

THE ATHLETE'S FOOT

CASE STUDY



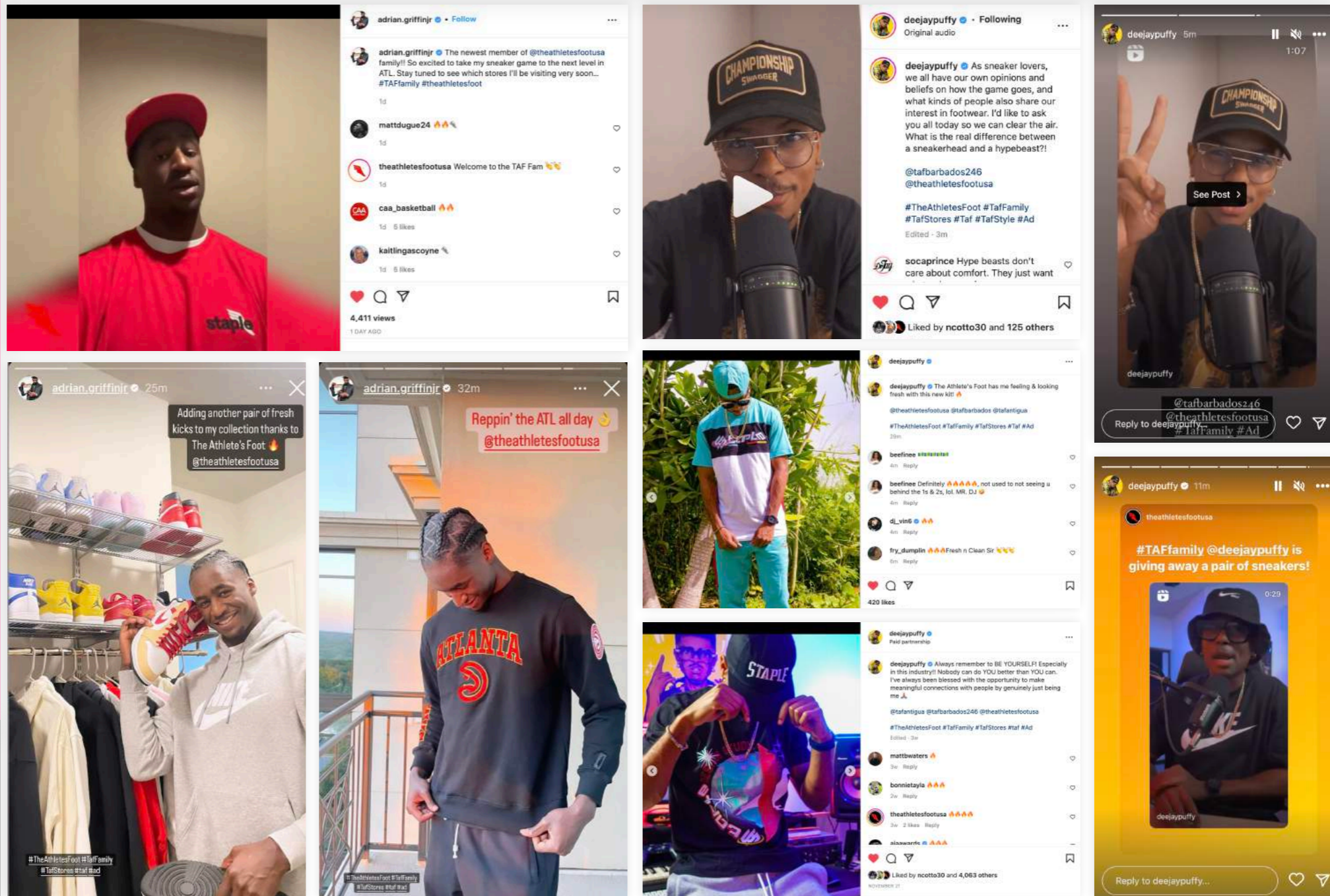
OVERVIEW

Talent Resources secured several hyper-targeted brand partners for 2022 programming in The Athlete's Foot priority markets throughout the US and Caribbean. Over the course of 6 months, our Influencers created over 40 unique content pieces in total in addition to multiple in-person activations with tie-ins to local charity and philanthropic initiatives. Talent Resources Public Relations team worked with The Athlete's Foot to help drive sales and increase brand awareness through amplifying events and partnerships, strategic pitches, and press releases.

Talent included AJ Griffin, DJ Scream, DJ Puffy and Jahleel Coleman

In 2022 TR PR secured **over 1,743,499,464** in earned media impressions.

SOCIAL PROGRAM



S O C I A L P R O G R A M



djscream Original audio

djscream Sneaker lovers!

We all have our own opinions and beliefs on how the game goes, and what kind of people also share our interest in kicks!

I wanna ask you all today so we can clear the air!

What's the real difference between a #sneakerhead and a #hypebeast?!

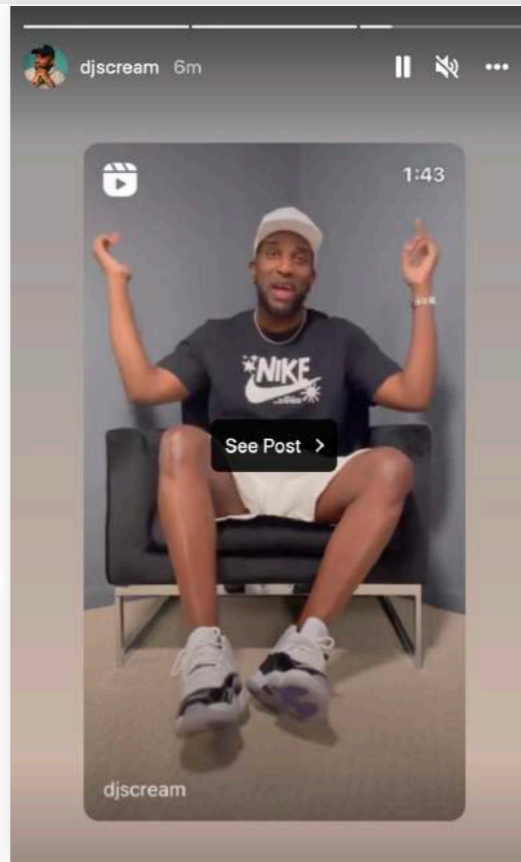
Comment Below

@theathletesfootusa
#TheAthletesFoot
#TafFamily
#TafStores #taf #ad
7m

spinzhoodrich 3m 1 like Reply

hoodrichradioig Hypebeast corny. Sneaker heads fresh! Lol
5m 1 like Reply

51 likes

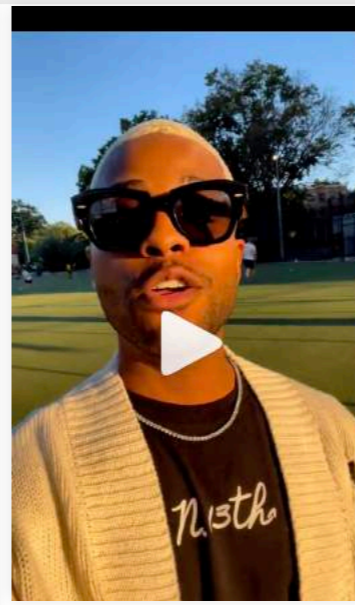


djscream 6m

1:43

See Post >

djscream



iamjahleelc Paid partnership Original audio

iamjahleelc #AD September is National Suicide Prevention month and I am here with @theathletesfootusa to remind you that YOU ARE NOT ALONE! Mental health and wellness issues are not exclusive to any race, group, or culture. Every person in the world lives a different life, but that doesn't mean we can't understand and help each other with our own individual battles. We have to learn to love each other, but more importantly to love ourselves unconditionally. Your mind is the most important part of your body, and it should be protected and nurtured as such. We have to understand and value that importance and do our part to make sure that every person understands as well. I believe that everything starts mentally, and the best way to be successful is by making sure your mind is positive and healthy. I am partnering with The Athlete's Foot to speak up about the importance of mental health awareness. I look forward to working with the TAF Family to continue to make an #impact and keep creating change.

#TheAthletesFoot #TafFamily #mentalhealthawareness #mentalhealthmatters #nationalsuicidepreventionweek

14m

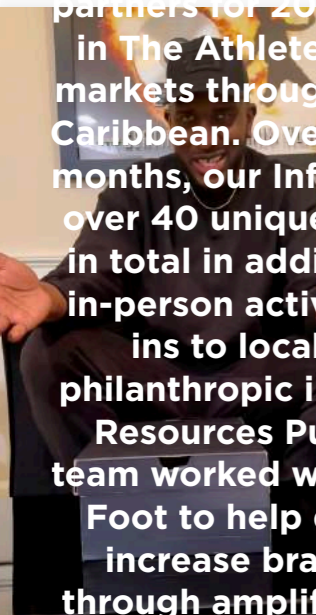
9 likes



iamjahleelc 4m

0:55

iamjahleelc



djscream Following Original audio

djscream The Athlete's Foot is out on the freshest kicks! The details on the Nike AF1 "Inspected by Swedisch" are 🔥!!!!!!

@theathletesfootusa
@theathletesfootga @athletesfootatl

#TheAthletesFoot #TafFamily #TafStores #taf #Ad #unboxing

10m

theathletesfootusa 🔥🔥🔥🔥🔥

13m 1 like Reply

View replies (1)

Liked by theathletesfootusa and 2 others



djscream 26s

Congrats @pettaman on winning the AJ 7 Vachetta Tan giveaway!

@theathletesfootusa @theathletesfootga

AND IF YOU'RE ANYTHING LIKE



iamjahleelc

This week, is Health Education Week. One of my biggest goals is to connect and educate not only the youth, but people around the world that need this education and the connection with others.

My partners @theathletesfootusa and myself want you all to know that you are not alone and we're here to help you reach your goals and become the best version of yourself through a positive mental health mindset. So let's look at 3 quick steps that can help accomplish that.

Step 1. Change the way that you look at things and the things you look at will change.

Step 2. Change your surroundings and physical environment and watch your energy and perspective shift on life.

Step 3. Change your immediate circle of community - If the people closest to you aren't feeding you, they must go.

I believe in you and I want to see you become all you're meant to be. Just take the time, do the work, see the growth.

@sylvainlamo for @13thandcreate.co

2 likes



iamjahleelc 1m

Eye on the prize, like Mike we gon take em to the sky, I see no lies.

@theathletesfootusa @theathletesfootga @athletesfootatl #TafFamily #Ad

Reply to iamjahleelc...



djscream Original audio

djscream 7 Rules For Sneakerheads To Follow When Shopping For Kicks!!!

@theathletesfootusa @theathletesfootga @athletesfootatl

#TafFamily #Ad #Sneakerhead #SneakerShopping #RulesToTheGame

3m

Talent included AJ Griffin, DJ Scream, DJ Puffy, Jahleel Cole

2 likes



iamjahleelc Prod. Dior • VibeZ (Instrumental)

iamjahleelc You are brought into this world with your own identity. The way you do, say, and feel things are exclusive to you, regardless of others that may come around that seem similar. I have always realized that being myself always opened more doors and provided opportunities and that people tend to listen and connect better with a genuine person.

#TheAthletesFoot #TafFamily #tafstyle #TafStores #taf #Ad

11h

stizzospeaks ❤️❤️

11h Reply

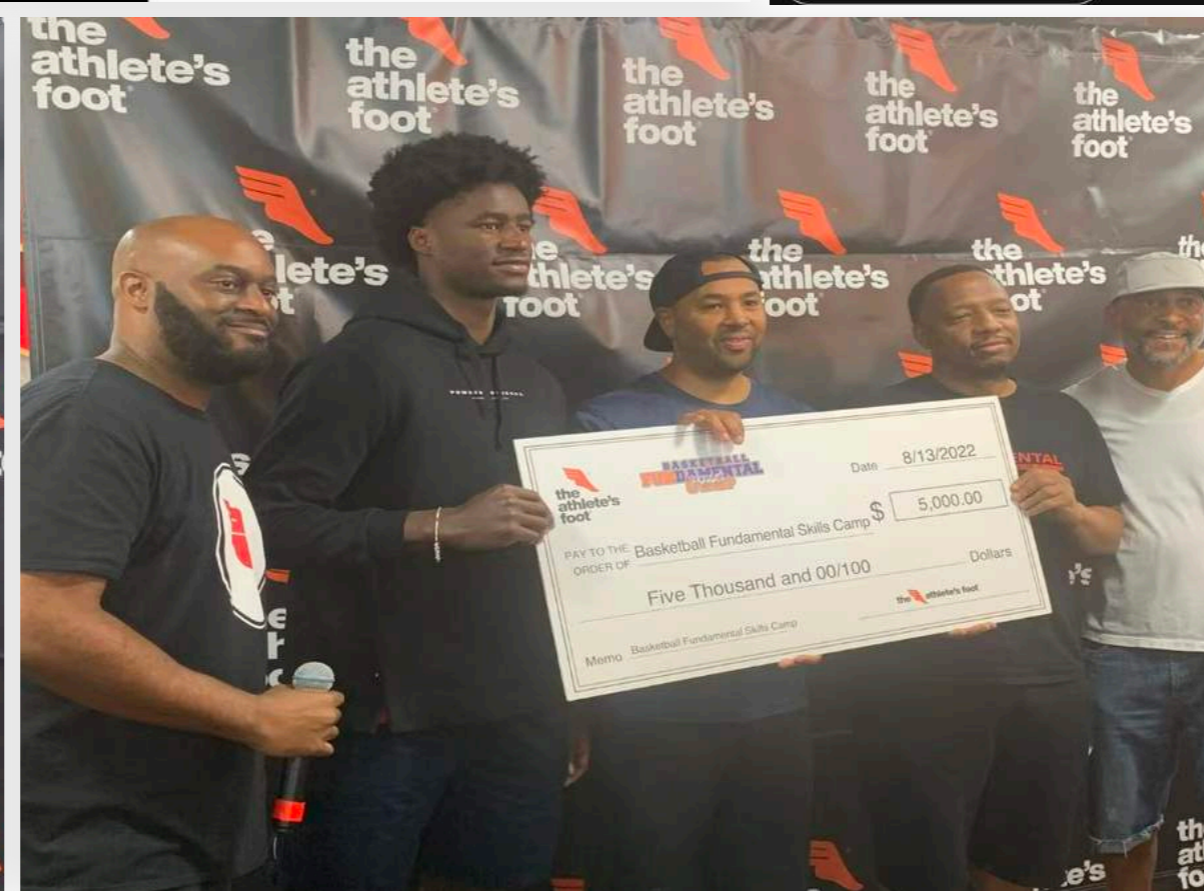
Liked by mimi_nyantet and others

EVENT ACTIVATIONS

AJ GRIFFIN STORE APPEARANCE



FRESH FEST



STUPIDDOPE

The Athlete's Foot Signs First Round Draft Pick AJ Griffin As Brand Ambassador

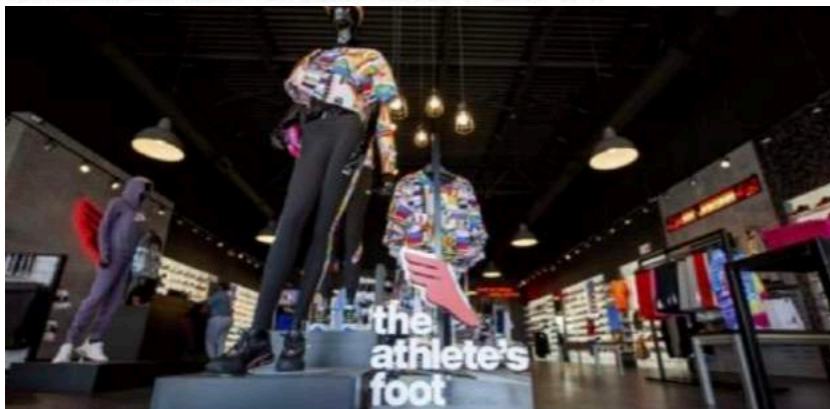


First round draft pick [AJ Griffin](#) has officially signed a brand ambassador deal with global retailer [The Athlete's Foot](#) (TAF), following his selection by [The Atlanta Hawks](#). The Atlanta based retailer identified the former [Duke](#) basketball player for the partnership, with both Atlanta and North Carolina being key markets for the business.

The specialty footwear and lifestyle retailer TAF is inspired by streetwear, and provides top quality products for both athletic and everyday wear. Playing basketball and his affinity for sneakers has been a part of Griffin's life since a very young age, and he is passionate about representing an inclusive retailer that he truly believes in.



The Athlete's Foot Reports \$555 Million in Sales in 2022



The Athlete's Foot (TAF) reported record global earnings in 2022.

The sneaker retailer reported full-year retail sales of \$555 million, a 10% increase from 2021, which saw sales of \$503 million. TAF did not break out its results by region.

People

Gospel Singer Tasha Cobbs Leonard Welcomes Son via Adoption: 'More Than We Could've Prayed For'

Tasha Cobbs Leonard and her husband Kenneth exclusively open up to PEOPLE about their adoption journey and life with their new baby boy Asher

Asher joins three older siblings — Kenneth's kids from a previous marriage — who are "so in love with their baby brother," says Tasha, who is partnering with shoe store The Athlete's Foot on their signature program STAART, which stands for Strategic African American Retail Track.

ModernRetail

How shoe retailer The Athlete's Foot is bracing for Nike's DTC shift

When Nike began implementing its [direct-to-consumer strategy](#) in recent years, which meant shifting more sales from wholesale to its own channels, it came as no surprise for shoe retailer The Athlete's Foot.

"It's been visible in the industry and their key account partners, for sure, have all been notified of Nike's intention," said Matt Lafone, president and general manager of Americas for The Athlete's Foot. "They want to obviously control their own destiny and the direct-to-consumer model, as you're aware of, is profitable."

The Athlete's Foot (TAF), a company that was founded in 1971 and rooted in sneaker culture, plans to diversify its portfolio in a bid to mitigate risk of Nike's DTC ambitions. TAF, which has over 560 stores in more than 30 countries, plans to double down on its apparel business over the next three years to account for 25% of its total revenue, up from about 10% at the moment, Lafone said. The company also plans to deepen its relationship with its other partners by increasing its assortment of non-Nike brands.



Shoe Industry Veterans Talk Building Transferable Skill Sets and 'Mastering the Pivot' at the Black Footwear Forum

"The first thing I do when I get lost in the curve of life is seek counsel," Thaniel said. "I've been really fortunate for mentors, former bosses, professors — people who can help coach me through it. Even though it's foreign to you, it probably isn't foreign to everyone, so reach out to people, be a little vulnerable, let them know where you want to get to because they can help you navigate to get to your destination."

For Chuck Young, The Athlete's Foot's franchise operations manager for the U.S. and the Caribbean, the answers come from looking within.

"One of the things that has always worked for me is just taking the time to reflect. It's not about reflecting to see what I did wrong. It's really about getting better," he said. "As I've gotten older, the thing I've realized is that I'm not in the best — and I'm still not. That's one of the things that has driven me and has helped me to connect those dots throughout my career."

CHICAGO DEFENDER

Powered by Real Times Media

The Athlete's Foot and Team Roc Partner To Support Feeding America® at Louis Joliet Mall

University of Illinois's [The Fighting Illini Guard Skyy Clark](#) shares, "I am so excited to work with [The Athlete's Foot](#) and [Team Roc](#) on this local community initiative to support [Feeding America](#) and bring awareness to how people in need can address food insecurity during the Thanksgiving and holiday season."

University of Illinois's [The Fighting Illini Forward Dain Dainja](#), states, "The Northern Illinois Food Bank is a leader in the fight against hunger and I am proud to be supporting their efforts with this campaign organized by [The Athlete's Foot](#) and [Team Roc](#). It's important to me to be able to give back to my hometown in an impactful way by encouraging non-perishable food donations during the holiday season."

The specialty footwear and lifestyle chain, [The Athlete's Foot \(TAF\)](#), and [Team Roc, Roc Nation's philanthropic and social justice division](#), are joining forces to support [Feeding America](#)® by helping to provide 200,000 meals* and raise awareness about food insecurity during the Thanksgiving Holiday Season. From **November 1st – November 24th**, select TAF stores in **Chicago, Raleigh-Durham, New Orleans, and Atlanta** will co-host in-store food donations with hometown talent including: [Ambré](#), [Skyy Clark](#), [Dain Dainja](#), [Dixon](#), and [Reuben Vincent](#). The shared goal of the campaign is to provide valuable assistance during the season of giving.

[Matthew Lafone](#), **President**, and **GM of Americas (TAF)**, shares, "The Athlete's Foot is dedicated to helping the communities we serve. We look forward to working with [Team Roc](#) to raise funds for [Feeding America](#) during the holiday season." He continues, "Consumers will be able to donate non-perishable food items and make a contribution at each of the four locations, as well as find food resources."

[Dania Diaz](#), **Managing Director of Team Roc** shares, "Every community should have the right to nutritious food and resources. Partnering with [The Athlete's Foot](#) and [Feeding America](#) gets us one step closer to that goal. We are grateful for [Ambré](#), [Skyy Clark](#), [Dain Dainja](#), [Dixon](#), and [Reuben Vincent](#) for their passion and contribution to support local communities."



May 4 - The Athlete's Foot opens a new location on Broughton St.



Mayor Va Photo © TI

May 4, 2022 - The global retailer, [The Athlete's Foot](#), opened in Savannah recently at their new location at 19 W. Broughton St.

Franchisee owner [Shyam Mirchandani](#) hosted the Grand Opening and Ribbon Cutting ceremony with Chamber of Commerce members in attendance. Shyam has been part of the Broughton Street retail scene since 1977. The Athlete's Foot's newest store will add to the Savannah and Pooler area as a third location giving locals convenient access to the latest athletic footwear and apparel from all the well-known brands such as Nike, Adidas, Jordan, New Balance, Puma, Vans.