

Category	% of Budget	Amount (₹)	Justification (Based on Case Data)
Influencer Marketing	25%	₹1,25,00,000	Mid-tier influencers in India cost ₹50K–₹2L per post. ZestWear’s campaign with 20 influencers hit 10M views. TrendTide’s engagement (1.2%) is far below industry (3.5–4.5%).
Digital Advertising	20%	₹1,00,00,000	Ad CTR is 1.5% vs 2.5% benchmark. With ₹10L past ad spend, returns are underperforming. Increasing to ₹1 crore allows for A/B testing, retargeting, and better programmatic delivery.
Sustainable Product Line	15%	₹75,00,000	30% of customers request eco-friendly products; competitors like ZestWear use 30% recycled fabrics. Investment includes R&D, organic cotton sourcing, and new drops.
Brand Activations (Offline)	10%	₹50,00,000	3 TrendTide pop-up events will foster community & brand loyalty.
Website + Mobile UX	8%	₹40,00,000	Bounce rate is 65% (vs 40% avg), conversion rate is 1.8% (vs 3.5%). Issues include load speed, poor mobile design, and lack of trust signals.
Loyalty/Referral Program	7%	₹35,00,000	Customer churn is 45%. Implementing eco-reward points and refer-a-friend (e.g., 10% off) can increase retention and reduce CAC (Customer Acquisition Cost).
Content Production	7%	₹35,00,000	Needed for influencer collabs, Instagram/TikTok Reels, and “behind-the-scenes” trust-building content. Gen Z values authentic content (not stock).
UGC/Co-Creation Campaign	4%	₹20,00,000	Aligns with Gen Z's desire for involvement. A crowd-designed apparel challenge can fuel engagement and generate viral content.
PR + Sustainability Report	4%	₹20,00,000	Transparency is key: 62% of Gen Z prioritize sustainable, ethical brands. A professional annual report + press push can rebuild trust.

