

vessi

SOLUTION-ORIENTED SPORTSWEAR

TASK

MAKE A SPORTSWEAR BRAND MORE SUSTAINABLE, ENVIRONMENTALLY RESPONSIBLE AND SOCIALLY RESPONSIBLE.

OBJECTIVES

RAISE AWARENESS

INCREASE EDUCATION

INSPIRE AND EMPOWER NEW AND
RETURNING CUSTOMERS

OPPORTUNITY

VESSI, A NATIVE PNW BRAND MADE IN VANCOUVER B.C., HAS THE ABILITY TO SHOWCASE HOW ITS PRODUCTS CAN COMBINE FASHIONABLE AND COMFORTABLE STYLES WITH SUSTAINABILITY.

VESSI PROVES WE CAN HAVE IT ALL.

The background is an abstract composition of irregular, overlapping shapes in shades of red, orange, and dark brown, resembling a watercolor or ink splatter effect. The colors are vibrant and layered, creating a textured, organic feel.

TARGET AUDIENCE

KEY GROUPS

MILLENNIALS WHO ARE LOOKING FOR A **RESPONSIBLE**, ALTERNATIVE SPORTSWEAR BRAND.

MILLENNIALS

THEY WANT A BRAND THAT IS...

COURAGEOUS ENOUGH TO SHINE A LIGHT ON CLIMATE ACTIVISM.

EMPATHETIC ENOUGH TO KNOW AND UNDERSTAND WHAT PEOPLE ARE GOING THROUGH.

RESILIENT ENOUGH IN TIMES OF CRISIS

COMMITTED ENOUGH TO NOT ONLY SPEAK OUT AGAINST INJUSTICE, BUT TAKE ACTION

THEIR NEEDS

THEY WANT THE ABILITY TO DEVELOP A STRONG BRAND AFFILIATION THAT RATIONALIZES SPENDING MONEY ON VESSI FOR A CAUSE OVER OTHER COMPETITORS THAT SOLELY PROVIDE A LOGO.

IN ADDITION, A RATIONALE APPROACH TO SHOW THIS GROUP THAT VESSI IS MAKING ITS PRODUCTS MATERIALS, MANUFACTURING TECHNIQUES AND SHIPPING PRACTICES SUSTAINABLE, AS WELL AS AN EMOTIONAL TUG THAT WILL PERSUADE THEM TO CARE ABOUT THE EFFECTS THE GLOBAL ENVIRONMENTAL CRISIS HAS ON THEIR OWN COMMUNITIES.

RESEARCH

TARGET AUDIENCE:

83% OF MILLENNIALS WANT BRANDS THAT ALIGN WITH THEIR VALUES. EVEN IF THAT MEANS PAYING MORE FOR PRODUCTS AND PACKAGING.

MORE SPECIFICALLY, 73% OF MILLENNIALS ARE WILLING TO PAY MORE FOR SUSTAINABLE GOODS.

RESEARCH

TARGET AUDIENCE:

IN ADDITION, MILLENNIALS ARE COMMITTED TO A HOLISTIC LIFESTYLE CHANGE TO BETTER REFLECT THEIR VALUES.

FOR EXAMPLE, ABOUT 75% OF MILLENNIALS ARE ALTERING THEIR BUYING HABITS WITH THE ENVIRONMENT IN MIND, COMPARED TO 34% BABY BOOMERS.

RESEARCH

TARGET AUDIENCE:

95% OF MILLENNIALS IN THE U.S. WOULD SWITCH BRANDS FOR A GOOD CAUSE, DISREGARDING BUYING A PRODUCT FOR THE BRAND'S LOGO.

ULTIMATELY, THIS AUDIENCE ACCOUNTS FOR 2.5 TRILLION DOLLARS IN SPENDING.

The background is a complex, abstract pattern of irregular, overlapping shapes in various shades of red, orange, and white. The colors are vibrant and saturated, with some darker, almost black, areas interspersed throughout. The overall effect is reminiscent of a watercolor splash or a textured, organic surface.

SMCI

SMCI

VESSI, AN UP-AND-COMING SUSTAINABILITY-BASED FOOTWEAR BRAND, NATIVE TO THE PACIFIC NORTHWEST, CAN ELEVATE CLIMATE JUSTICE AND ENVIRONMENTAL ACTIVISM BY PROMOTING EDUCATION, ACTION AND SUSTAINABILITY INITIATIVES IN CONSUMER CULTURE AND OUR COMMUNITIES.

The background is an abstract composition of irregular, overlapping splatters and washes of color. The primary colors are a vibrant red and a light, sky-blue. There are also smaller, more muted areas of orange and yellow, particularly in the lower-left and upper-right quadrants. The overall effect is that of a dynamic, hand-painted or watercolor-style background.

KEY DATES

KEY DATES

FOR THE GLOBAL CLIMATE CRISIS CAMPAIGN, THE FOUR SEASONS WILL BE HIGHLIGHTED WITH A UNIQUE ASPECT OF CLIMATE CHANGE.

THESE INCLUDE:

- FALL - WILDLIFE
- WINTER - EARTH
- SPRING - FOREST
- SUMMER - OCEAN

KEY DATES

IN ADDITION, LIMITED TIME SPECIAL EDITION SHOES WILL BE MADE TO ORDER. THIS WILL ELIMINATE UNUSED MANUFACTURING AND PRODUCT WASTE.

THESE PAIRS OF SHOES WILL BE SPECIFIC TO CLIMATE CHANGE AND ENVIRONMENTAL ISSUES ON THE WEST COAST.

THE MOVEMENT WILL BE LED BY THE PNW AS 3/4 CHOSEN CITIES ARE IN THE NORTHWEST.

KEY DATES

THESE LIMITED EDITION COLORWAYS WILL BE MADE AVAILABLE ON THE FOLLOWING DAYS IN CORRESPONDENCE TO THE UNIQUE ENVIRONMENTAL ASPECTS THAT PLAY INTO CLIMATE CHANGE.

- FOREST - MARCH 21. WORLD FORESTY DAY
- EARTH - APRIL 22. EARTH DAY
- OCEAN - JUNE 8. WORLD OCEANS DAY
- WILDLIFE - SEPTEMBER 4. NATIONAL WILDLIFE DAY

The background is a complex, abstract composition of various shades of blue and white. It features irregular, organic shapes and splatters, creating a textured, watercolor-like effect. A faint, light-colored world map is visible in the background, centered behind the text. The overall aesthetic is modern and dynamic.

STRATEGY

MAIN

BRING ATTENTION TO THE GLOBAL CLIMATE CRISIS WITH THE PNW LEADING THE WAY.

UTILIZE A UNIQUE DESIGN TO CONVEY OUR MESSAGING AND REACH A BROADER AUDIENCE THROUGH EMOTIONAL CONNECTION TO A CAUSE THAT AFFECTS US ALL.

MAIN

" THERE CAN BE NO KNOWLEDGE WITHOUT EMOTION. WE MAY BE AWARE OF A TRUTH, YET UNTIL WE HAVE FELT ITS FORCE, IT IS NOT OURS. TO THE COGNITION OF THE BRAIN MUST BE ADDED THE EXPERIENCE OF THE SOUL."

- ARNOLD BENNETT, PHILOSOPHER

CONNECT OUR PURPOSE TO THE SOUL OF OUR COMMUNITIES. FIND A WAY TO RELATE TO THE MASSES TO CREATE AUTHENTIC AND LASTING POSITIVE CHANGE.

PEOPLE FIRST, OUR PRODUCTS SECOND.
VESSI INSPIRES BUT TOGETHER WE ACT.

DROPS

WE ARE PLANNING ON DROPPING SPECIAL EDITION COLORWAYS FOR SPECIFIC DAYS OF THE YEAR TO HIGHLIGHT CERTAIN FOCAL POINTS OF OUR ENVIRONMENT BEING AFFECTED BY CLIMATE CHANGE IN OUR PROMINENT LOCAL WEST COAST CITIES, STARTING WITH B.C.

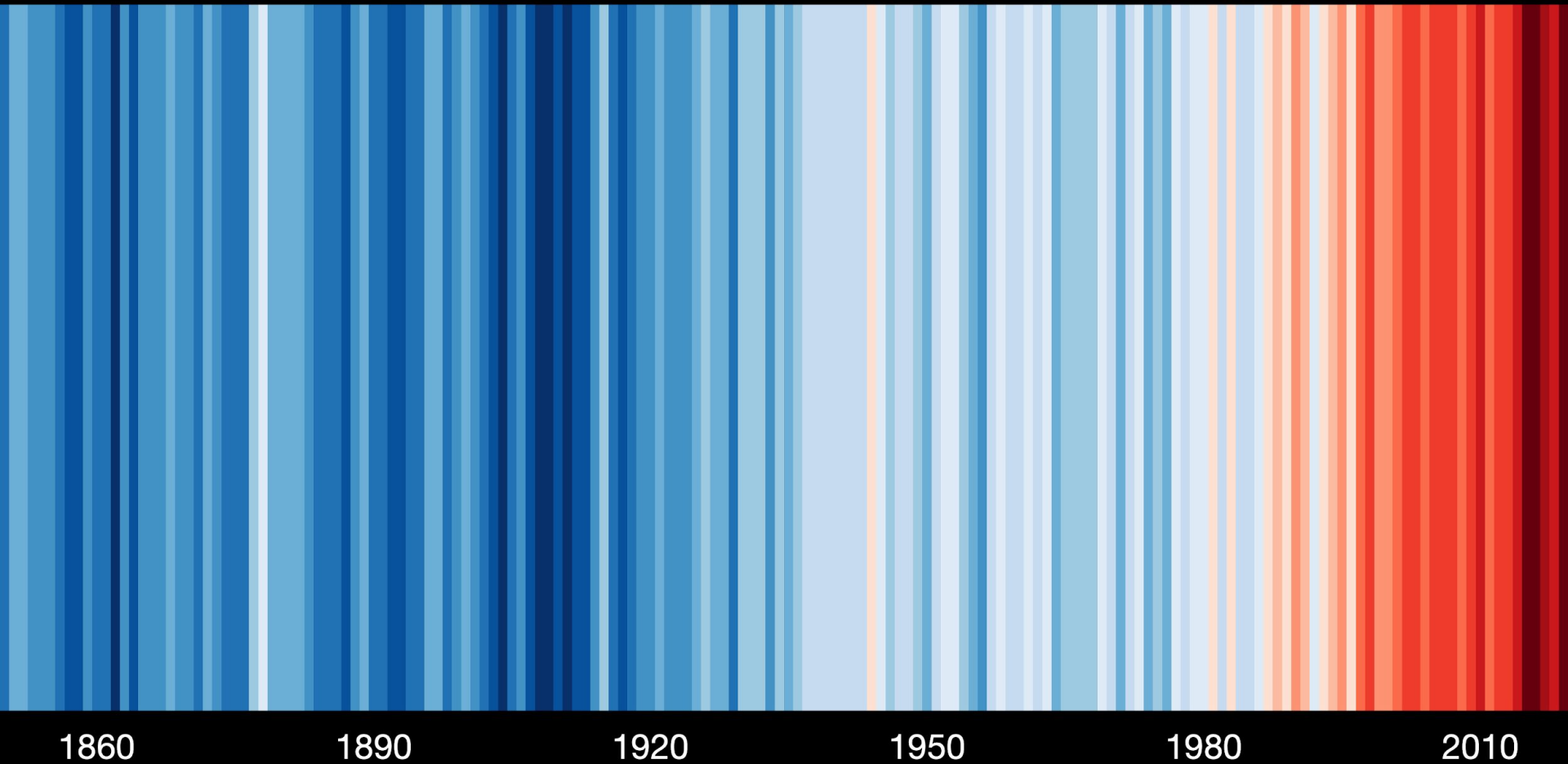
THE FOCAL POINTS OF THESE SPECIAL EDITION DROPS WILL INCLUDE WILDLIFE, AIR, FORESTRY AND OCEANS.

The background is a vibrant, abstract composition of paint splatters. The colors are primarily red, blue, and white, with some darker, muted tones. The splatters are of various sizes and shapes, creating a dynamic and textured effect. The word "DESIGN" is centered in the middle of the image, rendered in a clean, white, sans-serif font. The overall aesthetic is modern and artistic, suggesting a creative or design-related theme.

DESIGN

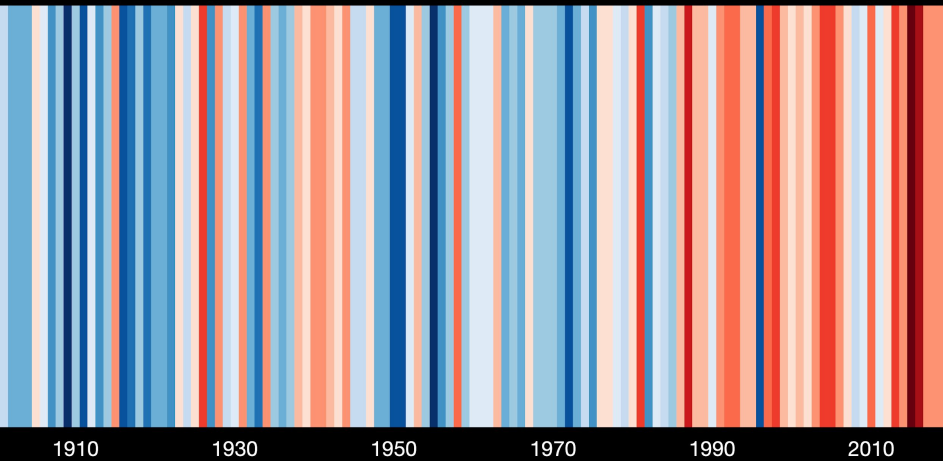
**A LOT OF PEOPLE DO NOT
SEE THE LITTLE THINGS ADDING UP.
NOW IS THE TIME TO PAY ATTENTION.**

Global temperature change (1850-2019)

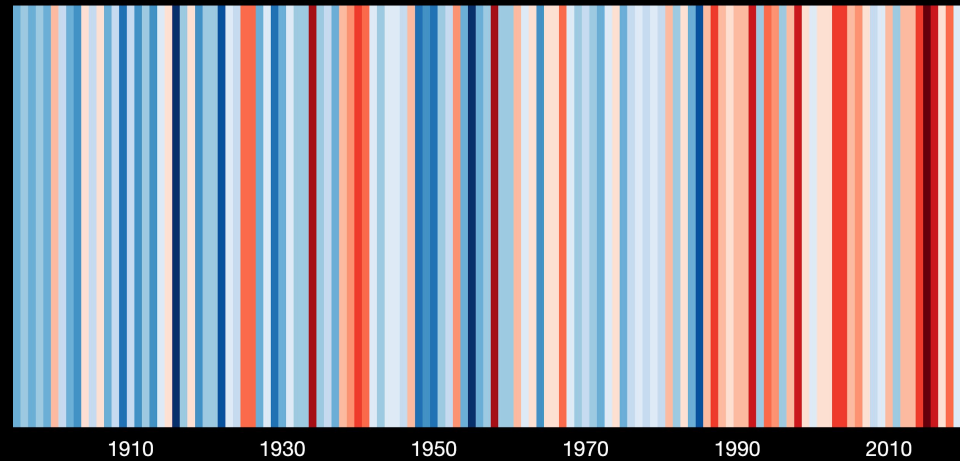


**KEY CITIES'
CLIMATE CHANGE**

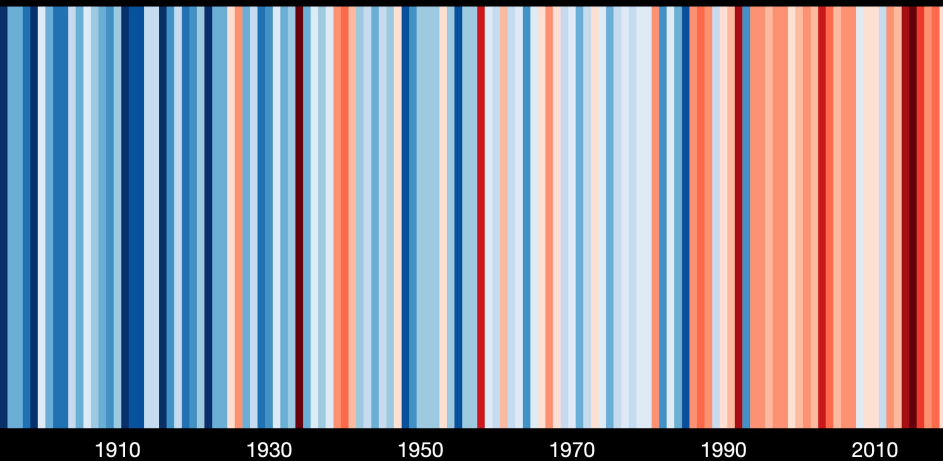
Temperature change in British Columbia since 1901



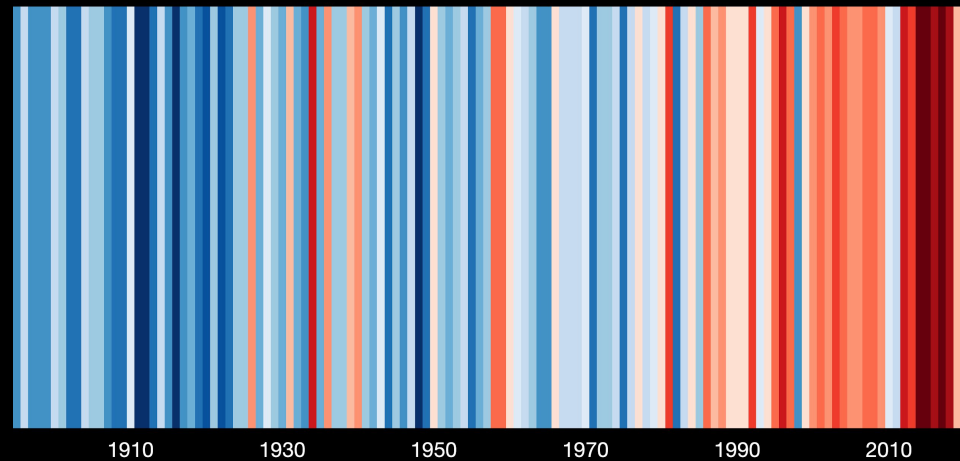
Temperature change in Washington since 1895



Temperature change in Oregon since 1895



Temperature change in California since 1895



"SHOW YOUR STRIPES"

THE "SHOW YOUR STRIPES" CAMPAIGN COMPLETED ITS THIRD ANNUAL CAMPAIGN ON JUNE 18, 2020.

THE CAMPAIGN WAS CREATED FOR METEOROLOGISTS AND SCIENTISTS AROUND THE WORLD TO UNITE TO SPREAD THE WORD ON OUR WARMING PLANET.

THE CAMPAIGN'S WEBSITE, SHOWYOURSTRIPES.INFO, LETS VISITORS FIND A COUNTRY OR REGION'S STRIPES AND BE CREATIVE TO START THE CONVERSATION ABOUT CLIMATE CHANGE.

"SHOW YOUR STRIPES"

" THE DESIGN BEHIND THE WARNING STRIPES WAS CREATED BY CLIMATE SCIENTISTS AND PROFESSOR ED HAWKINS USING DATA FROM THE BERKELEY EARTH TEMPERATURE DATA SET. ALL THE COLORED STRIPES REPRESENT THE ANNUAL TEMPERATURE ANOMALIES, OR DIFFERENCES FROM THE LONG TERM AVERAGE (BLUE MEANING BELOW NORMAL AND RED ABOVE NORMAL) OVER EACH YEAR, WITH EACH STRIPE SHOWING THE TEMPERATURE AVERAGED OVER THE ENTIRE YEAR...

"SHOW YOUR STRIPES"

THE GRAPHIC IS MEANT TO BE AS SIMPLE AS POSSIBLE WHILE MAKING A BOLD STATEMENT AT THE SAME TIME. THAT THE STRIPES TURNING FROM BLUE TO RED SHOW THE OVERALL RISE IN TEMPERATURE ACROSS THE PLANET. THIS BLUE TO RED VISUAL HAS INSPIRED MANY COMMUNITIES ALREADY AND ARE BEING USED BY SCIENTISTS AND METEOROLOGISTS TO COMMUNICATE THE SCIENCE OF CLIMATE CHANGE ACROSS THE GLOBE."

MAIN DESIGN





MAIN

FOR THE MAIN DESIGN GOAL WE WANTED TO USE A WHITE SHOE TO REPRESENT THE PURITY OF EARTH AND HEALTH IN SIMPLICITY.

SHOWCASING THE CLIMATE STRIPES OR COLORS DEPICTS THE IMPORTANCE OF EMBRACING THE CONCEPT OF INTEGRAL ECOLOGY.

WE ARE ALL, IN FACT, INTERCONNECTED. EVERYTHING GOES TOGETHER.

MAIN

WITH WHITE AS OUR PRIMARY COLORWAY, IT OPENS UP THE OPPORTUNITY FOR FURTHER CUSTOMIZATION LIKE CLIMATE STRIPE LACES FOR YOUR CITY.

IT WOULD BE A BENEFICIAL IDEA TO FIRST TEST HOW THIS GOES WITH OUR FOUR KEY CITIES AND THEN MOVE FORWARD IF DEMAND WAS HIGH AND THE CAMPAIGN WAS SUCCESSFUL.

PACKAGING

THE ENVIRONMENTAL PROTECTION AGENCY REPORTS THAT THE UNITED STATES GENERATES ALMOST 80 MILLION TONS OF PACKAGING WASTE EACH YEAR.

WE WANT TO IMPLEMENT MORE SUSTAINABLE PACKAGING AND SHIPPING MATERIALS.

PACKAGING

INSIDE EACH PACKAGE, RECYCLING INFORMATION WILL BE MADE AVAILABLE TO EACH CUSTOMER. THIS WILL BE CUSTOMIZED FOR EACH DELIVERY ADDRESS.

PLANT-BASED SHIPPING MATERIAL AND BIODEGRADABLE PLASTICS WILL BE USED FOR THE PACKAGING MATERIAL.

THIS WILL ALLOW IT TO DECOMPOSE IN 3-6 MONTHS, RATHER THAN 1,000 YEARS LIKE TRADITIONAL PLASTICS TO BREAK DOWN IN LANDFILLS.

LOGO

FOR THE MAIN GLOBAL CLIMATE CRISIS
LINE, WE HAVE A SPECIAL LOGO
DESIGNED FOR THE PACKAGING AND/OR
SHIPPING MATERIALS.



SPECIAL EDITION DROPS

INTRO

WHILE ALL OF THESE ENVIRONMENTAL FOCAL POINTS AFFECT EACH CITY ON THE WEST COAST AND IN THE PNW, THEY HAVE DIFFERENT IMPACTS ON EACH COMMUNITY.

IT IS IMPORTANT TO CONTEXTUALIZE WHAT THE UNIQUE CHALLENGES ARE TO SHED LIGHT ON THE INEVITABLE FUTURE OF THESE CITIES.

BY FOCUSING ON ONE ENVIRONMENTAL CHALLENGE FOR EACH CITY IT CREATES A PERSONAL CONNECTION WITH EACH AUDIENCE WE ARE SPEAKING WITH.

VESSI COMMUNITY FUND

At Vessi, we believe that big change starts small. We created the Community Fund to support and empower you, our community heroes, in making a difference within your community. With your help and donations, we have been able to support amazing organizations and individuals doing amazing things for their communities.

Together, we can spark moments of happiness that can ripple through our communities.



PAY IT BACK

EACH CITY WILL HAVE AN ORGANIZATION OR NON-PROFIT THAT WILL BE THE DONATION OPTION AT CHECKOUT ON VESSI.COM

PDX: WILDLIFE

- OREGON WILD

LA: EARTH

- COALITION FOR CLEAN AIR

BC: FOREST

- WILDERNESS COMMITTEE

SEA: OCEAN

- PEOPLE FOR PUGET SOUND

VESSI GIVING WEEK

KITS FOR A CAUSE | CHOOSE WHAT YOU PAY

Socks and gloves has been the number one most requested items for donation during the winter months. With your support, we can deliver cozy kits to shelters across the country.

We've brought back our Choose What You Pay initiative and we're on a mission to provide warmth from head to toe this holiday season.

Click on a style below and start donating!



WEEKEND
SNEAKER



EVERYDAY
SNEAKER



CITYSCAPE
SNEAKER



EVERYDAY SLIP-
ON

PAY \$135, **DONATE**

4 KITS

CODE: 4KITS

PAY \$120, **DONATE**

2 KITS

CODE: 2KITS

PAY \$108, **DONATE**

0 KITS

CODE: NOKITS



EACH COZY KIT INCLUDES: GLOVES, A BEANIE & A PAIR OF SOCKS

SOLES SETS

IN ADDITION TO THE SPECIAL EDITION DROPS, THERE WILL BE CUSTOM SOLES DESIGNED FOR EACH CITY.

THE DESIGNS WILL BE RELEVANT TO THE CAUSE AND WILL FEATURE THE TAGLINE OF THE MAIN CAMPAIGN AND THE VESSI SECONDARY LOGO ICON.

INSPIRATION

OREGON HAS A STRONG HISTORY WITH THE NATIONAL FOREST SERVICE AND SMOKEY THE BEAR.

THE SHOE DESIGN WAS INSPIRED BY THE YELLOW OF SMOKEY'S HAT.

YELLOW REPRESENTS THE WIDE RANGE OF WILDLIFE IN AND AROUND PORTLAND AND ACROSS THE STATE OF OREGON.





WILDLIFE RESEARCH PORTLAND

THE 2020 WILDFIRE SEASON FOR OREGON AND PORTLAND WERE UNLIKE ANY OTHER YEAR. ABOUT 1.07 MILLION ACRES BURNED IN THE 2020 SEASON IN OREGON.

THE EFFORTS TO CURB THESE FIRES COST APPROXIMATELY \$354 MILLION. UNFORTUNATELY, OVER 4,000 HOMES WERE BURNED DOWN FROM THE MASS WILDFIRES. TO PUT THAT INTO CONTEXT, FROM 2015 TO 2019, OREGON LOST A TOTAL OF 93 HOMES.

WILDFIRES HAVE DEVASTATED THE WILDLIFE OF OREGON AND ARE PERPETUATED BY CLIMATE CHANGE.

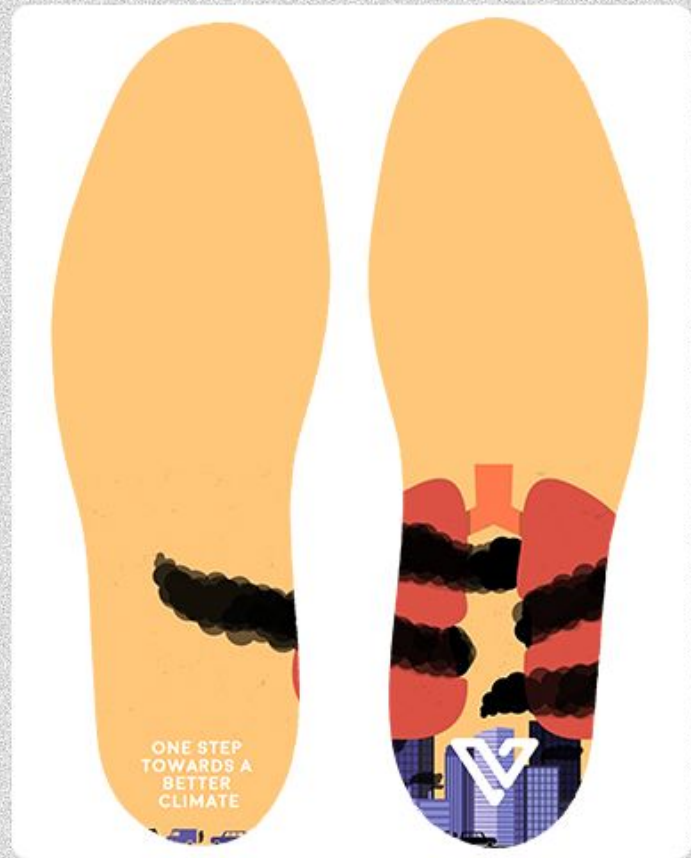
INSPIRATION

LOS ANGELES HAS SOME OF THE WORST AIR QUALITY IN THE WORLD.

THE 2020 WILDFIRES TURNED THE SKIES OF SOUTHERN CALIFORNIA A BRIGHT ORANGE RED.

IN ADDITION, RED IS FEATURED ON THE FLAG OF LA.





EARTH RESEARCH LOS ANGELES

AGAIN IN 2020, RESEARCHERS FOUND THAT LOS ANGELES AND THE LONG BEACH AREAS HAD THE WORST AIR IN THE UNITED STATES.

FOR THE PEOPLE LIVING IN AND AROUND THESE CITIES, POOR AIR QUALITY FROM PARTICLE OR OZONE POLLUTION COULD RESULT IN RESPIRATORY ILLNESS AND HEART DISEASE.

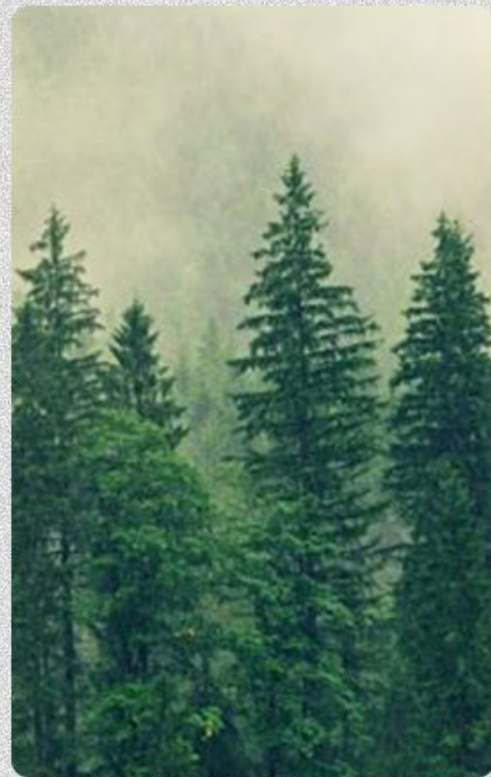
IN THE FUTURE, RISING TEMPERATURES DUE TO GLOBAL WARMING COULD ONLY CONTRIBUTE TO THE POOR AIR QUALITY AND AIR POLLUTION.

INSPIRATION

64% OF BC IS FOREST L AND GREEN IS THE CITY' S COLOR.

IRISH CULTURE AND HISTORY IS ALSO A LARGE PART OF CANADA AND BRITISH COLUMBIA.

THE IRISH MAKE UP OVER 15% OF CANADA' S POPULATION AND ACCOUNT FOR 675,000 PEOPLE IN BC ACCORDING TO THE 2016 CENSUS.





FOREST RESEARCH VANCOUVER

B.C. IS THE MOST SUSTAINABLY MANAGED FOREST REGION IN THE WORLD.

THE PROVINCE HAS MORE FORESTED LAND UNDER THIRD PARTY ENVIRONMENTAL CERTIFICATION THAN ANY OTHER COUNTRY IN THE WORLD.

THE VAST MAJORITY OF OLD-GROWTH FORESTS ARE PART OF THE PROVINCIAL FOREST RESOURCE AND OWNED BY ALL VANCOUVERITES AND PEOPLE OF B.C.

INSPIRATION

SEATTLE HAS A STRONG BRAND REVOLVING AROUND THE OCEAN AND WATER.

WITH THE KRAKEN COMING, A BLUE SHOE WILL CAPITALIZE ON THE ESTABLISHING FAN BASE WHILE ALSO PRIORITIZING OUR MAIN CAMPAIGN. IT IS A GREAT WAY TO CAPITALIZE ON MEDIA AND IMPROVE MARKETABILITY OF VESSI' S SHOES.





ONE STEP
TOWARDS A
BETTER
CLIMATE



OCEAN RESEARCH SEATTLE

PUGET SOUND'S SHORELINE ENCOMPASSES 1,332 MILES. AS A MAJORITY CITY LOCATED ON THE WATER, OCEAN POLLUTION POSES A LARGE THREAT TO SEATTLE, ESPECIALLY THE OCEAN ECOSYSTEM IN THE AREA.

MORE SPECIFICALLY, 2 BILLION PLASTIC BAGS ARE USED ANNUALLY THROUGHOUT THE STATE AND NATIONWIDE, YET ROUGHLY ABOUT 5 PERCENT OF THEM ARE RECYCLED.

THIS CAN HURT OR KILL THE ECOSYSTEM AROUND SEATTLE AND OTHER PARTS OF THE OCEAN AROUND THE WORLD.

vessi

+



NHL PARTNERSHIP

THE NHL HAS BEEN A TRAILBLAZER
IN SUSTAINABILITY AND ENVIRONMENTAL
CHANGE AS A PROFESSIONAL LEAGUE.

" SINCE ITS LAUNCH IN 2010, NHL GREEN HAS BEEN
COMMITTED TO PROMOTING MORE SUSTAINABLE
BUSINESS PRACTICES ACROSS THE LEAGUE AS WELL AS
PRESERVING THE ENVIRONMENT, INCLUDING FROZEN
PONDS THAT INSPIRE AND CULTIVATE THE GAME FOR
MORE THAN 100 YEARS. IN THE FIRST FOUR YEARS OF THE
PROGRAM, THE INITIATIVE DIVERTED OVER 100 TONS OF
FOOD WASTE FROM LANDFILLS."



NHL PARTNERSHIP

THE NHL HAS ALSO LAUNCHED GALLONS FOR GOALS WHICH RESTORES 1,000 GALLONS OF WATER FOR EVERY GOAL SCORED WITH THE PURCHASE OF WATER RESTORATION CERTIFICATES.

IN ADDITION, THE NHL WAS THE FIRST NORTH AMERICAN PROFESSIONAL SPORTS LEAGUE TO RELEASE A SUSTAINABILITY REPORT, WHICH INCLUDES INFORMATION ON ITS ENVIRONMENTAL FOOTPRINT, THROUGH MEASURES SUCH AS ITS CARBON INVENTORY.



COLLAB WITH KRAKEN

BEGINNING IN THE SUMMER AND FALL
OF 2021.

THE NHL WILL HAVE A 32ND TEAM, THE SEATTLE
KRAKEN. THE KRAKEN WILL COMPETE IN THE
PACIFIC DIVISION IN THE WESTERN CONFERENCE.

THE TEAM IS OWNED BY SEATTLE HOCKEY PATTERNS,
WHICH INCLUDES DAVID BONDERMAN, JERRY
BRUCKHEIMER AND TOD LEIWEKE.



COLLAB WITH KRAKEN

A COLLABORATION WITH THE KRAKEN
PRESENTS NEW OPPORTUNITIES FOR VESSI
AS A NEW TEAM.

IT PRESENTS THE OPPORTUNITY FOR VESSI TO
CELEBRATE CANADIAN ROOTS WITH THE FAVORITE SPORT
OF CANUCKS, AS WELL AS POPULARIZING THE SPORT OF
HOCKEY ON THE WEST COAST.

ADDITIONALLY, SEATTLE PRESENTS ITSELF AS A HIGHLY
PROFITABLE AND EXCITED SPORTS MARKET READY TO
ROOT FOR A NEW TEAM.



VESSI + KRAKEN

THE COLLABORATION WILL LAST FROM SEPTEMBER 2021 TO SEPTEMBER 2022, AS IT WILL CONCLUDE THE GLOBAL CLIMATE CRISIS CAMPAIGN AND COVER THE END OF SEATTLE'S FIRST NHL SEASON.

THE KRAKEN WILL DRAFT IN JUNE AND THE REGULAR NHL SEASON RUNS FROM EARLY OCTOBER THROUGH EARLY APRIL.





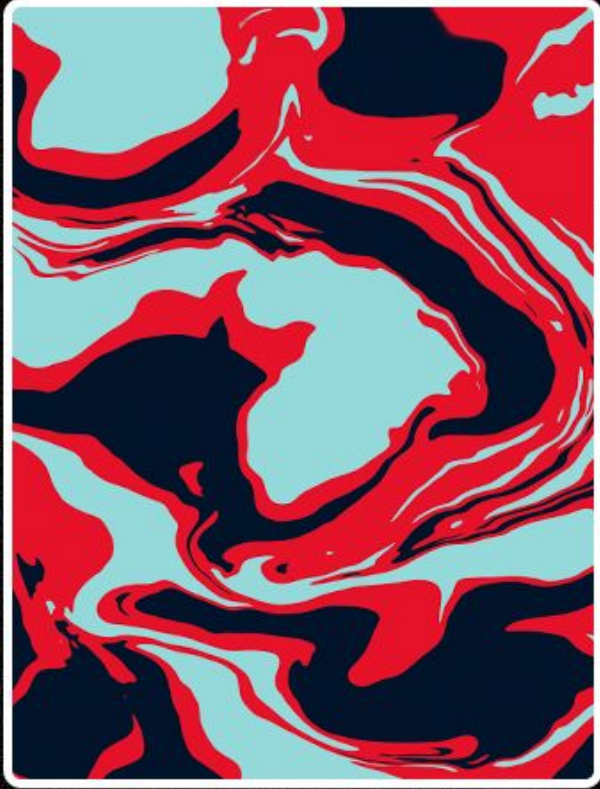
INSIDE



OUTSIDE



ELEMENTS



VESSI + KRAKEN

THESE SHOES WILL BE THE OFFICIAL TRAVEL SHOE OF THE TEAM AND BE FEATURED IN THE MEDIA DAY SHOOT.

FOR MEDIA INTERVIEWS AND PRESS CONFERENCES, THE UNIQUE VESSI LOGO WILL ALSO BE SHOWN ON THE BACKDROP.

THE TRAVEL SHOES WILL BEGIN TO BE WORN AT THE START OF THE SEASON SO VESSI MAY CAPITALIZE ON THE ATTENTION FOR THE MAIN CAMPAIGN WE' RE LAUNCHING.



The background is a vibrant, abstract composition of paint splatters. The colors are primarily red, blue, and white, with some darker, almost black, spots. The splatters are of various sizes and shapes, creating a dynamic and textured appearance. The overall effect is reminiscent of a splatter-painting technique or a close-up of a paint-splattered surface.

DELIVERABLES







TAGLINE + MOCKUPS

WE WANTED TO SHOW HOW VERSATILE VESSI IS IN OUR GRAPHIC DESIGNS.

WITH INTERCHANGEABLE BACKDROPS WE ARE ABLE TO SHOW HOW VESSIS CAN BE WORN IN ANY ENVIRONMENT, ALL WHILE TAKING STEPS TOWARDS A BETTER, MORE SUSTAINABLE, FUTURE.

HENCE THE TAG: " ONE STEP TOWARDS A BETTER CLIMATE."



ONE STEP TOWARDS A BETTER CLIMATE.



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ONE
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INSTALLATIONS

WE WANT TO IMPLEMENT ECO-FRIENDLY GREEN POSTERS IN KEY CITIES.

IN ADDITION, WE WOULD LIKE TO CELEBRATE AND HONOR THE IMPORTANCE OF STREET ART AND MURALS IN OUR KEY CITIES BY HAVING LOCAL ARTISTS PAINT MURALS, AS OPPOSED TO TRADITIONAL ADVERTISING, FOR OUR CAMPAIGN.

STREET ART IS A MAJOR ASPECT ALL THE CITIES HAVE IN COMMON.



ONE STEP TOWARDS A BETTER CLIMATE



ONE
STEP
TOWARDS
A BETTER
CLIMATE 

The background is a vibrant, abstract composition of splattered paint. It features a mix of bright red, deep blue, and off-white colors, creating a textured, energetic feel. The splatters vary in size and intensity, with some areas appearing more saturated than others.

MEDIA PLAN

KEY GROUPS

AS A NATIVE PNW BRAND THE CAMPAIGN
WILL FOCUS ON WEST COAST CITIES
SUCH AS:

- VANCOUVER, B.C.
- SEATTLE, WA
- PORTLAND, OR
- LOS ANGELES, CA

SCHEDULE

THIS SCHEDULE USES THE PULSING METHOD.

THIS WILL ALLOW CERTAIN EXECUTIONS TO RUN FOR THE DURATION OF THE CAMPAIGN, INCLUDING INSTAGRAM, TWITTER AND THE WEBSITE.

OTHER EXECUTIONS SUCH AS TIKTOK, TARGETED INSTAGRAM ADVERTISEMENTS AND THE NHL PARTNERSHIP WILL CAPITALIZE ON SPECIAL EDITION RELEASES.

THE CAMPAIGN WILL BEGIN WITH THE ART INSTALLATIONS.

SCHEDULE

THEY WILL ACT AS A TOUCHPOINT FOR EACH COMMUNITY AND CITY IN REGARDS TO THE CAMPAIGN.

IN ADDITION, THE KRAKEN PARTNERSHIP WILL DRAW ATTENTION TO VESSI AT THE START OF THIS CAMPAIGN.

THIS WILL CREATE A SEAMLESS TRANSITION INTO THE MAIN INTENT AND PURPOSE OF VESSI' S OWN CAMPAIGN REGARDING CLIMATE JUSTICE AWARENESS.

TIMELINE

- JUNE, 2021 - SEATTLE KRAKEN DRAFT
- AUG, 2021 - NHL PRE-SEASON
- 09/03/2021 - SHOE LINE DROP + INSTALLATIONS
- 09/03/2021 - SOCIAL MEDIA LAUNCH
- 09/04/2021 - LAUNCH CAMPAIGN
- 03/21/2022 - WORLD FORESTRY DAY (GREEN DROP)
- 04/22/2022 - EARTH DAY (RED DROP)
- 06/08/2022 - WORLD OCEANS DAY (BLUE DROP)
- 09/04/2022 - NATIONAL WILDLIFE DAY (YELLOW DROP)

CALL TO ACTION

A CLEANER BRIGHTER FUTURE FOR OUR
PLANET STARTS WITH YOU.

INVEST IN VESSI. INVEST IN YOUR COMMUNITY.

TOGETHER, WE ARE ONE STEP CLOSER TO A
BETTER CLIMATE.

MEET THE TEAM



HAILEIGH FARRELL



REILLY WADSWORTH

MEET THE TEAM



THANK YOU!