

**SAY IT RIGHT,  
GET A DELIGHT**



 **FJÄLL  
RÄVEN**

Mina Nasr Esfahani  
Nazanin Abbas Pour  
Mahdieh Razzaghi

# AGENDA



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# TEAM INTRO



**Mina Nasr Esfahani**  
**Account Director**



**Nazanin Abbas Pour**  
**Strategy Director**



**Mahdiah Razzaghi**  
**Creative Director**

# BRANDKEY

**FJÄLLRÄVEN** Swedish outdoor brand since 1960. Functional, durable, nature-inspired gear. Promotes nature accessibility, environmental respect.

## Root Strength

Durable, eco-friendly outdoor gear. Simple, practical, environmentally respectful.

## Competition

Sustainability-focused Power Player, provides quality gear for eco-conscious consumers.

## Target

Targets outdoor enthusiasts valuing functionality and sustainability for reliable gear.

## Consumer Insight

Desire for nature connection, demand for durable, eco-friendly gear.

## Benefits

Durable, adventure-inspiring gear, practical and tactile.

## Values & Personality

Values: Environment, sustainability, functionality.  
Personality: Adventurous, responsible, authentic.

## Reasons to Believe (RTBs)

Showcasing sustainable materials, endorsements. Highlighting unique features, performance.

## Discriminator

Differentiates with sustainable, durable gear. Emphasis on environmental responsibility stands out.

## Brand Idea

“Forever Nature”: Nature connection, inspiring exploration, sustainable products.

# THE PERSONA

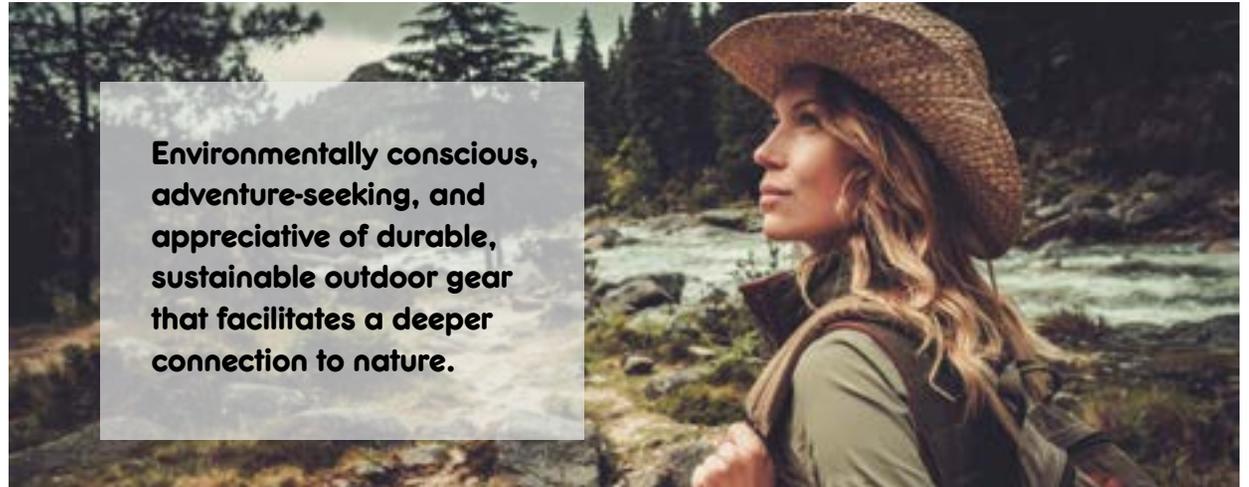
**Name:** Emily

**Demographics:**

**Female, 28 years old**

**Occupation:**

**Environmental Educator**



Environmentally conscious, adventure-seeking, and appreciative of durable, sustainable outdoor gear that facilitates a deeper connection to nature.

## Lifestyle & Interests

**Outdoor enthusiast:** hiking, camping, wildlife photography.

**Sustainability advocate:** environmental conservation, eco-friendly brands.

**Seeks:** durable, functional, high-quality gear for an adventurous lifestyle.

## Behavior & Preferences

**Seeks:** authenticity, exploration.

**Documents:** adventures, sustainable living tips.

**Values:** sustainability, ethics, durability.

## Motivations & Goals

**Seeks:** durable, eco-conscious gear.

**Aims:** inspire nature connection, conscious choices.

Seeks lasting, eco-friendly equipment for enriched outdoor experiences, aligning with ethical values. Values environmental awareness campaigns driving engagement with the brand.

# JOURNEY MAP

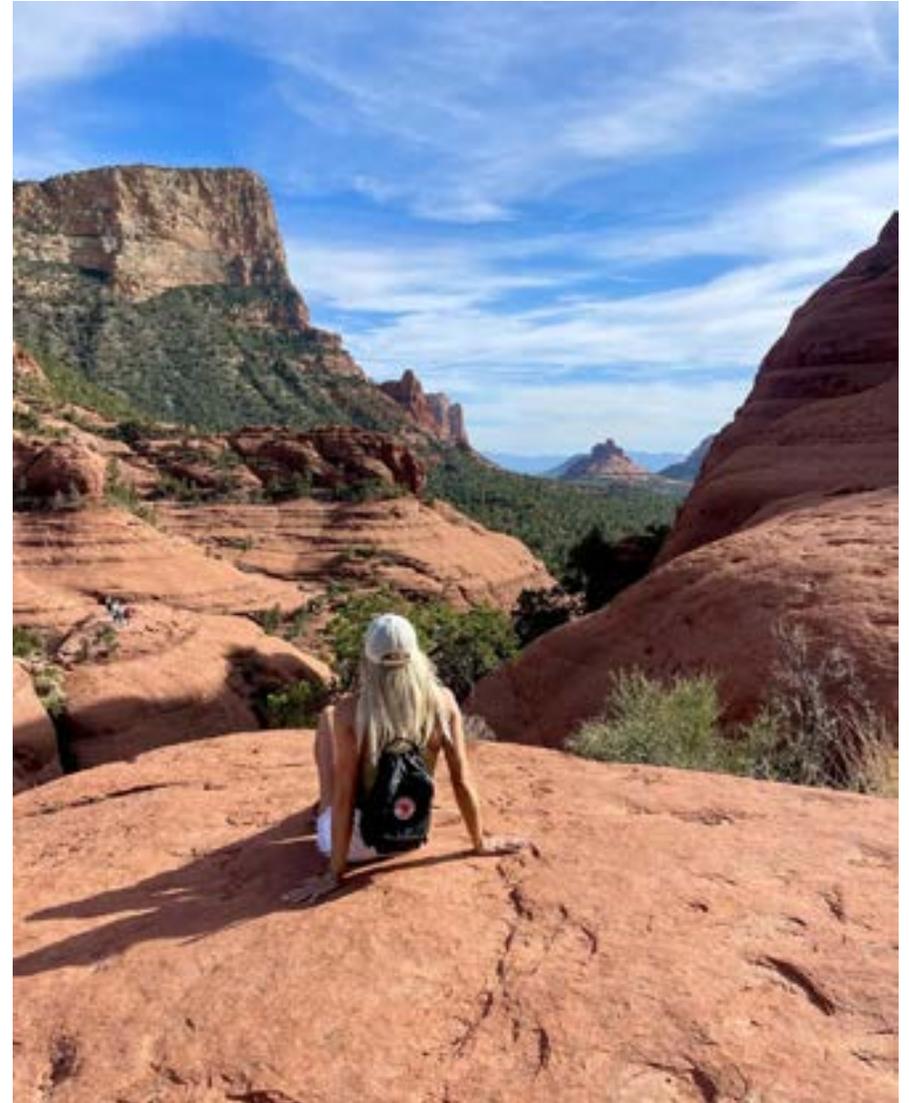
Phase	Research	Visit	Explore	Purchase	Share
<b>Doing</b>	Browses Fjällräven's website for sustainability, products, reviews, and materials.	Seeks information about sustainable outdoor gear, arrives at Fjällräven's website.	Looks at various product lines, delves into details regarding eco-friendly materials.	Adds preferred items to the cart after exploring and comparing different products.	Shares information about upcoming purchase choices with friends or online communities.
<b>Feeling</b>	Checks Fjällräven's site for ethical production, past gear durability reassurance. Curious and reassured.	Explores blog sections focusing on Fjällräven's sustainability stories	Views customer testimonials for product durability, seeking reassurance. Curious and interested.	Confidently purchases based on past brand satisfaction.	Shares product durability or usage on social media post-purchase.
<b>Channels</b>	<ul style="list-style-type: none"> <li>-Reddit Forums</li> <li>-Fjällräven's Official Website</li> <li>-Instagram, Twitter, and Facebook</li> </ul>	Fjällräven's website, stores, influencer channels.	Fjällräven's site, Amazon reviews, enthusiast forums, social media.	Fjällräven's online store, physical outlets, loyalty program.W	Social media, enthusiast forums, review sites , personal blogs.



# CLIENT BRIEF

**Fjallraven, a renowned Swedish outdoor equipment brand, has established a global presence with its durable and stylish products catering to outdoor enthusiasts. Despite its growing popularity, the brand faces a common challenge—many consumers struggle to pronounce its name correctly. This mispronunciation often leads to missed connections and misunderstandings, impacting brand engagement and recognition.**

<https://vimeo.com/893183263?share=copy>



# SMART GOALS

S

## Specific

Increase Fjällräven's brand name recognition among the Canadian audience.

M

## Measurable

Achieve a 40% increase in correctly pronounced brand name mentions in Canada, tracked through the campaign's duration.

A

## Achievable

Implement an incentivized engagement strategy rewarding correct brand pronunciation and actively educate through influencer collaborations and digital advertising.

R

## Relevant

Addresses the challenge of name recognition hindering customer engagement, directly impacting brand recall and sales in Canada.

T

## Time-bound

Attain the targeted increase within three months from the campaign launch to ensure swift progress in brand name recognition in the Canadian market.

# SACRED SIX



## Goal

Enhance brand recognition and drive sales through an engaging pronunciation-based discount campaign.



## Target Audience

Canadian audience unfamiliar with Fjällräven's unique name, aiming to boost brand recall and engagement.



## Problem

Low name recognition in Canada leading to potential hindrances in brand recall and sales.



## Insight

Correct pronunciation incentives can transform barriers into engaging interactions, fostering brand visibility.



## Single Minded Proposition

Encourage active participation by offering discounts for correctly pronouncing Fjällräven's name.



## Action

Utilize influencer challenges, mall booths, and digital advertising to introduce and engage customers in the campaign

**GET :** Canadians unfamiliar with Fjällräven's name  
**WHO :** Pronunciation complexities hindering engagement  
**TO :** Improved brand recall and recognition.  
**BY :** Encourage active participation via correct brand pronunciation for discounts

# SOLUTION OVERVIEW

## Rationale

### Objective

The primary objective of this campaign is to enhance brand awareness and foster a deeper connection with potential customers in Canada for Fjällräven.

By utilizing a creative strategy that incentivizes engagement through a discount offer tied to the correct pronunciation or mention of our brand name, we aim to achieve two critical goals: increasing brand recognition and driving sales.

### Challenges

Fjällräven, while a renowned global brand, faces the challenge of name recognition in new markets, particularly in Canada. Pronunciation complexities might hinder potential customers from engaging with the brand, impacting both brand recall and sales.

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# SOLUTION OVERVIEW

## Brand Awareness Building:

Our campaign focuses on educating and familiarizing the Canadian audience with the unique name and heritage of Fjällräven

## Incentivized Engagement:

Offering discounts for pronouncing our brand name engages customers, boosts visibility, creates positive experiences



Strategy

## Increased Brand Awareness:

By actively engaging with potential customers, we aim to imprint the name 'Fjällräven' in their memory, fostering brand recall and recognition.

## Positive Customer Experience:

Interactive campaign enhances customer experience, boosts brand perception, encourages referrals.

## Sales Uplift:

As brand familiarity and positive associations grow, we anticipate a direct correlation in sales, driven by increased customer interest and



Benefits

# MOFU

## Most Effective

### Influencer Voice Challenge

Partner with select influencers who align with Fjällräven's brand values and aesthetics. Task them with initiating a voice challenge on their platforms, encouraging followers to send voice recordings pronouncing the brand name correctly.

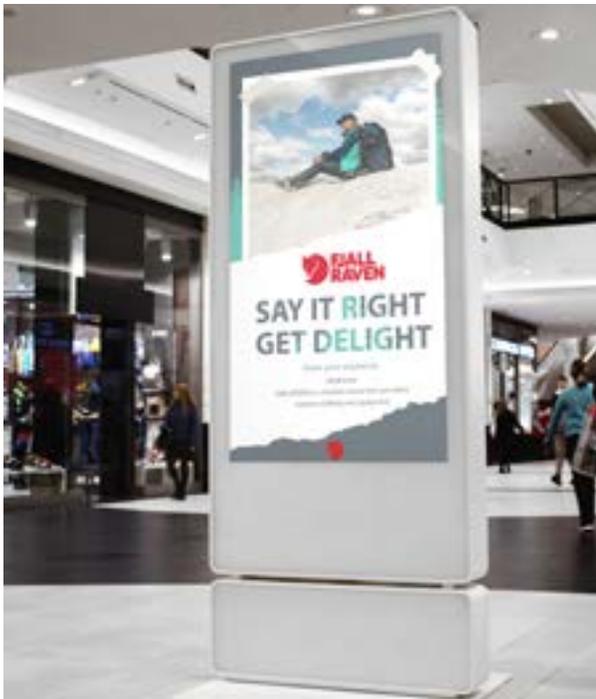


# MOFU

## Most Effective

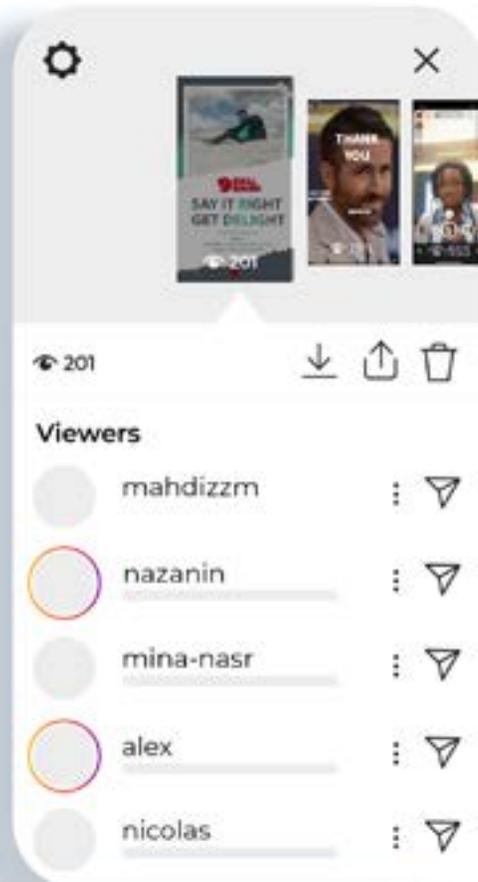
### Mall Booth Engagement

Set up engaging booths in high-traffic areas within malls and offer instant discount codes for correctly pronouncing the brand name.



# MOFU

Most Effective



# TOFU

## Tried and Tested

### Digital Advertising

Invest in targeted online ads across platforms, focusing on brand introduction and the discount incentive. Utilize display ads, Google Ads, and targeted social media promotions to reach a wider audience.

**FJÄLL RÄVEN**  
www.fjallraven.com

SAY IT RIGHT  
GET DELIGHT

"Say 'Fjallraven' in-store for an instant discount or share your voice on our Instagram for exclusive savings!"

SCAN ME 

share your experience    get discount!

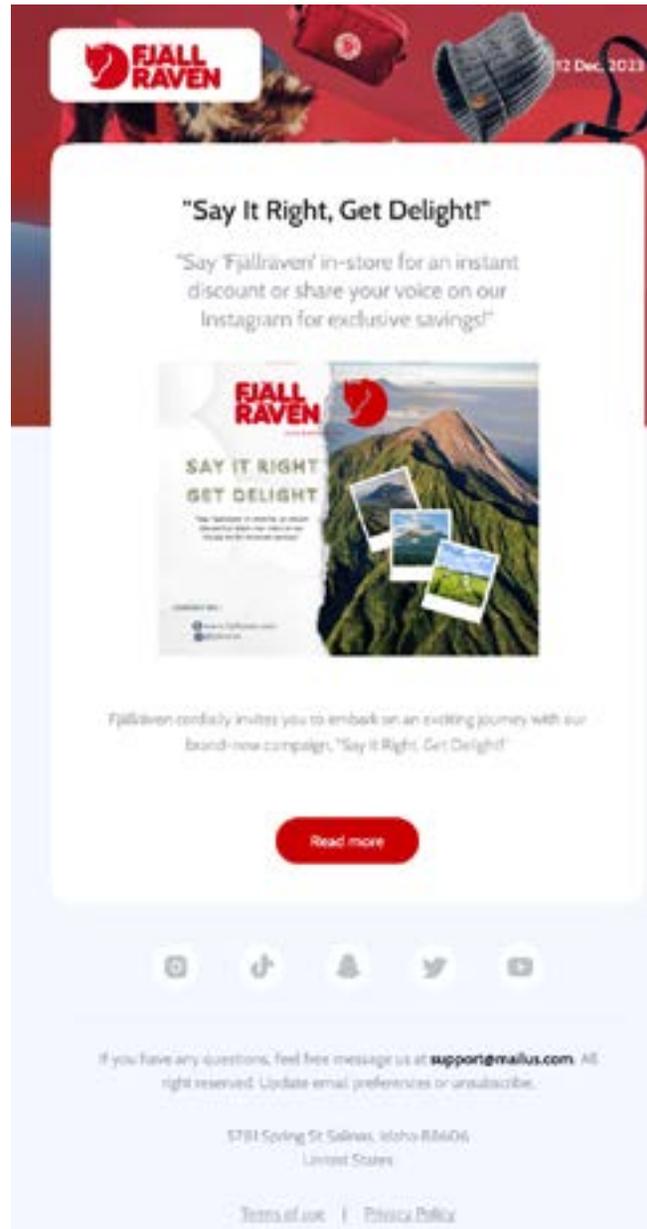
Contact Us :

 www.fjallraven.com  
 @fjallraven

# BOFU

## Email Marketing

Send out newsletters or targeted emails to your existing customer base, introducing the campaign and offering incentives for engagement.



**FJÄLL RAVEN** 12 Dec 2023

### "Say It Right, Get Delight!"

"Say 'Fjällräven' in-store for an instant discount or share your voice on our Instagram for exclusive savings!"



Fjällräven cordially invites you to embark on an exciting journey with our brand-new campaign, "Say It Right, Get Delight!"

[Read more](#)

[Instagram](#) [TikTok](#) [Snapchat](#) [Twitter](#) [YouTube](#)

If you have any questions, feel free message us at [support@mailus.com](mailto:support@mailus.com). All right reserved. Update email preferences or unsubscribe.

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If you have any questions, feel free message us at [support@mailus.com](mailto:support@mailus.com). All right reserved. Update email preferences or unsubscribe.

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# CALENDAR TIE-IN



01

**Week 1-2**

Planning and Preparatory Stage



02

**Week 3-4**

Campaign Launch



03

**Week 5-6**

Active Engagement Period



04

**Week 7-8**

Optimization and Wrap-Up

# CAMPAIGN ROADMAP

## Phase 4: Follow-Up and Closure

**Week 8: Campaign Wrap-Up**  
Final participation push, compile comprehensive analytics, express gratitude, evaluate campaign success.

## Phase 2: Execution

**Week 3: Booth Set-Up and Soft Launch**  
Set up booths with planned design, conduct soft launch for functionality and engagement.

**Weeks 4-5: Active Engagement Period**  
Launch campaign in malls, engage visitors, incentivize correct pronunciations, leverage influencers for social media amplification.



## Phase 1: Preparatory Stage

**Week 1: Planning and Logistics**  
Collaborate with influencers, finalize mall locations, design booths, and prepare materials.

**Week 2: Staff Training and Materials Preparation**  
Prepare staff, codes, interactions, and equip influencers.

## Phase 3: Evaluation and Optimization

**Week 6: Performance Assessment**  
Analyze engagement metrics, assess influencer impact, gather feedback for insights.

**Week 7: Refinement and Adjustment**  
Refine booths, optimize social media, adjust strategies for better engagement based on insights.

# MEASUREMENT



- **Social media sentiment analysis.**
- **Brand mention-based discount redemptions.**
- **Campaign landing page traffic monitoring.**
- **Pre/post-campaign sales analysis.**

**Measurement**



A man and a woman are sitting in a boat, smiling and looking at each other. The man is wearing a plaid shirt and a beanie, and is holding a large orange bag. The woman is wearing a red sweater and a beanie. The background shows the interior of the boat and the water outside.

**THANK  
YOU**

