



NEVER STOP EXPLORING

“The largest brand in VF's Outdoor segment, delivering an extensive line of performance-based apparel, footwear and equipment for men, women and children; Outdoor is a huge part of the brand DNA”

STRATEGIC MISSION STATEMENT

- Embrace **digital innovations**, improve customer experience through the use of **an App** and a **WeChat small program**
- Make good use of Chinese **public social media platforms**, such as **Weibo, Douyin, RED**, etc., to increase brand recognition and influence
- Use technology to improve manufacturing of **eco-materials** and make products more **fashion-led styles** while functional

OBJECTIVES

Inspire potential customers

The followers of Social media accounts are growing by 2.5% per month

Improve customer experience

80% customers follow official social media accounts and receive push ads for new products

Direct engagement with customers

Reach at least 2000 visits on each push notifications within 3 months

Rebuild brand image

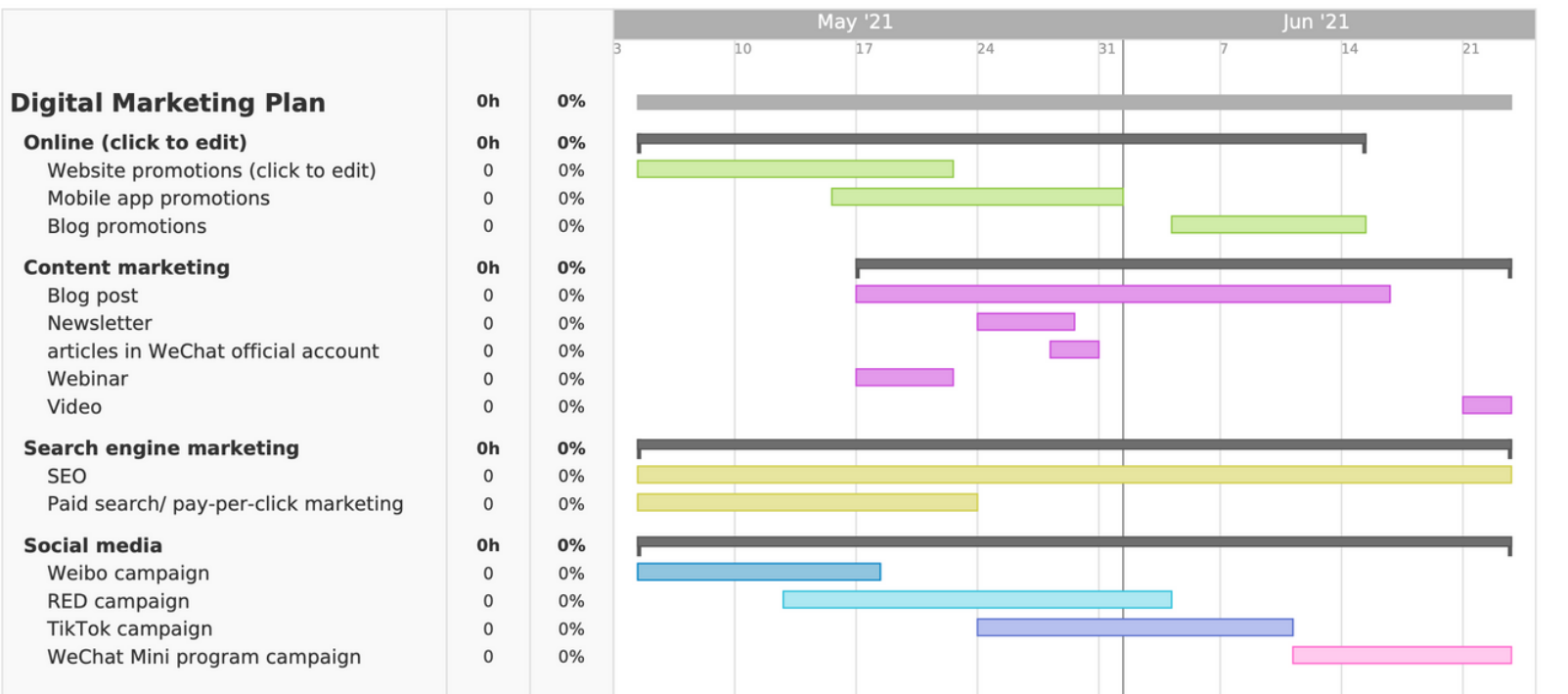
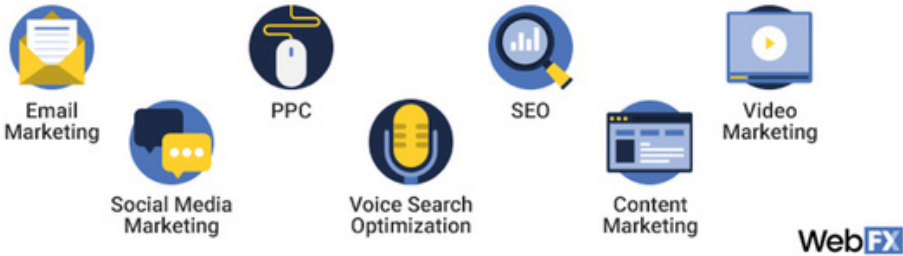
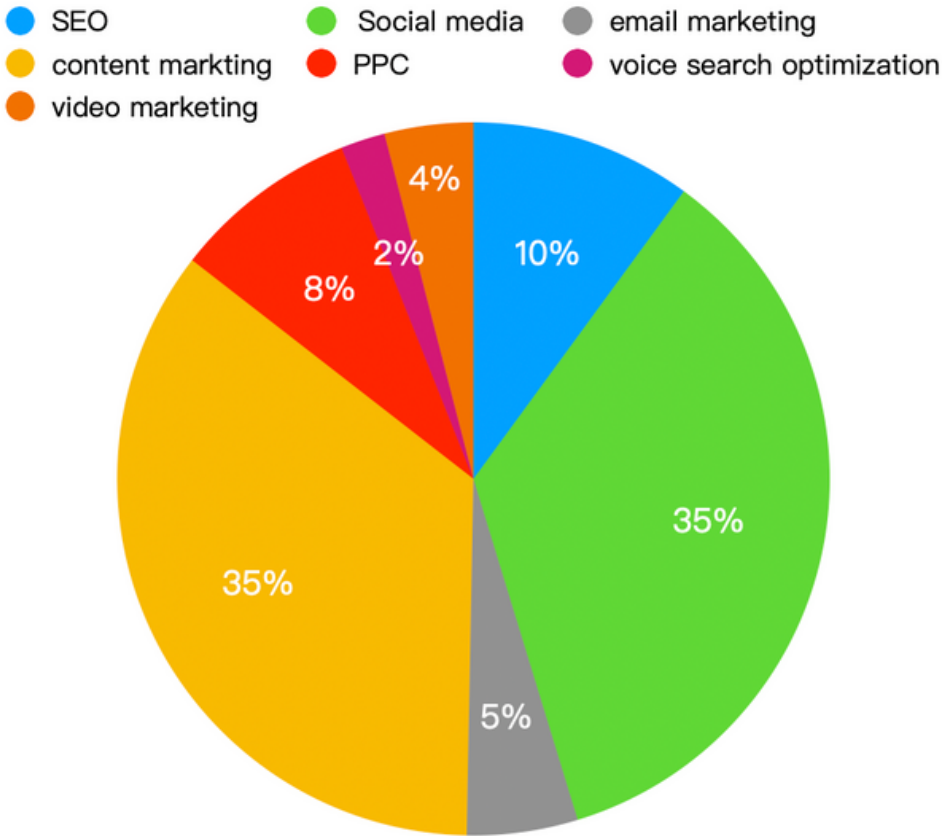
Make the brand image more fashionable and street style

TIMELINE



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WAYS

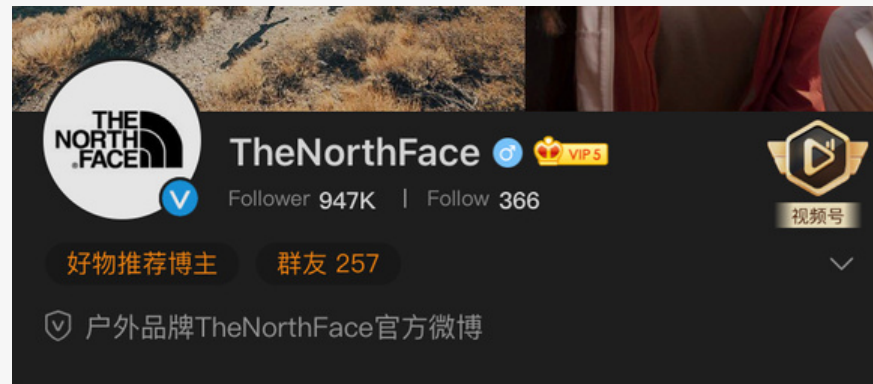


Social media interaction

Target platforms: RED, WeChat, Weibo, Tiktok, etc.

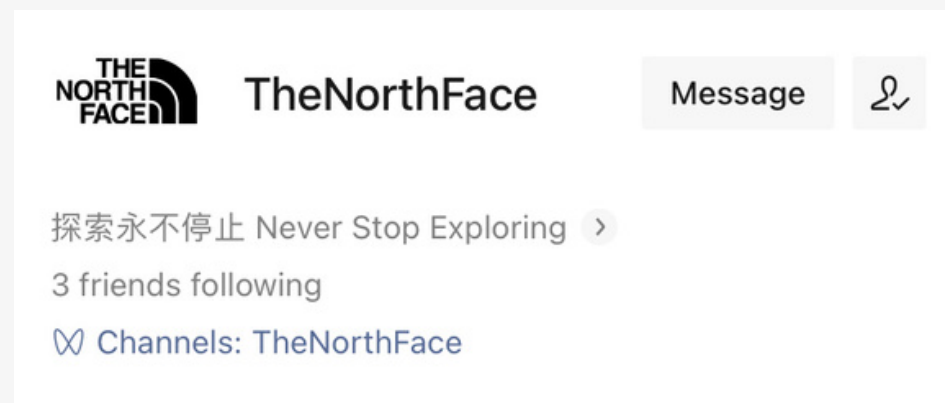
Weibo

Weibo reaches **2.5 million** followers this year
(now is 94 thousand followers)



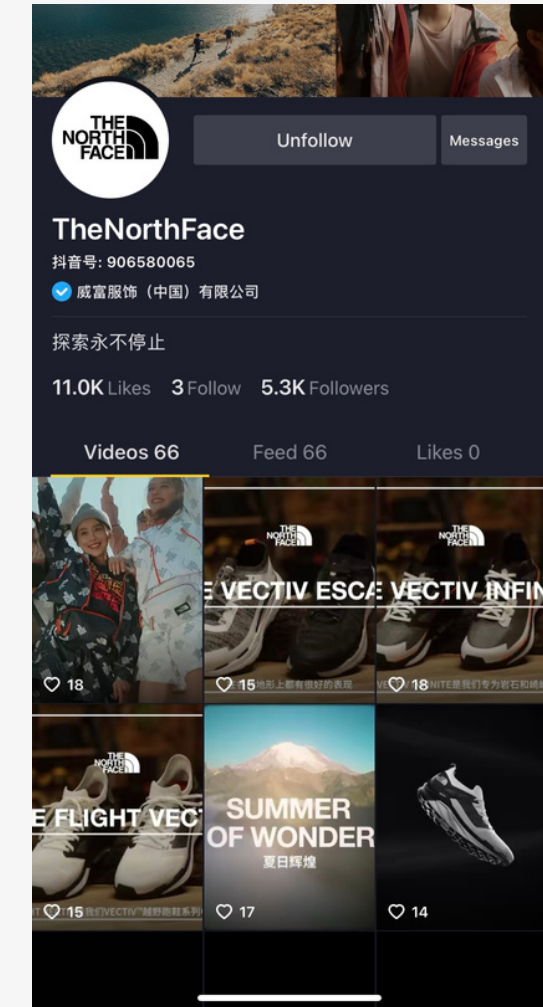
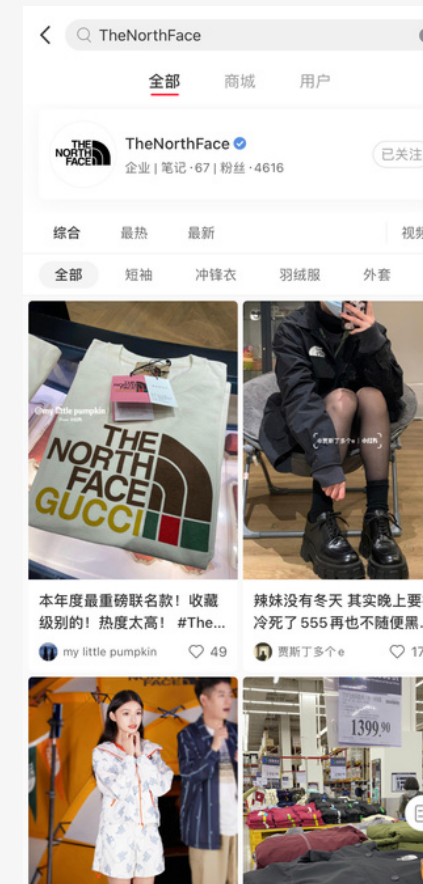
Wechat

Set up "The North Face" **mini program** and push advertisements on Moments when launching new products. Strengthen the **frequency of tweets on public accounts**, and ensure that the update frequency is one every two days.



Tiktok

Enhance the operation of Douyin account, greatly improve the video **playback rate** and **thumb up rate**. and Cooperate with platform anchors to enhance exposure



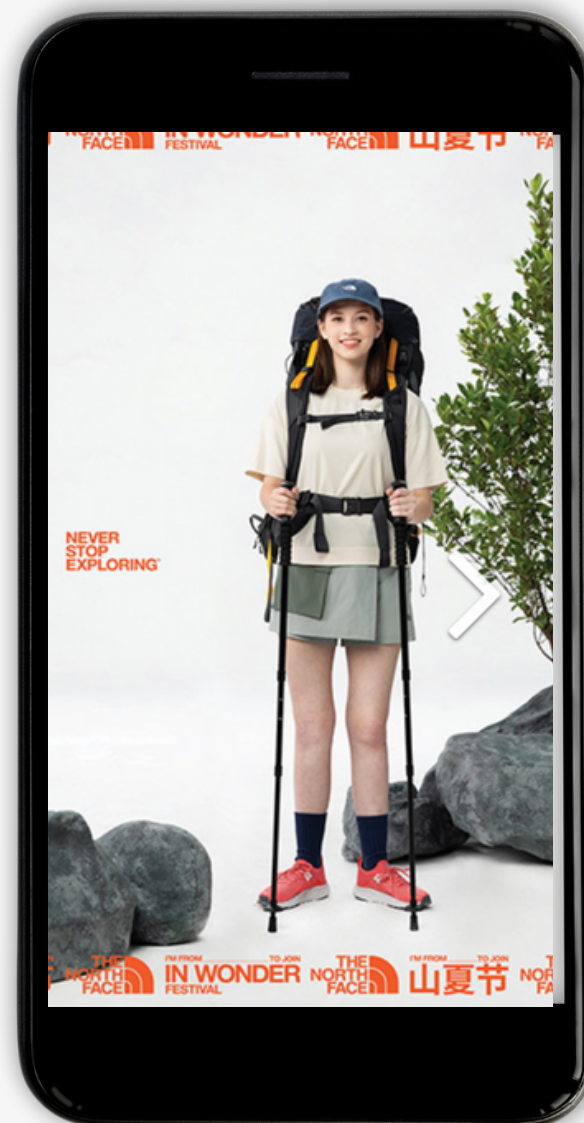
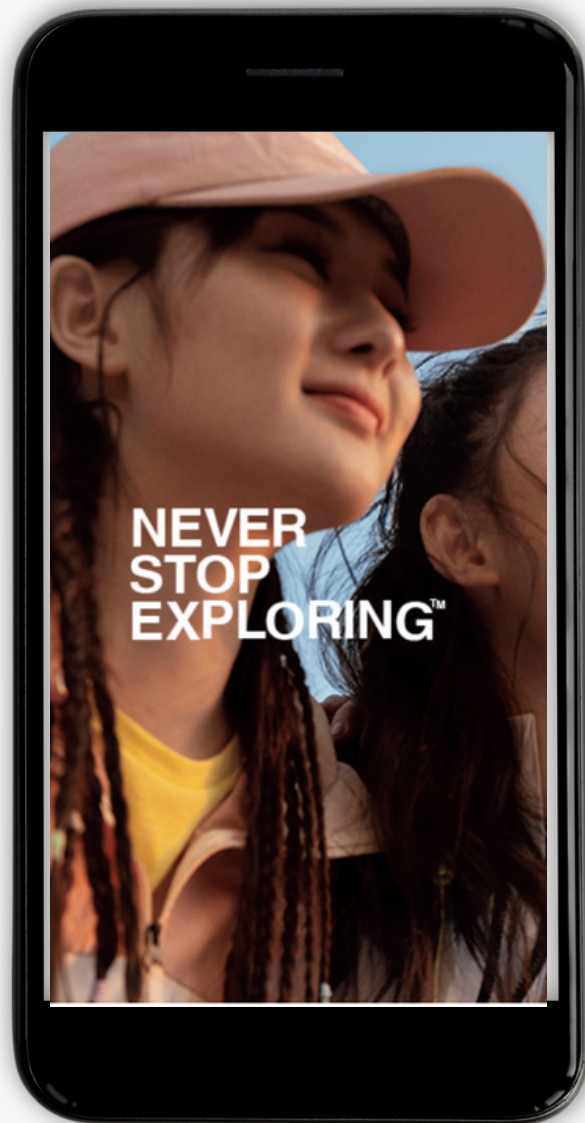
RED

Set up a "The North Face" account in RED, attract traffic through rich social content with **KOLs** and **celebrities**.



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HIGHLIGHTS



Search engine optimization

optimizing website to **"rank" higher** in search engine results pages, thereby increasing the amount of organic (or free) traffic that website receives.

User Acquisition

Increasing traffic through **rich social content** or **'Pay per Click'**

Content Marketing

Strong creation and promotion of content assets in social media platforms for the purpose of generating **brand awareness, traffic growth, lead generation**, and customers. focusing on Blog post, advertising, infographics

Community Operations

Recruit **KOLs/KOCs** to elevate community engagement

100%

Coheres with the mission
statement

INTRO

GET TOGETHER.
NOT FOR IDLE AFTERNOON TEAS.
NOT TO GOSSIP THE NIGHT AWAY.
FOLLOW YOUR CURIOSITY.
OUT OF THE CITY,
AND EXPLORE NEW WORLDS.

JUST GO. GO WITHOUT FEAR.
GO WITHOUT A PLAN.
GO WITH SPONTANEITY.
GO NOW.
GO THIS WEEKEND.
GO TO THE WOODS TO BREATHE IT ALL IN.
GO LIGHT A CAMPFIRE.
GO LOOK UP AT THE STARS.
GO CLIMB THE FIRST FEW METERS,
OR THE LAST FEW.
GO, AND GO WILD.
FOR A WHILE, OR AS LONG AS IT TAKES.

GO OUT. GO TOGETHER.
DISCOVER SOMETHING NEW TOGETHER.
LAUGH TOGETHER
AND PAT EACH OTHER ON THE BACK.
COME BACK WITH YOUR WORLD EXPANDED.
COME BACK KNOWING EACH OTHER BETTER.
BECAUSE WHEN WE GO OUT,
WE GIRL OUT.

THE FURTHER WE GO,
THE CLOSER WE GET.

#WEGIRLOUT

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Never stop exploring digital
opportunity