

The brief for Trend Tide Clothing Co.

Campaign Name: Styled by Story

Target Audience:

Segment	Traits
Gen Z (18-24) - 60%	Seeks ethics, identity expression, sustainability
Millennials (25-34) - 35%	Price-sensitive, quality-focused, fashion-forward
Urban	Tech-savvy, responsive to digital campaigns

USP Unique selling proposition:

You wear what you shape - an expression woven by hands, built by purpose.

Consumer Pain Points tackled:

1. 35% design was not up to date → With the use of in app features customers can create their own design and have 3D virtual trials of the same.
2. Poor product quality for 50% of customers → No use of machines, products will be ethically hand woven by artisans.
3. 30% shareholder feedback is for sustainability → completely shifting focus to sustainability, every add to cart product shows the metrics by which you will be saving the environment.
4. 25% desire inclusivity → Unisex and customisable along with 10XL sizing are launched.

Campagian

1. Talk Your Tee – AI Chat for Custom Tees

Type your mood.

“It has a lavender short sleeve tee with a grunge skull transferred onto the back.”

2. Try Before You Fly – Virtual 3D Trials

Enter how tall you are and the shape of your body. Choose a model whose figure is like yours to see the best way the clothes look on a person with your features.

Less doubt. Less returns. More confidence.

3. Your Impact Pop-Up – Feel-Good Cart Moment

“By recycling, you gave food to a family and kept 2kg out of the landfill.”

The popup is quick to appear when you click add to cart.

4. Green Screen Moment – Conscious Checkout

Once you have bought something, the screen turns green.

You were able to influence the way things happen in life.

5. Eco Coins – Rewards for Good

Your actions around sustainability lead to eco coins being awarded to you.

Use them to order merch, take advantage of perks or give money to the streamers.

Category	Budget (₹)	Percentage (%)	Execution/Justification
Influencer Marketing	2.5 Cr	50%	- Partner with 100+ micro-influencers (10K-100K followers) across Instagram, TikTok, YouTube.
			- Collaborate with 10-15 macro influencers (500K+ followers) for high visibility.
			- Demo AI chatbox, 3D try-on, impact popups, eco coins.
			- Run promo codes and giveaways.
Social Media Marketing	1.5 Cr	30%	- Platforms: Instagram, TikTok, YouTube Shorts, Snapchat.
			- Content: Snackable videos showing chatbox, 3D try-on, impact popups, green screen.
			- UGC campaigns with hashtags (#YouWearWhatYouShape).
			- Paid ads to boost organic content.
			- Collaborate with trendsetters for viral content.
Brand Collaborations	80 Lakhs	16%	- Partner with eco-conscious brands (sneakers, water bottles, skincare).
			- Co-create limited edition capsule collections.
			- Cross-promote on social media, email, app.
			- Host pop-ups or virtual launch parties.
Experiential & PR	20 Lakhs	4%	- Host virtual launch events with live demos of chatbox and 3D trials.
			- Invite influencers, press, and customers.
			- PR outreach emphasizing innovation + social impact.
			- Use AR filters on Instagram & Snapchat.
Measurement & Optimization	Included		- Track campaign ROI via UTM links and affiliate codes.
			- Monthly spend pivot based on channel/influencer performance.
			- Gather ongoing customer feedback for messaging refinement.