

Influencer Campaign Brief

Campaign Objectives

- Brand awareness: work to increase how well consumers can recognize Buhi's name, logo, and products
- Reach: work to increase the number of people who see Buhi's social media posts, ads, and more.
- Increased engagement: work to increase the number of times a person interacts with Buhi's content via likes, shares, and/or clicks.
- Increased traffic: work to get more consumers to visit or interact with Buhi's social media and product pages.
- Lead generation: work to increase the amount of leads Buhi gets.
- Lead conversion: work to increase the amount of leads that convert to sales.
- Increased sales: increase the amount of sales Buhi gets.

Target Audiences

- Back-to-school Mindy: Mindy is a fashion-forward college student who's looking forward to hitting the books this fall. Her university lifestyle relies on a messenger bag or backpack that conveniently holds her books, laptop, and other class supplies without sacrificing comfort or style. She spends her free time hanging out with friends.
- City-hopper Sue: Sue is a frequent flyer who loves planning her next sight-seeing vacation. She is on the lookout for a suitcase or messenger bag that is practical and durable, one that will simplify her packing and traveling both at home and abroad. Whether traveling for work or leisure, by plane, train, or automobile, Sue wants luggage that allows her to explore the world on her terms.
- Up-and-comer Raj: Raj is starting a new job, and he's looking for a stylish, professional messenger bag to carry his laptop and documents. When he's not in meetings or traveling for work, Raj spends his free time reading the news and working on side projects.
- Energetic Jill: Jill is a sporty fitness enthusiast who spends her free time teaching dance lessons or attending aerobics and yoga classes. She needs a good-looking tote or duffel to carry her gear in. She's excited to find a sporty bag that will look just as good as a carry-on as it will at the gym.
- Seaside Sally: Sally is a casual gal who spends her free time at the beach, and she needs a stylish new purse or tote to carry all of her beach essentials and children's toys on her next visit to the sea side. Whether sailing, swimming, or fishing, Sally is looking for something that's trendy, classy, and youthful that matches her beach-going lifestyle.
- Daypacker Tom: Tom is looking for a multi-purpose backpack for his next trip. An avid hunter, camper, and hiker, Tom needs a backpack that can carry his work essentials as easily as his camping gear. This bag should help him feel prepared, qualified, and pumped for his next wild excursion.
- Hipster-mom Kami: Kami wants a sturdy but trendy tote to carry her children's gear for school and extracurricular activities. A self proclaimed shopaholic with an eye for the latest look in dresses, shoes, and accessories, Kami's ideal bag reflects her fashion sense and makes it easy to organize her essentials while shopping at the mall or boutique.

Brand Voice Attributes

- The Buhi brand and tone comes across as friendly, confident, inspirational, playful, and adventurous. Hashtags that align with our brand are: #AdventureAwaits, #ConfidentExplorer, #InspiredJourneys, and #PackAndGo.
- The Buhi brand and tone comes across as tough, confident, playful, adventurous, and rugged. Hashtags that align with our brand are: #TravelMore, #DurableStyle, #InspireToTravel, and #ReadyToExplore.
- The Buhi brand and tone comes across as friendly, confident, inspirational, playful, and reliable. Hashtags that align with our brand are: #ReadyForAdventure, #ReliableStyle, #InspiredToExplore, and #TravelWithConfidence.

- The Buhi brand and tone comes across as friendly, reliable, energetic, playful, and inspirational. Hashtags that align with our brand are: #ExploreWithBuhi, #ReliableAdventure, #PackForSuccess, and #JourneyWithConfidence.
- The Buhi brand and tone comes across as confident, carefree, trustworthy, bold, and inspirational. Hashtags that align with our brand are: #ExploreInStyle, #AdventureWithBuhi, #PackWithConfidence, and #InspireTheJourney.
- The Buhi brand and tone comes across as natural, cold, corporate, reliable, and warm. Hashtags that align with our brand are: #ExploreWithConfidence, #BeAdventurous, #TravelWithStyle, and #InspiredAdventures.

Campaign Message

- The OG Backpack is designed for the fashion-forward student who needs to carry books, a laptop, and all your class essentials without sacrificing style. With plenty of space and organized compartments, you'll stay prepared, comfortable, and on trend throughout your college days.
- Ready for your next adventure? The OG Backpack is the perfect companion for the seasoned traveler. With durable construction and plenty of compartments, it's designed to keep your essentials organized and accessible while you explore the world—whether you're hopping on a plane or discovering a hidden gem in your own city.
- The OG Backpack offers a sleek, professional look with plenty of space for your laptop and important documents. Whether you're heading to a meeting or catching a flight for work, its practical design keeps you organized, confident, and ready to take on your next big opportunity.
- From the gym to your next getaway, the OG Backpack fits your active lifestyle. With enough room for your fitness gear and a sleek, sporty design, this backpack is perfect for a workout session or a weekend trip. Stay organized, stylish, and ready to move with ease.
- The OG Backpack is the perfect blend of style and functionality for a day at the beach. With plenty of room for all your seaside essentials and a design that matches your relaxed, beachy vibe, it's your go-to companion for sailing, swimming, or a casual day of fun in the sun.
- The OG Backpack is made for adventure. With its multi-purpose design and spacious compartments, it keeps all your gear—from work essentials to camping supplies—organized and ready for whatever the day holds. Whether you're hiking, hunting, or heading to the office, it's the backpack that makes you feel prepared for anything.

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