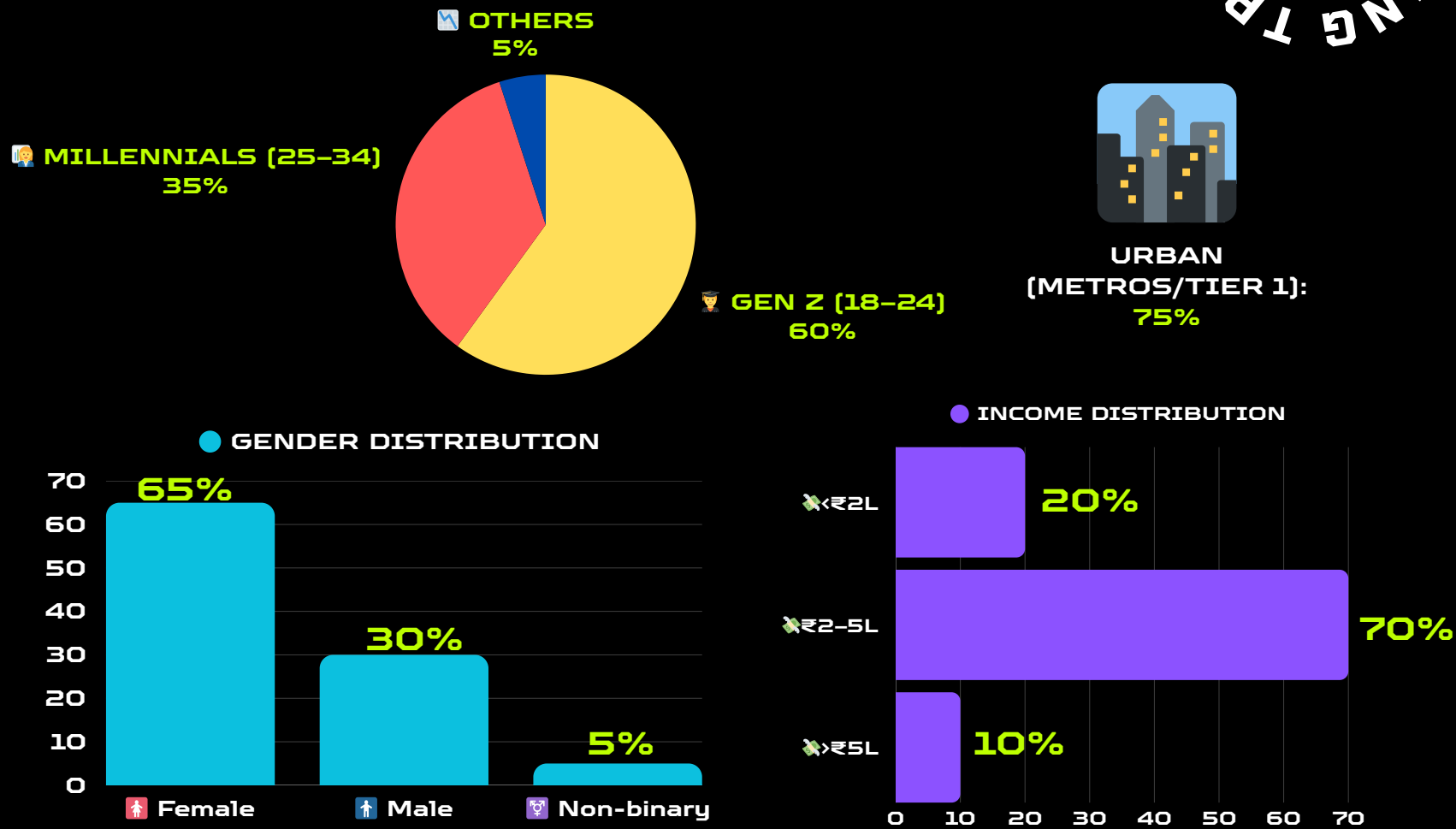## CAMPAIGN NAME: #OWNYOURVIBE

VISION: EMPOWER INDIA'S YOUTH TO EXPRESS THEIR INDIVIDUALITY THROUGH FASHION THAT'S TRENDY, INCLUSIVE, SUSTAINABLE, AFFORDABLE, AND TECH-ENABLED.

TARGET AUDIENCE

- 🧑 OTHERS 5%
- 🧑 MILLENNIALS (25–34) 35%
- 🏆 GEN Z (18–24) 60%

URBAN (METROS/TIER 1): 75%

GENDER DISTRIBUTION
- 🧍‍♀️ Female 65%
- 🧍‍♂️ Male 30%
- 🧍 Non-binary 5%

INCOME DISTRIBUTION
- 💰<₹2L 20%
- 💰₹2–5L 70%
- 💰>₹5L 10%

MARKETING TACTICS

1. **#TRENDTRIBE WEEKLY DROPS + INFLUENCER CAMPAIGNS:** 30+ MICRO-INFLUENCERS PROMOTE DROPS WITH REELS, STORIES, AND TREND CHALLENGES.
2. **UGC-DRIVEN SHOPPING EXPERIENCE:** CUSTOMER-CREATED 10–15 SEC VIDEOS SHOWCASED ON PRODUCT PAGES AND STYLE GALLERIES.
3. **COMMUNITY POP-UP LABS & CULTURAL FESTS:** ANNUAL EXPERIENTIAL EVENTS IN METROS (DELHI, MUMBAI) TAILORED FOR GEN Z, LGBTQ+ AUDIENCES, AND MILLENNIALS. FEATURES TRENDTIDE POP-UPS (PLUS-SIZE, PRIDE, SUSTAINABLE), AR STYLING BOOTHS, THRIFT CORNERS, AND LOCAL ARTIST PLATFORMS.
4. **DUAL CAMPAIGNS – #OWNYOURVIBE & #OWNYOURIMPACT:** STORYTELLING AROUND INCLUSIVITY AND SUSTAINABILITY WITH REAL CUSTOMERS AND CREATORS.
5. **AI STYLING ENGINE + VISUAL SEARCH:** DATA-BACKED PERSONAL STYLING AND DISCOVERY VIA IMAGE UPLOADS.

UNIQUE SELLING PROPOSITION (USP) & KEY DIFFERENTIATORS

🔥 **#OWNYOURVIBE – A DATA-DRIVEN, COMMUNITY-LED MOVEMENT**
NOT JUST A LABEL – IT'S A FASHION ECOSYSTEM POWERED BY AI, SOCIAL LISTENING, AND REAL PEOPLE.
- WEEKLY #TRENDTRIBE DROPS EVERY FRIDAY BASED ON TIKTOK & INSTAGRAM INSIGHTS
- COMMUNITY-LED DESIGN VIA POLLS AND VOTES ON UPCOMING COLLECTIONS
- REFLECTS WHAT'S TRENDING NOW WHILE MAKING USERS CO-CREATORS

🧠 **TECH-ENABLED PERSONALIZATION & IMMERSIVE SHOPPING**
TRENDTIDE REDEFINES DIGITAL RETAIL THROUGH SMART FASHION TECH:
- AI-POWERED PERSONAL STYLING + VISUAL SEARCH TO MATCH YOUR VIBE
- AR/VR VIRTUAL TRY-ONS TO BOOST CONFIDENCE, CONVERSIONS & REDUCE RETURNS

🌈 **RADICALLY INCLUSIVE PRODUCT STRATEGY**
FASHION FOR EVERY BODY, IDENTITY, AND MOOD – NO COMPROMISES.
- PLUS-SIZE LINE (XS–6XL) WITH DIVERSE BODY-POSITIVE INFLUENCERS
- GENDER-FLUID FASHION (25% DEMAND) WITH #PRIDEWITHTRENDTIDE – BEYOND JUNE
- NEW INCLUSIVE ATHLEISURE LINE IN ALL SIZES – TAPPING BOOMING CATEGORY

✅ **"TRENDTIDE ASSURED" QUALITY PROMISE**
SOLVES TOP CHURN REASONS: POOR QUALITY (50%) & DISSATISFACTION (45%).
- STRICT QC + 30-DAY REPLACEMENT FOR ANY QUALITY ISSUE
- AGILE INDIA-BASED PRODUCTION (15-DAY) + SCALABLE VIETNAM UNITS FOR CONSISTENCY
- TRANSPARENT MATERIAL SOURCING AND DURABILITY BUILT-IN

🌱 **AFFORDABILITY, SUSTAINABILITY & SPEED – NO TRADE-OFFS**
- "TRENDTIDE IMPACT LINE": MADE WITH ORGANIC, RECYCLED, AND UPCYCLED MATERIALS
- 1% OF EVERY ORDER FUNDS TREE-PLANTING INITIATIVES
- LOWER PRICES THAN ZESTWEAR, YET TRENDIER & GREENER
- 2-HOUR/SAME-DAY DELIVERY IN METROS VIA STORE HUBS = INSTANT GRATIFICATION
- 24/7 SUPPORT + "TRENDPERKS" LOYALTY REWARDS FOR RETENTION & ADVOCACY

MARKETING TACTICS	"TRENTRIBE DROPS" & SCALED INFLUENCER MARKETING	ELEVATED UGC SHOPPING & LOYALTY INTEGRARTION	"VIBEFEST" - POPUP LABS & CULTURAL FESTS	"IMPACT & INCLUSION" STORYTELLING CAMPAIGNS	ENHANCED AI STYLING ENGINE & VISUAL SEARCH MARKETING
KEY DESCRIPTION	AGGRESSIVE PROMOTION OF WEEKLY "TRENDTRIBE" DROPS. EXPAND FROM MICRO-INFLUENCERS TO TIER 1-2 INFLUENCERS AND CELEBRITY COLLABORATIONS LEVERAGING REELS, STORIES, AND TREND CHALLENGES.	SHOPPABLE UGC GALLERIES ON PDPS, INCENTIVIZED VIA "TRENDPERKS" LOYALTY PROGRAM.	ANNUAL MEGA EXPERIENTIAL EVENTS & BI-ANNUAL MINI POP-UPS FEATURING AR STYLING, THRIFT BOOTHS, ARTISTS.	DUAL CAMPAIGNS – #OWNYOURVIBE & #OWNYOURIMPACT – FOR SUSTAINABILITY, INCLUSIVITY, AND REAL STORIES.	MARKET AI FEATURES THROUGH SOCIAL EXPLAINERS, IN-APP PROMPTS, COLLABS WITH TECH CREATORS.
CATEGORY FOCUS	PARTY WEAR, CASUAL WEAR, ATHLEISURE	ALL CATEGORIES	ALL CATEGORIES	SUSTAINABLE LINE	ALL CATEGORIES
IMPACT AREAS & PAIN POINTS ADDRESSED	ENHANCES PRODUCT DISCOVERY, BUILDS TRUST THROUGH DIVERSE INFLUENCER CONTENT, COUNTERS NEGATIVE PERCEPTIONS.	SHOWCASES REAL CUSTOMERS, INCREASES TRUST, IMPROVES CONVERSION, BOOSTS RETENTION VIA COMMUNITY.	BUILDS COMMUNITY, FACE-TO-FACE QUALITY ASSURANCE, BOOSTS EMOTIONAL LOYALTY AND INCLUSIVITY.	BUILDS BRAND TRUST, HIGHLIGHTS VALUES GEN Z CARES ABOUT, SHOWCASES REAL, INCLUSIVE STORIES.	PERSONALIZED DISCOVERY, REDUCED DECISION FATIGUE, HIGHER SATISFACTION, BETTER FIT.
KPIS & METRICS	50M+ IMPRESSIONS/Q 3–5% ENGAGEMENT +20% SOCIAL TRAFFIC 1.5%+ CONVERSION ON TAGGED ITEMS	10% UGC SUBMISSION RATE +2% UGC CONVERSION +15% PDP TIME +5% RETENTION	10K+ FOOTFALL 5% ON-SITE SALES 20M+ HASHTAG REACH NEW CUSTOMER ACQUISITION	+10% POSITIVE SENTIMENT +15% SUSTAINABLE SALES CAMPAIGN REACH & PR	25% AI TOOL USAGE +2% AI CONVERSION APP TIME & VISUAL SEARCH RATES
TIMELINES	WEEKLY DROPS & QUARTERLY CELEB/INCLUSIVE CAMPAIGNS (E.G., Q1: ATHLEISURE LAUNCH, Q2: PRIDE MONTH, Q3: FESTIVE COLLECTIONS)	ALWAYS-ON QUARTERLY UPDATES	ANNUAL FLAGSHIP EVENTS (E.G., Q2-Q3); SMALLER POP-UP LABS (BI-ANNUALLY).	ONGOING (EVERGREEN CONTENT), WITH FOCUSED CAMPAIGNS DURING KEY MOMENTS (E.G., EARTH DAY, PRIDE MONTH, DIWALI).	ONGOING FEATURE PROMOTION, WITH FOCUSED MARKETING PUSHES DURING PRODUCT LAUNCHES OR APP UPDATES.
BUDGET %	35% (1.75CR)	15% (0.75CR)	20% (1CR)	20% (0.75CR)	10% (0.5CR)