

TrendTide: ReTrend Campaign

One-Page Campaign Brief

Target Audience:

- Primary: Gen Z (18–24), urban, digital-native, sustainability-focused, highly active on Instagram and TikTok.
- Secondary: Millennials (25–34), price-sensitive, fashion-conscious, looking for value-for-money trends.

Unique Selling Proposition (USP):

“Affordable fashion that reflects your voice — inclusive, sustainable, and Gen Z-certified.”
ReTrend redefines TrendTide with eco-conscious styles, inclusive fits, and youth-driven creativity.

Key Marketing Tactics:

1. EcoThread Capsule Launch: Limited-run product line using recycled and organic fabrics.
2. Micro-Influencer Reels: 20–25 creators post short-form Reels promoting the collection with personal storytelling.
3. Swap & Style Pop-Up Events: Fashion sustainability drives in malls and colleges to encourage community interaction.
4. Website Optimization: Enhance UX, reduce bounce rate, and include personalization using AI tools.
5. Size-Inclusive Campaign: Showcase diverse models (XS–4XL) in creative campaigns.

Budget Breakdown (₹5 Crore)

Category	Amount (₹)	Percentage (%)	Justification
Influencer Marketing	1.25 Cr	25%	Drive brand reach via Reels, relatable Gen Z content
Sustainable Product Line	1.00 Cr	20%	EcoThread capsule using organic/recycled fabrics
Website Optimization	0.75 Cr	15%	Improve UX and reduce 65% bounce rate

Community Events	0.50 Cr	10%	Swap & Style pop-ups to boost retention and visibility
Paid Social Ads	0.75 Cr	15%	Boost Instagram and TikTok presence through sponsored content
Marketing Team Training	0.50 Cr	10%	Upskill 6-member team in influencer marketing & analytics