

**National Outlet  
Shopping Day™**

**(NOSD)**



# Program Approach

Creators will showcase their shopping journeys, highlight exclusive deals, and encourage audiences to visit Premium Outlets. We will target a mix of nano, micro, mid and macro-tier creators giving a healthy mix of reach. This engaging format resonates with shopping enthusiasts, offers authentic testimonials, and creates excitement that drives in-person visits.

## Video 1 + Story Set: PR Box

Video one will be an unboxing video generating excitement by showcasing its contents and teasing the NOSD event by creators. They will highlight key items, exclusive deals, and on-site activities, including sharing the deals booklet link via IG stories. Creators will focus on the box while emphasizing the perks of attending NOSD.

**Creators:** 100+

**Posts:** 170+ (20% estimated to cross post, including 1 story set)

**Timing:** April 28th - May 16th, 2025

## Video 2: Live Shopping

Creators will film real-time haul videos on June 12th, capturing the thrill of uncovering incredible deals, styling new finds, on-site activations and sharing their NOSD adventures. This would be due by 12pm.

**Creators:** 50

**Posts:** 60 (20% estimated to cross post)

**Timing:** Launch Day of June 12th (Due on platform by 12 pm)

## Video 3: Event Haul

The final video will highlight creators' NOSD hauls, showcasing their best deals, favorite finds, and styling tips. Creators could open the video with a clip from the original shopping day with a line like, "Remember when I scored all these deals on NOSD? Here they are!" **To boost engagement, we can also test Instagram brand comment replies.**

**Creators:** 50

**Posts:** 60 (20% estimated to cross post)

**Timing:** Launch Starting June 15th through end of June

# Budget Recommendation

We recommend allocating a \$153,000 budget for creator partnerships. Below is the estimated budget breakdown.

## Creator Fees

- **Amplifiers** → Estimated avg. \$600 per creator → **\$60,000**
- **Up to 10 Hero Posts** → Estimated avg. \$8,000 per hero creator → **\$80,000**

## Shopping Stipend (for those doing video 2 and 3)

- Est. 50 participants avg. \$150 per creator → **\$12,500**


**Total Estimated Budget: \$152,500**



# Timeline for Success



This icon represents when the brand will be required to complete a task (typically approvals)

Strategy Weeks 1-3	Client Briefing & Alignment		3/11
	Creator Sourcing & List Approvals		3/28
	Negotiations		3/31
Content Creation Weeks 4-6	Creator Briefing, Creator Calls & Content Creation		4/28
	Content Approvals		5/12
Go Live Weeks 6-8	Develop & Execute Posting Cadence		5/19
	Monitor Posts		5/26
Optimize & Evaluate Weeks 8-10+	Branded Content/Spark Ad Support		5/19
	Wrap Report & Analytics Presentation		7/11

# Sample Creators Gen Z



**Sarah Naini**  
Past Partner

[TikTok](#) | [Instagram](#)

TikTok Followers: 20,800

Instagram Followers: 61,300



**Cici Damouni**  
Campaign Applicant

[TikTok](#) | [Instagram](#)

TikTok Followers: 26,200

Instagram Followers: 10,000



**Nallely Padilla**  
Past Partner

[TikTok](#) | [Instagram](#)

TikTok Followers: 138,100

Instagram Followers: 28,300



**Patricia Monroy**  
Past Partner

[TikTok](#) | [Instagram](#)

TikTok Followers: 177,100

Instagram Followers: 116,000



# Sample Creators Moms



**Jaliya Davis**  
Past Partner

[TikTok](#) | [Instagram](#)

TikTok Followers: 137,300

Instagram Followers: 50,200



**Katie MacNeil**  
Hero Partner

[TikTok](#) | [Instagram](#)

TikTok Followers: 18,200

Instagram Followers: 385,000



**Kayla Fuller**  
Campaign Applicant

[TikTok](#) | [Instagram](#)

TikTok Followers: 16,300

Instagram Followers: 9,567



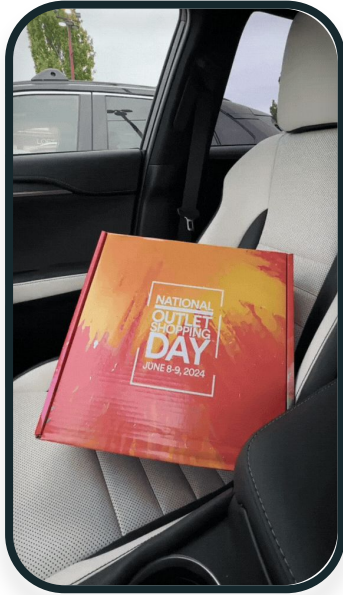
**Sarah Camarillo**  
Campaign Applicant

[TikTok](#) | [Instagram](#)

TikTok Followers: 7,027

Instagram Followers: 23,000

# Example Storyboard Video 1



**Frame 1**

Close-up of the unopened PR box including text overlay example, "Excited to unbox this special package from NOSD!"



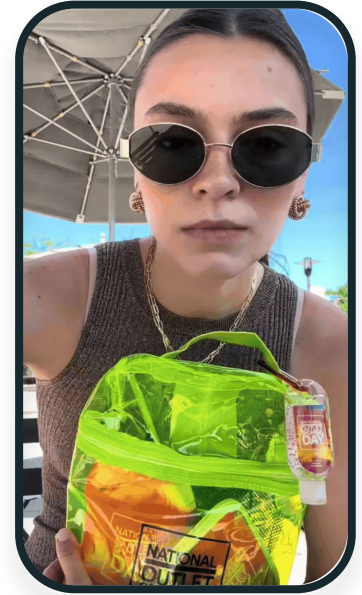
**Frames 2-3**

Show a few shots of you enjoying your NOSD goodies. Be sure to show close-ups of packaging.



**Frames 4-5**

Show a shot of you enjoying the box and talking about attending the event at your outlet. Highlight key items, exclusive deals, and on-site activities.



**Frame 6**

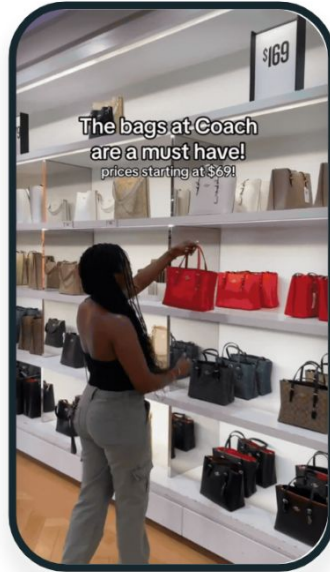
Text overlay and CTA with the dates to attend. Example, "You NEED to be there! Join me at the NOSD event on X"

# Example Storyboard Video 2



**Frame 1**

Show a shot of you enjoying a festive backdrop near the outlet with text overlay. Suggested hook, Remember when I scored all these deals on NOSD? Here they are!"



**Frames 2-3**

Show a shot of you on-site shopping the deals featuring 3-5 retailers for a minimum of 5 seconds.



**Frames 4-5**

Capture the thrill of uncovering incredible deals, styling new finds, on-site activations and sharing your NOSD adventure.

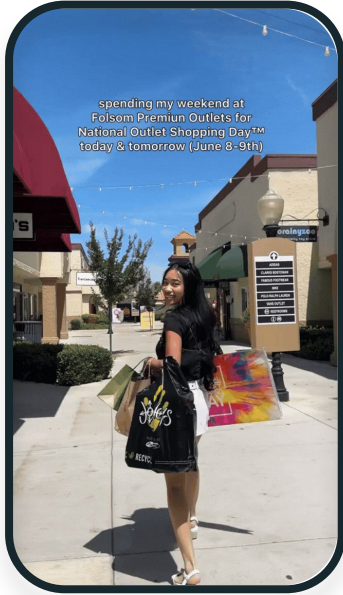


**Frame 6**

Show a shot of you leaving the event with your haul and include remaining dates to attend the NOSD event. Video must include "Stay Tuned for my Haul Reveal" at the end.



# Example Storyboard Video 3



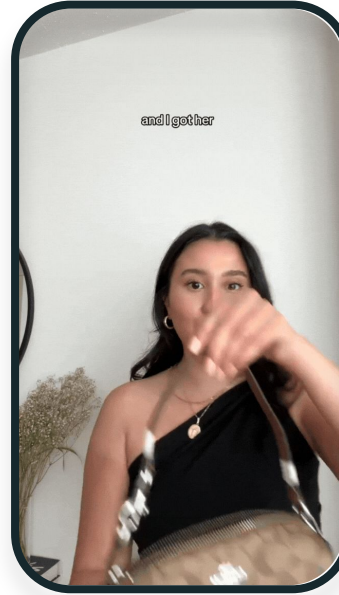
**Frame 1**

Start with the first 3-5 seconds at the mall, perhaps showing yourself walking out with shopping bags full of goodies.



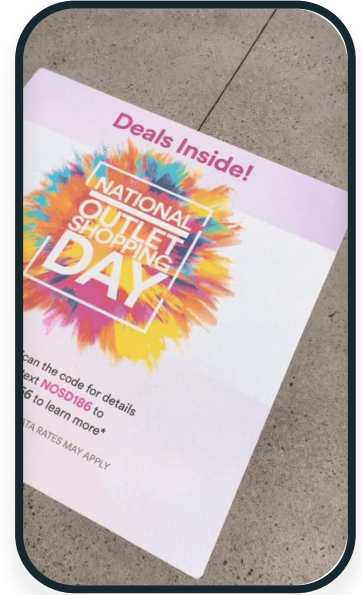
**Frames 2-3**

Cut to you at home for the ultimate NOSD Haul reveal! Show off the 3-5 key items you purchased, giving each store and item it's time to shine.



**Frames 4-5**

Feature 3-5 stores max in your video to keep things focused.



**Frame 6**

Wrap up your video with a CTA tying back to the outlet and all the deals you scored at NOSD.

# PR Box Example: \$150



**Adidas** Steel Straw  
Metal Bottle - \$27



**B&BW** Waikiki Beach  
Coconut SPF 50  
Spray - \$20



**American Eagle** Square Thick  
Frame Sunglasses - \$16



**Nike** Dri-FIT Club  
Unstructured  
Featherlight Cap - \$30



**Aerie** OFFLINE  
Puff Love Tote  
Bag - \$55

# PR Box Example: \$250



**Aerie OFFLINE Refuel**  
Water Bottle - \$30



**Columbia Coolhead™ III**  
Ball Cap - \$32



**B&BW Waikiki Beach**  
Coconut SPF 50 Spray - \$20

**American Eagle Square Thick**  
Frame Sunglasses - \$16



**Kate Spade Camden Quilted**  
Extra Large Tote - \$116



**Coach Mini Skinny ID**  
Case - \$39



**Thank You**