

HERCULES

New York
est.2020

PROACTIVE PRESENTATION
2020 CAMPAIGNS

PREPARED FOR

patagonia[®]

In an era of noise, Hercules New York stands for **compassionate business** that reflects our integrity, honesty, and transparency

We deliver highly customized holistic brand campaigns and partnerships while educating and developing the artistic community

REAL COMMUNITY BUILDING

We've fostered a diverse community of creatives both well established and on the rise

TARGETED & MEANINGFUL RESULTS

Our blended approach to marketing, advertising, and PR is supported by analytics curated to each client's needs

ORGANIC & INSPIRED MARKETING

We craft a niche strategy adapted to our client's unique brand architecture through our robust network

HERCULES

New York

WHO WE ARE

WITH OUR GLOBAL TRANSITION TO DIGITAL, WE ARE POSITIONED TO SUPPORT BRANDS' DIGITAL FOOTPRINT THROUGH STRATEGY, CREATION & DISTRIBUTION

WE PRODUCE HIGH CALIBER CONTENT
FOCUSED ON BRANDING THROUGH CREATIVITY AND INTENT

BUILDING BRANDS, AND COMMUNITIES IS OUR SPECIALTY AND WE WOULD LOVE TO WORK WITH YOU TO BUILD YOURS

WE ARE A MULTICULTURAL TEAM FOCUSED ON WORKING WITH BRANDS TO
BUILD A SUSTAINABLE PRESENT & FUTURE

OUR PARTNERS

1st
Dr.Mike
Darren Espanto
RS Belhasa
Don C
Bethany Watson
Biggs
Jeff Staple
J Balvin
Erykah Badu
Tyson Wheatley
Yomiko Art
JN Silva
Dave Krugman
ASAP Illz
Aaron Gordon
Sophia Chang
Salehe Bembury
Mel DeBarge
Andrew White
Forrest Smith
Mercedes Benz USA
Sony Alpha
NY on Air
Sprayground
B&H
Soccer Bible
Art of Visuals
MoodyGrams
World of Dance
Mashable
Street Dreams Mag
Tribeca Film Festival

TOTAL AUDIENCE

Approximate

140 MILLION

PALLADIUM BOOTS



175%
Facebook
Community Increase

47.2%
Instagram
Follower Growth

With **23K**
Social Impressions per image,
increasing at a rate of 5% per
week

WORLD OF DANCE

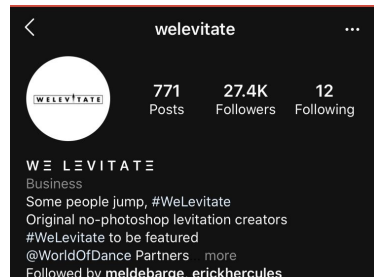


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WE LEVITATE



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ALPHA INDUSTRIES



Increase
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patagonia®



“TOGETHER THROUGH
THE GREY DAYS”

CUSTOM CAMPAIGN

Using our expertise in specialized digital storytelling, we see the potential for **Patagonia NYC** to rediscover its roots in pushing the limits of human fortitude and natural exploration. In doing so, we focus on the meaning of togetherness in the face of today's challenges



Together Through the Grey Days
CAMPAIGN



Living Our Values
PANEL & SOCIAL REDESIGN

Produce a **“Together Through the Grey Days”** campaign where we partner with 5-10 photographers, provide background to who they are, their work and how they’re staying creative through these “Grey Days” on the Patagonia NYC IG page

The first image will be a portrait of each photographer on their rooftop in the middle of a rainy day to signify that, although we are all in different places in the city/world, we are all going through a similar experience together

Part of the proceeds from items sold through their affiliate/sponsored link will be donated to select food banks

DELIVERABLES:

- Produce full concept
- Create questionnaire
- Source Creatives
- Manage timeline and talent
- Produce copy & art direction
- Collect and manage assets from creatives for Patagonia posts
- Video campaign - “A Walk Through the Rainy Days” (splash shots - Patagonia Rainshadow Waterproof Jacket)



“Living Our Values” Campaign

In the midst of the pandemic, it has become difficult for many to shift their lifestyle choices, particularly their decision making regarding sustainability

We feel that a virtual panel discussing sustainability with influential artists and creatives in our network will not only build rapport with the community, but raise important lifestyle questions that tie into the heart of Patagonia NYC’s core values

This cross-collaboration can help deepen Patagonia NYC’s cultural impact in the local community and heighten its awareness and positioning within the young, socially-conscious NYC community





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CASE STUDIES

CASE STUDY: PALLADIUM BOOTS

Our goal for Palladium was to build out their global status as a 'City Adventurer' shoe. Consistency across all of Palladium's channels was an important step for the brand to take to enter the digital market and provide a visual identity to their #palladiumexplorer

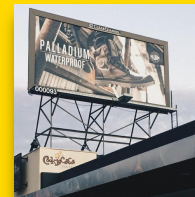
From the brand's seasonal look books, physical & digital advertising, and events to their social media feeds and partnerships, Hercules New York crafted what is now the brand's visual identity & message utilizing a host of different angles that evoked a sense of exploration in rugged cityscapes

The extensive work and strategy revolutionized Palladium's ability to convey their message visually and inspired the brand's current direction in storytelling, partnerships and strategic marketing.

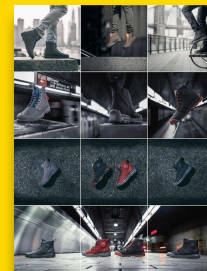


175% engagement increase on Facebook
47% follower growth on Instagram
1k average increase of Instagram following per week

PHYSICAL



SOCIAL



DIGITAL



CASE STUDY: AO AIR

AO Air's objective was to launch a product that tackles global air pollution head on. In preparation for pre-sale launch at CES, Ao-air asked Hercules New York to aid in their launch by providing their **social & visual identity** supporting their event activation on the floor of CES, and **amplifying** their incredible mission with creative partners who could successfully transmit the brand's message across **multiple communities**.

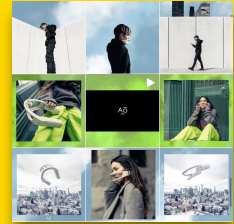
Once the product was officially launched, we were able to begin posting product visuals and partnerships to social with the aim to engage with prospective consumers and enthusiasts.

The result was visual assets that ao-air could use for **physical & digital display and press purposes**, which received the attention it deserved by the dance, sports, & fashion communities worldwide.



- 3600%** Post-Launch Viewer Engagement
- 25%** follower growth on Instagram
- 5** Engaging Collaborative Partnerships
- 7** Photoshoots with **Hundreds of Assets to use.**

PARTNERSHIPS & SOCIAL STRATEGY



PRODUCT LAUNCH



VISUAL BRANDING



CASE STUDY: WE LEVITATE

We Levitate is the original community of Levitation without the use of photoshop. **What started as a technique has since become a digital phenomenon replicated by some of the world's most notable brands and people.**

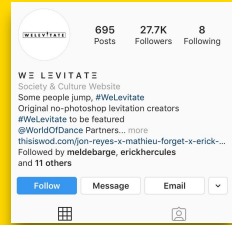
The use of non-photoshopped levitation has become a staple in commercial photography due to the rise of instagram and digital advertising.

Erick hercules created we levitate with the intention to share his techniques with others and to inspire other creators to capture a moment in an industry dominated by post-production and facelifts. currently, **there are levitation photographers all over the world who have joined the conversation to learn and inspire each other. with branches in New York, Las Vegas, Seattle, Berlin, London, and Sydney.** The WeLevitate movement is Global.



27,000 ORGANIC FOLLOWERS
62,000 #WeLevitate Hashtag Posts

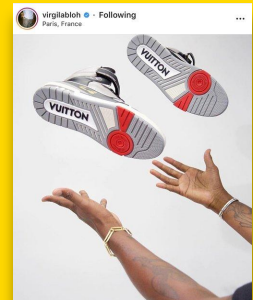
COMMUNITY

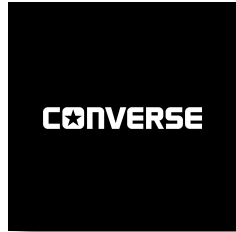
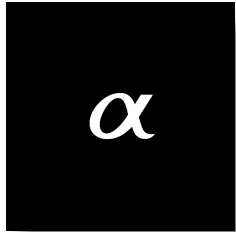
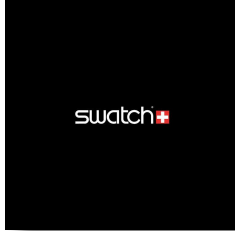
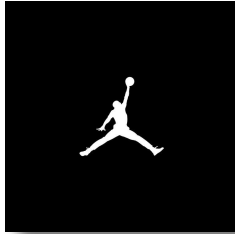
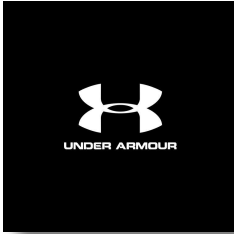


BRAND PARTNERSHIPS



INSPIRED BRANDS





THANK YOU!
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