CASE STUDY

- **Retail Community & Campaign Strategy**
- **Multi-Market Experiential Production**
- **Local Partner & Ambassador Development**

Arc’teryx engaged us to develop and produce a localized community events strategy across five priority retail markets.

We created a multi-market event calendar aligned with national brand campaigns while tailoring each activation to the local outdoor community. Across 25 events, we integrated local speakers, creators, nonprofit partners, and community leaders to drive in-store engagement and deepen regional brand relevance.

The program also served as a talent pipeline: more than 10 featured community leaders were later recruited as local Arc’teryx ambassadors.







New people in-store
500

Total hours in-store
1,000

Digital Impressions
100k