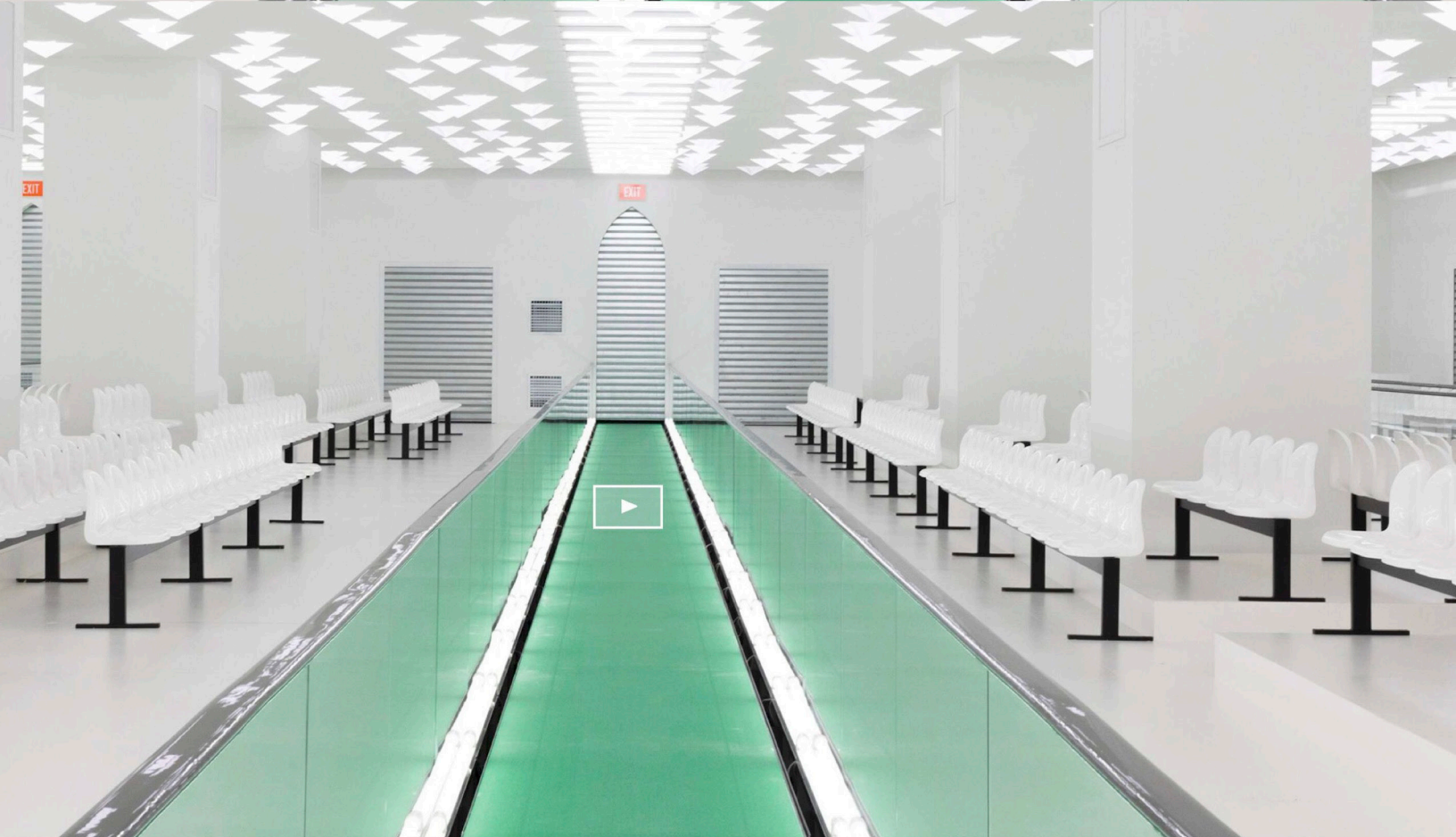


OFF OFFICE

Project partnership with Xinyu Cheng



Conduct consumer & market research and design an appropriate marketing plan for a new fashion brand idea that responds to Covid-19 in 2020



Brand Introduction

OFF OFFICE is an online **experimental** menswear brand, which is born to provide an interactive online website and innovative pop-up marketplace for **work-from-home menswear** and for the **new generation workforce**. OFF OFFICE swears to create a revolutionary semi-formal business wear in pursuit of personal aesthetics. Moreover, appreciation at art and subcultures are heavily blended into our brand's identity.

The Objectives:

We aim to connect with customers around the world, establishing a name in the fashion industry.

Brand's Mission and Vision

The Mission: We want to provide **appropriate workwear for 'work from home'** qualities that ensures comfort, encourages creativity, increases productivity, and promotes individualism using sustainable materials and methods.

The Vision: To **alter people's perspectives on business wear** by presenting handpicked garments and accessories in cohesive edits with distinguishable flair in a circular future.

Differentiation Factors

- Brand specifically aims remote workforce among late millennial men, who are powering the growth of WFH megatrend compared to other age groups. Late millennial men prioritize creativity and sustainability in business wear and adopt changing wardrobes faster.
- Brand involves with **new technology on merchandising and marketing** such as alternative sustainable materials, quality fabric, and mixed reality.
- Brand focuses on **mixing the streetwear style, curating to the business wear revolution** at the moment, and welcoming subcultures and new form of arts inside of the concept.
- We **employ in-house experts including fashion buyers, art curators and stylists**; we also provides online and offline personal styling service to mix and match. Offers detailed explanation on what type of product to buy; types of trousers, single breasted/double breasted, different types of lapels.
- Brand also offers products as a **'capsule wardrobe'** which don't adhere to fashion trends.
- Brand DNA relies on **practicality, self expression** and **originality**



Brand Equity

**OFF
OFFICE**

Logo

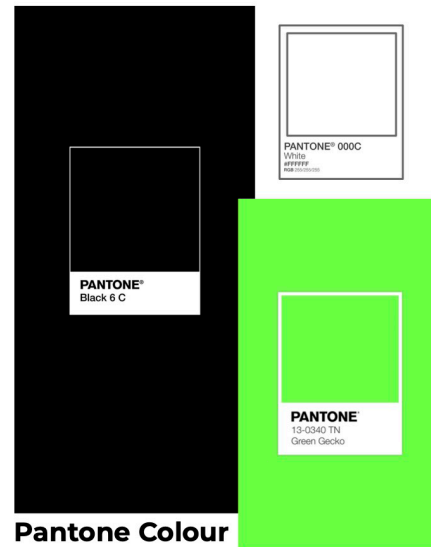
**(OFF)
OFFICE**

Seasonal Logo

**OFF
OFFICE**

A Aa

Font - Arial Black



Branding Elements

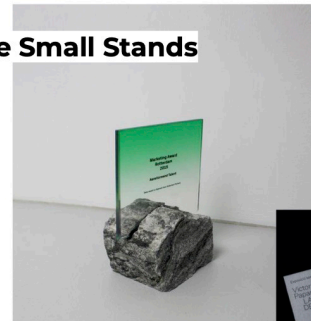


Reusable shopping bag for sale
Material: recycled fabrics

Encouraging customers to reuse this bag for other necessities; grocery shopping

Material: Hemp (one of the strongest fiber) - recyclable and eco-friendly

In-store Small Stands



Price Tag Design
Material: Recycled paper



Packaging Tape



Store Credit Card



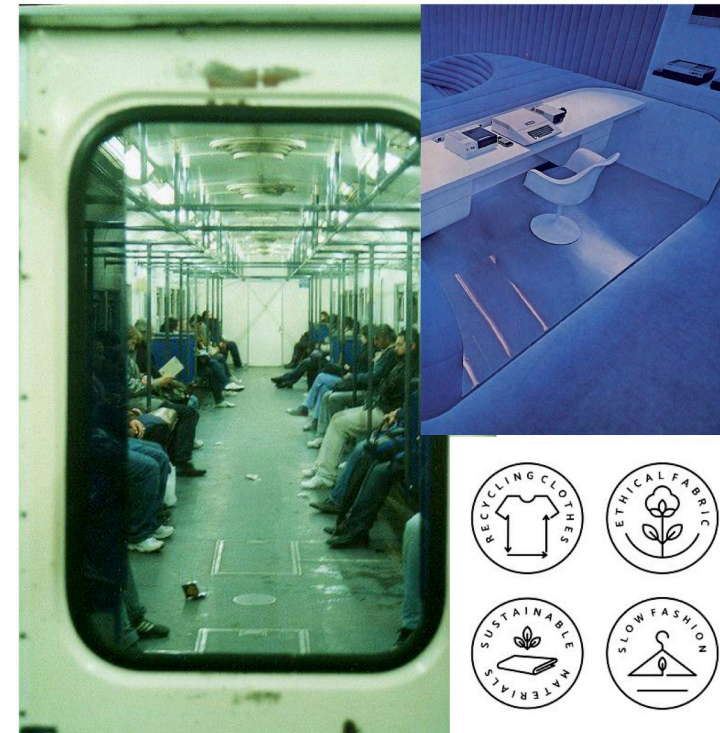
Online shop box packaging
Material: recycled cardboard



Under \$200 purchases shopping bag
Material: made from plants (corn)



Corporate Social Responsibility (CSR)



OFF OFFICE is committed to abide by the laws and regulations of the country to **reduce concerns of the society and the environment**. We are focused on **improving the living conditions** of our **employees**, complying through labour laws, safe working environment and no discrimination against people of colour, race, sex, age, or disability.

Our **suppliers are important** in our business. We only use suppliers with corporate social responsibility and sustainable through all of the production process (including the dyeing process). We want to **reduce the use of synthetic fibers**, while also **increasing** the use of **recycled** synthetics and sourced fibers as sustainable as possible (organic cotton, linen and wool).

'Work From Home' Market Research

Working From Home Statistics 2020 Before and After the Spread of COVID-19

- **4.7 million** people were **already working remotely** from home before the COVID-19 pandemic.
- **74% of companies plan to shift** some of their employees **to remote working permanently**.

Remote Working Force

- In the U.S **remote work has risen by 173% between 2005 and 2018**.

Working From Home Productivity & Income Statistics

- **77% of remote employees** say they're **more productive when working from home**.

Specific Consumer Group

Men + Late Millennials (23-38) + Remote Work

Consumer Need

Getting ready for the office everyday used to be a huge part of everyone's daily routine; it **gave the chance to start the day** with some **creativity, spontaneity, and inspiration**. Since the shelter-in-place order was issued globally few months ago, people have had to adjust to a new way of being. Figuring out the work-from-home wardrobe has largely been a case of trial and error.

For fashion brands during this uncertain time, the biggest challenge has been in **striking the right balance between laidback and polished**, so that people are dressed comfortably enough for an afternoon on the couch, while still looking presentable enough to meet with colleagues on Zoom.

i-D Magazine

Overview

i-D is a **British magazine** which is **primarily dedicated to fashion, music, art and youth culture**. Over the years the magazine has blossomed into a mature glossy but has kept its street style and youth culture inspiration at the heart of their stories.

In addition to publishing magazines i-D has also help exhibitions worldwide and published several books as well as running a successful website. The magazine is **known for its innovative photography and typography** and also as a training ground for new talent within publishing.

Readership

- Circulation: **73,016**
UK circulation: 39,070
Europe, USA and Australasia circulation: 33,946
- Subscriptions: **5,864**
- Total estimated readership: **313,968**
- **Male/Female: 49/51**
- Age Breakdown

18 - 24	22%
25 - 34	38%
35 - 44	31%
44+	9%



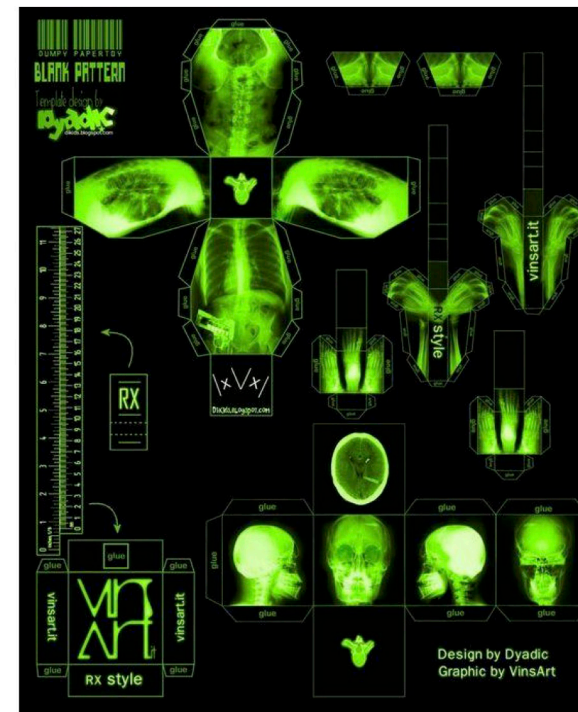
Trend Page

i-D has **built its reputation on being a consistent source of inspiration** in fashion culture. It began as a fanzine dedicated to the street style of punk-era London in 1980, and quickly earned its position at the vanguard of fashion and style, abiding by the premise of originate – don't imitate. Constantly reinventing itself, as with their website, i-D continues to encourage creativity, which is why after more than 30 years, its editorial content still manages to surprise and inspire.

i-D **features people in fashion, music, art, clubs, film** and every other **creative field**, and has prided itself on being the first to scout talents such as Wolfgang Tillmans, Nick Knight, Dylan Jones, Juergen Teller, Caryn Franklin and Craig McDean, who all started their careers here.

Fashion brands introduced in i-D are from avant garde brands and cult brands, to high-end brands and famous fashion houses: Vaquera, Casablanca, Flee Chain, DAWANG, Balenciaga, JW Anderson, Craig Green, Rick Owens, and etc. i-D provides articles for **trend forecasting, fashion history, interview, fashion news, and fashion politics**. Also, it provides sections for trends in jewelry, music, politics, film, art, beauty, culture, and photography to keep up with any revolutionary things happening in the fashion industry.

Survey Monkey 10 Questions



Survey link:

<https://www.surveymonkey.com/r/VKNQVPB>

1. Age
2. Female or male
3. How would you describe your fashion style (or your significant other)? [streetwear & casual, overdressed (lots of accessories, dress shoes), luxury brands only, formal wear (proper and neat),]
4. What is one most important factors that influence you to purchase apparel products (customer service, convenience, affordability, quality, sustainability, innovative products)
5. How often do you shop online? (1-3x a week, weekly, every season, monthly, once a year)
6. How do you purchase apparel products for work? (online shopping, brick and mortar store, combination of online and retail, social media.)
7. What is your most used social media account? (TikTok, Instagram, Youtube, Facebook, Twitter.)
8. What brand is most important to you? (cdg, lv, supreme, bape,...)
9. How much would you spend to use a stylist? (under \$30, under \$50, under \$100)
10. When you buy clothing, what fit is the most important? (tight, fit to size, loose, oversized)

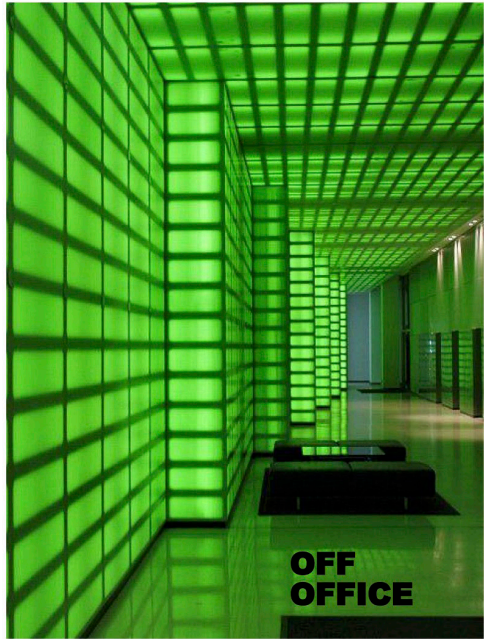
Survey Key Findings

OFF OFFICE

- **Convenience and affordability** is important and a problem to our potential customers
- 19/41 customers prefer **looser fit**
- 32/41 customers would only pay for a **stylist under \$30**
- 8/41 customers spend their money on Supreme
- **Instagram** is customer's **most preferred** social media
- Customers mostly shop weekly or monthly.
- Customers purchase their products online and retail
- 25/41 respondents wear **streetwear/casual** and 10/41 said **business casual**



Macro-environmental Factors



Political: online sales tax policies according to location

Economical: Consumer uncertainty (saving instead of spending), retail sales have dropped on all fashion brands

Social: Potential for e-commerce (fashion brands) to grow, increasing use of social media platforms all over the world for marketing opportunities

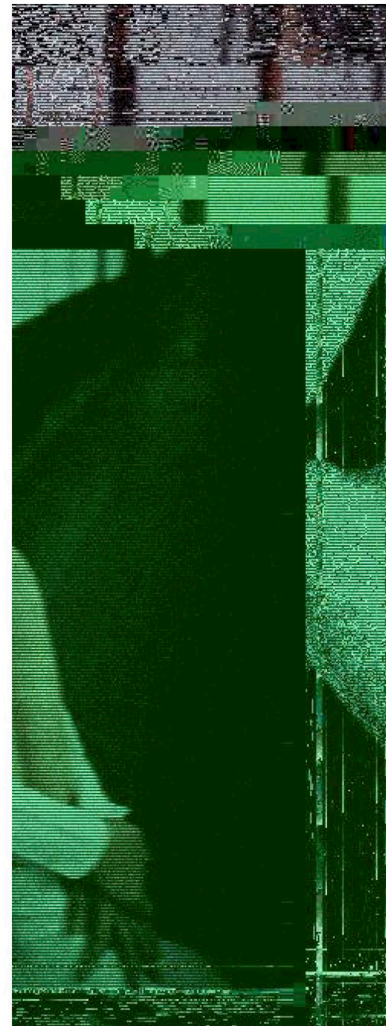
Technological: the increasing use of digital platforms (social media) for promotions

Environmental: Sustainability (Eco-friendly-recyclable, using natural dye, and natural fabrics)

Legal: security of consumer's data (profile or bank information), privacy policy

Industry Research and Analysis

OFF OFFICE



'Big ideas 2021 for menswear' - WGSN

- Industry Collaboration; brand such as Moncler generated most of its revenue (27%) from brand collaboration; Millennials are searching for innovative designs,
- Rising ecommerce site such as StockX, Grailed, Stadium Goods and TheRealReal. The US is the one of the biggest country for second hand luxury goods for exclusive and vintage items. The largest demand for second hand brands are Chanel, Louis Vuitton, Burberry, Dior and Gucci.

Forbes

- Sustainability- 56% loyal customers of luxury goods prefer to purchase goods that are sustainable. Sustainability is more of a concern in Asian countries.
- Explore alternatives from harmful materials

The State of Fashion in 2020 - Business of Fashion

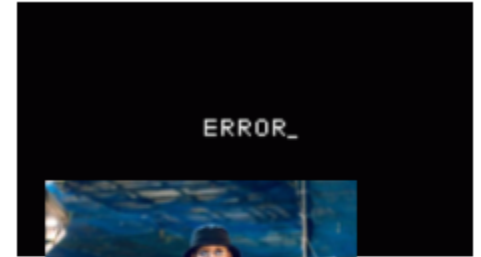
- Digital escalation- increase usage of live streaming platforms (for fashion shows, promotion) and social commerce platform (shoppable social media)
- Innovation imperative- embracing new technology (VR sampling, AI and 3D technology), digital services (Zoom)

Streetwear Market & Consumer Report

"Streetwear is a not a trend, but a fashion component in a larger popular culture shift" - Hypebeast Executive Summary

Global market- Hypebeast:

- 59% Asian, 20% European, 14% North American
- 2/3 customers answered that streetwear will never go out of style
- Customers are willing to spend \$100-\$300 for a product
- Customer shop up to 5x a month on streetwear
- Musicians are their style influencers + social media and the people around them
- Asians spend the most for streetwear products



Fashion Consumer Research

Mintel 'Men's & Women's Clothing: Incl Impact of COVID-19'

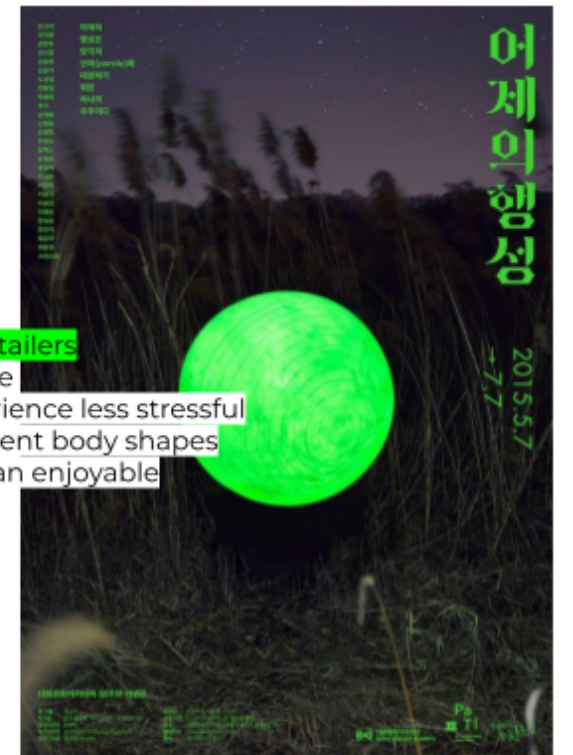
- A lot of people are not looking for trendy pieces
- More into investment clothing pieces
- Hesitant to go shopping in stores
- Price driven
- More casual wear (t-shirts or polo)

Mintel 'Attitude toward Menswear, UK, 2020'

- There is not enough consistency with sizing at different retailers
- Clothing seems to be on sale more often than it is full-price
- Helpful shopping assistants can make the shopping experience less stressful
- It is easier to shop with retailers that offer clothes for different body shapes
- It is worth paying more for clothes at a retailer that offers an enjoyable experience

Mintel 'Menswear Market Issues, 2020'

- Menswear sales slow compared to 2018 & 2019
- Catering to an ageing population
- Rising male obesity
- Men are more confident than women about 2020



Overall Target Customer Profile

**OFF
OFFICE**

Demographics:

- Gender: Men
- Age: 23-50
- Generation: Millennials/Gen Y-Gen X
- Marital Status/Kids: Singles, married without kids, married with children.
- Education: Bachelor's degree-Master's degree
- Income: \$70,000-\$250,000
- Occupation: Works in Media, Arts, & Fashion, including marketing manager, publicist, writer, architecture, freelance designers, etc.

Psychographics

- Social Class: Middle Class and above.
- Lifestyle: Love the arts and pop culture, activist mindset, fashion conscious, and frequent traveler.
- Personality: Individualism, fashionable, creative, confident, artistic, outgoing, professional.
- Hobbies: Traveling, networking, social events, vanit maintenance.
- Motivatives/Desires: Seeking updated wardrobe that can be worn in a creative environment. Stay unique and on trend in urban cities.

Geographics:

- Location: Urban cities, city centres.
- Country: Asia, North America, Europe, Australia, South Africa.
- Density: >700,000
- Climate: Both Northern & Southern

Behavior Traits:

- Values: Quality over quantity, name brands, diverse fashion
- Buying Behavior: in fashion shopping, prefers both store and online
- Attitude toward product: What's new and exclusive
- Loyalty Status: Medium loyalty
- User Status: In season shopping
- Readiness Stage: Always looking to the new thing in fashion.
- Fashion attitude: loves mixing and matching, going out with friends without changing clothes from remote work
- Media preferences: Internet



DIRECT COMPETITOR

Off-White™

UNDERCOVER®
JUN TAKAHASHI

AMBUSH®

Off-White™



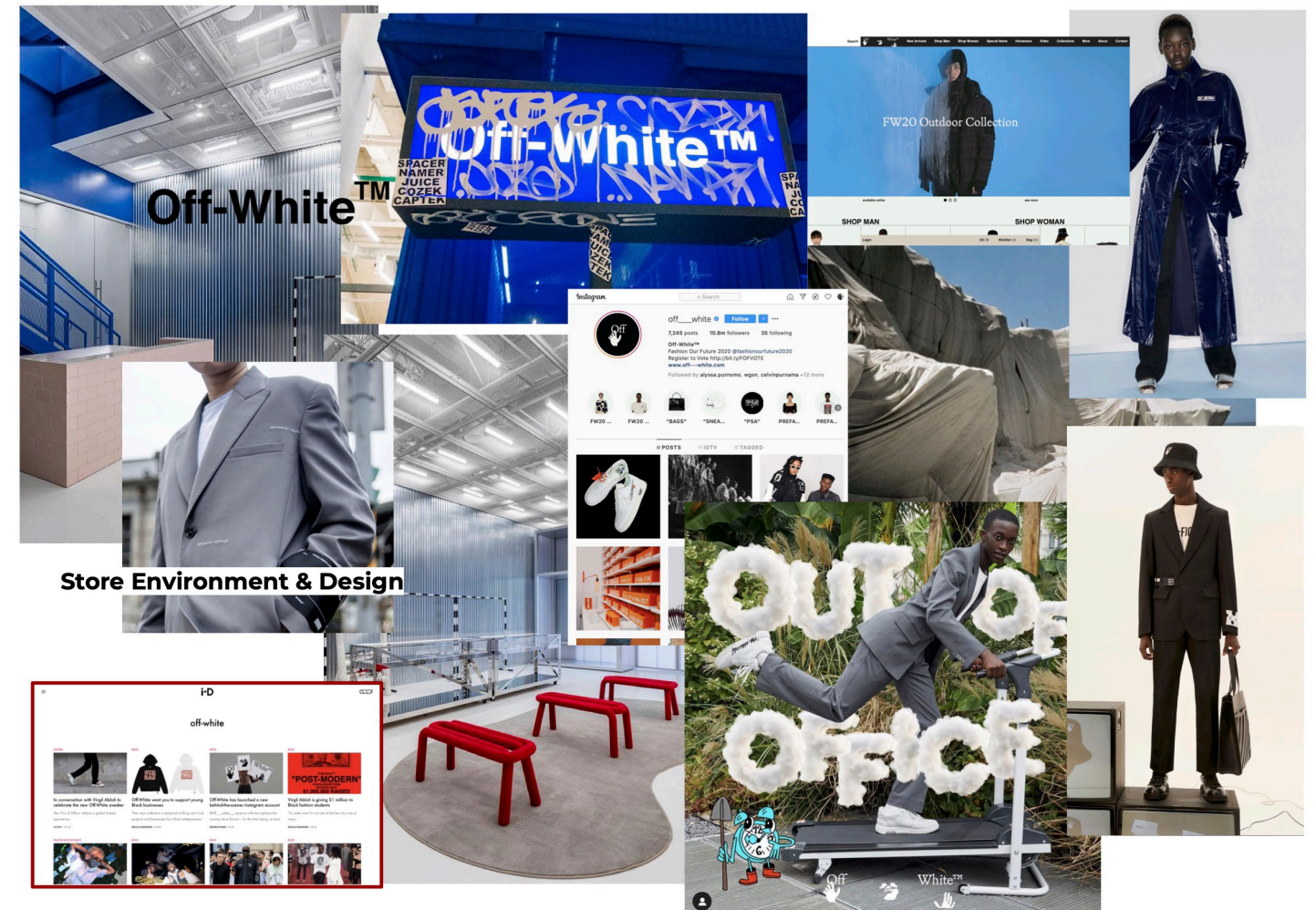
Off-White is founded in Milan, Italy by an American designer Virgil Abloh in 2012 famous for producing streetwear. His brand name off-white come from an idea of "Defining the grey area between black and white known as off-white".

Store locations: 52 locations- mostly in Asia (11 stores in China, 8 in South Korea, 5 in Hong Kong), online and in department stores (Neiman Marcus, Net-a-porter, Saks fifth avenue, Farfetch). High population density, urban locations.

Brand personality: innovative, simplistic, unique, trendy, comfort

Product categories: outerwear (coats & Jackets), tops (sweatshirts, knitwear, shirts), bottoms (pants, skirts, shorts), dresses, swimwear, activewear, bags, shoes, accessories, homewear (bath, bedding, tableware, furniture, umbrellas, soft furnishings, beauty & grooming)

Pricing strategy: premium pricing (\$220 t-shirt - \$3,235 blazer)





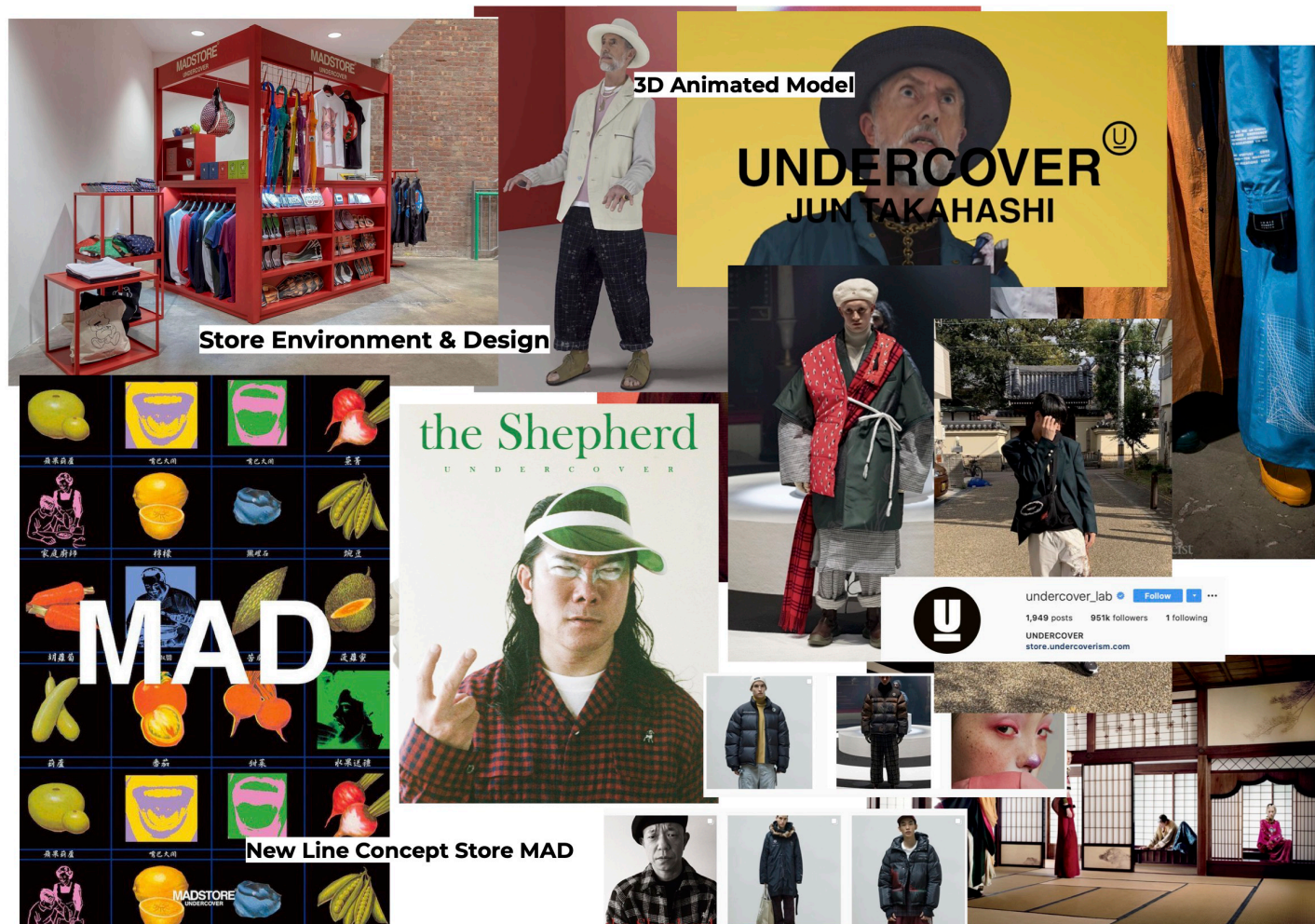
Jun Takahashi's Undercover embodies the quintessence of Japanese cool, channeling **raw edged rebellion and dramatic high-concept elegance** to produce an inimitable auteur vision that fascinates in its dualities. Takahashi founded his long-lauded label in 1993 on the way to graduating from Tokyo's Bunka Academy of Fashion, breaking the unwritten "apprenticeship first" rule for young Japanese designers. Such irreverence and restless energy carried his **early punk-inflected work**.

Store locations: Stores in Asia, North America, Australia, Europe (22 stores in Japan), department stores (Net-a-porter, Dover street market, Nordstrom, Shopstyle, Farfetch)

Brand personality: creative, daring, dark, mechanic, layered, deconstructive.

Product categories: Tops, Outer, T-shirt, Bottoms, skirt, one piece (dress), bags, shoes, accessories, Others (keychains, be@rbrick)

Pricing strategy: Premium pricing (\$180 t-shirt - \$8,630 coat)



AMBUSH®

Tokyo-based label AMBUSH®, brainchild of self-taught designer Yoon Ahn and her husband, hip-hop artist, and producer Verbal, was initially conceived in 2008 as an experimental jewelry collection – **innovative pop art inspired designs** capturing a distinct Tokyo aesthetic. The iconic trademarked POW!® motif in particular received media coverage around the world. With apparel created as a can-vas to complete the story, AMBUSH® evolved into designing unisex collections.

Store locations: 6 stores in Japan, over 10 international stores, and booth inside all the DSM stores. Official online website, online retailers like SSENSE, Farfetch.

Brand personality: Fashion as expression, Crafting to excellence, Embracing 'remix culture', Tapping Japan's undiscovered creativity

Product categories: Jewelry: Necklace, earring, ring, bracelet, others.

Apparel: Outwear, knit wear, dress, skirts, etc.

Sunglasses: Own line, collaboration line.

Workshop Exclusive: Customization, collaboration.

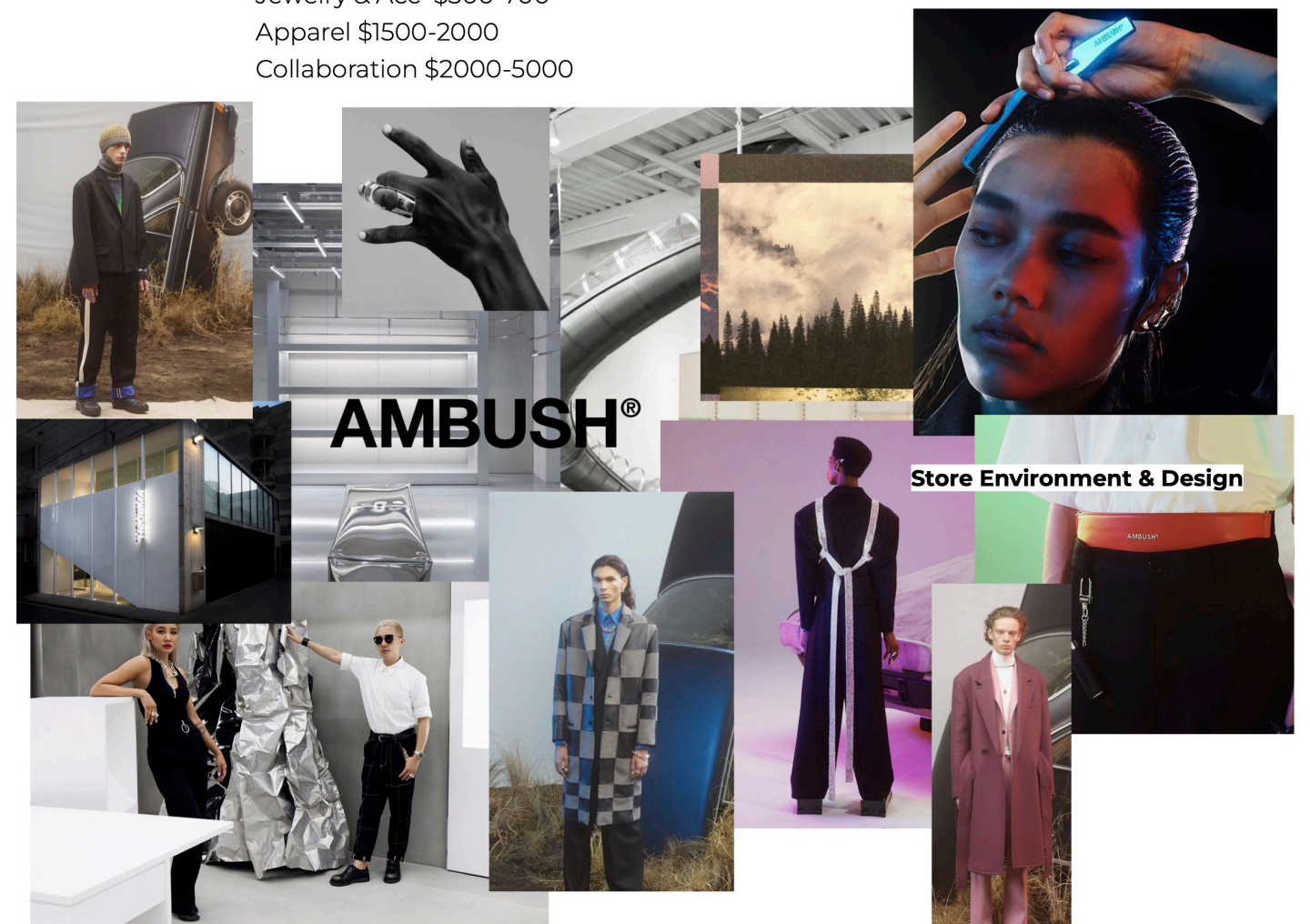
Denim Collection: Males & females' oversized & relaxed collections.

Pricing strategy: Wide pricing range for young target customers.

Jewelry & Acc \$500-700

Apparel \$1500-2000

Collaboration \$2000-5000



INDIRECT COMPETITOR



VETEMENTS

Paris-based collective Vetements grew out of a group of young designers' desire to escape the continual rebranding and reinvention of the fashion cycle. **Focusing on singular, impactful pieces** with immediate appeal rather than thematic seasonal collections, the group presents refined alternatives to overthought design. Head designer Demna Gvasalia and collective members with previous ties to Maison Margiela, Louis Vuitton, Balenciaga, Céline, and Antwerp's Royal Academy of Arts **bring** touches of **roughness and deconstruction to elegantly executed menswear staples:** oversized trousers and overcoats, raw hems, elongated knits, and asymmetrical shapes.

Store locations: Official online website, online department stores (Net-a-porter, Dover street market, SSENSE, Mytheresa, Farfetch). **No brick-and-mortar store**

Brand personality: risk-taker, avant-garde, subcultural, rebellious

Product categories: outerwear, tops (hoodies, knitwear, sweater, t-shirts, shirts), bottoms (pants, jeans, skirts, shorts), dresses, activewear, bags, shoes, accessories

Pricing strategy: Premium pricing (\$99 socks - \$6,963 shearling coat)

Store Environment & Design

WINTER 2021

vetements_official Message 6,831 posts 3.9m followers 2 following
 VETEMENTS
 vetementswebsite.com
 Followed by peggyinpeichi, made, Isolationmagazine +37 more

VETEMENTS PARTY STAR WARS NEXT SH...



Dover street market started in September 2004 by Comme des Garçons' owner, Rei Kawakubo and her husband Adrian Joffe. DSM is a **multi brand retailer** with all Comme des Garçons' brand as well as other streetwear brands such as Vetements, Noah, Palace, Brain Dead, Maison Margiela, Stüssy and more. Its first store is in Mayfair, London.

Store locations: 8 locations; New York, Singapore, Beijing, Los Angeles, London, Ginza (Japan), Paris. Online store

Brand personality: artistic, avant-garde, untraditional, niche, mix-cultural, luxury, no-rule.

Product categories: T-shirt, sweater, hoodie, outerwear, Bottoms (sweatpants, jeans, trousers) bags, shoes, accessories.

Pricing strategy: Anti-department store with wide range pricing, value-based pricing.

DOVER STREET MARKET LOS ANGELES EMAIL DSMLA PAPER E-SHOP CONTACT
BALENCIAGA SPRING 19 EYEWEAR now available exclusively at Dover Street Market Los Angeles with a special installation

Store Environment & Design



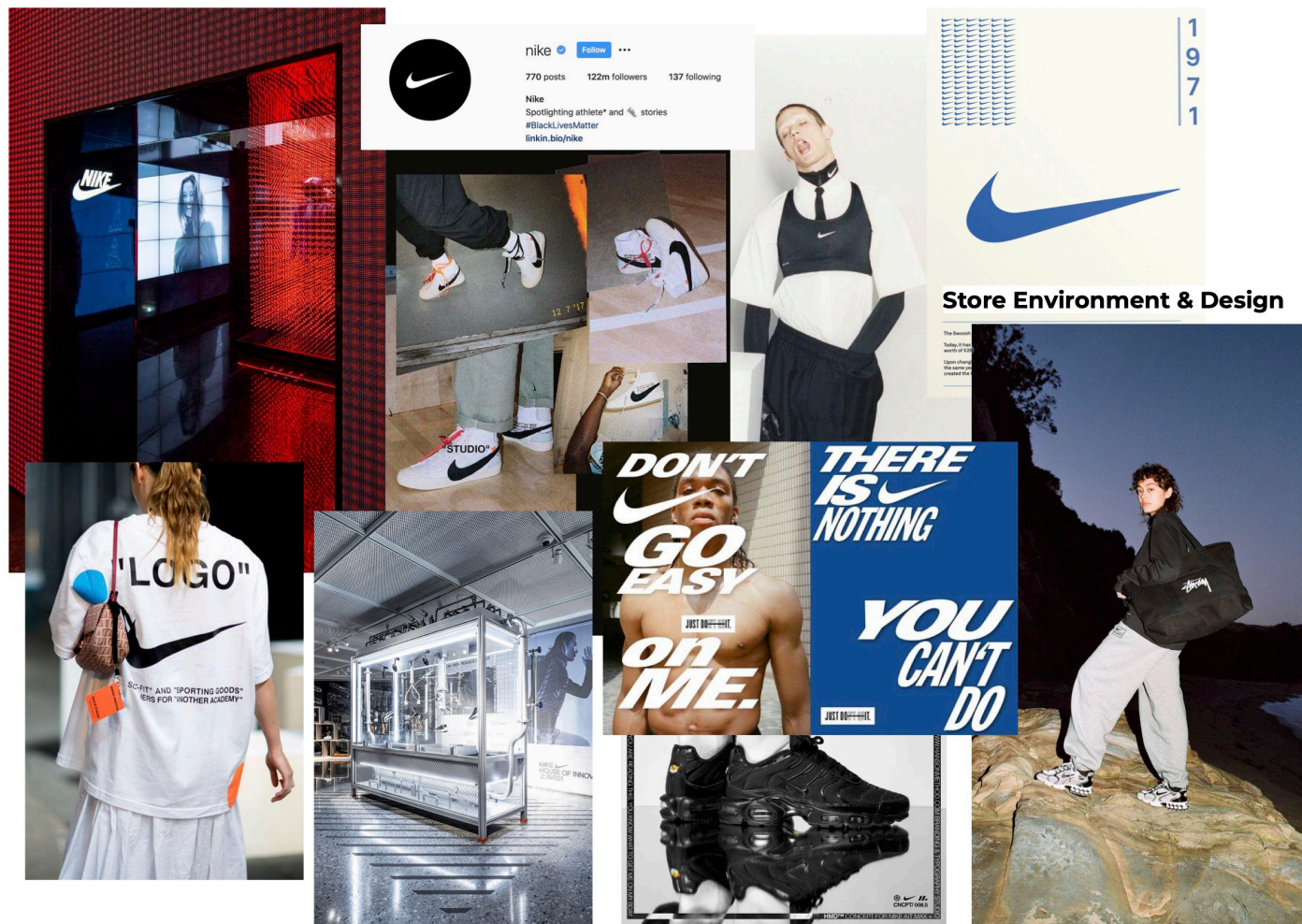
World-renowned sportswear giant, Nike, was founded in 1964 as a collaboration between Phil Knight and his University of Oregon track coach, Bill Bowerman. Originally called 'Blue Ribbon Sports', the brand was renamed Nike after the Greek goddess of victory, in 1971, at which time it also introduced its now iconic 'Swoosh' logo. With the rise of hip hop culture, Nike quickly became a status-symbol amongst 1980s youth culture and sneakerheads, and proceeded to earn endorsements from notable athletes such as Michael Jordan and LeBron James.

Store locations: Number of Nike stores worldwide was **1,152** in 2019. 384 stores were located in the U.S. and 784 internationally. Niketown retail outlets (company-owned)

Brand personality: Active, exciting, inspirational, provocative, spirited, health and fitness.

Product categories: Sought-after footwear (the cult-classic Air Max, Air Force 1s), earned them their reputation as an influential unisex sportswear brand, with innovative performance-driven features, like light air cushioning, DryFit and Flywire technology, and Lunarlite foam. Currently an urban streetwear staple, Nike continues to expand its product line with tech fleece apparel, sports bras, swimwear, accessories, and equipment.

Pricing strategy: Value-based pricing strategy, Premium pricing strategy



Store Environment & Design

Brand Positioning Map



Brand Objectives

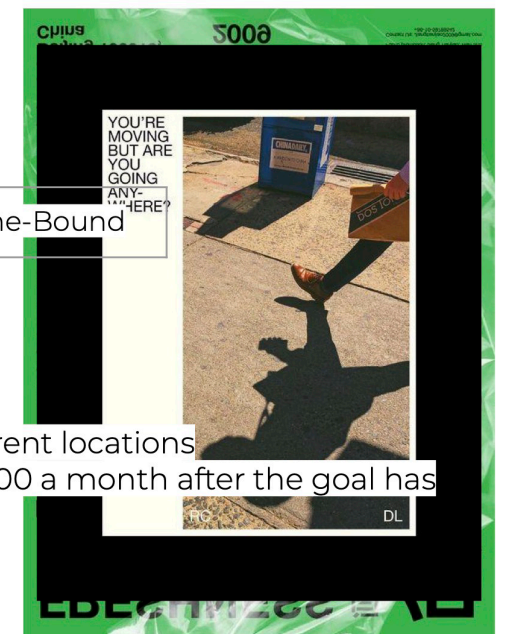
Specific	Measurable	Achievable	Realistic	Time-Bound
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Short term business objectives

- Selling at least **200 pieces of clothing** every month
- **Opening two pop up stores** within the same year in different locations
- **Increasing sales turnover** to \$50,000 a month then \$70,000 a month after the goal has been reached
- 10% sales increase during Christmas (December)

Long term business objectives (2-5 years)

- **Increase and improving sustainability**, not only for fabric sourcing but also visual merchandising- packaging, art installations and furniture
- **Increasing market share** in the streetwear community by establishing a name in the fashion industry
- **Collaborations** with other acknowledged streetwear brands



Product Category



Outwear:
Coat (long, short), Blazer, Jacket

Topwear:
T-shirt, Shirt, Sweatshirt, Hoodie, Sweater, Knit Vest

Bottom:
Trousers, Jeans, Shorts

Accessories:
Hat, Beanie, Cap, Glasses, Jewelry, Belt, Bag, Wallet, Brooch, Scarf, etc.



Product (Service) /Personal Styling



Online Chat on Website

Online Chat on Phone

Price

Pricing strategy: Value-based pricing

Tops: \$100-\$300

Bottoms: \$150-\$350

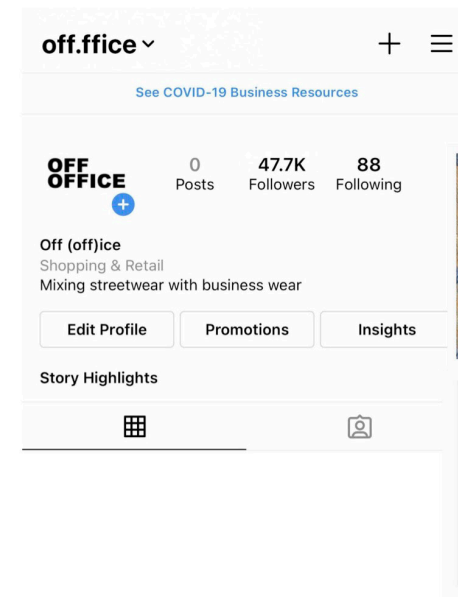
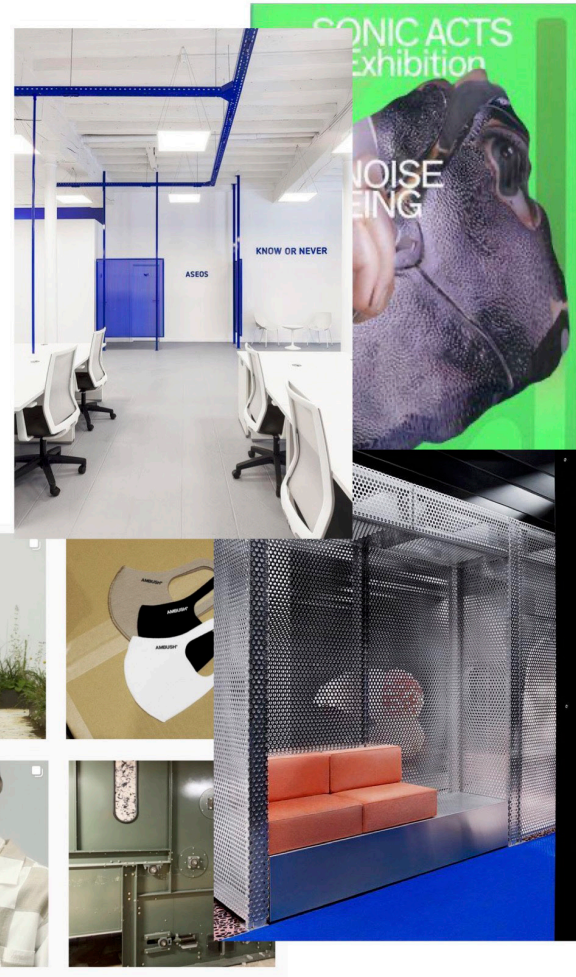
Outerwear: \$600-\$1000

Accessory: \$50 - \$200



Place

- Our brand is selling clothes in an online platform only (**website**)
- Official **Instagram** account 'shop'
- **Pop-up** store
- Headquarter Office: Los Angeles, CA, USA



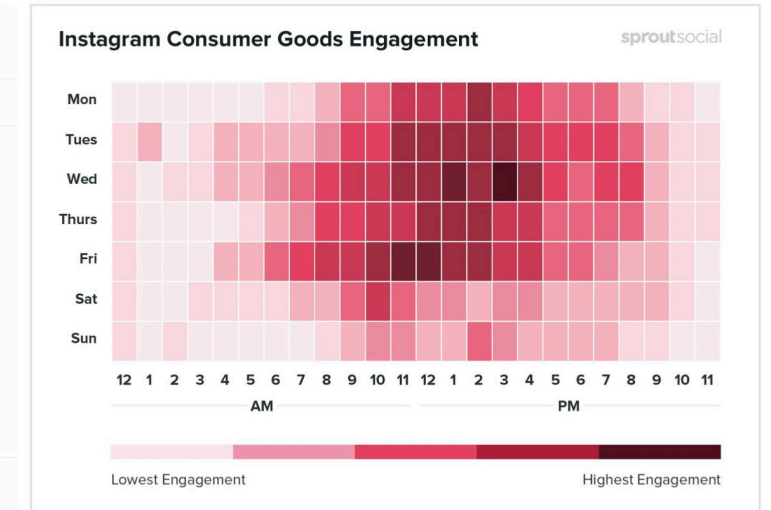
Social Media Marketing - A

Instagram

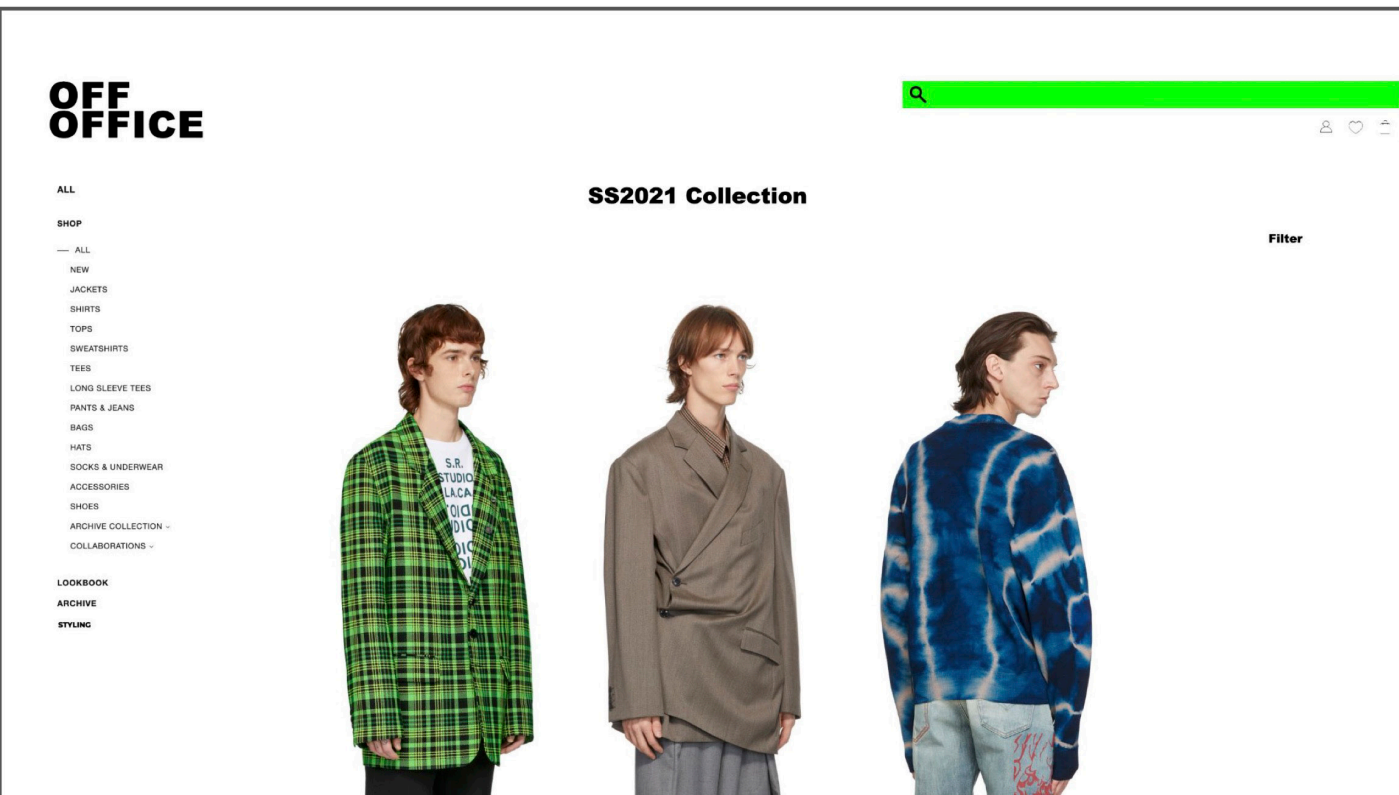
- Photoshoots
- Resposting customer's Instagram posts
- Announcing new collection and campaigns
- Event photos

Instagram story

- Livestream
- behind the scenes



Best time to post:
Wednesday at 1pm/3pm & Friday at 11pm-12pm



Target audience for the promotional plan

Cancel **Create Audience** Done < **Budget & Duration** Next

52,000,000
Potential People Reached
Great

Audience Name: Off Office ✓

Locations: United States >

Interests: Street fashion, Suit (clothing), Streetwear, Online shopping, Shopping and fashion or Formal wear >

Age & Gender: Male | 23 - 50 yr >

Budget: \$150 Over 15 Days
Total Spend

10,000 - 27,000
Estimated Reach

Budget: \$10 Daily

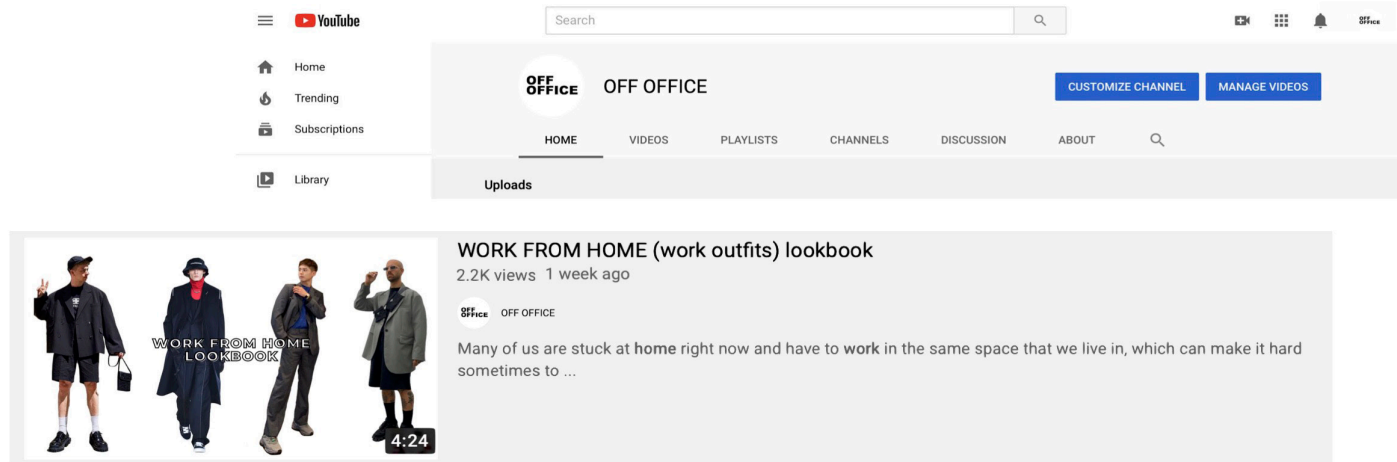
Duration: 15 Days

Instagram sponsored posts

Total cost for Instagram sponsored:
15 days in Oct
Price: \$150

5 days (x5) in February, March, April, June and July
Price: \$50 x 5 months = \$250

Social Media Marketing - B

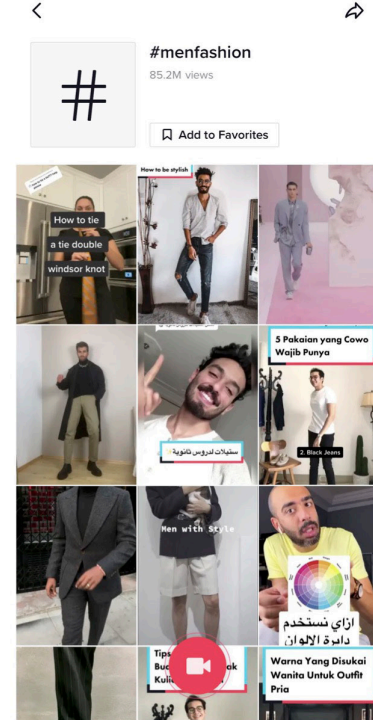
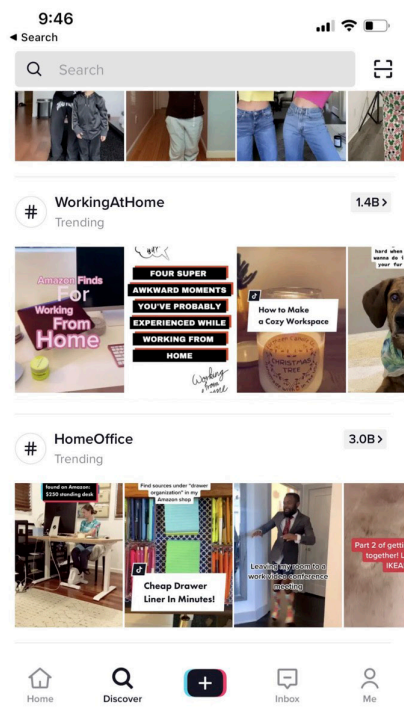
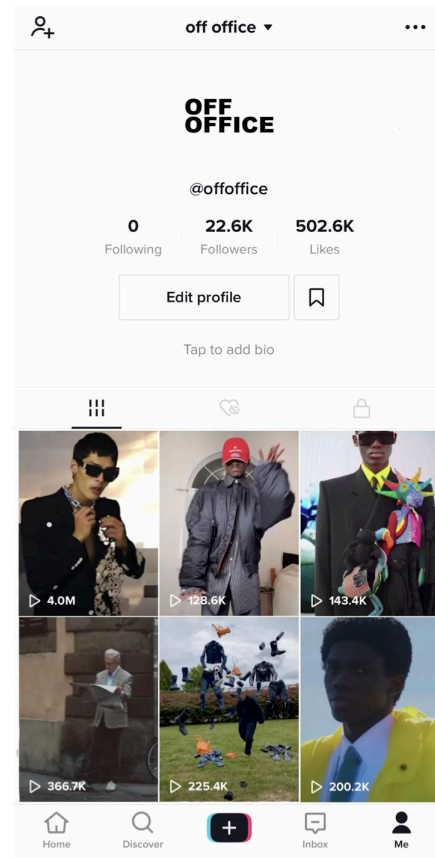


YouTube

- **Styling videos**, options for customers (mix and match colours and fit) + hair styling, styling challenges **styled by our in-house stylist**
- **Event documentary**
- **Campaign** videos. Product release teasers. Sale campaign videos.

Tiktok

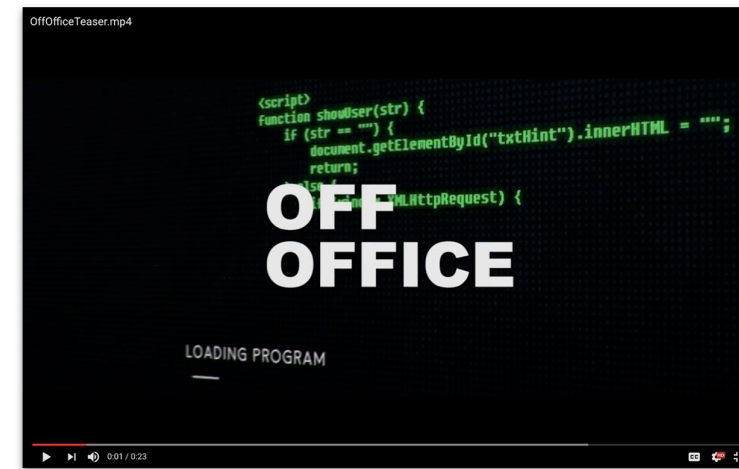
- Using short videos to do **outfit challenges**
- Short **lookbook** (seasonal collection)
- Taking part in **tiktok challenges** (Tv show looks, Outfits of the week, shoe kick outfit change transition)



Social Media Marketing - C

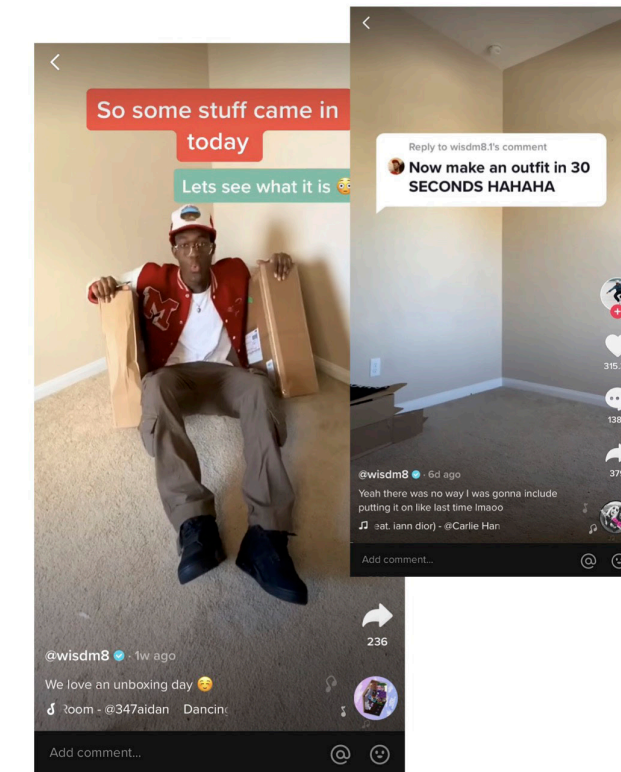
New Collection Teaser Video

on Official Website / YouTube / Instagram TV / TikTok / Pinterest.



https://drive.google.com/file/d/1DXdf5Jh6zJ35k2L_gt41TrBUrn7SNcBj/view?usp=sharing

Influencer Marketing



Instagram influencers:

- @Curlyfryfeed 148K
- @Olibrom (Oliver Bromfield) 27.9k
- @Kosta_kara 30.8k



- Paid \$10/ 1000 followers
- @curlyfryfeed 148K -> \$1,480
- @Olibrom 27.9K -> \$279
- @Kosta_kara 30.8K -> \$308

Tiktok (affiliate payment method)

- Wisdom Kaye (@wisdm8) 4.7M followers
- 6% commission sale/order (with special codes/link)
- Ex: 6% x \$500 = \$30



Internet Marketing

/Search Engine Marketing (SEM)

Google

Ad · offoffice.com

Streetwear meets formal | Off Office | Menswear

work from home outfits. OFF OFFICE is a brand that pursue sustainability, innovation and self-expression.

Campaign budget
\$60.00/day

Campaign goal
Sales

Bid strategy
Maximize clicks

Hand cursor icon

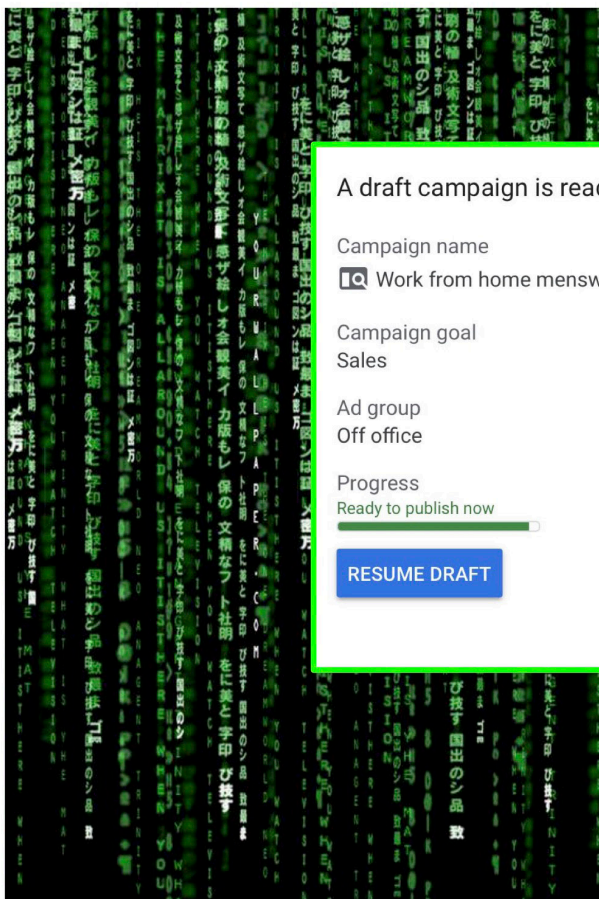
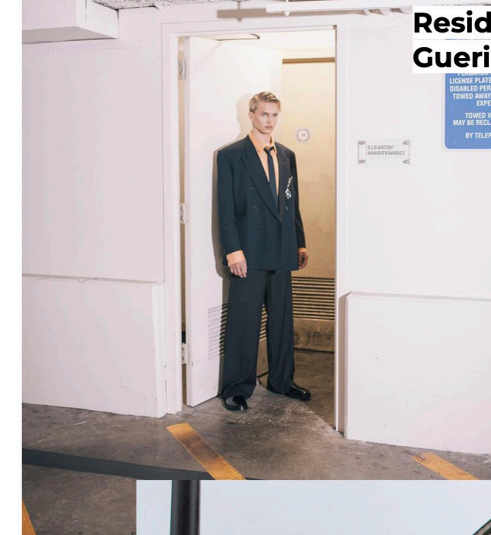
Search engine marketing is a paid advertising based on keywords, and paid when customers click on the ad.

Cost: \$60/day x 3 months (February, June, September)= \$5,400

Guerilla Marketing



Models will walk around the district in an aligned manner (this will help brought attention from others)



A draft campaign is ready to publish

Campaign name
Work from home menswear

Campaign goal
Sales

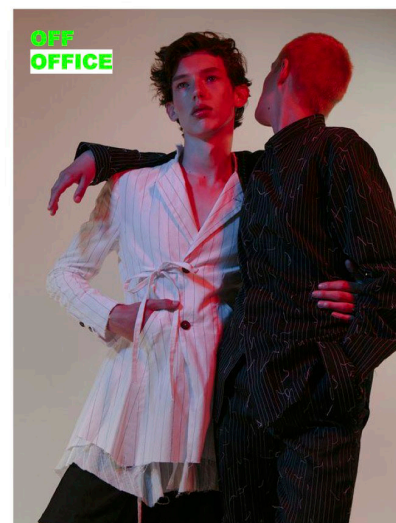
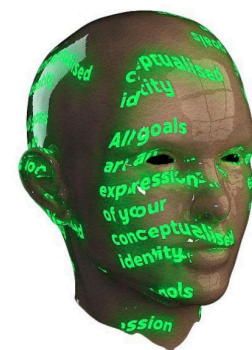
Created on
Nov 23, 2020

Ad group
Off office

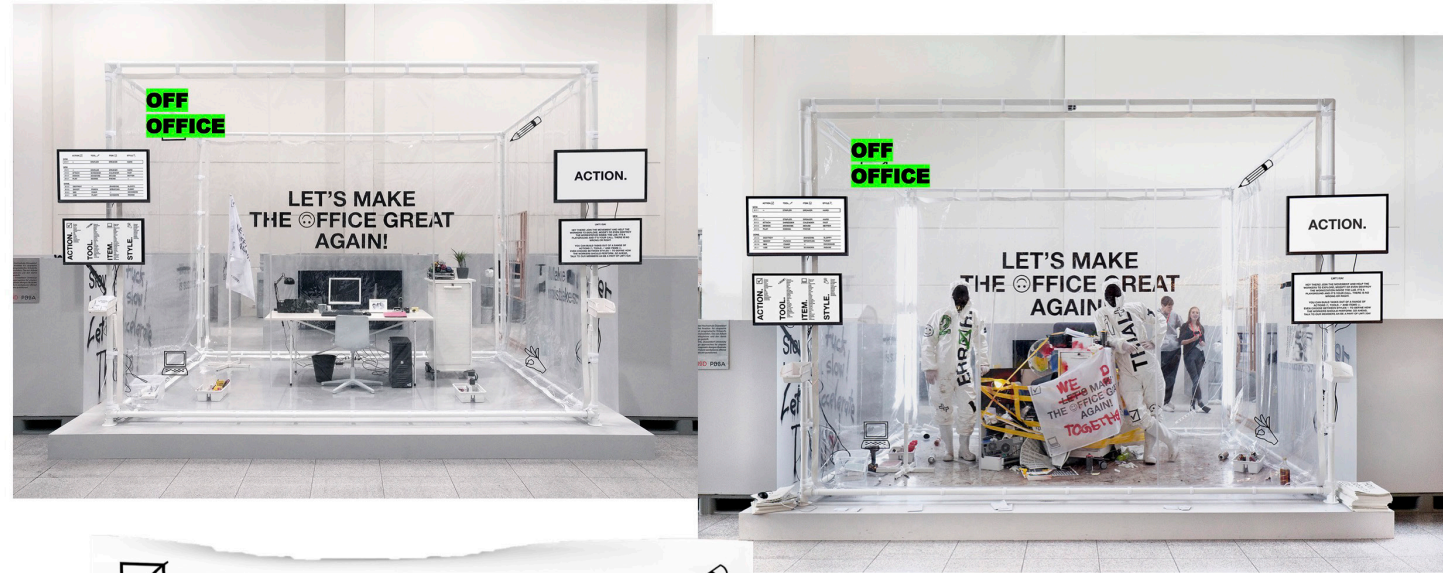
Keywords
formal wear + 5 more

Progress
Ready to publish now

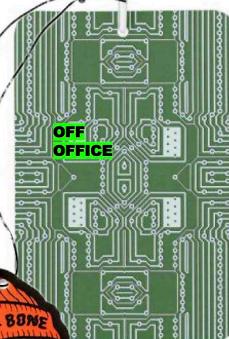
RESUME DRAFT



PR Launch Event



Sticker



Car Air Freshener

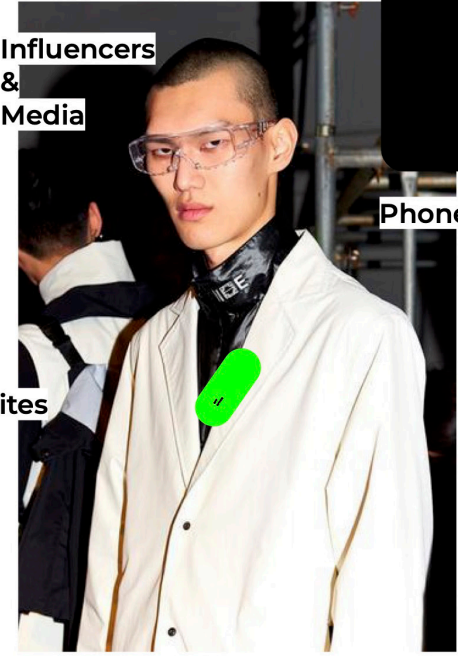


Phone Case



Healthy Bites

Influencers & Media



Mask

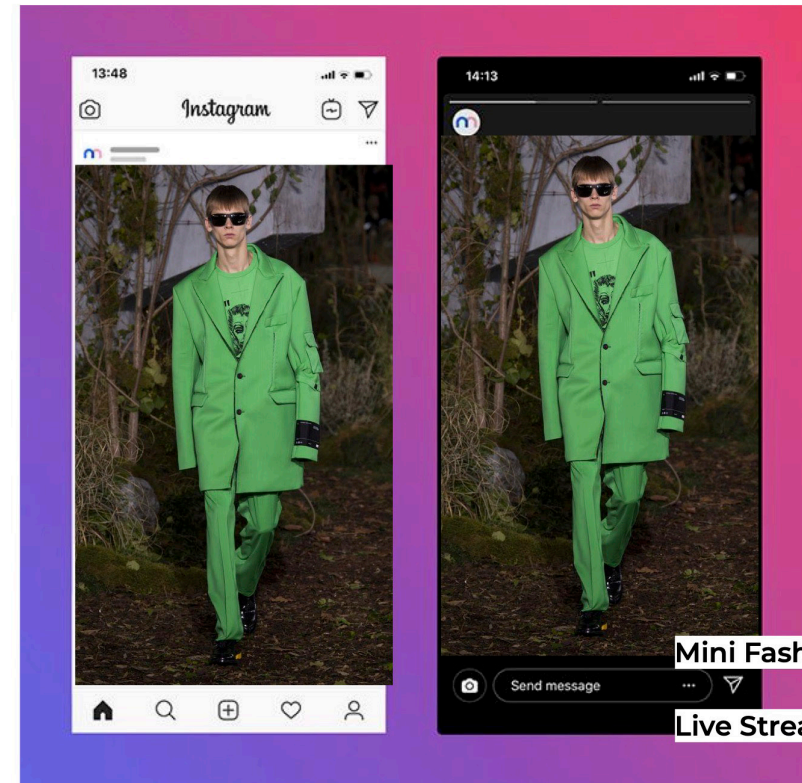


Business Card Holder

Online PR Launch Event



Event Setting with Live Cameras and Digital Devices



Mini Fashion Show by Influencers

Live Stream via Instagram & TikTok



Packaging for Sending PR Gifts By Mail Using Plant Based Plastic

Product Release Event

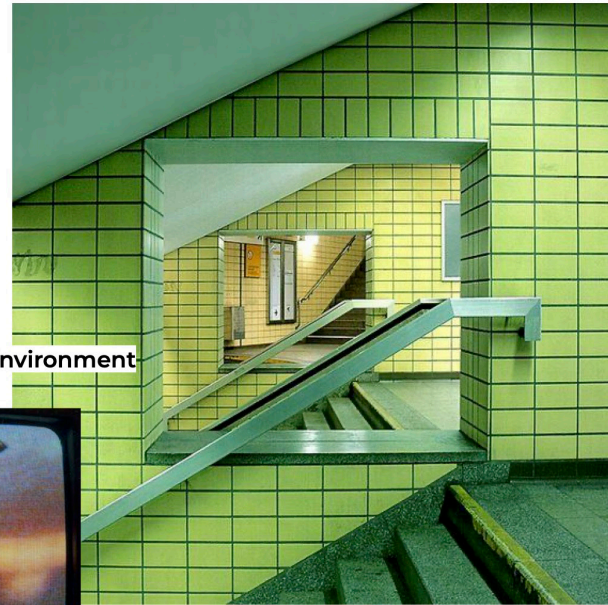
/First Collaboration Collection

Barry Rosenthal

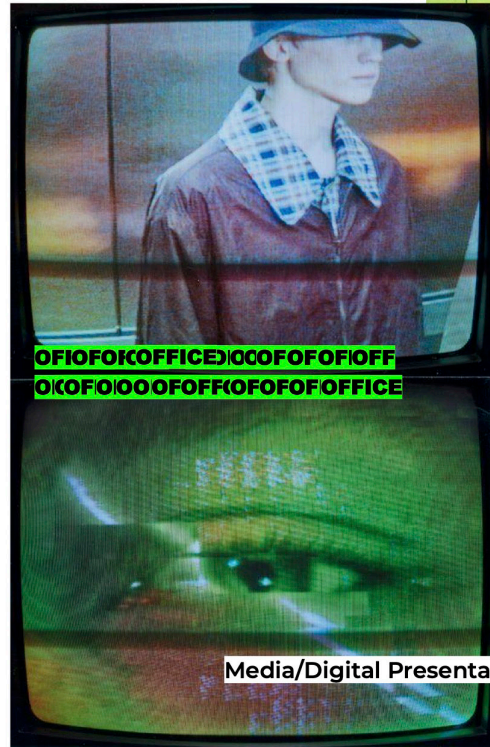
As an artist, to inspire the building of a more sustainable future.

As an advocate, to create awareness of marine plastic pollution.

Location/Environment



PR Invitation Card



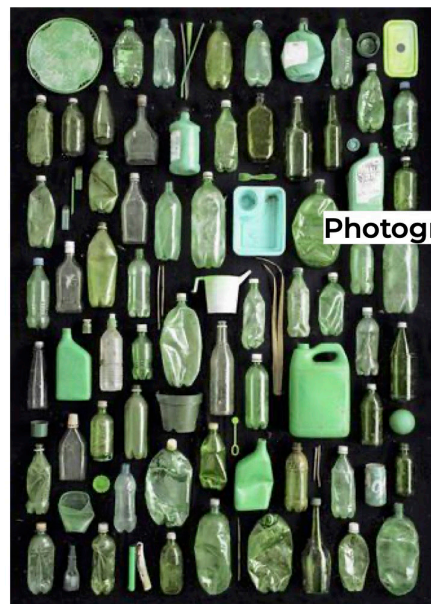
Media/Digital Presentation



Poster



Limited Packaging



Photography



Model Presentation



Artist's Installation

Campaign

Branding campaign

Website campaign (Seasonal campaign and brand collaboration campaign)

Sales campaign (Dec 13-17, Dec 27-31)

- Campaign for christmas; free shipping around United States with purchase of \$500
- Campaign for end of year season sale; 20% off everything



Brand Seasonal Campaign



Brand Collaboration Campaign

End of Year Sale Campaign

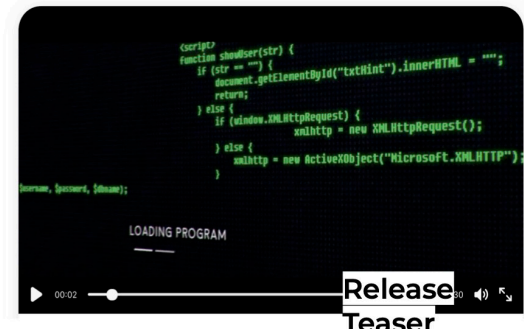


Christmas Sale Campaign

Marketing Collateral - Digital



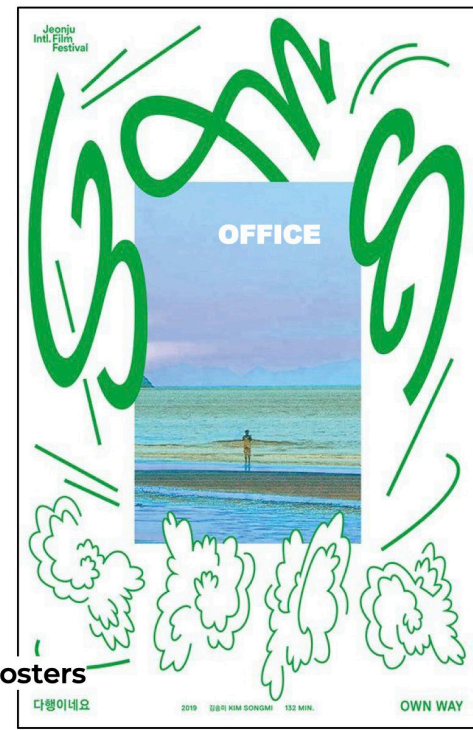
E-Magazine



Release Teaser



Offline Flyer



Offline Posters



Digital Catalogs



Brand Biography

Calendar Plan

JAN '21

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

18-24 Jan - Social media countdown and teaser for the brand launch
 25 Jan - Post collection S/S collection (website and social media)
 30 Jan - online fashion show

FEB '21

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

10-14 Feb - Instagram sponsored posts
 13 Feb - Instagram behind the scene photos
 16 Feb - TikTok video

MAR '21

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

10 Mar - TikTok video
 15-19 Mar - Shooting and editing Youtube video
 24 Mar - Youtube video post
 27-31 Mar - Instagram sponsored post

APR '21

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

10 Apr - Influencer Marketing
 12-16 Apr - shooting youtube video
 22 Apr - Youtube video
 30 Apr - Instagram post
 26-30 Apr - Instagram sponsored post

MAY '21

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

1, 15, 29 May - Instagram post
 4 May - TikTok video
 19 May - Influencer Instagram post

JUN '21

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

1 Jun - release Summer collection
 12 Jun - Guerilla marketing
 7 Jun - TikTok video; styling summer collection
 16-20 Jun - Instagram sponsored post
 25-27 Jun - PR launch event

JUL '21

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

1-6 Jul - Shoot and edit youtube video
 10 Jul - Post youtube video
 21- 25 Jul - Instagram sponsored post

AUG '21

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Every saturday Aug - Instagram post
 8 Aug - Influencer marketing

SEPT '21

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

6 Sept - Preparing for 16 sept
 16 Sept - Guerilla marketing
 18 Sept - Release f/w collection
 19 Sept - Branding campaign
 25 Sept - Influencer marketing

OCT '21

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

4-18 Oct - Instagram sponsored post
 30 Oct - TikTok video
 Instagram post every saturday

NOV '21

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

15-25 Nov - sales campaign
 26 Nov - Black Friday sale

DEC '21

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

4, 25 Dec - Instagram post
 13-17 Dec - Sales campaign
 18-20 Dec - Product release event
 27 Dec - year end sale

Marketing Budget

\$699,600 sales revenue

(\$58,300 a month in sale)

\$69,960 marketing budget

Marketing budget \$699,600 sales revenue (\$58,300 in sales a month) \$69,960 marketing budget													
	January	February	March	April	May	June	July	August	Sept	Oct	Nov	Dec	
Campaign													
Extra 20%	-	-	-	-	-	-	-	-	-	-	-	\$2,915.00	
Free shipping	-	-	-	-	-	-	-	-	-	-	-	\$464	
												(\$58,300/\$500=116.6 orders) Estimate (1/2 of 116.6 orders)	
Marketing Media													
Email	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Online fashion show (website)	\$0	-	-	-	-	-	-	-	-	-	-	-	
Instagram sponsored post		\$50.00	\$50.00	\$50.00		\$50.00	\$50.00			\$150.00			
Influencer instagram post					\$279.00			\$308.00	\$1,480.00				
SEO	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
SEM		\$1,680.00				\$1,800.00			\$1,800.00				
Guerilla marketing	-	-	-	-	-		\$0	-	\$0	-	-	-	
Product launch event						\$25,000.00							
PR event												\$30,000	
Total costs	-	\$1,730.00	\$50.00	\$50.00	\$279.00	\$26,850.00	\$50.00	\$308.00	\$3,280.00	\$150.00	\$0.00	\$33,379.00	\$66,126.00