

NEIMAN MARCUS

NBA DRAFT CAMPAIGN CASE STUDY

Neiman Marcus

THE CHALLENGE

Further expand Neiman Man's customer base while also bolstering customer allegiance by showcasing Neiman Marcus as a prime fashion destination for men.

THE SOLUTION

Leverage the massive social magnitude of the NBA Draft by dressing four high-profile picks for the biggest night of their lives.

CAMPAIGN OVERVIEW

By partnering Neiman Marcus with four high profile picks, including first overall pick Cade Cunningham, Talent Resources Sports was able to develop an extensive social media program centered around one of the most important days on the international sports calendar to further connect the worlds of sports and fashion.

Connecting with personal style advisors, the talent selected a variety of looks from casual to professional, all of which was highlighted on their respective social media pages. TRS was therefore able to bring Neiman Marcus directly in the eyes of their target audience by leveraging the talent's noteworthy followings and powerful engagement rates.

TALENT INCLUDED

Cade Cunningham, Davion Mitchell, Tre Mann, Sharife Cooper

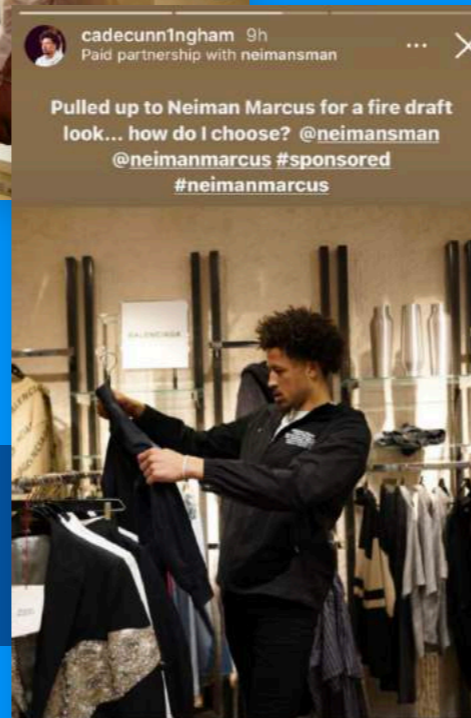


CADE CUNNINGHAM
@cadecunn1ngham



276K FOLLOWERS BEFORE PROGRAM
496K FOLLOWERS AFTER PROGRAM

2.77% ENGAGEMENT



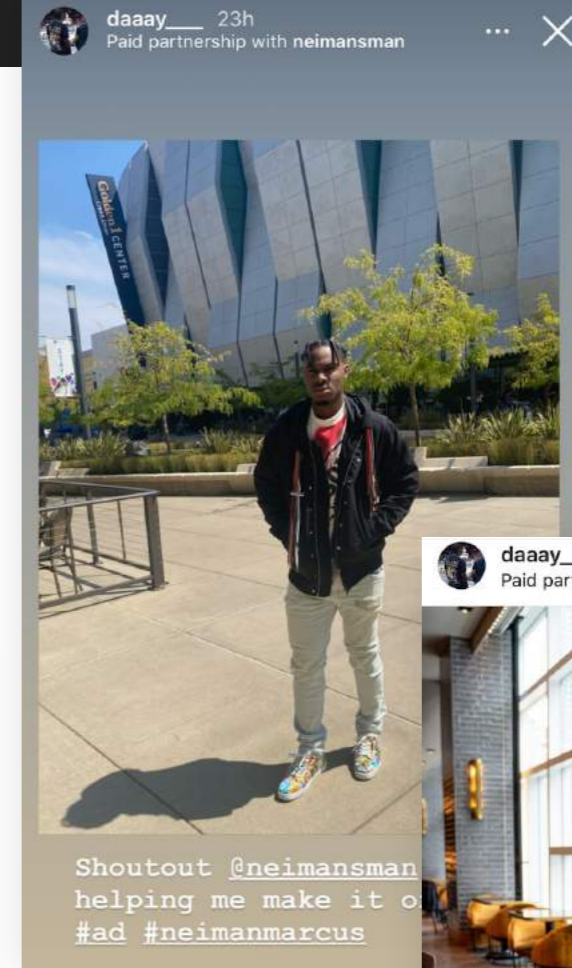
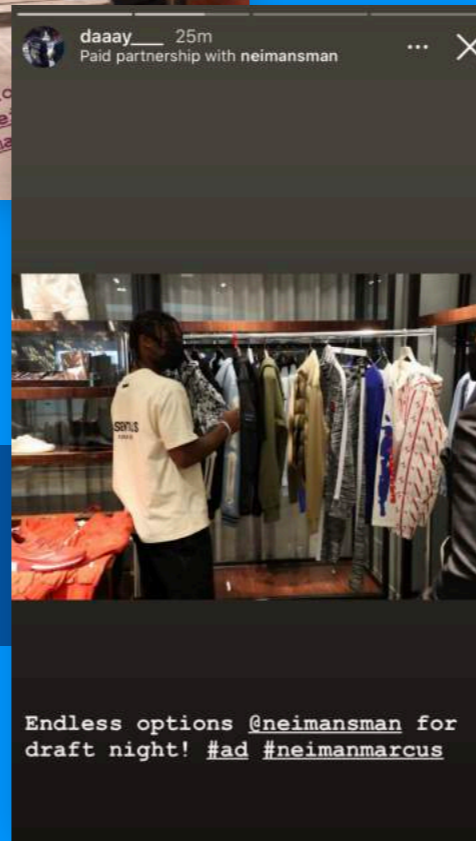
NEIMAN MARCUS



DAVION MITCHELL
@daaay___



62.3K FOLLOWERS BEFORE PROGRAM
115K FOLLOWERS AFTER PROGRAM
3.99% ENGAGEMENT

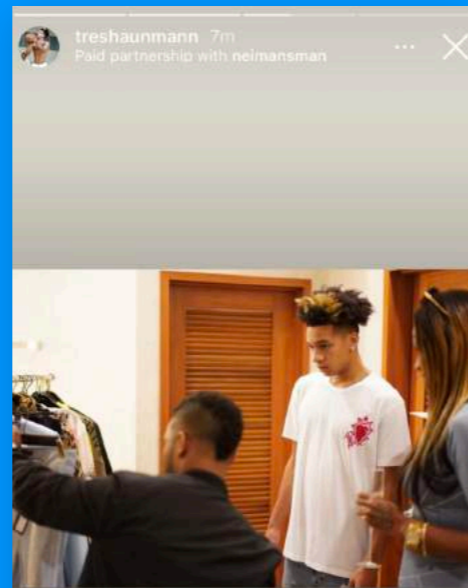


TRE MANN
@treshaunmann



118K FOLLOWERS BEFORE PROGRAM
131K FOLLOWERS AFTER PROGRAM

8.60%
ENGAGEMENT



Checking out @neimanmarcus with @elvindrip for the perfect draft night look... @neimansman #sponsored #neimanmarcus



Thanks to @elvindrip for putting together this dope look @neimansman @neimanmarcus #ad #neimanmarcus



Everything I prayed for @neimansman @neimanmarcus #sponsored #neimanmarcus



507 likes
treshaunmann Just a kid with big dreams tryna put on for my city! Big thanks to the squad over... more

SHARIFE COOPER
@sharife.cooper



741K FOLLOWERS BEFORE PROGRAM
821K FOLLOWERS AFTER PROGRAM

32.65%
ENGAGEMENT



OTHER MENTIONS

GQ Sports @GQSports

No. 1 prospect Cade Cunningham shows off his #NBADraft fit to GQ Sports for #BigNightBigFits



Cade Cunningham and Neiman Marcus

6:42 PM · 7/29/21 · [Twitter Web App](#)

nba nba - Original Audio



DAVION MITCHELL

56,488 likes

nba Peep the patterns • @daaay___ of the @sacramentokings! #NBADraft #ThatsGame

nba New York, New York



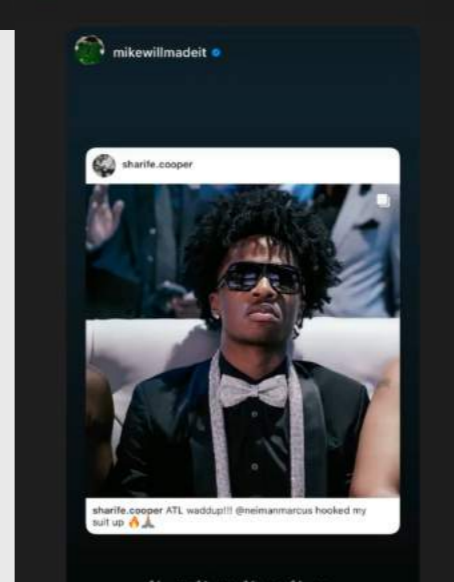
1/10

Liked by aj_vincenzi4 and 438,444 others

nba 🏀 The future starts now! 🏀

sharife.cooper 6h

Post Malone - Congratulations (f...)



mikewillmadeit

sharife.cooper ATL waddup!!! @neimanmarcus hooked my suit up 🙌🏽

neimansman



Liked by talentresourcessports and 396 others

neimansman Sending congratulations to No. 1 draft pick @cadecunn1ngham who could soon be taking

neimansman



Liked by talentresourcessports and 342 others

neimansman It's a big night for @daaay___, as a top 10 pick in the draft! Not only is he taking the first

neimansman



235 likes

neimansman About last night... @sharife.cooper was looking stylish at the draft in a look put together by @lookslee at @neimanmarcusatlanta. Wishing him

neimansman



199 likes

neimansman Congrats & best of luck to @treshaunmann on last night's first round pick by Oklahoma City. He was looking dapper for draft

gqsports



cadecunn1ngham

detroitpistons

neimansman

neimanmarcus

181 likes

gqsports No. 1 overall pick in the 2021 #NBADraft.

PRESS HITS

100,000,000+ MEDIA IMPRESSIONS

GOTHAM

Cade Cunningham's Timeless NBA Draft Night Look



Projected top draft pick, Cade Cunningham, styled at Neiman Marcus Bal Harbour for his Draft Night red carpet look which includes Isala Two-Piece Tuxedo Suit and Christian Louboutin Men's Louis Junior Tonal Spike Low-Top Sneakers.

OCEAN DRIVE

Cade Cunningham's Timeless NBA Draft Night Look



On Thursday evening's draft night, Cunningham was dressed from head-to-toe, by a style advisor at Neiman Marcus Bal Harbour, wearing a sleek Isala Two-Piece Tuxedo Suit in navy and Christian Louboutin Men's Louis Junior Tonal Spike Low-Top Sneakers. He hung up his basketball shoes and put on some signature red soles for the special occasion.

WWD

Neiman Marcus Styles Four 2021 NBA Draft First Round Picks



yahoo!sports

NBA draft night fashion is back, and it's phenomenal

Tyler R. Tynes
@TylerRickyTynes

No. 1 pick Cade Cunningham told me he wanted something subtle for his big night, so he went to Neiman Marcus for the fit which he completed with some studded red bottom sneakers #BigNightBigFits



6:57 PM · Jul 29, 2021



SHARIFE COOPER LOOKING GOOD FOR NBA DRAFT
AUBURN GUARD FROM MCEACHERN

4:15
90° CBS 46

MORGAN & MORGAN WEATHER STONE MOUNTAIN 89°



Top NBA pick Cade Cunningham wants to be the next LeBron James in business



Cade Cunningham poses for a photo after being drafted first overall by the Detroit Pistons during the 2021 NBA Draft on July 28, 2021 at Barclays Center in Brooklyn, New York.

With his draft slot, he'll get a multiyear contract worth over \$40 million to start his pro career. On the endorsement front, he agreed to terms with Nike on Tuesday and worked in a pact with luxury department store Neiman Marcus, which dressed him for the draft event.



Top NBA Prospects Sharife Cooper, Davion Mitchell And Cade Cunningham Visit Neiman Marcus For Fittings



OVERALL CAMPAIGN METRICS

355,539

TOTAL LIKES

3,231

TOTAL COMMENTS

22.95%

OVERALL ENGAGEMENT
RATE

Neiman Marcus

26,242

STICKER TAPS

ESTIMATED REACH:

1,714,189