YungSmib

Format
Format an influencer community as a mediator between a brand and its future-consumer - campaign strategy - graduation project. AMFI - fashion & branding - Ruud Fiers, 2016.
Format

→ Independent retailer offering a balanced collection of unique streetwear of big and starting brands at an affordable price.
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Who Format wants to reach:

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What Format stands for:

→ Format embraces brands that represent independent youth-culture from the street.
What’s the prob?

→ Format’s general brand-awareness is relatively low and their communication could be more inspiring. As a result they are seen as just a retailer.
What’s the prob?

→ Competitors like Patta managed to connect with a dedicated group of ambassadors that represent the target audience, which makes them a successful brand.

→ A strategy is needed to position Format as a brand, and to connect to young consumers.
INSIGHTS

On which the strategic idea is based
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Emergence of creative tribes in the Bijlmer

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 创意部落 = 创意影响者

为什么他们有影响力？
→ 一种与既定的嘻哈亚文化和社会规范相违背的思维模式。
   → 例如：打碎物质象征和男性刻板印象。
2

Creative tribes = Creative Influencers

But also....

→ Creative goals rather than commercial objectives;
→ Operating independent of large corporations;
→ Tapping inspiration from every thinkable source;
→ Increasing individual talent in the field of music and fashion though tribal formation.
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- Operating independent of large corporations;
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Creative tribes = Creative Influencers

How is that reflected in their style?

→ The bricolage of brand identities.
→ The personalization of pieces of clothing.
→ The incorporation of feminine style-elements and characteristic markers from earlier youth-styles such as punk and skate culture.
→ The combination of utility- and sportswear.
How is that reflected in their style?

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The personalization of pieces of clothing.
The incorporation of feminine style-elements and characteristic markers from earlier youth-styles such as punk and skate culture.
The combination of utility- and sportswear.
3

An Influencer community as a mediator

→ Considering the influential position of YungSmib in their network, both online and offline, they can function as a mediator between their fans and Format as a brand
Branding Format, an independent streetwear store, by using the creativity of an influential community: YungSmib
BUT HOW?
...AND WHY WOULD YUNGSMIB WORK WITH FORMAT?
How to work with influencer communities like YungSmib?

→ Managing creativity.
→ Providing opportunities.
A campaign as a blanc canvas:

→ Format sets strategic outlines and provides the media-space.
→ Creative tribes develop the content according to their idea and vision.
A campaign as a blanc canvas:

→ There is no campaign-concept developed at Format or an advertising agency, the campaign comes into being through a collaborative process between Format and YungSmib.
The campaign ‘YungSmib x Format’ shows how these strategic ideas can work.
THE CAMPAIGN

YungSmib x Format
THE CAMPAIGN
1. Event: Pop-up playground
2. Online content
3. Special collection
4. Instore: Photobook/postcards

The components
1. Event: Pop-up playground
THE CAMPAIGN

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THE CAMPAIGN

Enter Pop-up Playground

powered by FORMAT
The goal
→ Magnify the authenticity and creativity of YungSmib at a professional level
→ Build a deeper and personal connection between Format as a brand and YungSmib.
→ Creating content on which the campaign is based.

THE CAMPAIGN

1. Event: Pop-up playground
THE CAMPAIGN

1. Event: Pop-up playground

*The process*

→ The output of ‘Pop-up Playground’ will be the foundation for the design of the special longsleeve collection and the promotional images that are shared online.
1. Event: Pop-up playground

2. Online content

3. Special collection

4. Instore: Photobook/postcards
2. Online content
The goal

→ Use online platforms to slowly build an online follower-base for the campaign.
The process

→ An edited selection of images and texts will be shared on a Tumblr-blog and an Instagram account (before the release of the collection)
→ Shortly after the Pop-up Playground event, all members will receive a personal message with a link to both blogs.
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In the Smib
A project by YungSmib, David Dijkhoff & Format

Gevolgd door b4bygrill, tiriNoysPol, schlumpd en noch anderen

Hey Pluk! Dope dat je bij Pop-up Playground was. We hebben de foto's van het event, met een selectie van shoots die we al eerder met jullie hebben gedaan op onze Tumblr en Insta geplaatst. Dus als je benieuwd bent, bij deze de link. Deel het vooral ook met je vrienden!

Spread the word. Love, Pieter van Format

http://in-the-smib.tumblr.com

Instagram.com/in_the_smib
THE CAMPAIGN

The components

1. Event: Pop-up playground
2. Online content
3. Special collection
4. Instore: Photobook/postcards
3. Special collection
The goal
→ Creating a physical connection between Format and YungSmib.

→ The longsleeves are based on artworks that individual members created themselves, the collection is not only branding their name as a group, but will feel personal. Sharing and promoting this collection is done out of pride and enthusiasm.
The goal

Creating a physical connection between Format and YungSmib. The longsleeves are based on artworks that individual members created themselves, the collection is not only branding their name as a group, but will feel personal. Sharing and promoting this collection is done out of pride and enthusiasm.

THE CAMPAIGN
3. Special collection

*The process*

- The special collection is shared online, on the Tumblr-blog and Instagram account of the campaign, but also external streetwear blogs.
- There will be a teaser-phase that announces the upcoming collection, to create rumour online.
- Shortly after, the collection will be released at the Format webshop and store.
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4. Instore: Photobook/postcards
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The goal

→ **For outsiders:** provide an insight into this current generation of Bijlmer-youth that is much more diverse than is often thought.

→ **For fans:** inspiration and a source of style-ideas.
The campaign

4. Instore: Photobook/postcards

The goal

→ For Format: a tool to connect with a new generation of young consumers and to position itself as a brand rather than just a retailer

→ For YungSmib: a platform to express their vision and creativity, exhibit individual skills, establish their position of creative leadership and open-up possibilities to future collaborations.
“This campaign invested in a long-term connection with an influential community (YungSmib) and transformed them into ambassadors that connect Format with a new generation of consumers.”
GRADUATION PROJECT.
AMFI — FASHION & BRANDING

RUUD FIERS, 2016.