

VUORI

PERFORMANCE

JOGGERS

Objective

Vuori wanted to market their Performance Joggers on TikTok and increase general brand awareness on the platform.

Campaign Efforts

Identifying content creators whose platforms fit the brand's general audience but created untraditional ads to appeal to a new customer base. We partnered with these creators to make custom videos for Vuori.

Results

- 12 custom videos, all incorporating a week long link in bio
- 17% engagement rate
- We secured whitelisting and usage rights for all content for future use by the brand



Emelye
Ender



Ellie
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