

THE URBAN STIRRUP

Necati Karabulut

Conceptual Brand & Paid Social Campaign

Brand Overview

01 — Business Concept

A secondhand cowboy boot retailer combining curated Western fashion with informational and interview content and NYC pop-up experiences.

02 — Target Market

NYC consumers interested in Western fashion, vintage clothing, and distinctive secondhand pieces.

03 — Value Proposition

Curated, revitalized cowboy boots offering distinctive Western style without the time and uncertainty of traditional thrifting.

04 — Why NYC?

NYC's diverse fashion culture creates an opportunity to bring Western style into everyday streetwear through curated vintage boots and local experiences.

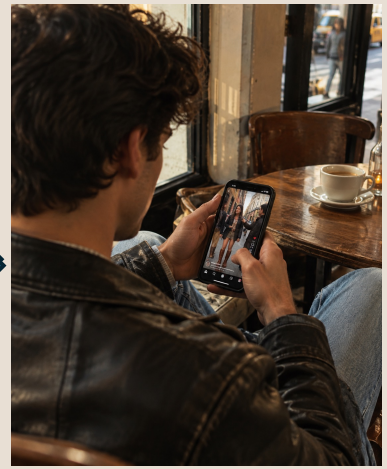


From Street Stories to Store Visits

Build a community through street interviews celebrating unique styles and personalities, turning engagement into interest in our curated secondhand boots and retail experiences.



DISCOVER
Street interviews



ENGAGE
Social content



VISIT
Stores, pop ups & website



SHOP
Boot purchases

OBJECTIVES

Primary Goal:
Brand Awareness

Secondary Goal:
Retail traffic

PRE CAMPAIGN FOUNDATION

Following a two-month organic launch, The Urban Stirrup is assumed to have 100–300 Instagram followers and 6–12 posts featuring educational, community-driven, and product-focused content. The proposed ad campaigns introduce the *Boots on the Street* premiere and promote local retail opportunities to encourage future boot purchases.

Two Audiences, Two Motivations

Category	Awareness Audience	Traffic (Retail) Audience
Audience Profile	Ages 18–32, all genders, students, young professionals, and creatives. NYC metro area + nationwide	Ages 23–50, male-skewing, professionals and vintage enthusiasts. NYC metro area.
Interests	Street fashion, Western wear, storytelling, candid interviews, short-form content.	Secondhand shopping, vintage menswear, Western fashion, cowboy boots.
Motivations	Discover unique personalities, personal styles, and authentic stories.	Find distinctive, quality boots without extensive searching.
Pain Points	Repetitive, inauthentic, and overly promotional social content.	Limited selection, high prices, and heavily worn inventory.
Digital Behavior	Watches, shares, and engages with fashion and street-interview content.	Browses resale marketplaces and follows vintage fashion and menswear content.
Desired Action	Follow, engage, and share content.	Visit landing page, attend pop-ups, browse partner stores, and purchase boots.

* These are proposed consumer personas developed to guide campaign targeting and creative strategy.

Behind The Campaign

A $600 paid social pilot designed to build community engagement and retail interest through Instagram ads.

The Urban Stirrup Campaigns

$600 Total Budget | 10 Days | Instagram & Facebook

Campaign 1 — Awareness

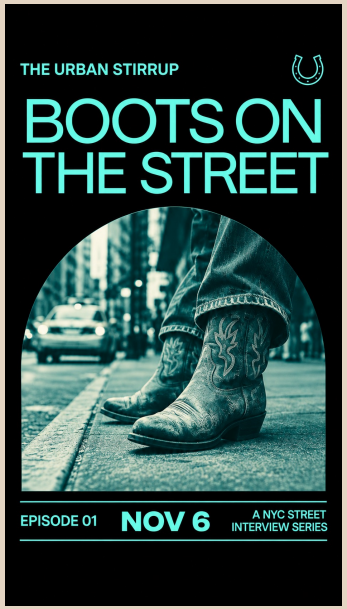
Goal : Introduce the brand and interview series to new audiences

Duration
Nov 5 - 15

Audience
Ages 18-32
All genders

Location
NYC +45 miles

Budget
$300



Series announcement
Introduce the brand and street interview series.



Interview teaser
Representation of a scene from a street interview as a trailer

Campaign 2 – Traffic

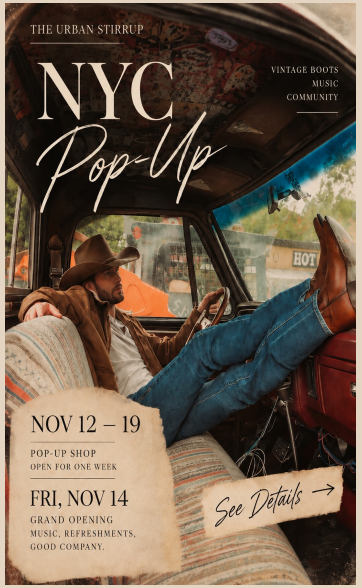
Goal: Drive potential shoppers to the website, pop ups, and stores

Duration
Nov 10 - 20

Audience
Ages 23-50
Male-skewing

Location
NYC +10 miles

Budget
$300



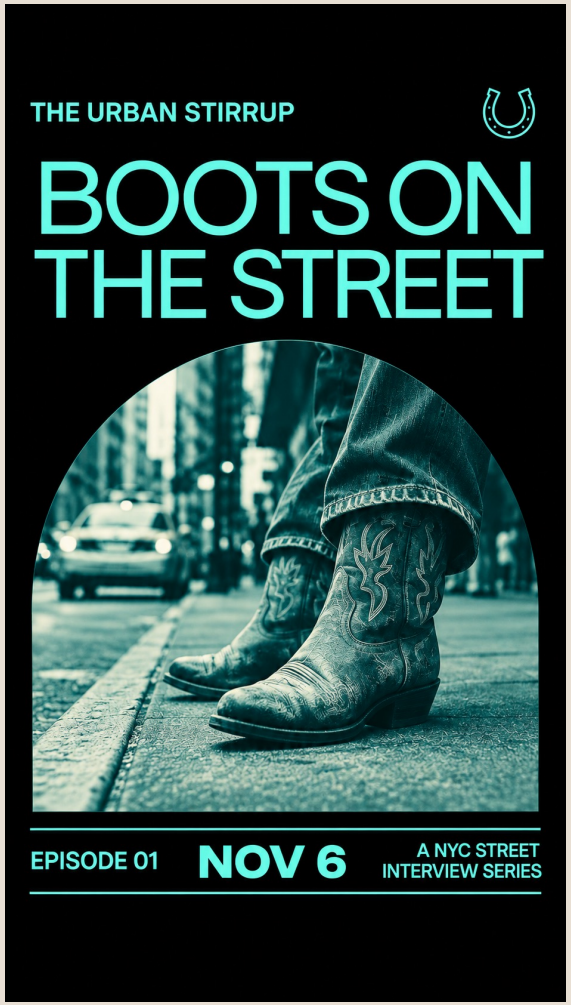
Pop up announcement
Promote the event and drive RSVPs.



Shop new styles
Highlight in-store availability and discount code.

Content Creative Strategy

Using recognizable personalities and authentic content to introduce the brand.



01 — Interview teaser

Uses a concert-style promotional flyer to announce the street interview series, building curiosity and anticipation around its launch.

Intended action: Follow & engage with post



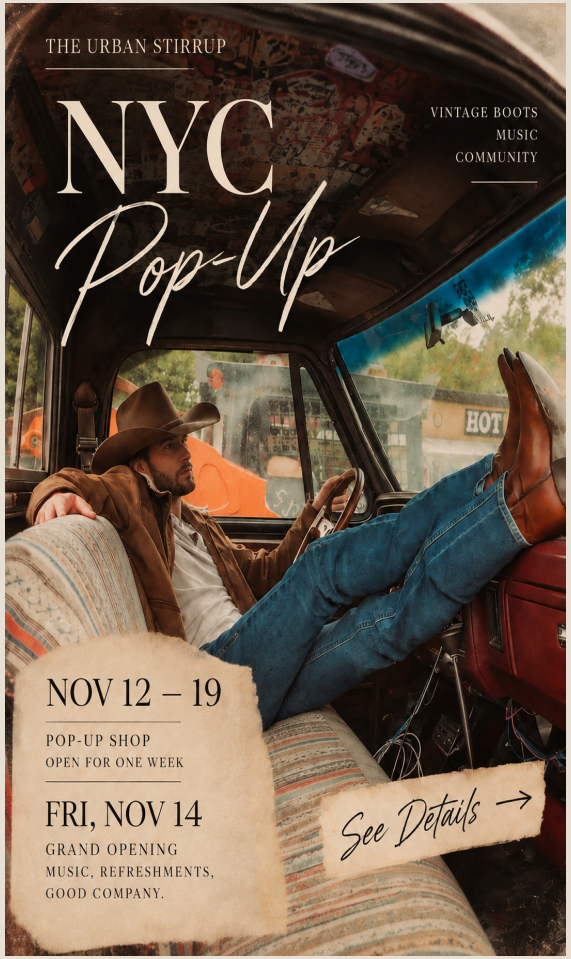
02 — Series announcement

Leverages a recognizable NYC personality to introduce the interview concept and spark curiosity among target audience.

Intended action: Like & share

Traffic Creative Strategy

Using recognizable personalities and authentic content to introduce the brand.



03 — Pop-up announcement

Promotes The Urban Stirrup's first NYC pop-up, highlighting the grand opening, live music, and refreshments to encourage local shoppers to attend.

Intended action: RSVP & engage



04 — Shop new styles

Ad directs customers to purchase locations and includes a 2nd Street discount code to help measure engagement with the ad copy.

Intended action: Click link & like

Measurement & Optimization

Proposed performance targets and future recommendations.

Awareness

Primary KPI	Reach
Secondary KPI's	CPM, frequency, post interactions

BUDGET	PROJECTED REACH	ILLUSTRATIVE CPM
$300	**20,000**	**$10**

** Assumes $10 CPM and 1.5 average frequency.*

Traffic

Primary KPI	Cost per landing page view
Secondary KPI's	Landing page views, RSVPs, code redemptions

BUDGET	TARGET CPLPV	PROJECTED LPVs
$300	**$1.50**	**200**

* Projected results are hypothetical, based on planning assumptions.

EVALUATE

Review reach, CPM, frequency, CPLPV, and landing page activity to identify the strongest-performing creatives.

01

REFINE

Test stronger hooks, updated CTAs, and new creative variations based on early performance.

02

SCALE

Increase investment behind the best-performing ads and expand retail promotions that show the strongest shopping interest.

03

Appendix

Campaign Setup	A1, A2
Ad Sets, Targeting & Placements	A3, A4
Advertisement Creative & Copy	A5, A6
Generative AI Use & Disclosure	A7

A1 — Awareness Campaign

Campaign name

Awareness Campaign

Create template

Campaign details

Buying type

Auction

Campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Awareness

Performance goal

How you measure success for your ads. About performance goals

Maximize reach of ads

To help us improve delivery, we may survey a small section of your audience.

Budget

Advantage+ on

Budget strategy

Campaign budget

Lifetime budget | $ 300.00 USD

You'll spend no more than $300.00 during the lifetime of your campaign.

About lifetime budget

Campaign bid strategy

Highest volume

Budget & schedule

Budget strategy

Your campaign budget automatically distributes your lifetime budget of $300.00 across ad sets to get the best performance. You can set spending limits for each ad set. About spending limits

Ad set spending limits

Set a minimum or maximum spend limit for this ad set.

Schedule

Start date

Nov 5, 2026 | 08:00 AM EST

End date

Nov 15, 2026 | 08:00 AM EST

A2 — Traffic Campaign

Campaign name

Traffic Campaign

Create template

Campaign details

Buying type

Auction

Campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Budget

Advantage+ on

Budget strategy

Campaign budget

Lifetime budget | $ 300.00 USD

You'll spend no more than $300.00 during the lifetime of your campaign.

About lifetime budget

Campaign bid strategy

Highest volume

Hide settings

Ad set scheduling

Deliver ads at all times.

Budget & schedule

Budget strategy

Your campaign budget automatically distributes your lifetime budget of $300.00 across ad sets to get the best performance. You can set spending limits for each ad set. About spending limits

Ad set spending limits

Set a minimum or maximum spend limit for this ad set.

Schedule

Start date

Nov 10, 2026 | 08:00 AM EST

End date

Nov 20, 2026 | 08:00 AM EST

A3 — Awareness Targeting & Placements

Audience

Advantage+ on

Set up your audience using controls and suggestions. About audiences

Use a saved audience

Controls

We won't reach people beyond these settings, even with Advantage+ on.

Locations
Included location:
- United States: New York (+45 mi) New York

Hide controls

Minimum age
18

Exclude these custom audiences
None

Languages
All languages

Suggest an audience

We'll also reach people beyond any **custom audience**, **age**, **gender** and **detailed targeting** settings you apply when it's likely to improve performance.

Hide settings

Include these custom audiences
None

Age
18 - 32

Gender
All genders

Detailed targeting
People who match:
- Interests: Boot, Second-hand shop, New York City, Used good or Vintage clothing

Awareness

Performance goal

How you measure success for your ads. About performance goals

Maximize reach of ads

To help us improve delivery, we may survey a small section of your audience.

Placements

Advantage+ off

We'll automatically show ads in the places where people are likely to respond. About placements

Frequency control

Set a frequency if you have a specific number of times you want people to see your ads. Learn more

- Target
  The average number of times you want people to see your ads
- Cap
  The maximum number of times you want people to see your ads

2 times every 7 days

As a maximum, we'll aim to stay under 2 impressions every 7 days.

Placements

Feeds

- [ ] Facebook Feed
- [ ] Facebook profile feed
- [x] Instagram feed
- [x] Instagram profile feed
- [ ] Facebook Marketplace
- [ ] Facebook right column

Placements

Feeds

Stories, Status, Reels

- [x] Instagram Stories
- [ ] Facebook Stories
- [x] Instagram Reels
- [ ] Facebook Reels
- [ ] WhatsApp Status

A4 — Traffic Targeting & Placements

Audience

Advantage+ on

Set up your audience using controls and suggestions. About audiences

Use a saved audience

Controls

We won't reach people beyond these settings, even with Advantage+ on.

Locations
Included location:
- United States: New York (+10 mi) New York

Hide controls

Minimum age
23

Exclude these custom audiences
None

Languages
All languages

Suggest an audience

We'll also reach people beyond any **custom audience**, **age**, **gender** and **detailed targeting** settings you apply when it's likely to improve performance.

Hide settings

Include these custom audiences
None

Age
23 - 50

Gender
Men

Detailed targeting
People who match:
- Interests: Vintage clothing, Boot, Western wear, Second-hand shop, Luxury goods or Men's clothing brands

Placements

Advantage+ off

We'll automatically show ads in the places where people are likely to respond. About placements

Placements

Feeds

- [x] Facebook Feed
- [x] Facebook profile feed
- [x] Instagram feed
- [x] Instagram profile feed
- [x] Facebook Marketplace
- [ ] Facebook right column
- [x] Instagram Explore home

Stories, Status, Reels

- [x] Instagram Stories
- [ ] Facebook Stories
- [x] Instagram Reels
- [ ] Facebook Reels
- [ ] WhatsApp Status

Conversion

Conversion location

Choose where you want to drive traffic.

About conversion locations

- ( ) Instagram live video
  Send traffic to your live video on Instagram.
- (•) Website
  Send traffic to your website.

Performance goal

How you measure success for your ads. About performance goals

Maximize number of landing page views

A5 — Awareness Ad Previews

#01 — Interview Teaser



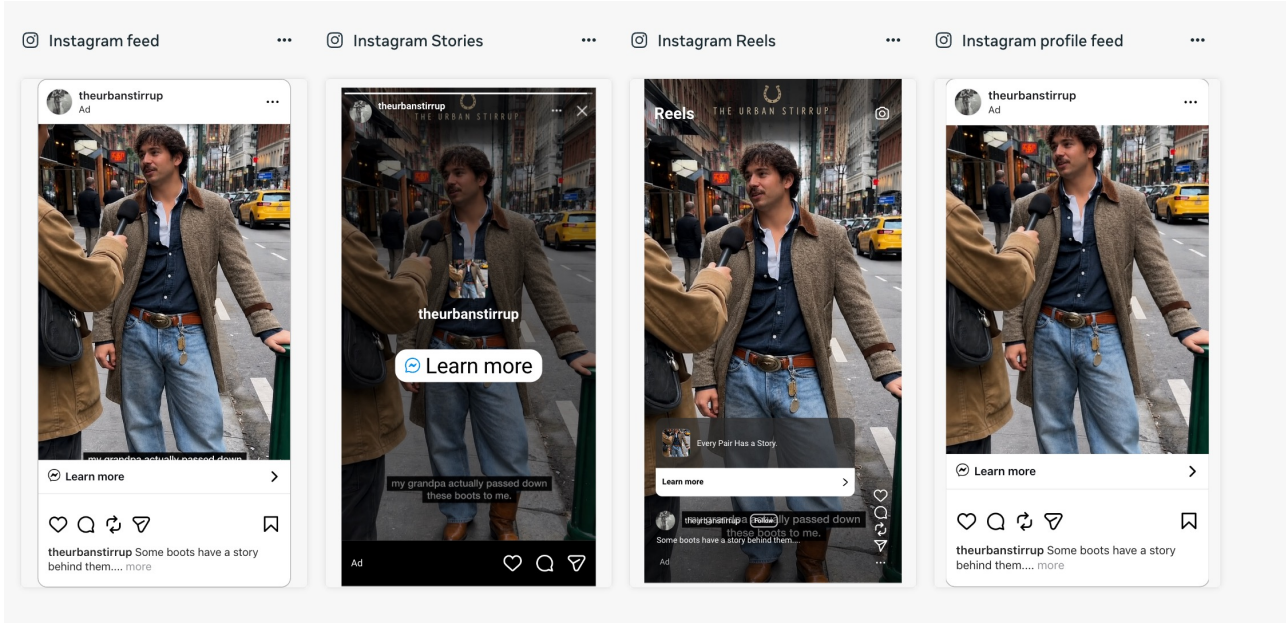
Primary text:
New York's got stories to tell. We're taking them to the streets.

Introducing BOOTS ON THE STREET, an interview series exploring personal style, Western fashion, and the people behind the boots.

EPISODE 01 DROPS NOVEMBER 6.

Headline:
BOOTS ON THE STREET — NOV 6

#02 — Series Announcement



Primary text:
Some boots have a story behind them.

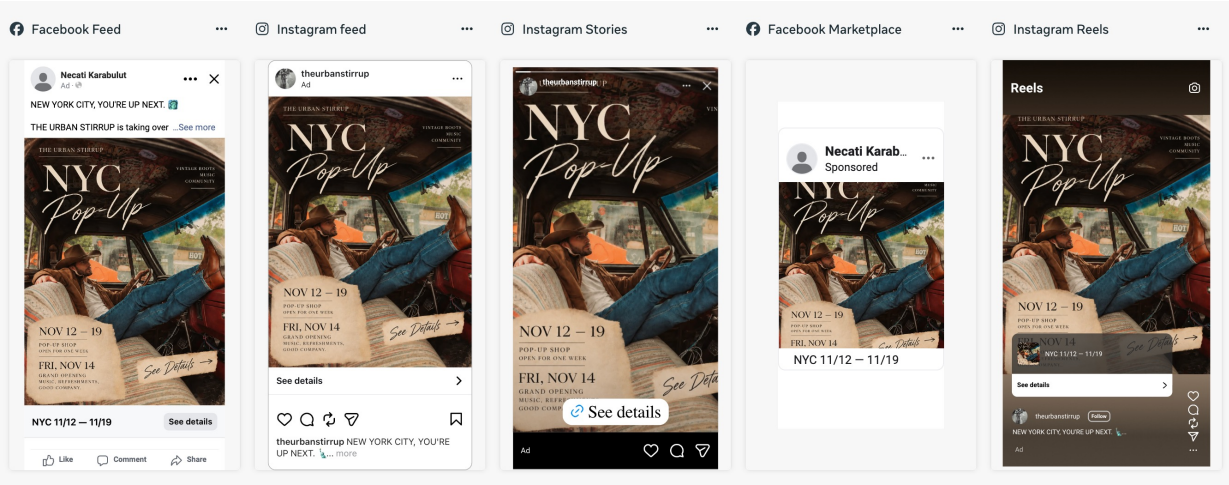
From family hand-me-downs to one-of-a-kind finds, we're hitting the streets of NYC to hear the stories behind people's Western style.

Meet the people behind the boots. BOOTS ON THE STREET, by The Urban Stirrup.

Headline:
Every Pair Has a Story.

A6 — Traffic Ad Previews

#03 — Pop-Up Announcement



Primary text:
NEW YORK CITY, YOU'RE UP NEXT. 🗽

THE URBAN STIRRUP is taking over NYC for ONE WEEK ONLY, NOV 12-19.

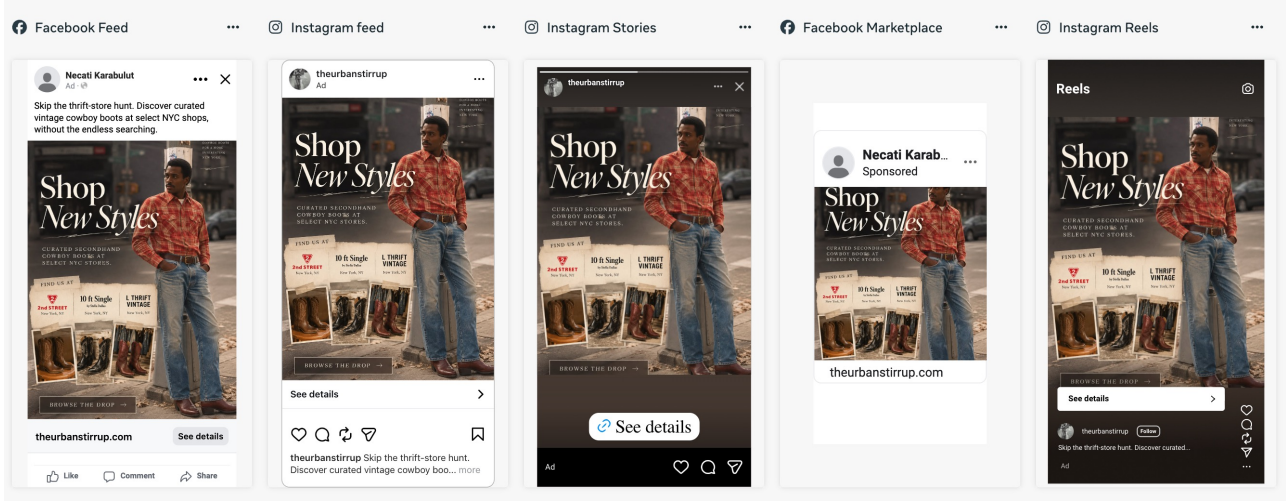
488 RIVINGTON STREET, NY 10002

Headline:
NYC 11/12 — 11/19

Vintage cowboy boots. Fresh finds. Good music. Better company.
GRAND OPENING — NOV 14 🤠

Pull up, find your next favorite pair, and stay for the vibes. You won't want to miss this one.

#04 — Shop New Styles



Primary text:
Skip the thrift-store hunt. Discover curated vintage cowboy boots at select NYC shops, without the endless searching.

A7 — Generative AI Use & Disclosure

All creative ideas, campaign concepts, strategy, and planning were developed independently. Generative AI was used to create advertising visuals and provide guidance on presentation layout and design.

Tools used:

Higgsfield AI Image Generator
ChatGPT