's Printed 1996 Retro Nuptse Jacket

\$330.00

Pay in 4 interest-free payments of \$82.50. **Klarna.** Learn more

93% Customer Recommended

★★★★★ 84 Reviews

Color - Antelope Tan Ice Dye Print

Antelope Tan Ice Dye Print Purple

Size

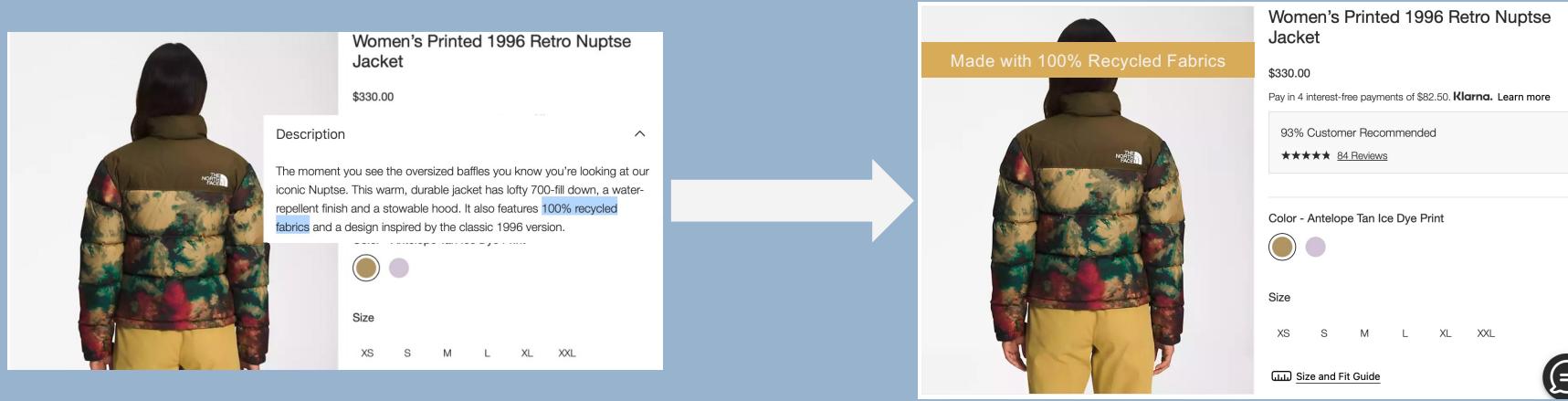
XS S M L XL XXL

[Size and Fit Guide](#)



Result: sustainable features are easily accessible

Be Bold About Products' Sustainability



Result: sustainable features are easily accessible

Be Bold About Products' Sustainability

The screenshot shows a product listing for 'MEN'S TIMBERLAND PRO® INTERAX WORK PANTS' priced at \$150.00. The pants are shown from the back, featuring a grey and black ripstop fabric with multiple pockets. The product has a 57% recommended rating based on 9 reviews. A large white arrow points from this original listing to a modified version.

★★★★★ (9) 57% Recommended

MEN'S TIMBERLAND PRO® INTERAX WORK PANTS

\$150.00

DESCRIPTION

Style A4QTA030
Our water-resistant Interax work pants are designed with a comfortable ergonomic fit, Minimix™ performance technology to maximize range of movement, and breathable, durable ripstop fabric for comfort and temperature control. Plus, they're responsibly made with 42% recycled polyester.

28 30 31 32 33 34 36

The modified product page retains the same visual elements as the original but includes a prominent callout box highlighting the sustainable feature: 'Made with 42% Recycled Polyester'. The rest of the product information, including the rating, price, and size chart, remains identical to the original listing.

★★★★★ (9) 57% Recommended

MEN'S TIMBERLAND PRO® INTERAX WORK PANTS

\$150.00 **\$99.99**

Pay in 4 interest-free payments of \$25.00. **Klarna**. Learn more

Color: Dark Grey

Size:

28 30 31 32 33 34 36

Result: sustainable features are easily accessible

Be Bold About Products' Sustainability

The North Face website screenshot showing four sustainable jackets.

Sustainable Jackets:

- Women's Nuptse Short Jacket:** Goose Down Insulation certified to Responsible Down Standard. Price: \$280.00.
- Men's ThermoBall™ Eco Triclimate® Jacket:** Insulation Made with 100% Recycled Polyester. Price: \$300.00.
- Women's Printed 1996 Retro Nuptse Jacket:** Made with 100% Recycled Fabrics. Price: \$330.00.
- Women's ThermoBall™ Eco Jacket 2.0:** Made with 100% Recycled Fabrics. Price: \$199.00.

Feedback button is visible on the right side of the page.

Result: sustainable features are easily accessible



Major Findings #2

The Presence of Social Media

Social media affects **70%** of Gen-Z purchasing decisions
(Sayeed & Gupta, 2022)

“...an Instagram ad where I learned about the efforts Patagonia takes to be better for the environment... because of that, I did buy from it”
(Diana, October, 2022).

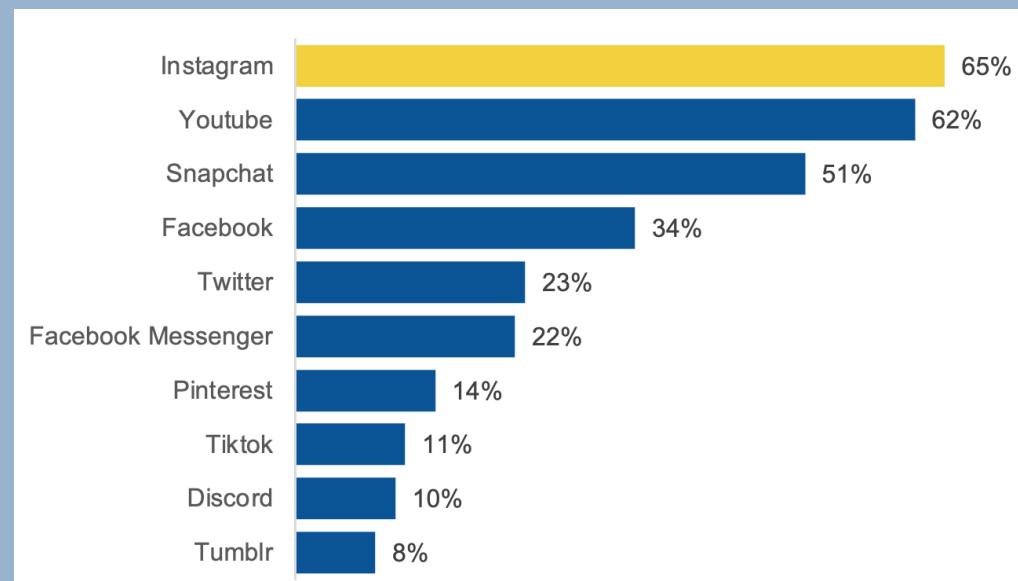


Instagram's Impact

"No other social media platform comes close in our survey, with 64.59% of Gen Z saying they **check the app daily**"
(Green, 2019).

"Members of Gen-Z check Instagram so frequently, brands should consider **moving away from the 'one post per day'**"
(Socialfox, 2020).

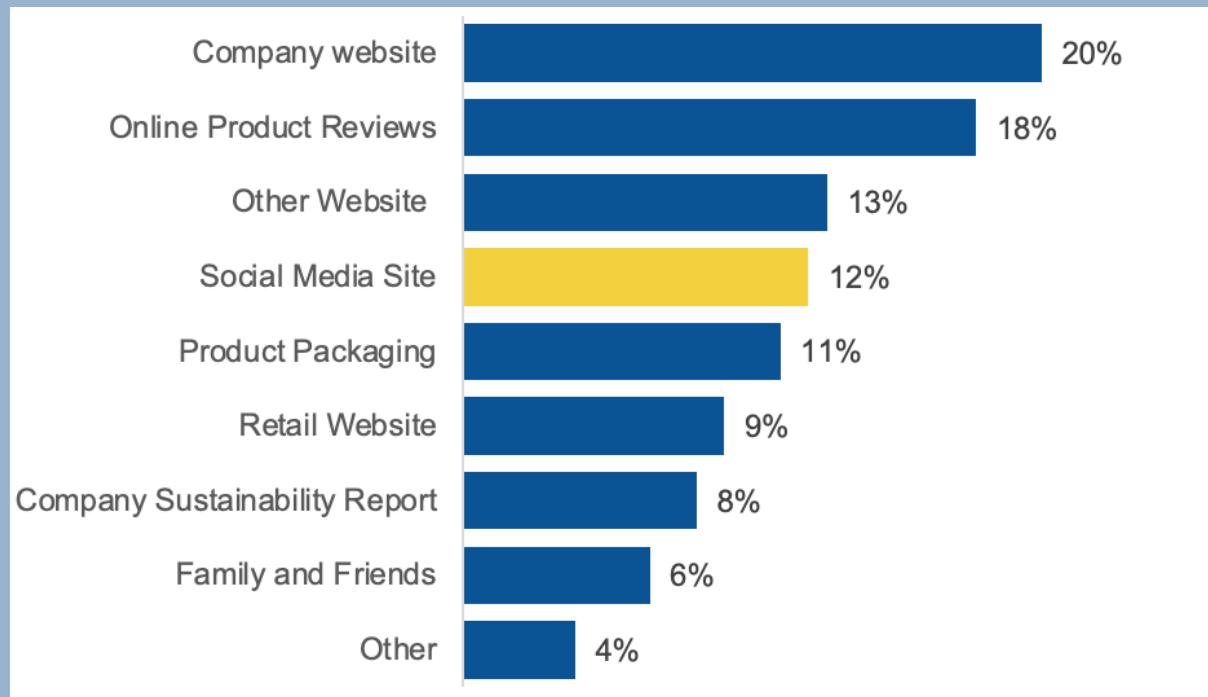
Social Media Platforms Gen-Z Checks on a Daily Basis



N=1,884

Source: Business Insider Survey

Gen-Z & Millennials Research Brands on Social Media



Q#: 4.15 Where did you conduct your research?

Source: Survey Data

N=280

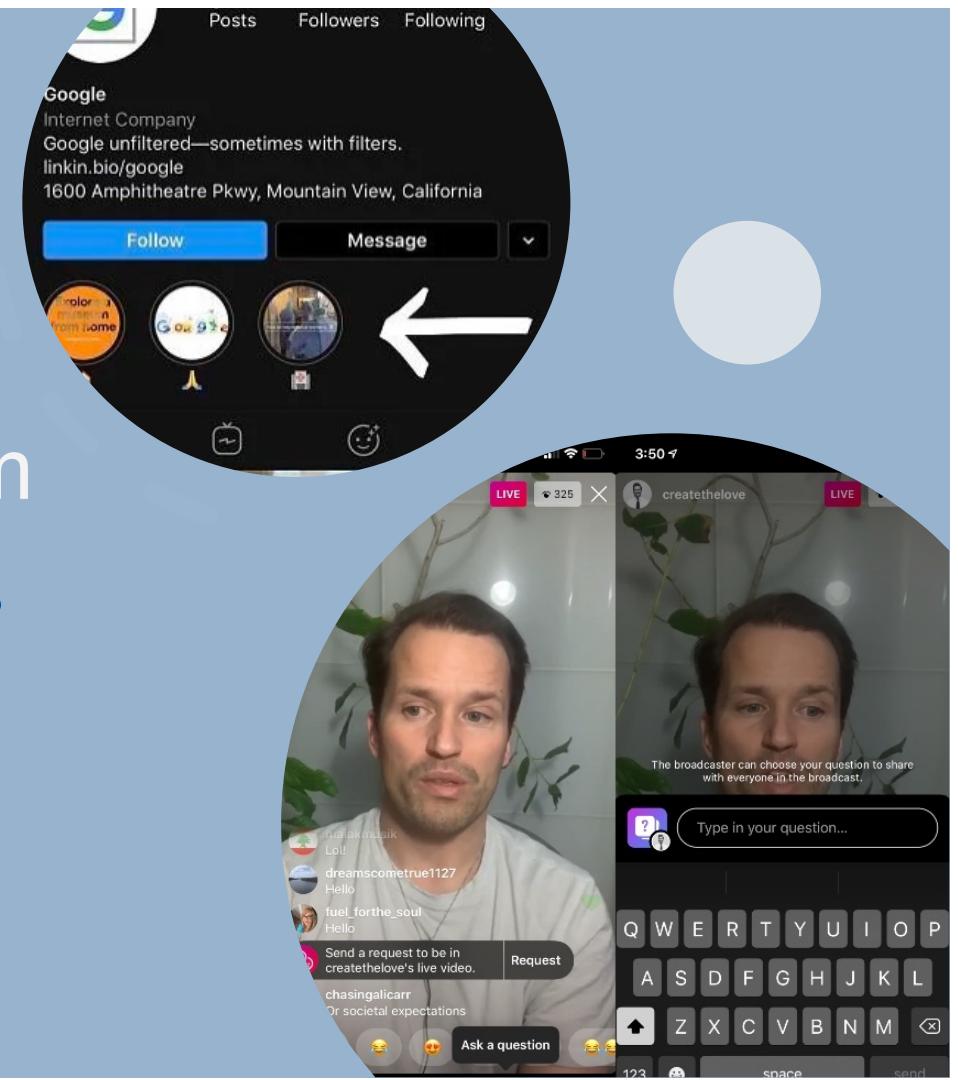
A photograph of a man and a woman sitting on a large, light-colored rock in a desert environment. The man is in the background, wearing a light-colored jacket and jeans, looking towards the camera. The woman is in the foreground, leaning against the man, wearing a light-colored trench coat over a white t-shirt and light-colored pants, also looking towards the camera. They are both wearing brown lace-up boots. The background shows a vast, arid landscape under a clear blue sky.

Be Bold on Brand Instagrams

Recommendation #2

Be BOLD on Instagram

1. Informative Instagram Lives
2. Sustainability highlights



Instagram Live

- Connect with followers
- Answer questions
- Survey to win a sustainable product



Invite Influencers



Jake Paul: A trendy influencer on social media that North Face should consider

Nathan Zed: A popular influencer on YouTube that partnered with North Face in 2019.

Benefits of Utilizing Instagram Live



High engagement

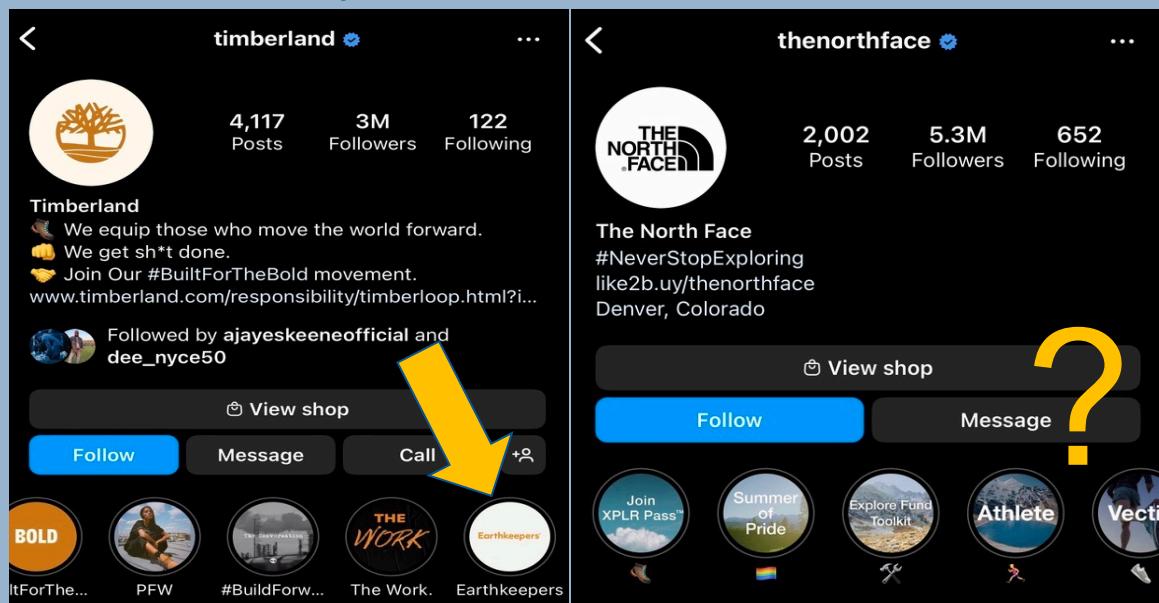
Consumers learn directly
from brand employees

Increased awareness of
sustainable products

BOLD Sustainability Instagram Highlights

Timberland's
Sustainability highlight:
"Earthkeepers"

Why not The North Face?





Major Findings #3



VF Brands are close with competitors on Style

Rate Each Brand on Style from 1-5



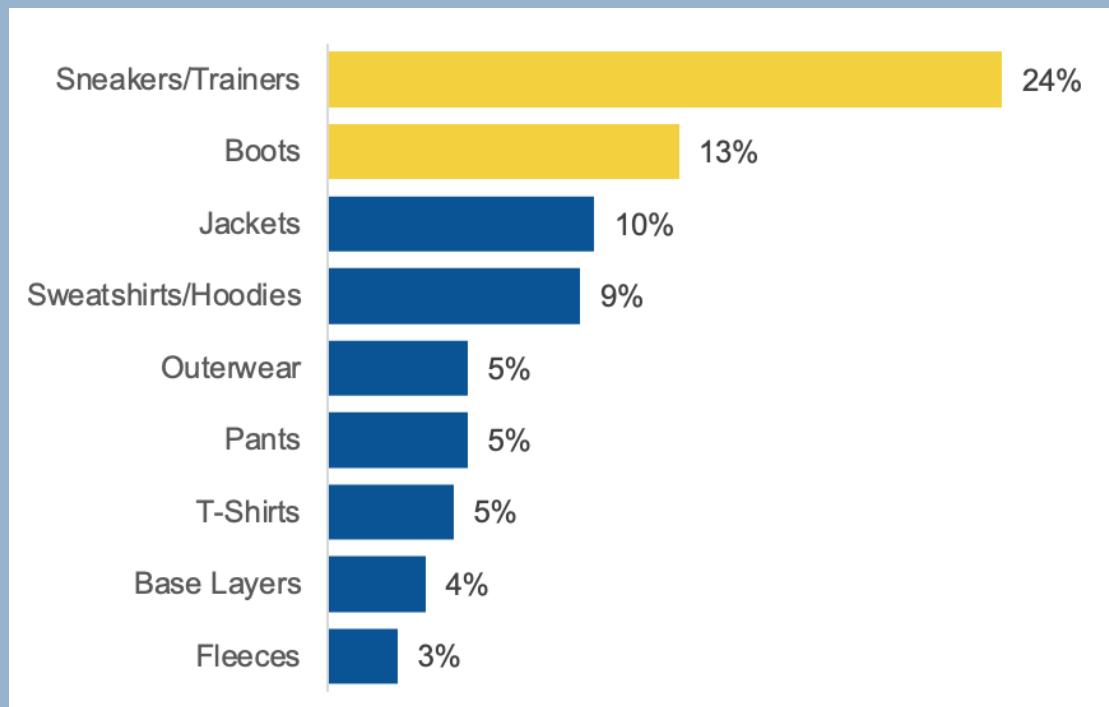
Q#: 3.12 To what extent do you agree or disagree that each of the following brands makes stylish products

Source: Survey Data

N=299

"For me, it's the **looks**. I don't really factor in too much of the sustainability aspect, unfortunately"
(David, October, 2022)

Gen-Z & Millennials Most Frequently want Footwear



Q#: 4.15 What one piece of outdoor apparel or footwear are you most likely to purchase in the next 12 months?

Source: Survey Data
N=299

Collaborations Generate Brand Attention

“Collaborations have become such a big part of how brands build hype nowadays,’ said streetwear designer Jeff Staple” (Parisi, 2021).



Tim Hamilton, the current head of global creative at The North Face, talked about their collaborations saying “Any time we partner with someone, there’s an added level of brand heat” (Parisi, 2021).

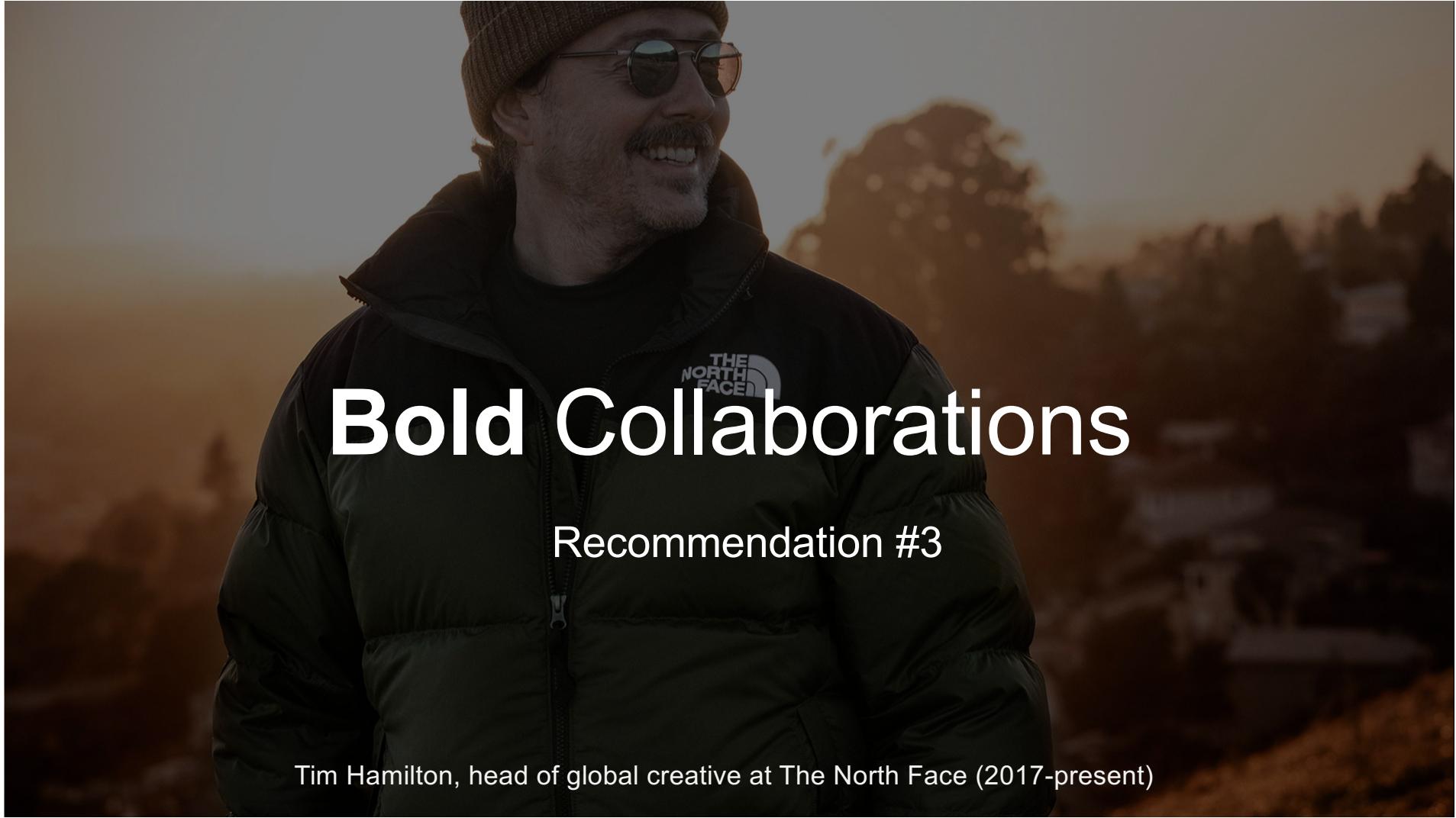


Past Collaboration Benefits

The screenshot shows a marketplace listing for a Supreme x The North Face S Logo Fleece Jacket. The product details include:

- Supplier: Supreme
- Product: The North Face S Logo Fleece Jacket
- Color: Black
- Condition: New
- Product Details: A large blue overlay box contains the following text:
 - Collaborations:
 - Instantly sell out
 - Maintain high prices
 - Create mass demand

Demand = Brand Relevancy!!!
- Price: \$550
- Actions: Ask for More, View Bids, View Sales



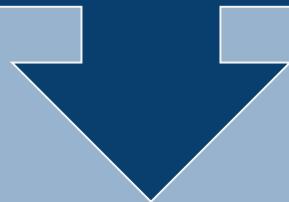
Bold Collaborations

Recommendation #3

Tim Hamilton, head of global creative at The North Face (2017-present)

Prioritize Style and Collaboration

“The choice of collaborators is driven by finding a brand with a shared value and one that can bring something to the table that North Face doesn’t already have.” - Tim Hamilton (Parisi, 2021).



Continue prioritizing style through collaborations with brands that are well known by the Gen-Z/Millennial target market

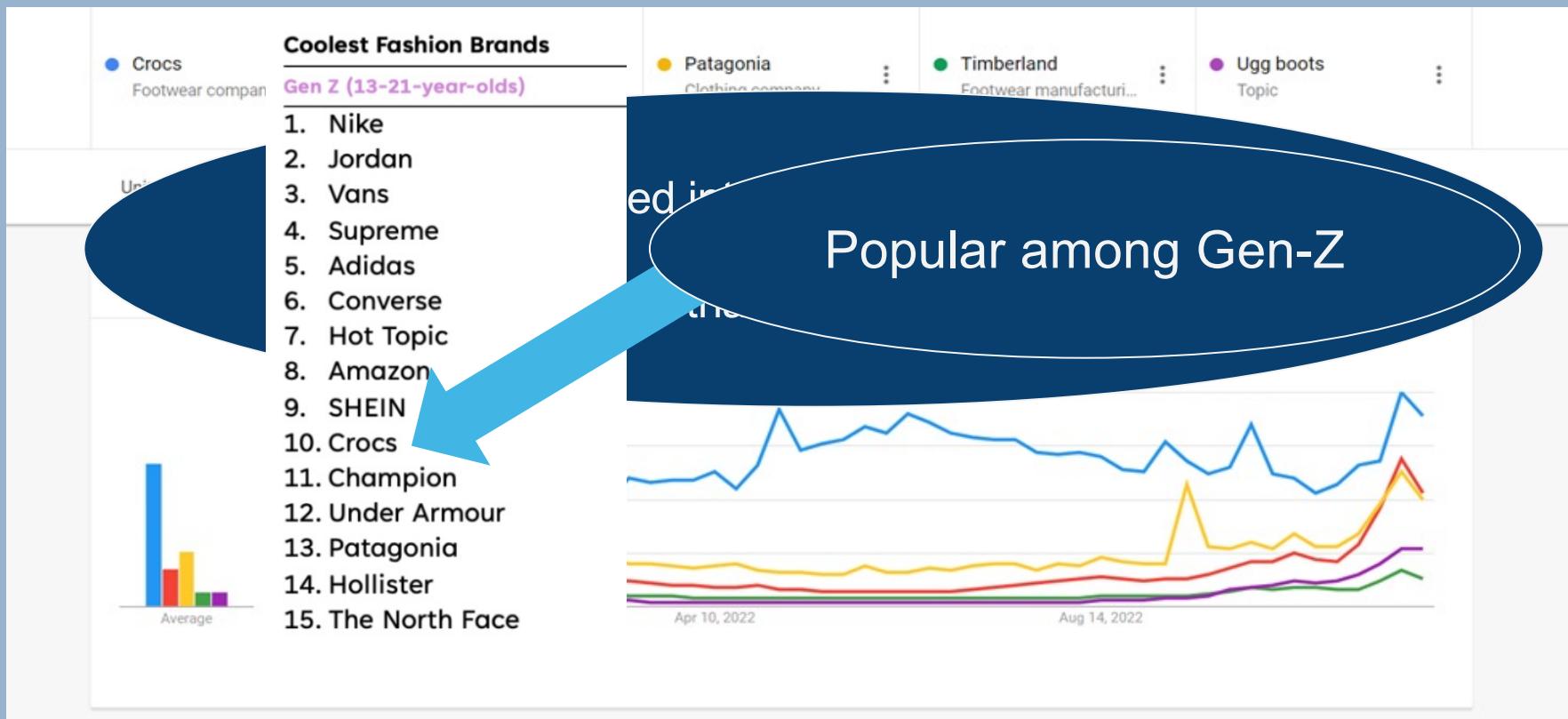


With Whom?

"Practicality, **versatility**, **comfort**, range of designs, **customizable** design (with jibbitz), **long lasting** material, hard wearing sole, and **visibility** in the **fashion trend cycle**" is all provided by the notorious Croc's clog (Lorna, 2022).



Why Crocs?



What Crocs Brings to the Table

FUN FACTS

COMFORT WITHOUT CARBON

Becoming a Net Zero brand through sustainable ingredients, responsible resource use, and sustainable packaging.

Annual sales making Crocs one of the world's 10 largest non-athletic footwear brands

COMFORT FOR OUR COMMUNITIES

Donating shoes, funds and volunteer hours to global communities and in times of need through our Crocs Cares program.

Followers on our social media accounts around the world

Average tenure of our global Crocs employees

Prominent sales
Large social media
following
Global presence

Shared values in sustainability

Timberland X **crocs™** Mock-up

Boots



Jibbitz

Timberland



BOLD about sustainability on brand websites

Easily accessible sustainability features

Top place for brand research

BOLD about sustainability with Instagram features

Popular platform with Gen-Z & Millennials

Social media affects purchase decisions

BOLD with stylish collaborations: Crocs x VF

Consumers value style

Collaborations generate attention

Next Steps

1

Promote sustainability features **boldly** on product previews

2

Plan a **bold** Instagram Live sustainability Q&A

Develop **bold** sustainability highlights for The North Face

3

Discuss a **bold** collaboration with Crocs

Questions?

Appendix

Google Trends – Patagonia

Instagram Highlights Benefits

Sayeed & G Source

Consumers wish it was easier to make sustainable choices

Low Confidence in VF Brands' Sustainable Products

VF Brands are not keeping up with Oversized Trend

Instagram Live Survey

Past VF Brand Collaboration Prices

Price is important to Gen-Z & Millennials

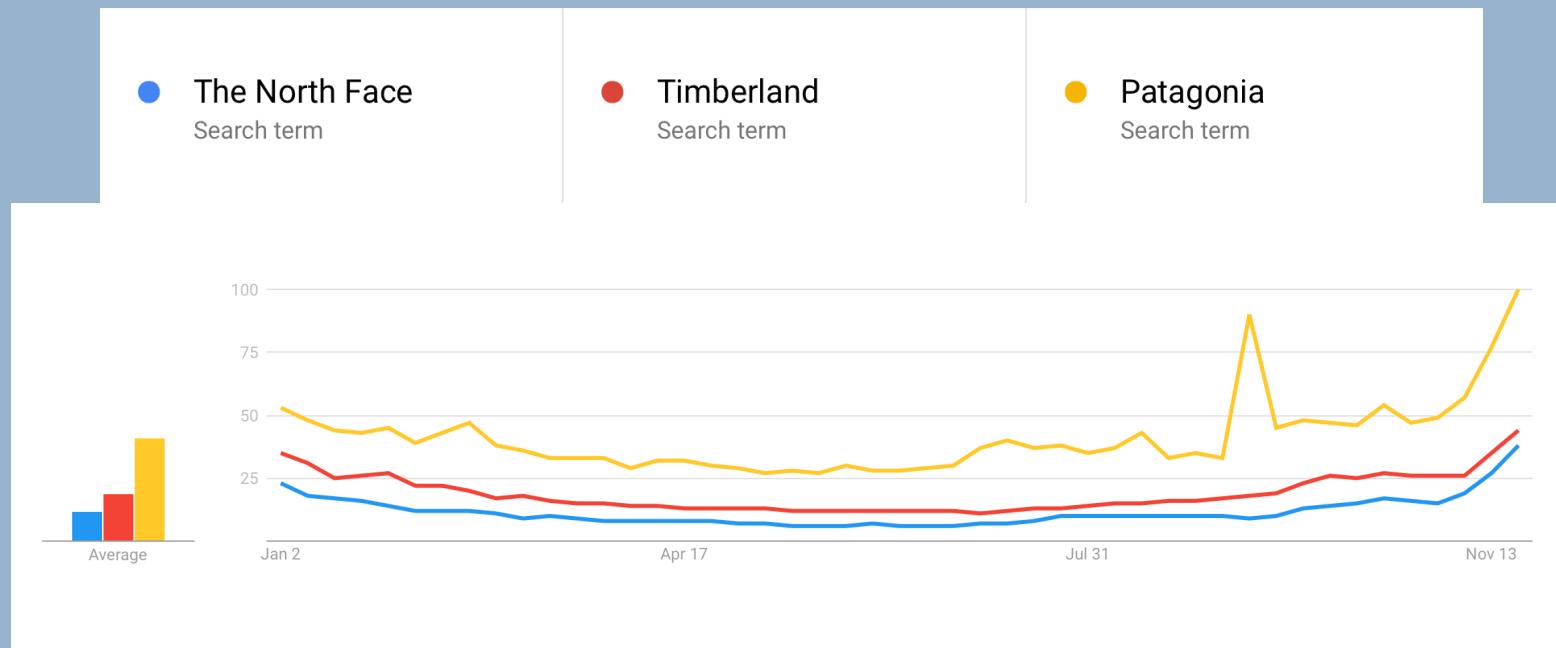
Gen-Z & Millennial Budget

Jimmy Choo X Timberland

Croc Collaboration Prices

The North Face X Crocs Mock-up

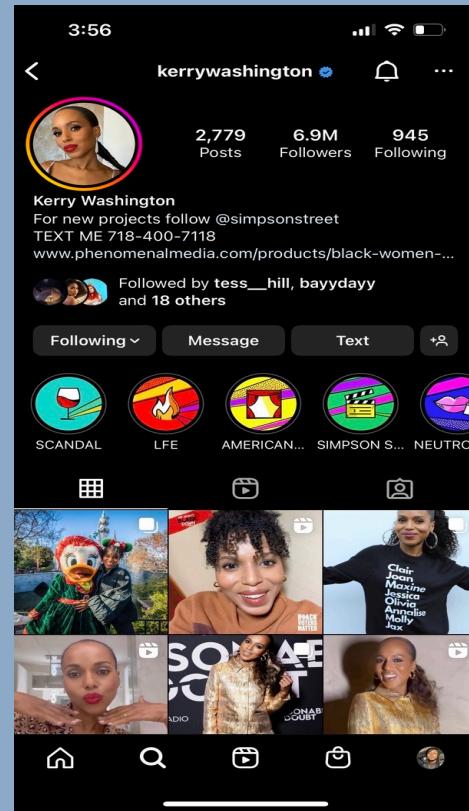
Patagonia is Searched on Google More than VF Brands Throughout the Year



[Appendix](#)

Benefits of Instagram Highlights

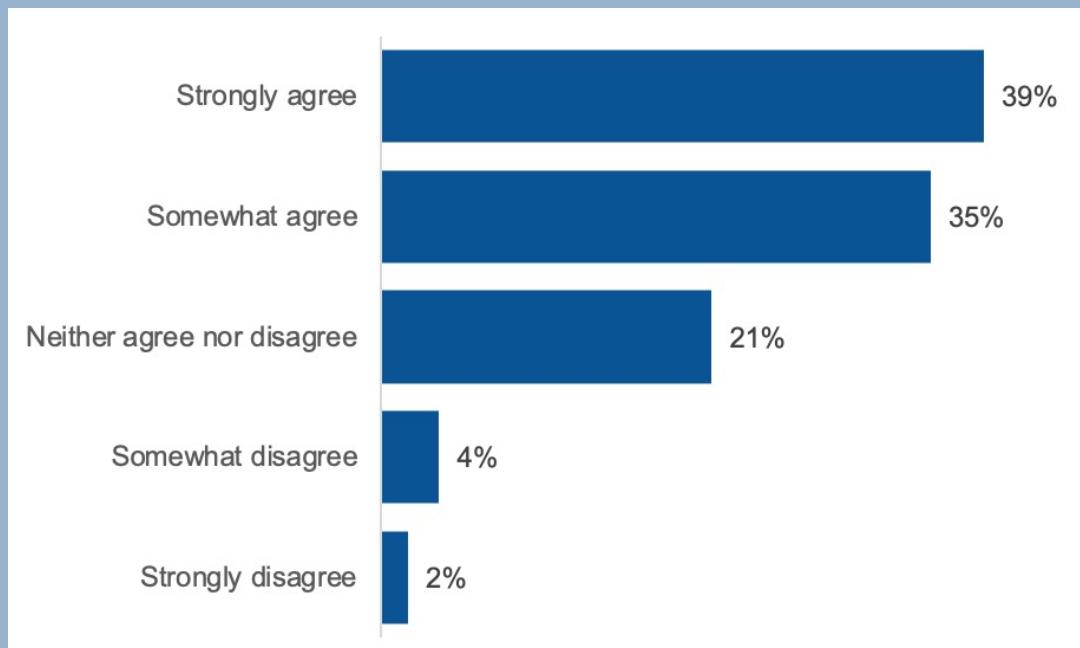
- "Stories Highlights are a way to pin and save your best IG Stories content based on a specific theme." (Alfonzo, 2019)
- "highlighting only posts that your readers will want to see more than once." (Alfonzo, 2019)
- Brings attention to important aspects of the creator or brand
- Quick information access that stays on the page



Sayeed and G source

- Research journal done at Amity University
- Shows the social media impact of Gen-Z and Millennials
- Heavy correlation between social media and marketing
- Conducted a literature review
- Conducted a survey taken by a focus group
- Analyzed several aspects: ex. Family/friend influence or Influencer preference

Consumers wish it was easier to make sustainable choices



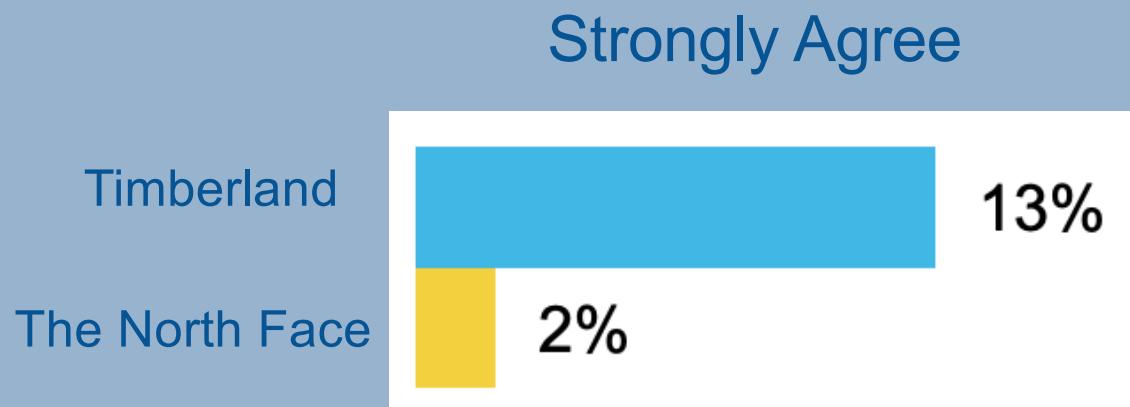
Q#: 4.12.2 How much do you agree or disagree with the following statements: - I wish it were easier to make sustainable choices

Source: Survey Data

N= 299

[Appendix](#)

Gen-Z & Millennials have low confidence that VF Brands make Sustainable Products



"I don't know anything about how they're trying to be sustainable or if they even are trying to be sustainable."
(David, October 2022)

Q#: 3.13.22 and .23 To what extent do you agree or disagree that each of the following brands makes sustainable products?

Source: Survey Data
N= 299

[Appendix](#)

VF Brands are not keeping up with the oversized trend

Search results for
"OVERSIZED" **oversized sweatshirt (155)**

New & Featured Men Women Kids Sale Gifts

FREE SHIPPING + RETURNS, FREE
MEMBERSHIP, EXCLUSIVE PRODUCTS [Join Now](#)

Oversized on top style competitor: Nike.com

1 Product

FILTER: Lifestyle Training & Gym Basketball Soccer
 Oversized

SORT: RECO

Fit: Loose Standard Oversized

Color: Black, Blue, Brown, Green, Grey, Orange, Pink, Purple, Red

Best Seller
Nike Sportswear Phoenix Fleece
Women's Oversized Crewneck Sweatshirt
16 Colors
\$65

Best Seller
Nike Sportswear Phoenix Fleece
Women's Over-Oversized Pullover Hoodie
13 Colors
\$70

Nike Dri-FIT Get Fit
Women's Graphic Crewneck Sweatshirt
10 Colors
\$60

m Feedback

Appendix

Instagram Live Survey

The North Face Sustainability Survey

Fill out this survey for a chance to win a new sustainable item!

Email: kevdug353@gmail.com (not shared) [Switch account](#)

* Required

Name *

Your answer

Instagram Username *

Your answer

What percentage of the Women's Printed 1996 Retro Nuptse Jacket are made with recycled fabrics? *

!

!

[Appendix](#)

Past VF Brand Collaborations

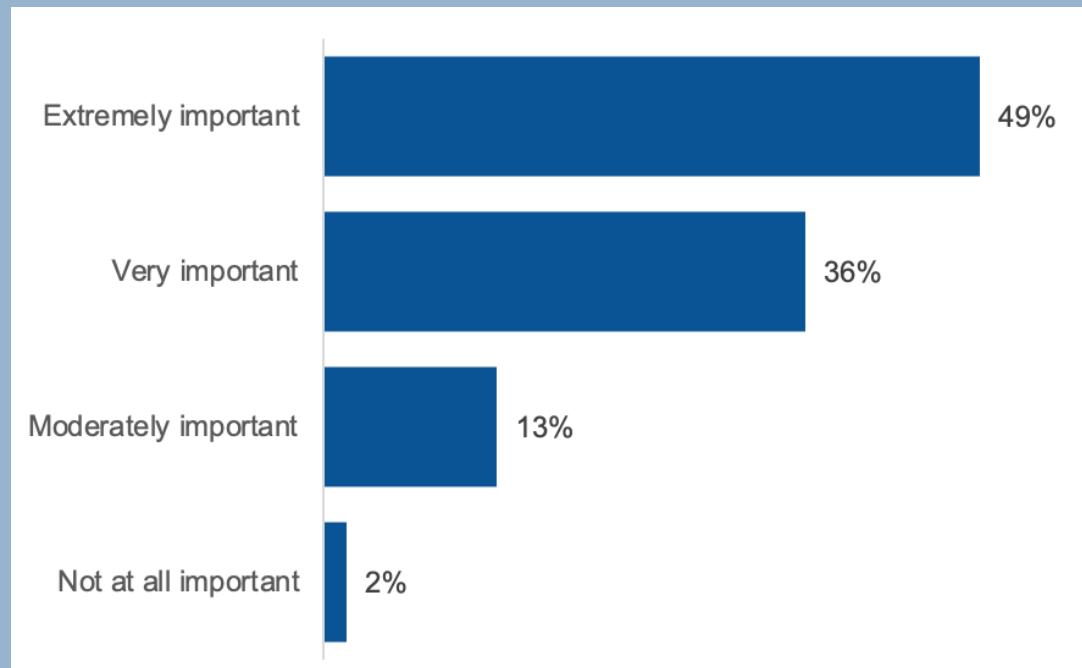
Priced from \$250-\$4000

							
GUCCI GG Canvas Goose Down Jacket, Size 56,...	GUCCI The North Face X Gucci Padded Jacket, Size...	GUCCI The North Face X Gucci Cotton Sweatshirt,...	GUCCI The North Face X Gucci Down Jacket, Size...	GUCCI The North Face X Gucci Down Jacket, Size...	GUCCI The North Face X Gucci Cotton Sweatshirt,...	GUCCI The North Face X Gucci Down Jacket, Size...	GUCCI The North Face X Gucci Padded Jacket, Size...
\$3,800.00 GUCCI Free shipping	\$2,700.00 GUCCI Free shipping	\$1,300.00 GUCCI Free shipping	\$2,980.00 GUCCI Free shipping	\$2,700.00 GUCCI Free shipping	\$1,400.00 GUCCI Free shipping	\$3,200.00 GUCCI Free shipping	\$2,700.00 GUCCI Free shipping

			
Jimmy Choo Jimmy Choo... \$895.00 Jimmy Choo Free shipping	Jimmy Choo Jimmy Choo... \$795.00 Jimmy Choo Free shipping	Timberland - Men's x Pangaia Waterproof ... \$250.00 Timberland Free shipping	Timberland Women's Veneda Carter x Timberlan... \$250.00 Bloomingdal... ★★★★★ (4)

[Appendix](#)

Price is important to Gen-Z & Millennials



Q#: 3.6.2 Thinking about this piece of outdoor apparel... how important is price?

Source: Survey Data

N= 299

[Appendix](#)

Gen-Z & Millennial Budget

Monthly Spending on Clothing and Footwear (2022)

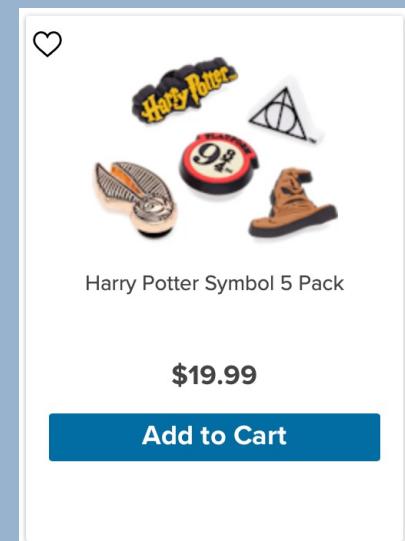
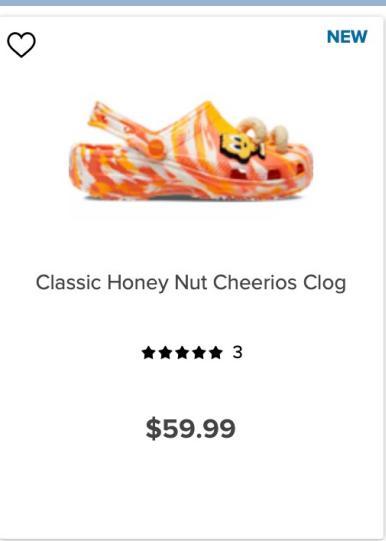
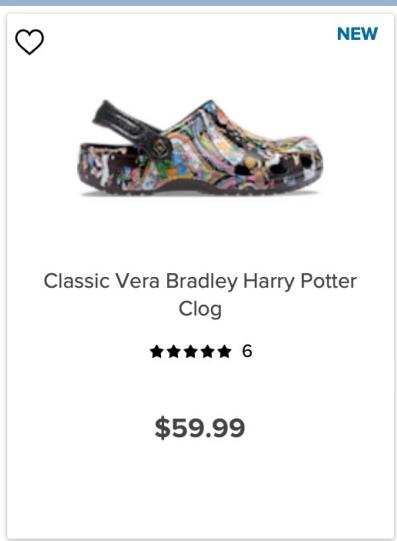
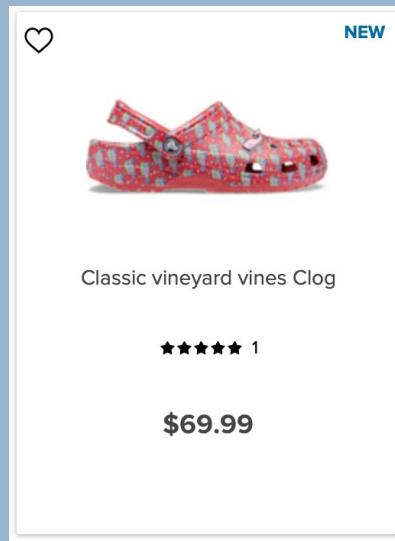


About \$60 per purchase
If 1 purchase per week

Data from Statista.com
September 2022

[Appendix](#)

Croc Collaboration Prices



Shoes: \$60-70

Jibbitz: \$20 for 5

[Appendix](#)

crocstm

Other creative Crocs collaboration designs

7Eleven x Crocs



SZA x Crocs



Nicole McLaughlin x Crocs



[Appendix](#)



X **crocs™**

Mock-up

Clothing



Jibbitz



[Appendix](#)