

CREATIVE CAMPAIGN BRIEF – TREND TIDE

Pain Points

50% complain of poor durability & stitching,	35% flag outdated, non-trendy designs
30% demand eco-conscious clothing	25% want inclusive sizing
Digital issues: 65% bounce rate, 1.2% IG engagement	

Strategic Focus

Product Line	Reason	Campaign Focus
Casual Wear	Core line (₹9.17 Cr revenue)	Trust rebuild → #StyleThatLasts
Athleisure	15% market growth	Hustle-inspired UGC → #WearYourRun
Sustainable Line	20% growth, Gen Z demand	Eco-positioned drop → #EarthsGotStyle

Target Segments

Gen Z (18–24)	Culturally expressive, sustainability-focused, trend-driven, and UGC creators.
Millennials (25–34)	Value-focused, want quality, fast service, and brand trust.

Integrated Campaigns Overview

Campaign	What	Platform	Hook
TrendDrop Rap	1-min rap Reels challenge	Reels + Shorts	Winner gets 10k+ gift hamper, showing relevance
Style That Lasts	Real life stress test by influencers	Carousels + Testimonials	Showing durability and quality
Earths Got Style	Launch EcoFits with QR impact tags	Reels + Pop-up Booths	This tee saved 600L water
Wear Your Run	Athleisure worn in motion + ad.	Shorts + Day-in-life reels	Dancers, skaters, creators leveraging street fit
Tide Tested	Advertisement campaign	YouTube Ads ,OTT Platforms , Spotify Audio Ads , Instagram, facebook	Speed You Can Trust. Quality You Can Feel.
Campus Trend	Sponsor fests + fashion shows	Colleges in different regions	Promotion through word of mouth
AI Personalization & Size-Match	Personalized shopping experience & fit-check tool	Website & Mobile App (with data analytics dashboards)	Find your perfect fit with AI. Try before you buy virtually! Boosts confidence & reduces returns

Integrated Campaigns Overview

- Fit drops + UGC via micro/mid-tier influencers (₹50K–2L/post)
- Branded Reel templates, filters, beat packs
- Weekly contest winner features
- Launch MyTide Looks (personalized shopping feed reshared on IG)

Why This Works

- Tackles real product and experience gaps
- Activates both online and offline audiences
- Aligns with Gen Z/Millennial culture and values
- Boosts trust, loyalty, and digital engagement
- Converts attention to action with personalization + social proof

BUDGET PLANNING				
Campaign	Budget (₹)	Detailed Key Cost Components		Reach Estimate
		Component	Cost	
Trend Drop Rap "Big Style. Small Price."	₹36,50,000	Total prize pool (₹50K winner + ₹10K × 10 hampers)	₹1.5L	~9M–10M views ,~3–5K entries
		15 collabs with Rapper and hiphop influencers (₹1L each+2L X 2 for 2big creator)	₹17L	
		Reel boosting, Shorts ads & challenge promotion (YouTube + Insta, ~₹0.20/view)	₹18L	
Style That Lasts	₹50,00,000	30 mid-tier influencers (₹1L each)	₹30L	~7M–9M views + increased brand perception on durability
		for clothing kits (₹10K each × 30)	₹3L	
		Promotion (Reels boost, paid reach across carousels, stories, email remarketing)	₹17L	
Earths Got Style	₹75,00,000	Partner with Grow-Trees.com to plant 5,000 trees, representing each “fit” not produced. Branded digital certificates + QR-based dashboards.	₹7.5L	~5,000 QR scans & shares
		Pan-India college contest: upcycle old/waste clothes into runway-ready outfits. Winners featured in brand content.	₹5L	~150 entries + ~500K UGC views
		Sponsored content on remixing old clothes: tailoring, dyeing, styling. Shot with stylists + UGC collabs.	₹5L	~1.5–2M views
		4 eco-themed fashion booths at malls or festivals. Upcycled installations, DIY styling corners, impact exhibits.	₹15L	~1.5L in-person + 2M+ social views
		For QR code tags (₹8 per tag printed, linked to impact data)	₹4L	~20,000 scans
		Partner with eco-fashion creators on Reels, YT, and thrift hacks. ₹1L each.	₹20L	~5M+ combined reach
		Showcase thrifted/upcycled pieces from creators & winners, styled + shared via carousel posts and tagged shop pages.	₹5L	~1M impressions
		Paid boosting of eco-reels, thrift movement, QR impact stories. Avg ₹0.20 per view.	13.5L	~6.5–7M views
Wear Your Run	₹65,00,000	For 40 active creators (₹1L each – dancers, skaters, delivery bikers, stylists)	₹40L	10M–12M views
		for fit kits (₹10K × 40)	₹4L	
		For location shooting (gyms, metro rides, street style with camera crew)	₹6L	
		For YouTube Shorts & IG Reels push (₹0.25/view avg)	₹15L	

Campaign	Budget (₹)	Detailed Key Cost Components		Reach Estimate
		Component	Cost	
Tide Tested	₹1,45,00,000	30-sec pro ads: 1 casual, 1 lifestyle, 1 packaging-focused	₹10L	~10M owned views across platforms
		₹0.20/view for bumper + skippable ads (~3 Cr views)	₹60L	~3 Cr views
		JioCinema, MX Player, Hotstar: banners + 10-sec non-skips	₹35L	~1.5–2 Cr views
		15–30 sec audio placements	₹20L	~30L listens
		Carousels + CTA links for conversion, retargeting	₹20L	~1.5 Cr impressions
Campus Trend	₹86,00,000	120 colleges × ₹20K – fest partnerships, fashion shows, logistics	₹24L	~1.2L–2L students in-person
		5,000 TrendTide tees @ ₹500 (new FreshFitSzn line)	₹25L	~5M social media UGC impressions
		Setup, branding booth, mic events, contest zones	₹15L	~1L–1.2L attendees
		120 students @ ₹10K for promo/UGC/influencer shoutouts	₹12L	~3M–4M youth reach
		Editing & boosting best youth content	₹10L	~1M views
Contingency + Analytics	₹35,00,000	- Performance dashboards (Meta + Google), WhatsApp CRM, micro-attribution, campaign reallocation buffer, feedback loop systems	30L+ 5L	
Total	4,92,50,000			