

The North Face

Brand Overview

Brand

The North Face owned by VF Corporation.

Product Category

The North Face is a brand that is committed to serving people who wish to discover and preserve our natural wild lands in materials such as pants, jackets, shirts, boots, gloves, bags and other accessories.

- The North Face website has an estimated 5.54 million user visits in the past 1 month (SimilarWeb).
- The North Face has a 36.95% market share in the U.S. (4creativehds).
- Revenue increased 9% (10% constant dollars) in 2019 (VFco).

Benefits

- Has created a program called “Clothes the Loop” that invites consumers to drop off used apparel and footwear in any condition at participating North Face stores for those who want to help give back.
- The North Face created breathable items made with multiple different fabrics that are resistant to rain, snow and sleet, while also allowing perspiration to escape from inside to keep warm and comfortable in all weather conditions (The North Face).
- Jackets are available that are made from an eco-coconscious post-consumer recycled material, called ThermoBall, for men and women that like a lightweight, warm and packable jacket for exploring and saving the environment (The North Face).
- Has established 20 partnerships with philanthropic organizations that hold parallel environmental and social missions.

Target Audience

- Young adults who have an active lifestyle and look for adventure from ages 20-40 (Lodging).
- Look for men and women with an income of \$55,000 - \$80,000 because they are then able to afford The North Face high-tech apparel and gear when going exploring.
- The North Face designs high-tech outdoor apparel and gear for those who love mountaineering, skiing and backpacking.
- People who love going on adventures while staying warm and comfortable during all weather conditions.
- It wasn't until the past decade that North Face started targeting young adults, like college students who want to keep warm during their adventurous walks to class in the fall and winter.

Relationship

According to the Fournier's Classifications, North Face and I have a compartmentalized friendship. My North Face jacket and bookbag have been reliable for all weather conditions. Whether it is rainy, snowy, windy or sunny my North Face products have always been a great option for me. I choose this brand because of how durable and long lasting they are for all consumers. I also love being adventurous and exploring new things in life, so I love how they have made their brand focused around trying new things while staying comfortable.

References:

THE NORTH FACE



Brand Blueprint

North Face is an outdoor product company that specializes in clothing, footwear and outdoor equipment.

Target Audience

Demographics:

- **Gender:** Male/Female
- **Age:** 23-40
- **Income:** \$55K+

Psychographics:

- **Values:** Durable, Comfort
- **Hobbies:** Traveling & Exploring
- **Activities:** Backpacking & Mountaineering
- **Lifestyle:** Middle/upper class adventurer
- **Attitudes:** Goal oriented & driven



Secondary Audiences

1. College Students

- **Age:** 18-22
- **Gender:** Male/Female
- **Lifestyle:** Active, High-quality Spenders
- **Hobbies:** School & Working out

2. Retired Couples

- **Age:** 65+
- **Income:** 75K+
- **Marital Status:** Married
- **Activities:** Hikes & Traveling
- **Values:** Supportive

Brand Persona



Andrew Skurka

- 2007 "Adventurer of the Year"
- Active
- Enjoys Backpacking
- Adventurous
- Driven

Brand Position:

"For any driven and active outdoorsman who appreciates adventure, North Face is the outerwear company that provides an aptitude of comfort while relishing the outdoors."

Consumer Insight:

In today's society, consumers value materials that are comfortable, durable, and stylish. An active lifestyle influences what brand people wear because they want to dress accordingly to their daily activities.

How North Face Positions Themselves:

The North Face specifically targets adventurers that are into backpacking, mountaineering and skiing. Their products are priced higher and designed for long trips in all weather conditions.



Direct Competitors

Indirect Competitors



Advertisement Strategy

Positioning Statement:

For lively adventurers who enjoy the outdoors. The North Face is a brand that is committed to serving people who wish to discover and preserve our natural wild lands in comfort.

Advertisement #1 – The North Face “Never Stop” Commercial

This 2016 advertisement focuses on no matter what lifestyle one has or what adventures they go on, North Face apparel and accessories are perfect for staying comfortable and encourages them to never stop exploring. This ad uses different video clips of people on numerous diverse adventures to demonstrate how the product is utilized in various ways. The “big idea” behind the campaign is to create awareness to show that North Face is durable in all different types of weather conditions and lifestyles, and to also inspire people to never stop exploring (The North Face “Never Stop” Commercial, 2016).

The target audience behind this advertisement are driven upper-class adventurers, ages ranging from 10-60, who value the comfort in exploring and view life as an adventure. Males and females are targeted as the advertisement shows both genders using North Face.

This advertisement reinforces the brand’s positioning and persona, Andrew Skurka, because it demonstrates that North Face materials are durable and comfortable for an abundant amount of different adventures whether it is snowboarding a snowy mountain, navigating at sea, eating out with your friends or even going on a school field trip. No matter how big or how small the adventure is, North Face is a reliable option for those who are active and ambitious (The North Face “Never Stop” Commercial, 2016).

Advertisement #2 – Clothes the Loop

The “Clothes the Loop” advertisement focuses on how The North Face collects used apparel and footwear from any brand in any condition to help preserve outdoor playgrounds and donate proceeds to The Conservation Alliance. This ad uses a green layout for an environmentally friendly theme, statistics on reducing waste, and clip art that grabs the audience’s attention. The big idea of the ad is to create awareness for the program so The North Face can help fund community-based campaigns to protect wild places for their habitat and recreation values (The North Face).

The target audience for this advertisement are passionate about preserving wild places and have high recreational values. This ad targets adults age ranging from 20-70, both male and female, who view the outdoors as their playground to explore.

This advertisement reinforces the brand’s positioning and persona because it shows how passionate and caring The North Face is towards the outdoors. It uses different statistics to demonstrate the impact of waste and motivates people to save the outdoors by recycling their unwanted clothes. Consumers who are very active and love adventure are going to want to participate in “Clothes the Loop” to help preserve their playground so they can continue their explorations (The North Face).

Advertisement #1: "Never Stop"



Advertisement #2: "Clothes the Loop"

PROTECT OUR  **PLAYGROUND**

IN 2012, AN ESTIMATED **12 MILLION TONS** OF TEXTILE WASTE WENT TO LANDFILLS IN THE U.S.

ENOUGH TO FILL **537,000** 18-WHEELERS

THAT'S NEARLY **70 LBS** OF TEXTILES PER PERSON

95% OF THESE ITEMS COULD'VE BEEN REUSED OR RECYCLED.

WE CREATED THIS PROGRAM WITH THE GOAL OF REDUCING THIS WASTE

HOW DOES IT WORK?

- RECYCLE**  Collect your used apparel and footwear and bring them into The North Face® retail and outlet stores. They can be from any brand in any condition.
- REWARD**  Drop your items in the designated bin and earn a reward, good towards purchase of The North Face products. Ask an associate for the coupon when you deposit your apparel or footwear.
- RENEW**  With every piece of apparel and footwear collected, you're helping preserve our outdoor playground. All proceeds from Clothes the Loop go to The Conservation Alliance, funding community-based campaigns to protect wild places for their habitat and recreation values.

Current Event

Article information

- **Title:** The North Face is offering a 50% discount to healthcare workers and first responders
- **Author:** Joshua Sargent
- **Source:** SFGATE
- **Date published:** April 16, 2020
- **Description:** From now until the end of the year, North Face is offering a 50% discount on non-sale items for all first responders. This discount is limited to online shopping on The North Face's website and North Face owned and operated stores. Eligible first responders include healthcare workers, EMTs, law enforcement, firefighters, and employees of the FBA, DEA, CBP and TSA.

Topic: Customer Journey

- I chose this particular article because during this time of the pandemic, I was curious to see if The North Face was up-to-date during the pandemic.
- During week 13, we discussed how it is important to think about the customer journey applying to media and brand strategy. It is beneficial to start with the target audience and ask where are they now and what do we want them to do? As a brand it is important to keep the audience moving forward, take in important considerations and visualize a path from point A to B.
 - Currently all of North Face's customers are all faced with the pandemic. It is significant to understand that right now, in most of the customer's journeys, many are risking their lives to help those being affected by COVID-19. As a brand, it is important adjust the brand strategy and make customers feel comfortable, honored and respected.
 - With stores being closed, this is a great way to draw in more customers while also supporting customers during this hard time by giving 50% off to all healthcare workers and first responders on non-sale items and 10% off sale items every 30 days (TheNorthFace).

Analysis

- By giving first responders 50% non-sale items, I believe this will be helpful for the brand. It will impact consumer perception in a positive way. It shows that North Face is recognizing the risks and hard work first responders are going through.
 - There has been little, but positive, response from consumers thus far.
- The article did not really alter my opinion towards the brand, I have always had gratitude towards The North Face. If anything, it made me respect them more because my mother is a healthcare worker and currently works directly with COVID-19 patients. She is risking her life to help save others. The fact that The North Face is recognizing this for all healthcare workers and first responders, I have a higher appreciation for the company.

References

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