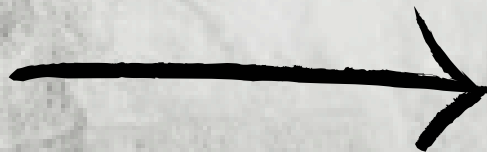


Inside the LAB

**Not every
post needs
to feel like
a campaign.**

SWIPE TO LEARN MORE



FAB FOUR LABS
MARKETING

Inside the LAB

During the Olympic hockey surge, feeds were filled with highlights, debates, and nostalgia.

Yeah, ok... predictable.



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Inside the LAB

**Former goalie, Olivia King,
referenced her playing
days and was wearing her
USA Hockey jersey from
Lowsport Gear
(lowsportgear.com)**

It wasn't positioned as an ad.

**It was part of who she is. Actually, part of
her wardrobe.**



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Inside the LAB

**The post generated
1.3 Million views on
Instagram and had
a 59% engagement
rate.**

Most brands chase trends.
The best creators align with them.



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Inside the LAB



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