



# CLUBKIND

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est. 2008 in the streets of Cologne, Germany





# THE FOUNDER

## ISMAIL „ISY B“ BOULAGHMAL



ISMAIL BOULAGHMAL STARTED HIS EARLY CAREER IN 1990 AS A YOUNG MUSIC PRODUCER. HE QUICKLY ESTABLISHED HIS OWN MUSIC LABEL. OVER THE YEARS, HIS ACHIEVEMENTS AS PRODUCER, DJ, ARTIST AND EVENT PROMOTER LED TO A CONSULTANT POSITION FOR DIFFERENT MUSIC LABELS IN THE FIELD OF MUSIC PRODUCTION AND ENTERTAINMENT MARKETING.

IN 2000, HIS NEW PASSION FOR STREET FASHION AND SNEAKERS MADE HIM FIND HIS WAY INTO THE LIFESTYLE MARKETING. ISMAIL DEVELOPED HIS VERY OWN STYLE OF MARKETING BY APPLYING MUSIC PROMOTION STRATEGIES ON FASHION PROMOTION.

IN 2006 HE FOUNDED HIS OWN LIFESTYLE AGENCY „CLUBKIND MARKETING“, WHICH BECAME SOON THE LEAD AGENCY FOR BRANDS LIKE SNIPES AND URBAN CLASSICS.

IN 2015 CLUBKIND RECORDED A TURNOVER OF MORE THAN 7 MILLION EUROS WITH MORE THAN 40 EMPLOYEES. IN THAT YEAR, CLUBKIND MARKETING WAS SOLD TO THE DEICHMANN GROUP AND ISMAIL BECAME THE MARKETING DIRECTOR FOR THE SNIPES GROUP FOR 3 YEARS, BEING RESPONSIBLE FOR THE INTERNATIONAL CONCEPTION AND GROWTH OF MULTI-BRAND CONCEPTS LIKE SNIPES, SOLEBOX, ONYGO AND FILA.

AFTER 18 YEARS OF EXPERIENCE, ISMAIL IS CONSULTING BRANDS LIKE THE SNIPES GROUP, JACK & JONES, THE DEF SHOP GROUP, MC DONALDS AND OTHERS. HE BUILT A HUGE INTERNATIONAL NETWORK OF CELEBRITIES, FASHION DESIGNERS, TALENTS, INFLUENCERS, EXECUTIVES FROM WHICH ALL HIS CLIENTS CAN BENEFIT. BESIDES, HE IS EXPLORING HIS PASSION OF GIVING HIS KNOWLEDGE TO THE NEXT GENERATION OF MARKETEERS BY GIVING LECTURES AT UNIVERSITIES AND WRITING A BOOK ABOUT HIS VISION AND STYLE OF WORK.

TODAY, HE IS ONE OF JUST A FEW PROFESSIONALS THAT FOCUS ON EXPLORING AND UNDERSTANDING THE ECOLOGICAL SYSTEM OF THE SUB- AND MAIN STREAM CULTURES IN THE WORLD'S BIGGEST KEY CITIES.

#STREETSCIENTIST



# PHILOSOPHY



## **AUTHENTICITY IS THE NEW CURRENCY**

„Our generation believes in authenticity. We are fed up with all the fake dreams that have been sold to us since we’ve been kids. We love real things and real people. We seek for the truth.“

## **CONCRETE IS GOLD**

„The street is our home. We are proud about the fact that the whole world is looking towards what we, the street kids, do and how we live. Now everybody wants to have a piece of our concrete and be a part of the street city life.“

## **MONEY CAN’T BUY LOVE**

„Nobody can buy our love. Money doesn’t impress us. We have learned to recognize when a big booster is involved. Inner values do matter a lot to us.“

## **EXCELLENCE BEATS IGNORANCE**

„We love greatness in creativity. As long as you give your best you are a winner. We want to be inspired by the excellence of creatives instead of ignorants trying to shine with superficiality.“

## **GOALS OVER PROCESS**

„We don’t like being put in a box. We will always try to find our own way to do our thing. Even if we have to go for new ways and ideas to reach our goals.“

# BRAND EXPERIENCE

MANY OF CLUBKIND'S CLIENTS  
HAVE URBAN ROOTS. BUT THERE  
ARE ALSO BIGGER PLAYERS.





# BRAND BUILDING

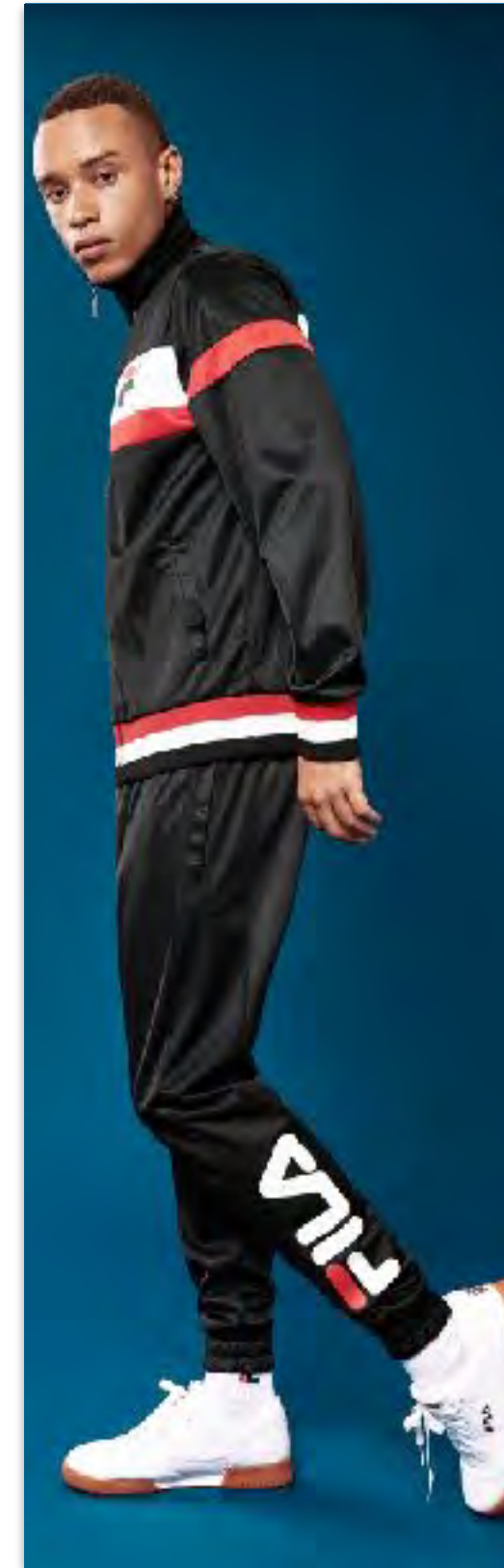
IMAGE BUILDING HAS ALWAYS  
BEEN ONE OF OUR MAIN TASKS.

snipes<sup>®</sup>



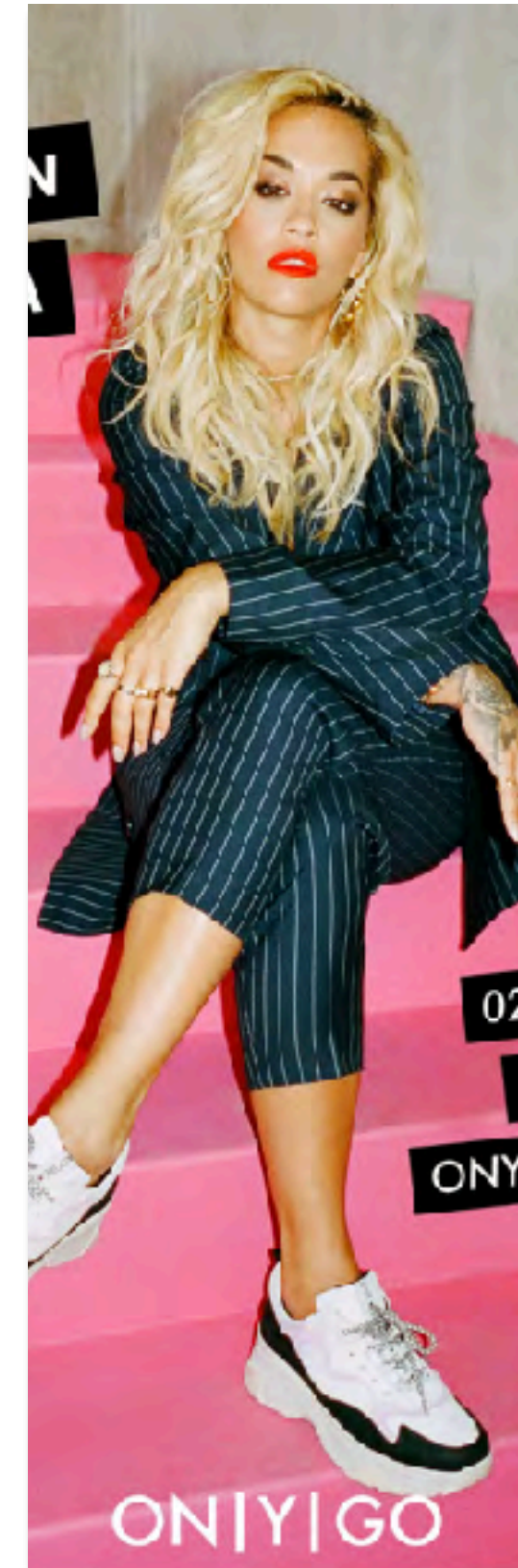
2008-2018

FILA<sup>®</sup>



2015-2018

ONLY|IGO



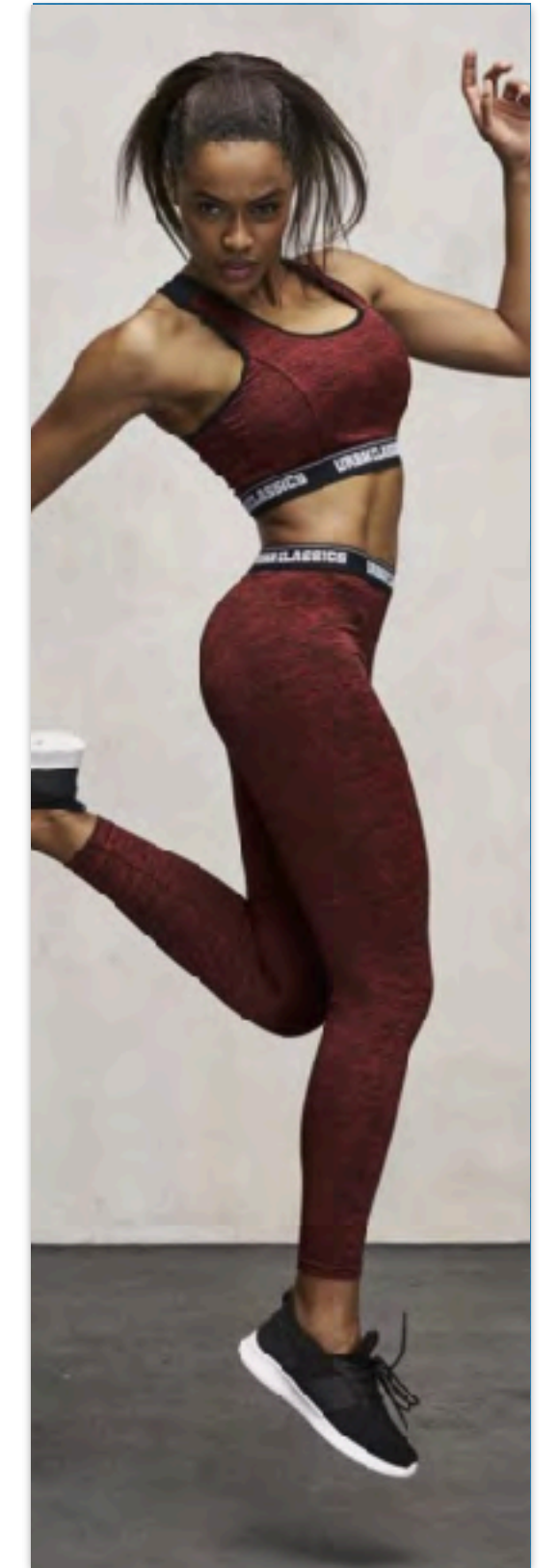
2016-2017

solebox<sup>®</sup>



2015-2017

URBAN  
CLASSICS



2010-2018

THESE BRANDS HAVE BEEN RUNNING UNDER FULL RESPONSIBILITY OF  
CLUBKIND MARKETING AND ISMAIL BOULAGHMAL IN POSITION OF THEIR  
BRAND DIRECTOR.



# HIGH SNEAKER EXPERTISE

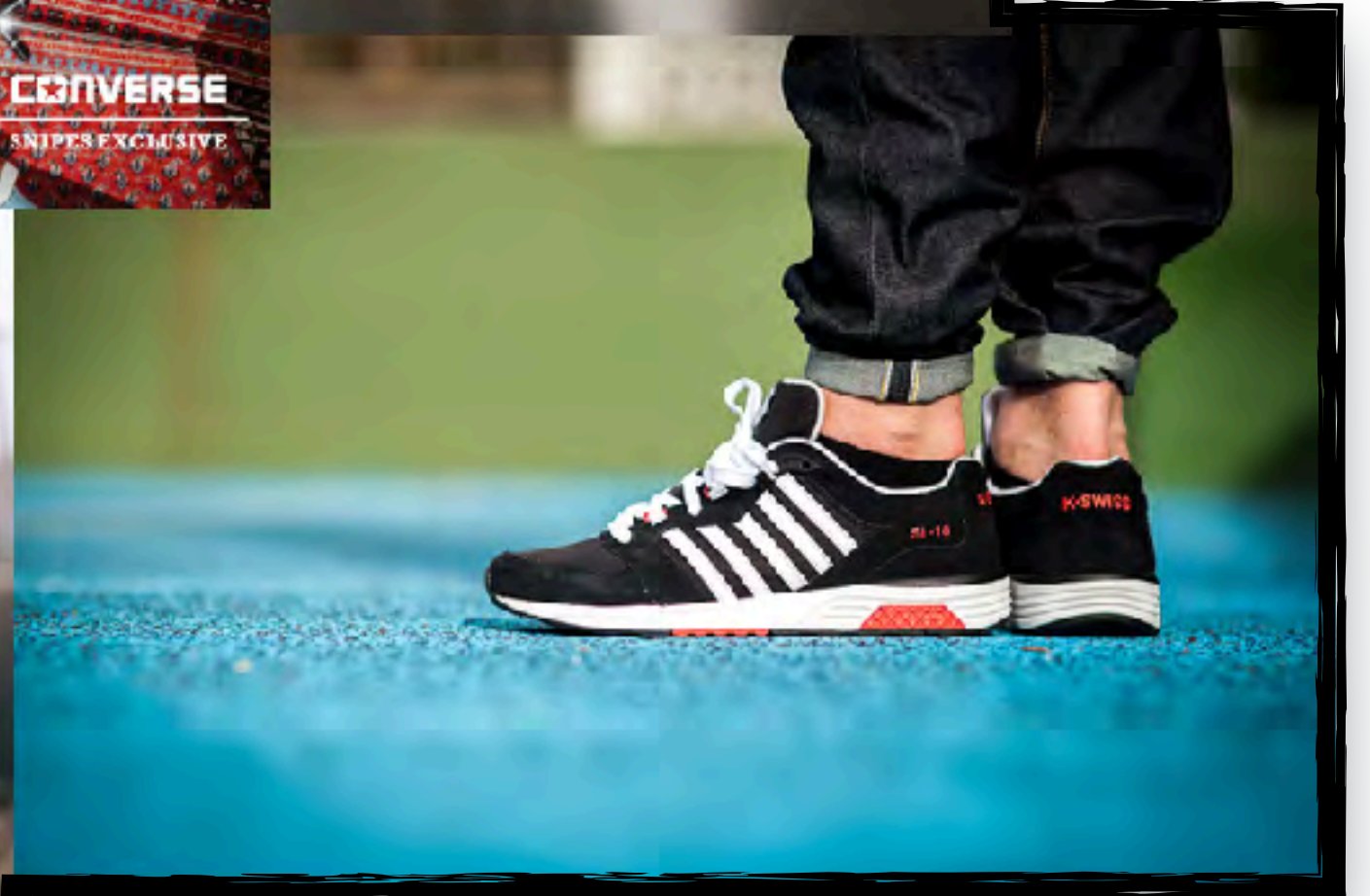


CLUBKIND'S PHOTO AND VIDEO CONTENT LED TO A SUCCESS THAT WAS INTERNATIONALLY RECOGNIZED BY MANY RELEVANT BLOGS LIKE HIGHSNOBIETY, HYPEBEAST, COMPLEX AND SNEAKER FREAKER.





# FOOTWEAR CONTENT IMPRESSIONS





# RECENT FOOTWEAR IMPRESSIONS





# URBAN FASHION CONTENT

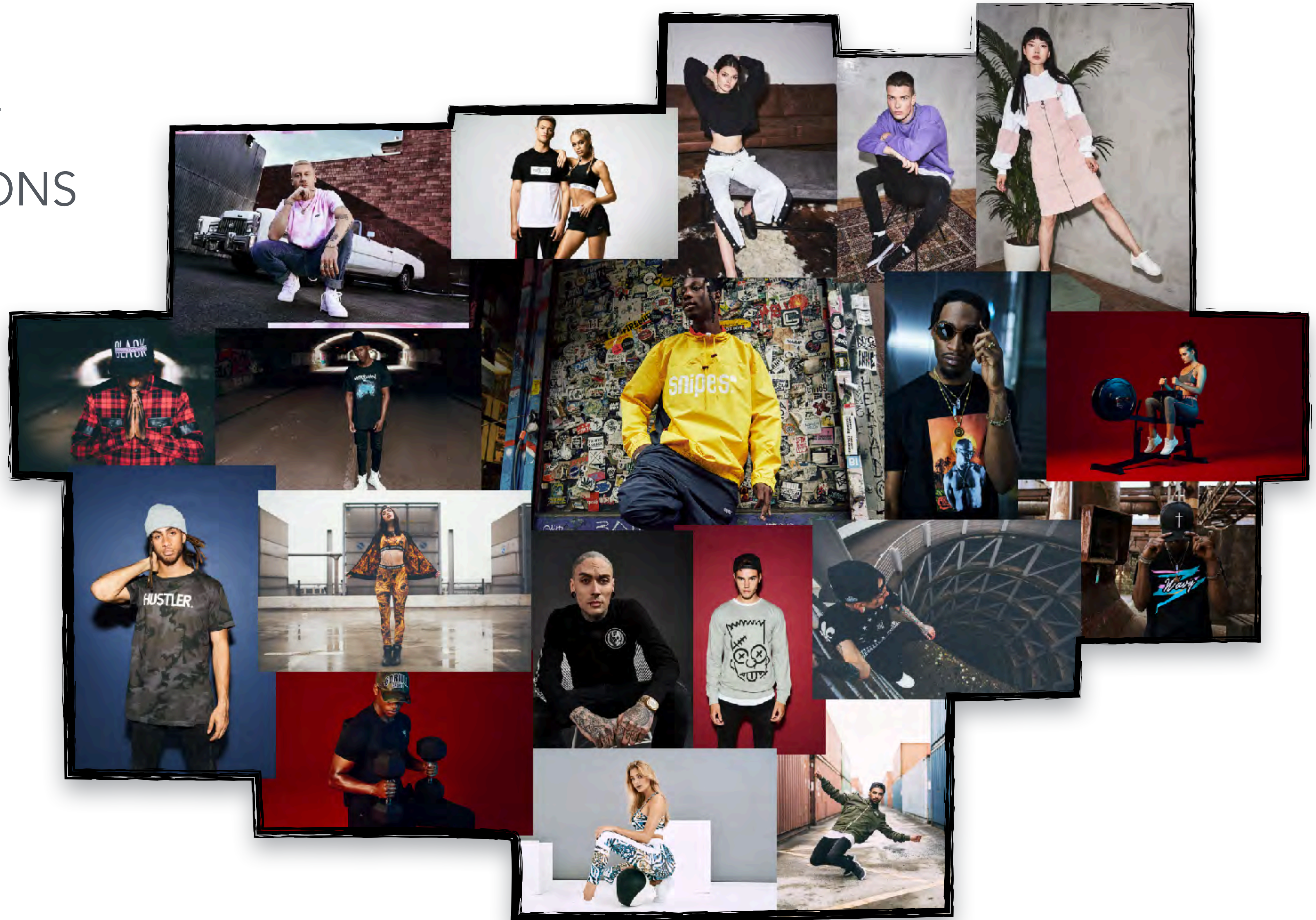


WE DO NOT ONLY DELIVER PHOTO AND VIDEO CONTENT. WE ALSO BRING THE STORY, THE PRODUCTION, THE MODELS, THE TESTIMONIALS AND ALL NECESSARY OPERATIONS TO FULFILL THE GOALS OF THE FASHION PROJECTS OF OUR CLIENTS.





# FASHION CONTENT IMPRESSIONS





# RECENT FASHION IMPRESSIONS





## SNEAKER CONTENT UPGRADE



CLUBKIND KNOWS ABOUT EXCELLENCE IN MAKING MID-TIER PRODUCTS LOOK LIKE TOP-TIER IN ORDER TO ELEVATE THE BRAND 'S VALUE AND EFFECT ON SOCIAL MEDIA.





# RETAIL MARKETING & FAIRS

WE ARE PIONEERS IN RETAIL MARKETING BY MIXING POS RETAIL MARKETING WITH STREET CULTURE IN ORDER TO HAVE A GREAT EXPERIENCE FOR THE COSTUMERS. WE ARE EXPERTS IN PRODUCT RELEASES, SALES EVENTS, TRADE FAIRS AND STORE OPENINGS.





# 369 BRAND CAMPAIGNS

WE OFFER THE PLAN FOR A  
COMPLETE CAMPAIGN  
INCLUDING ORGANISATION,  
TESTIMONIALS, LOCATIONS,  
SCOUTING, STORY... THE FULL  
PROJECT.





# TESTIMONIALS

DUE TO 20 YEARS OF EXPERIENCE IN THE ENTERTAINMENT INDUSTRY, WE ARE WELL CONNECTED TO MANY INTERNATIONAL TOP ACTS AND CELEBRITIES.

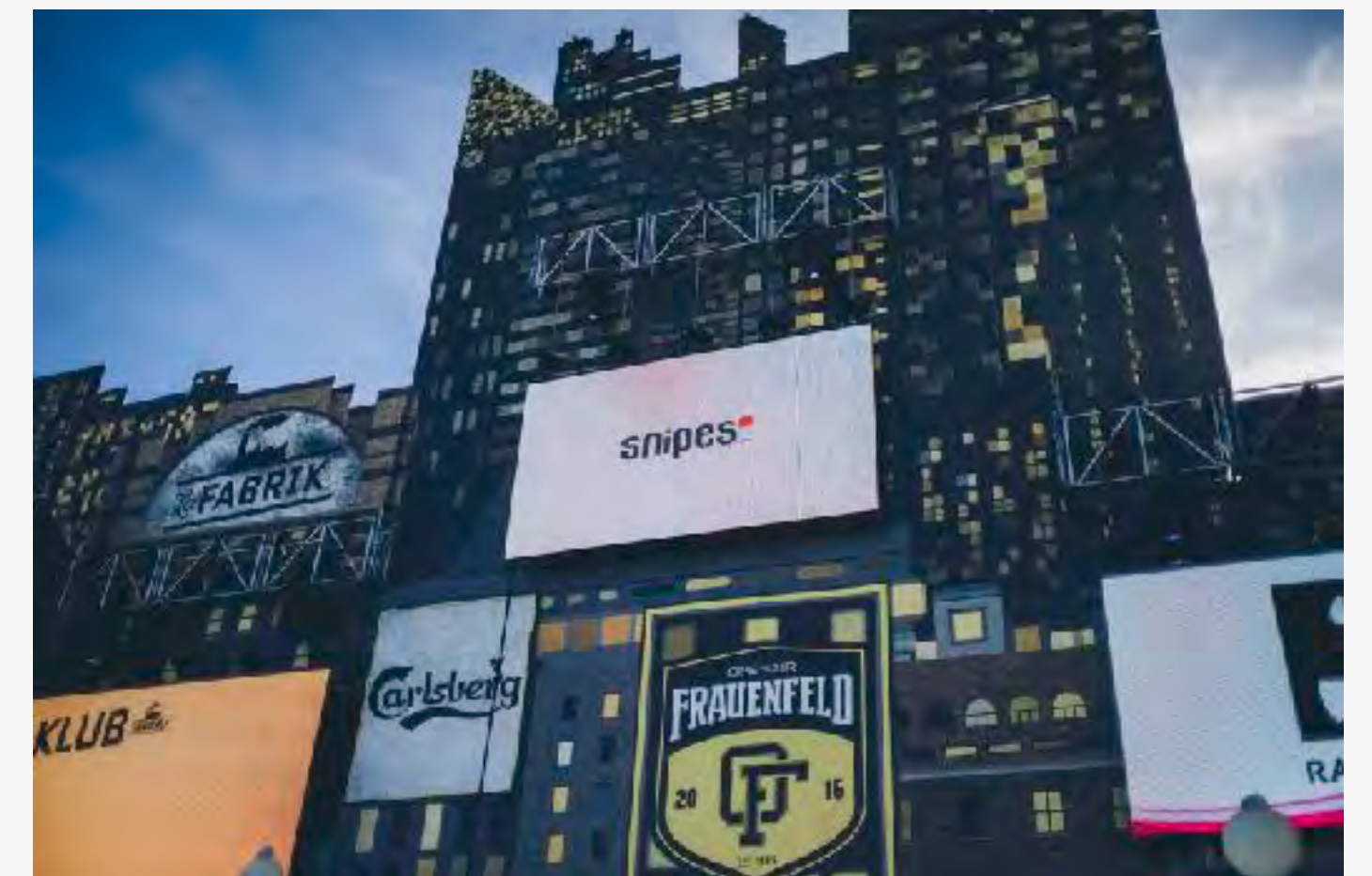
THEREFORE WE ARE ABLE TO OFFER CONCEPTS AND SERVICES OF INTEGRATED CAMPAIGNS WITH BIG NAMES AND CONVOY THEM FROM THE VERY BEGINNING UNTIL THE SUCCESSFUL END.





# FESTIVAL MARKETING

OUR NETWORK OF EUROPEAN FESTIVAL PROMOTERS OPENS UP A LOT OF OPPORTUNITIES FOR OUR CLIENTS. AGAIN, WE OFFER THE FULL SERVICE FROM SCOUTING THE RIGHT EVENTS UP TO EXECUTION OF THE PRODUCTION DURING THE EVENTS.





# CLUBKIND SERVICES

WE HAVE THE EXPERIENCE AND SKILLS TO OFFER MARKETING STRATEGIES AND CONCEPTS, BUT ALSO THE SERVICE TO EXECUTE THEM FROM THE VERY FIRST IDEA UNTIL THE SUCCESSFUL CLOSURE OF THESE PROJECTS, INCLUDING TRANSPARENT REPORTS, FINANCES, VIDEOS AND PHOTOS.

## A LIST OF OUR SERVICES:

MARKETING STRATEGIES  
BRAND BUILDING CONCEPTS  
CONTENT PRODUCTION  
PHOTO SHOOTINGS  
VIDEO SHOOTINGS  
SOCIAL MEDIA EXECUTION  
INFLUENCER MARKETING  
SEEDING  
PR & BLOG RELATIONS  
TRADE FAIR SERVICES  
PRODUCTION SERVICES  
TEXT CREATION  
INSTORE EVENTS  
STORE OPENINGS  
BRAND ACTIVATIONS  
HUMAN RESOURCES  
STAFF TRAINING





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THANK YOU FOR YOUR ATTENTION