

STRIPER CONTENT GUIDELINES

AS THE VOICE OF FOOT LOCKER AND SNEAKER CULTURE, STRIPERS SHOULD CREATE CONTENT THAT HIGHLIGHTS RELEVANT PRODUCTS IN A UNIQUE AND AUTHENTIC WAY.

TYPES OF CONTENT INCLUDE, BUT ARE NOT LIMITED TO:

REVIEWS OF SNEAKERS, FITS, AND/OR OUTFIT COMBINATIONS

TRENDING SOUNDS OR MEMES TAILORED TO SNEAKER CULTURE

MINI-MIC INTERVIEWS WITH INFLUENCERS, SNEAKER MAVENS, FFES, AND ACTIVE ATHLETES

"DAY IN THE LIFE OF" CONCEPTS THAT ILLUSTRATE WHAT IT'S LIKE TO BE A STRIPER



DO

- EMBRACE AND STAY TRUE TO SNEAKER CULTURE
- EXPERIMENT WITH TRENDING AUDIO AND CONTENT FORMATS
- BE CREATIVE, ENERGETIC, AND RELEVANT
- ENCOURAGE INTERACTION FROM AUDIENCE
- SHOWCASE AUTHENTIC, POSITIVE WORKPLACE EXPERIENCES

DON'T

- USE FOUL LANGUAGE OR SUGGESTIVE THEMES
- DISPLAY SENSITIVE INFORMATION OR DISREGARD PRODUCT EMBARGOS
- MENTION POLITICS OR SENSITIVE CULTURAL TOPICS
- LEAN INTO NEGATIVE WORKPLACE EXPERIENCES OR CUSTOMER INTERACTIONS
- USE SOUNDS OR FORMATS THAT ARE DATED OR INAPPROPRIATE FOR YOUNGER AUDIENCES

CONTENT CAPTURE GUIDELINES

- VIDEOS SHOULD BE SHOT IN THE VERTICAL 9X16 ASPECT RATIO
- USE BRIGHT OVERHEAD LIGHTING THAT DOESN'T CAST SHADOWS
- DO NOT INCLUDE CUSTOMERS
- PRODUCT SHOTS SHOULD BE CLEAR AND FRAMED PROPERLY, PREFERABLY WITH NEGATIVE SPACE
- SNEAKERS SHOULD BE LACED HOW SOMEONE CUSTOMER'S WOULD WEAR THEM
- ENSURE BRAND COHESIVENESS. (E.G. NIKE SHOT WITH NIKE/JORDAN IN BACKGROUND WITH NO OTHER VISIBLE BRANDS)
- ENSURE THE BEGINNING AND END OF EACH VIDEO IS SHOT IN A WAY THAT PROVIDES SEAMLESS TRANSITIONS
- WHEN SHOOTING SNEAKERS ON FOOT, ACCURATELY REFLECT CURRENT STYLE TRENDS
- HIGHLIGHT THE PRODUCT DETAILS AND EXPLAIN WHAT MAKES IT SPECIAL AND UNIQUE