

## **Final Campaign – Waterproof Boots by The North Face**

Copywriting

Camila Garrucho Martins de Lima

Anthony Kalamut

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# CREATIVE BRIEF

**Client:** The North Face  
**Project:** Waterproof Boots  
**Title:** Face the Winter

**Date:** December 12, 2022  
**Format:** Nacional Ad Campaign  
**Docket:** 22 - CAB 162 - 09

## Company/ Product Background

The North Face was founded in 1966 by climber Douglas and his wife Susie Tompkins in San Francisco to innovating specialized in mountaineering equipment and apparel including sleeping bags, hiking packs, tents, skiwear, and high-performance outerwear, as well as performance apparel, footwear and equipment for explorers, climbers, and endurance runners.

The Waterproof Boots by The North Face such as all waterproof products are used with the GORE-TEX membrane that is completely impervious to rain, snow and sleet whilst allowing for the wearer to sweat from within.

## Scope of Work

2x Full Page Magazine Print Ads  
1x Billboard Ad  
1x :30sec National Radio Spot

## Objective of Advertising

The primary objective of this campaign is to demonstrate that the Waterproof Boots by The North Face has the most innovated and quality that protect from the winter.

## Target Audience

The North Face's target audience is male adults, and females aged between 25 and 45. They are usually from the middle-middle to the upper-middle class.

They love adventures and nature. They are interested in outdoor activities. And frequently participate in activities such as hiking, skiing, biking, and backpacking.

The North Face targets consumers who value the quality of the product, tech innovation and comfort.

The products are well-accepted by consumers who are looking for high-quality winter clothes to do their daily bases activities. Also, because they are comfortable and a sustainable brand.

They value QUALITY and INNOVATION.

## **Consumer Insight**

They want innovative high technology to keep them warm from hard winter elements and are provides comfort at the same time.

## **What is the SINGLE MOST IMPORTANT THING we need to say?**

Waterproof Boots by The North Face will keep you warmer and confutable to face the winter.

## **Support**

- Waterproof Boots that combine full-grain leather made with recycled material.
- Soft and cozy offers flexibility and comfort.
- Heating technology.

## **Tone/ Appeal/ Manner**

- Inspirational
- Reliable
- Comfort

## **Executional Mandatories**

- Must feature the product and visually show that is waterproof.
- Must inspire people to go outdoors.

## PRINT ADONE

How many times do you stay at home for being afraid of the winter? How many things did you miss out there? We want to change that. The new Waterproof Boots by The North Face are made with a new technology designed to be comfortable, protect from the cold and keep you warm, so you have the same cozy feeling you have at home. Our boots are durable and made with recyclable material because we believe that we must protect the environment in order to face new outdoor adventures.

# DON'T LET THE WINTER STOP YOU.



## FACE THE WINTER



## LONG COPY PRINT AD

# Don't let the winter stop you.

How many times do you stay at home for being afraid of the winter? Imagine you are getting out and looking through the window and see a huge amount of snow out there, and you have second thoughts about getting out because your winter boots are not comfortable or do not really protect you from the hard winter. How many things did you miss out there? Now imagine how many things you need to do out there in your daily routine, things as going to the grocery, and how about the outdoor experiences you want to have as skiing or seeing the cyan blue lakes by the mountain. But have been postponing those things and experience's because you don't have the adequate shoes to do it. We want to change that. The new Waterproof Boots by The North Face are made with a new technology designed to be comfortable, protect you from the cold and keep you warm, so you can have the same cozy feeling you have at home. Our boots are durable and made with recyclable material because we believe that we must protect the environment in order to face new outdoor adventures.

**Face the Winter with The North Face!**



**FACE THE WINTER**





## BILLBOARD AD



# **FINAL SCRIPT**

## **:30SEC RADIO AD**

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**Docket:** 22-CAB 162-09

**Type:** Straight Read

**Appeal:** Inspirational

**SXF:** An inspirational instrumental song plays in the background all the time.

**ANNCR:** FEMALE 30-40 YEARS OLD – EMOTIONAL AND STRONG VOICE

How many times do you stay at home for being afraid of the winter? How many things did you miss out there? We want to change that. The new Waterproof Boots by The North Face are made with a new technology designed to be comfortable, to protect you from hard winter, to keep you warm and cozy. It feels like home. Our boots are made with a durable and recyclable material to protect you and the planet. Don't let the winter stop you. Face the Winter with The North Face!

An inspirational instrumental song plays in the background all the time.