



**Welcome  
Back**

**Best  
Influencer  
Endorsement**

# A campaign in collaboration with



# The Objective:

*Position DICK'S as a destination for fashionable back-to-school looks.*

After a year of remote learning, **anticipation to return to school** -- and perhaps more importantly, what teens would be wearing on their first day back -- was top of mind for students across the country.

With the **Back-to-School season being one of DICK'S Sporting Goods' most important cultural pillars of the year**, the 2021 season was crucial to build greater awareness and boost consideration among this demographic.

Not only does DICK'S offer teen mainstay brands like Nike, Adidas and Vans, but in recent years, the retailer added trending lifestyle brands like Dr. Martens, Free People, Crocs, Birkenstock, Carhartt and Levi's to their assortment, making it more important than ever for DICK'S to showcase their ability to be a one-stop shop for teen fashion in 2021.

With TikTok continuing to gain momentum, we knew it would be the best place to **showcase the style** of what DICK'S would provide the teen audience this back-to-school season.



# The Research:

*Activating on TikTok,  
the platform with the  
biggest teen audience  
and the most  
purchase power.*

Teens have a huge influence on where their parents shop and are very vocal about what they want to wear ([93% of parents say their kids have an impact on their purchases](#)). And it's not only parents who are purchasing clothing -- **It's estimated that Gen-Z's purchasing power alone totals \$143 billion dollars.**

With [TikTok surpassing Instagram](#) as one of teens' most used social platforms, reaching them online is more important than ever. Couple that with the fact that athletic brands are becoming the [top fashion preference among Gen Z](#), and it became obvious that DICK'S had a unique opportunity to make this **one of their biggest back-to-school seasons ever.**

In seasons past, brands might have relied on TV and print to get the word out about their selection, however with teens spending increasing amounts of time on their cell phones on social apps like TikTok, DICK'S opted to invest in moving significant budget to meet teens where they are – on one of their favorite social channels. According to [YPulse](#), as of April 2021, **58% of Gen-Z (13 to 19-year-olds) are on TikTok and 46% use the app daily.**

# The Strategy:

*Utilizing creator insights to shape the campaign.*

We didn't rely on statistics alone! The brand also enlisted a group of influencer partners to participate in a **“steering committee”** earlier in the year, during which influencers were asked questions about what they personally found interesting, engaging and cool in fashion, social media and culture.

Insights including influencer preferences on music, creative and copywriting from this steering committee were used throughout the campaign.



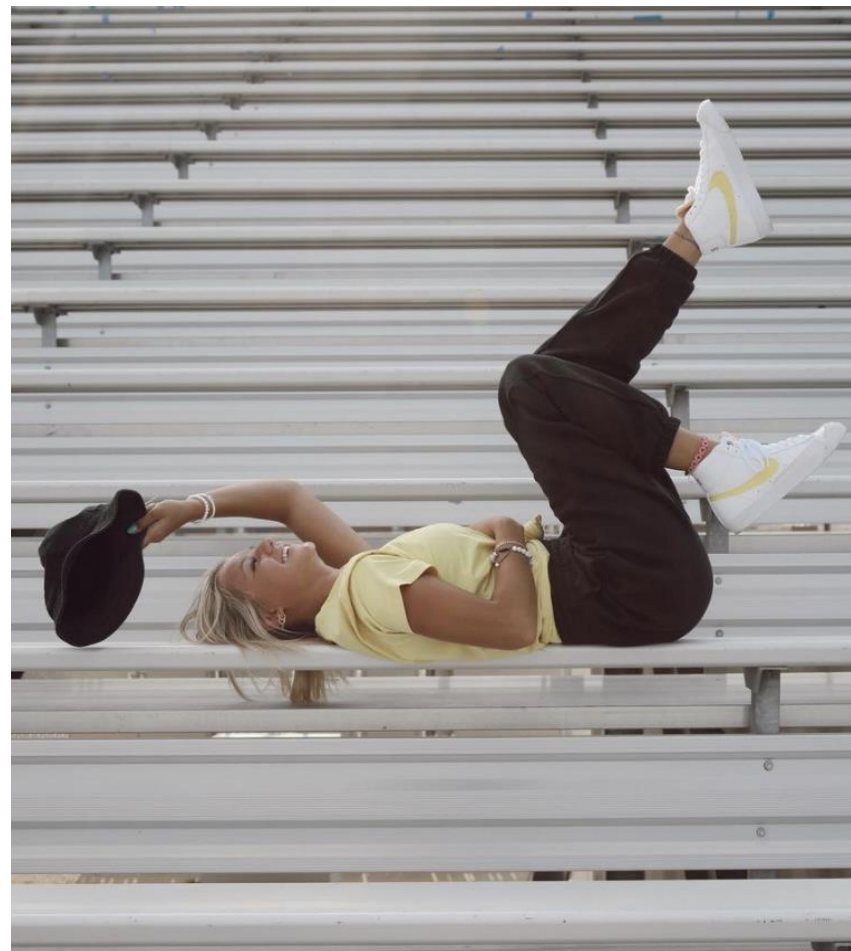
# The Campaign Development:

*Securing young TikTok influencers with followings in our target demographic.*

DICK'S partnered with **19 stylish, trend-setting teenage social media influencers** to participate in each component of the campaign. Partners chosen were all teens and had dedicated TikTok and Instagram followings of fans who relied on them to share the latest in fashion, culture and lifestyle.

Influencers ranged from 15-year-old actress and dancer [@nicolelaeno](#), to TikTok star [@nickbencivengo](#) to fashion and lifestyle influencer [@kattrod](#).

In addition to **enlisting their collective 51 million+ in followers to join in**, DICK'S boosted the posts and Challenge with paid media, ensuring the Challenge would be seen by a targeted group of stylish teens.



# The Execution:

DICK'S positioned itself as the destination for fashionable back-to-school looks through these activations:

- Influencers were **center stage in all the brand's marketing and advertising for Back to School**. They joined the brand for two photo and video shoots that produced their **Back to School TV spot** and assets for web, social, email and more.
- The **TikTok Challenge** encouraged teens to showcase their own creativity, style, and self-expression through an AR effect which prompted users to take three different photos of their Back-to-School look, striking different poses, and then laid them out in a yearbook-style spread. This was accompanied by a custom remix of the popular 1970s theme song Welcome Back by John Sebastian remixed by TikTok creator and beatmaker Ricky Desktop that encouraged users to move and dance while filming their own videos. The Challenge was intentionally designed with the idea of showcasing full, head-to-toe looks for Back-to-School. By focusing on more than just the clothing, footwear or the individual pieces they carry, the Brand aimed to prove to teen consumers they're more than a sporting goods superstore – **they are truly a destination for fashion**.
- At the overnight **Lock In event**, DICK'S gave influencers free reign of a store to get creative and collaborate together on content specifically for TikTok. Influencers documented the all-nighter by sharing content like try-on hauls, picking outfits for their friends, dance parties and challenges like a holla hoop contest, how many hoodies you can put on at once and so much more. Influencers even sourced video suggestions from their audience adding an additional level of engagement.
- As part of their other social deliverables, influencers developed **content native to TikTok like dance videos, try-on hauls, tutorials on how to style pieces** and more.



# Influencer Roster



**KYNDALL HARRIS, 18**  
[15.5K TikTok Followers](#)  
[281K Instagram Followers](#)



**JEAN-VICTOR MACKIE, 18**  
[7.4M TikTok Followers](#)  
[563K Instagram Followers](#)



**NICOLE LEANO, 15**  
[3.5M TikTok Followers](#)  
[1.4M Instagram Followers](#)



**VALLYK PENA, 18**  
[2M TikTok Followers](#)  
[627K Instagram Followers](#)



**HALLE PITMAN, 14**  
[120.7K TikTok Followers](#)  
[50.3K Instagram Followers](#)



**MYA ANGELOSE, 18**  
[159.6K TikTok Followers](#)  
[15.1K Instagram Followers](#)



**SICILY ROSE, 15**  
[521.3K TikTok Followers](#)  
[546K Instagram Followers](#)



**BLAKE MANNING, 16**  
[2.1M TikTok Followers](#)  
[306K Instagram Followers](#)



**NICK BENCVENGO, 18**  
[3.9M TikTok Followers](#)  
[463K Instagram Followers](#)



**CAROLINE MANNING, 17**  
[462.7K TikTok Followers](#)  
[242K Instagram Followers](#)



**KAT RODRIGUEZ, 14**  
[1.5M TikTok Followers](#)  
[360K Instagram Followers](#)



**IAN HAUETER, 16**  
[1.4M TikTok Followers](#)  
[183K Instagram Followers](#)



**ZACK LUGO, 19**  
[8.4M TikTok Followers](#)  
[1M Instagram Followers](#)



**LUCA LOMBARDO, 17**  
[1.5M TikTok Followers](#)  
[159K Instagram Followers](#)



**BAILEY DEDRICK, 16**  
[81.5K TikTok Followers](#)  
[152K Instagram Followers](#)



**DELIJAH MCALPIN, 14**  
[49.4K TikTok Followers](#)  
[61.1K Instagram Followers](#)



**KESLEY LEROY, 17**  
[1.4M TikTok Followers](#)  
[537K Instagram Followers](#)



**COHEN MUSE, 13**  
[1.2M TikTok Followers](#)  
[140K Instagram Followers](#)



**CALEB COFFEE, 16**  
[8.8M TikTok Followers](#)  
[1.3M Instagram Followers](#)



# Content Snapshot



**sicily.rose** Loving my cute new back to school look from @dickssportinggoods that is perfect for the classroom and all of my favorite afterschool activities! #WelcomeBack #DKSPartner



**kyndallharris** @dickssportinggoods has the cutest and most comfortable outfits for back to school! Check out my stories for more details on my look! @DKSPartner #WelcomeBack



**nicolelaeno** thanks @dickssportinggoods for making me feel cool and cozy for back to school! #DKSPartner #WelcomeBack



Shopping for back-to-school!  
Clothing haul from  
Dick's Sporting Goods!



**jeanvictormackie** Had to get the back to school fit from the best @dickssportinggoods #WelcomeBack #DKSPartner



**nicolelaeno** can't believe school is just around the corner! thanks @dickssportinggoods for helping me get ready for my first day! #DKSPartner #WelcomeBack




**kattrod** Picked out the coolest looks we could find at @dickssportinggoods #WelcomeBack #TheLockIn #DKSPartner




Join the @dickssportinggoods #WelcomeBackLooks challenge and show off your back to school fits! #DKSPartner #WelcomeBack

# Audience Reaction


Our partners' followers actively engaged with the creators commenting on their outfits and individual pieces. Many also expressed purchase intent and some noted that they loved the Welcome Back remix and TikTok Challenge filter.

 **simpleesummer** Prettiest set!! 🥰


 **\_oliviaa\_w\_** I just got some pink nike blazers too 😊

 **alyssaalways** 🌟 Love the water bottle! 🥰


 **robynchirisah** The shoesssss 🔥🔥


 **Raquel J.**  
I never really liked crocs but you make me wanna get em 🥰🥰  
8-17 Reply

 **Katttrod** · Creator  
Do itttt 🥰  
8-17 Reply


 **colieii** ✨  
THIS IS WHY IM GETTING MY BACKPACK FROM THERE w


 **uerai**  
no I'm obsessed with this ad music


 **Christian**  
Can u pls tell me what filter is that


 **anastasia** 🌸


So they're selling Free People there now?! 🤔


 **Alya**  
THE SHOES OMG


 **Octavio Trujillo**  
I would look great in the skirt, thank you Halle for the haul 🥰


 **Lex\_PiperandDSMPSuperFan**  
The 1st backpack is my favorite backpack.


 **DEA!** 🥰👏  
these fits are so fire


 **SARA \*\*\***  
I have the second shoe 🥰🥰🥰


 **spam=block**  
THE FIT LOOKS AMAZING N COMFY 🥰🥰🥰


 **carly** <3  
**@lily.xx00** wait these blazers are so cute


 **C0**  
What's the first shoes


 **bl1ssfullxeditor**  
This is the song you were in for the commercial


 **3.0k and so grateful**  
the outfits are lit

 **GlizzyGobler**  
What's the name of the blazers

 **Izabell** 💜  
what's the second bag ?

 **addi :)**  
What are the white sneakers called?

 **dupinchengxladybug**  
I got the same backpack and the first shoes

 **ramir\_1007**  
Ayo I like the backpack it's dope, what's the name?

# Influencers Starring in TV Spot: Reactions

Influencers were recognized in the commercial and their followers took to social to congratulate them and share their excitement. Note: this is only a sampling of comments – there was an overwhelming amount, demonstrating our partners were extremely recognizable among our audience.



**boomchakralaka** Congrats on the commercial! 🙌🙌



**sisitsnotthatserious** GIRL I JUST SAW THE COMMERCIAL AND I WAS LIKE "IS THAT WHO I THINK IT IS" GIRL GO OFF



I seen the commercial 😂



**Aidenj313**  
this music is fire every time I watch videos when the Adcom I just dance



**user21**  
no I'm obsessed with this ad music



**Levi here** 🍷  
POV: you saw him in the commercial 😂



**Zoe Bowen428**  
I saw you on tv 😊😊😊😊😊😊😊😊



**nick** I saw the commercial you were on!! With Nicole laneo!! I know who the Other people are just don't know the names!!



**earth2.brooklyn** I saw you on TV congrats♥️



**tkd1143** Was very happ to see you & your brother on the commercial - CONGRATULATIONS!!!



**tantrumknight** i literally just saw you on a commercial and came here lmao



**<33**  
OHOOH NOW I KNOW WHERE I RECOGNISE YOU FROM



**babyfacee36**  
OMG COLIE I JUST SAW U ON TV!! 🥳🥳🥳🥳 congrats 🥳



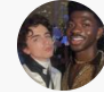
**CHILD OF GOD (JESUS CHRIST)** ❤️  
Just seen you on a YouTube Ad, CONGRATULATIONS!!!❤️



**Vanixlla**  
I just saw the ad on tv with you in it. 😊



**floof**  
I saw the ad and I love ittttt 🥳🥳🥳



**Eliana**  
We're u in a commercial 🤔



**Symphony Miller73**  
I love your commercials



**XXXextension**  
I saw Jean Victor on the ad when I was watching TV



**Left the cult bozos**  
i loved the commercial jean! Keep it up!



**maddisyn** 🍷  
seen that commercial 🤔



**Tasha Shed**  
I thought that was you in the commercial!!! Great job!!!



**ninaninja**  
I SAW THE AD BEFORE I OPENED THIS APP OMG



**KeLsEy**  
I literally just saw u in the commercial had to pause to see if I was trippin 🤔 happy for u! ❤️

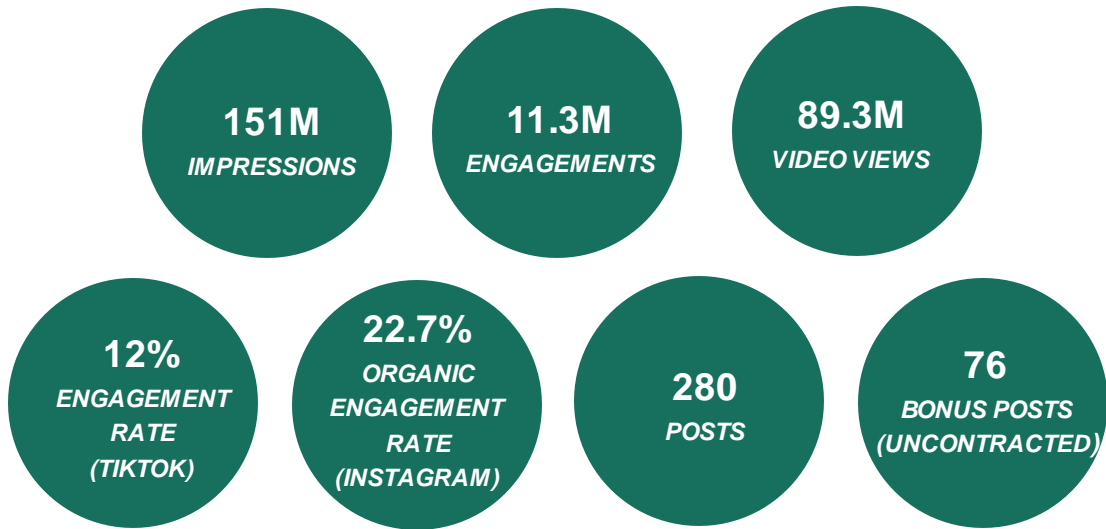


**ThatClanXalow**  
I mean you and Jean were on the commercial

# The Results:

*Measurable results both on TikTok and for DICK'S sales.*

The campaign resonated extremely well with the teen consumer as evidenced by the overwhelming positive audience reaction and the below metrics:



But those are just the social media metrics. DICK'S has had one of the retailer's best years ever – and Back-to-School was a big part of that.

None of this could have happened without our influencer partners, who clearly struck a chord with the TikTok generation, and showcased more than ever the influence TikTok can have when it comes to promoting fashion and consumer goods during an important shopping season.