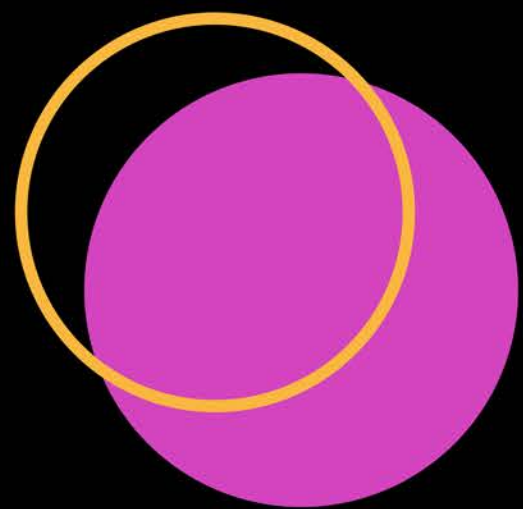


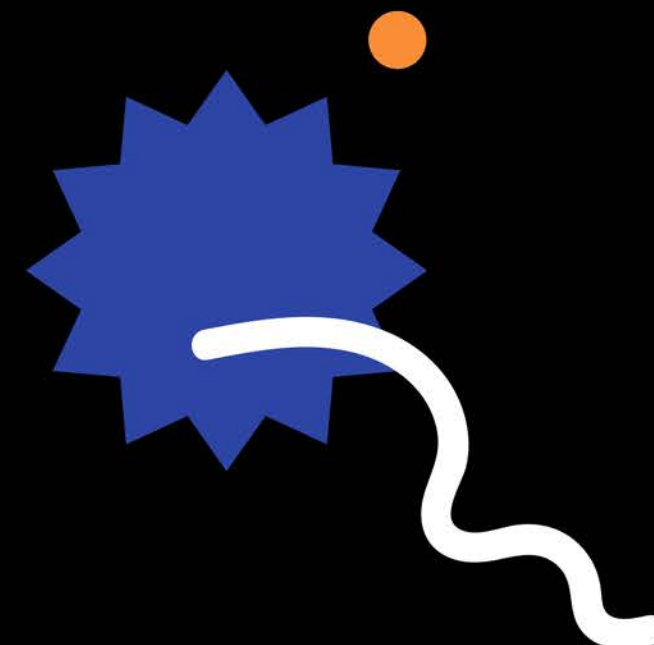
COACH

PLAY OF THE GAME

Meredith Meehan



#GOT GAME?



RESEARCH

RESEARCH

"How Gen Z is reshaping the gaming industry"

"Gen Z's interest in gaming is undeniable. In fact, 87% of Gen Z said they play video games on devices such as smartphones, gaming consoles, or computers at least weekly. This presents a huge opportunity for brands in the in-game advertising space, especially for those who can authentically engage this group of gamers."

(Equativ, 2022)

"Steal This Business: Design Gear to Intensify the Gaming Experience and Level Up in the \$167B Gaming Industry"

"However, gamers don't just need the latest role-playing game or virtual reality console. They also crave high-tech, functional gear to bring their gaming experience to life....The global gaming peripherals market topped out at \$3.64 billion in 2020, and it's on track to beat \$4.6 billion by the end of this year..."

(Capitalism.com, 2022)

"Why luxury fashion brands are using gaming to drive revenue and marketing opportunities"

"With Covid-19 resulting in a surge of gaming activity, it is understandable why luxury fashion brands (hit hard by store closures and unsold stock) are keen to get involved in lucrative gaming partnerships. Whether through capitalising on influencer reach or offering new commerce opportunities, gaming can open up a whole new world of opportunities. At the same time, with gaming giants also benefiting from the cultural relevance and potential sponsorship money that fashion brands can bring in, it's a win-win for both worlds..."(Gilliland, 2020)

WHAT IS THE EMOTIONAL CONNECTION?

During uncertain times, video games have brought together people from all walks of life into a community. As society returns to normal, video games have become an integral part of everyday life. By incorporating the elements of gaming into fashion, this brings Generation Z a brand-new and unique experience that fosters relationships and connection.

According to the Entertainment Software Association it was found that....

9/10

players say they are spending as much or more time playing now as they did at the pandemic's peak.

83%

of players agree that video games create a feeling of community.



TARGET MARKET

Demographics

Age: 25-30

Income: \$100,000-\$200,000

College Degree

City Lifestyle

Tech-driven

Social Media Savvy

Highly Motivated & Independent

Psychographics

VALS: Innovator & Experienter

Highly values authenticity, friendship, and receptive to new ideas.

Technology is an integral part of their life; work or play.

OLIVIA HART

Values: Authenticity, Social & Environmental Responsibility

Personality: Outgoing, creative, opinionated, passionate

Interests: Gaming, Live Streaming, Computer building, Fashion, Anime, Social Media, Art

Favorite Fashion Brands: Michael Kors, GUESS, Longchamp, Balenciaga, Marc Jacobs

Favorite Video Games: Minecraft, Fortnite, Animal Crossing, League of Legends, Fall Guys, Zelda: Breath of the Wild, Roblox

She/Her, 25, NYC

Marital Status: Single

Education: M.F.A. Design & Technology, Parsons School of Design

Occupation : Game Design Director

Income: \$120,000

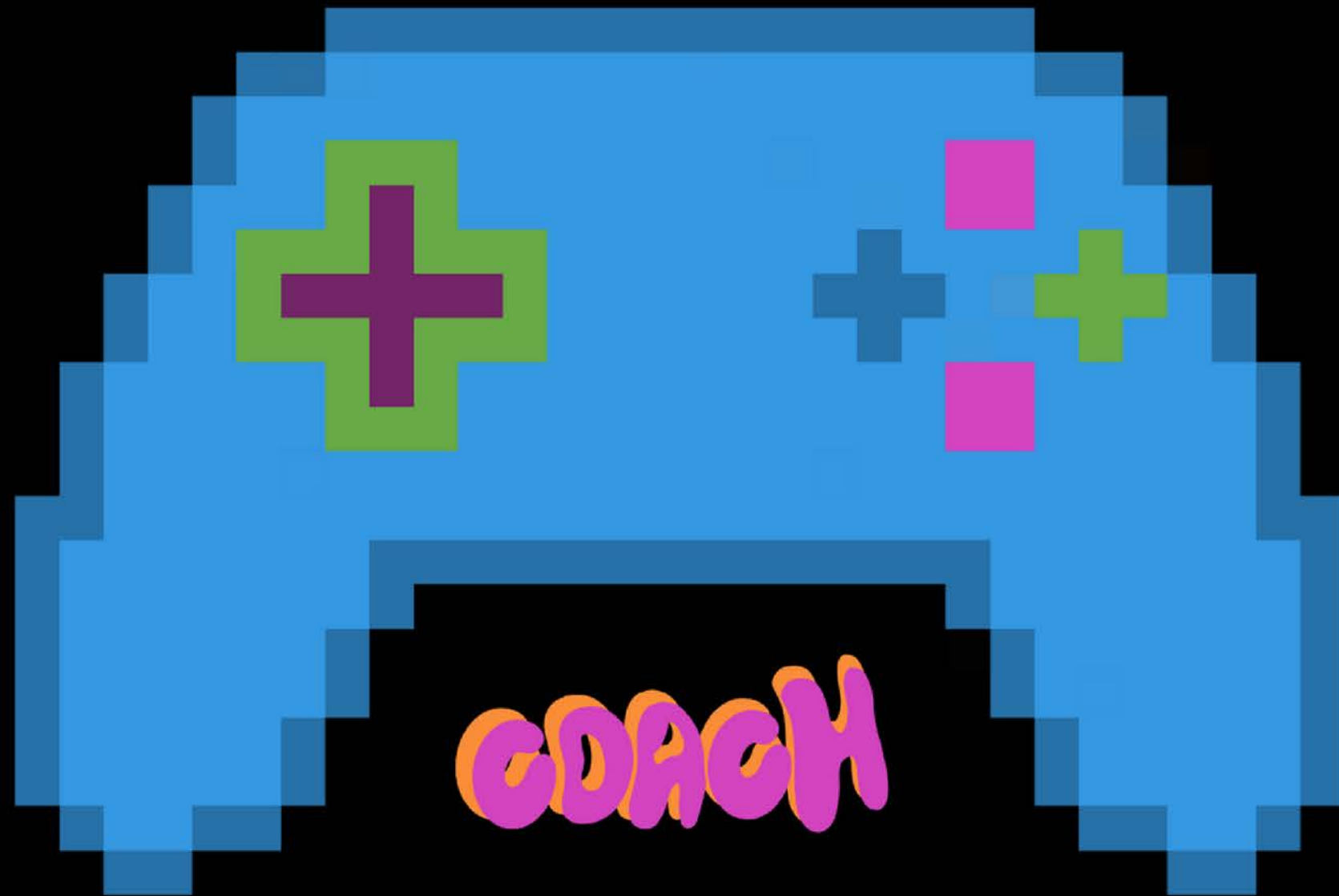
VALS: Innovator & Experienter

Location: New York City, NY



CONCEPT

CONCEPT

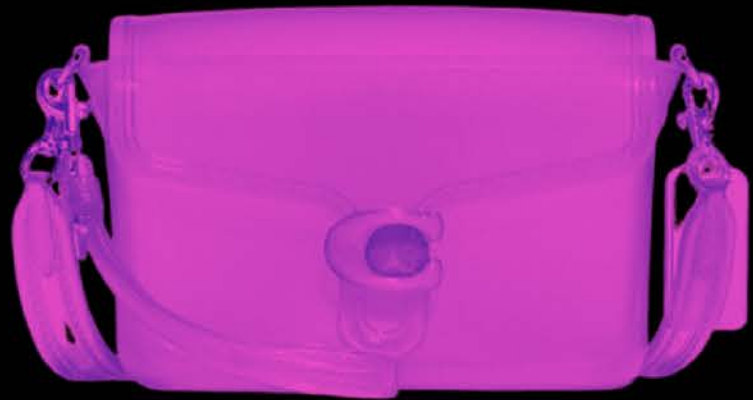


As Generation Z enters adulthood, 2030 is the optimum year for the generation of gamers to spoil themselves. Coach "Play of the Game" is a specialty brand line that provides stylish IRL gaming gear and in-game character fashion items that will make you the envy of your peers. The name "Play of the Game" is often used as an abbreviation (POG) by gamers to describe when someone makes the best move during a game. The line will launch a new segment of Coach's business as one of the first designer brands to enter the gaming and technology industry.

The new brand line provides gaming gear that upgrades your gaming experience from average to luxury. The line features an exclusive ready-to-wear collection, carrying cases, microphones, desks, desk mats, controller skins, support gloves, mice, headphones, gaming chairs, and fully customizable keyboards. In addition, exclusive in-game fashion products will debut in Roblox.

The inspiration for this specialty line is vintage arcades combined with modern gaming. Vintage arcades provide fun colorful design and models how gaming builds community. Arcades sport bold, artfully designed carpets, fun cartoonish illustrations, pixelated designs, and glowing neon lights, while maintaining a playful (now nostalgic) interior. Arcades quickly became a hub for competition and community bonding. This campaign's purpose is to engage Coach's consumer in nostalgia, provide a unique luxury gaming experience, bring together the gaming community, and create a futuristic version of the classic arcade.

Coach will furnish a two-story pop-up featuring a retail store and a fully equipped gaming lounge as a pledge to the gaming community. The gaming lounge will allow consumers to test the new gaming gear line while mingling with their peers.



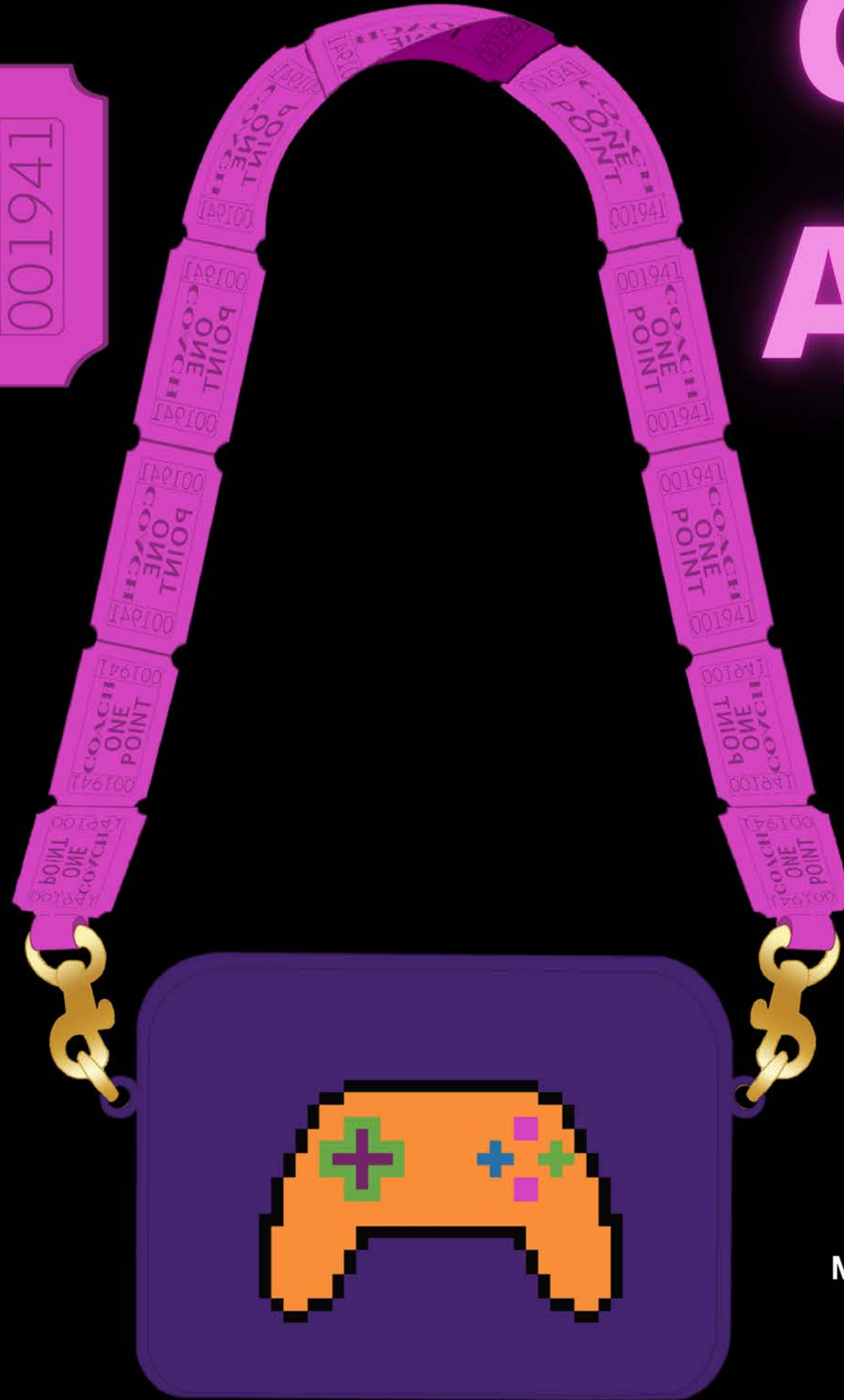
GAME OVER



Arcade Ticket
Purse

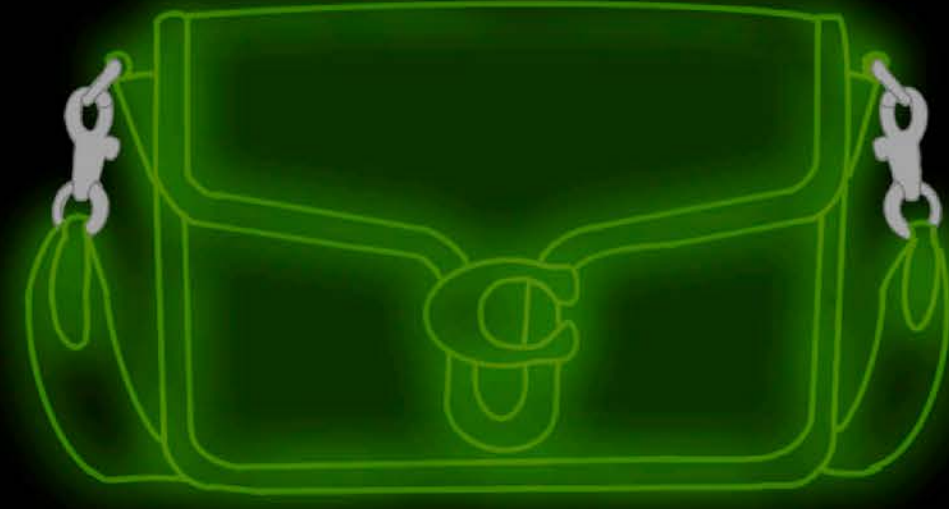


Field Tote 22 with
Pixel Rexy

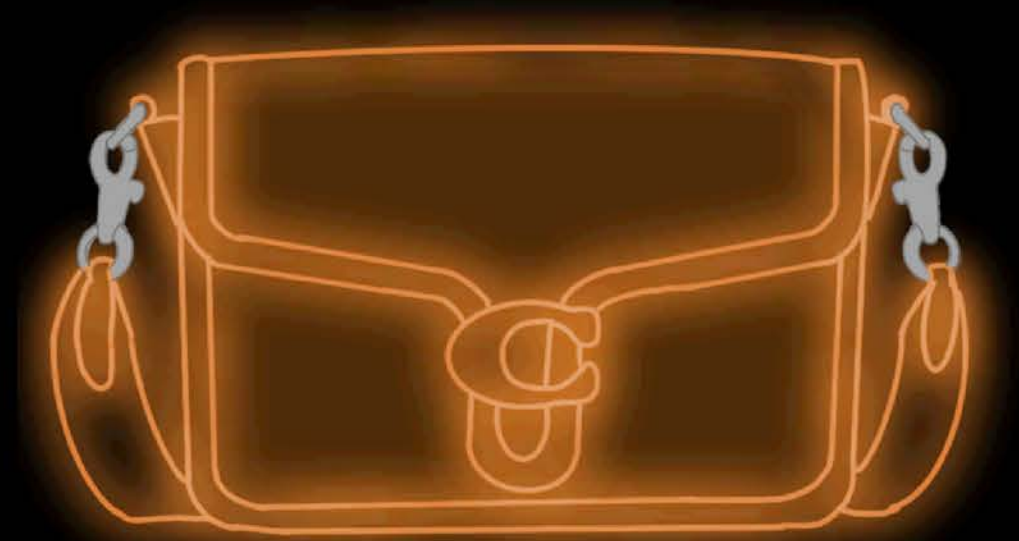


Pixel Controller
Mini Camera Bag

CLOTHING & ACCESSORIES



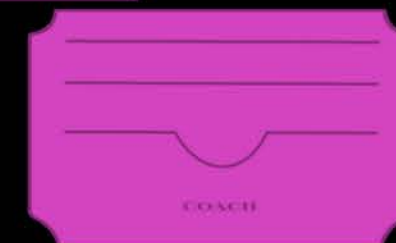
Jelly Tabby GLOW
Clear jelly Tabby
purse with color
changing neon-style
LED light lining,
powered by
rechargeable battery.



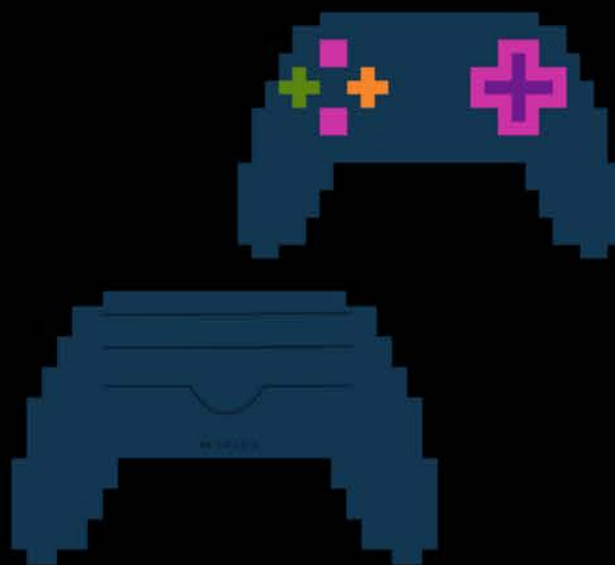


Adaptive Rexy in the City Sweat Suit
Two-piece varsity style sweatsuit with removable arms and legs, for the utmost comfort while gaming.

Arcade Ticket Card Case



Pixel Controller Card Case



Rexy Vintage Console Over-Sized Tee

LED Wide Leg Distressed Jeans

Jeans lined with LED neon style interchangeable lights, battery powered.



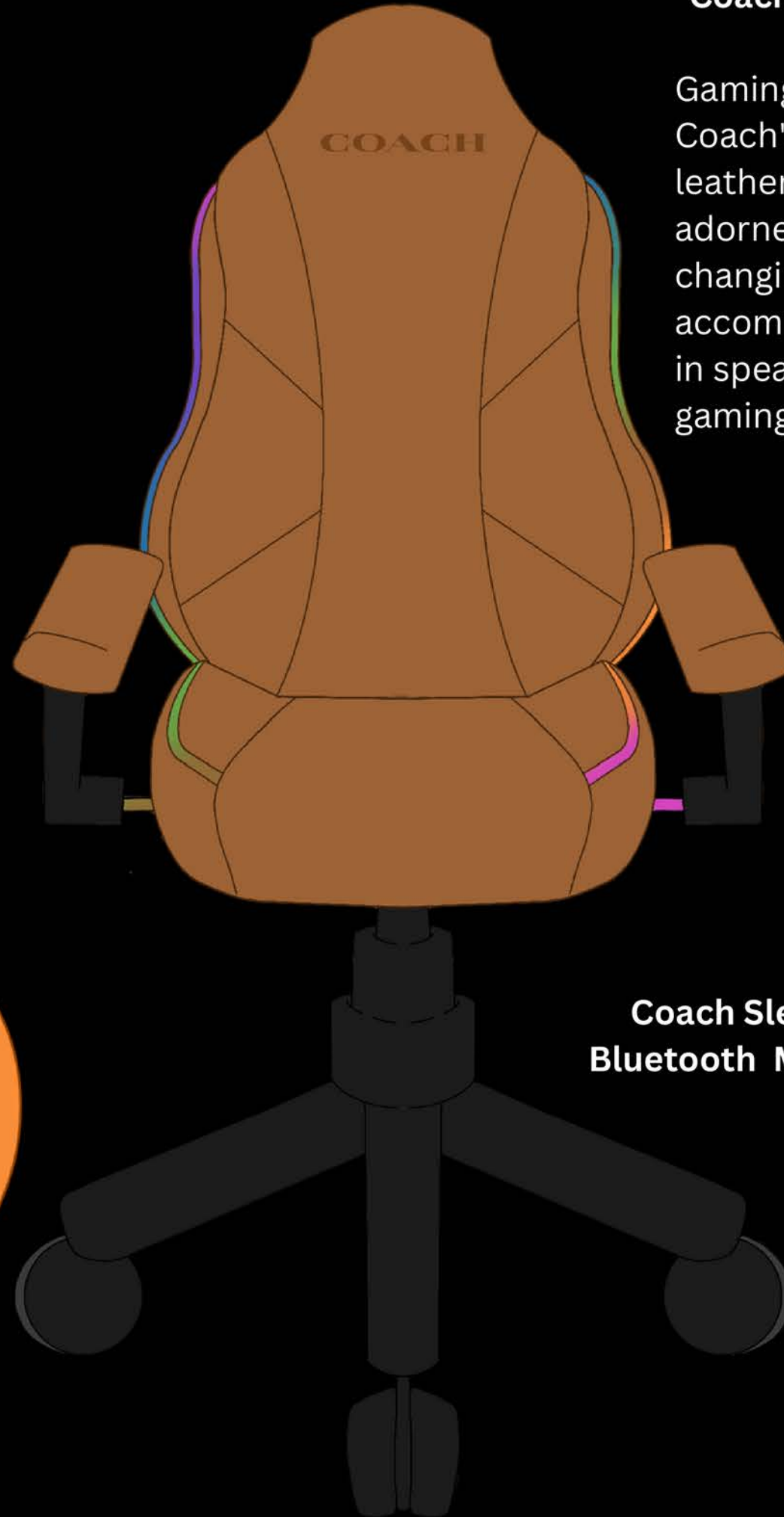
Coach Leather Comfort Headphones

Gaming headphones designed with comfort in-mind, the headphones are lined with Coach's extraordinary leather and color-changing LED lights.

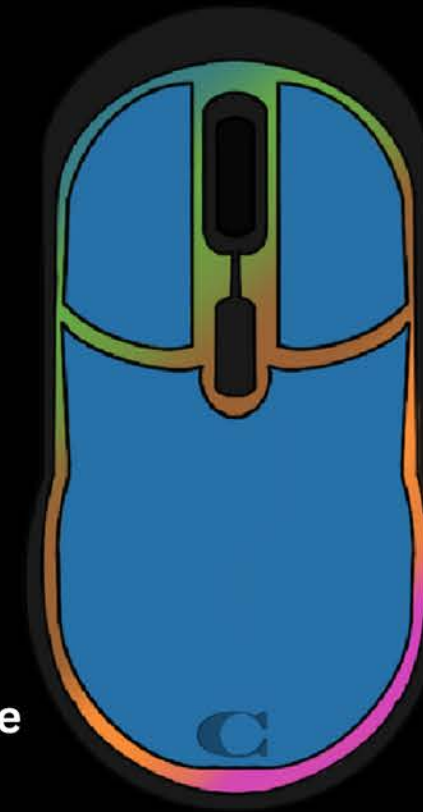


Coach Leather Gaming Chair

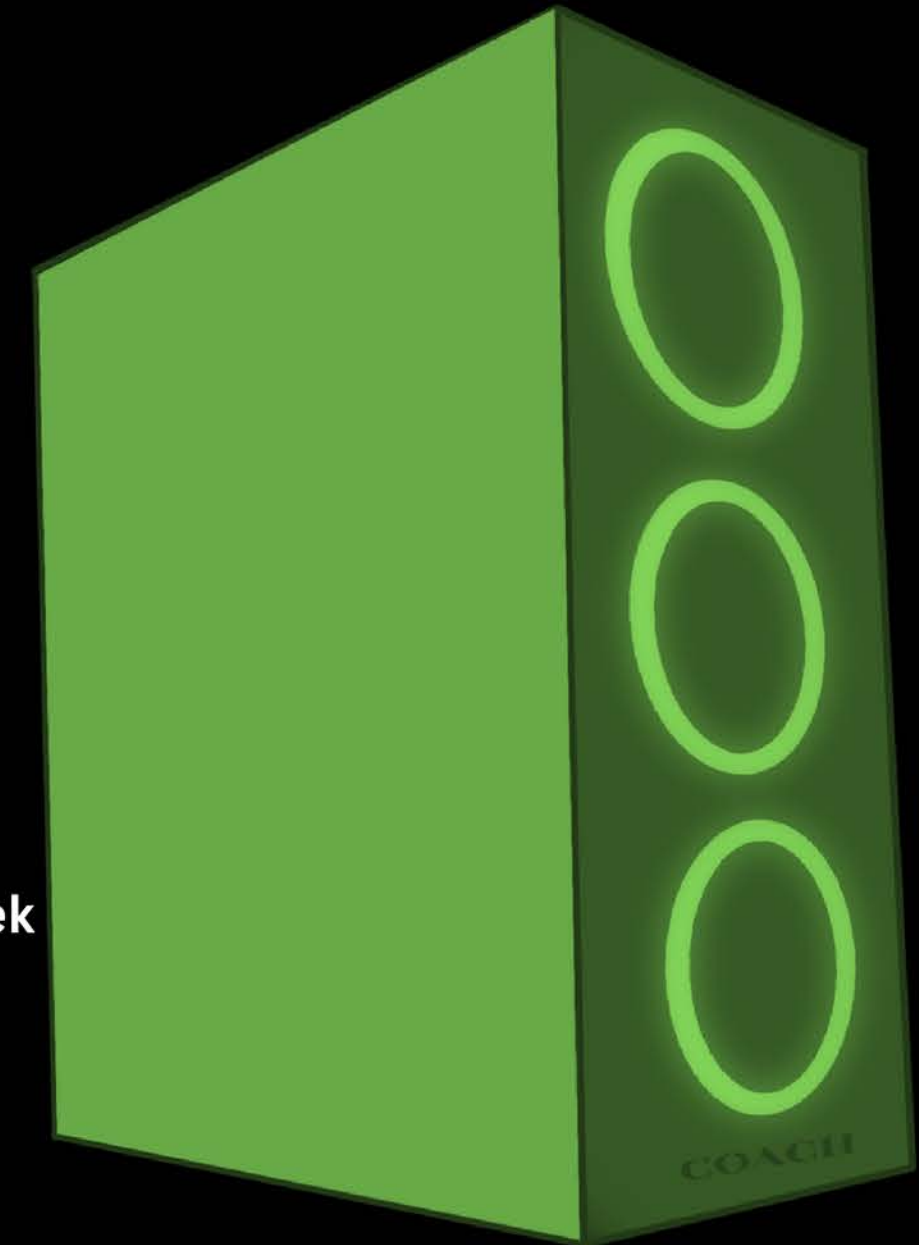
Gaming chair lined in Coach's superior quality leather. The edges adorned in color-changing LED lights accompanied by built-in speakers, for a luxury gaming experience.



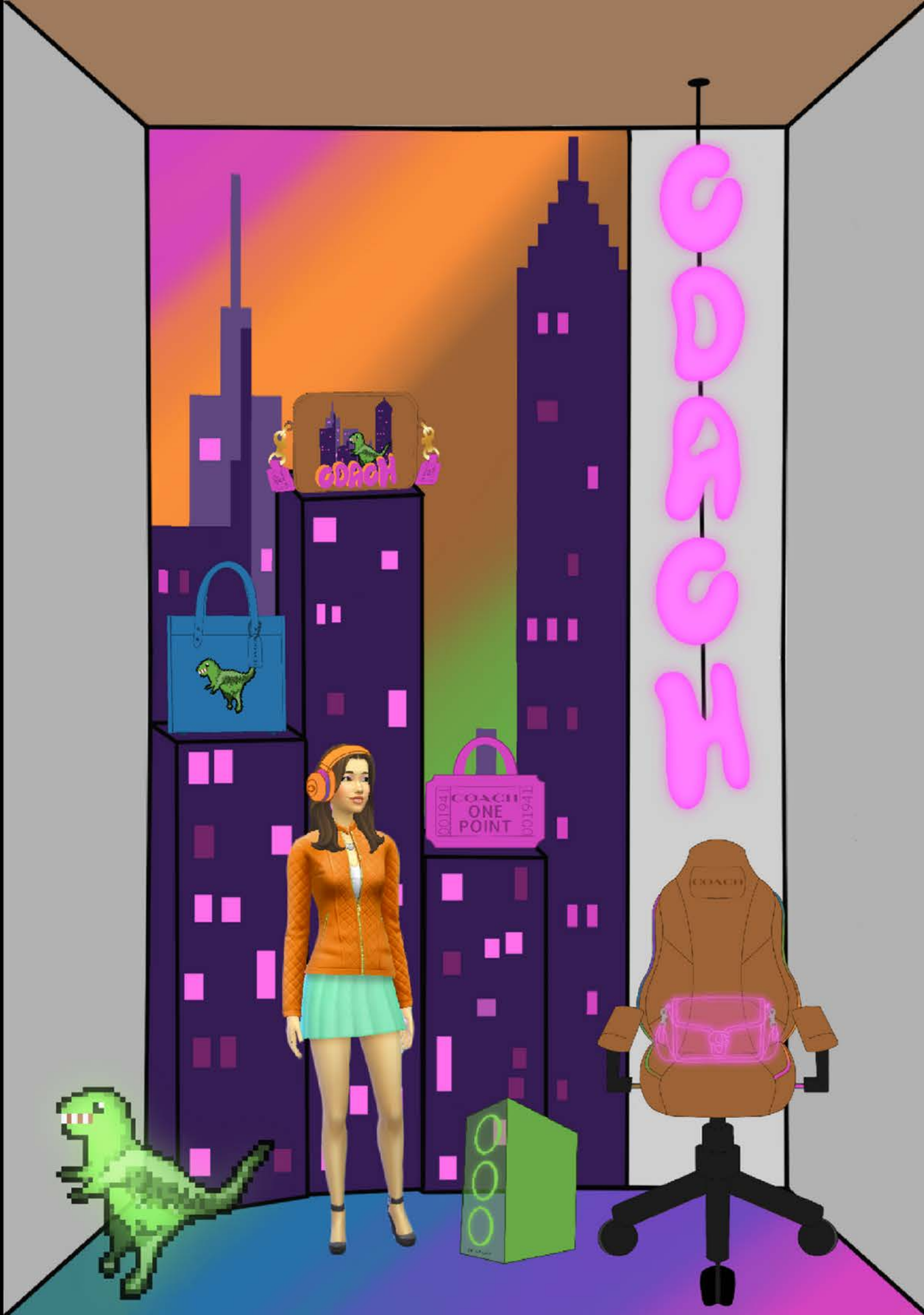
Coach Sleek Bluetooth Mouse



Coach Sleek PC Case



GAMING GEAR



RETAIL WINDOW

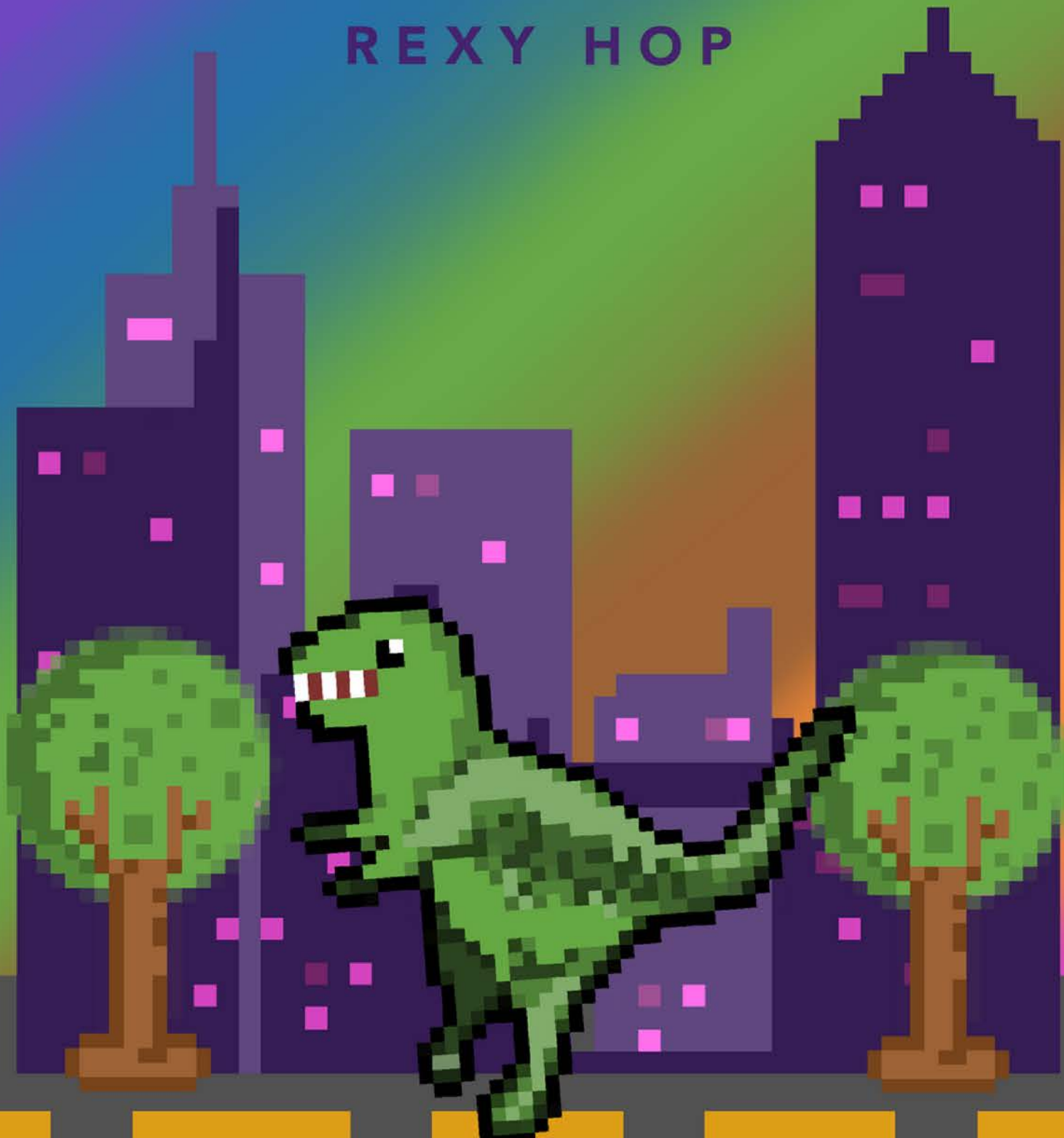
The display is designed to be placed in the Coach Ginza store window in Tokyo, Japan.

The display portrays a city back-drop and towers that light-up and blink as if it were a true city skyline. To the left is a glowing Pixel REXY figurine and to right is a neon glowing sign reading "Coach." The window also contains various accessories, clothing, and the newest gaming gear.

DIGITAL EXPERIENCE

COACH

REXY HOP



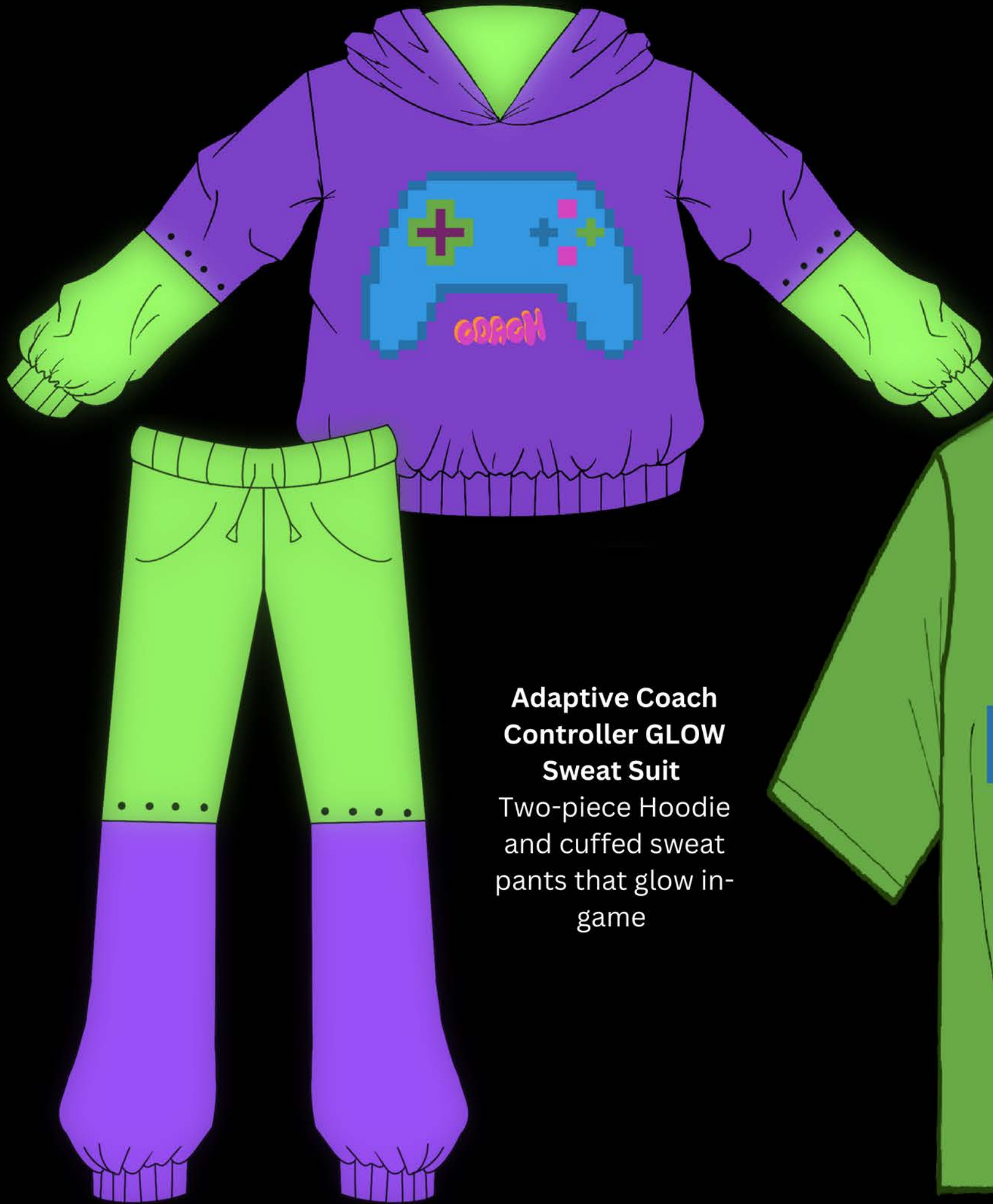
COACH: REXY HOP

For a multi-faceted digital experience, Coach has created a Roblox world modeled after the NYC pop-up with in-game exclusive clothing shop and mini-game "Coach: Remy Hop." The game takes inspiration from vintage arcade game "Frogger" and combines it with modern gaming and Remy to promote Coach's brand identity.

The world takes after the pop-up so that those who cannot attend in real life, can have a similar experience from home. The object of the game is to get as many Remy's across the city highway and central park to the "safe space". The faster you get Remy across, the higher the score. The more Remy's that make it to the safe space in the allotted time the higher the score.

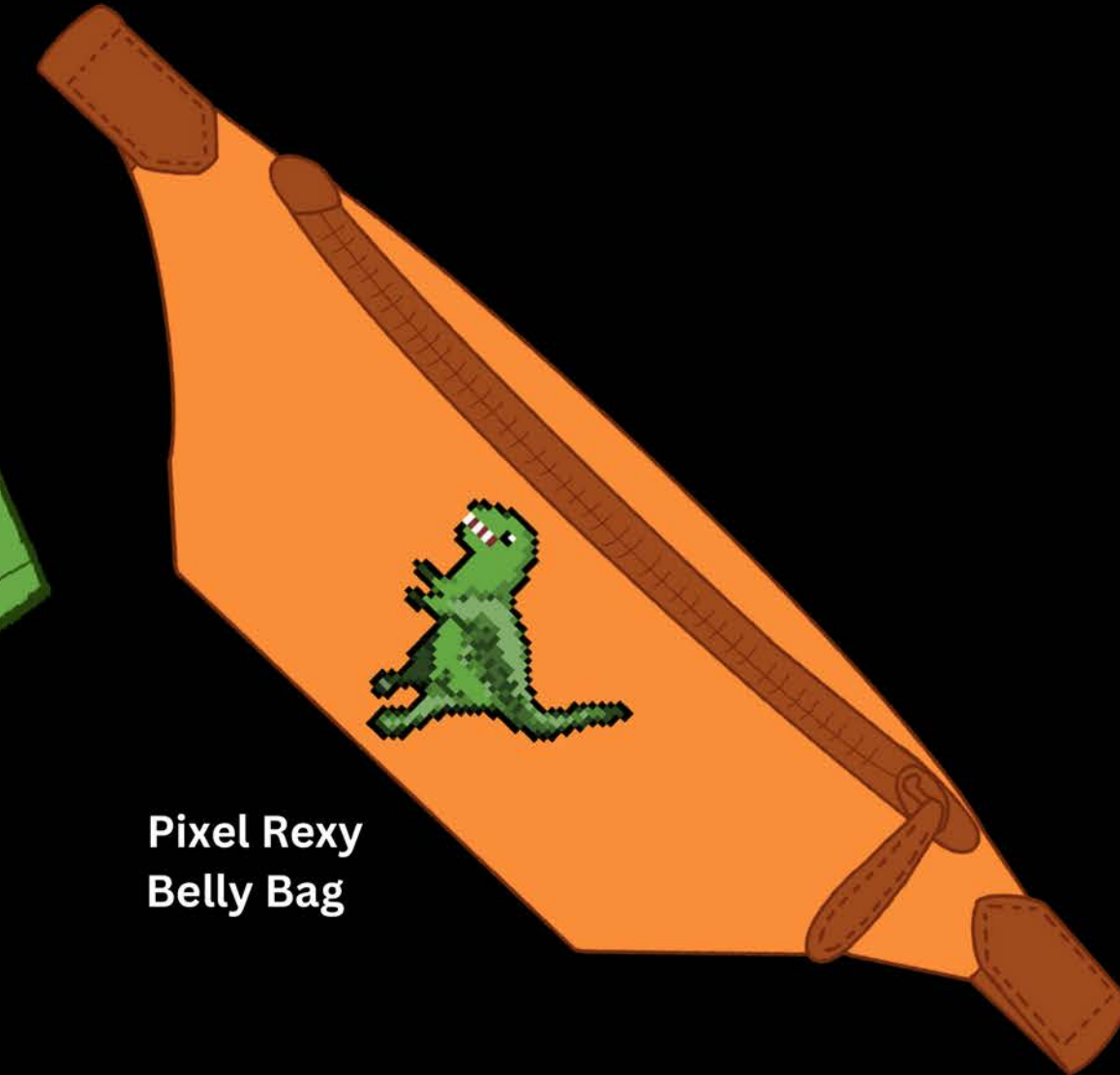
Whoever ranks highest **online** will receive a Coach voucher and unique in-game garments.

IN-GAME EXCLUSIVES



**Adaptive Coach
Controller GLOW
Sweat Suit**
Two-piece Hoodie
and cuffed sweat
pants that glow in-
game

**Coach Controller
Over-sized Tee**



**Pixel REXY
Belly Bag**

MARKETING PLAN

MARKETING PLAN OVERVIEW

The collection and campaign will be launched on June 1. In-feed posts on social media such as Instagram and TikTok will start a month prior to launch on May 1 to build excitement. Celebrities and Influencers will assist in promoting the new line via social media.

Celebrities: Doja Cat, Ice Spice, Lil Nas X

Influencers: Pokimane, Myth, Bella Poarch

The online Roblox world (including mini game and digital exclusive items) will be launched simultaneously.

IN-STORE

The pop-up opening day and launch party will occur on June 1 in New York City, inviting industry professionals, influencers, and celebrities. At the launch party there will be gaming tournaments (popular games and Coach mini-game) with guests in the gaming lounge. This will facilitate bonding and emotional connection within the fashion and gaming community. The first 100 individuals to purchase an item in-store will receive an exclusive NFT of Pixel Remy.

The pop-up duration will last 3 months: June 1st-August 31st.





SOCIAL MEDIA

@coach

In order to interest gaming consumers in luxury goods, Coach's new marketing campaign, product line, and pop-up(launch party) will be promoted via influencers and celebrities.

Coach posters, behind-the-scenes, and editorial content will be shared via instagram and TikTok a month prior to official launch.

ADVERTISING

Coach billboards will be posted in Shanghai, China and posters will be posted throughout New York City on walls, public transport, etc.

Coach will promote via big screen advertisements in Times Square and general Manhattan area.

After product launch, Coach Insider customers that spend \$2,000 in-store will receive in-game Roblox character fashion items, priority entry to gaming lounge, and lounge reservation for two.

Due to the large population in New York City, news will spread fast and efficiently.

DISTRIBUTION: CELEBRITIES



ICESPICE

Isis Naija Gaston
Rapper

38.2M monthly listeners on Spotify
7.4M followers on TikTok
5.9M followers on Instagram



DOJA CAT

Amala Ratna Zandile Dlamini
Rapper, Singer & Songwriter

51.6M monthly listeners on Spotify
26.3M followers on TikTok
26M followers on Instagram



LIL NAS X

Montero Lamar Hill
Rapper, Singer & Songwriter

34.7M monthly listeners on Spotify
29.4M followers on TikTok
12.1M followers on Instagram

DISTRIBUTION: INFLUENCERS



POKIMANE

Imane Anys

Twitch Streamer & YouTuber

9.3M followers on Twitch
6.65M subscribers on YouTube
6.7M followers on TikTok
6M followers on Instagram



MYTH

Ali Kabbani

Twitch Streamer & YouTube

7.4M followers on Twitch
4.5M subscribers on YouTube
2.2M followers on TikTok
6.1M followers on Instagram



BELLA POARCH

Denarie Taylor

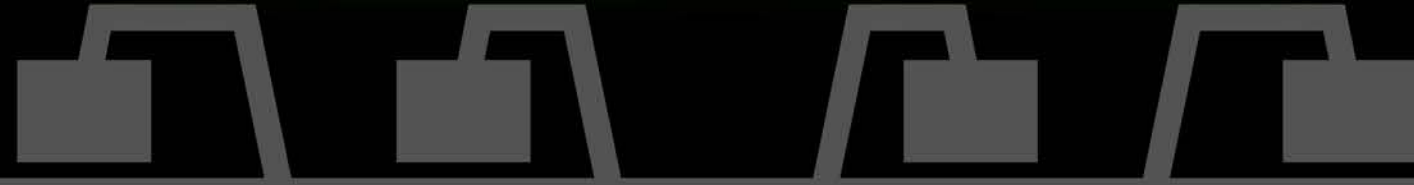
Singer & Social Media Influencer

92.9M followers on TikTok
13.1M followers on Instagram
5.4M monthly listeners on Spotify
200K followers on Twitch

INSTAGRAM POSTS



BILLBOARD



P L A Y O F T H E G A M E

JUNE 2030

KPIS & GOALS

TikTok

Videos of collection design process, behind the scenes pop-up construction, launch party & tournament
Feed advertisements

Goal

20% CTR increase
60% Video Completion Rate

Instagram

Influencers stories, reels, & posts
Coach (internal) stories, reels, & posts
Feed & Story advertisements

Goal

15% follower increase
12% CTR increase
35% story, post, & reel shares

Website

Traffic Analytics
Unique Website Visitors
Top Landing pages and Ending pages
Account Creation rate

Goal

30% rise in account creation
30% increase in unique visitors

Google

Paid image & search advertisements

Goal

10% CTR increase on both ad types

In-Store

Purchases by square foot
Number of visitors per day
Sales by Employee
Opening Day Attendance
PC & Smart Mirror interaction

Goal

\$6,500 in sales by square foot
\$5,000 sales daily per employee
4,000 visitors per day
10,000 taps per day on virtual mirror
70 posts a day shared via Virtual Mirror



POP-UP & EVENT



POP UP: CONCEPT

The pop-up that will be created will accompany the launch of exclusive fashion collection and gaming product line "Play of the Game" by Coach.

The inspiration behind the campaign is to combine vintage gaming aesthetics with modern gaming technology. To take the gaming concept further, the space will have a retail store and a gaming lounge. The pop-up will bring together fashion and gaming communities alike.

The retail store and gaming lounge will be combined into one; so that customers are encouraged to roam the entire establishment. Roaming salespersons will be strategically placed amongst the space. The retail store will feature the new collection with fitting rooms containing high-tech smart mirrors where you can change lighting, access filters, post on social media and listen to music. The gaming lounge will have Oculus VR headsets and gaming PCs that customers can enjoy together. The interior of the lounge will be furnished with the newest line of gaming gear, which includes items such as gaming chairs, PC cases, PC mice, controllers with branded skins, and keyboards. Through the duration of the pop-up, there will be weekly gaming tournaments in Coach's Roblox world mini-game "Rexy Hop" where you can win in-game and real life prizes. Opening day, the first one hundred guests to visit will receive a specialty digital Rexy NFT.

To commemorate the pop-ups launch, there will be a launch party with tasty refreshments. The launch party will invite a variety of fashion and gaming influencers to make social media content of the event.

RETAIL STORE & GAMING LOUNGE

RETAIL STORE

The retail store and gaming lounge will be combined into one. The clothing space on the ground floor and the gaming gear on the basement level. The top level will serve as the main space for the launch party with appetizers, cocktails, and the DJ. It will also house the fitting rooms containing smart mirrors and artfully displayed clothing.

GAMING LOUNGE

The gaming lounge will span from the ground floor to the basement. The group gaming area and snack station will be on the basement level. The lounge will be equipped with 8 full gaming set-ups and a common area for multiplayer gaming and weekly tournaments. The lounge area will have a family room style set up with couches comfortably placed in front of a projector that will be connected to a gaming PC and choice of traditional controllers or VR Oculus headsets.





POP-UP SPACE

The space is located in Brooklyn, New York. The space can be easily transformed into a retail and gaming lounge due to its easily manipulated interior, extra basement floor, and optimal location.

The space is provided by "Our Studios", an experience design studio that prides itself in art and technology. The studio is known to produce brand activations, art exhibitions, product launches, NFT and Web3 events. Our Studios will assist in successfully creating an impactful fashion and gaming production through their industry experience.

Base rental amenities include WiFi Access, After Rental Cleaning, BOH storage, and Fluorescent lighting.

Dates: June 1st-August 31st

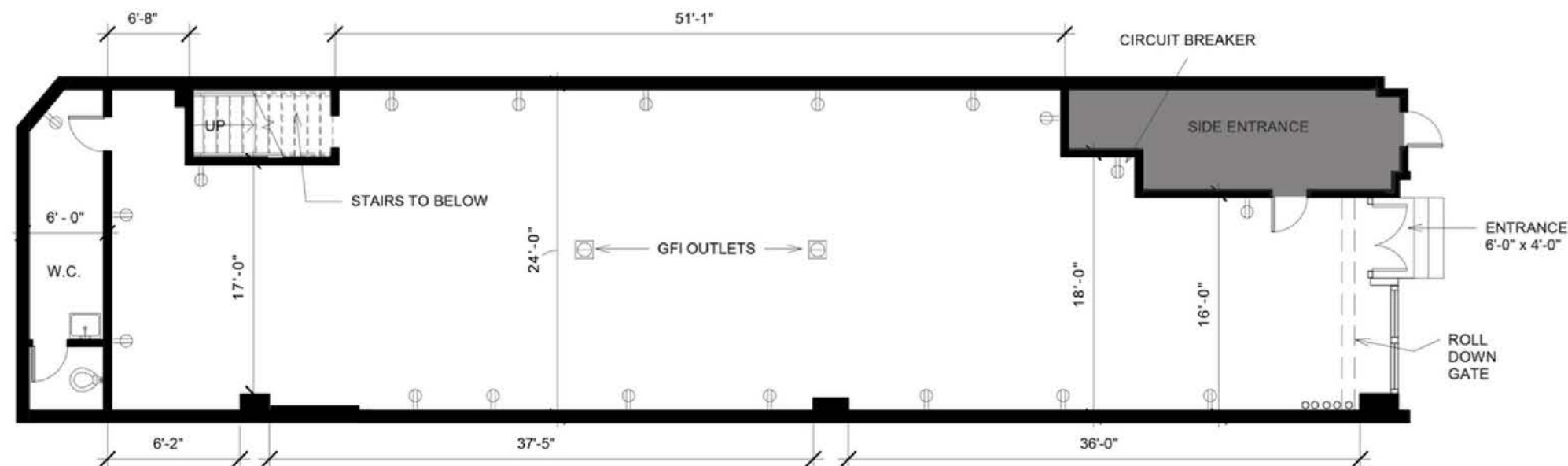
Location: SoHo, NY

Price Monthly: \$120,000

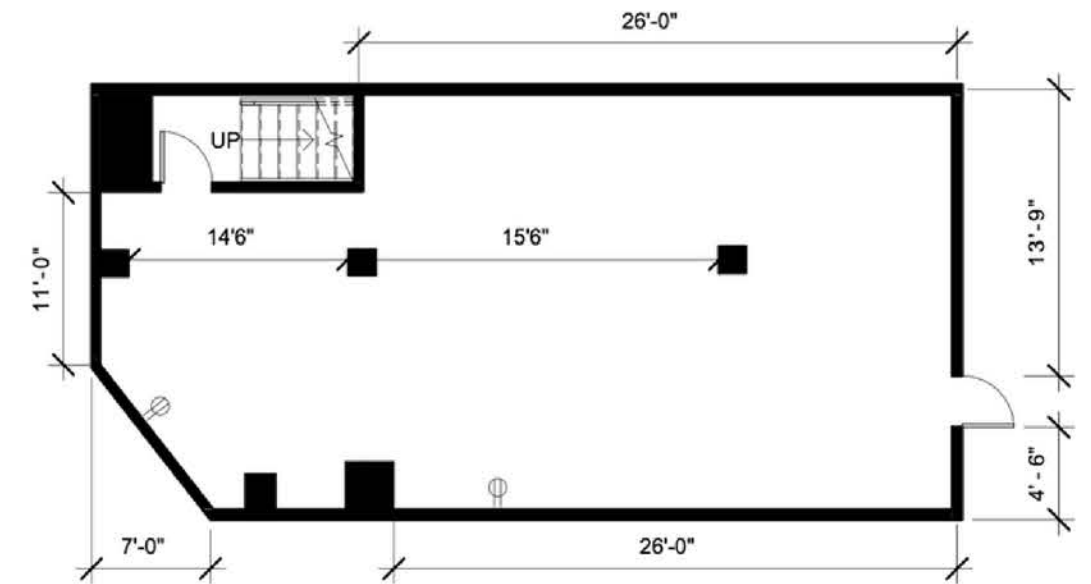
Square Feet: 3,400



FLOOR PLAN



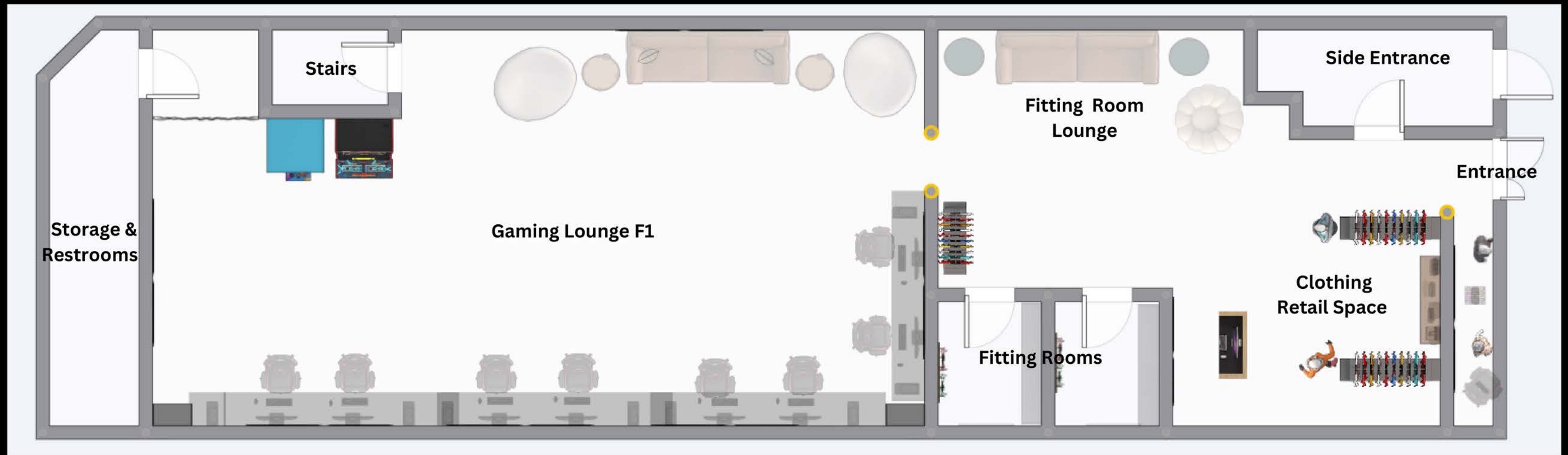
1 FIRST FLOOR
1/8" = 1'-0"



1 BASEMENT PLAN
1/8" = 1'-0"

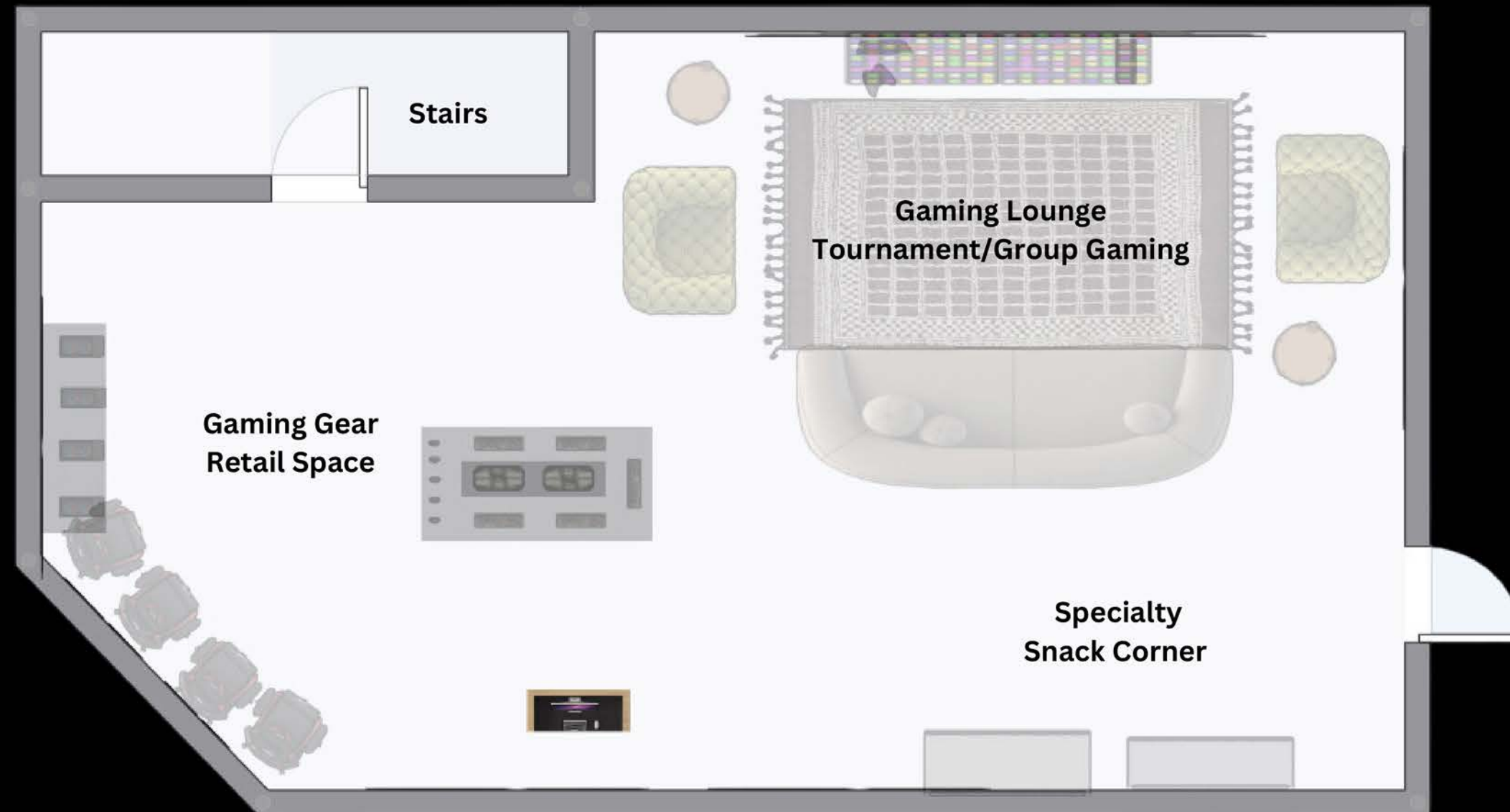
FLOOR PLAN

with furniture & fixtures



FLOOR PLAN

with furniture & fixtures





Floor 1

Powered by



HOMESTYLER



Floor 1

Powered by



HOMESTYLER



Floor 1

Powered by



HOMESTYLER



Floor 1

Powered by





Floor 2

Powered by



HOMESTYLER



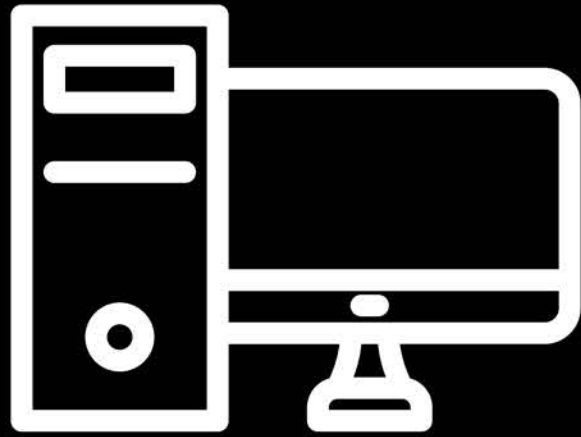
Floor 2

Powered by

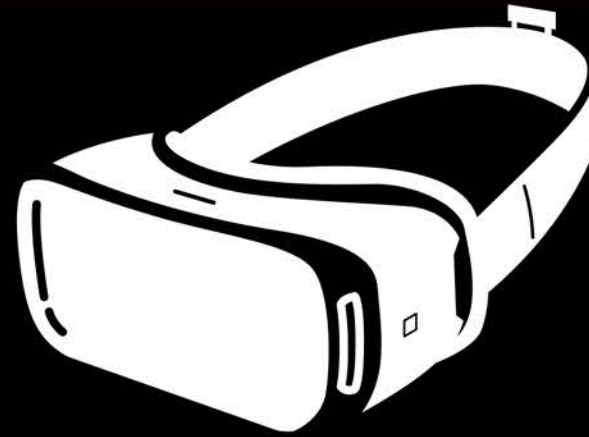


HOMESTYLER

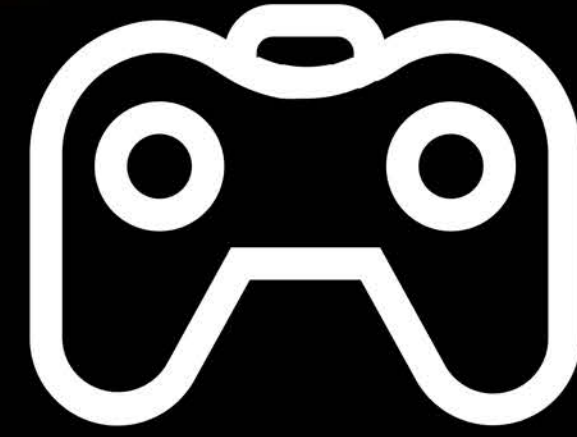
TECHNOLOGY



9 Gaming PCs
\$649 each
\$5,841



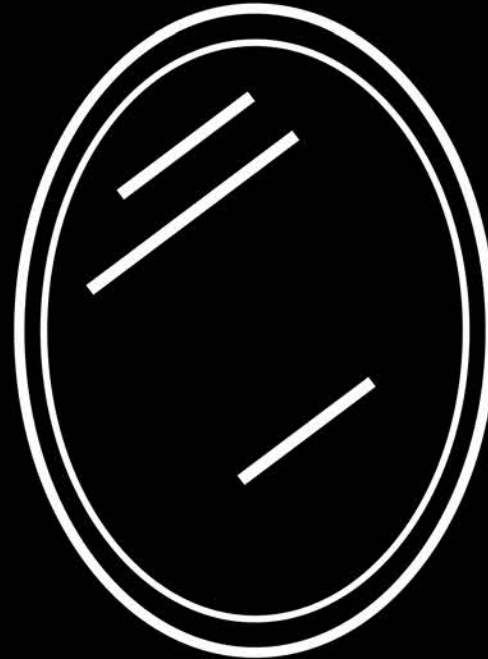
4 Meta Quest Pro
\$1,000 each
\$4,000



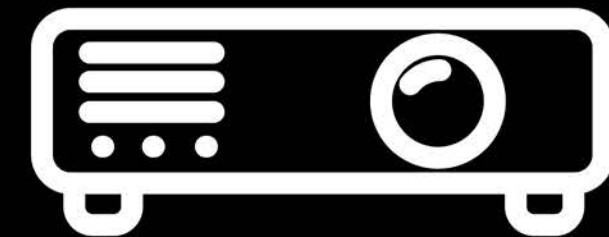
15 Xbox Wireless Controllers
\$55 each
\$825



3 Mobile POS Kit & 2 Square Stand Kit
\$249 & \$659 each
\$2,065



2 Square POS Stand Kit
\$649 each
\$5,841



Epson UHD Gaming Projector
\$1,299 each
\$1,299

LAUNCH PARTY

LAUNCH PARTY OVERVIEW

The launch party will occur on June 1st. There will be appetizers, specialty cocktails, a live DJ, and fun gaming tournaments. The live DJ and refreshments will be located in the retail area on the ground floor. While the gaming tournaments will occur in the basement gaming lounge area.

The DJ will be Venus X, a returning DJ from Coach's Mint & Serf launch event.

CATERING & COCKTAILS

The party will be catered by "La Dolce Vita" events. It is a catering company that is native to New York City that prides itself on its innovative cuisine and local, fresh ingredients. The cuisine type is American fusion with vegetarian options available.

La Dolce Vita events will also provide a unique specialty gaming themed cocktail menu.

Coach
Play of the Game Launch Party
June 1st, 2030 7PM
1941 S Coach Way, Brooklyn, New York City



INVITES

The invites to the launch party will arrive to our guests as a large arcade game token. The token on one side will feature an engraved image of pixel Rexy and the other side is branded with a Coach logo and scannable QR code.

The guest is instructed to lay the coin on a flat surface and scan. After scanning a 3D, rotatable "hologram" of Rexy will appear with party details.

COCKTAILS & CATERING

The cocktail menu is created inspired by gaming terms and culture, elevated with top-shelf spirits.

The catering service will provide a spread of pre-selected delicacies. The items that will be served:

- Tuna Tartare on rice crisps with black sesame & avocado
- Mini Topless Beef Sliders on a pretzel bun with mildly spicy secret sauce, a romaine slice, pepper jack, roasted pepper & a pickle chip
- Beet crisps on bruschetta with goat cheese, chopped walnuts, honey & balsamic vinaigrette

The appetizers will be accompanied by a finger food station containing a charcuterie board.



TIMELINE

[illegible]

CITATIONS

Page 2:

<https://www.thedrum.com/profile/equativ/news/how-gen-z-is-reshaping-the-gaming-industry>

<https://econsultancy.com/why-luxury-fashion-brands-using-gaming-drive-revenue-marketing-opportunities/>

<https://www.capitalism.com/https-capitalism-com-steal-this-business-gaming-accessories/>

Page 3:

<https://www.theesa.com/resource/2022-essential-facts-about-the-video-game-industry/>

Page 29:

<https://www.thestorefront.com/spaces/united-states/new-york/new-york/25566-prime-pop-up-shop-on-broadway>

<https://d1ih9tlfsfrtid.cloudfront.net/ref-25566/25566.pdf>

Page 39:

<https://www.smartymirrors.com/collections/all>

<https://squareup.com/shop/hardware/us/en/products/restaurant-mobile-pos-kit>

<https://squareup.com/shop/hardware/us/en/products/ipad-air-wifi-pos-kit>

https://www.clxgaming.com/gaming-pc/gmset0000001mk/configure?test_param=1&nbt=nb%3Aadwords%3Ag%3A14040691595%3A128815495601%3A535865769038&nb_adtype=pla&nb_kwd=&nb_ti=aud-1140701581864:pla1598056058836&nb_mi=1354697&nb_pc=online&nb_pi=gmset0000001mk&nb_ppi=1598056058836&nb_placement=&nb_li_ms=&nb_lp_ms=&nb_fii=&nb_ap=&nb_mt=&utm_source=google&utm_medium=cpc&utm_campaign=Shopping_Mid_Manual&gclid=Cj0KCQjw2v-gBhC1ARIsAOQdKY04cK4D3rihwc8bvtczE51C84UKM2SqtXwJnBsF3g6m9Yc-L34QbsUaAnJtEALw_wcB

https://www.bestbuy.com/site/meta-quest-pro/6520136.p?skuId=6520136&ref=212&loc=1&extStoreId=1790&ref=212&loc=1&&gclid=Cj0KCQjwiZqhBhCJARIsACHHEH9-wicOzfGGQfZ3odOXvsXFTU98ICFr3mgvOESKmVe8Oza7S9RzUUgaAuHJEALw_wcB&gclsrc=aw.ds

https://www.microsoft.com/en-us/d/xbox-wireless-controller/8XN59CRBSQGZ/HG3Q?source=googleshopping&ef_id=Cj0KCQjwiZqhBhCJARIsACHHEH8bcU9o1zWu4tbWxTNhwlBhYodM_uzJ5w-mz31guKh5qwhQgl8smjQaAquivEALw_wcB:G:s&s_kwid=AL!4249!3!525973654262!!!g!1296234901176!!13396700863!128503647732&ef_id=Cj0KCQjwiZqhBhCJARIsACHHEH8bcU9o1zWu4tbWxTNhwlBhYodM_uzJ5w-mz31guKh5qwhQgl8smjQaAquivEALw_wcB:G:s&OCID=AIDcmmko2wx7k7_SEM_Cj0KCQjwiZqhBhCJARIsACHHEH8bcU9o1zWu4tbWxTNhwlBhYodM_uzJ5w-mz31guKh5qwhQgl8smjQaAquivEALw_wcB:G:s&gclid=Cj0KCQjwiZqhBhCJARIsACHHEH8bcU9o1zWu4tbWxTNhwlBhYodM_uzJ5w-mz31guKh5qwhQgl8smjQaAquivEALw_wcB

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Page 40:

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