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.

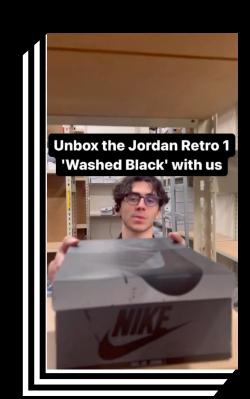
TYPES OF CONTENT INCLUDE, BUT ARE NOT LIMITED TO:

REVIEWS OF SNEAKERS, FITS, AND/OR OUTFIT COMBINATIONS

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

TRENDING SOUNDS OR MEMES TAILORED TO SNEAKER CULTURE

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



- 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

- 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