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CAMPAIGN: BE AN OUTSIDER AT WORK

CLIENT: L.L.BEAN

AGENCY: JACK MORTON

After more than 106 years in business, L.L.Bean was widely known as a fall and winter brand, represented in consumers' minds by the boots and flannel on the pages of its iconic catalogues.

The brand set out to become known as a champion of time spent experiencing the shared joy of the outdoors year-around. And as summer approached, L.L.Bean needed a way to earn its way into the media and consumer conversation.

But L.L.Bean's core outdoor target audience wasn't as "outdoorsy" as you'd think. Spending 95% of their lives indoors – 50% at stationary desk jobs – their jobs were holding them back from spending time outside.

Yet research shows that working outdoors actually makes us better employees:

- » 50% more productive
- » 3X as creative
- » 92% of people are happier outside

Introducing "Be an Outsider at Work" – a research-backed movement to help people bring the outdoors into their workday – giving "out of office" new meaning.



We built the first-ever outdoor co-working space

A perfect manifestation of L.L.Bean's belief in the power of the shared joy of the outdoors, the co-working spaces had free Wi-Fi, power hookups and fresh air. The space was functional and visionary, thanks to our partner, workspace brand, Industrious, helping to power a free online reservation system, productivity-perfect office finishes and on-site workplace community managers. We invited press to work outside for the day, hosting radio and TV remote segments, a 27-interview satellite media tour, and local influencer partnerships.

White paper: L.L.Bean co-authored a white paper with pre-eminent workplace strategist and bestselling author of "The Healthy Workplace," Leigh Stringer. The "Be an Outsider at Work Handbook" was distributed through native advertising optimized to downloads on LinkedIn, Facebook and Twitter, and seeded with the press.

Infographic: Documenting key statistics from our research, the infographic offered simple reminders of how to get outside during the workday. It made a stellar email marketing asset and was widely cited by the press and bloggers.

Digital video tips & native video: Populating Instagram and Facebook feeds throughout the campaign were a series of social-first silent video tips that made our big idea ultra-doable. Each one cited a compelling statistic followed by a simple tip. And popular digital publisher NowThis, known for its ability to propel cultural ideas with social-first provocative pieces, released two videos documenting L.L.Bean's outdoor co-working space and research results.



406M
earned impressions

52 tier 1
media placements

Suddenly, L.L.Bean was on the front page of USA Today and quickly changed both the way people viewed work and thought about the brand.

L.L.Bean landed 478 earned placements in national and regional press (including CBS, NBC, Fox, Forbes, Entrepreneur, Inc. and The Boston Globe). PR message pull-through was 100%, with 83% carrying two or more messages. Thanks to over 3.9M campaign video views and 86k social engagements, L.L.Bean was at the center of conversation. And we saw behavior change!

- » 73% increase in L.L.Bean's branded search queries the week of launch
- » 91% rated their outdoor work experience as a positive reflection on the L.L.Bean brand
- » 95% likelihood to work outside in the future