

Be an Outsider Moments  
The VIA Agency  
L.L.Bean

*On the inside, we're all outsiders. And if it's outside, we're all in.*

For more than 105 years, L.L.Bean has been a well-loved brand that helps get people outside. Problem was, they had become known as the catalog that showed up on your grandparents' coffee table.

To breathe fresh air into the brand, we needed a campaign that reflected a younger, more ethnically diverse group of people who value getting outside with those they love. Our solution was a simple invitation with built-in branding, centered around the shared joy of being outside.

These short-form videos reflect the spontaneous everyday moments people have in the outdoors — proving that you don't have to climb a mountain or scale a cliff to "Be an Outsider." Just step outside your front door, and you've arrived.