

Postgame | HEYDUDE NIL Campaign

Engaging and Unique Content Creation for "HEYDUDE Campaign"

Project Overview:

We are delighted to have you on board to create engaging and high-quality content for the "HEYDUDE Campaign." The campaign aims to showcase "HEYDUDE" footwear through captivating photos and a video that will resonate with our target audience of young adults, emphasizing the comfort and style of our products for various summer activities.

Campaign Objectives:

- Highlight "HEYDUDE" footwear as the ideal choice for everyday wear.
- Drive engagement and brand awareness through visually appealing and authentic content.
- Encourage the audience to take action by visiting our website and making a purchase using the provided affiliate link.

Content Requirements and Deadlines:

- 1.) 10+ High-Quality Photos
- 2.) 1 Reel (Duration: 15 seconds - 40 seconds)

Creative Direction:

Video Theme: Feel free to develop other creative themes aligned with the campaign objectives.

- "My Go-To Shoe"
- "HEYDUDE Game-Day Experience"
- "Day in the Life"
- "Challenge Videos" or Some Sort of Competition
- 3 Reasons to Buy
- Etc.

Clothing: It would be great to show the versatility of styling - i.e. you can wear them as soon as you get off the field or out of practice, but then you can also wear them with a dress or jeans to go to a sporting event or go to class - important to position the product as a lifestyle piece, while leaning into the sport element they're best known for.

Photo Content: You have some creative freedom with photos but please ensure some meet these requirements

- Athletes feet wearing shoes
- Direct shot of shoes
- Photo showing athletes face and shoes
- Full length body
- Athlete holding the shoes

Show the Shoes: Ensure the shoes are shown within the first 3 seconds of the video

VERBAL and/or WRITTEN (or both) - Call-to-Action: The video CAN have a clear call-to-action at the end, such as having the player say, "Buy Yours at heydude.com." (Optional) - or some variation of this.

Focus on Footwear: The video's main focus should be on showcasing the "HEYDUDE" shoes, and the player's face must be featured in the content as well.

Copyright Free: Use copyright free music so the content can be utilized by the brand through paid promotions

Video Content:

Intro: Immediate showcase of the "HEYDUDE" shoes within the first 3 seconds.

Hook: Some sort of comment player engaging with viewers

Ex: My favorite shoe to wear on and around campus when going to class!

Note: We would like to reduce "dead air" in middle of video

End: Verbal Call-to-Action: The video can conclude with a clear call-to-action, for instance, the athlete encouraging viewers to "Get yours at heydude.com" or a variation.

Emphasis on Footwear: The video should primarily spotlight the new "HEYDUDE" shoes while ensuring the athlete's face is also featured.

1. Shoe needs to be HELD and WORN by the athlete in photos and video.
2. No other commercial brand logos/products should appear in any video/photo. School logos and facilities may be included.
3. Avoid overly produced transitions within the video. No need to be 'gimmicky' or too fast-paced. Maintain authenticity while utilizing seamless transitioning. Always consider that this could be used for commercial purposes as well as social media.
4. Shoot PLENTY OF CONTENT. It's better to have too much raw content to work with than not enough. We can always find ways to use the content in post production.
5. Don't be shy. Direct the athlete to do what you want. Continue to shoot and re-shoot until you get what you want.

For inspiration and help aligning with the overall look and feel of this campaign, please refer to our google drive examples folder (https://drive.google.com/drive/folders/1rp7LPBrHt37KUX2oo55r3zoLKK0p3ofP?usp=share_link)

Content Guidelines:

Content **DO's:**

- Refer to HEYDUDE in all caps.
- Show the full shoes in the frame.
- Display the HEYDUDE logo right-side up, in view.
- Turn on Branded/Partner Content toggle for each post on every social platform.
- Utilize the required tags and hashtags.
- Ensure high resolution, good natural lighting, and in-focus content.
- Be authentic and incorporate HEYDUDE messaging in your own voice.
- Maintain high energy, aligning with the HEYDUDE brand persona.
- Shoot content vertically in compliance with platform best practices.
- Use native platform text features for any possible text overlays added to the video.
- Show manicured and clean hands and feet.

- Provide necessary permissions for paid amplification of content across TikTok and Instagram.

Content **DON'Ts:**

- Refer to the shoes as "Dudes."
- Use profanity or promote illegal activities.
- Endorse personal or political agendas, hate groups, or competitors.
- Reference third-party trademarks or copyrighted material without proper consent.
- Alter the appearance of HEYDUDE products.
- Use music without proper licensing; utilize Copyright-Free music.
- Include too many people or individuals without their written consent.
- Have stickers or watermarks (unless part of Instagram Stories).
- Create content that is obscene, offensive, violent, or derogatory.
- Suggest HEYDUDE Shoes are "cheap" or budget-oriented.
- Make deceptive or misleading statements or claims about HEYDUDE or competitors.
- Include third-party personal identification (e.g., names, addresses, emails).

Camera Orientation:

All photos and videos must be shot vertically.

Competing Products:

Avoid featuring competing products in your content; focus on showcasing "HEYDUDE" footwear with full outfits.

We are excited to see your creative ideas come to life and are confident that your engaging content will resonate with our audience. Feel free to refer to content examples from other college athletes promoting HEYDUDE for inspiration. If you have any questions or need further guidance, please don't hesitate to reach out.

Thank you for being a valued partner in the "HEYDUDE Campaign"!