

OVERVIEW: Champs Sports – Timberland

Champs Sports sits at the intersection of sport and life, outfitting the Sport Style enthusiast with the Head-to-Toe looks that help them live their best every day. Whether you're kicking back on the weekend, about to start your daily commute, or going on a casual run, look no further than Champs Sports. We have every moment covered with this curated lineup of footwear, apparel, and accessories.

We live it. We wear it. Sport for Life.

IDEAL CREATOR:

- US-based
- 4 Male creators
- Sport-lifestyle athlete
- Millennial/Gen Z
- Creators viewed as aspirational, active, and athletic
- Track record of balancing visuals, sounds, commentary, and overlays to produce high quality TikTok/Reels videos that feel natural to the platform.

CAMPAIGN DELIVERABLES:

- 2 TikTok/Reels style Video
 - Video Length:
 - :15 minimum, :45 maximum
 - MUST send concepts for review and approval
 - MUST send **content** drafts for review
 - Must send a fully edited with transitions, text overlays, royalty free music (use [Commercial Music Library](#)), voice overs, original sounds, etc. for us to use.
- Champs Sports will post videos on their social accounts, tagging you as a collaborator. You must accept the collaboration request.
- Final videos must be in the following format:
 - 9:16 ratio
- Expect one round of edits

Please use upbeat music from the [Commercial Music Library](#) as these come royalty-free.

This brief will include a kick-off call. If you cannot attend the call, watching the recording is MANDATORY!

**This campaign requires a creative concept to be submitted and approved prior to filming content*

**Be prepared for up to ONE round of post-production edits on your content at the brands discretion (updates to text overlays, music, transitions, etc.)*



PRODUCT INFO:

All accepted creators will receive **two** of the following looks:



CREATIVE CONCEPTS:

All accepted CREATORS will be required to select ONE video concept from the APPROVED concept list (see below) & submit ONE unique concept that feels organic to the creator. Both concepts MUST include a hook, middle, and a call-to-action.

Approved Concepts

1. Unboxing/ Try-On
 - a. Please provide photo of background you will be filming in front of for approval.
2. Day in the Life
 - a. Beginning with morning routine
 - b. Transitioning to afternoon
 - c. Wrapping up into the evening
3. Get Ready With Me
 - a. Please provide photo of background you will be filming in front of for approval.
4. 'X' Ways to Style
 - a. Please provide a photo of background you will be filming in front of for approval.

- **Hook**
 - How are you going to grab viewer's attention in the first 1-3 seconds of the video?
 - The hook needs to be delivered via text overlay or voiceover in the first 1-3 seconds of the video.
- **Middle**
 - Include a short description of what your video will show.
 - What's the setting in which you're going to film?
 - Are you going to incorporate required messaging via selfie video, voiceover, or text overlay?
- **Call-to-action**
 - How are you going to end your video?
 - Example CTAs
 - Shop the latest Timberland gear at Champs Sports

Example videos we LOVE:

- [Example 1](#)
 - We like the way the creator hits on the product details for this campaign. This was apparel focused so he did a great job calling out the necessary products & showcasing how he uses them in their respective way.
- [Example 2](#)
 - We like the way that the creator did an unboxing & try on with the product.
- [Example 3](#)
 - We like the cinematic approach that the creator took to focus on the full look assortment available at Champs Sports.
- [Example 4](#)
 - We love the authenticity that came through on this video from the creator, this was the perfect balance of salesy & authentic content creation.

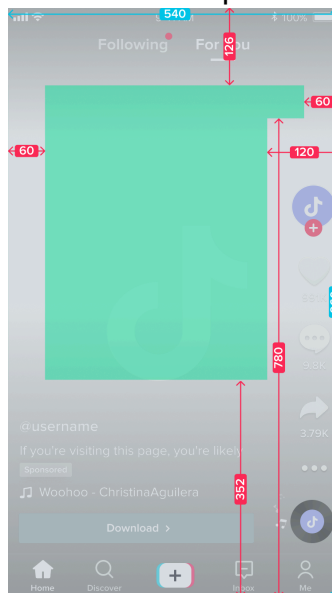
VIDEO REQUIREMENTS:

DOs

- DO: Show multiple colors of the product being styled in different ways
- DO: Upload videos without the TikTok watermark
- DO: Leverage native text or fonts that are specific to TikTok if you include overlays
- DO: Use upbeat royalty free music that Creator and Champs Sports can use for commercial purposes for social media endorsements and advertisements from the music from the [Commercial Music Library](#) or create an **original** sound/voiceover
- DO: Be mindful of background sights, logos, and noise.
- DO: Keep it fun, engaging, and natural



- DO: Film vertically with resolution no lower than 1080X1920
- DO: Ensure product logo is in focus in the video (make sure label is legible & not backwards)
- DO: Ensure your text overlays are not obstructed by elements such as captions, CTA buttons, etc. within the TikTok app
 - [TikTok Safety Zones](#)
 - Use TikTok's [Preview Tool](#) to ensure your overlays are not obstructed
 - Select "in feed ads" from top left dropdown menu → upload video



DON'Ts

- DON'T: Use music with explicit lyrics.
- DON'T: Include music that swears/references murder, drugs, etc.
- DON'T: Use copyrighted music. Only use music from the Commercial Music Library that can be used by Creator and Client in connection with the posts on social media for advertising, marketing and commercial purposes, worldwide, and royalty free.
- DON'T: Film in the nude or partially nude
- DON'T: Show the labels/logos of other products in the video (this includes logos on clothing, shoes, socks, anything in the background, etc.)
- DON'T: Include competing logos or products anywhere in the video
- DON'T: Use any transformational filters on videos
- DON'T: Include TikTok watermark or editing tools on the video
- DON'T: Wear clothing with logos or other brands
- DON'T: Use profanities, crude language, or promote drug and alcohol use
- DON'T: Shoot poses that are silly or contrived videos
- DON'T: Wear revealing clothes that show too much cleavage, stomach, or legs.
- DON'T: Capture any third party logos (except as depicted on the product provided to Creator in connection with this campaign), artwork, storefronts, murals or fonts in the content.

MESSAGING REQUIREMENTS:

Talking Points

Below are talking points/product benefits you can include in your content. Take these and include messaging around them in your content in your own words. *No requirement to use all these talking points

- **DOs**

- Mention or show CHAMPS SPORTS within first 5-10 seconds.
- Speak to the Third-party vendor available at Champs Sports, not reverse.
- Speak to, if applicable, multiple colors that go with anyone's style.
- Speak to how effortless the product invites or entices day-to-day moments/activities.
- Speak as if you're talking to a close friend with a relatable and casually authentic tone.
- Use global and approachable word choices that are relatable, relevant and resonate
- Focus on the special attributes of the product.
- Message that Champs Sports is the Go-To destination for your Head-to-Toe Sport Style look.
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- **DON'Ts**

- DON'T: Try to be too technical and sales driven - we don't want to use a "buy now" message. We are prioritizing authentic entertaining content.
- DON'T: Call brand 'Champs' use the full name of 'Champs Sports'
- DON'T: Mention other products by brand/name if comparing to similar products.
- DON'T: Mention or COMPARE other Brands outside of the designated campaign during your VO.
- DON'T: Appear as though you're reading a script or list of talking points. Speak as authentically as possible as if you're talking to a friend.
- DON'T: Use any profanity or crude language
- DON'T: Use slang or hype language; i.e. "fit", "drip" "sick" "dope"

Optional Affiliate Program Opt In:

Sign up for the Champs Sports Affiliate program to monetize our content even further and earn up to 10% on all sales referred to Champs Sports. Applying is free and the earning potential is unlimited.

Sign Up Now

<http://app.impact.com/campaign-campaign-info-v2/Champs-Sports.brand?io=mzllMVS5ARDThjxZdDPfG5zH5qcacvzkdCf2INWSbsu9H1TUoNBsbU94SpUPINTR>



Additional Legal Language:

By accepting this engagement:

1. Creator acknowledges and agrees that Creator is an independent contractor of Goldfish Social, Inc. d/b/a Cohley and shall look exclusively to Cohley, as the sole party responsible for Creator's engagement in connection with this campaign, for any and all compensation due to Creator in connection with the performance of Creator's services performed hereunder.
2. Creator represents and warrants to personally to perform all of the services required to be performed by Creator herein and further agree to all the terms and condition set forth in this Client Brief.
3. Creator represents and warrants to comply with: (a) all applicable Federal Trade Commission regulations and guidelines, such as the FTC Endorsement and Testimonial Guidelines under FTC 16 C.F.R Part 255, (collectively, the "FTC Guidelines"); (b) the guidelines and specifications as reasonability directed by Cohley and Foot Locker Retail, Inc. ("Champs Sports"), including as set forth in this Client Brief; (c) the Creator Guidelines attached hereto as Exhibit A.
4. Creator agrees to refrain from conduct which could reasonably be expected to degrade Client, devalue the services of Creator, or bring Client into public hatred, contempt, scorn, or ridicule, or that could be reasonably expected to shock, insult, or offend the community, or to offend public morals or decency.
5. Client shall have the right to use Creator's name, image, likeness, voice and physical attributes including but not limited to body art and tattoos, of any person as



incorporated into the final deliverables hereunder, for noncommercial corporate use of such deliverables in perpetuity.

6. Creator understands and agrees that: (i) Creator releases and discharges Champs Sports of all claims and rights Creator may have against Champs Sports in connection with its engagement for the campaign hereunder and that no action will be taken by or on behalf of Creator with respect to such engagement; (ii) Creator releases and discharges Champs Sports and all persons acting under Champs Sports' permission or authority from any liability by virtue of any blurring, distortion, alteration, optical illusion or use in composite form, whether intentional or otherwise, that may occur or be produced in connection with Champs Sports use of the deliverables hereunder or in any processing tending toward the completion of the finished product.
7. Creator understands, acknowledges and agrees that in the event of any conflict between the "Standard Terms & Conditions Between Cohley, Its Clients and Creators" and this Creative Brief, the terms of these Creative Brief shall control.

Exhibit A

CREATOR GUIDELINES

Creator agrees that Creator shall comply with the FTC Guidelines and the following creator guidelines ("**Creator Guidelines**") in connection with all posts that Creator publishes about Foot Locker Retail Inc. and its parent, subsidiaries and affiliates (collectively, "Champs Sports") and Champs Sports' products or services.

1. Clear and Conspicuous Disclosure of Material Connection.

A "material connection" may be defined as any relationship between Creator and Champs Sports that can affect the credibility that a consumer gives to Creator's statements in connection with such posts, such as a personal, family or employment relationship or financial relationship (e.g., receiving free product and/or payment from Champs Sports). Creator must clearly and conspicuously disclose their "material connection" with Champs Sports by including #sponsored, #ad, or #ChampsSportsPartner *as the first hashtag in each of Creator's posts* about Champs Sports or Champs Sports' products or services (not only in an "About Me" or "Bio" section or profile page).

The disclosure must be immediately visible to consumers without them having to click on "more" or any other link and cannot be buried in the middle of other text or hashtags. Disclosures are required regardless of any space limitations of the platform or medium. Platform disclosure tools may be used *in addition to* the disclosure options above but not as a substitute.

For frame formats (e.g., Snapchat and Instagram Stories), Creator must clearly superimpose the disclosure over the image or video in each frame and make sure that viewers have enough time to see and read it. The disclosure must be presented in a way that it easily readable by consumers and does not blend with the background.



For live stream formats, Creator must repeat the disclosure periodically (e.g., at the beginning, end and throughout the live stream) to ensure viewers who own view part of the content will be exposed to the disclosure.

For video formats that allow for captions or descriptions, Creator must make the disclosure both throughout the video (e.g., at the beginning, end and throughout the video) and in the video's caption or description (e.g., #sponsored, #ad, or #ChampsSportsPartner as the first hashtag in the description without them having to click on "more" or any other link).

2. Honest and Truthful Opinions. Creator's statements in connection with each of their campaign posts must reflect Creator's honest and truthful opinions and/or experiences. Creator must only make factual statements about Champs Sports and its products and services which Creator knows are truthful and can be verified.

