

# OLD NAVY BACK-TO-SCHOOL 2024

**Role:** Influencer Strategy & Campaign Lead

**Audience:** Kids Ages 8–12 (U.S.)

## MISSION

Increase brand engagement and drive purchase consideration for Old Navy's new Back-to-School collection.

## STRATEGY

- Partner with young girl YouTube creators to authentically showcase back-to-school outfits.
- Use YouTube Shorts to maximize discovery, retention, and kid-friendly reach.
- Support the campaign with brand-owned b-roll assets for use across paid and organic channels.

## EXECUTION

Collaborated with 6 youth creators to deliver:

- 6 YouTube Shorts featuring outfit reveals, styling moments, and confidence-driven messaging
- 4 high-quality b-roll video assets for Old Navy's internal brand use
- Ensured content aligned with themes of self-expression and back-to-school confidence.

## RESULTS

5.5M+

YouTube Shorts views

208% of guaranteed views

198K

Total engagements

75%

Median view duration

(vs. 50% benchmark)

Strong audience resonance leading  
into the 2024 school year

