



# **THE NORTH FACE X GOPRO**

# **EVENT PROPOSAL**

**INNOVAN LTD.**

# OUR TEAM

**Giselle**

Team Lead,  
Graphic designer

**Sonya**

Social Media &  
Content Creator

**Ann**

Graphic Designer

**Sora**

UX/UI Designer

**Chinami**

Web Developer

**Fred**

Web Developer

# ABOUT EVENT

## Gopro X The North Face Collab Popup Store



### Slogan

The spirit of exploration, capture & shared

### Key messaging

"Get ready for an exhilarating collaborative event between The North Face and Gopro! Join us as we bring you an immersive experience where you can not only explore top-quality collab products but also master the techniques of capturing dynamic footage like a pro. Don't miss out on this extraordinary opportunity to capture your wildest moments with the world. Never stop exploring and get ready to start your new awe-inspiring stories that will last a lifetime."

# ABOUT EVENT

## The North Face X Gopro Collab Popup Store

**Pop-up store event** where you can experience exhibitions

- Participants can try limited edition outdoor clothes and props created by North Face and GoPro in collaboration.
- Participants can experience GoPro camera shooting while filming with GoPro at pop-up store booths made like camping sites and natural scenery.
- Participants can experience editing their own videos by attending a 30mins-Tutorial to learn about GoPro's newly renewed video editing app.
- Master the Art of Camping. - Participants can Join Our 30-Minute Tutorial on How to Utilize The North Face x GoPro's Innovative New Props.



### Venue

The North Face McArthur  
Glen Designer Outlet

### Event Period

2 weeks

# OBJECTIVES

## Increase brand visibility and awareness

Our primary objective is to enhance brand visibility and raise awareness among our target audience. Through engaging activities and interactive demonstrations, we aim to establish a strong presence in outdoor activities and video creator communities, capturing the attention of potential customers and generating interest in both brands.

## Educate and empower customers

Through the one-day class and, participants will gain in-depth knowledge on how to use Gopro and Gopro Studio effectively and explore various editing techniques.

By doing so, we aim to foster a sense of confidence and proficiency among the customers, ensuring their satisfaction and loyalty to both brands.

## Drive product sales

By offering participants the opportunity to explore and purchase items at the event, we aim to create a direct sales channel, converting event attendees into satisfied customers. The event will serve as a platform to showcase the latest product offerings, highlight their unique features and benefits, and ultimately boost sales for both brands.

# STRATEGIES



Signup for the event on the website and book a one-day class. Once the booking is confirmed a discount coupon will be issued.

STRATEGY N°1



The participants will be given free wrist band at the venue.

STRATEGY N°2



The participants will receive an additional discount coupon by tagging #GoNorthBepro on Instagram with a photo taken at the venue.

STRATEGY N°3

# MEASURE RESULT

How many people signup for the event and the one-day class?

**SIGN UP**

How many free items were given to the participants at the venue?

**FREE ITEMS**

How many items were sold at the venue and the online store?

**SALES**

How many posts were tagged on SM?

**SOCIAL MEDIA**

# PLATFORM

**Website**

Hand Coding

**Social Media**

Intragram > Ages 22-30

Facebook > Ages 31-45

# TARGET AUDIENCE

## Primary

All gender  
Anyone enjoys outdoor  
activities and sports.

## Secondary

Content Creator  
Youtuber  
Vlogger  
Influencer

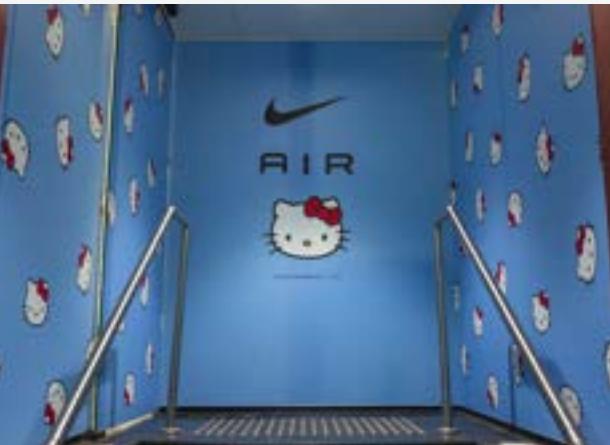
## Age

22 ~ 45



# COMPETITOR

Nike x HelloKitty



<https://raffles.supplystore.com.au/dispatches/nike-air-presto-x-hello-kitty-melbourne-pop-up-installation.aspx>

Character Goodies (35) Hello Kitty Cafe

Wishlist My Account Cart

Sanrio

NEW COLLABS CHARACTERS APPAREL BAGS+ HOME PLUSH & TOYS STATIONERY SALE

What are you looking for?

Free standard shipping on all US orders over \$100!

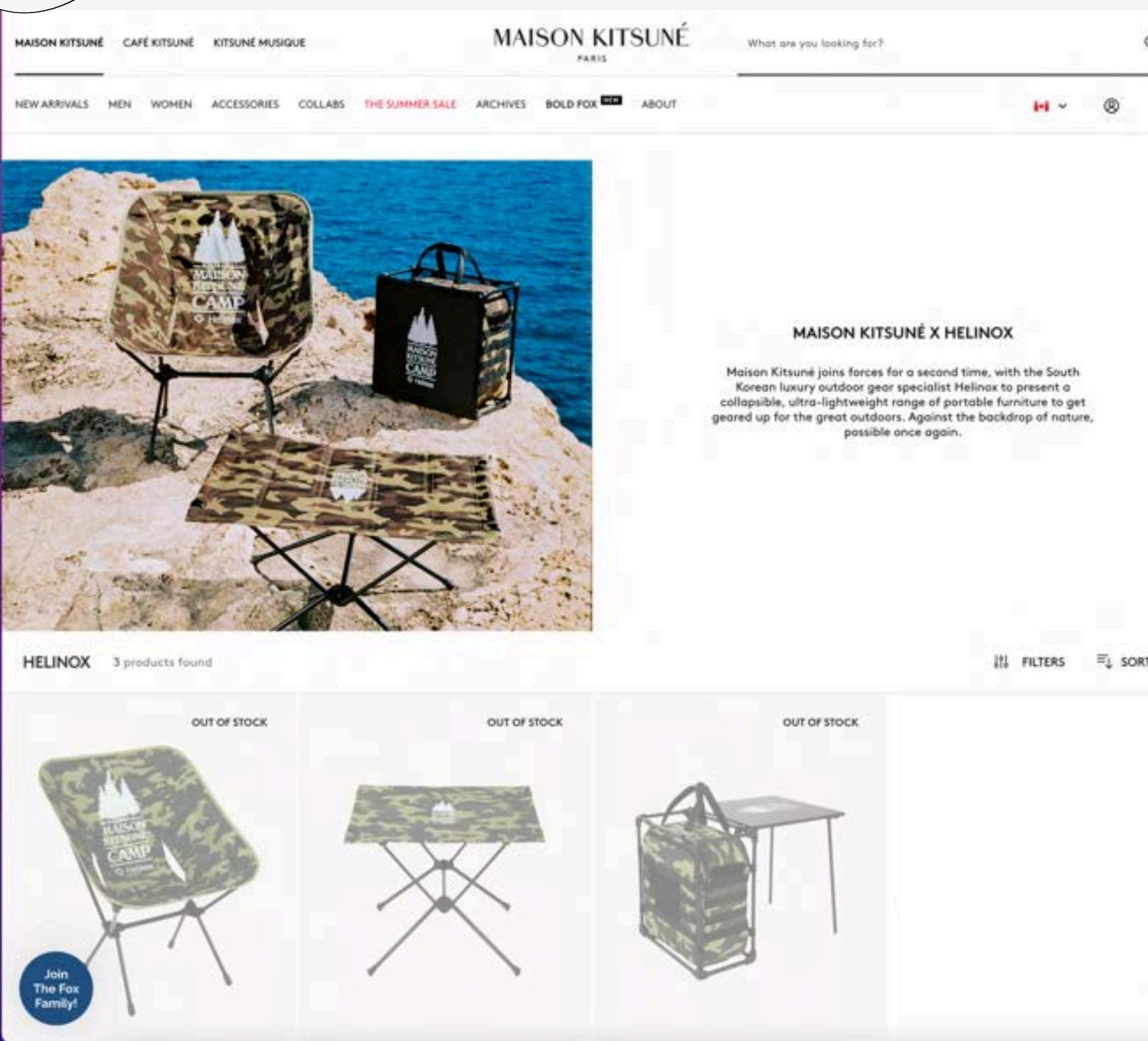


5.10.2022  
9am PST

SHOP NOW

Let myth become reality as you step into a world of rainbows and sunshine with the Air Presto "Hello Kitty." From the cute all-over upper graphic to the custom-molded heel and red bow on the tongue, your favorite supercute character joins your journey. Classic Air Presto fit and comfort cuddle up to your feet for all-day adventures with a pop culture icon.

# COMPETITOR



MAISON KITSUNÉ CAFÉ KITSUNÉ KITSUNÉ MUSIQUE

MAISON KITSUNÉ PARIS

What are you looking for?

NEW ARRIVALS MEN WOMEN ACCESSORIES COLLABS **THE SUMMER SALE** ARCHIVES BOLD FOX NEW ABOUT

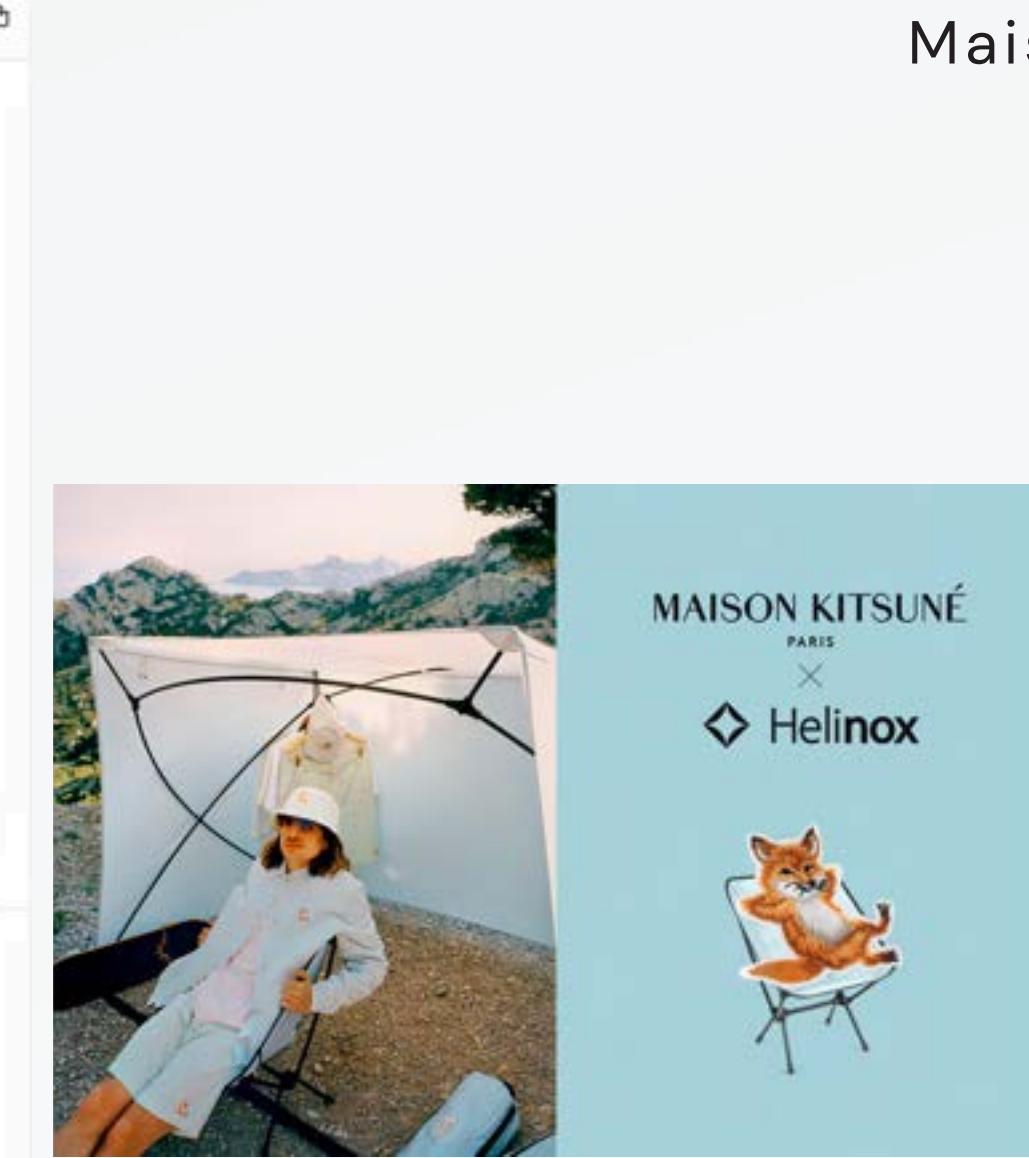
MAISON KITSUNÉ X HELINOX

Maison Kitsuné joins forces for a second time, with the South Korean luxury outdoor gear specialist Helinox to present a collapsible, ultra-lightweight range of portable furniture to get geared up for the great outdoors. Against the backdrop of nature, possible once again.

HELINEOX 3 products found

OUT OF STOCK OUT OF STOCK OUT OF STOCK

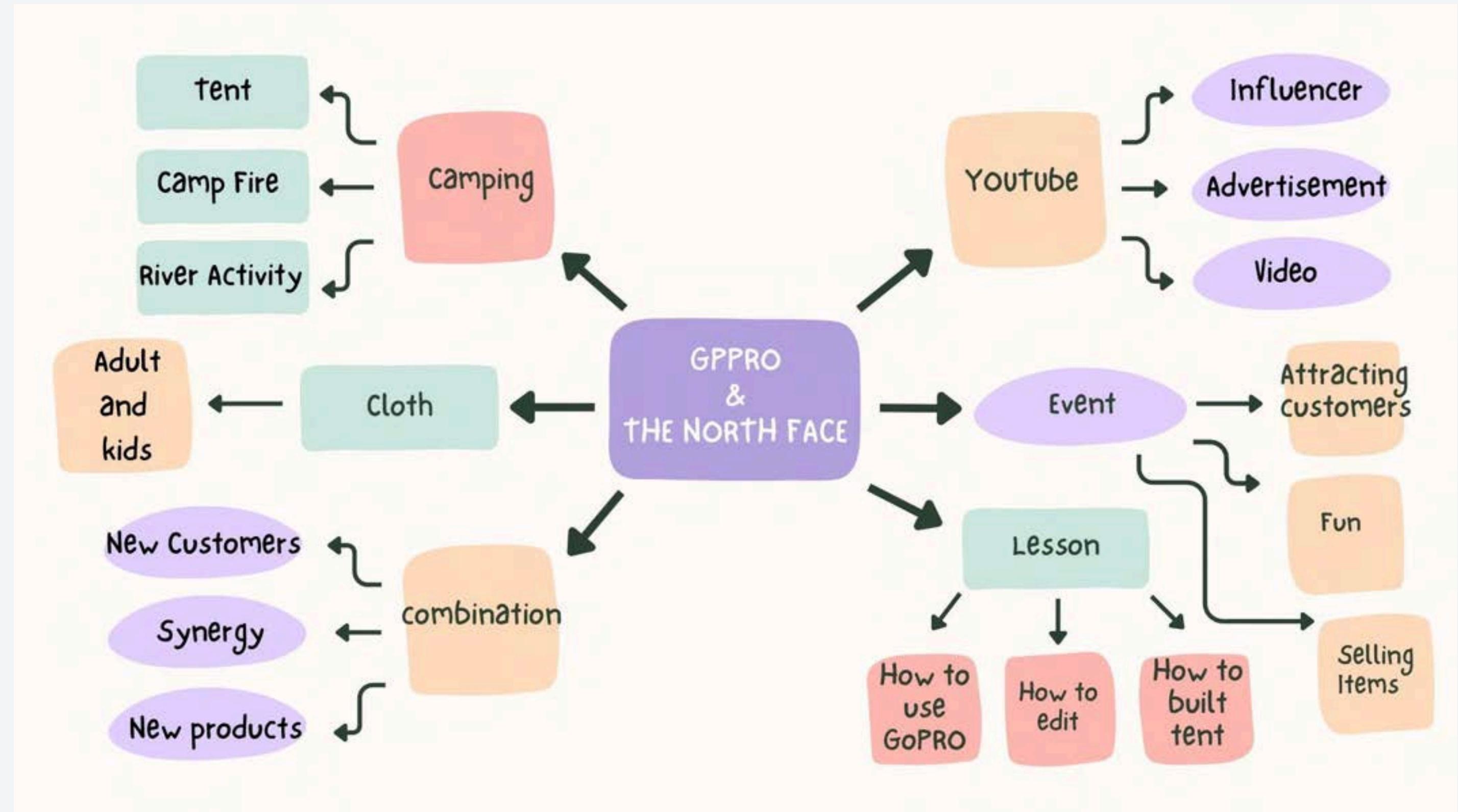
Join The Fox Family!



Maison Kitsune x Helinox

<https://maisonkitsune.com/us/catalogsearch/result/?q=helinox>

# MIND MAP



# PERSONAS

# PERSONA

## 01



### Lily Ng

#### The fast-paced buyer



Age/Identifying Gender  
24/Female



Location  
Yaletown, BC



Occupation  
Traveller

### Interests

*Traveling, photography, videography, eco-friendly living, and sustainable travel. She's particularly interested in fashion and loves incorporating outdoor gear like North Face into her travel style.*

### Bio

Lily, famously known as "Wanderlust Lily" in the blogging and social media community, is an ardent solo traveler, photographer, and eco-conscious advocate. Her digital platform is a chronicle of her journey across the globe, highlighting her keen eye for captivating landscapes, local cultures, and sustainable practices. Through her GoPro, she captures the world in its raw beauty and shares it with her followers, encouraging them to be mindful tourists. Lily's motto is "Roam the world, leave only footprints."

### Goals

- Document her travels in a way that promotes sustainable tourism and local cultures.
- Connect with like-minded individuals and influence them to travel responsibly.
- Collaborate with brands like GoPro and The North Face that align with her values and enhance her travel experience.

### Motivations

(For Researching Skincare)

Read Reviews/Testimonies

See What's Popular

Get the Best Price

Check Ingredients

Check Brand Reputation/Recognition

# PERSONA

## 02



### Brain Vaughn

The dedicated researcher with specific needs



Age/Identifying Gender  
38/Male



Location  
Richmond, BC



Occupation  
Husband/Officer  
Workers

### Interests

*Hiking, camping, rock climbing, healthy cooking, and outdoor photography and videography. He appreciates practical and durable outdoor gear and clothing.*

### Bio

Brian, better known as "Weekend Warrior" among his friends, is a dedicated husband, loving father, and full-time office worker who yearns for the great outdoors every chance he gets. He uses his weekends to escape the hustle and bustle of his 9-to-5 job, taking his family on hiking, camping, and rock-climbing adventures. Known for capturing these cherished moments with his GoPro, Brian shares his family's journey to a healthier lifestyle through their outdoor activities on social media. His mantra is "Your health is your wealth."

### Goals

- Incorporate more physical activity into his family's routine to improve their overall health.
- Foster a love for the outdoors and a sense of adventure in his children.
- Explore partnerships with brands like GoPro and The North Face that support his family's outdoor activities and healthy lifestyle.

### Motivations

(For Researching Skincare)

Read Reviews/Testimonies

See What's Popular

Get the Best Price

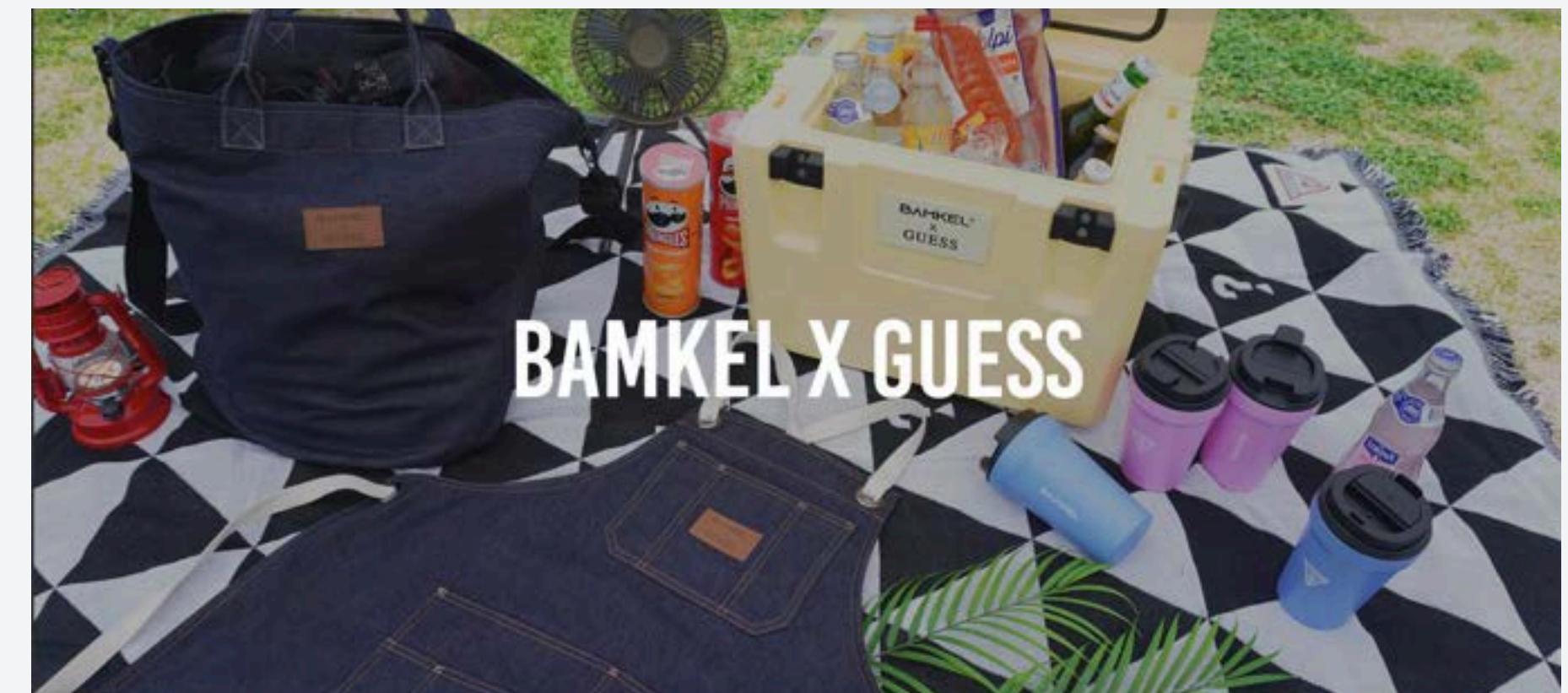
Check Ingredients

Check Brand Reputation/Recognition

# MOOD BOARD



Pop-up Stores



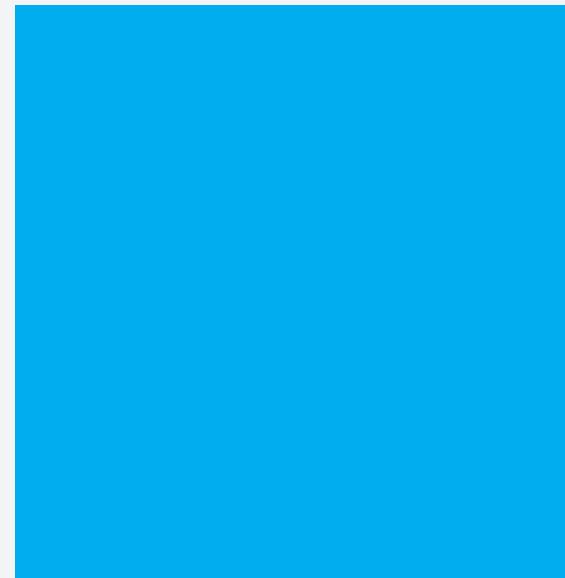
Collaboration



Colors

# STYLE GUIDE

## COLORS



#02ADEF



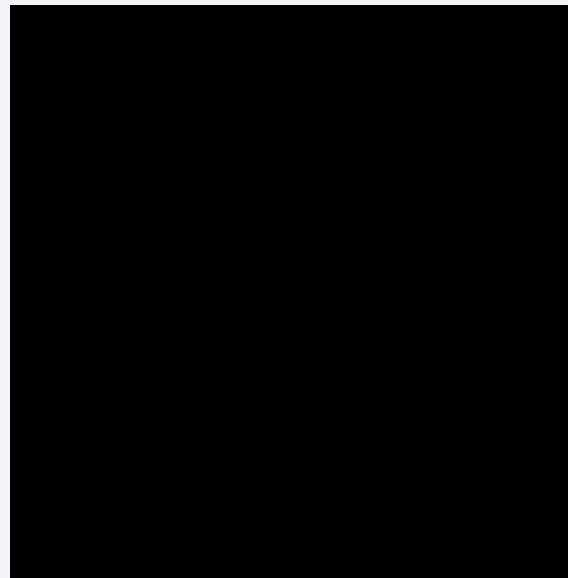
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#ED3F19



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# STYLE GUIDE

## TYPOGRAPHY

HEADER

SUB HEADER

BODY TEXT

### HELVETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

### ANTON

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

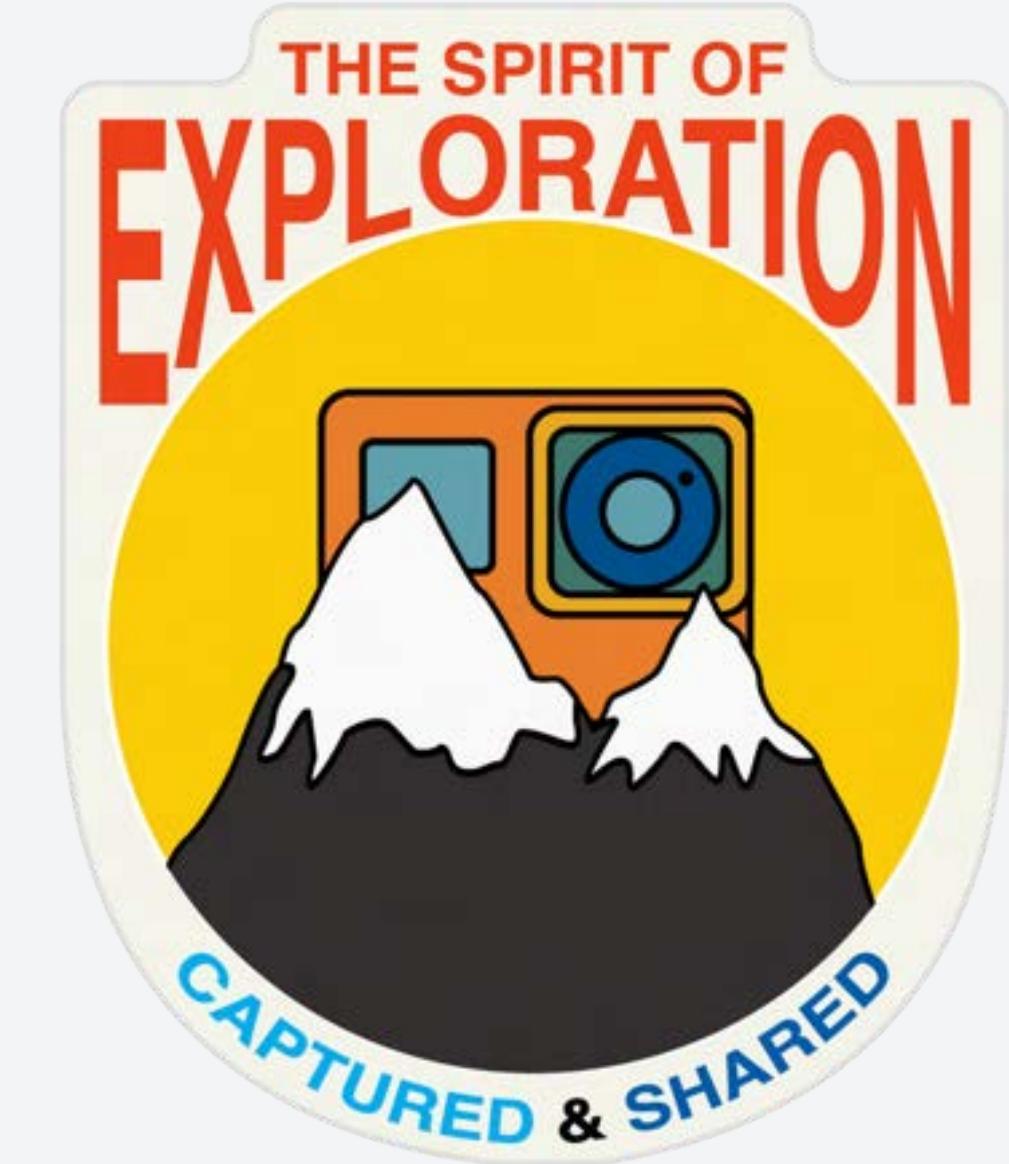
### BARLOW CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

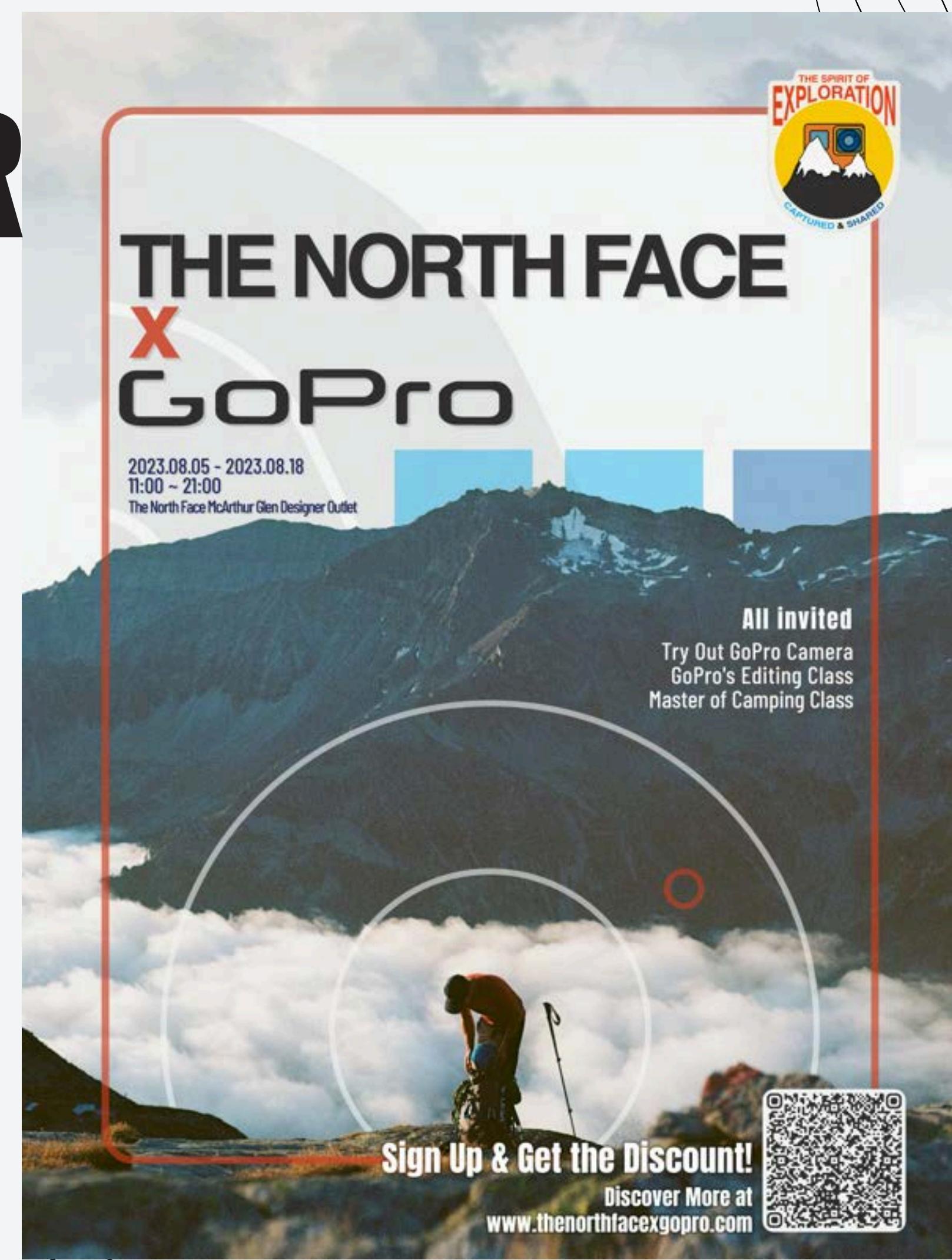
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# **FINAL DELIVERABLES**

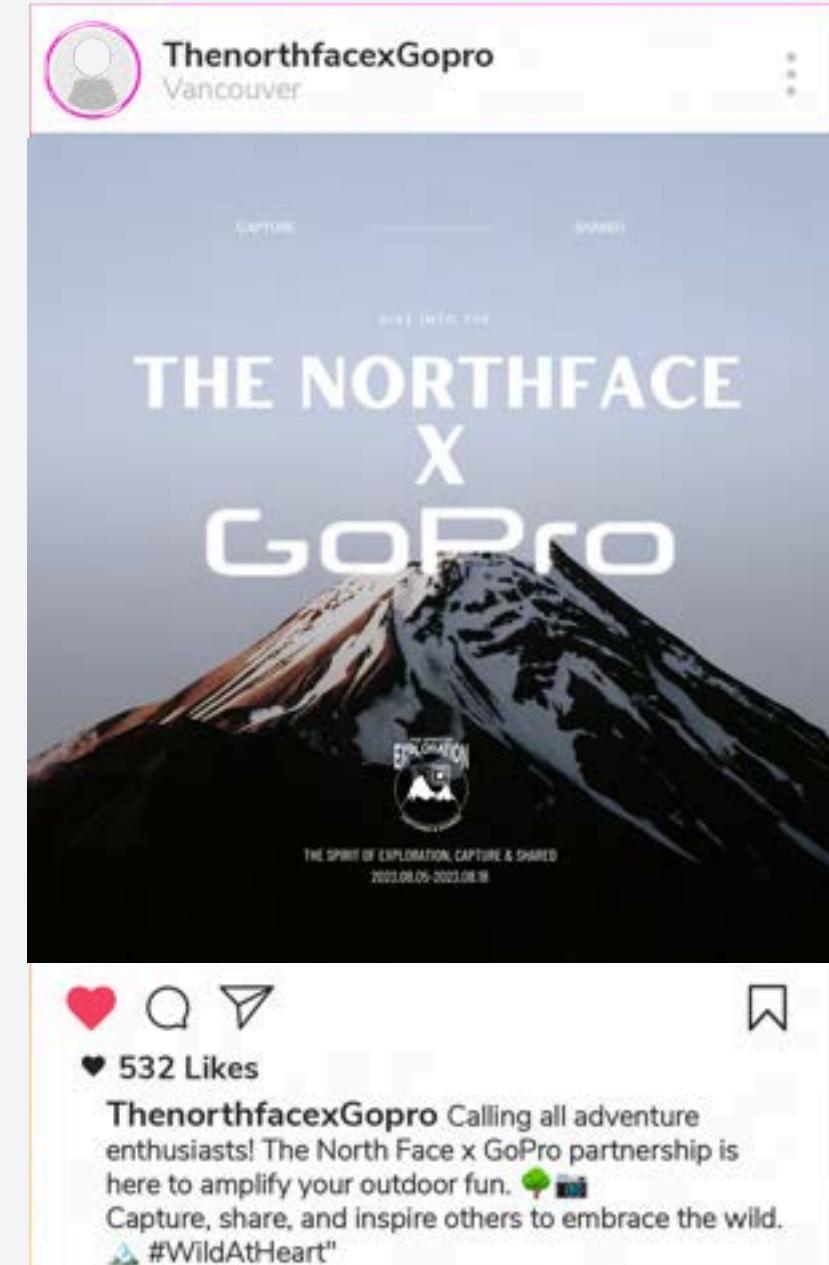
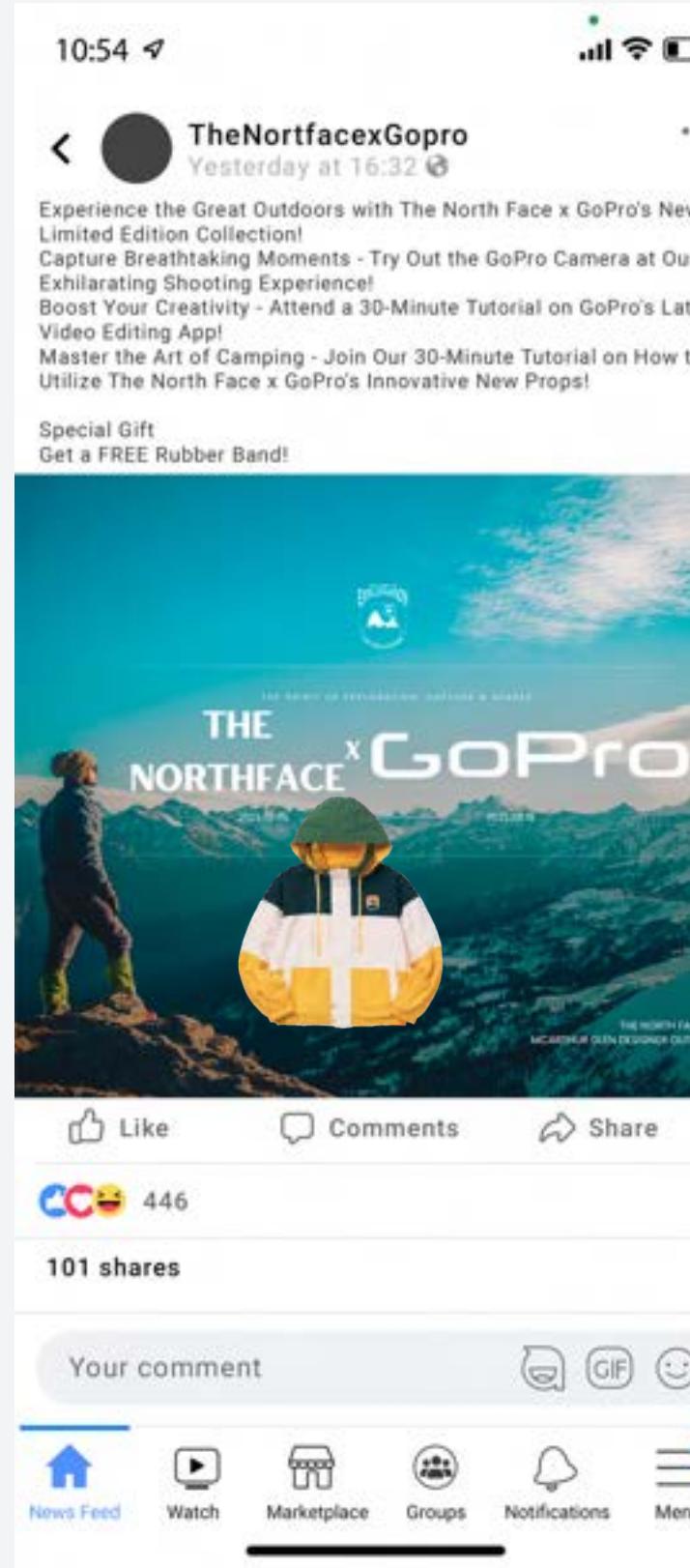
# LOGO



# POSTER



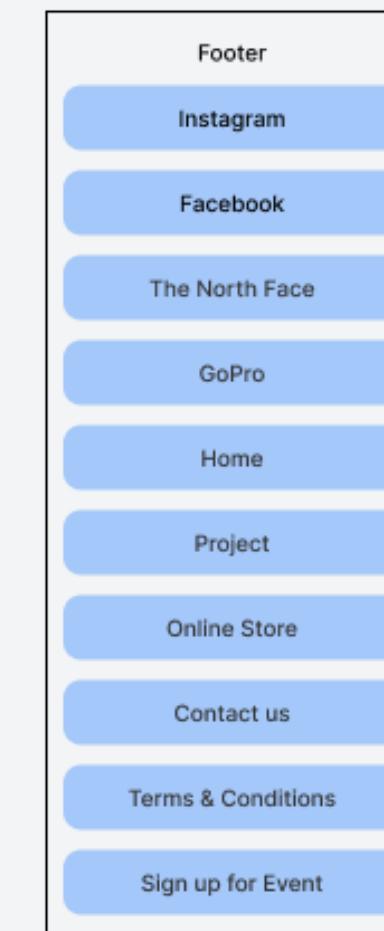
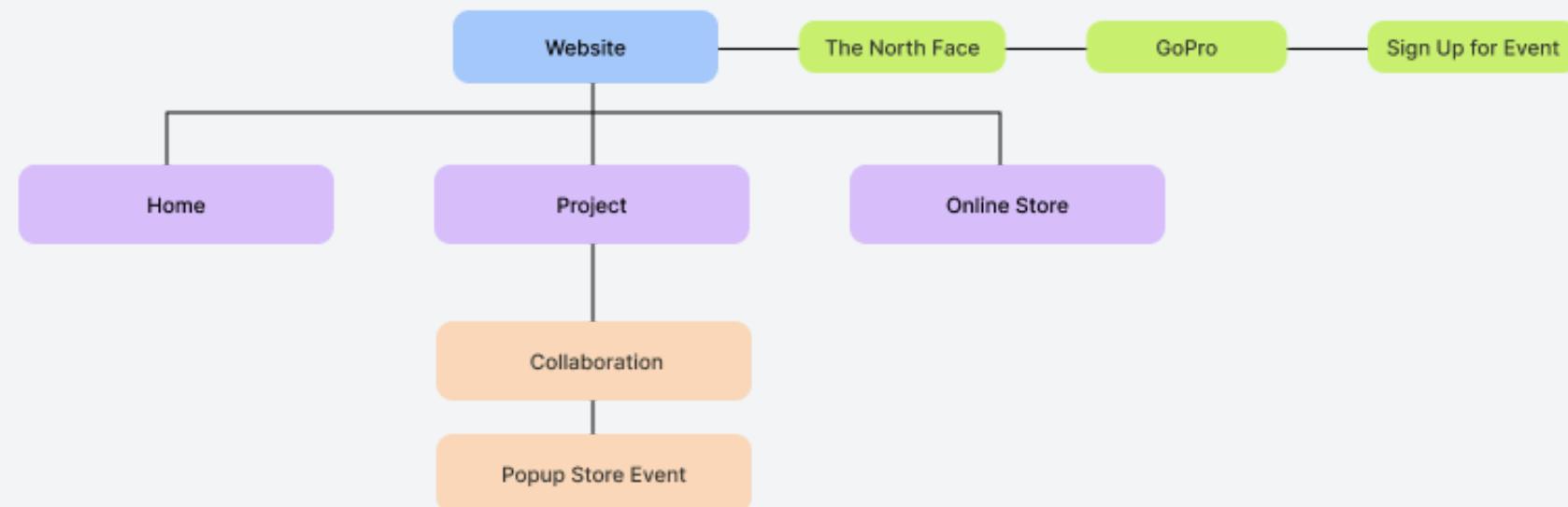
# FACEBOOK INSTRAGRAM



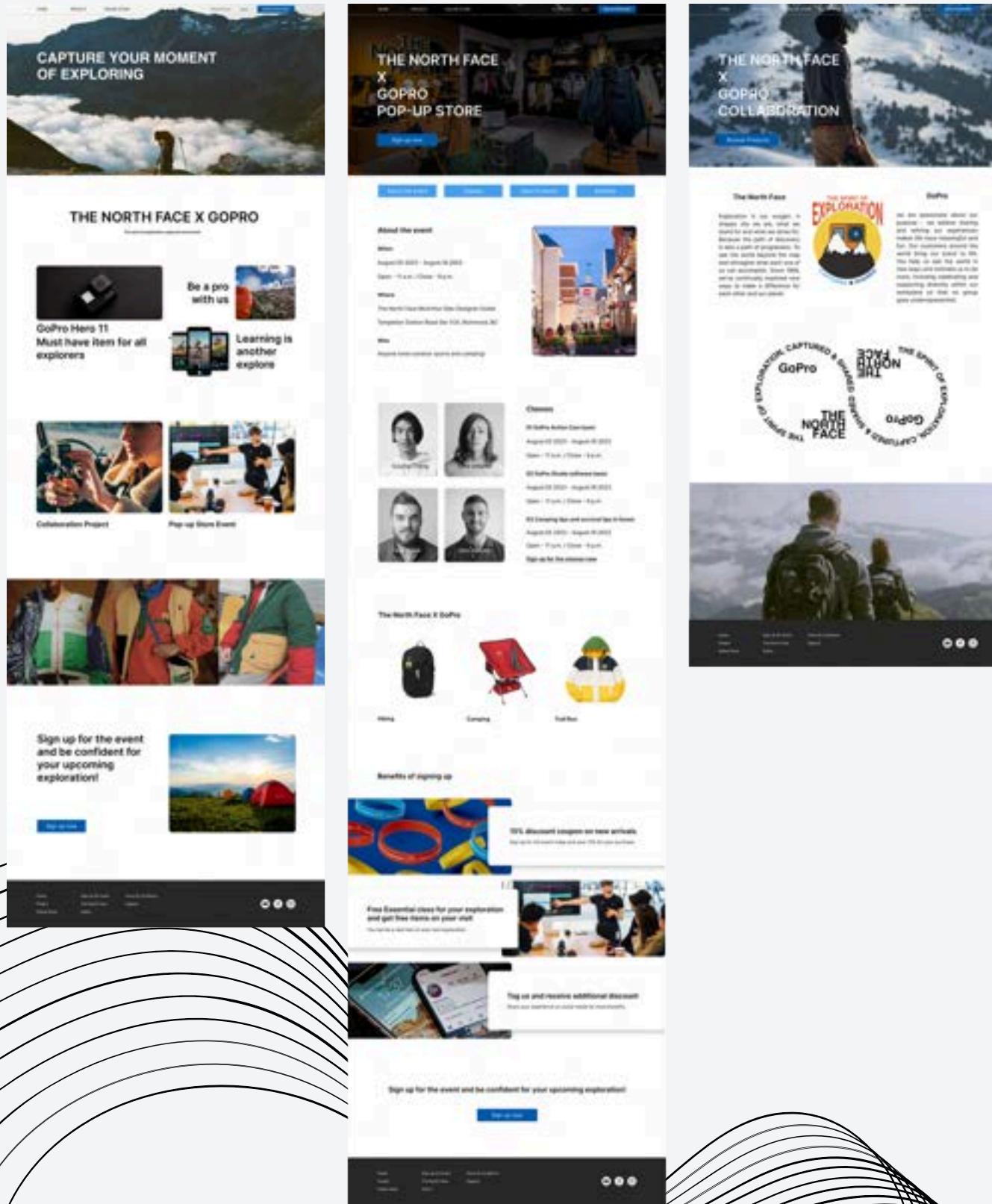
# WEBSITE

# SITEMAP

thenorthfacegopro.com



# MID-FIDELITY WIREFRAME



The wireframe displays a sign-up form for a 'Pop-up store event'. The form includes fields for 'Your name', 'Your email', and 'How did you hear about us?' with options like 'Social Media (Instagram, Facebook)', 'Out of home advertisement (Poster)', 'Friend and Family', and 'Search engine (e.g. google)'. To the right, there are dropdown menus for 'Date' (set to 'August 9 2023'), 'Time' (set to '1 p.m. - 3 p.m.'), and 'How many' (set to '3'). Below the form is a list of three event options: '01 GoPro Action Cam basic', '02 GoPro Studio software basic', and '03 Camping tips and survival tips in forest'. At the bottom right is a 'Sign up' button. The footer contains links to 'Home', 'Sign up for Event', 'Terms & Conditions', 'Project', 'The North Face', 'Support', 'Online Store', and 'GoPro', along with social media icons for YouTube, Facebook, and Instagram.

[View Mid-fidelity wireframe](#)

# WEBSITE LINK

<https://layout.chinamiharashima.com/layout/home.html>