

TrendTide Clothing Co.

Campaign Brief

Campaign Name: TrendTide ReVibe Revolution

Objective: Reverse TrendTide's 22% sales decline and 45% customer churn by repositioning the brand as a leader in sustainable, inclusive, and trendy fast fashion, targeting Gen Z (60%) and Millennials (35%) to regain market share in the ₹400 crore market.

Target Audience:

1. **Demographics:**

- Age: 60% Gen Z (18-24), 35% Millennials (25-34), 5% others.
- Gender: 65% female, 30% male, 5% non-binary.
- Income: 70% ₹2-5 lakh, 20% <₹2 lakh, 10% >₹5 lakh.
- Location: 75% urban (Mumbai, Delhi, Bangalore, etc.).

2. **Behaviour:** Gen Z prioritizes sustainability (62%) and inclusivity (25% demand broader sizing); Millennials seek value-driven purchases (70% price-sensitive due to 5-6% inflation). Both value trendy designs (35% cite outdated designs as an issue) and ethical brands.

Unique Selling Proposition (USP):

"TrendTide: Sustainable Style, Your Way – Affordable, Inclusive, and On-Trend."

This USP addresses key pain points:

- **Quality Issues (50% feedback):** Enhanced quality control with a "Quality Promise" guarantee.
- **Outdated Designs (35%):** K-pop and urban-inspired sustainable collections.
- **Sustainability (30%):** Organic cotton and recycled polyester products.
- **Inclusivity (25%):** Gender-neutral designs and XS-4XL sizing.
- **Price Sensitivity:** Affordable pricing (₹1,100 average order value) with exclusive discounts.

Key Differentiators:

- **Virtual Try-On AR Filter:** An Instagram AR filter letting users virtually try on TrendTide's sustainable athleisure and kurtas, gamifying the shopping experience and showcasing inclusivity.
- **Eco-Trend Tracker:** A social media series highlighting Gen Z's favourite sustainable fashion trends, crowdsourced via polls, making TrendTide a trendsetter.
- **#ReVibeYourVibe Hashtag:** A bold, youth-driven hashtag tying all tactics together, encouraging viral participation and community pride in ethical fashion.

Marketing Tactics:

1. **TrendTide GreenStyle Challenge (Instagram):** Invite Gen Z and Millennials to create Reels showcasing sustainable outfits (Sustainable Line, Athleisure) with #ReVibeYourVibe. Partner with 15 micro-influencers (10,000-50,000 followers, ₹50,000-₹2 lakh/post) for eco-conscious K-pop styling. Prizes: ₹5,000 vouchers for top 10 entries, sustainable tote bags for 50 runners-up. Addresses 30% sustainability and 35% design feedback.
2. **TrendTide Campus Connect Referral Program:** Target urban college students (Gen Z) with a referral program offering 15% off (up to ₹500) for referrers and 10% off for friends on ₹1,000+ purchases. Promote via 10 college influencers and QR-coded flyers at festivals. Tackles 20% website visitor decline and 1.8% conversion rate.

3. **TrendTide Flash Drop (Limited-Edition):** Launch a 24-hour flash sale of 1,000 sustainable K-pop-inspired hoodies and kurtas (XS-4XL, ₹1,500-₹2,000) with 20% off. Gamify with free totes for the first 100 buyers and a ₹5,000 voucher raffle. Inspired by VibeVogue's flash sales.
4. **Style Swap Pop-Up Events:** Host 5 mall-based pop-ups in Mumbai, Delhi, and Bangalore for swapping used TrendTide clothes for 15% off new sustainable lines. Features upcycling workshops and K-pop styling sessions. Inspired by ThriftTrend's "Swap & Style" (5,000 attendees/event).
5. **AI-Driven Style Quiz:** An online quiz recommending personalized, sustainable, and inclusive outfits, offering 10% off for completion. Addresses 25% inclusivity needs and 65% website bounce rate.

Budget Allocation (Based on Marketing Strategies)

Category	Amount (₹ Cr)	Percentage	Justification
Sustainable Line	2	40%	Funds “TrendTide GreenStyle Challenge” (₹75 lakh), “TrendTide Flash Drop” promotion (₹50 lakh), Eco-Trend Tracker series (₹50 lakh), and Sustainable Line influencer campaign (₹25 lakh) to promote eco-friendly products, leveraging 20% market growth and addressing 30% sustainability and 25% inclusivity demands.
Athleisure	1.5	30%	Supports “TrendTide Campus Connect” promotions and K-pop-inspired athleisure designs for 15% market growth, addressing 35% outdated design feedback and 25% inclusivity needs.
Digital Marketing	1	20%	Covers “AI-Driven Style Quiz” (₹50 lakh), “TrendTide GreenStyle Challenge” ads (₹25 lakh), “TrendTide Flash Drop” landing page (₹25 lakh), and AR filter development to boost 1.2% Instagram engagement to 3.5% and reduce 65% bounce rate.
Offline Events	0.75	15%	Funds “StyleSwap” pop-up events (₹75 lakh) for community engagement, inspired by ThriftTrend, to drive 15,000-20,000 attendees and 5-7% in-store sales uplift.
Loyalty Program	0.75	15%	Supports “Quality Promise” loyalty program (₹75 lakh) with free repairs and points for purchases to address 45% churn and 50% quality complaints, boosting retention by 10%.