

Outdoor Voices

INFLUENCER ENGAGEMENT PLAN: OV Doers

Phillipa Armes

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Outdoor Voices

PROGRAM OBJECTIVE

Outdoor Voices (OV) is competing against athleisure / athletic apparel heavy-hitters like Lululemon, Under Armour, and Nike – all of whom have established and vibrant athlete endorsement and ambassador programs. In order to increase OV's brand visibility and to expand the company's reach, it is necessary for OV to engage with influencers across the fitness, wellness, and outdoor enthusiast communities.

The objective of OV's influencer engagement program is to elevate the company's brand "stickiness" and recognition (and to ultimately increase sales and brand loyalty) across an array of fitness and wellness-minded communities. Somewhat akin to Lululemon's "ambassador" program, or corporate sponsorships by Nike or Under Armour, OV will engage with "Main Star" influencers who will spread the word through their own practice and through wearing OV's apparel. However, unlike Lululemon and others, OV's influencer engagement program will go further to also include brand partnerships and collaborations.

All parts combined, OV's influencer and partner community members will be dubbed "OV Doers."

PROGRAM GOALS

1. Increase sales on the OV website by 15-20%
2. Increase traffic to the OV website via influencer social media and blog channels by 1,000+ unique views per day
3. Increased social media engagement with OV audiences via their social media channels – through comments, mentions, tags, and hashtags
4. Increased mentions throughout various different third party sites, media outlets, and earned media

INFLUENCER SELECTION PROCESS

In selecting potential influencers to become OV Doers, I immediately turned to my social media feeds and the fitness, athletic, and health and wellness influencers that I follow and admire. I also kept in mind the types of individuals that large companies like Lululemon are able to leverage for their ambassador / sponsorship programs, and tried to find like-minded people who may have a more whimsical and fashion-forward approach to their chosen activity. I also considered how each prospective influencer might contribute to the larger strategy and organic growth of OV, and tried to select individuals and organizations that would create the positive partner experiences that are critical to growing this new brand.

* Please see "Influencer Map" document for full list of suggested influencers for the OV Doers program!

Important Influencer Selection Criteria

- (S)he lives and embodies the same values as OV
- (S)he is active on social media and on his / her personal and organizational websites
- (S)he is open to partnering with athletic apparel brands, or has a history of participating in positive partnership and collaboration programs with companies whose goals align with his or her own
- (S)he is accessible and appears willing to entertain initial conversations about opportunities
- (S)he has a loyal or consistent following on his or her own social media / digital channels
- (S)he is considered an authority or trusted resource within his or her community

PROGRAM PLAN

The program details, partner strategies, and incentives for OV Doers will be customized depending on each individual's role as an influencer.

Main Stars

- As the faces of OV, Main Stars will have the opportunity to become icons and roles models for consumers and fans
- OV Doer Main Stars do not influence by "advertising" or intentionally promoting OV apparel; they lead by example by embodying the same values that OV touts, and they subtly (yet

effectively) encourage consumers to check out and purchase OV apparel by wearing OV's clothing and using their products in their own lives

- By working with Main Stars who use OV's products the way that they were intended to be used, OV is able to attain feedback and product reviews, and thus will be able to better tailor and develop future products to meet the needs of these influencers

Collaborators

- OV has already embarked on a few (very successful) collaboration programs with other brands and organizations, including Man Repeller, APC, and Visibility
- OV Doer Collaborators have the opportunity to have their names associated with quality products that also engender a positive emotional response
- A collaboration project with OV means increased brand awareness and loyalty for both parties

Amplifiers

- OV will offer products to Amplifier influencers to encourage them to try, test, and talk about OV's apparel on their own sites and platforms
- Amplifiers will have the opportunity to be amongst the first to know about new products, collaborations, and events
- Amplifiers will also benefit from being OV Doers by delivering relevant content and products to their readers / viewers / followers, thus increasing their relevancy and follower loyalty

KEY MESSAGES

As a start-up brand entering a highly saturated market, OV's messaging must be heard loud and clear by influencers and consumers alike in order for the company to truly differentiate itself amongst its (bigger and more established) competitors. Through its branding and influencer selections, OV is reiterating the following key brand messages:

- OV makes apparel that is more than just gym attire – OV's products are built for your life, and are tried and tested by active people (OV Doers) across a broad array of disciplines
- OV values partnerships and seeks opportunities to garner feedback from its influencer and consumer communities
- OV is different from other athletic and athleisure apparel brands, because OV knows that exercise (particularly uber-competitive activities) is not the only defining facet in the lives of most consumers – OV wants to help facilitate the life you want to live, fashionably and comfortably

SAMPLE INFLUENCER PITCH

OV's influencer pitch will be tailored specifically to each influencer role, and further, to each individual influencer. As a small company, OV should start by focusing on onboarding a few, highly targeted key influencers (each with a wide social reach), and grow from there. The following is a sample pitch to Karena Dawn and Katrina Scott of 'Tone It Up':

To: Karena & Katrina <contact@toneitup.com>
From: Phillipa Armes <phillipa@pkarmes.com>
Date: July 11, 2016 4:00PM
Subject: Let's talk about active wear and Doing Things...

Hi Karena and Katrina!

My name is Phillipa, and I am contacting you on behalf of [Outdoor Voices](#) (OV)... Have you heard of us? OV is an athletic and athleisure apparel brand that is redefining activity and recreation. We believe in freeing fitness from performance, and embracing activity with ease, humor, and delight. We were founded on the tenet that Doing Things – moving your body and having fun with friends – outlasts a win when it comes to inspiring sustainable active lives. Since getting our start in 2013, we, and our Founder, [Tyler Haney](#), have made headlines in publications including Forbes, Business Insider, Racked, and Refinery29 for our whimsical brand manifesto, our dedication to encouraging everyday activity as a way of life, and the quality and beauty of our technical fabrics and apparel.

Despite our unconventional and casual approach to fitness and exercise, we are serious about the performance of our products. Our passion for developing styles and fabrics that help our customers transition seamlessly from the gym to dinner and drinks with friends drives us to take a fashion-forward approach to every piece that we design.

As a longtime Tone It Up fan, the two of you immediately came to mind as I began this project with OV to expand their partnership programs. Your approach to helping your Tone It Up community members reach their goals through simple and accessible nutrition and fun exercise programs is truly admirable. I also think that the loyalty and dedication of the Tone It Up community to sticking with

the program and empowering each other really speaks volumes to the great work and incredible brand that you two have built together!

I firmly believe that Tone It Up and Outdoor Voices could do great things together. I am very interested in gauging your interest in becoming OV Doers – Outdoor Voices’ answer to brand ambassadors and concept / design partners. I know that you’ll both love our apparel and accessories, and that our pieces will fit seamlessly into your active lives. Further, your fans, followers, and Tone It Up community members will love our products as well – we’d love to show them how OV can perfectly compliment their Tone It Up lifestyles!

I would love to send you some samples so that you can see and feel the difference in our fabrics and fits for yourselves. We have tons of styles – from crop tops to leggings to anoraks – in lots of fun yet versatile colors. Once you’ve had the chance to try on our apparel, I would be thrilled to speak with you both in more detail to hear what you think, and to discuss the potential for ongoing collaboration and OV Doer opportunities.

Take a peek at our [website](#) and let me know if there are any specific products or styles that you’d like to try on for yourselves, and when you might be available to chat. Also, check out our social media accounts (links below) to learn more about [what we’re all about](#), and to see for yourselves how closely aligned our brand values and goals are with those of Tone It Up!

- [Instagram](#)
- [Twitter](#)
- [Facebook](#)
- [Pinterest](#)
- Snapchat: OutdoorVoices

I look forward to hearing from you soon!

Best,

Phillipa

ORGANIZATION & INFLUENCER BENEFITS

Organization Benefits	Influencer Benefits
Increased brand awareness and traction with new audiences	Free top-notch quality apparel and other products
Increased sales and revenue	Growth in social and digital audience numbers through traction gained with OV's existing fans
"Even cooler by association" with respected and admired influencers	Opportunity to increase company / brand awareness and reach through cobranded products and other initiatives
Opportunities to do even more cool things that have a broader reach (particularly on Doing Things Day), and the chance to create unique product lines as a result of cobranded partnerships	Good PR – chance to be part of the founding OV Doers who helped to shape the start-up's future, and who helped to influence, guide, and grow the company's philanthropic and social engagement / empowerment initiatives

OV'S DIGITAL FOOTPRINT

As uncovered during the audit of OV's social media and digital channels, Instagram is currently OV's leading social platform – with 58.3K Followers. Facebook comes in second with 16.3K Likes; and Twitter and Pinterest tie for third with roughly 2.3K Followers each. Since the audit was completed, OV has also joined Snapchat – so this is another new channel to monitor and consider moving forward.

OV's already highly functional and engaging social / digital footprint will play a key role in the success of this influencer plan. As most of the influencers that have been selected as potential partnership candidates are themselves very active on social media – this will be the primary delivery method for both OV and the OV Doers' messages.

THE LONG HAUL

In the initial stages of the OV Doers program roll-out, OV will post "teaser" posts (perhaps small pieces of a larger image on Instagram) to keep their fans interested and eager to learn more about who the OV Doers are, and what could come of the collaborations. Once the program is fully up and running on the back end, OV will introduce its Doers to their fans and followers via individual posts and ongoing follow-up stories / posts throughout all of the company's digital platforms.

Ultimately, the goal of this program is to develop positive longitudinal relationships with each influencer / OV Doer. This long-term program will look a little different for each influencer, depending on their influencer role. For example, Main Stars will be asked to regularly wear and promote OV apparel – even through something as simple as an Instagram post crediting their cool clothes to OV. Collaborators will likely be involved in more short- to medium-term engagements as OV / influencer co-branded products are designed, developed, and brought to market on a trend / seasonal basis. Lastly, Amplifiers will be asked to review and help to spread the word about OV in tandem with important events and releases – such as season line launches, OV events (like Doing Things Day), and other athleisure / athletic events (like Wanderlust, The Boston Marathon, and The Olympics).

PROGRAM TIMELINE



Pitch to Karena & Katrina of Tone It Up
Mid July 2016

Send samples to Karena & Katrina for trial and review
Late July 2016

Fly to CA with Tyler Haney to meet with Karena & Katrina, obtain feedback on apparel, and discuss details of OV Doers program and influencer duties
Early August 2016

Secure and sign contracts with OV management + Karena & Katrina
+1 week, early August 2016

Draft and disseminate press release announcing the OV Doer program
Mid August 2016



Launch OV Doer social media “teaser” campaign on OV’s platforms (one post twice a week)
– to last 3-4 weeks
+1 week, mid August 2016

Final brief with Karena & Katrina to discuss launch week social media posts and schedule
Early September 2016 (pre-Labor Day)

OV Doer program launch + announcement of first OV Doers, Karena & Katrina of Tone It Up
Mid September 2016 (post-Labor Day, to align with launch of OV’s Fall Collection)

MEASUREMENT

Besides tracking general trends in new OV social media followers, success will be measured by the following statistics:

- OV website hits and page views from influencer referring sites (quantitative)
- Increased overall OV web traffic and sales following the launch of the OV Doers program vs. pre-launch (quantitative)
- Social media reposts and mentions across all platforms (quantitative)
- General word-of-mouth conversation and increased brand awareness throughout the athletic apparel / recreational activity / fitness communities (qualitative)