

“The Next Responders

Carhartt Company Gear



The Next Responders



Skilled trade professionals are the lifeblood of the businesses Carhartt supports. But those industries face an existential crisis. A widening labor gap that threatens long-term growth. Carhartt recognized if customers are struggling to attract and retain talent, they must help strengthen the pipeline.

Then, in the fall of 2024, Hurricanes Helene and Milton struck the Southeast causing catastrophic damage. Communities were left without power, infrastructure was destroyed, and recovery efforts stretched on for months.

The Challenge:

Industries dependent on skilled trades were already stretched thin. Disaster recovery exposed just how undermanned these professions had become. Carhartt saw an opportunity to elevate the visibility and dignity of these roles. Increase engagement. And drive thousands to learn more.

The Insight:

Research shows that purpose is among the most compelling drivers of career choice and retention particularly for the next generation entering the workforce. And disaster relief is a skilled trades issue. These workers aren't just part of the response. They are the recovery.

The Idea:

The Next Responders. First responders save lives. But in the aftermath of disaster, it's the Next Responders who carry the burden of rebuilding. The campaign launched with a content series filmed in Spruce Pine, North Carolina. Firsthand stories from the linemen hardest hit became the heart of the campaign, shared across paid and organic social, YouTube, connected TV, and a dedicated landing page. Then, in October, Carhartt invited those same Next Responders to its Global Sales Conference for a live Q&A.

EPISODE 01:
THE NEXT RESPONDERS



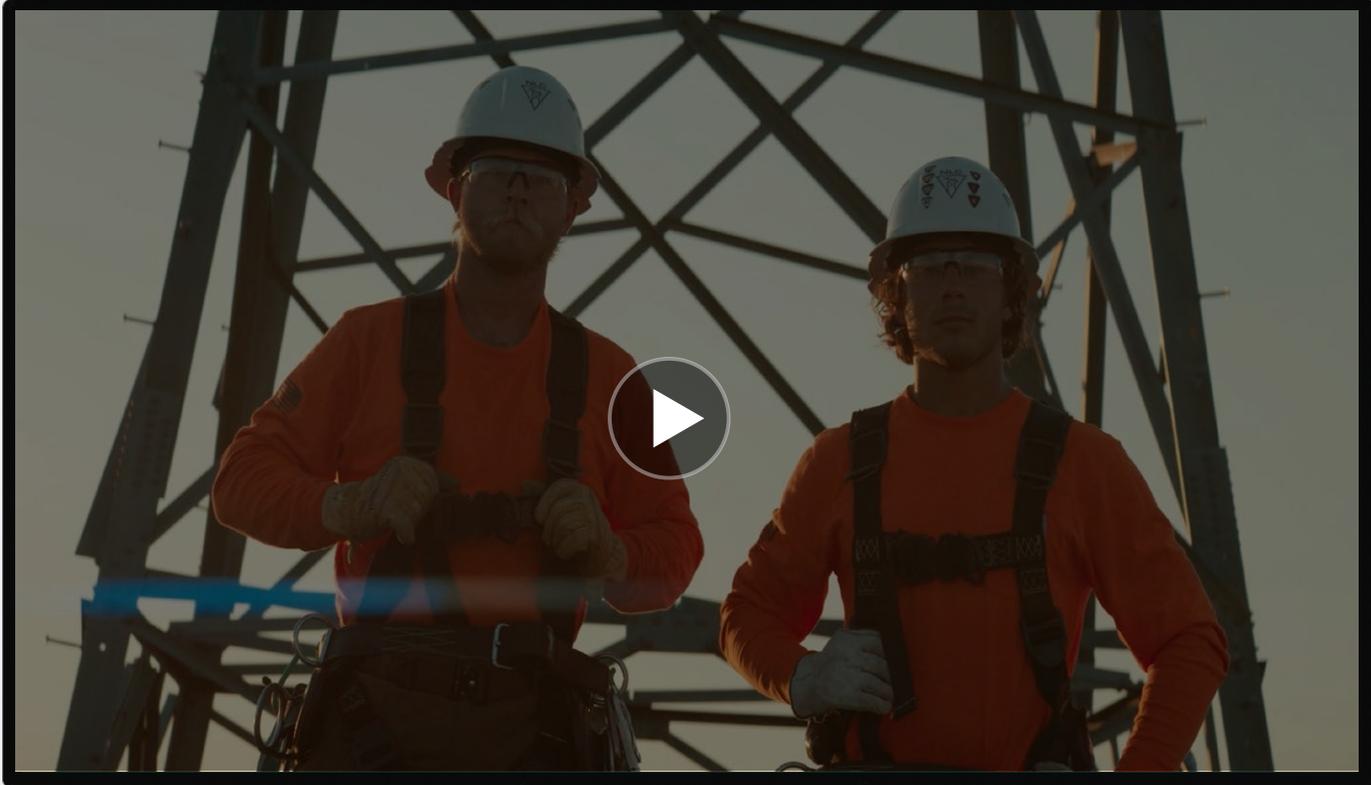
EPISODE 02:
JARROD

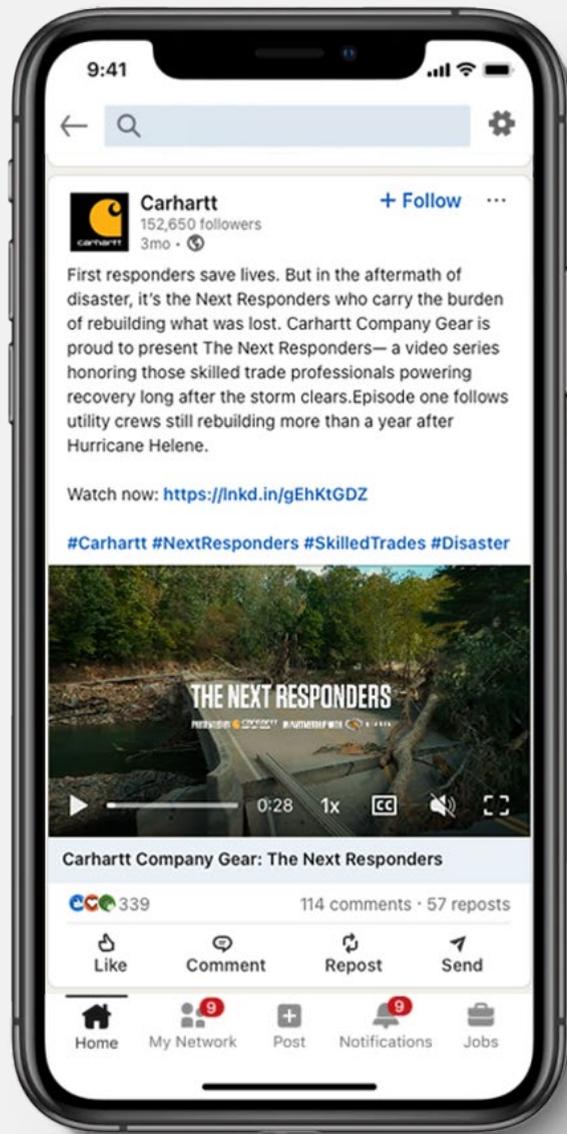


EPISODE 03:
COMMUNITY



EPISODE 04:
FIRST STEPS





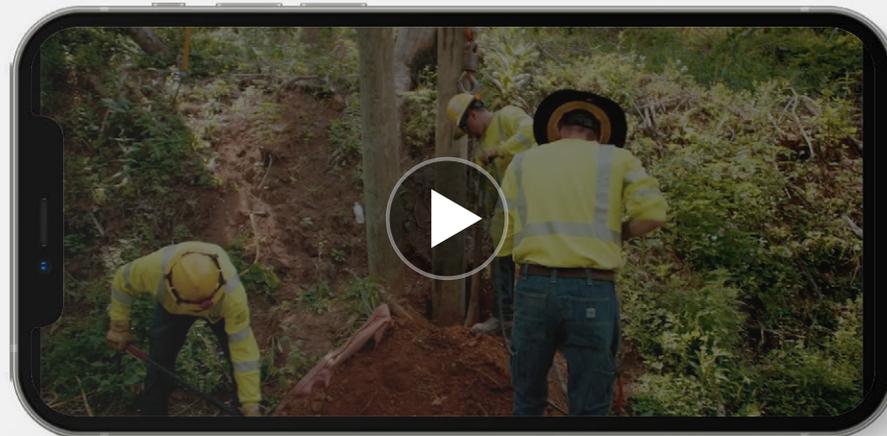
EPISODE 01:
THE NEXT RESPONDERS



EPISODE 02:
JARROD

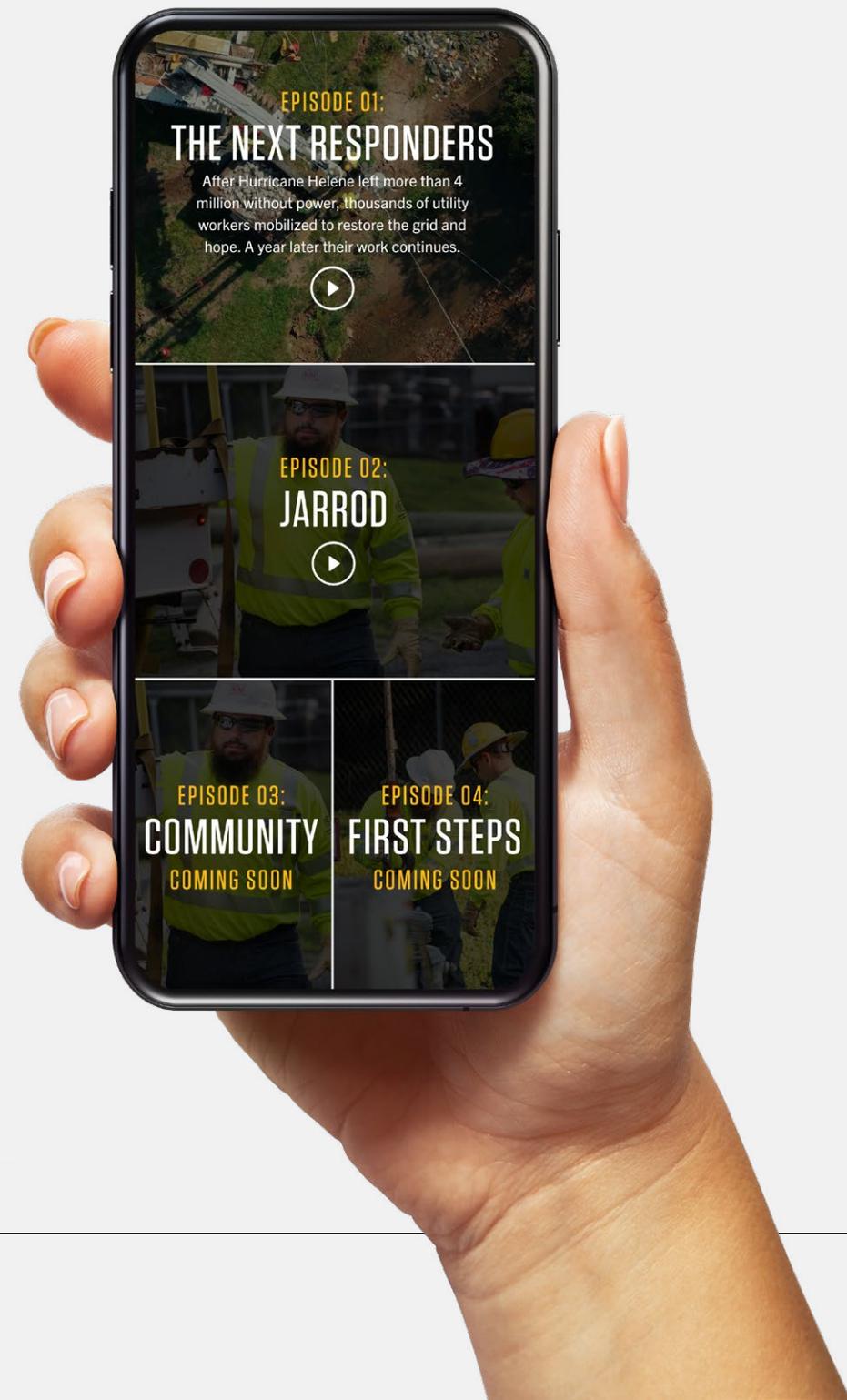
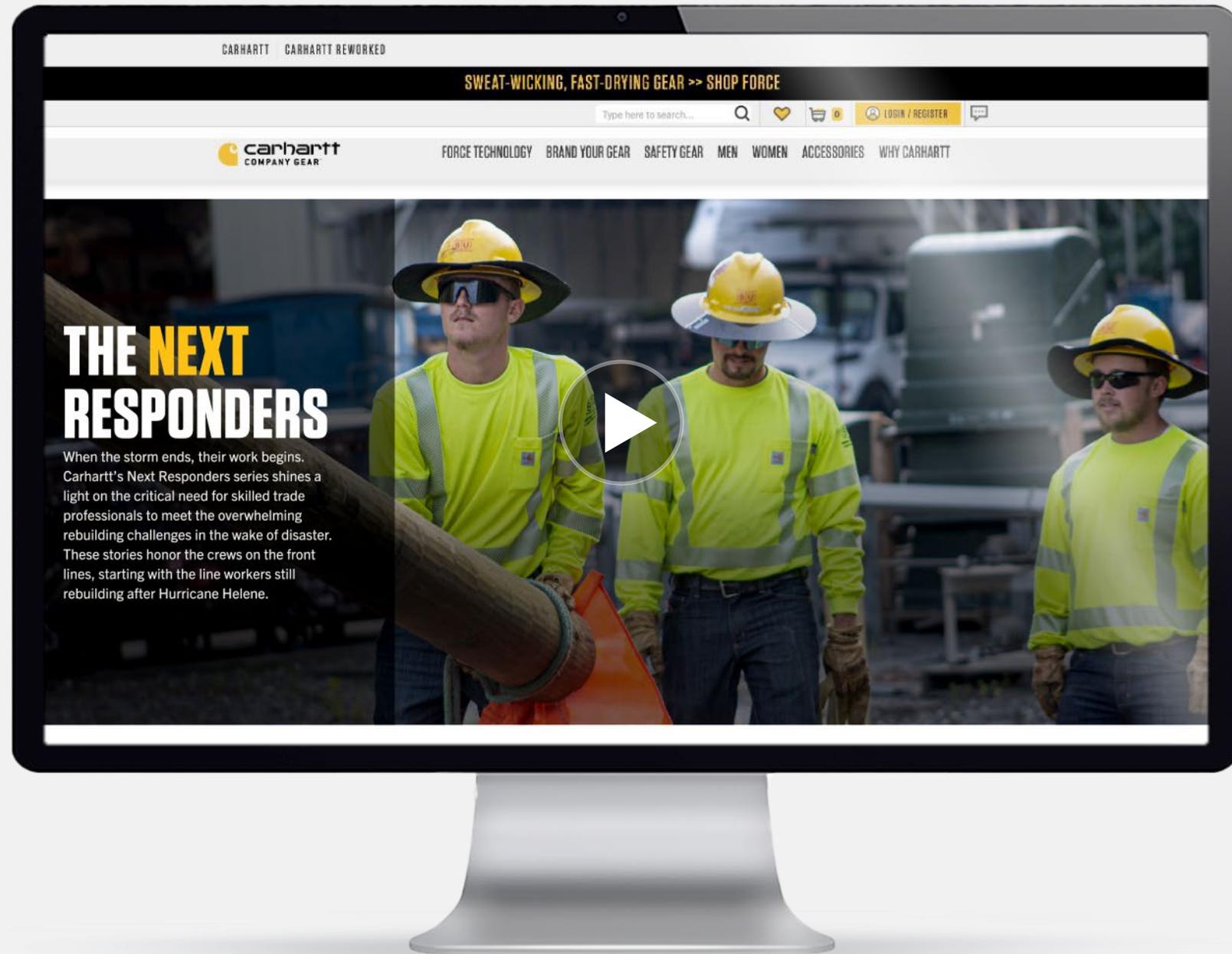


EPISODE 03:
COMMUNITY



EPISODE 04:
FIRST STEPS







MEET THE CREWS POWERING RECOVERY

In the wake of Hurricane Helene, more than 4 million people were left without power. Bridges were out. Roads were gone. And thousands of utility workers stepped up to restore outages and hope. A year later their work continues.

Carhartt is proud to share our *Next Responders* video series, a tribute to the trade professionals powering recovery, while shining a light on the growing workforce gap putting this essential work at risk. You can watch the first two episodes now. And stay tuned as the series continues.

[WATCH NOW](#)



WE'RE PROUD TO SUPPORT THE CREWS WHO NEVER LEFT AND THOSE READY TO JOIN THEM.



REBUILDING HOPE ONE YEAR LATER

When Hurricane Helene swept through the Southeast, it didn't just knock out power. It upended lives. Carhartt's *The Next Responders* video series shares the stories of crews who stepped up to restore outages. And hope. More than a year later, their work continues.

In **Episode 02**, we focus on the deeply personal side of disaster recovery when it hits close to home. And the selflessness it takes to help others while facing your own loss.

Episode 03 shows the impact of the storm from the perspective of customers. And the deep trust placed in the crews working to bring back power along with a sense of normalcy.

At Carhartt, our mission is to serve and protect all hardworking people. That's why we're committed to help bridge the skilled trades gap, so more people can do heroic work like *The Next Responders*.

You can watch both episodes now. And stay tuned as we share more stories.

[WATCH NOW](#)



WE'RE PROUD TO SUPPORT THE CREWS WHO NEVER LEFT AND THOSE READY TO JOIN THEM.



THE NEXT GENERATION OF THE NEXT RESPONDERS

The future of disaster recovery is taking shape at Northwest Lineman College. In Episode 04 of *The Next Responders*, we hear from students and faculty to learn what drives the next generation to step into critical trade roles.

It's work that's essential. And life changing. A journeyman lineman can earn an annual salary of over \$200,000 without a four-year degree.

At Carhartt, we're proud to support these skilled trade professionals and honor the crews still rebuilding one year after Hurricane Helene.

[WATCH NOW](#)



SEE THE WHOLE SERIES RECOVERY TAKES MORE THAN POWER. IT TAKES THE NEXT RESPONDERS.

[Watch All Episodes >](#)

carhartt
COMPANY GEAR

PRESENTS

THE NEXT RESPONDERS

MEET THE CREWS STILL REBUILDING
ONE YEAR AFTER HURRICANE HELENE

WATCH NOW

carhartt
COMPANY GEAR

THE NEXT RESPONDERS

MEET THE CREWS REBUILDING IN THE WAKE OF DISASTER

WATCH NOW

carhartt
COMPANY GEAR

PRESENTS

THE NEXT RESPONDERS

MEET THE CREWS STILL REBUILDING ONE YEAR AFTER HURRICANE HELENE

WATCH NOW

carhartt
COMPANY GEAR

PRESENTING

THE NEXT RESPONDERS

MEET THE CREWS REBUILDING IN THE WAKE OF DISASTER

WATCH NOW

13 NEWS

carhartt
COMPANY GEAR

PRESENTS

THE NEXT RESPONDERS

MEET THE CREWS STILL REBUILDING AFTER HURRICANE HELENE

WATCH NOW

One year later: Remembering the 108 lives lost in North Carolina to Hurricane Helene

WNC Strong



PRESENTS

THE NEXT RESPONDERS

MEET THE CREWS REBUILDING IN THE WAKE OF DISASTER

Watch now at companygear.carhartt.com/next



PRESENTS

THE NEXT RESPONDERS

MEET THE CREWS REBUILDING IN THE WAKE OF DISASTER

Watch now at companygear.carhartt.com/next



Have a story to share? Scan to tell us how you or your crew helped communities recover.

Tradeshaw Pull Up Banner

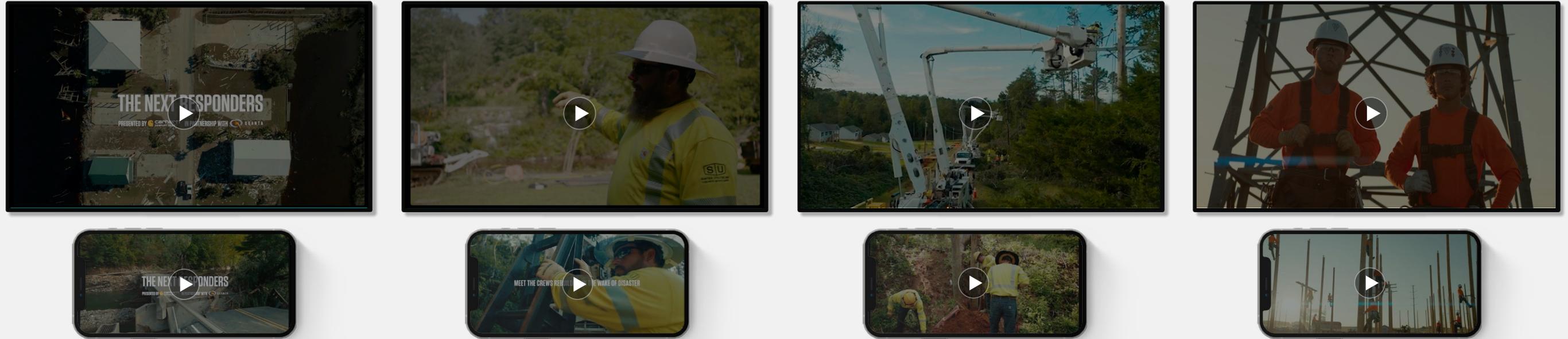
Carhartt Global Sales Conference



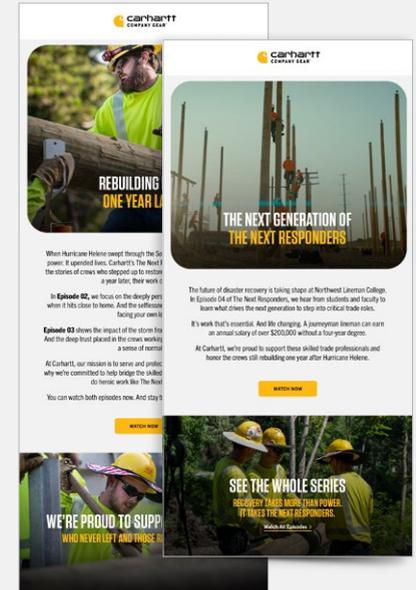
“ I’m excited to introduce The Next Responder Campaign which highlights the crews who don’t just restore what was lost, they restore hope. Because when the waters recede, when the power grid is gone, when communities are in the dark, it’s the next wave of responders who shoulder the burden of rebuilding. ”



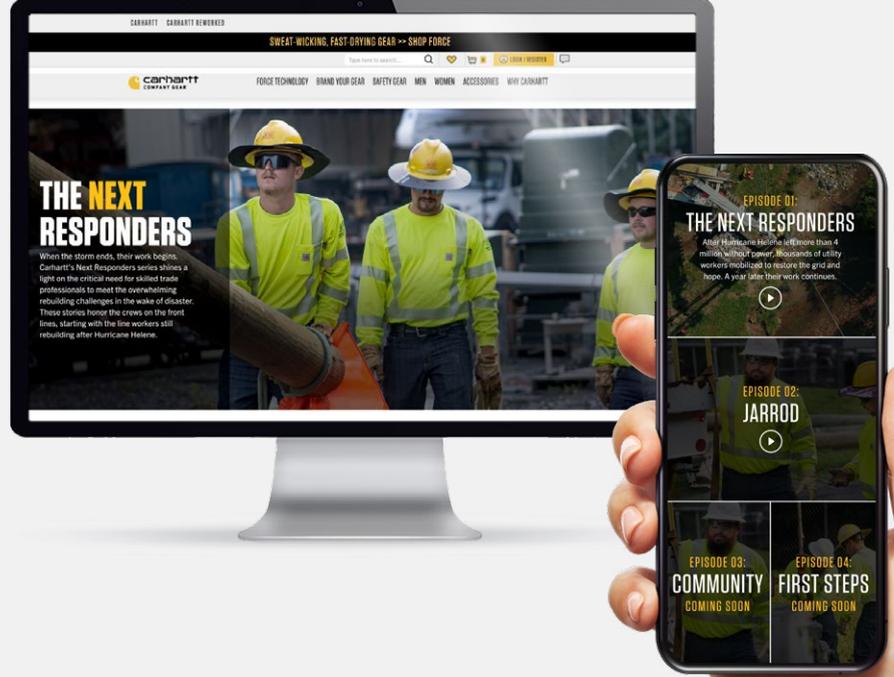
CTV & SOCIAL VIDEO



EMAILS



LANDING PAGE



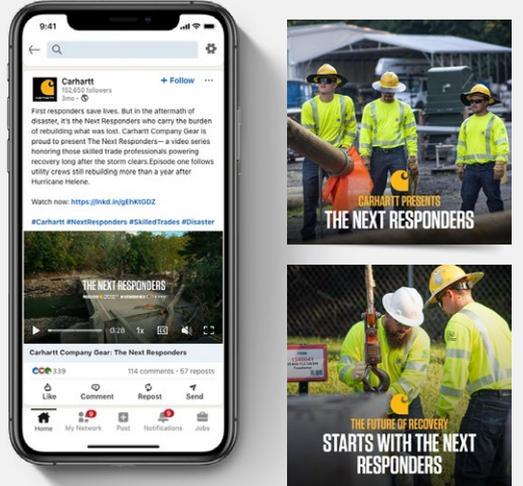
DISPLAY BANNERS



PULL UP BANNERS



SOCIAL POSTS



The Results:

660k+

CTV views with 99% completion

53%

engagement rate for Trades inquiries

135k

impressions during our one-day WLOS homepage takeover on 9/27/25

99%

YouTube completion leading to several thousand new subscribers



A nearly

10%

Increase in site traffic to Northwest Lineman College one day post launch