

Creative Brief: Oakley TC Jacket User-Generated Content (UGC) Campaign

Campaign Name: **Oakley #StyleMyTC UGC**

Objective: Drive engagement & sales for the Oakley TC Jacket by encouraging users to post styled fit pics with #StyleMyTC.

Target: Fashion-forward athletes, streetwear lovers (18-35)

Concept: Users share #OOTD photos wearing the TC Jacket—showcasing gym-to-street versatility. Best posts get featured + win prizes.

Key Assets: Promoted Ad (IG/TikTok): UGC montage of influencers in TC fits.

CTA: "Post your fit with #StyleMyTC will win!"

Engagement Tactics: Influencer Seeding: Gift jackets to micro-creators. Reward top posts with reposts/gear.

Insensitive : A Premium promo code for up to 80% percent off your choice colorway of an Oakley Tc Jacket.

Tone: Bold, aspirational, community-driven. Budget: 60% ads, 30% influencers, 10% prizes.

Timeline: Weeks 1-2: Launch ads + influencer content. Weeks 3-4: Boost UGC + announce winners

. Tagline: "Style Your TC. Own the Look."

Target Audience:

- Fashion-forward athletes & streetwear enthusiasts (18-35)
- Fitness & outdoor adventurers who value performance and style
- Sneakerheads & hypebeasts who integrate sportswear into everyday fashion

Success Metrics:

- Engagement: Likes, shares, UGC submissions, hashtag usage
- Reach: Viral participation, influencer reposts
- Conversion: Traffic to TC Jacket product page, sales uplift

Community Engagement:

- Instagram Stories: Polls ("Sporty or Street? How do you #StyleMyTC?")
- Instagram Posts: Outfits with the #StyleMyTc tagged
- TikTok Trends: Partner with creators to start a #StyleMyTC transition trend (e.g., gym fit → streetwear flip).

Design Rationale: Oakley #StyleMyTC Campaign / #ODJ User Generated Content Hashtag

Audience

The campaign targets fashion-forward athletes and streetwear enthusiasts (18-35) who value both performance and style. Demographically, this includes:

Active millennials & Gen Z who shop at brands like Nike, Lululemon, and Palace.

Gym-goers, skaters, and urban explorers who blend sportswear with everyday fashion.

Psychographically, they:

Seek versatile, high-quality outerwear that transitions from workouts to streetwear.
Engage with UGC and influencer trends on Instagram and TikTok.
Respond to exclusive drops, challenges, and social proof (e.g., reposts from brands).

Platform

Instagram and TikTok are prioritized because:
Instagram dominates fashion UGC, with Reels and Stories driving discovery.
TikTok's viral trends (e.g., fit checks, outfit transitions) align with #StyleMyTC's interactive angle.
Both platforms support shoppable ads, crucial for converting engagement into TC Jacket sales.

Visuals

To capture attention in fast-scrolling feeds, the design employs:
Bold, high-contrast imagery – Clean fits against urban/gym backdrops to highlight the jacket's versatility.
UGC-style video edits – Quick cuts of diverse influencers (athletes, stylists) showcasing their TC looks.
Dynamic text overlays – Phrases like "Gym to Street in 1 Jacket" or "Tag #StyleMyTC" in Oakley's signature font.
Color consistency – Oakley's black/white/neon palette for instant brand recognition.

Messaging

The core message—"Style Your TC. Own the Look."—resonates by:
Empowering individuality (e.g., "No rules, just your fit").
Linking performance and fashion (e.g., "Built for movement. Styled for you.").
Leveraging FOMO (e.g., "Top fits get featured on our page").

Engagement

Interactive elements drive participation:
Hashtag Challenge – Users post TC Jacket fits with #StyleMyTC for reposts.
Polls & Q&A – Instagram Stories ask, "Sporty or street—how do you wear yours?"
Giveaway Mechanics – Best styling wins Oakley gear, incentivizing creativity.
Influencer & Rider Seedings – Micro-influencers kickstart trends with transition videos (e.g., gym → brunch).
By blending UGC authenticity with Oakley's performance edge, this campaign bridges streetwear and sportswear—turning customers into brand ambassadors.

Oakley #ODJ (Oakley Downhill Jam) Campaign

Audience

The campaign targets adrenaline-seeking skaters, snowboarders, and action sports enthusiasts (16-30) who thrive on speed, skill, and style. Demographically, this includes:

Gen Z and young millennials who follow extreme sports and urban skate culture.

Amateur and semi-pro riders who document their runs on social media.

Psychographically, they:

Live for high-energy, high-risk downhill action (urban streets, mountain roads, snow parks).

Engage with raw, unfiltered UGC—authenticity matters more than polished content.

Align with rebellious, boundary-pushing brands (e.g., Red Bull, Vans, Burton).

Platform

TikTok and Instagram are the ideal platforms because:

TikTok's viral challenge culture fuels fast-paced, stunt-driven content (e.g., #DownhillChallenge).

Instagram Reels excels for short-form action clips, while Stories enable real-time updates from riders.

Both support discovery through hashtags and trending sounds, critical for grassroots participation.

Visuals

To stand out in a sea of sports content, the design leverages:

First-person POV shots – Helmets or chest-mounted angles to immerse viewers in the ride.

High-speed edits – Quick cuts of near-misses, tricks, and wipeouts (raw authenticity > polish).

Signature Oakley branding – Bold lower-thirds with #ODJ and the Oakley logo for instant recognition.

Contrast-heavy color grading – Vibrant against concrete/snow to make gear pop.

Messaging

The core message—"Drop In. Send It. #ODJ."—resonates by:

Celebrating fearlessness (e.g., "No hill too steep").

Community-driven competition (e.g., "Who's got the gnarliest run?").

Nodding to Oakley's legacy (e.g., "Built for the crash. Tested by the best.").

Engagement

Interactive hooks to fuel participation:

Users are to upload pictures and videos of themselves riding down steep hills to the ODJ hashtag

#StyleMyTC UGC