



# JACK WOLFSKIN CONTINUES SUCCESSFUL SOCIAL MEDIA CAMPAIGN

- TOP INFLUENCERS SUPPORT 'PAY WITH YOUR STORY!' APPEAL
- BACKPACKER TRAVEL VIDEOS BECOME A MEANS OF PAYMENT
- FOR THEIR TRAVEL STORIES, 500 CUSTOMERS EARN CASHBACK PRIZES OF UP TO €200

**Idstein, May 2018 – JACK WOLFSKIN** is launching the third round of its successful 'Go Backpack' social media campaign to coincide with the start of the travel season, supporting young backpackers on their exciting trips all over the world.

The idea behind the campaign is a **smart money-back promotion**: customers who buy a JACK WOLFSKIN product in the online shop, from a JACK WOLFSKIN store or from JACK WOLFSKIN partners Globetrotter and A.S.Adventure receive a coloured 'Go Backpack' flag. They take the flag with them when they go backpacking

and display it prominently in travel videos filmed on their smartphones. The videos can then be uploaded to the [www.go-backpack.com](http://www.go-backpack.com) landing page. During the promotion, JACK WOLFSKIN will award cashback prizes to the first 500 customers who submit stories – refunding up to €200 of the purchase price!





Three short videos tap into the target group's reasons for travel and form a core component of the campaign. A special feature of the videos is that they have been assembled from consumer-generated content produced during the 'Go Backpack' 2017 campaign. They show members of the target group on the way to their dream destination, taking part in exciting outdoor activities all over the world or taking time out to plan the next episode of their lives. JACK WOLFSKIN has also managed to inspire **top influencers** from the outdoor and travel world, including **Hannes Becker, Max Muench** and **Louis Cole**. They are displaying the 'Go Backpack' flag on their travels around the world and posting photos to inspire the target group of young backpackers (aged between 20 and 35) to pack their backpacks and set off. The core idea and concept as well as the overall creation and detailed social media design are the work of the WERBEWELT agency in Stuttgart. Machinas in Barcelona is responsible for the landing page. POS advertising has been designed by the intention advertising agency in Bonn. pilot in Hamburg is in charge of designing and overseeing the media realisation.

**To the videos:**                      **Active**                       **Destination**                       **Next Episode** 

**The campaign** runs from **1 May to 31 October 2018** in Germany, Austria, Switzerland, Belgium and the UK using almost exclusively digital media. Channels like Facebook, Instagram and YouTube are a core component, along with various blogger networks.

## ÜBER JACK WOLFSKIN

JACK WOLFSKIN is one of the leading providers of premium quality outdoor apparel, footwear and equipment in Europe and the largest franchisor in the sports retail market in Germany. JACK WOLFSKIN products are currently available in more than 900 Jack Wolfskin Stores and at over 4,000 points of sale worldwide. JACK WOLFSKIN products are renowned for their optimized functionality, high quality and exceptional innovation. In recent years the specialist outdoor brand has captured a large share of the market with numerous new prod-

ucts and materials. JACK WOLFSKIN is also a pioneer of the first order when it comes to sustainability. The company has been a member of the Fair Wear Foundation since 2010 and was awarded FWF Leader Status three times in a row. JACK WOLFSKIN is also a bluesign® system partner and has been a member of the 'Zero Discharge of Hazardous Chemicals' programme since 2012. JACK WOLFSKIN is headquartered in Idstein, in the Taunus region of Germany. The company currently employs over 1000 people in Germany.



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DB 1551