

GAP

x



Campaign Goals

Campaign Overview

Campaign Statement

“Wear What Flows” is a dedication to the creation of a seamless lifestyle and the harmony of function and fashion. Effortlessly shifting from workouts to daily routines, embracing versatility and sophistication with each stride.

Goals

- To strengthen brand perception by merging Gap’s classic style with Nike’s athletic edge, creating a lifestyle appeal that resonates with both existing customers and new audiences
- To increase post frequency between campaigns using gap additional digital content
- To grow Gen-z specific sales and overall social media engagement

Partner Selection:

Nike would be a great partner for a collaboration with Gap as its athletic energy complements Gap's classic, casual style, creating a fresh blend of fashion and sportswear. This partnership can attract a wider age range and a new audience while appealing to both brands' returning customer bases.

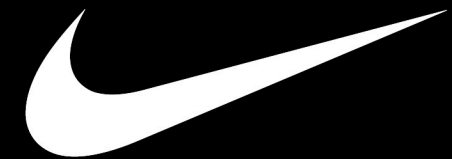
Target Audience

Gap Inc.

- Men and women age
- Age 25-35
- Enjoy timeless, casual leisure and everyday wear

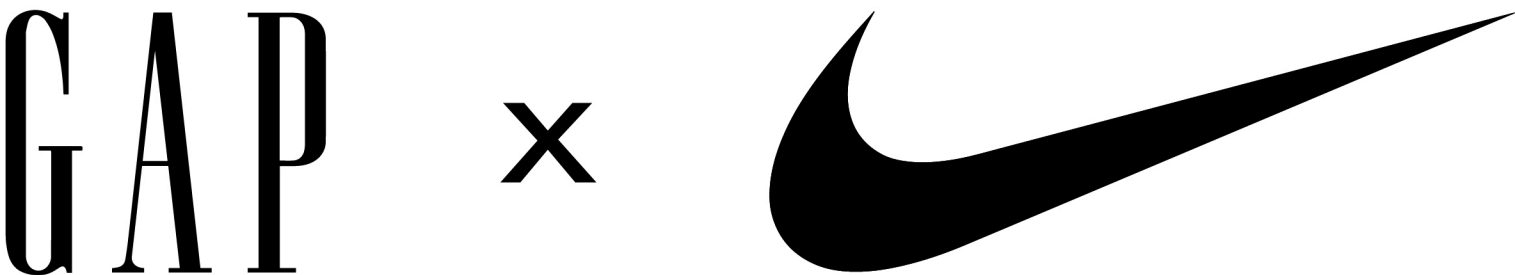
Nike

- Men, Women and Children
- Age 15-40
- Interested in athleisure as well as footwear

The Gap logo, consisting of the word "GAP" in a white, serif, all-caps font, centered within a dark blue rounded rectangular background.

Campaign Branding

Primary Logo



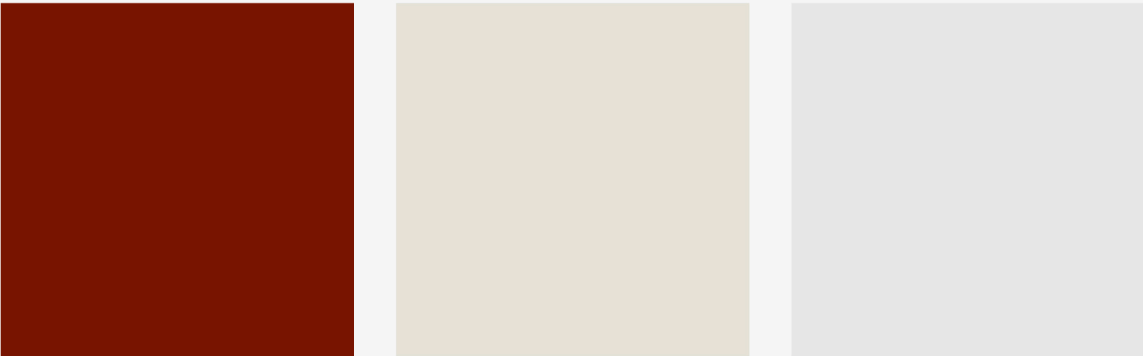
Supplementary Logo
(to be used if allowable within both companies branding guidelines)



Primary color palette



Secondary Color Palette



Campaign Logo Branding The Why?

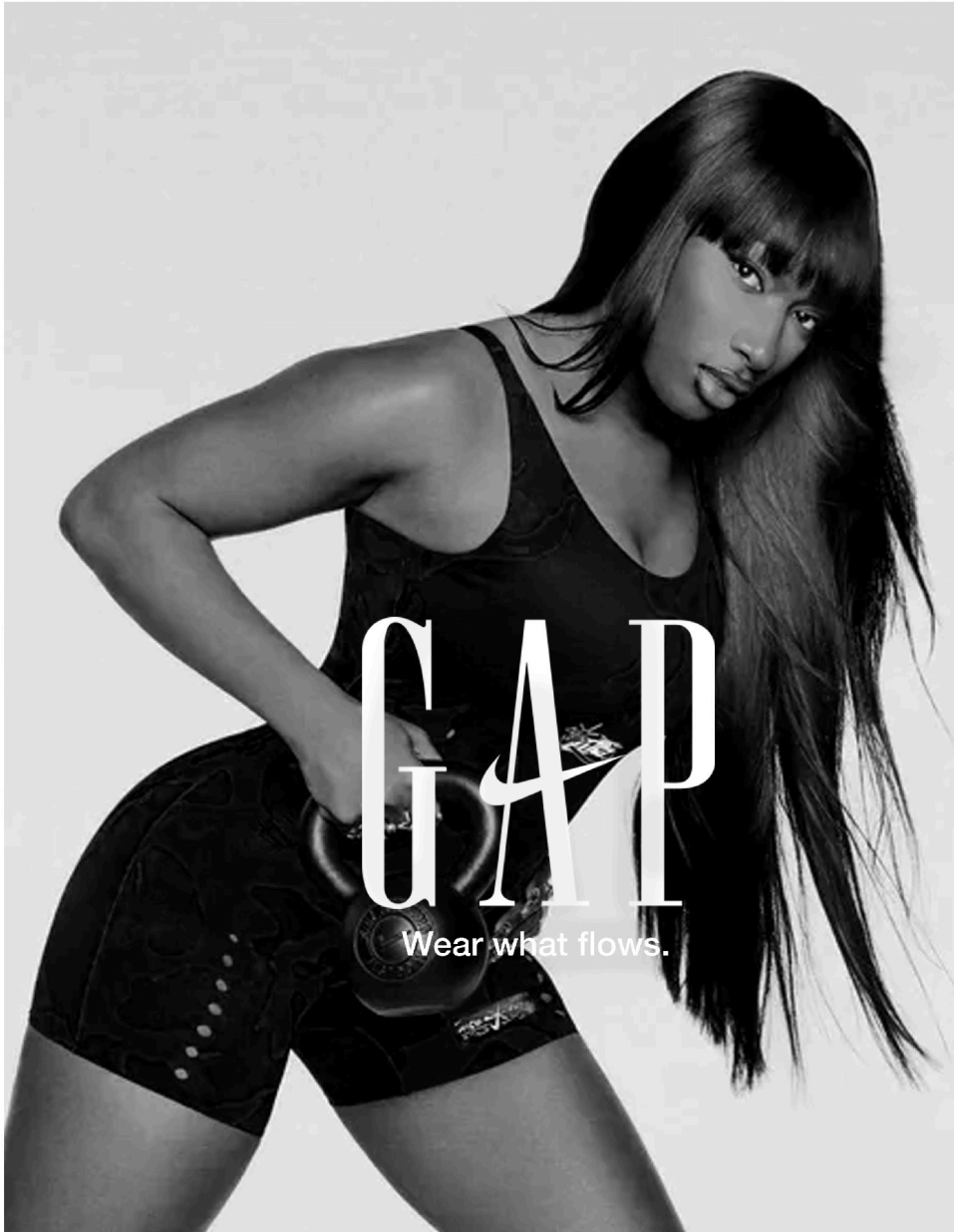
Visual Goals: The Gap x Nike campaign logo should convey the collaboration and cohesion between the two brands within an apparel line. I avoided stacking or visually dividing the logos to ensure audiences interpret these fashion powerhouses together in a shared space.

Color Palette: The color palette for the Gap x Nike campaign incorporates GAP's iconic blues (Pantone 655 & "Gap Blue") and black to represent the heritage and branding of both brands. Within the secondary set of colors, is the addition of a deep red that introduces a sense of energy and movement, aligning with Nike's visual aesthetic and values. In addition to this is the inclusion of cream that serves as a softer, neutral tone to balance the bolder colors within the palette. The gray off-white tone is a visual bridge between both brands and acts as the collaborative color that maintains each business identity.

Typography: The typography for the Gap x Nike campaign balances both brand identities when posted to the brand's respective pages by using Helvetica Neue for Gap and Futura Condensed for Nike.

The image shows the 'GAP' logo in a white, serif typeface against a dark blue background. The letter 'A' is stylized with a white Nike swoosh integrated into its center, creating a unified visual for the collaboration.

Campaign Print Graphics



Campaign Rollout Timeline

2 weeks before campaign releases: Teaser campaign print posters go up around large cities (specifically targeting gen-z) these print graphics will feature celebrities that have collaborated both with Nike OR Gap.

This not only will directly target Gen Z but also prompt the creation of user-generated content and create buzz around the campaign.

10 to 4 days before the campaign goes live: Prepare Gap's Instagram feed with images that match and flow into the new campaign's color theme to create a seamless visual transition.

3 days before the campaign goes live: Gap is to release a quick 10-second campaign teaser to be released on Instagram reels, TikTok, and YouTube Shorts.

2 days before the campaign goes live: Release a still Instagram feed carousel with zoomed-in detail shots of the behind-the-scenes video aspects of the campaign. Images will be shot on a film camera to capture a larger part of the Gen-Z audience.

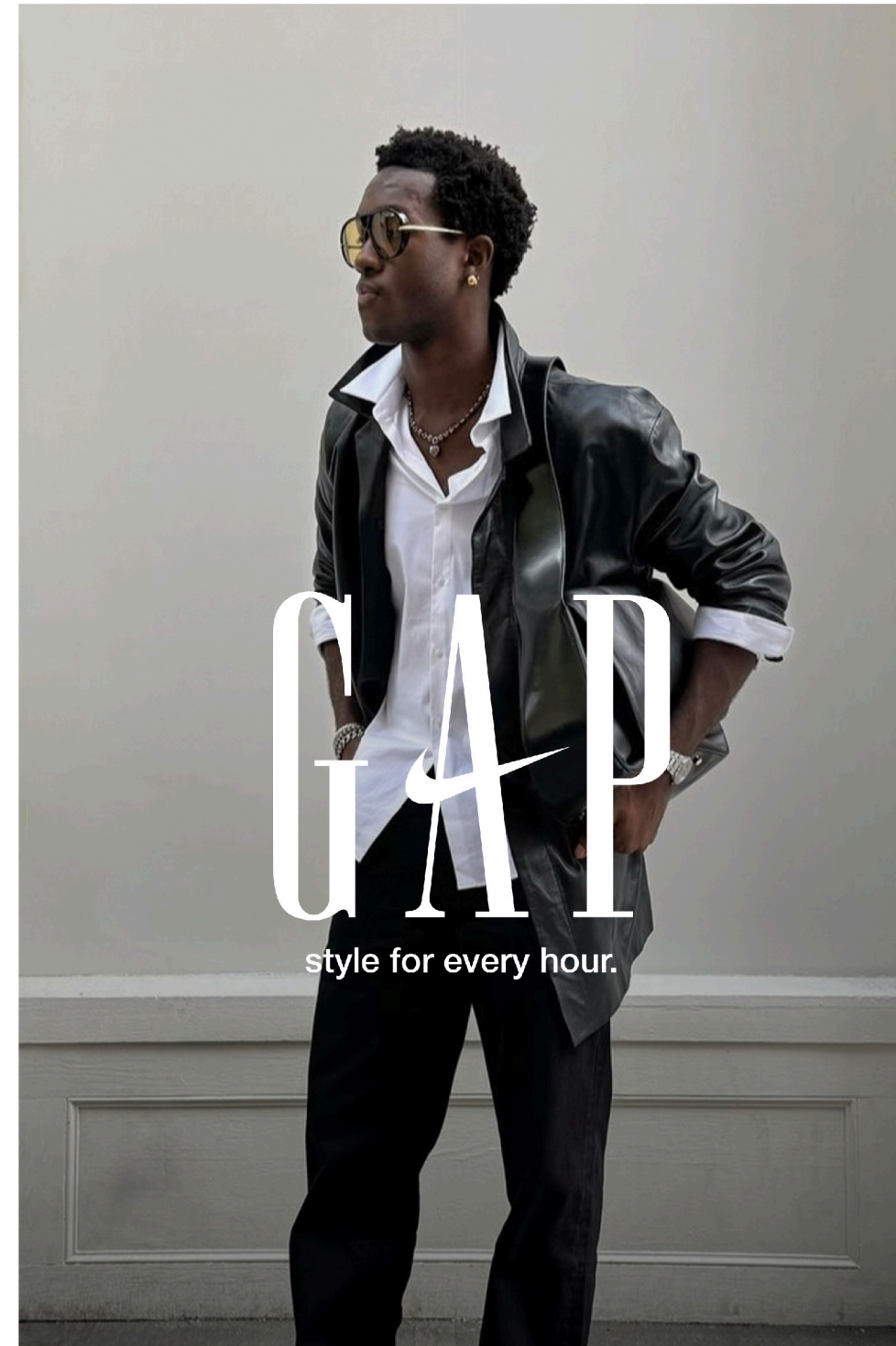
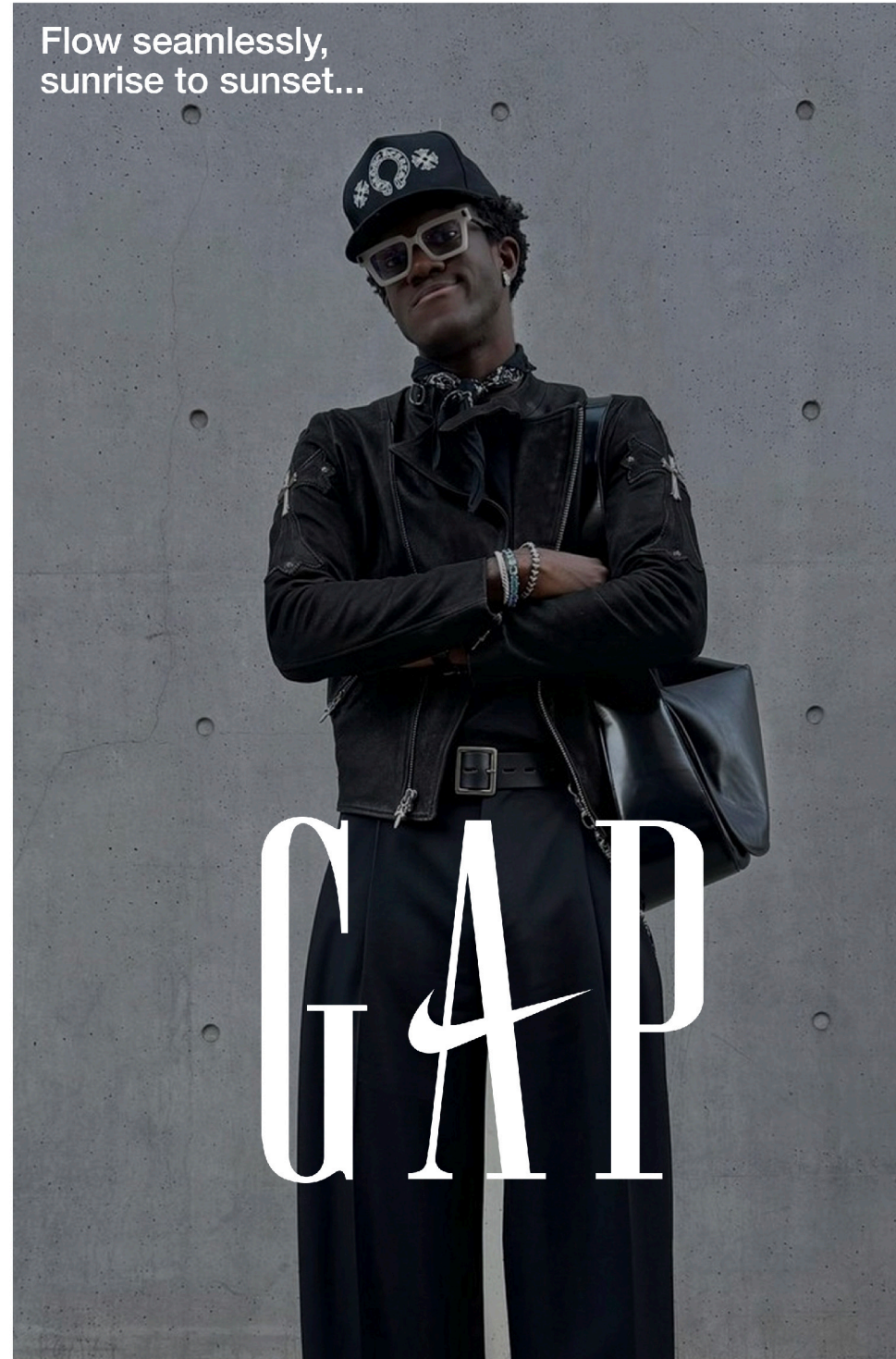
1 day before the campaign goes live: Release a single image teaser with the copy detailing the upcoming collaboration between Gap x Nike.

Campaign goes live: Hype video showing off Gap x Nike collaboration is released.

Campaign goes live: 6-8 hours after initial hype-video premieres Gap will post apparel images showing off collaboration details.

Post Campaign : Campaign roll out on instagram spanning the next month detailed in content calander.

Campaign Print & Digital Graphics



Campaign Digital Billboard Adset

The Gap x Nike "Wear What Flows" campaign in Times Square will feature a dynamic digital billboard that evolves throughout the day. As time passes, the ad set will seamlessly shift between outfits, showcasing the collection's adaptability from morning workouts to evening events. The lighting in each scene will change to mirror the progression of daylight, highlighting how effortlessly the collection flows with you through every part of your daily lifestyle.

