

HVISK

PR STRATEGY



CONTENT

1

INFLUENCER

Tiering Strategy

2

TIKTOK

New SoMe Channel brainstorm

3

ATELIER

Exploration & Sales Connection

4


COLLABORATIONS

Pipeline & Brainstorm

5

HVISK SPACE

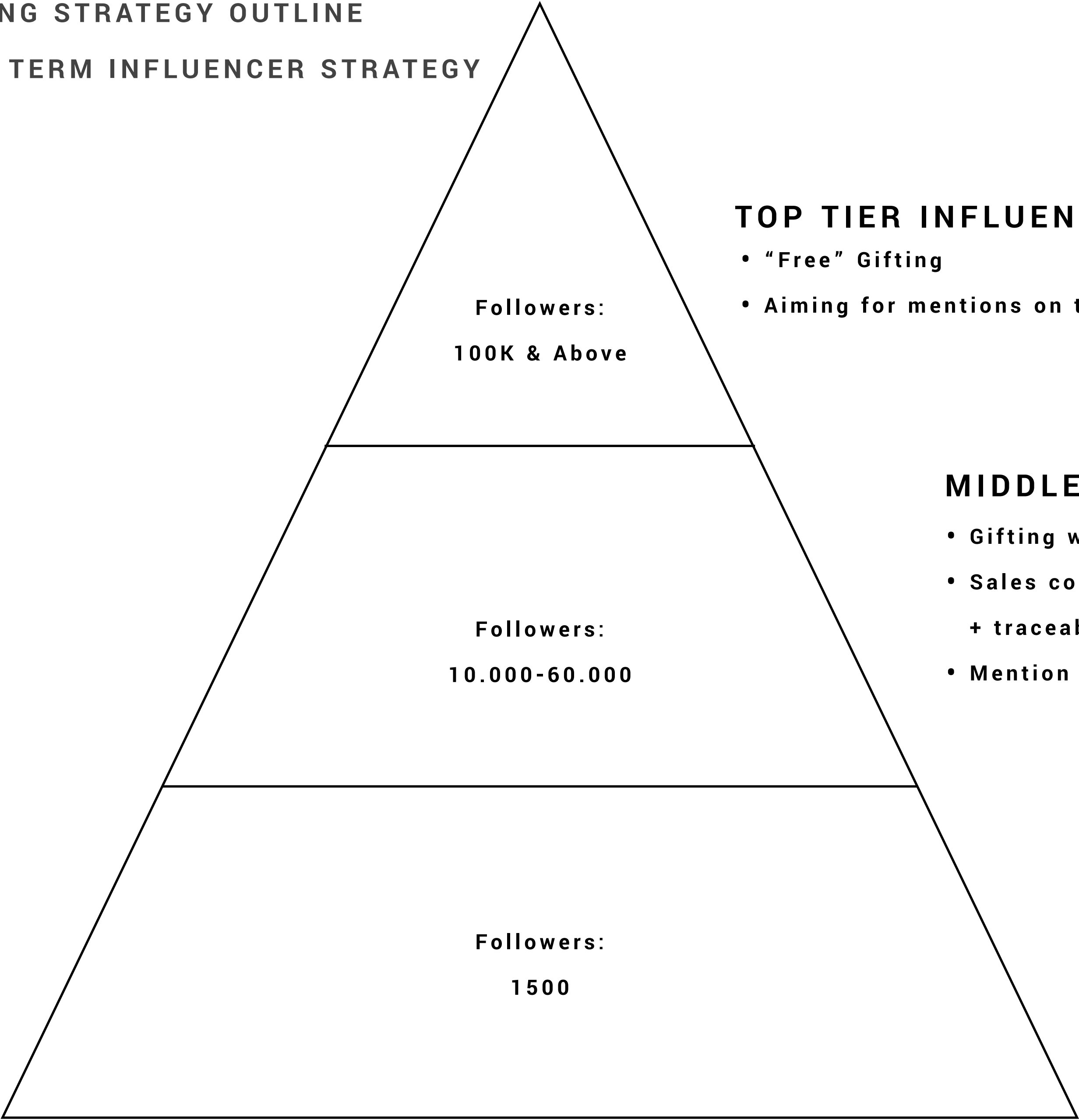
A place to connect to the brand



INFLUENCER Tiering Strategy...

INFLUENCER TIERING (WHY / WHAT / HOW)

- GIFTING STRATEGY OUTLINE
- LONG TERM INFLUENCER STRATEGY



TOP TIER INFLUENCERS

- “Free” Gifting
- Aiming for mentions on their channels + Repost

MIDDLE TIER INFLUENCERS

- Gifting with smaller requirements (2-3 Pictures)
- Sales code to generate income on influencer side + traceability on relationship
- Mention on their channel + Repost

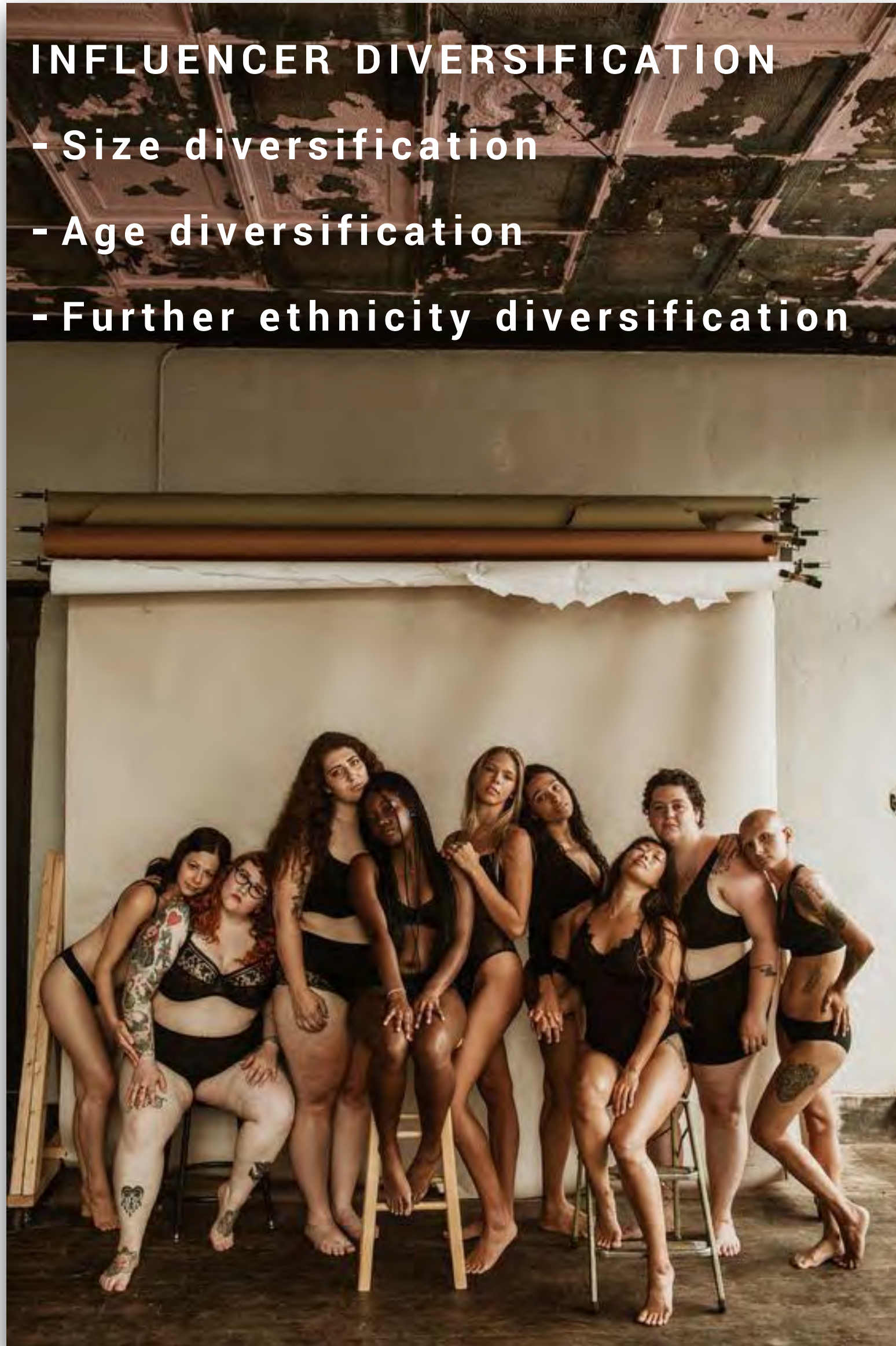
BEGINNER INFLUENCERS

- Gifting with larger requirements (3 Pictures + Videos)
- Specific needs asked for
- Contract with clear content needs & rights signed off
- No need to share on their platform
- Content purpose driven, controlled by us

DIVERSIFY LOOK

INFLUENCER DIVERSIFICATION

- Size diversification
- Age diversification
- Further ethnicity diversification



CONTENT STORYTELLING

CONTENT PLANNING / ALIGNMENT

- Align Influencer content to main marketing stories / outputs
- Multiple tracks on influencer gifting (Creating Mrkt. storytelling where Some content is merged in)



TIKTOK

New SoMe channel Brainstorm...



HVISK

FOCUS:

Fun, creative, Humor the cool way, to connect and integrate the user into HVISK Brand universe

Hashtag challenges:

- User to submit videos with our Hashtag**
- In-feed contents (Like Stories on Instagram)**
- Create own filters (For user to use on the videos submitted)**
- Include HVISK Play as pivotal part of this platform (TikTok evolves around music)**

Launch:

- Use Nabil videos to launch**
- Slow and thoughtful start, feeding with correct content and approach**

TIKTOK RESEARCH

QUESTIONS TO C&L

- Which international brands are doing it well and why?**
- Which Danish brands are doing it well and why?**
- How could Hvisk show up on TikTok (Music & Arts?) Not clashing with IG**
- Resources to execute on TikTok**
- Realistic timeline for implementation**



ATELIER
Further Exploration...

HVISK ATELIER

Exploring new artist & Connecting products to Sales

1. ARTIST PARTNERS

- 2-4 partners for each season
- Both Danish & International
- 2X Artist season / Only project
- 1X Artist season / Product Focus

2. SELECTED PRODUCTS

- 1-2 Products from artist to be produced for own web
- Sales to connect with selected retail partners

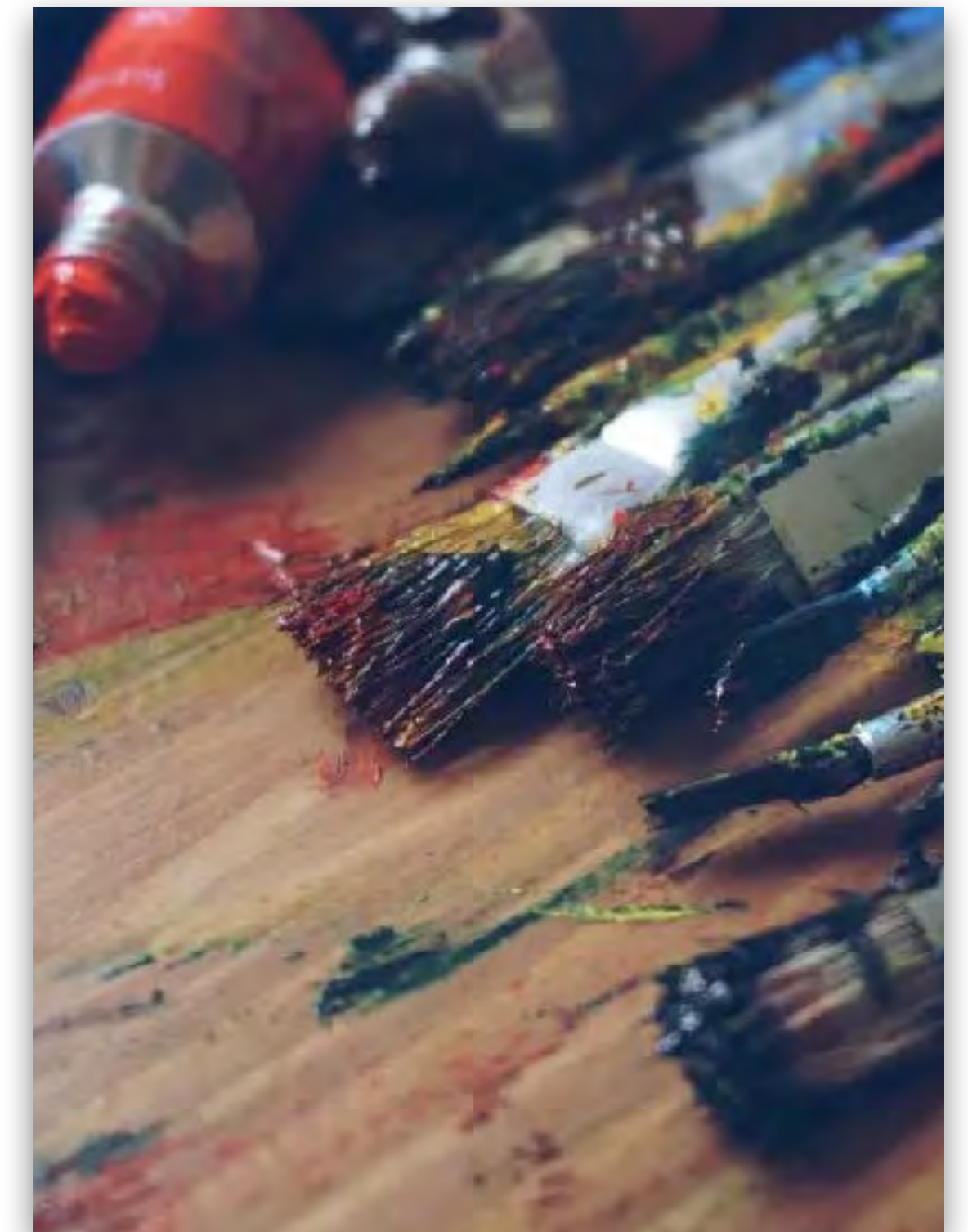
3. 3D SAMPLING

- Working with Mojo Moto?
creating smaller batch products in 3D
- Sales to activate before putting styles into production

4. ARTIST COMPETITION

- Setting up Art School Competitions? (Youth Focus)
- Sales of Art on own web for Charity (Sustainable partner focus)

HVISK
ATELIER



COLLABORATIONS

Pipeline & Brainstorm...



COLLABORATIONS CURRENT PIPELINE

1.

Erin Wasson

- Winter 2021 (10 Dec. 2021)
- Sustainable & Charity focus



2.

Coco O'Wino

- Spring 2022 (2nd Drop)
- Music & Artist Hook up



COLLABORATION BRAINSTORM

MATERIAL - 1

- The Pangaia / Sustainable Materials & Clothing (Eva K)
- www.thepangaia.com



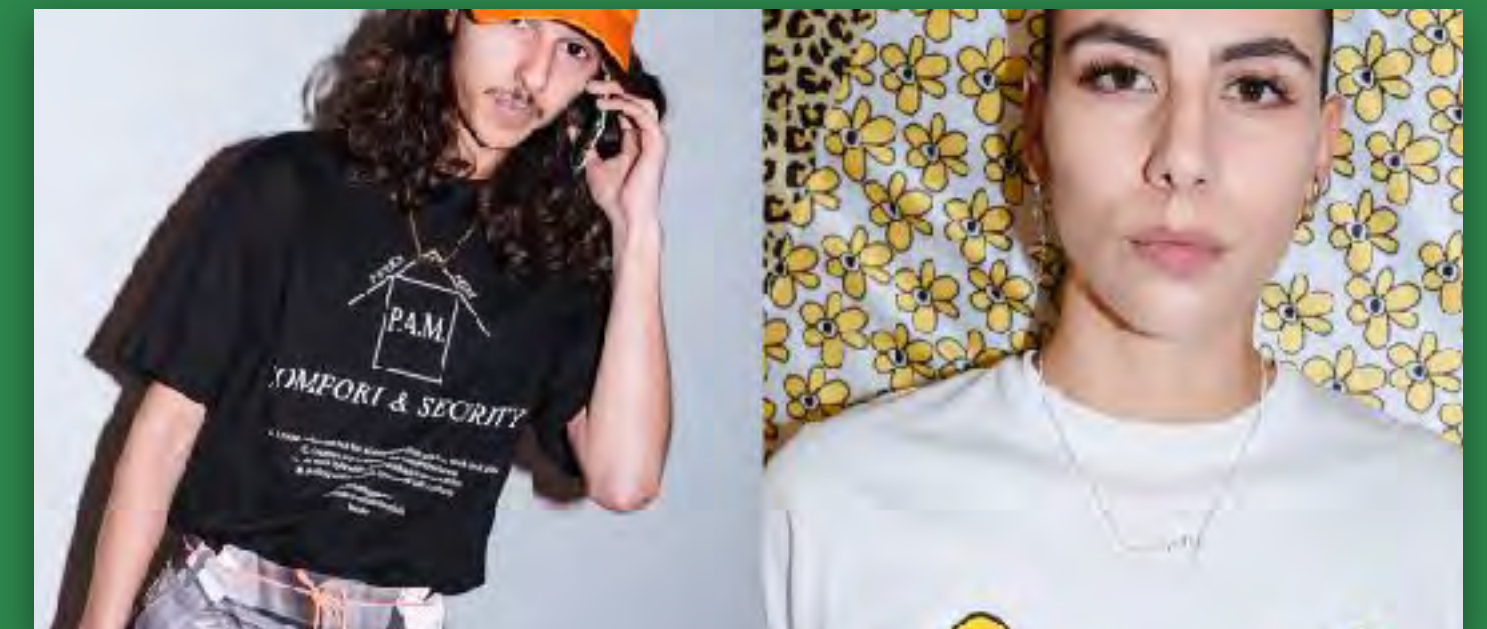
MUSIC - 1

- JADA (Danish Musician)
- <https://www.instagram.com/jadablu93/?hl=da>



FASHION - 1

- PERKS & MINI (Japanese Fashion Brand)
- Underground brand
- Collab on bags for their collection



MATERIAL - 2

- WWF - Limited Taske m panda print (Overskud til WWF)



ARTIST PRINT - 1

- Still exploring thoughts (TBC)
- Print / Paint designer



FASHION - 2

- PURA UTZ (Danish Designer)
- 37.500 Followers (Made in Guatemala / Pearl Acc. For Hvisk bags)



COLLABORATION OTHER...

HVISK Travel:

New Concept (Ad on to: HVISK Aterlier, HVISK PLAY)

- Collaboration with influencers worldwide, with roots in cultures
- Travel bags for different destinations

CHINA - Support your local production area

- Cathrine research & report
- Connecting with Maria (Production)

HVISK SPACE

A place to connect to the brand...



HVISK

DEDICATED SPACE FOR THE HVISK WARRIOR

WHAT?

A space to connect with the brand and with other brand followers

- A space on own website where all activities geared towards members / followers are included
- Advantages (Early bird view / Discounts / Inside knowledge on projects)
- Artist competition
- All information about sustainability shown here
- Hvisk Play lives here
- Collabs are showcased here
- Showcasing events

BALENCIAGA

THE COMPANY

Careers

Careers - Design

Privacy Policy

Legal

World Food Programme

The Trevor Project

GANNI

GANNI WORLD

AHLUWALIA GANNI

LEVI'S® X GANNI

BOOK VIRTUAL
APPOINTMENT

GANNI GIRLS

GANNI TALKS

RESPONSIBILITY AT
GANNI

RESPONSIBILITY
BOARD

RESPONSIBILITY
REPORT 2020