

Kempt.

ATHENS PREMIERE MENSWEAR
STORE.

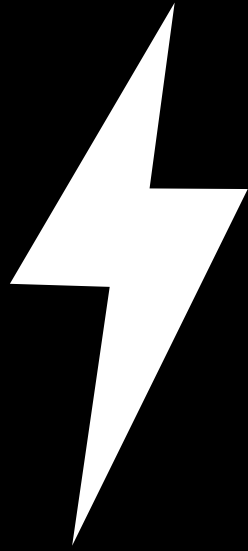
JACKSON RIDDLE

ADPR 5920

SPRING 2023

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situation statement.

Client Outline.

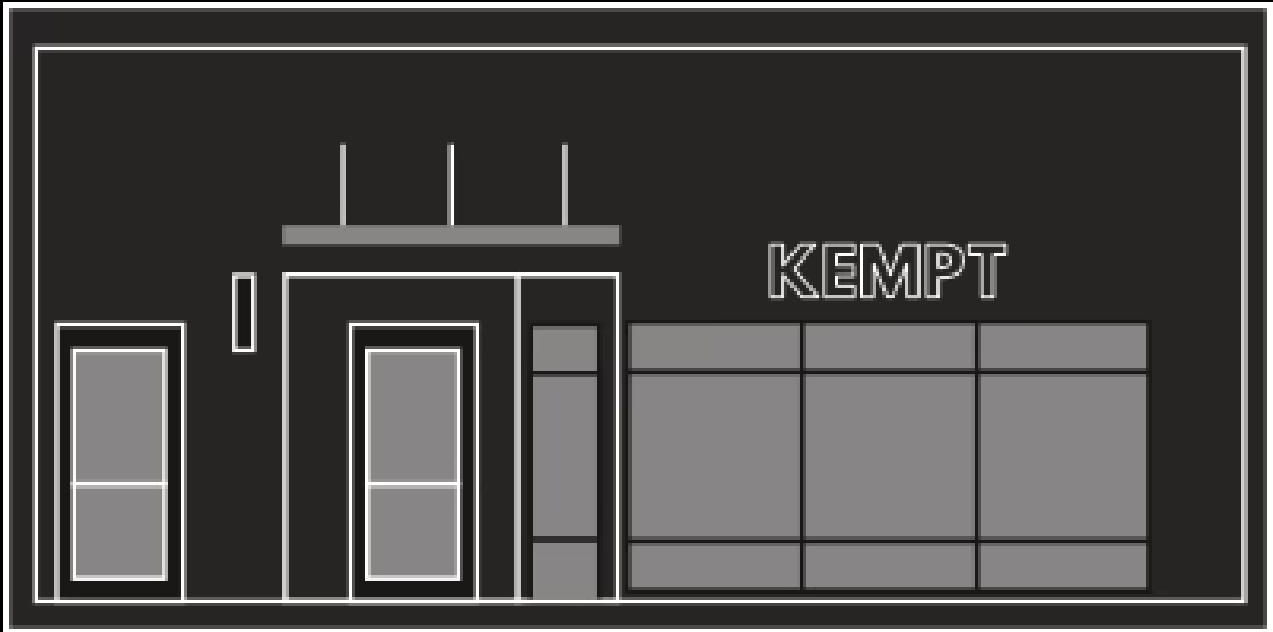
Client History.

Ryder Chosewood, Creator and Founder of Kempt, didn't start his journey in Athens. Hailing from Illinois, Ryder began his college journey raptured in sports: picking his school based on their rugby team. It wasn't long into his college journey that he realized his heart didn't lie with Rugby, it lied with fashion. Ryder quickly found himself at the Fashion Institute of Technology in New York City. But, after getting his associate degree from FIT, Ryder ended up transferring to UGA, and finally felt like he had found his home. Since living in Athens, clothing became Ryder's crutch, but he realized early on that there wasn't a Men's store that encapsulated the unique styles of everyone in Athens. Which is where Kempt was born: "Clothing for the Other Guy."



*photo taken from
Kempt webiste





*Image taken from Kempt website

Kempt officially opened their doors at 175 N Lumpkin St., in August of 2019, right before the pandemic. Luckily, Covid didn't stop Kempt from planting strong roots in Athens, during and after the height of the pandemic.

Industry/Services.

Kempt is a Men's Clothing Store specializing in the cutting-edge fashion found in Athens. They pride themselves in finding sustainable brands that bring out the unique fashion trends seen throughout the Classic City. Kempt carries brands that range from *Good Man Brand*, NFL Quarterback Russel Wilson's brand, to *Mavi*, a Turkish based denim brand.



*photos taken from Kempt website

Kempt not only carries top of the line clothing, but they also carry accessories such as jewelry and eyewear, and gifts, with a huge selection of items for your at home bar.



Team Members.

RYDER CHOSEWOOD
owner/head of operations

KEVIN VANVOORN
Sales Manager

CARTER WILSON
Keyholder/Assistant Mgr.

SARAH GARNER
sales team + creative intern

GRACE TURNER
sales team

JEY SIRMAN
creative intern

HANNAH WEEKS
creative intern

EAN CUENCA
staff photographer



Competition.

For a store like Kempt, there are several avenues for competition. There are the local competitors that are located in Downtown Athens. These include stores like Dynamite, that specialize in unique clothing, and Urban Outfitters, that hold trendsetting clothing. It also includes stores that are in the city of Athens as a whole, like TJ Maxx, which holds a wide selection of cheap men's fashion, and American Eagle, which also has a variety of men's clothing from cheap to more expensive.

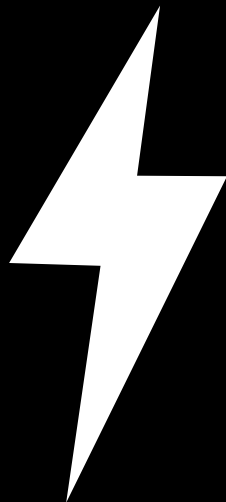
In addition, fast fashion is another avenue for competition for Kempt. With trends changing and online stores such as Amazon and Shein turning fashion trends at remarkable speeds, it allows for these companies to sell the new, hot item faster than Kempt can. Shein and Amazon also boast incredibly low prices which encourages customers to buy from these online retailers.

Kempt's position within The Classic City is solid, with the store specializing in men's fashion, something nowhere else in Downtown Athens can say. With many stores Downtown specializing in women's fashion, this gives Kempt a leg up within the city for the male market.

Current PR Efforts.



At this time, Kempt does not have any current Public Relations efforts.



Key Message.

individuality.

Kempt describes itself as “clothing for the other guy,” because its biggest mission is to curate clothing for the people of Athens who don’t conform. With a fashion forward brand such as Kempt, the menswear store has received pushback from people afraid to be the “other guy,” which is exactly where Kempt thrives. Kempt wants to be a part of your fashion journey, and that means helping everyone find their individuality through fashion.

inclusivity.

Since its opening, Kempt has made incredible strides to make sure that the store has more than just a preppy, colligate vibe. At the University of Georgia, 29% of undergraduate students being a part of a sorority/fraternity. This statistic has encouraged Kempt to curate clothing that doesn’t isolate anyone within Athens. Curating clothing for marginalized communities and representing everyone in their social media campaigns has highlighted Kempt’s strides towards inclusivity within their corner of Athens.



infusion.

Kempt has been around since 2019, and in those four years has successfully carved out its own identity within Athens. Kempt brings clothes from all over the world to the Classic City, infusing them into the cutting-edge culture here in Athens. From California based brands to a European Denim brand, Kempt holds brands that Athens hasn't been exposed to, allowing for the experimental side of Athens to thrive.



**Creating an inclusive
environment for
individuality to blossom,
infusing unique cultures in
the Classic City.**



Target Audiences.

the athens bachelor.



Age: 25-34

Gender: Male

Income: Average middle class income, \$60,000

Location: Athens, Ga. Lives in a nice apartment on S. Milledge.

Primary language: English

Life stage: This man is finally making enough money to be able to spend a little extra on his wardrobe. He has a stable job and is dating trying to find the perfect life partner.

Interests: Interests include taking potential partners on dates in Downtown Athens, going out for a casual drink with his friends and spending time at home with his dog.



ben.

Ben is a 29-year-old University of Georgia graduate who majored in accounting, now working for The Waters Company as a Staff Accountant, making \$65,000 a year. Ben has finally started renting his own place without his college friends, feeling like he's planting roots in Athens, which is what Ben has always wanted. He has a steady income with a steady career and is finally in a spot where he can spend a little extra money on his wardrobe. He's been going on dates around Athens, and it's important to him to make sure that his outfit reflects his individuality when he meets potential partners.



*photo by Reneé
Thompson on
UnSplash



the college guy.



Age: 18-24

Gender: Male

Income: Part time job, but relies on family for rent and utilities

Location: Athens, Ga. Lives in an apartment on Barnett Shoals, \$500 a month.

Primary language: English

Life stage: On his own for the first time in his life, doesn't have his family to rely on, learning how to manage his own money and still maintain a social life.

Interests: He loves going out to eat with his friends, go to the movies, spend time and energy on building his friendships.



wilson.

Wilson is a 21-year-old junior at the University of Georgia, majoring in psychology with a pre-med track. He is not involved in Greek Life at UGA, he prefers to hang out with his friends from his dorm as well as some of his classmates. His parents still partially help him out financially, helping him pay for his apartment rent as well as utilities, but he works part time at Locos, a local sports bar and grill. With his newfound disposable income, he is able to enjoy going out with his friends as well as spending some extra money to elevate his style, which is why Wilson shops at Kempt.



*Photo by Juan Encalada on UnSplash



the experimentalist.



Age: 21-27

Gender: Gender non-conforming, Male, or Female

Income: full time job, \$50,000 or less

Location: Athens, Ga. Lives in an apartment with friends, splits rent and utilities.

Primary language: English

Life stage: Fresh out of college, looking for a job within the professional world.

Interests: Loves hanging out with friends, going out on the weekends and is a hard worker at their current job. They also have a love for fashion, styling their own outfits and trying all kinds of new things within their fashion. They are not tied down to one style identity, it evolves constantly.



nadine.

Nadine is a 25-year-old non-binary University of Georgia graduate. They have been out of college for almost a year now but have not been having the best luck landing that job at the next step in their professional journey. They have been working at Trader Joe's in West Athens since college and is now working full time at the grocery store. They have been interviewing for jobs as well as networking at events with their friends. They have used Kempt as a source for new style choices throughout the year, and Kempt has helped bring out Nadine's unconventional style.



*Photo by Andra C.
Taylor Jr on UnSplash



SWOT analysis.

strengths

weaknesses

<ul style="list-style-type: none">• strong vision and branding• relationships with in-store brands• diversity, equity and inclusion	<ul style="list-style-type: none">• social media presence and engagement• lack of PR efforts• college aged staff
<ul style="list-style-type: none">• TikTok and Twitter• website• international shipping	<ul style="list-style-type: none">• prices• fast fashion• competition with more established stores

opportunities

threats



strengths.

strong vision and branding.

The biggest strength Kempt has in their arsenal is the strong branding the company has had since its opening in 2019. “Clothing for the other guy” is the tagline Kempt uses, and with every single item they sell in their store, you see that this is true. On top of that, Kempt has created a sleek, simple logo that matches this feeling of being trend forward, something Kempt intends to bring to the Classic City. The black lightning bolt logo has become an iconic logo within Athens menswear, proving that Kempt knows who they are, what they sell and how they want to run this store.

relationships with in-store brands.

Another strength Kempt has is the brand relationships it has created with the brands it holds in its store. Kempt carries brands from all over the world, exposing Athens to new pieces many residents wouldn't have seen any other way. The brands that Kempt carries coincide with the positive impact Kempt wants to make on Athens, with brands that focus on sustainability and creating top notch clothing.



diversity, equity and inclusion.

This is one of the most important strengths Kempt has within the company. DEI is one of the most vital things in today's society, and Kempt has made sure to give a platform to many individuals in Athens who might not have gotten an opportunity otherwise. If you look at the Instagram page, the queer and P.O.C. inclusion is immediately apparent, which is what keeps people coming back to the diverse store. In a city with a white population of 61.88%, Kempt using their platform to highlight the talents and beauty of diverse individuals is an important aspect of the menswear brand.

weaknesses.

lack of pr efforts.

Another weakness for Kempt is the fact that the brand doesn't utilize their social media/website presence to incorporate PR efforts to increase brand awareness. Looking at other companies, such as Avid Bookshop, hashtags and challenges were incorporated into their social media platforms/website to encourage customers to share their purchases/experience at the bookstore. Utilizing PR efforts would allow for more insight into Kempt's audience, as well as encourage engagement on Kempt's platforms.



social media engagement and presence.

One weakness Kempt has is through its social media. Instagram and Facebook are the two social media platforms Kempt utilizes. The brand has 400 followers on Facebook and 2,400 followers on Instagram. Although the Facebook account keeps up to date with new photography and shoot images, the engagement is less than 10 likes on each post, with no shares or comments. On Instagram, Kempt gets more engagement, with each post receiving between 20-100 likes, with less than 10 comments on average. The engagement on the reels remains relatively the same, with view counts between 500-1,000, with the likes remaining the same as regular feed posts.

college aged staff.

Since Kempt is a college town store, it relies on the help of several college students, which poses a weakness for the brand as a whole. Since some of the staff doesn't always roll over into the coming semester, Kempt has to hire new individuals after every college semester. This could pose issues since the store must rely on people being interested in the store, and without certain exposure for positions, it might be tricky to hire with a quick turnaround.



opportunities.

branching into tiktok and twitter.

With social media being a weakness for Kempt, an opportunity to reach an entirely new online audience comes with branching into the other social media platforms. Since Kempt ships domestically, the opportunity for new customers is endless by utilizing TikTok and Twitter. Increasing Kempt's social media presence allows for higher engagement across platform, transferable followers and exposure to the brand. Utilizing every platform is something that can prove extremely useful for a brand like Kempt.

website.

The website poses another opportunity for Kempt. While the website has great elements, there are elements that bring it down, especially since this is where most of the traffic goes. One of the elements that Kempt does not have on the website is the entire staff. Including photos of the entire staff is something that could encourage people to go in and visit the store instead of order online. Another element is "The Other Guys" tab. This tab is not up to date with new stories, the most recent being posted back in May 2021. These are all easily fixable elements for Kempt's online presence, providing an opportunity for growth for the brand.



international shipping.

As of now, Kempt only ships domestically, with a very reasonable return policy. An opportunity for Kempt to branch out into new horizons would be to ship products internationally. Since the store holds several other brand's clothing within its walls, it would not be hard for the store to branch into international shipping, since it would pose well for not only Kempt, but also every other brand affiliated with the store. On top of that, international shipping also allows for more exposure at the store.

threats.

prices.

One of the threats that Kempt faces is the prices at their store. The majority of the clothing that you find at Kempt have a higher price than that of a chain store. This is because Kempt makes sure to find brands that are sustainable and higher quality than cheap fast fashion brands. The only problem is with prices that are higher than the typical men's store, it isolates potential customers who can't afford high end clothing. This poses a threat because of the potential loss of customers.



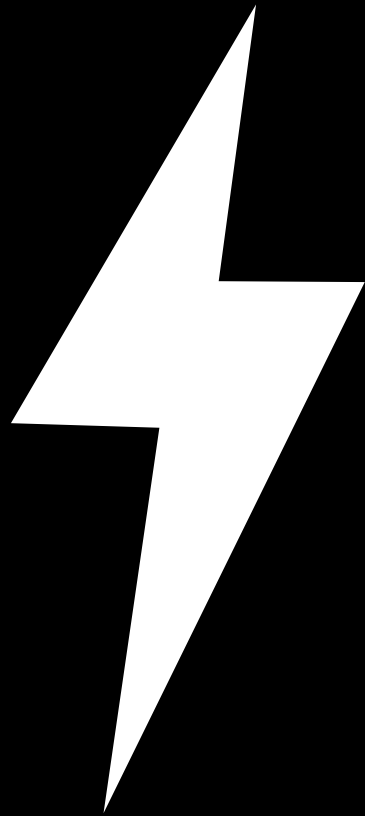
fast fashion.

Another threat Kempt faces is the continued rise of fast fashion. Online stores, such as Shein, give customers cheap products quickly, which is an appeal for customers today. Since Kempt sells clothing that is more rooted in long lasting fashion, the prices are higher initially, something not everyone is able to afford. This allows for companies to swoop in with cheaper options and grab potential Kempt customers.

competition with more established athens brands.

Although Kempt has built an established customer base within the last few years, Athens has several established stores that could pose a threat to the relatively new brand. Since there are so many local businesses and chain stores in Athens, in order for Kempt to ensure their base remains loyal as well as bringing in new customers, it must increase the company's social media presence and branch into new platforms to reach new Athens customers.





deliverables.

item descriptions.

press release.

A press release is a statement sent to potential media outlets in regard to a story for a brand. It provides information about a newsworthy story with the intention of public release. My press release concept was the story of Sloan Rice joining the modeling team as the first transgender woman modeling for the brand. This element is necessary in PR because this writing sample allows for practitioners to stay on top of the brand's reputation. The press release outlines what is to be written about the brand in public media, and it is important for newsworthy media to be outlined within the brand's image.

media list.

A media list is a list of potential individuals at potential outlets to take the stories the press release outlines. I found four individuals, two traditional media outlets (classic journalists) and two digital media individuals (influencers, individuals with social media presence) to potentially take the story about Sloan Rice. A media list allows for the easy transitions through the next steps for a brand's story, and as a PR practitioner, it is important because it teaches you to look deeper and find the best individuals to take a story by their previous work.



traditional pitch.

The traditional pitch is the classic email pitch to a traditional media source, explaining why they should take this newsworthy story instead of another brand's story. My traditional pitch once again focuses on Sloan and her inclusion as a model in Kempt's recent campaigns, sent to a journalist at the Red & Black. A traditional pitch gives the PR practitioner another chance to sell their story to potential journalists with the hopes of a journalist deciding to take on the story.

digital pitch.

The digital pitch is like the traditional pitch, except this time instead of being sent through email, it is sent through social media platforms, such as an Instagram direct message. My digital pitch focuses on the Sloan story once again, this time encouraging a potential digital media influencer to post about the story on their platform. Digital pitches are important because it is another form of writing for a PR practitioner. It is less formal in nature and can allow for more personability, but still maintains a professionalism that is important to learn and master.



social media plan.

The social media plan outlines a three-platform content plan for the brand. It shows unique concepts allowing for higher engagement and new potential customers. My social media plan for Kempt includes seven individual concepts spanning Instagram, TikTok and Twitter, with one concept overlapping the three platforms. The world is becoming more and more reliant on social media, so social media plans are extremely important to understand for PR practitioners, since a majority of what we do is becoming more and more online. Learning about each platform, what makes each platform work and how to incorporate the brand within each platform is incredibly important.

blog.

A blog is a more traditional form of digital media. It is often written with the goal of informing the reader about something, written in a more informal style than an article. My blog is a look at the perfect summer style guide written as an employee at Kempt. It takes several pieces of clothing from the current collection at the store and encourages readers to add them to their closet for the perfect summer style. Much like the digital pitch, writing a blog teaches us as PR practitioners how to write in another style, putting ourselves in the shoes of someone who works for the client we are representing. It allows us to express our creativity while also creating a useable piece for the client.



press release.

FOR RELEASE ON MAY 1, 2023

Jackson Riddle
478-960-0765
jhr53609@uga.edu

Transgender Model Joins Modeling Team ahead of Summer Sale

ATHENS, Ga., March 25, 2023 – Kempt, a menswear store located in the heart of downtown, is diversifying their modeling team going into the second quarter of the year. Sloan Rice, an openly transgender female is the newest addition to Kempt's modeling team.

Sloan's female representation ahead of the store's summer sale invites an entirely new audience to Kempt. Kempt prides itself on curating clothing that brings out Athens' cutting-edge style, and Sloan is helping create a space where expression through clothing doesn't have to be confined within gender roles.

"Sloan's inclusion couldn't come at a better time," said Ryder Chosewood, founder of Kempt. "The world is changing. We value every person that walks into our store, to not acknowledge our growing society, truthfully, wouldn't embody our customers. It's vital that brands like us challenge ourselves to represent the full extent of the Athens' community." Kempt's summer sale brings in customers from all over Athens.

Learn more about Sloan through [Instagram](#). Find the spring collection [here](#), and find the many brands represented [here](#). Don't wait to become a part of this incredible journey.

About Kempt:

Kempt is Athens' premier menswear store, founded by UGA alum, Ryder Chosewood. Situated at 175 N. Lumpkin St., the store brings in clothing specifically curated for people who aren't afraid of breaking the mold. With options that accentuate the cutting-edge fashion found in Athens, Kempt has something for everyone wanting to take control of their own fashion story. Let [Kempt](#) be a part of your style journey.



media list.

Outlet	Contact	Title	Email	Phone	Social	Category
TRADITIONAL MEDIA						
Athens Banner Herald	Andrew Shearer	Reporter	Ashearer@onlineathens.com	N/A	N/A	Arts and Culture
The Red & Black	Lilly Kersh	Journalist	ekersh@randb.com	N/A	LinkedIn Twitter	Culture Editor
DIGITAL MEDIA						
TikTok/Instagram	Mason McClintock	Nano Influencer	N/A	912-614-8523	Instagram TikTok	Social media
Instagram	Lindy Simmons	Micro Influencer	N/A	N/A	Instagram	Social Media Vlogging

social media links.

Lilly Kersh: [LinkedIn](#), [Twitter](#)

Mason McClintock: [Instagram](#), [Tiktok](#)

Lindy Simmons: [Instagram](#)

andrew shearer.

The perfect fit for a story like this. His recent stories with the Banner Herald include [a variety show that is set to include drag](#), a spotlight on [a fashion show benefiting assault victims](#), and a feature of an [Athens' artist's fashion and music](#). His wide variety of arts and culture stories shows that he reaches several different audiences and can bring in his readers who might not have originally seen the story. The only issue is that his profile includes outdated social media pages as well as no phone number. Other than that, I think as a traditional media source, Shearer is exactly who I'm looking for.



lilly kersh.

Kersh is the culture editor for The Red & Black. Her catalogue of stories seems like a wonderful fit for a story on Sloan's representation while also promoting the Summer Sale. She has recently written about finding community through culture groups, UGA India Night and the diversity celebrated at the Lunars event hosted by the Asian American Student Association. Kersh seems to find angles that highlight representation within the Athens community, like different ethnic groups on campus. She would be all over the Sloan story because it falls into her wheelhouse: highlighting the underrepresented through an uplifting story of inclusion and gender neutrality.

mason mcclintock.

I know Mason personally and have been able to work with him for several photoshoots. Not only is Mason the easiest person to work with, but he is also, quite literally, known by everyone at UGA. His engagement on Instagram and TikTok is the shining jewel when it comes to why I think he'd be perfect for Kempt's Summer Sale. Get Mason in a photoshoot with Sloan promoting the Summer Sale and it not only broadens Kempt's reach by connecting to over 6,000 Instagram followers, and 800 TikTok followers, it continues to broaden Kempt's inclusion pull, with Mason also being a part of the LGBTQIA+ community.

lindy simmons.

Lindy is another micro influencer, and she is another perfect digital media resource. She has over 18,000 Instagram followers, as well as Instagram verification. She most recently modeled with Kempt for their summer collection, which is why I think she would be the perfect candidate for posting about Sloan's inclusion, and even modeling with Sloan. Simmons' engagement on Instagram is impressive, and she identifies as part of the LGBTQIA+ community, meaning her, Sloan and Mason are the perfect trio for Kempt and their inclusivity in 2023. Getting hands on Lindy with this story would reach an entirely new audience for Kempt, a queer audience that Sloan might not be able to reach.



traditional pitch.

To: ekersh@randb.com
C/c: n/a
Subject: Kempt Includes Transgender Model for 2023 Campaigns
From: jhr53609@uga.edu

Good afternoon,

Sloan Rice, a transgender female, is the newest addition to Kempt's reoccurring modeling team. From day one, inclusivity has been at the forefront of the store's journey, and ahead of Kempt's huge summer sale, this couldn't have come at a better time for the brand.

Branching into new territory, Sloan shows customers that clothing doesn't have to be gendered. With a divided country, being on the forefront of such progression within Athens is vital for Kempt's growth and accurate audience representation.

For more information, such as Sloan's previous shoots with Kempt, the current brands represented and what to expect in the summer sale, don't hesitate to ask. Don't wait to be a part of Kempt's exciting journey.

Looking forward to hearing from you soon,

Jackson

Jackson Riddle
B.A. Theatre, B.A. Public Relations
Musical Theatre Certificate
e: jhr53609@uga.edu
w: jacksonriddle.com



digital pitch.

To @MasonJMcClintock on Instagram

Hey Mason! My name is Jackson! I wanted to reach out today to discuss with you an exciting story from Kempt. Kempt's most recent model for their 2023 campaigns is Sloan Rice, a transgender female, a decision that proves Kempt's passion for inclusivity. We would love for you to repost the most recent post on Instagram including Sloan's work because we know how engaged your audience is with your Instagram content! Please don't hesitate to reach out with any questions, and we at Kempt would love to work with you!



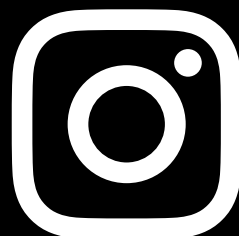
*photo by Kenny Eliason on UnSplash



social media plan.

instagram.

Instagram is the platform that Kempt utilizes the most right now. Their account has 2,400 followers, with decent engagement. On average, their photos land anywhere between 50-70 likes, with typically less than 10 comments. A good post for Kempt will get around 100 likes, while some only have 30 likes. The reels Kempt posts get less than 1,000 views on average, with less engagement on these reels than normal timeline posts. Instagram is a great platform for Kempt to continue to use and grow their brand through, but there are a few important things I think Kempt can incorporate into their Instagram feed to increase engagement. The primary audience Kempt reaches through Instagram are males, which is why Instagram is the perfect platform because 51.8% of users on the platform are male identifying. In addition, over 30% of users are aged 18-24, and over 30% of users are aged 25-34, which is the broader age range that Kempt's store appeals to. The most impact for Kempt can be done through their Instagram account.



post 1



https://drive.google.com/file/d/11bKgTjwRJv-89QO5_r_V4I6tiOBofyzN/view?usp=sharing

Caption: "Come with me to Kempt to get the perfect date night outfit!

-
-

#fashion #datenight #explore #athensga"

The first Instagram post is in the form of a reel. Reels are slowly but surely becoming Instagram's staple in regard to growing your brand. This reel would be posted on Kempt's account with a collaboration from an influencer who has a brand deal with Kempt. With Instagram's new feature of collaboration on posts, this is the perfect opportunity to bridge audiences as well as increase viewership. This collaboration can help accounts discover Kempt if they hadn't before. Per usual, incorporating a popular sound under the video as well as using hashtags will help push the video to more feeds.

post 2



Caption:

"It's that time of year! We've partnered with @JitteryJoesCoffee to bring you the best giveaway for all of your end of the school needs! To enter, just follow @KemptAthens & @JitteryJoesCoffee, like this photo, and repost it to your story! The giveaway is open from now until Sunday 4/30, and the winner will be announced a week from the end date! Open to U.S. residents

#fashion #giveaway #coffee #explore #athensga

The second Instagram post would be the concept overlap, and it would be a joint giveaway with Jittery Joe's and Kempt. A giveaway with two brands based in Athens is the perfect collaboration, especially at the end of the school year. This works best as a timeline post for Instagram. As a timeline post, people could like the photo and repost it on their individual stories, allowing all of their individual followers to see the post, not just Kempt's and Jittery Joe's followers. This would be another instance where a collaborative post would be perfect. That way it would show up on both account's feeds. Below is the graphic to be used for Instagram. This graphic includes the rules and what the winner would receive from the giveaway. Having rules that require users to do more than just simply like the photo helps increase engagement and exposure. The more people who enter, the more people who are reposting the image, which means the more unique accounts that are viewing the post.



post 3



https://drive.google.com/file/d/12O_AyyMokJXBqy2pT79ptEEAVhePm52h/view?usp=sharing

The third Instagram content would be a story set featuring one of the models at a shoot for Kempt. It would be a story takeover that would be announced in advance and would promote the photoshoot that was happening that day. The story set would have guidelines for the model posting on it, such as posting a minimum of five stories throughout the day, as well as doing a question-and-answer portion. The Q+A feature through Instagram allows for anyone to ask anything, with the account able to choose which questions to answer. This will encourage people to engage with the model who's taking over the story and to ask any general questions about Kempt. This would be a perfect opportunity to utilize Sloan Rice for the story takeover. By having Sloan take over the account for the day, it will show audiences that Kempt cares about continuing to make sure that their brand remains diverse and includes everyone.

Captions not included for stories as it is not a normal timeline post

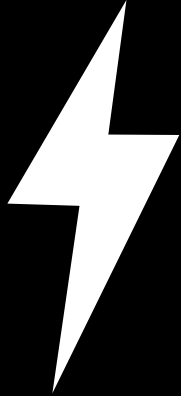


tiktok.

TikTok has quickly become the world's leading social media platform, with the controversial platform boasting over 1.53 billion users as of April 2023. On top of that, the key to Generation Z lies in TikTok, with 38.9% of users being aged between 18 and 24. A brand like Kempt could utilize a platform like TikTok to create a more well-rounded social media presence. Using popular trends, sounds and hashtags, Kempt could create relatable content that would engage the younger audiences of the platforms. TikTok is wonderful in the way that, truly, Kempt could reach any audience through the platform, and I think there isn't one main audience to achieve through their TikTok presence.



post 1



https://drive.google.com/file/d/1umiuV5Ux2SGCXYYb4_76_AhNZPjUECne/view?usp=sharing

Caption: "Kempt's got me SET this summer. You need to RUN downtown and shop this collection! What's your favorite piece? #fyp #foryou #fashion #summer"

The first TikTok concept is a classic TikTok video utilizing the normal formula for a viral video. I included one of the trendiest sounds at the time of filming, as well as film it in the style of several viral trends. Adding hashtags that might not directly relate to the nature of the video increases the likelihood of it circulating through more users for-you pages. In addition, one of the most important aspects of TikTok is the important of engagement through commenting, saving and sharing the video. This heavily increases the number of users TikTok shuffles the video to and can make or break a viral video. On top of this, with Kempt being not only a physical store, they ship any item domestically, which allows anyone who finds a Kempt TikTok video can shop at their online store.



post 2



<https://drive.google.com/file/d/16pIhaSaCXpLy2ZNWDOeJh4vdMmH0VwA2/view?usp=sharing>

Caption: "Asking our employees their favorite fashion accessory! What's your favorite accessory? #fyp #foryou #fashion #sunglasses"

The second TikTok concept is a classic video showcasing the entire staff of Kempt, while also including humorous moments to appeal to Gen Z and the TikTok audience at large. This TikTok will convey that Kempt isn't just a place where people work, it's a place where the employees have just as much fun as everyone else. No one wants to be stuck in a job that they hate, and a TikTok like this could help boost employee morale as well as generate excitement about the potential of applying to a store like Kempt. Put a sound under the video that is popular so TikTok will distribute it to more users, incorporate hashtags that are viral, and boom: content gold.



post 3



https://drive.google.com/file/d/1R-U0kVRJ6jMRJ9x6t2zGdQo_tOafz_Sv/view?usp=sharing

Caption: “The End of school year giveaway is HERE! We’ve partnered with @jitteryjoescoffee to bring you the best giveaway every! Head over to our Instagram to enter and WIN! #fyp #foryou #giveaway”

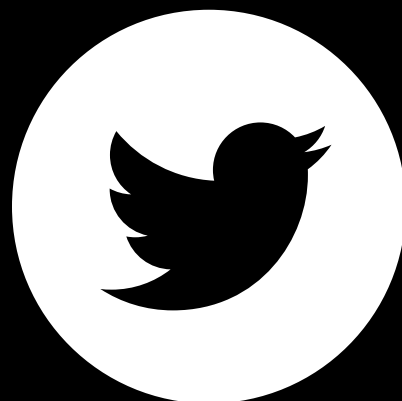
This TikTok incorporates the Giveaway concept over three platforms. The giveaway includes a shirt from Kempt as well as a \$25 Jittery Joe’s gift card. The purpose of the TikTok portion of the content overlap is for each item to be individually discussed so everyone knows exactly what they would be entering to win. On top of that, this video will help show and explain exactly how to enter the giveaway. It will prompt users to head over to the Instagram in order to enter, which will be linked in Kempt’s TikTok bio for easy access. This will encourage transferable followers from platform to platform.

Once again, utilizing a popular sound under the video and incorporating hashtags will help get the video distributed to more accounts on the app.



twitter.

Twitter is a platform that Kempt does not utilize as of now, which I think should be noted and incorporated in the future. Twitter is valuable to a brand like Kempt because it simply adds another platform for people to discover the brand through. The audiences I hope to reach through Twitter is the Athens bachelor, like the target audience I discussed earlier. With 56.4% of Twitter users male identifying, Kempt would flourish with this demographic through Twitter. On top of that, the majority of users on Twitter are between 25-34, making up 38.5% of the user base.



post 1

Thread post 1: @Kempt: “It’s that time of year, everyone: the end of the school year! We’ve decided to go out with a bang and give away one of the NEW summer collection shirts!”

Thread post 2: @JitteryJoes: “Hey @Kempt, why don’t we sweeten the deal for all those coffee lovers out there and throw in a \$25 gift card to Jittery Joe’s?”

Thread Post 3: @Kempt: “That is an INCREDIBLE idea! Let’s make this the best giveaway!”

Thread post 4: @Kempt @JitteryJoes: “Here it is, the Jittery Joe’s and Kempt End of the School Year GIVEAWAY! All you have to do is follow the instructions below!”



The first Twitter post would be a conversation between Jittery Joe’s and Kempt. This would be the content overlap portion of Twitter. The conversation would begin with Kempt announcing that it’s the end of the school year and that they would be hosting a giveaway to Athens’ students for one of their shirts from the summer collection. Jittery Joe’s would see this post and insist that they jump in on the giveaway and throw in a \$25 gift card to any Jittery Joe’s location. This would bring in all of the Jittery Joe’s lovers and get them excited about the giveaway as well. The third post in the thread would be Kempt announcing that Jittery Joe’s will be partnering with them and the official giveaway is for a shirt from the summer collection as well as a \$25 Jittery Joe’s gift card. A graphic would accompany this final thread post with specific instructions on how to enter the giveaway. This would be the same basic graphic posted to the Instagram feed, only difference is the rules for twitter versus the rules for Instagram.



post 1 cont.

**end of school
giveaway.**

JITTERY JOE'S



&



**win a \$25
Jittery Joes gift
card.**

**win a shirt from
the summer
collection.**

**FOLLOW @JITTERYJOESCOFFEE & @KEMPTATHENS
LIKE THIS POST
RETWEET THIS POST**

*image to be included in final thread post



post 2

Thread post: @Kempt: “The doors are open, and we are ready to be a part of your fashion journey! Come see us this week Mon-Sat 11 a.m. – 6 p.m., and Sun. 12 p.m. – 5 p.m.! When are you coming to visit??”



(IN REALITY, PIC WILL BE OF EMPLOYEES, NOT MY CAST MEMBERS)

The next Twitter post would be a classic 280-character post on the Twitter timeline. This post would simply include a photograph of the staff at the store encouraging people to come in and shop. This post would be a mid-week tweet, on Wednesday/Thursday, to encourage people’s shopping towards the latter half of the week and into the weekend.



post 3

The last Twitter post would incorporate the poll feature. This could be a series of tweets that Kempt does through the Twitter, incorporating fashion questions relevant to fashion trends and fashion moments. Three options for polls could be:

Poll number 1: @Kempt: "What's your go-to color for a night out?"

Choice 1: Always neutrals!

Choice 2: Darks, darks, darks

Choice 3: RED!

Choice 4: I love a good pop of Yellow."

Poll number 2: @Kempt: "Who won the Men's fashion at the Met Gala last night?"

Choice 1: Jared Leto

Choice 2: Billy Porter

Choice 3: Pedro Pascal

Choice 4: Timothée Chalamet"

(This poll is open to interpretation depending on event or people attending)

Poll number 3: @Kempt: "What trend wins 2023?"

Choice 1: The return of denim!

Choice 2: The cargo pants. Duh.

Choice 3: The bold colors, of course!

Choice 4: I think the blow-up trend, personally."

post 3 cont.

These three are just a few of the many possibilities of polls for Kempt's Twitter account. The use of polls would allow for engagement beyond the simple like and follow, or even just scrolling past. It gets people involved by having them answer polls based on their opinions and their interests. It allows for discussion and will keep users on Kempt's profile/post for longer.



blog.

the ultimate summer style guide.



*image taken from Kempt website

Reading Time: 8 minutes

Summer is right around the corner, and as temperatures rise, don't let your summer style drop. With trend forecasting well under way for 2023 summer fashion, we have curated the four must haves for your summer wardrobe. Here at Kempt, we want to be a part of your fashion journey year-round with the perfect Summer Style Guide.

mavi.

Spring/Summer 2023 collections not only gave us iconic runway sets and concepts, but we saw the continued reintroduction of Y2K styles. Luckily for us, couture brands are just as obsessed with denim as we are. The only difference is our luxury denim won't break the bank. From a classic date night to a simple day on the town, denim jeans are a must have in your closet. Mavi, a high-quality denim brand, has your go-to luxury denim jeans for the summer. Whether you're looking for athletic-cut, or a nice denim short, [Mavi has you covered this summer.](#)



duvin.

There is nothing better than lounging by the pool on a hot day during the summer, except for lounging by the beach of course. No matter if you're at the pool or the beach, your swimsuit is important, so finding the perfect one can be tricky. Letting your swimsuit scream fun is a must, with color and comfort being vital for a swimsuit. Duvin has worked year in and year out to perfect the best swimsuit, and boy oh boy have they done just that. I'm telling you; your closet **NEEDS** a [Duvin suit this summer!](#)

good man brand.

One word: Flannels. Look, I know, flannels sometimes have a bad reputation, especially since they are the staple of southern style. "But isn't Kempt supposed to be fashion for the other guy?" you may ask, and the answer is yes, which is why we're going to make sure you have the best flannel in your summer closet. Good Man Brand creates high quality pieces and makes it a priority to give back, which is why their items have been stocking our shelves since day one. Every time you purchase a Good Man item, a 3% donation is made to the [Why Not You Foundation](#), which fights poverty through empowerment. [The Stadium Shirt Jacket](#) is not only the perfect flannel for summer, but it's bulldawg colors, so if you're staying in Athens, you've got to make this item a part of your summer wardrobe!

katin.

If you ask me, you're pretty set for the summer with these recommendations so far, but don't worry, we're not done yet! Your wardrobe is still missing that perfect beach-y button up for hitting the boardwalk on a breezy summer night. Katin is not only rooted in the waves of California, but they're here to make sure that your next adventure is equipped with durable clothes. Whether you're traveling this summer, or staying local, the York shirt in [Dark Clay](#), or even [Tradewinds](#) is a must have item!



your perfect closet: COMPLETE!

If you still aren't convinced on some of these perfect wardrobe stuffers, come on down to our location in Downtown Athens and let us convince you the old-fashioned way... come in and try everything on! Don't worry, though, if you aren't in the area, we offer an extensive return policy for online orders.

I am **READY** for summer now that I know what I'm wearing! I'm not gonna lie, I would be jealous of anyone who stocked their closets with these items, they are just **TOO** good. Our doors at 175 N Lumpkin St. will be open, ready for you to come in and discover your 2023 summer style!

Key Words: Fashion, summer



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