

Budget: 1.5M

Lowest Tier Budget: 500K

[STRATEGY]

1. Client Ask: Fitbit has come to HYPEBEAST to produce a 360-campaign with custom content that drives brand awareness and consideration for the brand's wearable product lineup. Through creative storytelling, show how people can champion their stories through health monitoring with the help of Fitbit devices.

a. Client KPIs

- i. Brand Awareness
- ii. Product Consideration
- iii. Audience Engagement

2. Creative Execution

a. Mission: The HYPEBEAST audience has a progressive and creative mindset that translates into an always-on, fast-paced lifestyle, representative of Fitbit's core target audience. Through creative storytelling, we'll show the movers and shakers of the fashion, art, and lifestyle realms that make up the HYPEBEAST ecosystem.

3. Strategy

- a. Utilize HYPEBEAST's editorial voice and creative lens to introduce Fitbit's product lineup in a way that piques the interest of our audience.
- b. Demonstrate the advantages of incorporating health and wellness tracking into a creative day-to-day.
- c. Align with key interests and passion points amongst our audience to inspire them to lead a more thoughtful lifestyle

[CONCEPTS]

Concept 1: Unexpectedly Active

1. Concept Overview: The joy of movement can be found in the most mundane day-to-day moments. Fitbit's Charge 5, Sense, and Versa 3 models encourage physicality for athletes of all kinds at all times of the day, but those who operate in creative realms require the same amount of stamina. Proving this, our audience will meet these "unexpected athletes" who uniquely tailor their wellness regimens to their labor-intensive careers. Captured on video through HYPEBEAST's elevated eye, we will follow young professionals and creatives who work on their feet, pulling back the curtain on the industries that require unexpected physical labor: barbers, cameramen, fashion designers, etc. Integrating Fitbit's endorphin-charged data, we'll showcase the creativity in

movement through this series.

a. Deliverables

i. Custom Video

ii. Editorial

iii. Social Media Campaign

2. Directional Talent

a. [Briony Douglas](#): Briony Douglas is a Toronto-based Visual Artist, Photographer, and Creative Director whose style blends surrealism and pop culture, while also taking cues from a bygone era. Her highly creative, fashion-forward photography and ability to create large-scale sculptures have led to projects with names like Gucci, Chanel, adidas, and Nike.

b. [Es Devlin](#): Es Devlin is an artist and set designer who looks to create large-scale performative environments that fuse music, language, and light, creating environments that challenge the idea of visual performance. She has built and produced stage sculptures with Beyoncé, Billie Eilish, and, most recently, the Super Bowl with Dr. Dre and Snoop Dogg.

c. [Glossblack](#): Jimmy McMenamin, better known as Glossblack, is a Philadelphia-based graffiti and mural artist, well known on the East Coast for his wide-ranging styles. While he learned to paint through graffiti, he's shifted his career and is now focused on large-scale murals with typography.

3. Video Storyboard:

a. The camera follows selected talent as they work with their respective clients in their professional space with the Fitbit tracking their steps.

b. Talent naturally acclimates to their workflow, speaking with coworkers, adjusting equipment as the camera pans around their workstation.

c. Through a voiceover, talent describes the physical labor they undergo during their work day, showcasing the ways they use their Fitbit to track their physical activity for weekly/monthly health goals they've established.

d. As the voiceover comes to an end, the camera pivots to the talent wearing their Fitbit, showcasing its intuitive interface and the natural functionality of wearable tech in day-to-day activities.

4. Video Editorial

5. Social Slides

Concept 2: Everyday Routine

1. Concept Overview: Fitbit encourages a new wave of fitness enthusiasts to revitalize their wellness routines. Supporting this through talent alignment, HYPEBEAST will rally individuals who meet at the intersection of sport and style to reveal how the Charge 5, Sense and Versa 3 fit into their daily routine. HYPEBEAST will follow talent as they

navigate through their daily routines and the habitual processes that help them cultivate a sense of self-renewal, positioning Fitbit's product as a functional accessory that elicits transformation. Quick on their feet, talent will navigate audiences through how they organically interact with their Fitbit, including the aspirational goals they've set and the features they've utilized to manage and curate their daily regimens. HYPEBEAST will frame the Fitbit lineup as adjacent to Gen Z's renewed relationship with mental well-being and the self-care rituals that promote and inspire mindfulness.

a. Deliverables

i. Custom Video

ii. Editorial

iii. Social Media Campaign

2. Directional Talent

a. **Joe Falcone**: Joe Falcone, barber and surfboard-shaper, born and raised in New York City's Rockaways. His latest venture, The Almeda Club, is a member-based, surf locker-sauna-barber shop studio in a small neighborhood where he's focused on maintaining surfing traditions amongst its community.

b. **Stephen Malbon**: Stephen Malbon is the founder of Malbon Golf, a lifestyle brand that's made waves by meeting at the intersection of fashion and golf. Since its inception in 2017, the brand has collaborated with industry names like Nike, Polo, and Callaway.

c. **Jerry Hsu**: Jerry Hsu is a Los Angeles-based, Taiwanese-American skateboarder, photographer, and founder of the popular clothing company Sci-Fi Fantasy. Since turning pro at age 16, Hsu has become one of the biggest names in skateboarding while riding for Enjoi, Chocolate, and other brands. Hsu has also released several zines and photo books encompassing his photography archives.

3. Video Storyboard:

a. Rise and shine. Talent will walk audiences through their morning routine, including their meal prep and morning rituals that help them get started for the day. Checking the weather on their Charge 5, they prepare for their morning workout, starting with breakfast.

b. As talent prepares breakfast, they review their daily goals.

c. Starting with yoga or a light body stretch, talent begins their workout as the camera follows their physicality and dynamic movement. A voiceover plays as talent expresses their relationship with wellness and its continued presence in their life.

d. The Fitbit will show the talent's breath, heartbeat, and calories burned throughout their workout.

4. Video Editorial

5. Social Slides

Concept 3: 150-Yard Challenge

1. Concept Overview: Fitbit will host a warm-up competition at the Country Club that showcases the capabilities of the product as players get prepared. Upon arrival, each player will be given three Fitbit-branded golf balls to sign their name to, then they'll head to the driving range to take swings at the Fitbit 150-yard flag at their leisure. Before the first tee-off, the top team with a ball closest to the flag will win Fitbit devices for the rest of the tournament. As the players walk the course, we'll capture content of the winning team using the device during and after the tournament. We'll unpack their experience in a piece of editorial that puts a focus on the Fitbit product lineup.

a. Deliverables

- i. IG Reels
- ii. Editorial
- iii. Social Media Campaign

2. IG Reels

3. Social Slides