

# TrendTide Clothing Co. Phase 1: Brand Management Strategy

## Objective

To revive brand visibility, engage Gen Z & Millennials, and retain existing customers using personalized, digital, and experiential tactics to address the brand’s 45% churn and low engagement (1.2% IG rate).

## Strategy Summary

Focus Area	Tactic	Why It Works
Brand Awareness	Online: Micro-Influencer Campaign	Taps into Gen Z's Instagram/TikTok usage; builds authentic engagement
	Offline: Pop-up Booth at College Fests	Targets 60% Gen Z demographic; boosts brand presence through real interactions
Engagement & Retention	Celebrate & Spin Campaign	Combines personalized birthday vouchers + spin-the-wheel game to re-engage users

## Campaign Details

### Online Awareness: #TrendYourWay Micro-Influencer Challenge

- 20–30 micro-influencers (10K–50K followers) post reels styling TrendTide outfits
- Gen Z audience participates to win vouchers
- Boosts engagement + drives user-generated content

### Offline Awareness: “Fit Me” College Festival Booth

- Interactive styling + photo booth with hashtags
- In-booth QR codes for online discounts
- Enhances offline recall and cross-channel conversion

### Retention: “Celebrate & Spin” Loyalty Campaign (Birthday or TrendTide Shopping Anniversary)

- Medium: SMS, WhatsApp, Email
- Spin-the-Wheel landing page with discounts, vouchers, style tips
- Drive traffic, increase repeat purchases, and revive churned users

## Expected Outcomes

KPI	Target
IG Engagement Rate	↑ From 1.2% → 3–4%
Website Bounce Rate	↓ From 65% → <40%
Voucher Redemption Rate	15–20%
Repeat Purchase Rate (30 Days)	10–15% ↑

## Phase 2: Growth Strategy Execution

### Objective

To drive growth by improving first-time shopping experiences for new customers, and leveraging college fests as viral offline-to-online customer acquisition funnels. These tactics address TrendTide’s low **conversion rate (1.8%)** and declining **market share (5%)**.

### 1. Customer Acquisition Strategy

**Strategy Title:** *UX-Driven Product Discovery for First-Time Buyers*

**Key Insight:** Visitors are overwhelmed by broad categories like “Western Wear.” This causes confusion, especially for new users unfamiliar with the brand's style range.

#### Action Plan

Tactic	Details
Category Breakdown	Split “Western Wear” into sub-categories: Crop Tops, Co-ords, Blazers, etc.
Personalized Onboarding	Launch quiz/pop-up for first-time visitors to explore curated collections
Smart CTAs	Use phrases like “Find Your Fit” instead of generic “Shop Now”

#### Expected Impact

Metric	Current	Target
Bounce Rate	65%	↓ to 40%
Conversion Rate	1.8%	↑ to 3.5%+
Avg. Session Duration	~45 sec	↑ to 2 mins

### 2. Growth Strategy

**Strategy Title:** *“Wear It, Flaunt It” Pop-Up Fest Hack*

**Key Insight:** Gen Z shoppers love events, selfies, and discounts. College festivals are ideal to turn **offline experiences** into viral digital reach

#### Execution Plan

Component	Details
Event Activation	Sponsor college fests (e.g., IIT Bombay, DU)
Pop-up Stall	Trendy stall with Gen Z fashion (e.g., K-pop looks, co-ords, crop sets)
Insta Story Discount	Students who wear TrendTide & tag @TrendTideStyle get ₹300–₹500 off instantly
Social Proof Loop	User-generated stories drive new curiosity and footfall

#### Growth Targets

Metric	Target
IG Follower Growth	+10,000/month
Story Mentions per Event	200–500
Daily Sales per Event	₹1.5–2 lakh
Voucher Redemption Rate	30–40%

# Phase 3: Social Media Analysis & Strategic Response

## Objective

To reverse TrendTide’s declining Instagram performance (↓12% followers, 1.2% engagement), increase ad efficiency, and match competitor benchmarks like ZestWear’s **4.5% engagement rate** by building **purposeful, inclusive, and interactive social content**.

## Key Problems

Issue	TrendTide’s Status	Why It Hurts
IG Followers Dropped	From 159K (2022) → 140K (2024)	Shows declining brand loyalty & interest
Low Engagement Rate	1.2% vs. 3.5% avg, 4.5% (ZestWear)	Means content isn’t resonating with target audience
Weak Ad Performance	CTR: 1.5% (vs. 2.5% industry)	Poor targeting and creative is wasting ad budget
Lack of Emotional Content	Factory & values not visible	Gen Z values transparency and inclusivity

## Strategy: “People. Purpose. Participation.”

## Campaign Components

Type	Description
Factory-to-Feed Reels	BTS videos of workers making clothes, sharing stories → “Your outfit made with love”
Inclusive Collabs	Partner with LGBTQ+ & diverse influencers → Campaigns like “Style Has No Labels”
Quality Proof Reels	Influencers demoing durability → “Worn 30x and still fresh!”
#TrendMyStyle Filter	Launch an interactive AR Reel filter → “Which TrendTide Look Are You?” + auto-tag
Style Voting Polls	Let users vote on next launch: “Denim or Neon Co-ords?”

## Target Outcomes

Metric	Current	Target
IG Engagement Rate	1.2%	↑ to 4%
IG Follower Count	140K	↑ to 160K+
Ad CTR	1.5%	↑ to 2.5%+
UGC Mentions	Minimal	↑ 500+ tags/month

## Audience Alignment

Gen Z (60%)	Millennials (35%)
Want brands that stand for ethics, identity, diversity	Seek brands that offer value, quality, and real stories

By turning its workers into storytellers, influencers into advocates, and customers into co-creators, TrendTide’s social media can evolve from flat product posts into a vibrant, values-driven digital movement.

## Phase 4: BCG Matrix Analysis

### Objective

To evaluate TrendTide’s product portfolio using the **BCG Matrix**, classify each category, recommend specific strategies, and distribute the ₹5 crore marketing budget accordingly to support future growth.

### BCG Matrix Classification

Category	Market Growth	Revenue (₹ Cr)	BCG Type	Justification
Casual Wear	5%	₹9.17 Cr	Cash Cow	High revenue, low growth → maintain and extract value
Athleisure	15%	₹3.33 Cr	Star	Fast-growing category with Gen Z appeal → invest and scale
Party Wear	10%	₹4.17 Cr	Question Mark	Moderate growth, low share → test with trend-based offerings
Sustainable Line	20%	₹1.67 Cr	Question Mark	New but aligned with Gen Z ethics → invest in brand storytelling
Accessories	8%	₹1.67 Cr	Dog	Low growth and share → minimize spend, use as add-ons

### Category Strategies

Category	Strategy
Casual Wear	Maintain through combo deals and homepage visibility
Athleisure	Launch “Fit For Life” influencer campaign targeting Gen Z
Party Wear	Release trend-driven limited drops (e.g., K-pop/Bollywood fusion styles)
Sustainable Line	Create Reels & tags showcasing ethical sourcing — “From Cotton to Closet”
Accessories	Position as freebies/upsells in combo offers

### ₹5 Crore Budget Allocation

Category	%	Amount (₹)	Why This Works
Athleisure	30%	₹1.5 Cr	Star product: influencer spend + category expansion
Sustainable Line	25%	₹1.25 Cr	High-potential category, aligns with Gen Z values
Party Wear	15%	₹75 Lakh	Test fashion-forward campaigns for upcoming party seasons
Casual Wear	20%	₹1 Cr	Bundle discounts, retain existing audience
Accessories	5%	₹25 Lakh	Limited investment; used to boost cart value or loyalty
Contingency	5%	₹25 Lakh	Flexibility for real-time performance optimization

By aligning investment with category potential, TrendTide can strengthen leadership in Athleisure, nurture sustainable innovation, and drive smarter returns across its portfolio.

## Phase 5: Porter's Five Forces Analysis

### Porter's Five Forces Summary

Force	Level	Explanation
1. Threat of New Entrants	Moderate to High	Easy to launch online, but hard to scale due to logistics + Gen Z ethics focus
2. Buyer Power	Moderate	Gen Z & Millennials expect sustainability + value at the same time
3. Supplier Power	Low	Suppliers are replaceable due to competitive sourcing
4. Threat of Substitutes	Low	Fast fashion is preferred for ease, trials, and instant access
5. Industry Rivalry	High	ZestWear, VibeVogue, and ThriftTrend compete aggressively on price + image

## Strategic Response to Case Questions

**Q1: Identify barriers to entry in India's fast fashion market . How do they impact TrendTide, and what can it do to strengthen its position?**

#### Barriers:

- Efficient nationwide delivery network
- Price wars with bigger brands
- Gaining Gen Z loyalty (requires authenticity + values)

**Impact:** TrendTide risks losing market share in fast-growing categories like Athleisure

#### Strategy:

- Build a logistics advantage by partnering with regional delivery hubs
- Improve website UX for faster checkouts and product discovery
- Launch a "TrendTide Care" program: 24x7 customer support, smart return process
- Pair this with influencer-driven education  
Reels: "Why I choose TrendTide"

**Q2: Assess the influence of Gen Z/Millennials on pricing and offerings, given their sustainability demands . Propose one tactic within the ₹5 crore budget to meet their needs .**

**Strategy (Combined Tactic within ₹5 Cr):** Launch a dual-tier product model:

**Tier 1:** Sustainable Premium Line (₹1.25 Cr budget) marketed with "Invest in your future" storytelling

**Tier 2:** Everyday Trend Line (₹2.5 Cr budget) marketed with Flash deals, discount bundles, high reach ads

Bundle this with a "Try, Tag, and Save" program where buyers get rewards/discounts for tagging TrendTide

- ₹1.25 Cr → Premium eco-line (design, storytelling, Reels)
- ₹2.5 Cr → Influencer + performance ads for main line
- ₹1 Cr → Operations, logistics, returns, and support
- ₹25L buffer → For tuning campaigns

**Q3: Evaluate competition from ZestWear, VibeVogue, and ThriftTrend, focusing on their market shares and engagement. Recommend one differentiation strategy for TrendTide.**

#### Observation:

- ZestWear = premium, high AOV
- VibeVogue = fast logistics
- ThriftTrend = sustainable + relatable

#### Differentiation Strategy:

"Recycle & Reward" Loyalty Program

Let customers return any premium sustainable item after 6 months to get a flat 25–40% discount on the next purchase.

**Branded as:** "Return. Recycle. Reinvent."

- Creates emotional connection
- Reinforces TrendTide's eco-conscious identity
- Drives repeat sales

Let customers see their returned item's "next life" (e.g., donated, recycled) in a thank-you email.