

Sunlight Ink Ad  
The VIA Agency  
L.L.Bean

*In order to read this L.L.Bean ad, you're going to have to step outside.*

For the first time in decades, L.L.Bean was about to launch a new campaign that repositioned the brand around the shared joy of being outside. As strategic inspiration for this campaign, we developed a manifesto that was never meant to be consumer-facing. But they fell in love with it and asked us to run it as an ad. Lots of brands have manifestos — and, frankly, putting them into advertising isn't all that interesting. So our challenge was to figure out how we could share this one in a format unique to its message and make the average customer understand what it means to "Be an Outsider." Our solution? Take a full-page ad in the *New York Times*, print our manifesto using photochromic ink that's invisible until exposed to UV rays from the sun, and invite people to (quite literally) see L.L.Bean in a new light.