

# field trip!

2015



SPONSORSHIP  
CASE STUDY

TOMS

FIELD TRIP IS A SUMMIT CREATED FOR THOSE WHO WANT TO GROW THEIR BUSINESS, EXPAND THEIR UNIQUE VOICE, CONNECT WITH THE COMMUNITY, AND EXPLORE THE NEW FRONTIER OF PHOTOGRAPHY AND IMAGE CREATION.





# EVENT OVERVIEW

**EVENT** — Yeah Field Trip

**DATE** — March 5-9, 2015

**LOCATION** — El Capitan Canyon, California

**ATTENDEES** — 400 attendees + 100 speakers

**SPONSOR** — TOMS

**GIFTING** — TOMS Bags  
TOMS Eyewear  
TOMS Roasting Co. Espresso  
and Drip Coffee Bar



# GOALS AND OBJECTIVES



The TOMS x Photo Field Trip sponsorship was designed to introduce TOMS Bags in a receptive and engaging environment, and to familiarize the 400+ attendees with the varied aspects of the TOMS brand such as its Eyewear line and coffee Roasting Co. By gifting premium products in a personal and engaging manner, TOMS would not only establish a rapport with a large number of influential creatives, but they would also receive an unparalleled caliber of social media exposure due to the photographic nature of the event.

## SPECIFIC OBJECTIVES INCLUDED:

- Social media exposure for the new products via the hashtag #TOMSbags
- Spread awareness of the TOMS One for One mission via personal engagements of the four TOMS representatives on site
- In turn, influence positive social media reportage and propagate the mission of One for One
- Establish a rapport amongst creatives, creating a network which can be drawn upon for future collaborations and partnerships
- Leading to, during, and after the event, cross-promotion of TOMS and Photo Field Trip to effectively grow the influence of each brand amongst compatible audiences



# MARKETING BENEFITS

A summit of professional, brand-conscious photographers creates the perfect storm of high-quality, high-engagement exposure. Many of these photographers have massive social media followings, which puts them in direct and voluntary contact with a TOMS-friendly demographic.

**PHOTO FIELD TRIP CREATES MOMENTS** which are impeccably captured and transcribed into social media output on a moment to moment basis, fostering organic excitement and authentic brand advocacy throughout each attendee's network. **WE LIVE IN AN IMAGE-CENTRIC WORLD**, especially with regard to marketing. Field Trip provides a platform for the brand to be articulated through imagery in the best way possible: all of the vibrance of professional photography combines with the organic, voluntary engagement of individual social media personalities to create an awareness that is both on-brand and authentic. Since each attendee received a TOMS Bag and proceeded to use it throughout the weekend, social media coverage of the product exploded. The same was true for TOMS Eyewear and TOMS Roasting Co. - everyone loves to take photos of sunglasses next to a latte. It was so grammable people were almost breaking down.

## ADDITIONAL PERKS FOR TOMS INCLUDED:

- Photo Field Trip official gift bag
- 4 Photo Field Trip passes (\$2,800 value)
- Screening of the TOMS Bags video in front of the entire group of 400
- Onsite signage and Eyewear Pop-up
- Official website promotion



# EXPERIENTIAL OVERVIEW

The four day Photo Field Trip summit created an outlet for the introduction of the latest TOMS One for One campaign via the organic interaction of attendees and products. 400 creatives came to learn and collaborate amongst like-minded people, a context perfect for the seamless integration of the TOMS mission. The event fostered and propagated familiarity with the campaign, starting with a screening of the TOMS Bags video and followed by a personal presentation of TOMS Bags. Campers were encouraged to “Join the movement,” participating throughout the weekend via the hashtag **#TOMSBAGS**.



TOMS achieved further product exposure by gifting a pair of **TOMS EYEWEAR** to each attendee. A pop-up display operating throughout the 4 day event allowed each camper to try on different styles and engage with the brand. Campers also enjoyed complementary coffee every morning from **TOMS ROASTING CO.**, which was unsurprisingly a welcome addition to both stomachs and photos.

In sum, Photo Field Trip was an ideal platform to propagate TOMS messages, not only through product engagement but also through personal interaction between TOMS ambassadors and creatives. Such relationships bode well for future collaborations and spur positive, personal social media exposure.



TOMS

# TOMS BAGS



Field Trip is acutely aware of the finer details surrounding a product's presentation. TOMS brings the brand, but Field Trip brings the engagement in a unique way. For Field Trip, it's not just receiving free stuff; it's about understanding the importance of this backpack.

The small details of presentation turn a brand into a human effort, emphasized by the individual handing out of backpacks. **FIELD TRIP MAKES IT THEIR GOAL TO HUMANIZE THE PRODUCT**, acting as the personal arm connecting the brand to individual people.

# TOMS BAGS ACTIVATION

From the outset of the event, it was immediately made clear that TOMS was an integral part of the mission of Photo Field Trip, and vice versa.

At the welcome dinner, Field Trip founder Whitney Chamberlin gave a heartfelt speech explaining the interconnectedness of Photo Field Trip, its attendees, and the TOMS One for One mission. This personal introduction made the subsequent 90 second TOMS Bags video all the more powerful for the campers - the message resonated so strongly that it moved some to tears. A final slide encouraged everyone to “tag #TOMSbags this weekend to be part of the movement.”

Following the video, Field Trip staff hand-delivered a TOMS waxed canvas backpack to each attendee. Inside the backpack was further information about the movement, which encouraged social media engagement throughout the weekend and beyond.



# TOMS EYEWEAR



In the same way that the hand-conferring of backpacks stoked personalized engagement with the product and the movement behind it, the TOMS Eyewear pop-up was designed to humanize the the brand via person-to-person interaction and learning. The benefits of this pop-up would be mutual: while each attendee would receive a free pair of TOMS sunglasses, TOMS would promote awareness of the Eyewear brand and of the mission behind it, introduce a new style to a **RECEPTIVE AND EXCITED AUDIENCE**, and **NETWORK WITH CREATIVES** who would help extend the reach of the brand to new and equally thrilled audiences.



# TOMS EYEWEAR ACTIVATION

The TOMS Eyewear pop-up was active every day at breakfast and lunch. During these windows, campers could browse the Eyewear styles, talk with the TOMS representative, and finally pick a pair of free sunglasses for themselves. As with the backpacks, each product package bore a #TOMSEyewear stamp to encourage social media engagement throughout the weekend.



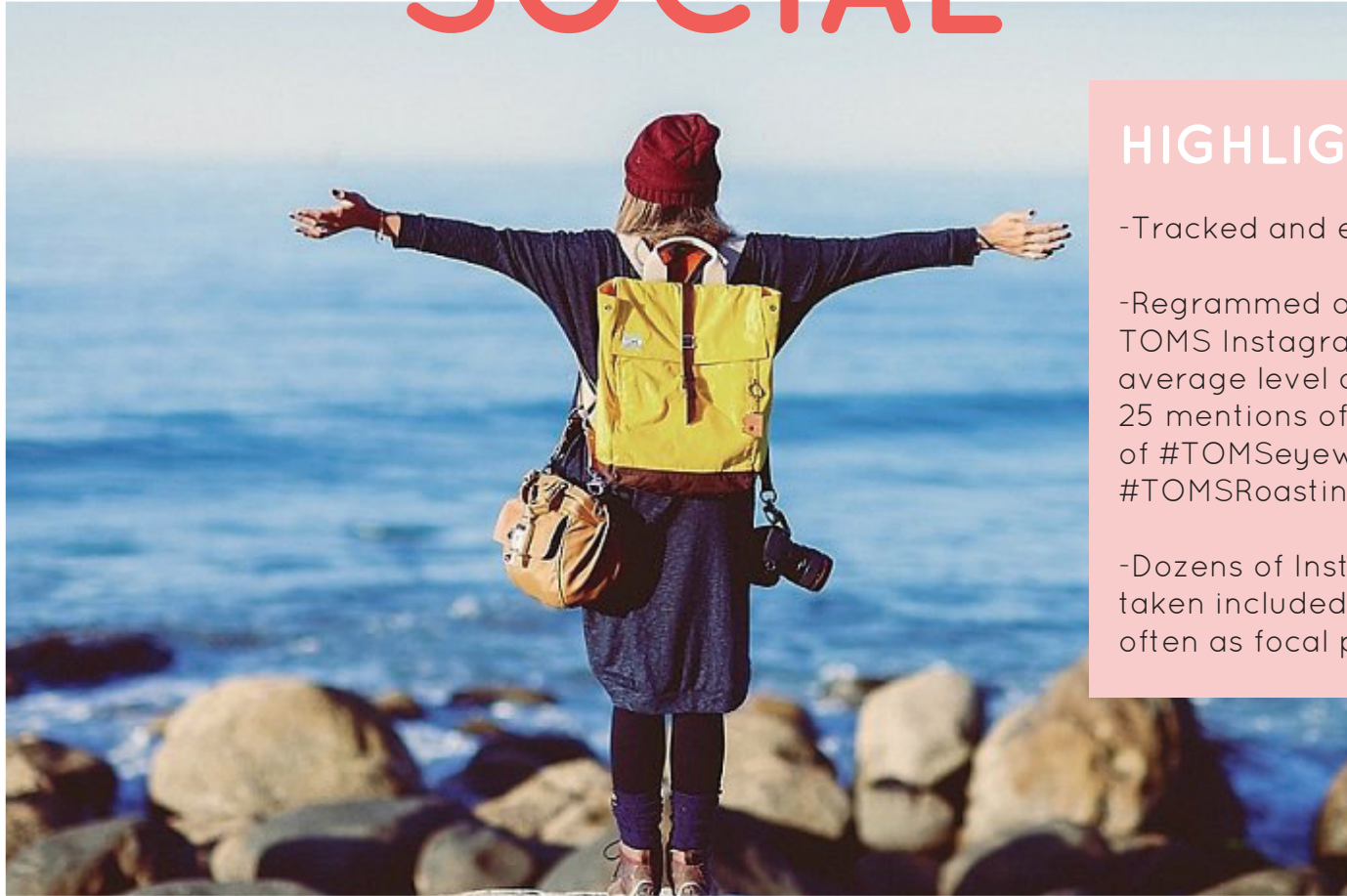
# TOMS ROASTING CO



In a campsite of 400 ranging from semi-hipster to full-blown latte snobs, coffee was an essential element of the event. For that reason, TOMS Roasting Co. had a perfect opportunity to garner favor amongst caffeine-addicted creatives while also raising awareness of the Roasting Co. and its associated humanitarian message. All TOMS had to do was donate the beans and the impeccably branded cups -- Photo Field Trip took care of the rest.

*fieldtrip!*

# SOCIAL



TOMS went into the weekend with the intention of stoking social media engagement amongst the 400 photographers in attendance, and in turn to raise awareness and engagement not only amongst the attendees but also amongst their diverse followings. TOMS tracked the engagement throughout the weekend, finding an overall 100% positive response to the brand.

## HIGHLIGHTS:

- Tracked and engaged 48 social mentions
- Regrammed one UGC photo on global @ TOMS Instagram, resulting in an above-average level of engagement (9,807 likes). 25 mentions of #TOMSbags, 12 mentions of #TOMSeyewear, and 4 mentions of #TOMSRoastingCo.
- Dozens of Instagrams and photographs taken included branded TOMS elements, often as focal points.

*field trip!*

# SOCIAL

Overall, the initiative was an unequivocal success from a social media perspective. TOMS was able to develop lasting relationships with dozens of Instagram photographers and influential social media personalities. TOMS products received professional photographic treatment all weekend long in an ideal setting amongst like-minded creatives. The user-generated social output was superbly positive, engaging, and of course great to look at.

**TOMS' KEY TAKEAWAY FROM THIS EVENT WAS THAT,** given the enthusiastic response on the part of the campers, more could be done to encourage social sharing. The positive response is already there, with potential for further engagement with TOMS social team. The key is real-time engagement and posting. Since this event carried a lot of energy and momentum, the ideal time to post and engage is during and immediately after the event when the hashtags are trending and the campers are all posting and engaging with one another. TOMS' minimal posting during the weekend was perhaps a missed opportunity, but also a learning experience for the future.

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# SOCIAL SHARING



**julia.elizabeth.photo**

Follow

20 hours ago

In addition to the amazing people behind #yeahfieldtrip, they teamed up with @toms to release #tomsbags during field trip this year. For every bag purchased #toms will provide a safe birth for a mother and baby in need. Check it out - seriously amazing. @ashleycarolinephoto



**monicamaephotography**

Follow

2 days ago

Toms you kind of speak from my heart. There's nothing more that warms my soul than supporting people that want to make a change. That drive to inspire and change lives not for money, fame, out of their own greed or selfishness, but purely because they believe it to be true. Toms you are one of a kind.



**tput**

Follow

1 day ago

It was pretty incredible to have a company I've long admired, @toms, hanging with us as the partner of @yeahfieldtrip this week. They shared the launch of their latest #oneforone, #tomsbags: for every bag purchased TOMS will help provide a safe birth for a mother and baby in need. Thank you for sharing it with us and thanks for the bag, shades and daily coffees too! ❤️



**yeahfieldtrip**

Following

5 days ago · 📍 El Capitan Canyon

@toms deserves two posts. Us here at Field Trip love partnering with people that do big things, so Toms was an easy choice. They are supplying you campers with coffee and free shades. Make sure to check it out while you're here and learn more about them. They are good people and we're stoked to have them with us. #toms #tomscoffee #yeahfieldtrip



**jamienetherland**

Follow

2 days ago · 📍 El Capitan Canyon Campground

Great company and companies at @yeahfieldtrip this year! It makes me so happy that the leaders of this shindig care about people and encourage others who are using their creativity and skills to make an impact on the world. @toms was one of those companies that came out to join us over the weekend, and to gift us with heralding the launch of their new product, #tomsbags !

# USER GENERATED CONTENT



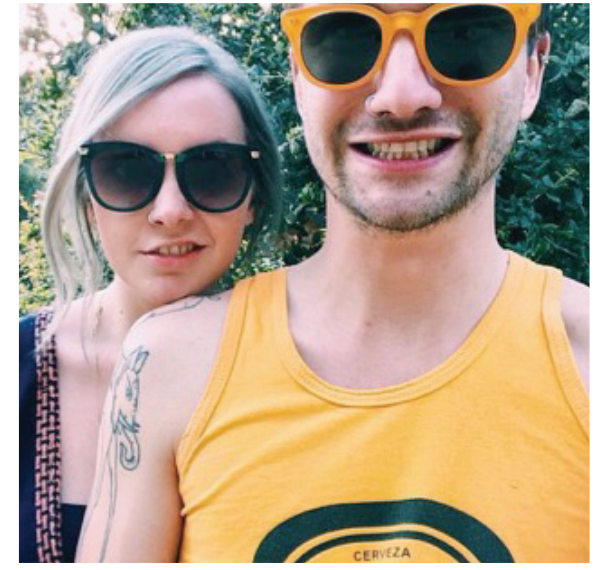
**toms**

3 days ago

Thanks for an amazing weekend @yeahfieldtrip. Great sharing the new #TOMSbags with everyone. Photo by @jennakutcher.

♥ luiziana1, rahaf\_rrf, anika9876 and 9,773 others like this.

# ORGANIC & HIGH QUALITY BRAND IMAGERY



# TOMS

ROASTING CO.

For every cup of coffee  
a CAMPER drinks,  
TOMS will provide a day  
of safe water for a  
person in need. One for

@TOMS —

COFFEE FOR YOU | WATER FOR  
#TOMSROASTINGCO

One day of  
safe water

# WINS & LOSES



Alongside these wins, there was also opportunity for improvement. As stated above, the environment provided a multitude of ideal photo opportunities. TOMS missed out by not sending someone from their own social media team to cover the event in real time. Furthermore, it would be better to allow more time for Eyewear fitting in the future, as the large number of campers during breakfast and lunch could hinder opportunities for personal engagement.

This turned out to be one of the best possible outlets for a brand initiative due to the sheer visual talent present at the event. The energy and awareness brought by hundreds of professional, socially-engaged photographers created a perfect storm of organic marketing that balanced subtlety, authenticity, and genuine excitement.

## OTHER SPECIFIC WINS INCLUDED:

- an ideal demographic of socially-conscious individuals who engaged excitedly with the brand
- an ideal location as a natural backdrop for the many photographs taken of TOMS products. The resulting photos were eye-catching and on-brand.
- a wide reach of attendees from all around the world with diverse but like-minded social followings
- The TOMS Bags video elicited an enormously positive -- and in some cases emotional -- reaction, and was a topic of conversation throughout the weekend.
- TOMS staff were able to establish lasting relationships with influential and like-minded creatives who are enthusiastic about collaboration and the TOMS mission.
- Many of the photographers in attendance were wedding photographers, which could provide a boost for TOMS wedding program.
- The multiple Eyewear styles available encouraged everyone to wear their new sunglasses -- in photos, especially -- whereas a single style might have discouraged people from wearing them due to the inherent awkwardness of being twinsies with literally everyone.

# KEY LEARNINGS

Field Trip is committed to carrying on the initiative after the event is over. They strive for partnership and collaboration, which means they are open to constructive criticism and revision. Field Trip is not fearful of change; they constantly revise their approach to better suit their community, learning how to learn more effectively.

With that in mind, retrospective learning is valuable for both TOMS and Field Trip:



- Campers would like to hear more personal stories on how TOMS' affects lives
- Person to person conversations and storytelling is so much more impacting than reading signage
- Capitalizing on the photographers in attendance, a photo contest would have been an additional boost to increase engagement. The amount of visual talent in this group of people means that the work does itself if we just hold the door open and issue the right invitation.

