


**H'**


HAGGAR 2023

**ANNUAL  
CAMPAIGN REPORT**



INFLUENCERS





**Hunter Vought** 

**994K**  
FOLLOWERS

**45**  
AQS

Q1





**Parker Smith** 

**1M**  
FOLLOWERS

**51**  
AQS

Q1





**Brian Chan** 

**101K**  
FOLLOWERS

**33**  
AQS

Q1




**Abraham Corella** 

**52K**  
FOLLOWERS

**71**  
AQS

Q1

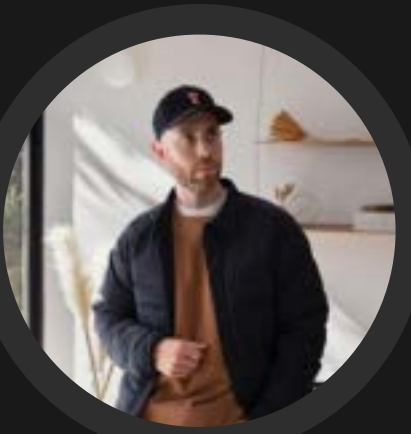



**Brandy Gueary** 

**50.3K**  
FOLLOWERS

**50**  
AQS

Q2

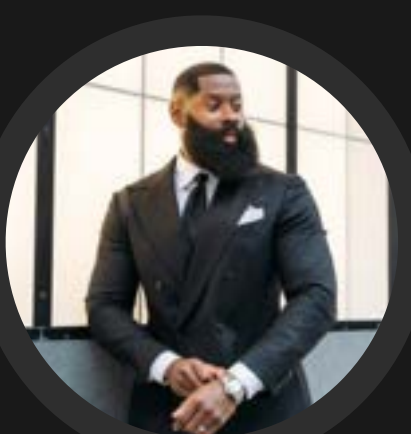



**Phil Cohen** 

**953K**  
FOLLOWERS

**60**  
AQS

Q2





**Queyoun Makor** 

**337K**  
FOLLOWERS

**40**  
AQS

Q2





**Blake Scott** 

**618K**  
FOLLOWERS

**45**  
AQS

Q3




**Jeff Yamazaki** 


**242K**  
FOLLOWERS

**57**  
AQS

Q3

INFLUENCERS [CONTINUED]

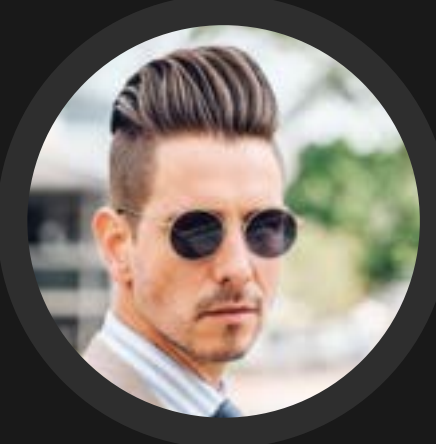



**Nathan Randall** 

**177K**  
FOLLOWERS

**64**  
AQS

Q3





**Sergio Ines** 

**862K**  
FOLLOWERS

**51**  
AQS

Q3 + Q4



**Ryan Clark** 

**200K**  
FOLLOWERS

**43**  
AQS

Q4



**Jose Zuniga** 

**1.8M**  
FOLLOWERS

**82**  
AQS

Q4

## ANNUAL PERFORMANCE SUMMARY

Haggar's influencer marketing campaign for the 2023/2024 period has seen phenomenal success, significantly surpassing the estimated campaign impressions goal of 8 to 12 million. With a total of over 20 million impressions, Haggar's approach of utilizing a diverse range of influencers to deliver a mix of evergreen and seasonal content has resonated strongly with the audience.

### **Campaign Execution & Strategy:**

Adopting a quarterly campaign approach, Haggar successfully onboarded a group of influencers that not only aligned with the brand's identity but also connected with potential consumers. This strategic alignment allowed for the delivery of video and static content throughout the year, creating multiple touchpoints with consumers and effectively showcasing Haggar's brand offerings.

### **Instagram Achievements:**

Instagram served as a cornerstone platform, with organic and paid strategies working in tandem to achieve an outstanding reach and engagement:

- ✓ **Organic Instagram Content:** Yielded 2,790,690 impressions with a high engagement rate (ER) averaging at 4.31%. Notably, the Instagram Reel format excelled with over 1 million video views, indicating a strong preference for dynamic and engaging video content among the followers.
- ✓ **Paid Instagram Content:** Generated an impressive 16,960,471 impressions with an ER of 8.79%. The Instagram Reel again stood out with the highest ER at 17.89% and over 4.7 million video views, demonstrating the effectiveness of well-targeted paid promotions.

### **TikTok & Other Platforms:**

TikTok, although a small portion of the overall annual efforts, showed a healthy organic engagement rate at 6.54%, illustrating the platform's potential for high engagement with quality content. The paid content on TikTok also maintained a respectable ER of 3.75%.

### **Benchmark Comparisons:**

Compared to industry benchmarks, Haggar's campaign engagement rates on Instagram are particularly noteworthy. Fashion industry benchmarks for engagement on Instagram usually hover around 1-3% for organic content and can be lower for paid content due to the broader reach. Haggar's organic Instagram Reel engagement rate of 5.09% and paid Instagram Reel engagement rate of 17.89% are substantially higher, underscoring the campaign's success in creating content that resonates with its audience and encourages interaction.

### **Overall Campaign Impact:**

The overall ER of 8.46% for paid content is particularly striking, as it signifies the campaign's ability to not only reach but actively engage with a large audience, driving both brand awareness and potential conversions.

### **Conclusion & Forward-Looking Strategy:**

Haggar's influencer marketing campaign strategy has proven to be highly effective in driving brand visibility and audience engagement throughout the year. By continually refreshing the influencer lineup as well as re-utilizing those with solid performance, the brand has managed to keep the content dynamic and engaging, hitting new audiences while maintaining strong relationships with audiences. Looking ahead, the strategy of optimizing and extending relationships with top-performing influencers is poised to continue this trajectory of success, capitalizing on the momentum built in 2023/2024 to drive further brand growth and market penetration.

# **CAMPAIGN PERFORMANCE OVERVIEW**



Q1 CAMPAIGN PERFORMANCE

7.16% ENGAGEMENT RATE

IMPRESSIONS

2.8M

REACH

2.3M

ENGAGEMENT

85.3K

VIDEO VIEWS

1.5M

Q2 CAMPAIGN PERFORMANCE

5.71% ENGAGEMENT RATE

IMPRESSIONS

2.9M

REACH

2.3M

ENGAGEMENT

242K

VIDEO VIEWS

1.9M



Q3 CAMPAIGN PERFORMANCE

5.90% ENGAGEMENT RATE

IMPRESSIONS

9M

REACH

5.9M

ENGAGEMENT

483K

VIDEO VIEWS

3.2M

Q4 CAMPAIGN PERFORMANCE

3.35% ENGAGEMENT RATE

IMPRESSIONS

6.1M

REACH

4.7M

ENGAGEMENT

246K

VIDEO VIEWS

4.3M



OVERALL PERFORMANCE

8.46% ENGAGEMENT RATE

IMPRESSIONS

20.3M

REACH

14.8M

ENGAGEMENT

1M

VIDEO VIEWS

10.7M

LIKES

126K

CLICKS

57.5K

CAMPAIGN DETAILS



PLATFORMS

#

13

INFLUENCERS



# **CAMPAIGN PERFORMANCE BREAKDOWN**



### Q1 PERFORMANCE BREAKDOWN

	Impressions	Reach	Video Views	Clicks	Engagement Rate	Total Engagement	Likes	Comments	Shares	Saves
📷 Instagram: In-Feed — Organic	82,400	63,600	—	—	5.95%	5,214	4,752	155	—	383
📷 Instagram: Story — Organic	30,819	30,799	30,819	170	4.04%	1,049	840	—	54	—
📷 Instagram: Reel — Organic	263,200	250,400	355,900	—	5.31%	14,013	8,884	153	3,123	2,024
📷 Instagram: Overall — Organic	376,419	344,799	386,719	170	5.10%	20,276	14,476	308	3,177	2,407
📷 Instagram: In-Feed — Paid	1,269,800	1,066,600	—	3,745	0.44%	5,167	2,876	8	42	478
📷 Instagram: Story — Paid	707,400	533,200	707,400	820	0.73%	5,013	—	—	6	—
📷 Instagram: Reel — Paid	148,400	134,800	148,400	3,650	32.62%	49,297	777	3	191	—
📷 Instagram: Overall — Paid	2,125,600	1,734,600	8,55,800	8215	11.26%	59,477	3,653	11	239	478
🎵 TikTok: Organic	7,200	5,900	7,200	—	6.17%	444	423	12	9	—
🎵 TikTok: Paid	245,800	181,000	245,800	1920	2.06%	5,056	341	2	1	—
Overall — Organic	383,619	350,699	393,919	170	5.63%	20,720	14,899	320	3,186	2,407
Overall — Paid	2,371,400	1,915,600	1,101,600	10,135	6.66%	64,533	3,994	13	240	478
Overall — Total	2,755,019	2,266,299	1,495,519	10,305	6.15%	85,253	18,893	333	3,426	2,885

Q1 CONTENT GALLERY



## Q1 PERFORMANCE ANALYSIS

Haggar's influencer marketing showed great success from the first quarter. Our strategic deployment of organic and paid content across Instagram and TikTok has yielded substantial engagement and reach, underscoring the effectiveness of our influencer collaborations.

### Instagram Performance:

- ✓ **Organic Content:** Our organic content on Instagram maintained a strong presence with a total of 376,419 impressions and a reach of 344,799. The engagement rate stood at 5.10%, highlighted by our Instagram Reel content, which achieved an impressive 5.31% engagement rate with 14,013 total engagements.
- ✓ **Paid Content:** The paid strategy significantly expanded our reach, garnering 2,125,600 impressions and a reach of 1,734,600. Despite a lower engagement rate of 11.26%, the paid content notably achieved a substantial number of link clicks (3,650), suggesting a high level of audience interest.
- ✓ **Overall Instagram Impact:** Combined organic and paid Instagram content achieved over 2.5 million impressions and a reach of nearly 2.1 million, with an engagement rate averaging at 7.85%. The Instagram Reel format emerged as a particularly effective medium for both organic and paid segments.

### TikTok Performance:

- ✓ **Organic Content:** On TikTok, organic content reached 5,900 viewers with an engagement rate of 6.17%, totaling 444 engagements.
- ✓ **Paid Content:** Paid content on TikTok soared, with 245,800 impressions and a reach of 181,000. The engagement rate here was 2.06%, but the views were an impressive 245,800, indicating high content visibility.

### Combined Overall Performance:

- ✓ **Organic Content:** Organic efforts across platforms led to 383,619 impressions and a reach of 350,699 with an overall engagement rate of 5.63%.
- ✓ **Paid Content:** The paid initiatives were even more far-reaching, with 2,371,400 impressions, a reach of 1,915,600, and an engagement rate of 6.66%.
- ✓ **Total Impact:** The total combined efforts of Haggar's influencer marketing initiatives in Q1 generated 2,755,019 impressions, reached 2,266,299 individuals, and resulted in 1,495,519 video views. The total engagement rate stood at 6.15%, with a noteworthy total of 85,253 likes, reinforcing the brand's resonant presence in the digital space.

### Influencer Performance Highlights:

- ✓ **Hunter Vought** exhibited a robust performance with his Instagram Reel content, which notably achieved a 19.63% engagement rate and the highest number of likes and comments in his category. This exceptional engagement reflects his ability to create content that resonates deeply with the audience. His overall contribution to the campaign included 767,200 impressions and 396,100 video views, culminating in a total of 1,078 landing page views and 10 conversions.
- ✓ **Parker York Smith** showed a consistent performance across all content types, with his Instagram Reel content generating an outstanding 20.90% engagement rate. He garnered a total of 860,600 impressions and 466,200 video views, and his overall activity contributed to 917 landing page views and 4 conversions.

## Q1 PERFORMANCE ANALYSIS [CONTINUED]

- ✓ **Brian Chan** brought significant value to the campaign with an overall engagement rate of 7.53% across all content formats. His Instagram Reel content was particularly influential, commanding a 17.14% engagement rate and contributing to a total of 1,053 landing page views and 4 conversions.
- ✓ **Abraham Corella** stood out on Instagram Reel with an 18.18% engagement rate, highlighting his capacity to engage audiences with compelling video content. Overall, he added 292,100 impressions and contributed to 402 landing page views and 2 conversions.

### **Content Format Performance:**

- ✓ Instagram Carousel content across all influencers achieved 1,352,200 impressions, with Hunter Vought leading the format in engagement, indicating the effectiveness of visually dynamic content in capturing audience attention.
- ✓ Instagram Story had a lower engagement rate overall, yet it played a vital role in driving consistent traffic, emphasizing the importance of narrative content in the marketing mix.
- ✓ Instagram Reel was the standout format with an overall engagement rate of 18.96%, showcasing the platform's strength in delivering engaging, short-form video content that drives interaction and brand connection.
- ✓ TikTok, while having fewer overall numbers, still showed promise with organic content, suggesting potential areas for future growth and engagement strategies.



### Q2 PERFORMANCE BREAKDOWN

	Impressions	Reach	Video Views	Clicks	Engagement Rate	Total Engagement	Likes	Comments	Shares	Saves
📷 Instagram: In-Feed — Organic	233,683	200,100	—	—	0.99%	2,305	2,017	75	27	106
📷 Instagram: Story — Organic	157,327	128,720	127,827	51	9.53%	32,051	1,509	—	33	—
📷 Instagram: Reel — Organic	437,421	354,200	354,247	—	10.29%	45,016	10,746	274	1,553	1,920
📷 Instagram: Overall — Organic	828,431	683,020	482,074	51	6.93%	79,372	14,272	349	1,613	2,026
📷 Instagram: In-Feed — Paid	644,800	506,400	100,500	2,482	0.79%	3,460	1,601	16	22	53
📷 Instagram: Story — Paid	666,400	559,900	635,100	1,706	14.68%	82,666	1,533	—	43	—
📷 Instagram: Reel — Paid	474,500	352,000	464,373	7,394	14.22%	74,443	2,579	25	69	15
📷 Instagram: Overall — Paid	1,785,700	1,418,300	1,199,973	11,582	9.89%	160,569	5,713	41	134	68
🎵 TikTok: Organic	165,700	120,000	165,700	—	0.37%	612	528	5	25	54
🎵 TikTok: Paid	100,500	50,400	100,500	620	1.70%	1,706	258	—	1	—
📘 Facebook: Reshare	6,935	6,912	6,935	—	2.26%	157	150	17	7	233
Overall — Organic	1,001,066	809,932	654,709	51	3.19%	80,141	14,950	371	1,645	2,313
Overall — Paid	1,886,200	1,468,700	1,300,473	12,202	5.80%	162,275	5,971	41	135	68
Overall — Total	2,887,266	2,278,632	1,955,182	12,253	4.49%	242,416	20,921	412	1,780	2,381

### Q2 CONTENT GALLERY



## Q2 PERFORMANCE ANALYSIS

The second quarter continued to build on the momentum established by Haggar's influencer marketing campaigns, with a focused strategy that leveraged both organic and paid content to enhance brand visibility and engagement across multiple platforms.

### **Instagram Performance:**

- ✓ **Organic Content:** The organic content on Instagram showed a significant engagement, with a total of 828,431 impressions and 683,020 reaches. Notably, the Instagram Story stood out with an engagement rate (ER) of 9.53% and the Instagram Reel with an ER of 10.29%, indicating a compelling content strategy that resonates with our audience.
- ✓ **Paid Content:** Paid posts significantly boosted our metrics, achieving 1,785,700 impressions and a reach of 1,418,300. The Instagram Story was exceptionally well-received, with an ER of 14.68%, suggesting highly effective targeted content.
- ✓ **Instagram Overall Impact:** Combining organic and paid strategies on Instagram led to over 2.6 million impressions and a reach of more than 2.1 million, with an average engagement rate of 8.94%. This demonstrates the power of curated content in engaging with the target demographic.

### **TikTok Performance:**

- ✓ **Organic Content:** TikTok's organic content garnered 165,700 impressions and reached 120,000 profiles. Although the engagement rate was lower at 0.37%, the platform's nature contributed to a substantial number of video views.
- ✓ **Paid Content:** The paid content on TikTok mirrored this reach with 100,500 impressions and 50,400 reaches, achieving a higher ER of 1.70%. The platform's algorithm and content virality played a crucial role in these metrics.

### **Combined Overall Performance:**

- ✓ **Organic Content:** Organic content across all platforms resulted in over 1 million impressions and a reach of approximately 810,000 with a combined ER of 3.19%. This highlights the effectiveness of our content and the authenticity of our influencers.
- ✓ **Paid Content:** Paid initiatives continued to excel with nearly 1.9 million impressions and a reach of about 1.47 million, with an ER of 5.80%.
- ✓ **Total Impact:** In total, Haggar's Q2 influencer marketing efforts yielded nearly 2.9 million impressions, reached over 2.27 million profiles, and amassed 1,955,182 video views. The overall engagement rate stood at 4.49%, with substantial interactions across likes, comments, shares, and saves.

### **Influencer Performance Highlights:**

- ✓ **Brandy Gueary** demonstrated an exceptional ability to engage with her audience through Instagram Reel content, achieving a staggering 15.76% engagement rate and the most significant number of video views and conversions amongst her content types. Her comprehensive strategy resulted in over 1 million impressions, with 560,747 video views leading to 732 landing page views and 96 conversions, marking her as a pivotal influencer this quarter.
- ✓ **Phil Cohen** showed versatility across platforms, with an impressive engagement rate of 14.52% on his Instagram Reel content. His overall approach resulted in 938,829 impressions and 918,202 video views. Notably, his Instagram Story content generated substantial landing page traffic, contributing to 223 landing page views and 18 conversions, indicating his content's effectiveness in driving potential customers to the brand.



## Q2 PERFORMANCE ANALYSIS [CONTINUED]

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- ✓ **Queyeon Makor** had notable success with his Instagram Story content, achieving a 6.99% engagement rate and actively engaging with his audience as evidenced by his total engagement numbers. His performance across all content types culminated in 827,970 impressions, 381,770 video views, and meaningful engagement with the audience.

### **Content Format Insights:**

- ✓ Instagram Carousel content proved to be an effective format for maintaining a connection with the audience, as seen with Brandy Gueary's 24.52% engagement rate, which is well above the industry standard and indicates a highly effective visual content strategy.
- ✓ Instagram Story and Instagram Reel formats continued to be vital for storytelling and engagement, with Phil Cohen and Brandy Gueary leveraging these formats to great effect, driving both high engagement and conversion rates.
- ✓ TikTok Reshare and Facebook Reshare did not yield as high engagement rates as Instagram content but contributed to the diversity of content and helped maintain brand presence across platforms.



### Q3 PERFORMANCE BREAKDOWN

	Impressions	Reach	Video Views	Clicks	Engagement Rate	Total Engagement	Likes	Comments	Shares	Saves
📷 Instagram: In-Feed — Organic	194,200	164,000	—	—	3.37%	3,646	3,312	140	114	321
📷 Instagram: Story — Organic	15,374	15,084	15,374	35	1.25%	112	73	—	4	—
📷 Instagram: Reel — Organic	194,300	172,500	194,300	—	1.88%	1,886	1,637	105	79	65
📷 Instagram: Overall — Organic	434,621	381,751	240,421	106	2.17%	5,644	5,022	245	197	386
📷 Instagram: In-Feed — Paid	4,737,199	2,760,606	—	7,350	0.35%	12,146	277	23	84	738
📷 Instagram: Story — Paid	1,826,750	1,209,711	1,316,058	5,155	9.47%	142,779	—	—	127	—
📷 Instagram: Reel — Paid	1,573,549	1,147,628	1,434,594	9,517	20.39%	311,964	1,049	21	218	—
📷 Instagram: Overall — Paid	8,137,498	5,117,945	2,750,652	22,022	10.07%	466,889	1,326	44	429	738
Overall — Organic	434,621	381,751	240,421	106	2.17%	5,644	5,022	245	197	386
Overall — Paid	8,137,498	5,117,945	2,750,652	22,022	10.07%	466,889	1,326	44	429	738
Overall — Total	8,572,119	5,499,696	2,991,073	22,128	6.12%	472,533	6,348	289	626	1,124



Q3 CONTENT GALLERY



## Q3 PERFORMANCE ANALYSIS

The third quarter showcased a remarkable trajectory of engagement and reach within Haggar's influencer marketing campaigns on Instagram.

### Instagram Performance:

- ✓ **Organic Content:** Our organic Instagram presence maintained a solid connection with our audience, achieving 434,621 impressions and reaching 381,751 users. The engagement rate (ER) for organic content stood at a healthy 2.17%, demonstrating the sustained appeal of our brand's narrative.
- ✓ **Paid Content:** Paid promotions on Instagram marked a significant milestone, amassing 8,137,498 impressions and reaching 5,117,945 individuals. The paid Instagram Story and Instagram Reel formats were particularly successful, with ERs of 9.47% and 20.39% respectively, indicating a highly engaging and targeted approach.
- ✓ **Instagram Overall Impact:** The combined efforts of organic and paid Instagram content resulted in a total of over 8.5 million impressions and a reach of more than 5 million, with an impressive average ER of 10.07%. The high number of link clicks (22,022) and total engagements (466,889) further emphasize the effectiveness of our Instagram strategy.

### Combined Overall Performance:

- ✓ **Organic Content:** Organic initiatives across Instagram recorded a total of 434,621 impressions, with a reach of 381,751 and an ER of 2.17%, reflecting the brand's genuine engagement with its audience.
- ✓ **Paid Content:** Paid campaigns significantly extended our reach with 8,137,498 impressions, 5,117,945 reached, and an ER of 10.07%, highlighting the efficiency of our paid media strategy.

- ✓ **Total Impact:** Q3's efforts culminated in a total of 8,572,119 impressions, a reach of 5,499,696, and an impressive 2,991,073 video views. The overall engagement rate of 6.12% and the total engagements of 472,533 underscore the potent impact of our influencer marketing initiatives.

### Influencer Performance Highlights:

- ✓ **Blake Scott** stood out with his overall performance, generating over 1.5 million impressions and an impressive reach of approximately 1.1 million. His Instagram Reel content notably achieved a high engagement rate of 16.11%, signaling his capacity to produce highly engaging content that resonates with his audience.
- ✓ **Jeff Yamazaki** excelled with his comprehensive approach, leading to an overall engagement rate of 4.67% across all content types. His Instagram Reel content was particularly noteworthy with a 7.74% engagement rate, contributing to his total of 2.5 million impressions and over 740,000 video views, indicating a strong connection with his followers.
- ✓ **Randall (Nate)** showed solid performance, especially with his Instagram Reel content, which had a high engagement rate of 9.56% and the highest number of video views among his content types. His overall engagement reached 5.76%, with total impressions nearing 1.8 million, affirming his effectiveness as a content creator.
- ✓ **Sergio Ines** demonstrated the power of visual content with his Instagram Carousel, achieving an engagement rate of 1.43%. His overall presence in the campaign was substantial, with total impressions exceeding 3 million and an overall engagement rate of 5.23%, showcasing the impact of his content on the audience.



### Q3 PERFORMANCE ANALYSIS [CONTINUED]

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**Content Format Insights:**

- ✓ Instagram Carousel and Instagram Story formats across all influencers were effective in maintaining audience interest, with consistent engagement and substantial reach, reflecting the success of Haggar's strategy in utilizing a mix of content to engage its audience.
- ✓ Instagram Reel continued to be the most engaging format with an overall engagement rate of 11.28%, signaling the effectiveness of video content in engaging and retaining the audience's attention.



### Q4 PERFORMANCE BREAKDOWN

	Impressions	Reach	Video Views	Clicks	Engagement Rate	Total Engagement	Likes	Comments	Shares	Saves
📷 Instagram: In-Feed — Organic	604,900	511,100	—	—	5.10%	38,203	36,730	321	201	951
📷 Instagram: Story — Organic	31,806	30,817	30,920	64	1.16%	591	271	—	5	—
📷 Instagram: Reel — Organic	137,000	123,641	137,000	—	2.90%	3,968	3,668	13	38	249
📷 Instagram: Overall — Organic	1,151,219	980,393	540,827	192	3.05%	46,985	43,965	446	286	1,343
📷 Instagram: In-Feed — Paid	1,071,212	899,432	—	833	3.69%	39,526	6,438	71	10	57
📷 Instagram: Story — Paid	1,134,320	1,000,303	1,050,767	858	3.73%	42,640	8,500	—	68	87
📷 Instagram: Reel — Paid	2,706,141	1,851,837	2,694,849	10,979	4.34%	117,133	20,641	108	84	427
📷 Instagram: Overall — Paid	4,911,673	3,751,572	3,745,616	12,670	3.92%	199,299	35,579	179	162	571
Overall — Organic	1,151,219	980,393	540,827	192	2.77%	46,985	43,965	446	286	1,343
Overall — Paid	4,911,673	3,751,572	3,745,616	12,670	3.92%	199,299	35,579	179	162	571
Overall — Total	6,062,892	4,731,965	4,286,443	12,862	3.35%	246,284	79,544	625	448	1,914

### Q4 CONTENT GALLERY



## Q4 PERFORMANCE ANALYSIS

The fourth quarter concluded Haggar's year of influencer marketing with significant achievements, especially on Instagram, where our content strategies effectively captivated the audience.

### Instagram Performance:

- ✓ **Organic Content:** Our organic Instagram content continued to resonate well with the audience, obtaining 1,151,219 impressions and reaching 980,393 users. The organic ER stood at a commendable 3.05%, which reflects the ongoing appeal and relevance of our brand messaging.
- ✓ **Paid Content:** Paid content on Instagram propelled our reach to new heights, accumulating 4,911,673 impressions and extending our reach to 3,751,572 individuals. The paid Instagram Reel was exceptionally received, boasting an ER of 4.34% and total engagements of 117,133, underscoring the targeted and engaging nature of our paid content.
- ✓ **Instagram Overall Impact:** The collective impact of both organic and paid Instagram content was profound, with a total of 6,062,892 impressions and a reach of 4,731,965. The average ER for Instagram content was an impressive 3.92%, with the platform witnessing a substantial number of link clicks (12,670) and total engagements (199,299), highlighting the effectiveness of our Instagram strategy.

### Combined Overall Performance:

- ✓ **Organic Content:** The organic content across Instagram for Q4 resulted in a solid ER of 2.77%, with 46,985 total engagements, indicating a consistent and genuine connection with our audience.

- ✓ **Paid Content:** Our paid content effectively broadened our audience engagement with 4,911,673 impressions and a reach of 3,751,572, alongside an ER of 3.92%, which signifies the impact and efficiency of our paid media investments.
- ✓ **Total Impact:** The comprehensive influencer marketing initiatives in Q4 led to a total of 6,062,892 impressions, a reach of 4,731,965, and an impressive 4,286,443 video views. The overall ER was 3.35%, with total engagements at 246,284, evidencing the powerful influence of our marketing efforts.

### Influencer Highlights:

- ✓ **Ryan Clark** made a significant impact with his Instagram Reel content, achieving an engagement rate of 8.57% and generating the highest number of video views at 884,284. His overall presence in the campaign was marked by a total of 1,637,135 impressions and 1,236,442 video views, indicating his content's powerful appeal to the audience.
- ✓ **Sergio Ines** showcased his strength with Instagram Reel content, achieving a 7.19% engagement rate. His contributions across all content formats led to a combined 2,222,938 impressions and 1,571,040 video views, demonstrating his effective engagement with the audience.
- ✓ **Jose Zuniga** delivered solid performances across all formats, with his Instagram Carousel content achieving a 6.68% engagement rate. His overall impact in the campaign was marked by 2,202,819 impressions and 1,478,961 video views, reflecting his strong influence and ability to drive audience engagement.



## Q4 PERFORMANCE ANALYSIS [CONTINUED]

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### **Content Format Insights:**

- ✓ Instagram Carousel continued to be a strong format for all influencers, with an overall engagement rate of 3.39%, indicating its effectiveness in capturing audience attention and driving brand engagement.
- ✓ Instagram Story saw moderate engagement rates but contributed to consistent audience interaction, with a total of 1,229,739 impressions and over 1 million video views.
- ✓ Instagram Reel stood out as the most impactful format with an overall engagement rate of 11.28%, highlighting the platform's strength in delivering engaging, dynamic content that resonates with the audience.



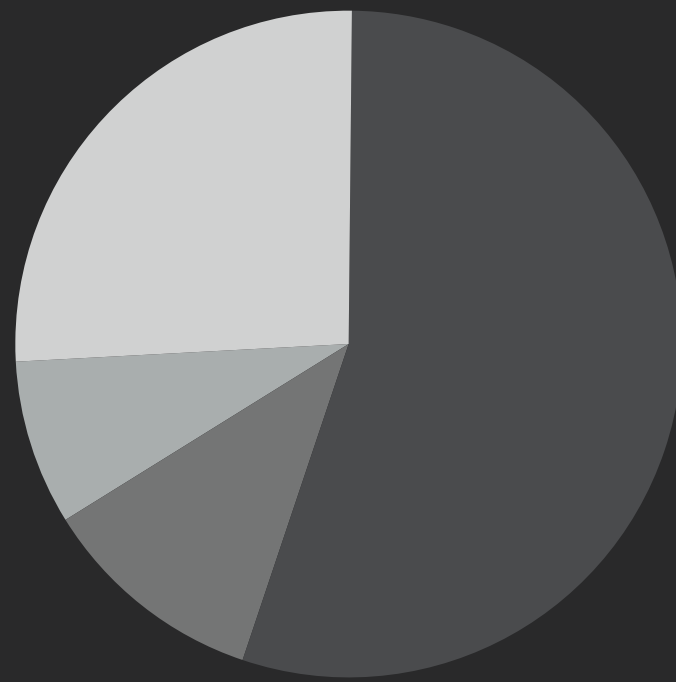
### OVERALL PERFORMANCE BREAKDOWN

	Impressions	Reach	Video Views	Clicks	Engagement Rate	Total Engagement	Likes	Comments	Shares	Saves
📷 Instagram: In-Feed — Organic	1,115,183	938,800	—	—	3.85%	49,368	46,811	691	342	1,761
📷 Instagram: Story — Organic	235,326	205,420	204,940	320	3.99%	33,803	2,693	—	96	—
📷 Instagram: Reel — Organic	1,031,921	900,741	1,041,447	—	5.09%	64,883	24,935	545	4,793	4,258
📷 Instagram: Overall — Organic	2,790,690	2,389,963	1,650,041	519	4.31%	152,277	77,735	1,348	5,273	6,162
📷 Instagram: In-Feed — Paid	7,723,011	5,233,038	100,500	14,410	1.32%	60,299	11,192	118	158	1,326
📷 Instagram: Story — Paid	4,334,870	3,303,114	3,709,325	8,539	7.15%	273,098	10,033	—	244	87
📷 Instagram: Reel — Paid	4,902,590	3,486,265	4,742,216	31,540	17.89%	552,837	25,046	157	562	442
📷 Instagram: Overall — Paid	16,960,471	12,022,417	8,552,041	54,489	8.79%	886,234	46,271	275	964	1,855
🎵 TikTok: Organic	172,900	125,900	172,900	—	6.54%	1,056	951	17	34	54
🎵 TikTok: Paid	346,300	231,400	346,300	2,540	3.75%	6,762	599	2	2	—
📘 Facebook: Reshare	6,935	6,912	6,935	—	2.26%	157	150	17	7	233
<b>Overall — Organic</b>	<b>2,970,525</b>	<b>2,522,775</b>	<b>1,829,876</b>	<b>519</b>	<b>4.37%</b>	<b>153,490</b>	<b>78,836</b>	<b>1,382</b>	<b>5,314</b>	<b>6,449</b>
<b>Overall — Paid</b>	<b>17,306,771</b>	<b>12,253,817</b>	<b>8,898,341</b>	<b>57,029</b>	<b>12.54%</b>	<b>892,996</b>	<b>46,870</b>	<b>277</b>	<b>966</b>	<b>1,855</b>
<b>Overall — Total</b>	<b>20,277,296</b>	<b>14,776,592</b>	<b>10,728,217</b>	<b>57,548</b>	<b>8.46%</b>	<b>1,046,486</b>	<b>125,706</b>	<b>1,659</b>	<b>6,280</b>	<b>8,304</b>

**YEAR IN REVIEW**

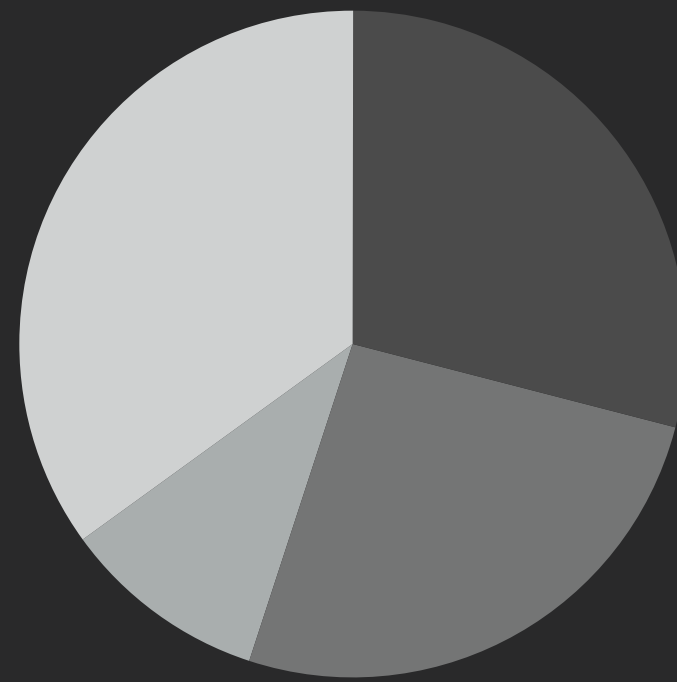
SHARE OF VOICE

MAY 15, 2023



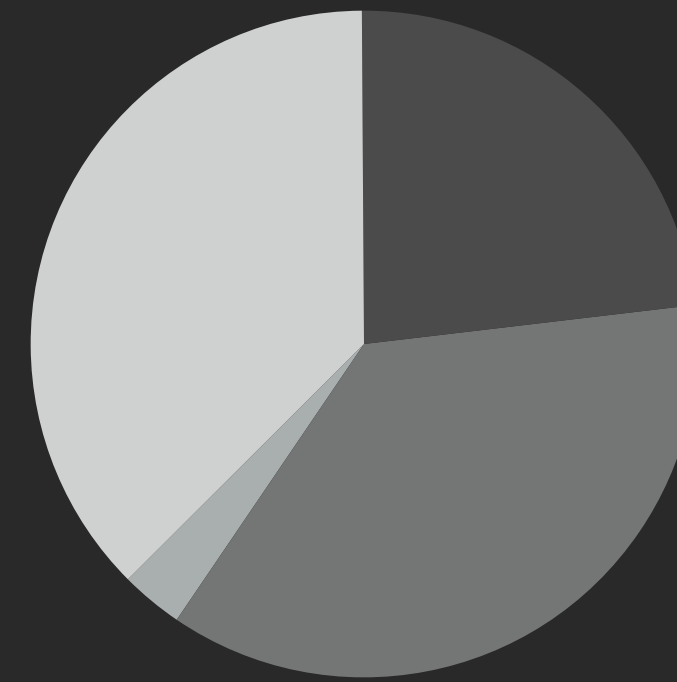
- 55% DOCKERS
- 26% HAGGAR
- 11% PERRY ELLIS
- 8% VAN HEUSEN

JULY 18, 2023



- 35% HAGGAR
- 29% DOCKERS
- 26% PERRY ELLIS
- 10% VAN HEUSEN

OCTOBER 10, 2023



- 37% HAGGAR
- 36% PERRY ELLIS
- 23% DOCKERS
- 3% VAN HEUSEN

FEBRUARY 15, 2024



- 35% HAGGAR
- 31% PERRY ELLIS
- 19% DOCKERS
- 15% VAN HEUSEN



## HAGGAR 2023: YEAR IN REVIEW

As 2023 drew to a close, the Q4 results strongly affirmed the efficacy of Haggar's influencer marketing approach in 2023. The commitment to authentic storytelling, paired with the strategic use of paid promotions, not only deepened customer engagement but also broadened Haggar's reach. The resonant brand storytelling through our influencer partnerships laid a robust foundation for ongoing and future campaigns.

### **Wins:**

Our 2023 with Haggar led us to an appreciation of the brand's legacy, its high-quality products, and its distinctive brand essence.

The HireInfluence team, thoroughly immersed in Haggar's brand, became a seamless extension of the marketing force. Our nuanced understanding of the Haggar aesthetic informed our influencer selection, fostering a campaign rich in authentic and impactful content.

### **Key Contributors to Our Success Included:**

- ✓ **Quality Influencers:** A strategy that prioritized quality over quantity proved instrumental. By partnering with 3-4 mid-to-macro tier influencers each quarter, selected for their robust engagement rates, high audience quality scores (AQS), and brand synergy, the focus on qualitative metrics translated into tangible campaign victories.
- ✓ **Style Sessions:** Direct interactions between the Haggar team and influencers during Style Sessions were invaluable. These meetings ensured accurate brand representation and allowed influencers to integrate key messages into their content. This initiative distinguished Haggar in the marketplace.

- ✓ **Communication:** The campaign's success was a true collaborative effort. Our shared victories emerged from tailored strategies and productive dialogues, reinforcing the strength of our partnership. "Your wins are our wins."

### **Opportunities for 2024:**

To further propel Haggar's digital footprint in 2024, we propose:

- ✓ **Effective Link Tracking:** The introduction of better link-tracking software will enhance our ability to measure content conversion performance accurately.
- ✓ **Working Ahead:** Advancing our planning timeline will allow us to synchronize influencer selection with approved creative concepts. This foresight will enable the execution of more intricate campaign ideas, seamless integration with internal marketing initiatives, and pave the way for sustained success.
- ✓ **Staying Consistent:** One of our major wins was Share of Voice and keeping Haggar ahead of its competitors. In order to continue to win in the Share of Voice category, we will need influencer content to continue quarter over quarter, consistently, ensuring there are minimal pockets for competitors to increase their presence ahead of Haggar.

As we embark on the next phase of our partnership, these strategies will be pivotal in magnifying Haggar's online presence and continuing our shared success in influencer marketing.



## IMPRESSIONS

The number of times the content was displayed.

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## VIDEO VIEWS

Each view counted that was more than three seconds.

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## REACH

The number of unique viewers of a post, story, or advertisement.

## FOLLOWERS

The number of unique accounts that regularly view or follow each influencer's content.

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## CLICKS

The number of times users clicked on link in the content.

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## ENGAGEMENT

Likes, comments, shares, saves, replies, clicks, and sticker taps.

## ENGAGEMENT RATE

The number of engagement per every 100 unique users exposed to the content, expressed as a percentage.

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## SENTIMENT ANALYSIS

Measures the inclinations of people's opinions.

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## AQS

**Audience Quality Score** is a 1-100 benchmark metric computed by ER, Followers, Quality Audience and Engagement Authenticity.



**THANK YOU!**

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