



L.L.Bean

S'more
— out of —
Summer

L.L. Bean's purpose is to inspire and enable people to experience the restorative power of the outdoors.





Outside



Who wants to spend more time outdoors?



Who participates in outdoor activity regularly?





**So what was keeping people
from getting outside more?**



LL Bean

Be an
Outsider
at work

POWERED BY @INDUSTRIOUS

Be an
Outsider

Be an
Outsider

Favorite Outdoor Activities:

66% prefer cooking
and eating

55% prefer
hanging
out

44% prefer sitting
by a campfire

Made for the shared joy of the outdoors

The outside is inside
everything we make.

The only way to make
the great outdoors
greater is to share it.

If it's outside,
we're all in.



Summer



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PLACE
S'MORE
HERE

PLACE
S'MORE
HERE

PLACE
S'MORE
HERE

PLACE
S'MORE
HERE

220
CALORIES
PER BAR

NCE 1894

HERSHEY'S

HERSHEY'S

HERSHEY'S

HERSHEY'S

HERSHEY'S

HERSHEY'S

L.L.Bean

Why S'mores?

They align perfectly with our brand position.

- Made for** ▶ Roast and assemble s'mores.
- the shared joy** ▶ No one makes s'mores alone.
- of the outdoors** ▶ No one makes s'mores inside.

And they evoke the same warm, cozy togetherness
L.L.Bean is know for in the fall and winter.

A person is sitting inside a red tent, looking out at a sunset over a landscape. The tent's interior is visible, and the person's legs and feet in brown boots are in the foreground. The sun is low on the horizon, creating a warm glow. The text is overlaid on the scene.

**Summer's
lease hath all
too short
a date.**

—
Shakespeare



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+9k:
s'mores



+9k:
s'mores



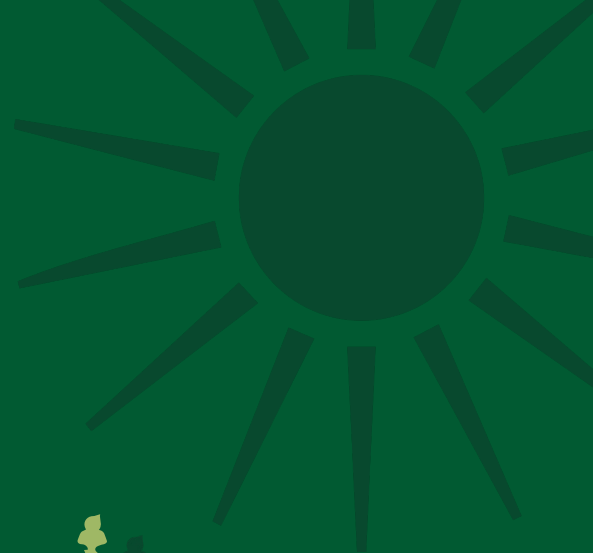
**Space
Needle**



**Washington
Monument**



**Statue of
Liberty**



Summer won't
last forever.

Get s'more out of every day.



Grab your guide.



STOP

ALL WAY

L.L.Bean

S'more
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Summer

NO SMOKING
ANY TIME

METER
PARKING
MON-SAT
4PM-6PM

PHONE

PHONE

PHONE

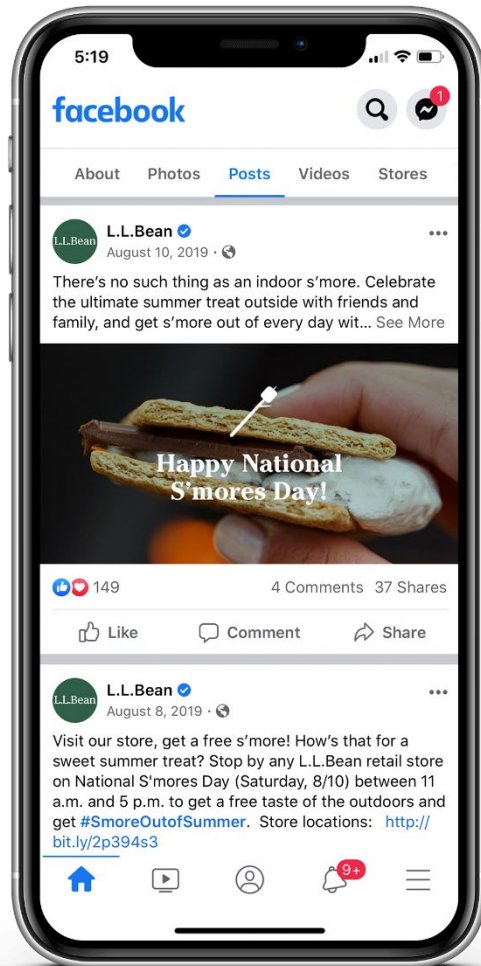
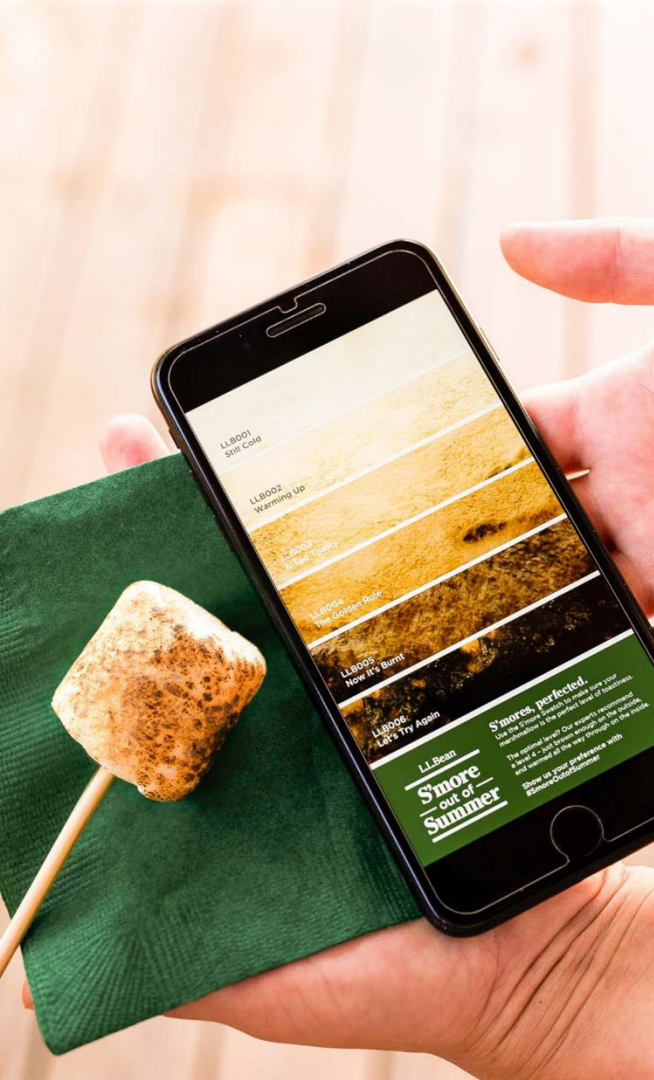
An aerial photograph of five kayakers on dark, rippling water. The kayakers are positioned around the central text. One is in the top left, one in the top right, one in the middle left, one in the bottom center, and one in the bottom right. They are using various colored kayaks: orange, white, and red. The water is dark with white foam from the kayakers' strokes.

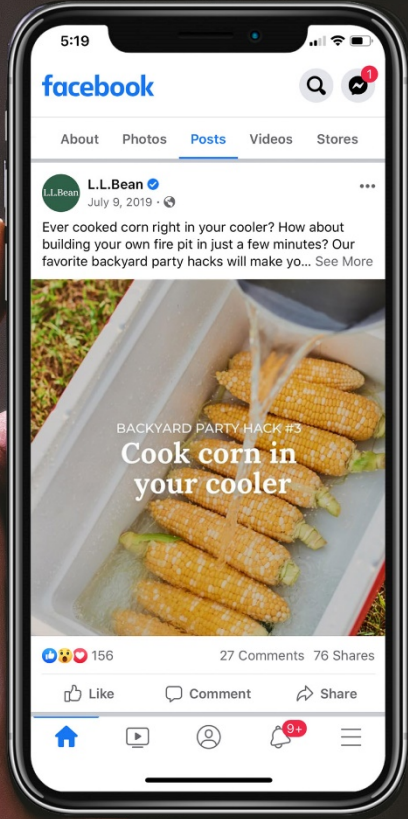
+47k

people

+13k

hours



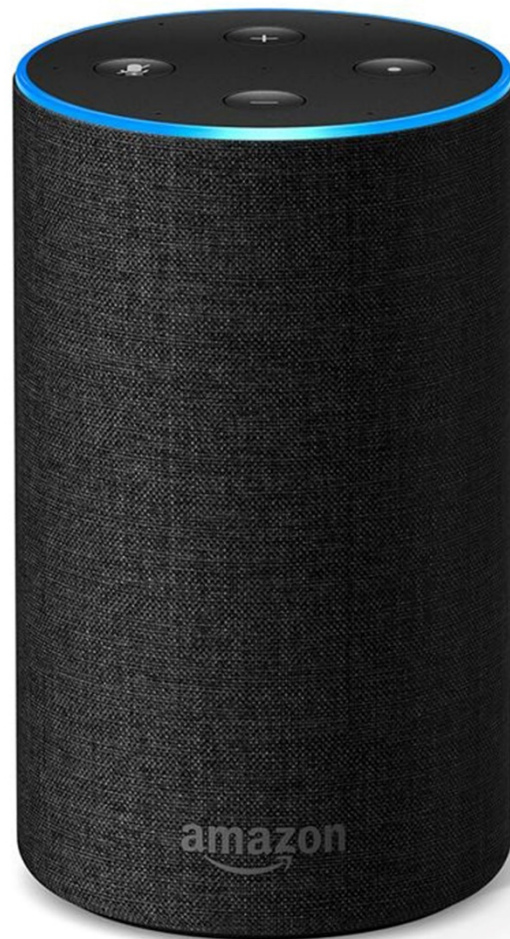


Ride free with
Uber



Alexa, open S'more Summer Tips.

Ok, opening S'more Summer Tips
by L.L. Bean. Ready for your
first suggestion?



A scenic mountain landscape with evergreen trees in the foreground and a valley in the distance under a cloudy sky. The text is centered in the upper half of the image.

**Across every objective,
S'more Out of Summer exceeded
L.L. Bean's expectations.**

**Behavior
change:**

78% intend to do more
outdoor summer
activities

**Social
engagement:**

6.77M social
impressions

**Attitude
change:**


975M earned
impressions

75% likely to consider
buying L.L.Bean
summer products



80%

associate L.L.Bean
with summer

A close-up photograph of a mushroom on a skewer, with a blurred background of autumn leaves and pinecones. The mushroom is light brown with a darker stem, and the skewer is a thin, light-colored stick. The background is a warm, golden-brown color, suggesting autumn foliage and pinecones. The text is centered in the lower half of the image.

**Proving that making the most of a short season
doesn't have to be any harder than stepping
into your own backyard.**

A person is splashing in a large body of water, with their legs and feet visible above the surface. The water is a deep blue, and the sky is filled with soft, white clouds. In the distance, a range of mountains is visible under a hazy sky. The overall scene is serene and evokes a sense of summer recreation.

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