Social Media Content

Campaign Digital Graphics

gap & nike
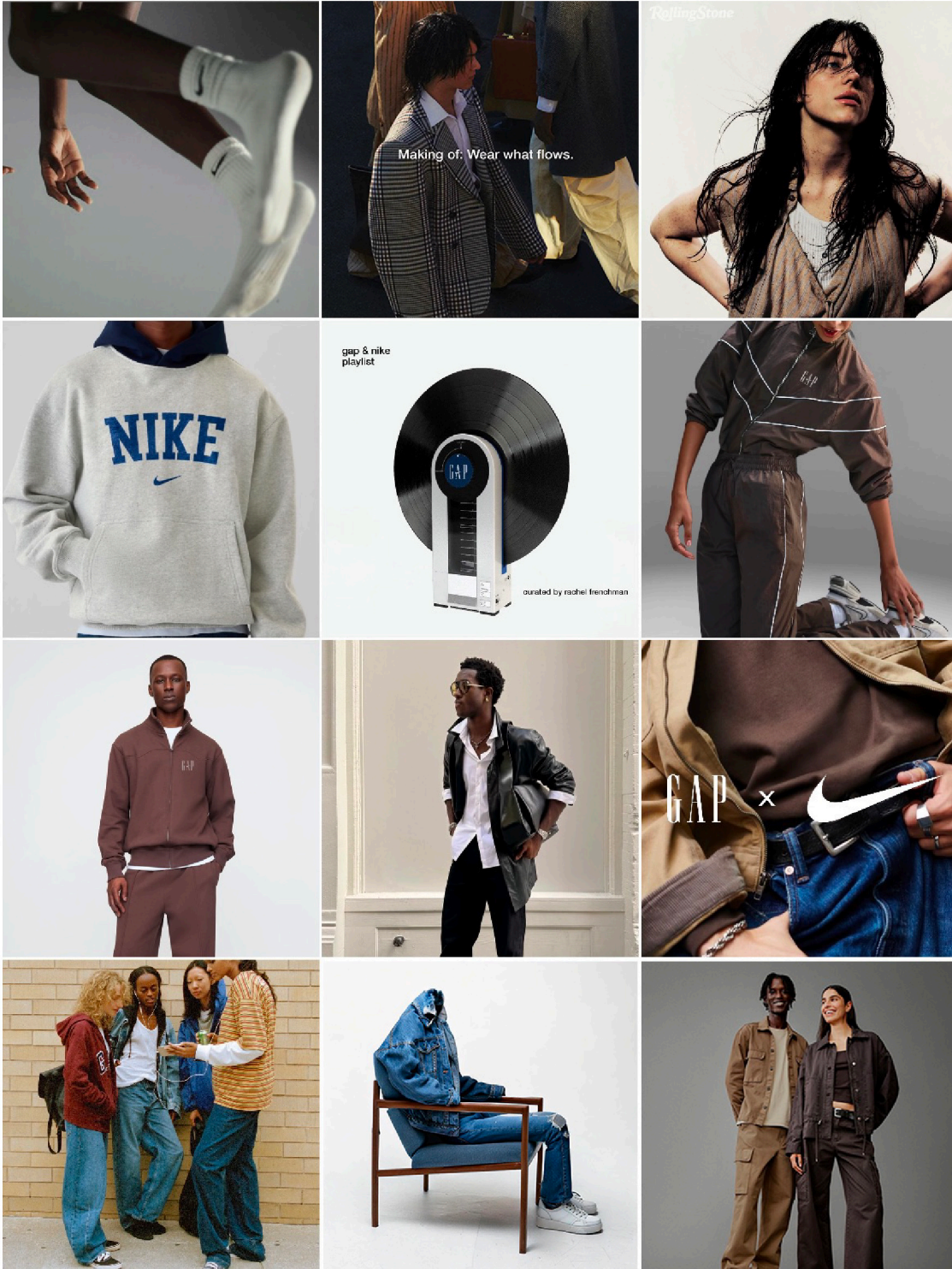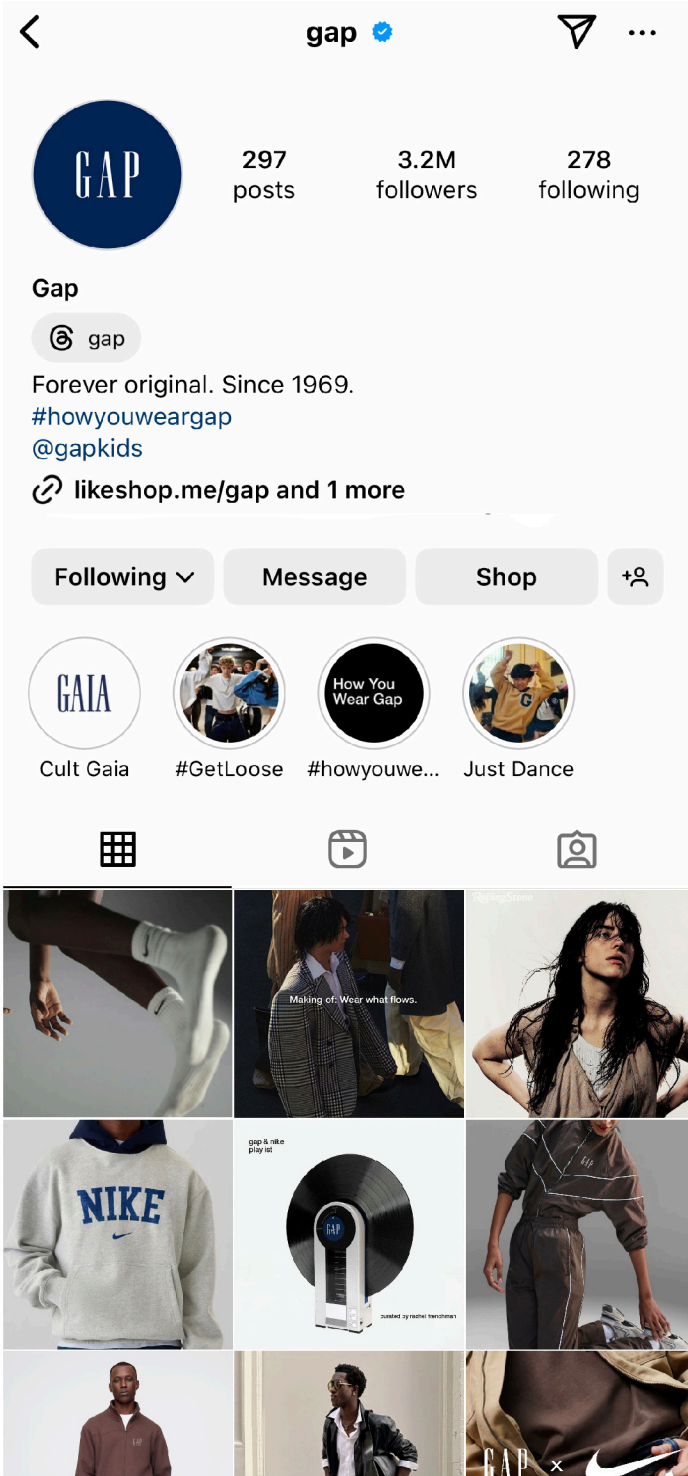playlist

GAP

curated by rachel frenchman

GAP x ✓

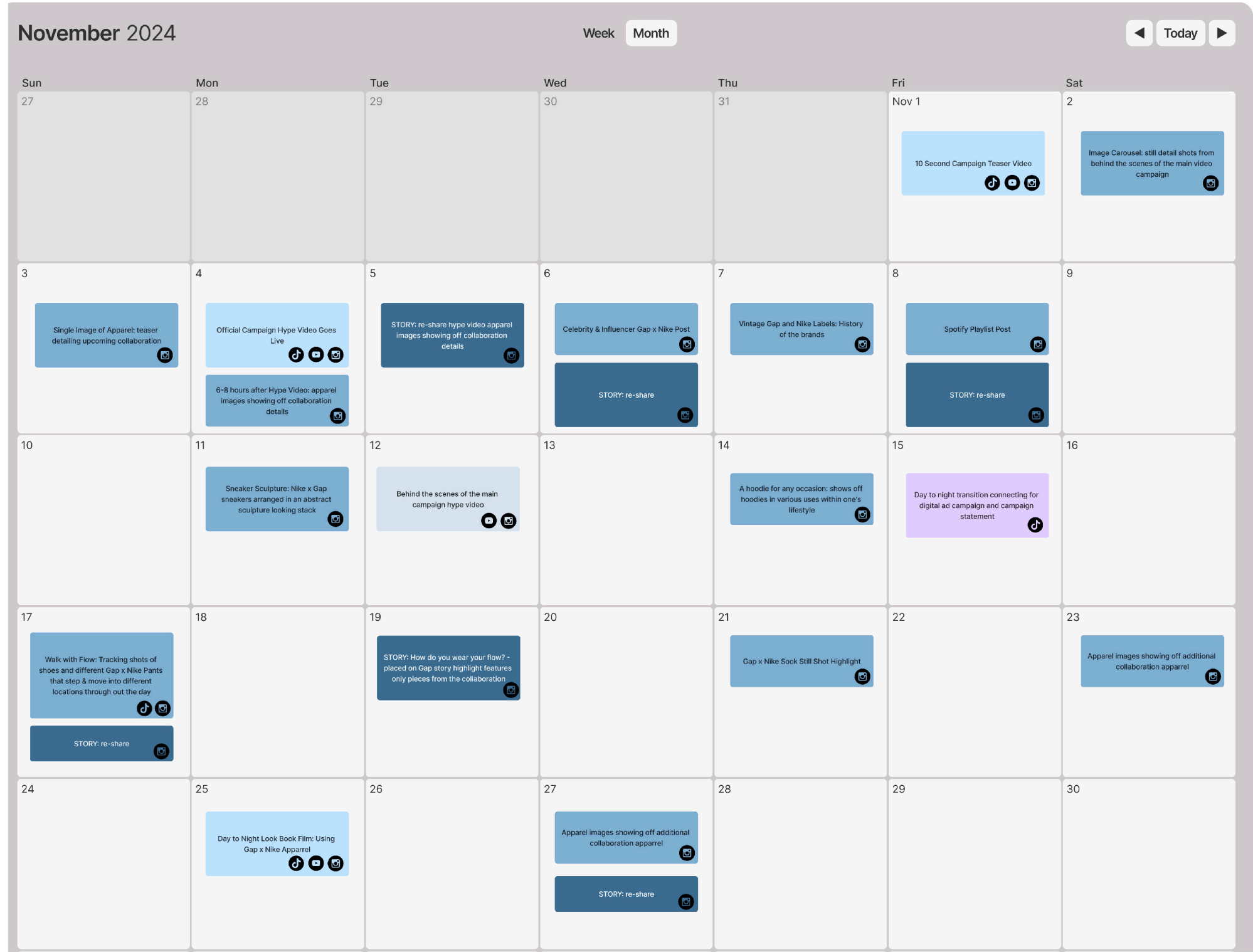

Making of: Wear what flows.

Instagram Grid Layout

The Gap Instagram feed will maintain cohesion in both imagery and color palette, featuring a colorful yet muted-toned selection to complement the campaign's aesthetic. Content will include a balanced mix of video (reels) and photo, with these images ranging from zoomed-in detail shots to full images for visual variety. The feed will seamlessly transition from the pre-campaign visuals through the campaign and beyond, preserving a consistent brand identity.

Instagram Content Ideas + Calendar

November 2024

Week | **Month** ◀ Today ▶

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	Nov 1 — 10 Second Campaign Teaser Video	2 — Image Carousel: still detail shots from behind the scenes of the main video campaign
3 — Single Image of Apparel: teaser detailing upcoming collaboration	4 — Official Campaign Hype Video Goes Live; 6-8 hours after Hype Video: apparel images showing off collaboration details	5 — STORY: re-share hype video apparel images showing off collaboration details	6 — Celebrity & Influencer Gap x Nike Post; STORY: re-share	7 — Vintage Gap and Nike Labels: History of the brands	8 — Spotify Playlist Post; STORY: re-share	9
10	11 — Sneaker Sculpture: Nike x Gap sneakers arranged in an abstract sculpture looking stack	12 — Behind the scenes of the main campaign hype video	13	14 — A hoodie for any occasion: shows off hoodies in various uses within one's lifestyle	15 — Day to night transition connecting for digital ad campaign and campaign statement	16
17 — Walk with Flow: Tracking shots of shoes and different Gap x Nike Pants that step & move into different locations through out the day; STORY: re-share	18	19 — STORY: How do you wear your flow? - placed on Gap story highlight features only pieces from the collaboration	20	21 — Gap x Nike Sock Still Shot Highlight	22	23 — Apparel images showing off additional collaboration apparel
24	25 — Day to Night Look Book Film: Using Gap x Nike Apparrel	26	27 — Apparel images showing off additional collaboration apparel; STORY: re-share	28	29	30

Instagram Content Ideas:
Still Image Content
- Vintage Gap and Nike Labels: History of the brands
- A hoodie for any occasion: shows off hoodies in various uses within one's lifestyle
- Spotify Playlist Posts (Continue Posting)
- Sneaker Sculpture: Nike x Gap sneakers arranged in an abstract sculpture looking stack

Reels Content
- Behind the scenes of the main campaign hype video
- Day to night transition connecting for digital ad campaign and campaign statement
- Walk with Flow: Tracking shots of shoes and different Gap x Nike Pants that step & move into different locations through out the day

Instagram Story Content
- Spotify Playlist reposts with link to promote branded audio media, in addition to this create a new instagram highlight for easy and repeated acess
- How do you wear your flow?: similar to how do you wear Gap story highlight idea but features only pieces from the collaboration

TikTok Content Ideas: This is where Gap Inc. as a brand should focus on pushing additional content that feels largely user-generated. TikTok as a platform is essential for connecting to the younger target audience of Gen-Z. This is accomplished by creating similar, relaxed informal content such as Adidas, Duolingo, and Lionsgate are doing at this moment. This type of content would include keeping up with current trends on the platform and using popular sounds to create easily digestible and relatable content.

YouTube Content: All YoutTube content should be long form content that is pushed out first on Instagram for an increase in larger audience exposure. All video content is able to be split into 10-15 second clips to be used for YouTube Shorts.