Radar Report #6_Outdoor

June 2024 Trends, Case Studies and Insights
How Brands Connect with Consumers in China
Created by Resonance

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Outdoor Campaigns China

Brand x Platform
Cases Studies
Radar Report
June 2024

Trend 1
City Culture

Discover the synergy of adventure and culture as outdoor brands collaborate with China's iconic city landmarks, local art, and cultural heritage, creating unique connections with local consumers through immersive and meaningful experiences.

Trend 2
Urban Outdoor

Outdoor brands are integrating outdoor activities into urban settings through innovative events and interactive designs, attracting city consumers to conveniently experience the joy of nature and adventure amidst their busy urban lives.

Trend 3
New Gen

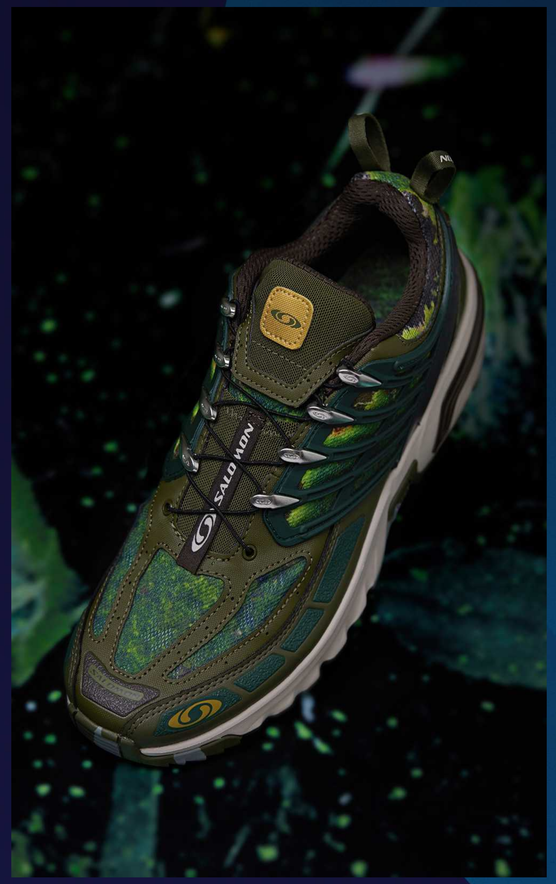
Outdoor brands collaborate with trendy and avant-garde artists, using advanced interactive technology and offline events to engage the new generation of Gen Z, creating unique brand culture and experiences that bring communities together.

Trend 4
Community

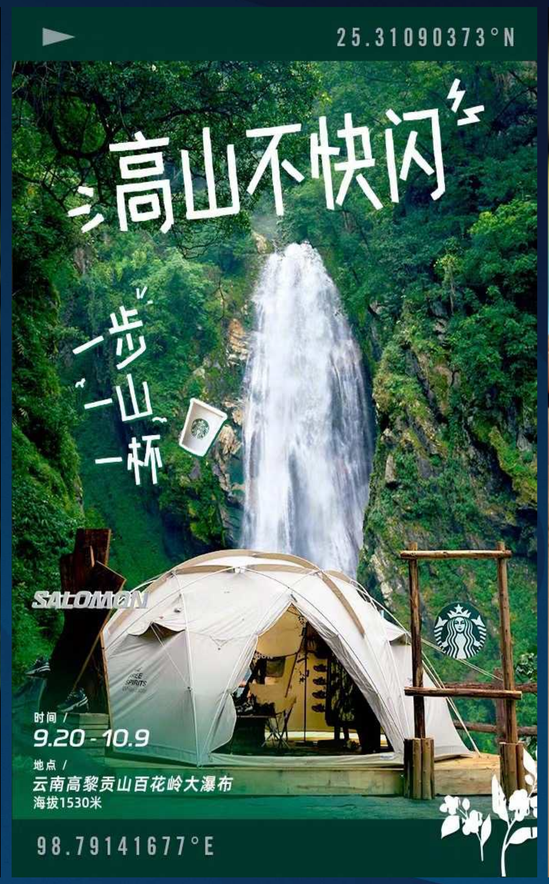
Outdoor brands collaborate with professional communities, leveraging social media platforms to recruit members, organize group outdoor activities, and share engaging content, fostering brand values and creating collective experiences.

Trend 1 City Culture

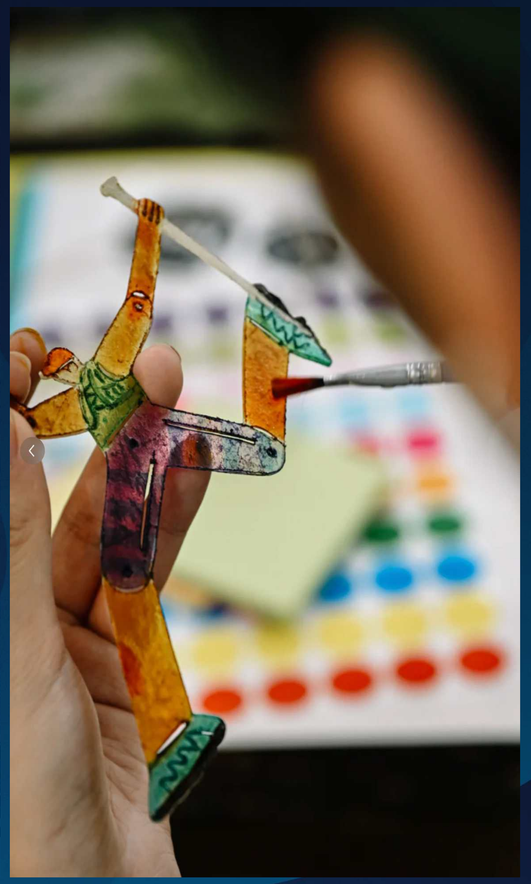
Salomon x Starbucks: New China-Exclusive Series Collection Launch



New Collection 「Mountain Caller」
Drew inspiration from three renowned mountains in China



Salomon x Starbucks Pop-up Store
Established pop-up coffee stations on Gaoli Gong Mountain for hikers to taste Yunnan coffee



Offline Community Activities
Combined hiking with Tengchong shadow puppet art, a local intangible cultural heritage

Salomon launched its first China-exclusive series for outdoor enthusiasts drawing inspiration from China's renowned mountains.

- Salomon partnered with Starbucks to create a pop-up store at Gaoli Gong Mountain's Waterfall. Staffed by 8 Starbucks partners, they shared Yunnan local coffee with hikers. Visitors could receive eco-friendly bags and exclusive items. The event was promoted on WeChat and Red.
- Salomon combined hiking in the Gaoli Gong Mountains with Tengchong's cultural heritage like shadow puppetry. Promoted on WeChat and Red with #Gao Li Gong is interesting every step of the way#.
- The total platform exceeded 200,000 reads with over 40,000 engagements.

ANTA x National Geographic: Launching The Cultural IP "Run Beyond Boundaries"

Anta's third stop in its collaboration with China National Geographic's "Run Beyond Boundaries" journey takes place in Hainan's Diaoluo Mountain.

Anta collaborated with China National Geographic to launch a limited edition plush toy featuring unique species from Hainan.

Anta invited outdoor KOLs to initiate a relay race across the country called the "Embrace the Wind" journey.

ANTA collaborated with China National Geographic to embark on the third stop of the "Run Beyond Boundaries" journey at Hainan's Diaoluo Mountain Tropical Rainforest.

- This film documented outdoor extreme athlete Shan Hu, botanist Gu Yourong, and science blogger Juzi as they explored the unique flora and fauna of Hainan while experiencing Anta's new windbreaker, the Air Jacket.
- On Weibo and Red, ANTA launched the hashtag #RunBeyondBoundaries# garnered and #SpringBreathesLifeIntoAll# received 26 million views.
- The total platform exceeded 134K views with over 4K engagements.

Columbia: Celebrating Local Hiking Culture in the City

Columbia teamed up with Jiang Qiming to produce two TVC. Jiang Qiming is seen in the grasslands of Xinjiang, discussing the differences between city life and life in the mountains.

Columbia opened a "Secret Valley" pop-up store at Shanghai's Grand Gateway 66. Inspired by outdoor hiking adventures, the space features a realistic valley. During the event, Columbia partnered with the coffee brand %ARABICA to create "Secret Coffee."

Columbia, in collaboration with the magazine OUTDOOR, co-produced the "Let's Hike" domestic hiking guide. The guide includes introductions to seven selected hiking trails.

Columbia officially announced Jiang Qiming as their new ambassador. The two parties collaborated to produce two short films, exploring the beauty of nature and conveying the charm of outdoor culture.

- Columbia showcased the "two faces" of Jiang Qiming, portraying his experiences in the city and in nature from his perspective. Through Jiang Qiming, they conveyed the enchanting allure of nature, shared his stories with Columbia, emphasized the experience of the present moment and place, and communicated the brand concept of "embrace nature, play naturally."
- On Weibo and Red, Columbia launched the hashtag #RunBeyondBoundaries# and #SpringBreathesLifeIntoAll# received 152M views.
- The campaign exceeded 3.7M views with over 21K engagements.

Trend 1 Insights City Culture

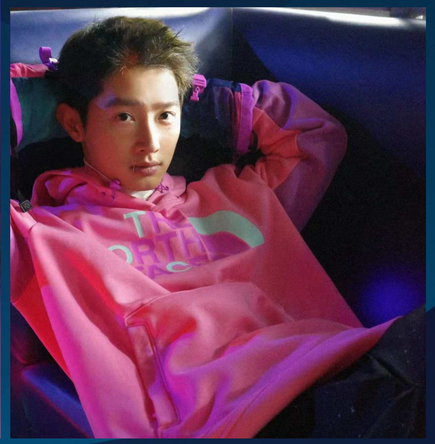
BRANDS	INSIGHT
SALOMON	By integrating China's natural landscapes into its products, partnering across industries to set up a pop-up store locally, and combining offline community events with Chinese traditional arts, Salomon offers a unique experience to consumers through the fusion of culture, nature, and cross-industry collaboration. Respecting and utilizing Chinese culture helps Salomon gain deeper recognition and loyalty in the Chinese market.
COLUMBIA	Columbia stepped away from traditional commercial video and created a short film that naturally and accessibly captures Jiang Qiming's journey between nature and the city, experiencing the local culture of Xinjiang and Yunnan. By blending local outdoor culture with a celebrity strategy, Columbia crafted a fresh brand narrative and built its own brand story.
ANTA	ANTA leveraged China National Geographic's expertise and authority to effectively reach outdoor enthusiasts, conveying the concept of "exploring extreme nature with extreme spirit." This approach successfully established Anta as a more professional outdoor brand.

Trend 2 Urban Outdoor

The North Face x CLOT: New Collection Launch "Polar Night Unsleeping"

The North Face launched a pop-up event titled 'Polar Night Unsleeping' in Zhang Yuan, Shanghai, where colors and light were fused to create a wonderful street 'aurora' show.

The North Face teamed up with the streetwear brand CLOT, drawing inspiration from the brilliant colors of the aurora borealis, to launch their latest capsule collection.



The North Face collaborated with several celebrities, who showcased the new capsule collection by modeling the products in the snowy landscape.

The North Face collaborated with streetwear brand CLOT to release a capsule collection.

- The North Face teamed up with CLOT to create a 3D light and shadow installation at Zhang Yuan in Shanghai, immersing visitors in a polar sky, reminiscent of the expansive cosmos. The event featured not only a specially designed area for showcasing the new collection but also street dance performances and live music on-site.
- On Weibo and Red, The North Face launched the hashtag #Street Buzz# and #Endless Night# garnered over 26 million and 1.3 million reads.
- The total platform exceeded over 2K engagements.

ARCTERYX Museum: The World's Largest Flagship Store In Shanghai

Arcteryx Museum takes inspiration from the coastal mountains of Vancouver, Canada, incorporating designs that mimic mountain soil, cliffs, and jungle vines to showcase the practical functionality of Arcteryx apparel, footwear, and bags for outdoor exploration.

The Alpha SV Evolution Exhibition was held at the Arcteryx Museum. They invited contemporary artists to create an immersive climbing experience. Additionally, ice climber judge Yannick Graziani, athlete He Chuan, free climber Fu Yongpeng, and writer Xu Zhiyuan were invited to collectively explore the essence of Alpine climbing.

The inaugural ReBIRD Rebirth Workshop event was held at the Arcteryx Museum. The event combined with one of China's national intangible cultural heritages, Dai ethnic brocade weaving, to deconstruct and reassemble old Arcteryx fabric, infusing new life into old materials with sustainable practices.

ARCTERYX opened the world's largest pure experiential flagship store on Nanjing West Road in Shanghai.

- As the world's first ARCTERYX store named after a "museum," inspired by the Coast Mountains of Vancouver, Canada, the store features four floors with different themed areas. In addition to regular product displays and sales, it includes spaces for visuals, care, and maintenance. ARCTERYX also hosted major brand events like the Alpha SV Evolution Exhibition and ReBIRD Rebirth Workshop within the store.
- On Weibo, ARCTERYX launched the hashtag #Arcteryx Museum#, #Legend Hardshell ALPHA_SV# and #AlphaSV# gained 3.2 million reads.
- The total platform exceeded 425K views with over 25K engagements.

DESCENTE: Unveiling Shanghai's Ice and Snow Space to Attract Local Outdoor Enthusiasts

Descente launched the hashtag #IceSnowInnovationArenaInShikumen on Weibo and RED, posting photos and content to promote the opening of their new snow-themed store in Shanghai.

The limited-time pop-up space features interactive installations like holographic displays. Visitors can also participate in handcraft remake workshops provided by the brand.

On Weibo and RED, the brand invited celebrity William Chan to film two promotional videos for the event. Many KOLs visited the site for check-ins and posted content on RED for promotion.

Descente opened a new store in Shanghai with a snow and ice theme, featuring a pop-up space to attract outdoor enthusiasts and boost store visibility.

- Descente's new Shanghai store includes an "Ice and Snow Innovation Arena" with a digital space called "ICE CUBE," where visitors can experience a snowy urban environment and participate in workshops. Celebrities like William Chan were invited for promotion.
- On Weibo and RED, the brand launched the hashtag #IceSnowInnovationArenaInShikumen and posted promotional content, including videos featuring William Chan. Numerous KOLs visited the site for promotional check-ins.
- This campaign garnered over 3.2 million views across social media platforms.

Trend 2 Insights Urban Outdoor

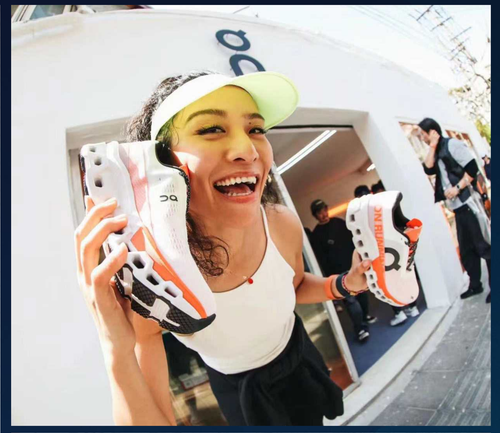
BRANDS	INSIGHT
THE NORTH FACE	The 3D light and shadow installation created by The North Face at Zhang Yuan in Shanghai offered visitors an immersive experience of the aurora borealis. By blending outdoor exploration with urban trends, the event showcased the brand's innovative social marketing strategy, attracting a larger audience of young consumers.
ARCTERYX	ARCTERYX Museum, the world's largest pure experiential flagship store, opened in Shanghai. So far, the museum has hosted significant brand events like the Alpha SV Evolution Exhibition and ReBIRD Rebirth Workshop. This initiative not only integrates brand culture into store furnishings but also provides more opportunities for interaction between the brand and consumers.
DESCENTE	Descente's snow and ice-themed store launch in Shanghai highlights the efficacy of experiential marketing. By integrating digital workshops and celebrity endorsements, alongside targeted social media campaigns on platforms like Weibo and RED, the brand effectively boosts visibility and engagement, showcasing the potency of immersive retail experiences in driving consumer interest and participation.

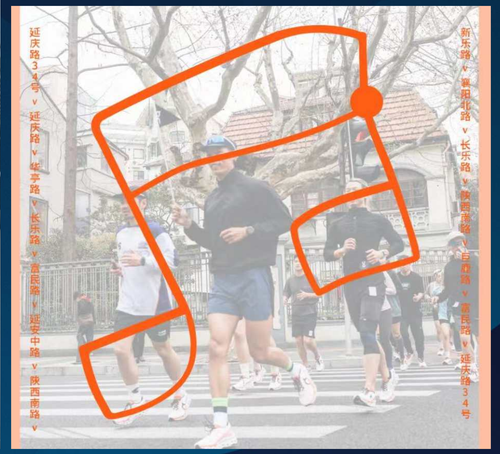
Trend 3 New Gen

ON: Combining Neuroscience, Music, and Running

The exclusive energy station experience "On Energy Station" created for runners by ON opened in the center of Shanghai. Visitors can try out the Cloudmonster 2 monster shoes, ON's energy music scientific experiments, music workshops, and limited-edition gifts.

ON invited music producer Mai and signed professional triathlete Miao Hao to collaborate on music creation based on a global music experiment project. Using scientific musical tools and insights into Miao Hao's actions as a runner, Mai composed a 30-minute energy music track titled "Energize Your Run."



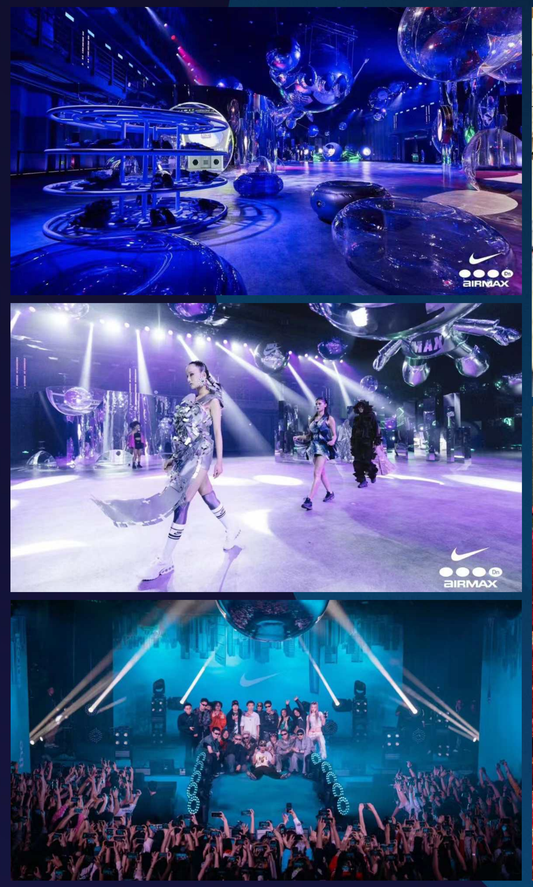


ON invited professional triathlete Miao Hao to lead a run through Wutong Street, and assembled DarkRunner, PLAYER, and F.I.T RUNNING CLUB, gathering various running groups in Shanghai to unlock different themed running routes in the area.

ON conducted a global music experiment project for runners, collaborating with Kinda Studios (Neuroscience Studio) and musician Jayda G.

- ON developed a "running music energy equation" validated by global runners, along with a scientific research report and a 2-minute energy track titled "Keep The Feeling".
- ON opened a 3-day pop-up store called "On Energy Station" in Shanghai. At the venue, visitors could experience a mixtape music workshop and unlock different themed running routes alongside professional triathletes and outdoor communities.
- On Weibo and Red, the brand launched the hashtag #DreamON#, #Fully Charged With Energy Right Now# and #Cloudmonster# gained 23M reads.
- The total platform exceeded 1.5M views with over 16K engagements.

NIKE: Launching “Dynamic Land” Interactive Experiences for GenZ



At Nike's Dynamic Land in Chengdu, a fashion show was hosted with KOLs like @姜思达 and rap performances were held. Visitors enjoyed attractions like trampolines and dance machines, with many KOLs sharing their experiences onsite.

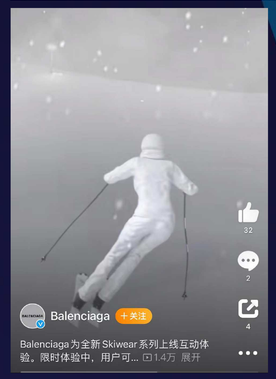
Customers at Chengdu stores experienced DIY swoosh T-shirts, surreal photography sessions, and shared photos on social media to win exclusive collectibles. Nike also collaborated with hotpot and tea brands for co-branded products.

Nike initiated the #MaxSkyHighShowcase campaign on RED, while introducing exclusive Nike Air Max colors on Tmall with live streams featuring KOL @周扬青 for discounts. Promotions were also condensed on Weibo through concise videos and photos.

Nike celebrates the launch of its new Air Max series with Dynamic Land in Chengdu, featuring a cyberpunk-inspired fashion show and rap performances to attract Gen Z.

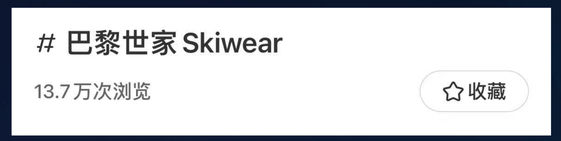
- Nike's Dynamic Land in Chengdu features interactive spots, fashion shows, and live rap performances. Visitors to the store can customize their own T-shirts and take creative photos. Nike also collaborates with local hotpot and tea brands to launch co-branded products.
- The campaign is promoted on Weibo WeChat, and RED through photos and videos. Nike also partners with RED for the #MaxSkyHighShowcase campaign, encouraging UGC participation and offering prizes. On Tmall, live streams promote the new product series.
- This campaign gains nearly 60 million views across social media platforms.

Balenciaga: Virtual Skiing for New Skiwear Collection to Engage Trendy Youth



Balenciaga promoted new skiwear products on Weibo, RED, and WeChat. They released a virtual game, inviting users to click into the landing page and experience the new skiing products through the game online.

In the mini-program game, players chose equipment and controlled a virtual character to ski and complete challenges. After the game, players received exclusive wallpapers and stickers, checked scores and global rankings, and regional champions got a ski lock gift.



The brand initiated the #BalenciagaSkiwear hashtag on RED and Weibo, invited trendy KOLs to share their wearing experiences, and continuously updated promotional posters and product introductions, inviting audiences to visit the store and official website.

To promote its new Skiwear collection, Balenciaga developed a virtual interactive skiing game, targeting trendy young outdoor enthusiasts across Weibo, WeChat, and RED.

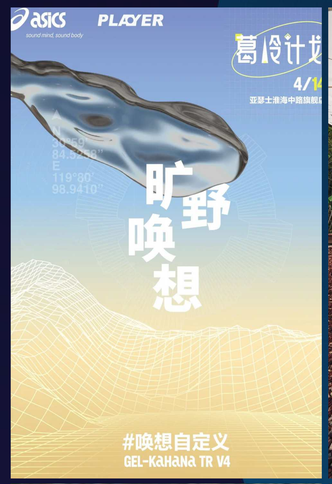
- On Weibo, WeChat, and RED, Balenciaga unveiled its debut Skiwear collection and promoted a virtual interactive game. In the game, players can equip and control characters to complete challenges and earn brand-exclusive wallpapers and stickers as rewards.
- On RED and Weibo, the brand initiated the hashtag #BalenciagaSkiwear, inviting numerous trendy KOLs to try on the clothing and promote it.
- This campaign garnered nearly 40M views across social media platforms.

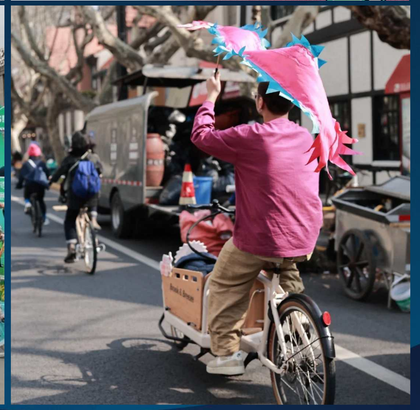
Trend 3 Insights Users' Interest

BRANDS	INSIGHT
ON	ON opened a 3-day offline pop-up store called "ON Energy Station" in Shanghai. This event integrated science, music, and sports to enhance the running experience in an innovative way. Through collaborations with professional communities and music studios, ON successfully attracted a young audience focused on health and lifestyle, demonstrating the brand's leading position and innovation in the running industry.
NIKE	Nike's Dynamic Land campaign in Chengdu ingeniously merges cyberpunk fashion with local culture, resonating with Gen Z's authenticity pursuit. Leveraging RED and Tmall partnerships, Nike excels in both offline experiential marketing and online promotion, fostering genuine engagement across platforms.
BALENCIAGA	Balenciaga's virtual skiing game ingeniously merges entertainment with fashion, captivating audiences and promoting its Skiwear collection. By leveraging the influence of KOLs across various social media platforms, the brand not only amplifies its message but also extends its reach to a wider audience.

Trend 4 Community

PLAYER: Customizing Outdoor Community Activities Tailored To The Brand's Needs





ASICS teamed up with PLAYER to hold a hiking event in Ge Ling, Deqing. While experiencing the beauty of nature, participants also got to test the performance of ASICS' new shoes in natural settings. After the hike, there was a workshop where they experienced the fun of shoe-making and participated in a sharing session.

Keep, in collaboration with PLAYER and Uni Green Tea, organized the "Good Ride Festival: Smile Ride Carnival." The event featured a music sports party, treasure hunt cycling groups, live band performances.

Red "Little Beauty Speaks" teamed up with PLAYER to launch a city cycling event, discovering more of the small beauties in urban neighborhoods through biking.

PLAYER, one of Shanghai's longest-running outdoor clubs, organizes activities like hiking, rock climbing, cycling, and social gatherings.

- PLAYER was invited by ASICS to participate in a hiking event and dialogue about "wilderness," where they ventured into the natural environment to discover and define the reveries within the wilderness. The event hashtags #RevivingDefinition# #WildernessReviving# collectively garnered over 1.1M reads.
- During the event jointly hosted by Keep and PLAYER, the brand also invited Angel Zhong, the two-time women's cycling team champion of the Rio Olympics and Tokyo Olympics, to ride together with the participants. The event hashtags #KeepGoodRideFestivalxUniGreenTeaSmileRide# #GoodRideFestival# garnered over 380,000 reads.
- During Red "Little Beauty Speaks" event, PLAYER partnered with Brook&Breeze to explore the small beauties of life. The event hashtags #LittleRedBookLittleBeautySpeaks# #LittleBeautySpeaksInProgress# garnered over 300M reads.

Take Your Time: Creating Branded Local Community Experiences

Timberland, in collaboration with the outdoor community Take Your Time and Red, initiated a hiking event in Shenzhen. In addition to hiking, there was also an activity for making natural wind chimes.

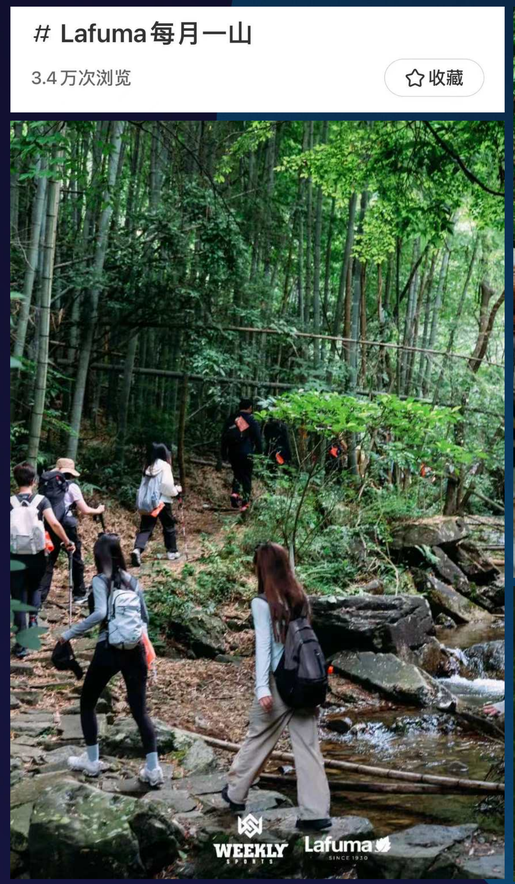
In celebration of Earth Day, SALOMON teamed up with Take Your Time to conduct a hiking and mountain clean-up public welfare activity in Shuitong, Wenling.

As Children's Day approaches, Benlai teamed up with Take Your Time to initiate a hiking event at Jiulong Lake in Guangzhou. Participants will also engage in a hands-on activity to create micro-landscape eco-boxes.

Take Your Time, a Shenzhen-based outdoor community, combines outdoor activities with healing practices like meditation and sound healing.

- Take Your Time teamed up with Timberland and Red's Outdoor Gathering Plan to initiate a coast-to-coast hiking event in Shenzhen. The event hashtags #OutdoorUnbounded# #OutdoorGatheringPlan# garnered 590 million reads.
- Salomon and Take Your Time organized a hiking and mountain clean-up activity to remove litter from the natural environment. The hashtags #LeaveNoPlasticBehind# #NatureWalk# garnered over 840,000 reads.
- Benlai and Take Your Time organized a parent-child hiking event. Participants leisurely explored the mountains, embracing children's curiosity and discovering the micro-world. The event hashtags #BenlaiIsFun# #BenlaiIsComfortable# garnered over 4.3 million reads.

Weekly Sports: Brand Collaborations Boost Outdoor Adventures



Weekly and Lafuma hosted two mountain hiking events for the Lafuma member club, actively inviting users on RED to participate. They also engaged in the brand's hashtag #LafumaMonthlyMountain to share updates on the activities' content and progress.

Weekly teamed up with outdoor sports brand Surpine to launch a clean mountain hiking event on Earth Day, recruiting members to participate on RED. Surpine initiated a UGC campaign on RED, encouraging participants to share related content for a chance to win branded sportswear.

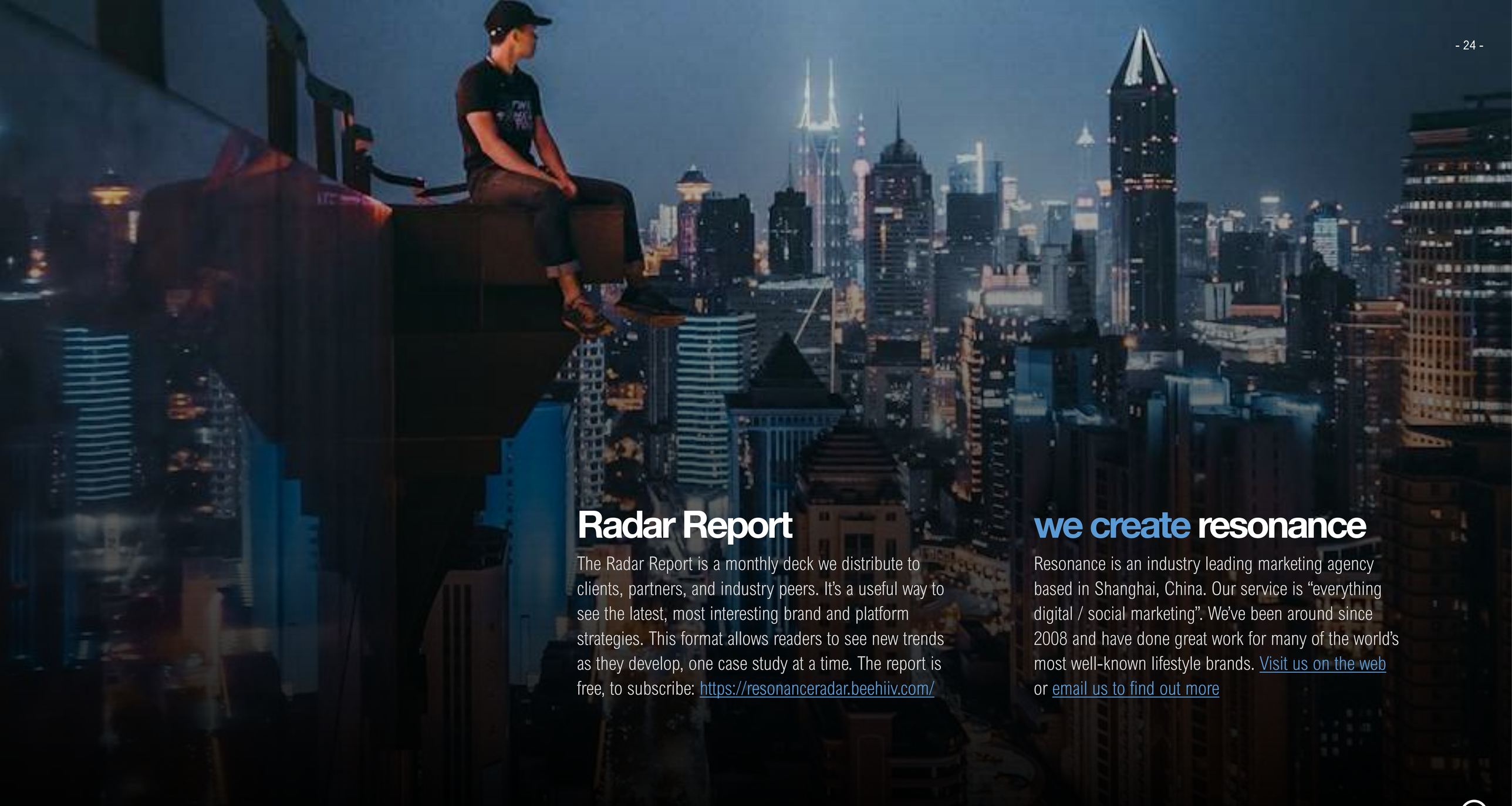
Weekly sponsored a beauty hashtag check-in event by RED, offering prizes like badminton and cycling experiences. They promoted the check-in calendar event on RED. Weekly also launched the hashtag #WeeklySportsCommunity to encourage fans to share UGC.

Weekly Sports, a Chinese outdoor sports community on RED, collaborates with brands to promote an outdoor lifestyle through activities.

- Partnering closely with Lafuma, Weekly hosted two joint mountain hiking activities on RED, attracting users and offering brand-provided souvenirs, garnering 34,000 views.
- Collaborating with Surpine for an Earth Day clean mountain hiking event, recruiting members on RED and offering free experience slots, achieving over 300,000 views.
- Additionally, Weekly sponsored "Little Beauty Talks" check-in calendars with RED beauty account, gaining over 26,000 views. Their self-created hashtag #WeeklySportsCommunity garnered over 1 million views on RED.

Trend 4 Insights Community

BRANDS	INSIGHT
PLAYER	An increasing number of outdoor brands are collaborating with communities like PLAYER to provide their target audience with immersive outdoor experiences. Through these partnerships, brands not only offer depth in outdoor activities but also create more opportunities for brand promotion and reaching users.
TAKE YOUR TIME	Unlike other communities, Take Your Time is dedicated to integrating unique and engaging handicraft activities, as well as meditation and sound therapy, with outdoor hiking itself, creating a more immersive and special outdoor experience for participants.
WEEKLY SPORTS	Weekly Sports effectively leverages brand partnerships and social media engagement on RED to create compelling outdoor experiences, enhancing brand visibility and fostering a vibrant community of outdoor enthusiasts.



Radar Report

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