



L.L. BEAN STRATEGIC POSITIONING

Proposed by:
Travis Bryant
Michelle Chang
Abigail Venable

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HISTORY

L.L. Bean's rich company story begins in Freeport, Maine in 1912. Its founder, Leon Leonwood "L.L." Bean, was a lover of the outdoors and enjoyed spending his time fishing and hunting in and around Maine. After a day of fishing, Bean realized that he was made uncomfortable by his shoes failure to protect his feet from the water. He decided to find a solution. Bean sought out a cobbler and asked that they create a boot that was wrapped in leather from the ankle upwards and rubber from the ankle down. This boot became the brand's famous "Maine Hunting Shoe."



With the introduction of automobiles in the 1920s, the company's influence grew. Automobiles brought visitors from near and far to explore the legendary L.L. Bean store that continues to operate 24 hours a day and 365 days a year. After relying on flyers for the past years, the company released its iconic catalog in 1927. L.L. Bean also created a lifetime guarantee for all its products after the boot debacle. The guarantee was unheard of at the time and endured until 2018, when, in response to abuses to the guarantee policy by consumers it was discontinued. (Layton Turner, 2018) Lastly, L.L. Bean's commitment to customer service and transparency explain L.L. Bean's domination of the outdoor category for most of the 20th century.



At the start of the 1960s, the founder's health deteriorated and L.L.'s grandson Leon Gorman became the new company president. Leon was a driving force for the next 30 years as L.L. Bean experienced rapid growth, expansion, and modernization. Under Leon, the company adopted a new logo, launched "discovery programs" which encouraged people to explore the outdoors, sponsored and outfitted the Everest Peace Climb, and expanded globally by opening three stores in Tokyo, Japan. The choice to go global was due to the large number of Japanese tourists who visited the Freeport store every year.

In the 2000s, L.L. Bean transitioned from a family business to a global, outdoor conglomerate run by Stephen Smith, the first person to lead the company who was not a member of the Bean family. As part of its 21st century strategy, L.L. Bean has recommitted to its foundation of customer service and currently has three call centers open 24 hours a day, 7 days a week (L.L. Bean Corporation, n.d). This quiet but determined attempt to return to its foundations has made L.L. Bean a long-term survivor in the outdoor clothing and supplies industry. However, due to the arrival of new, energetic outdoor brands such as North Face and Patagonia, L.L. Bean now finds itself in an increasingly more crowded market of outdoor retailers.

ADVERTISING HISTORY

EARLY HISTORY

When L.L. Bean founded the company, he created a mailer to tell people about his new “Maine Hunting Shoe”. The three-page circular, which was mailed to a list of non-resident hunters, stated “The Maine Hunting Shoe is designed by a hunter who has tramped the Maine woods for the last 18 years. We guarantee them to give perfect satisfaction in every way.” The circular resulted in 100 orders. Word of mouth and the L.L. Bean catalog became primary method of marketing and advertising for the L.L. Bean Corporation most of the next 100 years.

The focus was on building the mailing list and getting the catalog into the hands of more people. According to former L.L. Bean president Leon Gorman, “Word-of-mouth advertising and customer satisfaction were critical to L.L.’s way of thinking” (L.L. Bean Corporation, 2018). Print was the other primary advertising investment. L.L. Bean print ads would appear in local and national newspapers and magazines.

While perhaps not originally an intentional advertising strategy, product placement, endorsements, and conservationist activism became a part of the L.L. Bean marketing story as the company grew. In 1921, Admiral Donald MacMillan outfitted his Arctic expedition with L.L. Bean boots and wrote “My men are very enthusiastic over their experience with your foot equipment on our last Arctic expedition” (L.L. Bean Corporation, 2018). Bean would send free samples to politicians, athletes, and celebrities in hopes of an endorsement or some positive press. When Eleanor Roosevelt visited the store in 1933, Bean sent a trout knife home with her as a gift for the president. He wrote a letter back thanking him for it (L.L. Bean Corporation, 2018). Bean also sent some shoes and clothes to Babe Ruth for his personal use (Gallagher, 2018).



Catalogs, word-of-mouth, endorsements, and magazine ads were almost the entirety of the L.L. Bean marketing strategy for the greater part of the 20th century. In 1979, the L.L. Bean launched Outdoor Discovery Schools, a program to teach people outdoor skills and games (L.L. Bean Corporation, 2018). In 1987, the company made its first major branding change in many years. In conjunction with the donation of land the company held on Katahdin Lake to the State of Maine’s Baxter State Park, the company introduced the Katahdin logo (L.L. Bean Corporation, 2018).

RECENT HISTORY

In the early 2000s L.L. Bean was still relying on their trusted method of advertising - print. However, this was not producing the customer growth that L.L. Bean needed to keep the company relevant in a world with more and more outdoor retailers. In order to stay on top of evolving trends, L.L. Bean started to look at new-buyer promotions, mailing more to these groups instead of other customer segments. With digital advertising on the rise, they implemented an aggressive email marketing strategy. L.L. Bean leadership didn’t want to reinvent the company completely, but L.L. Bean needed a “purple cow” idea to keep them top-of-mind. (Loyle, 2003).



In the mid-2000s L.L. Bean was faced with tough decisions. In order to stay relevant, they needed to allocate more resources towards TV and web advertising in order to reach important new audiences. Beginning in the year 2000, L.L. Bean partnered with the Japanese automaker Subaru to be the official outfitter for the car company. L.L. Bean placed its name on signature editions of the Subaru Outback and Subaru Forester models. This gave L.L. Bean placement in all Subaru advertising for these two vehicles, increasing Bean’s exposure, especially on television where many co-branded commercials ran.

Most recently, L.L. Bean has emphasized the importance of going outdoors and connecting with the world around you. L.L. Bean launched the Be An Outsider campaign, which focuses on going outside in groups or during work in order to connect with the world around you. The consumer insight for the campaign was that people wanted to be outside, but work was a major obstacle (Handley, 2017)

Be An Outsider at Work ads didn't take the traditional route of promoting L.L. Bean products in an obvious way. Instead, the ads focused on the insight that people want to go outside but work always stood in the way. Ads featured ways in which people could use their lunch breaks to go outdoors and facts about how creativity and information flows better when people make time to go outside.



The Be An Outsider at Work campaign expanded into the general Be An Outsider campaign which produced great results among people who appreciated the outdoors. The ads were different from outdoor competitors like North Face and Patagonia by focusing not on rugged outdoor activities, but simply enjoying the outdoors with friends.

In a way, L.L. Bean was proclaiming themselves as outsiders within the outdoor apparel market by showing everyday people doing everyday things outside. L.L. Bean took it a step further by taking out a full-page ad in the New York Times in which the ink could only be read when brought outside into the sun. Once in the sunlight, the ad read as a manifesto to tell people to join L.L. Bean outside because that's where we all belong.

Be an outsider also produced online videos and TV commercials that focused on being with friends, coworkers and family outside. They were not high-octane sports shots of skiing and types of outdoor activities that are featured in the X games, but rather people jumping in lakes and playing badminton in their backyards. These ads and video shorts can still be found on the L.L. Bean website for people to view if they missed them on television (L.L. Bean, n.d.).

Overall, L.L. Bean has invested 14.6 million dollars in measured media advertising in 2016 when the Be an Outsider campaign launched, which is an increase from the 11.2 million spent the previous year (Statista, n.d.).

SITUATIONAL ANALYSIS

According to Outside Online, “the outdoor recreation industry takes about 2% of the GDP with activities such as hunting and fishing accounting for 10 billion dollars. “This is indication that L.L. Bean is still vital to the outdoor economy and has potential to grow within its small niche of leisure outdoor individuals. According to Mintel, 9 out of 10 individuals participate in leisure activities over active ones. While its competitors are focused on extreme sports such as snowboarding and paragliding, L.L. Bean can dominate within the non-extreme sports.

Currently, L.L. Bean sales are flat. However, the company has shifted its focus in its e-commerce division. Snews states, “Sales in the outdoor industry are down 3 percent, but up 27% in sports speciality e-commerce.” If L.L. Bean can sustain itself in the e-commerce arena, they can continue to deliver high quality products and reach their target audience on a larger scale.

Strengths:

- 100-plus year old company with strong brand recognition
- Trusted reputation for quality of product
- Dependable and efficient order and delivery system
- Online and brick-and-mortar outlets
- Global presence
- Large and varied line of products and offerings
- Well known ecological and conservation commitment
- Hand-crafted L.L. Bean duck boots

Weaknesses:

- Only 47 stores in North America
- Brand perceived as old fashioned and “snobbish”
- Slow to embrace new advertising channels
- Little penetration in millennial demographic group
- High Cost of product
- Not recognized for its environmental work

Opportunities:

- Younger generations like spending time outdoors and enjoy casual activewear
- Growing market among casual outdoor enthusiasts
- “Be An Outsider” campaign well received
- Environmental message connects with younger demographics

Threats:

- The roll-back on the return policy was a big lose in terms of customers
- Patagonia and North Face are aesthetically appealing to younger demographics
- Dominance of established online retailers such as Amazon, Walmart, and Target
- Lower priced items from competitors

MARKET RESEARCH

Fitness and outdoor retail products are on the rise in a world that enjoys being active yet comfortable and also appreciates clothing that's as flexible as their lifestyles. The market for these products is being driven by consumers that want clothing can be worn in whatever setting they see fit. They also want the products to be functional in terms of lasting outdoor wear, but still comfy enough to wear in a casual setting.

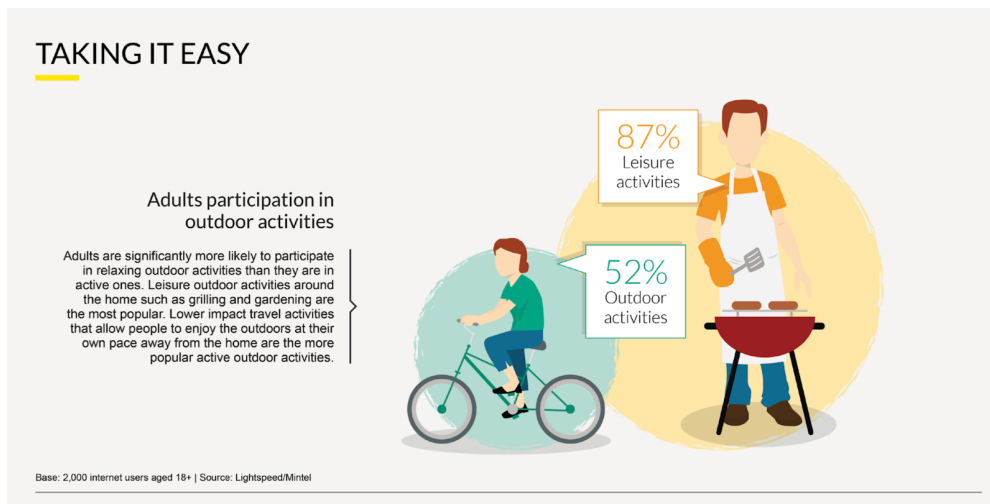
Retail is crowded place where many old retail stores are failing to keep up in the market. L.L. Bean used to be the main supplier of outdoor products, however many big players are starting to make a lot of noise in the market. For example, Patagonia, North Face and Columbia are key players in outdoor retail - especially among millennials and younger generations that didn't grow up with L.L. Bean brand loyalty.

E-Commerce is also an area that L.L. Bean needs to be watchful of. Patagonia and North Face have very clean and eye-catching websites that really appeal to millennials and younger. L.L. Bean's website is more simplistic and isn't as aesthetically appealing. Since L.L. Bean doesn't have many brick-and-mortar stores, it's imperative for the company to be on top of e-commerce and the evolving trends that are happening in this area. According to Mintel, the majority of outdoor clothing is purchased at stores. However, when looking at overall purchases, online purchases are at 56%. This could only mean that online shopping will continue to be more prevalence.

According to Mintel, L.L. Bean has been on top of customer service for the past few years due to their generous return policy. L.L. Bean has dedicated itself to making sure it's call centers and staff know that if a customer is unhappy, the problem needs to be solved quickly and at essentially no cost to the customer. L.L. Bean's customer centric approach has been unparalleled with its competitors and their timely delivery of products make it stand out amongst others. However, due to abuse of the policy, L.L. Bean has had to backtrack on their promise of returning everything. This decision by L.L. Bean allowed companies like Cabela's, Walmart and Dick's to gain from a lax return policy.

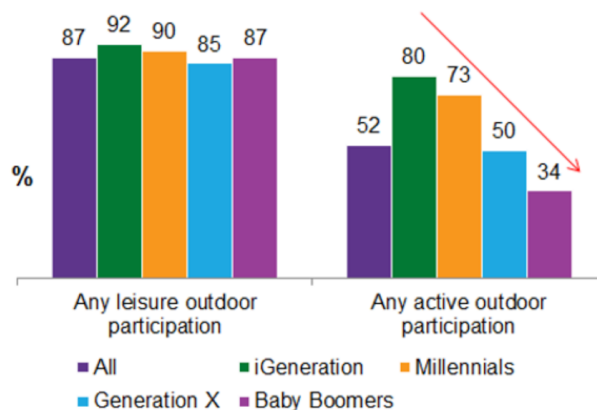
In terms of price, L.L. Bean is a slightly cheaper option than Patagonia and North Face. Another key competitor, REI has lower prices on their outdoor products as well as an REI garage, where co-op members can get great deals on pre-owned gear. Due to the shift in clothing made for movement as well as an overall desire in America to be healthier, many cheaper brands are creating their own athletic and outdoor lines. This could be seen as a threat if current L.L. Bean customers are actively searching for cheaper alternatives.

Sustainable clothing is another shift which is already affecting outdoor brands. Competitors such as North Face and Patagonia offer programs where consumers can sell their items so that the items can be repaired, refurbished and resold into the market. Patagonia is a leader in this area by actively promoting their resale program and educating consumers about this waste problem since 2011.



Lastly the outdoor market encompasses a more important aspect - the outdoors. In terms of love for the outdoors, 83% of adults are at least somewhat enthusiastic about the outdoors. This enthusiasm increases with millenials and younger demographics. Data shows that adults are also more interested in relaxing activities outside that allow them to enjoy their surrounding at their own pace. In terms of the environment, a growing number of people are concerned about the environmental problems that our world is facing and want to make an active effort to continue to enjoy the outdoors. Conservation is also on the rise for people who believe that it's important to have outdoor an oasis.

OUTDOOR ACTIVITY PARTICIPATION – LEISURE AND ACTIVE NETS, BY GENERATION, NOVEMBER 2016



COMPETITIVE ANALYSIS

In terms of competition, L.L. Bean faces some challenges as more outdoor brands are beginning to enter the market. As athleisure becomes mainstream, more apparel companies are starting to tap into the outdoor markets that L.L. Bean once dominated. To differentiate themselves, companies such as REI, Patagonia, Columbia and the North Face have aimed their advertising efforts towards outdoor enthusiasts. The energy that the ads have created are centralized around more extreme outdoor activities such as scaling mountains and hiking extremely rugged terrain. The competitors' ads convey the idea that they are a hardcore outdoor brand for hardcore outdoor enthusiasts, however the majority of REI, North Face and Patagonia wearers are not wearing the product in these advertised situations.

RECREATIONAL EQUIPMENT, REI



Recreational Equipment, most known as REI, is a co-operative that began in 1938. According to their Facebook page, REI started with 23 mountain climbers and now has 17 million co-op members. The advantage for being a co-op versus a publicly traded company means REI can listen

to their members and change their business tactics based on direct feedback from its co-op members. REI believes that its mission is to “inspire, educate, and outfit its members for a lifetime of outdoor adventure and stewardship (REI, 2019).” Currently, REI sells camping equipment, seasonal clothing, and travel packages.

In 2015, REI closed its doors on Black Friday to introduce its marketing campaign called #OptOutside. Using the hashtag #OptOutside, REI encouraged individuals to post and share what they were doing instead of shopping on Black Friday. This move further emphasized REI's mission to create more outdoor movement and to stay true to its core values. REI launched the Force of Nature campaign in spring of 2017. The Force of Nature campaign was designed to tackle the issue of gender equity and encourage girls and women to enjoy the outdoors. The campaign includes having women front and center on all marketing ads and creating women-focused events. REI boasts that women in leadership and gender equity have always been their first priority since the inception of the company.

REI reports the following:

- Generated \$2.62 billion in revenue for 2017
 - Invested \$8.8 million in 400+ nonprofit partners
 - 70% of profits are given back to outdoors efforts
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PATAGONIA



Yvon Chouinard, Patagonia's founder, got his start as a climber in 1953 as a 14-year-old member of the Southern California Falconry Club. At the club, Chouinard and his friends learned to scale cliffs in order to get the falcons and train them for hunting. Chouinard loved climbing so much that he started his own company that made small outdoor accessories

and outdoor clothing. Patagonia's mission is "We're in business to save our home planet".

In terms of demographics and psychographics, Patagonia appeals to millennials and younger generations due to their active presence in environmental issues. Millennials are especially attracted to brands that take active stances on the issues that are important to them. Millennial males are particularly the target demographic, as males tend to be more enthusiastic about outdoor sports and activities that Patagonia caters to. Patagonia also appeals to fashion trends as the colors are bright, edgy and fun. GQ Magazine even went as far as to call Patagonia, "Fashion's favorite outdoor brand".



Similar to REI's #OptOutside campaign, Patagonia took 100% of their Black Friday sales and donated the money local organizations concerned with environmental conservation. In 2016, the initiative brought in \$10 million in sales, which was all donated to environmental conservations. Patagonia is brand that continually exhibits innovative ideas to show that the company is serious about protecting the environment through sustainable products and transparency within their supply chain. Patagonia's stance on environmental protection has increased their sales and made them a leader in the outdoor apparel/accessory market.

COLUMBIA SPORTSWEAR COMPANY

Columbia has been making apparel, footwear, and accessories to keep you warm, dry, cool. The mission for Columbia is to provide products that allow everyone to enjoy the outdoors no matter what the climate. The chairman of Columbia, Gert Boyle, has influenced the organization with her “tough mother” persona. The persona is an embodiment of the durability and wear that Columbia products can endure. Columbia, like L.L. Bean is family owned business with Bert Doyle’s son Tim Boyle as the current CEO of the organization.

Due to a heavily saturated market, Columbia has failed to stay top-of-mind with consumers when making their purchasing decisions. Due to the prevalence of other brands, Columbia has failed to grab the attention of the active male demographic, which is a large part of the market. The problem for Columbia doesn’t lie in the quality of their products, but young men just don’t find the brand desirable. However, women still enjoy the brand and view the label as a cheaper alternative to North Face and Patagonia. Brand loyalty also plays a role in the market as more brands take stances on environmental issues and conservation.

In terms of advertising, Columbia hasn’t grabbed the attention of consumers effectively since their 2015 “One Tough Mother” campaign. The campaign featured Bert Boyle using her son as essentially a test dummy for her products in the tough and unforgiving Oregon climate. The commercials were humourous and really showed light to the durability and function of the brand’s apparel. The chairman has made appearances in ads as her demeanor looks as tough as her outdoor apparel at Columbia.



THE NORTH FACE

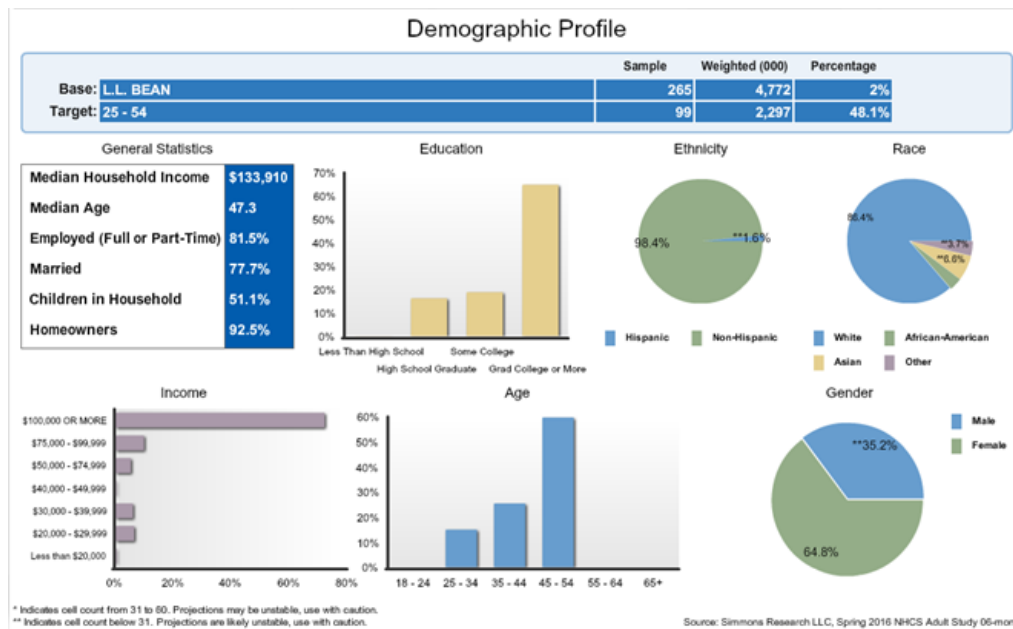


The North Face is an American manufacturer and distributor of outdoor apparel and equipment. It started in 1966 as a climbing equipment sales and rental store run by husband and wife team Douglas and Susie Tompkins and took its name from the coldest, most challenging part of a mountain to climb- the “north face”. In 1968, the company was acquired by independent businessman Kenneth Klopp. In the early days, the company focused solely on equipment for climbers, but by the 1980’s it had expanded to skiwear, camping equipment, to the full line of men’s and women casual, athletic, and outdoor clothing, gear, shoes, and accessories. (The North Face, 2019) In 2000, The North Face was acquired by Vanity Fair, Inc. Their products can be purchased in their own branded stores located across the U.S., Canada, and Columbia, as well in other sports and outdoor retail outlets. They also offer online sales through their own website as well as affiliated retailers’ websites and Amazon.com. (Lloyd, 2008)

The North Face has grown to become a leader in the outdoor apparel industry and its brand has achieved a level of status among trend-conscious outdoor enthusiasts. A recent study of outdoor clothing brands shows that The North Face leads the pack with a reported market share of 36.95 %. L.L. Bean was a distant second at 18.88%. Over the years, the North Face brand has built a large, enthusiastic following around a culture that promises to “provide the best gear for our athletes and the modern-day explorer, support the preservation of the outdoors, and inspire a global movement of exploration.” Their customers are, on average, between the ages of 25 and 45, college educated professionals with an income between \$40,000 to \$60,000 a year. (Chang, Estrada, & Kirubanandan, 2011)



TARGET AUDIENCE



L.L. Bean's target buyer are adults ages 25-44, who are conservative dressers looking for functional and timeless pieces that make themselves look and feel great. L.L. Bean created their Signature Collection in 2010 with the hopes in appealing to this younger audience. According to Brandchannel, "L.L. Bean employed the help of Alex Carleton, who has been the creative mind behind brands such as Polo Ralph Lauren and Abercrombie & Fitch." While L.L. Bean's competition is focused on extreme weather and sports outerwear, this collection could place L.L. Bean as a favorite amongst young working millennials.

Simmons Research unveiled critical psychographic insight into the average L.L. Bean consumer. Females over indexes at 120 over males at 78 and the median income is \$133,910. Simmons data indicates that those who wear L.L. Bean are looking to find clothes that will stand the test of time (136) and functional (134). L.L. Bean consumers over indexed at (160) when it came to conservative wear. Interestingly, comfort (108) is not the highest quality that consumers are looking for in the brand. The average consumer is looking for high quality pieces and shows high levels of brand loyalty (125) when they find the right brand fit for them.

The goal of this campaign is to encourage young, working adults to spend time outdoors with the right outfit. Mintel reports that when it comes to outdoor activities, 87% of adults are involved in leisure activities. These include regular activities such as gardening or being outside at a BBQ. We want the consumer to feel that they can make a statement with their attire in any outdoor occasion.

PROFILES



OUTDOOR LOVING OLIVIA

Olivia is a 26-year-old, single millennial that loves the outdoors. Although Olivia works as an account executive for a PR firm in Maine, she still makes time to take walks during her lunch break as well as travel to different National parks around the country. Olivia's household income is \$50,000. In terms of outdoor activities, she enjoys hikes, camping and simply exploring new parks/nature preserves. Olivia's love of the outdoors has also made her an advocate for not only the environment and climate but on a smaller scale - the effect it has on her mentally. Olivia is a millennial who puts a lot of time and energy into her work, so in order to detach, she uses the outdoors as her escape and oasis. She knows L.L. Bean is a classic and long-lasting brand, but is sometimes tempted by other brands like North Face, Patagonia and REI due to their environmental sustainability. She ultimately chooses L.L. Bean because of their customer service and prices.

RUGGED OUTDOORSMAN ROY

Roy is a 40 year-old man who works as an HR director for a large company. Roy's household income is \$100,000+. In his free time, Roy can be found doing his favorite activities - hunting, fishing and camping. He is a loyal L.L. Bean buyer because he believes that L.L. Bean has the best hunting, fishing and camping products on the market and he appreciates that he can find them all in one place on the L.L. Bean website. Roy is also loyal to L.L. Bean because his dad taught him to fish and hunt with L.L. Bean products. Roy isn't afraid to get dirt underneath his fingernails and enjoys nothing more than a day of hunting, fishing or camping with his labrador retriever by his side.



PROFILES



MOTIVATED MICHAEL

Michael is 30 years old and is enjoying a successful career in the world of finance. Ben's household income is around \$100,000. He also enjoys a very active outdoor lifestyle. He owns a mountain bike that he rides as often as he can in the hills behind his apartment. He appreciates how the comfort and sturdiness of L.L. Bean's biking shorts, tops, and jackets help him go the distance on the bike trail.

Michael recently discovered kayaking and was happy to find he could buy all of his equipment online through L.L. Bean's website and was even able to get free shipping on the entire purchase.

TRENDY TAYLOR

Taylor is a busy 32-year-old working professional and a mother of two who lives in the city and doesn't have a lot of time outside of work. Taylor's household income is \$100,000+ and she likes to occasionally splurge on the things that matter most to her. She appreciates the outdoors and wants her children to share that same appreciation. Taylor also appreciates athleisure that allow



her to seamlessly transition from a casual work environment and back into being a mother. It's important for Taylor to have clothes that serve multiple purposes, as her roles change throughout the day. The clothing she buys also has to be durable enough and worth the price. Taylor likes L.L. Bean because they not only have athleisure, but they also have quality clothing that can be worn to work and around town. L.L. Bean has clothes that allow her to transition into her multiple roles of mother, homemaker and professional, all while looking great and being fashion-forward.

POSITIONING STATEMENT

Outdoor adventures looks different to everyone, and L.L. Bean is here to help you connect you with your personal outdoor adventure from start to finish.

For over 100 years L.L. Bean has embodied the beginning of an adventure- whether it's hiking a mountain trail, kayaking a rushing river, camping under a starlit sky, or simply sitting in green field surrounded by quiet beauty of nature. Whatever your quest, you can begin your adventure in L.L. Bean.

L.L. Bean holds a unique place in the minds of consumers. When you say L.L. Bean people know what you mean- stylish outdoor living backed by authentic quality and reliability. L.L. Bean has been the choice of arctic explorers, professional mountain climbers, and weekend warriors for more than a century. Beyond that, L.L. Bean is also the brand that thousands choose to live in every day. People wear L.L. Bean because it is both fashionable and comfortable. However, more than anything else, L.L. Bean is connected with the joy that comes from living a life connected with nature and outdoor living.

Other brands have taken their place along L.L. Bean in the outdoor lifestyle market. However, most of those brands try to define what the outdoor lifestyle means for the customer. They say "If you wear our brand, you are a rock climber" or "you're a mountain-biker" or snowboarder or other extreme sport enthusiasts. The customer must fit the mold their brand defines for them. L.L. Bean aims to break that mold and let the customer define their relationship with the outdoors.

This campaign- "Begin Your Adventure" builds on L.L. Bean's ongoing mission- "We believe the more time you spend outside together, the better." Most people today spend most of their time sitting in front of a monitor, staring at a mobile phone, or watching television. Even their exercise program takes place inside- at gym, a spin class, a yoga studio, or at home. "Begin Your Adventure" will inspire everyone to start a new adventure in the outdoors, using the full line of L.L. Bean products to do it. That adventure could take any number of forms by any type person:

- The 45-year old woman power-walking along her neighborhood park
- The 20-something mountain-biker hitting the trail in nearest state park
- The 30'ish mom getting an hour to herself doing yoga in her backyard

The fundamental theme of "Begin Your Adventure" is to encourage everyone to disconnect from modern life, reconnect with nature in their own unique way, all the while doing it in L.L. Bean.

CREATIVE BRIEF

Why are we advertising?

To inspire people to think of L.L. Bean when getting ready to embark on their next adventure.

Who are we talking to?

Adults, 25-44, who are looking for high quality, timeless pieces that will make a lasting impression through any outdoor activity. They are creatures of habit and once they find the right brand, they are loyal customers for life.

What do they currently think?

"When I'm looking for a new jacket, I usually rely on those closest to me for a recommendation," and, "L.L. Bean is still around?"

What would we like them to think?

"Who says L.L. Bean is dated? The quality of their clothes are strong and I'm totally packing this for my next [outdoor] trip!"

What is the single most persuasive idea we can convey?

L.L. Bean is the brand that wants to equip each individual for their own personal adventure in the great outdoors.

Why should they believe it?

L.L. Bean's reputation has stood the test of time and continues to provide high quality equipment and upstanding customer service.

Are there any creative guidelines?

Creative should convey L.L. Bean's evolution to a brand that cares about personal wellness while sustaining its devotion to lasting and quality products.

CREATIVE EXECUTION

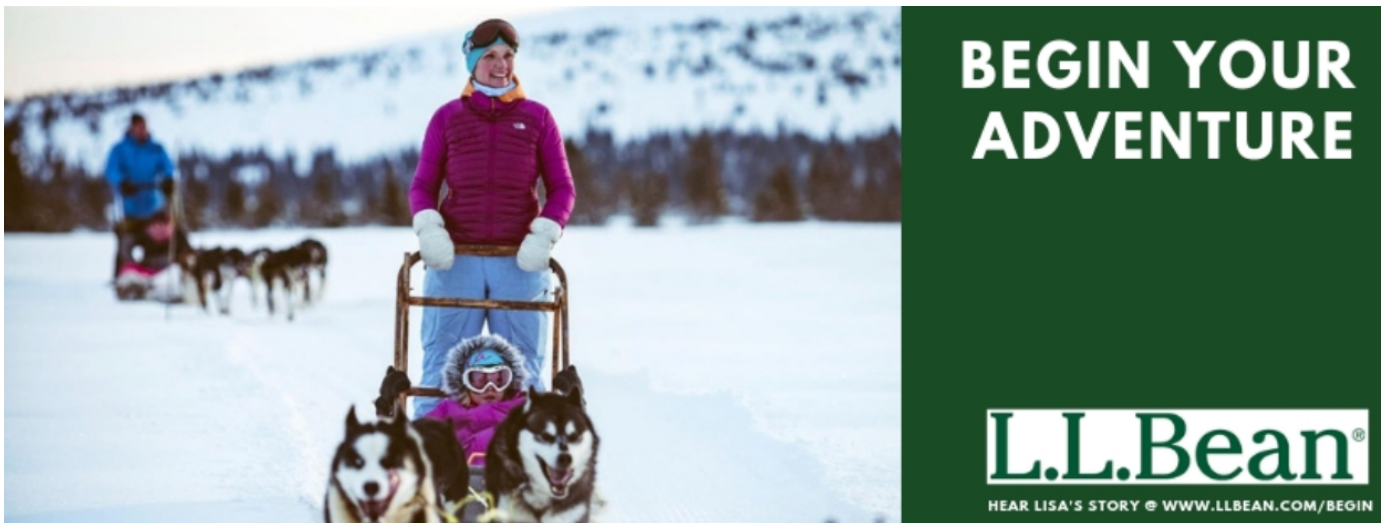
COMMERCIAL/PRE-ROLL AD

Pete Kaiser, 2019 Iditarod Winner, is the voiceover and one of the main athletes for the campaign. Another version will include Lisa, who is featured on the billboard and banner ads. The pre-roll campaign will be focused on connecting with the consumer and asking the simple question, “What do you love?” We want to show our versatility and ability to equip our consumers for every occasion. The :15s pre-roll ads will appear before relevant content on a variety of networks such as National Geographic and digital platforms such as Youtube.



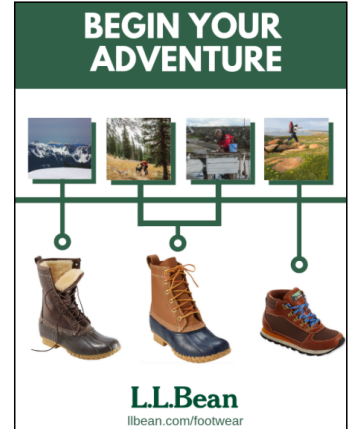
BILLBOARD

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PRINT

Similar to the classic choose your own adventure style books, the print ads for L.L. Bean will show adventure destinations that lead down to the famous Bean Boots. Each boot will be a different activity and will showcase the product in a useable and effective way. Print ads will be placed in travel magazines as well as magazines that focus on health and wellness. The second print ad will feature Pete Kaiser, the 2019 Iditarod winner and include the same messaging to consumers as the billboard ads.



CATALOG KITS

As the L.L. Bean catalog is still a staple in moving L.L. Bean merchandise, it's important to make sure that even though the catalog is old concept, the contents are not. Adventure kits will be in prominent places within the catalog to encourage people begin their own adventures with a pre-made L.L. Bean kit. Kits make the journey for the customer easier, because they take all the guesswork out of planning a new adventure. Kits are also designed to highlight L.L. Bean's top rated products in an easy and convenient way.

BEGIN YOUR ADVENTURE	BEGIN YOUR ADVENTURE	BEGIN YOUR ADVENTURE	BEGIN YOUR ADVENTURE
<p>Take a Hike</p> <ul style="list-style-type: none"> Stowaway Day Pack \$49.95 Women's Waterproof Kaibab Hiking Boots, Leather Mesh \$119 Women's Boundless Performance Tights \$69.95 Women's L.L.Bean Midnight Cree Base Layer, Long Sleeve \$44.95 Nalgene Narrow Mouth Water Bottle, 32 oz. \$12.95 	<p>Hit the Slopes</p> <ul style="list-style-type: none"> Women's Discovery Probreak XP Ski Set with X3 FW Boot \$369 Women's Winter Walker Snowshoes \$109 Women's Saia Universal Bekkie Tech Pants \$129.95 UltraLight 950 Down Hooded Jacket \$199 Nalgene Narrow Mouth Water Bottle, 32 oz. \$12.95 	<p>Make a Splash</p> <ul style="list-style-type: none"> All-Conditions Waterproof Day Pack \$149 Women's Chaco for L.L.Bean ZCloud 2 Sandals \$130 Manatee 10 Solo Kayak Package \$449 Women's L.L.Bean Graphic T-Shirt, Short Sleeve \$29.95 Relive Swimsuit, Shorts \$49.95 	<p>Gone Fishing</p> <ul style="list-style-type: none"> Mane Guide Waxed-Canvas Fly Vests \$24.95 Men's Angler Wading Boots \$99 Quest Spin Series Outfits \$59 Scientific Anglers Mastery Series MPX Fly Line \$79.95 Men's Breathable Emerger Waders with Super-Seam Technology, Stacking Foot \$179

DIGITAL AND SOCIAL

Digital campaigns will reflect the content of the print and video ads. Begin your adventure banner ads will run in display and programmatic ad buys aimed at the target audiences.



Social media, particularly Instagram will be a large part of the digital campaign emphasis. Instagram is a visual storytelling platform where L.L. Bean will tell its own stories of people who have begun their L.L. Bean adventure and encourage their followers to tell their story as well.

EXPERIMENTAL EVENTS

In targeted markets around the country, L.L. Bean will set up experiential events designed to encourage people to Begin Your Adventure right then and there. These activations will include opportunities to try out L.L. Bean clothing and equipment, connect with other outdoor enthusiasts, and learn how to find outdoor activities in their own backyard.



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