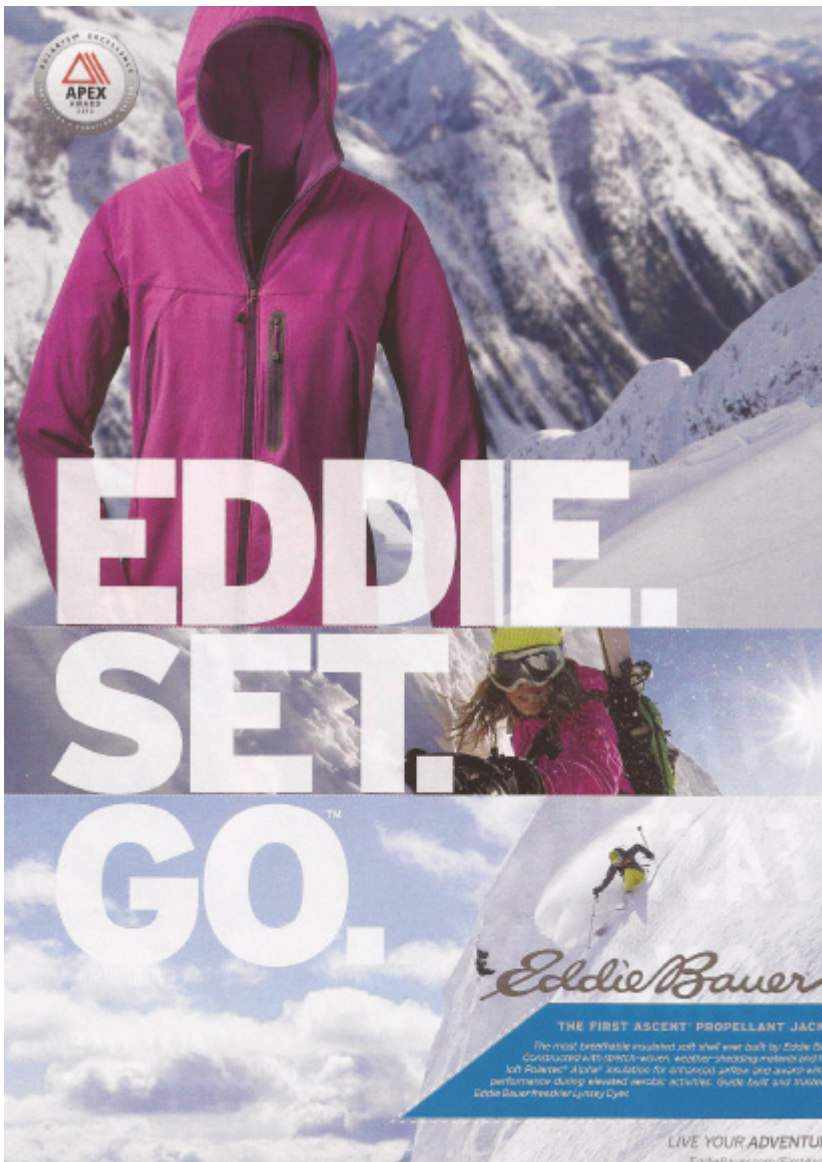




Eddie Bauer

**EDDIE.
SET.
GO.
AD CAMPAIGN**



ABOUT THIS AD CAMPAIGN.....In an effort to increase sells, Eddie Bauer focused on their image and their brand. They wanted to appeal to active and adventurous people. The EDDIE. SET. GO. became a successful marketing tool and helped Eddie Bauer improve their image and their profitability.







Adventurous, outdoor pictures which are related to each other. These pictures tell a story of how to **LIVE YOUR ADVENTURE.**

Design





EDDIE.
SET.
GO.

Eddie Bauer

THE FIRST ASCENT PROPELLANT JACKET
The most breathable insulated soft shell ever built by Eddie Bauer. Constructed with stretch-woven, weather-resistant ripstop and soft Polartec® L100® insulation for unparalleled performance and performance during elevated aerobic activities. Guide built and trusted Eddie Bauer freerider Lynsey Cyle.

LIVE YOUR ADVENTURE
EddieBauer.com/FirstAscent

Big, Bold San Serif Font, with words capitalized and punctuated to draw your eye to the words and to emphasize each word. **EDDIE. SET. GO.**

Typography





EDDIE.

SET.

GO.

Eddie Bauer

THE FIRST ASCENT™ PROPELLANT JACKET
 The most breathable insulated soft shell ever built by Eddie Bauer. Constructed with stretch-woven, weather-resistant ripstop and soft Polartec®-Liner® insulation for maximum airflow and warm-while performance during elevated aerobic activities. Guide, hike and ski! Eddie Bauer® FreshAir™ Lining. Lyle.

LIVE YOUR ADVENTURE
 EddieBauer.com/FirstAscent

The white color pages nicely with the snow and the clouds making the words part of nature and the outdoor adventure.

The bright, pink color gives a pop of color and brings the skier to life.

Color





The left alignment stacks everything up nicely as the jacket is also aligned with the words. The words are also spaced tightly together creating a horizontal alignment which moves your eye quickly to the catch phrase.

The vertical alignment adds interest and gives the skier a purpose and also coordinates nicely with the slant of the Eddie Bauer Logo.

Alignment





**New
Ad**





EDDIE.

SET.

GO.

Eddie Bauer

Cloud Cap Rain Jacket
Stay dry even in the most extreme conditions. Waterproof and light.

LIVE YOUR ADVENTURE

Adventurous, outdoor pictures that also tell a story about how to **LIVE YOUR ADVENTURE.**

Similarities





Red is used throughout the add to give a pop of color and to add a nice contrast and bring to life the kayaker.

Catch phrase is placed in same general location and it is also aligned with the jacket.

The kayaker, the Eddie Bauer logo and the red box are all vertically aligned to connect Eddie Bauer with the kayaker.

Similarities





Eddie Bauer[®]

