

UO SUMMER INTERN PROJECT

OVERVIEW



UO TO HOST A PARK CLEAN-UP + CELEBRATION IN RITTENHOUSE SQUARE TO ALIGN WITH UO WALNUT STREET 25TH ANNIVERSARY.

KEY OBJECTIVES

- IDENTIFY URBN CROSS BRAND DEMOGRAPHIC
- CONNECTING UO CUSTOMERS TO TERRAIN BRAND
- OPPORTUNITY TO SHOWCASE URBN AS ONE BRAND WITH LARGER FUTURE INITIATIVES
- INCREASE INDIVIDUAL BRAND AWARENESS + HYPE
- DRIVE CUSTOMERS + SALES TO THE WALNUT STREET STORE
- GENERATE TERRAIN PRE-ORDERS THROUGH ITEM DISPLAY/YARDSALE

DETAILS:

Event:

- **Park Activation:**
 - Park clean-up open to the public, whoever participates receives a customized tie dye shirt
 - Terrain pop up succulent garden workshop
 - UO Home Products for sale
 - Hand out UO sale coupon to drive people in the store
- **In Store Activation:**
 - Local Brewery Activation (free beer with purchase of Terrain food)
 - DJ activation
 - Window takeover at UO walnut with local artist highlighting 25 year anniversary
 - Free tote bag for customers

Promotion:

- In a park which means that there will be solid amount of foot traffic
- Instore + Rittenhouse Square + Naval Yard signage two weeks in advance
- Facebook event - sign up to participate in FB group
- Local Instagram promotion + FB boosted advertisement
- Push notification day of event



KEY DATE

**EVENT DATE - 8/25
(PARK CLEAN-UP IN THE
MORNING, EVENT AT 2PM-6PM)**

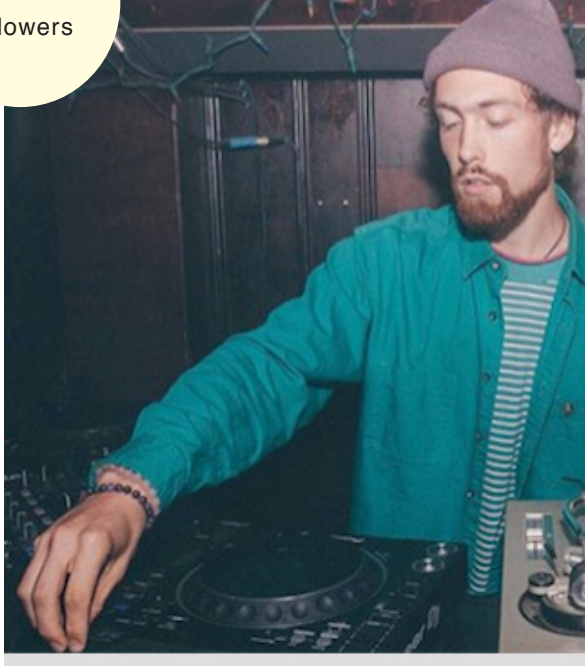


PARK POP UP + INSTORE EVENT CONCEPT



UO STORE ANNIVERSARY - TALENT

@deejaysylo
5.5k IG
followers



DJ SYLO

@joshualang
4.8k IG
followers



JOSHUA LANG

@djgetlive
5.2k IG
followers



DJGETLIVE

@_osagie_
2.4k IG
followers



OSAGIE

BUDGET

