

# TIME & ACTION CALENDAR



SEASON	PLAN 1	PLAN 2
SPRING SUMMER 2021	"KITH x KIN"	KITH For BMW

ACTION	OBJECTIVE	SETTING	DATE	RESPONSIBLE
Conduct market research on the largest customer origins	To locate possible cities and boroughs for campaign recordings	Marketing Team Locations	8-Aug	MARKETING
Conduct market research on largest and most successful BMW showrooms	To locate points of interest for pop-up shops	Marketing Team Locations	28-Sep	MARKETING
Survey: "Where To Find KIN?"	Measure genuine locations for campaign recordings	Instagram Story Ask, Online-store Pop-up, Email Newsletter	10-Sep	MARKETING
Commercial (Concept: Well-known individual with BMWs leaving KITH store)	Stir buzz behind upcoming BMW capsule collab	Instagram, Online-store Blog + Lookbook, Email to Online-store Link	30-Nov	MARKETING
Launch content for first series of " x KIN" campaign with Victor Cruz	Create buzz for extensive label name using real life representation	Instagram, Online-store Blog + Lookbook, Email to Online-store Link	20-Sep	MARKETING
Launch content for footwear drop of KITH for BMW II	Stir buzz behind upcoming BMW capsule collab	Instagram, Online-store Blog + Lookbook, Email to Online-store Link	10-Dec	MARKETING
Launch content for second series of " x KIN" campaign with Ronnie Fieg & Shir Yaakov	Create buzz for extensive label name using real life representation	Instagram, Online-store Blog + Lookbook, Email to Online-store Link	30-Oct	MARKETING
Launch content for accessories drop of KITH for BMW II	Stir buzz behind upcoming BMW capsule collab	Instagram, Online-store Blog + Lookbook, Email to Online-store Link	16-Dec	MARKETING
Launch a Contest for Submissions: "Established Kin Since?"	Engage with customers through special opportunity for participation	Instagram, Online-store Submission Page, Email to Online-store Link	4-Nov	MARKETING
Launch content for apparel drop of KITH for BMW II	Stir buzz behind upcoming BMW capsule collab	Instagram, Online-store Blog + Lookbook, Email to Online-store Link	22-Dec	MARKETING
Launch content for third series of " x KIN" campaign with flagships' location staff	Showcase the closeness of the brand and all levels of retail through involvement	Instagram, Online-store Blog + Lookbook, Email to Online-store Link	23-Nov	MARKETING
Launch content for collectibles drop of KITH for BMW II	Stir buzz behind upcoming BMW capsule collab	Instagram, Online-store Blog + Lookbook, Email to Online-store Link	3-Jan	MARKETING
Launch lookbook featuring the winner of the "Established Kin Since?" contest	Announce contest winner	Instagram, Online-store Blog + Lookbook, Email Newsletter + Online-store Link	10-Dec	MARKETING
Contest for Submissions: "Who can use a 'KITH & KIN'"	Gain knowledge on charities and organizations known to consumers who can benefit from fundings on a new series of capsule launches	Instagram, Online-store Blog + Lookbook, Email Newsletter + Online-store Link	22-Dec	MARKETING
Commercial (Visual: Adrian van Hooydonk leaving the office of a major showroom after a phone meeting turns into a formal meeting. Decides to go look for an outfit, and journeys to the KITH pop-up shop location	Announce new shopping experience	Instagram, Online-store Blog + Lookbook, Email Newsletter to Online-store Link	12-Jan	MARKETING