

**JD Internship
Social media team**

COMPETITOR ANALYSIS

- CONTENT STYLE
 - PROMOTIONS
- STYLE OF CONTENT - STILLS/REELS
 - TREND LEAD TIK TOKS
- PRODUCT - SUITED TO SUMMER?
- ANYTHING WE CAN IMPROVE ON?

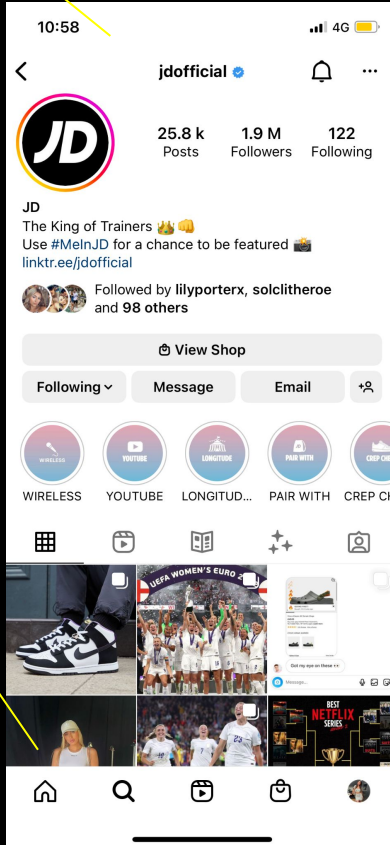
JD SOCIALS

DEPICTING AND ANALYSING PLATFORMS

Our Vision

“Connect Globally, Inspire Locally,
Empower Individually”

Visually the feed is very casual- this is probably the intentional as it reflects on the brand itself. Could maybe try more of a structured template and colour pallet on thumbnails, to see if this would be more visually pleasing and successful with followers.



Is there a disabled ambassador yet? Or regular show of inclusivity.

Powerful brand ethos. This could be explored and reinforced more clearly throughout socials. For example there could be an exclusive series on IG reel or tiktok, and each short episode focuses either on Travelling somewhere and exploring a different culture (Global), celebrating a community (local), story of my life- acknowledging a 'challenged' individual who has achieved something incredible (empowering individuals).

Coherent brand logo and template across platforms. Ensures the channels flow and follow.

Perfect portrayal of modern day youth culture. Inclusion of the audiences themselves intertwined with public figures. Creating relatability.

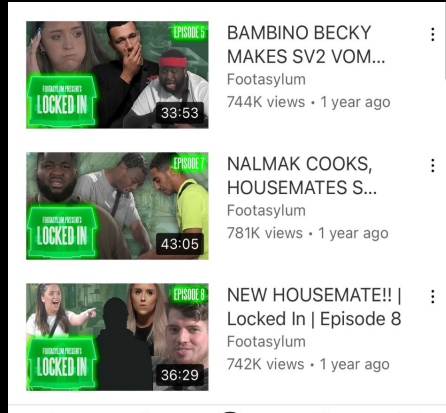
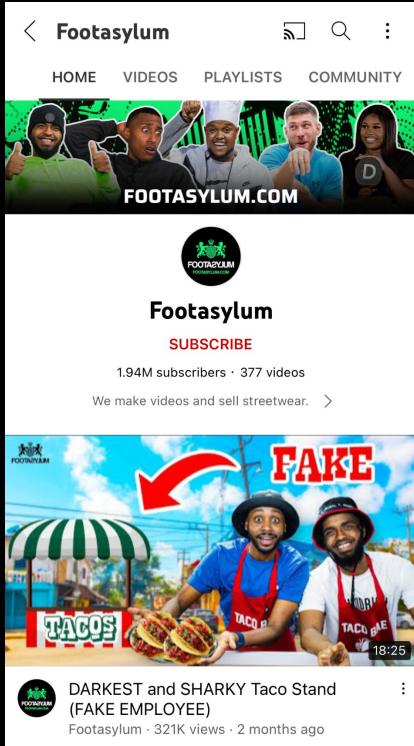


Potentially a lack of insights into the faces behind the screens and production. Could be really engaging for consumers to 'meet' the faces behind the organisation.

Huge involvement with public figures and influencers.

MAIN COMPETITION ANALYSIS

Footasylum



Footasylum is JD's biggest competition as it is so similar and shares the same consumer and socials audience.

Footasylum has created a really authentic Tik tok account. On first look, it looks like a personal account rather than a business, and all the content is involving the same group of people. This may be why it is so successful.

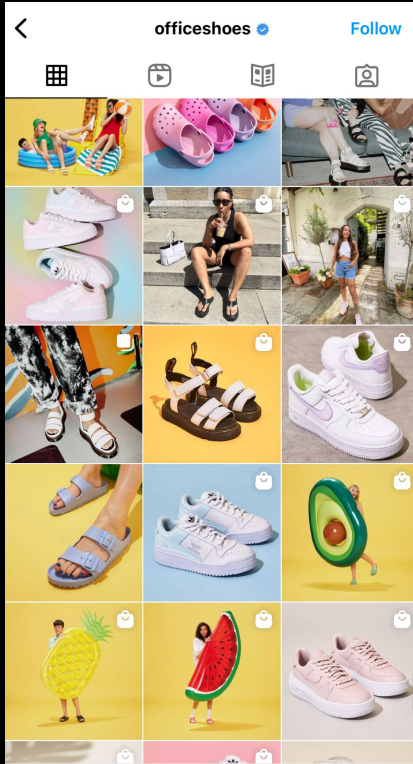
The brand promotes using the same handful of brand ambassadors which creates a face and image for the brand, which people have become familiar and fans of. -creates a loyal fan basis.

The brand has branched out in within social media, creating an influencer big brother style series 'Locked in'. This was a really clever way of using reality tv style entertainment to promote the brand and clothing.



COMPETITORS SEASONAL PRODUCT PROMOTIONS

QUICK ANALYSIS



A change in layout/colour palette suggests the changing of seasonal products and promotions. This is visually quite strong, and it ensures that the feed is ever changing and evolving. (Keeps audiences interested and platforms exciting)

Contrasting to this, @officeshoes social media platforms lack authenticity and engagement with audiences.

SMALL COMPETITION ANALYSIS

Feed and content inspiration
@Trufflesocial

This brand engages really well with their audience, through interactive posts and visually creative ads. They seem to be very quick and aware on trends, annual diary events, and societal conversations and concerns. They take these societal conversations while they're relevant and develop them into interactive posts. They also create relatable posts that audiences will want to repost, boosting potential of followers.

They do a social spotlight which focuses on a particular individual and celebrates them.

This could be a good technique to use to highlight or celebrate figures in connection with or within the JD community.

London, United Kingdom

The Ultimate
Platinum Jubilee Bingo

Attend a local Street Party	Wear Union Jack printed items	Have a BBQ
Watch 'Trooping the Colour'	Drink 'Cheers!'	Sing along to the Jubilee Concert
Bake along with the Bake Off special	Hang up Bunting	Watch the Eastenders Jubilee Special

Posts FOLLOW

trufflesocial

1/7

11:29 4G

Truffle Social

@trufflesocial

100 Following 17.0K Followers 290.4K Likes

Follow

Social media agency
London | New York

<https://linktr.ee/Trufflesocial>

Q&A

Just watched

Story (1)

730

779

960

632.5k

1.3M

SOCIAL SPOTLIGHT
Penelope Disick
#pandora

"The queen of Tik Tok"
- Glamour UK

TRUFFLE

DATE: 06/12/21

SOCIAL SPOTLIGHT PROFILE

Name: Penelope Disick
Age: 9
Hobby: Beauty/lifestyle
TikTok: 2.4m followers / 25.8m likes

About: Penelope Disick, daughter of Kourt K and Scott Disick, has taken Tik Tok by storm. Her distinct transition style, BTS of living under a Kardashian roof and the cutest GRWM videos are racking up some serious views. From spraying Le Labo as air freshener, to raking up macarons on cheese, Penelope covers all bases.

After her initial account was deleted, Mum stepped in to conform with Tik Tok guidelines and that's when @pandora was born! P can now safely carry on pursuing her influencer career.

Although Penelope might be experiencing a slightly different childhood to many of us, it is so adorable to see the imagination and playfulness of a 9 year old on our FYP, something we can all relate to!

Highlights so far:
Kardash-cousins!

29.5m likes on TikTok

Mom <3

trufflesocial

what are you most thankful for this year?
Industry version

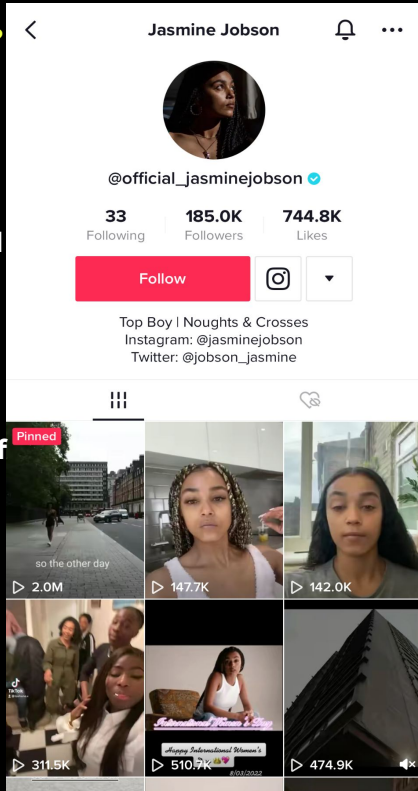
A. Hand sanitizer
B. A healthy meal
C. A person who is not a narcissist
D. A person who is not a narcissist
E. FREE flights
F. A person who is not a narcissist
G. A person who is not a narcissist
H. A person who is not a narcissist
I. A person who is not a narcissist
J. A person who is not a narcissist
K. A person who is not a narcissist
L. A person who is not a narcissist

POTENTIAL TALENT

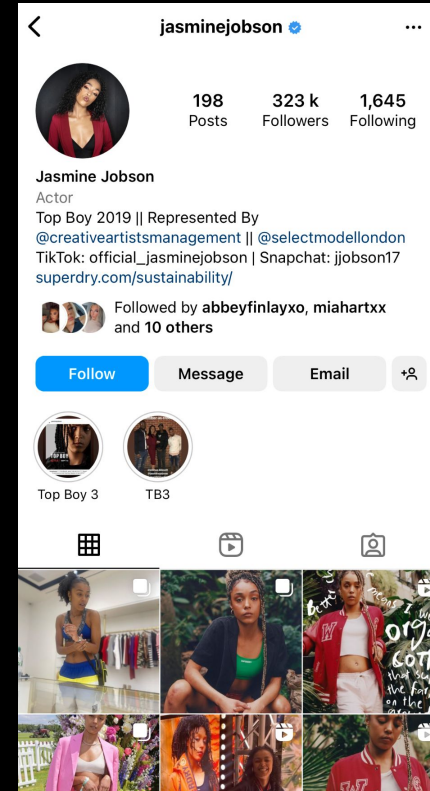
Large Scale

Why is she a good fit?

- Current and relevant
- Large social media following on all platforms
- Regular involvement with #AD collabs
- Involves herself in campaigns that have a good cause/intention
- Fits brand image and aesthetic



JASMINE JOBSON



How can she benefit us?

- Will be reaching her followers from previous acting appearances; brings in the primary and secondary target demographic.

TIKTOK

Tasks:

- 1 page deck off foot still shots for adidas campaign
- Top tiktok trends that would be suited to our Tik tok channel
- Top tiktok styling videos suited to our channel
- Back to school – any cool content we could do for this? -We're working on plans for this right now, any extra ideas would be a massive help!
- Learn how to create tracked links

OFF-FOOT DECK

FOR ADIDAS

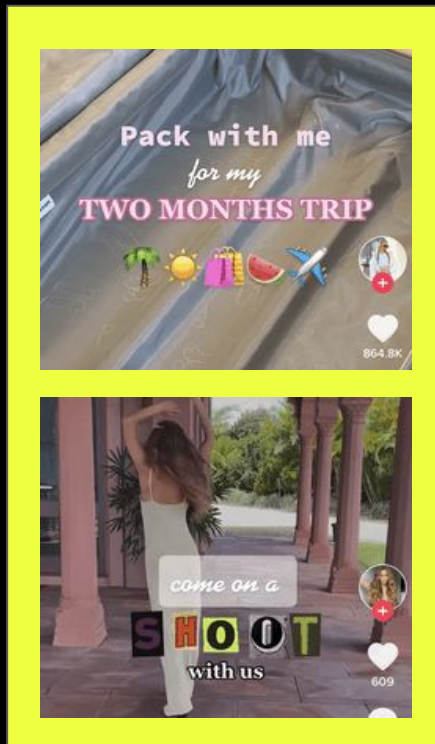


TIKTOK TRENDING

CREATING CONTENT

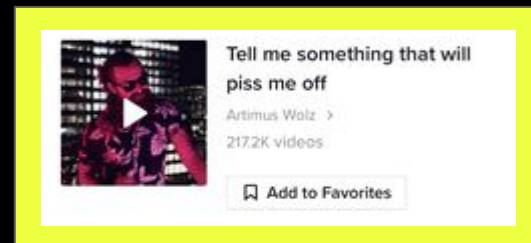
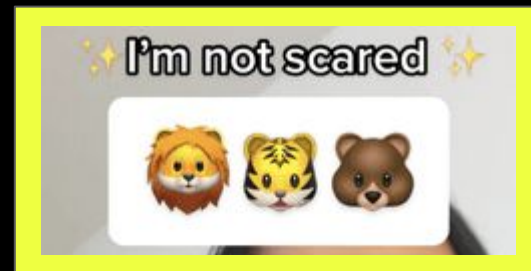
CONTENT THAT FITS JD

- **'COME AND SHOOT WITH US'**
(BEHIND THE SCENES)
- **'PACK WITH US FOR IBIZA'**
(CHANCE TO SHOW SEASONAL OUTFITS)
- **TIKTOK LIVE TRY ONS**
(CHANCE TO INTERACT WITH AUDIENCE)
- **MORE INFLUENCER TAKE OVER**
(DAY IN THE LIFE WITH JD)
- **BEREAL PHOTO DUMP**
(A WEEK IN IBIZA WITH JD)



TRENDING SOUNDS IDEAS

- **'LIONS & TIGERS & BEARS'**
(BUT I'M SCARED OF - "CREASED SHOES")
- **'YEP THAT'LL DO IT'**
(THIS TREND BUT SOMETHING RELATED TO JD AND COMPETITORS)



SOMETHING TO CONSIDER

Tiktok

#MEETTHETEAM

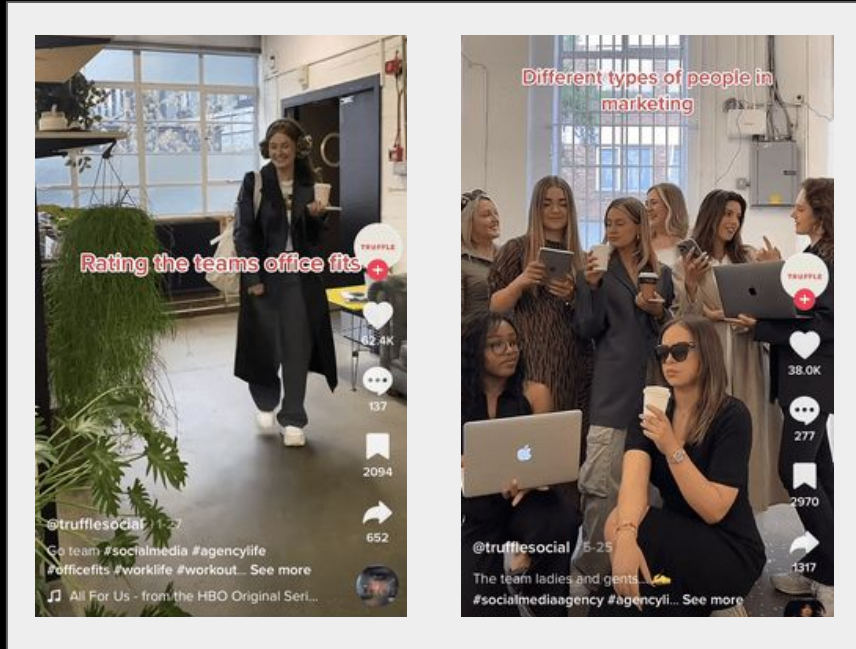
WHAT IS IT?

Creating #RatingOfficefits, #DifferentTypesOfPeople videos etc. Showing a background sneak peak into the social media teams working days.

HOW WILL IT HELP?

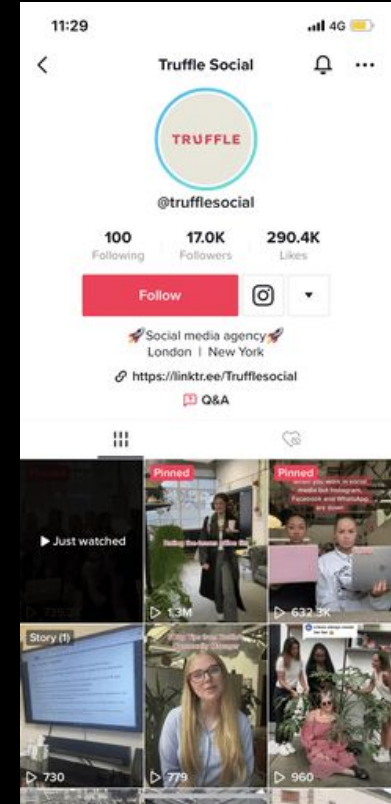
It gives the audiences a glimpse into the face behind the account; creating an authentic relationship with the followers.

These videos are very popular and trending, this will also be an opportunity to promote clothing within JD.



This company have really engaging social media platforms.

AFTER RECEIVING FEEDBACK, THESE TRENDS MAY CAUSE HR ISSUES

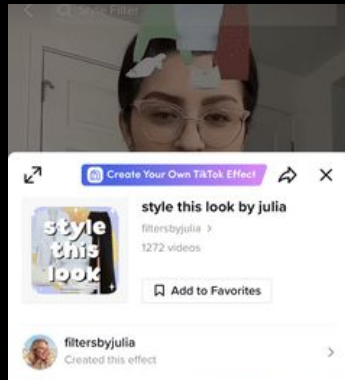


Examples @Trufflesocial

STYLING VIDEOS

TIKTOK

- **'STYLING MY NEW _____'**
(CHANCE TO SHOW OFF NEW SHOE RELEASE)
- **'HIS&HERS OUTFIT IDEAS'**
(SHOWING UNISEX CLOTHING WITHIN JD)
- **'LETTING TIK TOK STYLE MY OUTFIT'**
(CREATE A JD CLOTHING FILTER)



Creating our own styling filter will allow the consumers to get involved, creating a new trend for JD.



BACK TO SCHOOL

CONTENT IDEAS AND COMPETITORS

• 'SHOE SHOPPING FOR SCHOOL • BE LIKE...'

(RELATABLE CHILDHOOD MEMORIES INTO SKITS
AROUND BACK TO SCHOOL)



https://www.tiktok.com/@amywoahh/video/7126620267048160558?_t=8UWanUHAUon&_r=1

• 'STYLING MY UNIFORM WITH • JD'

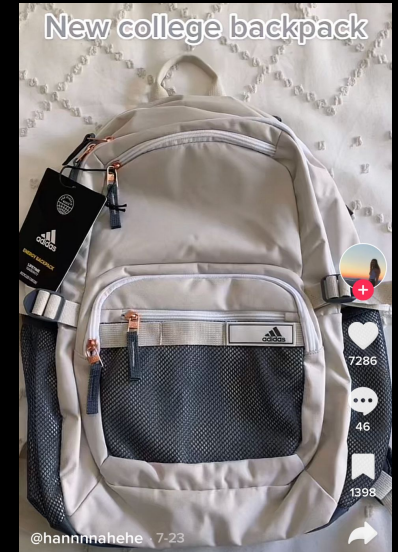
(SHOWING STUDENTS HOW TO ACCESSORISE
AND ENHANCE THEIR UNIFORM WITH JD)



https://www.tiktok.com/@4everjoeyy/video/6997020957206449414?_t=8UWajMwjBTR&_r=1

• 'BACK TO SCHOOL GIVEAWAY'

(INTERACTIVE COMPETITION,
POTENTIALLY COLLABING WITH A
STATIONARY COMPANY)



https://www.tiktok.com/@hannnahehe/video/7123649510697438506?_t=8UWasiXams2&_r=1

ENGAGEMENT

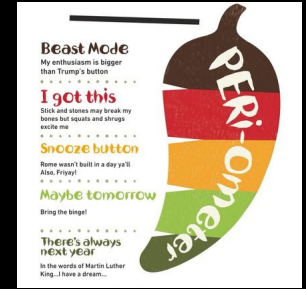
Tasks:

- **Serles ideas we could do for tiktok –**
- **The festival Q&A stuff and 20 questions does well – any other challenges we could do with influencers?**
- **How can we uplift on snapchat? Maybe a little research in to what works well**
- **Any sneaker-based talent we can start to use?**
- **Loop in with Leo/Loz on how to schedule posts**
- **Engagement posts – e.g: the Netflix knockouts for both JDO/JDW**

ENGAGEMENT IDEAS

INSTAGRAM

- **JD OFFICIAL- NANDO'S PERI-O-METER.**
(WHAT TRAINER YOU ARE DEPENDING ON YOUR USUAL ORDER— THIS CAN ALSO BE USED FOR MEMES ON TWITTER LIKE THE EXAMPLE SHOWN)



- **GUERILLA MARKETING**
(IT CAN BE AS SIMPLISTIC AS HINTING TO THE BRANDS LOGO. GUERILLA MARKETING ISN'T DONE MUCH SO ACHIEVING THIS WILL BRING MEDIA COVERAGE AND START A SOCIAL MEDIA STORM. IT TAKES A LOT OF BRAINSTORMING FOR A UNIQUE IDEA BUT THE OUTCOME IS AFFORDABLE AND EFFECTIVE)

4/ The Axe Effect

Their tagline: Spray more, get more.

Well-aligned with that promise, they put these stickers up close to exits.



10/ McDonald's Seed Bomb Ad

Made up of California Poppies, this symbol is now illegal to move in the state of California.

It's now a fun, evergreen ad with more staying power than any poster.



7/ Mr. Clean's Crossing

The contrast in the white strips really helps Mr.Clean's brand stand out.

Without even 1 word they have explained exactly what they can do.



1/ Redbull's London Trashing

In the 1980s, Redbull was struggling to make its mark as an energy drink.

So they went around London putting empty Redbulla:

- into several trash cans
- around nightclubs

They built an illusion of popularity to make an impression on customers.



(ALTHOUGH THIS IS SOMETHING FOR THE MARKETING TEAM, SOCIAL HAS THE JOB OF SPREADING HINTS AND HYPE AROUND THE IDEA)

- **JD OFFICIAL- THE BATTLE OF THE RAPPERS.**
(SIMILAR TO THE BATTLE OF NETFLIX SERIES, BUT WITH CURRENT RAP ARTISTS)



(AFTER THE BRAINSTORM MEETING THIS MIGHT BE CONSIDERED OFF PRODUCT CONTENT)



CHALLENGE IDEAS

TIKTOK & REELS

● PUBLIC HEAD2HEAD CHALLENGES

(TWO INFLUENCERS GO UP AGAINST EACH OTHER IN SMALL PUBLIC CHALLENGES. CHALLENGE E.G, WHO CAN GET A MEMBER OF THE PUBLIC TO TIE UP THEIR SHOELACES UP THE QUICKEST. WHO CAN CONVINCE A MEMBER OF THE PUBLIC TO SCRATCH THEIR BACK THE QUICKEST - ALL WITHOUT REVEALING THE CHALLENGE TO THEM).

FILMING STYLE



@SOCIAL EVENT OR IN A CITY



POTENTIAL INFLUENCERS



INFLUENCER SERIES

YOUTUBE, TIKTOK, & REELS

● BLIND DATE SERIES

(LIKE NAKED ATTRACTION CONCEPT- MINUS THE NUDENESS! THIS CONCEPT IS - THE INFLUENCER GETS TO CHOOSE FROM A LINE UP PEOPLE, STARTING WITH SHOES AND LEGS- EVENTUALLY REVEALING THE REST OF THEIR OUTFITS. THE INFLUENCER CHOOSES WHO THEY WANT TO GO ON A DATE WITH BASED OFF OF STYLE- GIVES THE CHANCE TO PROMOTE JD PRODUCTS)

VISUAL INSPIRATION



JD AMBASSADORS + INFLUENCERS



1 BRAND OUTFIT

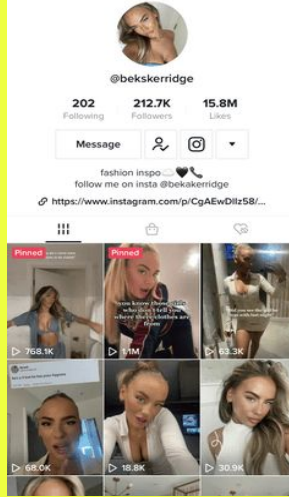
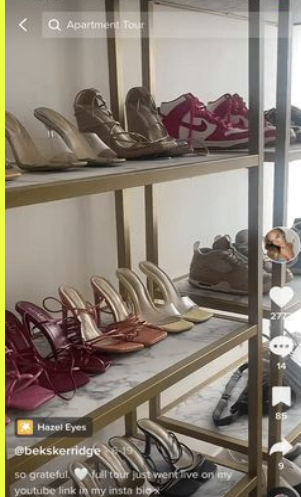
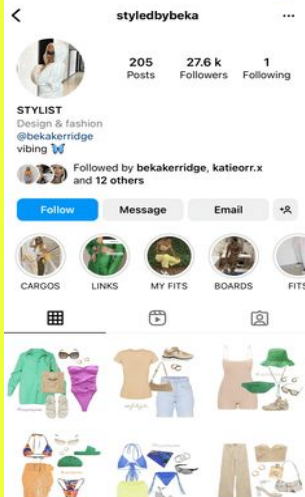


SNEAKER-BASED TALENT

JD WOMEN

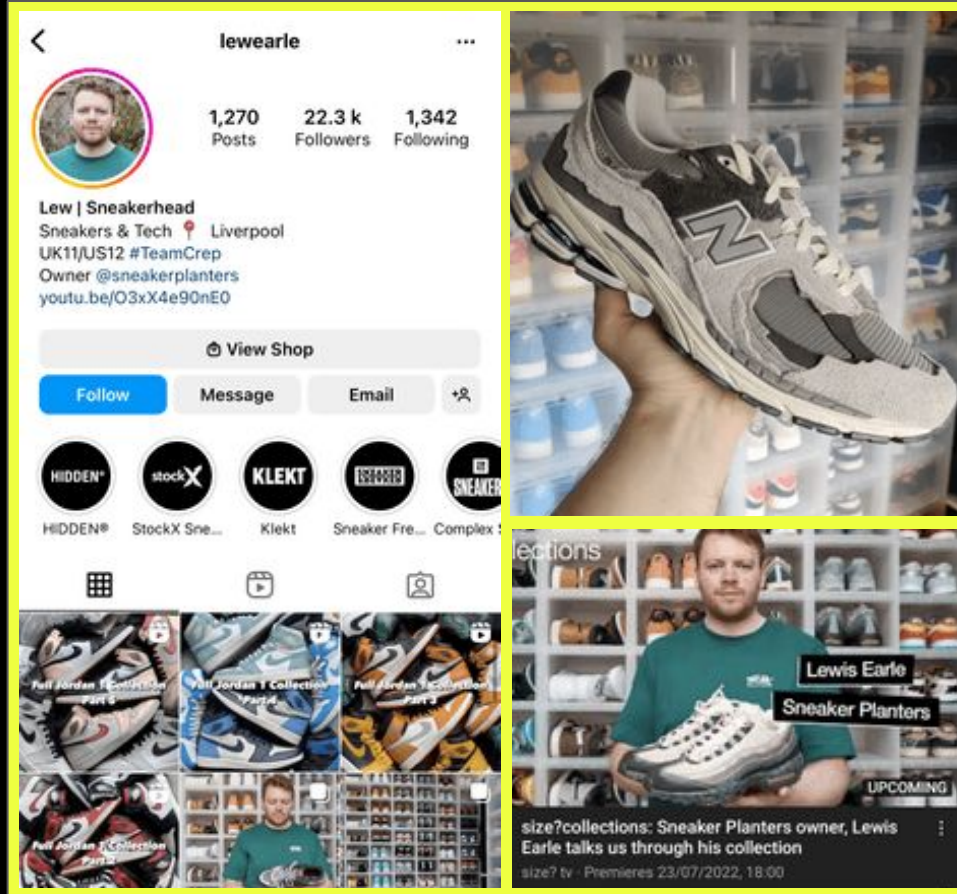
@BEKAKERRIDGE

- FASHION BLOGGER AND STYLIST
- MANCHESTER
- 2ND STYLIST ACCOUNT
- BIG FOLLOWING ON TIKTOK
- CONTENT: STYLING, UNBOXING, HAULS AND VLOGS.



SNEAKER-BASED TALENT

JD OFFICIAL



@LEWEARLE

- SNEAKERHEAD
- LIVERPOOL
- SNEAKER COLLECTOR
- DOES BRAND DEALS AND APPEARANCES
- HAS A SECOND BUSINESS ACCOUNT FOR SNEAKER DESIGNS

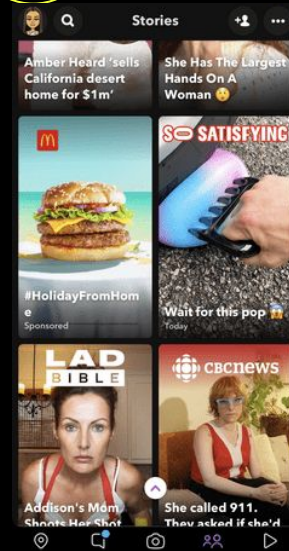
Tasks:

- **Adidas apparel shots**
- **Snapchat promoting**
- **Back to school, photography styles**



PROMOTING ON SNAPCHAT

- GEOFILTERS
- HIGHLIGHTS AND LENSES
- INCLUDE SNAPCODE IN SOCIAL BAR AND ACROSS SOCIAL PLATFORMS
- RUN A SNAPCHAT BASED COMPETITION
- INFLUENCER TAKEOVER (TIPS AND TRY ON HAULS)
- BEHIND THE SCENES EXCLUSIVES
- PUSH FILTERS AND ADS



GROWING SNAPCHAT-INSPO

WHAT HAS WORKED WELL IN THE PAST WITH
OTHER BRANDS

TACO BELL RECORD BREAKING SNAPCHAT CAMPAIGN

SNAPCHAT RELEASED THEIR 'CINCO DE MAYO' SNAPCHAT LENS. IT REACHED 224 MILLION VIEWS IN ONE DAY.

ALTHOUGH THE NUMBERS ARE HUGE, THIS WAS DONE YEARS AGO BEFORE SNAPCHAT FILTERS WERE A THING OF THE NORM, SO WHETHER THAT WILL WORK AS WELL NOW, IS UNLIKELY.



ALTHOUGH A LOT OF THESE CAMPAIGNS WERE CREATED A FEW YEARS AGO, ALL THIS CONTENT CAN BE MODERNISED AND ALTERED TO SUIT JD'S CURRENT STYLE.

BUMBLE SNAPCHAT TAKEOVER

DATING SITE BUMBLE, PARTNERED UP WITH COSMOPOLITAN FOR THEIR SNAPCHAT CAMPAIGN.

THEY USED SNAPCHAT TAKEOVER MOVIES, WHICH FEATURED CONTENT SUCH AS 'LOVE LESSONS'.

ANOTHER MOVIE FEATURED A COSMO STAFF MEMBER TALKING ABOUT HER EXPERIENCE OF VIRTUAL DATING.



IT IS IMPORTANT TO NOTE THAT SNAPCHATS DEMOGRAPHIC IS GEN-Z, SO CONTENT NEEDS TO BE TARGETED TOWARDS THE AGE RANGE OF 12-21

YUBO INFLUENCER CONTENT

THEY COMBINED PAID ADS WITH INFLUENCER PARTNERSHIPS.

THEY ASKED INFLUENCERS TO CREATE SNAPCHAT CONTENT FEATURING TEXT MESSAGING BASED SKITS AND POPULAR MUSIC TRACKS.

10,000 APP INSTALLS AND 13.6M VIEWS.



GROWING SNAPCHAT FOR JD

PROMOTION IDEAS

BACK TO SCHOOL EXCLUSIVE COMPETITION

(A GIVEAWAY/COMPETITION WHERE STUDENTS POST A SNAPCHAT STORY IN THEIR FAVOURITE ITEM OF CLOTHING FROM JD; TAGGING THE ACCOUNT . THE WINNER RECEIVES FREEBIES AND A YEARS EXCLUSIVE DISCOUNT CODE)

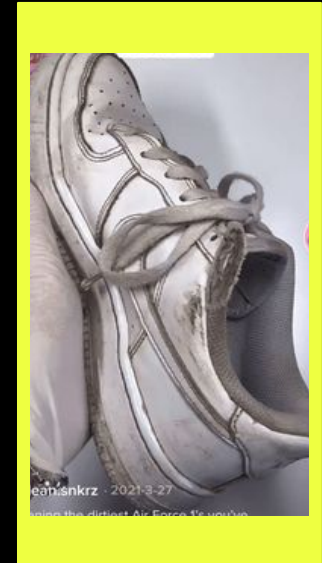


THIS LINKS IN WITH MY SECOND IDEA WHICH HAS MORE OF A FUN INTERACTION WITH THE CONSUMERS.

(THE USERS OF SNAPCHAT ARE OF A YOUNGER DEMOGRAPHIC, MAYBE COLLABING WITH UNIDAYS OR STUDENT BEANS FOR EXCLUSIVE CONTENT OR ADVANTAGES. THIS WOULD BE PERFECT TO RUN AROUND THE BACK TO SCHOOL CAMPAIGN)

THEMED PHOTO CONTEST

PROMOTE TO FOLLOWERS THAT THERE WILL BE AN UPCOMING SNAPCHAT CONTEST. THE CONTEST CAN BE ANYTHING NEAR AND DEAR TO THE BRAND, E.G POST A PHOTO OF YOUR MOST WORN OUT, DUSTIEST PAIR OR AIRFORCE. THE WINNER (THE WORST PAIR) WIN A NEW PAIR / FREE PRODUCTS. THE CONTEST WILL RUN FOR 24 HOURS)



PLAN FOR BACK TO SCHOOL

MAIN FOCUS' FOR BACK TO SCHOOL PICS

- BACK PACKS
- FOOTWEAR
- JACKETS
- TRACKSUITS
- FOOTBALL
- CLARKS
- KICKERS
- P.E ESSENTIALS
- ACCESSORIES

TRENDING EDITS ON WEBSITE

- KIDS ACTIVEWEAR
- TRIPLE BLACK FOOTWEAR
- TRIPLE WHITE FOOTWEAR

STYLE OF PHOTOGRAPHY

- INFLUENCER STYLE SHOTS
- ON-FOOT SHOTS
- ON-CAMPUS STYLE
LOCATIONS
- CLEAR EMPHASIS ON AN
ACCESSORY,
E.G BACKPACKS AND HATS.
- NO STUDIO SHOTS OR
LOCATIONS.

BACK TO SCHOOL PHOTOGRAPHY CONTENT



INFLUENCER REPOST'S TO USE



Tasks:

- Timberland research-
- We have a photoshoot for Timberland coming up next week and would love to get a visual mood board together for shoot references. Are you good to pull a doc together with some shots / reel references?
-
- Facebook research-
- Take a look through some brands FB feeds and share back some new ideas for JD Facebook. Are brands posting reels? What's working best for brands? what can we do differently on ours? Can you share on a doc of some ideas we can trial?
-
- Engaging post research-
- We have some sub channels ([Supply & Demand \(@supplyanddemandnyc\)](#) • [Instagram photos and videos](#) + <https://www.instagram.com/jdnowofficial/>) if you wouldn't mind brainstorming some social ideas for those channels? Were looking at briefing some engagement lead posts in similar to this - <https://www.instagram.com/p/CcaNNIiovxl/> if you could do some research on what we could do for those channels that would be great!
-
- Falcon Tagging

TIMBERLAND X JD VISUALS

TIMBERLAND AESTHETIC

JD AESTHETIC

URBAN



EARTHY



RAW



NEUTRAL

FRESH



SLEEK



YOUTH



DEFINITION

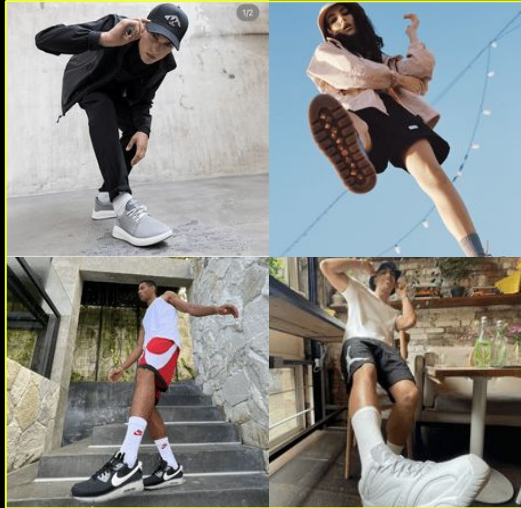
COMPARISON

SHOOT MOOD BOARD

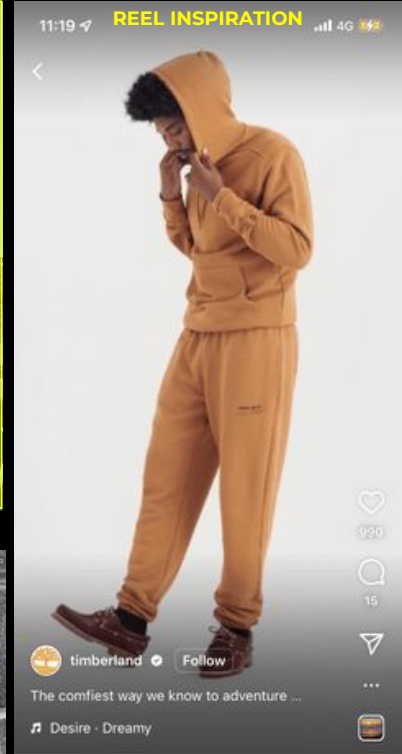
JD X TIMBERLAND MIXING AESTHETICS FOR SHOOT



LOCATION/COLOUR PALETTE INSPIRATION



SHOTS/ANGLES/POSITIONING



LINK
↓
<https://www.instagram.com/reel/CgE-0s1DA76/?igshid=YmMyMTA2M2Y=>

WHAT VIDEO CONTENT PERFORMS WELL

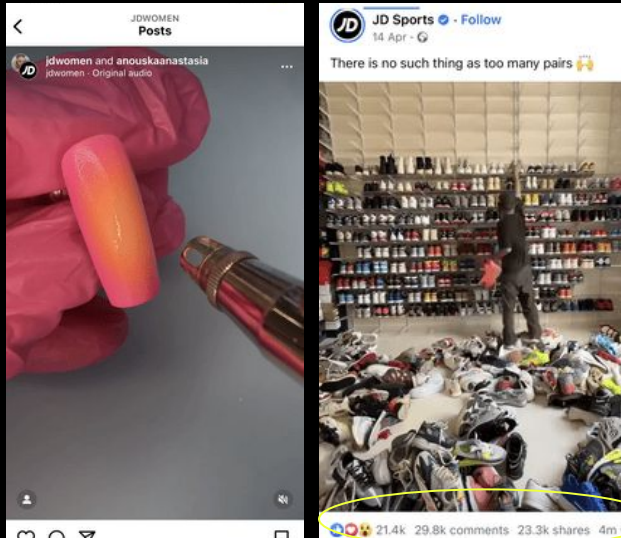
TRANSFERABLE FOR ALL SOCIAL PLATFORMS



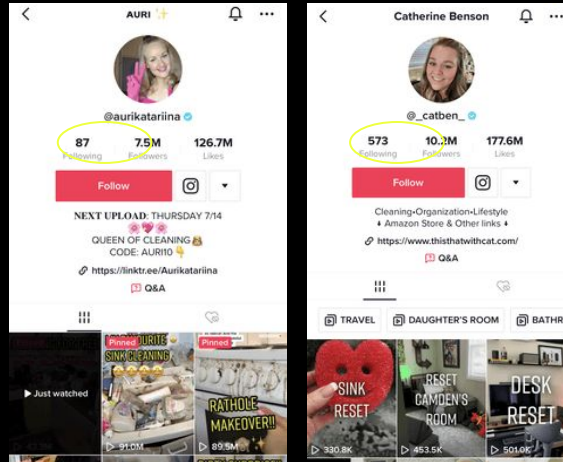
WHAT'S PERFORMING WELL

SATISFYING VIDEOS DO WELL; ON FACEBOOK ESPECIALLY. EVEN IF ITS NOT OF JD PRODUCT, IT WILL GAIN THE ACCOUNT SOME ATTENTION AND FOLLOWERS.

THE BRAND LOGO COULD ALWAYS POP UP AT THE END OF VIDEOS FOR BRAND ASSOCIATION



MORE CONTENT LIKE THIS- TRANSFORMATIONS/CLEANING/ARRANGING ALWAYS DOES WELL



A DIFFERENT KIND OF INFLUENCER...TAKING A GAMBLE

THERE ARE CLEANING/ORGANISING TIK TOK ACCOUNTS/ GENERAL SOCIAL ACCOUNTS, WITH MILLIONS OF FOLLOWERS.

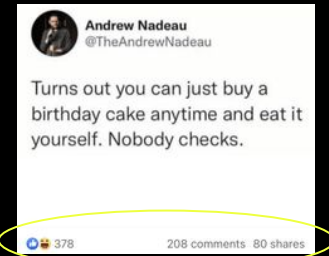
POTENTIALLY COLLABING WITH OTHER BRANDS SUCH AS CREP PROTECT (OR NOT) - AND DOING PAID PARTNERSHIPS WITH INFLUENCERS TO PROMOTE PRODUCTS, ESPECIALLY SHOES.

(‘AIR FORCE SALVAGE’) CLEANING ASMR

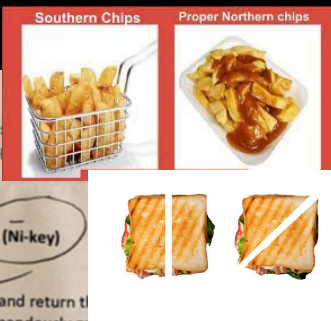
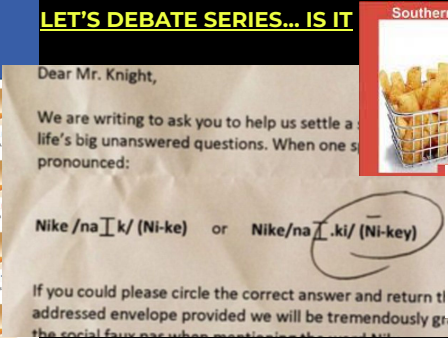
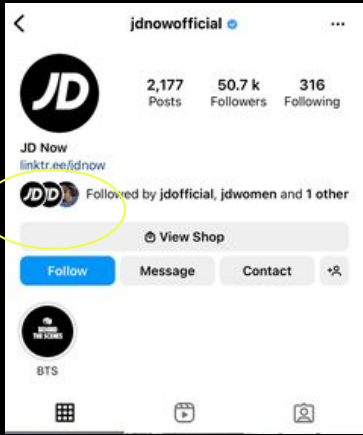
SATISFYING CLEANING CONTENT FOR THEIR ASMR LOVER FOLLOWERS.

TACKLING FACEBOOK

- **POST ON FACEBOOK WATCH.** COMPETITORS SUCH AS FOOTASYLUM USE THIS TO SHARE THEIR YOUTUBE VIDEOS. (FACEBOOK USES MORE LENGTHY VIDEOS IN COMPARISON TO TIK TOK AND INSTAGRAM REELS’ FAST PACED SNIPPETS)
- **VIDEO CONTENT IS GENERALLY MORE SUCCESSFUL THAN PHOTO UPLOADS**



- **TREAT IT LIKE TWITTER** THESE RELATABLE POSTS GET A LOT OF ATTENTION AND SHARES. *DO MORE SHOE/JD RELATED MEMES*
- **INFLUENCER INTERVIEWS.** EXCLUSIVE EPISODES WITH JD INFLUENCERS. FULL VIDEO POSTED ON YOUTUBE AND FACEBOOK WATCH- SNIPPETS ON TIK TOK AND IG REEL.



ENGAGING POSTS FOR

@JDNOWOFFICIAL

@SUPPLYANDEMANDNYC

SIMILAR TO RECEIPTIFY, YOU COULD CREATE A JD STYLE TEMPLATE AND DO A MONTHLY JD RECEIPTIFY TOP SONG PICKS.

OR...

A RECEIPTIFY STYLE RECEIPT FOR TOP TRENDS SPRING SUMMER AUTUMN WINTER.



ADDING MORE HIGHLIGHTS SUCH AS STYLING OUTFIT IDEAS, CONSUMER PICKS, CUSTOMER FIT OF THE WEEK (GET CONSUMERS TO POST THEIR JD FITS ON INSTA STORY TAGGING THE ACCOUNT, AND YOU PICK ONE EACH WEEK), MAYBE EVEN EXCLUSIVE WEEKLY DISCOUNT CODES.



SOCIAL SPOTLIGHT PROFILES