

PUMA

Creative Campaign Proposal

By: Brandon McCall and Rachel Thompson-Smith
Strategic Social Media Experts with The ProCo Corporation

Packet Overview

Company Background and Social Media Status

3

Strategy Overview

4

Partnership Opportunities

5

Content Strategy

6

Content Calendar

7

Monitoring Plan

8

Conclusion and Contact Information

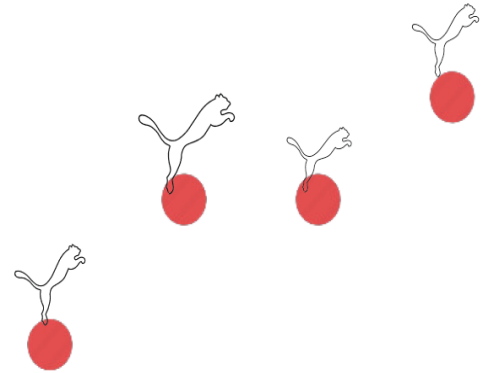
9

References

10

Company Background

Puma was created in 1948 by Rudolf Dassler in Germany (PUMA 2023, para 1). The company originated with a disagreement between two brothers which led to the creation of Puma. Currently ranked #63 on the list of top 100 global brands (Adidas vs Puma, 2023), there is always room to improve. By implementing the strategies listed in this proposal, Puma can not only increase their social media presence but their revenue stream as well.



Current Social Media Analysis

3 Platforms:

- Facebook
- X
- Instagram

Facebook

Followers: Not Public but 21 Million likes on page

Posting Frequency: Once every few weeks

Last post was June 12th, updating profile picture

Likes per post: Anywhere from 450 to 5,000 average

X

Followers: 1.9 Million

Posting Frequency: One post per week

Most of the content is reposted to the Puma page

Average 7 comments, 250 likes, and 150 reposts

Last post was December 1

Instagram

Followers: 13.1 Million

Posting Frequency: Twice a week to every other week

Likes: Between 4,000 to 10,000 on average

Average 220 comments

Social Media Strategies

Four Main Goals:

- Increase sales of goods and services.
- Increase Engagement/Follow up with negative comments
- Increase Sponsorships/Influencers
- Increase target age to include 55+

By achieving the goals listed above, Puma can corner the sporting goods and athletic wear market. This will increase followers which in turn will persuade them to buy new and upcoming products. Also by reaching a larger demographic, Puma will have a larger consumer base than previously. Each goal has its own implementation strategy. Listed below are the overview objects for each social media goal.

Sales

- Create Campaigns that showcase new and upcoming products
- Create content that currently incorporates Rihanna's Creeper shoe launch
- Push holiday specials as Christmas is less than a month away

Engagement/Comments

- Showcase new products and promotions on social media platforms
- Use hashtags and promotions to increase public traffic on social media
 - Monitor current trends to stay current in the social media world
 - Be more responsive to negative comments and attempt resolutions

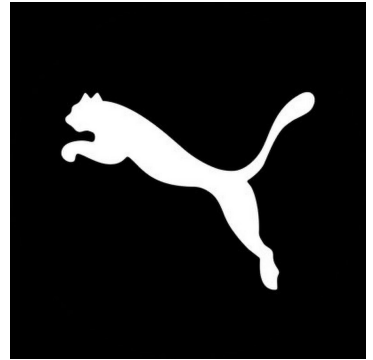
Sponsorships/Influencers

- Create and maintain current influencer partnerships
- Seek out new events and activities for sponsorships opportunities to boost Puma's reach in the athletic world

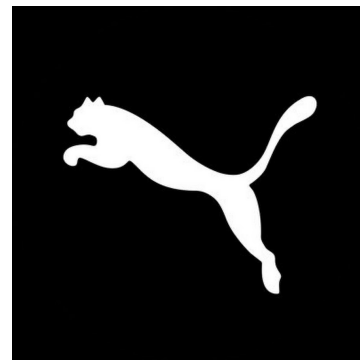
Target Audience

- Create products to appeal to the 55+ demographic
- Foster relationships with companies that cater to the 55+ community
- Make the items accessible to the 55+ community as they may not be familiar with social media

Partnership Opportunities: The Neymar Project



Neymar, the famous Brazilian footballer was once a brand ambassador for Nike. He was one of their highest paid athletes but decided to take the road less traveled and switch to Puma. His reasonings ranged from the comfort of the cleats Puma offered to who Puma stood for as an overall company. His unique style and ambition to express himself in the most unique ways fits with the values Puma stands on. The Neymar Project is an initiative we've created to give ambassadors of rival companies an open invitation to be a part of something great. Specifically, our brother company Adidas has ambassadors such as Kendall Jenner, Paul Pogba, and David Beckham who's style and aura fit what Puma stands for. Like Neymar, they would have the opportunity to make that very important switch.



Content Strategy Plan

Our Content Strategy is to promote the drop of Puma's OG Creepers. We have chosen Rhianna as the face of this plan. We have set up a 3 week plan to best share our new product while increasing our engagement on Instagram, Facebook, and X.

Week 1

December 4th: Launch of Content Strategy

December 5th Instagram: Post for the launch of our new OG Creepers. Rhianna will be wearing puma gear and new shoes.

December 6th X: New promotion of Creepers: When you spend \$100 or more online at Puma.com you get a 20% promo code for the Creepers.

December 8th Facebook: Let customers know via Facebook that they have until December 18th to place order on the new Creepers to guarantee shipment for Christmas.

Week 2

December 11th X: On both Facebook and Instagram Rhianna will be going live later in the week to do a short Q&A and to show off the new shoe.

December 13th Instagram: Rhianna goes on Instagram Live with special guest ASAP Rocky to do Q&A and talk about a new product.

December 15th Facebook: Rhianna goes on Facebook Live with special guest Dua Lipa to do Q&A and to show off the new product.

Week 3

December 18th Facebook: We will utilize the power of hashtags with picture on Facebook of Rhianna wearing Creepers using #FentyXPuma.

December 20th Instagram: We will utilize the power of hashtags with picture on Instagram of Rhianna wearing Creepers using #FentyXPuma.

December 22nd X: We will utilize the power of hashtags with picture on X of Rhianna wearing Creepers using #FentyXPuma.

Week 4

December 25th All Platforms: Holiday post with Santa wishing everyone a Merry Christmas wearing the OG Creepers.

December 26th Instagram: Post real on Instagram of real life customers testimonials of shoes and how they love fit and style.

December 28th Facebook: When you order Creepers through Puma App you get promo code for free shipping.

Content Calendar

The Content Calendar below shows the Social Media Plan for one month across three platforms. The platforms are Instagram, X, and Facebook.

	<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>
<u>1st Week</u>	<u>December 4th</u> Launch date for Puma x Fenty collab with Rhianna promoting the “Creepers”	<u>December 5th</u> 1st post on Instagram sharing the new “OG Creepers”	<u>December 6th</u> 1st post on X giving promo-code for shoe when spending over \$100	<u>December 7th</u>	<u>December 8th</u> 1st post on Facebook informing customers they have until December 18th to order to guarantee product by Christmas
<u>2nd Week</u>	<u>December 11th</u> On X, announce dates and time Rhianna will be going live both on Instagram and Facebook this week	<u>December 12th</u>	<u>December 13th</u> Rhianna goes live on Instagram with ASAP Rocky to promote the “OG Creepers”	<u>December 14th</u>	<u>December 15th</u> Rhianna goes live on Facebook with Dua Lipa to promote the “OG Creepers”
<u>3rd Week</u>	<u>December 18th</u> Facebook posts picture of Rhianna wearing Creepers using #FentyXPuma	<u>December 19th</u>	<u>December 20th</u> Instagram posts the same content used the 18th on their platform.	<u>December 21st</u>	<u>December 22nd</u> X posts the same content as the 18th on their platform.
<u>4th Week</u>	<u>December 25th</u> CHRISTMAS DAY	<u>December 26th</u> Post real on Instagram of customer testimonials after unboxing Creepers for Christmas using #FentyXPuma	<u>December 27th</u>	<u>December 28th</u> Post promo code on Facebook and X about New Years special when ordering through Puma App	<u>December 29th</u>

Monitoring Effectiveness

With all great plans, there must be a way to measure success. The main measures of success will be broken into three categories:

Revenue

- Measuring the increase in revenue based on the implementation of the content strategy
- How many new customers are purchasing previous and current merchandise
- How well is the 55+ accessible merchandise performing in the market



Engagement

- How many new followers each platform receives
 - How much click traffic each platform receives
- The engagement rate among the 55+ community
 - Engagement and resolution of negative product comments and concerns

Partnerships

- Monitor new brand ambassador partnerships
- Conversion rate of ambassadors from other brands
- Social media presence in relation to up and coming products
- Marketing the correct partner with the right demographic



By monitoring these three specific areas of focus, we will be able to tell if the creative content strategy is effective in supporting the four goals of the social media strategy.

Conclusion

This social media packet has gone over:

- The origins of the company
- The current position of three social media platforms
- Social media strategy goals
- Potential partnership opportunities
- Content strategy plan
- Four week content creation calendar
- Monitoring the effectiveness

The ProCo Corporation strives for excellence with each custom plan created for each client. By choosing ProCo, you choose the epitome of professional content creation.

Contact Information

Rachel Thompson-Smith: Expert Social Media Consultant

Phone: 223-456-0098

Email: ProcoRTS@proco.net

Brandon McCall: Expert Social Media Consultant

Phone: 988-340-5736

Email: ProcoBM@proco.net

Please reach out with any further questions and inquiries

Thank you for choosing the ProCo Corporation

References

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