

#KSPartner Influencer Program

OUR GOAL

To elevate content produced around Seasonal Collection while spreading awareness about collections as related to the Kendra Scott brand.

Often our influencers wear and love their seasonal jewels, however there is a disconnect between their audience associating trendy Seasonal Collections with the Kendra Scott brand. Through consistent tagging and mentioning of Kendra Scott, the #KSPartner campaign aims to create awareness for non-traditional Kendra Scott jewelry.

THE ASK

- 5 Influencers
- 4 Posts/Month
- Tag @KendraScott, #kendrascott and #kspartner in the photo/caption
- All associated links must point towards KendraScott.com
- May not tag or link to any competitor jewelry in post
- 2 to 3 pieces must be included in shot, exception for detailed tight shots

CROSS-FUNCTIONAL

Field Events

- Influencers to host events in their market that align with marketing messaging for that month (with or without store)

Social

- Create diverse social content
- Opportunity for Insta-Story takeovers
- User-generated content for Pinterest
- Content for E-Blasts

#KSPARTNER VISIT

Partnering with HomeAway, Kendra Scott will invite down their #KSPartners for a weekend of Austin adventure. Throughout the weekend, our partners will be able to explore the KS HQ, participate in a social content creation photoshoot (photos will be used internally for e-blasts, blog posts and social media) and become fully educated brand ambassadors - learning about the collection from creation, to production, to launch. This visit will take place the first weekend in August.

KPI

- MoM Rewardstyle
- Earned Media Value
- Follower growth from influencers

BUDGET

- Partners would be offered between \$800 to \$1,200 for social content creation
- HomeAway would comp influencer stay during visit
- \$500 each stipend for travel (total \$2,500)
- \$2,000 for meals and groceries for influencers
- \$1,000 photographer for content creation photoshoot OR Jane/Seb
- \$1,000 for swag/activities (floral patch, KS pin, etc)

Total Max Budget: \$10,500

FALL 2017

WEST COAST SELECTS



Olia Majd
San Diego, 276K

Avg Engaement Rate: 1.18%
Gained Followers: 797



Adelina Perrin
Los Angeles, 109K

Avg Engaement Rate: 3.13%
Gained Followers: 81



Sivan Ayla
Los Angeles, 110K

Avg Engaement Rate: 3.13%
Gained Followers: 81

SOUTHERN SELECTS



Jennifer Palpallatoc
Baton Rouge, 173K

Avg Engagement Rate: 1.98%
Gained Followers: 333



Shelby Vanhoy
Raleigh, 31K

Avg Engagement Rate: 2.74%
Gained Followers: 64



Lauren Johnson
Dallas, 135K

Avg Engagement Rate: 1.18%
Gained Followers: 0

NORTHERN SELECTS



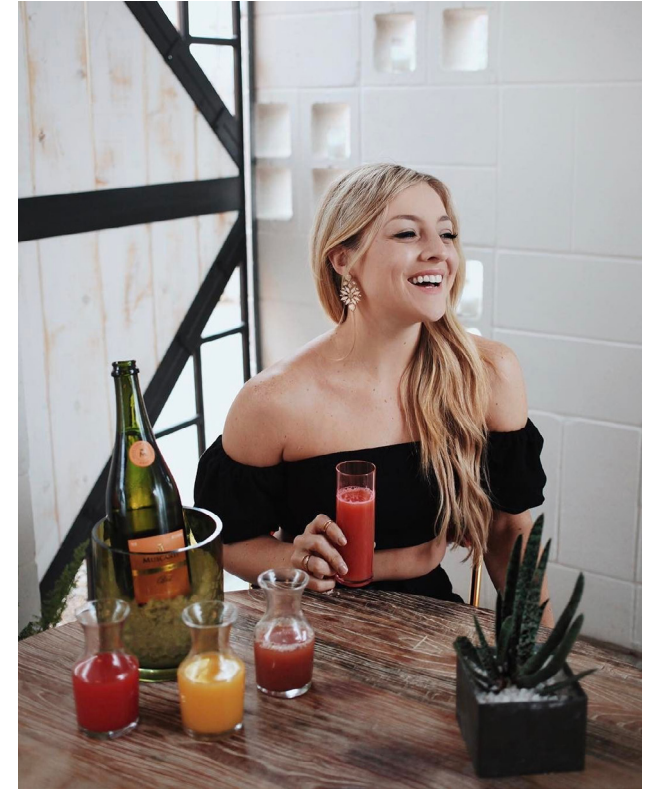
Marni Harvey
NYC, 171K

Avg Engaement Rate: 2.09%
Gained Followers: 0



Caitlyn Warakomski
NYC/Jersey City, 99K

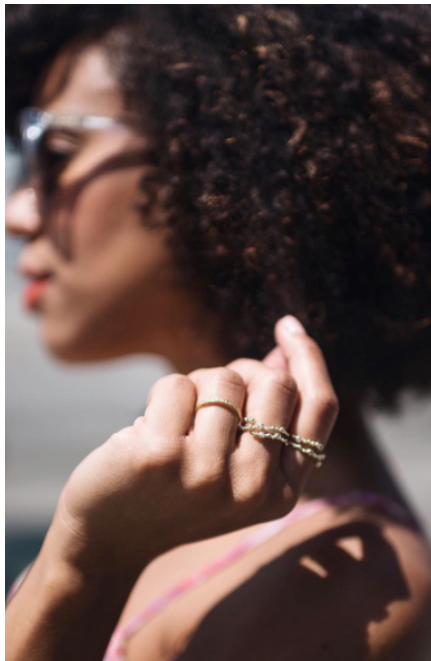
Avg Engaement Rate: 4.60%
Gained Followers: 0



Rachel Martino
NYC, 221K

Avg Engaement Rate: 2.99%
Gained Followers: 41

SOCIAL CONTENT INSPO



OUTREACH EMAIL

Dear Xx,

With the launch of our Fall 2017 Collection nearing, we once again begin to seed our top tier influencers for their first look at the collection through gifting. This year we decided to take it one step further and search for 5 partners who would embody the spirit of the collection and the Kendra Scott Brand.

Collection after collection we have noticed your true passion for the brand, the loyalty you serve and the honest connection you have built with us and your audience. This season, we want to invite you to partner with us to help celebrate and share the collection with your audience in a way that truly captures the romance of our Fall 2017 Collection.

This partnership is a month long commitment that begins with a trip to our HQ in Austin, TX for a weekend of brand training, content creation photoshoot and bonding with other KS Partners. From there, you will leave with inspiration needed to share the collection with others (and a generous jewelry wardrobe!).

Following your trip, we ask that you do the following over the course of 1 month;

- *Create 4 Instagram posts*
 - *Tag #KendraScott, @KendraScott & #KSPartner in photo and caption*
 - *Point all links towards KendraScott.com*
 - *May not wear statement competitor jewelry, or tag competitor jewelry in the photo*
 - *Wear 2 - 3 pieces of KS jewelry, excluding detailed tight shots*
 - *Captions may be about whatever you would like, does not need to be promotional about the brand, excluding 1 post that announces the launch of the new collection*
- *Create 1 blog post to serve as a base for the campaign*
- *Be open to hosting an event with a store in your market, taking over Kendra Scott Instagram Stories, or even submitting your blog post to be featured on Facets, our company blog*

In return you will receive;

- *1 Payment of Xx*
- *A weekend getaway to Austin*
- *\$500 Travel Stipend for Airfare (your stay is covered once you arrive in Austin!)*
- *1 repost on Kendra Scott Instagram*

We are so excited to partner with you, and look forward to hearing your thoughts!

Xx

ROUGH ITINERARY

THURSDAY NIGHT/FRIDAY

10 AM - All influencers have arrived and settle in with light breakfast provided, get ready for the day

12 PM - Influencers are transported to lunch, where they will meet with the Influencer and Social team

2 PM - Influencers and teams head to HQ for tours, brand presentation, Color Bar party and exclusive Fall Collection shopping experience

6 PM - Influencers are transported back for down time and to get ready for dinner

8 PM - Influencers and team meet for dinner and drinks

SATURDAY

11 AM- Austin activity with influencers (paddleboarding? yoga? Barton Springs? Picnic in Zilker?)

1 PM - Light lunch with Influencers

3 PM - Influencer freetime/prepare for photoshoot

4 PM - Influencer photoshoot

8 PM - Influencer dinner

SUNDAY

11 AM - Catered brunch at Influencer Home with HomeAway and KS Teams

2 PM - Influencers send off