

# TrendTide Revival Strategy

*Big Style. Small Price. Future-Fit*

**PRESENTER**

SUBHRANIL SAHOO

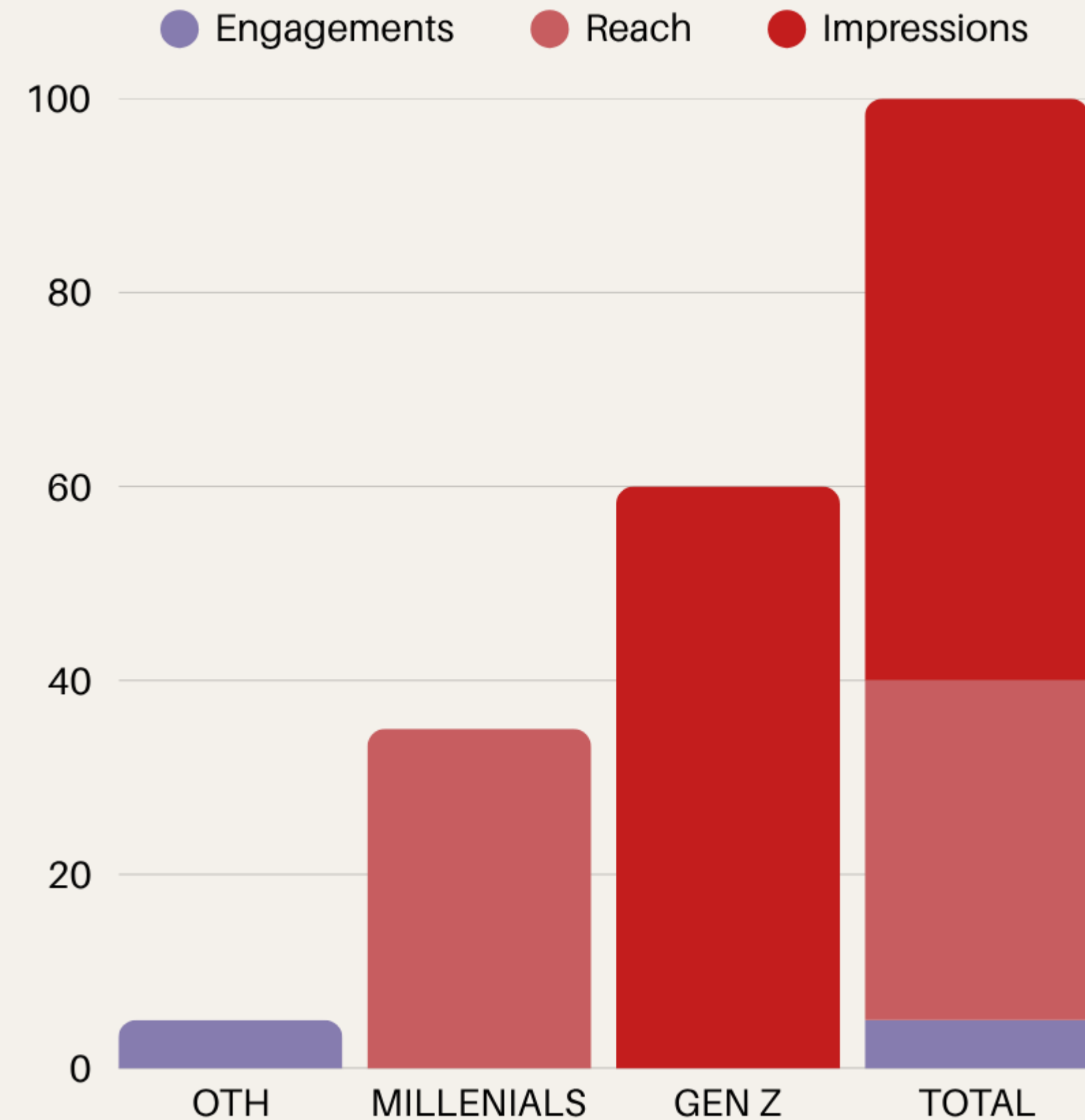


# Problem & Market Insight

- 22% revenue drop, churn at 45%
- Poor quality (50%) and outdated designs (35%)
- Low IG engagement (1.2%) vs. industry avg (3.5%)
- Gen Z & Millennials demand ethics, fit, culture
- Competitors win via sustainability, flash sales, UGC

# Targeting & Positioning

- Gen Z: expressive, ethical, content creators
- Millennials: trust, value, quality-driven
- Positioning: Fashion that lasts, fits, and matters
- Strategy: fix core issues, lead with culture, sell through creators





# Campaign Rollout (Events)

Campaign	Focus	Tactic
TrendDrop Rap	Design refresh	1-min reels, Gen Z rap + ₹10K rewards
Style That Lasts	Quality trust	Creator-led durability demos
EarthsGotStyle	Eco engagement	QR tags + college thrift contests
Wear Your Run	Athleisure visibility	Street/motion creator shorts
Tide Tested	Speed + reliability	OTT, YT, Spotify ads
Campus Trend	College UGC + trials	120 fests + ambassador drives
AI Fit Experience	Sizing trust + UGC	Try-before-buy, MyTide Looks shares



# Creative Element – TrendDrop Rap

- Connecting with new and enthusiastic audience
- Rewards + creator collabs for virality
- "Big Style. Small Price." as campaign hook
- Target: 10M views, 3%+ IG engagement



# KPIs & Closing

- IG ER: 1.2% → 3.5%
- Churn: 45% → <30%
- Bounce rate: 65% → <45%
- Sustainable line: ₹1.67 Cr → ₹3.5 Cr
- Conversion rate: 1.8% → ≥3%



We're not following  
trends — we're setting  
them