



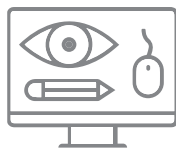
GORE-TEX[®]
PRODUCTS

*DON'T UNDERESTIMATE THE POWER OF INFLUENCE.
WE SAW RECORD-BREAKING RESULTS WITH THIS CAMPAIGN
THAT ISSUED A RELATABLE AND HUMAN-DRIVEN QUESTION—
“WHERE DO YOU GO TO BREATHE?”*

SUMMARY

In an increasingly competitive landscape, the GORE-TEX® Brand needed to redirect its focus from the products’ technical benefits to emotionalizing the brand experience. Leveraging the power of social influencers, we created The Breathe Project that spoke to the heart of adventure enthusiasts; how the brand can enable outdoor experiences in any weather.

SERVICES



DESIGN



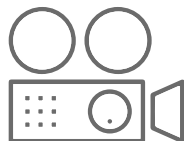
PLANNING



*COPY &
CONTENT*



SOCIAL




*VIDEO
PRODUCTION*



*DATA &
ANALYTICS*



*WEBSITE
DEVELOPMENT*



RESULTS

13.1 MM
EARNED IMPRESSIONS

64%
OF IMPRESSIONS WERE ORGANIC

465K
TOTAL ENGAGEMENTS

1.2 MM
VIDEO VIEWS

3,697
UNIQUE CONTEST ENTRIES

1,637
NEW EMAIL SUBSCRIBERS

THE BREATHE PROJECT

Knowing that the competition in the outdoor retail industry was heavily outspending the GORE-TEX® brand, the situation called for a campaign that would get the maximum impact from each dollar spent. Additionally, it was time to take the brand's main message points from the science behind the product technology, to the benefits these features bring.

Hence, The Breathe Project was born. Because the brand's new all-around breathable footwear technology truly allows enthusiasts to stay outdoors rain or shine, we wanted to ask people about where they go to breathe. The winner would receive an adventure grant and GORE-TEX® SURROUND® hiking boots of their own.

We laid the foundation by asking five outdoor influencers the same question. From there, they created inspiring videos of where they go to breathe, escape, and enjoy the outdoors in any weather. By sharing the stories with their audiences and encouraging people to enter the contest, we saw the power of trusted peers and benefit-over-features messaging can drive engagement and awareness.

[View the videos here.](#)