

# CREATIVE BRIEF



**Project Name:**

Patagonia

**Background:**

Founded by Yvon Chouinard in 1973, Patagonia is an American clothing company that markets and sells outdoor clothing and gear known for its commitment to environmental sustainability and activism. Main competitors include Columbia, The North Face, and Mammut. Market opportunities include its Durability and Quality, Environmental Activism, and their "Worn Wear Program".

**Goals & Objectives:**

The campaign's objective is to engage and inspire customers who value environmental stewardship and social activism. Also, encourage businesses to donate at least 1% of their annual sales to environmental organizations, what they call their "1% for the Planet". Increase brand loyalty.

**Target Audience:**

The target audience are mainly outdoor and active people (athletes). Also, people who are socially conscious and care about the environment. Age range from early 20s to 40s.

**Promise:**

Patagonia promises to provide high-quality outdoor apparel and gear while actively working to minimize its environmental footprint. Patagonia offers products that are both durable and sustainable, allowing customers to enjoy nature while preserving it for future generations.

**Support for your Promise:**

- Their "1% for the Planet" Campaign.
- Their "Worn Wear Program".
- Their designs and materials.

**Key Message:**

Make the audience want to be part of this environmentally conscious movement by supporting the brand and the environment. Make the audience buy Patagonia's products and become part of their campaigns.

**Timing and Parameters:**

Launching campaigns aligned with outdoor sports/activities seasons.

**Tone/Personality:**

Eco-Friendly, Durable, Innovative, Quality.