

The Brief

About The North Face

The North Face is an apparel brand that pushes adventurers to ‘Never Stop Exploring.’ It recognizes how every individual defines ‘adventure’ and ‘exploration’ in their own unique way.

BRAND OBJECTIVE

Inspire the next generation of female explorers in the outdoors by equipping them with innovative products built for their outdoor needs and support their journey with exploration.

TARGET AUDIENCE

20-30-year-old women. They are spontaneous and love to explore. Brought up in a digital age they are extremely tech-savvy and believe in growth through personal experiences.

INSIGHT

It's not always about the destination. The journey is equally important in paving the path to a positive exploration.

THE IDEA

A collaboration between The North Face and Google Maps to introduce a mobile app to help adventurers make the most of their journey.



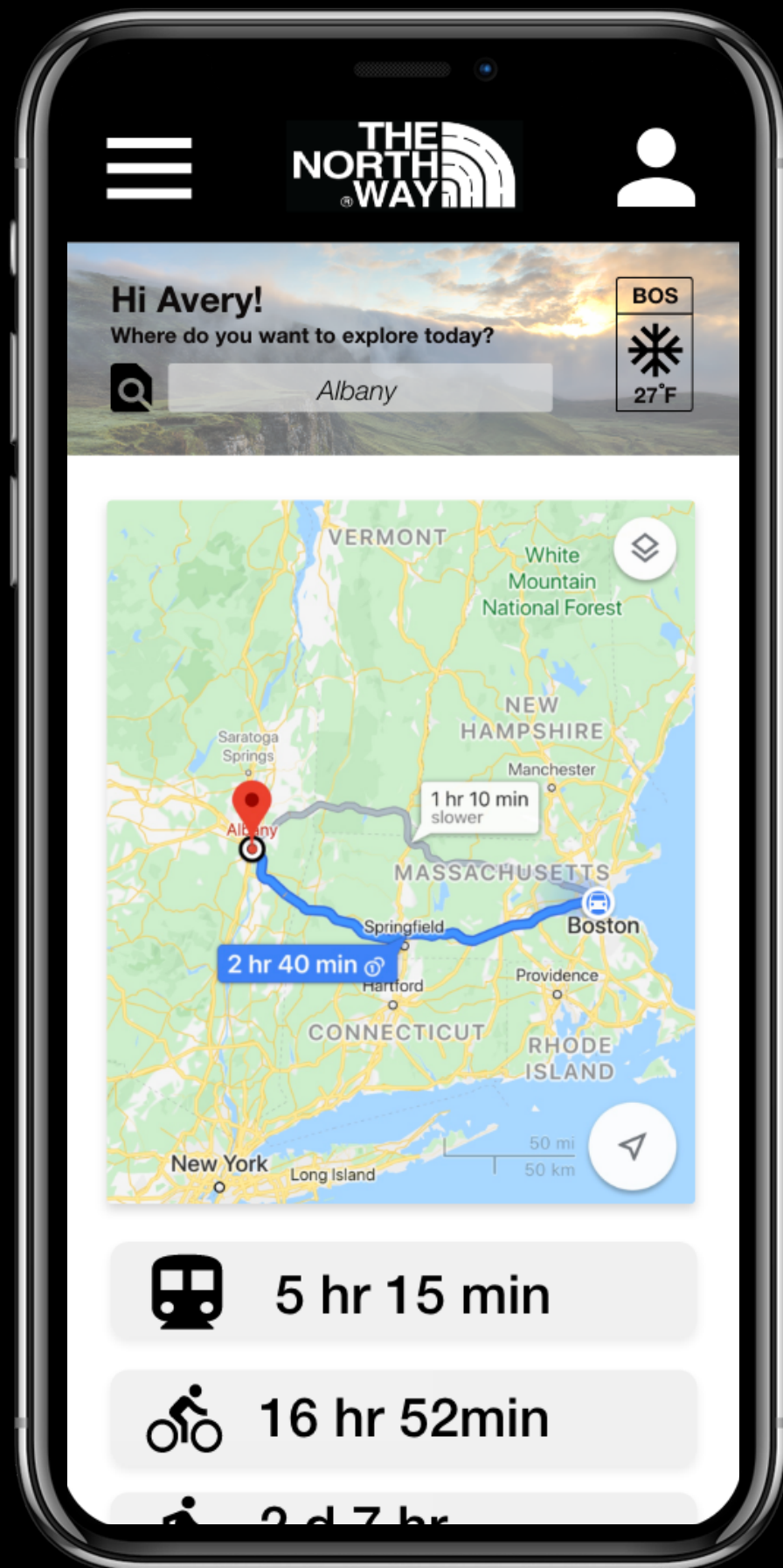
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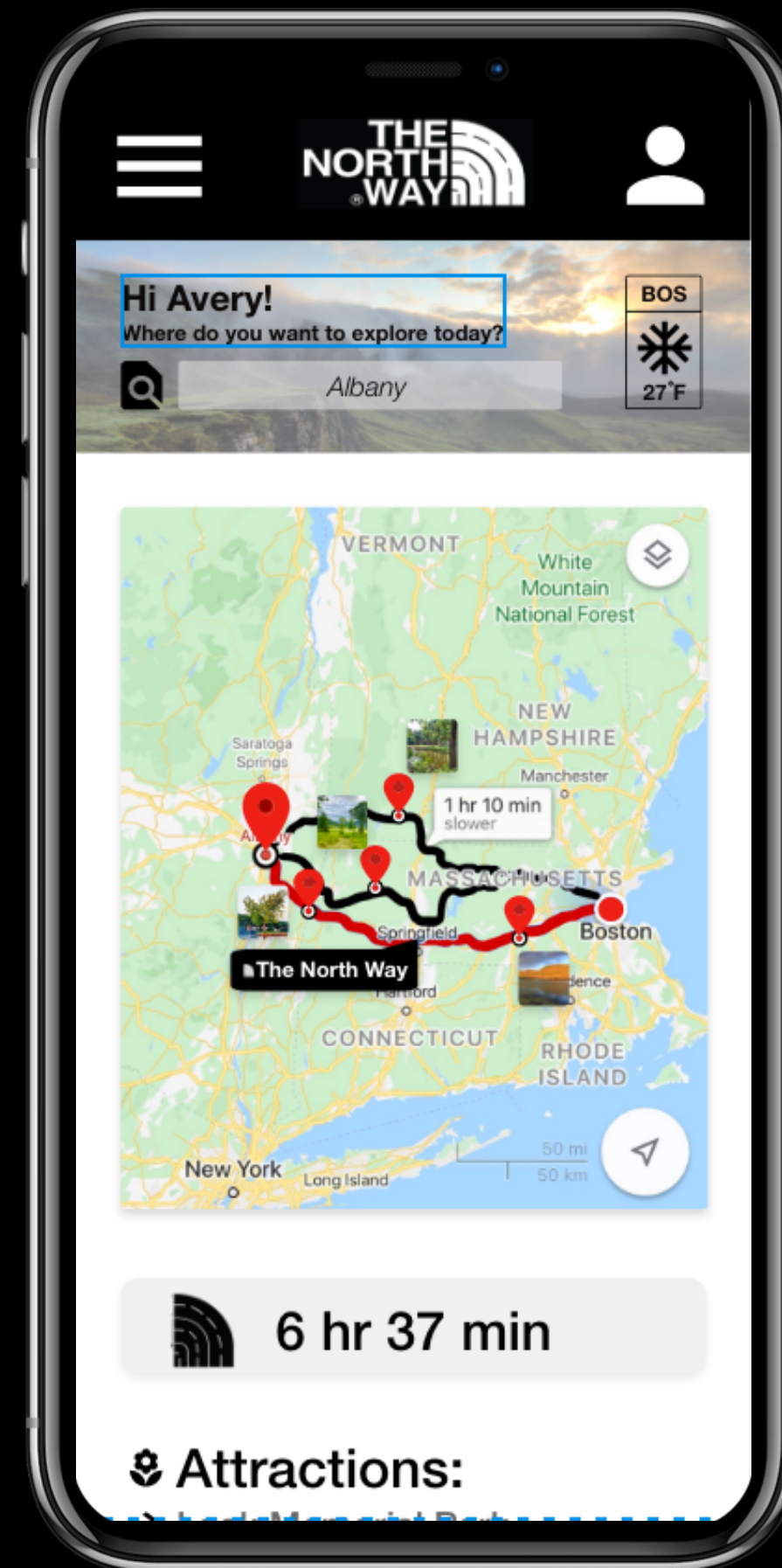


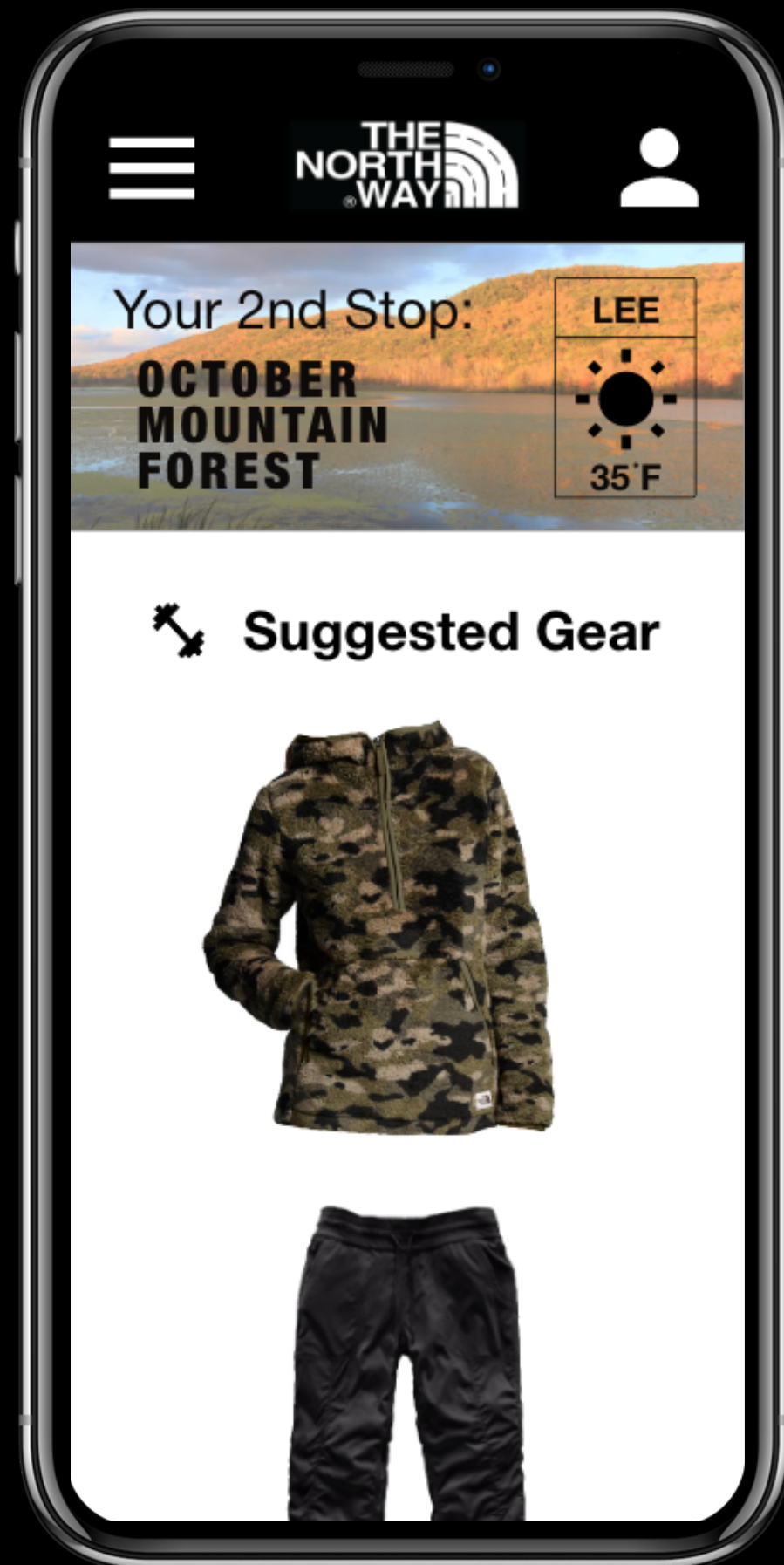
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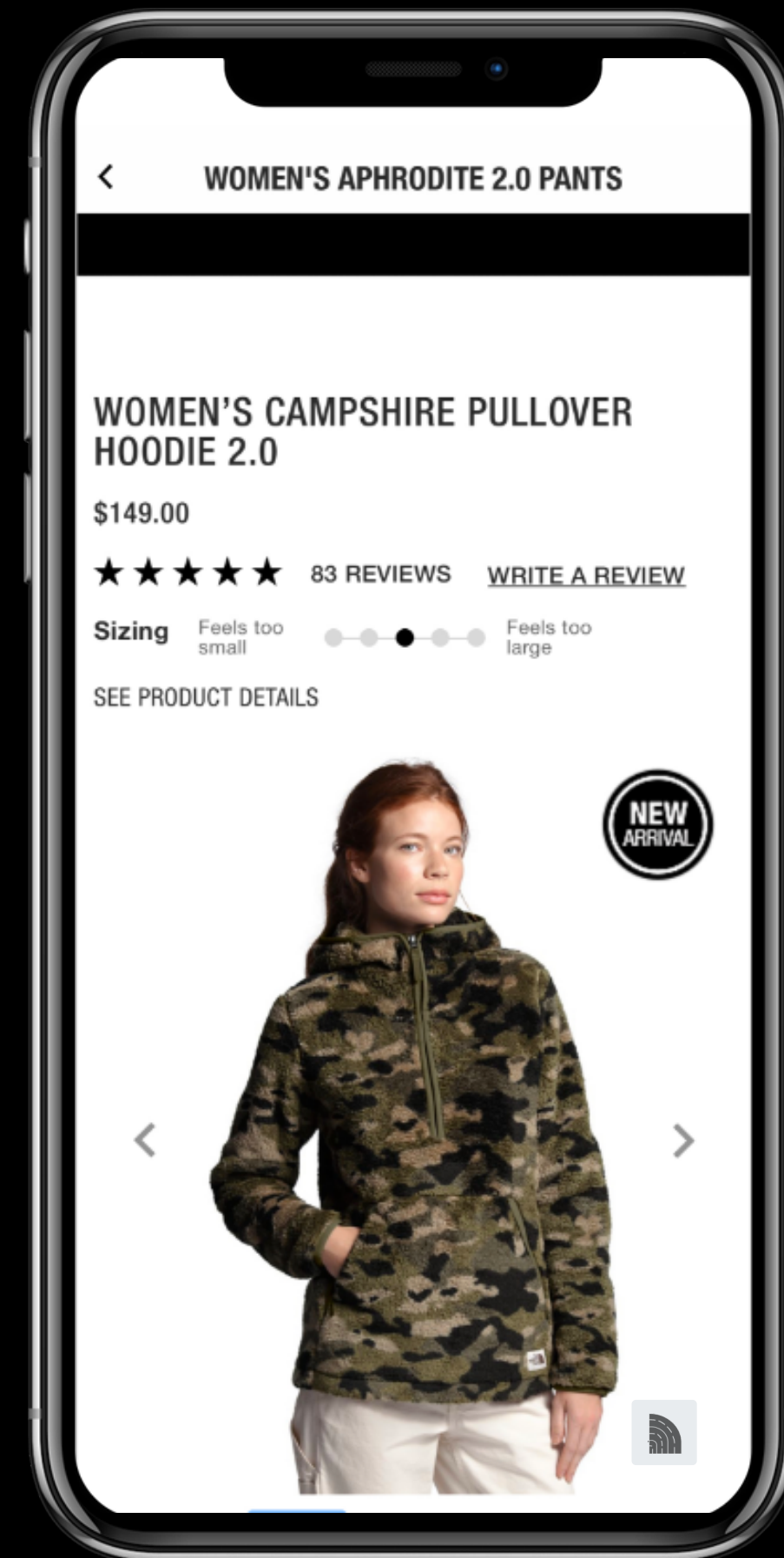


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