



BRAND AUDIT



By: Marcus Giancola

# Platform Presence

- Instagram
- Facebook
- X
- YouTube
- LinkedIn
- TikTok
- Pinterest
- Snapchat



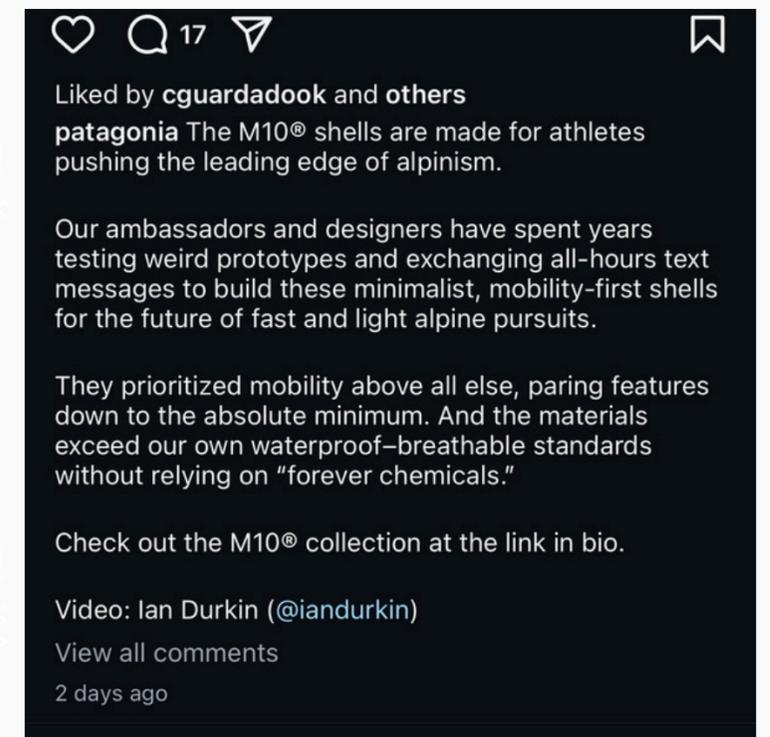
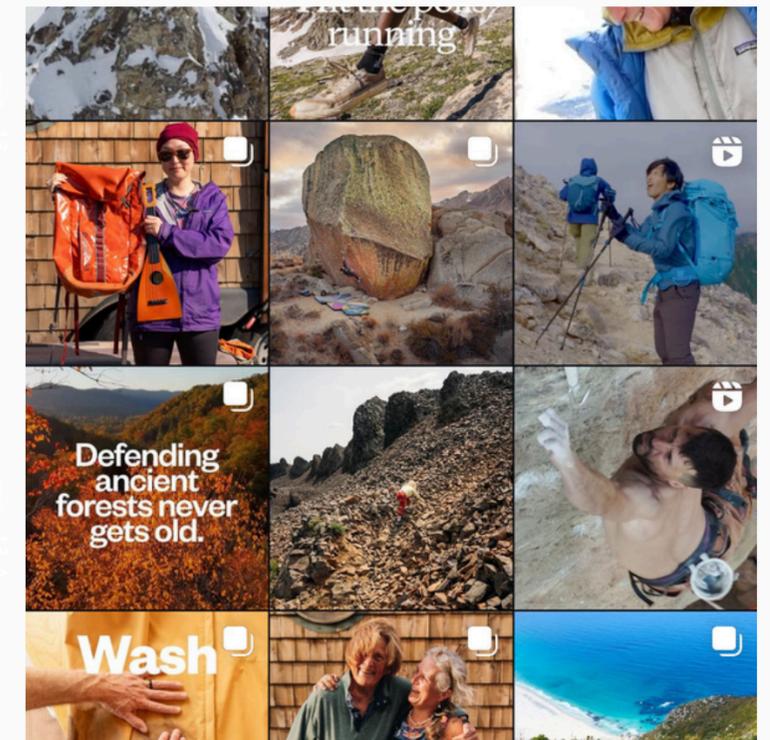
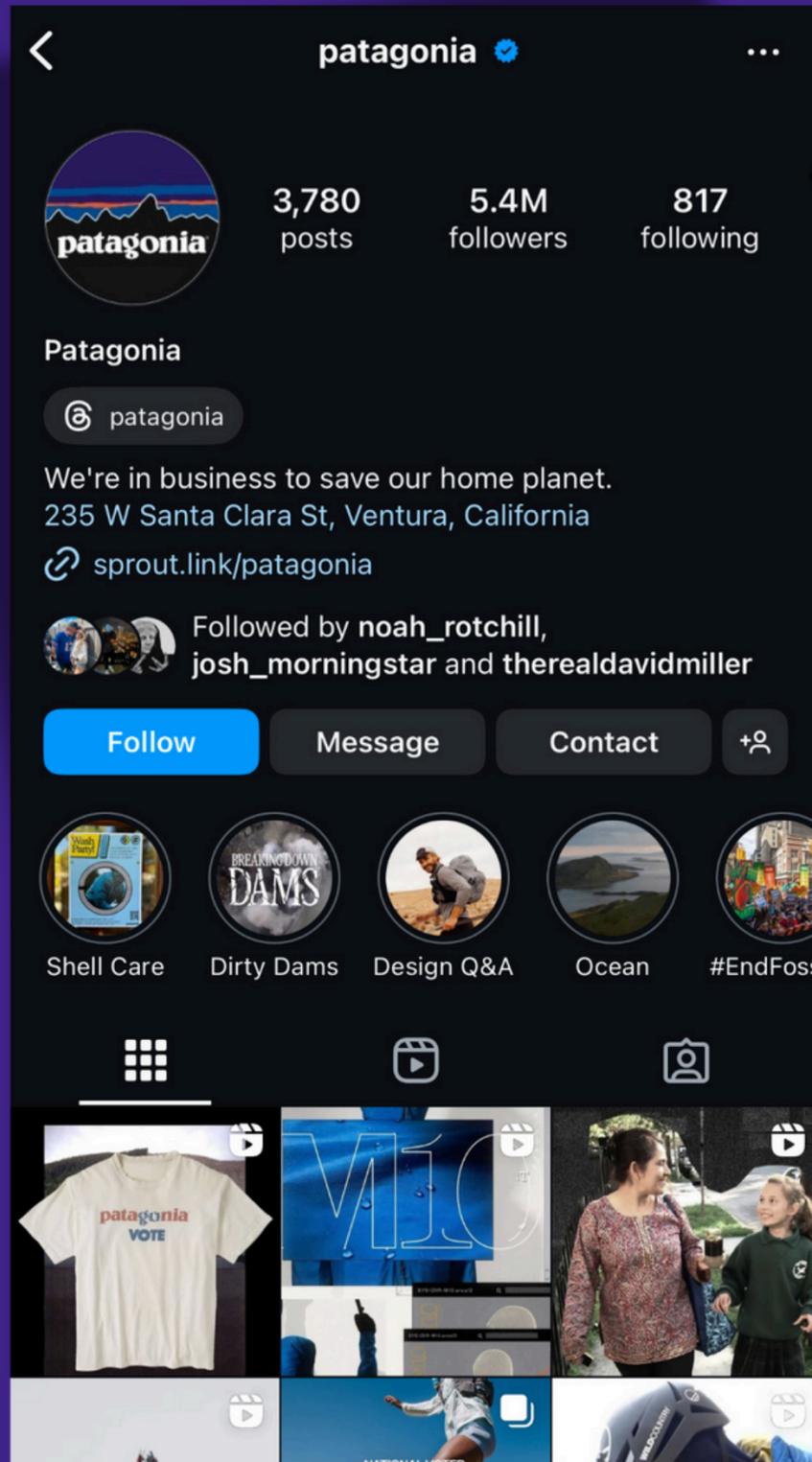
## Look and Feel

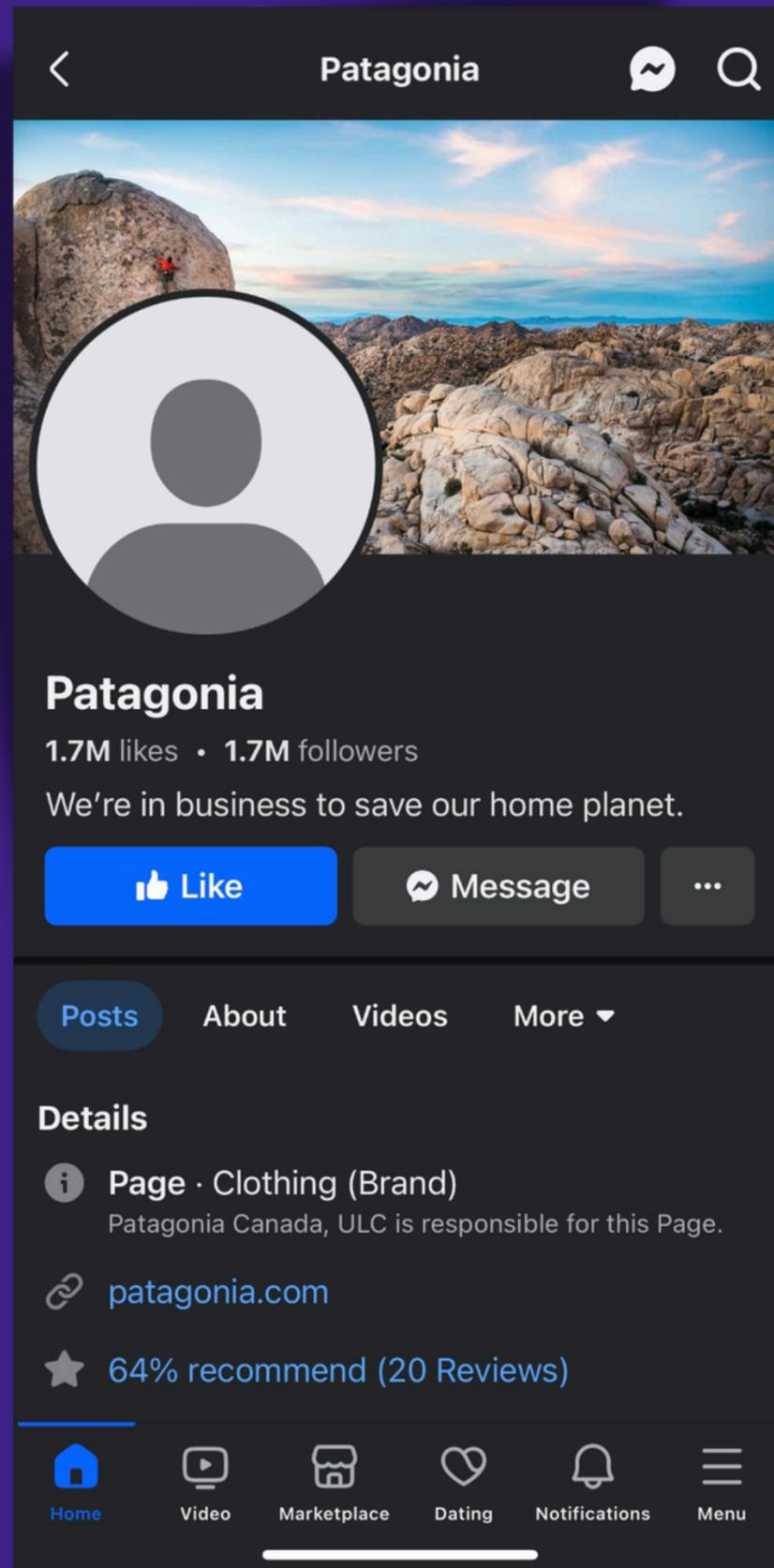
- Earth-centred.
- High-contrast.
- Strategically utilizes nature's colours.
- Made for thrill-seekers.
- Targets the environmentally-conscious.
- Friendly and community-focused feel.



## Tone of Voice

- Clear and assertive.
- Centred around Earth's preservation.
- Captions are text-heavy but informative, characterizing the brand's dedication to customers' experiences.





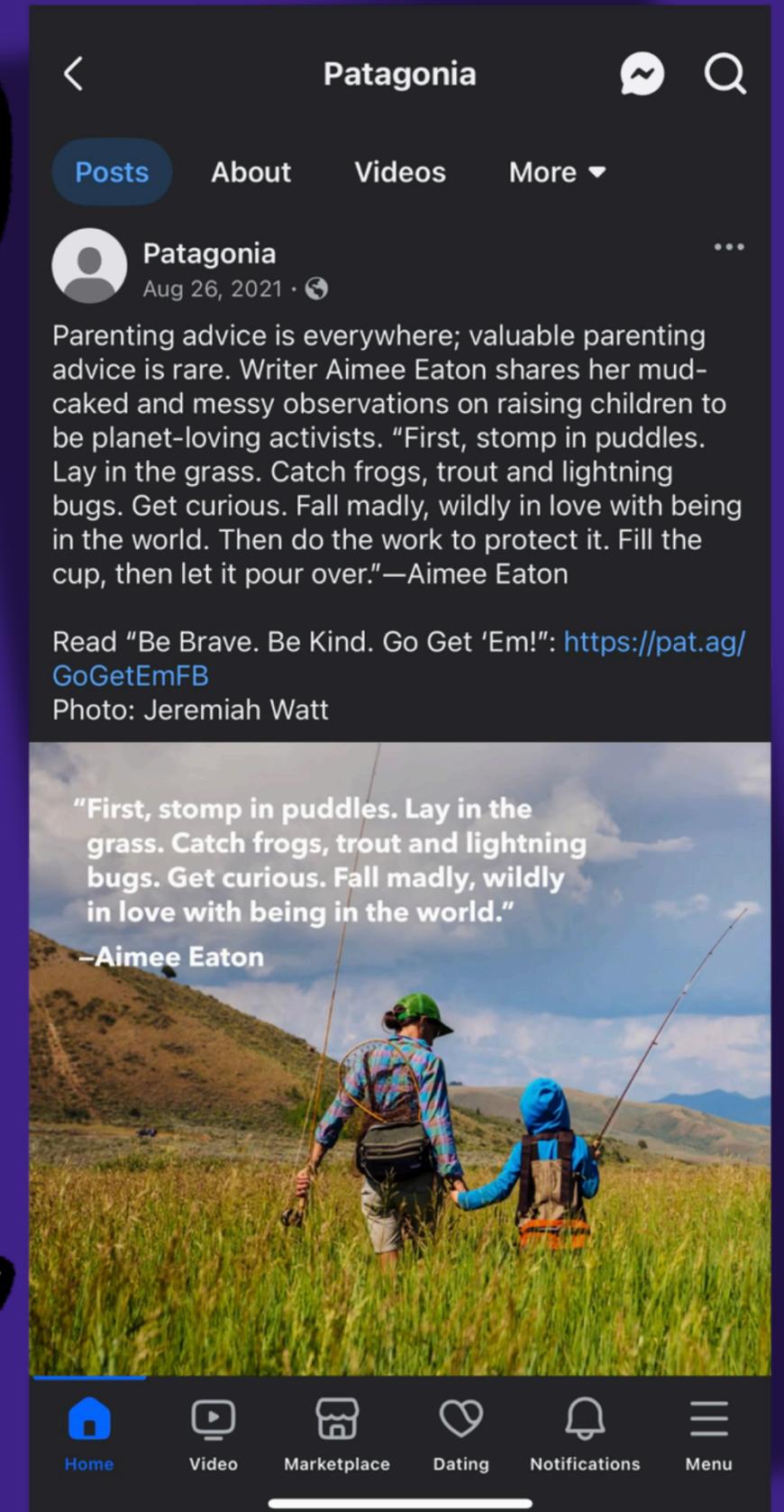
## Look and Feel

- Once again showcases Earth's landscape with a human adventurer.
- Although the cover photo is present, the missing profile picture does not clearly establish the brand.
- Inactive and uninterested.



## Tone of Voice

- Although inactive since Aug., 2021, Patagonia's Facebook still remains consistent with the clear and assertive messaging on Instagram.
- More focused on individuals' stories that are environment-related.





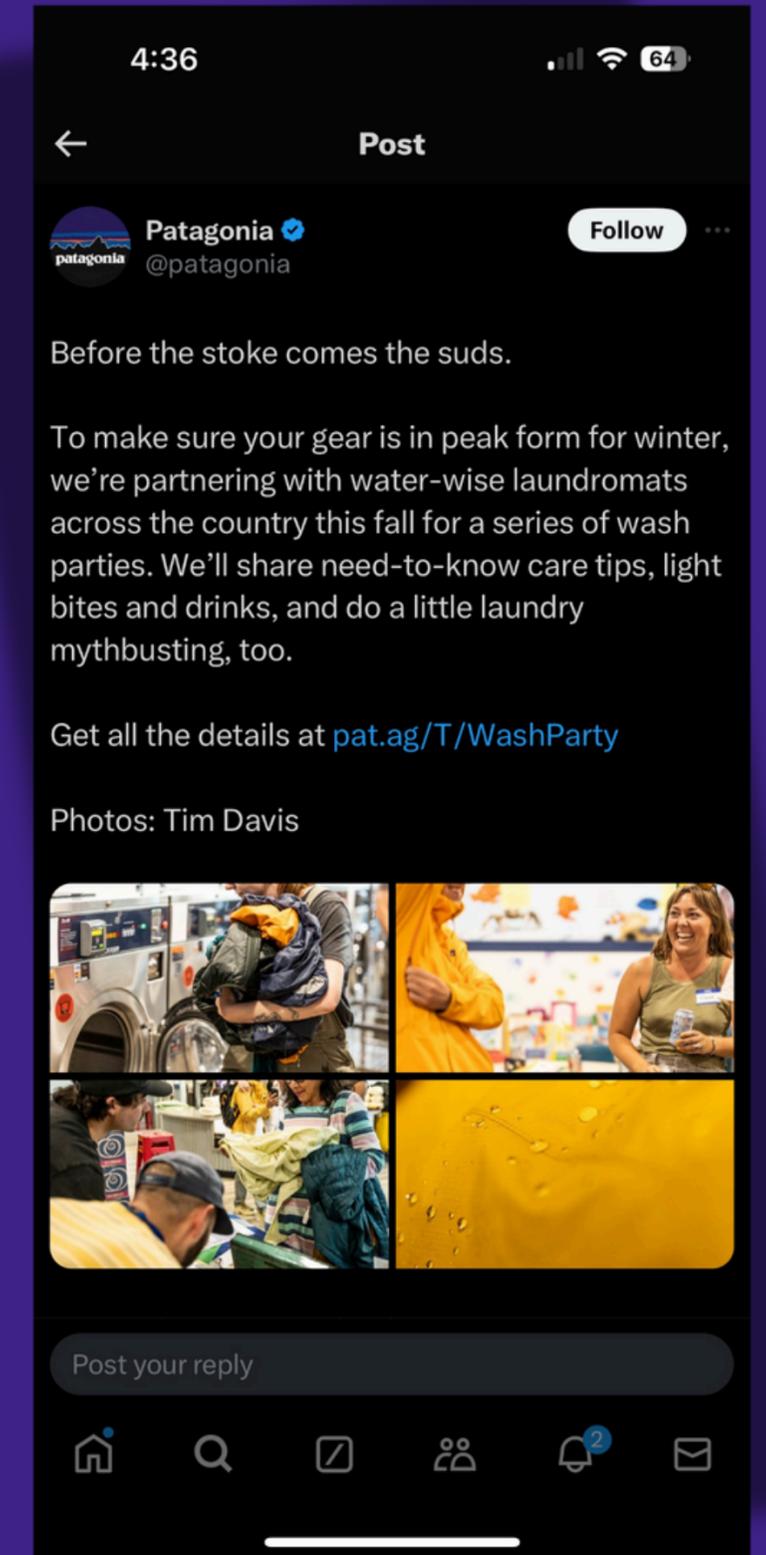
## Look and Feel

- Earth-centered.
- High-contrast.
- Not as focused on visuals as other platforms.
- Attractive cover photo.



## Tone of Voice

- Since copy is limited on X, it mostly consists of brief announcements and facts.
- Consistent environmental-based messaging.
- More informative.



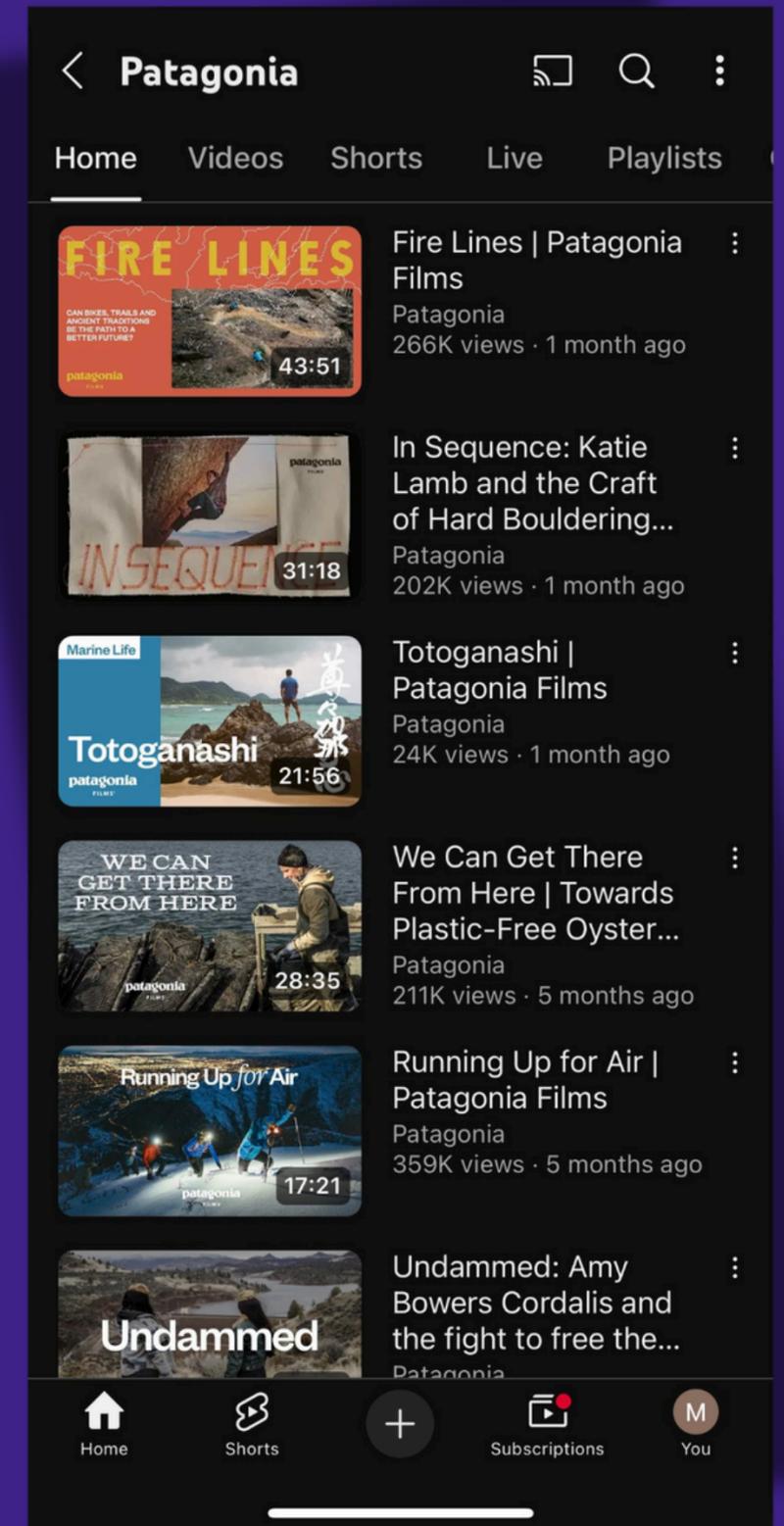
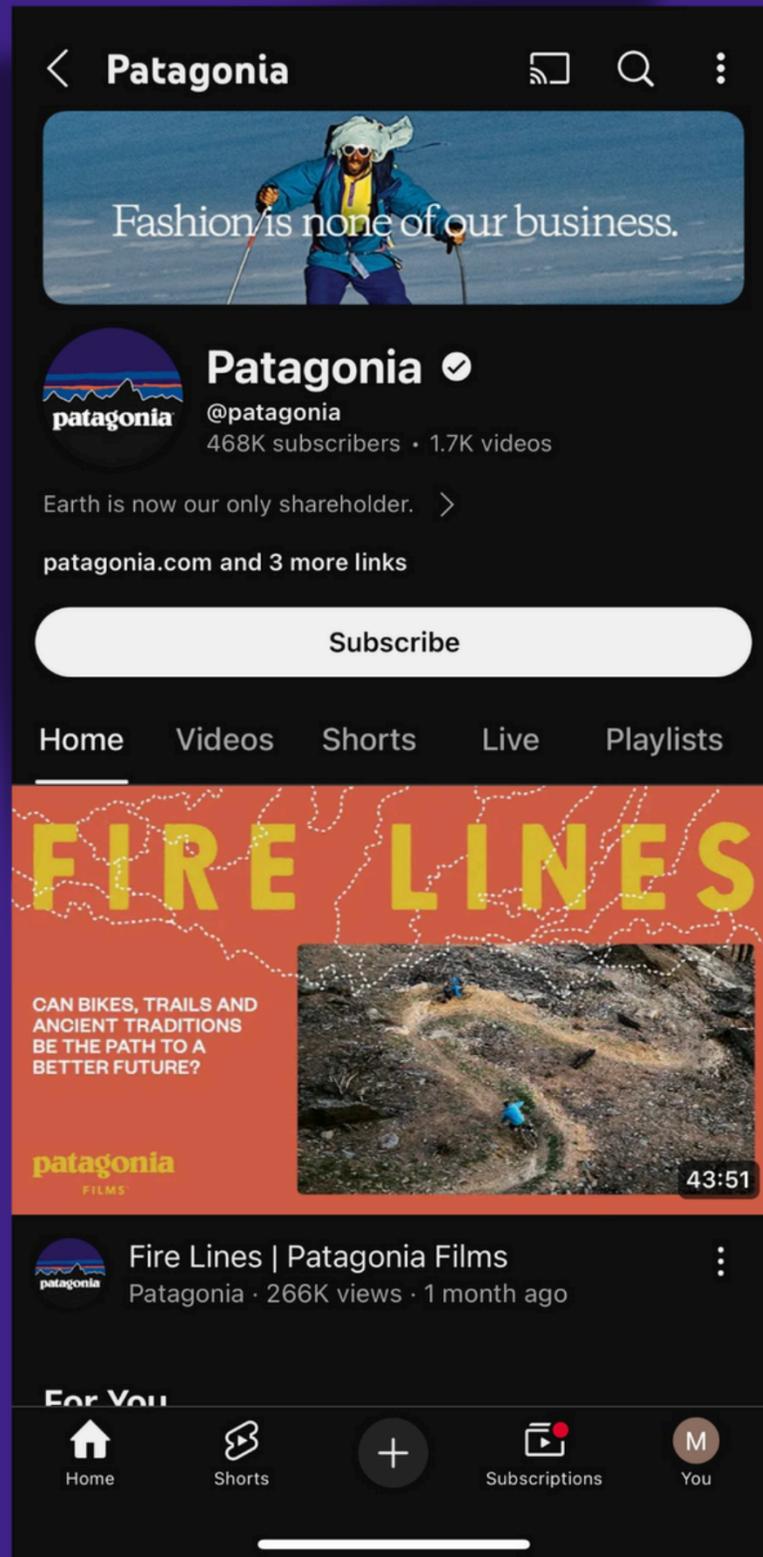
## Look and Feel

- Earth-centred.
- Powerful, cinematic content.
- Strategically utilizes current environmental issues to target the environmentally-conscious.



## Tone of Voice

- Clear, assertive, and captivating.
- Positions brand as uninterested in profit.
- Focused on raising environmental awareness.
- Short and direct video titles.



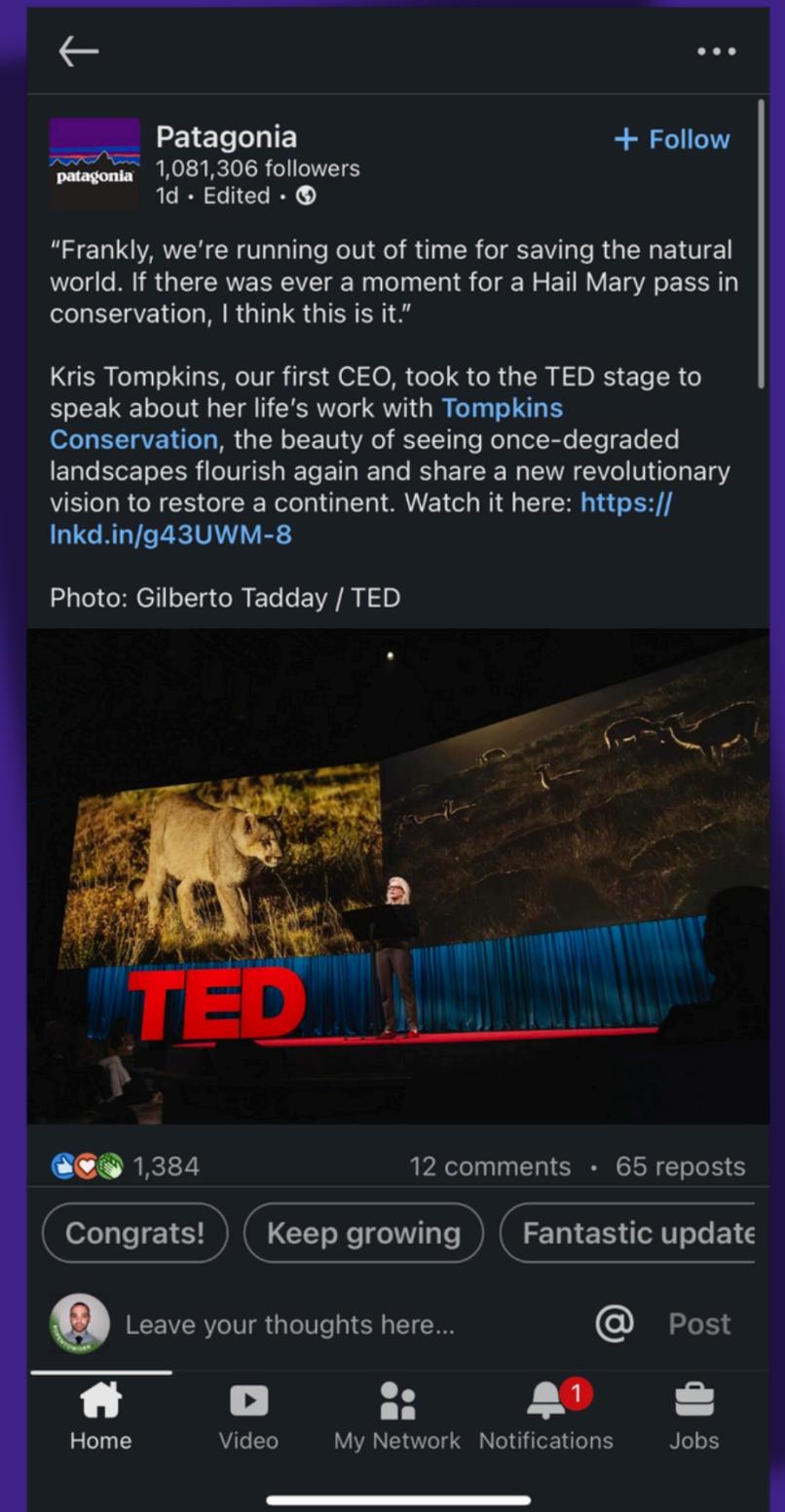
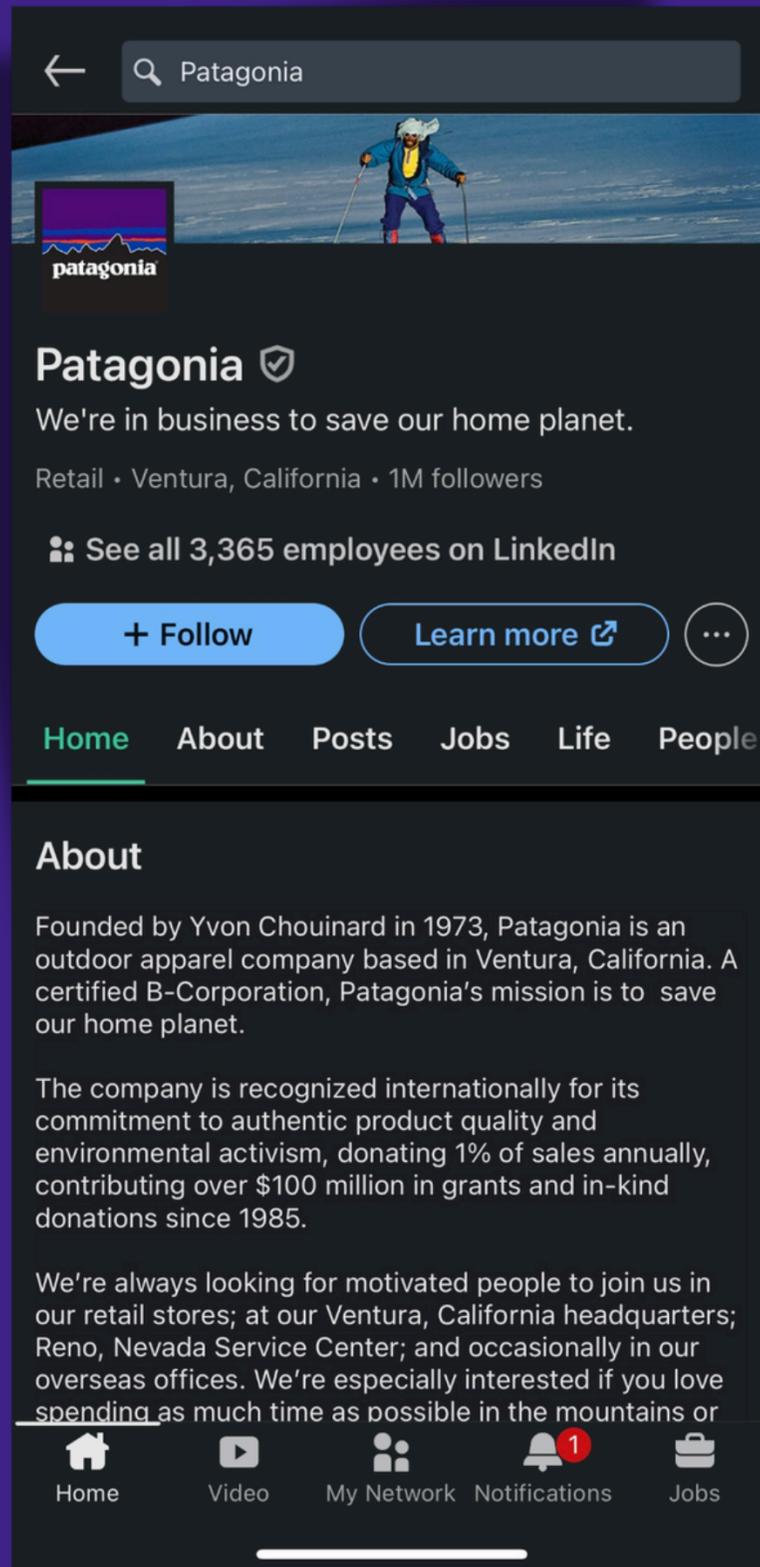
## Look and Feel

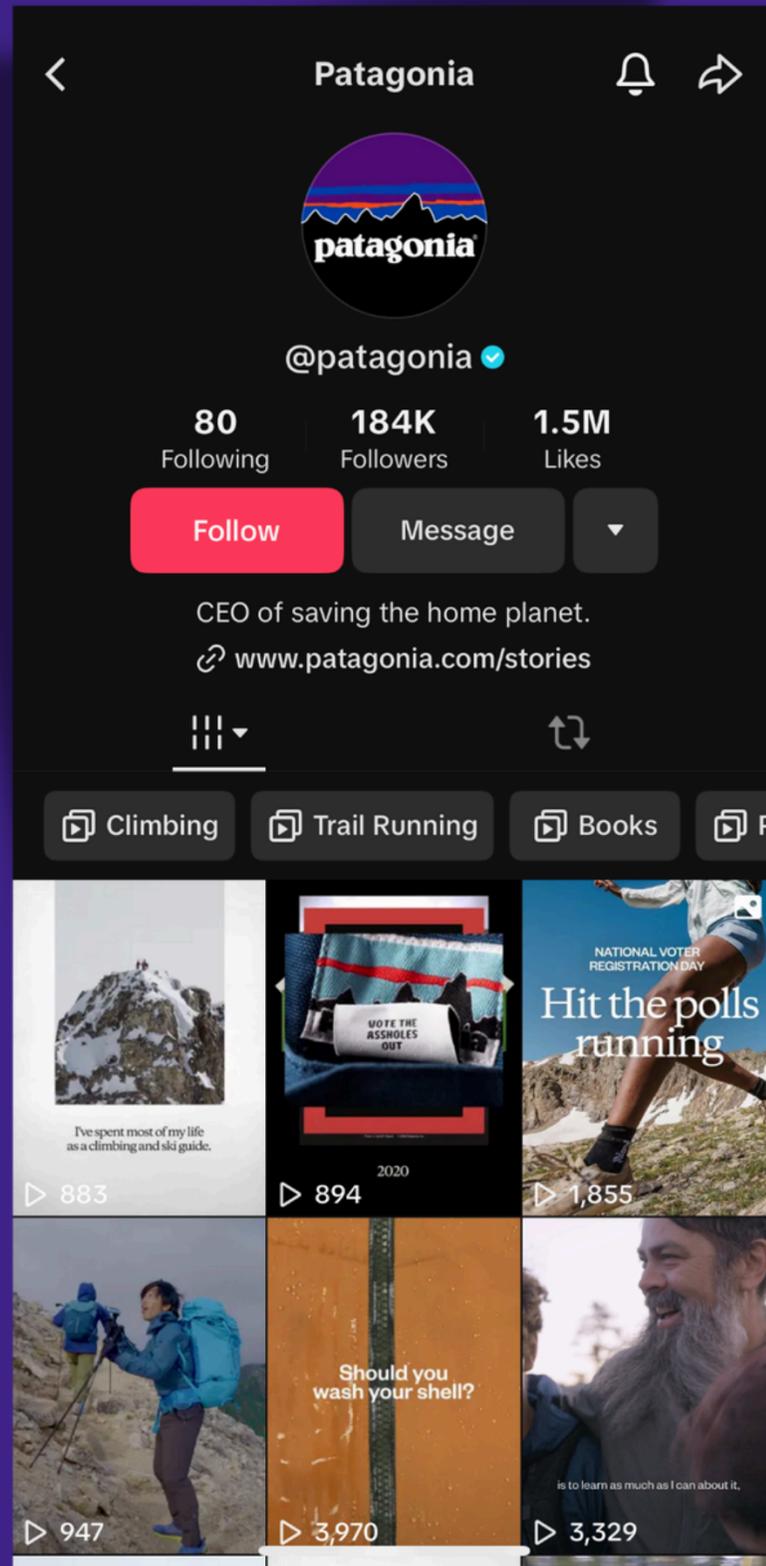
- Welcoming Home page accompanied by inspirational posts.
- Similar to Youtube as there is an abundance of video content but less cinematic and more direct.
- A credible and reputable source that markets its goal rather than its products.



## Tone of Voice

- Professional and descriptive.
- Communicates a sense of urgency through education.
- Strengthens brand image by promoting past events involving former employees and other public figures to substantiate its dedication to environmental awareness.





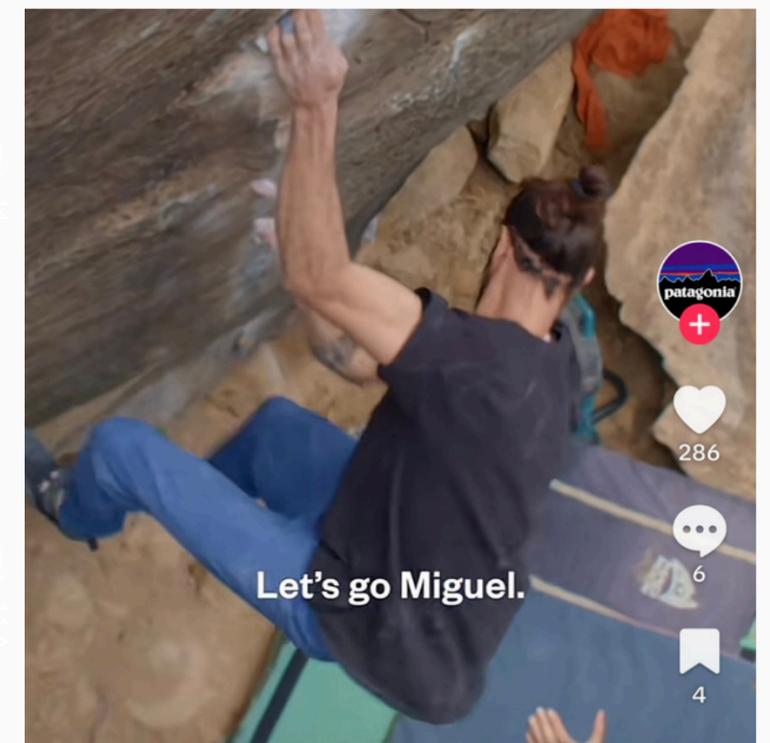
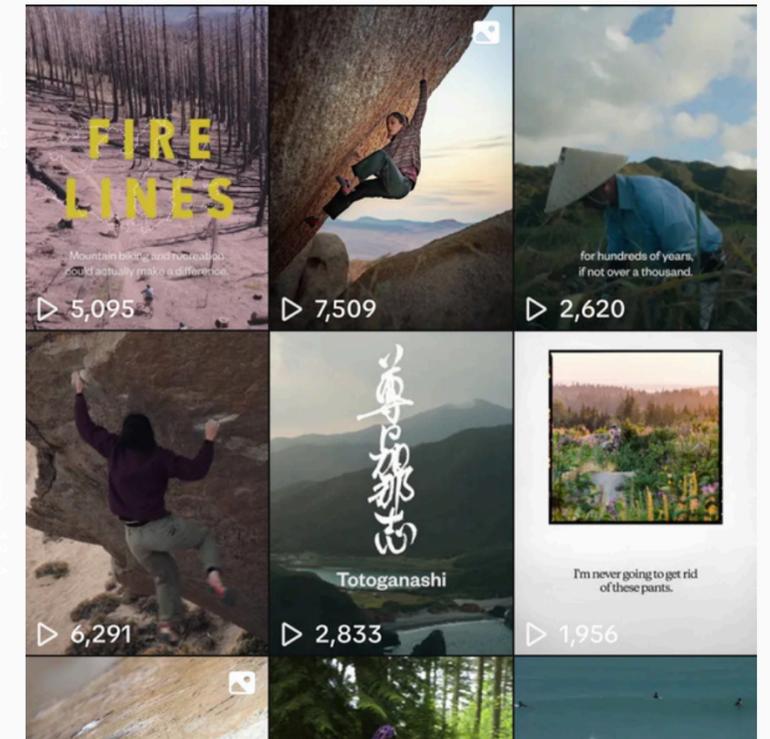
## Look and Feel

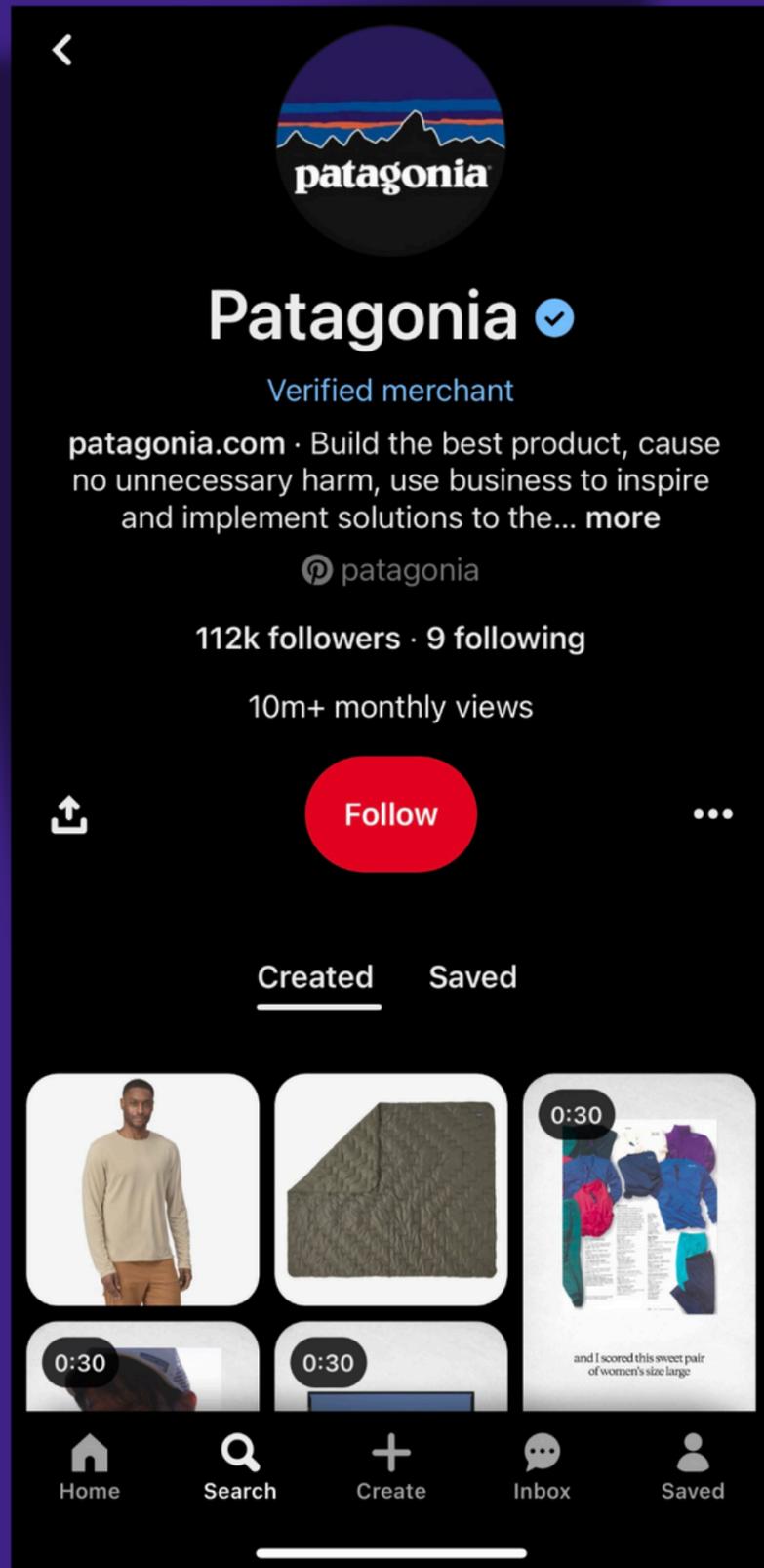
- Trendy, fun, and entertaining.
- Targets the consumer AS WELL AS the cause.
- Colourful and attractive.
- Captivating highlight categories that elicit feelings of thrill, endurance, and peace.



## Tone of Voice

- Bio aligns with the TikTok trend of saying "CEO of..."
- Prioritizes customer storytelling.
- Emphasizes the day-to-day events of an adventurer.





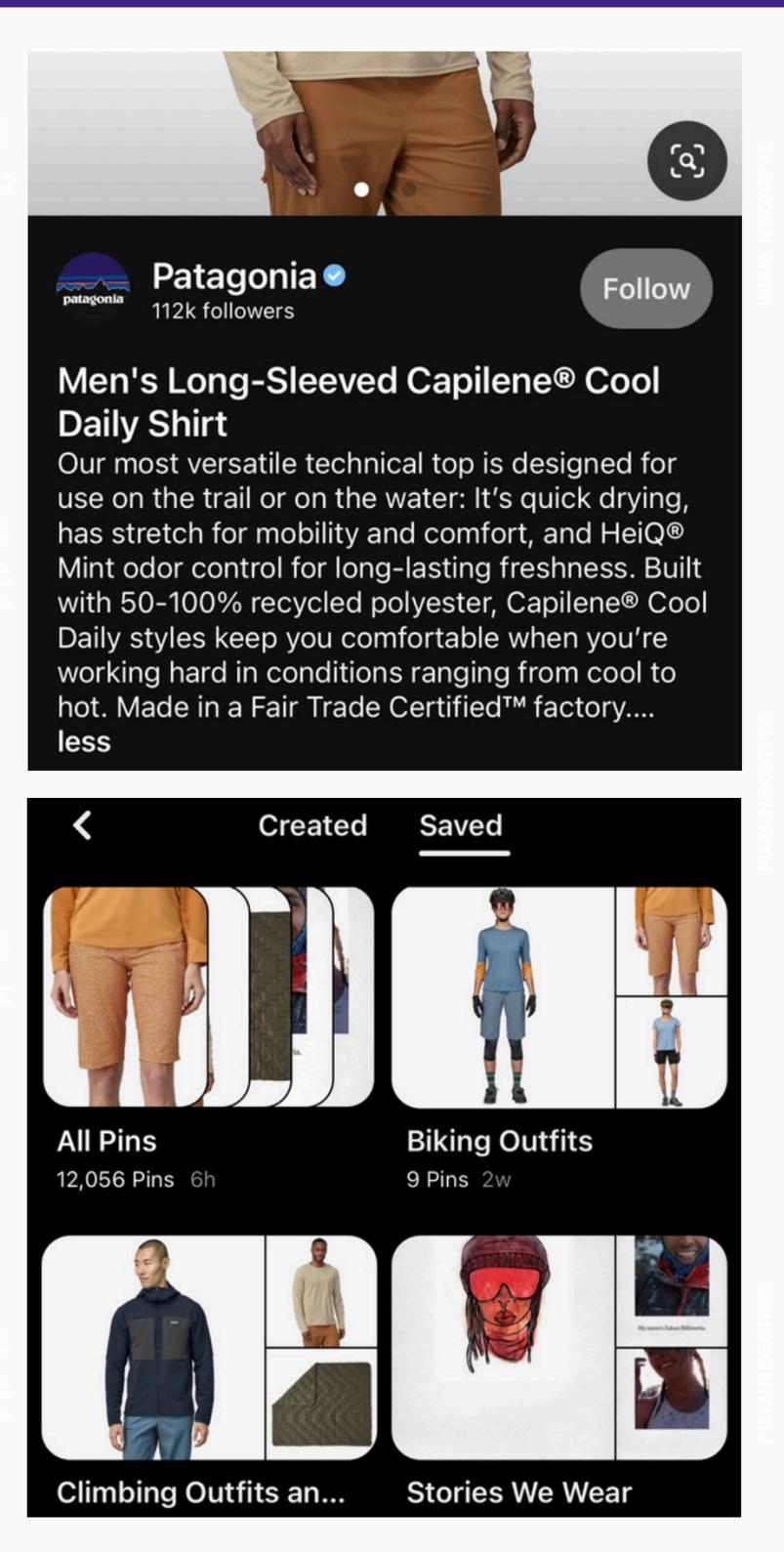
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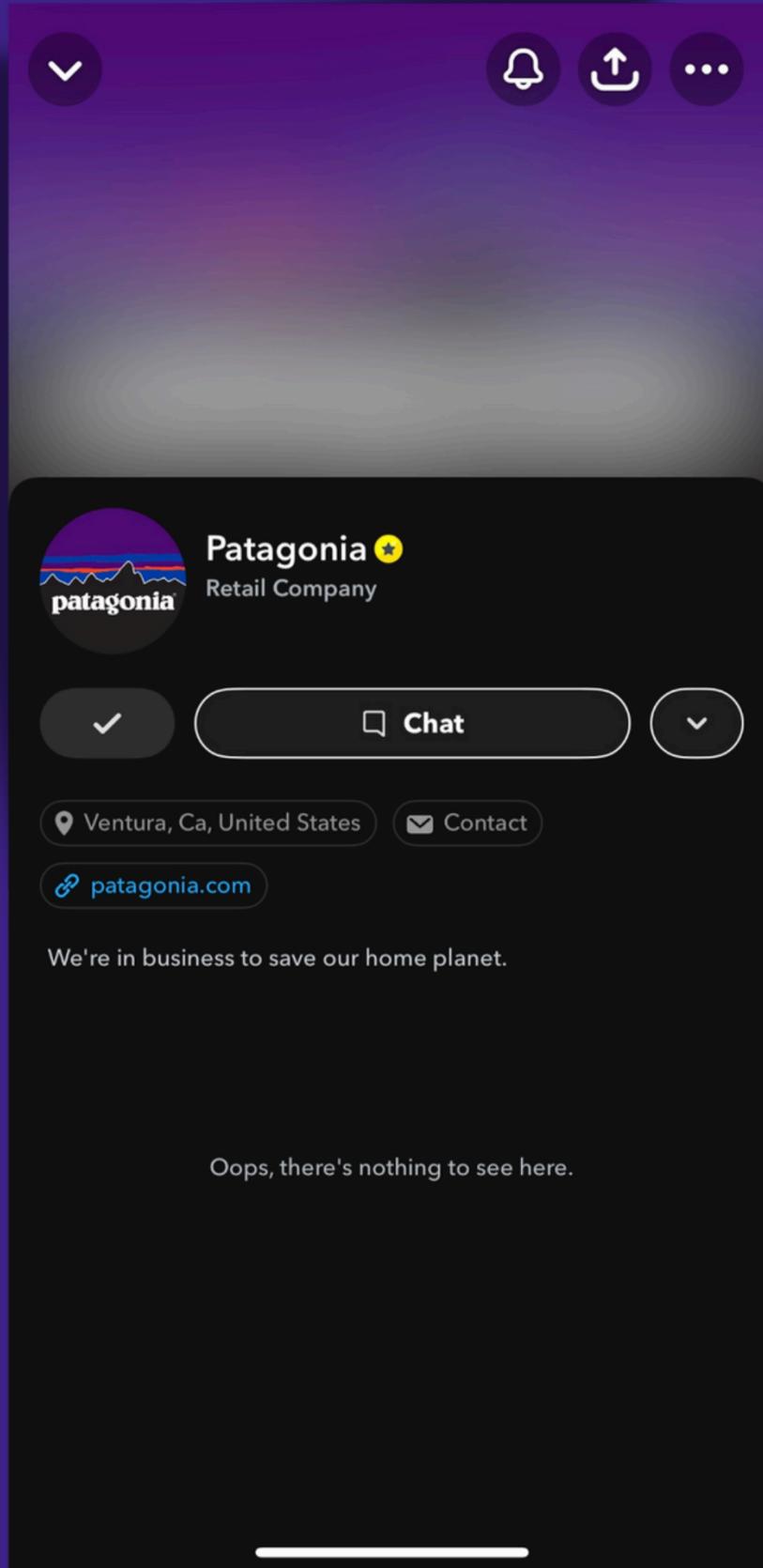
- Minimalist feel — perfect for a platform that is so centred around visuals.
- Revitalizes what the brand offers, not just the cause it supports.
- Outfits pop, enticing users to click.



## Tone of Voice

- Bio has a specific focus on the quality of the product, while still mentioning the brand's environmentalist standpoint.
- Copy hones in on product descriptions rather than the more broad environmental causes.





**Tone of Voice**

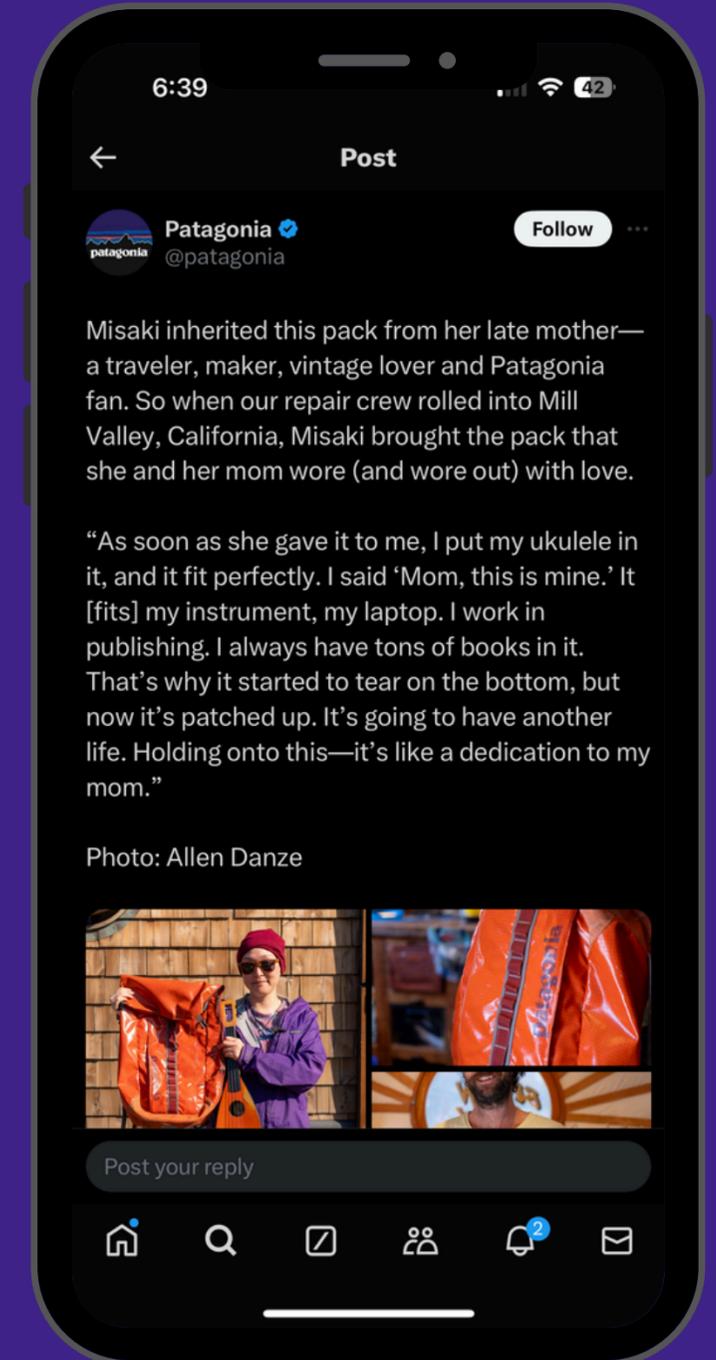
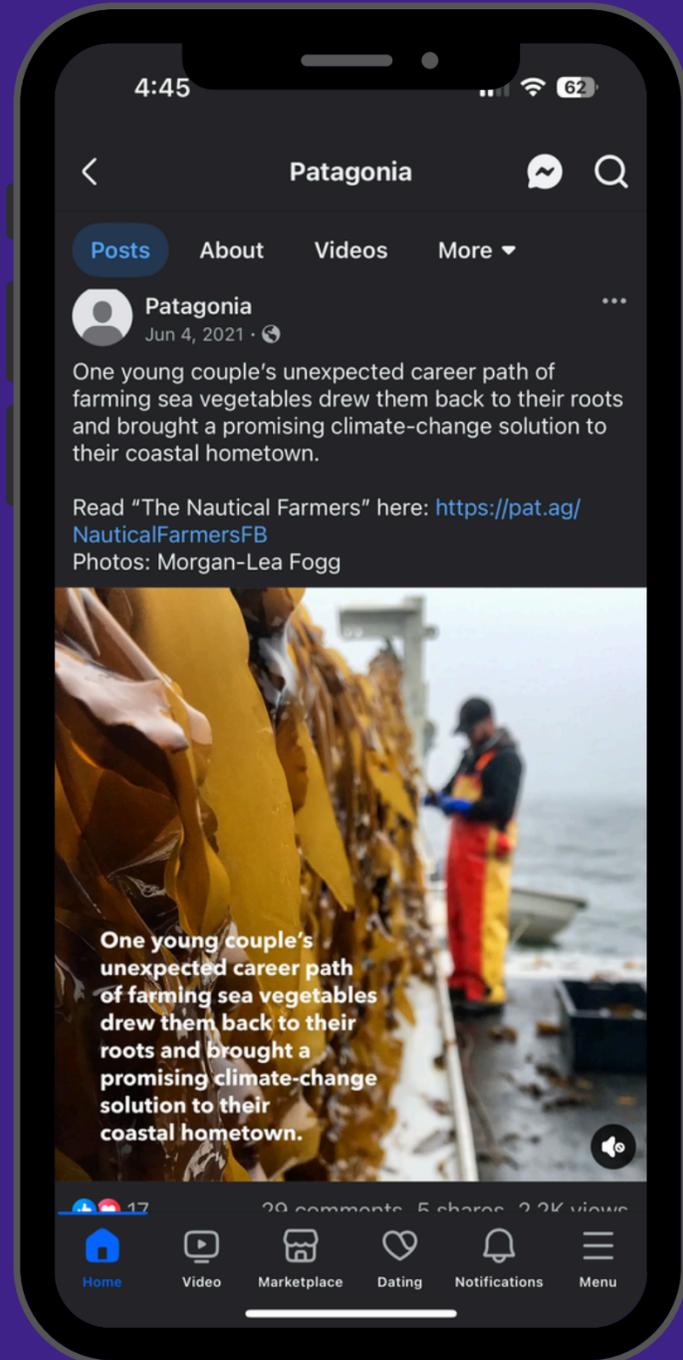
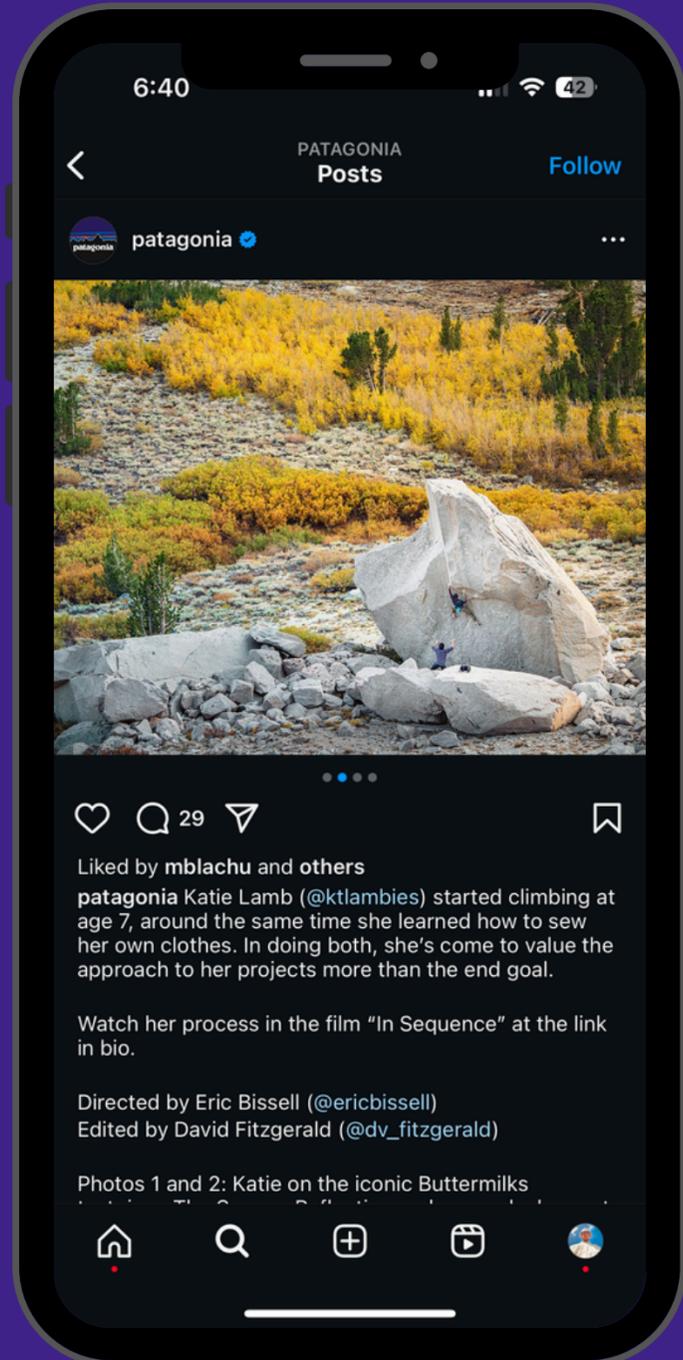
- Bio with all other platforms through.
- No other content to analyze.

**Look and Feel**

- Inactive, bare.
- Link to website is provided to entice users to explore their online presence elsewhere.

# Content & Audience Type





4:47



**Free to Breathe | Nalleli Cobo's Story**  
6.8K views · 3d ago · ...more

Patagonia 468K Subscribe

293 Share Remix Download

Comments 5

What an amazing young lady, very admirable ❤️

**Zehrs**

**Shop new value programs today.**

MIT OF THE MONTH
IN STOCK PROMISE
FRESH PROMISE
PRICE DROP

4:49

Patagonia  
1,081,634 followers  
1w · Edited ·

To save our planet from the climate and nature crises, we must elect leaders who share our sense of urgency. Ahead of National Voter Registration Day in the United States, Patagonia CEO [Ryan Gellert](#) explained Patagonia's 2024 election strategy in the latest post from [The B Team](#): <https://lnkd.in/gzgr373C>



**Saving our planet begins at the ballot box**  
[newleadershipplaybook.org](https://newleadershipplaybook.org)

853 12 comments · 44 reposts

Like Comment Repost Send

Reactions

Comments Most relevant

Tadeusz Szewczyk (Tad Chef) · 1w (edited) ·  
I Am/You are the universe/As above so below. C...  
Most "leaders" trail behind. Are you just a follower who needs someone to lead you? At

Very informative Interesting Great advice

Leave your thoughts here... @ Post

Home Video My Network Notifications Jobs

4:52

Find related content Search



Patagonia Photo · 9-1 23

For decades now, the stuff that makes your waterproof gear waterproof has been made with synthetic compounds known as "PFAS." They're really good at repelling water and oil. Unfortunately they're also good at polluting rivers, impacting human and animal hea... more

Add comment... @ 😊

4:52



Patagonia 112k followers Follow

**The Stories We Wear: Brooklyn Bell**  
"I don't like to take up a lot of space," says Patagonia Ambassador Brooklyn Bell... more

Visit Save Share

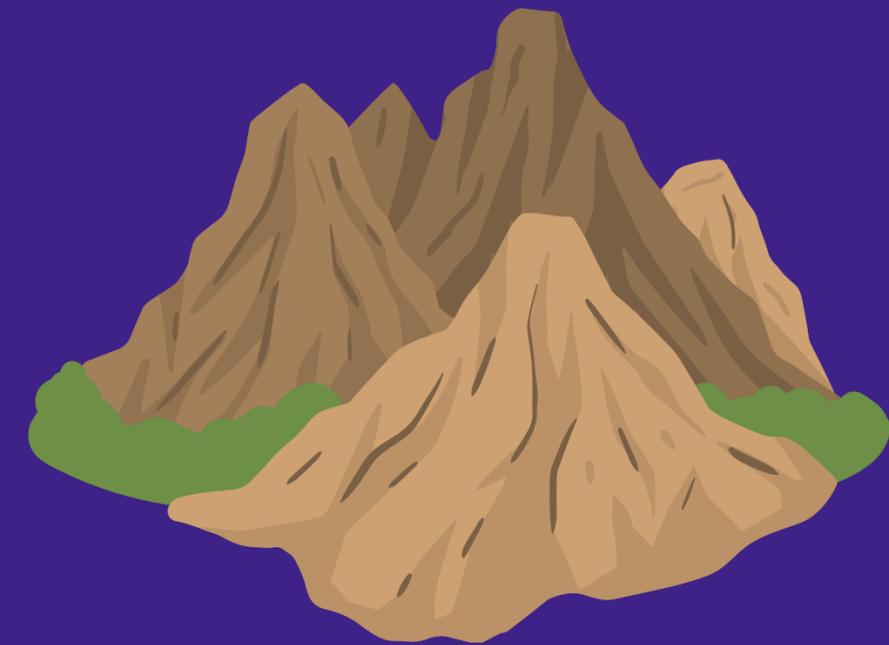
# Observations

- **Content Type: Environment-Based Storytelling**

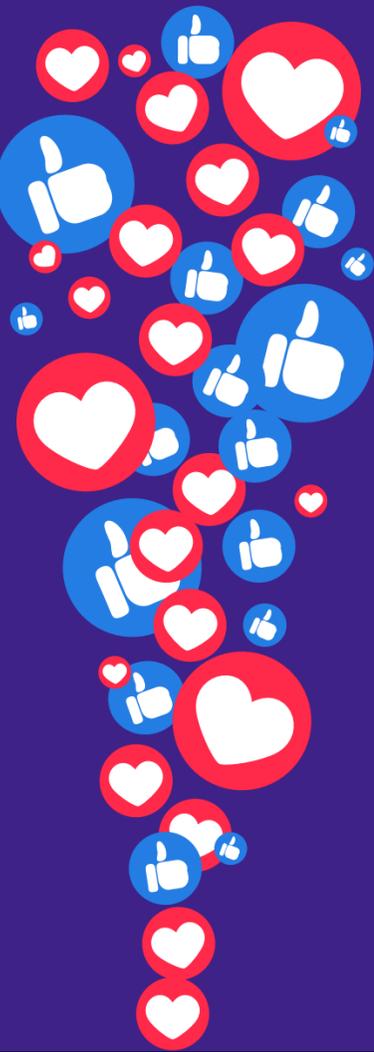
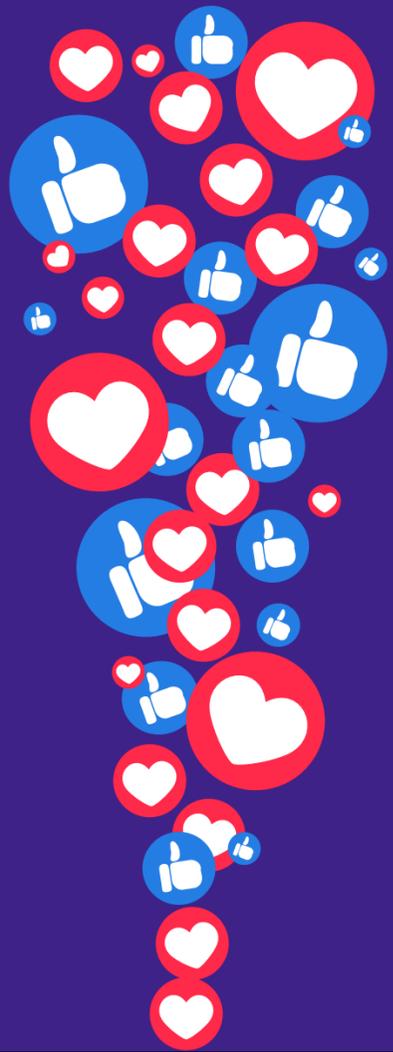
- All content strategically utilizes individuals' personal stories or current environmental issues to position Patagonia as a brand that does not only produce environmentally-friendly clothing, but actively endorses individuals to live their lives as both adventurers and stewards of the earth.

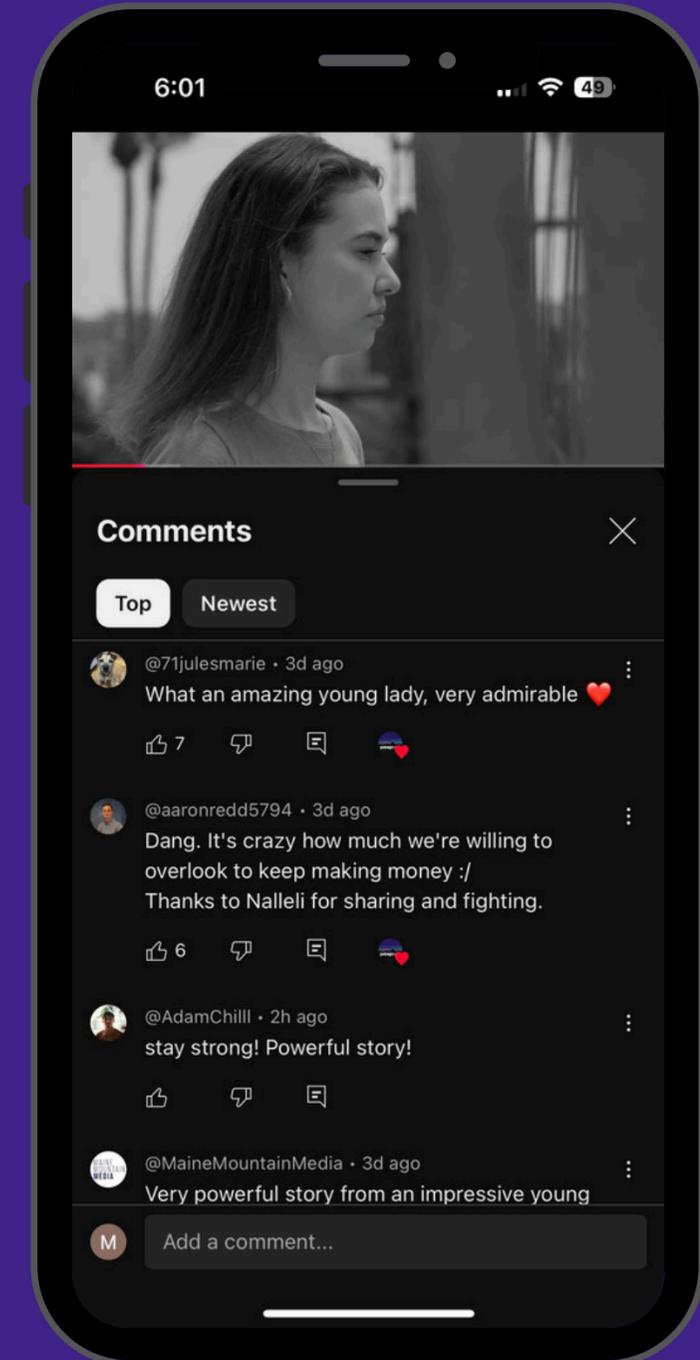
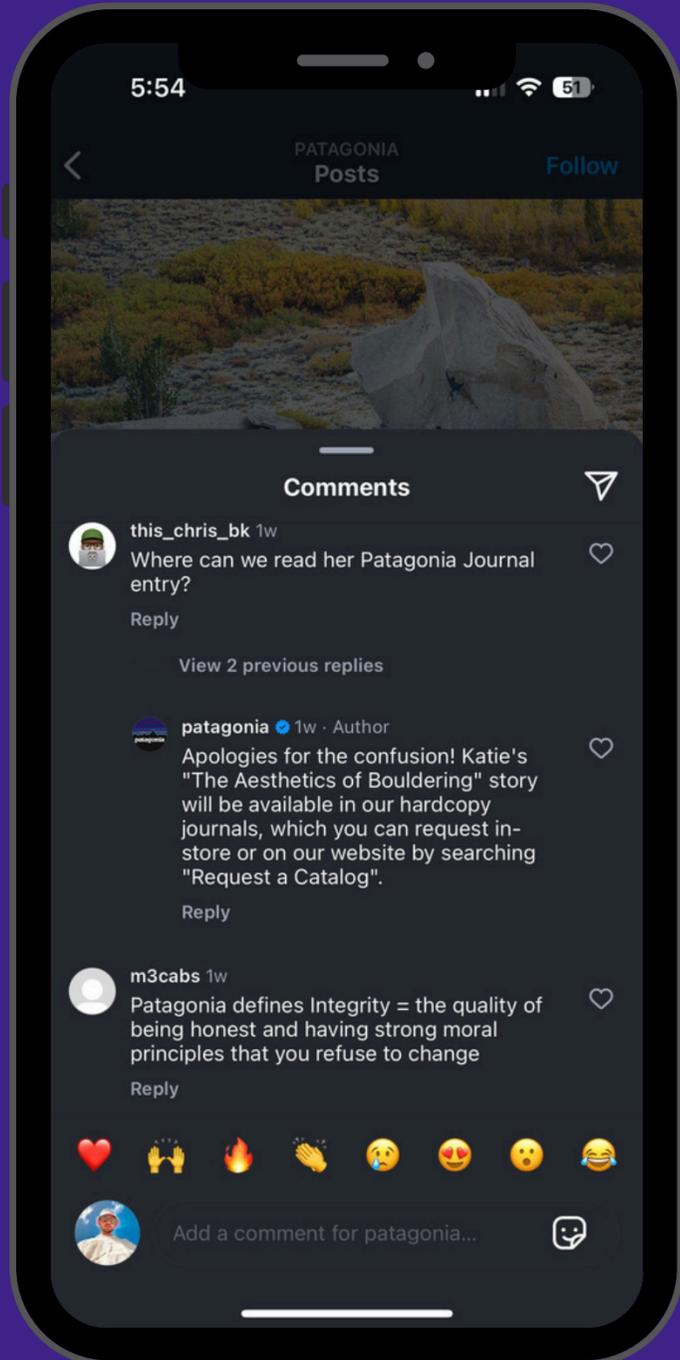
- **Audience Type: The Outdoor Enthusiast or Environmentally Conscious**

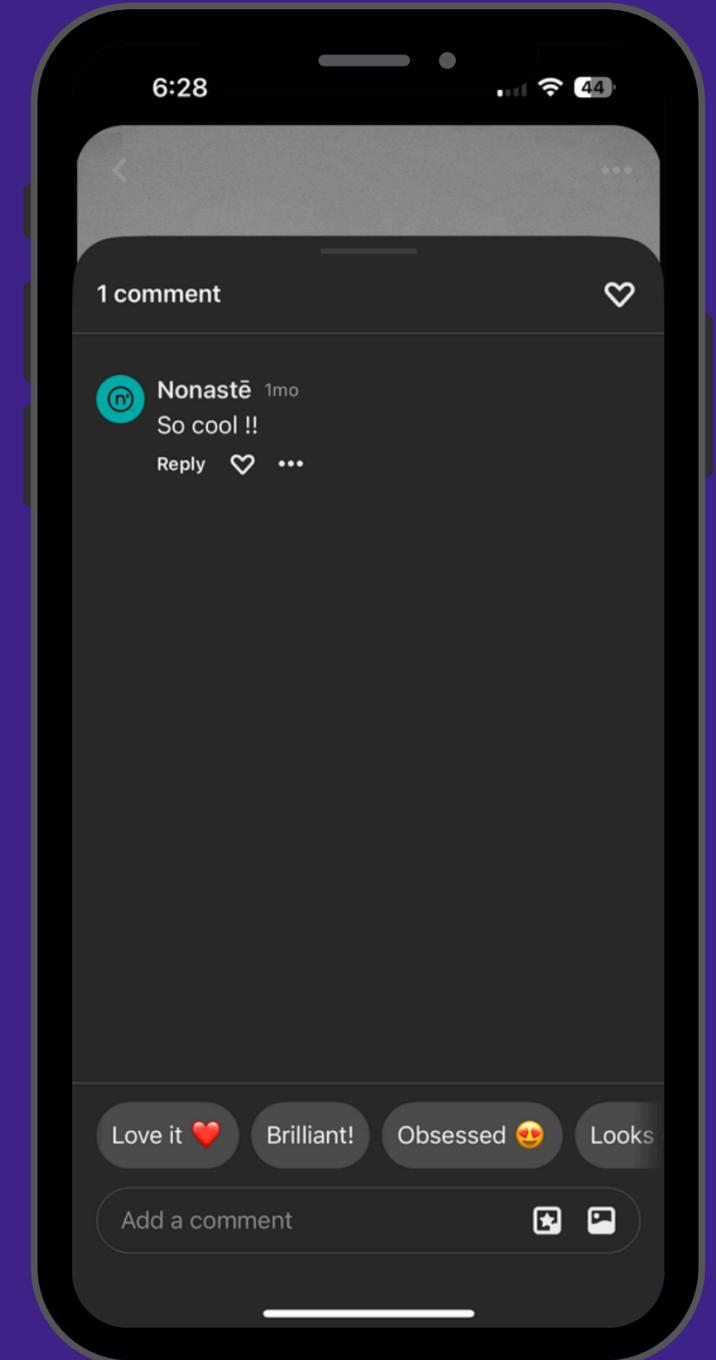
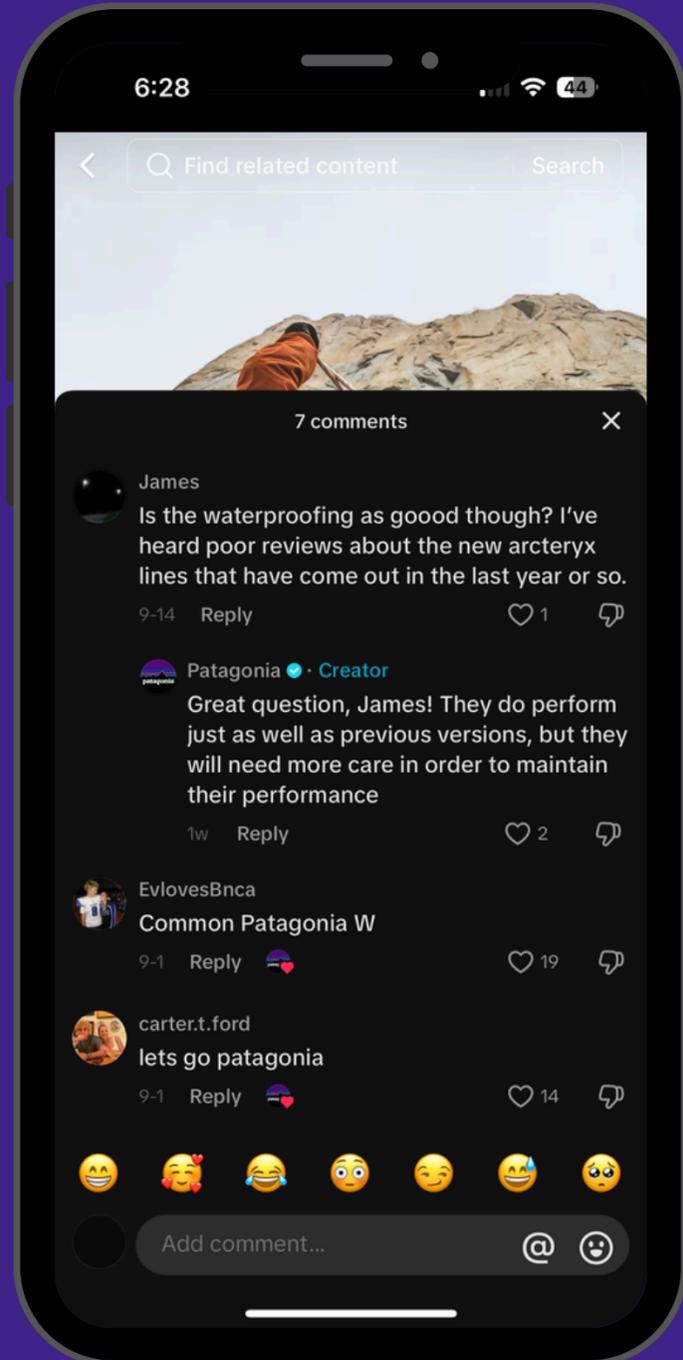
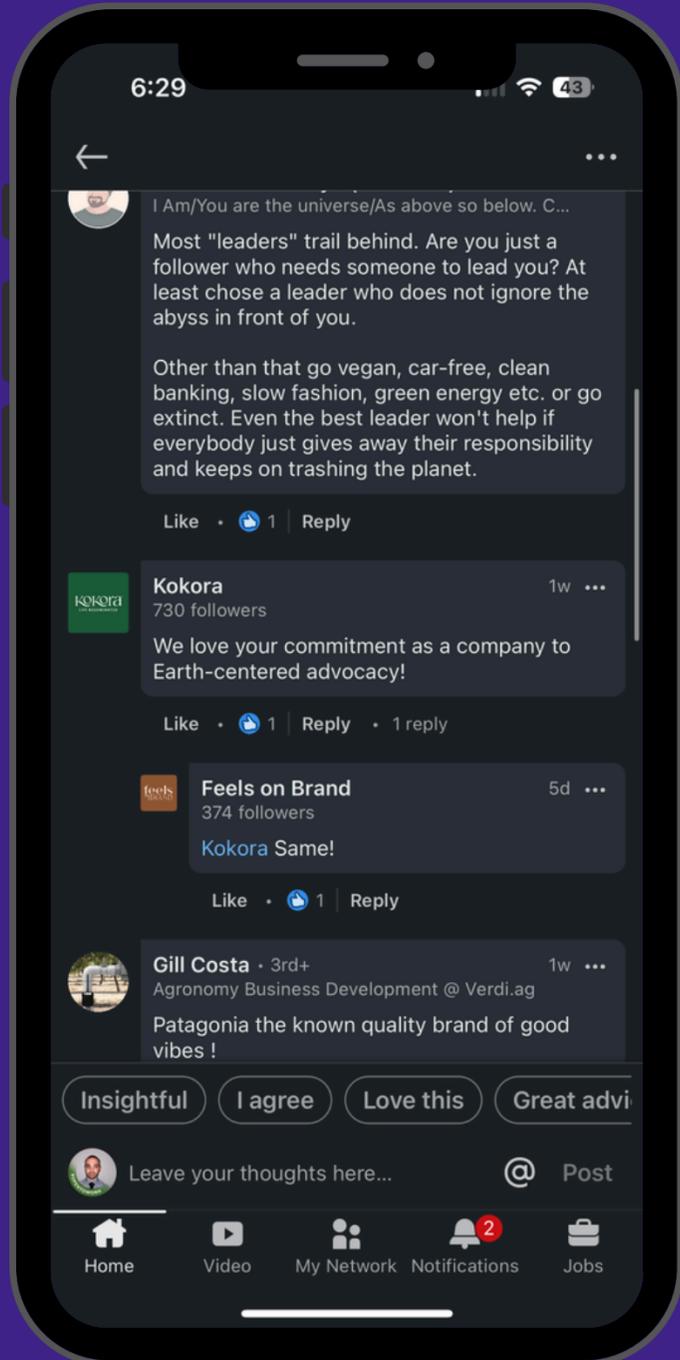
- Through the use of their type of content outlined above, the previous social media post examples illustrate how Patagonia is targeting individuals who are active in outdoor settings, love to travel, and care about their ecological footprint.
- Targeting this broad audience ensures that, even if people do not purchase Patagonia's clothing, they can still engage with their social media and support their primary cause — Earth's rehabilitation.



# Engagement & Comments







# Observations

- Generally, on the majority of platforms, the engagement Patagonia receives through likes and comments is positive.
- Most comments consist of positive remarks or statement about the brand.
- Followers always react positively to real individual stories, strengthening Patagonia's online identity.
- Patagonia replies to any customer inquiries promptly.
- The brand tends to ignore negative comments to mitigate further backlash.

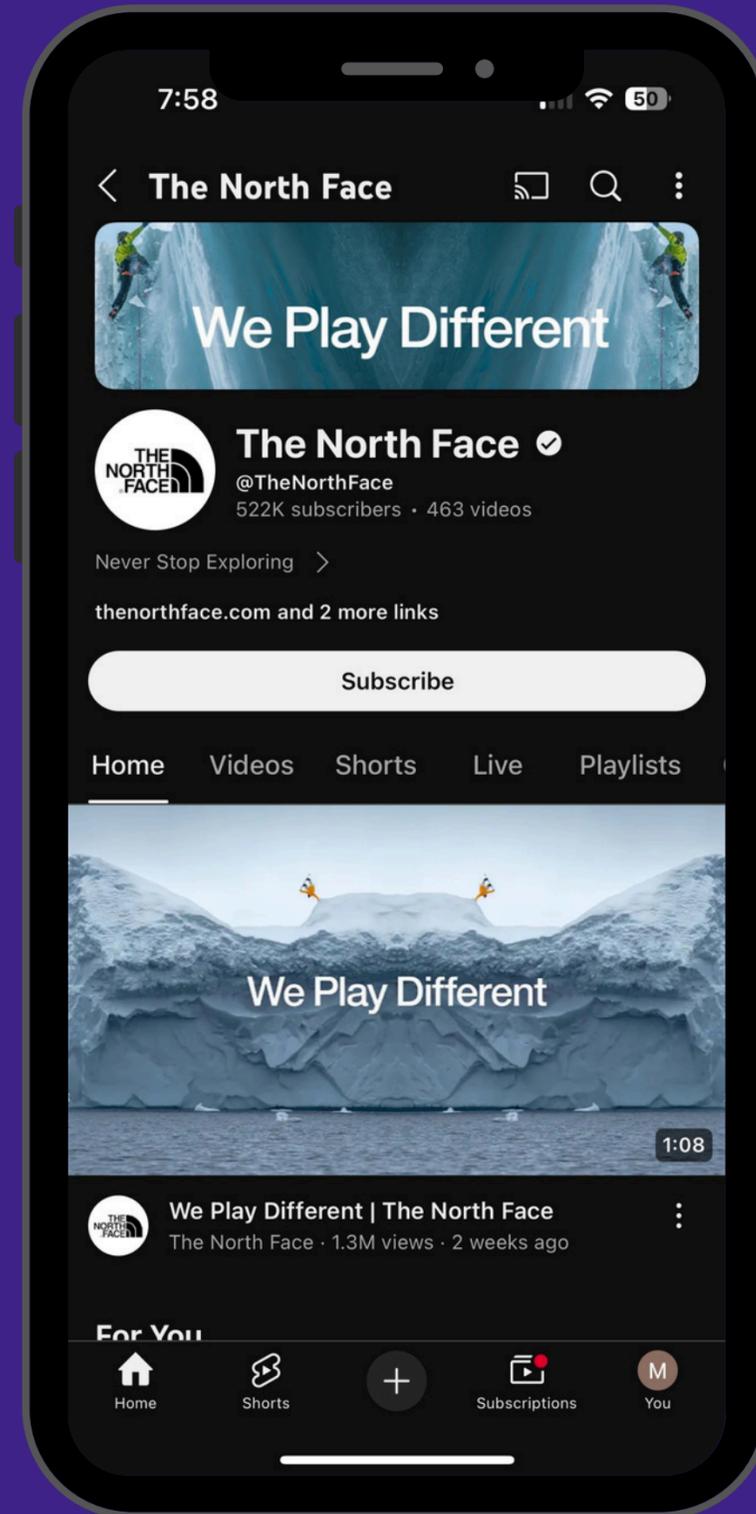
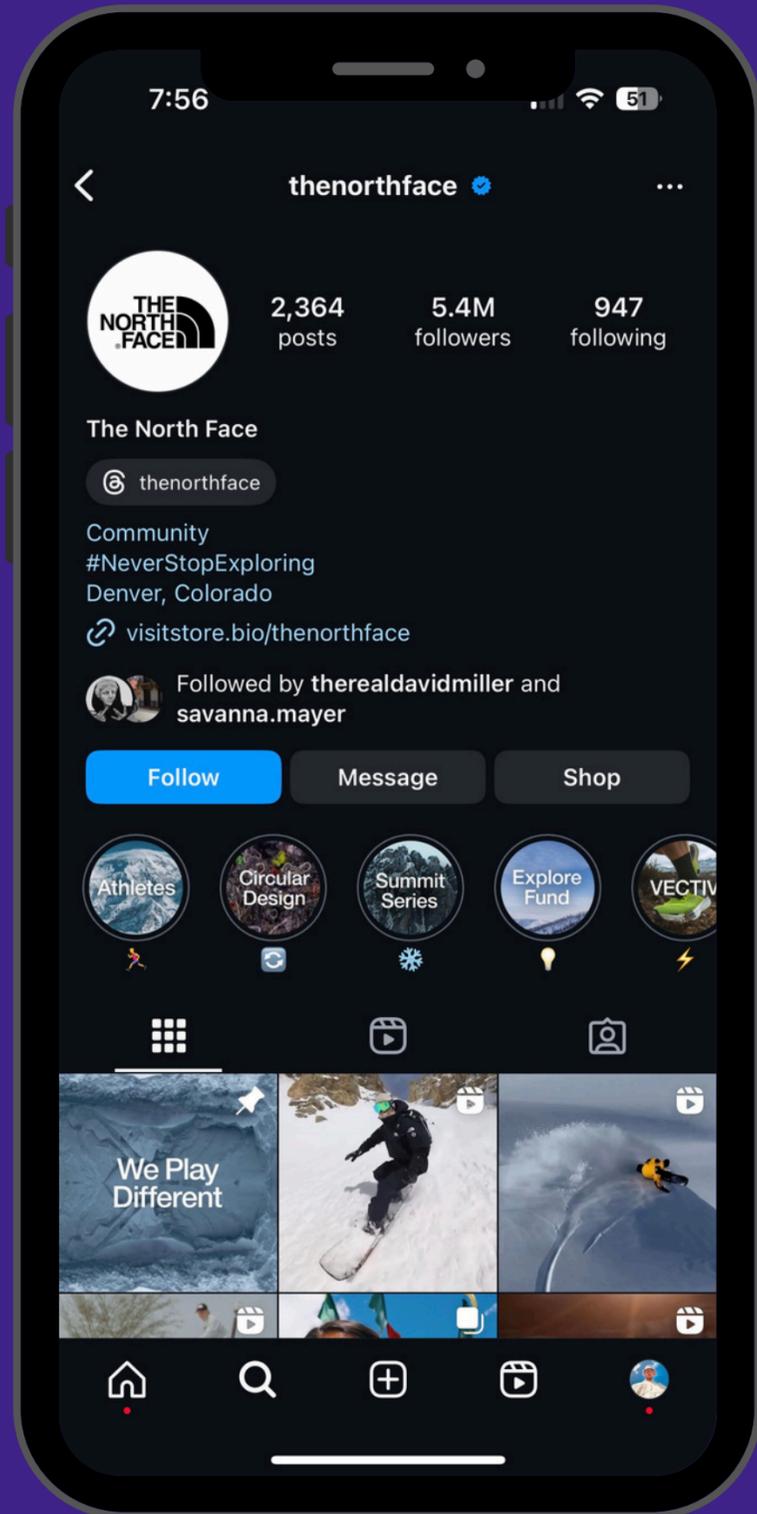


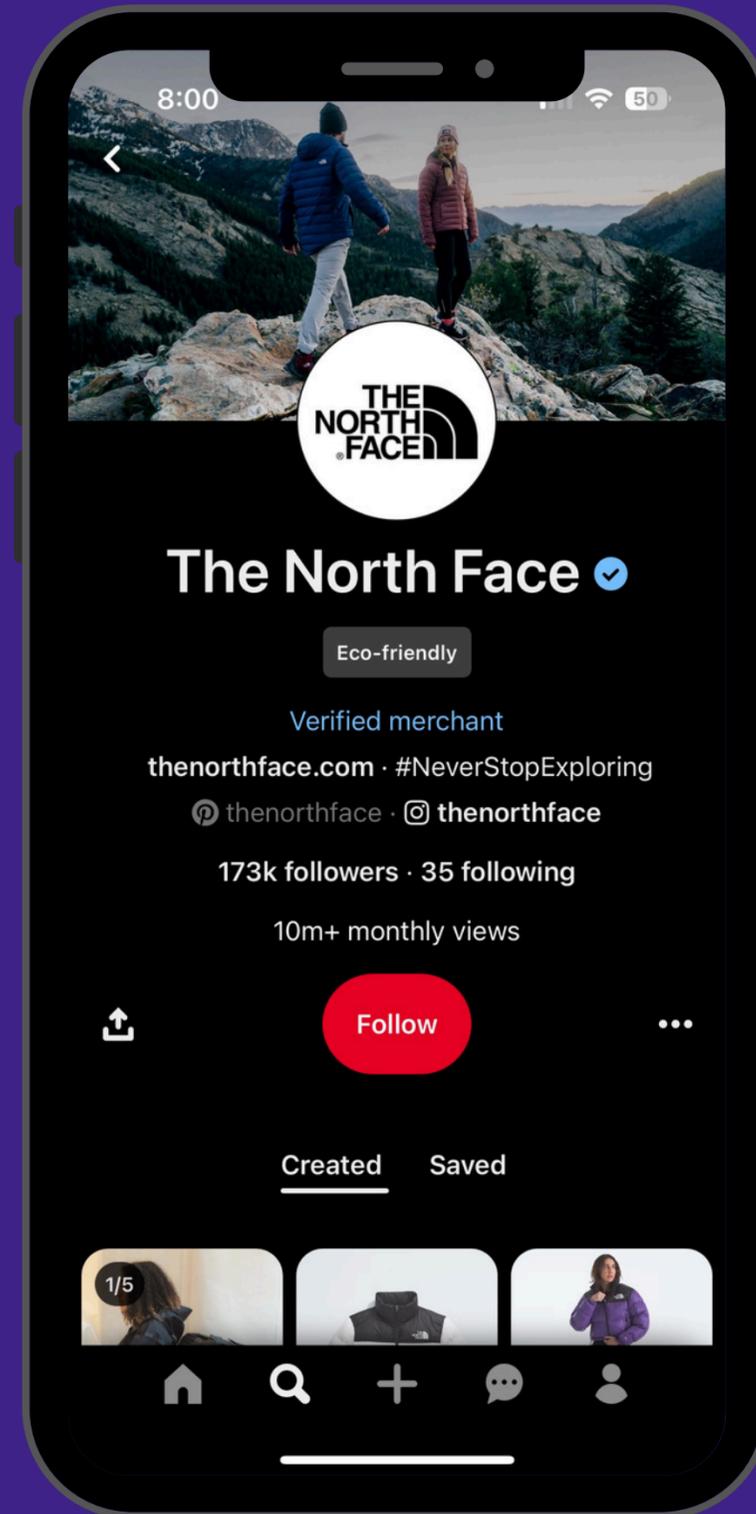
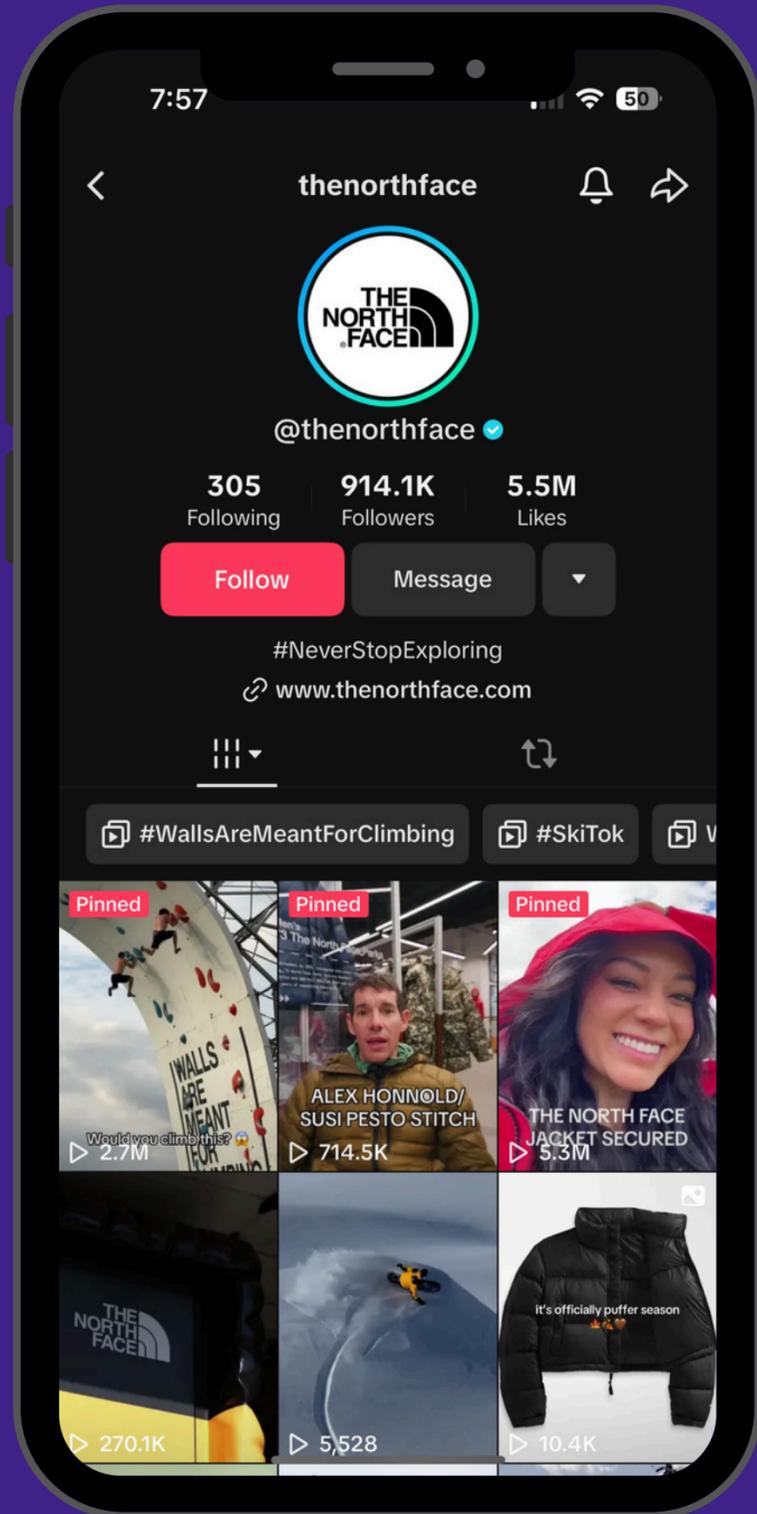
# Competitors



**THE  
NORTH  
FACE** 

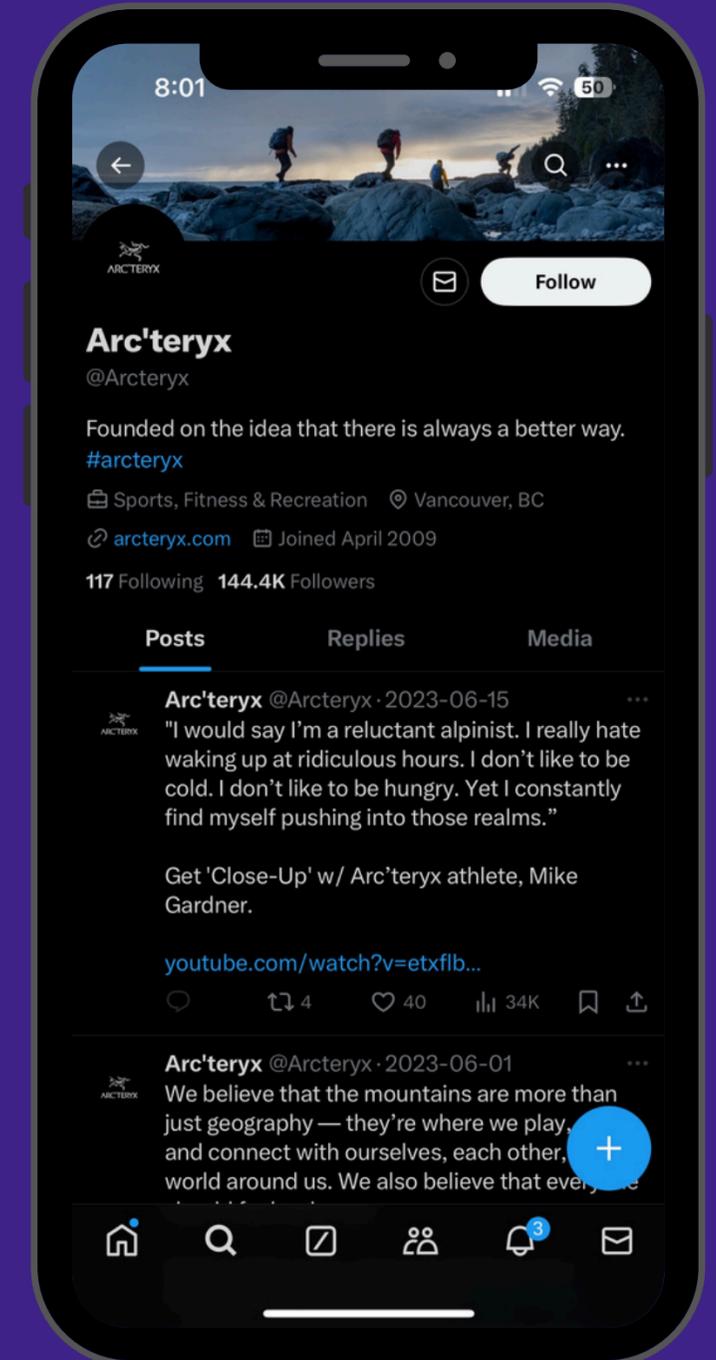
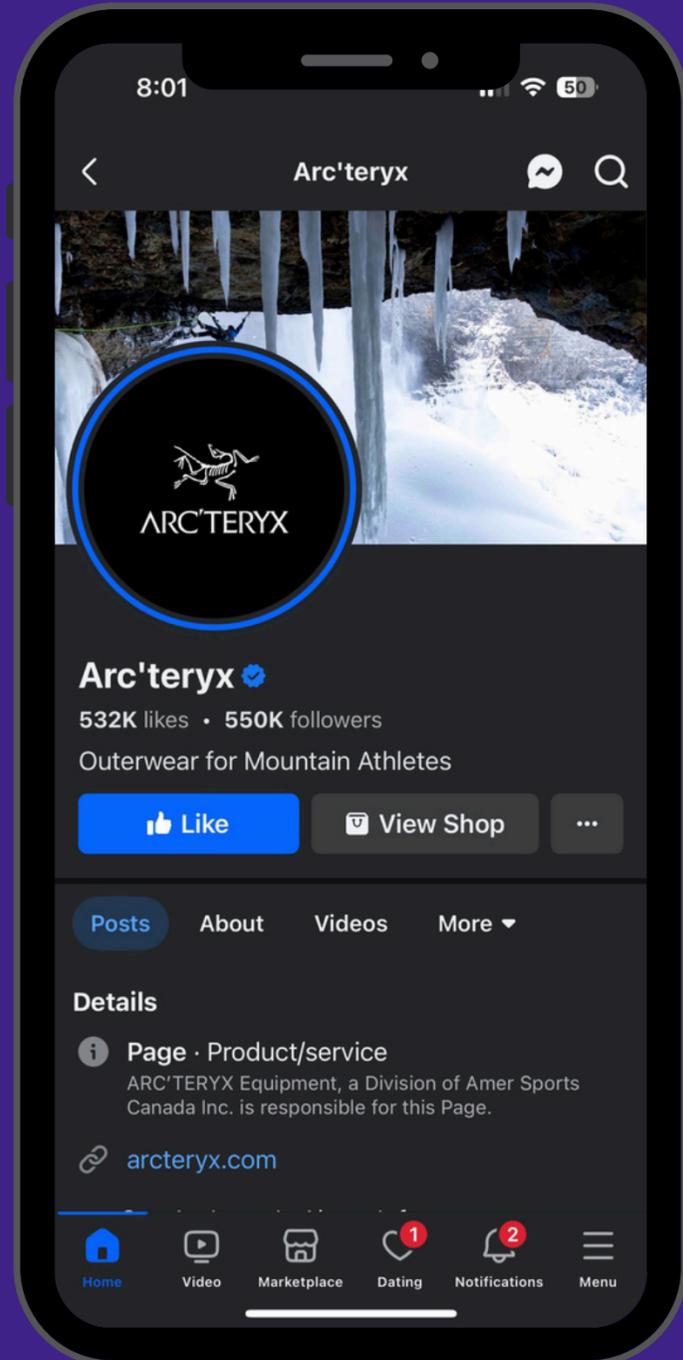
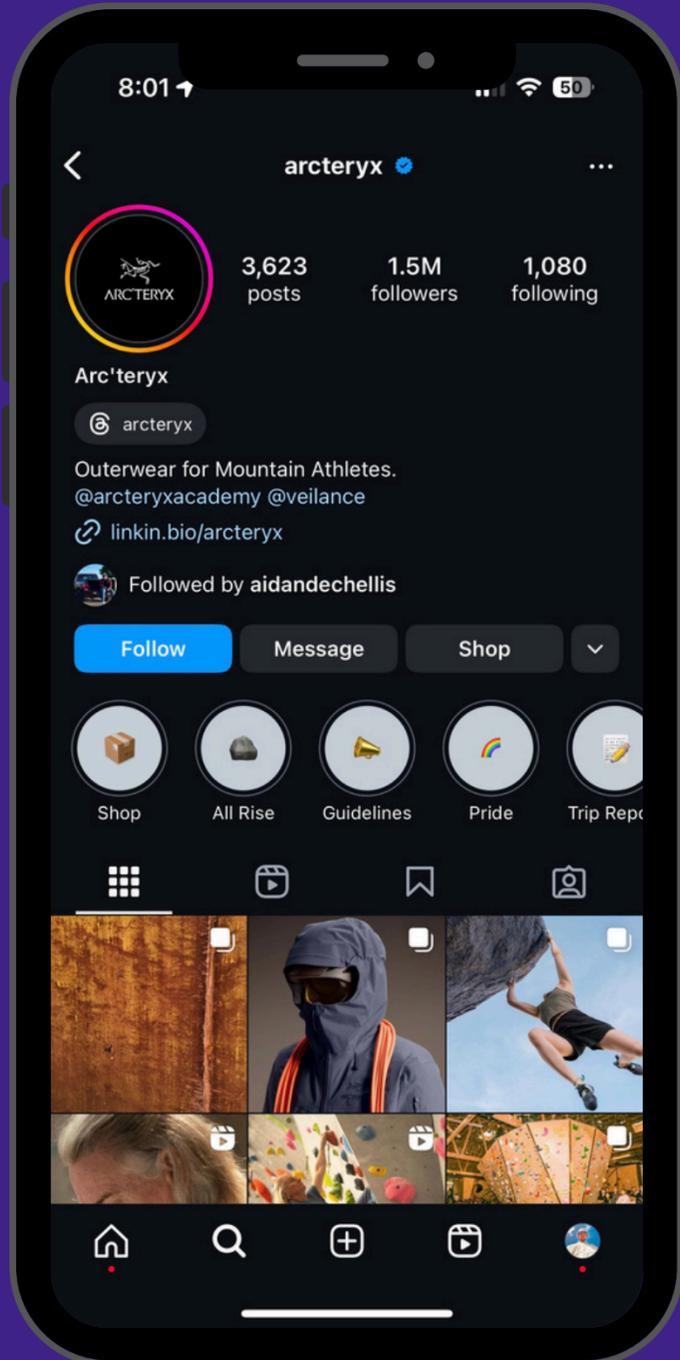
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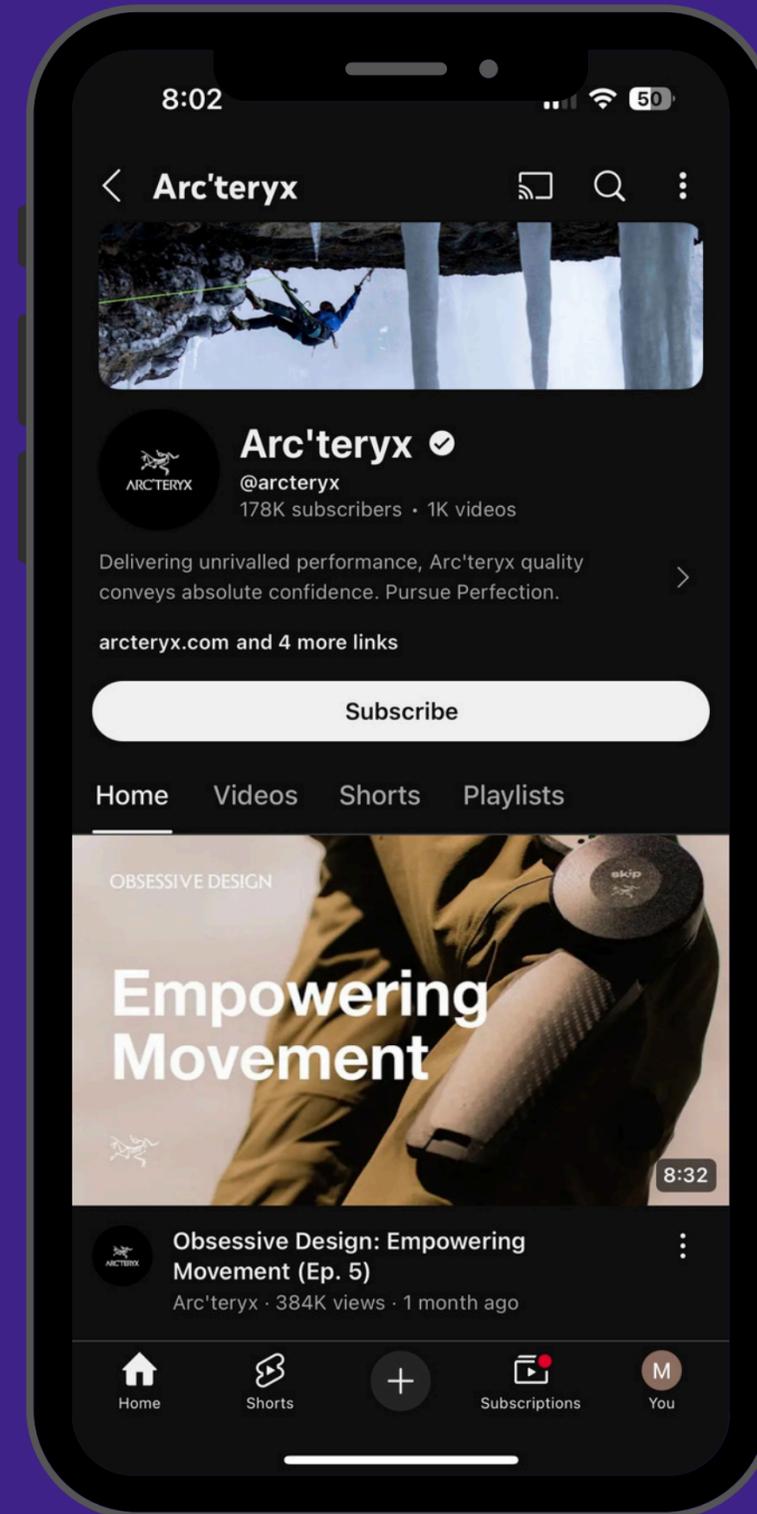
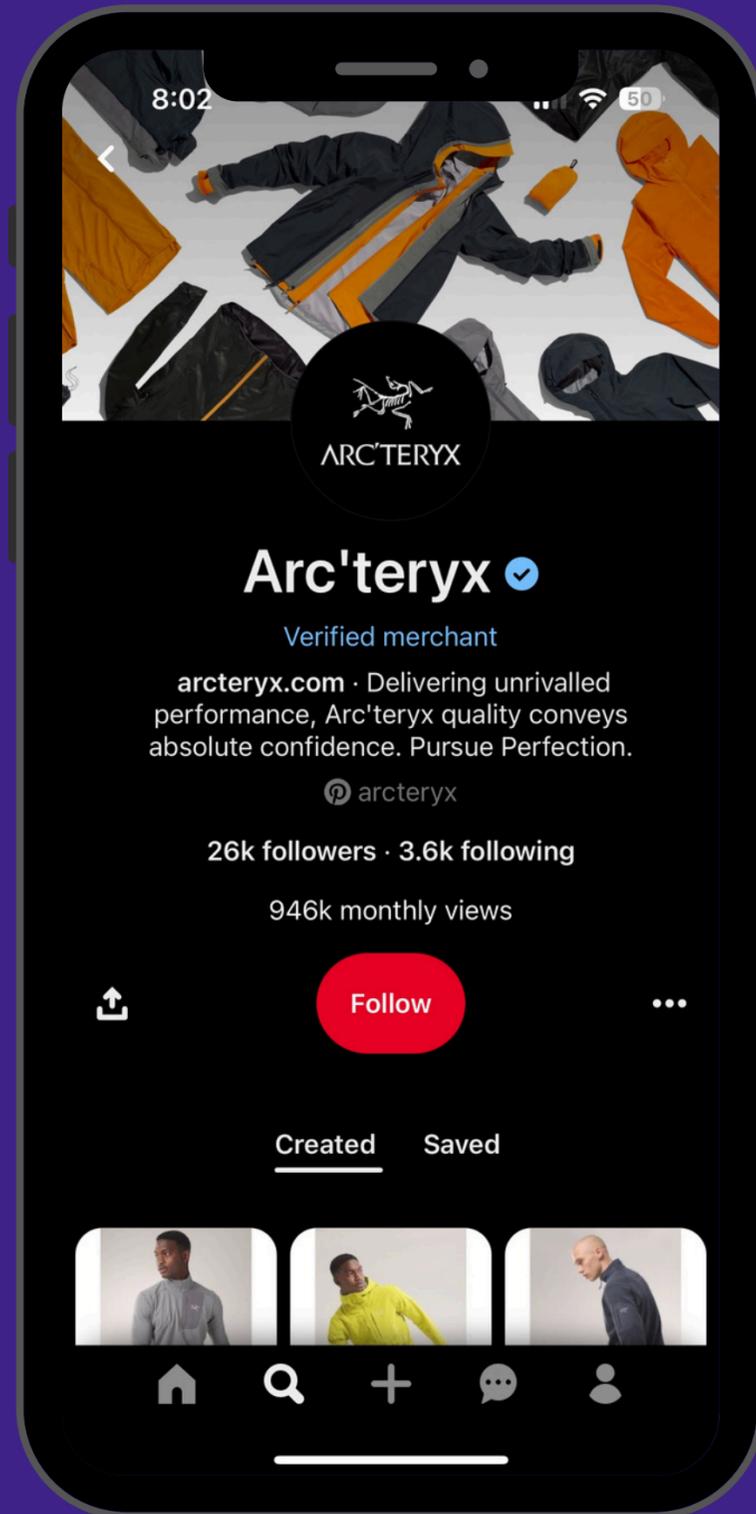






ARC'TERYX





# Observations

- Both major competitors are present on almost the same platforms.
- Patagonia and both competing brands present similar messaging to their adventurous, environmentally-conscious audiences that centres around exploration, preservation of goods, and quality clothing.
- All visuals utilized by Patagonia and both competing brands are all attractive, but struggle to differentiate from each other due to their similar goals as organizations.





# Patagonia

## Moving Forward



# Suggestion #1: Showcase Clothing

- While still keeping environmental values prevalent, showcase the clothing on socials to make individuals aware of what is being sold.
- Although the bio on all socials is powerful and inspiring, it can perhaps be misleading to individuals who are unaware of what Patagonia is and what they sell.
- A potential alternative bio could be: "We're in business to save our home planet and to equip you for your adventures."



# Suggestion #2: Harness the Power of TikTok



- Patagonia's TikTok presence and following is insufficient compared to one of its primary competitors (The North Face).
- Increase Patagonia's TikTok following through the use of User Generated Content to captivate more audiences in an authentic way.



# Suggestion #3: Post Stories



- By frequently posting stories on platforms like Facebook, Instagram, and TikTok, Patagonia can further increase online engagement by enticing followers to interact with the content in different ways.
- Whether it be through polls, sliders, or links, Patagonia can strategically utilize stories on several platforms to get ahead of algorithms and attract more followers.

≡ POLL