

ARC'TERYX WOMEN'S · CAMPAIGN SERIES BRIEF

The Standard.

How seriously you approach the things you care about.

Campaign Platform + Two Articulations

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The Standard

Platform Truth

This campaign for Arc'teryx Women's is built on a single idea: the standard is how seriously you approach the things you care about. This is not performance for others (leave alone being performative). It is not signalling. Nor aspiration toward someone else's version of a good life.

It is a self-determined bar that is lived across every domain, from a backcountry slope to a Tuesday afternoon run.

Why This Belongs to Arc'teryx

Arc'teryx has always built gear for people who do not compromise. 'There is always a better way', the brand's founding is almost a description of the character of the brand, and by extension - its customers.

The Standard makes that character description explicit and extends it beyond the technical outdoor category into the full breadth of who this woman is.

Competitors own adjacent territories. Patagonia owns environmental values. Lululemon owns movement and community. The North Face owns accessible aspiration. Nobody outdoor brand explicitly articulates the idea of a woman who holds herself to something in everything she does. That territory is Arc'teryx's to claim.

What The Standard Is Not

The campaign must actively avoid three traps:

Avoid	Because	Instead
Empowerment language	Every brand says it.	Quiet authority. No announcement needed.
Barrier-breaking narratives	Implies she needs permission (she doesn't!)	She is already there. The gear keeps up.
Performance-only imagery	Narrows the audience to outdoor participants.	The standard lives everywhere she does.

Strategic Position

The Standard positions Arc'teryx Women's as the brand for women who have already decided who they are, not a story about who they could become.

Campaign Line

The Standard. *Simple and ownable. No verb, no call to action, and definitely no explanation.*

B) ARTICULATION 1

Before Anyone Is Watching

Expresses	Emotion	Moment	Audience
Discipline (of the self)	Quiet commitment	Preparation	Serious outdoor participants + adjacent aspirers

The Idea

The standard exists before recognition (before the audience, before the summit, before the result!). It is found in the preparation- in the quiet, private ritual of someone who holds herself to something because she requires it of herself. Someone who does not do things just because someone may be watching.

The standard exists before recognition.

Creative Brief

Consumer insight: Female Arc'teryx customers operate from a posture of focused execution, not evaluation. That the activity will take place is assumed. The commitment however, is made.

Proposition: Arc'teryx Women's is for women who don't need an audience to hold themselves to something.

Tone: Quiet and unhurried. No inspiration, no uplift. Just a woman doing what she does.

Primary Creative Expression

90-second hero film for cinema, YouTube, and Arc'teryx.com. 30s and 15s edits for social.

A vignette shows women preparing alone for activities. For instance: taping her fingers for a climb or tightening her straps before a sky dive.

End With: Arc'teryx. The Standard.
'Before Anyone is Watching'

Channel Strategy

Channel	Format	Role
Cinema	90s	Brand awareness: High attention, premium context
YouTube	90s	Reach + frequency
Instagram / TikTok	15s and 30s edits	Single-scene extracts — each works alone
Arc'teryx.com	Homepage	Brand statement for direct visitors
Out-of-Home	Still frames from film	Key metro markets: NYC, Vancouver, Denver, Seattle

OOH

Tone: Stills from the film.

Headline for OOH

Before Anyone Is Watching.

The standard exists before recognition.

THE STANDARD · ARC'TERYX WOMEN'S

A Standard of One

Expresses	Emotion	Moment	Audience
Identity through ordinary life	Absorbed purpose, calm self-respect	Everyday life in a group	Every woman who holds herself to something

The Idea

The standard is not reserved for expeditions. It is simply how some women move through the world. It is not announced or performed. It is however, always present in all the small choices, and the quiet acts. The things they do, because they do them. Not because someone is evaluating them.

This articulation shows the standard held in the middle of life. Maybe in a group, or in motion, with other people present. This articulation implies that The Standard is held not only when she is alone, but that she holds it when even the world around her fails to.

She is not performing the standard. She is the standard.

Creative Brief

Consumer insight: A woman who holds herself to a standard does so in the middle of life. In groups and in motion. When the world is moving around her and nobody is keeping score.

Proposition: Arc'teryx Women's is for women who bring their full attention to whatever they care about. Not because anyone is watching, but because that is who they are.

Tone: Warm. Observational. Unhurried. The *acts* may be small but the *attention* is total. There is no sentimentality, only observation.

Primary Creative Expression

90-second hero film for cinema, YouTube, and Arc'teryx.com. 30s and 15s edits for social.

A woman hiking on a trail in a group. Quietly and unobtrusively she sets things right- a misplaced trail marker, a discarded wrapper and so on. The actions are deliberate, and not for show. She does not even display any satisfaction. Setting things right is a part of who she is. She carries the standard lightly. Not a burden, and not for show at all.

End With: 'A Standard of One'

Channel Strategy

Channel	Format	Role
Cinema	90s	Brand awareness and emotional impact at scale
Instagram / TikTok	60s and 30s edits	Primary launch
YouTube	90s	Awareness
Retail in-store	The Standard Board: real customer stories	Community and authenticity layer in-store

OOH Layout Direction

A Standard of One.

For some women, doing things properly is simply who they are.

THE STANDARD. · ARC'TERYX WOMEN'S

D) HOW THE SERIES WORKS TOGETHER

The Architecture

The Standard is a platform and not a single campaign. Its job is to hold multiple articulations together under one brand truth. Each execution must reinforce the others. Both articulations discussed here approach the same truth from a different angle.

	Before Anyone Is Watching	A Standard of One
Platform truth	The standard is how seriously you approach the things you care about.	Same
Expression	Discipline / Preparation	Identity / Everyday life in a group
Emotion	Quiet commitment	Absorbed purpose, calm self-respect
Moment	Pre-departure, alone	Mid-activity, surrounded by others
Proof of standard	She holds it in private	She holds it even when no one is keeping score
What it says	The standard exists before recognition.	A standard of one means the only person setting the bar is her.

Why Two Articulations Are Stronger Than One

A single outdoor-focused campaign would confirm Arc'teryx's existing perception as a technical performance brand. These two articulations expand the brand's meaning without abandoning its credibility.

Together they make an argument: the standard is not about where you go. *It is about who you are.*

Before Anyone Is Watching proves the standard is real. A Standard of One proves it is universal.

What this positioning seeks to avoid

Most women's campaigns today fall into one territories that have been occupied. For instance:

Territory	Brand examples
Empowerment	Nike, Adidas, Dove
Breaking barriers	Countless
Community/belonging	Lululemon
Performance achievement	Under Armour
Quiet luxury femininity	Luxury fashion

This campaign seeks to carve out a distinct voice in a crowded market by drawing upon how women customers of Arc'teryx relate to the brand. Rather than telling women who they could become, this positioning begins from a different premise: she has already decided who she is.

Why This Portfolio Piece Exists

This campaign brief grew directly from firsthand consumer observation at Arc'teryx. I specifically noticed a distinct pattern in how female customers approached product decisions on inbound service calls. They were not shopping. They were preparing. The gear was the last variable. Everything else was already decided.

The Standard translates that observation into a brand platform. Together these two articulations seek to find what is already true about the customer and build something worthy of it.