

Patagonia Mock Campaign



Campaign Title:

“Generations of Adventure”

Campaign Concept:

Patagonia’s “Generations of Adventure” is a branded content campaign that celebrates the timeless connection between families and the outdoors. The story centers around multigenerational hikers, grandparents, parents, and children embarking on a breathtaking journey along America’s scenic trails. As they share knowledge and stories, viewers witness the passing of adventure, stewardship, and love for nature from one generation to the next. The content evokes nostalgia, inspires action in protecting nature, and highlights Patagonia’s enduring commitment to sustainability.

Story/Idea:

The short film follows the three family members as they navigate a striking national park. Each chapter reveals a moment of learning: the grandparent teaching about the importance of conservation, the parent sharing environmental successes, and the child experiencing nature's wonder for the first time. Emotional scenes of laughter, challenge, and awe encourage audiences to reflect on their own outdoor memories and reconnect with nature.

Platforms:

- Instagram Reels
- YouTube Short Film
- Patagonia Blog
- Facebook Stories

Audience Engagement & Brand Alignment:

Content invites viewers to post their own outdoor stories using #PassItOnPatagonia, building a community of storytellers. The narrative underscores Patagonia's message: caring for the planet across generations. By focusing on authentic experiences and family bonds, the campaign inspires viewers to protect nature and participate in conservation efforts, rather than simply purchasing products.