ROOSTAS



FALL 2026 CAMPAIGN



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CLIENT DIRECTIVE

Roostas asked our agency to develop an advanced integrated marketing campaign to raise brand awareness and loyalty in the collegiate markets at the University of Alabama and Louisiana State University through an SEC pop-up activation during the 2026 fall football season.

Our process was centered around telling Roostas's story with unique storytelling tactics, commitment to SEC tradition, and sowing Roostas as an belt brand for all SEC fans.




ENVIRONMENTAL
SCANNING

ENVIRONMENTAL SCANNING

Governmental
Licensing and intellectual property rights significantly affect Roostas' ability to leverage collegiate branding. Securing Name, Image, and Likeness (NIL) and official university licensing agreements is costly and competitive. Established brands such as Smathers & Branson and Nike already hold licensing rights with major colleges and athletic programs, creating barriers to entry for Roostas in collegiate merchandise and co-branded campaigns, limiting Roostas' ability to directly use team logos or official school marks in advertising

Economic
The men's accessories market is steadily growing, with the global belt market projected to rise from $21.8B in 2022 to $39.24B by 2030. This growth is fueled by increasing disposable income, evolving fashion trends, and a stronger emphasis on personal style, particularly in the Southeast. However, the category remains highly price sensitive, with lower cost competitors encouraging comparison over impulse purchases. To compete, Roostas must focus its messaging on durability, versatility, and lifestyle alignment rather than price alone.

ENVIRONMENTAL SCANNING

Consumer Trends
Consumers want belts that are comfortable, versatile, and fit both casual and business-casual settings. Key benefits include stretch, durability, and ease, while emotional drivers include personal style, status, and lifestyle alignment (golf, Southern culture, college sports). Roostas fits well with its core audience: students, alumni, and golf enthusiasts, making it a strong match for campus and social settings.

Retail Environment
E-commerce is a primary growth driver in the belt category, but Roostas primarily sells through its own website and select boutique clothing retailers rather than large marketplaces. This creates both opportunity and constraint. While mass platforms like Amazon offer scale and convenience, Roostas' direct-to-consumer model allows for stronger brand storytelling, higher margins, and better control over the customer experience. Advertising must therefore focus on driving traffic to Roostas' website and clearly communicating the brand's value proposition relative to lower-priced mass-market alternatives.

ENVIRONMENTAL SCANNING

SEC Culture
SEC Culture plays a powerful role in shaping lifestyle, fashion, and purchasing behavior. Football season drives tailgating, social events, and increased visibility for branded apparel and accessories. Fashion trends often spread peer to peer among men, with fraternities and social groups influencing each other's style choices. Women also play a key role as gift buyers influencing styles for men. Rather than positioning Roostas as the focal point of advertising, the brand is best integrated into existing sports and school pride culture.

Media and Social Media Presence
Roostas' social media presence is significantly smaller than that of category leaders. Established golf brands such as Peter Millar and Callaway benefit from large followings and strong brand equity, while global giants such as Nike dominate awareness and cultural relevance. This disparity presents a challenge for Roostas in terms of visibility and credibility but also an opportunity if the brand leverages creator partnerships and regionally targeted campaigns. Building awareness through culturally relevant content (tailgating, golf lifestyle, campus life)will be critical to penetrating the male target market, which is traditionally harder to reach through advertising.

ENVIRONMENTAL SCANNING

Key Strategic Implications

- The growing belt market and casualization of fashion create favorable conditions for Roostas' expansion.
- Legal and licensing barriers limit the brand's ability to directly use collegiate branding, making cultural integration more important than logo-driven marketing.
- Social media and geographically targeted advertising offer efficient ways to reach SEC-region consumers with locally resonant messaging.
- Strong competitors and cheaper alternatives increase the importance of value communication and lifestyle positioning.
- Building brand awareness among men will require culturally embedded, peer-influenced creative strategies rather than traditional product-forward advertising.


BRAND
ANALYSIS

BRAND ANALYSIS

Programs and Products

Founded in 2020 by Ashley and Trent Cox, Roostas is a premium Southern lifestyle accessories brand specializing in woven stretch belts. The brand differentiates itself through elastic braided belts that eliminates traditional numeric sizing, allowing for a more flexible and comfortable fit. This innovation positions Roostas at the intersection of performance and lifestyle particularly in the golf world.

Roostas currently distributes through over 800 retail partners nationwide, including major golf clubs and resorts, while also maintaining a direct-to-consumer e-commerce presence. The company has built strong wholesale relationships, particularly within golf pro shops, by simplifying merchandising and inventory decisions for retailers.

Roostas operates in a low-frequency purchase category (belts), meaning repeat sales depend heavily on brand loyalty, gifting occasions, and emotional connection rather than necessity. While the product demonstrates clear functional differentiation (stretch technology, no numeric sizing), long-term growth depends on expanding cultural relevance beyond golf into adjacent lifestyle spaces such as SEC football culture.

BRAND ANALYSIS

How Customer Needs Are Met

The brand successfully serves golfers seeking comfort and performance-driven accessories. However, while product-market fit appears strong within golf retail, awareness within broader collegiate markets remains underdeveloped. They satisfy existing customers but lack strong awareness among SEC football consumers, presenting an opportunity for expansion.

Functional Needs:

- Comfortable stretch fit
- Adjustable sizing
- Premium materials
- Versatility from golf course to social settings

Emotional Needs:

- Southern identity
- Collegiate pride (especially Ole Miss affiliation)
- Subtle status signaling
- Polished yet relaxed aesthetic

BRAND ANALYSIS

Effectiveness of Past and Current Communications

Roostas' communication strategy is primarily lifestyle-based and golf-centric. Content is mostly close-up images of belt being worn, often without featuring the model's face. While this maintains brand consistency and visual cohesion, it limits emotional storytelling and relatability.

Survey findings (0% brand awareness in SEC-focused respondents) indicate that current communications are not effectively reaching collegiate football audiences.

Instagram posts featuring Ole Miss belts or collegiate affiliations generate the highest engagement relative to other content. This suggests that college alignment increases brand resonance and audience interest. This makes sense because that is where Trent Cox (co-founder) graduated from.

The brand's communication approach is consistent but narrow. Heavy reliance on product-focused imagery without strong narrative or personality limits shareability and engagement growth. There are almost 0 videos also limiting personality or storytelling.

BRAND ANALYSIS

Social Media Presence and Engagement

Instagram statistics:

- 6,197 followers
- 972 posts
- Posts daily
- Average engagement: 8–12 likes per post

This reflects a very low engagement rate relative to follower count, suggesting limited algorithmic reach and weak audience interaction.

Public perception of organization

Public perception appears positive but niche.

The brand has:

- Strong retail relationships
- Inc. 5000 recognition
- Positive positioning within golf industry circles
- Reputation for transparency and strong retailer support

There is no evidence of past controversy or negative sentiment. However, the primary issue is discoverability rather than dissatisfaction.

BRAND ESSENCE CHART

Values:

- **Transparency**
- **Persistence**
- **Partnership**
- **Craftsmanship**
- **Community**

Connections:

Roostas belts resonate with wearers by allowing them to show a part of their identity while being **functional** and **stylish**.

Wearing a Roostas belt says that a consumer is **practical, stylish, and classy**

Polished comfort for the southern lifestyle

Mission: To create versatile, comfortable belts that bring personality to golf and everyday wear.

Benefits:

Functional

Stretch fit with premium construction.

Emotional

Confidence and identity alignment within Southern and collegiate culture.

Personality:

Refined, resilient, understated, community-oriented.


COMPETITOR
ANALYSIS

COMPETITOR ANALYSIS

SMATHERS & BRANSON®

Direct competitor

Strengths:
- Extensive product line
- Customer loyalty
- Strong collegiate partnerships
- Customization

Weaknesses:
- High price point

Brand personality and image:
- One of a kind, artisan crafted, luxury product
- Classic, preppy, traditional

Mission: "to offer the finest products with customer service to match."

Prices:
- All of their belts are priced at $195
- Cheapest of products are their golf ball markers - $22.50 for a singular one

Social Media:
- 87.7K followers (Instagram)
- Relies heavily on imagery - outdoorsy, lounge style, product centric imagery
- Sales centric messaging - captions direct to their website and invoke people to buy around seasonal events

Key Stakeholders:
- Customers

COMPETITOR ANALYSIS

PETER MILLAR

Direct Competitor

Strengths:
- Premium quality products
- Extensive product line
- Customer loyalty
- Placement in collegiate bookstores and boutiques
- Brick and mortar stores

Weaknesses:
- High price point

Brand personality and image:
- Modern country club, refined, premium product
- Classic, affluent, sophisticated

Their mission: "With an eye towards understated style and modern functionality, our inspiration and intentions are consistent even as we evolve. The aim is always to complement a well-rounded wardrobe with apparel and accessories that are trusted companions for everyday life."

Prices:
- Belts range from $98-$200 with most being in the higher range
- Clothing averages around $130-$180

Social Media:
- Peter Millar (main Instagram account) - 191K followers
- Peter Millar Golf (Instagram)- 79.9K followers
- Influencer, product, and store centric imagery
- Elevated, premium personality traits come through in imagery and messaging

Key Stakeholders:
- Customers

COMPETITOR ANALYSIS



Indirect Competitor

Strengths:
- Global name
- Worldwide distribution
- Extensive product line
- Strong global partnerships

Weaknesses:
- Outsourced labor
- Low perceived quality for price
- Saturated market

Brand personality and image:
- Competitive, energetic, empowering
- Athletic, sporty, trendy

Their mission: "To bring inspiration and innovation to every athlete in the world."

Prices:
- Belts range from $20-$55
- Clothing range from $45-$120
- Shoes range from $115-$260

Social Media:
- Nike (main Instagram account) - 297M followers
- 9.5M followers on Twitter/X
- Many side accounts for different sports and regions
- Athlete centric imagery with minimal branding
- Short, simple, impactful phrases

Key Stakeholders:
- Customers, Partners

COMPETITOR ANALYSIS

Callaway

Indirect Competitor

Strengths:
- Established brand
- Extensive product line
- Personalization options
- Product quality

Weaknesses:
- Minimal belt options
- Niche target audience

Brand personality and image:
- Innovative, competitive, performance driven
- Modern, sleek, techy

Their mission: "to create demonstrably superior and pleasingly different products powered by innovative technology and premium craftsmanship enabling golfers of all abilities to both play their best and find more joy in the game we love."

Prices:
- Belts range from $20-$55
- Clothing range from $86-$140

Social Media:
- Callaway (main Instagram account) - 2.1M followers
- 597.2K followers on main Twitter/X account
- Many side accounts for different regions
- Product and influencer centric imagery
- Statistic and performance centric messaging

Key Stakeholders:
- Customers, Partners


TARGET
MARKETS

TARGET MARKETS

Who are they?
18-60 year old men affiliated with/fans of SEC football
28-55 year old women with relations to men affiliated with SEC football

Demographics:
- Middle to upper-middle income
- College students, alumni, season ticket holders
- Golf participants or aspirational golfers

Psychographics:
- Value tradition and school pride
- Participate in tailgating culture
- Care about appearance on gameday
- Engage in subtle status signaling through attire
- Spend significantly on collegiate merchandise

What are their reasons?
Primary motivations include:
- Demonstrating school pride
- Looking polished at tailgates
- Aligning with Southern identity
- Purchasing thoughtful, quality gifts
- Participating in status signaling culture

How do they communicate?
- Instagram
- SEC sports media
- In-person gameday interaction
- Boutique shopping environments
- Word of mouth



PRIMARY RESEARCH

RESEARCH OBJECTIVES

01 To understand the college football culture for key SEC markets (University of Alabama and LSU)

02 To identify primary gameday environments, social hubs, and consumption patterns

03 To assess brand awareness and purchasing motivations related to collegiate accessories

04 To generate data driven insights that inform Roostas' market positioning and campaign strategy for Fall 2026

RESEARCH METHODS

Qualitative: In-depth Interviews

- Conducted with three participants representing students, alumni, and industry professionals
  - One student from Alabama
  - One alumnus from LSU
  - One alumnus and industry professional from Alabama
- Selected based on direct experience with SEC culture and university environments
- Interviews conducted via phone, Zoom, and in person
- **Focus:** cultural norms, gameday behaviors, and brand perceptions

Quantitative: Online Survey

- Total sample: 104 respondents
  - Alabama(54), LSU(25), and broader SEC audience(25)
- Distribution through university faculty networks and direct outreach (Instagram)
- Fielded from February 3 to February 22, 2026
- **Focus:** gameday behavior, engagement patterns, brand awareness, and purchase intent

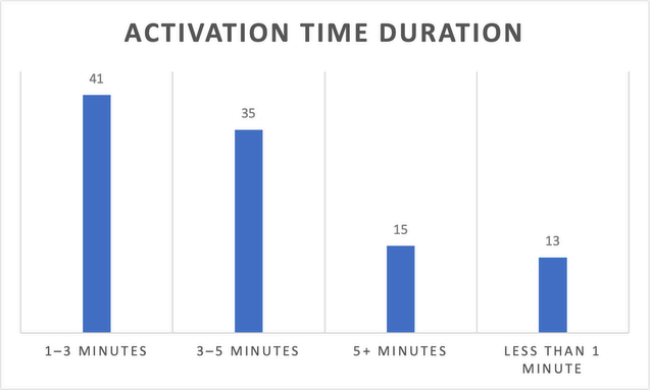
KEY RESEARCH FINDINGS

Gameday Culture Drives Consumption

- SEC gamedays function as high engagement social environments where identity is expressed through apparel and participation
- Strong institutional loyalty directly influences purchasing behavior

> ***"If you throw an Alabama logo on it, people will buy it."***
>
> **- Interviewee**

Limited Attention Window for Brand Interaction



- 39.4% of respondents are willing to spend only 1–3 minutes at activations
- Effective engagement must be immediate, intuitive, and low-friction

Low Brand Awareness, High Market Opportunity

- Roostas brand awareness is currently negligible (0% in survey sample)
- Respondents show strong intent to purchase collegiate merchandise, particularly as gifts



RESEARCH INSIGHTS



TARGET MARKET INSIGHTS

- **The Gameday Ritual is the Primary Driver:** The research indicates that the collegiate markets at Alabama and LSU are driven by deeply ingrained cultural norms and social hubs. For these consumers, purchasing is not just about the product, but about participating in the specific consumption patterns of the SEC gameday environment.
- **Motivation Beyond Utility:** The focus on purchasing motivations related to collegiate accessories suggests that the target market views belts as a form of identity signaling. They aren't looking for just a belt; they are looking for a piece of the SEC tradition that fits into their specific social environment.



BRAND IMAGE INSIGHTS

- **Closing the Awareness Gap through Identity Signaling:** Currently, brand awareness is at 0% in the survey sample. The brand image needs to transition from unknown boutique to authentic SEC insider. The insight here is to pivot from selling a functional accessory to a gameday essential. By centering the brand image on sophisticated storytelling, highlighting how the product seamlessly bridges the golf and football lifestyles, Roostas transforms the belt into a powerful symbol of SEC identity. This strategic positioning leverages existing institutional loyalty, allowing the brand to enter the market not as an outsider, but as a natural extension of the collegiate heritage.


SWOT
ANALYSIS

S

- An interesting brand story
- Strong retail relationships
- Positive positioning within golf industry circles
- Reputation for transparency and strong retailer support
- Affluent target market

W

- Lack of brand awareness
- Higher price point
- Weak partnerships with Universities, Colleges in comparison to competitors
- Less established brand
- Lower budget (copyrights, activations, etc)
- Lack of storytelling of their brand
- Small social media following



O

- Growing belt & Men's accessories market
- Cultural fit with SEC & golf lifestyle
- Social Media as a scalable growth channel
- Boutique + E-commerce hybrid advantage
- Product trends favor Roostas style
- Gift giving behavior in the SEC market
- Story that can resonate with target audience

T

- Strong, well-establish competitors
- Licensing & NIL barriers
- Price competition from cheaper brands
- Market saturation & "A belt is a belt" mentality
- Difficulty penetrating the male market
- Attention competition on social platforms


CAMPAIGN
THEME

ROOTING WITH ROOSTAS

As the season opens and fans gear up to support their favorite team, Roostas introduces the Rooting with Roostas campaign. This football season, Roostas is showing up and showing out for the SEC by connecting with the heartbeat of the game: the fans. Through pop ups, gameday interactions, and belts designed to be worn for every gameday, Roostas isn't just watching from the sidelines, we're in the trenches with the best fans on earth.

This high energy campaign comes to life through three key moments: in person pop ups, gameday interviews, and enter-to-win giveaways. Each one plays a role in pulling fans into Rooting with Roostas, showing up, suiting up, and sharing the win.



There are two extra special teams we at Roostas are rooting for: the Crimson Tide and LSU Tigers. At the pinnacle of our campaign, we are showing up at Death Valley to answer the question: who comes out on top? This rivalry runs deep, and the roots run deeper. Roostas is ready to see, who's going to show up on game day? With street side interviews, we will be on the look out for the fans who are ready to Root with Roostas and see their team ravish the competition.



GOALS & OBJECTIVES

Position Roostas as the belt brand that allows SEC football fans to wear what they stand for on gameday

PHASE 1

Goal: Increase awareness of Roostas among target audience

Objective 1 – Generate 20,000 social media impressions across Instagram, TikTok, and paid ads during Phase 1

Objective 2 – Drive 2,500 website visits from campaign-related content and promotions during Phase 1

PHASE 2

Goal: Engage the target audience with Roostas around football content

Objective 1 – Achieve 10,000 total engagements (likes, comments, shares, saves, and story interactions) on Instagram during Phase 2

Objective 2 – Drive 4,000 clicks to product pages through social media, influencer partnerships, and gameday activations during Phase 2

PHASE 3

Goal: Convert engagement into purchases and loyal customers

Objective 1 – Secure 4,000 total belt purchases by the end of the campaign

Objective 2 – Achieve a 2–3% website conversion rate from campaign-driven traffic


PERSONAS

GENEROUS JENNIFER

Jennifer is a 40 year old Southern, upper middle class, stay at home mom who serves as the primary gift buyer for her family. Deeply rooted in family, faith, and community, she takes pride in being thoughtful and intentional, especially when it comes to hosting and gift giving. Jenn values products that feel personal, elevated, and meaningful.



Images edited with Google Gemini

Why Roostas resonates with Jennifer:

- Seen as a thoughtful, elevated gift for her husband, sons, and father
- Aligns with her Southern aesthetic and lifestyle (tailgates, golf, church, family events)
- Offers a balance of style + practicality, making it both meaningful and useful
- Feels unique and curated, helping her stand out as a gift giver
- Easy to purchase online, fitting her inspiration driven browsing habits
- Strong storytelling potential, allowing her to connect emotionally to the brand
- Shareable within her circles, reinforcing her role as a social influencer among friends and family (other mom friends).

BIG DREAMS BROOKS

Brooks is a 22-year-old college student who attends an SEC school. He is also a fraternity member who's current interests revolve around watching football, playing golf, social/greek life, and investing in his future career. As a Real Estate major from an affluent family, he values peoples perception of him, seeking products that elevate both his social presence and professional look. He is influenced by his fraternity brothers and gravitates toward brands that feel authentic, masculine, and aligned with his lifestyle of tailgates, golf, and post-grad ambition.



Images edited with Google Gemini

Why Roostas Resonates with Brooks:

- Fits into his lifestyle and aesthetic (tailgates, greek life events, golfing with friends)
- Signals status and that "put together masculinity" vibe among peers
- The brand identity aligns with his Southern roots and more traditional outlook
- Easy, functional product that matches his need for comfortability + quality
- Instagram content features people that look like Brooks

COMMITTED CHRIS

Chris is a 54 year old business owner nearing retirement who takes pride in the life he's built, his family, and his deep rooted traditions. A devoted husband, father, and new grandfather, he values loyalty, consistency, and staying connected, whether that's through daily calls with his daughters, church involvement, or never missing a game. As a committed football fan, casual Sunday golfer, and outdoorsman, Chris gravitates toward products that are dependable, practical, and reflective of his Southern identity.



Images edited with Google Gemini

Why Roostas Resonates with Chris:

- Durable, high quality product that reflects his hardworking background
- Connects with his Southern roots and traditional lifestyle
- Functional and easy to use, appealing to his need for simplicity and reliability
- Appropriate for both daily wear and social settings (church, gatherings, games, etc.)
- Makes a meaningful, useful gift. Something he'd appreciate or pass down
- Subtle but polished, helping him feel put together without being flashy


CREATIVE
EXCUTIONS &
TACTICS

Overview

The ***"Rooting with Roostas"*** campaign is divided into 3 phases, with each phase building off of the last to achieve the ultimate goal of **positioning Roostas as the belt brand that allows SEC football fans to wear what they stand for on gameday**

PHASE ONE

The first phase of the campaign focuses on introducing Roostas to college football fans and firmly establishing its presence within SEC culture. Through a mix of digital visibility, authentic storytelling, and in-person experiences, this phase ensures Roostas becomes recognizable and relevant.

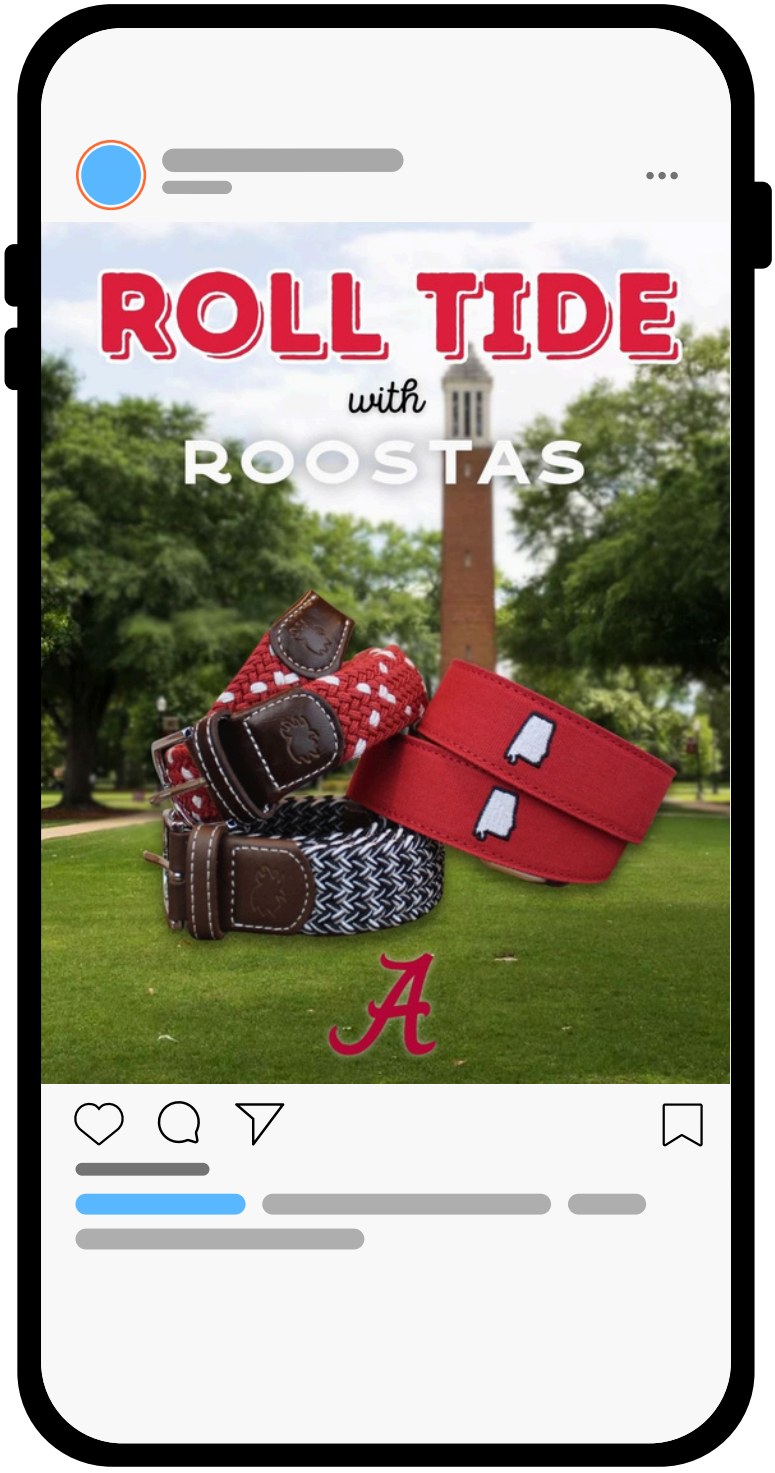
FOOTBALL-CENTRIC CONTENT LAUNCH

Roostas will begin consistently posting football-related content to align with the season. This includes:

- Promoting team-specific belts for gameday aligning our brand with their favorite team
- Internal company fantasy football league with weekly updates on social media each week
- Engaging with trending moments in college football
- Establishing a strong, culturally relevant voice within the space

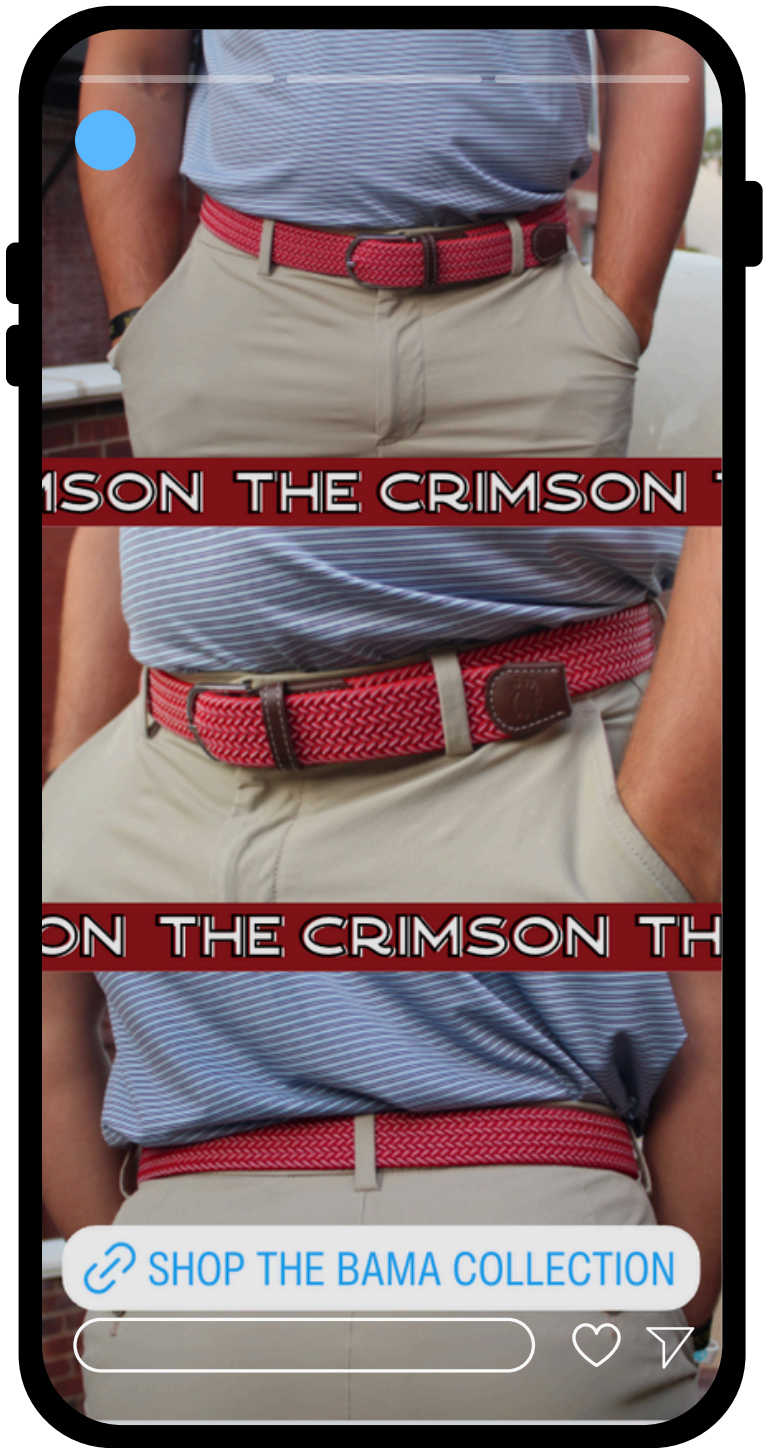
FEED POSTS


HEY FIGHTIN' TIGERS! ROAR
with
ROOSTAS
LSU


ROLL TIDE
with
ROOSTAS

STATIC STORIES





INFLUENCER PARTNERSHIPS

Micro-influencers within the college football space will provide trusted, peer-driven exposure. These creators will showcase the belts in real-life settings, helping audiences visualize themselves wearing Roostas on gameday.

Each influencer will receive a new LSU or Alabama branded belt and $150 compensation in exchange for 2 feed posts and 3-4 reposts on Instagram of Roostas content to their stories.

Message Template

*Will need to be adjusted based on influencer

Hi [Influencer Name],

I hope you're doing well! My name is [Your Name], and I'm working with Roostas Belts on a Fall campaign centered around SEC gameday culture.

We've been following your content and love how you represent [LSU/Alabama] style and culture. It feels like a natural fit for what we're building with this campaign.

We're reaching out to invite you to be one of six featured influencers (3 LSU + 3 Alabama) in our upcoming campaign, which blends gameday style, competition, and community.

Here's what the partnership includes:
Deliverables:

- 2 original feed posts featuring Roostas belts styled into your gameday or everyday looks
- 3-4 reposts of Roostas content by October 31st

What you receive:

- $150 compensation ($75/per video post)
- 1 Roostas belt in your school's colors
- Featured exposure across Roostas' social platforms throughout the campaign
- Opportunity for future partnerships and expanded collaboration

The goal is to showcase how Roostas fits into the full SEC gameday experience. We'd love to have you involved and think you'd be a great fit for this. Let me know if you're interested, and I can share more details!

Best,
[Your Name]
[Your Contact Info]

INFLUENCER PARTNERSHIPS

Louisiana State University

@bombsquad_lsu on Instagram
- Curtis Thompson
- Golf player
- LSU Alumnus
- 6,117 followers

@kennediberthelot_ on Instagram
- Louisiana based wife and mom
- Fan of LSU
- Classic southern mom
- 28.6K followers

@lanceeyates on Instagram
- LSU golf player
- 2,485 followers

@arni_sveinsson on Instagram
- LSU golf player
- Up-and-coming young player in golf
- 2,656 followers

@jjmendell2 - on Instagram
- LSU golf player
- 2,453 followers

INFLUENCER PARTNERSHIPS

University of Alabama

@jcwellbamagolf on Instagram
- Jay Seawell
- Head coach of Alabama Men's Golf
- 5,200 followers

@canonclaycomb on Instagram
- Professional golfer
- Alabama alumnus
- 21.8K followers

@leiliatoailoa on Instagram
- Student-Athlete at UA
- Active in NIL space
- 3,813 followers

@tristin_wisener on Instagram
- Alabama golf player
- 1,676 followers

@william_jennings12 on Instagram
- Alabama golf player
- 2,699 followers

INFLUENCER PR PACKAGES

These PR packages will be sent to 6 influencers along with $150. Each influencer will be expected to make two original posts on their platform showing the belt as well as 3-4 reposts of Roostas' organic social content.

The images below are examples of how these packages could look.





Generated using Google Gemini

PODCAST APPEARANCES

Podcast placements will introduce Roostas to new audiences in an authentic, long-form format. By sharing the brand's origin story and deep ties to SEC culture, these appearances will build credibility and emotional connection with listeners.







Podcast Pitch #1

To: Paul Libertore of the Behind the Golf Brand podcast

Subject: Episode Idea: Building a Premium Golf Brand with Trent and Ashley Cox

Hi Mr Libertore,

I've been following Behind the Golf Brand and really appreciate the way you highlight the stories behind emerging and innovative companies in the golf space. I wanted to reach out with a guest idea that feels like a strong fit for your audience.

I represent Trent and Ashley Cox, the founders of **Roostas Belts,** a golf and lifestyle brand known for its creatively designed, woven stretch belts for men and boys. They launched the company in 2020 after stepping away from successful careers at FedEx to pursue building something of their own. What started as a bold leap has grown into a brand now carried in over 800 retailers nationwide.

Trent and Ashley, college sweethearts from Ole Miss, still run their business out of Oxford, Mississippi, where they've intentionally chosen to grow their brand while staying rooted in a smaller market. Alongside Roostas, they also operate a premium apparel line, Bluecrest Clothing.

I think they'd bring a compelling perspective to the show, especially around:

- Building a golf brand from scratch – How they identified an opportunity in the accessories space and scaled quickly in a competitive industry.
- Leaving corporate stability for entrepreneurship – What it really took to walk away from a global company and bet on themselves.
- Evolving golf style and accessibility – How they're designing products that bring more personality and versatility to modern golf and leisure wear.
- Growing a brand outside traditional hubs – Why they've chosen to stay in Oxford and how that shapes their business decisions and brand identity.

Trent and Ashley aren't just selling belts—they're building a brand that sits at the intersection of golf culture, lifestyle, and entrepreneurship, with a fresh take on what the modern golf consumer looks like.

Would you be open to a quick 10-minute call to see if they might be a good fit for an upcoming episode?

Thanks so much for your time and consideration.

Best,
[Name]
See. Spark. Go Public Relations Agency

Podcast Pitch #2

To: Courtney and Sarah at “Say it Southern”

Subject: Segment Idea: Ashley Cox on southern living and having fun in life and work

Hi Courtney and Sarah,

I’ve been following along with your recent updates and I’ve been enjoying hearing about you ladies’ real southern lifestyle. I’m reaching out because I have a story from Oxford, MS that I think would be a perfect fit for the 'Say It Southern' family.

I represent Trent and Ashley Cox, the founders of Roostas Belts, a golf and leisure brand that features creatively-designed, woven stretch belts for men and boys. Trent and Ashley Cox founded Roostas Belts in 2020 after they left successful careers at FedEx with a dream of starting their own business.

Roostas, playfully drawn from their own last name, was born from a shared vision to build a brand that brings personality and celebration to everyday life. Graduates and college sweethearts from Ole Miss, Trent and Ashley still live in Oxford, MS where they run Roostas Belts and their premium clothing brand, Bluecrest Clothing.

I am reaching out because I believe Ashley would be a fantastic fit for a deep-dive conversation on:

- Going from college sweethearts to co-founders
  - Trent and Ashley’s story of meeting at Ole Miss, fell in love, and founded two successful, southern run companies.
- Taking a risk on a dream
  - The scary/exciting reality of leaving a giant like FedEx to build their dream clothing and belt brands.
- Being a female entrepreneur in the deep south
  - How Ashley runs two businesses while staying true to her southern roots and keeping life fun.

Ashley is truly living at the intersection of womanhood, work, and creativity, everything y’all explore on Say it Southern. She would love the opportunity to sit down for virtual coffee on an episode of Say it Southern and get to know you both!

Would you be open to a 10-minute call to see if Ashley Cox would be a good fit to be a guest on Say it Southern?

Best,
[Name]
See. Spark. Go Public Relations Agency

Podcast Pitch #3

To: Chris Thomas and Winston Cruze of the Southern Gentleman Podcast

Subject: Episode Idea: Building a Premium Southern Brand with Trent and Ashley Cox

Hi Mr. Thomas and Mr. Cruze,

I've been a listener of The Southern Gentleman Podcast and really appreciate the way you explore modern Southern identity, especially the balance between tradition, style, and evolving culture. I wanted to share a guest idea that feels right in line with those conversations.

I represent Trent and Ashley Cox, the founders of Roostas Belts, a golf and lifestyle brand known for its creatively designed, woven stretch belts. The two launched the company in 2020 after leaving successful careers at FedEx to pursue something more personal and creative. What began as a leap of faith has grown into a brand now carried in over 800 retailers nationwide.

College sweethearts from Ole Miss, Trent and Ashley still live and run their business in Oxford, Mississippi. Their story isn't just about entrepreneurship. It's about redefining what it looks like to build a modern Southern brand while staying rooted in place and tradition.

I believe they'd be a great fit for a conversation around:

- What it means to be a modern Southern entrepreneur – Leaving a corporate giant to build something more personal, while still honoring Southern values.
- Style as identity in the South – How they're reimagining the "Southern uniform" (golf and leisure wear) to feel more expressive, inclusive, and current.
- Choosing to stay rooted – Why building a national brand from Oxford is intentional, and how place continues to shape their perspective.
- Marriage and business – Navigating entrepreneurship as a couple and what that partnership looks like day-to-day.

Trent and Ashley aren't just building a business—they're navigating the intersection of Southern tradition and modern ambition in a way your audience would really connect with.

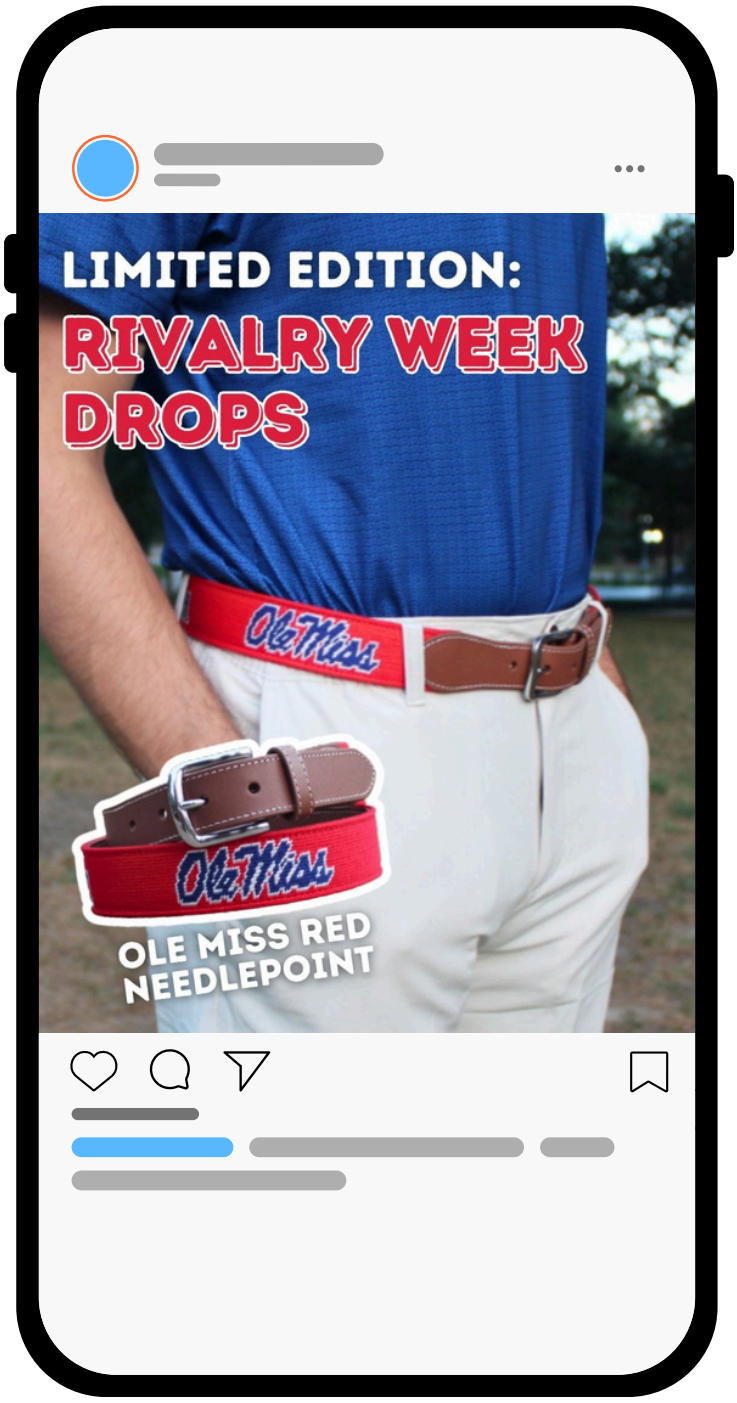
Would you be open to a quick 10-minute call to see if they might be a good fit for an upcoming episode?

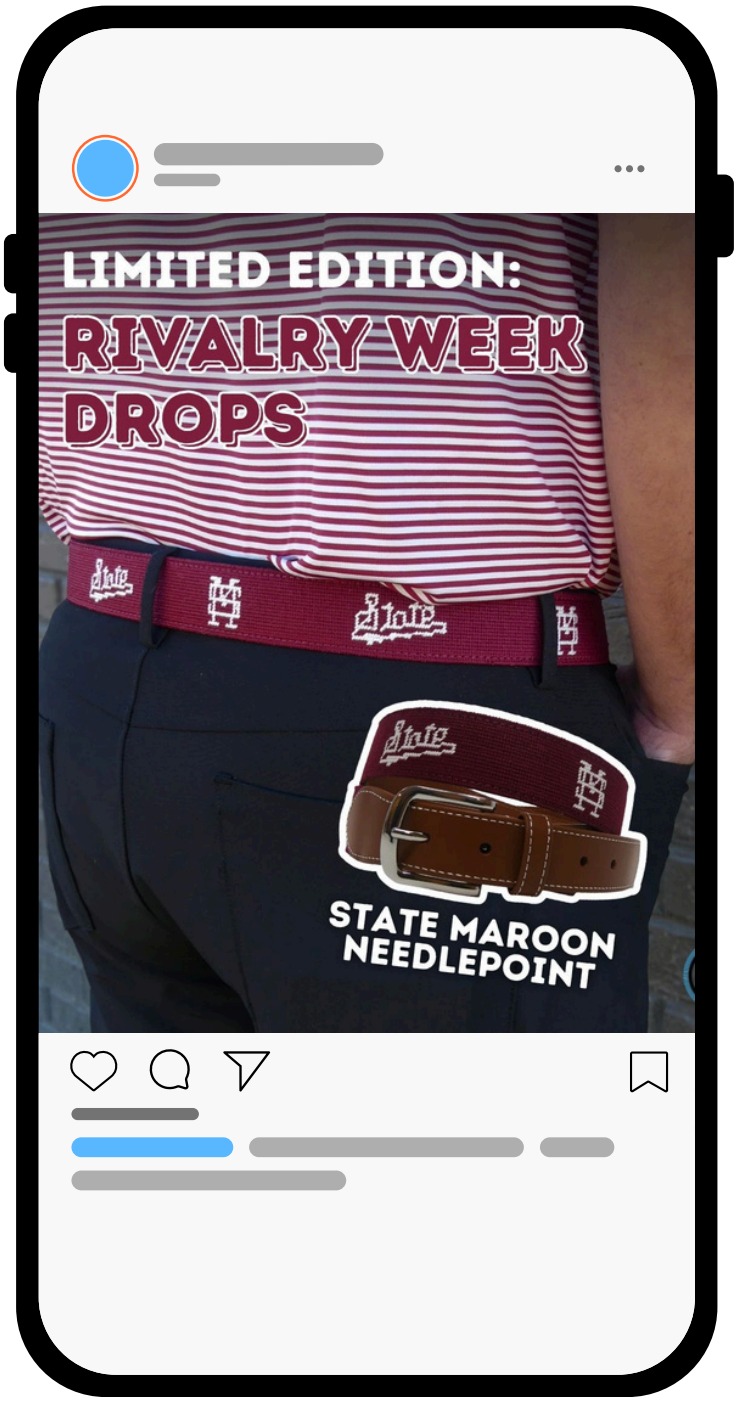
Thanks so much for your time and consideration.

Best,
[Name]
See. Spark. Go Public Relations Agency

PAID SOCIAL ADVERTISING

Paid social will run throughout the entire campaign in a pulsing strategy, with heavier investment at the beginning to build awareness and at the end to support conversions. Early ads will focus on introducing the brand, while later ads will reinforce familiarity and drive action.





PAID ADS


GAMEDAY SERIES
THE NOLA


GAMEDAY SERIES
THE T-TOWN


GAMEDAY SERIES
THE SAVANNAH


GAMEDAY SERIES
THE BIG EASY

PARENTS WEEKEND POP-UPS

In-person pop-ups during Parents Weekend at fraternities of Alabama and LSU will create direct engagement with the target audience. These activations will drive immediate sales, spark word-of-mouth promotion, and establish relationships with fraternities for future collaborations.

University of Alabama

SAE, PIKE, Sigma Chi, Theta Chi

Louisiana State University

SAE, PIKE, Kappa Sigma



Generated using Google Gemini

PHASE TWO

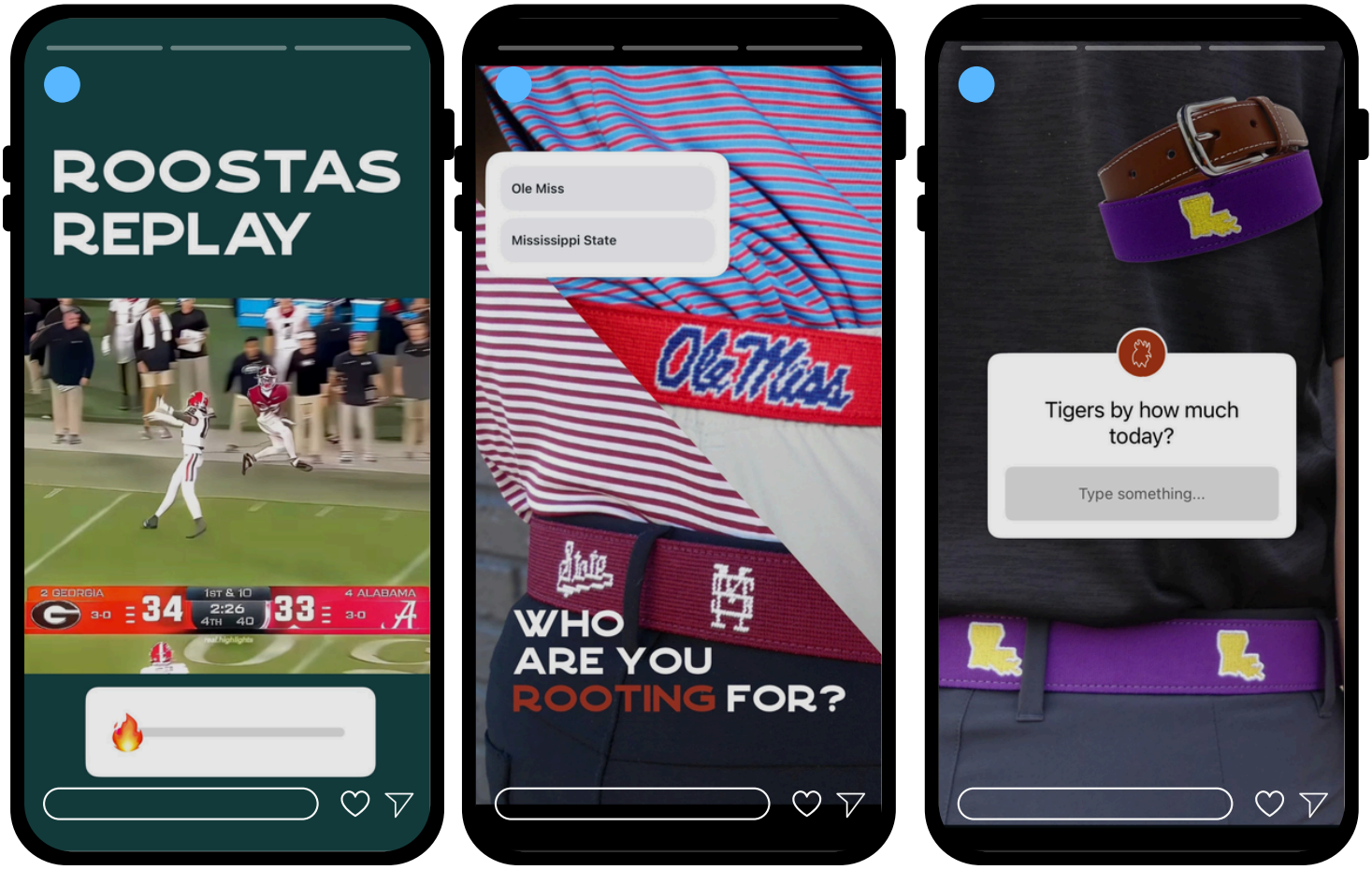
With awareness established, Phase 2 focuses on deepening engagement by embedding Roostas directly into the gameday experience and ongoing football conversations.

INTERACTIVE SOCIAL CONTENT

Roostas will maintain a strong digital presence through football-centric content, including:

- Polls and fan debates surrounding big match-ups
- Reposted highlights
- “Match-up fits” featuring game-specific outfits
- Weekly updates from the Roostas fantasy football league, including a leaderboard

This content keeps the brand consistently relevant and interactive.



GAMEDAY INTERVIEWS

On-the-ground interviews will capture the energy and passion of fans. Prompts like “Callin’ Baton Rouge or Dixieland Delight?” will spark rivalry-driven engagement.

To maximize authenticity and reach, Roostas will partner with influencer Seth J. Trotter, who is well known on the LSU campus for his interview-style content and has a strong following on both Instagram and TikTok. His established presence and content style will help the brand resonate more deeply with the target audience.

Throughout the day, Roostas will also promote the enter-to-win giveaway that is kicking off that day and encourage people to sign up on the Roostas website.



Generated using Google Gemini

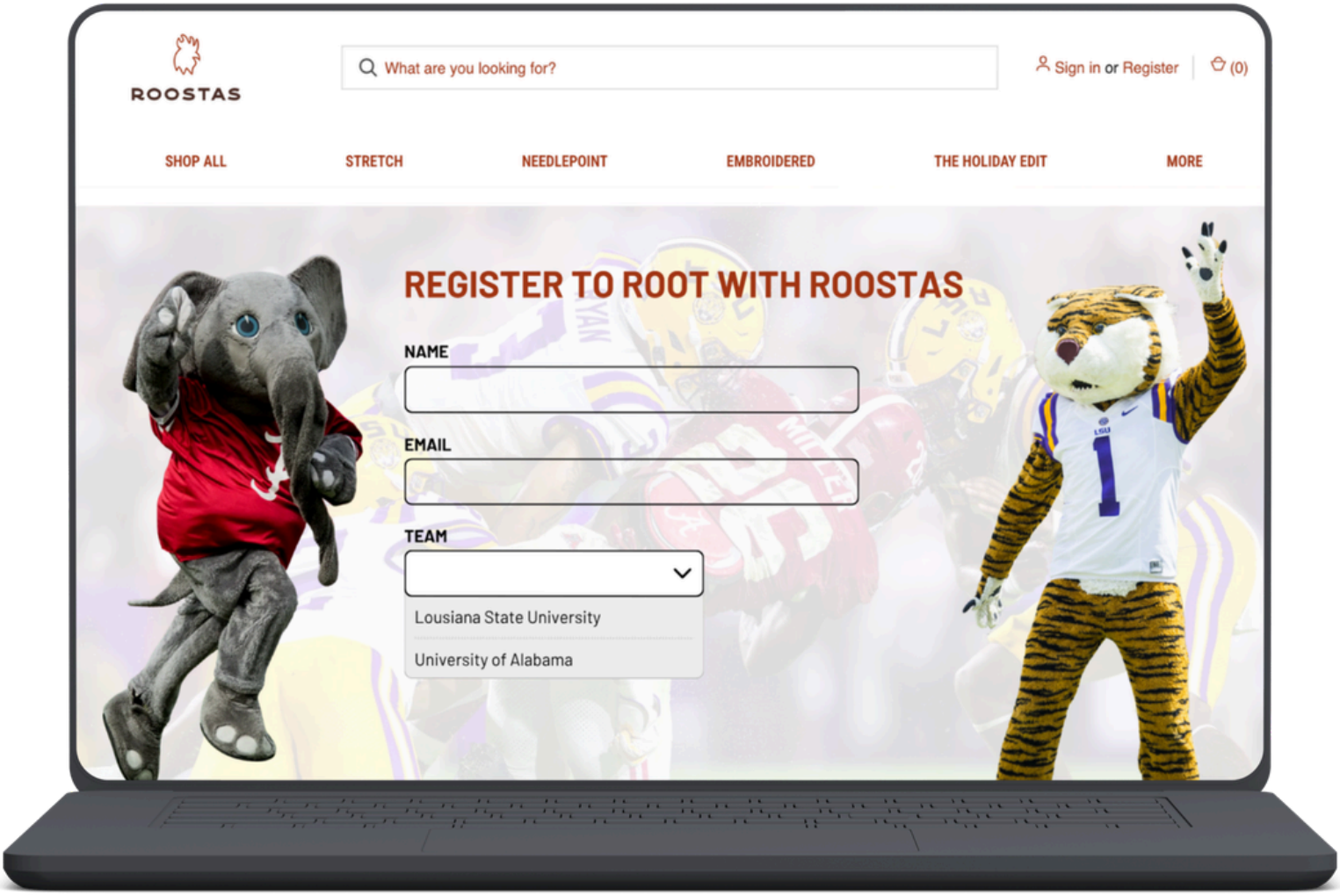
ENTER TO WIN GIVEAWAY

A three-week enter-to-win giveaway will drive participation and data capture. The giveaway will kickoff at the LSU v Alabama Rivalry game and transition the campaign into the holiday season by shifting to the theme of “sharing the win”.

- Prize: 3 belts + Roostas gift card
- Entry Method: Online registration via a dedicated landing page
- Bonus Entries: Earned through reposting, liking, and commenting (up to 10 additional entries)

Timeline:

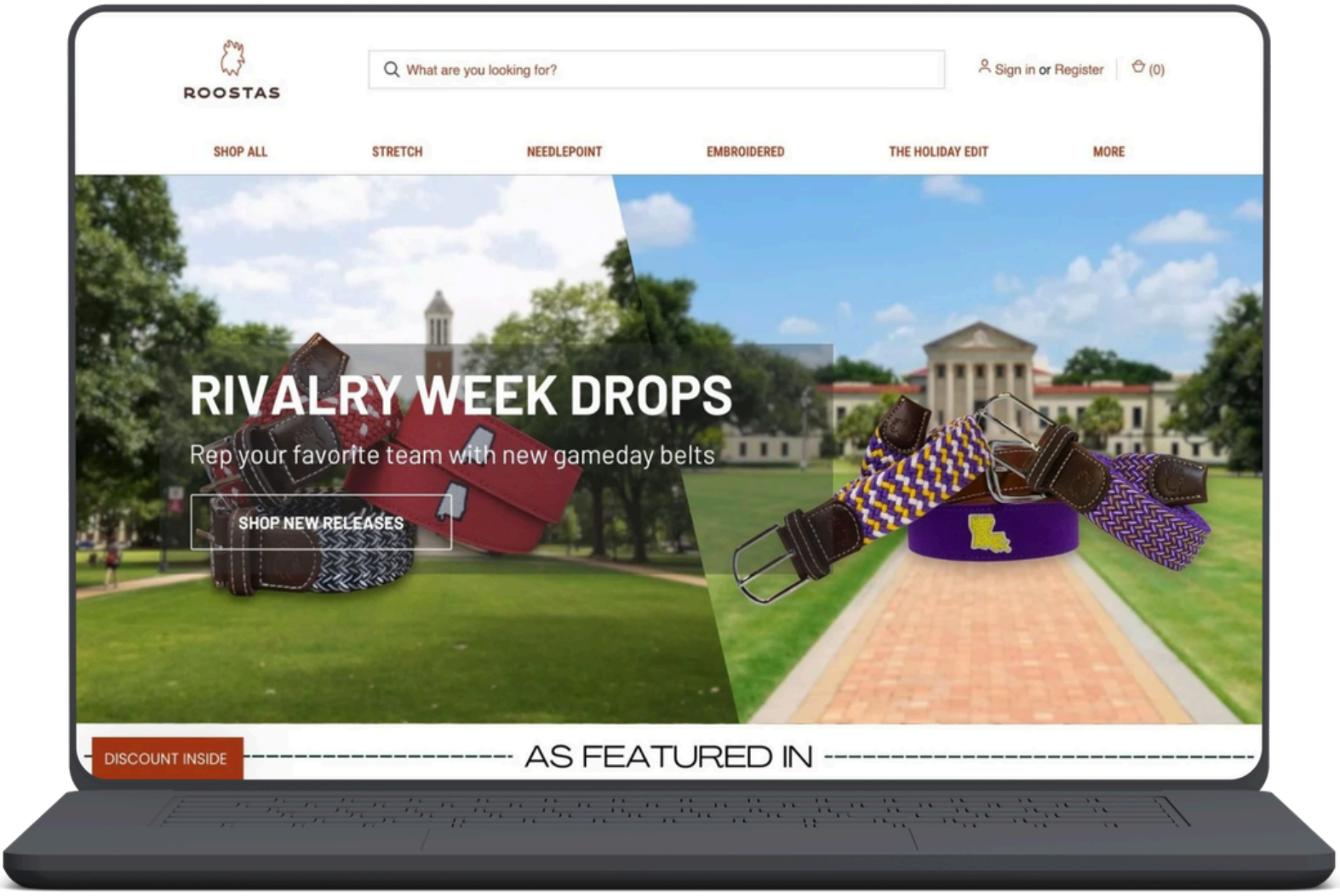
- Launch: November 7
- End: November 28
- Winner Announcement: December 1



This is a mockup of what the website registration could look like . We recognize that there could be licensing issues with images of the Alabama and LSU mascots.

WEBSITE HOMEPAGE

During this campaign, Roostas' website homepage should be taken over with their new belt launches. They can change the carousel images on the homepage to include each new gameday collection (LSU and Alabama). During the rivalry week between LSU and Alabama, the carousel can feature rivalry image (like shown below) and should also have a quick link to the registration page for fans to enter the giveaway.



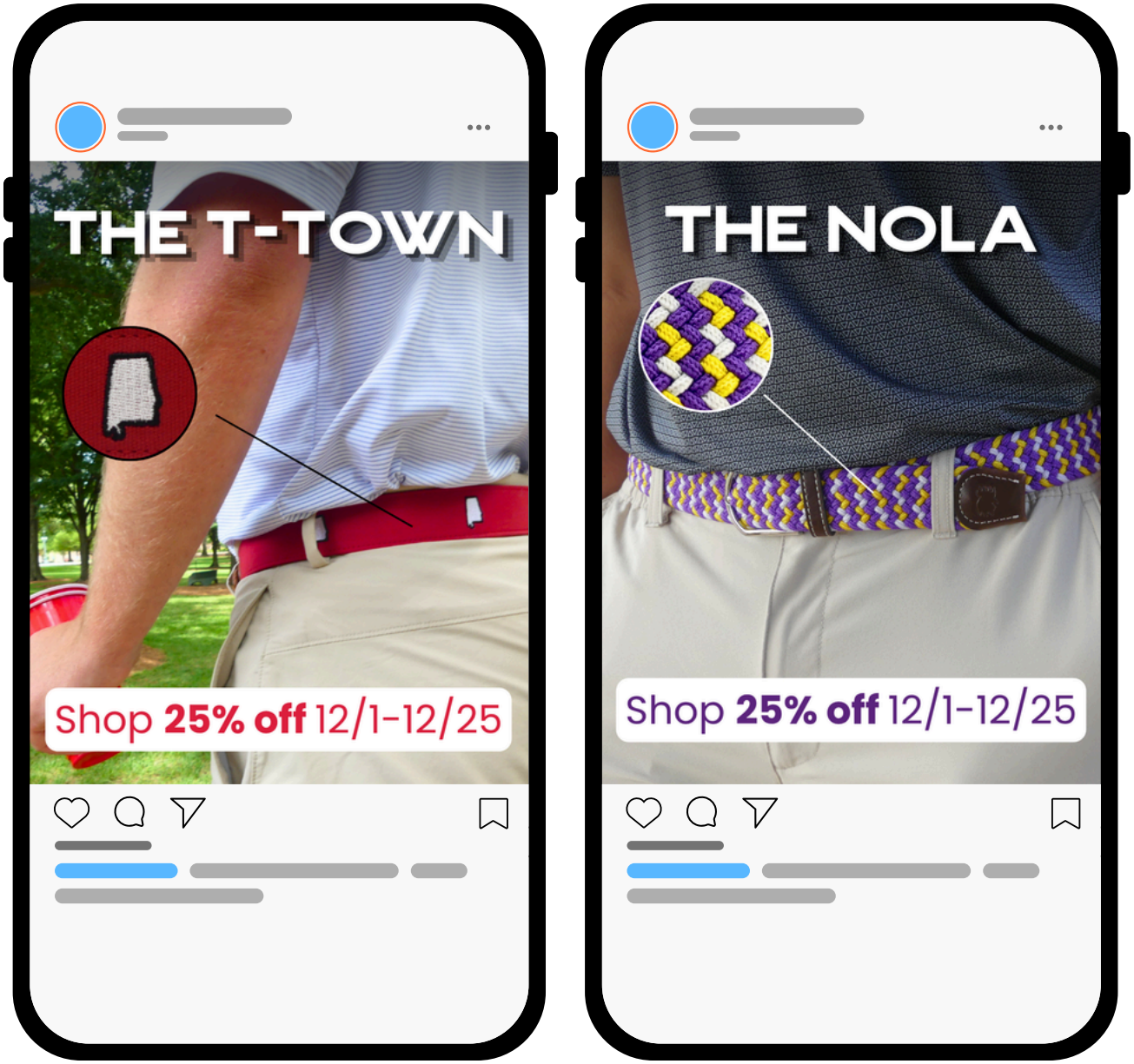
PHASE THREE

The final phase capitalizes on built awareness and engagement to drive sales during the holiday season while fostering long-term brand loyalty.

PAID SOCIAL ADVERTISING (CONVERSION-FOCUSED)

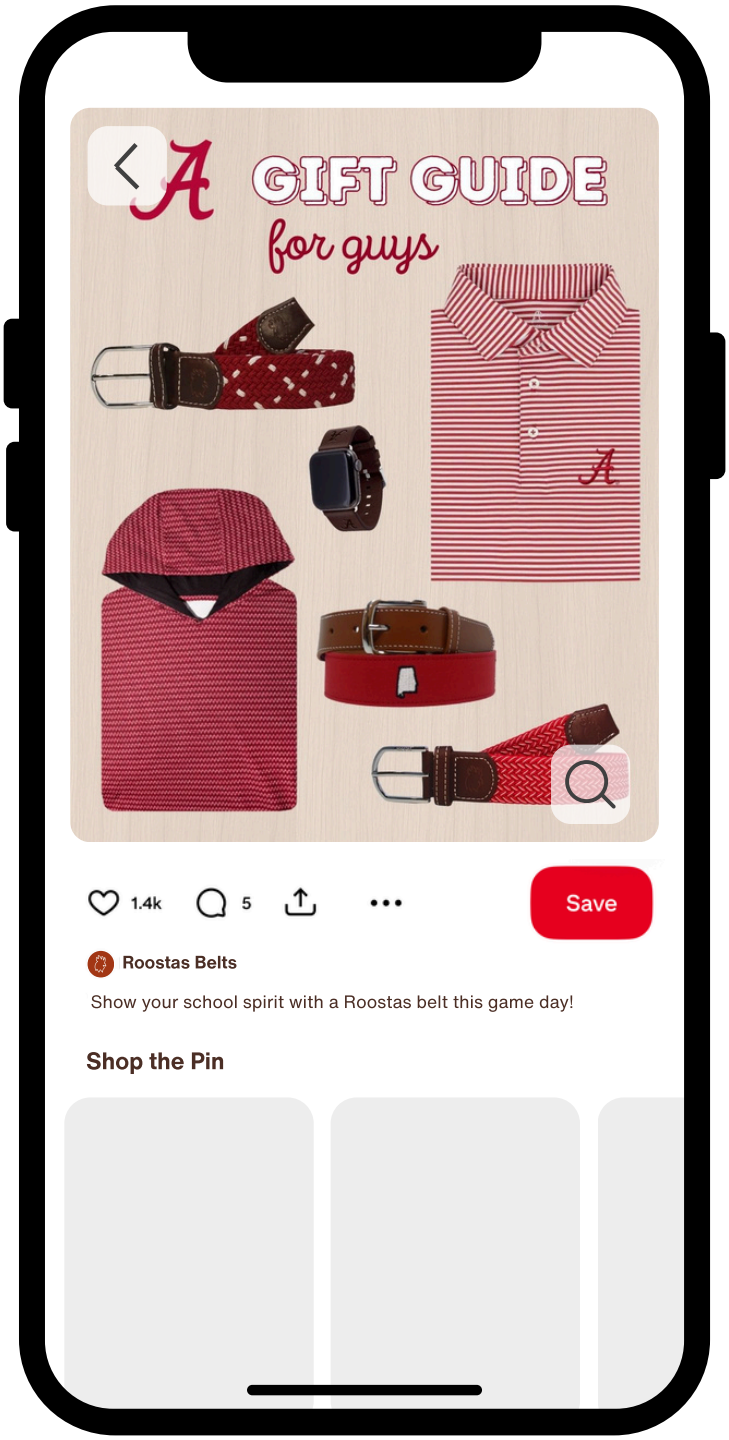
Paid social will shift to a product-first approach, highlighting the belts themselves rather than broader football culture.

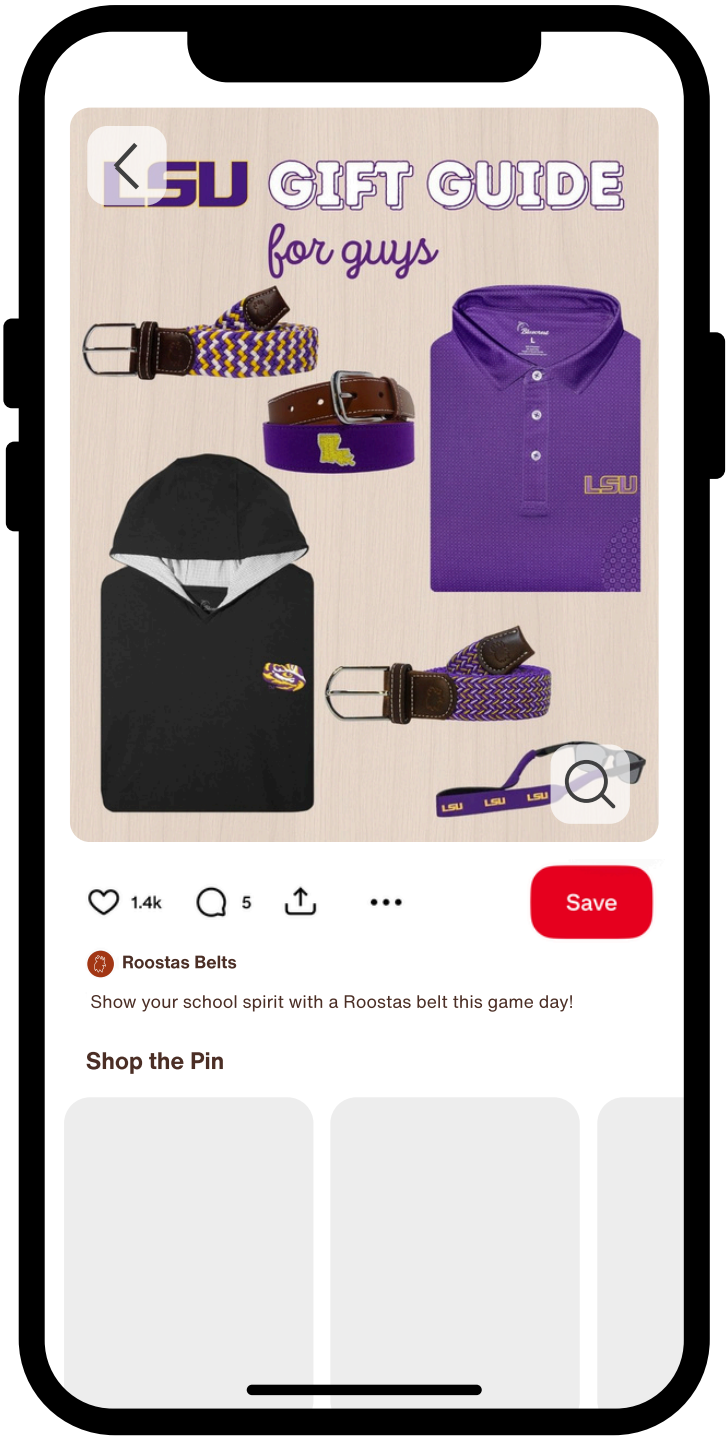
All ads will link directly to product pages to streamline the purchase process.



GIFT GUIDE INTEGRATION

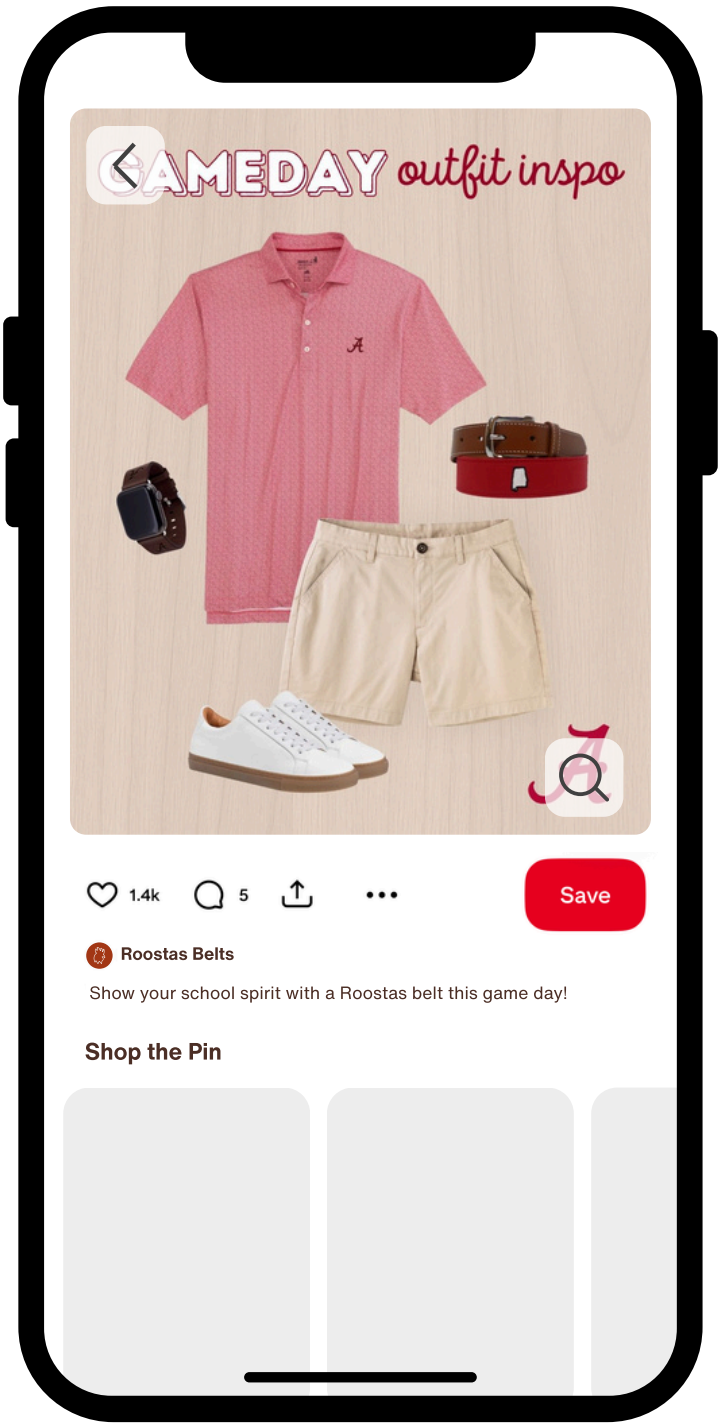
Roostas will be featured in both digital and print gift guides across magazines, blogs, and platforms like **Pinterest**. These placements position the belts as a go-to holiday gift.

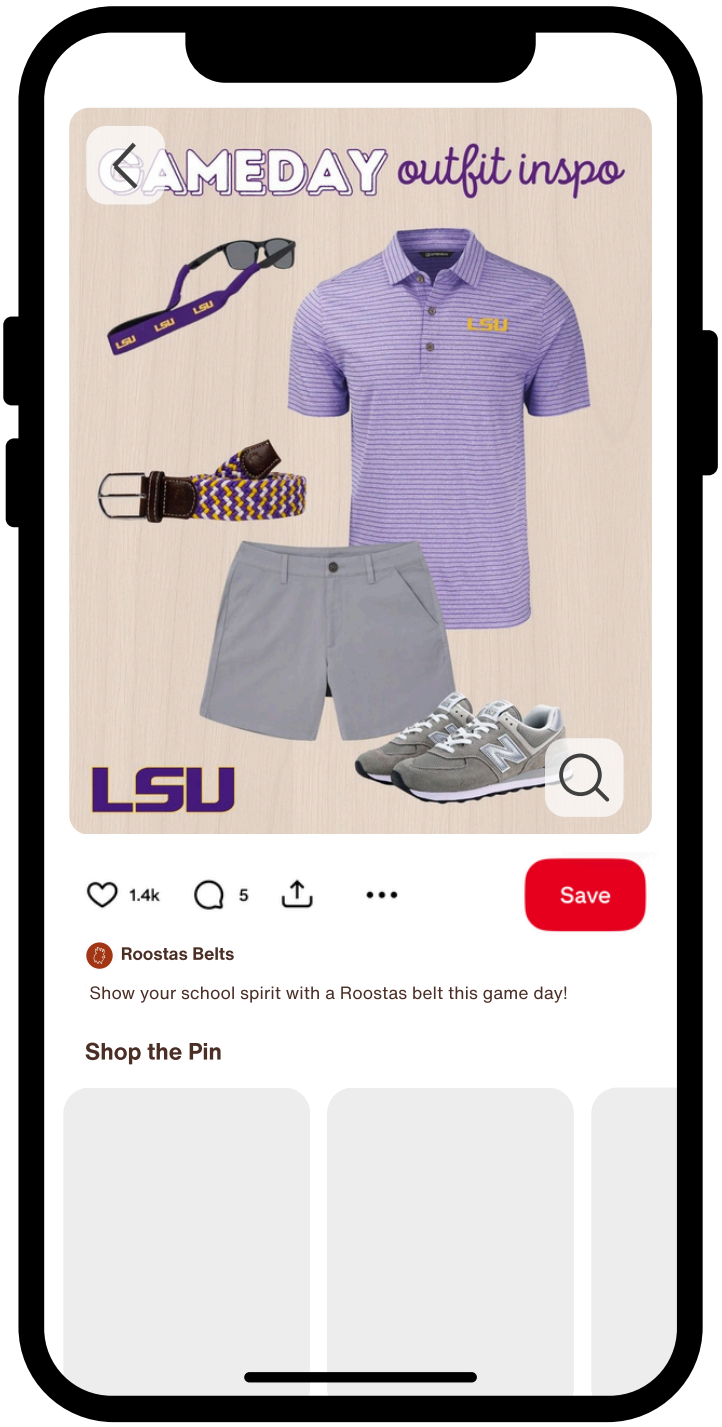




"SHOP THE LOOK" POSTS

This content style will grab the attention of those looking for gifts for the guy in their lives or for those looking to treat themselves as their teams head to the playoffs. **Pinterest** allows users to link the products and website so that users can convert easily.

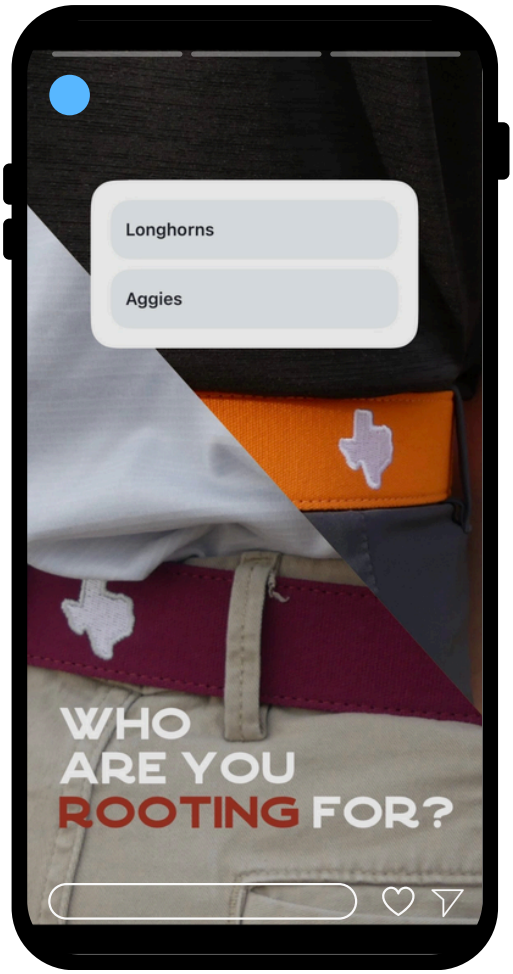


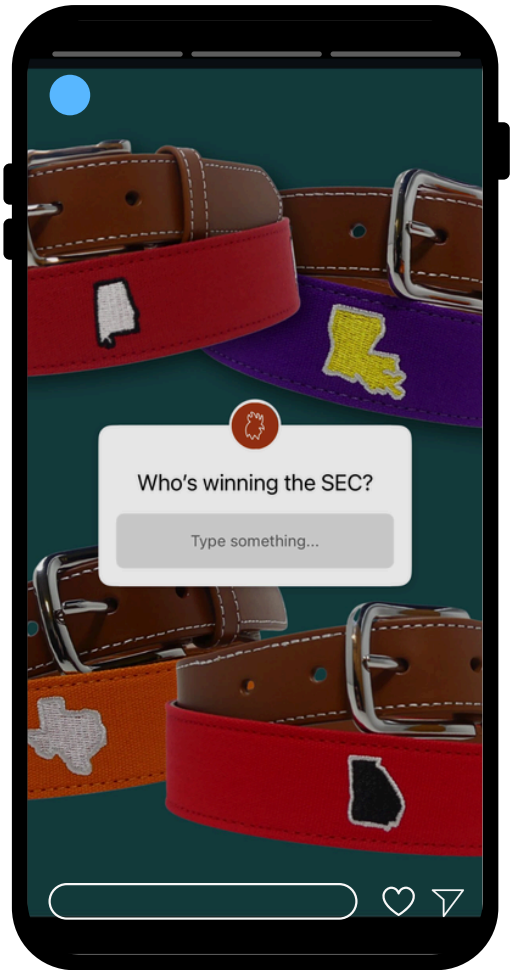


ONGOING FOOTBALL CONTENT

Roostas will continue participating in football conversations to maintain relevance:

- Weekly updates on the internal fantasy football league
- A high-impact, memorable “loser punishment” to close out the season (Conduct a poll to get punishment ideas from followers and bring them into the action)
- Timely content tied to major moments, including the College Football Playoff National Championship








CAMPAIGN
SPECIFICS

TIMELINE

Kickoff: August 29th, 2026

Phase 1 : Awareness

- Paid social - *(mid-September - January)*
- Influencer partnerships *(September - December)*
- Podcast promotions *(September-mid-November)*
- Parent's Weekend Pop-ups *(TBD)*

Phase 2: Engagement

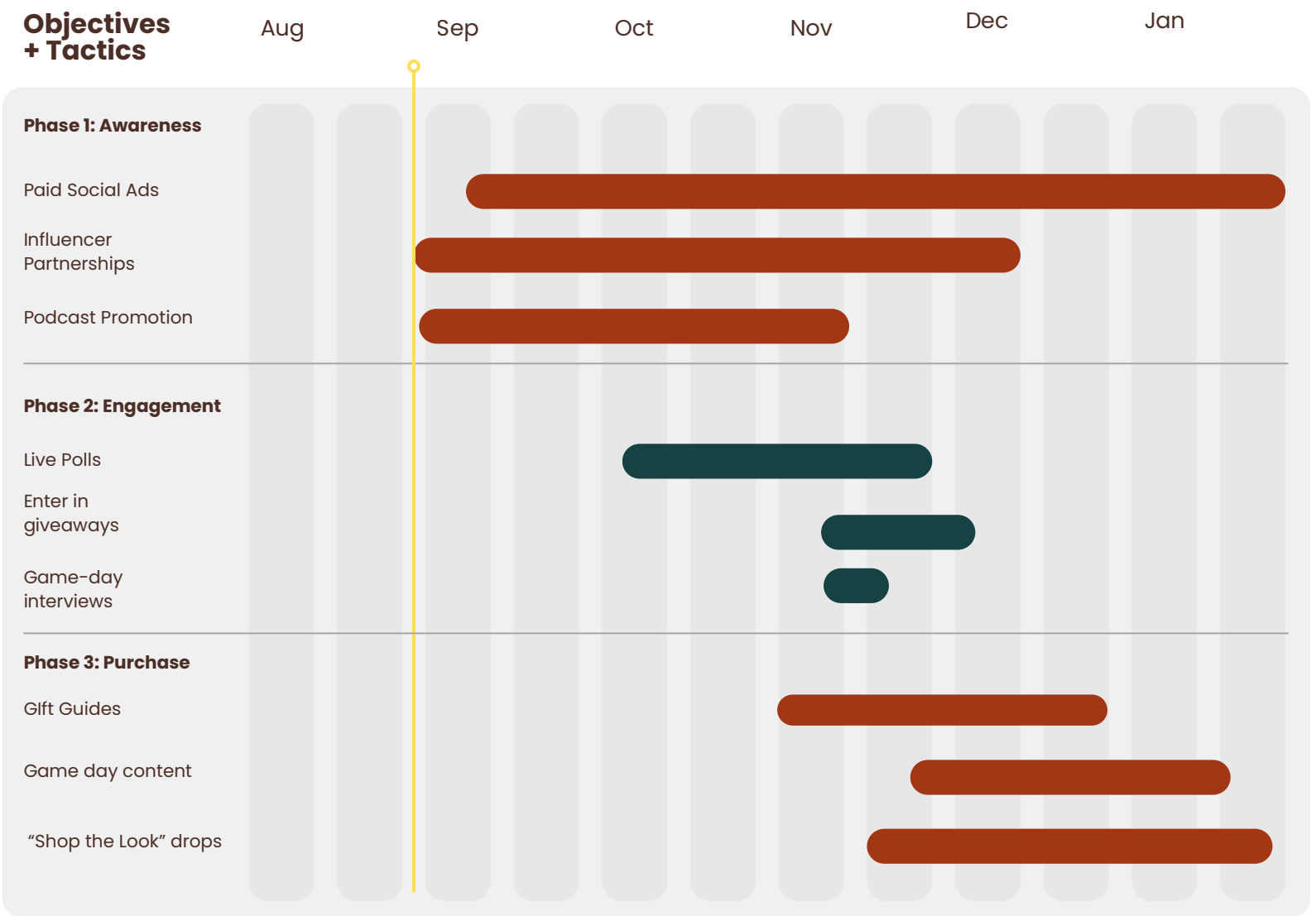
- Gameday interviews *(November 7th)*
- Interactive and football centric content on socials *(October-November)*
- Enter in giveaway *(November)*

Phase 3: Purchase

- Gift guides *(November-December)*
- Game day content *(end of November-early January)*
- "Shop the look" drops *(mid-November-January)*

GANNT CHART

Timeline: Aug 29, 2026 – Jan 25, 2027



BUDGET

Influencer Marketing (*$2,900*)

- Micro-Influencer (*$900*)
  - Six micro-influencers - $150 each.
    - 5-7 organic posts (feed & story posts)
    - Custom PR packages
- Seth J. Trotter Street Interviews *($2,000)*

Paid Social Media (*$1,100*)

- Meta: $11.20 - $12.00 / CPM = ~55,000 impressions
- Pinterest: $0.10-$1.50 / CPC = ~1,000 clicks

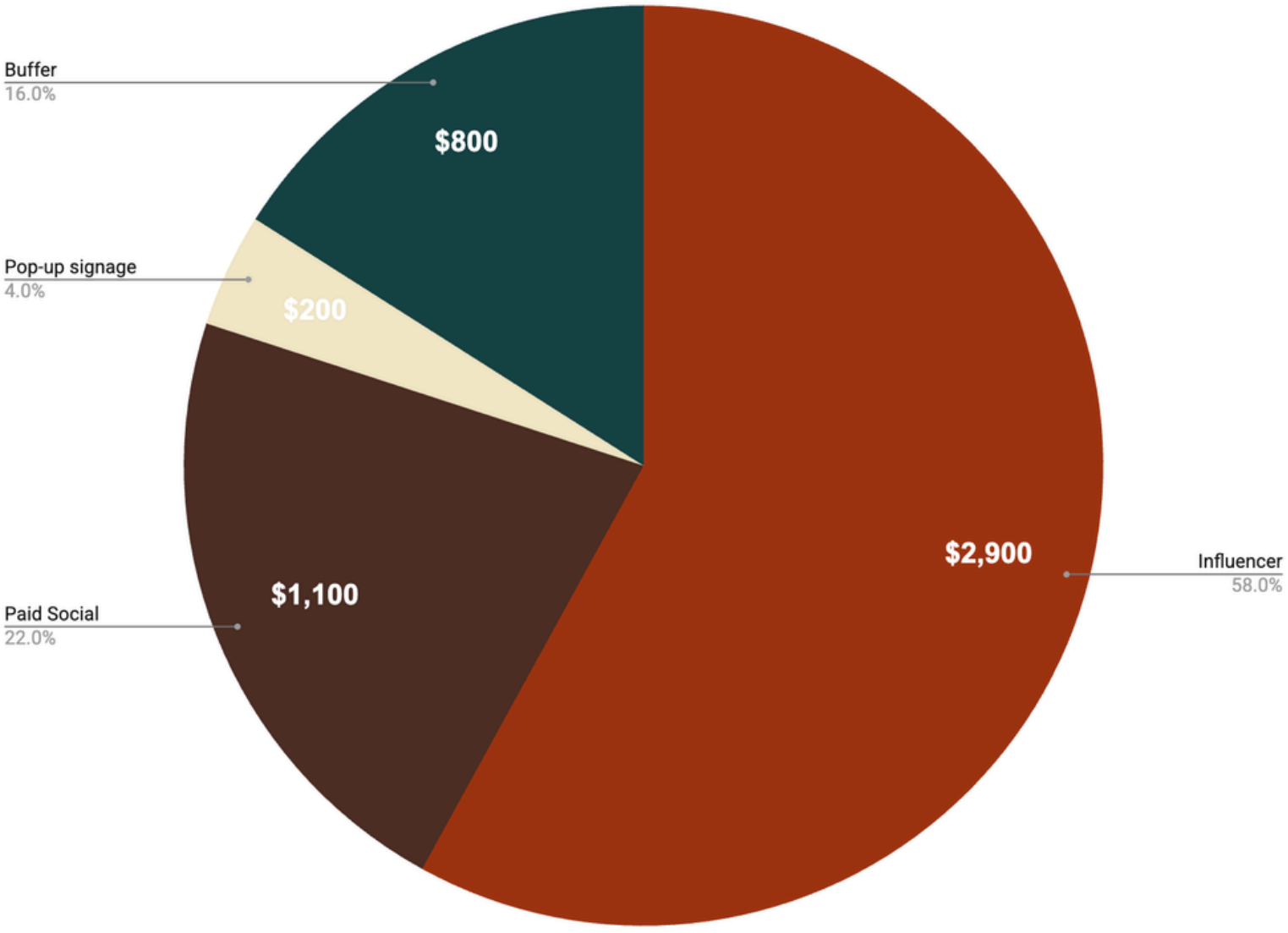
Parents' Weekend Pop-up Signage (*$187.33*)

- 1 large vinyl banner (2.5 × 8) - $67.34
- 1 retractable banner (24 × 62) - $119.99

Contingency & Buffer (*$800*)

- We recommend that Roostas save this contingency as a reserve to stay flexible. This fund can pay for extra content work (photography, editing), any pop-up logistics, or other unexpected needs that come up during the campaign.

BUDGET


Buffer
16.0%
$800
Pop-up signage
4.0%
$200
$1,100
Paid Social
22.0%
$2,900
Influencer
58.0%

EVALUATION

Phase 1

- Paid social ads
  - Click-Through-Rate (CTR)
  - Cost per million impressions (CPM)
  - Cost per click (CPC)
  - Return on Ad Spend (ROAS)
- Influencer partnerships
  - Likes, comments, shares
  - Saves
  - Impressions/Reach per post
- Parents weekend popups
  - Event attendance
  - Conversion Rate
  - Revenue earned
- Podcast promotions
  - Listeners per episode

Phase 2

- Gameday interviews
  - Video views and completion rate
  - Likes, comments, shares

EVALUATION

Phase 2 continued...

- Interactive and football centric content on socials
  - Likes, comments, shares
  - Saves
  - Story interactions (polls, Q&A, likes, etc.)
- Giveaway
  - Website visits
  - Registrations
  - Tags/hashtags usage on post

Phase 3

- Gift guides
  - Click-Through-Rate (CTR)
  - Average Order Value (AOV)
  - Conversion rate
- Shop the look
  - Click-Through-Rate (CTR)
  - Average Order Value (AOV)
  - Conversion rate
  - Add to Cart rate
- Paid social with content from gameday
  - Return on Ad Spend (ROAS)
  - Conversion rate
  - Click-Through-Rate (CTR)



NEXT STEPS & REFERENCES

FUTURE RECOMMENDATIONS

SEARCH ENGINE OPTIMIZATION (SEO)

Currently, Roostas lacks visibility in key football-related searches. Search Engine Optimization would prioritize optimizing the website for high-intent keywords such as “Alabama belt,” “LSU belt,” and “football belt,” ensuring Roostas appears where fans are already searching.

Additionally, backlinking efforts through blogs and digital publications such as gift guides or podcast show notes will strengthen search authority and improve rankings.

HIGHLIGHT ORIGIN STORY

The founding story of Roostas feels cinematic: college sweethearts stepping out together to chase their dreams while having fun along the way. Leaning into this narrative allows the brand to connect on a deeper emotional level, resonate with audiences, and establish credibility as a modern American Dream success story.

This story should be brought to life through storytelling-driven content across Instagram, Facebook, and TikTok—using formats like short-form videos, behind-the-scenes clips, and personal anecdotes to make the journey feel authentic and relatable.

GIVE THE BRAND A FACE

Whether it’s a founder or an employee, establishing a consistent Roostas spokesperson helps humanize the brand and build trust with your audience over time. A familiar face creates a sense of authenticity, while also opening the door for personality-driven, relatable, and trend-forward content that resonates more deeply with consumers.

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Thank You & Closing

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