

COASTAL COUTURE

JOHNNIE-O CAMPAIGN



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MEET YOUR TEAM

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WHAT WE'LL COVER TODAY

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Campaign Summary



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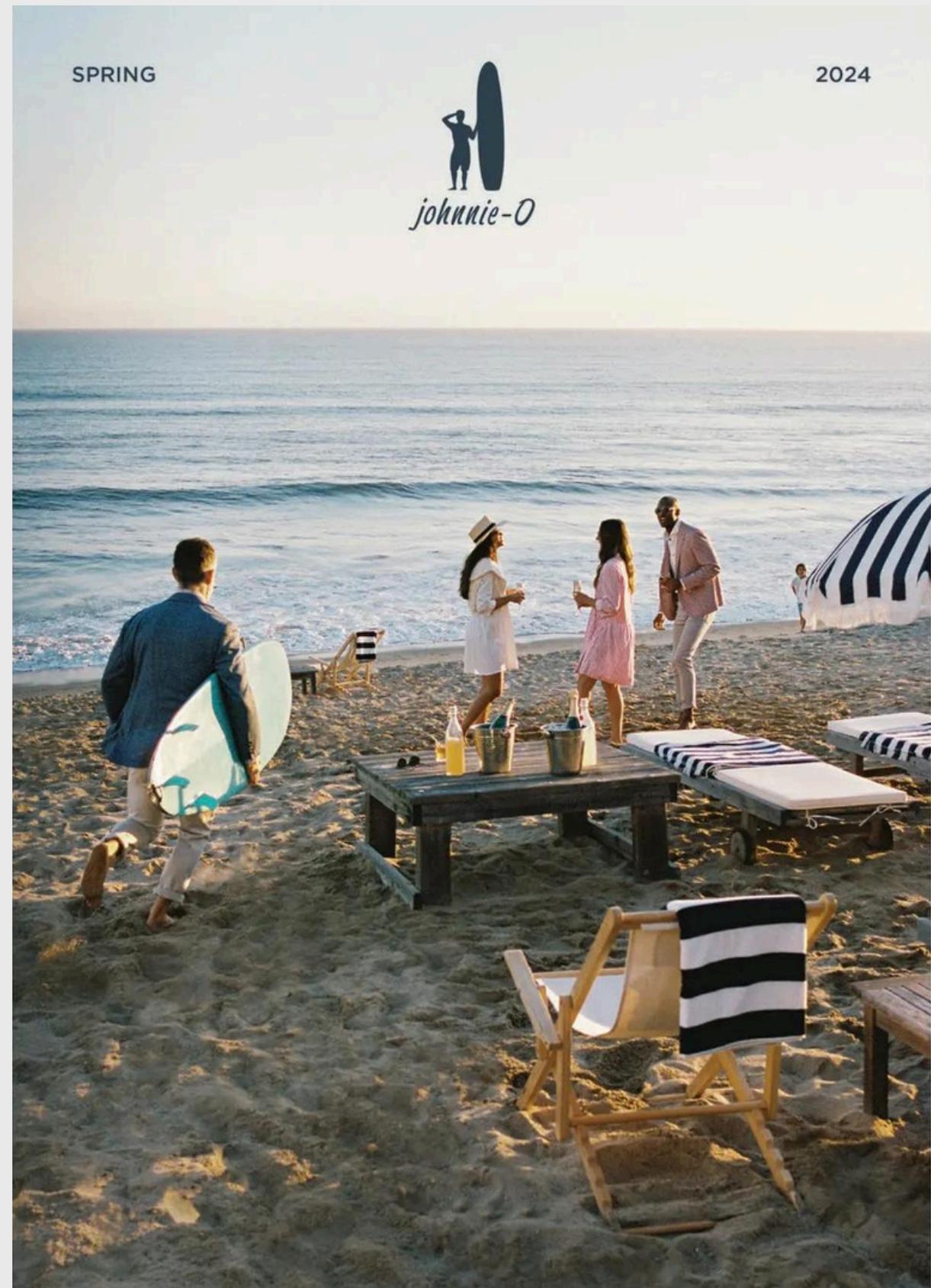
JOHNNIE - O BACKGROUND

THE BEGINNING

- Founded by John O'Donnell in 2005 to combine the East Coast prep with West Coast casual, resulting in high-quality pieces that last the whole day.

THE FUTURE

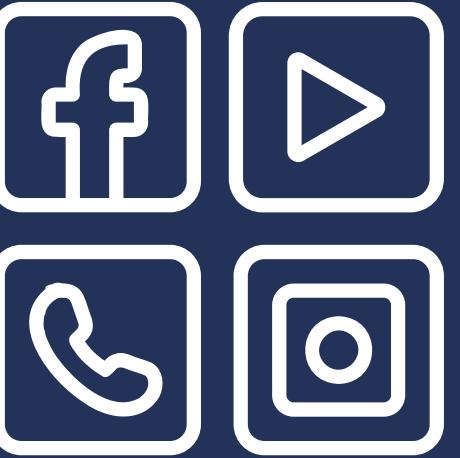
- Women have always been a part of the johnnie-O family, but now they can shop for themselves. This capsule features classic yet essential pieces that fit into her lifestyle.



RESEARCH AND INSIGHTS



Consumers value brands that prioritize **product excellence and adaptability** during the buying process.



Social media plays a significant role in our target audiences purchasing choices and brand exploration.



When discussing johnnie-O, consumers were particularly drawn to its **lifestyle element** as a standout feature.



CAMPAIGN GOALS

1

Seize the moment to position johnnie-O as the next great American Heritage Brand

2

Tap into the johnnie-O lifestyle and connect to its coastal, surfer roots

3

Emphasize johnnie-O's sustainability by appealing to its timeless feel



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OUR OPPORTUNITY



Beloved and Successful
Mens' Clothing Brand

Timeless and Iconic American
Heritage Brand



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**DRESS FOR THE
FEELING**



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DRESS FOR THE FEELING



The Timeless Campaign

**Inspirational Women Influencer
Campaign**

In the Vineyard

**Cowabunga: Surf Competition for
Charity**

Coastal Pop-ups



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IDEA 1

JOHNNIE-O'S 20 YEAR ANNIVERSARY: TIMELESS CAMPAIGN SOCIAL AND DIRECT MAIL CAMPAIGN

Target audience

- johnnie-O's loyal email and mail subscribers
- johnnie-O social media followers

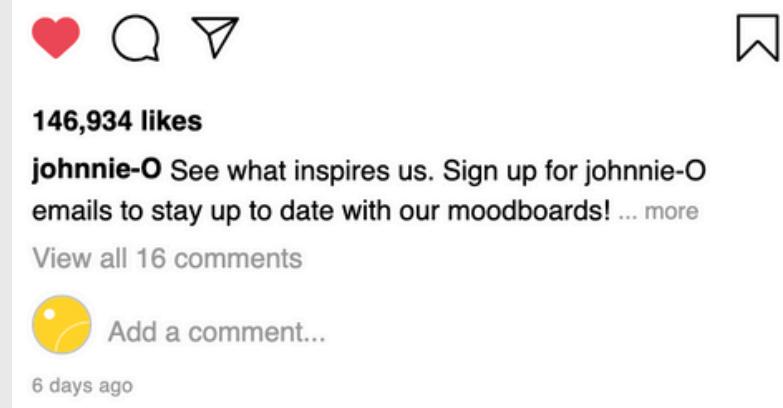
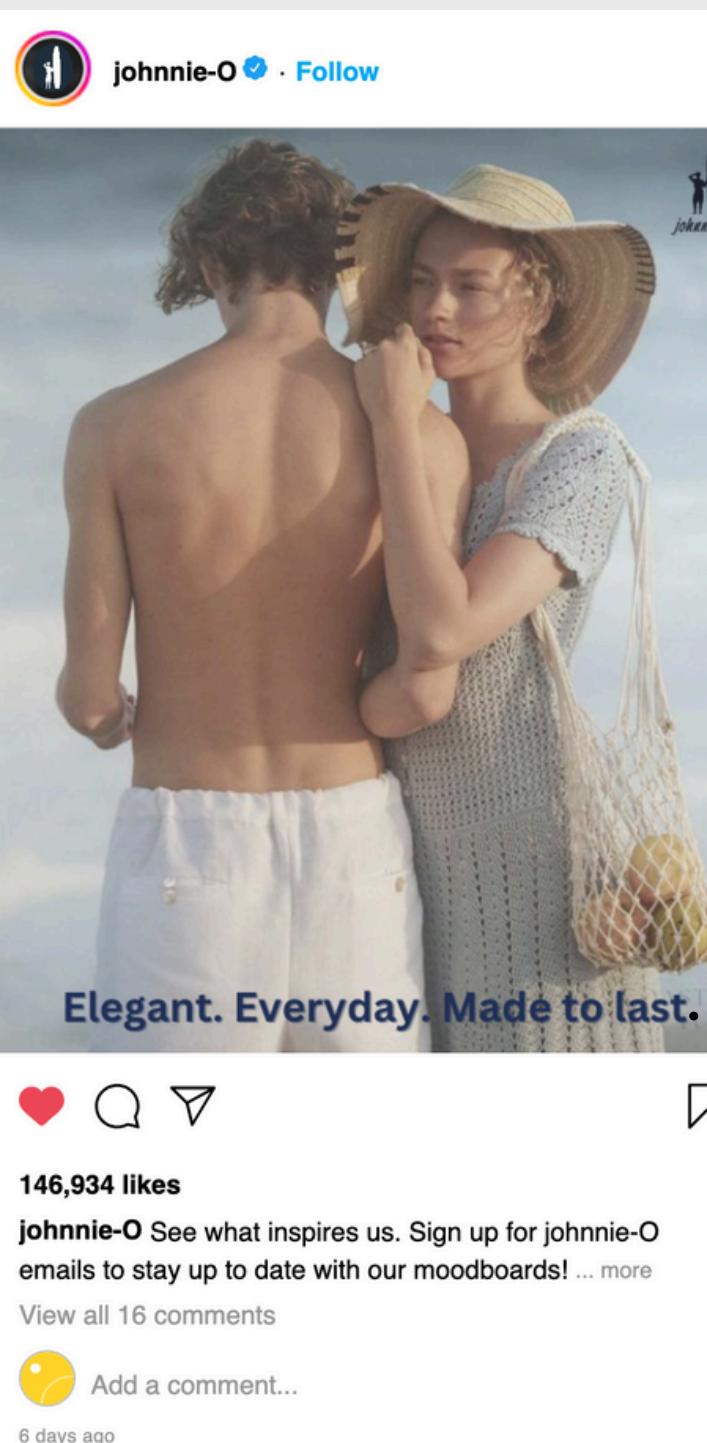
In order to emphasize johnnie-O's timeless appeal, johnnie-O will center its 20 year anniversary on just that. The campaign will focus on two elements:

- Distribution and/or posting of digital and physical “scrapbook” and “postcard” mailers (using film photography) that recreates old johnnie-O catalog photos
- Distribution and/or posting of Pinterest-like mood boards



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POSTCARD MOODBOARD





EMAIL MOODBOARD



Dear Reader

Welcome to the johnnie-O mood board, where we share with you what inspires us. Here's what's on our current mood board!

Sincerely,
johnnie-O



IDEA 2

INSPIRATIONAL WOMEN

INFLUENCER CAMPAIGN

In order to harness a truly intergenerational female audience, johnnie-O will partner with multi-generational influencers and ask them to post a “thank you” tribute to the inspirational women in their lives by gifting them johnnie-O apparel. johnnie-O could further this campaign by asking johnnie-O fans to post the inspirational women in their lives with the hashtag #womenwhoinspire.

Social media targets

- Instagram
- TikTok
- Youtube

Types of media

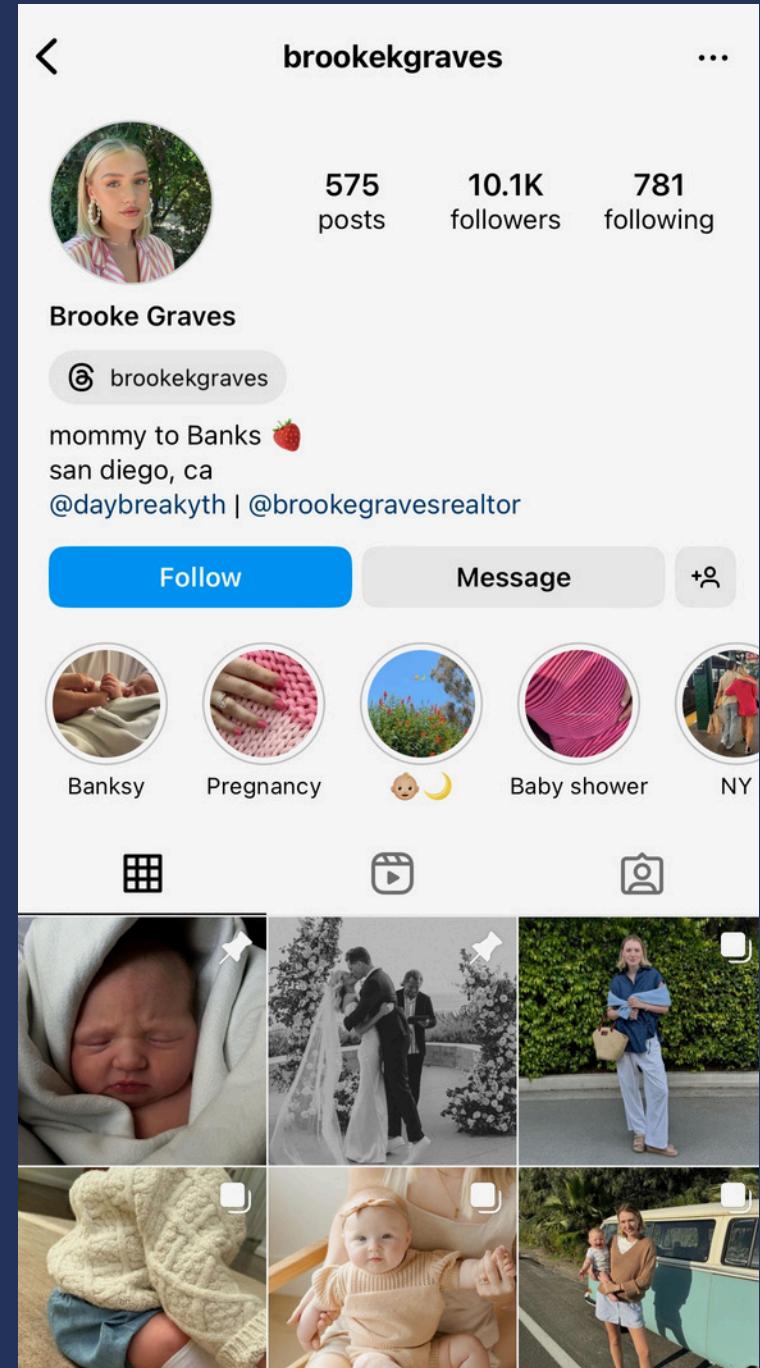
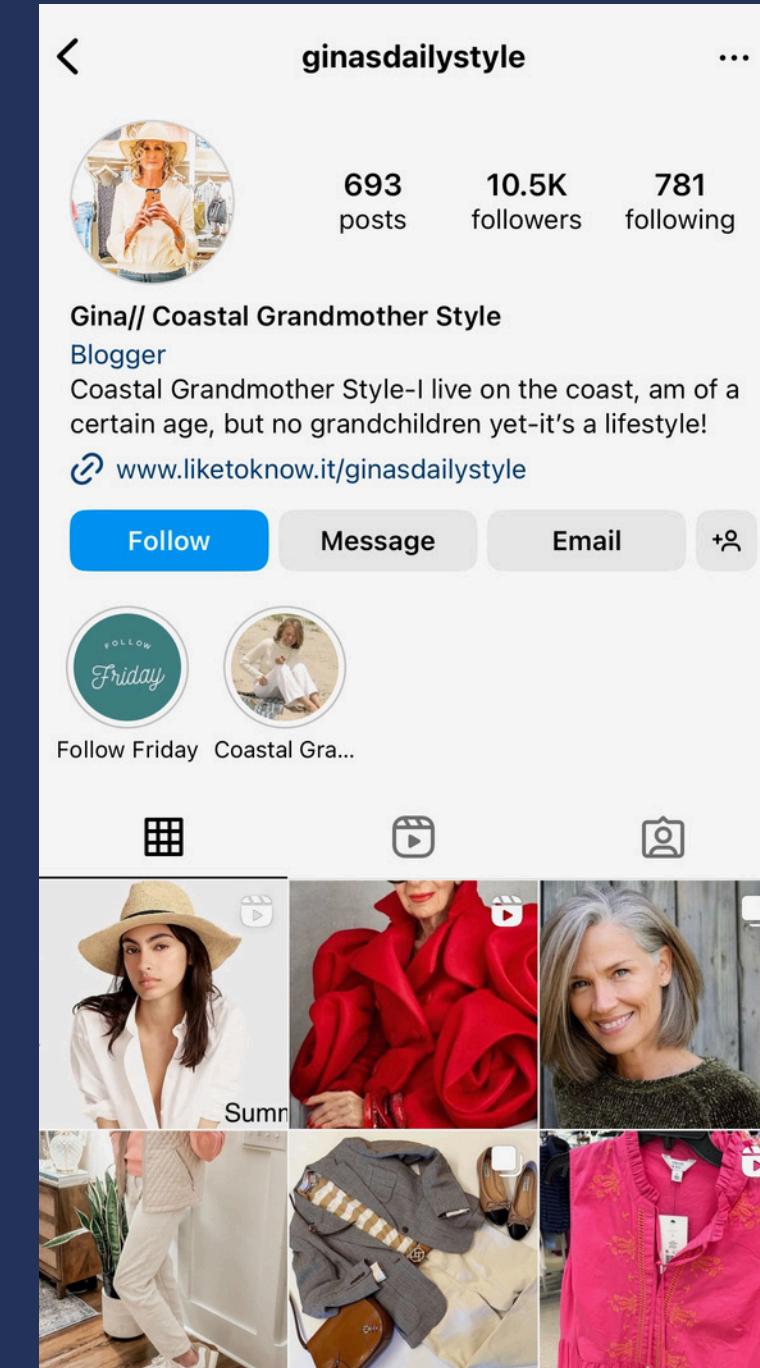
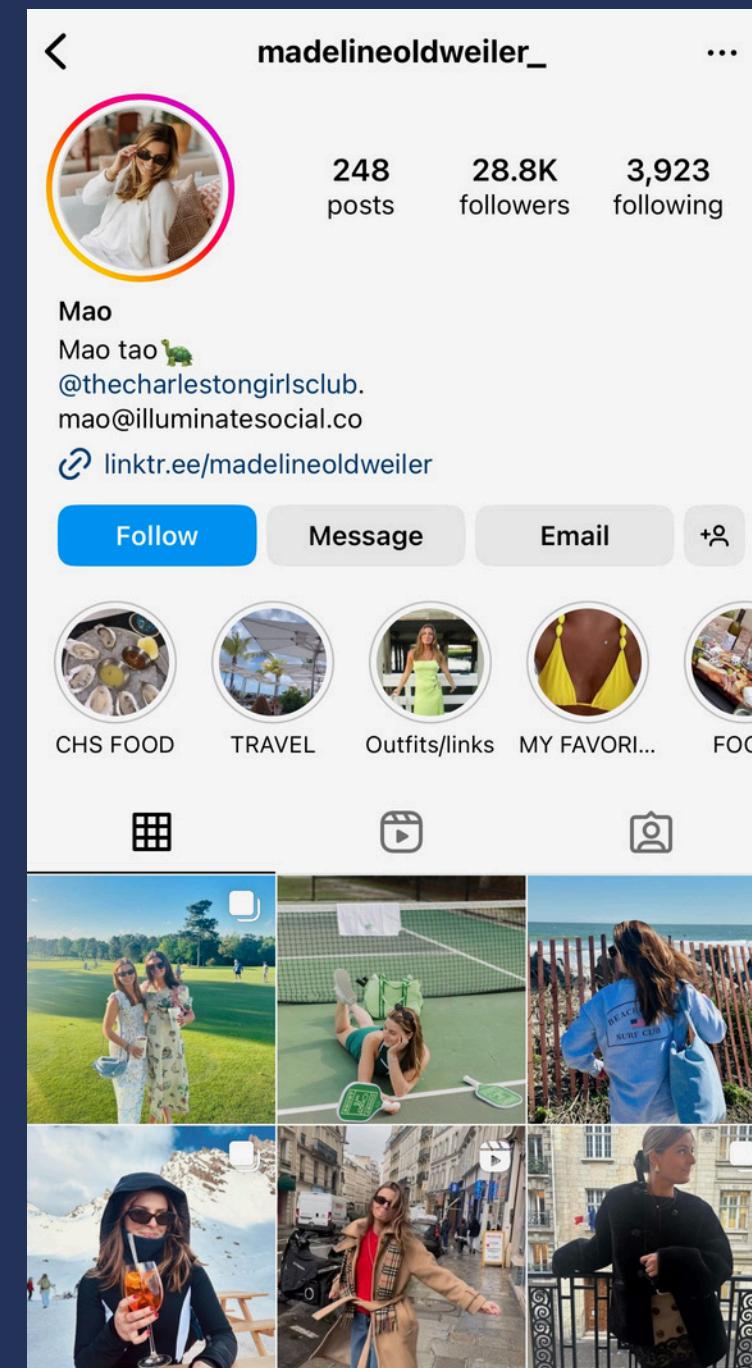
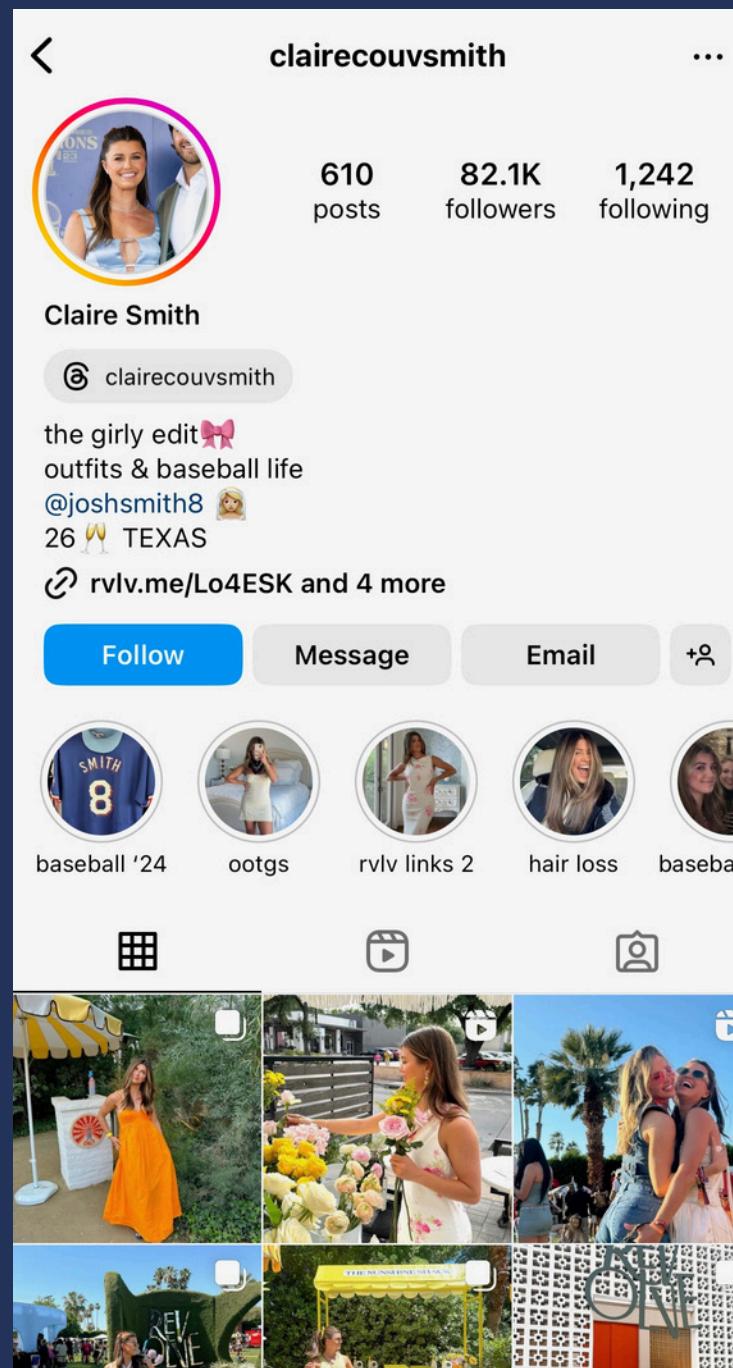
- Paid media
- Earned media

WOMENWHOINSPIRE



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INTERGENERATIONAL INFLUENCERS



IDEA 3

IN THE VINEYARD

LORENZA WINE AND JOHNNIE-O

Influencers, bloggers, and media personnel will be invited to an exclusive event with Lorenza Wine at their vineyard. Lorenza Wine is a women-owned winery founded by mother and daughter Melinda Kearney and Michèle Ouellet in the Napa Valley. Their wines were featured on Oprah's Favorite Things in 2022.

At this event, attendees are invited to wear their johnnie-O best and do wine-tastings that pair a specific johnnie-O piece with a Lorenza wine.

Media Relations

Target magazine and blogs:

- Local and regional
- Lifestyle
- Wine

Social Media

Paid: Microinfluencers invited post outfit of the day, day in the life etc.

Owned: johnnie-O recap posts

Sample pairing: 2022 Picpoul Blanc and Sasha Floral Dress (kiwi & pear notes accentuated by airy sasha dress)



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IDEA 4

COWABUNGA: SURF COMPETITION FOR CHARITY

► EAST COAST VS WEST COAST SURF COMPETITION

johnnie-O and surfing non-profits are hosting amateur surf competitions on the East and West coasts. In Huntington Beach, CA, and Folly Beach, SC, surfers can compete while enjoying sample products from johnnie-O.

► PARTNER WITH AN OCEAN CLEANUP ORGANIZATION

Money from the surfing competition can be donated to non-profit ocean cleanup organizations.



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POTENTIAL SURF PARTNERSHIPS

01 Moore Aloha



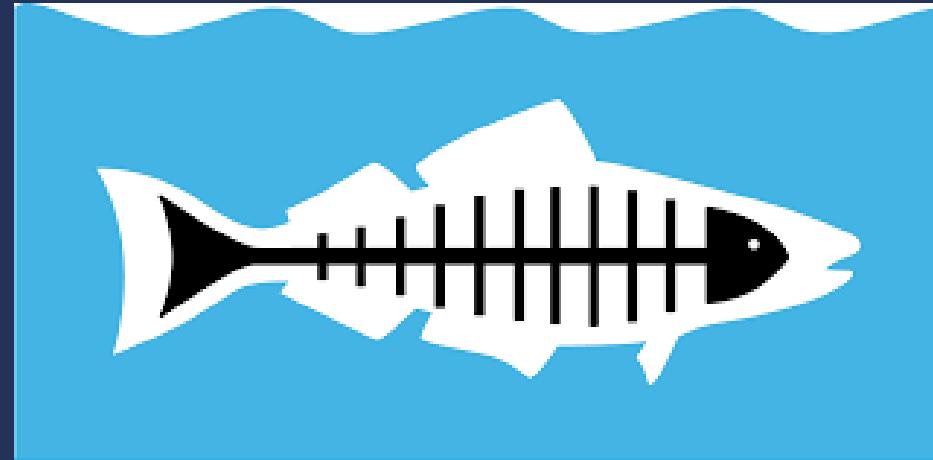
02 Mauli Ola



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POTENTIAL ORGANIZATIONS TO PARTNER WITH

01 Heal the Bay



02 Ocean Conservancy



03 Oceana



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IDEA 5

COASTAL POP-UPS

01 Coastal cities

Host pop-up shops in coastal cities like Charleston, San Diego, and Cape Cod.

02 Invite The Media

Invite media reporters located in or near the pop-up location to the event.

- Potential Reporters:
 - Michelle Lee, Editorial Assistant, People Magazine
 - Shannon Garlin, Associate Editor, Shop TODAY
 - Julissa James, Staff Writer, Los Angeles Times
 - Charleston Magazine Staff, Style & Shopping Feature

03 Raffles, Contests, and Discounts

Raffles and contests in which the prize is a johnnie-O women's line product or discount code.



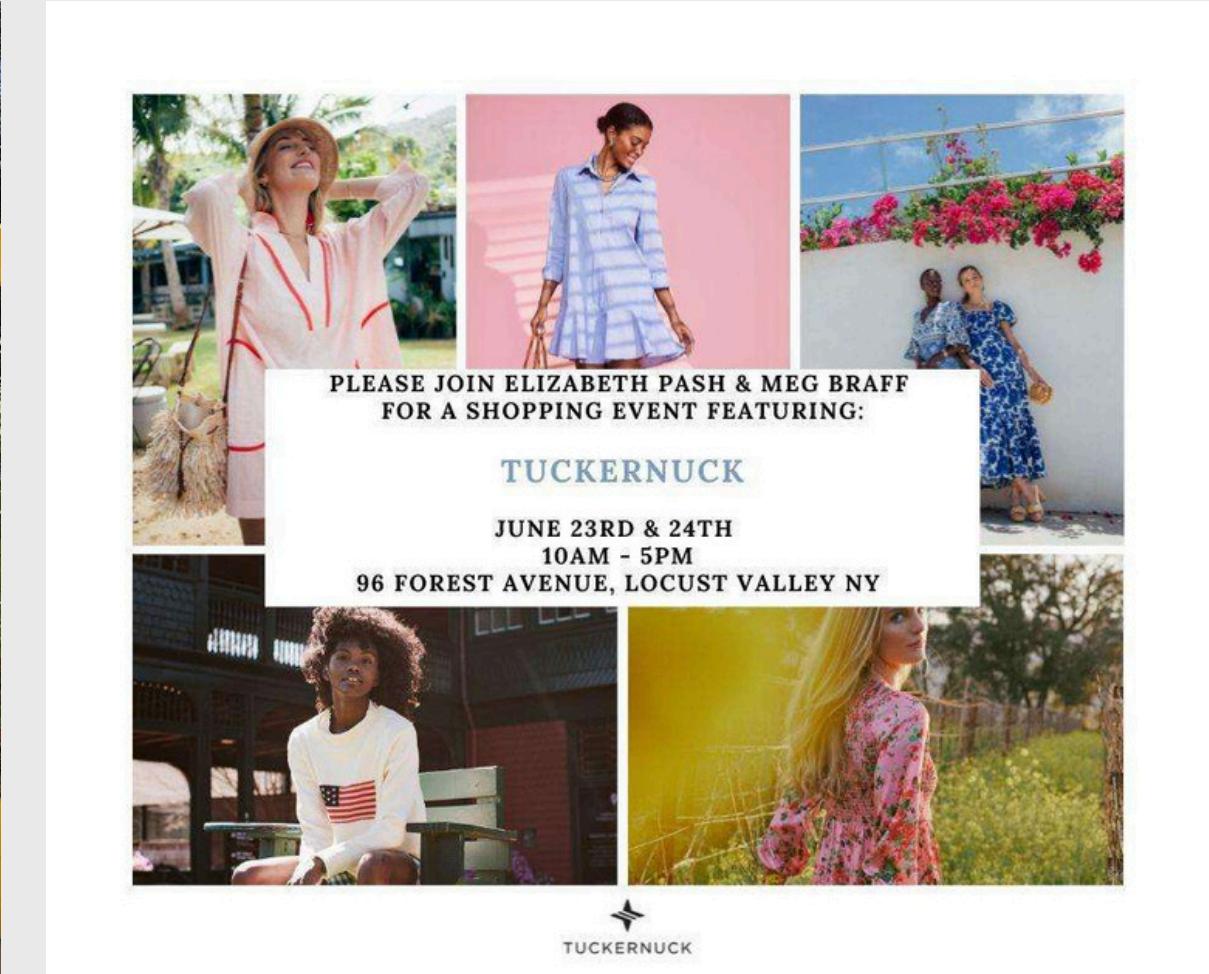
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thecharlestongirlsclub

44 posts 14.6K followers 107 following

The Charleston Girls Club™ Community
@reaganleroy @madelineoldweiler_
The era where Charleston girls meet and friendships are made 🥂

COASTAL POP-UPS

WHAT WILL THIS DO FOR YOU?

Media Relations



Connect people +
product



Create social buzz +
Brand Recognition



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SAMPLE MEDIA LIST

First	Last	Media Title	Justification	Contact
GINNY	PRIOR	Napa Sonoma Magazine	luxury lifestyle in northern California wine country	linkedin.com/in/ginny-prior-489a2b10
KATIE	CALAUTTI	Town and Country Magazine	Leisure, Travel	linkedin.com/in/katie-c-alautti-2b881624a
JILLIAN	DARA	Freelance/Napa Valley Life Magazine	Travel, culture, wine	linkedin.com/in/jilliandara
CLAIRE	COUVSMITH	Influencer	Sister bond, girly	Claire.Smith@teamwass.com
MADELINE	OLDWEILER	Influencer	Created Charleston Girls Club, coastal vibe, sense of community	mao@illuminatesocial.co
GINA	DAILY STYLE	Influencer	Coastal fashion interest, lives on coast	Ginasdailystyle@gmail.com
KYLE	DENUCCIO	The Surfer's Journal	Surf events	denucciok@gmail.com

TO SUM IT UP: WHY THIS WILL WORK

tangible

authentic

impactful



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THANK YOU



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