

CLINTS COLLECTIVE

STEP CORRECT

Social Media Brand Ambassador campaign

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CLINTS' HERITAGE

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BORN FROM THE STREETS, BUILT FOR THE CULTURE

Clints didn't adopt street culture as a marketing angle. It came out of it, in Manchester, among a specific set of people. That origin can't be bought by a competitor with a bigger budget, which makes it the brand's most defensible asset.

IT'S LIVED NOT WORN

BRAND AMBASSADOR PROGRAM

A program that turns customers into culture carriers. A customer buys a product. A culture carrier extends the brand's meaning into rooms Clints will never enter on its own.



CLINTS COLLECTIVE

WHAT HAS BEEN BUILT

This doesn't start from zero. @clintscommunity already holds an audience that opted into the community layer of the brand, not just the product. Clints Festival with Unity Radio proved the brand can convene people physically. The programme formalises what Clints already does informally.



CUSTOMER JOURNEY



FROM CONSUMERS TO CREATORS

Lost in the noise: streetwear is saturated, and there's plenty to buy but little to belong to.

Empowered by creation: make something with Clints and you have skin in it.

Expansion of the self: the brand becomes part of who you are.

AMBASSADOR PERSONAS

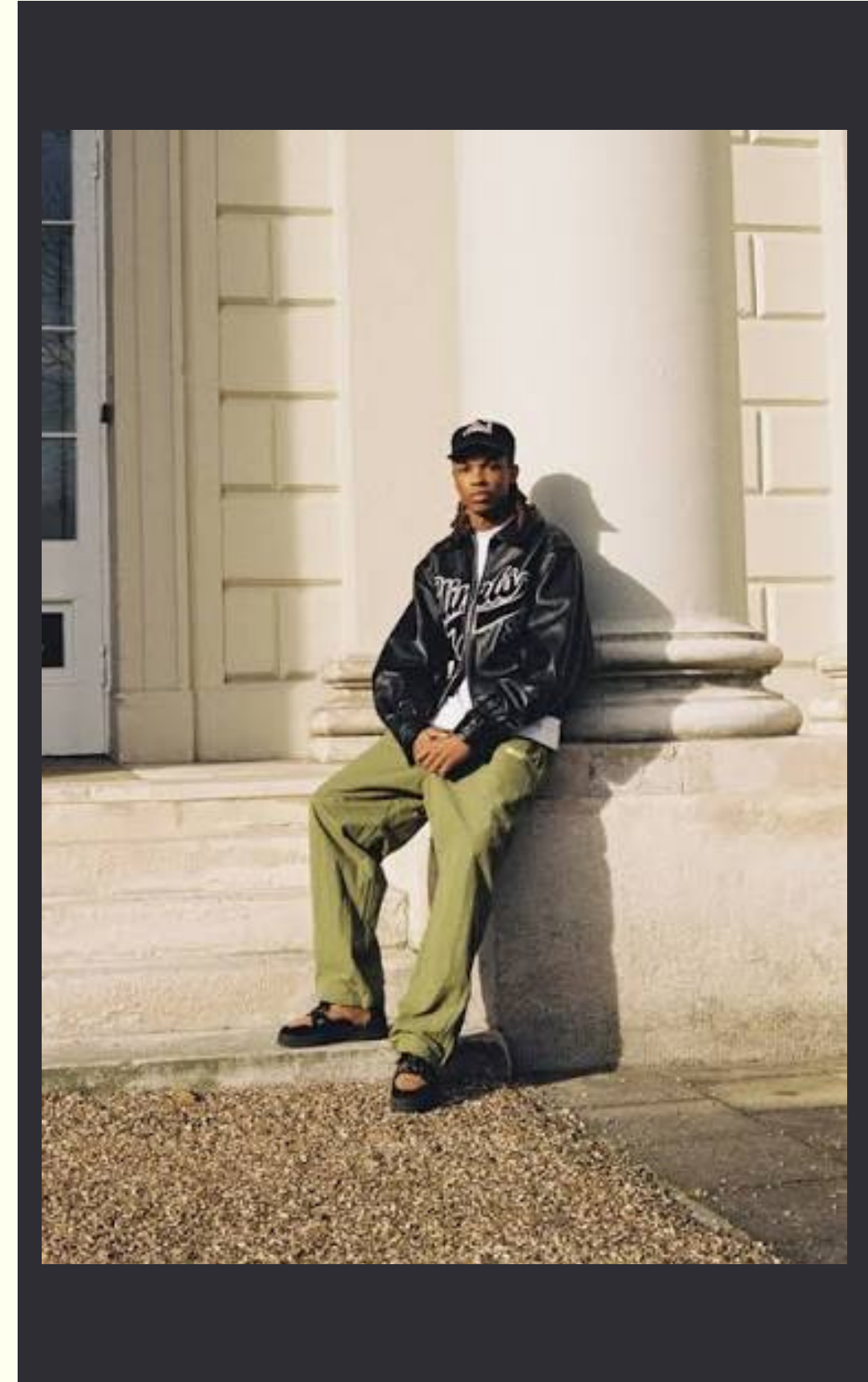
JUNIOR- THE BLUEPRINT

Who lives and breathes Clints Inc better than the founder himself? Apart from leveraging the founder's personal brand, other artists and creatives are to be targeted to carry the culture further.

Values: Self-expression, authenticity, collaboration, community.

Motivations: To CREATE, to belong to something bigger than themselves, to wear their story, not a logo.

Content Types: Graphic Designers, Athletes, Musicians, Artists, and Fashion creators





POLO
BY

CLINTS

COMPETITIVE CONTEXT

THE OPPORTUNITY

Stüssy scaled and drifted from its roots. Carhartt WIP leads on the garment, not the story. Corteiz built real loyalty, but on a closed model where exclusivity sets the ceiling.

Clints is authentic, rooted, and open - building desire by inviting people in.

CULTURE CARRIERS

WHAT AMBASSADORS DO

Ambassadors aren't asked to advertise. They're asked to make things, share real stories from their own scene, and collaborate on capsule drops. 20-28, working creatives, self-taught and always building. No follower thresholds: audience is an output, not an entry requirement.

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CONTENT STRATEGY

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FIVE PILLARS

Street In Focus

Culture in Motion: Capture the city's rhythm through photo/video diaries.

Made By Clints

Built from the Ground Up: Behind-the-scenes process stories.

Clints Collective

Creators of the Culture: Collaborations and interviews with other creatives.

Form Meets Flow

Functional Expression: Outfit challenges, everyday movement.

Lived Not Worn

Voices of the Movement: Real people, real stories.

Targeted Channels: Instagram, TikTok, and YouTube



MONTHLY RYTHYM

The brand shows its workings, then hands over the microphone. Letting the streets speak

WEEK	PILLAR	WHAT SHIPS	PUBLISHER
1	Made By Clints	BTS Process film, Short Form (30 - 60s)	Clints inc. + Ambassadors
2	Clints Collective	Ambassador spotlight - their work, not the product	Ambassadors
3	Street In Focus	Ambassador spotlight - their work, not the product	Ambassadors
4	Lived Not Worn	Storytelling reel - real voices	Ambassadors

CONTENT MOODBOARD

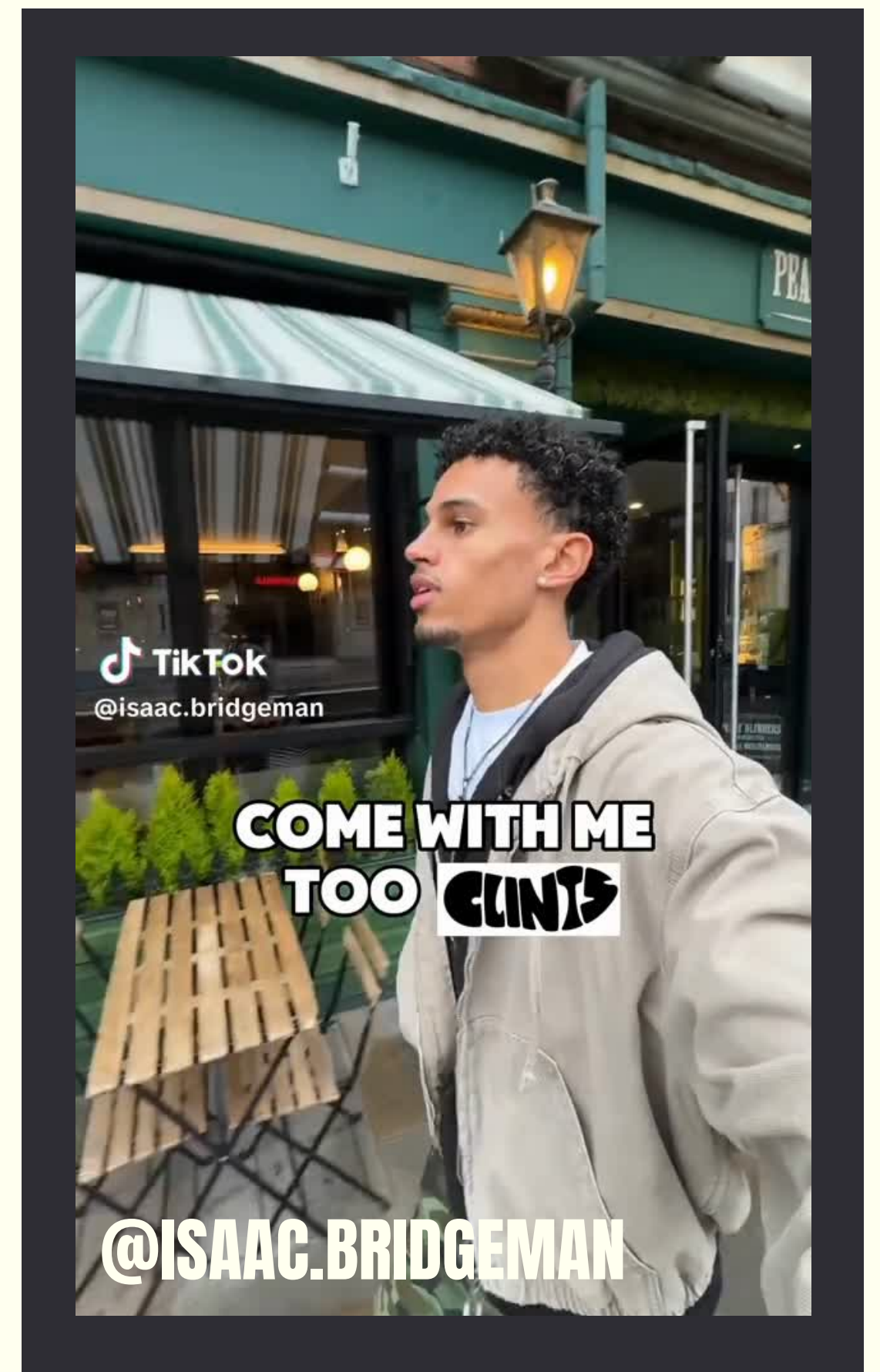


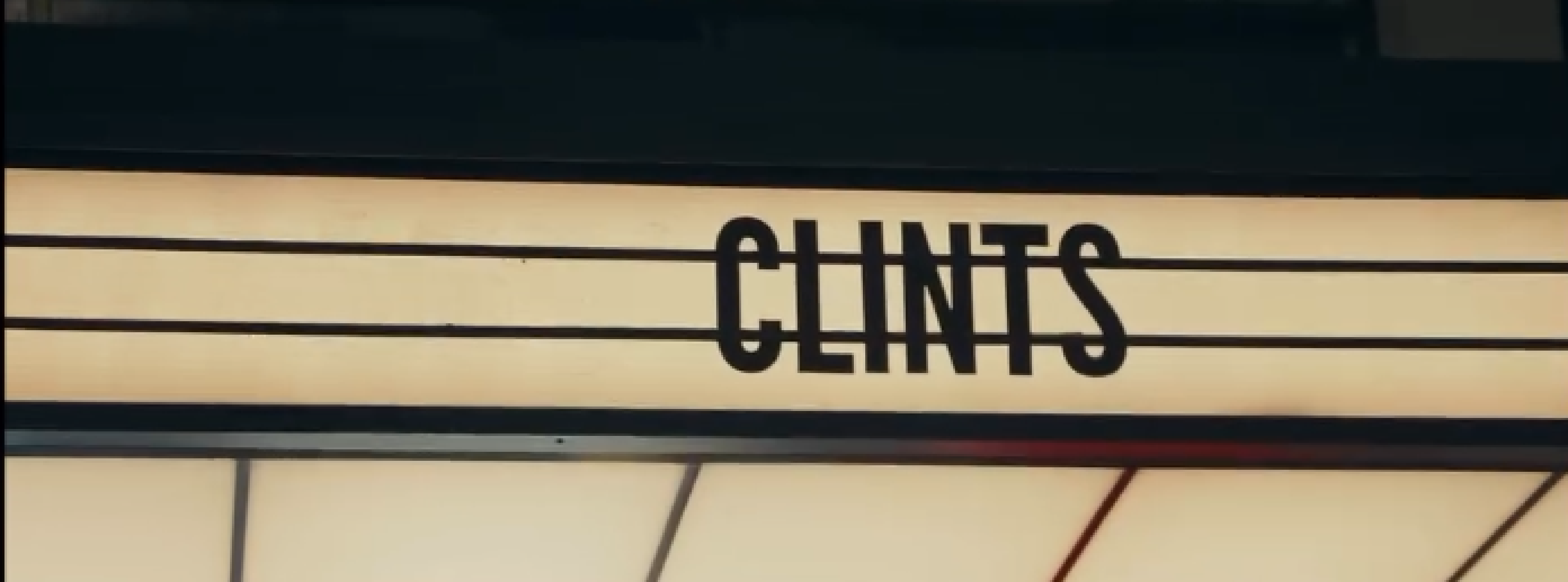
BUKAYO SAKA



@SHETOOKTHEDOG

CONTENT MOODBOARD



A photograph of a building facade with horizontal wooden slats. The word "CLINTS" is mounted on the slats in a large, dark, stylized font. Below the slats, a dark metal railing is visible.

CLINTS

CLINTS INC
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