

American Eagle You Have Great Jeans

A community-led campaign concept designed to rebuild cultural relevance through creator voices, inclusive storytelling and channel-specific content.

ROLE Concept originator and creative lead within a university team project

ve Great Jeans

*in Digital & Social Media
for American Eagle Outfitters*

Megi Savoyan
Marketing

STRATEGY

Audience insight and campaign architecture

CHALLENGE

Turn a high-attention cultural moment into a credible strategy that strengthens relevance without relying on a single celebrity narrative.

CORE IDEA

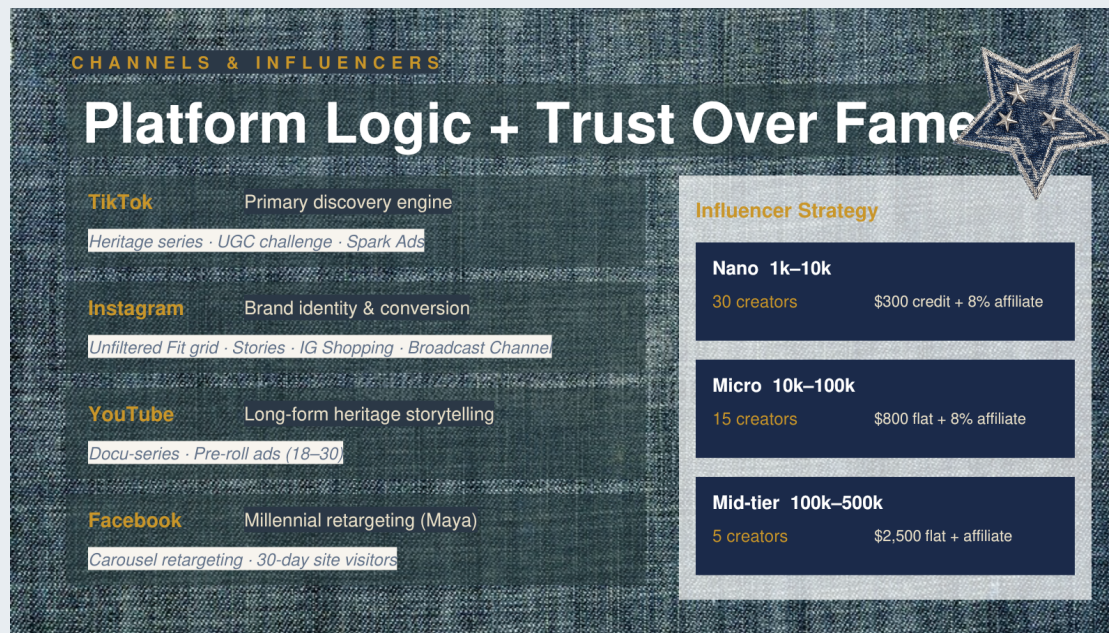
Shift the story from one face to a broader community: real people, varied styles and creator-led interpretations of what great jeans mean to them.



An eight-week, channel-specific rollout

WHAT THE PROJECT DEMONSTRATES

- Applied STP and PESO planning across TikTok, Instagram, YouTube and Facebook.
- Defined campaign pillars, creator tiers, channel roles and an eight-week timeline.
- Proposed KPIs for reach, engagement, sentiment, participation and conversion.
- Connected the creative idea to budget logic and measurable campaign objectives.



Academic team project. Role statements describe Megi's contribution.