



# 98 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

Student Athletes

5

Universities Reached

80

Total Posts



# WAVE 2



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



fer\_i\_outon SO CUTIE



b.faraone9 Just copped some new shorts 🤩



elysialaramie FIREEEEE



sophia\_kosturos oohh she rocks it



jayjosephdippolito Looking good! Cool Vuori styling!  
Excellent photos!

# H1 2023 TOTAL RESULTS



**1.9M**  
Impressions

**16%**  
Engagement Rate

**750**  
Total posts

**50**  
Student Athletes

