

TrendTide Campaign Pitch



**A Fresh Strategy for Fast
Fashion Growth
Presented by: Neha Singh**

The Core Challenge

01

Instagram follower drop:
↓12% (from 159K to 140K)

02

Engagement rate: 1.2% (vs.
4.5% industry avg)

03

Website bounce rate: 65%

04

Customer churn: 45%;
market share dropped
from 7.6% → 5%

Goals

01

Humanize brand through
storytelling

02

Improve targeting via
segmentation

03

Boost loyalty with gamified
offers

04

Speed up delivery and
returns

Target Audience

1 Gen Z (60%):

Bold, expressive, socially aware, values ethical and inclusive fashion brands

2 Millennials (35%)

Practical, budget-conscious, seeks long-lasting, high-quality, value-driven clothing

USP

Fashion That Stands for Something

TrendTide isn't just trendy—it's transparent, sustainable, and made for a new generation of mindful consumers.

Key Campaign Tactics



Customer Acquisition

Website navigation upgrade + onboarding quiz



Engagement & Retention

Celebrate & Spin (gamified vouchers)

Recycle & Reward (returns for discounts)



Growth Hacking

College fest booths + Insta tagging discounts



Social Media Revival

Factory reels, LGBTQ+ collabs, #TrendMyStyle filter

Budget Allocation



Creative Concept Instagram Reel



Title: “Made With Love”



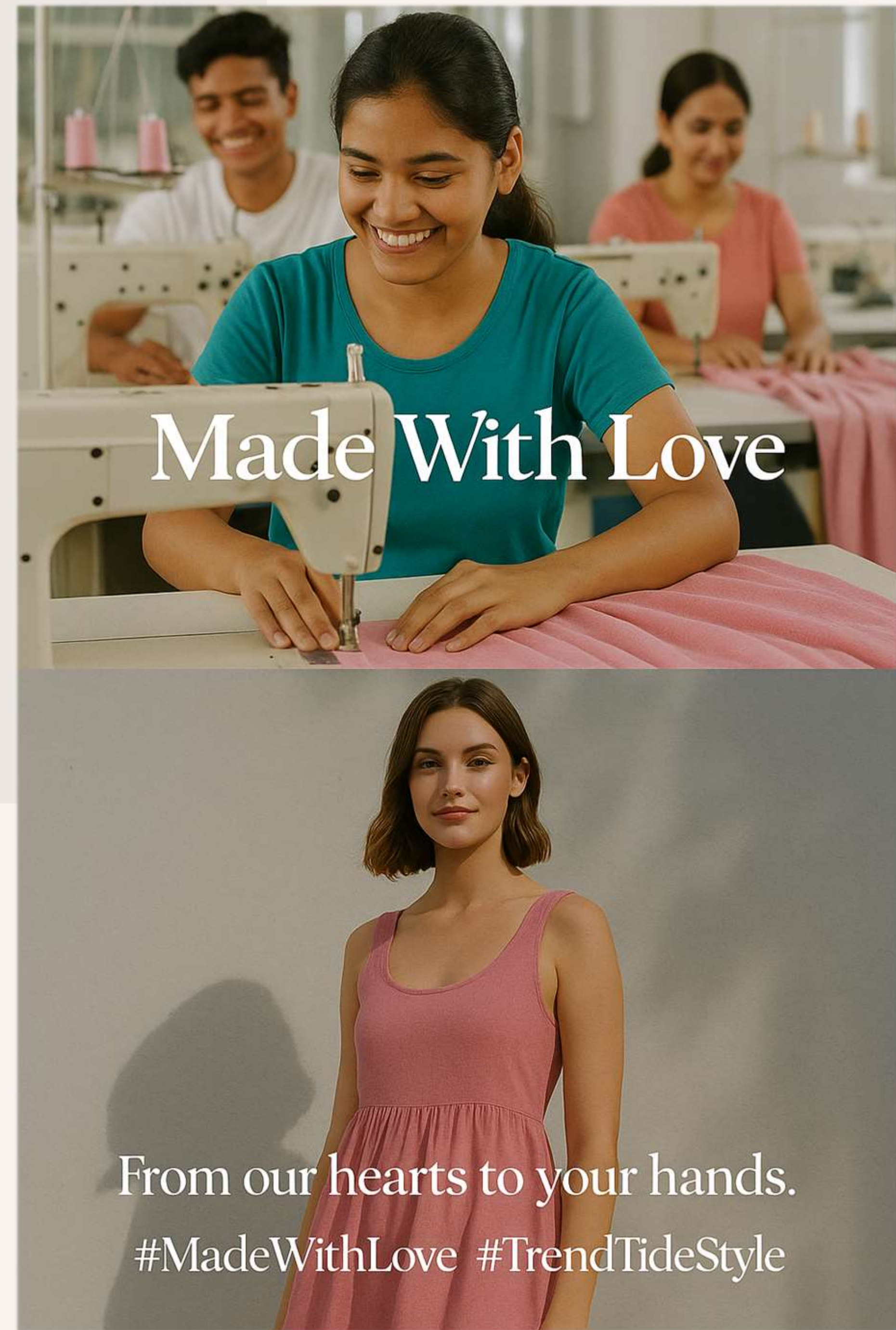
Concept

- Show factory workers crafting garments
- Cut to Gen Z model wearing outfit
- Tagline: 'From our hearts to your hands.'
#MadeWithLove #TrendTideStyle'



Why it works?

- ✓ Emotional connect
- ✓ Promotes ethics
- ✓ Perfect for Reels



Final Message

“TrendTide isn’t just another fast fashion label.

We’re building a movement—one outfit, one story, one shared value at a time.”

**Join us in reshaping fashion for the
next generation.**