



A\$AP ROCKY X ROSÉ X ONE PIECE

Collaboration involving music, special events, commercials,
and more!

TEAM MEMBERS



Molly Guerin

Commercial/Special Event Coordinator



Gabriela Robles

Social Media Coordinator

DESIGNATED PUMA RBU - SELECT

Select Store - KITH

- **Demographics: 20s-30s**
 - Male and females
 - Working class
 - Any race and ethnicity
- **Target customer:**
 - Clothes on the more expensive side
 - High involvement purchase
- **Market segmentation:**
 - City costumers
 - Easy access to stores
 - Any social class.
- **KITH uses advertisements consisting of**
 - Models showing off PUMA's speedcats
 - "PUMA Speedcat has been synonymous with speed, precision, and unparalleled performance for over 25 years."
(KITH,2024)



OUR PROMOTION PLAN FOR PUMA

Writing/recording of A\$APxRosé song along with creating of animated KITH commercial

- **Commercial:**

- *One Piece* animators drawing characters into PUMA products
- Creating A\$AP and Rosé characters for the *One Piece* world
- Feature a snippet of the artists' collaborative song in the background

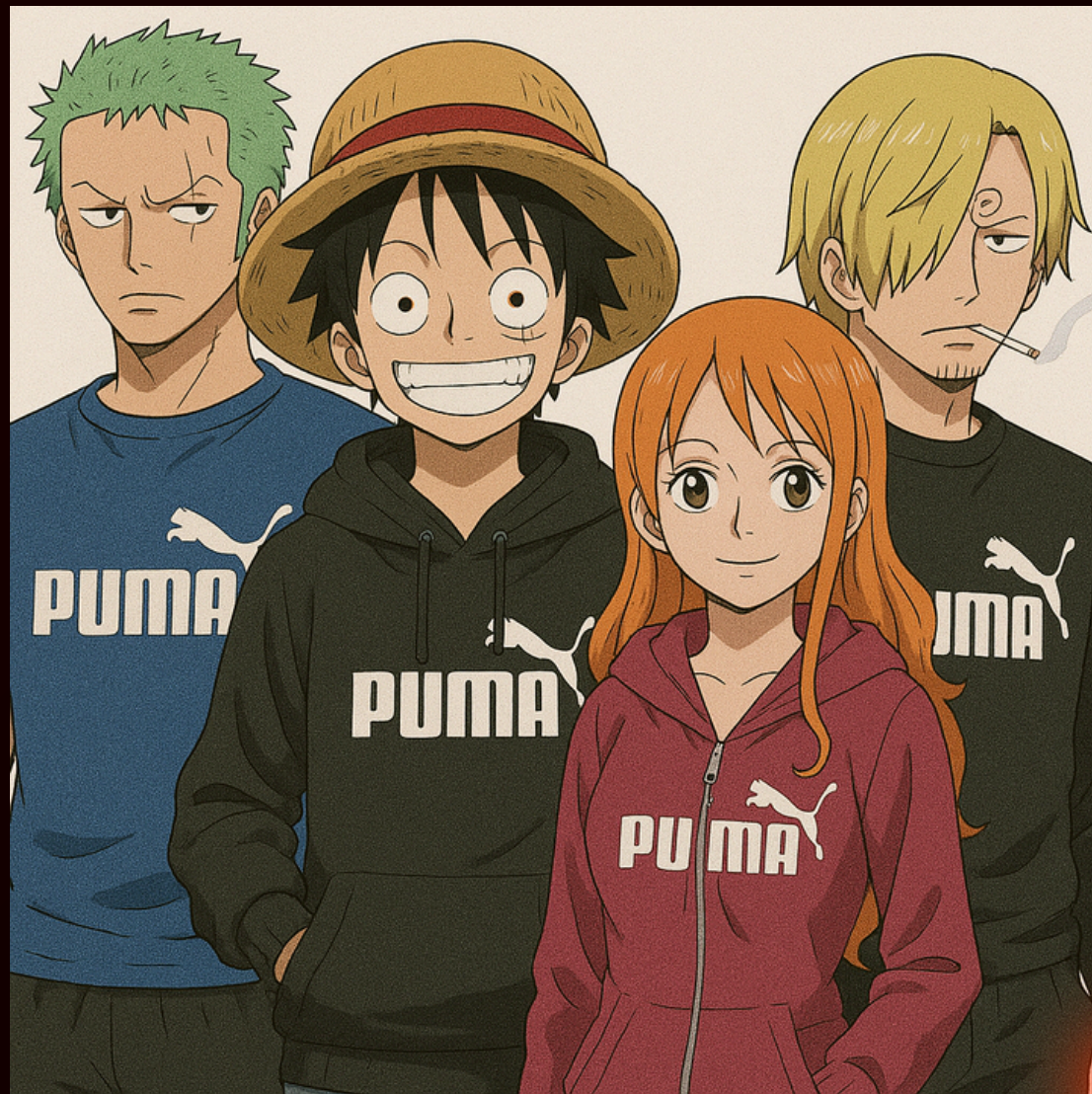
Commercial will include date, location, and time of special event with QR code for KITH's website

- **On website:**

- Customer must purchase a pair of Speedcats along with a pair of Mostros to attend the event
- After purchase, customer will receive an email confirming their purchase along with providing an event ticket and raffle #
- At the event, we'll hand out the shoes so they can be signed



COMMERCIAL REFERENCE



(AI Generated)



OUR PROMOTION IDEA FOR PUMA CONT.

Special Event Details:

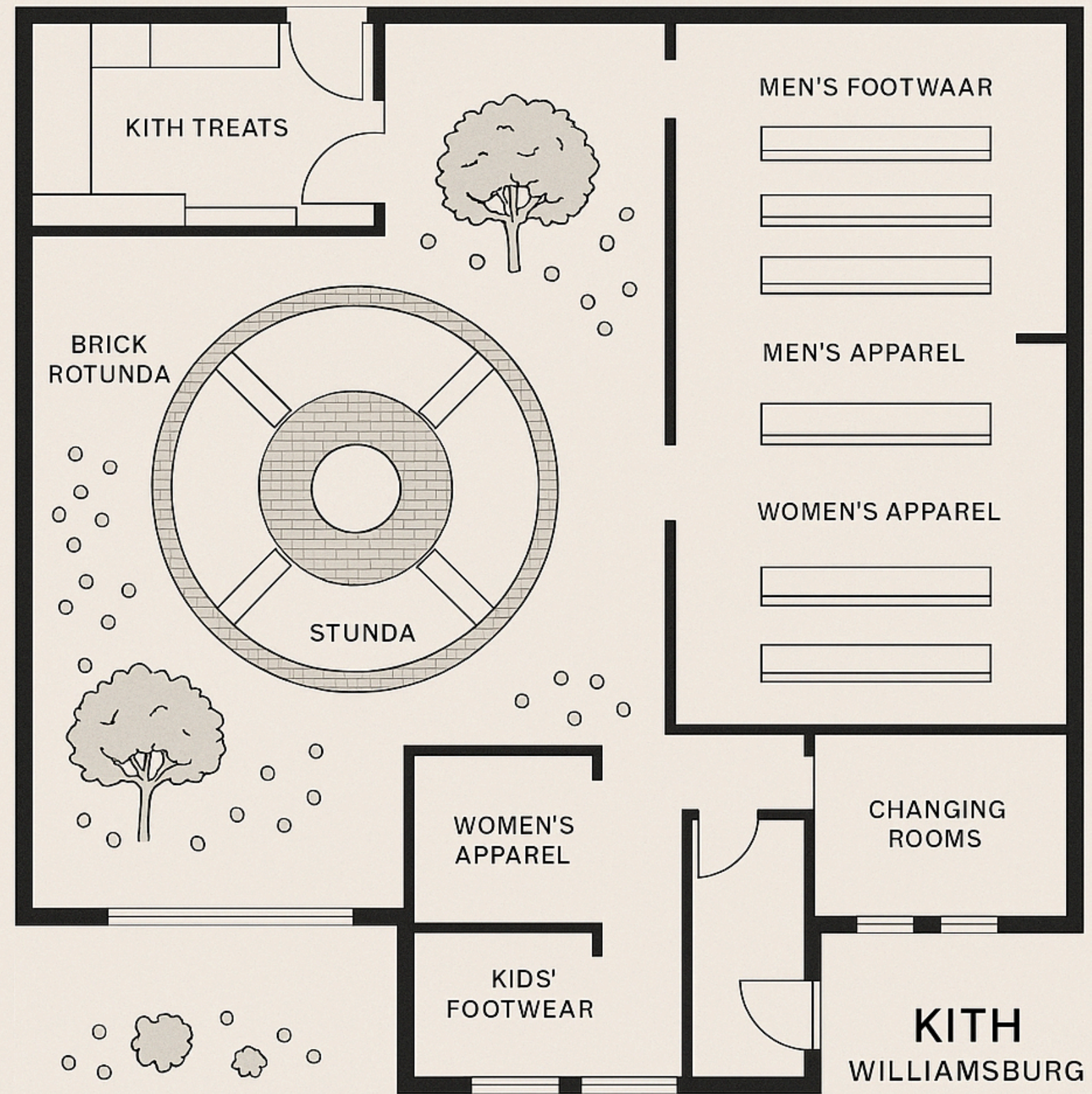
All PUMA products from each of these outputs will be sold at this event

- A\$AP, Rosé, and *One Piece*'s collab with PUMA

Activities include:

- Signing of the shoes by Rosé and A\$AP
- Signing of prints from the commercial by Eiichiro Oda and Kenichi Imaizumi.
- Raffle winners announced
 - Exclusive listen party of Rosé and A\$AP Rocky's new song

(AI Generated)





PUMA Speedcat OG Pelé Yellow – \$100.00



PUMA Speedcat OG Red – \$100.00



PUMA Speedcat OG Black – \$100.00



PUMA Mostro Discords – \$200.00



PUMA Mostro Leather – \$130.00

Buy a pair of Speedcats and a pair of Mostros to receive you digital ticket for A\$AP x Rosé x One Piece Event

FOREVER FASTER



(AI Generated)



(AI Generated)

TIMELINE AND SUCCESS OF PROMOTION IN DOLLARS



01

Collaborations with PUMA involving A\$AP Rocky, Rosé, and One Piece initially sold out within minutes, up to a few hours

- **Combining all of these:**
 - **Reach out to more types of audiences**
 - **Leading to more profit and customer purchases for PUMA**

02

We predict this PUMA collaboration to sell out within 1-2 hours after its release

- **A\$AP's initial collab with PUMA was named the Collaboration of the Year by the Footwear News Achievement Awards (Bartunek, 2024)**

03

First to be released is the commercial featuring the One Piece world including A\$AP and Rosé

- **All characters can be seen wearing PUMA**

04

Next up would be the special event with exclusive premiere of A\$APxRosé song for raffle winners (50)

- **Song will be released to the public 48 hours after special event**

CONSUMER STAGES AND OBJECTIVES

Consumer Stages	Objective	Success of Promotion
Encourage Purchase	<ul style="list-style-type: none">To inspire bigger purchases from at least 50% of PUMA consumers with release of commercial and line plan	<ul style="list-style-type: none">Release of commercial will bring in money immediately → Mostros and Speedcats purchases in exchange for special event digital ticket.Line Plan will provide new items to purchase at event
Gain Loyalty	<ul style="list-style-type: none">To ensure the return of 75% of past PUMA consumers who had purchased previous A\$AP and Rosé collections	<ul style="list-style-type: none">Opportunity of being selected for exclusive performance from A\$AP and Rosé gives customers incentive to stay longer at the event

TIME AND ACTION

CALENDARS

CREATING NEW SONG CALENDAR

FALL 2025



The first week will consist of getting Rosé and A\$AP to NYC and ready to start writing. During the second and third week the song will have a beat added and it will be edited and finalized. Later on, close to the event the song will be released on all streaming platforms.

<u>BRING IN ASSETS</u> Bring in Rosé and A\$AP to NYC	<u>HAVE A SPACE READY</u> Have a set time for their sessions	<u>START DATE</u> July 5th	<u>END DATE</u> July 7th	<u>RESPONSIBLE</u> Artist’s team and studio manager	<u>STATUS</u> Pending	
<u>STUDIO TIME</u> Rosé and A\$AP’s sessions start	<u>WRITING</u> Rosé and A\$AP will be writting new song	<u>START DATE</u> July 11th	<u>END DATE</u> July 18th	<u>RESPONSIBLE</u> Producers	<u>STATUS</u> Pending	
<u>CREATING BEAT</u> Producers will help them with beat	<u>APPROVING OF BEAT</u> Beat will be approved by Rosé and A\$AP	<u>SRART DATE</u> July 19th	<u>END DATE</u> July 22nd	<u>RESPONSIBLE</u> Music producers and assets	<u>STATUS</u> Pending	
<u>EDITING</u> The song will by edited and finalized	<u>APPROVAL OF SONG</u> Us, Rosé and A\$AP will approve of song	<u>START DATE</u> July 23rd	<u>END DATE</u> July 26th	<u>RESPONSIBLE</u> Mixing engineer/artists and producer	<u>STATUS</u> Pending	
<u>DISTRIBUTION</u> Have song ready to be distributed on streaming platforms		<u>START DATE</u> Sep 17th 12:00 AM	<u>END DATE</u> Sep 17th 12:05 AM	<u>RESPONSIBLE</u> Distrubution manager	<u>STATUS</u> Pending	

HASHTAGS

#RoséxA\$APxOnePiece
#RoséxA\$APxOnePiecexPUMA
#PUMA
#OnePieceWorld
#Speedcats
#Mostros

COMMERCIAL CALENDAR

FALL 2025



During the first week we'll make sure the animation and script is done to transition into Rosé and A\$AP's new song. The second week will consist of bringing them in a doing a voiceover and we will be adding the music and making sure it fits well with the commercial and the fourth week we'll finalize the commercial and have it ready for launch.

HASHTAGS

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#RoséxA\$APxOnePiecexPUMA
#PUMA
#OnePieceWorld
#Speedcats
#Mostros

<u>CREATING ANIMATION</u> Creating animation for commercial	<u>ANIMATION FINALIZED</u> Edit commercial	<u>START DATE</u> July 1st	<u>END DATE</u> July 25th	<u>RESPONSIBLE</u> Creative director	<u>STATUS</u> Pending	
<u>VOICEOVER</u> Bring in Rosé and A\$AP Rocky to voiceover	<u>TIMING VOICEOVER</u> making sure their voices match the animation	<u>START DATE</u> July 27th	<u>END DATE</u> July 28th	<u>RESPONSIBLE</u> Talent coordinator	<u>STATUS</u> Pending	
<u>ADDING OF MUSIC</u> Add the song Rosé and A\$AP will make for commercial	<u>APPROVING OF MUSIC</u> Make sure the song matches the animation	<u>START DATE</u> July 29th	<u>END DATE</u> July 31st	<u>RESPONSIBLE</u> Music producer	<u>STATUS</u> Pending	
<u>FINALIZE COMMERCIAL</u> Go over the last details of commercial	<u>APPROVAL OF COMMERCIAL</u> Get commercial approved	<u>START DATE</u> Aug 2nd	<u>END DATE</u> Aug 4th	<u>RESPONSIBLE</u> Editor/Creative Director	<u>STATUS</u> Pending	
<u>LAUNCHING OF COMMERCIAL</u> Commercial will be released on Youtube and Instagram		<u>START DATE</u> Aug 15th 12:00	<u>END DATE</u> Aug 15th	<u>RESPONSIBLE</u> Marketing team	<u>STATUS</u> Pending	

SOCIAL MEDIA CALENDAR

FALL 2025



During the first week we'll be focused on our pictures and videos for the promotion. From photoshoots to editing all social media content. During our second week we'll be finalizing all of it and be ready to post. Our third week we'll focus on the promo and this is when it will be posted for the audience to see as well as having our ticketing website ready for them to purchase.

HASHTAGS

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#RoséxA\$APxOnePiecexPUMA
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<u>PROMOTION PLAN</u> Creating posts and announcements	<u>EDITING POSTS</u> Share BTS of Rosé and A\$AP Rocky promotional photoshoot.	<u>START DATE</u> Aug 1st	<u>END DATE</u> Aug 3rd	<u>RESPONSIBLE</u> Social Media Manager	<u>STATUS</u> Pending	
<u>MAKING VIDEOS</u> Finalizing ideas promo	<u>EDITING VIDEOS</u> Edit promo and have a sneak peek ready for release.	<u>START DATE</u> Aug 4th	<u>END DATE</u> Aug 7th	<u>RESPONSIBLE</u> Video Production team	<u>STATUS</u> Pending	
<u>FINALIZE PROMOTION VIDEO</u> Have promo done and ready to be posted		<u>SRART DATE</u> Aug 10th	<u>END DATE</u> Aug 10th	<u>RESPONSIBLE</u> Creative Director	<u>STATUS</u> Pending	
<u>RELEASE OF POSTS</u> Posts will be uploaded to instagram.		<u>START DATE</u> Aug 11th 2:00 PM	<u>END DATE</u> Aug 11th 2:00 PM	<u>RESPONSIBLE</u> social Media Manager	<u>STATUS</u> Pending	
<u>CREATION OF TICKET PAGE</u> Have website done and ready for costumers.	<u>EDITING OF TICKET PAGE</u> Edit and finalize page.	<u>RELEASE OF TICKETING WEBSITE</u> Aug 15th 12:00 AM	<u>START DATE</u> Aug 5th	<u>END DATE</u> Aug 10th	<u>RESPONSIBLE</u> Web Developer Marketing Team	<u>STATUS</u> Pending

ITINERARY FOR EVENT

FALL 2025



<u>BRING IN MERCH TO VENUE</u> Bring in new merch to venue, photo booth and tables	<u>HAVE VENUE READY FOR EVENT</u> Have space ready for event	<u>START DATE</u> Sep 12th	<u>END DATE</u> Sep 14th	<u>RESPONSIBLE</u> Merch team and logistics coordinator	<u>STATUS</u> Pending	
<u>PEOPLE START COMING IN</u> Doors open and people get their shoes hand out	<u>ROSÉ, A\$AP AND ONE PIECE ANIMATORS COME IN</u> Rosé, A\$AP, Eiichiro Oda and Kenichi Imaizumi come in	<u>START TIME</u> Sep 15th 1:00 3:00	<u>END TIME</u> 2:00 3:10	<u>RESPONSIBLE</u> Event crew and Venue manager	<u>STATUS</u> Pending	
<u>SIGNING OF SHOES</u> Rosé and A\$AP start signing shoes and taking pictures	<u>SIGNING OF PRINTS</u> Eiichiro Oda and Kenichi Imaizumi start signing prints of One Piece	<u>SRART TIME</u> 3:15 3:15	<u>END TIME</u> 4:45 4:45	<u>RESPONSIBLE</u> Talent handlers and Security	<u>STATUS</u> Pending	
<u>RAFFLE WINNERS ANNOUNCED</u> Read out the 50 winners of raffle		<u>START TIME</u> 5:00	<u>END TIME</u> 5:20	<u>RESPONSIBLE</u> Stage manager	<u>STATUS</u> Pending	
<u>PRIVATE SHOW OF COMMERCIAL</u> raffle winners will be brought in to private room and will be able to watch full commercial with music		<u>START TIME</u> 5:45	<u>END TIME</u> 7:00	<u>RESPONSIBLE</u> VIP host	<u>STATUS</u> Pending	

The first week everything will be set up for the event. Second week the event starts. First doors will open and people will start getting their items, an hour later Rosé, A\$AP, Eiichiro Oda and Kenichi Imaizumi will come in. after they’re all set up they will be able to start signing shoes and prints. Lastly raffle tickets will be announced, doors will close for audience and winners will be brought in to private room for show of commercial.

HASHTAGS

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BUDGET

ASSET ACCOMODATIONS BUDGET

Category	Description	Amount \$	Citation
Airfare	Jet	\$6,000 an hour	Volato
Transporation	Air port pick up and drop offs as needed	\$48.51 per day x 4	Expedia
Hotel	Aman Hotel	\$12,694/night x 4	Aman
Daily allowance	Meals and personal needs	\$100 – 5,000 x 4	
Security	Ensures of our teams safety	\$650 per day x 4	Vanity Fair
Hair and makeup	Fees for stylist	\$1,500 per day x 4	Bazaar

COMMERCIAL BUDGET

Category	Description	Amount \$	Citation
Scriptwriting	Storyboarding	\$800-\$900 a day x 5	Storyboard house
Animation	Creation of drawings (rough draft)	\$8,000 per minute	F-Learning
Character design	Stylizing of characters	\$5,000 per minute	Animotion Studio
Visual effects	Effects/transitions	\$2,000 per minute	Animation Iconic

SONG/STUDIO TIME BUDGET

Category	Description	Amount \$	Citation
Songwriting	Creating lyrics	\$200 – \$500 per hour	Twine
Studio time	The Penthouse Recording Studio	\$375 per hour	Tagvenue
Mixing	Making audio clear	\$200	Penthousestudiosnyc
Voiceover	Character voicing	\$250 – \$749 for 3/4min	Voices
Revision	Extra time for changes	\$50 – \$100	Tuni1

EVENT BUDGET

Category	Description	Amount \$	Citation
Space rental	KITH Williamsburg	\$0	
Setup	Decorating of place	\$80-\$100 per hour	Thumbtack
Event crew	Check in/merch	\$3,500	Festival and Event production
Photographer/Video	In charge of capturing event	\$500 per hour x 4	Thumbtack
Printing	Posters/prints	\$33.8 per print x aprox 500	Theprintspace
Catering	Beverages/snacks	\$6 and \$4 per piece	Encore catering

Expenses	\$184,900.04	Alternative Income, Profit and ROI
Anticipated Income	\$256,107.00	\$346,107
Profit	\$71,207	\$161,206.96
ROI	38.51%	87.19%



1:01

[푸마] 네가 빛나는 순간 BOG SOCK X
BTS : ISSUE 1. 슈가

1.7M views • 8 years ago



1:05

[푸마] 네가 빛나는 순간 BOG SOCK X
BTS : ISSUE 6. 정국

2.3M views • 8 years ago



1:31

BLAZE_TIME | 방탄소년단의 유쾌한 일
탈, 푸마 블레이즈의 새로운 시작 90"

2.2M views • 9 years ago



1:01

[푸마] 네가 빛나는 순간 BOG SOCK X
BTS : ISSUE 3. 뷔

1.2M views • 8 years ago



1:35

[푸마] PUMA COURTSTAR I Made by
BTS

1.2M views • 7 years ago



0:58

[푸마] [SS18 DOYOU] PINK or BLACK
모두 내가 원하는 대로, 플랫폼 트레이스

764K views • 7 years ago



2:01

PUMA TURIN - MADE BY BTS

2.5M views • 7 years ago



2:54

ROSÉ & Bruno Mars - APT. (Official
Music Video)

1.5B views • 6 months ago



3:38

ROSÉ - number one girl (official
music video)

98M views • 5 months ago



3:54

ROSÉ - toxic till the end (OFFICIAL
MUSIC VIDEO)

93M views • 5 months ago



15:09

ASAP Rocky Goes Sneaker
Shopping With Complex

1M views • 1 month ago



3:47

A\$AP Rocky - Praise The Lord (Da
Shine) (Official Video) ft. Skepta

678M views • 6 years ago



3:53

A\$AP ROCKY - F**kin' Problems ft.
Drake, 2 Chainz, Kendrick Lamar

349M views • 12 years ago



5:28

A\$AP Rocky - L\$D (LOVE x \$EX x
DREAMS)

191M views • 9 years ago



4:46

A\$AP Rocky - Fashion Killa (Explicit
- Official Video)

109M views • 11 years ago

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THANK YOU