YungSmib × Format

AN INFLUENCER COMMUNITY AS A MEDEATOR BETWEEN A BRAND AND ITS FUTURE-CONSUMER
THE CAMPAIGN
'A campaign as a blanc canvas’, as explained in the campaign strategy, is a promising method for Format to work with influencer communities in the Bijlmer—it is a vehicle to provide opportunities and manage creativity. However, this way of working implies that there is no campaign-concept developed at Format or an advertising agency, rather the campaign is created in collaboration with YungSmib and based on their creativity.

How the different components of the campaign come into being will be explained and visualised in this document.
0. Photography project

1. Event: Pop-up Playground
This schedule indicates when the different components of the campaign are launched. In this conceptbook the schedule will be used in order to place specific items of the campaign within the total timeframe.
Pop-up Playground — powered by Format

The goal of ‘Pop-up playground’ is to magnify the authenticity and creativity of YungSmib at a professional level while maintaining the quirky and spontaneous character. Instead of a photography-production, there is an event; instead of a studio, there is a space that is designed to support amusement and creativity; instead of a stylist, there is the uncontrolled and undirected experimentation with pieces of clothing by multiple individuals; instead of a photographer that creates an image, there is an observer with a camera that captures interesting and iconic moments. Furthermore, the event will establish a deeper and personal connection between Format as a brand (but also the individuals at Format) and the whole group, and emphasize the way in which Format wants to collaborate with YungSmib: by providing opportunities and support development rather than solely extract their creativity.

Essential for ‘Pop-up Playground’ is a suitable location. Perhaps the best possible space for this event would be the Kempering parking garage in the Bijlmer that is out of use for years but always had a cultural function within the neighborhood. The big, empty spaces that are abandoned and in disrepair can trigger creativity and provide the freedom to express without restraint.
I—EVENT
The event starts with appointing an organizer: someone at YungSmib that is willing to create a Facebook event to invited all boys and girls from YungSmib and enthuse them to join the event.

**Campaign Timetable**

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An image with the text: 'Enter Pop-up Playground' and a preview of the location is shared on the timeline of the Facebook event.
During the event, all creative action is documented by multiple photographers. However, for them and for the responsible person of Format it is important to keep a right balance between documenting and directing.
The output of ‘Pop-up Playground’ is the foundation for the design of the special longsleeve collection and the promotional images that are shared online.
2—Online platforms
IN-THE-.SMIB
Online platforms — sharing on Tumblr and Instagram

After the pop-up playground event, and before the release of the photobook, an edited selection of images and texts will be shared online on a Tumblr-blog and an Instagram account. This way tribe-members will have the opportunity to share photo’s of them directly and Format slowly builds an online follower-base for the campaign. After the ‘Pop-up Playground’, all members will receive a personal message with a link to both blogs.
A Tumblr and Instagram account will be created containing an edited selection of images, texts and promo-content.
In the Smib
A project by YungSmib, David Dijkhoff & Format
Gevolgd door b4bygrill, tirinoyspol, schlumpd en nog 23 anderen
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All visitors of ‘Pop-up Playground’ are provided with a link to the accounts and asked to share this on their personal Instagram and Facebook accounts.
3—Special Collection
Based on the best artworks that are created at the event, a few longsleeves are designed. This is done by a graphic designer, in collaboration with the event-organizer from YungSmib.

Because the items 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 will not feel forced to members of YungSmib, but is likely to be done out of pride and enthusiasm. Thus, this campaign invested in a long-term connection, and a synergy that results from that, with an influential community —YungSmib—and perhaps will transform them into willing ambassadors that connect Format as a brand with a new generation of consumers.
The best artworks that are made at Pop-up Playground are used for the longsleeves. The final designs are photographed in a studio. These images are used as promotional content online.
3—SPECIAL COLLECTION
The campaign images were shot at the event 'pop-up playground'. The colorful, raw images reflect the vibe of the event and emphasize the style and mentality of YungSmib.
“Create your future” is a message that is inspired by the mentality of YungSmib. Through creativity in the field of music and fashion they try to built a future for themselves. Creative expressions are their way to get ahead in life, and to establish a new image for the whole neighborhood. For fans of YungSmib (and other consumers), this message can be an inspiration to do the same—to make a difference with creativity.

Campaign images consist of two photo's, the one on the left always shows a portrait of a YungSmib-member, while the one on the right always shows a glimpse of the creative process.
THE CAMPAIGN

Create Your Future
Format by YungSmib

YungSmib Collection
instore & online soon!

FORMAT
format-store.com
Create Your Future
Format by YungSmib

YungSmib Collection instore & online soon!
FORMAT
format-store.com
The campaign images are shared on the tumblr-blog and through external blogs such as Hypebeast, Highsnobiety and Menandstyle.

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External blogs are approached with an email-presentation of the project, and a preview of the images. When they are willing to share the story, a full promotion package containing all campaign-images will be sent to the specific blog.

The selection of external blogs contains Dutch as well as international blogs. Hypebeast and Highsnobiety are the two biggest websites. However, they are famous for supporting young and starting streetwear brands and initiatives. Because the online shop of Format enables them to reach potential customers outside the Netherlands, also international websites are essential for promotion.
Format by YungSmib: a collection of raw longsleeves is the result of a creative experiment
Format by YungSmib: a collection of raw longsleeves is the result of a creative experiment
MENANDSTYLE

nieuws / menswear / streetwear / sneakers / stijl / gadgets / entertainment / travel / girls / column

kelly gale voor playboy, boobgame strong

supreme komt very hard op fall/winter
Supreme is van een niche ‘in the know’ brand voor skaters, hiphop heads en designers uit aan het groeien […]

jonkies uit de Bims komen met dikke collectie longsleeves in samenwerking met Format
De collectie is het resultaat van een creative experiment: Pop-Up Playground. Binnenkort zijn deze special edition pieces te koop bij Format.
MENANDSTYLE

nieuws / menswear / streetwear / sneakers / stijl / gadgets / entertainment / travel / girls / column

jonkies uit de Bims komen met dikke collectie longsleeves in samenwerking met Format
Tribe-members are provided with a special Instagram-image containing a longsleeve-design made by them. ‘YungSmib collection by [@name] — online soon’. In their description they are asked to link to the Format-shop where the shirts will be sold.
3—SPECIAL COLLECTION

YungSmib Collection
by @angelkitty_plug — coming soon

YungSmib Collection
by @arsenioflame_ — coming soon

134 vind-ik-leuks
sage_sama 🌟🌟🌟🌟
Alle 9 reacties bekijken

130 vind-ik-leuks
arsenioflame_ Shiney
Alle 5 reacties bekijken
The follow-up: when the collection is for sale online and instore, an official announcement is shared on the Tumblr-blog of the campaign, and on external blogs.

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When the collection is on sale instore and online, one campaign image and multiple product-images (such as the one shown here), are shared as an official announcement. The product-images each contain one piece of the collection, defined as 'Longsleeve #00', with the Instagram-name of the creator(s).
To start, the Bapesta was way ahead of its time in terms of a streetwear product that takes cues from sportswear. Nike's Air Force 1 was originally
4—Photo-book
The photo book consists of created content based on the vision and ideas of YungSmib: photo-shoots, concert footage, images created at the special event, and curated content. This specific combination of staged photography, documentary images and self-made footage will reflect the singular vision and aesthetic of YungSmib accurately. The book will function in multiple ways: (1) for outsiders it will provide an insight into this current generation of Bijlmer-youth that is much more diverse than is often thought; (2) for fans of YungSmib the book will be inspiratory and provides all kinds of ideas that may open-up their mindset and supports them to think outside existing boundaries; (3) for Format it will function as a tool to connect with a new generation of young consumers (when employed as give-away for this specific group) and position itself as brand rather than just a retailer (when sold instore, and at specific points of sale); (4) for YungSmib it functions as a platform to express their vision and creativity, exhibit individual skills, establish their position of creative leaders and open-up possibilities to future collaborations.

Thus, the book will be distributed in three ways. Firstly, as a give-away to all tribe-members and other connected individuals. Secondly, in the first two weeks, as a promotional give-away for fans of YungSmib that buy the YungSmib longsleeves online or instore. And thirdly, it will be sold instore and at external points of sale such as bookstores and concept-stores.
Campaign Timetable

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4. Photobook
The photobook will be released at an official release party at the Format store. The announcement will be shared on the Tumblr-blog and on external websites such as the ones mentioned earlier. When buying a copy, visitors will get a x% discount on the longsleeve. The tribe-members will get a personal invitation for the launch party and a free copy. Also, everyone from YungSmib will get a plus-one for the launch party.

In the photobook, members of YungSmib comment on the photo’s, just like they would do on Instagram. By using the Instagram-name of the specific tribe-member in the photobook, others can visit their personal profile to see more content.

@babyfuegod it’s a moment, a feeling, emotions I can express without being judged
THE CAMPAIGN
the campaign

the campaign