

Presented by :

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Madhappy™



Madhappy x LA28

Madhappy x LA28

WHO ARE WE?



01

Madhappy x LA28

What is Madhappy?



About Madhappy

PREMIUM STREETWEAR BRAND
FOCUSED ON MENTAL HEALTH
FOUNDED IN LA IN 2017

COMMUNITY-DRIVEN,
OPTIMISM-LED IDENTITY

Mission & Identity

"THE WORLD IS A BETTER PLACE
WHEN PEOPLE FEEL GOOD"

"WEAR YOUR FEELINGS" - OPENNESS,
WELLNESS & HUMAN CONNECTION

How does Madhappy stand out?

MENTAL HEALTH ADVOCACY BUILT
INTO EVERY DROP

HIGHLY ENGAGED GEN Z
COMMUNITY + LIMITED DROP
EXCLUSIVITY



OUR PRODUCT

Madhappy's First-Ever Olympic Collaboration

- **Limited-edition apparel line inspired by LA culture, optimism & the Olympic spirit**
- **Designs fuse Madhappy's wellness identity with LA28's energy & heritage**
- **All profits support The Madhappy Foundation - mental health research & community programs**

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MAJOR COMPETITORS

Madhappy's biggest rivals in the Olympics lifestyle and wellness fashion space include Lululemon, Sporty & Rich x Ralph Lauren

Lululemon has built a wellness lifestyle identity that closely mirrors Madhappy's mission, making them the most direct competitive threat.

Sporty & Rich x Adidas are a competitor because they're tapping into the same Olympics-adjacent cultural moment, targeting the same fashion-forward, wellness-oriented LA consumer, and positioning their drop as a lifestyle take on Olympic heritage.

Team Canada x Lululemon



**Sporty & Rich and
Adidas Originals
Unveil Olympics-
Inspired Collection**



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BUSINESS STRATEGY

02



Key Strategies

01

**Expand Mental
Wellness / Brand
Awareness Globally**

02

**Strengthen Community
Engagement & Brand
Loyalty**

03

**Drive Sales Through
Limited Olympic Drops**

04

**Promote The Madhappy
Foundation's Mission**

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OPPORTUNITY ANALYSIS

The Core Opportunity

Goal: Connect LA28's global audience to Madhappy's wellness mission through culturally resonant limited-release apparel.

Market Context: Mental wellness fashion is a \$50B+ growing sector. Olympics = once-in-a-generation cultural platform.

Key Value Drivers

Massive Global Reach: 3+ billion viewers across 200 countries

Cultural Relevance: LA is Madhappy's birthplace - authentic home-court storytelling.

Emotional Resonance: Athletes' mental health stories align perfectly with Madhappy's mission.

Scarcity & Hype: Olympic-edition drops create urgency and collector demand.

Foundation Impact: Every sale drives mental health programs - purpose to purchase.



SWOT ANALYSIS

| | |
|---|---|
| <p>Strengths</p> <ul style="list-style-type: none"> • Cultural credibility around mental health <ul style="list-style-type: none"> ◦ Mental health is a part of Madhappy's brand ◦ Gen Z sees the authenticity of the brand ◦ Athletes have discussed burnout and pressure related to mental health ◦ It essentially gives LA28 a voice through the brand • Natural local alignment with LA28 <ul style="list-style-type: none"> ◦ LA28 Olympics are in LA, where Madhappy was created ◦ It's a local culture brand, not just a generic Olympic branding ◦ LA is a hot spot for mental health ◦ Partnership feels organic, not forced | <p>Weakness</p> <ul style="list-style-type: none"> • Limited scale compared to Olympic apparel giants. <ul style="list-style-type: none"> ◦ Nike/Ralph Lauren are huge brands that dominate global visibility. ◦ Madhappy lacks Olympic athlete endorsements in comparison to its competitors. ◦ A smaller company, which can affect the interaction with international audiences who aren't aware of the brand during the Olympics ◦ It can be seen as a minor part of the Olympics • Risk of message dilution in a performance-driven arena <ul style="list-style-type: none"> ◦ Olympics prioritize medals and records. ◦ Emotional honesty can be seen as too soft next to competitors. ◦ Focusing too much on mental health can overshadow performance from athletes |
| <p>Opportunities</p> <ul style="list-style-type: none"> • Redefining athletic excellence beyond medals <ul style="list-style-type: none"> ◦ Mental health is being seen more as a strength to talk about your challenges ◦ Being able to empower what is strong through mental health ◦ Madhappy stands out from Nike/Skims because of their Mental health identity and lifestyle ◦ Madhappy would position LA28 as athletes' health comes first • Owning the human side of the game <ul style="list-style-type: none"> ◦ Adidas is more about performance, not mental health ◦ Sporty and Rich is focused on ceremony and tradition ◦ Lululemon on body confidence and aesthetic ◦ Madhappy would own the emotional and mental well-being aspect. | <p>Threats</p> <ul style="list-style-type: none"> • Credibility overlap from larger brands <ul style="list-style-type: none"> ◦ Adidas has a lot of power to challenge Madhappy on mental health ◦ Sporty & Rich could focus on mental health ◦ Adidas has a bigger budget, which can overshadow Madhappys voice • Backlash risk around performative <ul style="list-style-type: none"> ◦ Gen Z can be sensitive to messaging ◦ Messages can be seen as performative ◦ Using an athlete's emotions without depth can harm credibility ◦ Any missteps could damage Madhappys' brand and LA28 |

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Customer Insights

03



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Consumer Behavior

- Engage through TikTok, Instagram, and short-form content
- follow athletes + creators (not brands)
- Experience Olympics through highlights, not full events

What They Value

- Authenticity over perfection
- Emotional connection over performance
- Meaning behind products

Tension

- Inspired by athletes
 - But feel disconnected due to unrealistic perfection

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Hypothesis 1

- Consumers value limited-edition merch
- Want emotional meaning behind it

Hypothesis 2

- Madhappy can humanize the Olympics

Hypothesis 3

- LA locals are excited for LA28
- Feel Olympics messaging is impersonal

Key Findings

- Local connection matters
 - People want LA Identity in the Games
- Emotional connection is missing
 - Olympics feel too polished
- Meaning > Merch
 - Don't want just logos
- Comfort & relatability
 - Want real, human stories



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Unique Selling Propositions

- Not just merch – meaning
 - First mental health-centered Olympic collab
 - Emotional storytelling through fashion
 - Turns product into identity



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Challenges

- Seen as performative
- Competing with Nike/major sponsors
- Limited awareness globally

Mitigation

- Authentic storytelling (not ads)
- Community-first activations
- Subtle branding

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Communication Objectives

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Objectives

- Shift Olympics → more human
- Position Madhappy as cultural voice
- Build emotional connection
- Increase brand trust



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Brand

- Establish Madhappy in Olympic space

Engagement

- Drive participation (events, content, community)

Culture

- Lead mental health conversation in sports

Brand

- Sell out limited-edition collection



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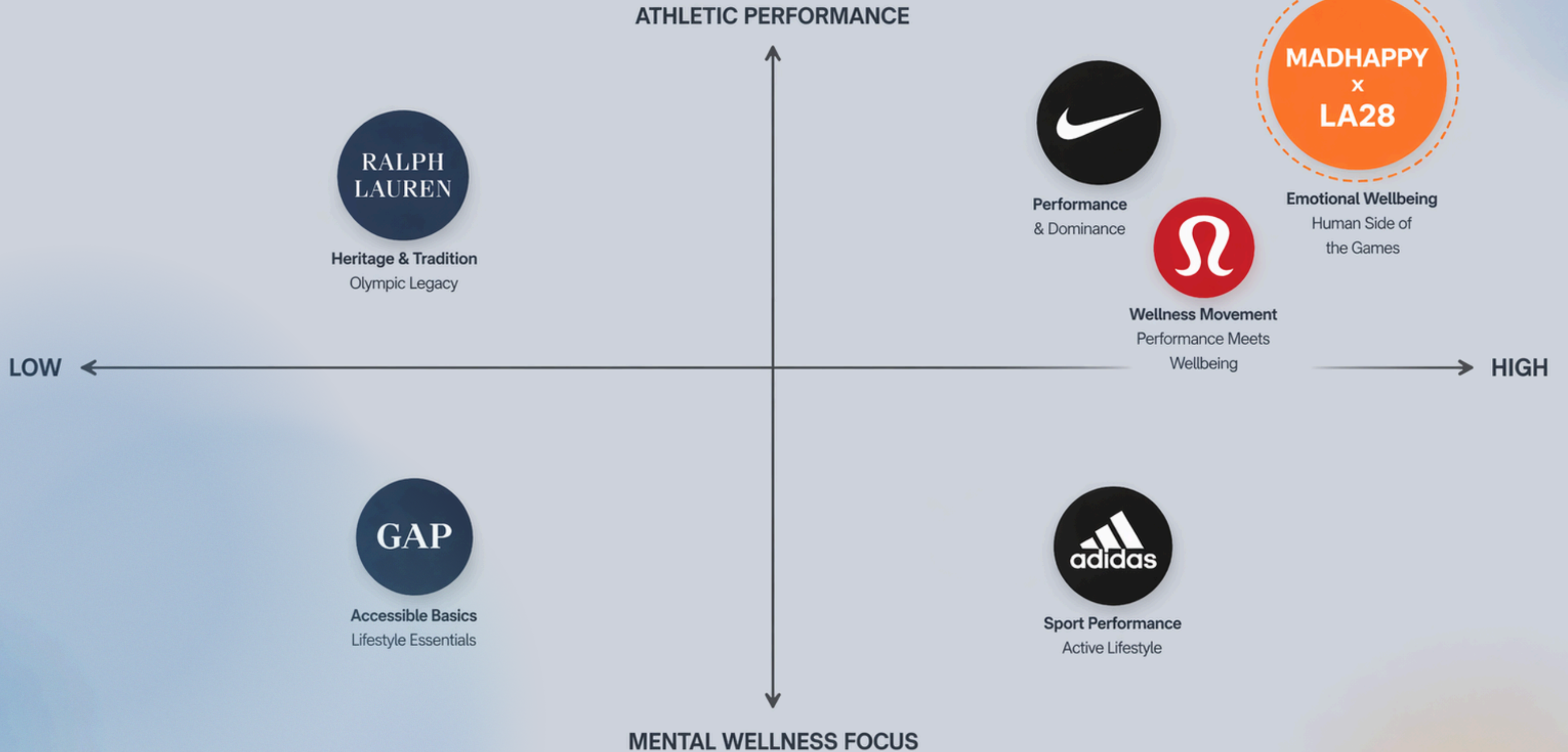
Creative Media Strategy

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COMPETITIVE LANDSCAPE

PERCEPTUAL MAP



CREATIVE STRATEGY

01 Big idea

“Feel the games, not just watch them”

02 What we're doing

- Shift focus from performance to emotion
- Show the human side of athletes
- Make the Olympics feel relatable again

03 Tone

- Calm
- Real
- Optimistic
- Not Overproduced

04 Role of Madhappy

Olympics as global awareness platform
Mental health at cultural conversation peak
LA28 influencer & athlete partnerships
Foundation storytelling drives purpose-led sales

ACTIVATIONS

HOW THIS COMES TO LIFE

01 Athlete storytelling

- Real moments, not highlights
- Pre/post competition emotions
- Short form video (TikTok + Reels)

02 Recovery spaces (LA)

- Quiet spaces during the Games
- Reset, reflect, decompress
- Ties to mental health

03 Community events

- Group workouts + wellness events
- Open conversations around pressure
- Local LA engagement

04 Pop-up experiences

- Limited drops
- Minimal, calm store design
- Focus on feeling, not hype

ACTIVATIONS

BRINGING THE BIG IDEA TO LIFE

01

**Athlete
storytelling**



02

**Recovery
spaces (LA)**



03

**Community
events**



04

**Pop-up
experiences**



I feel seen.

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Feel the Games



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6 month media plan

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6 Month Media Plan

Digital Campaign \$500,000



Phase 1 (Months 1-2)

Foundational months

Implement **mental health talk** and the “**why**” in sports world

Leverage social media to post **teaser clips** of **athlete stories**

Spend: **\$100,000**

Phase 2 (Months 3-5)

Build credibility

Introduce collab merch through posts

Build **credibility** and release **athletes personal stories**

Limited edition **drops**, posting wild content, athlete pr **gifting**

Spend: **\$200,000**

Phase 3 (Month 6)

Real time implementation

Madhappy stores turned decompression stations, **wellness/community events**, pop-ups in LA

Continued social media posts, **recovery** and **vulnerability** centers

Spend: **\$200,000**

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Performance Metrics + Closing reflection

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Performance Metrics

● BRAND HEALTH

Shifting the mindset

Tracking mental health x olympic game conversations **via social media channels** following the collab

Tracking **Saves, Reposts**, and **Shares** to likes on each social media post following collab announcement

Track relevance and connection to posts beyond being visibly pleasing, proving the resonated with individuals

● BEHAVIORAL IMPACT

The Action

Identify the **Sell-out velocity** beyond the total sales

Foot traffic at wellness moments and pop-ups, increase in those joining the moment

In The Moment campaign use on social media

Increased use of the **campaign hashtag** and sharing personal stores

● LEGACY

Long-term impression

Value gained through **mental health coverage** beyond LA28

Coverage of mental health (Business, Wellness, Culture)

Other sports organizations and comittees **adding mental health resoruces** to their socials and websites

The guardrails

How we plan to remain authentic to our mission and values through this collab

- Emphasize the **message and story** through **80%** of the content we post during this time, and **product promotion** the other **20%**
- Ensure all content **sounds** like it is coming from a **caring friend** rather than a doctor or psychologist
- **Giving athletes full authority** over final edits of stories to ensure their vulnerability is not being used for profit but rather awareness



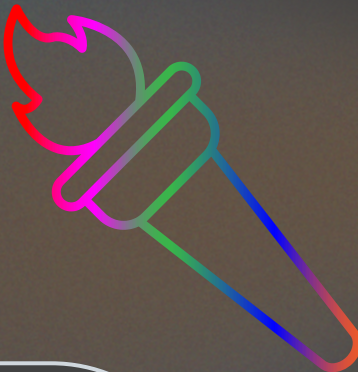
Strategic Channel Mix

Instagram

TikTok

Local Post

Events



Aesthetic

High quality photographs, increase desire for product

Savable quotes that align with mental health awareness

Goal: Awareness to BTS athlete struggles

Unfiltered

Real athlete POV stories

Day in the life content

Focus on recovery

Goal: community engagement & interactions

Minimalist

Posters hung in greater LA area

Bring awareness to games and mental health

Goal: Provide lasting awareness and change to how mental health is viewed

Intent Proof

Wellness runs and pop-ups in LA

Prove the intent with this collab and provide physical proof

Goal: Implement change at a local level

Reflection

Madhappy X LA28 collaboration sees the potential in bringing the world together through the games and conversation of mental health.

Using apparel to shed light on mental health challenges, while increasing fundraising for supporting programs and engagement globally

Shifting towards a more effective and meaningful solution to mental health issues that impact our world

Its time to live in the moment and be the change <3

**Thank
You**

for your time
and attention

