

Phase 1: Brand Management Strategy

Brand Awareness Campaign



Online Tactic: “TrendTide ReVibe” Influencer Instagram Reels Campaign

Launch “TrendTide ReVibe,” a campaign with 20 micro- and mid-tier influencers (10,000–50,000 followers) creating Instagram Reels that showcase TrendTide’s new sustainable and inclusive collections (e.g., organic cotton kurtas, gender-neutral athleisure in XS–4XL), integrating K-pop dance challenges and eco-friendly messaging.

Execution:

- **Content:** Reels featuring TrendTide outfits in urban settings, with a call-to-action to shop online.
- **Targeting:** Gen Z (60%) and Millennials (35%), focusing on urban consumers (75%).
- **Budget:** ₹1 crore for influencer partnerships and ad amplification.

Expected Impact: Boost Instagram engagement to 3% and increase monthly site traffic by 10% (to 198,000 visitors).



Engagement Strategy:

AI-Driven Personalized Style Quiz

Launch an AI-powered “TrendTide Style Quiz” on the e-commerce site to generate personalized product recommendations for Gen Z (60%) and Millennials (35%), addressing outdated designs (35%) and inclusivity (25%) concerns.

Execution:

- **Integration:** Website quiz promoted through Instagram/TikTok ads (₹25 lakh).
- **Incentive:** 10% discount for quiz participants.
- **Budget:** ₹50 lakh (10% of budget) for AI development, integration, and promotion.

Expected Impact: Reduce bounce rate to 50%, increase conversion to 2.5%, and boost online sales by ₹1 crore.

Offline Tactic:

“StyleSwap” Pop-Up Events

Host “StyleSwap” pop-ups in high-traffic malls across Mumbai, Delhi, and Bangalore, where customers swap gently used TrendTide clothes for discounts on new sustainable and inclusive collections.

Execution:

- **Event Structure:** 5 urban mall pop-ups with live styling, upcycling workshops, and previews of K-pop-inspired and organic lines. Offers: 15% off swapped items, 20% off for first-time buyers.
- **Promotion:** Instagram/TikTok campaigns (#StyleSwapTrendTide) and college influencer partnerships to draw Gen Z (60%).
- **Budget:** ₹75 lakh for event logistics and discounts.

Expected Impact: 15,000–20,000 attendees overall, 5–7% boost in local in-store sales.

Retention Strategy:

“Quality Promise” Loyalty Program

Introduce a loyalty program rewarding purchases, reviews, and shares with points for discounts and exclusive sustainable products. Includes a free repair service to address 50% of complaints about quality.

Execution:

- **Program:** 10 points per ₹1,000 spent; 100 points = ₹500 off or a sustainable accessory.
- **Free Repairs:** For stitching/fit issues within 90 days.
- **Promotion:** Email campaigns, Instagram Stories, and in-store signage.
- **Budget:** ₹50 lakh (10% of budget) for CRM software, repairs, and promotion.

Expected Impact: Lower churn from 45% to 35% and increase retention by 10%, adding ₹0.6–1 crore in revenue.

Phase 2: Growth Strategy Execution

Customer Acquisition: "TrendTide Campus Connect" Referral Program

Launch a referral program targeting Gen Z in Mumbai, Delhi, and Bangalore colleges. Students refer friends to TrendTide's e-commerce platform for discounts on sustainable and inclusive collections, addressing 30% demand for eco-friendly materials and 35% feedback on outdated designs.

Execution:

- Mechanics: Students share a referral code; referrers get 15% off (up to ₹500), and referred friends get 10% off their first ₹1,000+ purchase.
- Promotion: Partner with 10 college influencers (₹3 lakh average) for TikTok and Instagram campaigns, and distribute QR-coded flyers at 10 colleges during festivals.
- Budget: ₹50 lakh (10% of ₹5 crore) for influencers, flyers, and discounts.

Expected Impact:

- Gain 10,000 new customers in 6 months.
- Increase website traffic by 8% (to ~194,400 monthly visitors).
- Add ₹1 crore in online revenue.



Growth Hacking: "TrendTide Flash Drop" Limited-Edition Sustainable Collection

Launch a 24-hour "TrendTide Flash Drop" featuring 1,000 limited-edition sustainable pieces—organic cotton K-pop-inspired hoodies and gender-neutral kurtas in XS–4XL sizes. The 20% discount creates urgency and exclusivity, inspired by VibeVogue's flash sale success.

Execution:

- Products: 500 athleisure hoodies and 500 kurtas, priced at ₹1,500–₹2,000, meeting demand for sustainability (30%) and inclusivity (25%).
- Promotion:
 - Teasers and countdowns on TikTok and Instagram by 15 micro-influencers (₹50,000/post).
 - Landing page with pre-registration and push notifications to 180,000 existing customers.
- Gamification:
 - First 100 buyers get a free recycled tote bag (₹200/unit).
 - All buyers enter a raffle for a ₹5,000 voucher.

Expected Impact:

- Sell out 1,000 units in 24 hours (₹1.5–2 crore revenue).
- Boost engagement to 3% on Instagram and 2.5% on TikTok.
- Attract 15,000 new website visitors, contributing to a 7% overall sales uplift (~₹1.4 crore).

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PHASE 3: SOCIAL MEDIA ANALYSIS

Tactic to Improve Engagement: "TrendTide GreenStyle Challenge"



Execution:

- Content Creation:** Influencers post Reels with #TrendTideGreenStyle, showcasing sustainable outfits and encouraging followers to join the challenge. TrendTide reposts top entries to its 140,000 followers.
- Promotion:** Amplify via Instagram Stories, paid ads (₹10 lakh), and cross-promotion on TikTok (50,000 followers, 2% engagement) to maximize reach.
- Tracking:** Use Instagram Insights to monitor engagement (likes, comments, shares) and website analytics to track traffic and conversions.

SMART Goals



Competitive Benchmarking

Market Share Comparison

- TrendTide:** 5% (₹20 crore revenue), down from 7.6% in 2022.
- ZestWear:** 15.49% (₹61.96 crore), market leader.
- Analysis:** TrendTide's lower share reflects challenges with quality, outdated designs, and lack of sustainability, while ZestWear's success is driven by its sustainable, inclusive offerings.

Instagram Engagement Comparison

- TrendTide:** 1.2% engagement, 140,000 followers (12% decline).
- ZestWear:** 4.5% engagement, 600,000 followers.
- Analysis:** ZestWear's higher engagement comes from influencer-driven campaigns (e.g., "GreenVibe") and better content targeting, while TrendTide struggles with outdated content and low click-through rates.

Tactic to Close the Engagement Gap:

Collaborative Instagram Live Styling Sessions

Host weekly Instagram Live sessions with micro-influencers (10,000–50,000 followers) and TrendTide's design team to showcase real-time styling of sustainable and inclusive collections, directly addressing 25% inclusivity and 30% sustainability demand.

Execution:

- Content:** 30-minute sessions with 2–3 influencers styling gender-neutral athleisure and organic cotton pieces. Includes audience Q&A and exclusive 10% discount codes for live viewers.
- Promotion:** Instagram Stories, posts, targeted ads (₹15 lakh), and cross-promotion on TikTok.
- Schedule:** 12 sessions over 3 months, each highlighting different collections.
- Budget:** ₹40 lakh (8% of budget): ₹25 lakh for influencers, ₹10 lakh for ads, ₹5 lakh for production.

Expected Impact:

- Boost Instagram engagement to 4% within 3 months.
- Attract 60,000–84,000 total viewers.
- Raise conversion rate to 2.8% and lift online sales by ₹1–1.4 crore (5–7% increase).



Phase 4: BCG Matrix Analysis

1. Casual Wear (Dog)

- Analysis:** low growth rate and low relative market share. Quality issues (50% of feedback) and outdated designs.
- Strategy:** **Harvest or Divest.** Focus on improving quality to stabilize revenue without significant marketing spend. Transition resources to high-growth categories.

2. Party Wear (Dog)



- Analysis:** Moderate growth rate and low market share. Consumer feedback highlights outdated designs and lack of inclusivity (25% demand broader sizing).
- Strategy:** **Harvest.** Minimize marketing spend and streamline operations to maintain profitability. Introduce limited-edition, trend-aligned collections to test demand without heavy investment.

MARKET GROWTH



CATEGORY	MARKET GROWTH RATE	RELATIVE MARKET SHARE
Casual Wear	Low (5%)	Low (0.49)
Party Wear	Low (10%)	Low (0.45)
Athleisure	High (15%)	Low (0.36)
Accessories	Low (8%)	Low (0.27)
Sustainable Line	High (20%)	Low (0.27)

3. Athleisure (Question Mark)

- Analysis:** high growth rate but low market share.
- Strategy:** **Build. Invest** heavily to capture market share in this high-growth segment. Develop trendy, inclusive athleisure lines (e.g., gender-neutral designs, XS-4XL sizing) and partner with micro-influencers on Instagram.

4. Accessories (Dog)

- Analysis:** low growth rate and low market share. Limited consumer feedback specific to accessories suggests low priority.
- Strategy:** **Divest.** Phase out or minimize investment in this category, redirecting resources. Maintain minimal stock to avoid losses.



5. Sustainable Line (Question Mark)

- Analysis:** the highest growth rate but low market share. Consumer demand for sustainability (30% requesting eco-friendly materials) and competitors like ThriftTrend (80% upcycled inventory) highlight potential.
- Strategy:** **Build. Invest** significantly in expanding the sustainable line with organic cotton and recycled polyester products. Launch a "GreenTrend" campaign with mid-tier influencers (₹50,000-₹2 lakh per post) to boost engagement, targeting Gen Z's 62% sustainability priority. Improve inclusivity with broader sizing.

BUDGET ALLOCATION

Category	Amount (₹ Cr)	Percentage	Justification
Sustainable Line	2.25	45%	Allocate funds for a "GreenTrend" campaign using mid-tier influencers (₹50,000-₹2 lakh per post) to target Gen Z's 62% sustainability priority, and develop organic cotton/recycled polyester products with inclusive sizing.
Athleisure	1.75	35%	Invest in micro-influencer Instagram Reels (10,000-50,000 followers) and K-pop-inspired designs to boost engagement (1.2% to 4.5% benchmark) and address inclusivity demands (25% feedback).
Digital Marketing	0.75	15%	Cross-category support to improve Instagram/TikTok engagement (1.2% to 4.5%) and website performance (reduce 65% bounce rate, increase 1.8% conversion rate). Funds for programmatic ads, mobile optimization, and AI-driven personalization to compete with ZestWear's e-commerce platform.
Casual Wear	0.15	3%	Minimal spend on targeted social media ads to maintain brand presence and stabilize revenue without significant investment.
Party Wear	0.1	2%	Limited investment in small-scale flash sales to test demand for trend-aligned collections.

Phase 5: Porter's Five Forces Analysis

1 Threat of New Entrants

Moderate to High

Barriers to entry:

- Moderate startup costs
- Access to suppliers is fairly open.
- Technology barriers are low-easy access e-commerce tools.
- Brand differentiation is weak

Impact on TrendTide:

- allows new & agile entrants like ThriftTrend to establish a niche .



2 Bargaining Power of Buyers

High

Trends:

- High price sensitivity due to inflation
- Strong preference for sustainability.
- Demand for inclusivity (sizing & gender-neutral designs).

Impact on TrendTide:

- Buyers can easily switch to competitors like ZestWear & VibeVogue.
- Their demands directly impact TrendTide's product relevance and pricing strategies.



3 Threat of Substitutes

Moderate

Substitutes:

- Local boutiques and international brands like H&M, which offer affordable and trendy options.
- Second-hand and thrift options.
- DIY/Upcycling movements among Gen Z .

Impact on TrendTide:

- numerous alternatives for affordable fashion that align better with sustainability and inclusivity demands.
- TrendTide's lack of differentiation leaves it exposed to these substitutes.



4 Bargaining Power of Suppliers

Moderate

Suppliers:

- Domestic (Surat) and international (Vietnam) sources.
- Quality control challenges–50% of feedback cites poor stitching and fabric durability.

Impact on TrendTide:

- Quality issues (linked to inconsistent supplier oversight) erode customer trust and increase churn (currently 45%).
- Suppliers have some leverage due to TrendTide's need for affordable manufacturing.



5 Competitive Rivalry

Very High

Key Competitors:

- ZestWear (15.49% market share)
- VibeVogue (10.33%)
- ThriftTrend (5.16%)
- TrendTide has only 5% market share (down from 7.6% in 2022).

Impact on TrendTide:

- Highly competitive market with aggressive social media marketing and differentiated offerings.
- Competitors have higher engagement rates (ZestWear: 4.5%, VibeVogue: 6%) compared to TrendTide's 1.2%.

