

FEAR OF GOD  
&  
**ESSENTIALS**

**Redefine The New Streetwear Campaign**

Nguyen 'William' Le



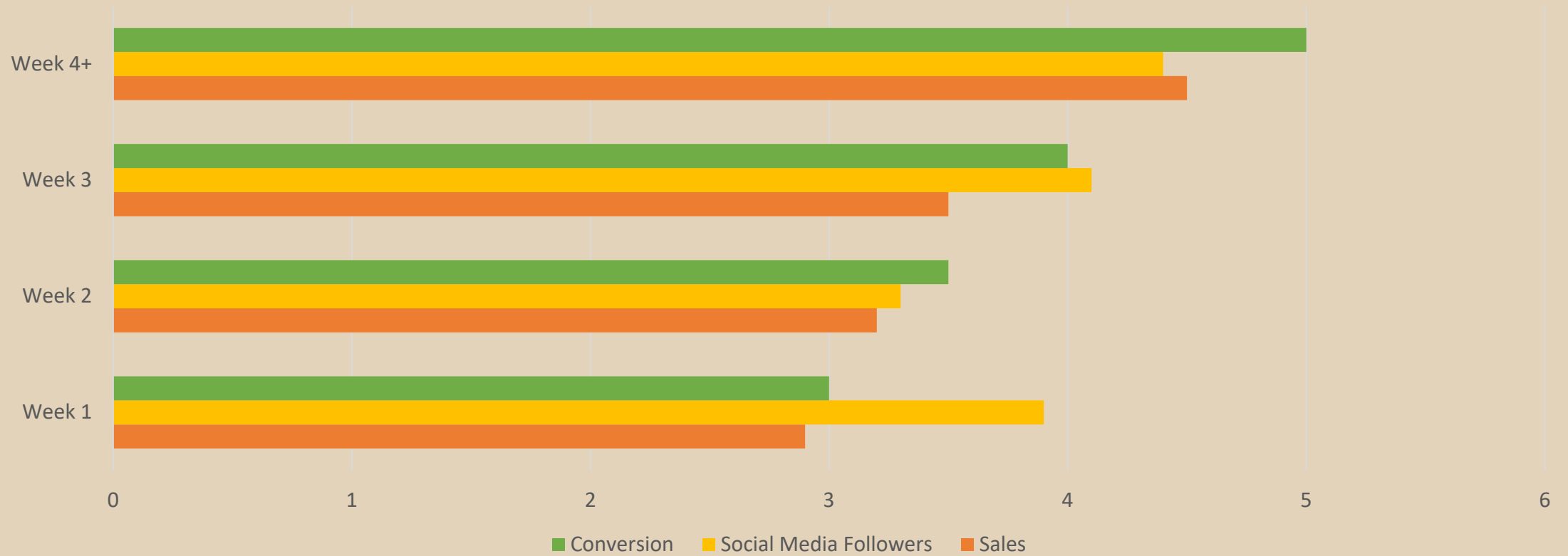
# Campaign Goals

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- **This is the biggest collaboration between Fear of God and micro/macro influencers in order to increase the engagement with the new generation – Gen Z. Not only that it also helps the brand spread out the popularity and impact among the streetwear community.**
- **Five main goals of this campaign are:**
  - **Increase the amount of followers/engagement on social media**
  - **Increase the conversion**
  - **Increase the sales in both lines Fear of God and Essentials**
  - **Improve the images of the brand's DNA**
  - **Assert the position in streetwear/luxury street wear market**

# Goals Chart

Predict Increasing in Goals after the Campaign



# Influencers

**Justin Bieber**

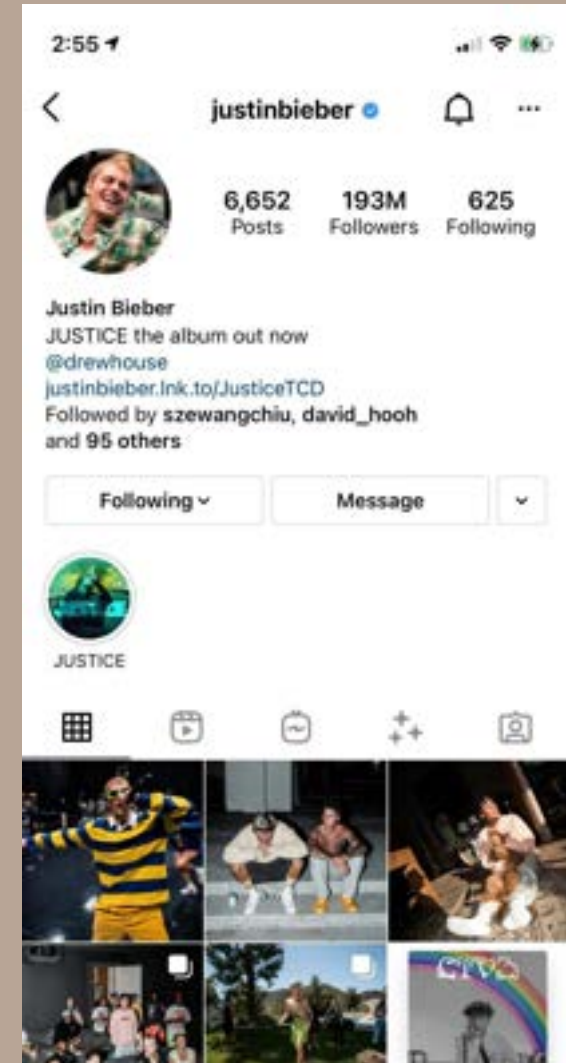
@justinbieber

193M Followers

**Role: Long-term Ambassador**

**Budget: \$25,000**

A long-term ambassador contract with Justin Bieber with a few restrictions. Bieber's images will be promoted in every campaign. He will also show up with Fear of God outfits most of the time.



# Influencers

**Joel Mcloughlin**

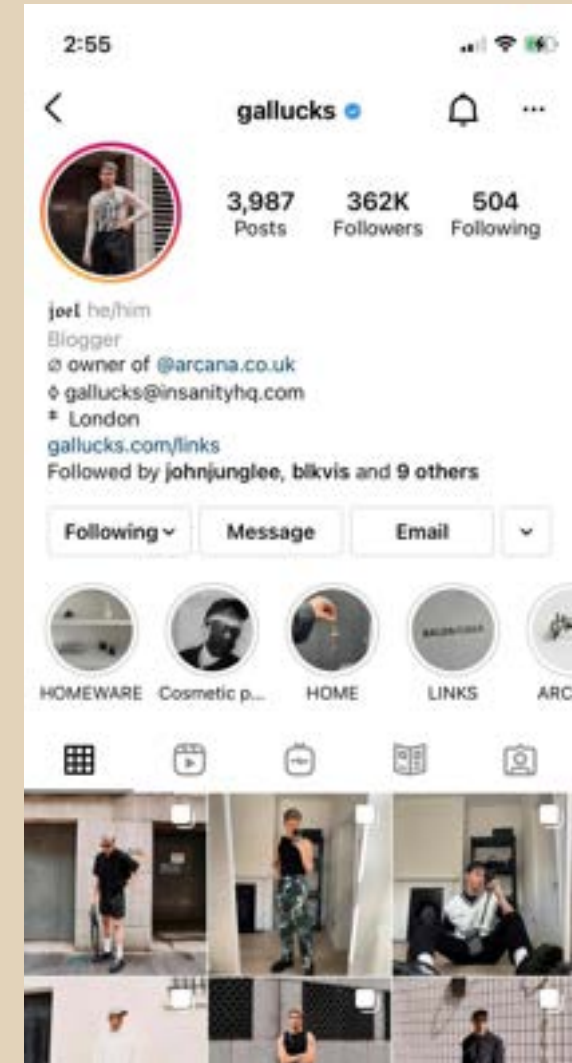
**@gallucks**

**362k Followers**

**Role: Discount Codes/Affiliate Marketing & Gifting**

**Budget: \$1,500 - \$2,000**

**Joel will receive a gift box from the new Fear of God/Essentials collection. He will review the products on his YouTube channel and post on social media. Discount code for free shipping will be included each post/video.**



# Influencers

**Danny Lomas**

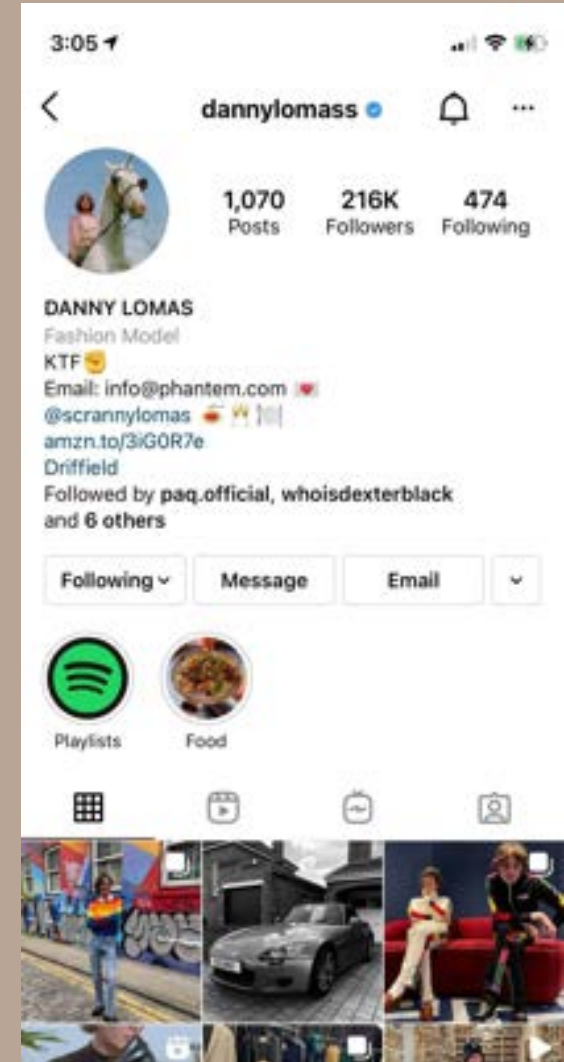
@dannylomass

216k Followers

**Role: Event Activation & Social  
Media Mention**

**Budget: \$2,000**

Danny will be invited to Fear of God events with outfits from the brand. He will post stories about the event. He will also post and mention about the products that received from Fear of God events.



# Influencers

## Shaquille-Aaron Keith

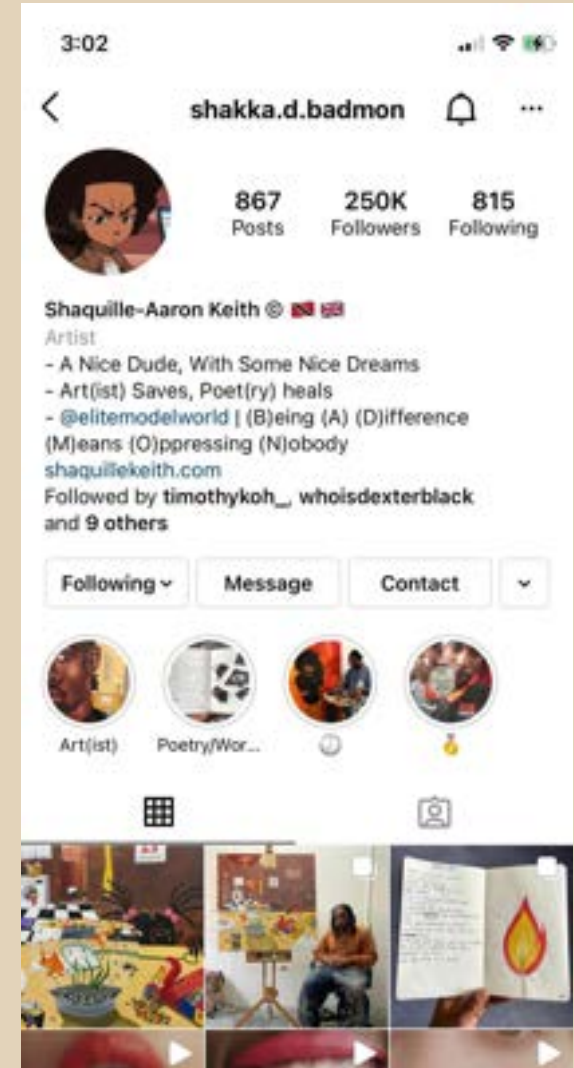
@shakka.d.badmon

250k Followers

**Role:** Event Activation & Sponsored Blog Post

**Budget:** \$2,500

Shaquille will get invited to all Fear of God events. While posting stories about the events, Shaquille will also get sponsored for any post that he upload about Fear of God.



# Influencers

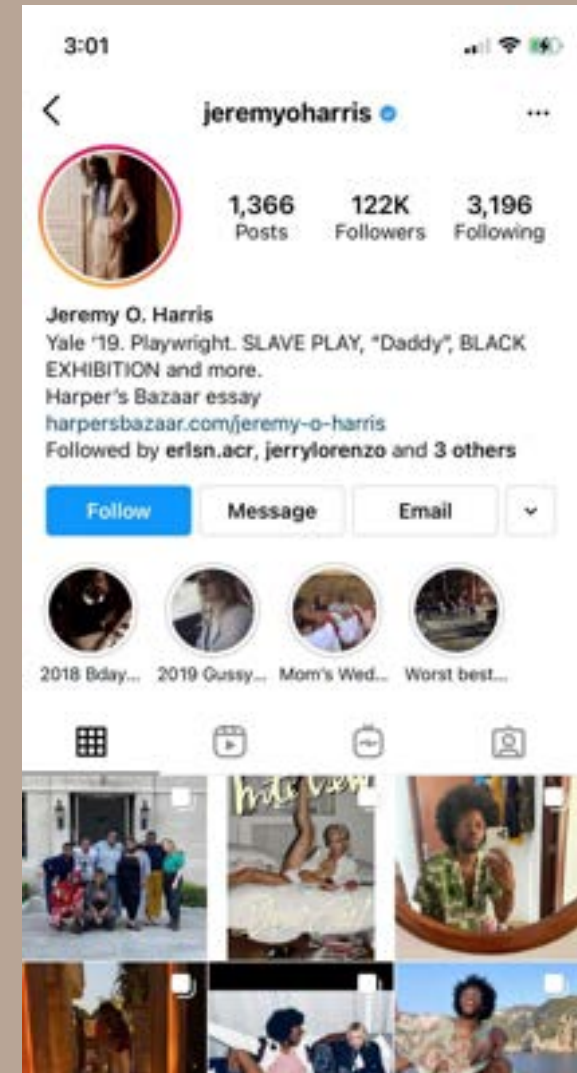
**Jeremy O. Harris**

@jeremyoharris  
122k Followers

**Role: Influencer Takeover**

**Budget: \$ 1,000 - \$ 1,500**

Jeremy will hold an Instagram live talk show on Fear of God account. The live event will be also announced on his social media.





# Influencers

**Faith Harper**

@faithharperr

133k Followers

**Role: Gifting & Social Media Mention**

**Budget: \$ 1,500 - \$2,000**

**New collection will be sent to Faith as a gift. Hopping that she will mention about Fear of God on her social media.**

