

***SKECHERS***<sup>®</sup>

X

DIANE VON FURSTENBERG  
collection «ENDLESS KISSES»



# SKECHERS®



# DIANE VON FURSTENBERG

## SKECHERS X DVF

### OBJECTIVES

- Increase brand awareness and sales of DVF collection
- Establishing Skechers as stylish, cool and iconic streetwear brand

### ACTIVATION

PR-seeding of the **Skechers x DVF collection *Endless Kisses***. We have selected 9 of the most famous and influential opinion leaders: TV-hosts, singers, actresses and bloggers.

### RESULTS

**36** publications on social media

**2 000 000** coverage on social media

**+30%** week-to-week sales of the DVF collection

# STEP 1. Production

- Design development of the boxes
- Approval of the filling of the boxes
- Selection of sneaker models for seeding



# STEP 2. Paid influencers



LESIA NIKITUK is one of the superstars of television and the favorite of millions of Ukrainians.

Followers: 4,1M

### Post

Likes: 88 684

Reach: 798 522

ER:2,1%

### Stories

Reach: 290 475



# STEP 2. Paid influencers



SKYLERR is young singer who became popular thanks to TikTok! Her videos get hundreds of thousands of views, and tracks with Ukrainian motifs occupy top places in the charts

**Followers: 221K**

### Post

Likes: 8 048

Reach: 110 236

ER: 3,64%

### Stories

Reach: 67 896



# STEP 2. Paid influencers



Nataalka Denysenko is a famous Ukrainian actress who became known for her numerous roles in Ukrainian cinema, series and other important cultural projects

**Followers: 339K**

**Post**  
**Likes: 17 685**  
**Reach: 198 524**  
**ER:5,2%**

**Stories**  
**Reach: 117 496**



# STEP 3. IG stories on influencers pages (free)



**VLADA YURCHENKO/** blogger

Followers: 286K

[Link](#)



**KHRYSTYNA RESHETNIK/** blogger

Followers: 278K

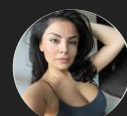
[Link](#)



**SOLOMIYA VITVITSKA/** TV-host

Followers: 249K

[Link](#)



**Arevik Arzumanova /** blogger

Followers: 86K

[Link](#)



**NELYA SHOVKOPLYAS/** TV-host

Followers: 57,1K

[Link](#)



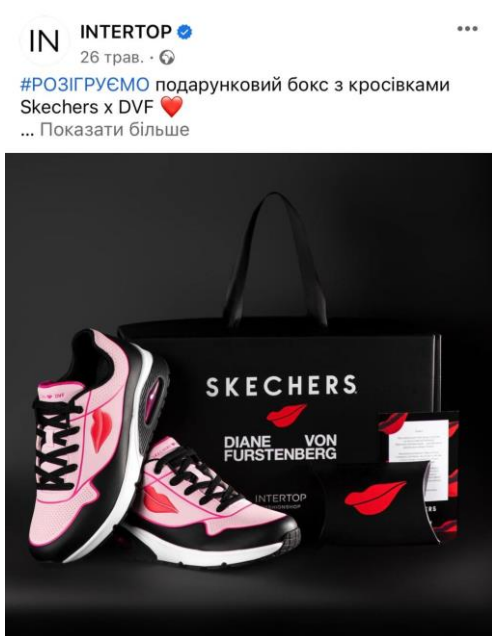
**NATALYA OSTROVSKA/** TV-host

Followers: 20,4K

[Link](#)



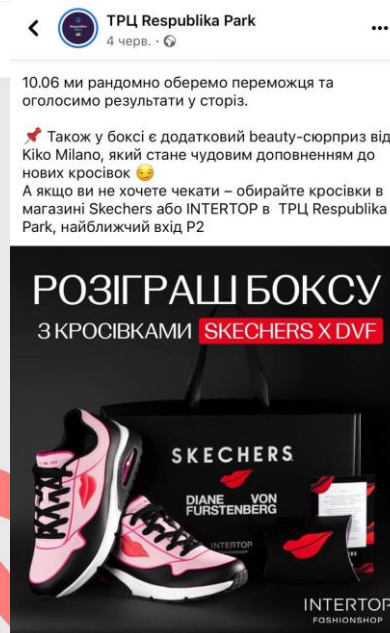
# STEP 4. Activities on the pages of INTERTOP and shopping malls in Kyiv



LIKES 4 388  
REACH 104 328



LIKES 2 432  
REACH 80 886





LET'S GROW TOGETHER