



Brandthumb

MOVADO  
THE ART OF DESIGN

## Movado Bold Connected II Holiday Social Media Program

*"This is the first time Movado worked with Brandthumb and we were extremely happy with the outcome. They were great collaborative partners and completely aligned with our strategic social media marketing goals for this program. John clearly has the appropriate relationships and connections to successfully execute and deliver on an Instagram program involving elite NFL athletes." – Mary Leach, CMO, Movado Group*

### Brandthumb Executive Team

John Gilmore – Founder, Executive Director  
813.394.6141 | [john@brandthumb.com](mailto:john@brandthumb.com)

Ernesto Figueroa – Founder, Creative Director  
917.363.5998 | [ernesto@brandthumb.com](mailto:ernesto@brandthumb.com)

Joshua Blair, PMP – Founder, Strategic Director  
914.434.3427 | [joshua@brandthumb.com](mailto:joshua@brandthumb.com)

# 2 ASSIGNMENT BACKGROUND

BRANDTHUMB WORKED WITH MOVADO'S KAREN ANATHAN AND HEATHER COHEN TO DEVELOP A SOCIAL MEDIA PROGRAM WITH THE GOAL OF PROMOTING THE MOVADO BOLD CONNECTED II WATCH AND DISPLAY ITS' SMART FEATURES.

We aimed to reach potential targets through the social following of elite NFL athletes on Instagram to drive awareness and purchase consideration during the 2016 holiday season.

Brandthumb leveraged (4) NFL athletes (3 current and 1 former) with a minimum of 90K social media followers.

The program consisted of providing elite athletes with 2 Movado Bold Connected II watches – one watch for them to keep, a second was used as a giveaway to one (1) of their followers on Instagram to encourage participation. Each athlete posted a total of 3 times during the campaign.



# ASSIGNMENT CHALLENGES

ELITE NFL PLAYERS ARE UNIQUE CELEBRITIES. THEY DO NOT DEDICATE MUCH TIME TO ANYTHING OTHER THAN FOOTBALL DURING THE SEASON. TO OBTAIN THEIR COOPERATION REQUIRED SPECIAL NETWORKING AND LOGISTICS.

Brandthumb utilized their relationship with "The Super Agent", Chafie Fields, to forge a partnership with two 2017 Pro Bowl athletes, one outstanding rookie and one retired (NFL) social media standout.

Founding partner and former NFL athlete, John Gilmore, leveraged his insider knowledge of the NFL schedules and his understanding of the player profiles to coordinate all efforts to ensure a successful outcome.



# 3

## ABOUT KHALIL MACK

THE OAKLAND RAIDERS' KHALIL MACK HAS BEEN ONE OF THE BEST DEFENSIVE ENDS IN THE GAME SINCE ENTERING THE LEAGUE IN 2014. IT TURNS OUT THAT HE GETS BETTER AND BETTER AS GAMES, AND THE SEASON, PROGRESS.

- Mack has arguably been the best defensive player in the league this season, despite league-average (at best) talent around him. He's been transcendent in 2016.
- Mack will certainly be in the running for Defensive Player of the Year, but if he continues to play at this rate down the stretch, it's only fair that MVP talk follows.
- Mack was selected to the 2017 Pro Bowl
- **202K followers on Instagram: @k52mack\_**



Instagram



k52mack\_

Follow

92 posts

202k followers

465 following

Khalil Mack Blessed! Snapchat: k46mack NurturingFL.Com



# 4 KHALIL MACK MOVADO POSTS



6,412 74

**k52mack\_** Check out this early holiday gift from @Movado and @thesuperagent! Movado Bold Connected II watch! #movadobold #getconnected #hometeam #khalilmack

## HIGHLIGHTS:

**brandonmuggy** Nice watch. I've been looking at the same one

**misterraider** I'm getting one just because you're a beast on the field

**rokraida\_richl** guess that's to let your opponents know what time it is when you step on to the field. #KMackCanDoItAll #KMackOnTheAttack #FiveTwoCominAfterYou



3,053 214

**k52mack\_** This message, Be BOLD, from @thesuperagent got me hyped! Tag 2 friends, follow @Movado, I'll give out 1 of these Movado Bold Connected II watches next week #movadobold #getconnected #hometeam #khalilmack @realpatrickpeterson @spiceadams @districtuno

## HIGHLIGHTS:

**mfercha76** @danictorious1 @joshkan1 my dudes u got to check out this sweet as @movado .... it must be nice!!!

**duck1owe** @just\_renay and @iikozak check out this #bad@ss @movado #myboy @k52mack\_ this would be nice so when they ask the time...it's #Raidernation time #allday



9,697 68

**k52mack\_** Thanks to @Movado and @thesuperagent, I'm giving this Movado Bold Connected II to @tribalbud #movadobold #getconnected #hometeam #khalilmack @realpatrickpeterson @spiceadams @districtuno

## HIGHLIGHTS:

**therealraneisha** @k52mack\_ it's super clean

**tru509photography** That's wuts up

**saizmatters\_** I fuck wit movado bold line too.. nice watch bro



5

ABOUT

# VERNON HARGREAVES III

VERNON IS A CORNERBACK DRAFTED 11TH OVER-ALL BY THE BUCCANEERS IN THE 2016 NFL DRAFT OUT OF THE UNIVERSITY OF FLORIDA.

- Vernon Hargreaves has been pretty impressive as a rookie
- Only missed a handful of defensive snaps this season, and has largely played well with them.
- Vernon was a stud in run support. Defending the run is a big deal for a slot corner because they're in much better position to blow up a play before it starts.
- Vernon gets better every game.
- **165K followers on Instagram:** @districtuno



## Instagram



districtuno

Follow

354 posts   165k followers   61 following

Vernon Hargreaves III Florida Gator / Tampa Bay Buc ! [undrarmr.co/2hc75vn](https://undrarmr.co/2hc75vn)

# 6 VERNON HARGREAVES III MOVADO POSTS



❤️ 1,930 💬 79

**districtuno** Some motivation from @thesuperagent! Tag 2 friends, follow @movado, I'll gift a Movado Bold Connected II soon #movadobold #getconnected #hometeam #vernonhargreaves @realpatrickpeterson @spiceadams @k52mack\_

## HIGHLIGHTS:

**\_kiing\_kunta\_** @thabeatknox PLEASE!!!

**qdeedoubleu** I'm seriously getting one.

**deeviouslyld** I've wanted a smart watch for a while; but didn't like how any of them looked... until I saw that #Movado. #PieceOfArt



❤️ 4,057 💬 64

**districtuno** I got some inspiration from big bro @realpatrickpeterson on my @movado Bold Connected II watch. Congrats to him and @k52mack\_ on their Pro Bowl bid. @thesuperagent my time is coming. #movadobold #getconnected #hometeam #vernonhargreaves

## HIGHLIGHTS:

**fillmorechris** Ikey

**loveme\_iamart** The face looks nice

**ryanstryker** That's awesome. You'll be there soon!



❤️ 2,791 💬 54

**districtuno** I'm in the holiday spirit. I want to give away my Movado Bold Connected II to @ben727bryant. Merry Christmas from @thesuperagent and myself courtesy of @Movado. #movadobold #getconnected #hometeam #vernonhargreaves @realpatrickpeterson @k52mack\_ @districtuno

## HIGHLIGHTS:

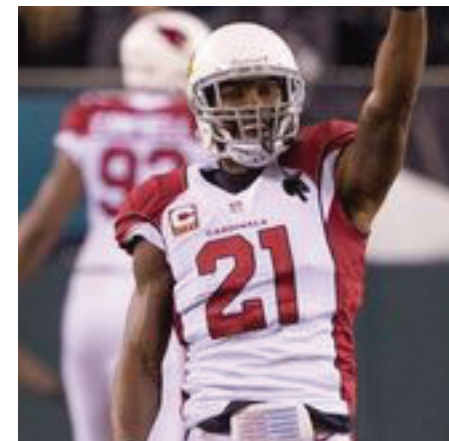
**xo\_savanna\_xo3** lol.. i hope



# 7 ABOUT PATRICK PETERSON

PETERSON IS GOING TO HIS SIXTH CONSECUTIVE PRO BOWL IN 2017 AND FIFTH STRAIGHT AS A CB AFTER BEING SELECTED AS A KICK RETURNER IN HIS ROOKIE SEASON IN 2011

- He and Hall of Fame HB Ollie Matson are the only players in franchise history to be selected to the Pro Bowl in each of their first six NFL seasons.
- In franchise history, the only defenders named to the Pro Bowl more times than Peterson (6) are Hall of Famers Larry Wilson and Roger Wehrli.
- Peterson has started all 14 games this season and has started in all 94 regular season games since he entered the league in 2011.
- Only 10 players in franchise history have more career (20)
- Peterson was selected to the 2017 Pro Bowl
- **589K followers on Instagram: @realpatrickpeterson**



Instagram



realpatrickpeterson  [Follow](#)

853 posts 589k followers 341 following

Patrick Peterson Sixth year CB, PR, President of #P2Nation! Looking 2 influence leaders not followers. Paityn Peterson father and I'm married to @i\_antonique💎  
patrickpeterson21.com



# 8 PATRICK PETERSON MOVADO POSTS



❤️ 3,983 💬 18

**realpatrickpeterson** Just unwrapped a nice holiday gift from @Movado and @thesuperagent! The Movado Bold Connected II watch is a good look! #movadobold #getconnected #hometeam #p2nation

## HIGHLIGHTS:

**jarrelljohnson11** Niicceeee

**loyalamericans** Ohhhhhh I want one!

**d.t\_bond** Love it!



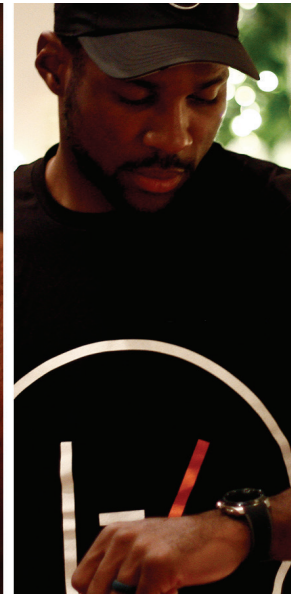
❤️ 4,238 💬 101

**realpatrickpeterson** @thesuperagent hit me up today... Dial it up! Tag 2 friends, follow @Movado and I may give you a Movado Bold Connected II #movadobold #getconnected #hometeam #patrickpeterson @spiceadams @k52mack\_ @districtuno

## HIGHLIGHTS:

**javs** @xavier\_2doormobb @gers\_90 check it out guys tag a couple of people! @realpatrickpeterson hook me up!

**melissamichele789** @dmbeebe1981 @bearstoriesbyclaire @realpatrickpeterson my husband is a huge movado fan and would love this.



❤️ 3,590 💬 21

**realpatrickpeterson** @\_bankrollkeen is getting this Movado Bold Connected II from me thanks to @Movado and @thesuperagent! #movadobold #getconnected #hometeam #patrickpeterson @spiceadams @k52mack\_ @districtuno

## HIGHLIGHTS:

**jinglebells\_52** Got a fresh watch

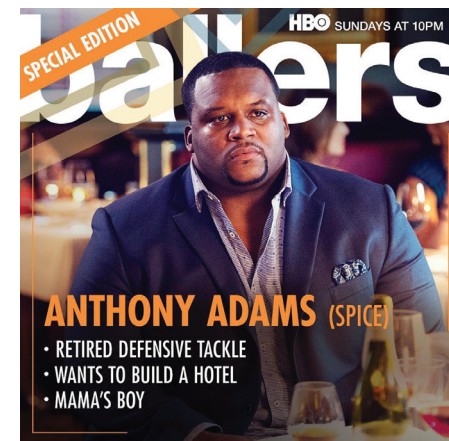
**\_bankrollkeen** Man this will make a great Christmas present thanks to @realpatrickpeterson @movado and @thesuperagent I very much appreciate it.


**asoliz54** Freeeeesh

# 9 ABOUT ANTHONY “SPICE” ADAMS

ANTHONY WAS SELECTED #57 OVERALL BY THE SAN FRANCISCO 49ERS IN 2003. HE PLAYED FOR THE 49ERS FROM 2003-2006, AND THEN SIGNED AS AN UNRESTRICTED FREE AGENT TO THE CHICAGO BEARS FROM 2007-2011.

- Adams took to YouTube to make funny self-deprecating videos
- Adams co-hosts the Big Ten Network's Tailgate program
- Adams co-hosts Inside the Bears program
- Spice landed a guest role on HBO's "Ballers" starring Dwayne "The Rock" Johnson.
- Yahoo Sports named Adams "The greatest NFL free agent in the history of football."
- 73K followers on Instagram: @spiceadams



spiceadams  [Follow](#)

4,985 posts   72.9k followers   550 following

Anthony Adams DETROIT, PSU, ReTiReD NFLer #49ers #Bears Ωψφ, co-host of #InsideTheBears & #BTNTailgate! ALL SOCIAL MEDIA 📧 @spiceadams Players Tribune 📱📱📱 [www.theplayertribune.com/spice-adams-portraits-from-a-jail-cell](http://www.theplayertribune.com/spice-adams-portraits-from-a-jail-cell)



10

# “SPICE” ADAMS MOVADO POSTS



♥ 17,803 Views    💬 185

**spiceadams** How your uncle acts when he gets a new @movado watch! Shoutout to one of the hardest working agents in the game @thesuperagent #movadobold #getconnected

### HIGHLIGHTS:

**thethirdeyeddoctor** Impressive content!

**jcorbett50** "This watch right here" x2

**brandonvelocci** LMFAOOOO this is him @djpassley

**mzp.rene** Too funny

[CLICK HERE TO VIEW VIDEO](#)



♥ 1,403    💬 52

**spiceadams** A nice watch changes everything.... Get you a @movado for Christmas Movado Bold Connected II is the way to go. Real talk. #movadobold #getconnected #hometeam @movado @thesuperagent @realpatrickpeterson @k52mack\_ @districtuno

### HIGHLIGHTS:

**godivagirl41** Yeah baby..a time piece!

**qdeedoubleu** I'm seriously getting one.

**deeviouslylyd** I've wanted a smart watch for a while; but didn't like how any of them looked... until I saw that #Movado. #PieceOfArt



### HIGHLIGHTS:

• **Anthony Spice Adams** posted all of his content on Facebook in addition to Instagram:

♥ 55,700 Views    💬 205    ➦ 460

• **Anthony Spice Adams** wore his Movado Bold Connected II watch during the Big 10 Network "Tailgate" program live!

• **Brandthumb partner, Joshua Blair** met Anthony Spice Adams at the Rose Bowl and took the picture above of Spice wearing his Movado bold Connected II watch prior to the telecast



# 11

## FAN WINNERS MOVADO POSTS

@tribalbud

11,500 Followers on Instagram



♥ 22    💬 0

**tribalbud** Diggin' this piece Thank you again @k52mack\_ The @movado Bold Connected II #movadobold #boldconnectedii #getconnected #hometeam #khalilmack #realpatrickpeterson #vernonhargreaves @realpatrickpeterson @spiceadams @districtuno

@ben727bryant

856 Followers on Instagram



♥ 28    💬 1

**ben727bryant** Something bout that vado when it first touched my wrist, bringing the new year in style.. Lol thanks again. The @movado Bold Connected II #movadobold #getconnected #hometeam #khalilmack #realpatrickpeterson #vernonhargreaves @thesuperagent @realpatrickpeterson @spiceadams @districtuno @k52mack\_

@\_bankrollkeen

2,316 Followers on Instagram



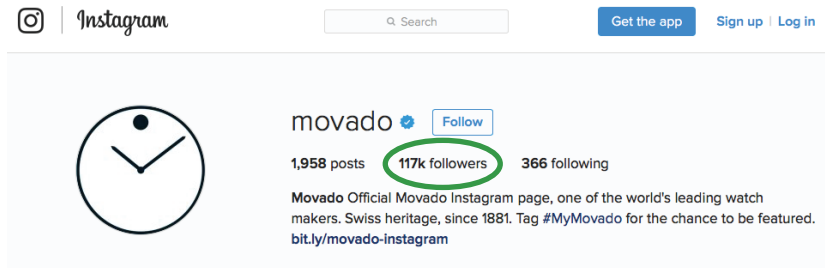
♥ 25    💬 2

**\_bankrollkeen** The @movado Bold Connected II #movadobold #getconnected #hometeam #khalilmack #realpatrickpeterson #vernonhargreaves @thesuperagent @realpatrickpeterson @spiceadams @districtuno @k52mack\_

12

# MOVADO PROGRAM POST GAME NUMBERS

## BEFORE



## AFTER



↑  
**6,000**  
NEW MOVADO  
FOLLOWERS  
IN 2 WEEKS

## REACH SCALE

- 1,043,800 audience in followers
- X3 posts = 3,131,400 primary impressions
- 59,300 likes
- 73,900+ Anthony Spice Adams video views
- 1,135 engaging comments
- 900+ engagement impressions via tags
- 500+ shares on Facebook

# 13 ABOUT BRANDTHUMB

BRANDTHUMB CULTIVATES BRANDS. OUR NIMBLE FIRM IS COMPRISED OF MARKETING SPECIALISTS WITH A GREAT DEAL OF EXPERIENCE IN AN ARRAY OF DISCIPLINES. WE PROVIDE CONSULTATION, INNOVATIVE IDEAS AND CONNECTIONS FOR BUSINESSES SUCCESS.

We give clients access to the relationships we own. Our team has a combined 50 years of experience working with some of the largest brands in the land, companies such as Panasonic, ESPN, Revlon, Kraft Foods, Nabisco and the NFL. From athlete endorsements to connections to industry leaders, we create unique experiences to meet client objectives.

While clients manage the day-to-day pressures that come with running a company, we work smart in how we develop and execute strategies that drive awareness and excitement about businesses, products, promotional campaigns or personal brands. Today everyone engages, buys and shares 24/7, therefore, we work creatively to ensure that our clients are in front of them.



**JOHN GILMORE**  
EXECUTIVE DIRECTOR  
10 YEAR NFL CAREER

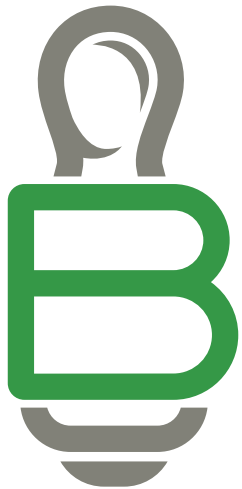


**ERNESTO FIGUEROA**  
CREATIVE DIRECTOR  
INFLUENTIAL HISPANIC



**JOSHUA K. BLAIR, PMP**  
STRATEGIC DIRECTOR  
MILITARY VETERAN





Brandthumb

We look forward to working with you on future initiatives. Give us a call.

Thank you!



**Brandthumb Executive Team**

John Gilmore – Founder, Executive Director  
813.394.6141 | [john@brandthumb.com](mailto:john@brandthumb.com)

Ernesto Figueroa – Founder, Creative Director  
917.363.5998 | [ernesto@brandthumb.com](mailto:ernesto@brandthumb.com)

Joshua Blair, PMP – Founder, Strategic Director  
914.434.3427 | [joshua@brandthumb.com](mailto:joshua@brandthumb.com)