

Campaign Brief

Target Audience:

- **Primary:** Gen Z (18–24), urban, socially conscious, digitally native
- **Secondary:** Millennials (25–34), value-driven, price-sensitive, trend-aware
- **Psychographics:** Seek authenticity, sustainability, and personal expression through fashion

Unique Selling Proposition (USP):

"Wear the Future — Fashion that Fits Your World"

Combining trend-forward designs with inclusive sizing and sustainable materials, TrendTide repositions itself as the brand that reflects Gen Z and Millennial values: identity, ethics, and self-expression.

Key Marketing Tactics:

1. MyTide Campaign (UGC + Micro-Influencers):

- Collaborate with 50 diverse micro-influencers (across body types, gender identities, regions) to share their unique TrendTide look with #MyTide.
- Encourage UGC with monthly giveaways and feature top content on TrendTide's socials and website.

2. Sustainable Capsule Drop: "ReTrend" Line

- Launch a limited-edition collection using organic cotton and recycled fabrics. Emphasize storytelling around ethical sourcing and community-based production.

3. Virtual Style Studio (AI-based personal styling):

- Integrate AI on the website to offer personalized looks based on body type, preferences, and mood boards. Gamify the experience with rewards for styling challenges.

4. College Takeover Tour + Pop-Up Swap Zones:

- Offline activations in top 10 metro colleges. Blend fashion shows, thrift swap zones, and interactive booths with QR-coded discounts. Build grassroots loyalty.

5. "Fix the Fit" Feedback Loop:

- Introduce a consumer co-creation feature allowing buyers to rate and suggest changes to fit/designs. Use this data for agile product iteration and inclusivity.

Budget Breakdown (INR 5 Crore)

Category	Amount (₹)	Percentage (%)	Justification
Influencer Marketing & UGC	₹1.2 Cr	24%	50 micro-influencers + campaign video production and prizes for #MyTide content
Sustainable Capsule Production	₹1.0 Cr	20%	Development and marketing of "ReTrend" line using ethical materials
Tech: Virtual Style Studio	₹0.8 Cr	16%	AI-based personalization engine with interactive UI on mobile/website
College Pop-Up + Offline Activation	₹1.0 Cr	20%	College tour logistics, QR discount setup, booth staffing, event collateral
Digital Ads & SEO	₹0.6 Cr	12%	Instagram, TikTok, and Google ad spend with targeted CPC/CTR improvement goals
Customer Feedback Loop + Analytics	₹0.4 Cr	8%	Setup for in-app and email-based co-creation feedback + analytics infrastructure

TOTAL | ₹5.0 Cr | 100% | |

Summary:

This campaign positions TrendTide as the **leader in ethical, inclusive, tech-savvy fashion**. By combining Gen Z-driven content, sustainable fashion innovation, AI personalization, and immersive offline engagement, we not only regain trust but turn our audience into active co-creators of the brand.