

KID SUPER STUDIOS

A REAL COMPANY BUILT ON UNREAL IDEAS

Emily Yudichak • Influencer Marketing Final • CREATE THE UNEXPECTED

Building a creator-led community through fashion and art

BRAND OVERVIEW

KidSuper is a Brooklyn-based fashion brand founded by Colm Dillane that blends clothing, art, storytelling, and community into one creative experience. Known for its imaginative designs, handcrafted details, and unconventional approach to fashion, KidSuper challenges traditional industry norms by creating collections that feel like visual stories. Through collaborations, artistic expression, and immersive experiences, the brand has built a loyal audience that values creativity and individuality. As KidSuper continues to grow, influencer marketing provides an opportunity to transform creators into storytellers who can authentically bring the brand's world to new communities.

CAMPAIGN GOAL

This campaign would transform KidSuper's creative universe into a social media movement by partnering with creators who embody imagination, storytelling, and unconventional self-expression.

TARGET AUDIENCE

- Ages 18–30
- Gen Z and young millennials
- Fashion-forward consumers interested in streetwear, luxury, and creative expression
- Creatives, artists, designers, and trendsetters
- Heavy users of TikTok, Instagram, and digital fashion communities
- Consumers who value individuality, storytelling, and limited-edition fashion
- Interested in art, music, culture, and experimental fashion



TURNING CREATORS INTO COLLABORATORS

Today's fashion consumers discover brands through creators, communities, and storytelling rather than traditional advertising.

While KidSuper has established a strong creative identity, there is an opportunity to strengthen:

- Creator relationships
- Global brand awareness
- Community engagement
- User-generated content
- Product discovery
- Long-term brand loyalty

OPPORTUNITY

Develop an influencer ecosystem where creators do more than showcase products. This become part of the KidSuper creative universe.



CAMPAIGN OBJECTIVES

Building the Next Generation of KidSuper Creators

Campaign Goals:

- ✓ Increase brand awareness among Gen Z fashion consumers
- ✓ Expand KidSuper's digital community
- ✓ Generate authentic creator-led content
- ✓ Increase website traffic and product discovery
- ✓ Build long-term creator partnerships
- ✓ Strengthen KidSuper's position as an innovative fashion brand



STRATEGY

01

Three Integrated Tactics

Creative Ambassador Program

4 long-term creators representing fashion, sports and creative culture.



STRATEGY

02

Three Integrated Tactics

Affiliate Creator Program

50–100 creators driving measurable engagement and sales.



STRATEGY

03

Three Integrated Tactics

Creative PR Seeding

Monthly gifting to artists, stylists and fashion creators for organic exposure.



TACTIC 01

Creative Ambassador Program

Rather than one-off sponsorships, KidSuper develops long-term partnerships with creators who authentically represent the brand's artistic identity.

Responsibilities

- Seasonal campaign launches
- Fashion Week appearances
- Editorial campaigns
- Styling videos
- Creative storytelling
- Behind-the-scenes content

PURPOSE

Create recognizable creators audiences immediately associate with KidSuper.

TACTIC 02

Affiliate Creator Program

Recruit

- 50–100 creators
- 20K–250K followers
- Fashion, art and lifestyle creators

Each Creator Receives

- Personalized affiliate code
- Sales commission
- Early collection access
- Monthly gifting
- Exclusive campaign invitations

PURPOSE

Drive measurable traffic and product discovery.

TACTIC 03

Creative PR Seeding

Monthly PR packages sent to

- Fashion creators
- Stylists
- Artists
- Musicians
- Athletes
- Creative directors

Each Package Includes

- KidSuper apparel
- Collection previews
- Personalized artwork
- Brand storytelling

GOAL

Generate authentic organic exposure and creator conversation.

Matheus Cunha

Sample Influencer · Soccer

Premier League footballer known for his fashion style and global influence, connecting KidSuper with football, streetwear, and sports culture.

Deliverables:

- Matchday outfit content
- Football lifestyle campaign
- 2 campaign posts/quarter
- Collection launch appearance



Wisdom Kaye

Sample Influencer

Luxury fashion creator known for editorial styling and cinematic content.

Deliverables

- 4 styling videos/month
- Seasonal campaign
- Event appearance
- Fashion Week appearance



Devan Anderson

Sample Influencer

Editorial fashion creator recognized for cinematic visuals and artistic storytelling.

Deliverables

- 2 campaign videos/quarter
- Flagship collection launch
- Editorial campaign
- Fashion Week appearance



Chloe (@chloescloset21)

Sample Influencer

Fashion creator producing styling videos and relatable Gen Z outfit inspiration.

Deliverables

- 2 styling videos/month
- Affiliate links
- Outfit carousel posts
- Collection try-ons



CUSTOMER JOURNEY

**Creator receives curated
KidSuper experience**



Creates editorial content



Audience discovers collection



Creates their own content



Purchases



Visits KidSuper



KidSuper reposts content



Community continues to grow

HOW WE'LL EVALUATE SUCCESS

Creative Ambassador Program

- Reach
- Impressions
- Engagement Rate
- Earned Media Value

Affiliate Creator Program

- Click-Through Rate
- Conversion Rate
- Affiliate Revenue
- Active Creators

PR Seeding

- UGC Volume
- Organic Mentions
- Creator Posts

Overall Campaign

- Website Traffic
- Sales
- Community Growth
- Brand Sentiment

PROPOSED BUDGET

\$425,000 Annual Budget

- Ambassador Partnerships \$210,000
- Affiliate Creator Commissions \$55,000
- Product Seeding Kits \$30,000
- Shipping & Packaging \$15,000
- Creator Events & Activations \$45,000
- Paid Content Amplification \$40,000
- Campaign Management & Reporting \$30,000

Expected Results (KPIs)

- 15M+ impressions
- 300+ creator-generated assets
- 8–10% average engagement rate
- 500K+ website visits
- 4x ROAS
- 25% increase in user-generated content
- 20% increase in Instagram & TikTok followers
- 15% increase in online sales during the campaign

