

OFF-White

Digital Marketing And Social Media Plan

Wenyi Chen

Music Journal Between Black and White



01

Campaign Theme

Off-White is going to hold a New Year electronic music festival by the end of year. Famous DJs will be invited to perform. Consumers can get free gifts at the same time.

02

Campaign Type

Events and Promotions

03

Goals

- Increase brand awareness and attract new groups of customers to expand market.
- Increase online traffic of official website to 60K in Q4 of 2019.



01

Message

Celebrate the new year with customers on the music festival by refreshing brand identity – Off–White can exploit not only in fashion.

02

Creative Ideas

The music festival will bring every participant special music journal created by famous DJ, even the designer of Off–White – Virgil Abloh will appear on the stage and perform for audience, since he used to be a DJ before he started his fashion career.

03

Timing

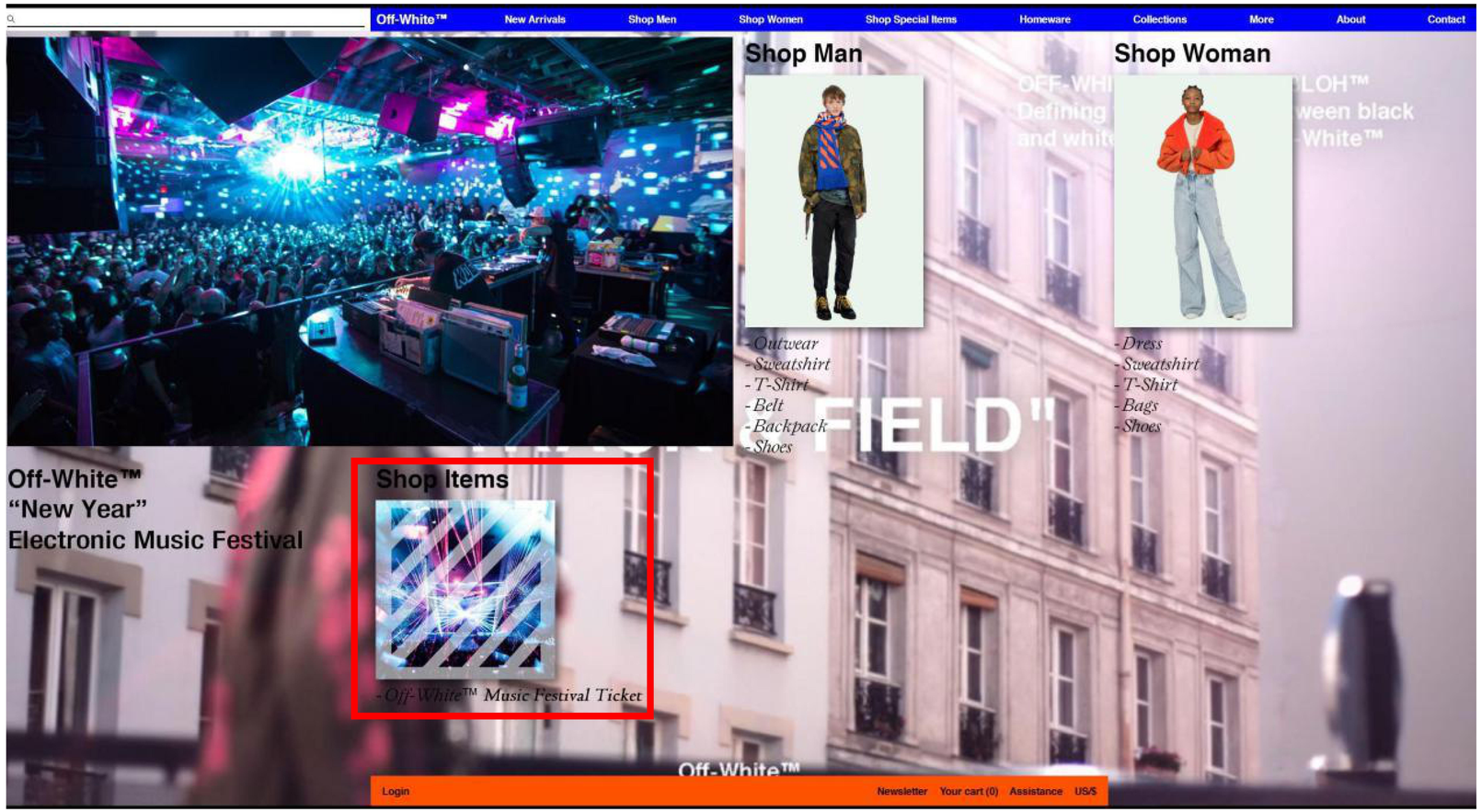
The music festival will be held on December 29th to 31st.



Campaign Moodboard



Homepage

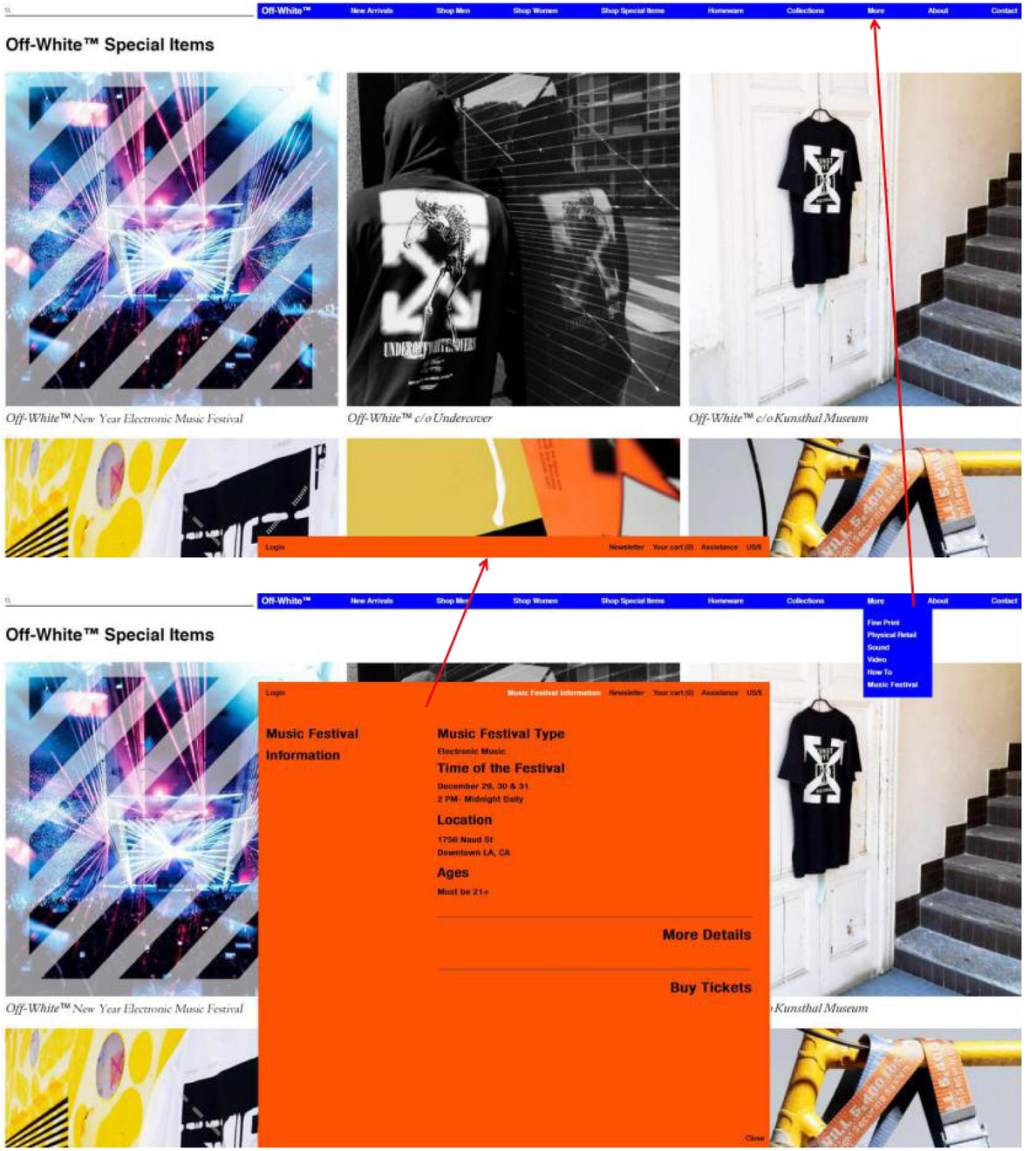


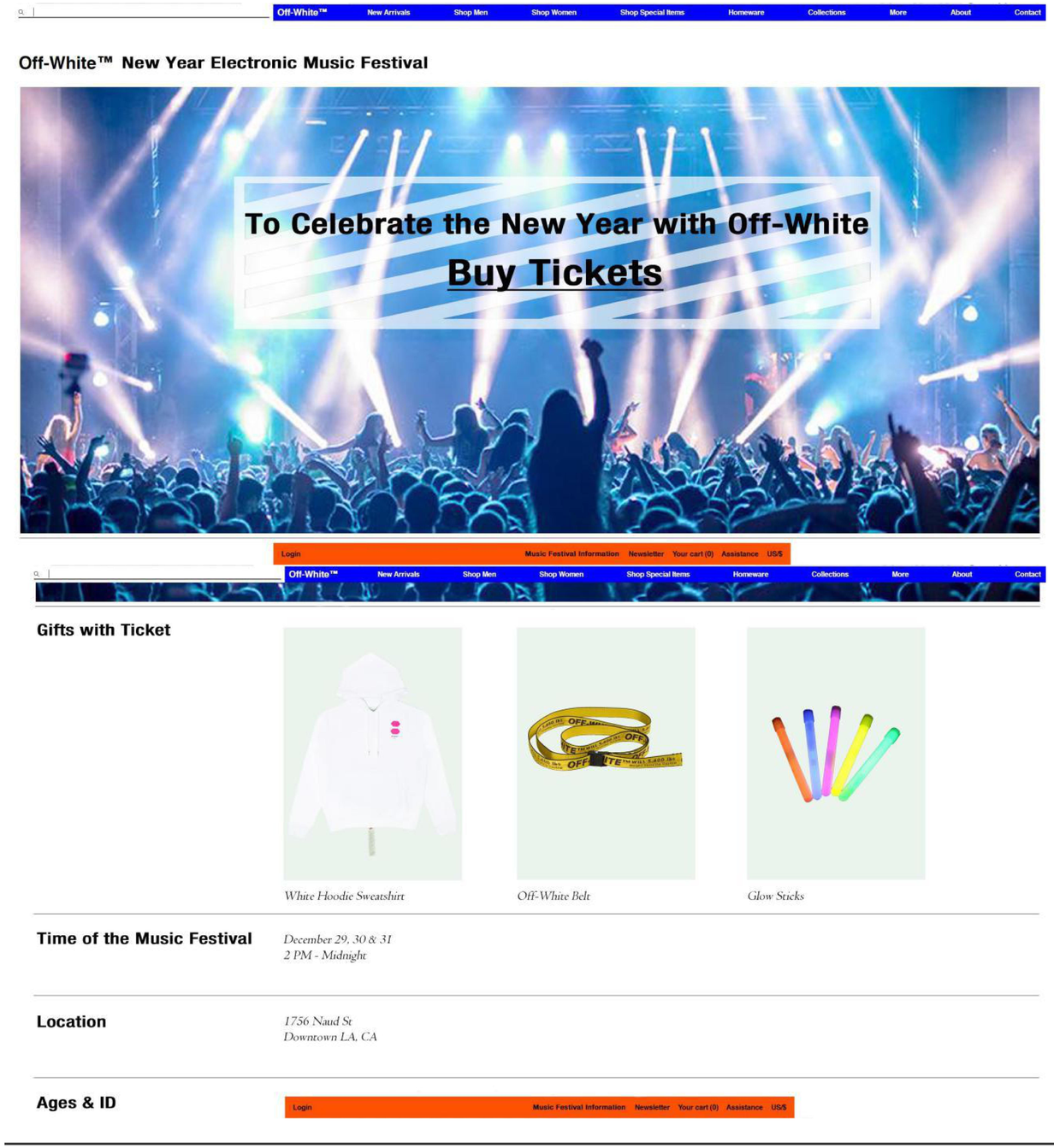
Off–white will post a video to introduce the music festival on the homepage of their official website, since they update every video about collections and special events. Customers can click the icon updated with music festival theme under the “shop items” to open the items page.

Guidance

Customer can open the music festival information link on the bottom of the page which is in the orange rectangle to know the brief information about the event and they click more details to know the whole information.

They can also open the navigation in blue rectangle on the top to get the information.





Landing Page

https://www.off---white.com/newyearelectronicmusicfestival

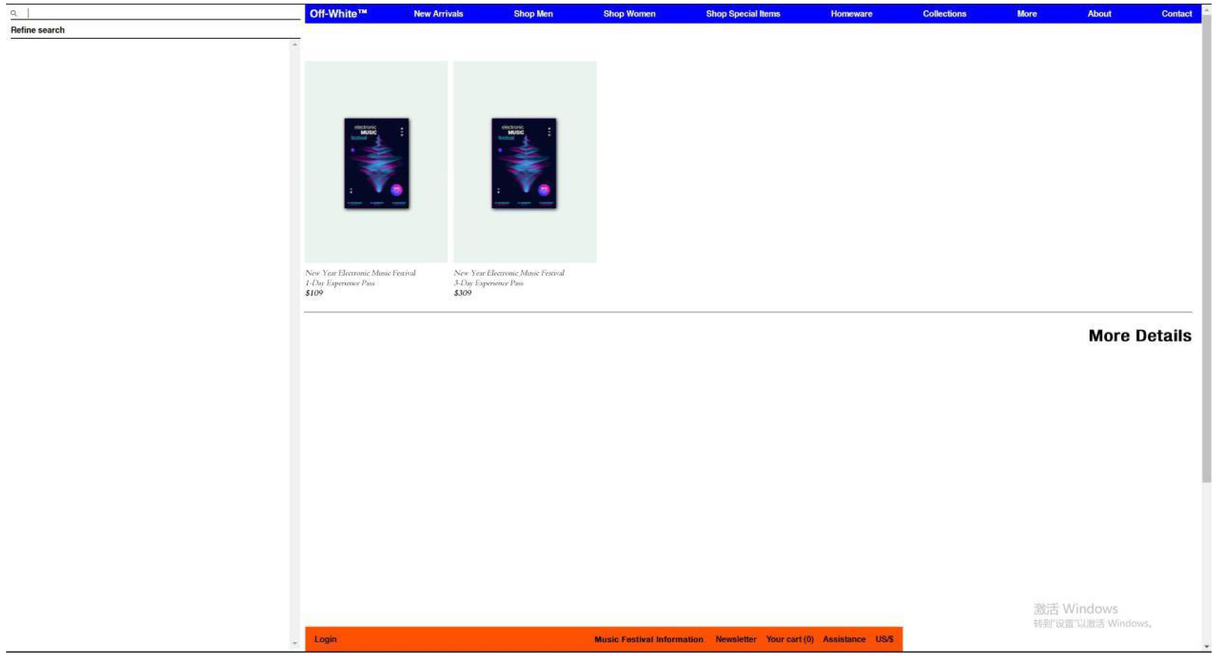
When customers click “More Details”, they will be led to the page with big visual pictures of the music festival and CTA of the campaign.

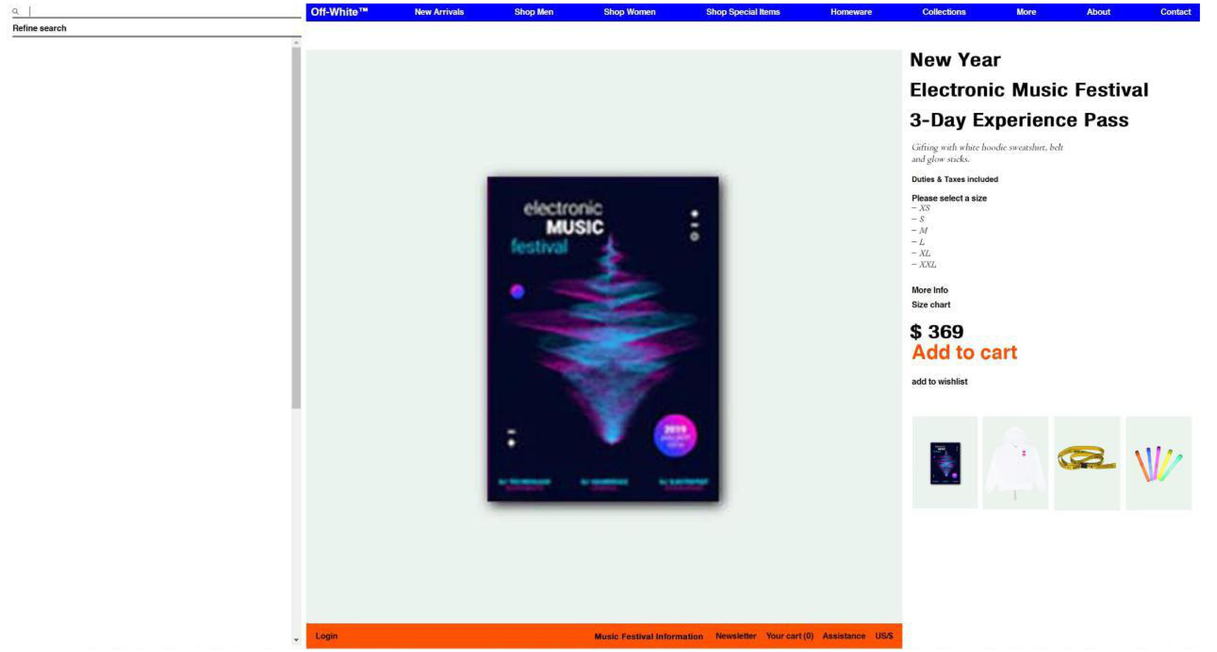
They can continue to scroll down to see more information includes gifts, time, location and policies.

Online Shopping Page

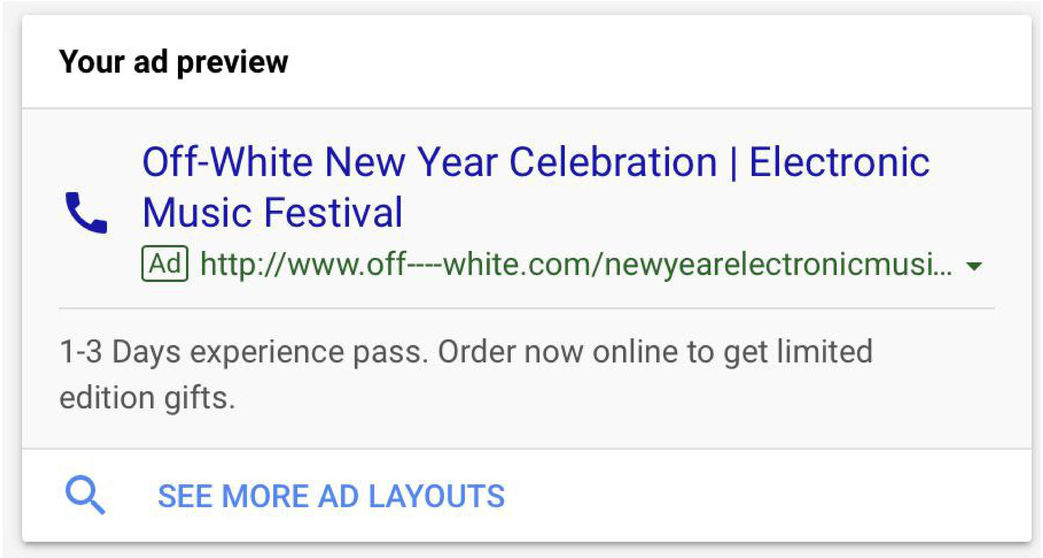
When customers click “Buy Tickets”, or the big music festival icon on the page of special items, a ticket shopping page will appear.

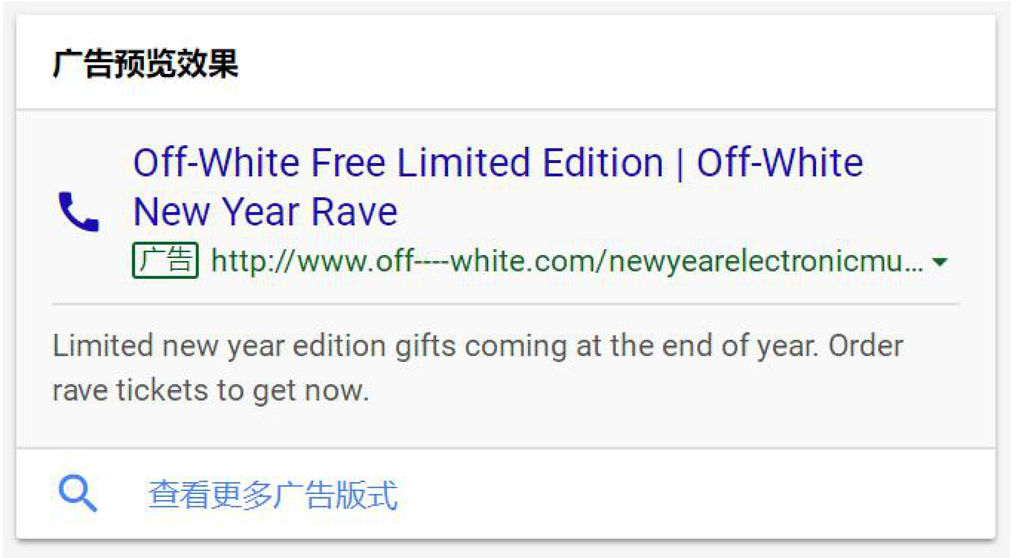
Customers can know the information of tickets includes gifts. They can select the size of hoodie or sweatshirt at the same time.





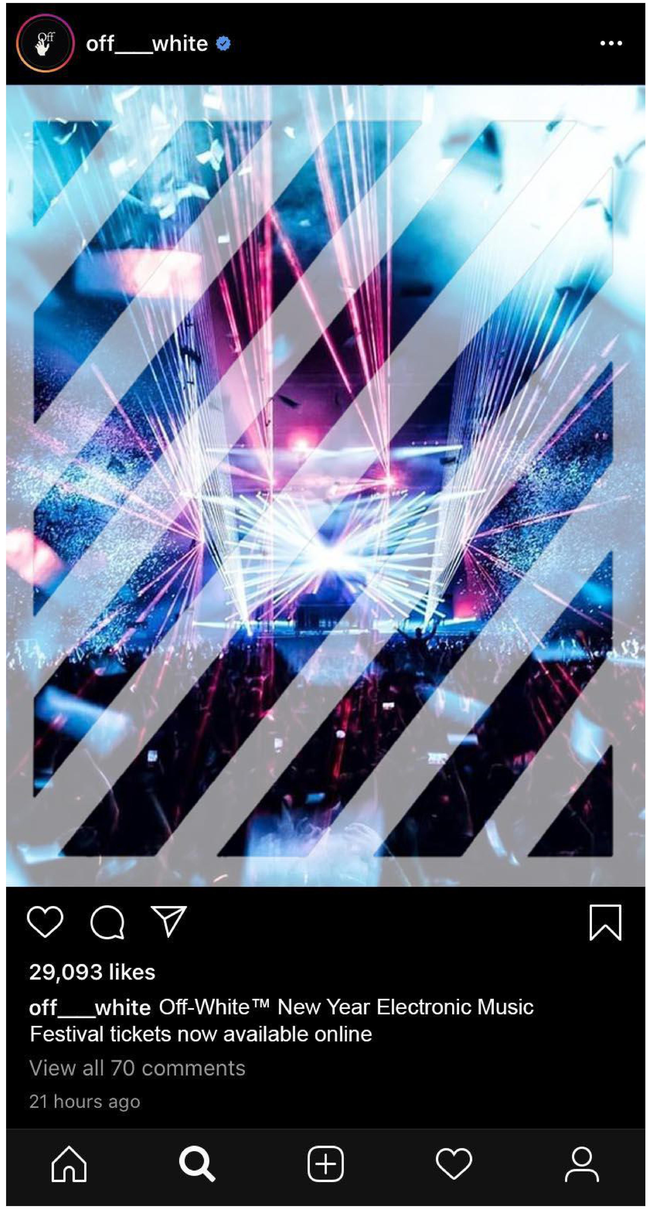
SEM Ads Strategy

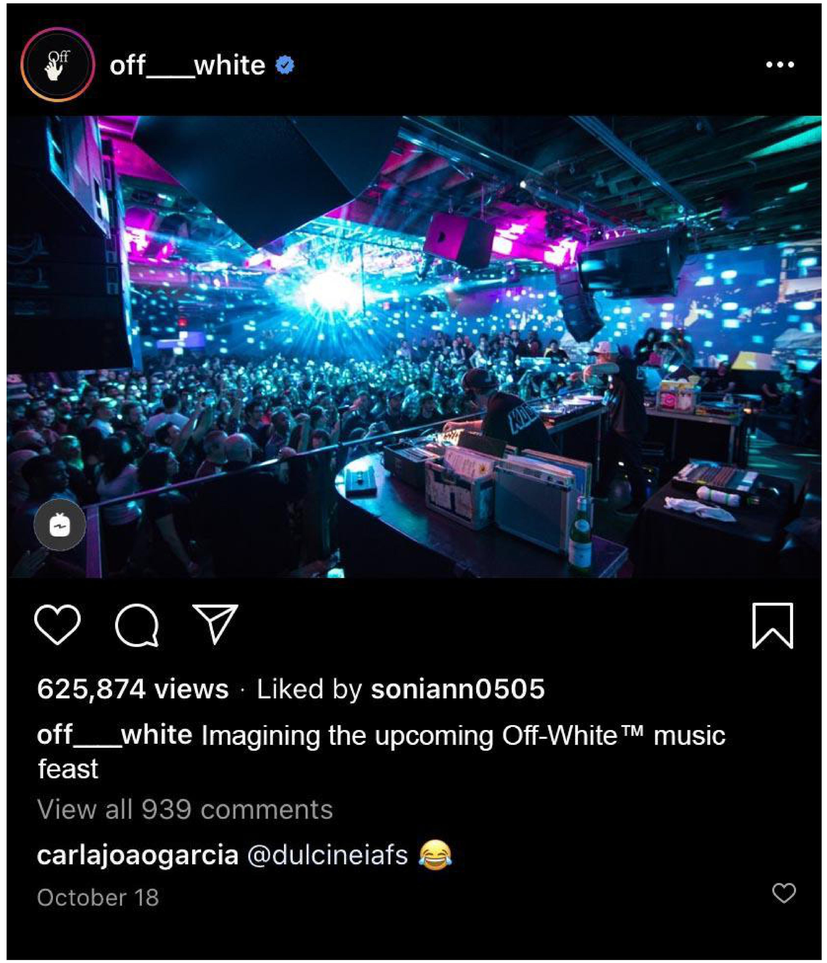




The first ad sends direct message of the event. Customers can easily search with time and event type keywords.

The second ad tells about the gifts of the special event and uniqueness of the gifts which is limited edition.





Instagram

Instagram is the primary social media platform for Off–White's campaign.

The mock–ups show brief information about the opening of music festival ticket selling and preview of the event.

Twitter

In order to interact with posts on Instagram, the mock–ups use similar visual sense for Twitter.

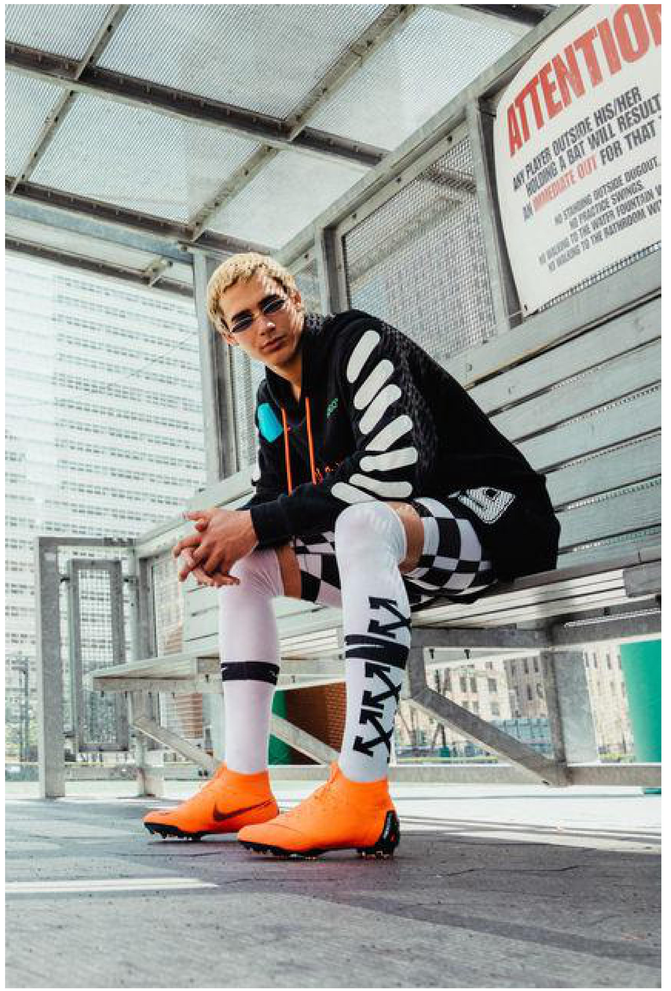
The first mock–up aims to publish the upcoming event. The second mock–up tells audience that the designer of Off–White will attend the music festival as a musician.

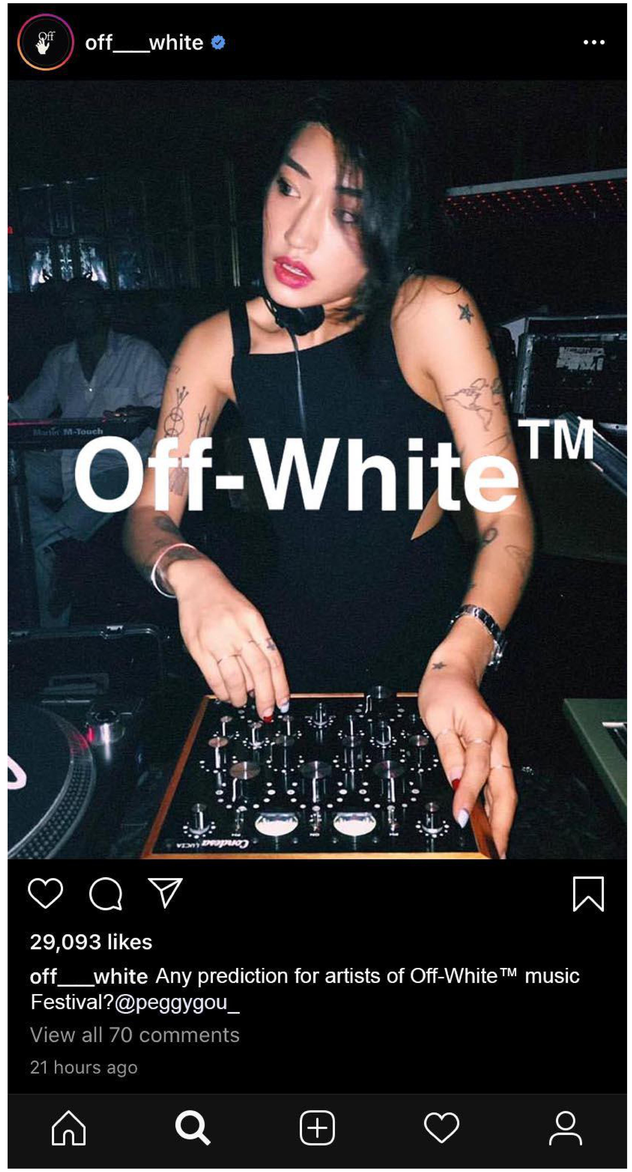


Metric

As first musical event held by Off-White, the New Year electronic music festival can be seemed as an experiment to know consumers’ desire for special event and their response to the development of brand identity.

Therefore, Both of Instagram and Twitter will be tracked with enga gements include likes, comments and retweets to see consumers’ thoughts about the campaign and make adjustments.







Peggy Gou

A South Korean DJ with 1.2M followers.

Payment: $30,000

As one of the most popular DJs, Peggy can be an influential magnet to attract her fans to join in the music festival, thereby helps build connection betwe en those people and Off–White.

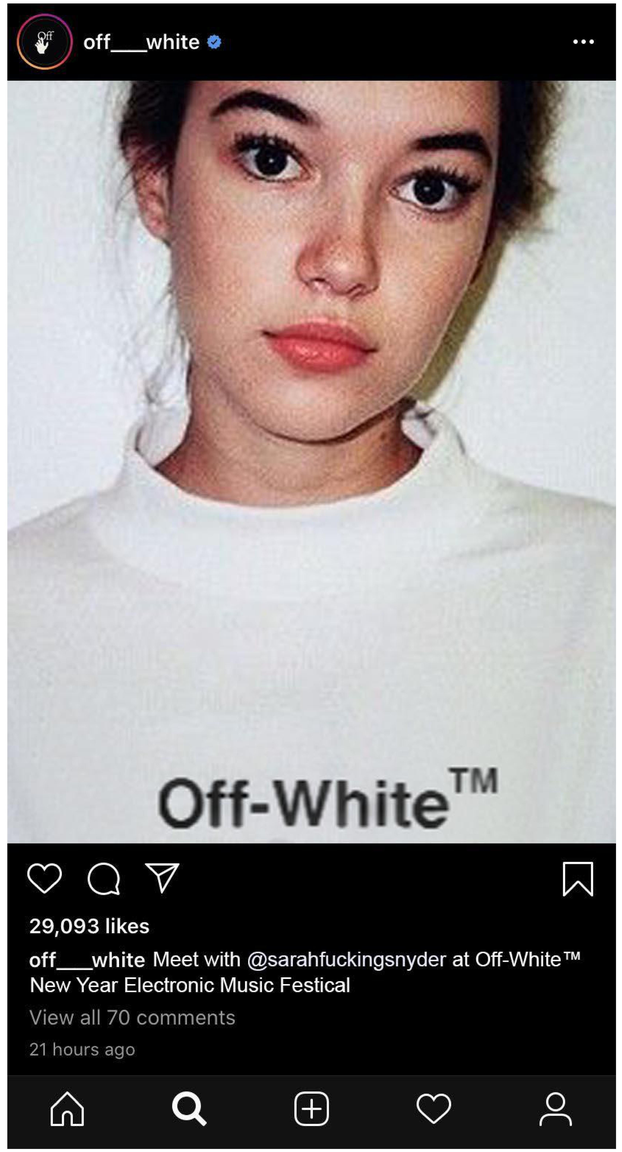
She will attend Off–White New Year music celebration as an artist to perform for customers.

Sarah Irene Snyder

A fashion model with 1.7M followers
Payment: $35,000

Sarah is a model who enjoys streetwear fashion which matches Off–White's design style in daily life.

The invitation to Sarah offers her followers opportunity to meet her and to have the same experience with her.

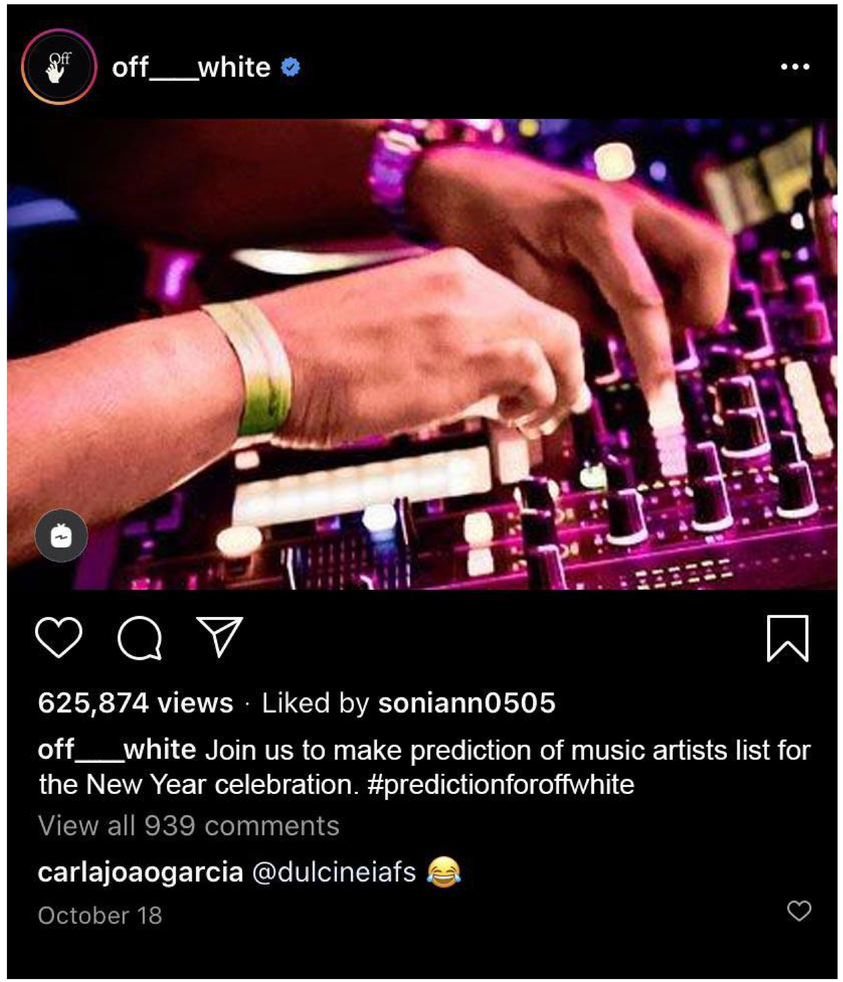




Prediction for DJs who are going to perform for the Off-White electronic music festival

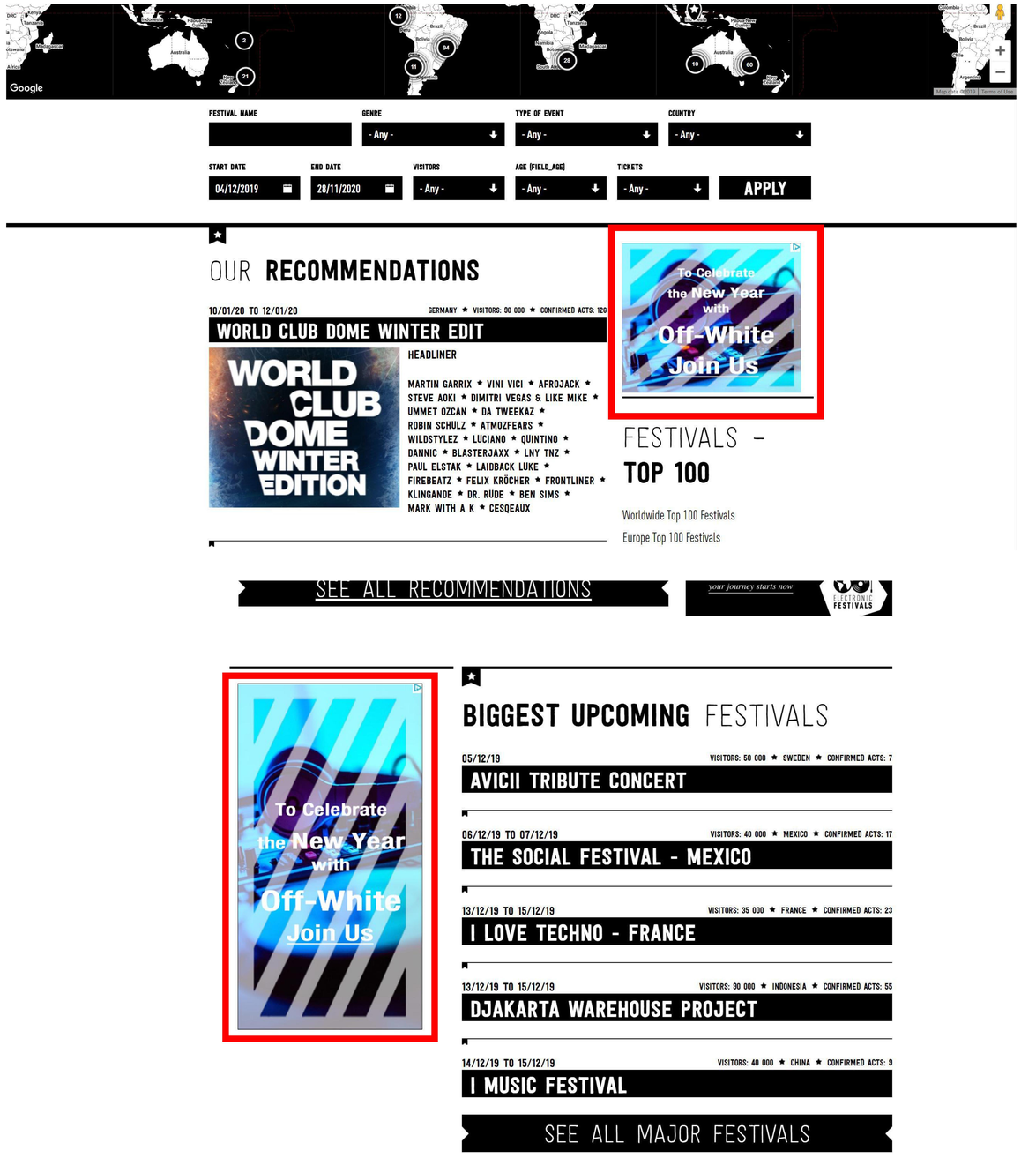
Off–White will post a 30s short video about the preview of music festival and invite audience to post a video with a piece of song wrote or has been performed by the artist who such audience guesses for performing on Instagram.

Audience can post the video with hashtag #predictionforoffwhite to share their expectation through Instagram.

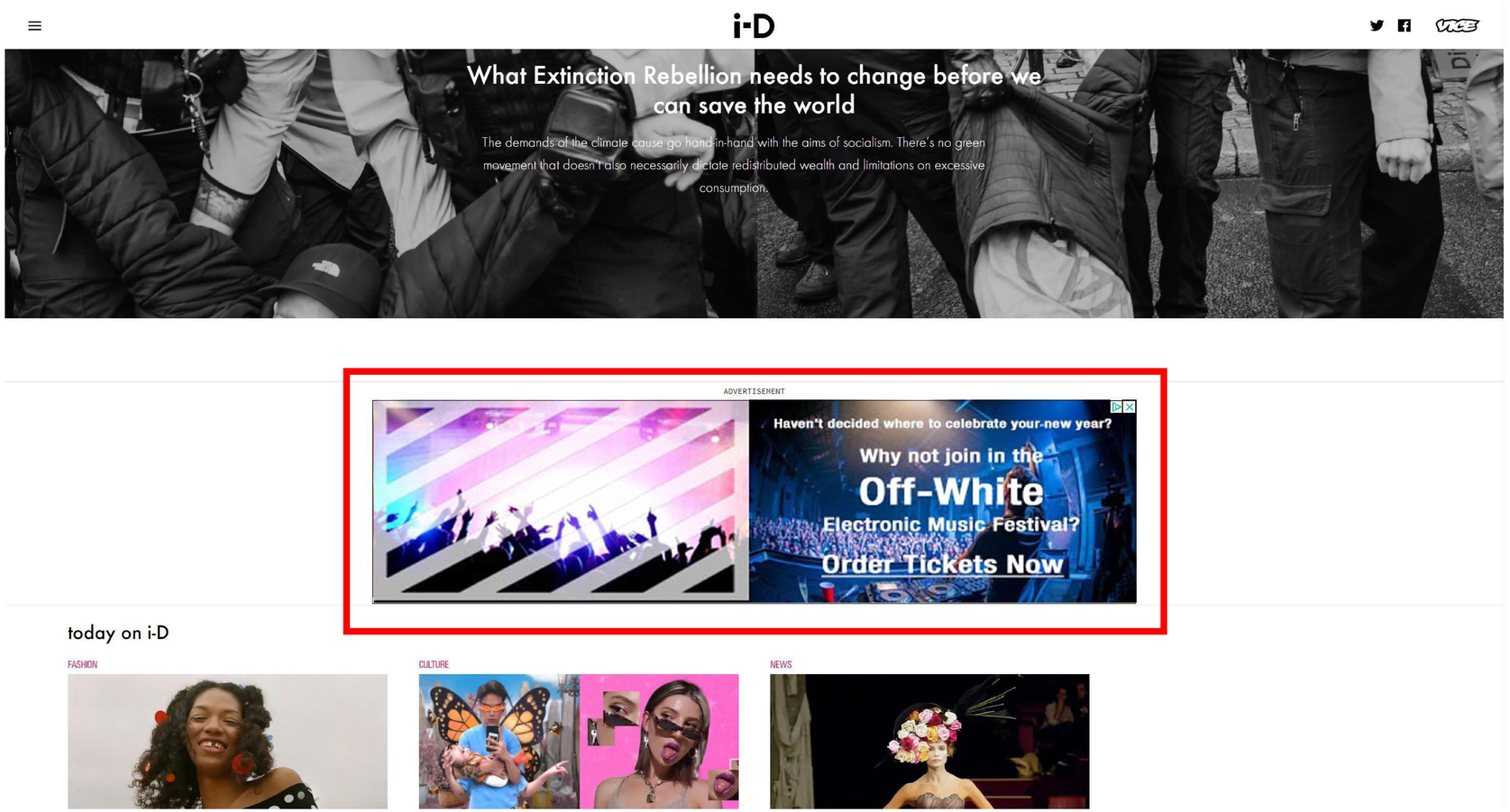


Display Advertisement 1

The first website that I choose to apply display ads is electronicfestivals.com. As the name of the website shows, the website is a tool for audience to search about information of electronic music festivals and to order tickets which will help promote the Off–White campaign theme.



Display Advertisment 2

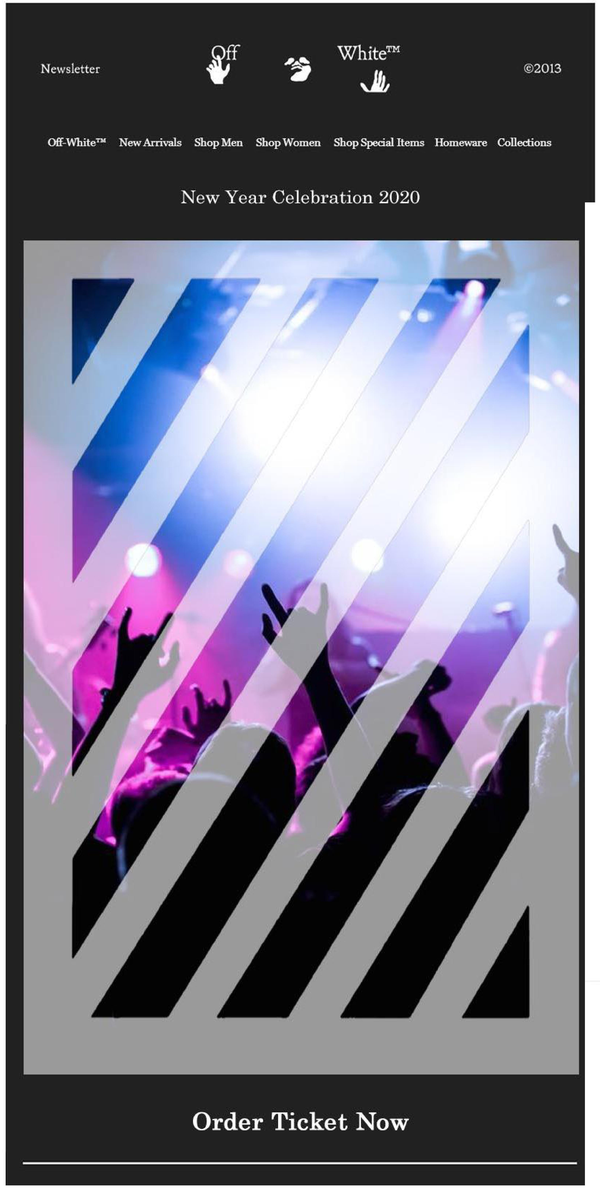


The second website is from i–D magazine. In terms of the target audience of i–D magazine who are confident, countercultural, and always desiring new creative fashion inspiration and seeking fresh elements, Off–White will successfully promote the campaign because such audience has similar characteristics with Off–White's target customer.

2020 New Year Celebration Inbox ×

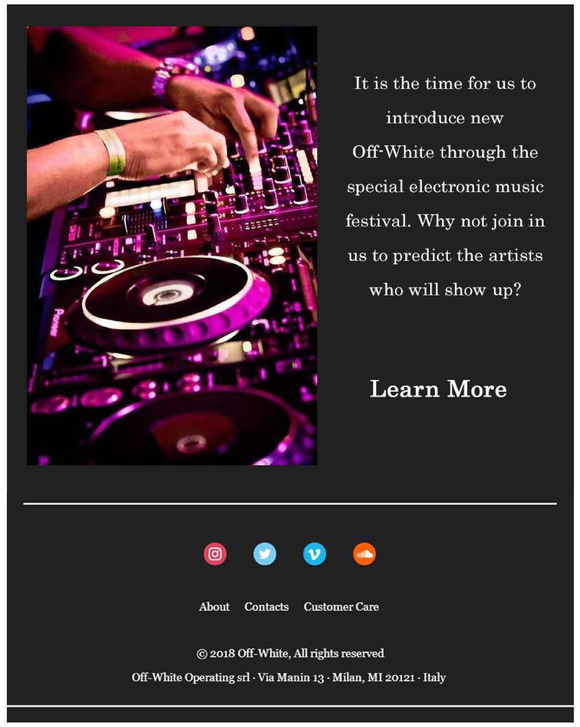
Off White Official Store <ecommerce@off---white.com> Unsubscribe
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Tue, Dec 10, 12:29 AM (2 days ago)



2020 New Year Celebration

Join in us to celebrate the New Year 2020 and make prediction for the music artists



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Consumers who will receive the email are Off–White's fans. They subscribe the newsletter on official website and Instagram, and love Off–White fashion concept and products.

People who subscribe electronic music event will also receive the email because it is a great opportunity for Off–White to introduce the special campaign event to them and expand target market.