



# **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

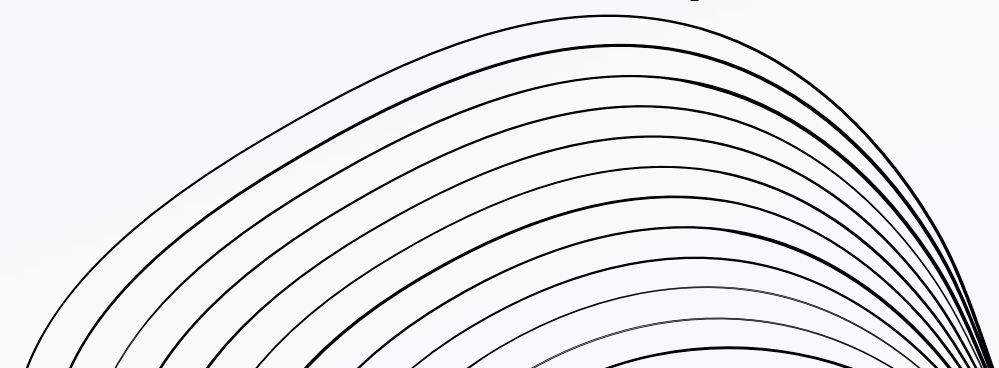
Our primary objective is to enhance brand visibility and raise awareness among our target audience. Through engaging activities and interactive demonstrations, we aim to establish a strong presence in outdoor activities and video creator communities, capturing the attention of potential customers and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

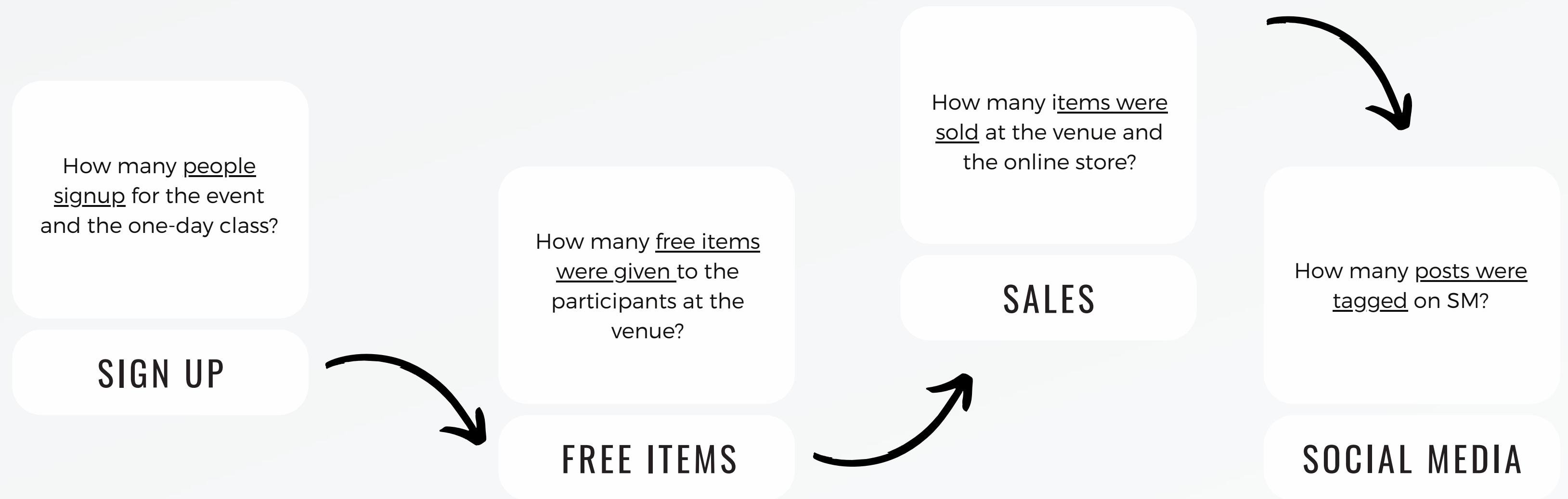
STRATEGY N°2



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



# PLATFORM



## Website

Hand Coding.



## Social Media

Intragram > Ages 22–30

Facebook > Ages 31–45



# TARGET AUDIENCE

## Primary

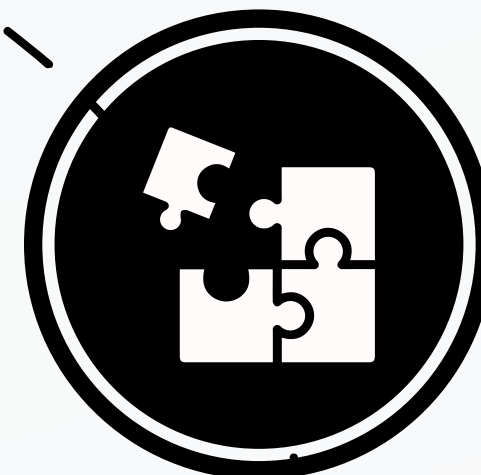
All gender  
Anyone enjoys outdoor  
activities and sports.

## Secondary

Content Creator  
Youtuber  
Vlogger  
Influencer

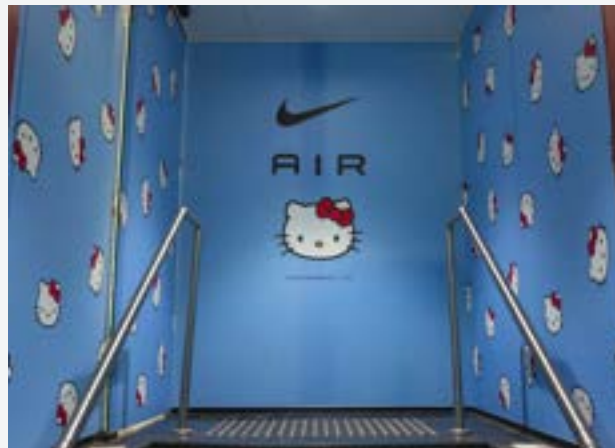
## Age

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


WishlistMy AccountCart

Sanrio

NEWCOLLABCHARACTERSAPPARELBAGS+HOMEPLUSH & TOYSTATIONERYSALE

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.

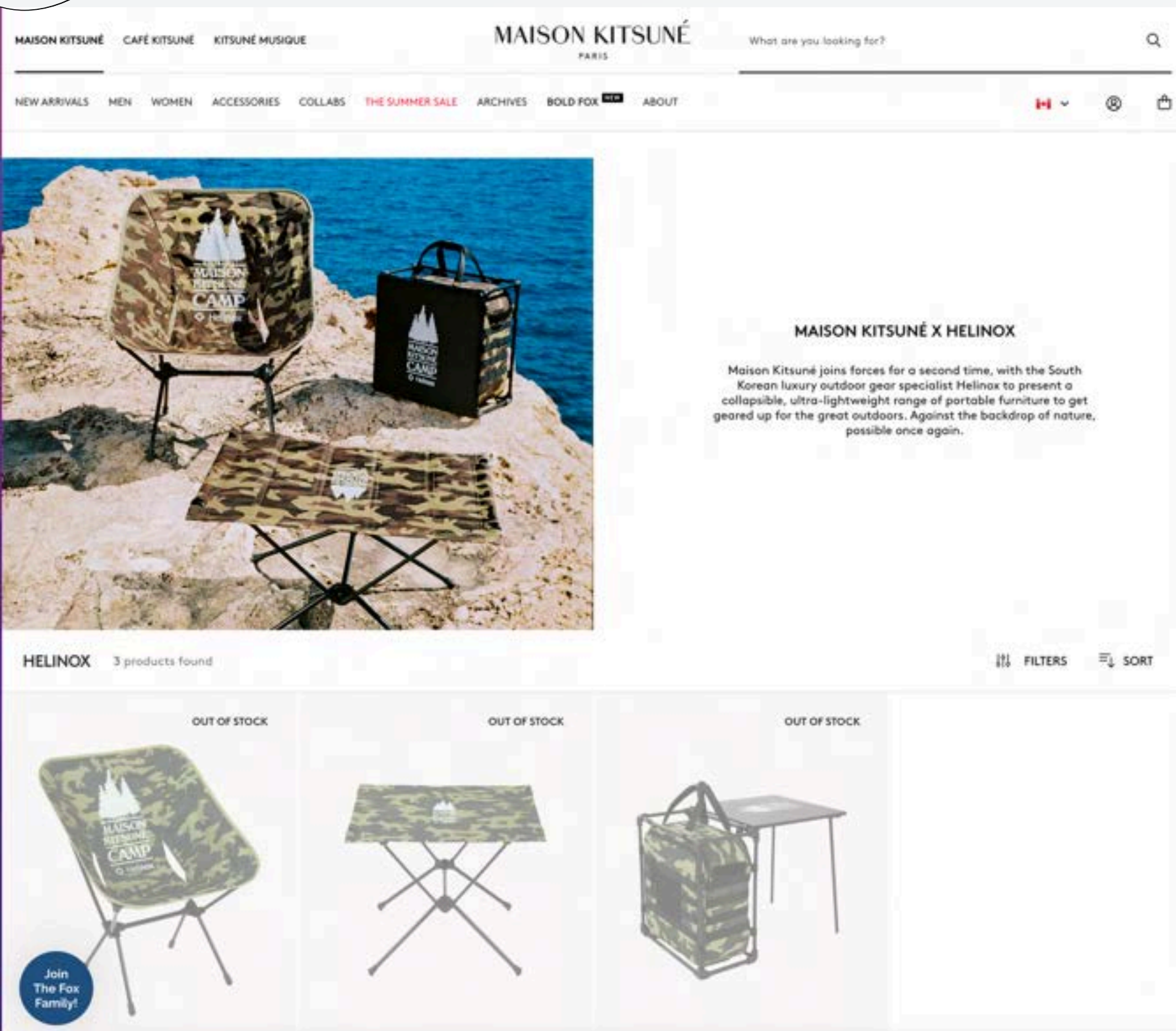




**Nike x Hello Kitty**  
**Air Presto**



# COMPETITOR



## 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

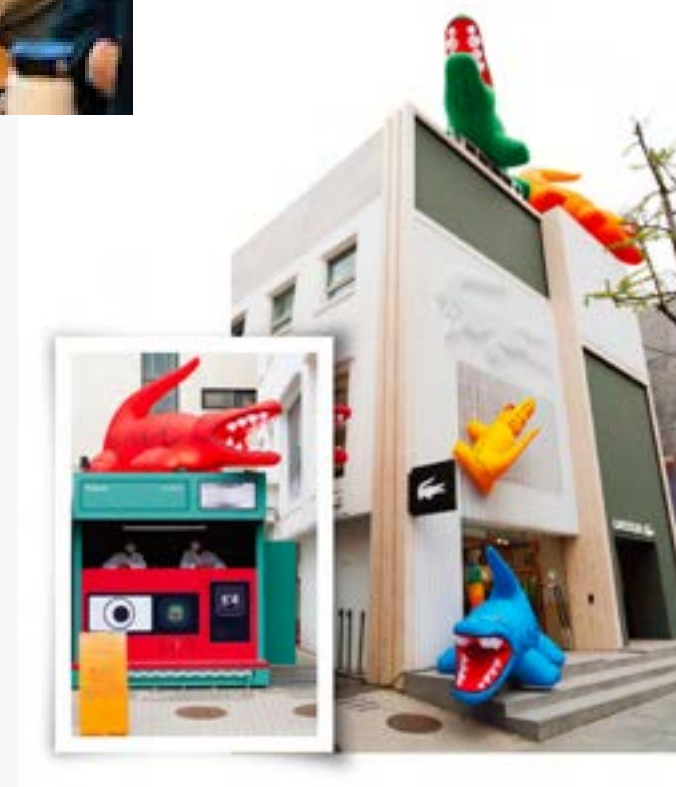


Check Brand Reputation/Recognition



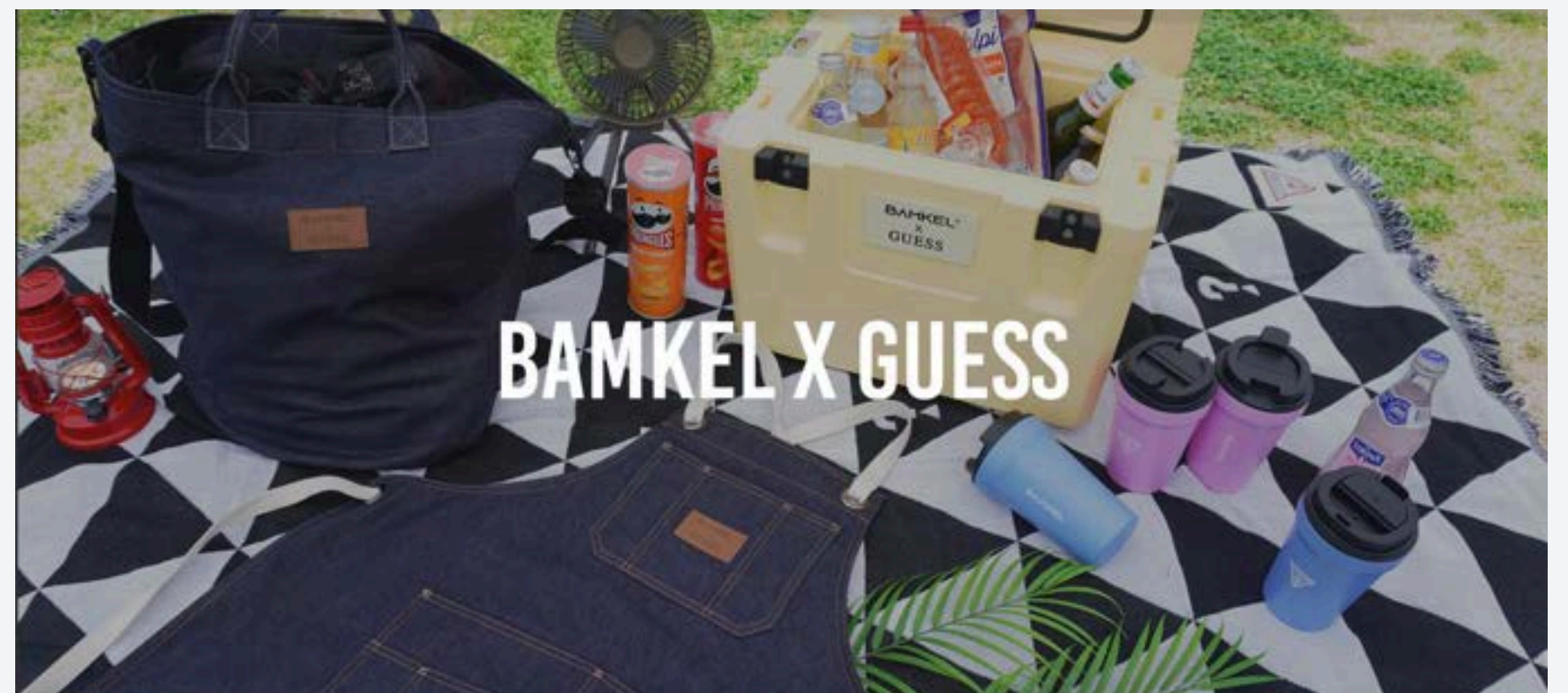


# MOODBOARD



Pop-up Stores





Collaboration



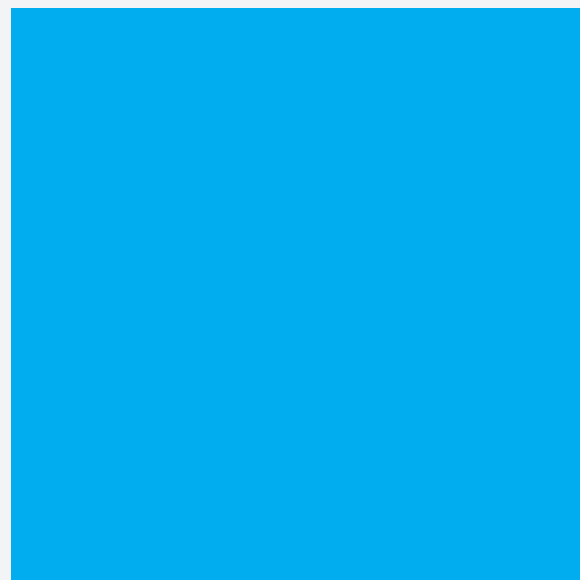


Colors



# STYLE GUIDE

## COLORS



#02ADEF



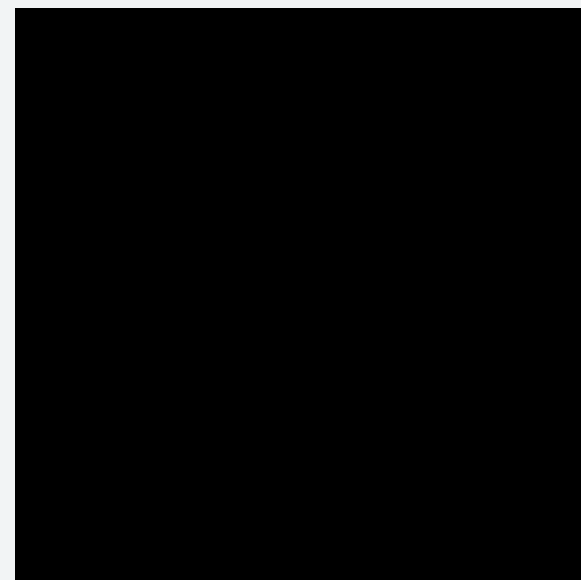
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#ED3F19



#FACB07



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# STYLE GUIDE

## TYPOGRAPHY

HEADER

SUB HEADER

BODY TEXT

**HELVETICA**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**ANTON**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**BARLOW CONDENSED**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890



# **FINAL DELIVERABLES**

# LOGO





# POSTER

**THE NORTH FACE**  
**X**  
**GoPro**

2023.08.05 - 2023.08.18  
11:00 ~ 21:00  
The North Face McArthur Glen Designer Outlet

**THE SPIRIT OF EXPLORATION**  
CAPTURED & SHARED

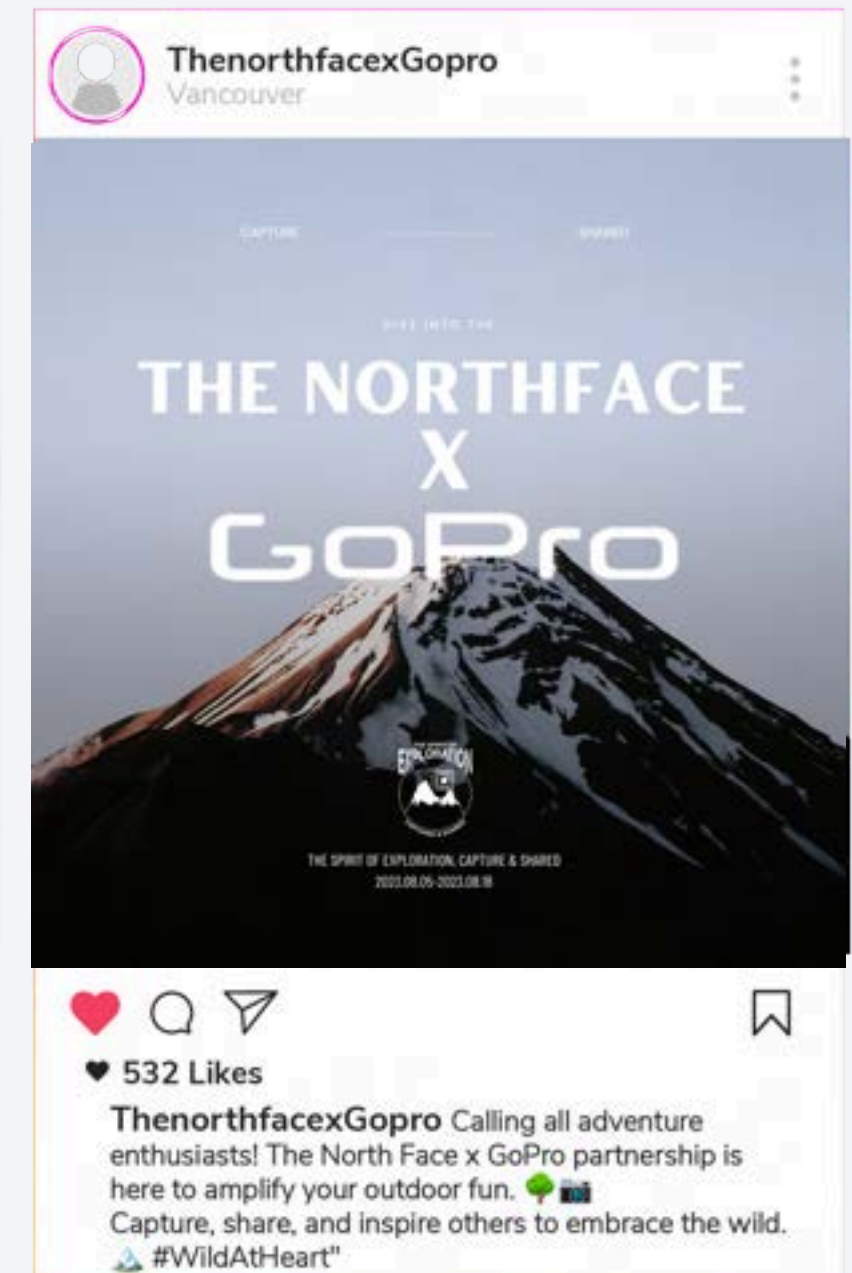
**All invited**  
Try Out GoPro Camera  
GoPro's Editing Class  
Master of Camping Class

**Sign Up & Get the Discount!**  
Discover More at  
[www.thenorthfacexgopro.com](http://www.thenorthfacexgopro.com)



# FACEBOOK

# INSTAGRAM

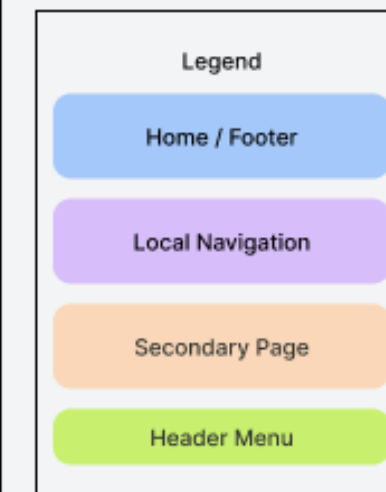
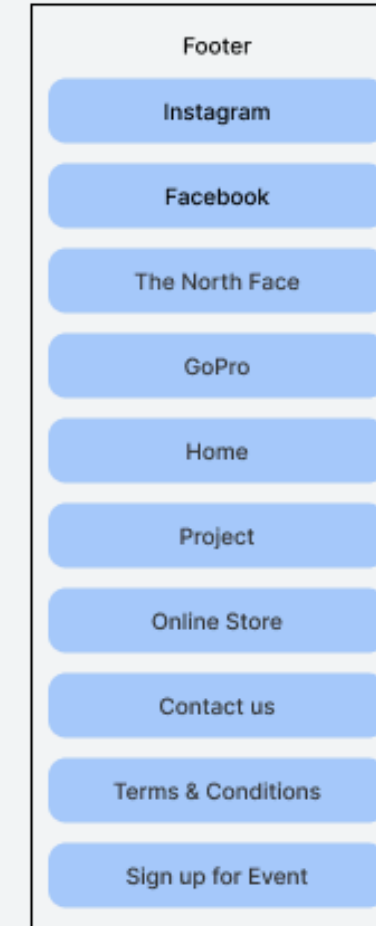
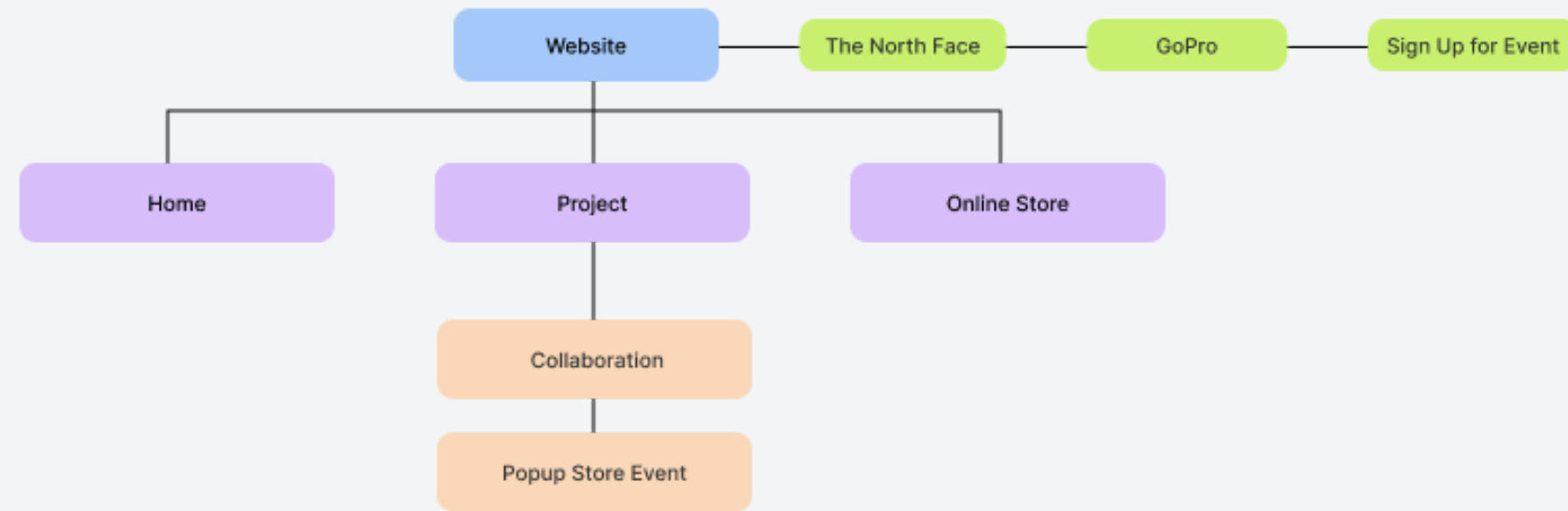




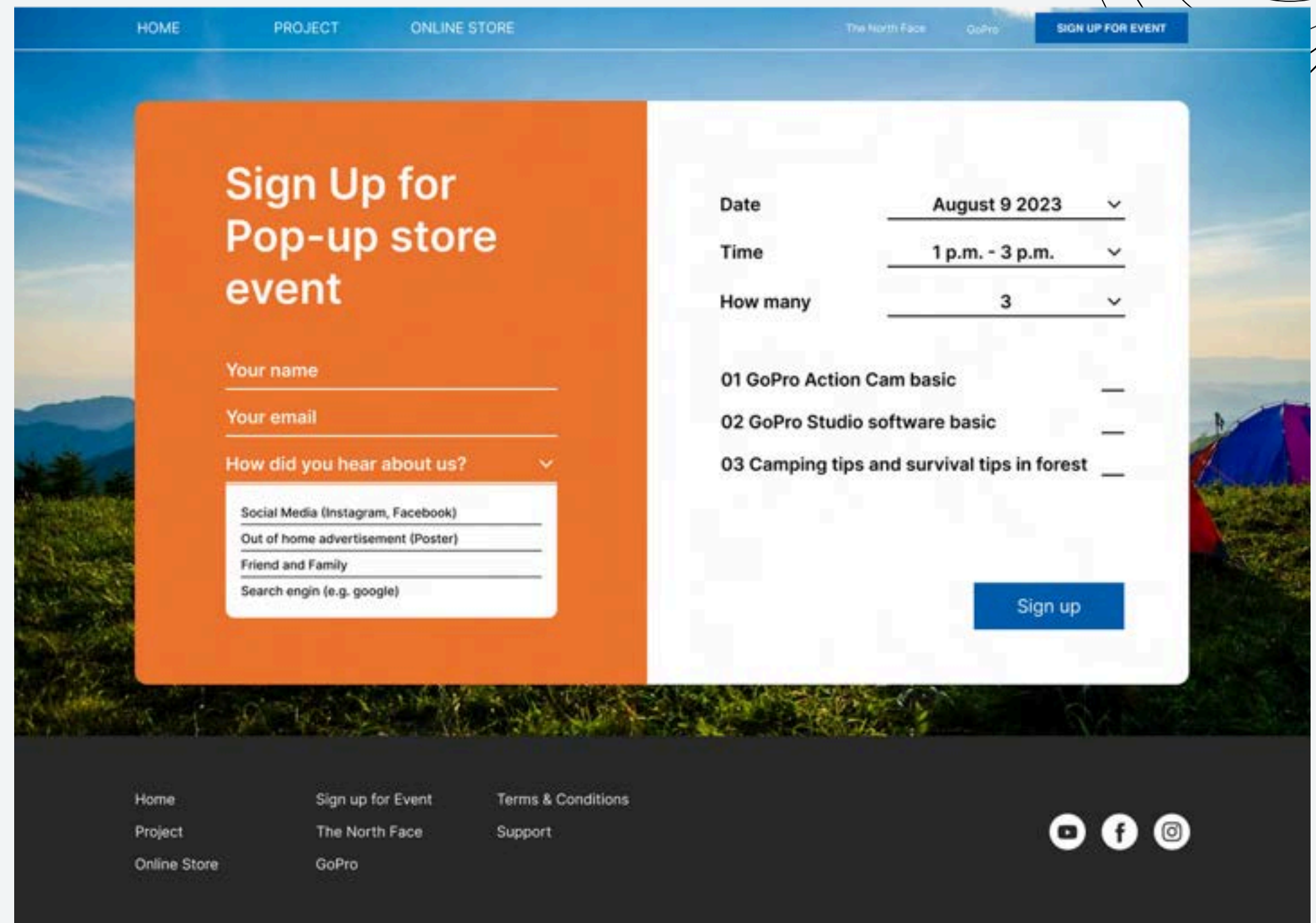
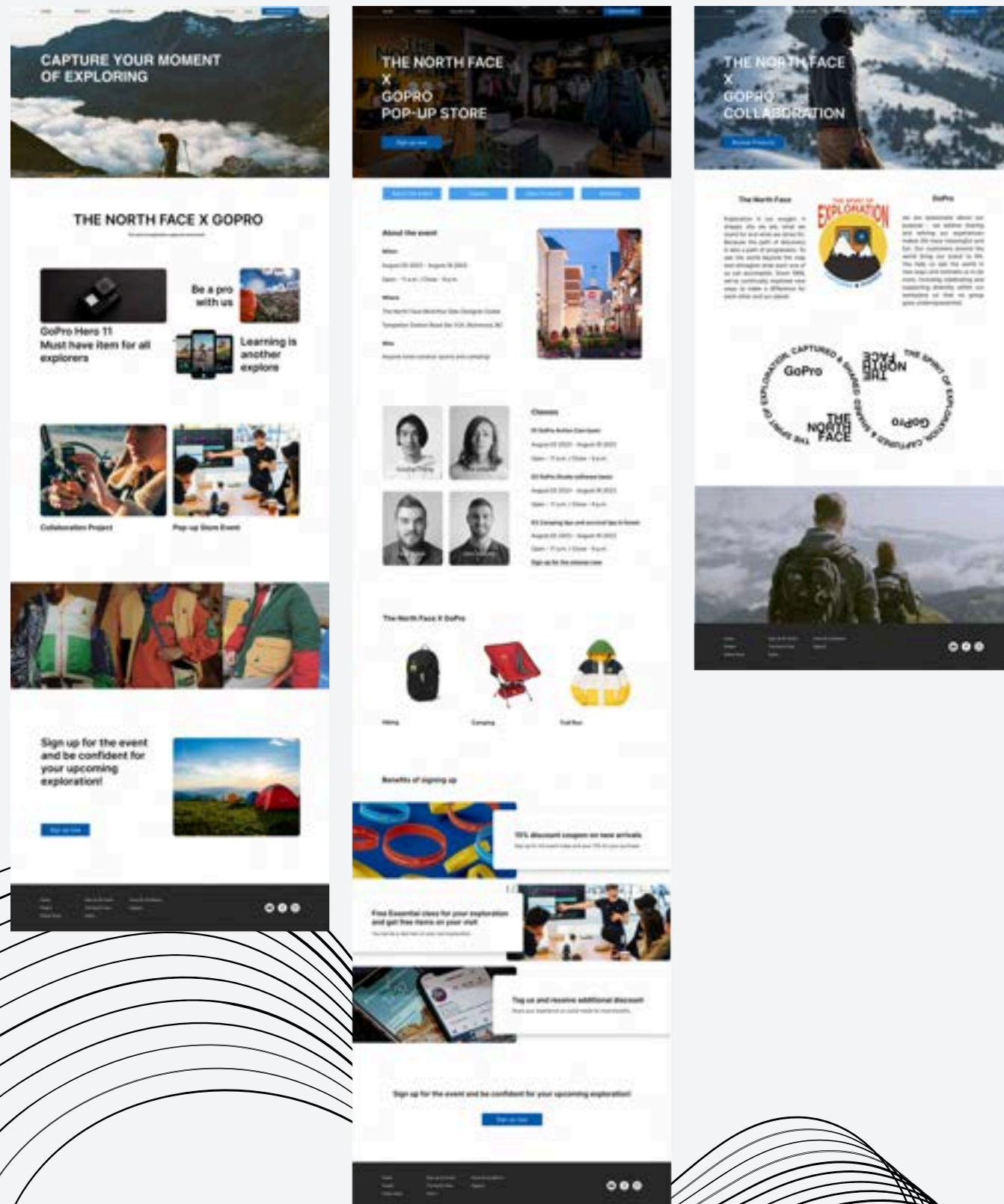
**WEBSITE**

# SITEMAP

thenorthfacexgopro.com



# MID-FIDELITY WIREFRAME



[View Mid-fidelity wireframe](#)



# WEBSITE LINK

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