



Klarna.



Group 3

K.

Our Crew

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What needs to happen

Increase market penetration of Klarna by 10%.

Primary

X **Adoption**

X
X
X
X

Increase downloads of the Klarna app during the 2H of 2022

Secondary

O **Usage**

O
O
O
O

Drive purchases using Klarna's pay-in-4



DIOR

Streetwear

Who we're talking to:

Hypebeasts

(Streetwear connoisseurs)

They are...

- X Opportunistic
- X Challenging traditional norms
- X Creative and expressing themselves
- X Know when to call bulls***
- X Engaging with culture to shape their identity
- X Want to fit in but also stand out

Conflicting tensions

- They are under a lot of pressure to conform to mainstream culture.
- But they are not after mainstream.

With internal pressures

- They want individuality. But that comes at a cost.
- They want a way to stand out that is authentic yet affordable.
- And they want to show respect to the different cultures that started the movement.

Started from the bottom

- X Style born out of the inequality of the early 1980's
- X An antidote to the racially charged and biased American culture
- X A home for the rebels when the world was trying to push them out
- X A trend dreamed up in the cities of LA and Harlem



Now we're here

- ✗ Founded on accessibility but big brands have made it a mostly exclusive fashion.
- ✗ Limited Drops. High Prices. Only the lucky few with time and wealth can have a place in the streetwear community.



**It's time to flip the script and bring the
creative and innovative styles back
to the communities that started streetwear.**

Streetwear Quick Facts

- X **Average purchases range from \$100-\$500**
- X **70% of streetwear consumers make \$40,000 or less annually**
- X **54% of consumers spend \$100-500 a month on streetwear**
- X **80% of consumers report that hip hop/rap has a major influence on streetwear**

Comms Goal

=

Drive trial of Klarna among shoppers making purchases during 2H 2022.



Prove that Klarna is a more approachable way to purchase streetwear drops directly from the source.

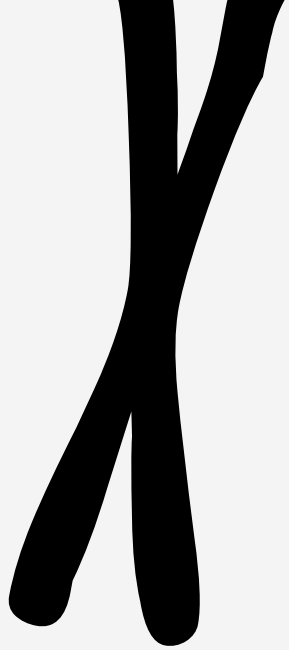
What's hot & what's not

- **It's a one stop shop with no secrets and no extra baggage.**
- **Serves as a guiding force in the consumer's responsible spending journey but isn't a financial advisor.**
- **It makes shopping social but it's not a social app.**

Creative Platform?

x
x
x
x

**Smooth
shopping.**



When we say Smooth Shopping

**Then every touch point
needs to reflect peace of
mind purchasing.**

Make it Accessible

Objective

Drive more downloads
of the Klarna app.

Barrier

People don't view
Klarna as a tool that
makes many price
points accessible.

Task

Show the audience that
Klarna makes
everything accessible
and affordable with
their pay-in-4 model.

Buy From The Source

Objective

Drive purchases using Klarna's pay-in-4.

Barrier

They prefer making purchases directly from the source and don't trust using third party apps.

Task

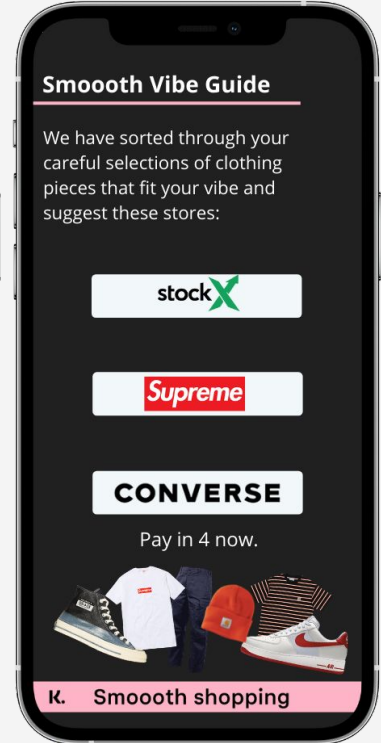
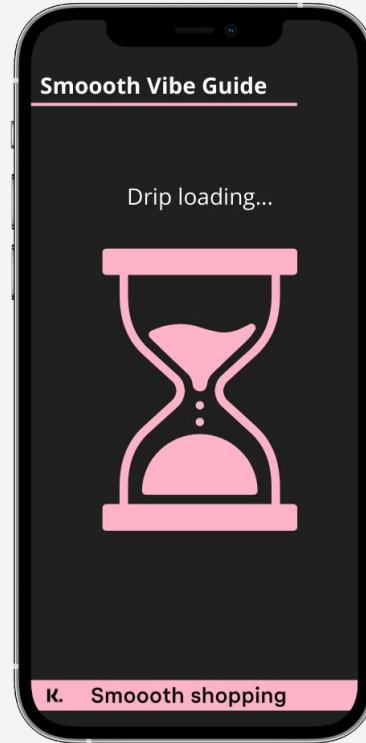
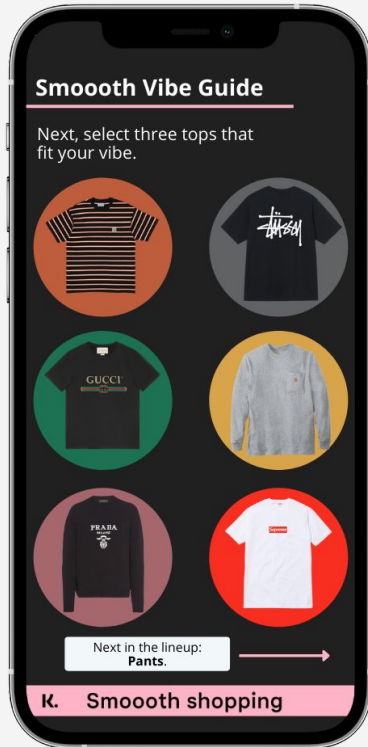
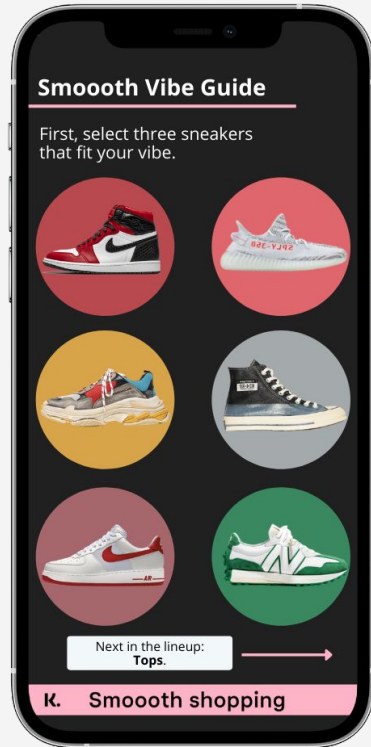
Prove to the audience that when they buy using Klarna, they are buying directly from the source.

Owned Media

Claim it on the spot

- **New users get prompted to fill out the Smooth Vibe Guide.**
- **Klarna learns users preferred styles and favorite fit combos.**
- **Results recommend places to shop within the app**
- **Provides recommendations on items and combos and what to look out for next season.**

Smooth Vibe Guide



X X X X Paid Media



- X **Streetwear lookbooks for brands like Supreme with seasonal drops that are exclusive to the Klarna app. #wearitwithklarna #trendresponsibly**
- X **It's trusted. Shop directly from the lookbooks with Klarna's pay-in-4**
- X **Have a promotional gift or opportunity for people who download the app and are interested**
- X **Social media collaboration with Hypebeast**

Earned Media

Where's the clout
come from?

Klarna Kam Social Media Campaign

- Users post their outfits on Instagram, tag Klarna and use #klarnakam and #4isthemagicnumber to show off their fits and purchases**
- For a chance to be featured on the Klarna page**
- Giveaways for best dressed**
- Promotes brand exposure and recognition**

Cultural Calendar

July

August

September

October

November

December

Seasonal Lookbooks & Drops



Seasonal Lookbooks Drop



Seasonal Lookbooks Drop



Seasonal Lookbooks Drop

Streetwear Vibe Guide



National Fashion Day
July 9th

#KlarnaKam



COMPLEXCON

Ecosystem/Rollout

Streetwear Lookbooks Promotional Opportunities

- Drive Conversion
- Engagement

Streetwear Vibe Guide

- Drive Engagements
- Drive Sales

Klarna.
Smooth shopping

Klarna Kam

- Drive Awareness & Consideration
- Drive Sales
- Engagement