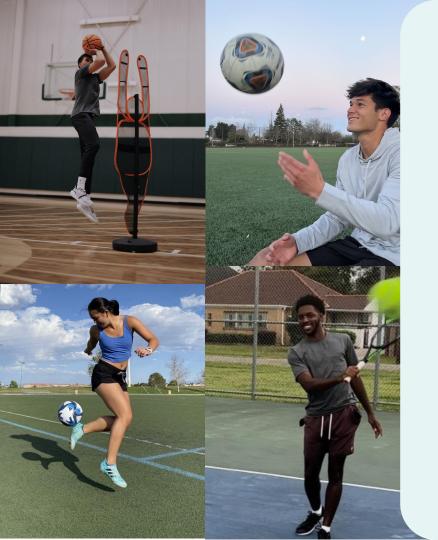
# STRONG

#### Authentic Gen Z Influence







#### Gen Z Acceleration

H1 2023 Case Study

## THE CHALLENGE

Vuroi aimed to drive targeted brand within Gen Z and connect with college consumers looking for athleisure apparel.



## CHALLENGE

# **OPPORTUNITY**

#### THE OPPORTUNITY

By leveraging a curated group of 12 top NCAA Student Athletes, Vuori took advantage of the opportunity to become the athleisure brand of Gen Z.



## **OPPORTUNITY**

## SUCCESS

## WAVE 1

1 IG Main Feed, 1 Reel/Tiktok & 2 IG Stories Per Athlete

**526k** 

Impressions

11.4%

**Engagement Rate** 

12

vuor1

Student Athletes 5

Universities Reached 80

**Total Posts** 

## WAVE 2



vuor1

#### 1 IG Main Feed, 1 Reel/Tiktok & 2 IG Stories Per Athlete

666k

Impressions

10%

**Engagement Rate** 

12

Student Athletes 5

Universities Reached 80

**Total Posts** 

## WAVE 3





1 IG Main Feed, 1 Reel/Tiktok & 2 IG Stories Per Athlete

716k

Impressions

14.1%

**Engagement Rate** 

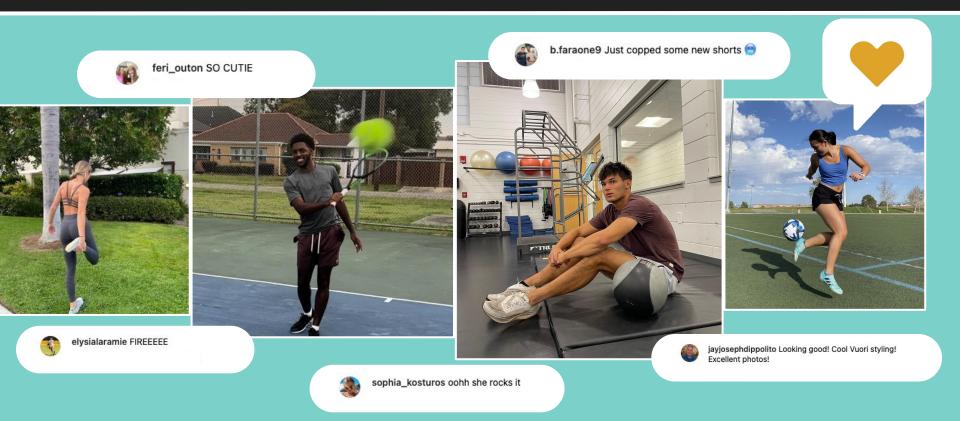
12

Student Athletes 5

Universities Reached 80

**Total Posts** 

#### **CAMPAIGN ACTIVATION**



## H1 2023 TOTAL RESULTS



### 1.9M Impressions



750 Total posts

50 Student Athletes

**VUOT1**