

# TRAIL VIEW BY NATURE VALLEY

GO TO TRAIL VIEW

## SUMMARY

### A BRAND WITH AN UNDERLEVERAGED NARRATIVE

- Since 1975, Nature Valley's core mission has been to deliver the best of nature. Until recently this was delivered through a food and ingredient narrative: "Nature at its most delicious." In 2011 we evolved this functional superiority narrative to a more purposeful narrative.
- This was key in helping us re-cast the brand by moving from a position of "nature at its most delicious" to "inspiring people to **enjoy the best of nature.**"

### CREATING A PROPRIETARY BRAND EXPERIENCE:

After a careful audit of all brand properties, associations and consumer passions, the starting point was to leverage Nature Valley's partnership with the Preserve the Parks Foundation to create and deliver an experience that was culturally relevant, valuable to people, and substantive to the brand's new purpose of "inspiring people to **enjoy the best of nature**".

### PURPOSE MEETS TECHNOLOGY

- Nature Valley Trail View is the **perfect intersection of the brand's purpose and a new technology** that allows people to engage with the brand in a completely unique way.
- It brought the **best of nature** to people, so that they'd be inspired to go out and experience it for themselves.
- Nature Valley Trail View applies Street View navigation to the most beautiful trails and hikes in America's national parks, so that anybody, anywhere can explore and enjoy the best of nature.

- The result is a first-of-its-kind digital experience: fully mapped-out trails within three of America's most famous national parks—the Grand Canyon, Yellowstone, and the Great Smoky Mountains—designed to reinvigorate appreciation for the nation's most prized natural treasures.

## BACKGROUND

### WE FOUND AN UNDERLEVERAGED BRAND ASSET THAT WAS AN IDEAL FIT.

Every year, General Mills International sets aside \$3 million for their Bold Initiatives brief – an annual creative challenge where agencies present creative initiatives that we'd really love to do if we could. Last year, we chose to bring GMI a new way to think about Nature Valley's 'Preserve the Parks' program. The program is the result of a partnership between Nature Valley and the National Parks Conservation Association to inspire Americans to visit and conserve the national parks.

### THE EXISTING CULTURAL CONTEXT PROVIDED THE PERFECT SPRINGBOARD

- Although visiting the national parks was once an iconic American family vacation, visitation had been on the decline for years.
- In a world of new, exciting and instant recreational choices, the national parks lacked immediacy and cultural relevance. Americans didn't know what they were missing.

## OUR SOLUTION

IF WE CAN'T BRING PEOPLE TO NATURE, WE WILL BRING NATURE TO PEOPLE.

## THE STRATEGY

- Create an experience that has the potential to become a movement.
- Transform Nature Valley Preserve the Parks program from a **brand sponsorship to a compelling brand experience.**

## THE IDEA

Trail View is simple: it combines mapping technology we all use everyday – Street View – with a gorgeous environment that we all appreciate in abstract, but don’t always experience firsthand – the national parks.

The result is a first-of-its-kind digital experience: fully mapped-out trails within three of America’s most famous national parks that offer people everywhere an unprecedented way to experience and appreciate their beauty.

## EXECUTION

It isn’t very often that an agency team has to physically train to produce a client project. But that’s exactly what our team had to do to create Trail View. To capture 360-degree footage of nearly 60 trails, the team hiked 333 miles over three months, a challenge that required a different approach to pre-production than the average shoot: two grueling months of biking, hiking, and running, working up to 50 miles a week, in order to be able to endure the physical requirements of the production.

Outfitted with unique camera technology, the team averaged 6-13 miles of trails per day, on trails ranging from easy to expert levels. Along the way, the team captured every mile and special points of interest to add layers of information for park-goers and trip planners. Editors from Backpacker Magazine – experts in national park trails, hiking skills and best practices for backcountry ethics – led the crew through the parks.

The multi-faceted platform on [NatureValleyTrailView.com](http://NatureValleyTrailView.com) offers extensive content in the form of:

- 300-plus miles of virtual hiking, interactive experience and rich visuals
- Access to in-depth parks information (enabled by geo-location) for trip planners, including:
  - Five points of interest per park, and information for potential visitors
  - Videos highlighting notable trail markers

## RESULTS

Both the project itself and the digital experience it delivers are unprecedented.

### INDUSTRY RECOGNITION

Two Gold Lions for Branded Content at the 2012 Cannes Advertising Festival

### MEDIA RECOGNITION

Diverse press coverage from the New York Times to Creativity and from Fast Company to Condé Nast Traveler among many others (**please see video**)

### GROUND-BREAKING “FIRSTS”

- The first large-scale application of experiential, street-view style camera technology to the national parks
- The first time a team used video to capture every step taken over 300 miles of trails to create an exploratory parks experience
- The first time footage from a 360-degree backpack camera has been overlaid with in-depth parks information to encourage exploration and education

## THE FUTURE

Given the success we have had within the very first year of deploying this: a plan has been put in place to ensure Trail View continues to gain momentum over the coming years by driving awareness and helping more consumers engage with content in new ways. The rollout includes everything from covering three more national parks in the following year to enabling over 30MM users to “hike” the parks virtually through a partnership with ICON fitness to a competition to create the best camera to capture Trail View content. Once all National Parks are “online”, a call to action will be issued to hike every mile of the national parks **literally, virtually, and remotely** to raise awareness and funds as part of the preserve the parks initiative.

[NatureValleyTrailView.com](http://NatureValleyTrailView.com)