

You Have Great Jeans

*A Community-Driven Digital & Social Media
Marketing Strategy for American Eagle Outfitters*

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THE CHALLENGE

From Controversy to Community

The Sydney Sweeney Problem

+38%

stock surge from the campaign

But Gen Z backlash followed — 'great genes' wordplay was read as racially charged.

AEO's Instagram engagement: 1.4% — well below the 1.9% industry average.

The Opportunity

- AEO operates 50+ fits, sizes 000–24.
- No competitor combines size inclusivity, community-first content, and a historically grounded narrative.
- Reclaim 'You Have Great Jeans' — turn it from a celebrity tagline into a community truth.



KEY INSIGHTS

What the Data Told Us

18%

of Gen Z fashion purchases happen entirely within social platforms (eMarketer, 2024)

1.4%

AEO Instagram engagement — vs. Levi's 2.6% and industry avg. 1.9%

40%

of US consumers shopped SHEIN or Temu in the past year — AEO cannot win on price

7.2%

average engagement rate for nano-influencers vs. 0.9% for mega-celebrities



STP: Segmentation, Targeting, Positioning

S Segmentation

- Demographic: Gen Z (15-24) & Millennials (25-34)
- Psychographic: values-driven, inclusivity-seeking, authenticity-first
- Behavioural: social commerce shoppers; TikTok & Instagram native
- Geographic: US & Canada primary market

T Targeting

- Sofia (Gen Z): TikTok-first, lo-fi content, peer trust signals
- Maya (Millennial): Instagram & Facebook, size proof, brand transparency
- Both segments alienated by the Sweeney campaign — high recapture potential

P Positioning

- Only denim brand to centre the real, diverse history of who first wore jeans
- Differentiated from Levi's (heritage, no diversity) and SHEIN/Temu (price only)
- Brand promise: 50+ fits, sizes 000-24 — every body has great jeans

THEORETICAL FRAMEWORK

PESO Model: Content Strategy Architecture

P Paid

Reach & Conversion

TikTok Spark Ads ·
Meta retargeting ·
YouTube pre-roll

*Only amplifies content
that already earned
organic traction.
\$8k/week Weeks 2-5.*

E Earned

Trust & Credibility

UGC posts ·
Nano/micro
influencer content ·
Press on heritage
story

*Credibility at no
additional cost. Peer
validation Gen Z trusts
above brand output.*

S Shared

Community & Engagement

TikTok Stitches of top
UGC · IG Story reposts
· Community
leaderboard

*AEO Stitches top 5
community posts weekly.
Keeps the campaign alive
and the community seen.*

O Owned

Conversion & Retention

ae.com/greatjeans ·
YouTube channel ·
500k email list · IG
Broadcast

*The conversion
foundation. Long-term
SEO equity. Zero
incremental cost at scale.*

The Real History of Jeans

1848-1855

Thousands of African Americans joined the California Gold Rush — free men and enslaved people — among the very first wearers of denim workwear.

May 20,
1873

Levi Strauss & Jacob Davis patent copper-riveted work pants. The first wearers: miners, railroad workers, farmers — a diverse working America.

Today

AEO's 50+ fits, sizes 000-24, continue that democratic legacy. Every body that wears our jeans is part of the same story.



"Jeans were made for people who show up. They still are. You Have Great Jeans."

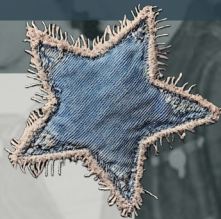
Four Pillars of the Campaign

01

Jeans Since 1873

Heritage Series

Archive-to-present TikTok & YouTube content tracing denim's diverse origins to today's wearers.



03

Unfiltered Fit

Instagram Grid

Real customers, no retouching, every size. First-person captions with exact product & size tags.



02

#YouHaveGreatJeans

UGC Challenge

Community-generated 15–30s unscripted videos. AEO Stitches the best weekly. Size 000 to 24.



04

Greater Stories

YouTube Docu-series

4-minute documentary episodes: real people, real lives, real jeans. No models, no influencers.



Platform Logic + Trust Over Fan



TikTok

Primary discovery engine

Heritage series · UGC challenge · Spark Ads

Instagram

Brand identity & conversion

Unfiltered Fit grid · Stories · IG Shopping · Broadcast Channel

YouTube

Long-form heritage storytelling

Docu-series · Pre-roll ads (18-30)

Facebook

Millennial retargeting (Maya)

Carousel retargeting · 30-day site visitors

Influencer Strategy

Nano 1k-10k

30 creators

\$300 credit + 8% affiliate

Micro 10k-100k

15 creators

\$800 flat + 8% affiliate

Mid-tier 100k-500k

5 creators

\$2,500 flat + affiliate

CAMPAIGN TIMELINE

Eight Weeks to Community



WK 1 Teaser

Jeans Since 1873 Ep.1 · Email to 500k · Ship product to 30 nano-creators

WK 2 Launch

#YouHaveGreatJeans live · 15 micro-influencers post Day 1 · YouTube Ep.1 · IG Broadcast opens

3-4 Community

Daily UGC reposts · Weekly Stitch · Unfiltered Fit 3x/week · Leaderboard live

5-6 Conversion

Meta retargeting · Shop the Fit Stories · A/B CTA test · \$10 discount for participants

WK 7 Celebration

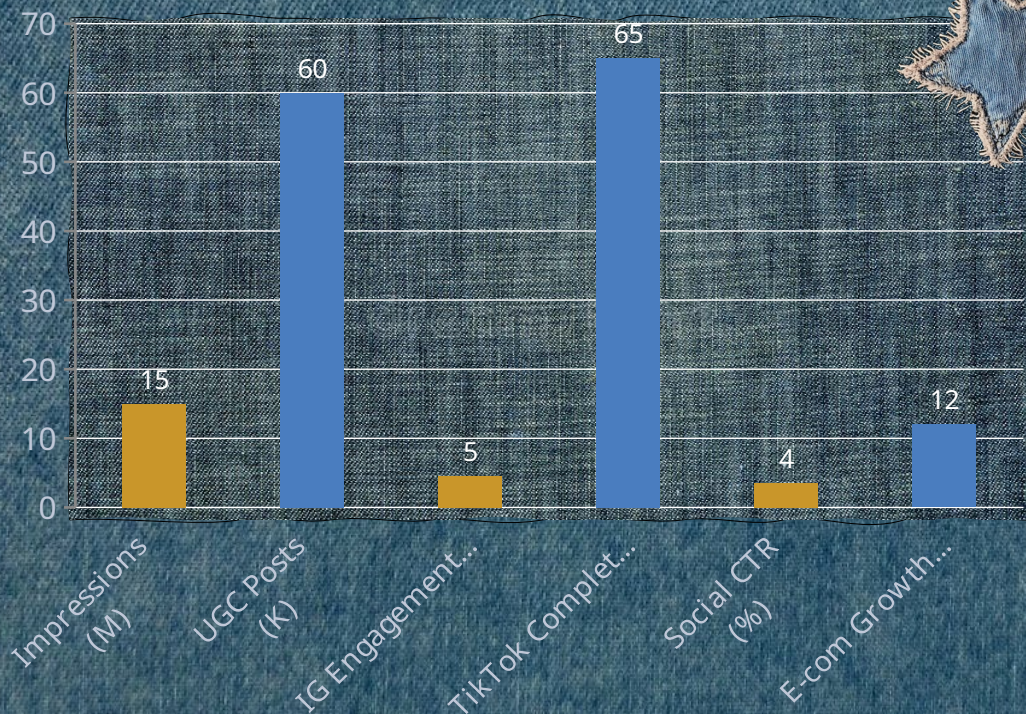
Best community posts featured · Top 10 on ae.com homepage · Prizes for top 3 creators

WK 8 Analysis

Full KPI audit · Retain top creators · Transition best formats to always-on strategy

MEASUREMENT & KPIs

Every Metric Tied to a Business Outcome



Tool Stack

Brand Sentiment

+15%

Brandwatch NLP

#YouHaveGreatJeans

60k posts

Brandwatch

IG Engagement

4.5%

IG Insights

Social → Site CTR

3.5%

GA4 + UTM

Denim E-com Sessions

+12% YoY

AEO Data

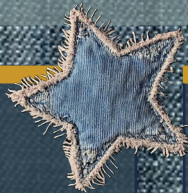
Beyond Digital: Three Distinctive Layers

1

Community Zine

Physical × Digital

Limited-run print zine featuring real #YouHaveGreatJeans submissions & the miners' history. Illustrated by artists from the communities the campaign represents. Gen Z's enthusiasm for tangible, shareable print objects drives organic social amplification.



2

Live Leaderboard

ae.com/greatjeans

Daily-updated ranking of most-shared community posts. Top 3 creators at Week 7 win store credits and an Unfiltered Fit feature. Sustains participation momentum and functions as social proof for new site visitors.

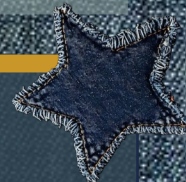


3

IG Broadcast Channel

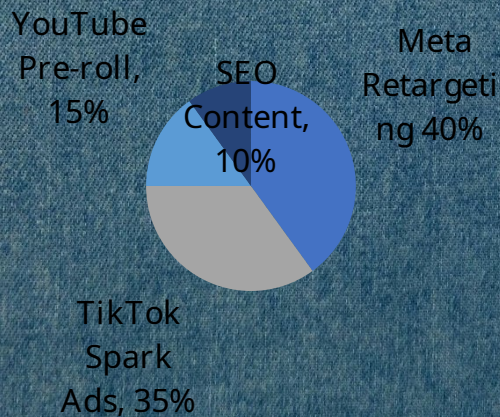
AE Real Talk

Opt-in channel launches Week 1. Heritage previews, product drops, leaderboard updates. Meta reports 3× the open rate of standard feed posts for opted-in followers — creates a high-intent conversion segment at zero additional spend.



What Success Looks Like in 8 Weeks

Paid Budget Allocation



15M+

total impressions across platforms

10K+

#YouHaveGreatJeans posts in 8 weeks

4.5%

Instagram engagement (from 1.4%)

+12%

denim e-commerce sessions YoY

+15%

positive brand sentiment

SHEIN wins on price. AEO wins on meaning. A 150-year-old garment. A story no one else can tell.

YOU HAVE GREAT LEANs.

*A campaign grounded in 150 years of real history.
Built for every body that shows up.*

Thank you.
Questions?

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