



L.L.BEAN

“Be An Outsider with L.L.Bean”

CATEGORY WINNER

THE UNDERDOG

Background and context

L.L.Bean's purpose is to inspire people to embrace the outdoors and foster a thriving community of enthusiasts. It aims to achieve this through products, content, and experiences that forge a deep connection with nature. Yet as a brand with a 100+ year legacy, it was tasked with reinvigorating brand relevancy and supporting a long-term strategy of brand amplification. YouTube serves as a key platform to support that strategic pillar. So, L.L.Bean aimed to revamp its channel, which was previously being used as a catch all for all brand-related content, to better align with its mission and engage its target audience.

Campaign objectives

L.L.Bean aimed to drive engagement and subscriber growth on its YouTube channel, in order to foster brand relevancy and awareness.

Creative strategy

In order to evolve its YouTube channel into a hub that fosters genuine connection and inspiration within the outdoor community, L.L.Bean adopted a content-first approach.

Leveraging Google tools like Google Trends, the team conducted keyword analysis, to uncover audience passions and interests. Armed with these data-driven insights, it crafted content that directly addressed those outdoor queries, focusing on high-volume, relevant topics. L.L.Bean then launched a series of educational outdoor videos on their channel, inviting viewers to explore more of the great outdoors.

Why did this campaign win?

L.L.Bean stayed true to its brand identity and transformed its YouTube channel into an education and entertainment platform. By strategically placing engaging content where its audience was actively seeking information, it not only solidified brand relevance but also fostered a thriving community of outdoor enthusiasts. This strategy proved remarkably effective, fueling impressive growth for its YouTube channel and driving widespread brand amplification. L.L.Bean earned a well-deserved win as The Underdog for flipping the script on its YouTube strategy and delivering content of outsized, distinctive value.

From the brand

“YouTube offers us a platform to tell stories that are not only relevant to our brand but also valuable to our audience. This enables us to experiment with innovative and diverse creative approaches, continually pushing the boundaries of what's possible.”

- Nick Wilkoff
Chief Marketing Officer, L.L.Bean



What role did YouTube play?

L.L.Bean strategically leveraged YouTube's vast reach to amplify its "Be an Outsider" campaign, prioritizing both organic and paid efforts to maximize impact. By adopting a YouTube-first approach for its "Be an Outsider" campaign, L.L.Bean effectively targeted and engaged its audience with valuable content, precisely where they were actively seeking information. This strategic move allowed L.L.Bean to differentiate itself from competitors in the outdoor space and foster a community of outdoor enthusiasts.

Overall effectiveness

Significant attributed ROI

From in-feed video ads

519M

New video impressions

592%

Increase in subscribers