

COURSE PROJECT

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LXMT 742-N01 | Fall 2022

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EXECUTIVE SUMMARY



We are pleased to introduce to you "The Xperience" Swimwear Collection by Savage X Fenty. The influence of creating a swimwear line derived from the brand already establishing a sense of comfortability meeting sex appeal in any environment. As a collective, we felt what better way to expand the brand's product categories. Currently, the brand's top strengths conclude with its strong online presence, marketing strategies, and ability to uphold its mission to serve an inclusive audience. Their most challenging threats are providing quality material that still fits their moderate pricing strategy and perfecting the product experience for accurate garment sizing. We have solidified a strategy to improve all areas while still including the strong points rooted in the brand.

To increase customer satisfaction and engagement, we have initiated a line of swimwear that focuses on materials that exhibit durability and style. The collection will be launched through an improved marketing strategy focusing on the brand's established relationship with media platforms and users. The collection will be viewed through several initiatives, with the priority focus being a limited edition pop-up shop in Miami, Florida.

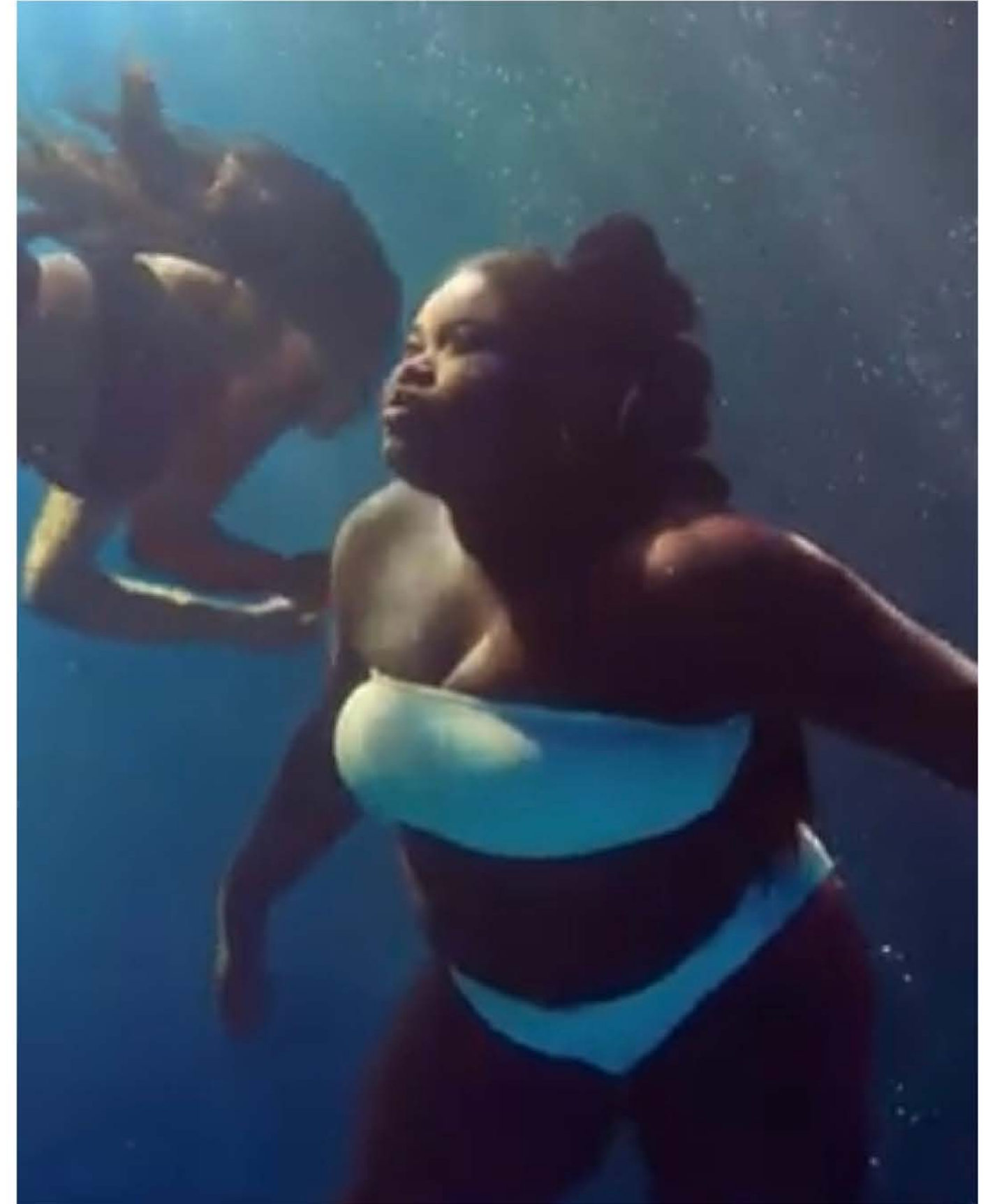
S A V A G E  F E N T Y

BRAND OVERVIEW

Sass and class, with all types of ass, is precisely what Savage x Fenty is. The brand dominated what the industry now calls "inclusivity" for all genders, shapes, sizes, and ethnicities of everyone to be comfortable, sexy, and trendy with all of their undergarments.

The name of the brand pays tribute to brand owner Robyn "Rihanna" Fenty's surname.

The brand was established in May 2018 by Rihanna in partnership with TechStyle Fashion Group. However, Savage x Fenty and the Fenty Beauty brand are clowned by the LVMH conglomerate. Rihanna and Phillippa Price, the brand's creative director, have not only curated a buzz but have imprinted their signature and made history within the industry by abiding by their promise to offer. "From everyday staples to provocative pieces, Savage X Fenty has something for every mood, every vibe, and every BODY"; the brand offers five product categories.



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BRAND OVERVIEW

The business began as an e-commerce operation and only one little pop-up shop until this year. Rihanna publicly announced that the brand would finally establish its first brick and mortar in five specific cities, Los Angeles, Houston, Las Vegas, Washington, D.C., and Philadelphia.

The brand marketing strategy is one of the key factors to how the brand has managed to dominate and stay consistent with keeping their audience in awe—Savage x Fenty values, including their target consumer profiles at the forefront of each content presentation. The brand perfectly balances the message through product presentation and movements. You will also see that every fashion show and social media campaign exhibits equality and individuality. Apart from this success was the \$25 million investment from the Multiply Group PJSC, an Abu Dhabi technology advancement establishment. This company is heavily involved with the brand's digital marketing.

The future of Savage x Fenty is very bright. The brand's top consumers are in the United States, with Europe in second place. Additionally, they're currently in conversation about allowing the brand to go public within the next year allowing those with a brokerage account to invest in it.

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SWOT ANALYSIS



STRENGTHS

- Inclusive of all body types
- Empowering all
- Ads showcase a diverse range of models
- Membership allows for members to receive 50% off upon sign-up and 25% off every full-priced item for \$50 a month
- Affordable and sexy lingerie
- Strong partnerships with celebrities and well-known influencers
- Multiple purchase options include the brand's site, retail locations in over five major cities, and Amazon storefronts.
- Omni channel balance
- Customer Service focused - easy lines of communication

WEAKNESS

- Not all of the assortment is practical for everyday use
- Shipping issues such as late and missing items
- Confusion on membership terms and lack of ability to opt out easily

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SWOT ANALYSIS



OPPORTUNITY

- Developing a CSR to show how products are being made and sourced.
- Rework shipping policy to account for manufacturing stalls
- Expansion into swimwear
- Anticipate sellout probability to provide favorite pieces more often.
- Monthly Subscription Charges

THREATS

- Other brands like La Perla and Victoria's Secret offer the same assortment at better pricing or quality.
- Continuous customer complaints on sizing issues and membership costs to Better Business Bureaus.

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COMPETITOR ANALYSIS

BLUEBELLA®



Mission Statement: Bluebella was founded with a simple yet profound vision at its core: to deliver luxurious lingerie, underwear, and nightwear to spirited, fashion-forward women. Our brand champions innovation, inclusivity, and exceptional style, redefining sensuality in every new collection (Bluebella, 2022).

Brand Overview: In 2005, Bluebella was founded by Emily Bendell in London, England. She had the vision to create an inclusive line of intimates for the fashion-forward woman living a modern lifestyle. They focus on style and affordability for the consumer, giving consumers access to affordable intimates. They recently launched #AF, an inclusive size range (6-20, 30A-40G), ensuring Bluebella is accessible to everyone (Bluebella, 2022).

- **Product Categories:** Lingerie, Underwear, and Nightwear
- **Price Range:** \$20 - \$129
- **Size Range:** XS-XXL, 30A-40G, 6-20
- **Retailers:** Selfridges, Bloomingdales, ASOS, and Zalando

COMPETITOR ANALYSIS

for Love & Lemons

Mission Statement: For Love & Lemons aims to make enchanting clothing for the vibrant muse unafraid to take risks, forge their own way, and embrace a bit of adventure (For Love & Lemons, 2022).

Brand Overview: For Love & Lemons was founded by two girls, a dream, and a lemonade stand in 1996. The brand is female-founded and now 100% woman-led. They focus on femininity and individuality to promote confidence through their clothes. For Love & Lemons also believes in brand transparency and continues to weave diversity, inclusion, and sustainability into its brand and brand DNA (For Love & Lemons, 2022).

- **Product Categories:** Ready-to-Wear, Lingerie, Knitwear, Swimwear, and For Love & Leisure
- **Price Range:** \$29 - \$648
- **Size Range:** XXS-2X, 30A-38F
- **Retailers:** Wholesale, Urban Outfitters, Revolve, Bloomingdales, Nordstrom



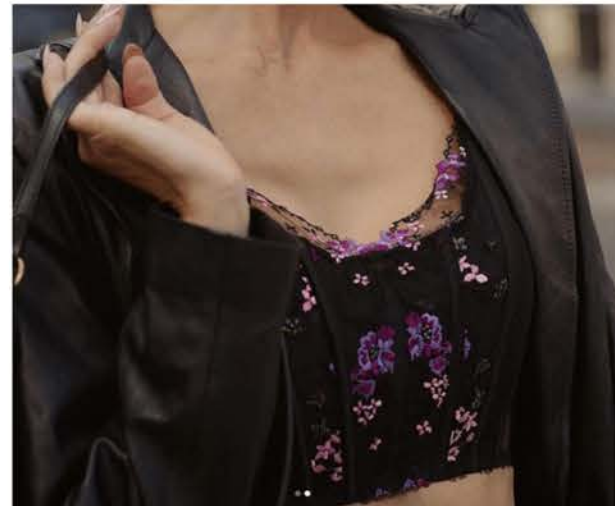
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COMPETITOR ANALYSIS

VICTORIA'S SECRET



Mission Statement: Victoria's Secret mission is to inspire women worldwide through products and experiences that empower and champion their journeys while creating lifelong relationships and advocating for positive change (Victoria's Secret, 2022).



Brand Overview: In 1977, Victoria's Secret was founded by Roy Raymond in San Francisco. The company was then sold in 1982 and quickly rose to fame. The brand is now one of the world's top intimates companies. While they suffered a hardship due to a lack of inclusivity and body shaming of its models. Since then, the company rebranded and became more internally diverse in hopes of success in the modern world (Hanbury, M. & Cain, Á, 2022).

- **Product Categories:** Lingerie, Underwear, Nightwear, Swim, Beauty, Activewear, Accessories
- **Price Range:** \$6.99 - \$99.95
- **Size Range:** XXS-XXL, 30AA-42G, 00-20
- **Retailers:** Victoria Secret

TARGET CONSUMER ANALYSIS



Age: 18 - 35

Average Age: 33 - Specifically target Millennials

Gender: Inclusive to all genders

Income Level: Moderate to high income - \$100k +

"Demographic: Customers are 35% black, 30% white, and 20% Latina." -Natalie Guzman, co-president and chief marketing officer (Snobette, 2022)

The current customer values brand transparency and look for brands with the same core values. They are always on top of fashion trends and buy pieces that reflect that. While they love to shop and add to their closet, they want well-made pieces that will last.

They are focused on their career but value their social life and time with friends. They want to make the most out of life and have high-value experiences in life. Savage x Fenty is where they like to spend their disposable income.



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ASHLEY SOLACE



Age: 28

Gender: She/Her

Occupation: Advertising Account Manager

Education: BA in Communications, University of Illinois, Chicago

Income Level: \$112k

Location: Chicago

Marital Status: Single

Ashley is significantly focusing on her career. She enjoys her job but prefers a work-life balance. However, when not working, Ashley enjoys going out with friends, trying new restaurants in town, and shopping. She values life experiences and making memories with the ones she loves. She is spontaneous and loves to try new things.

Ashley is fashion-forward and loves to stand out from the crowd. She places quality in products over price. She believes self-expression is the first to adopt trends and goes against the mainstream.

S A V A G E X F E N T Y

JASON LEWIS

Age: 25

Gender: He/Him/They

Occupation: Director of Retail Training

Education: BA in Marketing, University of Hofstra, Hempstead, NY

Income Level: \$125k

Location: New York City

Marital Status: Single

Jason enjoys his career and loves working in retail. He has an outstanding balance between his career and personal life. Jason is highly social but only has a few core friends in his circle.

Jason prides himself on being different from the rest, not blending in with the crowd. He enjoys finding one-of-a-kind fashion pieces and building his outfits around those. Jason has a free spirit and enjoys his family and friends more than anything.

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MARK WAN

Age 33

Gender: He/Him/They

Occupation: Make-up Artist

Education: BA in Graphic Design , Savannah School of Art & Design

Income Level: \$115k

Location: Savannah , GA

Marital Status: Dating

Mark is full of life, and his career is his focus these days. Only because he enjoys helping others and making people happy. Mark is a make-up artist by day and a graphic designer by night, working on his unique designs. He enjoys being creative, art, site seeing, and being outside around other people.

Mark is currently working towards having his boutique where he can showcase his unique designs. During his downtime, he is learning new things and being as different as he can be. His career has allowed him to give back to others and create a life he looks forward to daily.

AMBER WHEELER



Age: 30

Gender: She/Her

Occupation: Tattoo Shop Owner

Education: BA in Business Admin, Northeastern University, Boston, MA

Income Level: \$150k

Location: Boston

Marital Status: Married

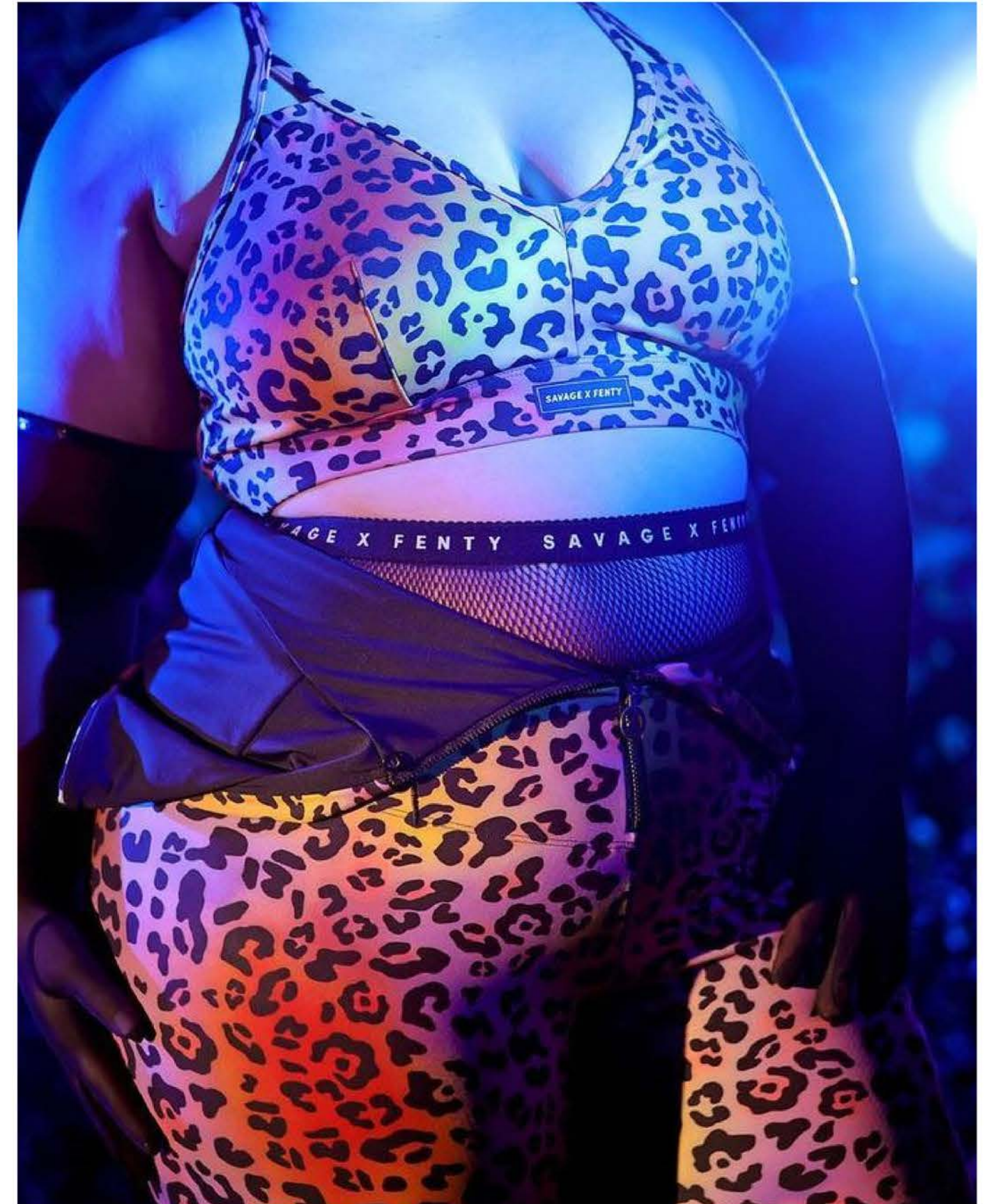
Amber started her tattoo shop five years ago, and it has become the new hot spot to get some "ink." Amber enjoys providing personal service for her clients and creating special moments with them all. Amber prides herself on being unique; with every piece of art on her body, there is a story behind it.

When Amber has downtime, she spends it with her two kids and husband, and she prides herself on making a home for her family and loved ones. Also, she enjoys good food and reading actual hard-copy books in her spare time. She stands out and enjoys being comfortable in her truth and skin.

BRAND ISSUE

We have selected to research and develop a strategy to support a product extension for Savage X Fenty successfully. While the brand has focused on intimates and sleepwear, we propose expanding the brand into the swimwear market. The brand has already developed successful marketing campaigns. Additionally, celebrating the opening of their first few flagship stores, our plan to curate a new collection of swimwear has the advantage of displaying visual concepts. Through different media, create a conversation with the brand's values.

We are specifically highlighting the experience with current intimate garments transitioning into a new outside of the bedroom and a new and open environment. Savage Fenty X has gained such a loyal following due to its ability to be authentic and transparent. Being an advocate for all genders, body types, and ethnicities. We will expand this message while also including the manufacturing process to give consumers a clear insight into the design process and make the connection to properly fitting silhouettes.



KEY SUCCESS FACTORS

Swimwear Industry

- Non-stop growth within the US market, with a growth expectancy of 6.7%.
- Various styles catering to women and men of all body types.
- Strong social media presence and continuous work with influencers to encourage sales.
- Strong e-commerce site and continuous growth in brick-and-mortar locations.

Savage x Fenty Strengths

- Cult following since the original launch
- Successful brand extensions into Beauty and Skincare industry
- Customer is always first in mind for wear ability and inclusivity

Competitive Advantages

- Trend setting in making products that can be worn beyond original usage point
- Focus on diversity and inclusiveness in all products

OPPORTUNITIES + CHALLENGES

- The opportunities Savage X Fenty has by expanding the brand's product categories are year-round brand awareness and equity. Since the brand is known for being for intimates, the addition of swimwear will allow consumers the option to stay loyal to the brand for leisure activities by the pool.
- A category expansion's benefit is increasing the brand preference for loyal and new consumers. Consumers will have the opportunity to shop for intimate essentials and proudly wear swimwear pieces publicly.
- To continue to honor the brand's heritage and stay consistent, the brand will continue to include its target consumer profiles at the forefront of each content presentation. Continuing the theme of inclusion, the brand will work with social media influencers to stay connected with loyal consumers with the possibilities of WOM to new consumers.
- Focusing primarily on the consumer perspective will help maintain brand equity. Seek consumer knowledge of the brand and attitude will help gain insights to integrate such feedback into the brand.



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OPPORTUNITIES + CHALLENGES

- The challenges the brand faces are potential clutter from competitors such as La Perla and Victoria's Secret, offering the same assortment at better pricing or quality.
- The brand must maintain its quality and inclusive deals when promoting the new swim collection. Savage X Fenty must continue to make quality a priority if they intend to make prices high to stand out from other competitors and the potential emergence of new players.
- The continuous customer complaints on sizing issues and membership costs to the Better Business Bureaus hurts the brand's equity. The challenge is to regain the consumer who has lost the brand's trust and preference. To do so, the brand must refocus the manufacturing standards, with sizing a priority.



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KEY CONSUMER INSIGHTS

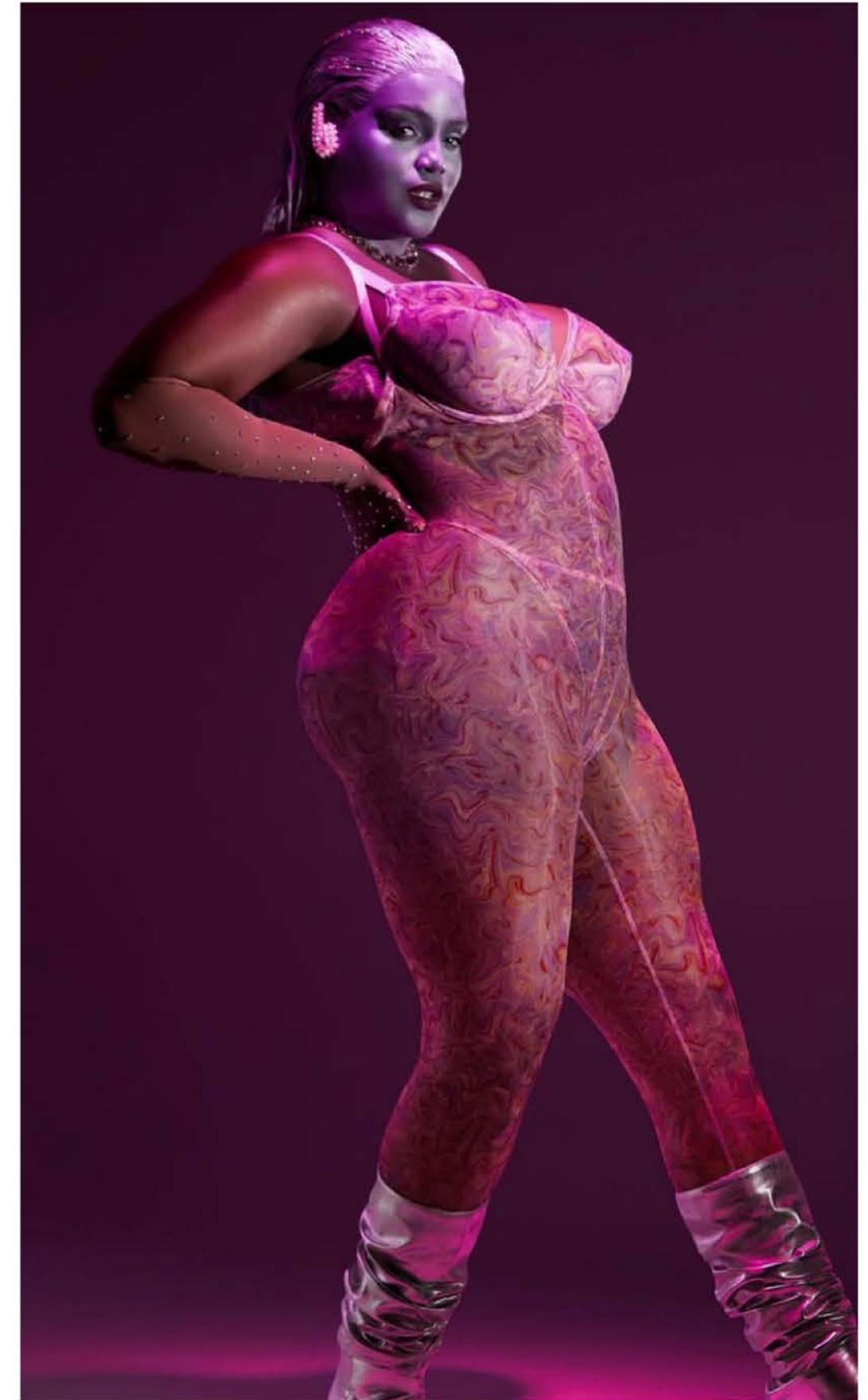
RESEARCH GOALS

1. What do the brand's current consumers enjoy about the purchasing process and wish to add or take away?
2. What materials work best for all body shapes and promote quality and longevity?
3. What are the new marketing trends?
4. What marketing trends do not apply to Savage X Fenty?
5. How much power will collaborating with a brand ambassador or influencers have when introducing a new product category?

We used both primary and secondary research to accomplish our objectives and goals. We began with secondary research to better understand our brand and its positioning in the market. Then went forward with our primary research to see the consumer's current view of the brand and thoughts on an extension into swimwear.

Secondary Research

Savage x Fenty is non-gender specific and targets consumers 18-35 who look for brands with similar core values and transparency. The brand is seen as a brand for everyone to feel both sexy and comfortable in their skin. Savage x Fenty's customers are confident in who they are and on top of fashion trends. The current consumers have extra spending cash and, when shopping, want to support brands with the same values. They want to feel their money is going to a brand that shares their passion for making the world a better, more inclusive place for everyone.



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KEY CONSUMER INSIGHTS

RESEARCH FORMAT JUSTIFICATION

Primary Research

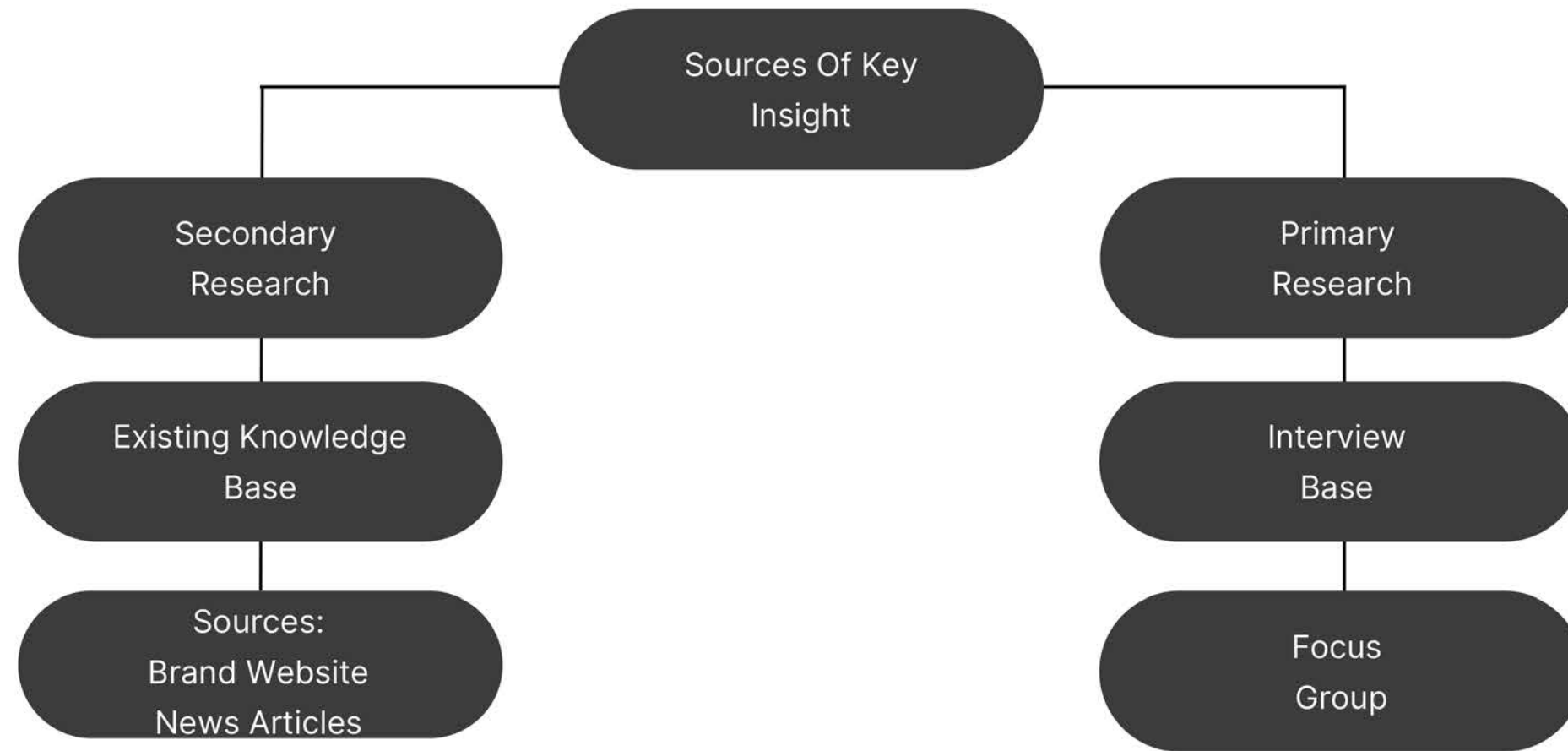
For our primary research, we conducted a focus group of existing customers in the target market in their 20s to gain customer insight on a brand extension of swimwear. This helped us gain crucial customer insight by discussing the brand and how a future expansion could interest customers. We asked six questions to the participants based on our goals and observations of secondary research.

Questions:

- How do you feel about Savage x Fenty as a brand?
- What three words come to mind when you think of Savage x Fenty?
- Do you own swimwear you feel confident in? If so, who makes them?
- If Savage x Fenty created a swimwear line, how do you envision it?
- Who do you think would be competitors to their new swimwear line?
- Would you be interested in purchasing the new line as an existing customer?

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RESEARCH DESIGN CHART



Analysis

Our primary and secondary research found ample support and excitement for a line extension into swimwear. While researching, we found that customer's found Savage x Fenty is a unique brand that provides versatile pieces that make them feel powerful, sexy, and, most importantly, comfortable. They value brand transparency and inclusive advertisements. The customer is aware of the brand. Based on our research, the extension gives Savage x Fenty an opportunity for brand growth in equity. It's essential to have not only size inclusion but gender inclusion as well.

This research was beneficial to ensure that our creative idea was headed in the right direction. Combined with trends of gender-neutral youth, with the desire to stand outside the box in this category. This research also shows that the brand will have loyal customers and new repeat customers as long as the designs stand out from the competition.

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RESEARCH FORMAT JUSTIFICATION



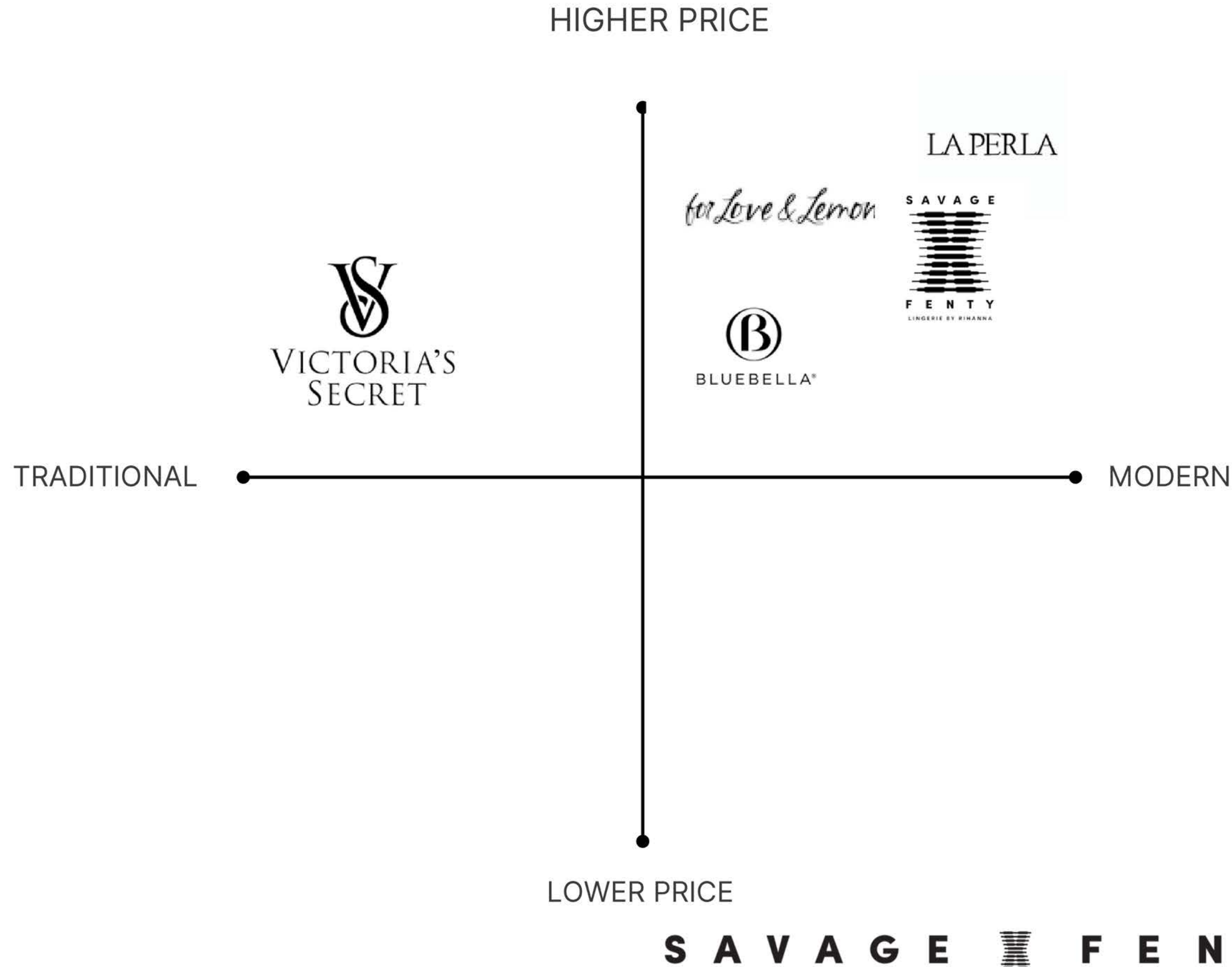
Analysis

The result also shows a void in the industry for gender-neutral swimwear, which the brand expansion would address. When conducting research on customers who are familiar with the brand, only female-identifying genders replied. During primary and secondary research of the brand, it was evident that there was a strong focus on silhouette and coverage. Savage x Fenty ensures all body types have the materials and styles that make them comfortable and fit properly and still make them feel sexy.

This research was beneficial in ensuring that we move in the right direction for our brand extension. By combining both studies, we can ensure that our target audience feels consistent with its core values of transparency and inclusion. While being able to express their true stylish self

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POSITIONING STRATEGY



- The brand's position sits on the higher end but not too high for our target customer. The product will be placed in specialty doors such as Bloomingdale and Nordstrom. The brand's position will sit next to some competitors but only for price, not design.
- Brick-and-mortar stores will open in major cities, so there is brand awareness, and in major malls, for-profit awareness. The brand message can be expressed through those doors by having their stores and special releases of products.

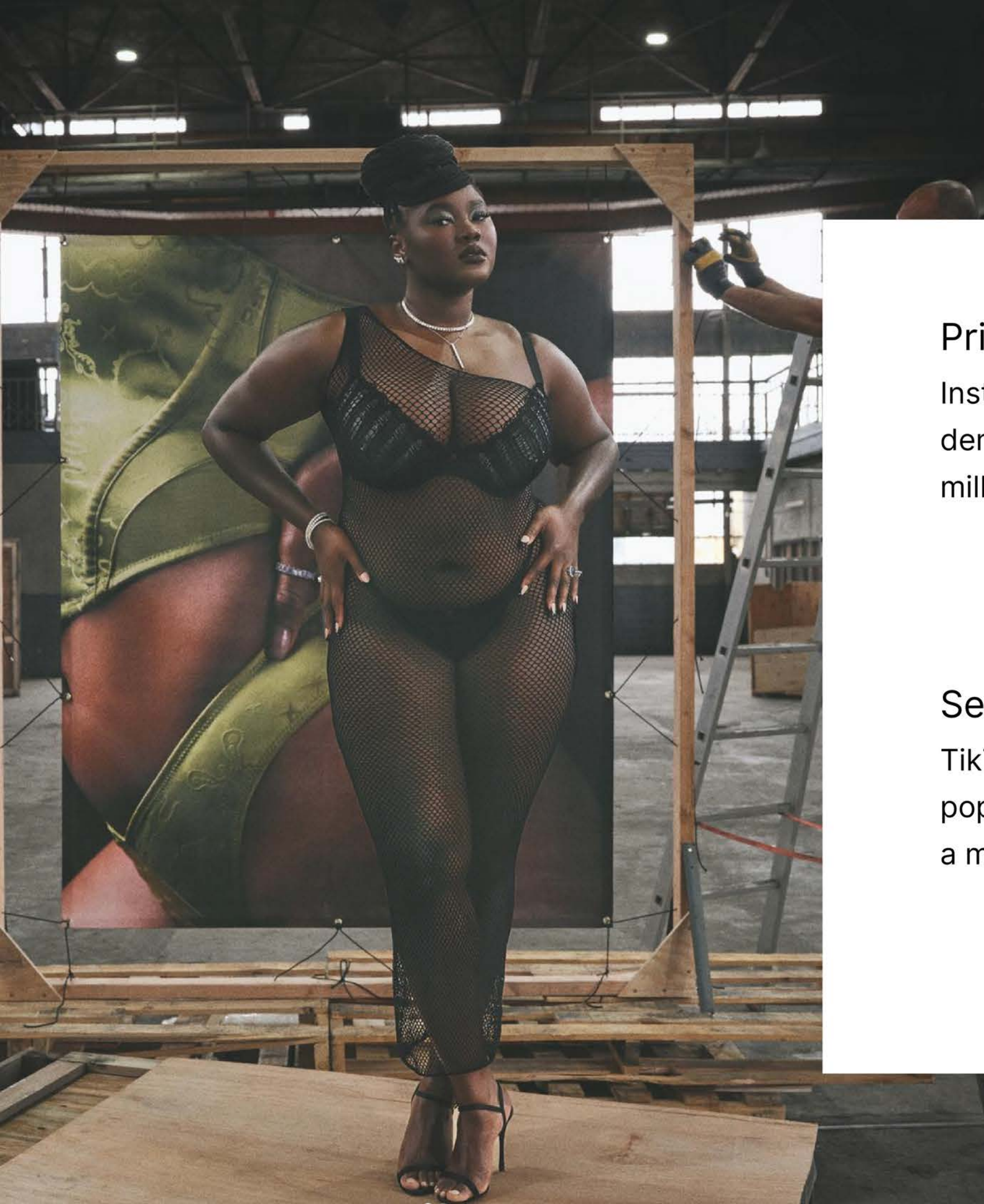
COMMUNICATION OBJECTIVES

Based on our consumer research and Savage x Fenty's current position within the lingerie industry, our communication plan is focused on growing the brand's assortment. By adding a new product category to the brand, we will continue to open ourselves up to new customers and be a one-stop shop for their apparel needs.

To make this goal a reality, we will implement several advertising styles to communicate to our consumers. Our main campaign will run on Instagram with follow-up marketing being posted on TikTok, Email blasts, and a mini pop-up shop within one of our retail locations.

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COMMUNICATION MIX

Primary Medium: Instagram

Instagram will be used as the primary medium because of our demographic. This communication channel's majority audience is millennials and Gen Z, whom we plan to target.

- 18-24 years old: 30.1%
- 25-34 years old: 31.5%

Secondary Medium: TikTok

TikTok will be used as the secondary medium because of the rise in popularity of this new social media. This communication channel holds a majority of our target audience behind Instagram.

- 20-29 years old: 29.5%
- 30-39 years old: 16.4%

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COMMUNICATION MIX

PRIMARY MEDIUM: INSTAGRAM

Instagram Age Demographics

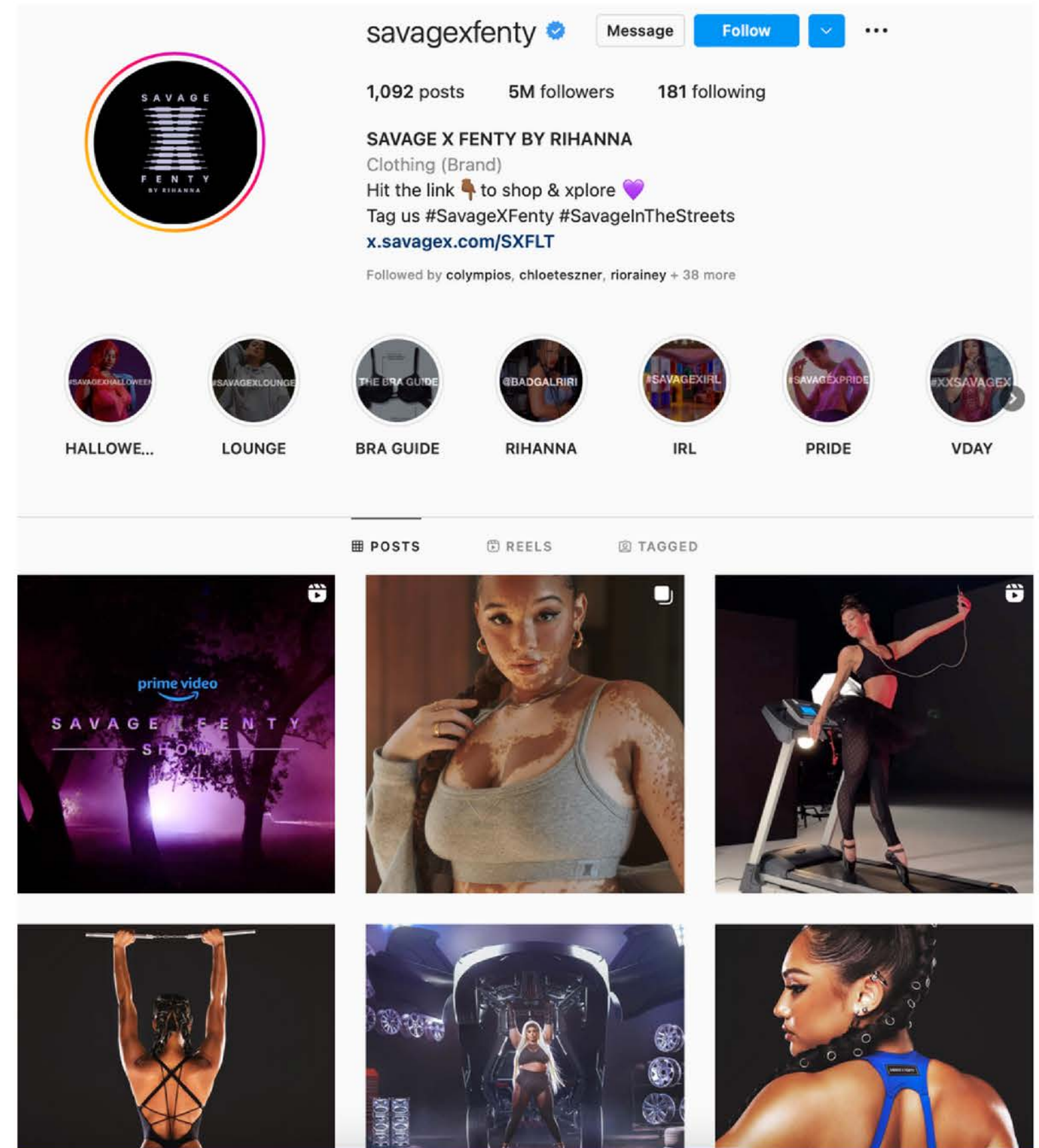
Instagram's main audience is the company's current demographic and whom we are trying to target. This makes Instagram the perfect primary medium to use.

- 13-17 years old: 8.5%
- 18-24 years old: 30.1%
- 25-34 years old: 31.5%
- 35-44 years old: 16.1%
- 45-54 years old: 8%
- 55-64 years old: 3.6%
- 65 years old and up: 2.1%

Savage X Fenty's current Instagram highlights different pieces from its collections. They use micro-influencers and celebrities of all shapes and sizes and promote inclusivity. They focus mainly on influencer marketing and use IGC. When picking influencers, they choose people who remind them of their customers.

Current Social Stats

- Followers: 5M
- Average Likes: 5K
- Average Comments: 41
- Engagement Rate: 0.10%



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savagexfenty ✓

Savage X Fenty

Follow

74 Following 217.7K Followers 1.6M Likes

Show us your Savage 💜 #SavageXFenty

x.savagex.com/SXFLT

Videos

Liked



This cast, tho 🤩 #SAVAGE



AVANI 🍋 Savage X Fenty...



We luh to see how you lou...



Sexy. Functional



COMMUNICATION MIX

SECONDARY MEDIUM: TIKTOK

TikTok Age Demographics

TikTok's main audience is younger than Instagram, allowing us to tap into our target audience and emerging customers and introduce them to the brand.

- 10-19 years old: 32.5%
- 20-29 years old: 29.5%
- 30-39 years old: 16.4%
- 40-49 years old: 13.9%
- 50+ years old: 7.1%.

Savage X Fenty's current TikTok uses a similar technique as their Instagram.

They use influencer marketing and repost UGC as well as campaign highlights. They release short videos with behind-the-scenes content, try-ons, and campaign highlights to give customers a new look at the brand.

Current Social Stats

- Followers: 217.7k
- Engagement Rate: 13.9%
- Average Likes: 6.9K

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CHOSEN INFLUENCERS

DEARRA



@dearra

6.3M

Fashion Influencer

Sex Appeal

Confidence

Quality Oriented

WISDOM



@wisdm8

2.2M

Authentic

Sensual

Edgy

Spontaneous

Eccentric

JENNIFER



@_jenniferkerr

57.3K

Plus Size Influencer

Sex Appeal

Confidence

Sassy

Vibrant

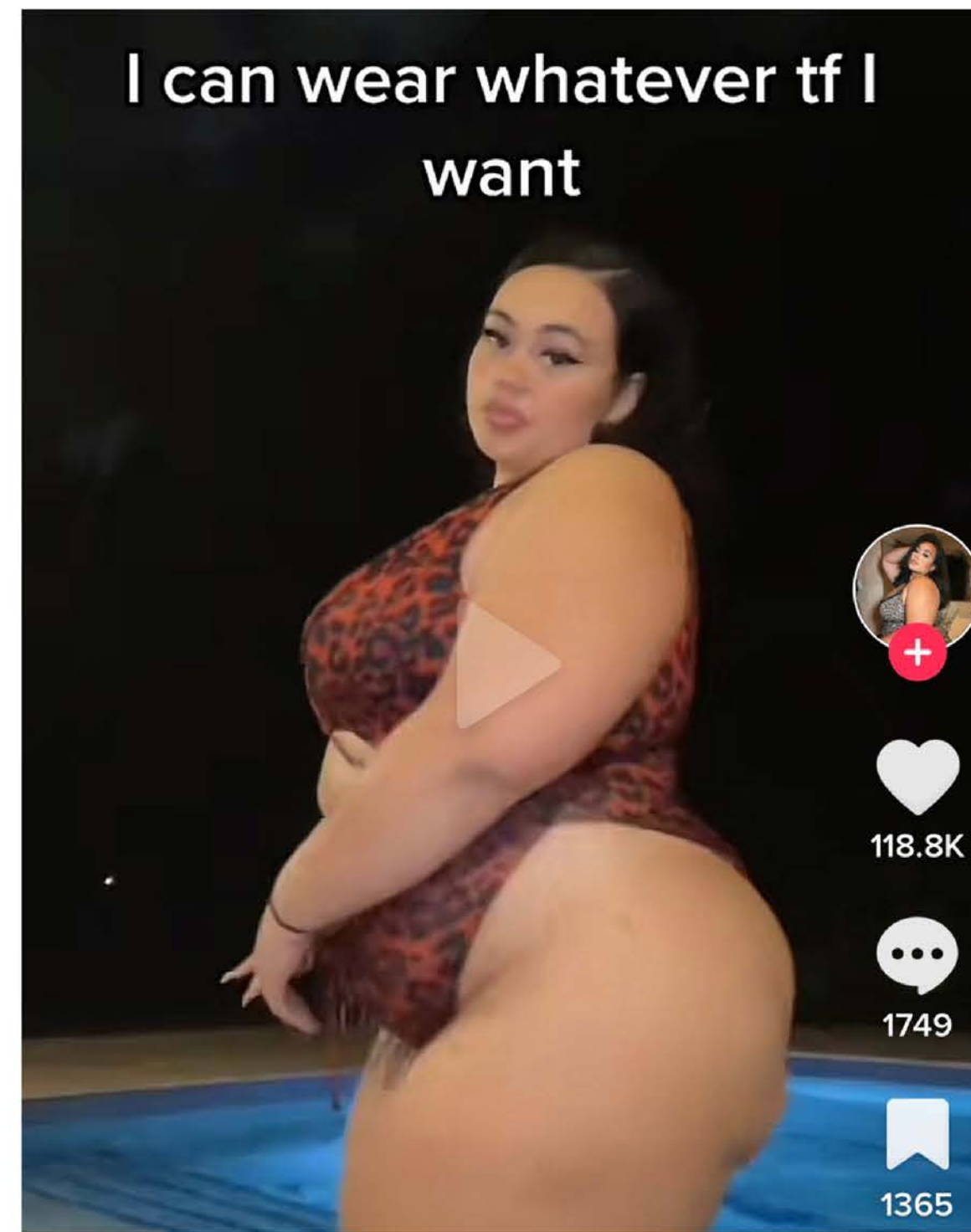
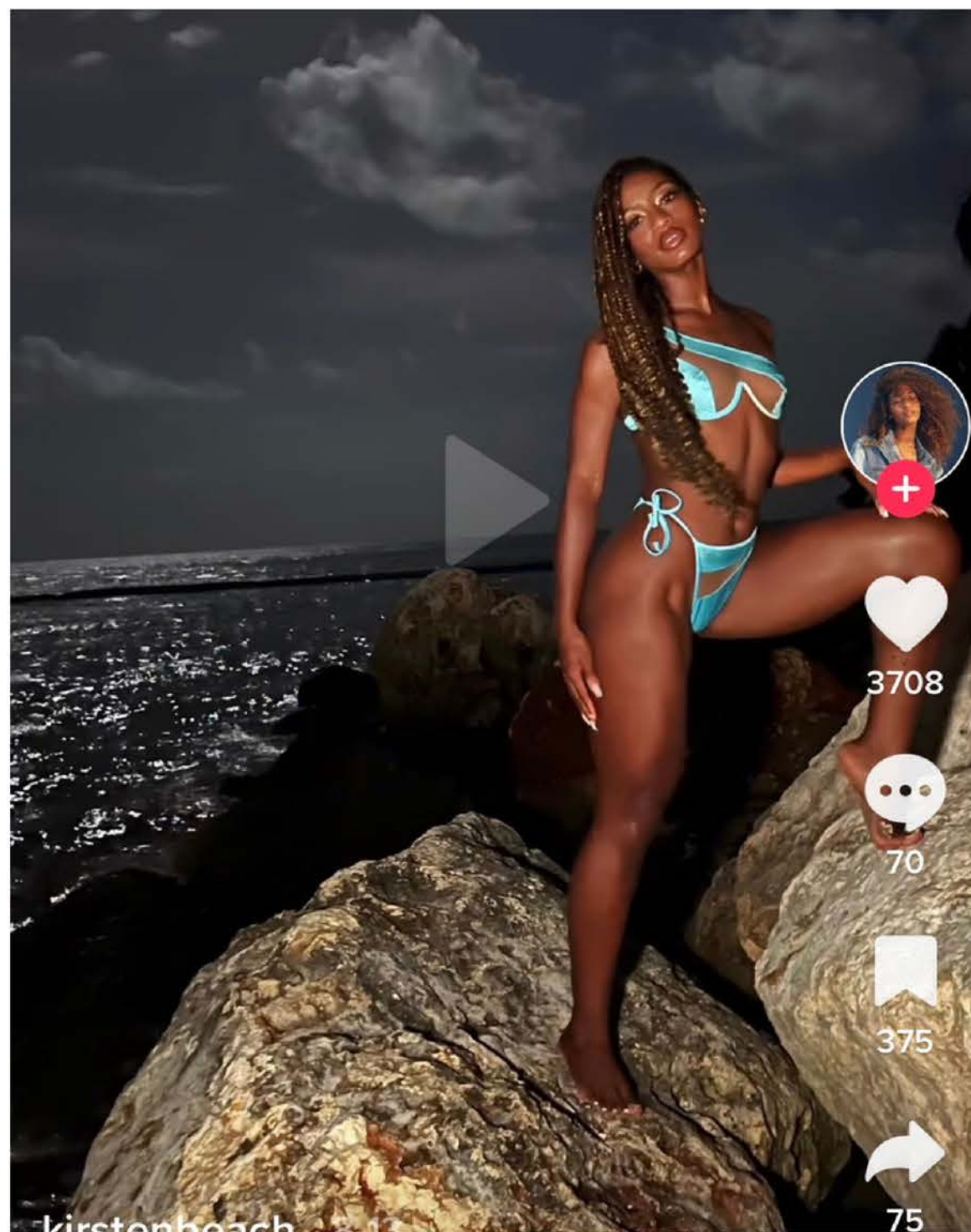
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INSTAGRAM POSTS & STORIES



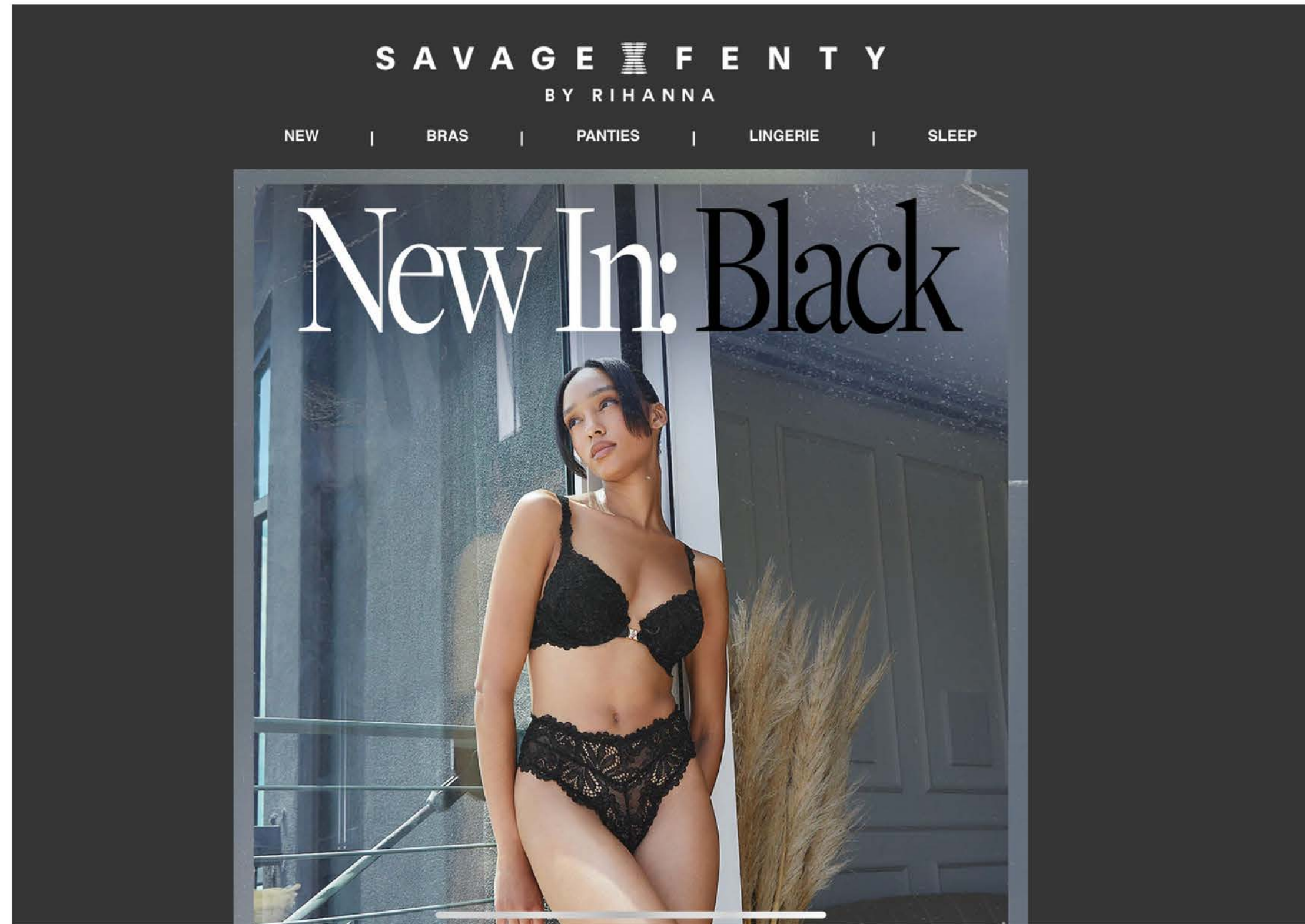
S A V A G E  F E N T Y

TIKTOK



S A V A G E  F E N T Y

EMAIL BLASTS



SAVAGE FENTY

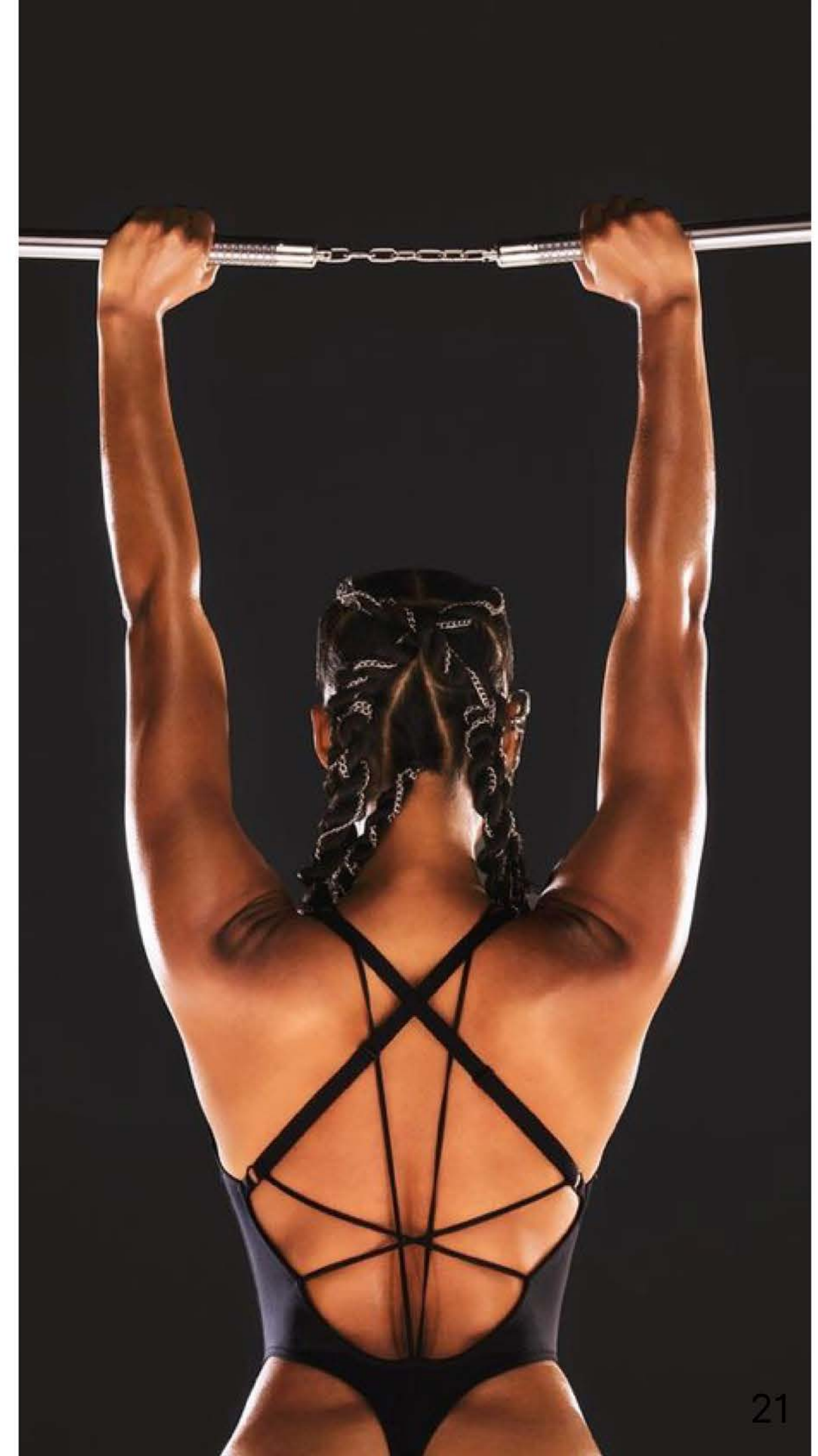
BUDGET

As of the beginning of 2022, Savage x Fenty was given \$125 million of funding by Neuberger Berman to help support its expansion into brick-and-mortar stores in the US and Internationally. With their funding continuing to grow, their campaigns continue to be eye-catching works of art that push the message of inclusivity. As of the middle of 2021, Savage allocated almost \$1.6m toward digital ad spending, which was only a fifth of the 2020 full-year budget. This growth within their ad spending brought in 231.8m digital impressions; 68% Instagram, 21% Facebook, 9% Desktop Video, and 2% Twitter.

Based on the above information from the success of FY 2021 and our goal to introduce an inclusive swimwear brand, we can achieve a 15% purchase conversion ratio. This new product category will range from \$35-\$50 for regular price and \$13-\$20 for VIP members to sell 500,000 units and \$5m in revenue.

With a predicted revenue of \$5m and Savage x Fenty's parent company TechStyle Fashion Group spending over \$7m on media for 2022, we will allocate \$380,000 to marketing collateral. Looking through TechStyles' current media spending habits, we will continue with Savage x Fenty's current practices by working with influencers on Instagram and TikTok, posting dynamic reels on our profile, and hosting a mini sneak peek pop-up in one of our retail locations.

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BUDGET

	Vehicle	Objective	Task	Cost	Effectiveness
Out of Home	Billboard (Miami, LA)	Renting the billboard on the Miami Beach strip and one on Sunset Blvd in LA will draw massive attention to the new category and increase brand awareness.	Because of the space the billboards in these locations have, we will showcase two models (male & female) wearing pieces from the collection. It will have the website, hashtag, and logo lockup on the bottom.	\$5,000 (Miami), \$15, 000 (LA) 4-weeks	Depending on location, billboard ads are located in heavily populated areas and at high visibility points. Based on our chosen sites I-195 to Miami Beach will give us over 300m impressions and over 1b for Sunset Blvd. These specific locations were decided based on foot, vehicle traffic, and demographics.
	Subway Liveboard Digital Ads (NYC)	By displaying our dynamic 15-sec ad, we will give movement to the new assortment and show the collection's versatility.	The Liveboard digital screen Subway ads will only be in select NYC train stations to give a quick glimpse of key pieces on models of various sizes and backgrounds. Because everyone uses the MTA, no matter their economic background, we will be brand awareness through a variety of ages/generations.	\$7,200 4-weeks (9 screens)	The Liveboard digital screens will be used at three locations throughout NYC subway stations. These locations will be chosen based on foot traffic and demographics. Because NYC has over 8.4m people calling it home and the majority rely on public transportation, we will not only reach our original demographic but also open ourselves up to new ones.
	Wild Postings (LA, Miami)	Wild postings will be in specific neighborhoods to help speak to the brand's inclusivity and collection by showcasing models of all sizes and backgrounds.	Wild postings will be used solely to build brand awareness, with one model on each poster. Because these postings will be in three major cities, we will post the same three models in solo shots throughout specific urban/metro areas.	\$15,000 one round	Wild postings will allow us to place ourselves organically within the neighborhoods our specific demographics live in. The chosen locations will be based heavily on the income of our core demographics and the foot traffic of their communities.
Social	Social Media (Instagram & TikTok)	Through working with influencers, we will give glimpses of the collection of the top influencers of both Gen-Z and Millennial generations. In addition, we will have our own TikTok and Instagram reels posted on our pages.	Staying true to our original form of advertising, we will continue to partner with influencers to show key looks on their channels to build brand awareness and excitement over the launch. The more "real people" we partner with, the more successful the launch will be.	\$25,000	Through TikTok and Instagram, we will watch our sponsees' posts closely and record the likes, shares, and comments received on their ad-based posts. In addition, on our business page, we will look closely at our performance insights to measure our overall success in reaching our core demographic and new ones.

BUDGET

	Vehicle	Objective	Task	Cost	Effectiveness
Promotion	Launch/Pop-Up Shop	The launch party will help build the final buzz of the collection as key influencers and celebrities post their opinions on their channels. The invited press will also be able to give accurate reviews of each item to build momentum.	The official launch party will be located at the Miami store opening. We will have a mixture of influencers, celebrities, and press to show the complete collection with a limited amount available for purchase. After the official launch party, it will be open to the public for immediate shopping.	\$277,500 (includes food, beverages, dj, goodie bags, staff)	The Launch Party will be measured based on attendees, their career/social media status, and the media's viewpoints through articles and photos of the event.



TIMING OF LAUNCH

		MAY	JUNE	JULY	AUGUST	SEPTEMBER
PRE LAUNCH	FACEBOOK. SNAPCHAT INSTAGRAM TWITTER PRINT ADS	X				
LAUNCH	FACEBOOK. SNAPCHAT INSTAGRAM TWITTER PRINT ADS COMMERCIALS YOUTUBE		X	X	X	
POST LAUNCH	FACEBOOK. SNAPCHAT INSTAGRAM TWITTER PRINT ADS COMMERCIALS YOUTUBE					X

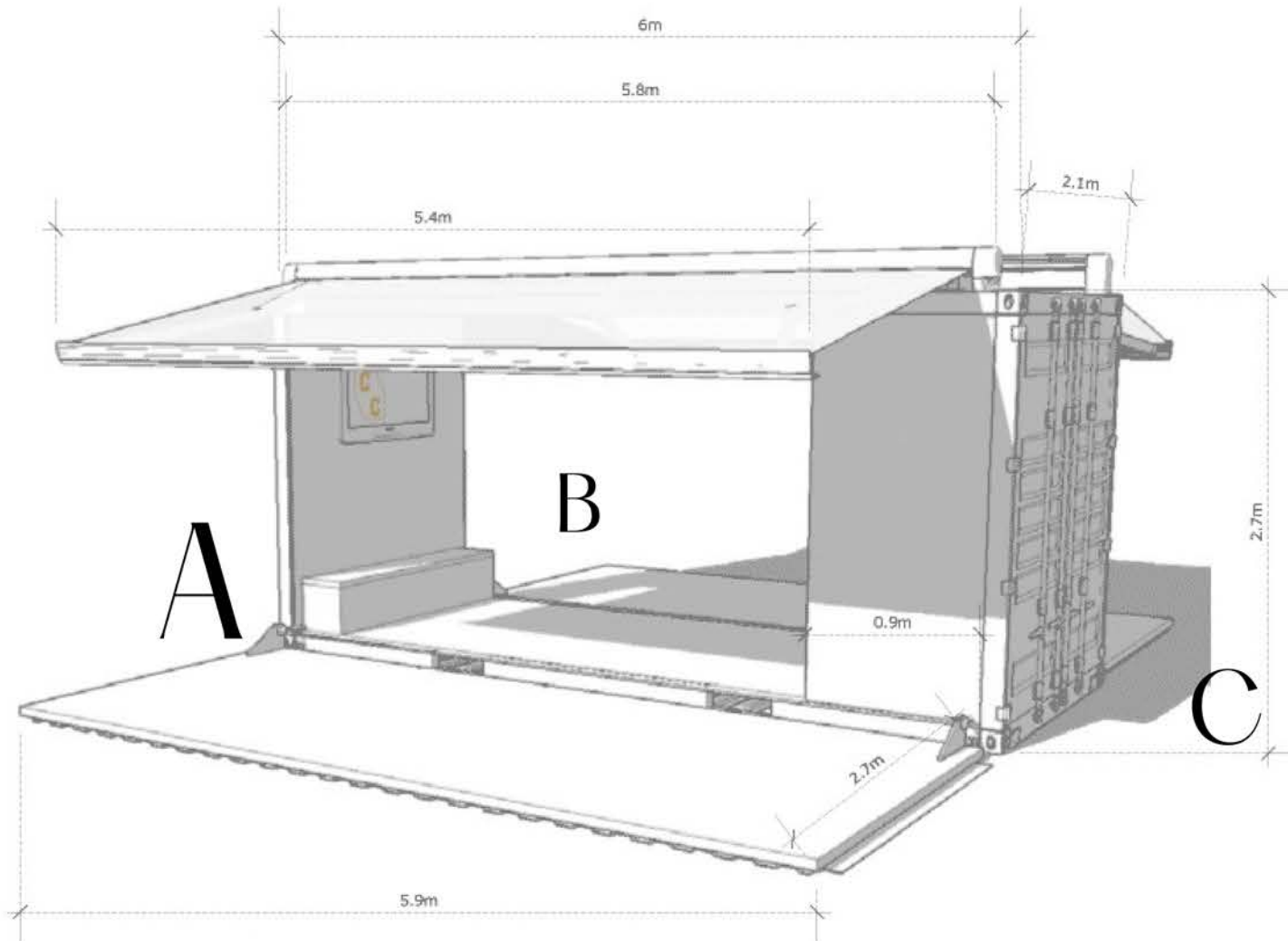
POP-UP SHOP EXPERIENCE

"The Xperience"

The surf spot will be a surf shop experience where customers can shop the entire collection first located in Miami Design District. Section "A" will have the two-piece sets at the front opening. We will drive foot traffic to the middle section, "B," where we will have the fully styled men's look. In the middle, behind section "B," will be a mix of waterfall waters representing the owner's home. On the opposite side will be the rest of the collection organized by T-Stands.

Location: MIAMI

This location was chosen not only because its environment is a perfect match for the collection content, but the audience will be a huge target as the focal point for offering the first chance to it had from the Xperience collection. The structure of the pop-up shop is to pay homage to the owner's home of birth.





THE CREATIVE IDEA

"The Xperience"

This creative idea is to show through an 7-piece collection that gender roles don't dictate our choices. Each piece is specifically designed with both male and females in mind and with the idea that all components are interchangeable. Our goal is that anyone who wears these pieces is able to engage and enjoy what it feels like to be a "Savage".

Storyline:

An exotic night swim session inspired by the mysteries of the dark waters. The evening starts with friends drinking and dancing by a bonfire when two decide to wander off to explore. While consumed by their conversation and laughter, the two find themselves far away from their friends when they choose to take a dip.

They start to take off their clothes in a playful way as they tease one another about who is daring enough to take the dip first. As they begin to undress, "The Xperience" pieces are revealed. The clip ends with the two running into the water, and the rest is left to the viewer's imagination.

S A V A G E  F E N T Y

EXECUTION

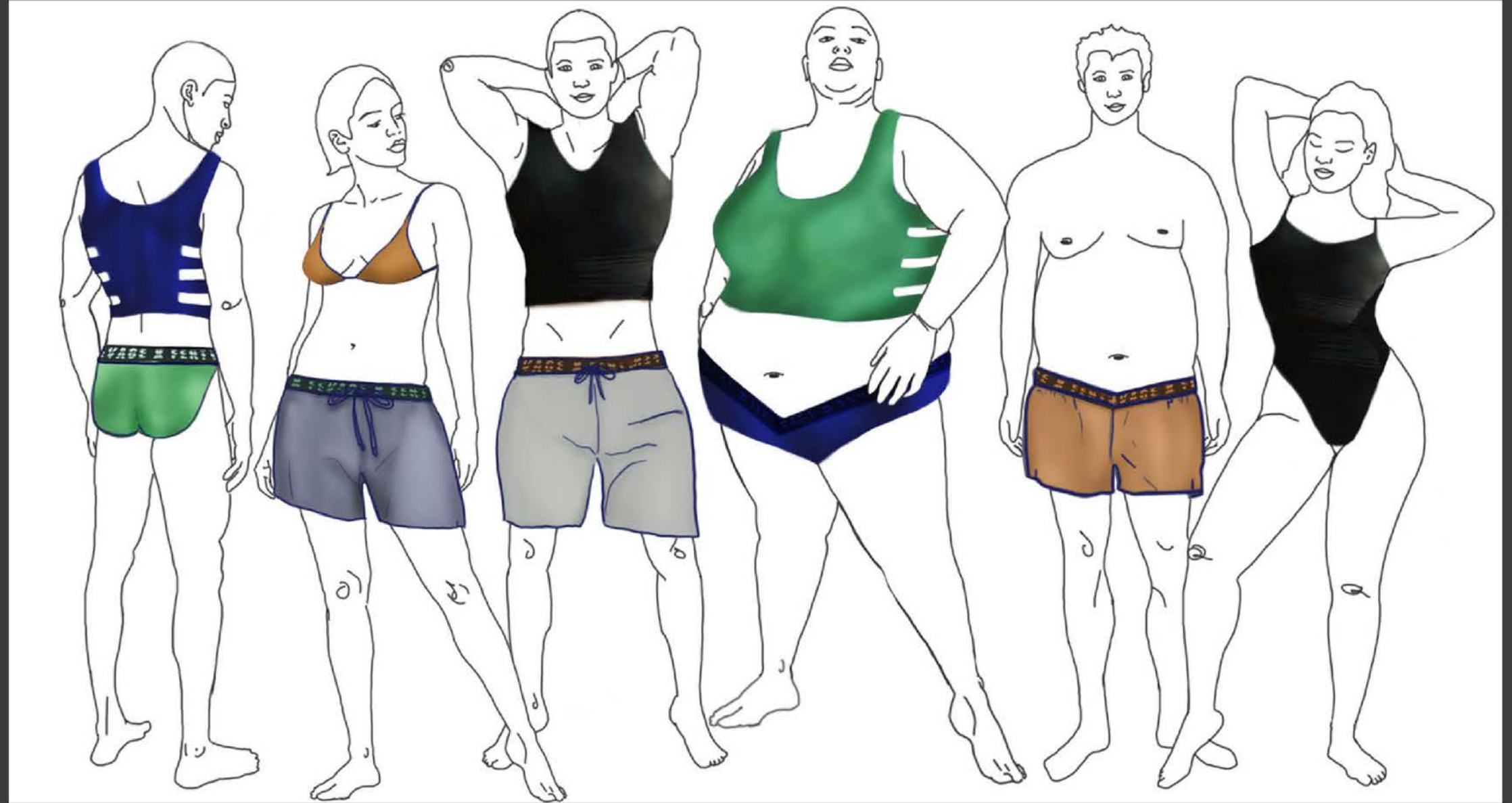
Execution Tactics

The ad campaign is designed to enhance the brand with a very sophisticated ad and message.

Currently, the brand is considered luxury because of the positioning of the brand and the price point. With this ad, the idea is to advertise a piece of the brand to make the unknown "known." The ad will create "The Xperience" with friends that are entirely "free" with each other and life.

Key points for execution:

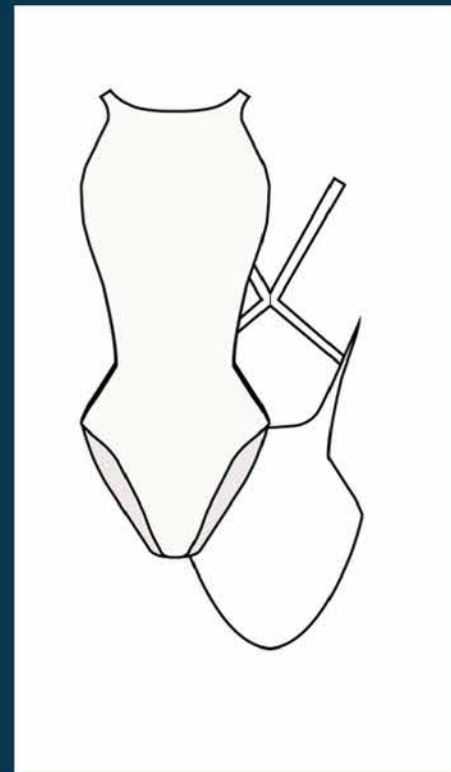
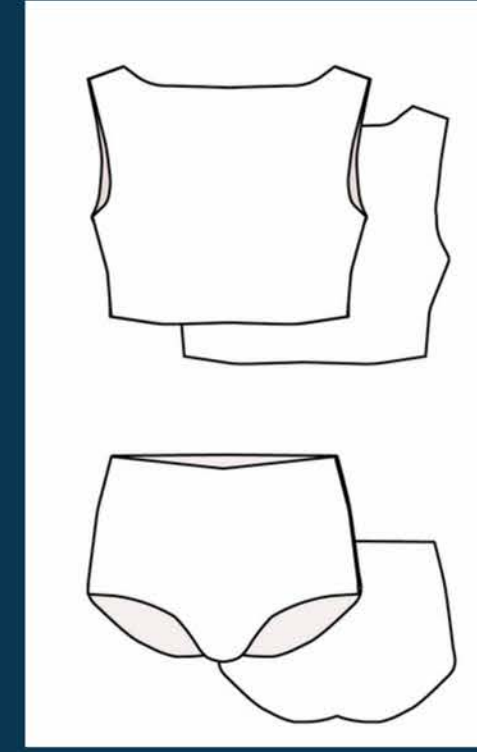
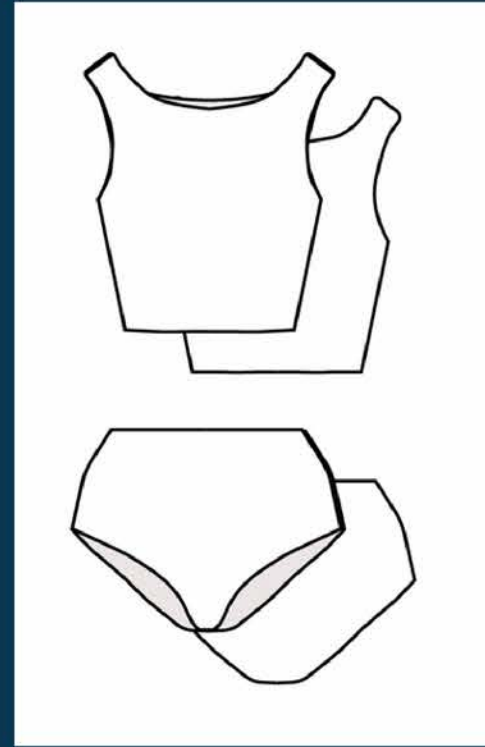
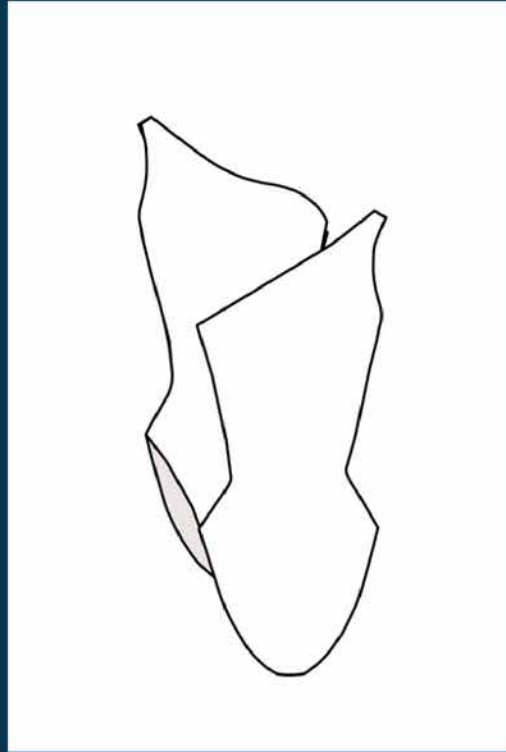
- to gain attention from Gen-Z
- Create "The Xperience" of the brand
- Logo at the end or in the middle of the ad
- Use music
- Use key models/actors/actresses
- Solve a problem/meet a need for market



S A V A G E X F E N T Y

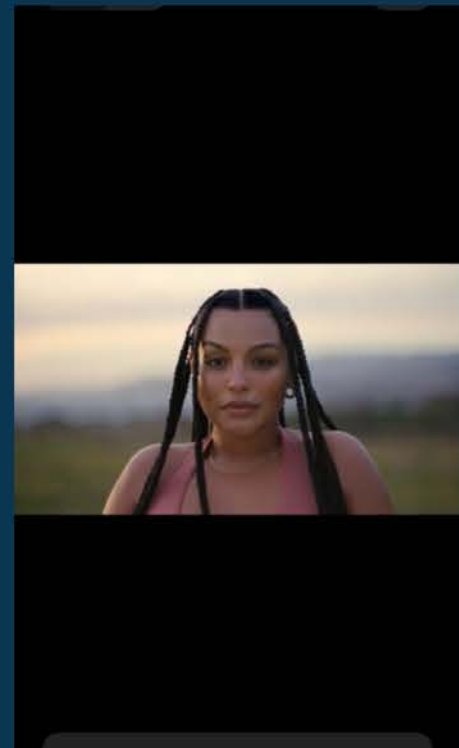
"The Xperience" Ad Campaign Prep

CONTACT SHEET



"The Xperience" Ad Campaign Prep

IMAGES FROM VIDEO SHOOT



BILLBOARD



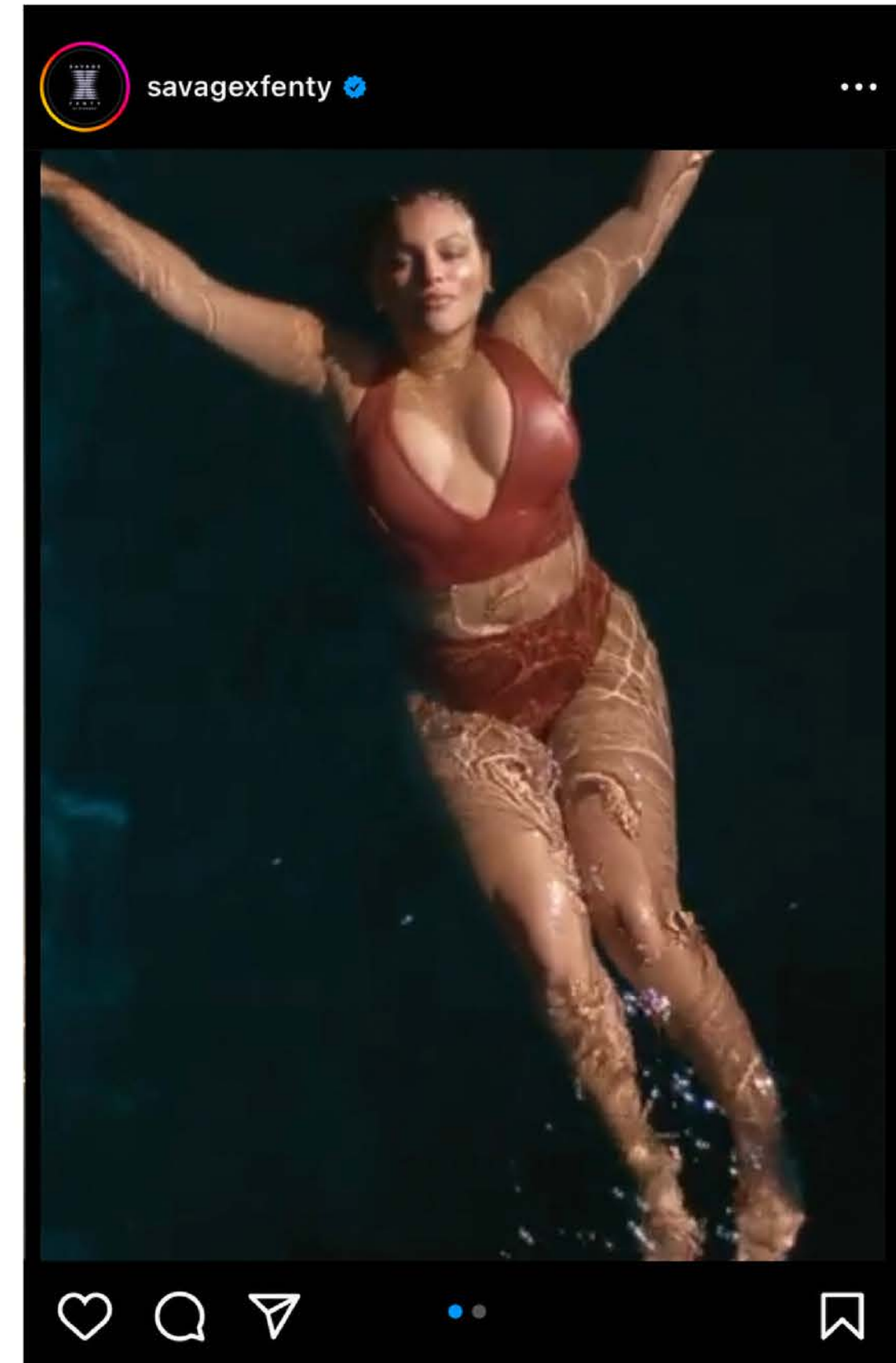
SAVAGE  FENTY

BILLBOARD



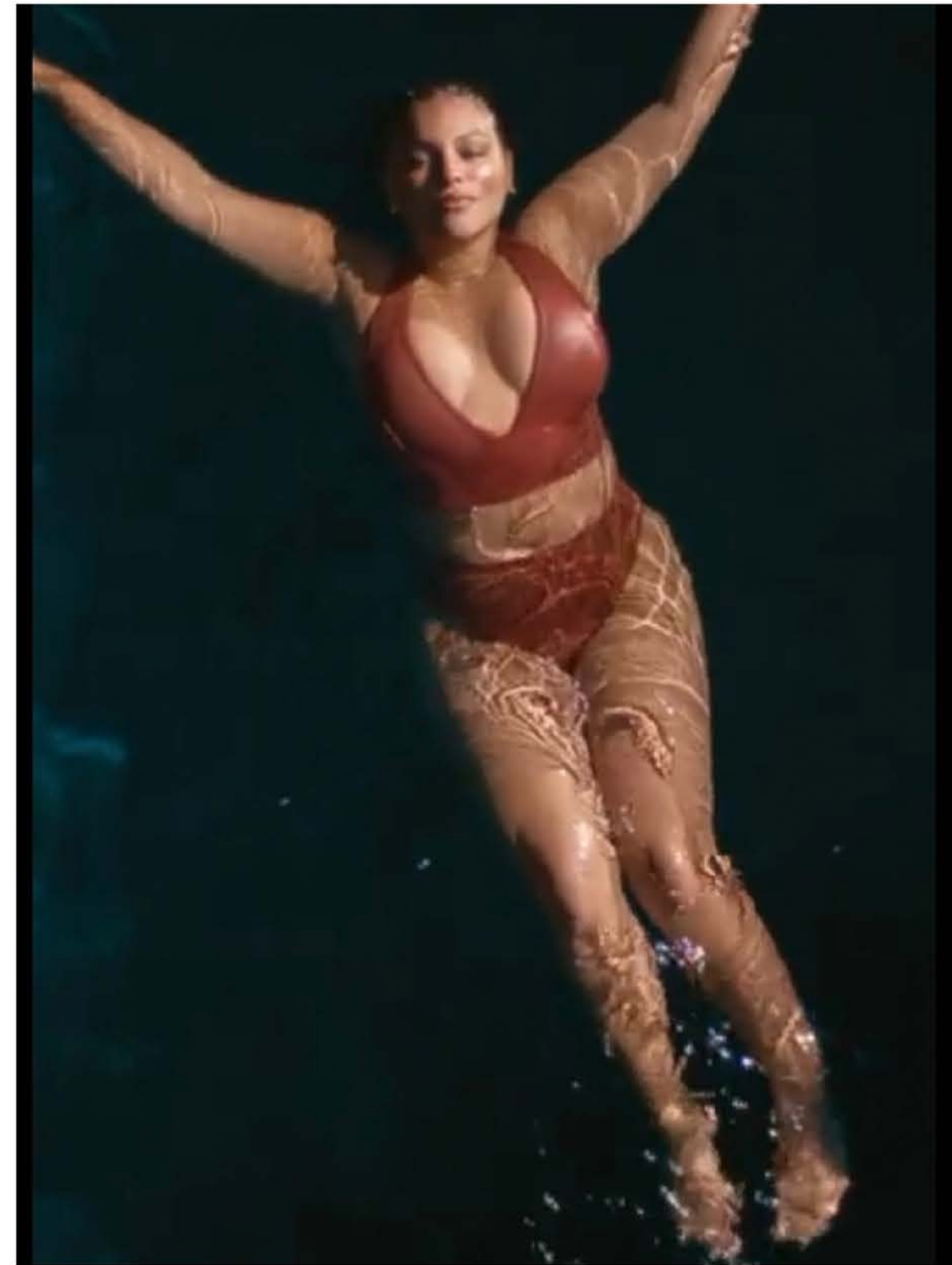
SAVAGE  FENTY

INSTAGRAM



S A V A G E  F E N T Y

MAGAZINE



S A V A G E  F E N T Y

YOUTUBE



The Xperience

15,000,000 views



SAVAGE X FENTY
Published 1 day ago

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S A V A G E  F E N T Y

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