

TrendTide

Revitalizing the Brand with a ₹5 Crore
(~\$600,000) Marketing Campaign

Chitrabanu T



Meet Our Customers

Gen Z and Millennial prioritize ethical, sustainable, and inclusive fashion, valuing transparency, affordability, and trend — amid rising price sensitivity.

Neha, 24

She loves adventure and traveling. She works in an NGO.

Goals

- To find clothes made from sustainable materials or up-cycled fabrics.
- To get outfit inspiration based on the travel destination.

Pain Points

- 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 she keeps her life updated on Instagram.

Goals

- Follows fashion trends and enjoys trying new outfits for every occasion.
- Wants to buy affordable clothes online for parties and trips.

Pain Points

- 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.



TrendTide is losing momentum



Competitor - Market Share Analysis

What's Not

Working

22%

drop in Sales

2.6%

Decline in Market Share

15%

drop in Customer Satisfaction

45%

Customer Churn

Outdated Design

Lacking Sustainability & Inclusivity

Declining Product Quality

Under-performing Social Channels

Clunky User Experience

The

Strategy

Fast fashion often overlooks purpose-driven shoppers—those who dress for trips, events, and experiences. TrendTide can position itself as the go-to brand for Experience-based fashion, serving both everyday consumers and style-savvy individuals.

GenZs are taking at least one trip per year. For India's Gen Z travelers, music concerts and festivals—particularly K-pop concerts—are also gaining popularity, accounting for 38% of this growth.

Clothing
with
Purpose

Sustainable
and
Inclusive at
the Core

Commitment
to Quality

Personalized
Experience
through AI

The Campaign

Campaign	Focus	Creative Concept
Style by Destination	Engagement & Acquisition through travel fashion	“Fashion Meets the Journey”
Remake the Rack	Sustainability & Retention through up-cycling	“Old Love, New Looks”



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.

This initiative taps into the growing culture of travel and event-based spending. Insights from role-play consumer research revealed that shoppers frequently make fashion purchases specifically for trips—highlighting a key opportunity to connect with purpose-driven consumers.

Target Audience

- Age Group: Urban females aged 18–35
- Mindset: Adventurous and Trendy
- Values: Quality and affordability
- Pain Points: Difficulty finding affordable and occasion-specific fashion

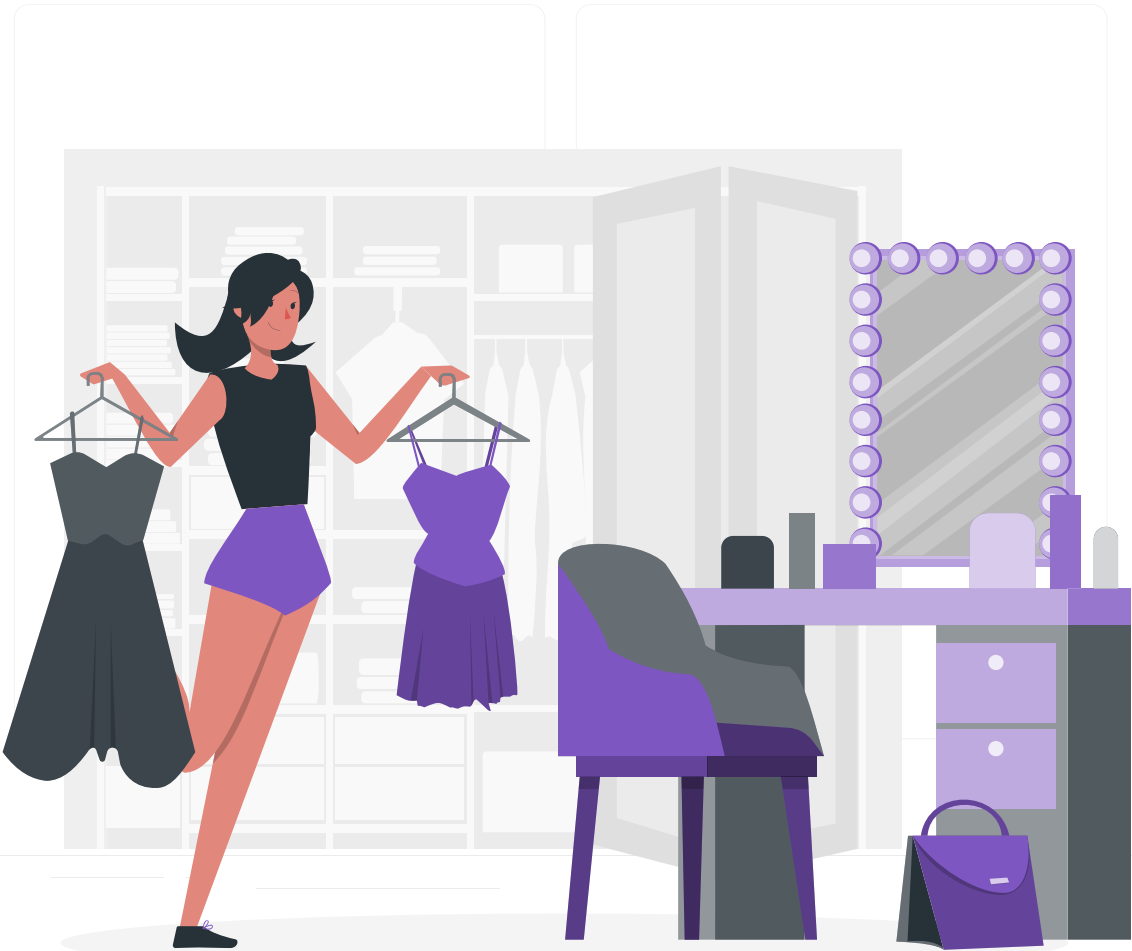
Remake the Rack

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.

This initiative boosts engagement across both offline (through creative upcycling events/pop-ups) and online (via social media sharing), while reinforcing the brand’s commitment to sustainability. Additionally, the campaign uses our outdated inventory thereby saving costs for our brand.

Target Audience

- Age Group: Urban females aged 18–24
- Mindset: Socially conscious and fashion-forward
- Values: Sustainability and inclusivity
- Pain Points: Limited availability of size-inclusive clothing and clothes made from sustainable materials



Campaign

Approaches

	Brand Awareness	Customer Acquisition	Customer Engagement	Customer Retention
Style By Destination Social Media Contest A Social Media Contest where participants share their styled looks on social media in 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.	✓	✓	✗	✗

Demo

The AI Personalization feature on website and in-store screens will curate outfits based on user's input. The demo demonstrates how a user navigates when seeking trip recommendations.

