

# TrendTide Clothing Co. – Campaign Brief: “TrendYourWay”

## Target Audience

- Demographics:**  
Gen Z (18–24), Millennials (25–34), primarily urban, digitally active, price-sensitive, and trend-conscious.
- Psychographics:**  
Value self-expression, seek affordable fashion with personality, support ethical and sustainable practices, influenced by social media and peer reviews.

## Unique Selling Proposition (USP)

“Style that moves with your values — trend-driven, comfortable, and conscious.”

TrendTide provides fashion-forward clothing that doesn’t compromise on comfort, affordability, or ethical values. In a market flooded with impersonal fast fashion, it offers a personalized experience that celebrates individuality and purpose.

## Key Consumer Pain Points & Solutions

Pain Point	TrendTide Solution
Trendy clothes often lack comfort	Athleisure line: breathable, wearable styles for daily move
Fast fashion feels generic	“Find Your Fit” style quiz + curated onboarding journey
Gen Z demands ethics and transparency	BTS “Factory-to-Feed” Reels + Sustainable Line storytelling
High churn & low retention	“Celebrate & Spin” + “Recycle & Reward” loyalty programs
Limited engagement on social media	Micro-influencer UGC challenges and interactive filters

## Core Marketing Tactics

Marketing Tactic	Description	Goal/Impact
#TrendYourWay Micro-Influencer Campaign	Collaborate with 20–30 influencers (10K–50K followers) showcasing personal styling via Instagram Reels	Boost engagement and reach through influencer content and UGC from followers with voucher incentives
“Fit Me” College Festival Pop-Ups	TrendTide booth with styling sessions and QR codes for exclusive online discounts	Increase offline engagement and create viral online buzz through selfies and stories
“Celebrate & Spin” Loyalty Campaign	Birthday or shopping anniversary SMS/WhatsApp touchpoints with spin-the-wheel discounts	Encourage customer reactivation and retention through exclusive discounts
Factory-to-Feed Reels + “Style Has No Labels” Collab	Inclusive storytelling featuring workers’ voices and diverse influencer campaigns	Build emotional connection and authenticity with Gen Z and Millennials
Style Quiz & Personalization Funnel	“Find Your Fit” quiz for first-time users to explore tailored collections	Boost conversions by simplifying navigation and making shopping fun

## Expected Outcomes

- Instagram Engagement Rate:** 1.2% → 4%
- Conversion Rate:** 1.8% → 3.5%+
- Repeat Purchase Rate (30 Days):** 10–15%
- UGC Mentions:** 500+ tags/month
- Bounce Rate:** 65% → <40%

TrendTide Marketing Budget Breakdown

Category	Amount (₹)	Percentage (%)	Justification
Influencer & Social Media Campaigns	₹1.2 crore	24%	Boosts IG engagement (currently 1.2%) through micro-influencer content (#TrendYourWay), AR filters, BTS reels, and interactive UGC formats.
Athleisure & Sustainable Line Promotions	₹1.25 crore	25%	Aligns with high-growth BCG categories (Athleisure = Star, Sustainable = Question Mark) and Gen Z’s preference for comfort and eco-conscious fashion.
College Fest Pop-up Events	₹75 lakh	15%	Offline engagement tactic: brings viral momentum and offline-to-online conversions through “Wear It, Flaunt It” and “Fit Me” booths.
Customer Retention & Loyalty Programs	₹60 lakh	12%	“Celebrate & Spin” campaign + “Recycle & Reward” loyalty program to address 45% churn and encourage repeat purchases.
Digital Performance Marketing	₹80 lakh	16%	Google + Meta ads to retarget website visitors, promote collections, and support the new UX-led onboarding and product discovery funnel.
Website UX + Style Quiz & CTA Enhancements	₹35 lakh	7%	Personalization-driven onboarding: category splits, “Find Your Fit” quiz, improved CTAs to drive 3.5%+ conversion rate from the current 1.8%.
Contingency & Optimization	₹25 lakh	5%	Budget flexibility for testing creatives, campaign pivots, or crisis handling based on performance metrics.