

ROOSTAS

FALL 2026 CAMPAIGN



CONNECT

CONNECT TEAM



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Editorial Lead



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OUR CHALLENGE

To creatively connect Roostas to collegiate markets in the Southeastern Football Conference

To creatively connect Roostas to collegiate markets in the Southeastern Football Conference

*specifically at the University of Alabama and Louisiana State University






SITUATION
ANALYSIS

Environmental Scanning



Market Dynamics

- Competitive licensing limits collegiate branding access
- Growing but price-sensitive belt market

Cultural & Consumer Drivers

- SEC culture drives style, gifting, and visibility
- Demand for versatile, lifestyle products

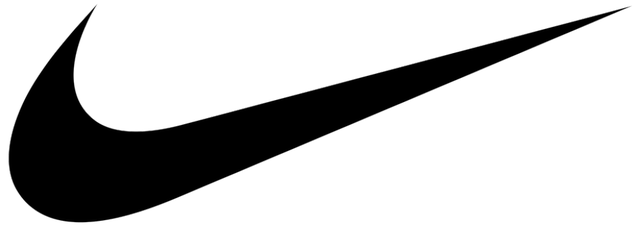
COMPETITOR ANALYSIS

Direct

SMATHERS & BRANSON®

PETER MILLAR

In-direct



Callaway



PRIMARY RESEARCH

RESEARCH OBJECTIVES

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

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

To assess brand awareness and purchasing motivations related to collegiate accessories



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

METHODS



Qualitative

In-depth interviews

- Conducted with three participants regarding SEC cultural norms.
  -One UA student
  -One LSU alumnus
  -One UA alumnus/industry professional







METHODS

Quantitative

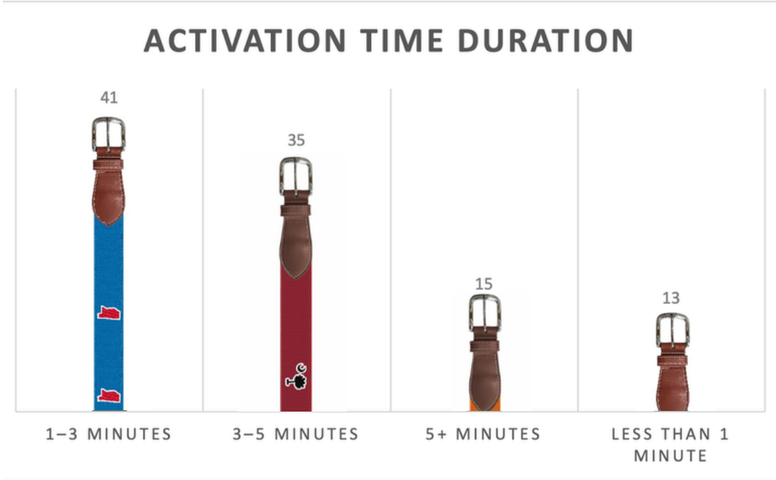
Online survey

- 104 respondents
- Alabama(54), LSU(25), and broader SEC audience(25)
- Gameday behavior, brand awareness, and purchase intent

FINDINGS & INSIGHTS

Target Market Insights

- SEC gameday culture strongly drives purchasing behavior
- Consumers buy products that fit their social and school identity
- Belts are seen as more than functional—they signal belonging and tradition



Brand Image Insights

- Roostas currently has very low brand awareness
- The brand should position itself as an authentic SEC gameday accessory
- Messaging should connect Roostas to identity, tradition, and football culture




SWOT &
BRAND ANALYSIS

Strengths

- Brand story
- Strong retail relationships
- Boutique + E-commerce hybrid advantage
- Positive positioning within golf industry circles
- Affluent target market



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Opportunities

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

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Threats

- Strong, well-established competitors
- Licensing & NIL barriers
- Price competition from cheaper brands
- Market saturation
- Difficulty penetrating the male market
- Competition for attention on social platforms

BRAND ESSENCE



Values:

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

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.




TARGET AUDIENCE
PERSONAS

GENEROUS JENNIFER



Age: 40
Gender: Female

- Married with 3 kids
- Stay-at-home Mom
- Boutique shopper

Primary Social Media channels:

BIG DREAMS BROOKS



Age: 22
Gender: Male

- College student studying Real Estate
- HUGE sports fan
- From an affluent family with deep southern roots

Primary Social Media channels:

COMMITTED CHRIS



Age: 54
Gender: Male

- Married with 2 kids and a grandkid
- Close to retiring from self-owned business
- Committed fan and proud of southern roots

Primary Social Media channels:


OUR BIG IDEA

ROOTING WITH ROOSTAS





Roostas is showing up and showing out for the SEC by connecting with the heartbeat of the game: **the fans**.

ROOTING WITH ROOSTAS



Goal:

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

ROOTING WITH ROOSTAS



3 phases

ROOTING WITH ROOSTAS



3 phases

1. Awareness

ROOTING WITH ROOSTAS



3 phases

1. Awareness

2. Engagement

ROOTING WITH ROOSTAS



3 phases

1. Awareness
2. Engagement
3. Conversion



PHASE 1

Awareness

TACTICS BY OJECTIVE

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

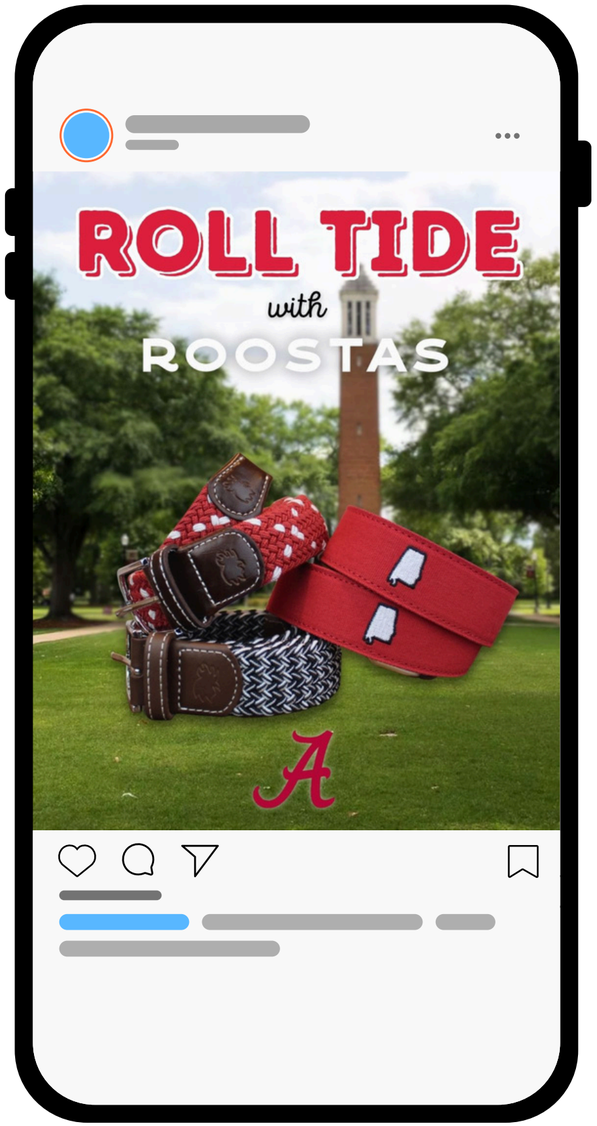
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1. Football Centric Content Launch

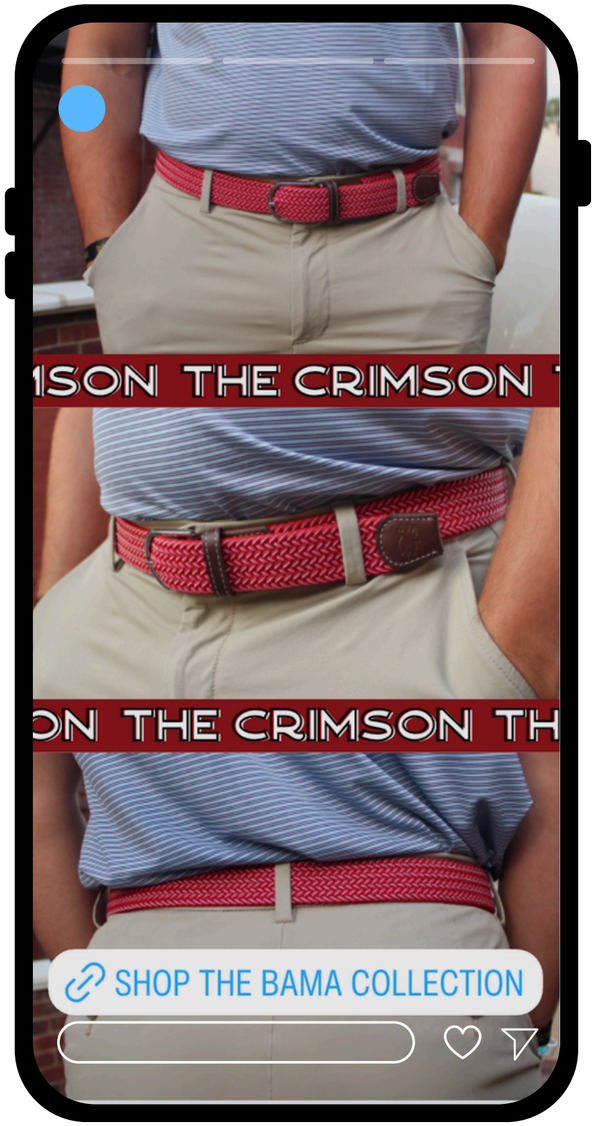
FEED POSTS





STATIC STORIES





TACTICS BY OJECTIVE

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

1. Football Centric Content Launch

2. Influencer partnership

MICRO INFLUENCERS

Louisiana State University

@bombsquad_lsu - Curtis Thompson

@kennediberthelot_ - Kennedi Berthelot

@lanceeyates - Lance Yates

@arni_sveinsson - Arni Sveinsson

@jjmendell2 - Jay Mendell





MICRO INFLUENCERS

University of Alabama

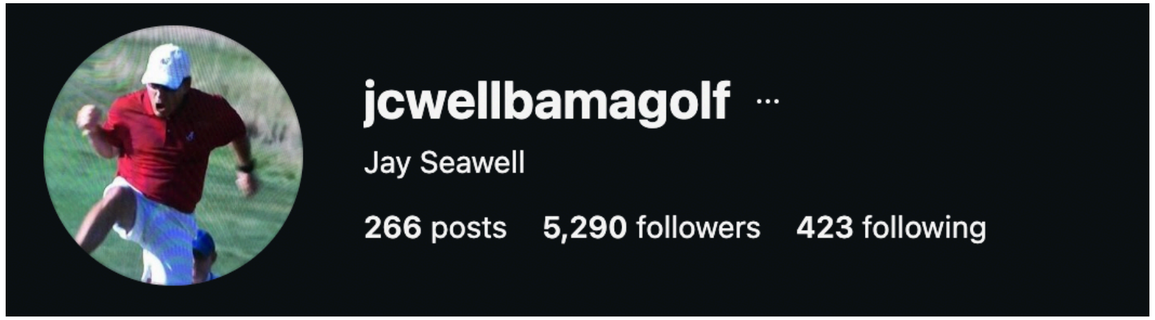
@jcwellbamagolf - Jay Seawell

@canonclaycomb - Canon Claycomb

@tristin_wisener - Tristin Wisener

@iliatoailoa - Leilia Toailoa

@william_jennings12 - William Jennings





PR PACKAGES


ROOSTAS
Dear [influencer],
We hope that you will enjoy this belt and encourage your friends to consider Roostas for thier gmeday belts this Fall!
Sincerely,
Your friends at Roostas
Roll Tide!
18
CRIMSON TIDE


ROOSTAS
Dear [influencer],
We hope that you will enjoy this belt and encourage your friends to consider Roostas for thier gmeday belts this Fall!
Sincerely,
Your friends at Roostas
Geaux Tigers!
LSU

TACTICS BY OJECTIVE

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

1. Football Centric Content Launch

2. Influencer partnership

3. Podcast Appearances

PODCAST PITCHES







TACTICS BY OJECTIVE

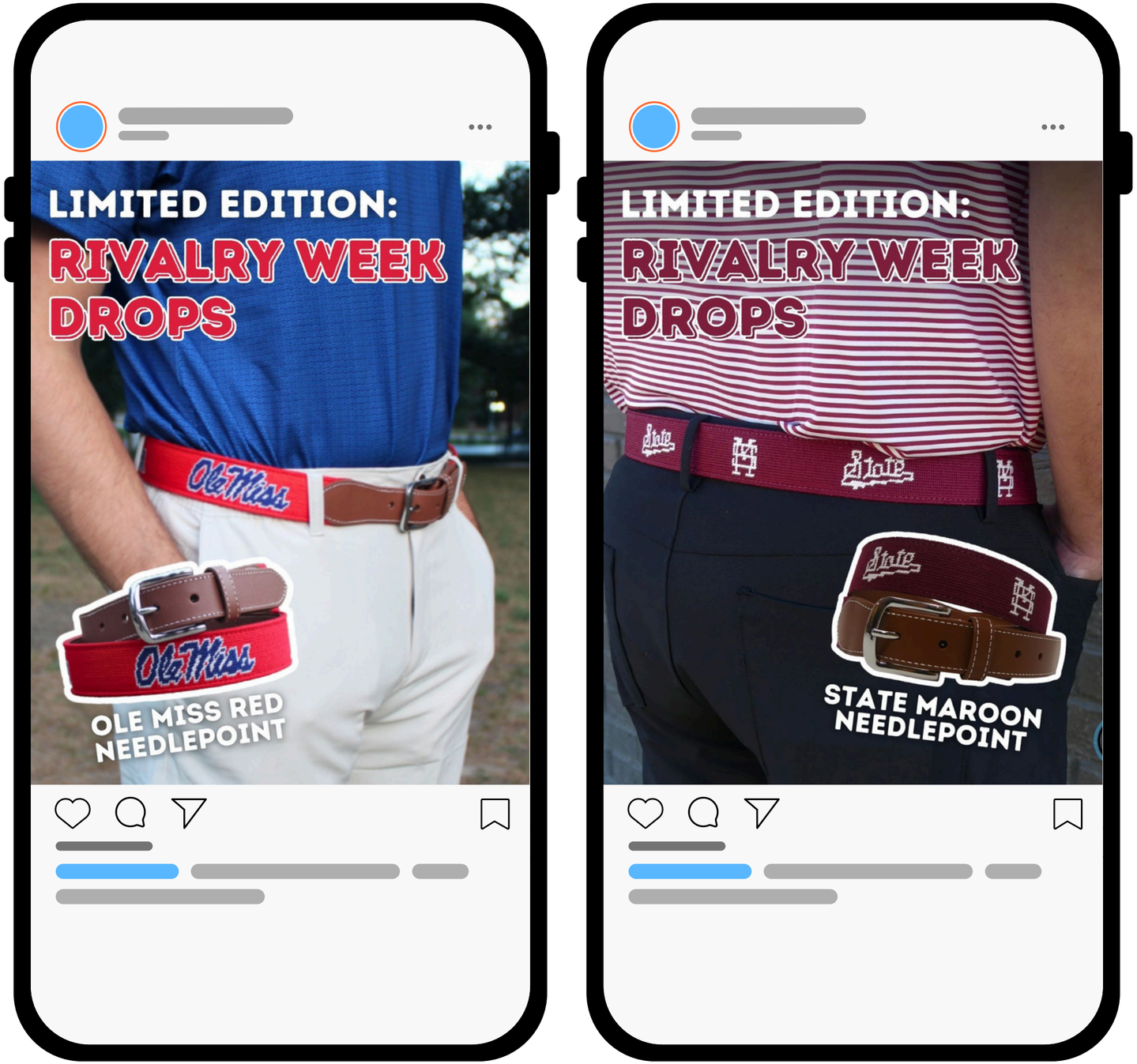
Objective 2: Drive 2,500 website visits from campaign-related content and promotions during Phase 1

TACTICS BY OJECTIVE

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

1. Paid social advertising

PAID ADS


LIMITED EDITION:
RIVALRY WEEK DROPS
Ole Miss
Ole Miss
OLE MISS RED NEEDLEPOINT
LIMITED EDITION:
RIVALRY WEEK DROPS
STATE MAROON NEEDLEPOINT


GAMEDAY SERIES
THE T-TOWN
GAMEDAY SERIES
THE NOLA
GAMEDAY SERIES
THE SAVANNAH
GAMEDAY SERIES
THE BIG EASY

PAID ADS

TACTICS BY OJECTIVE

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

1. Paid social advertising

2. Parents weekend popups

PARENTS WEEKEND POP-UPS




PHASE 2
Engagement

TACTICS BY OJECTIVE

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

TACTICS BY OJECTIVE

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1. Interactive Social Content

ROOSTAS REPLAY



Ole Miss

Mississippi State

WHO ARE YOU ROOTING FOR?

Tigers by how much today?

Type something...

TACTICS BY OJECTIVE

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

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1. Gameday Interviews

GAMEDAY INTERVIEWS

Street side interviews on LSU v Alabama rivalry gameday

Partner with Seth J. Trotter



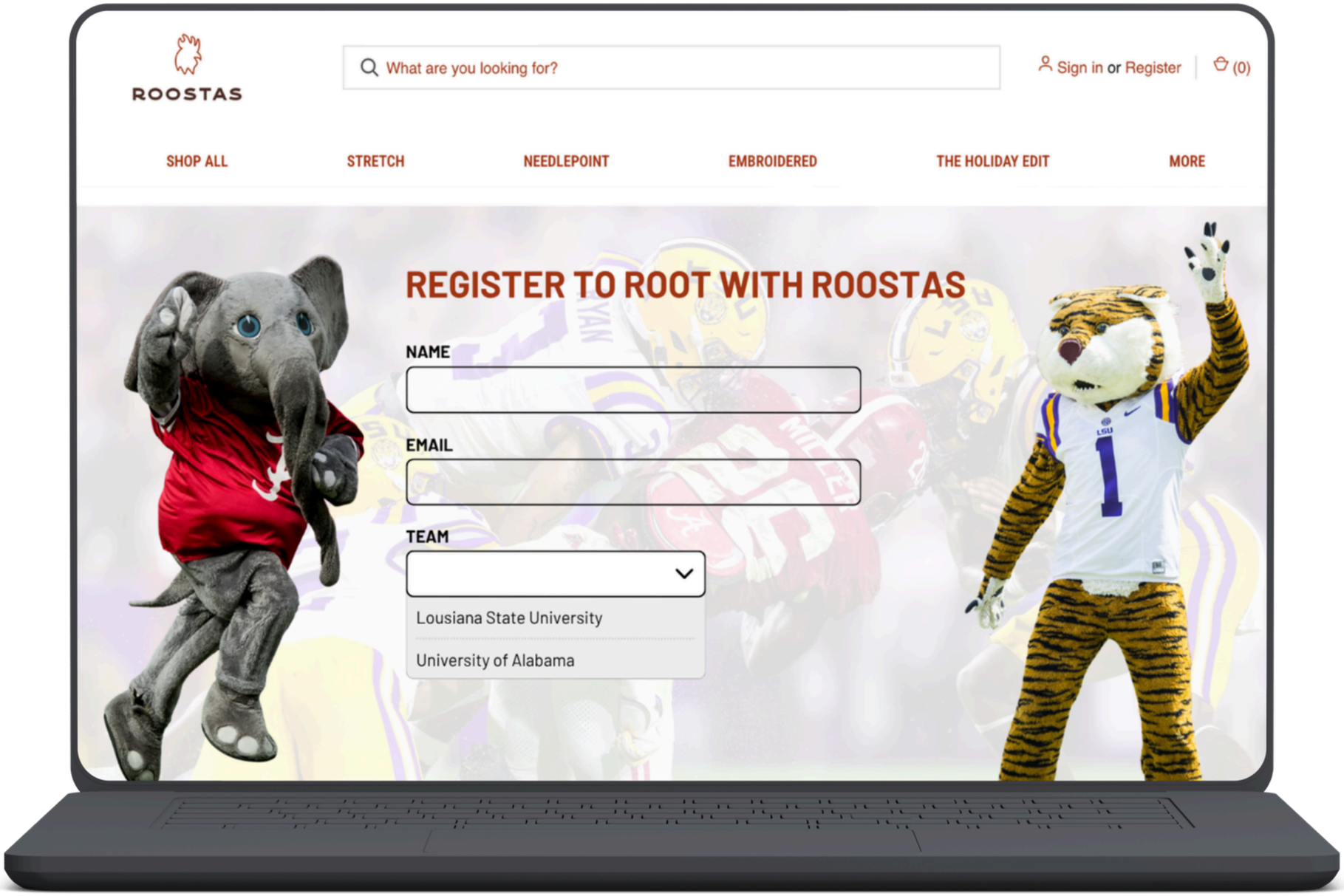
TACTICS BY OJECTIVE

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1. Gameday Interviews

2. Enter-to-win Giveaway

WEBSITE REGISTRATION PAGE




PHASE 3
Conversion

TACTICS BY OJECTIVE

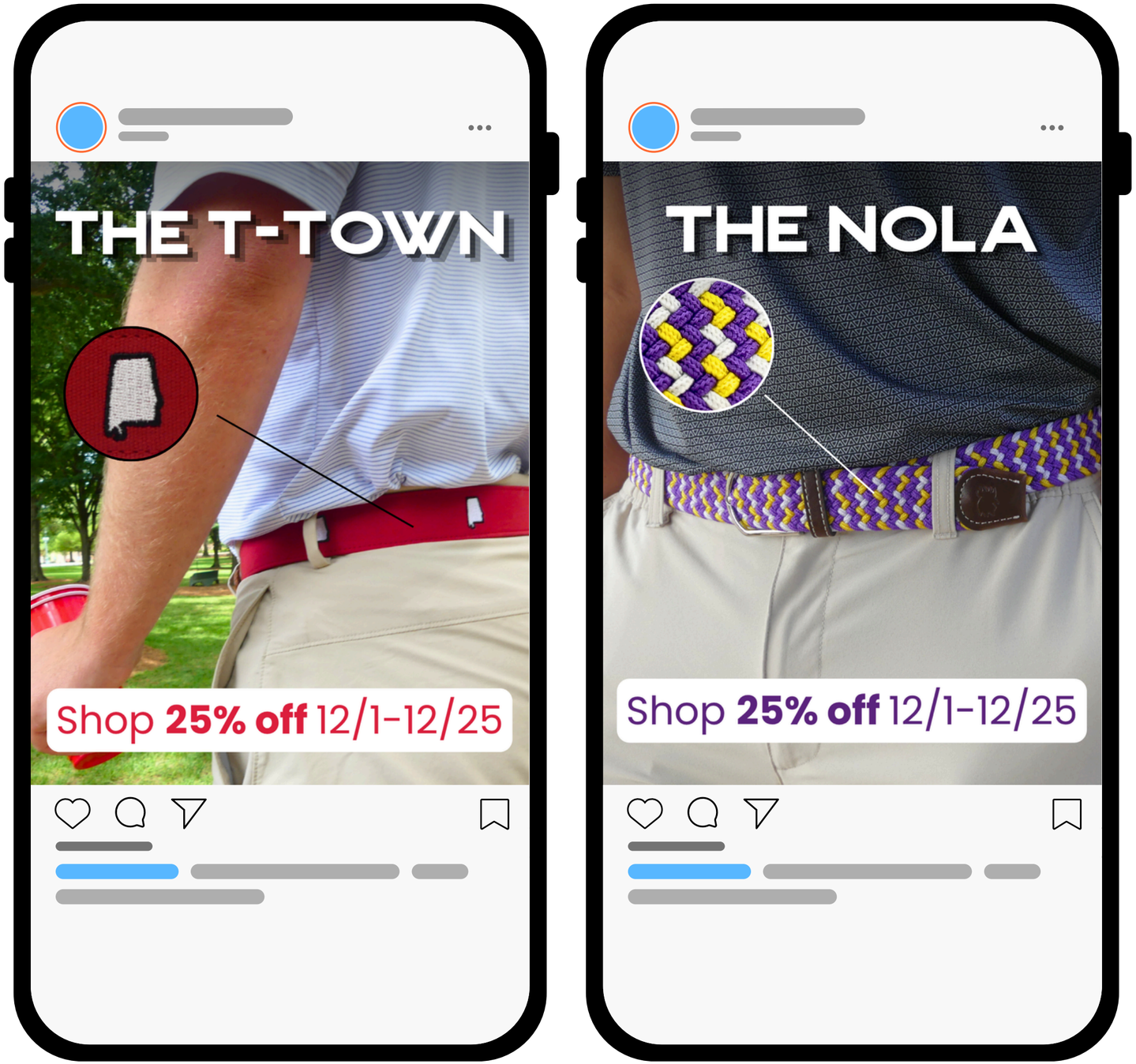
Objective 1: Secure 4,000 total belt purchases by the end of the campaign

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1. Paid Social Advertising

PAID ADS



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1. Paid Social Advertising

2. Gift Guide Integration

PINTEREST GIFT GUIDES



1.4k 5 Save

Roostas Belts



1.4k 5 Save

Roostas Belts

TACTICS BY OJECTIVE

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

1. Paid Social Advertising

2. Gift Guide Integration

3. Shop the Look

PINTEREST “SHOP THE LOOK”



1.4k 5 Save

Roostas Belts



1.4k 5 Save

Roostas Belts

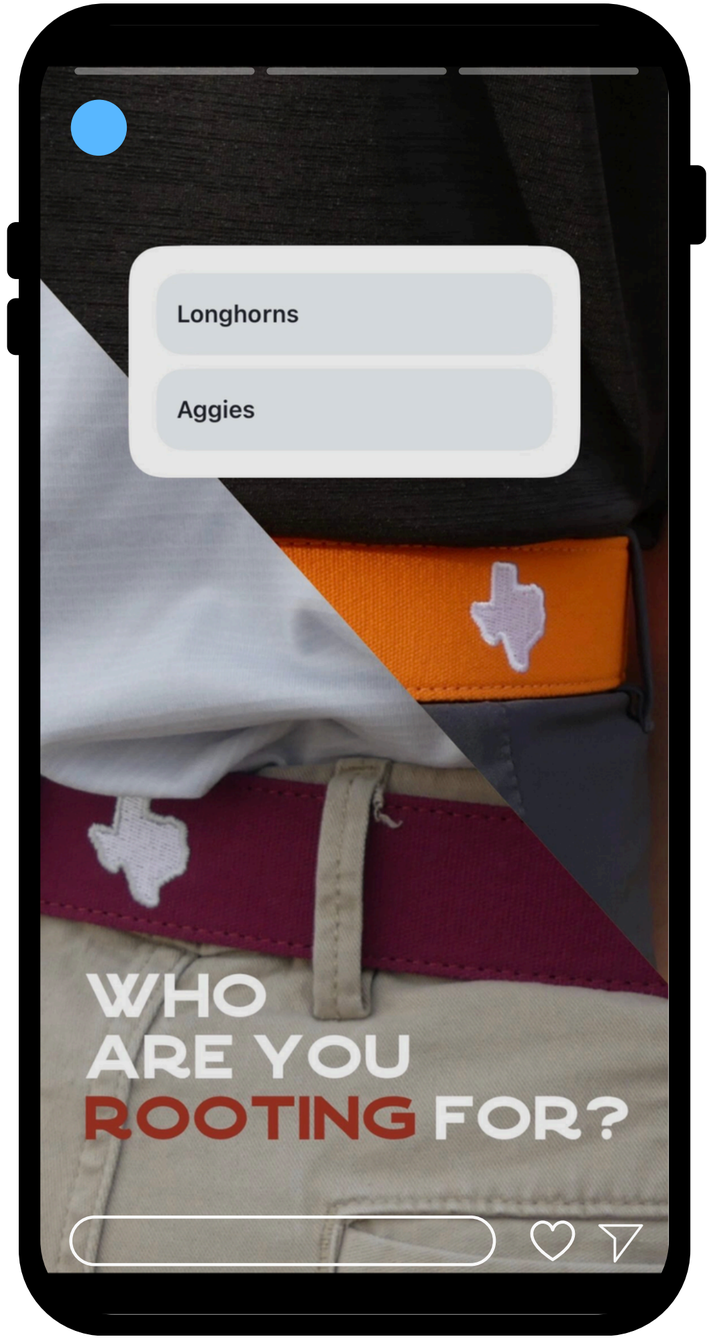
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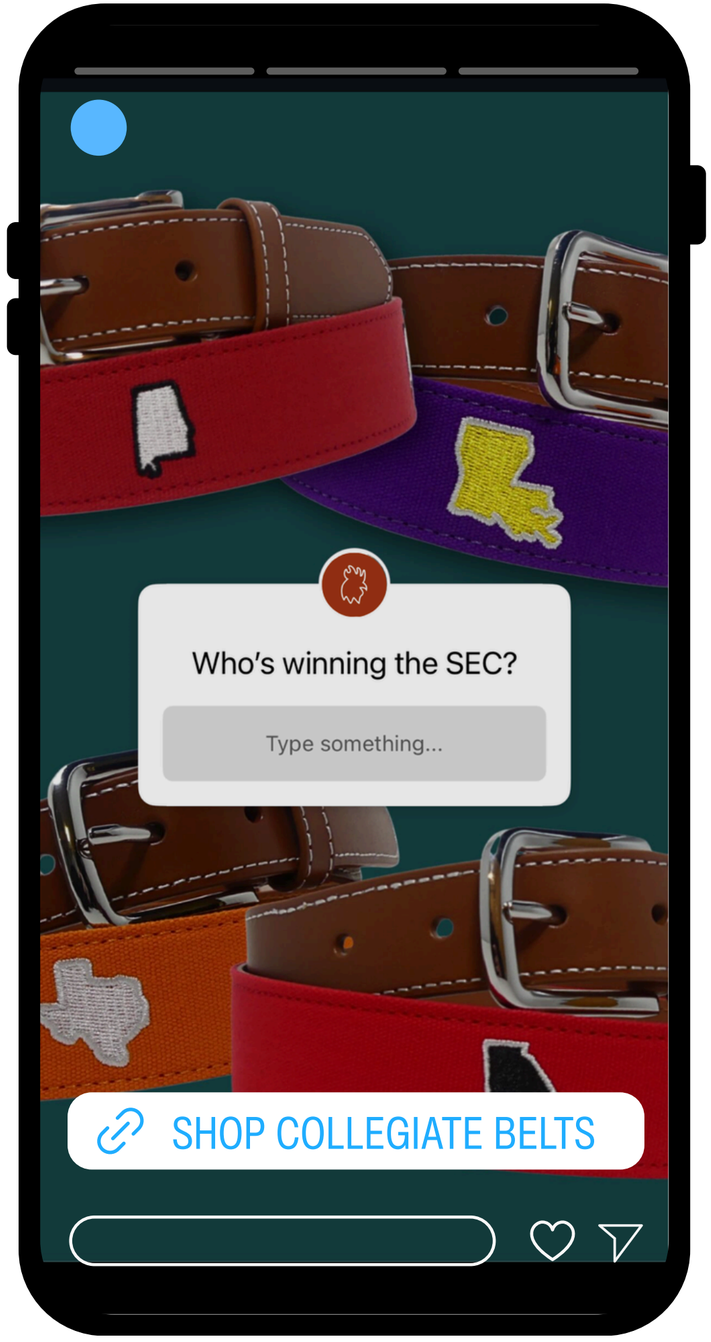
Objective 2: Achieve a 2–3% website conversion rate from campaign-driven traffic

TACTICS BY OJECTIVE

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1. Ongoing Interactive Content

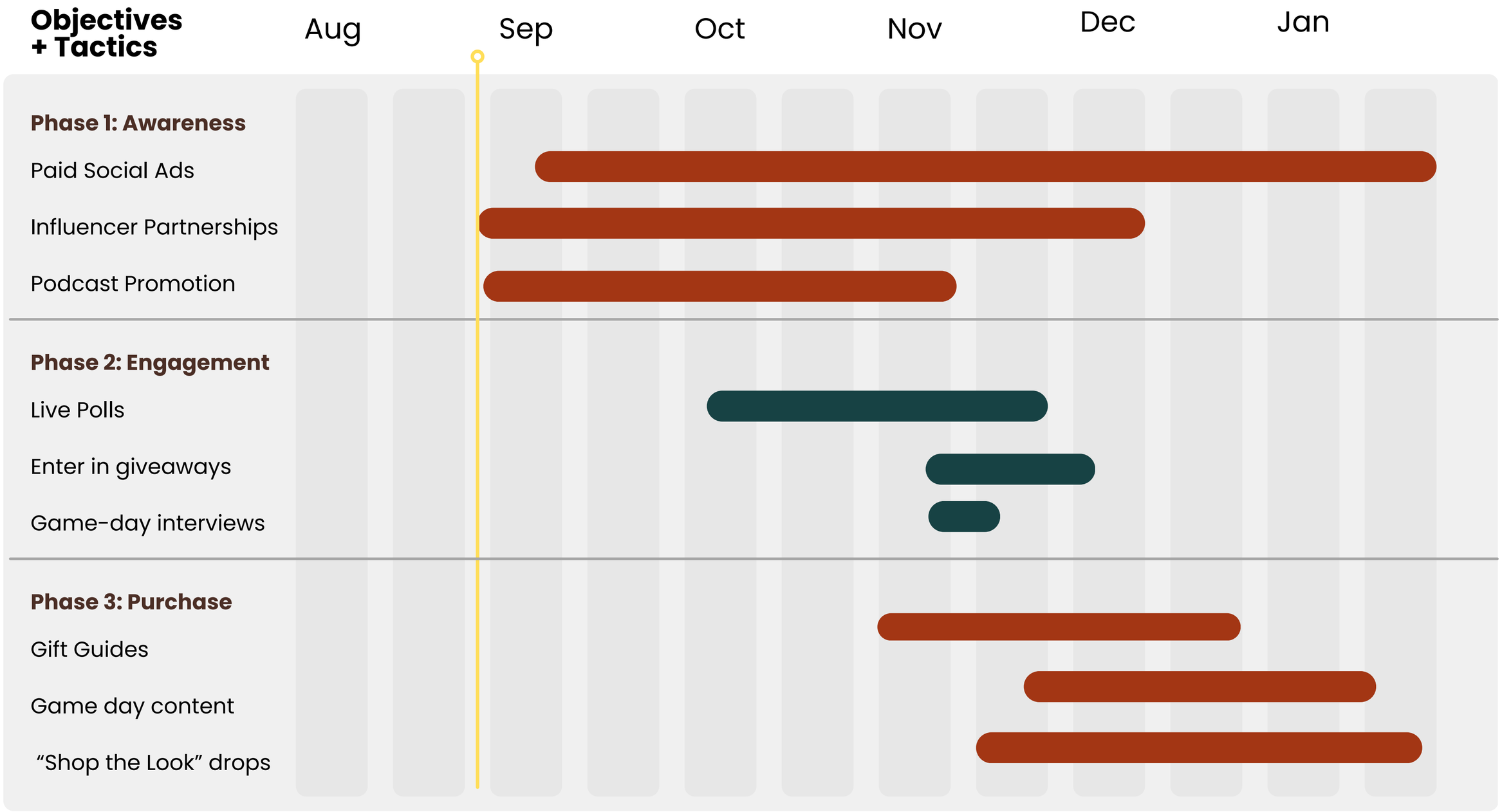

Longhorns
Aggies
WHO
ARE YOU
ROOTING FOR?


Who's winning the SEC?
Type something...
SHOP COLLEGIATE BELTS

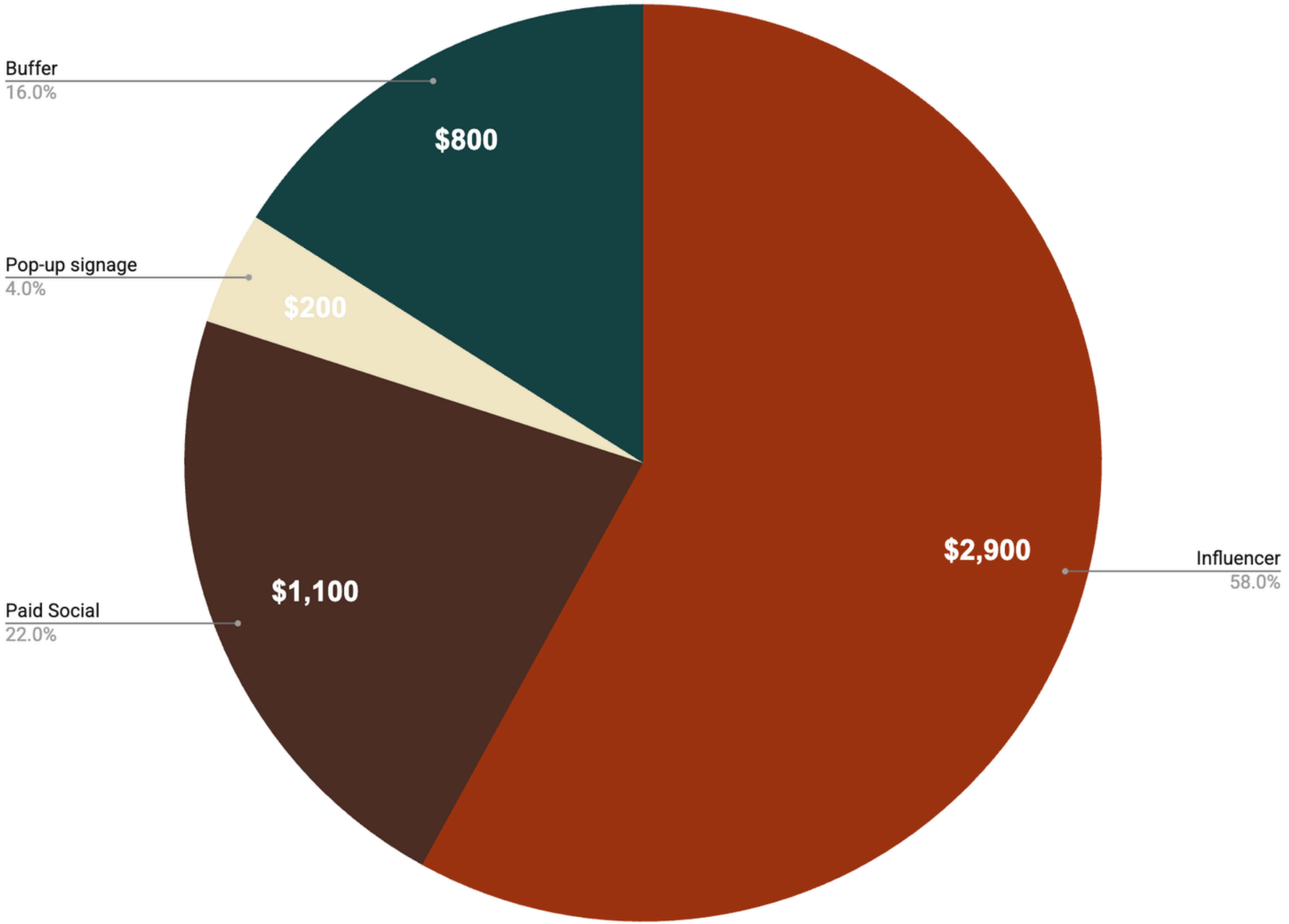

ASY THE BIG EASY
Y THE BIG EASY THE
SHOP THE LSU COLLECTION


CAMPAIGN LOGISTICS

Aug 29, 2026 – Jan 25, 2027



BUDGET


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

EVALUATION

Paid social ads

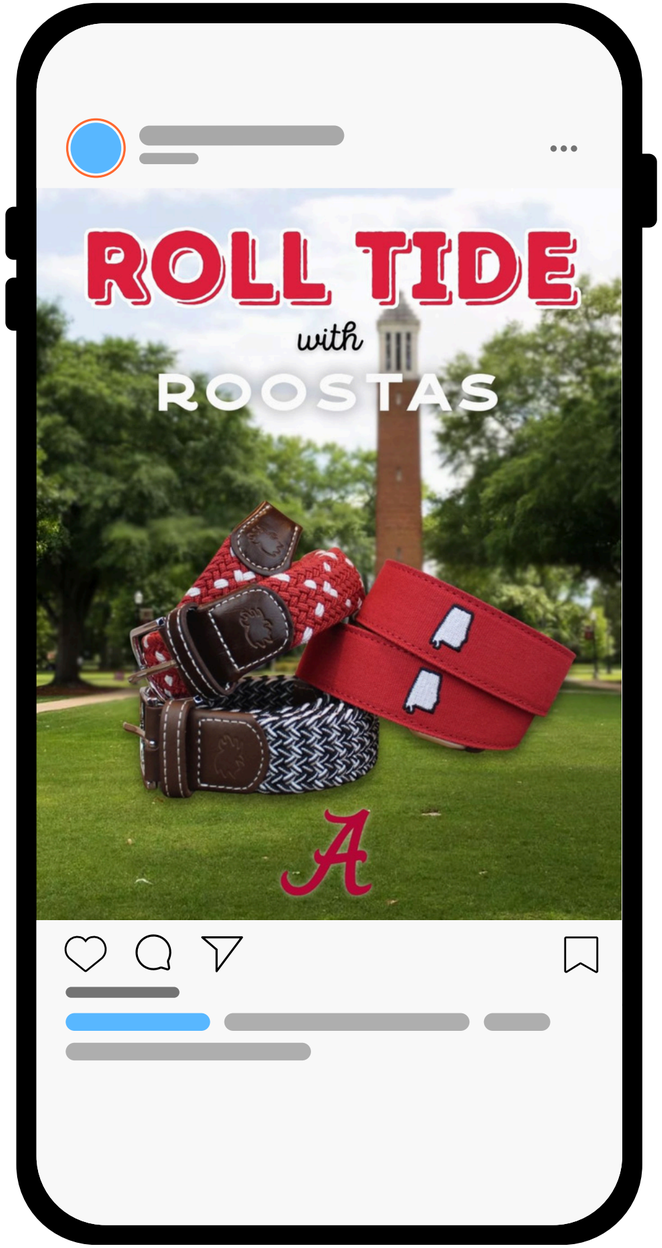
- Click-Through-Rate
- Cost per million impressions
- Cost per click
- Return on Ad Spend

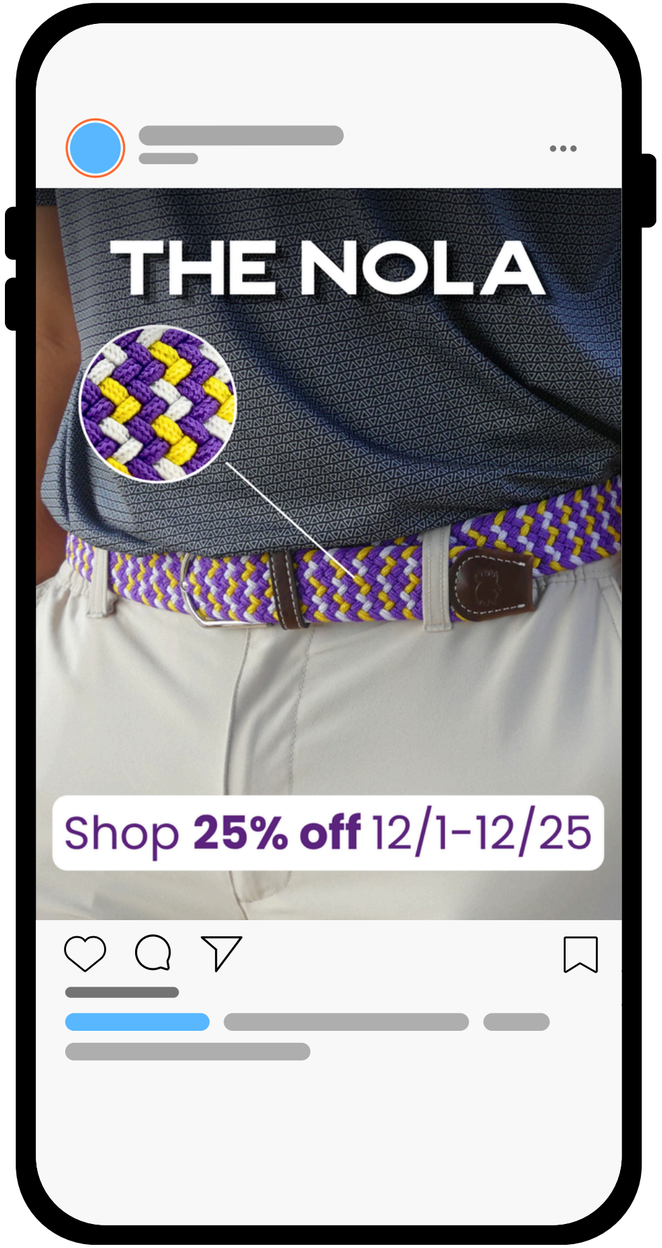
Influencer Partnerships/Organic Social

- Likes, comments, shares
- Saves
- Impressions/Reach per post
- Video views and completion rate
- Story interactions (polls, Q&A, likes, etc.)

Parents weekend popups

- Event attendance
- Conversion Rate
- Revenue earned






WRAPPING IT UP...

FUTURE RECOMMENDATIONS

1. **Search Engine Optimization (SEO)**

FUTURE RECOMMENDATIONS

1. Search Engine Optimization (SEO)
2. Highlight Origin Story

FUTURE RECOMMENDATIONS

1. Search Engine Optimization (SEO)
2. Highlight Origin Story
3. Give the Brand A face

ROOTING WITH ROOSTAS





THANK YOU

ROOSTAS