



| SOCIAL MEDIA STRATEGY |



EXECUTIVE SUMMARY

This strategy aims to redefine **National Geographic Philippines'** social media presence by aligning with the true essence of the natgeo brand—adventure, exploration, and nature—while carving out a unique Filipino identity through biodiversity storytelling and everyday athleisure lifestyle. By implementing a content strategy grounded in visual storytelling, product education, and community-driven lifestyle narratives.



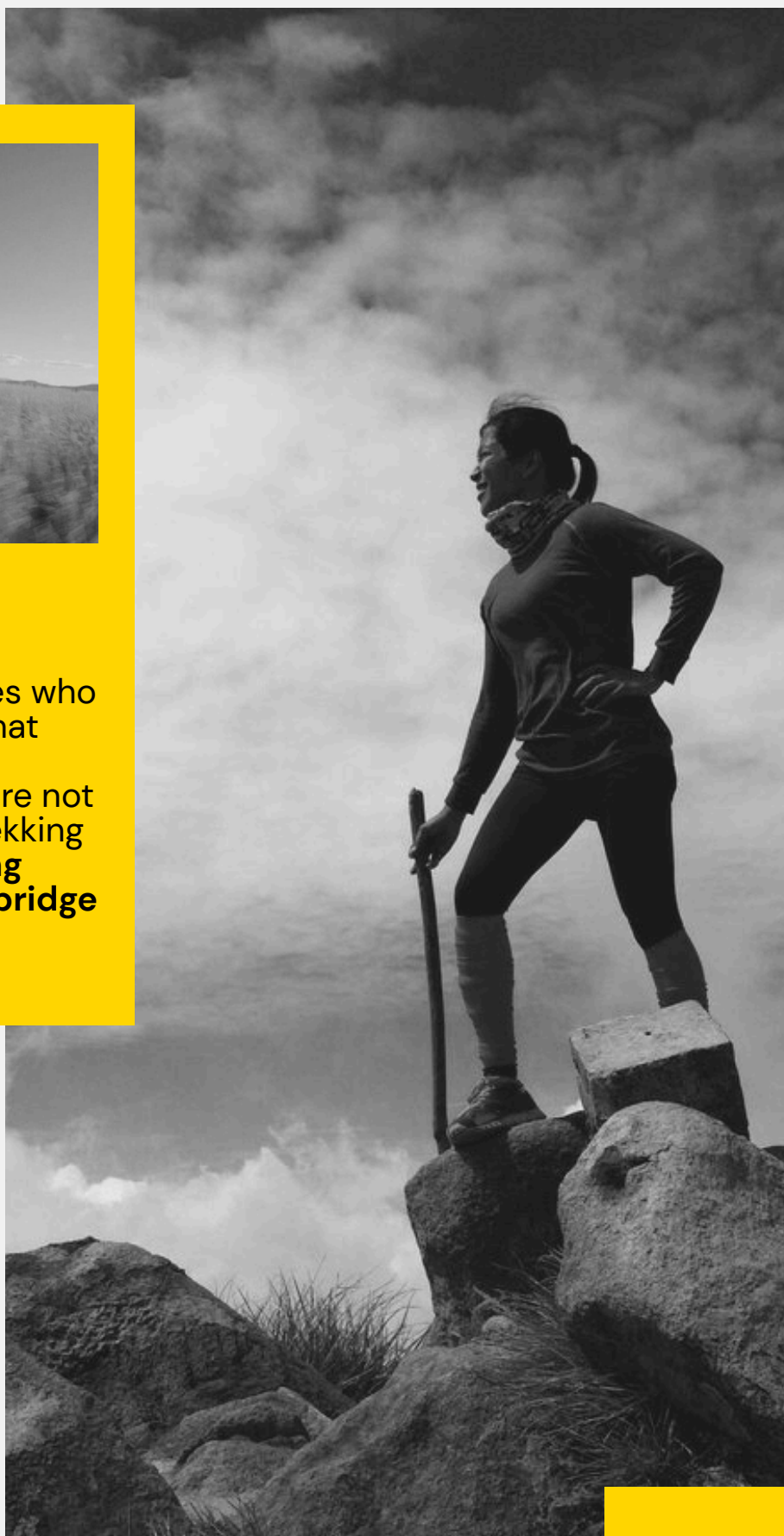
BRAND LANDSCAPE

National Geographic Philippines has a strong foundation to build upon in its digital and social media presence. However, there are opportunities to make content feel more emotionally resonant and tailored to the audience. Currently, the tone leans more toward a general corporate style, which could be made more relatable to increase engagement and loyalty. Strengthening product storytelling by showcasing how the apparel fits into both adventurous and everyday lifestyles could also help highlight the unique benefits of each piece and drive more meaningful interactions.



THE URBAN EXPLORER

Composed of young professionals and creatives who want performance wear that seamlessly fits into their everyday routines, They are not looking for heavy-duty trekking gear, **they want something stylish and functional, a bridge between adventure and lifestyle.**





THE WEEKEND ADVENTURER

A group that includes hikers, surfers, freedivers, and **outdoor enthusiasts who actively explore nature during their days off**. They are experience-driven and socially engaged, often seeking recommendations and showcasing their own outdoor journeys. **Connecting with them means delivering content that feels authentic and encourages real exploration.**

THE CONSCIOUS CONSUMER

A growing **segment concerned with sustainability, supporting local efforts**, and reducing their ecological footprint. This group responds well to transparency, **values education, and actively seeks purpose-driven brands**. It is important to note that across all these groups, one universal insight remains true: modern consumers dislike being overtly sold to. They are more likely to engage with brands that tell compelling stories, offer value, and align with their beliefs. For **NatGeo Philippines, that means putting storytelling, utility, and local pride front and center rather than relying on hard-sell tactics.**

KPI

GOAL	KPI	6 MONTH TARGET	VALUE
Unify brand identity	Cohesive visual tone across platforms	Branded content system live on IG + TikTok	Strengthens recognition and storytelling impact
Boost community engagement	Avg. engagement rate per IG post	3–4%	Stronger visuals + storytelling = more shares, saves, and comments
Grow Instagram following	IG followers	8,000–10,000	Organic growth through collabs, UGC, and consistent posting
Establish TikTok presence	Launch and content cadence	10–15 videos/month	Key for reaching Gen Z & tapping into trending formats
Drive natural UGC	#NatGeoAnywhere usage	20+ monthly UGC posts	Promotes authentic community storytelling and participation
Increase website traffic	Link clicks from IG + TikTok	100–150/month	Integrates e-commerce + educational traffic from content
Build owned media library	Commissioned content from local creatives	1–2 visual stories/month	Ensures high-quality, authentic Filipino content for campaigns & website

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BUILD FOUNDATION –

Define your brand voice, content pillars, and posting rhythm.



CURATE RELIABLE KOLS –

Select creators who authentically match the NatGeo lifestyle.



AUDIENCE GROWTH AND RETENTION ROADMAP

CO-CREATE CONTENT –

Launch visually compelling reels and stories that resonate.



POSITIVE WORD OF MOUTH –

Let influencers' trust with their audience speak for you.



IN-HOUSE PRODUCTION

a content team dedicated to ensure consistent branded content



STRENGTHEN COMMUNITY–

Highlight and engage with your audience's content.



RETAIN & GROW AUDIENCE

Maintain momentum through seasonal campaigns, timely content, and continued collaboration



| CONTENT PILLARS |

CONTENT PILLAR	WHAT IT MEANS	CONTENT IDEAS	PURPOSE / STRATEGIC ROLE	RELEVANT AUDIENCE SEGMENTS
EDUCATIONAL 1. Explore & Learn	Teach people about PH nature, wildlife, ecosystems	- Biodiversity spotlights "Did You Know?" trivia - Infographics - Threats & conservation features	Builds national pride and thought leadership around PH biodiversity	- Conscious Consumers - Urban Explorers
PRODUCT 2. Gear Up	Showcase product tech & usage benefits	- Gore-Tex demos - Tech breakdowns - Outfit performance tests "Adventure-Ready" feature series	Highlights product value; competes with global outdoor/athleisure brands	- Weekend Adventurers – care about performance on hikes - Urban Explorers – want stylish + functional city-to-trail looks
LIFESTYLE 3. Live the Adventure	Show versatile lifestyle wear for work & play	- City wear styling - Day-in-the-life creator series - Local travel fit guides	Normalizes everyday NatGeo wear; connects with aspirational, younger audience	- Urban Explorers – want style integration into routines - Weekend Adventurers – relate to casual local travel & spontaneous exploration
UGC ACTIVATION (SEASONAL)	Leverage visuals + community to own a unique aesthetic	- UGC photo/video series - Moodscapes from PH landscapes #Natgeoanywhere	Builds strong, ownable visual identity and drives engagement through community content	All segments – empowers them to participate



EXPLORE AND LEARN

This pillar serves as the heart of our educational and advocacy efforts. By highlighting the Philippines' rich biodiversity, endemic species, and conservation topics, we anchor the brand in substance and science. **These posts are designed to inform and inspire, establishing content that builds on the global image of National Geographic as a trusted name in nature and exploration.** This will leverage the brand's existing credibility to inspire pride, curiosity, and awareness about the country's biodiversity.

LIVE THE ADVENTURE

This pillar breathes lifestyle into the brand. It shifts the brand perception from being strictly for hardcore adventurers to being a daily essential for active urbanites, commuters, and casual explorers. **We portray real Filipinos wearing NatGeo in a variety of relatable yet aspirational situations—**from weekend road trips to daily café hopping in La Union. The goal is to **position NatGeo PH as a lifestyle companion, creating an emotional link to exploration in all its forms**



GEAR UP

Showcasing the technical excellence of NatGeo apparel. Instead of a hard-sell approach, we present the product in action. **This pillar bridges fashion and function, showing audiences that NatGeo apparel isn't just attractive—it's a reliable part of their lifestyle, wherever that may be.** It empowers purchasing decisions by **providing context and proof of value.**

UGC ACTIVATION

This pillar is centered on User-Generated Content (UGC) and community activation. It **invites real people to showcase how they explore in their own way, using NatGeo apparel in authentic environments.** Whether it's through scenic photography, or daily hike snaps, this content builds credibility and community trust. UGC also empowers followers to be active participants, turning them into co-creators and ambassadors of the NatGeo lifestyle. **This pillar focuses on organic growth and earned media to test resonance before investing in paid placements. (Events, hashtags, in-store activity, etc)**



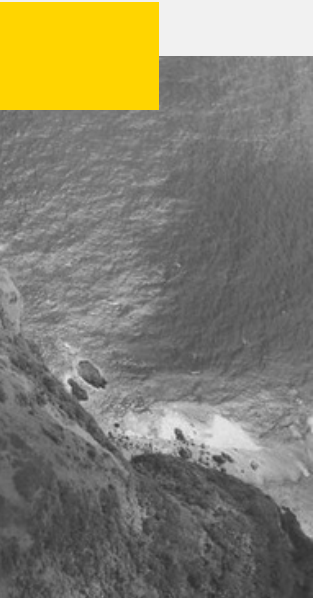
PROPOSEL KOLS



NAME	TIKTOK	IG	FB	STRENGTHS
<u>Celine Murillo</u>	693.1k	163k	1,3 mil	Biodiversity education
<u>Renzo Maano</u>	14k	15,9k		Philippine Travel facts
<u>Alfonso Ofreneo</u>	21.1k	570	1196	Southeast Asian Biodiversity Facts
Matt.geo	60.5K	7.6K		Mountaineering Cinematic Reels Storytelling
<u>Josh Chua</u>	239.3k	126.k		Cinematic travel Own media
<u>Nicko Melendres</u>	16k	46.4k	28k	cinematic travel own media
<u>Les gimeno</u>	23.8k	8825		Mountaineering vlogs
Darren Laluon	14.9k	2343	5324	Mountaineering vlogs and gear recommendations
Neil Begasa	24.8k	82.1k	20k	Gear reviews Mountaineering Cinematic reels
Ryan Manalo delgado	37.5k	3636	6709	Cinematic reels Hike Organizer
<u>Mia Azurin</u>	22.6k	4748		Hiking tips & vlogs Storytelling Reccomendations
Jul Martinez	111.9k	61,7k	3495	Travel Recommendations
Gold Ambas	39.6k	2922	2153	Hiking Vlogs Recommendations



| REDISCOVERING YOUR WILD |



EXAMPLE PRE-REACHOUT CHECKLIST

How the chosen influencer aligns with Natgeo Ph?
Has the influencer worked with a competitor in the last six months?
Does the influencer have an engaged audience?
What platform will the influencer be posting on?
Will there be a branded hashtag in the post?
What type of content will the influencer create? (e.g. video on an Instagram Story or image on Instagram feed.)
How will the results be analysed?
made it clear other brands are not to be included in the same post?
Are there phrases or words you would like the influencer to avoid?
Is it clear you need image and copy approval before the post goes live?
What is the UTM code the influencer will use for the campaign? (e.g. Instagram Story or Instagram profile link.)





WHY THIS MATTERS

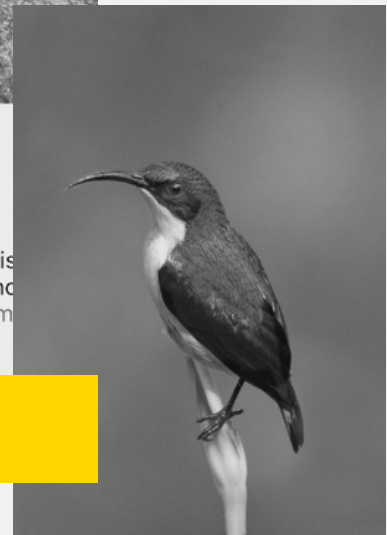
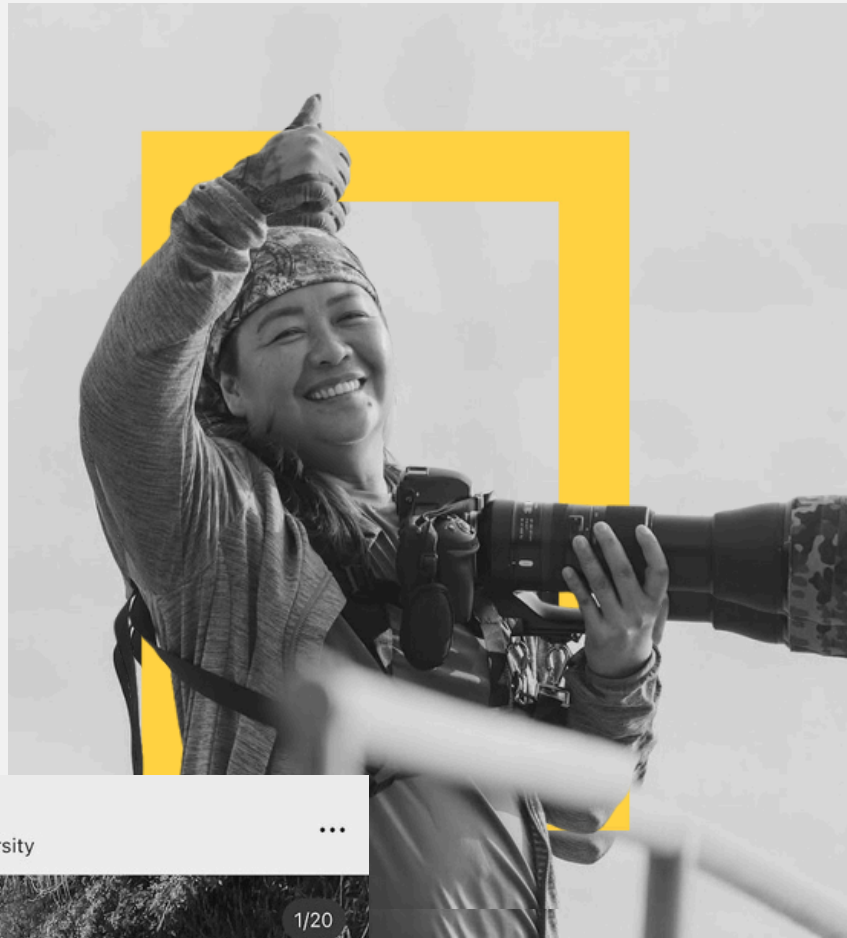
- We want to authentically showcase the Philippines' natural beauty and biodiversity.
- Instead of relying on stock images or free submissions, we will invest in local talent, just like how National Geographic is known for curating world-class visual storytelling.

WHAT WE'LL DO

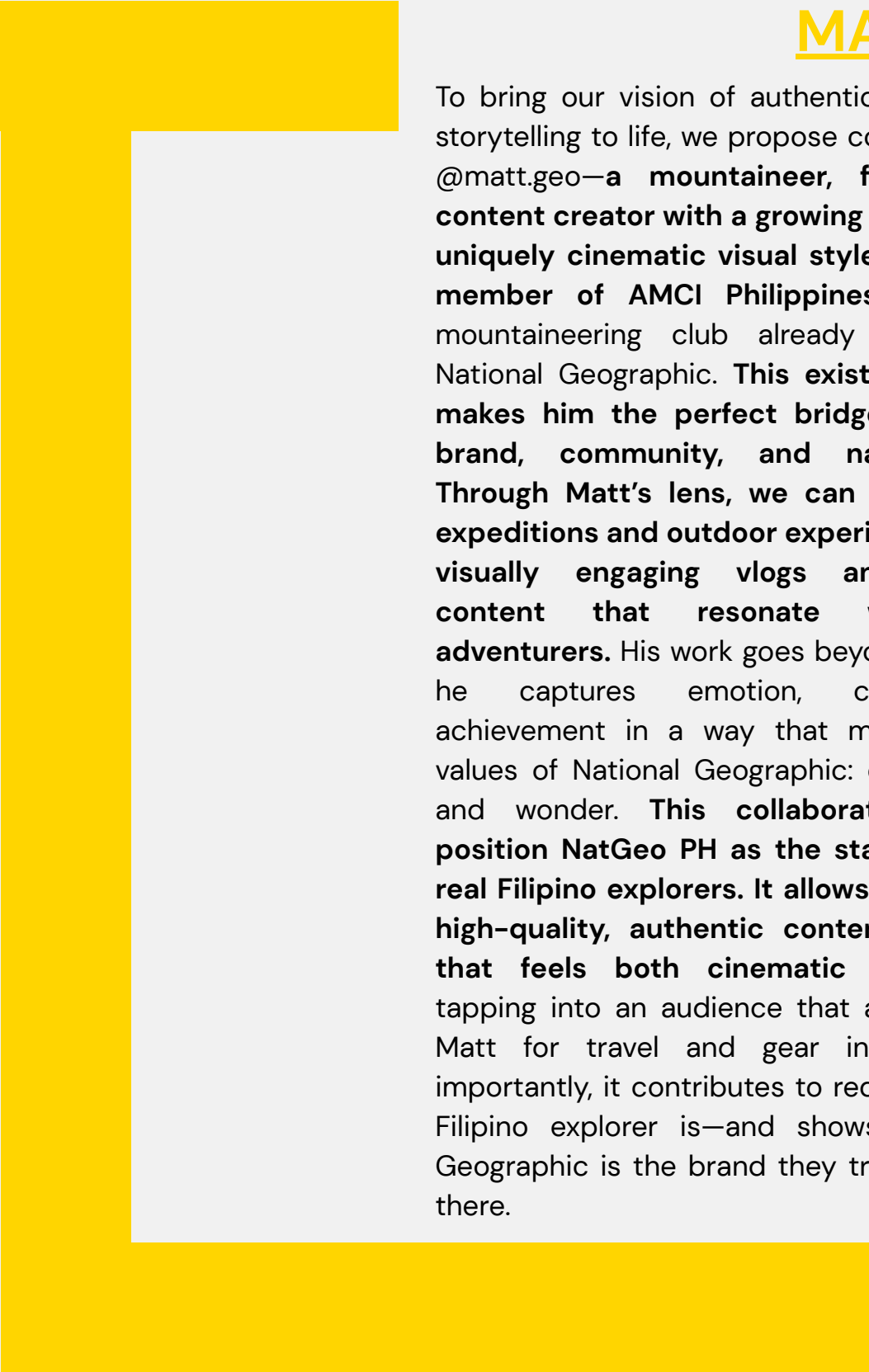
- Curate a list of standout Filipino photographers, wildlife documentarians, travel cinematographers, etc.
- Commission their work for exclusive use on the NatGeo PH website, social media, and campaign materials.
- Ensure clear licensing, fair pay, and storytelling credits to promote both the place and the people behind the lens.

WHY THIS WORKS

- Helps us differentiate from other Asian branches by tapping into local narratives.
- Builds an owned library of breathtaking Filipino landscapes and wildlife tied to the NatGeo brand.
- Supports the creative economy and fosters a network of brand-aligned storytellers.
- Captivates audience attention.





A large yellow L-shaped graphic that frames the text on the right side of the page. It consists of a horizontal bar at the top and a vertical bar on the left, meeting at a corner.

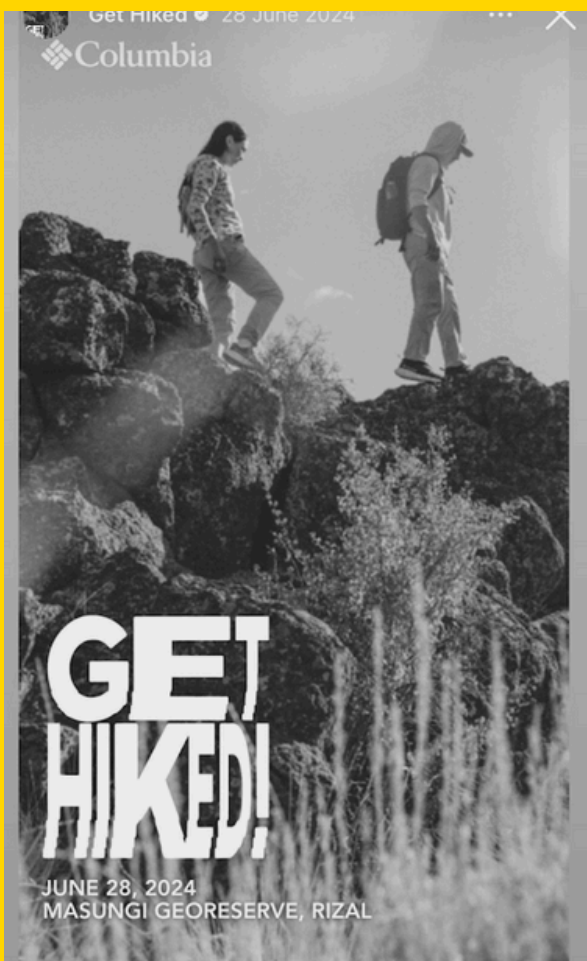
MATT.GEO

To bring our vision of authentic, adventure-led storytelling to life, we propose collaborating with **@matt.geo—a mountaineer, filmmaker, and content creator with a growing audience and a uniquely cinematic visual style.** Matt is also a **member of AMCI Philippines,** a respected mountaineering club already affiliated with National Geographic. **This existing connection makes him the perfect bridge between our brand, community, and narrative goals.** Through Matt's lens, we can document real expeditions and outdoor experiences, creating visually engaging vlogs and short-form content that resonate with aspiring adventurers. His work goes beyond aesthetics—he captures emotion, challenge, and achievement in a way that mirrors the core values of National Geographic: exploration, grit, and wonder. **This collaboration will help position NatGeo PH as the standard gear for real Filipino explorers. It allows us to generate high-quality, authentic content in a format that feels both cinematic and relatable,** tapping into an audience that already looks to Matt for travel and gear inspiration. More importantly, it contributes to redefining who the Filipino explorer is—and shows that National Geographic is the brand they trust to get them there.



An underwater scene with several fish swimming in clear blue water. Sunlight rays penetrate the water from above. Dark, rocky structures are visible at the bottom and on the left side.

MARKET COMPARISON



68
PROTOTYPES
 Relentless refinement of materials fit and testing.

52
YEARS OF EXPERIENCE
 Waders proven in the most extreme conditions.

31
FIELD TESTERS
 A tradition of outdoor innovation and reliability.

**How do you
pack for 5 days
and 109 miles
in the Bhutanese
Himalaya?**

A black and white photograph showing a narrow, rocky path at night. The path is covered with many flat, light-colored stones. On either side of the path, white cloths or sheets are hung up, possibly to mark the route or provide some shelter. Several people are visible in the distance, their faces and paths illuminated by bright headlamps. The scene is dark, with the primary light sources being the headlamps and some ambient light from the background.

patagonia
FILMS®



NAME	<u>Columbia Sportswear PH</u>
MAIN STRENGTH	Known for technical outdoor gear, especially cold-weather and hiking apparel
POSITIONING IN PH	Gradually shifting from winter-centric to more locally relevant travel and lifestyle positioning
INFLUENCER STRATEGY	Works with local travel creators, often affiliated with platforms like Klook; has featured women-led hikes and mountaineering stories
LOCAL PARTNERSHIPS	Collaborated with Masungi Georeserve in Rizal; has sponsored fun runs and nature-focused events
CONTENT STRATEGY	Consistent posting on social media, but lacks a clear content calendar or thematic storytelling
ADVENTURE LIFESTYLE EMPHASIS	Beginning to explore the local travel and exploration space, but mostly through surface-level partnerships
UNIQUE OPPORTUNITY	Potential to deepen its brand story by connecting with Philippine biodiversity, but hasn't maximized it yet



NAME	<u>Patagonia</u>
PLATFORM PRESENCE	No dedicated @PatagoniaPH, but the main global account (@patagonia) garners 100K–1M+ views per reel
VISUAL IDENTITY	Strong, consistent aesthetic: raw, nature-based, documentary-style
STORYTELLING	Every post contributes to a larger narrative—about climate, people, or action
PRODUCT MESSAGING	Highlights durability, sustainability, and purpose (e.g., repair > replace)
EDUCATIONAL CONTENT	Includes how-tos, guides, environmental facts
VALUES & ADVOCACY	Deep-rooted values: anti-consumerism, climate activism, community-led movements
COMMUNITY INTEGRATION	Shares customer stories, repurposes UGC that aligns with brand mission
FILM & LONGFORM CONTENT	Produces Patagonia Films—cinematic shorts that dive into issues, people, and places
SCENIC LOCATION USAGE	Frequently showcases breathtaking landscapes where their gear fits naturally
MINIMAL INFLUENCERS	Prioritizes subject matter experts, environmental leaders, and real outdoor workers over traditional influencers

CATEGORY	INSIGHT
STYLING APPROACH	NatGeo Hong Kong uses studio-shot fashion editorials to showcase the clothes as stylish, not just functional
AUDIENCE APPEAL	Despite limited outdoor context, their audience stays engaged due to sleek styling, model casting, and seasonal relevance
LOCAL CHALLENGE	In the Philippines, the climate and culture don't require outdoor layers daily—limiting casual utility perception
OPPORTUNITY	Feature “style-for-destination” content: popular travel spots like Japan, Korea, Baguio, Tagaytay, and airports
VISUAL STRATEGY	Blend urban lifestyle settings (café, city commute, domestic travel) with occasional studio fashion editorials
NARRATIVE POSITIONING	National Geographic is not just for explorers—it's for people who look ready to explore, even in the city
STYLE CONTENT IDEAS	Outfit guides for travel, airport fits, rainy-day wear, “from office to hike” looks, local creator fit checks

DONG DONG AT EO



While our roots lie in exploration and nature, we also want to build the idea that NatGeo is stylish, versatile, and made for everyday wear.

Unlike markets like Hong Kong, where layered seasonal outfits naturally allow for dynamic styling, the Philippines' climate and lifestyle require a different approach.





**NATIONAL
GEOGRAPHIC**