



JACQUEMUS

MARKETING CAMPAIGN

Interactive Marketing

-Brand campaign including online promotion, user-generated content, mobile marketing, and result analysis through multiple outlets of social networking.

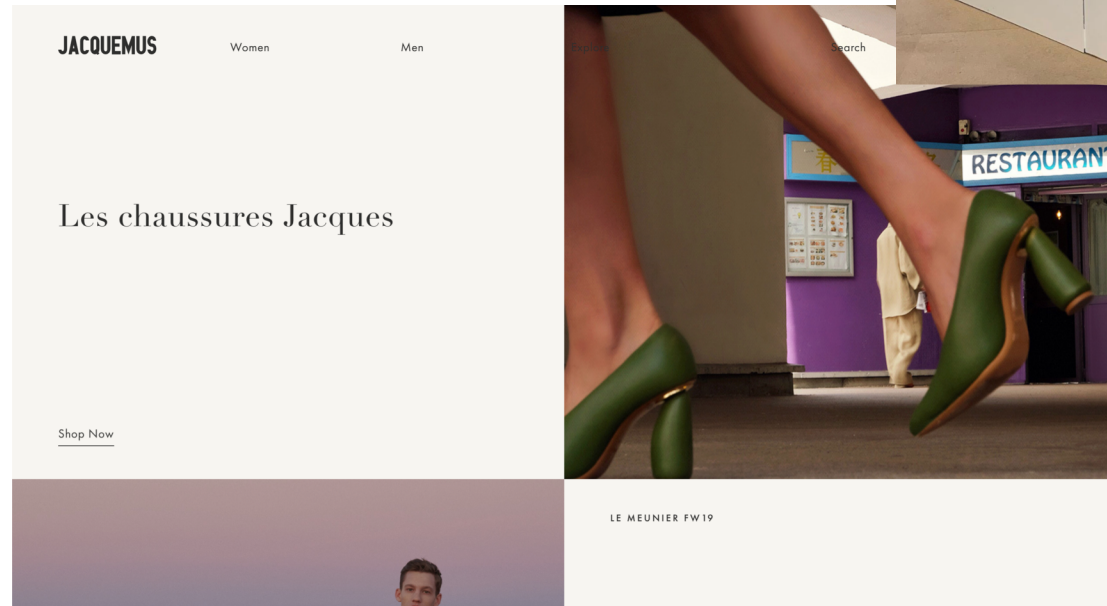
THE BRAND

- French Contemporary Brand
- Designer Simon Porte Jacquemus
- Young, Fun, and French
- Iconic Mini Bags and Accessories



LOCATION

- Brand owned main E-commerce Store
- Available on 20+ luxury online retailers
- Pop-up archive sale November 2019



BRAND GUIDELINES



- Main Logo
Real Madrid 2009

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

- Brand Website Header
Limerick Serif Regular

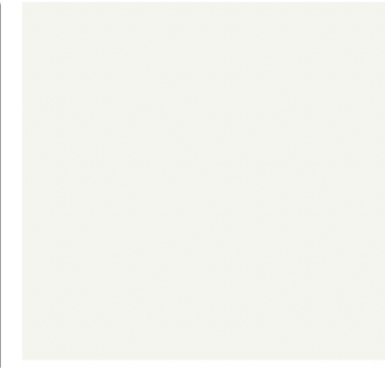
ABCDEFGHIJK
abcdefghijklm
1234567890

- Website Product Names,
Categories, and Messages
BodoniFLF Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz



PANTONE®
Black C



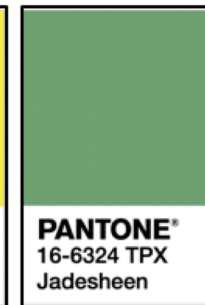
PANTONE®
11-0601 TCX
Bright White



PANTONE®
19-4027 TPX
Estate Blue



PANTONE®
101 C



PANTONE®
16-6324 TPX
Jadesheen

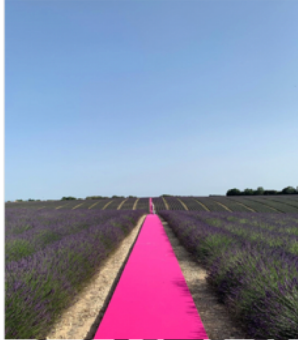


PANTONE®
14-1118 TPX
Beige

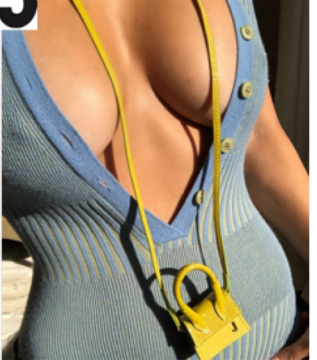


PANTONE®
15-2718 TCX
Fuchsia Pink

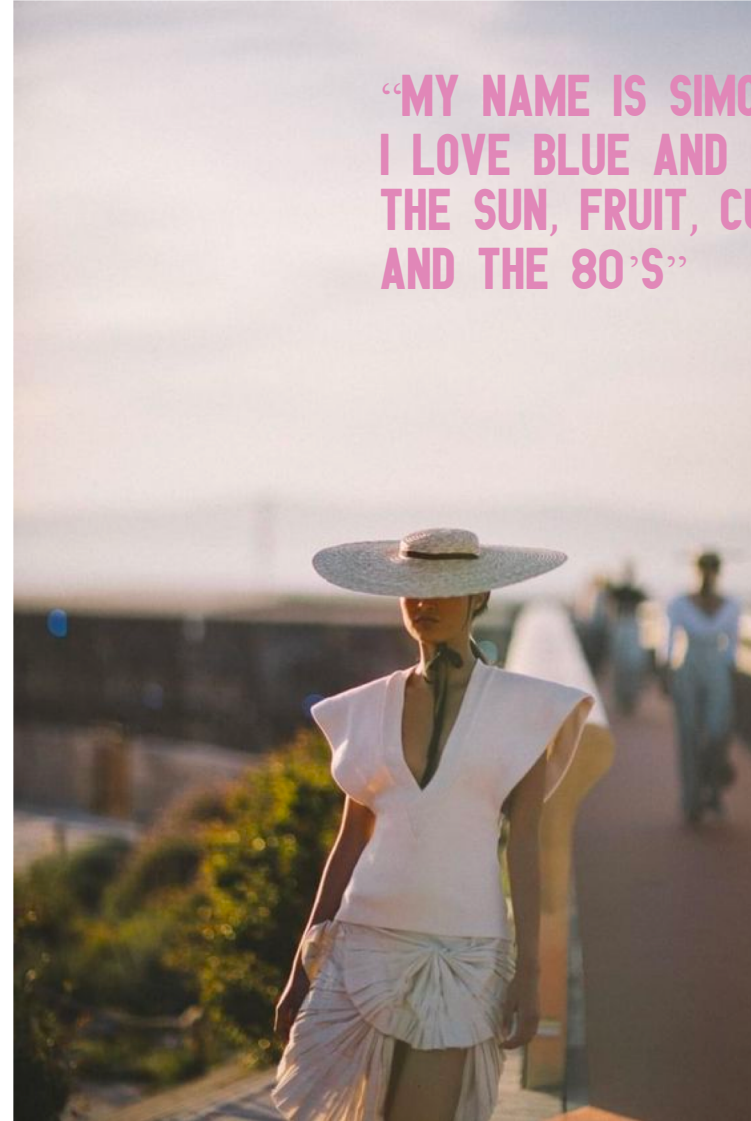
BRAND MOOD BOARD



JACQUEMUS



J



“MY NAME IS SIMON.
I LOVE BLUE AND WHITE, STRIPES,
THE SUN, FRUIT, CURVES, LIFE, MARSEILLE,
AND THE 80’S”

LIVE “MY” JACQUEMUS CAMPAIGN

- Branding campaign targeted towards the global audience.
- Select ambassadors will be from France, USA, Korea, Brazil, and Uganda
- “No matter where you are, you can take part and celebrate the French style”
- Day in life vlog posts and Instagram posts by the chosen ambassadors will encourage the audience to take action and share their own style for a chance to party in Paris.

GOALS


1. Create media buzz to increase potential followers of the brand
2. Enlarge the location of target audience



FACEBOOK CAMPAIGNS

JACQUEMUS **Live My Jacquemus - Fashion Class Project** Sponsored · 🌐

Flaunt your French Fashion Style on Instagram with [#MyJacquemus](#) for a chance to party in Paris!



MYJACQUEMUS.WEEBLY.COM
Live "My" Jacquemus
Share your style & party with us ... [LEARN MORE](#)

👍 Like 💬 Comment ➦ Share

JACQUEMUS **Live My Jacquemus - Fashion Class Project** Sponsored · 🌐

Visit Jacquemus Pop-Up Store in Paris!
[#MyJacquemus](#)




MYJACQUEMUS.WEEBLY.COM
Live "My" Jacquemus
Jacquemus Paris Pop-Up. [LEARN MORE](#)

👍 Like 💬 Comment ➦ Share

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MYJACQUEMUS.WEEBLY.COM
Live "My" Jacquemus
Jacquemus Paris Pop-Up. [LEARN MORE](#)

👍 Like 💬 Comment ➦ Share

DISPLAY ADS

JACQUEMUS
[LEARN MORE](#)



SHARE YOUR FRENCH LOOK
👓 TO PARTY IN PARIS

JACQUEMUS
[LEARN MORE](#)



SHARE YOUR FRENCH LOOK
🗼 TO PARTY IN PARIS

Example of your text ad at 300×250

Jacquemus

Jacquemus

Share your french look to Party in Paris

OPEN

1. French Fashion

Target Audience: LA, NYC

Budget: \$200 Daily, \$2.00 - CPC

Potential Reach:340,000

2. Live "My" Jacquemus Pop-up Event

Target Audience: Paris, NYC

Budget:\$200 Daily, \$2.00 - CPC

Potential Reach: 490,000

E-MAIL

[Test] OOH LA LA! Share your French Look & Party in Paris > Inbox x



Jacquemus via mcc.mcsv.net
to me ▾

JACQUEMUS

Hey *!LIST:NAME!*!
Your monthly news is right here!

- Campaign Link:
<https://us20.campaign-archive.com/?u=386322bed776fff421fac3a0f&id=6d264a4816>

November 2019

Vol 1 Issue 21

NEWSLETTER

MY JACQUEMUS

Tips from the Jacquemus Girls

HOW TO PARTY IN PARIS EXPLAINED BY JEANNE

Live "My" Jacquemus is as simple as French Fashion.

1. Capture your look
2. Share it on your Instagram
3. Caption #LiveMyJacquemus

Just be you, wear what you want, pose like a star. Who knows? We might soon be eating cheese and croissant together in Paris!



EFFORTLESS LOOK

When going for Jacquemus pieces there are so many choices. Go for the one that captures your eyes!

SHOP NOW



[Learn More about Live "My" Jacquemus](#)

SEM

- LA/NYC
- Daily Budget : \$500

Mini-Bags

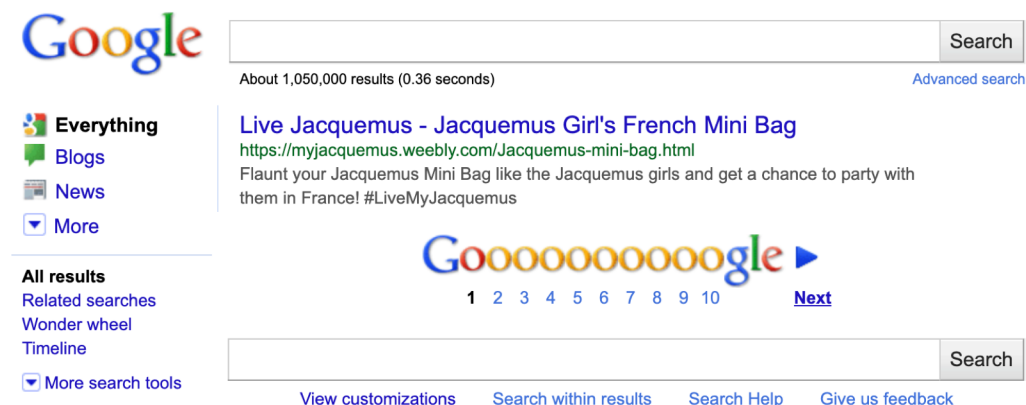
Ad	Ad group
<div>●</div> <div>Live Jacquemus Shop French Mini-Bags myjacquemus.weebly.com Living The Real French Style. Share your look & Party in Paris</div>	Mini Bags
<div>●</div> <div>Jacquemus Shop Colorful Mini Accessories myjacquemus.weebly.com Living The Jacquemus Life. Party in Paris with Jaquemus Girls!</div>	Mini Bags

French Fashion

Ad	Ad group
<div>●</div> <div>Live Jacquemus The Real French Fashion myjacquemus.weebly.com Live the French Style and Party is Paris</div>	French Fashion
<div>●</div> <div>Authentic French Fashion Jacquemus Style myjacquemus.weebly.com Flaunt Your French Look for a Night in France</div>	French Fashion

SEO

Jacquemus/Mini-Bag



Google search results for "Jacquemus/Mini-Bag". The search bar shows the query, and the results page displays "About 1,050,000 results (0.36 seconds)". The top result is "Live Jacquemus - Jacquemus Girl's French Mini Bag" with the URL <https://myjacquemus.weebly.com/Jacquemus-mini-bag.html>. The snippet reads: "Flaunt your Jacquemus Mini Bag like the Jacquemus girls and get a chance to party with them in France! #LiveMyJacquemus". The search interface includes the Google logo, navigation links (Everything, Blogs, News, More), and a sidebar with "All results", "Related searches", "Wonder wheel", and "Timeline".

French Fashion/French Style



Google search results for "French Fashion/French Style". The search bar shows the query, and the results page displays "About 1,050,000 results (0.36 seconds)". The top result is "Live French Style with Jacquemus - Real French Fashion" with the URL <https://myjacquemus.weebly.com>. The snippet reads: "Share how you live your French Fashion like the Jacquemus girls and get a chance to party with them in French Style." The search interface includes the Google logo, navigation links (Everything, Blogs, News, More), and a sidebar with "All results", "Related searches", "Wonder wheel", and "Timeline".

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