



# **Eufit Instagram: fashion for Euphoria fans**

# Introduction

- **Background**
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# Background

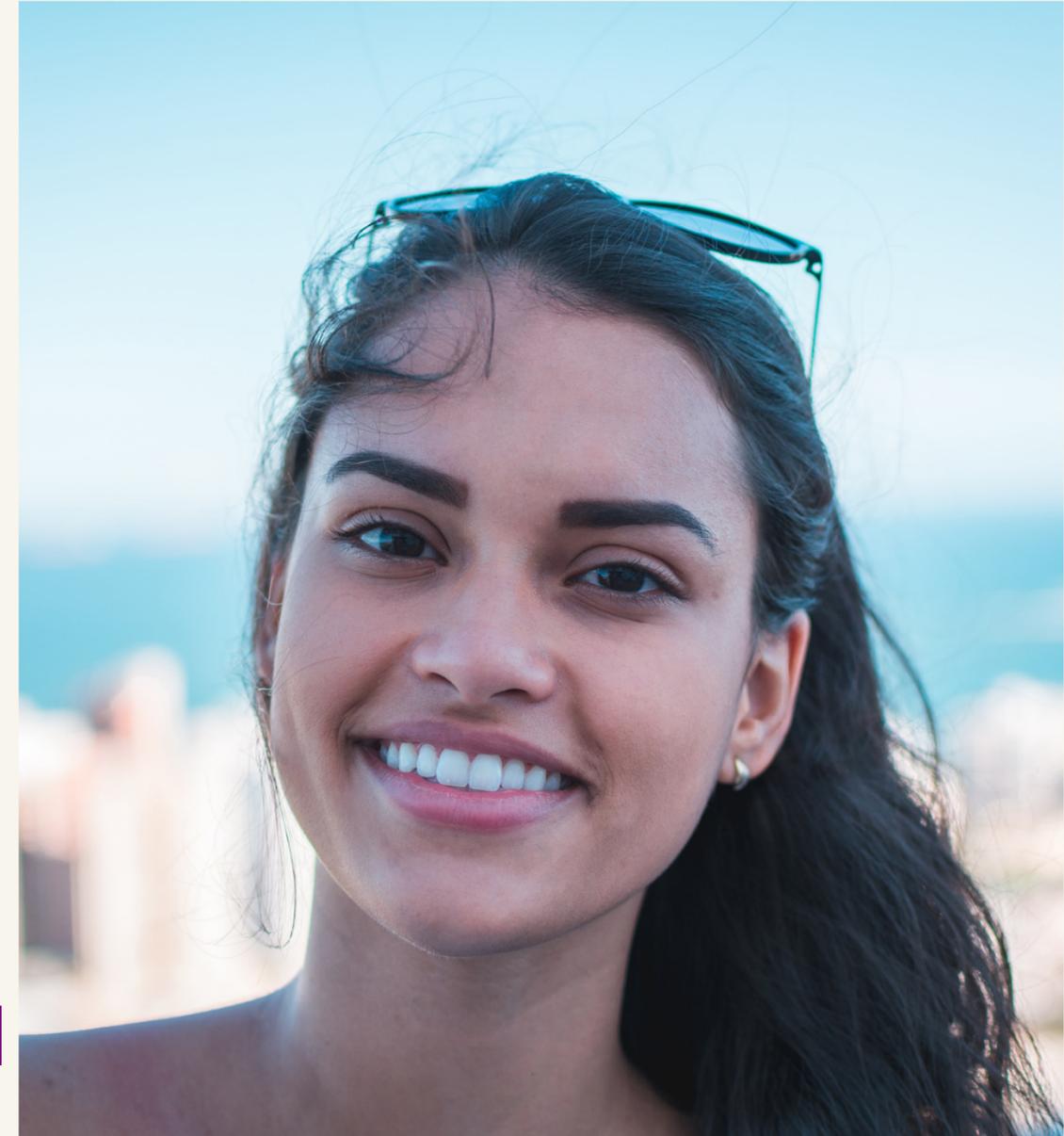
- **A drama that follows Gen-Z high schoolers in California**
- **Rue (Zendaya) struggles with addiction and depression. She is trying to navigate high school and her relationships with family, friends, and romantic partners**
- **Airs on HBO/HBO Max on Sundays**
- **Large social media following creates online conversation**

# Audience Demographics

- *Euphoria* viewers skew younger, especially compared to the typical HBO viewer
- *Euphoria* viewers ages 15-35. Gen-Z and Millennial viewers primarily
- Initial viewing audience: 577,000 // Current *Euphoria* viewership: 2.5 million
- Due to immense growth in viewership engaged and untapped audience, heavily online

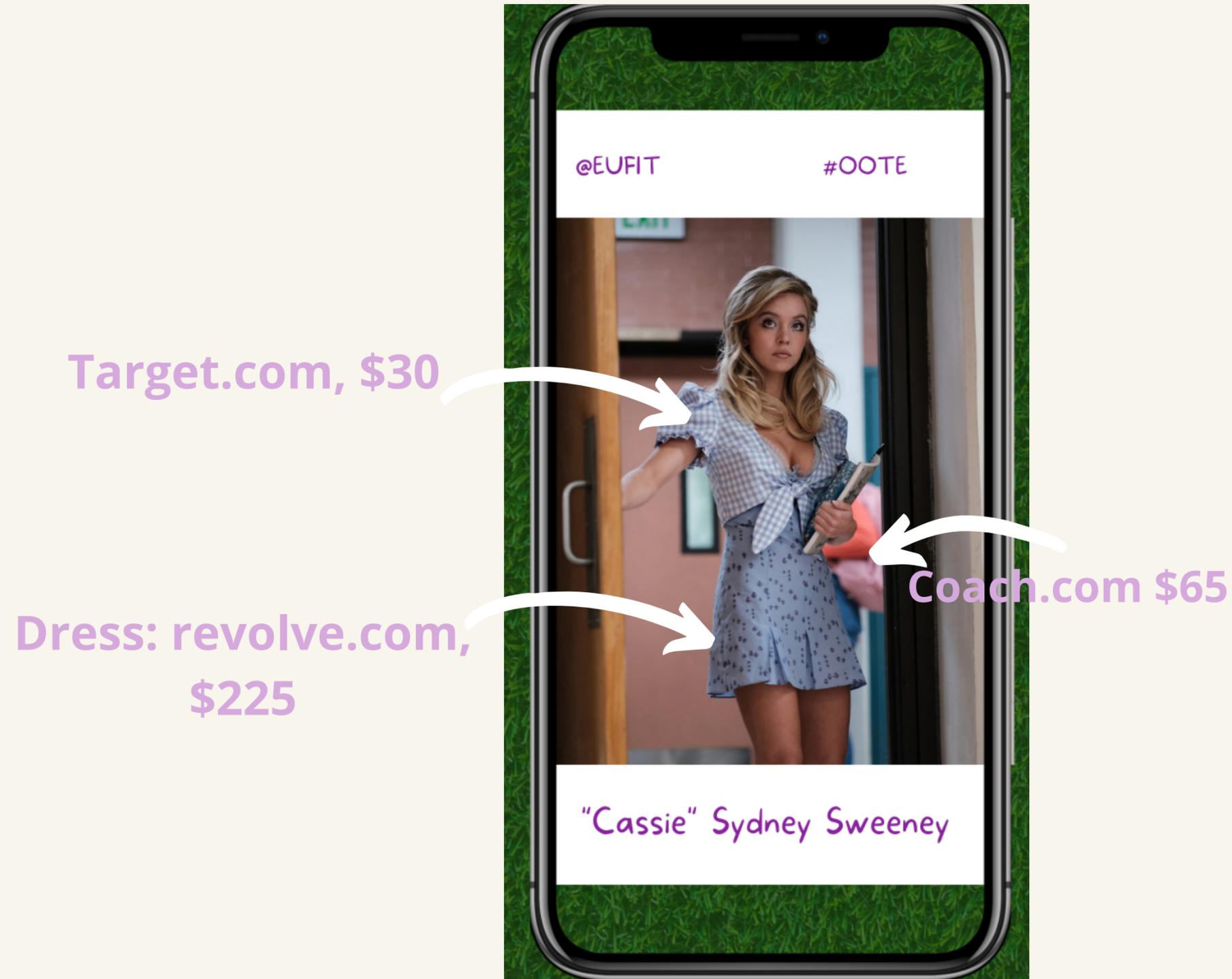
# Persona

- Sana Khan is a graduate student, 27, millennial, OTTP, engages in social media and loves to connect with friends online
- She enjoys the show because of the fashion, the suspenseful writing, the beautiful way the show is shot, and the escapism element of *Euphoria High*
- Initially started watching the show because of all the social media content about the show she wanted to participate in the conversation



# EuFit Content Sample #1

- Instagram post with a breakdown of the character's outfit from the show
- Shots and information will be released during show
- D to C experience will allow users to purchase directly on Instagram, can make purchases in just a few clicks
- *Euphoria* viewers are younger, use social, and make many online purchases



# EuFit Content Sample #2

- Reels will be shared on Instagram
- Reels will share BTS content from show stylist, Heidi Bivens and show the outfits on real people
- Each outfit from reels shared in a static post allowing people to find info and purchase pieces of an outfit
- Reels and static content will be shared in Instagram stories with direct links to pieces of clothing as seen on the show



*Picture Day*  
**Euphoria High**

# Conclusion

- **Want to meet the audience where they are, Instagram is a great platform based on current audience demographics**
- **Targeting Gen - Z and Millennials who are very savvy online purchasers and value convenience**
- **The show is known for its fashion which has influenced many on social media and in broader media**
- **D2C business created using Instagram to connect to fashion brands as seen on the show**