

Campaign Brief

To revitalize TrendTide's sales and enhance customer awareness, the following two campaigns are proposed:

1. **Style by Destination:** A digital-first campaign that inspires customers to curate outfits based on their travel destinations. Participants share their styled looks on social media, tagging the brand. Lucky winners receive free trips or stays, turning every journey into a fashion moment.
2. **Remake the Rack:** A hybrid campaign that invites customers to upcycle TrendTide's existing inventory into personalized fashion pieces. Participants share their creations online and keep their redesigned outfits.

Target Audience: The following table gives the Goals and Pain Points of the target audience of the Campaign.

Name, Age	Interests and Engagements	Motivations	Pain Points
Neha, 24	She loves traveling and Adventure. She works in an NGO.	<ul style="list-style-type: none">- To find clothes made from sustainable materials or up-cycled fabrics.- To get outfit inspiration based on the travel destination.	<ul style="list-style-type: none">- Unsure about what types of clothing are suitable for specific destinations and how to style them.- Limited availability of options in the sustainable clothing section.
Ananya , 28	She loves to party and keeps her life updated on Instagram.	<ul style="list-style-type: none">- Follows fashion trends and enjoys trying new outfits for every occasion.- Wants to buy affordable clothes online for parties and trips.	<ul style="list-style-type: none">- Often has to wait for discounts to afford stylish clothing.- Doesn't want to repeat outfits already posted on Instagram.- Struggles to find clothes that fit her size.

Unique Selling Point: Through this revitalization TrendTide can offer experience-based clothing to customers, thereby differentiating its offering from its competitors.

Key Marketing Tactics:

- **Style By Destination Social Media Contest:** A Social Media Contest where participants share their styled looks on social media during their travel, tagging the brand.
- **Personalized Outfit Recommendation:** AI personalization feature on the website & in-store that suggests outfit inspirations based on user inputs (preferences , destination) offering a curated styling.
- **Free Trip and Hotel Discounts:** Collaborations with Travel and Hospitality Brands to provide discounts to users.
- **Remake the Rack Initiative:** An offline contest where participants up-cycle TrendTide's existing inventory into personalized fashion pieces.
- **Influencer Shoutouts & Ads:** Collaborating with social media influencers and streaming Ads to promote our brand, product, and service.