

Integrating Gap’s core brand values, seasonal campaign messages and product storytelling to bring a consistent, onmi-channel messaging strategy to life throughout the customer journey — including all paid and owned digital media, built environments and experiential activations.



Experiment. In. Color.
Spring 2018 Brand Campaign

Digital/Social



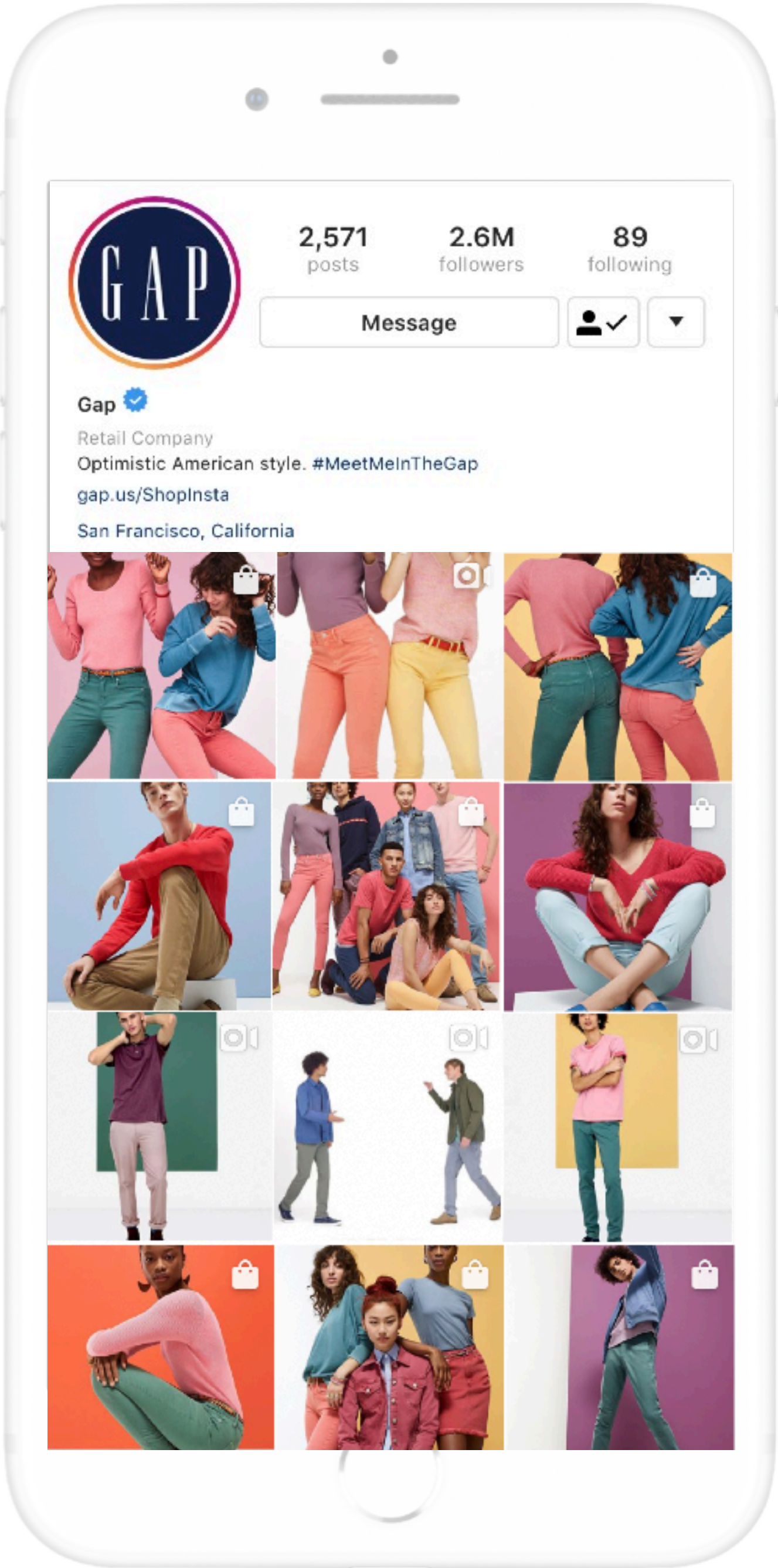
Built/In-Store



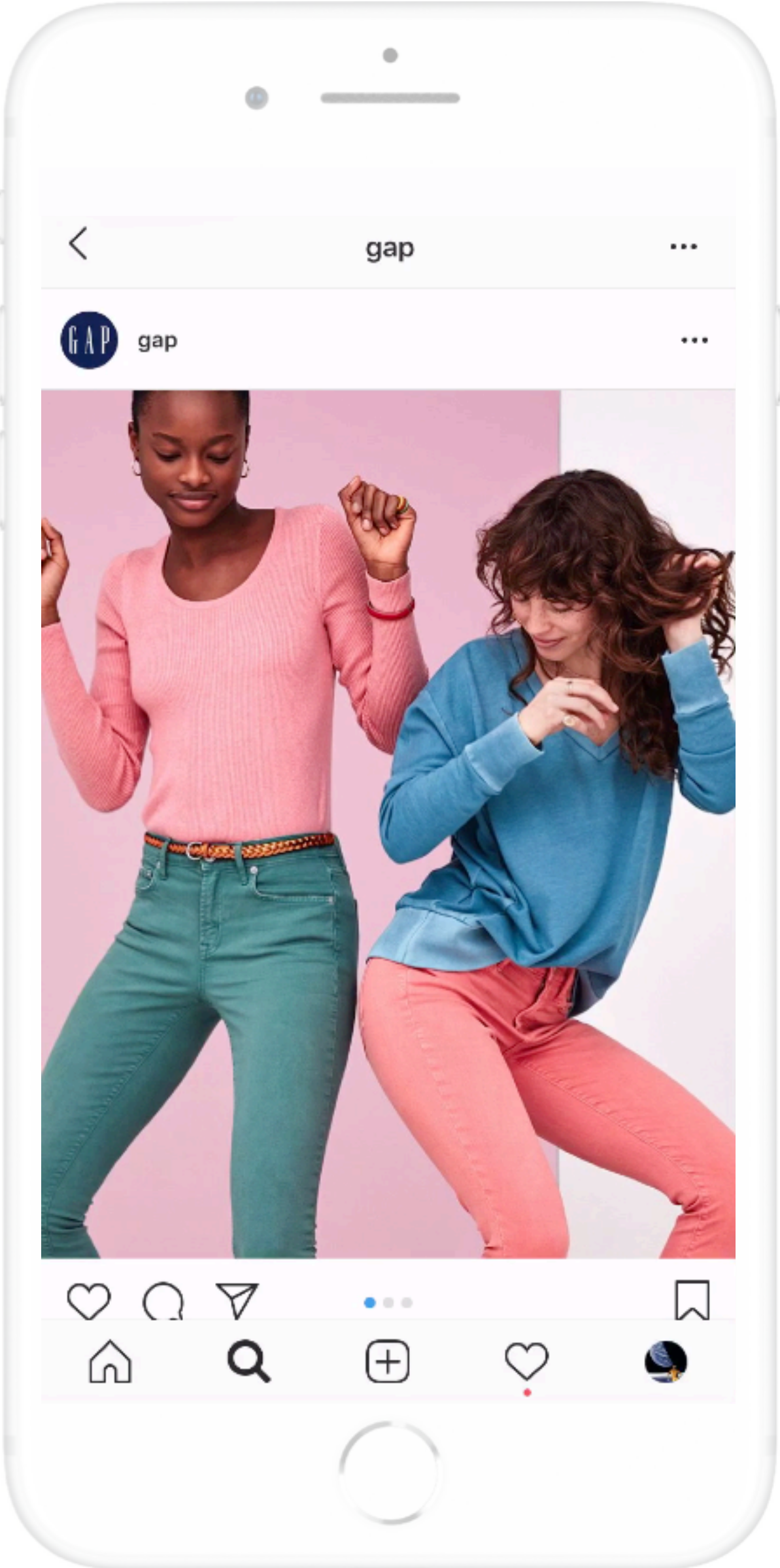
Experiential



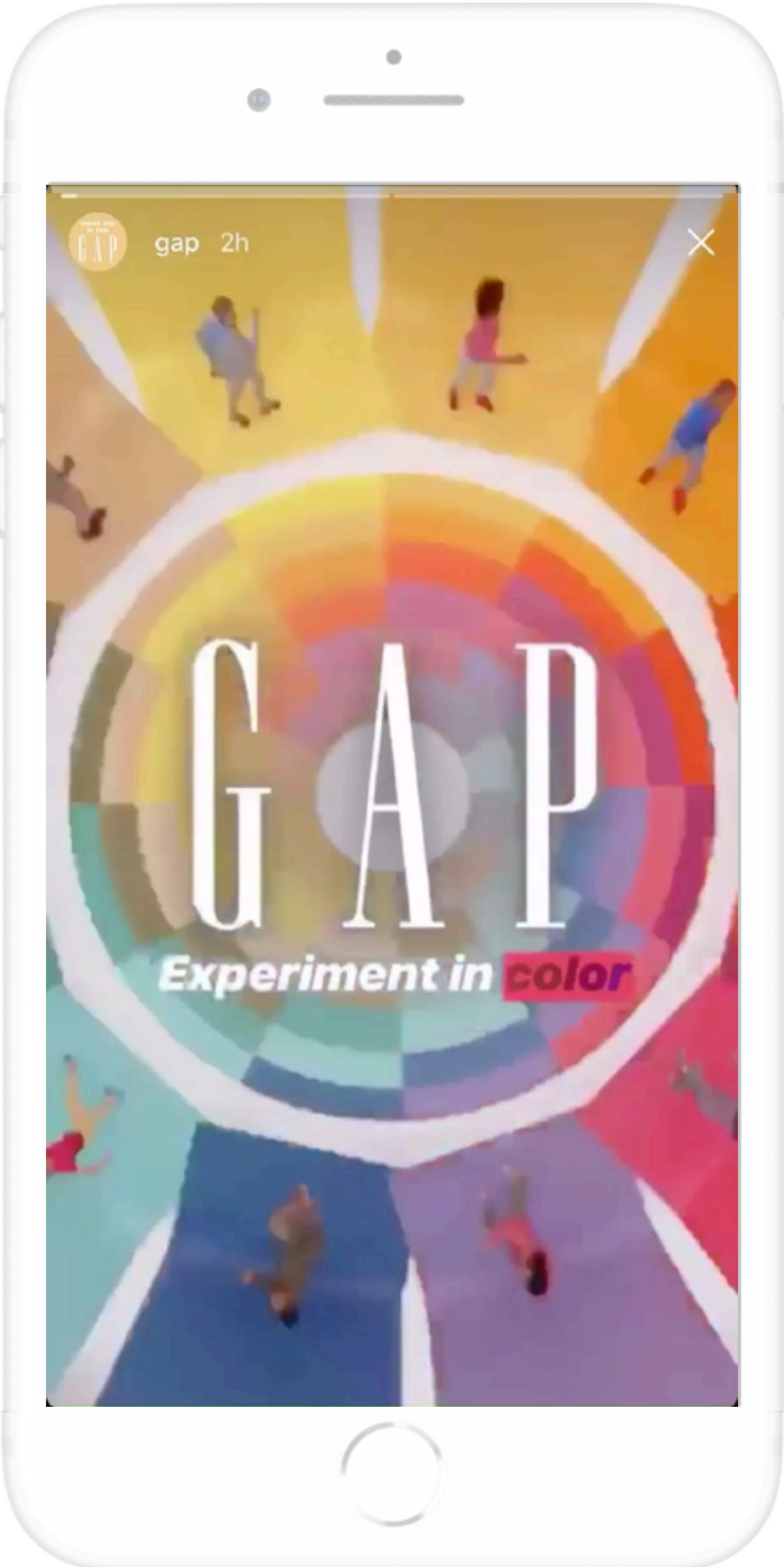
Experiments. In. Color.
Organic social implementation



Story grid



Interactive product storytelling (click for video)



IG Stories (click for video)