

**DÉTROIT  
IS THE  
NEW  
BLACK.**

**WHAT'S NEW DETROIT?  
CAMPAIGN**



DITNB was built to highlight  
Detroit's cultural renaissance  
through apparel



Initially a pop-up shop, it  
moved around while slowly  
building a following



Grounded itself in a location  
downtown & opened doors  
to small brands similar to its  
past self

# History of DITNB

# The Space

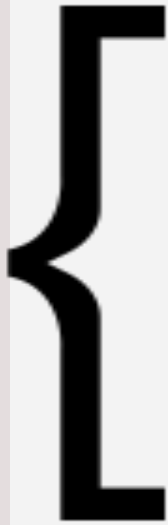


# The Brand Conviction

---

Détroit is the New Black believes in bringing Detroit's internal pride to those who resonate with the idea of **revival**.

# The Main Problem



1.

How to market the individual collaborators' brands & tie them into the DITNB brand

2.

How do expand the apparatus of what DITNB is (beyond just being a T-shirt company)

# Current Communicating Beliefs

## The Target Network(s)

### Junior Believer

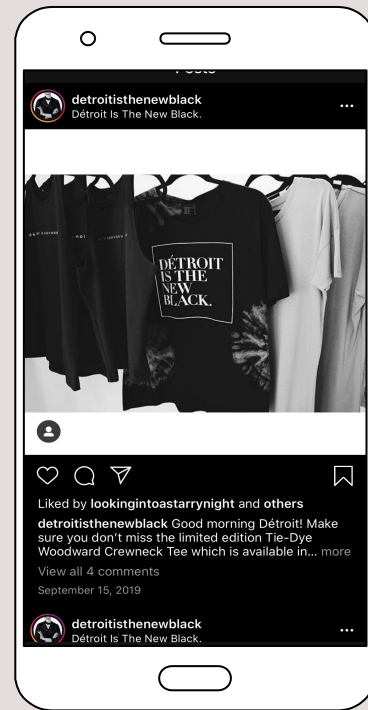
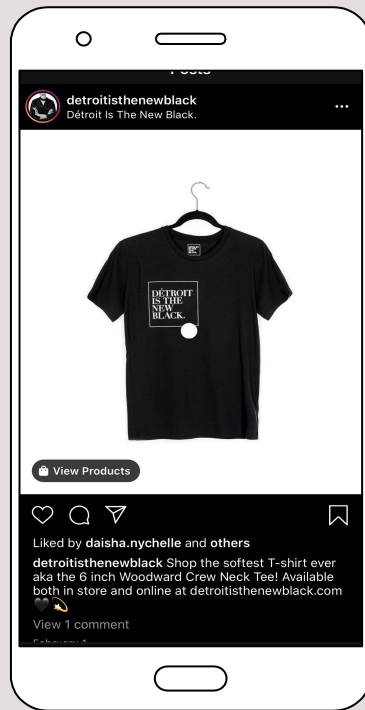
- < 25 years old
- Still attending college
- Not a huge revenue driver

### Conscious Taste Maker

- 30-45 years old
- Interested in cultural conversation
- More disposable income

### Fluent Local

- A lot of disposable income
- Enjoys experiences
- Low price sensitivity





# Cultural Tension → To Address

## Old vs New

- Native Detroiters
- Those who reminisce about how the Detroit community used to be

- New inhabitants
- Those who appreciate how the city has bounced back & how far it's come



# The Insight

---

Despite the inner-tension between old and new Detroit and the resulting variance in perspectives about the city's revival,  
**everyone is proud of Detroit.**





# The Creative



# What's New, Détroit? Campaign

A story-telling vehicle that gives old natives and new inhabitants a chance to share their perspective on all that's changed in Detroit.

## The Details



1.

Interview 150+ people throughout Detroit

2.

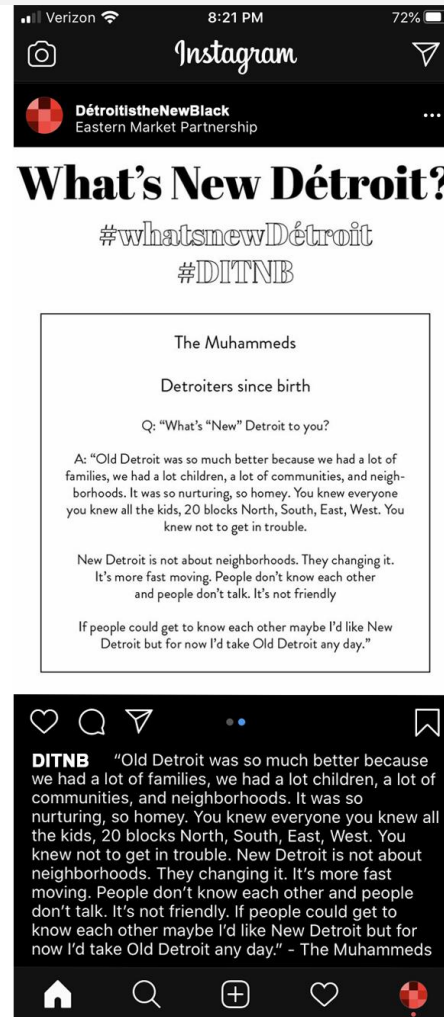
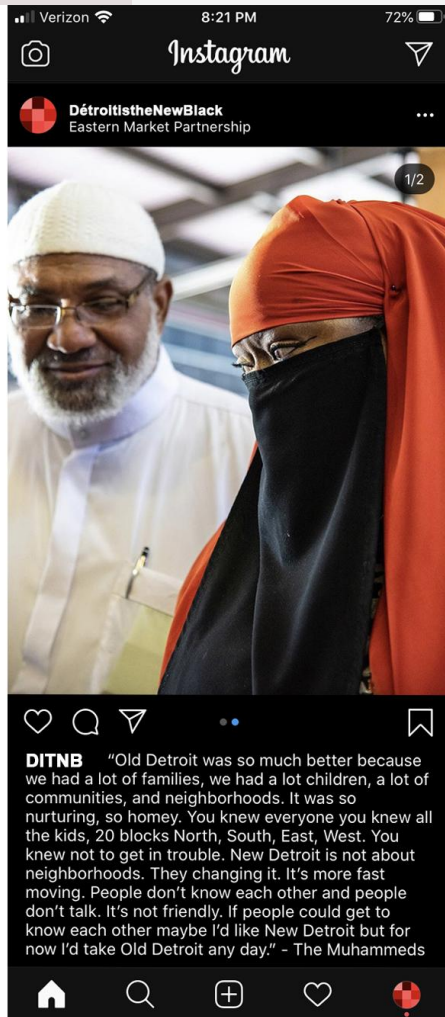
Post 80-100 stories HONY style on Instagram within 2 months

3.

Existing followers share posts, sponsored posts attract new ones









# What's New Détroit?

#whatsnewDétroit

#DITNB

Juan, 37 and Katherine, 35

Detroiters for two years

Q: "What's "New" Detroit to you?"

A: "We've been living in Detroit for two years now and have aspirations of opening our own business someday. We see Detroit as an open canvas but it has many of the same problems major cities we've already lived in had. We believe in the community of Detroit.


There are so many different faces, so many people from all over. We live eight blocks from here (The Eastern Market) and our kids can run free and play with the 25 other kids under eight years old.

It's magical."



# The End Goal

Share the stories of locals,  
micro-influencers, and  
collaborators &  
encourage people to share their  
own response to  
#WhatsNewDétroit



Increase Instagram follower count

Increase DITNB's and collaborators' brand  
awareness

Increase foot traffic to the store