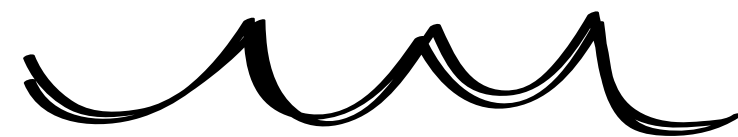


**by Braboants**  
**BOB**

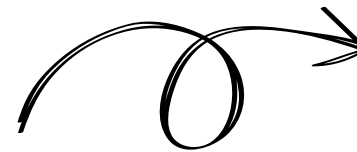


**One Size, Workout,  
Give Back**

*Campaign*



# Campaign *Overview*



Project Management



Strategy



Market Research



Creative



Success Measures



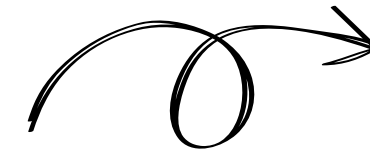
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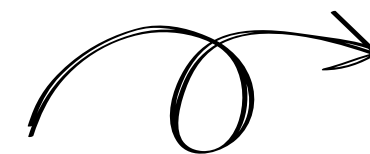
*Project Management*



**pro**  
by Broboants  
**EU**<sup>®</sup>



## Workout Give Back is about AWARENESS



Make consumers aware of Booty by Brabants products and how workout proceeds are given back to aid non-profit organizations. Educate consumers on the number of jobs BBB provides in Brazil. Persuade the audience that our products are better than our competitors. Our one-size-fits most sizing targets all women.

Strategy

Popular Booty by Brabants



# Charities



**BRIGHAM HEALTH**



BRIGHAM AND  
WOMEN'S HOSPITAL

**BE** *the* **BRIDGE**

---

MOVING TOWARD  
RACIAL RECONCILIATION



**DJ HENRY**  
DREAM FUND

# Goals

1

## WHO

Athletes, sportsperson,  
athletic clothing buyers

4

## WHERE

Online at  
[bootybybrabants.com](http://bootybybrabants.com)  
or in store.

2

## WHAT

Booty by Brabants one-size-fits-most products whose proceeds are given back to non-profits and provide jobs in Brazil.

5

## WHY

To give back to non-profits, provide jobs to those in Brazil, and help women feel confident in their bodies.

3

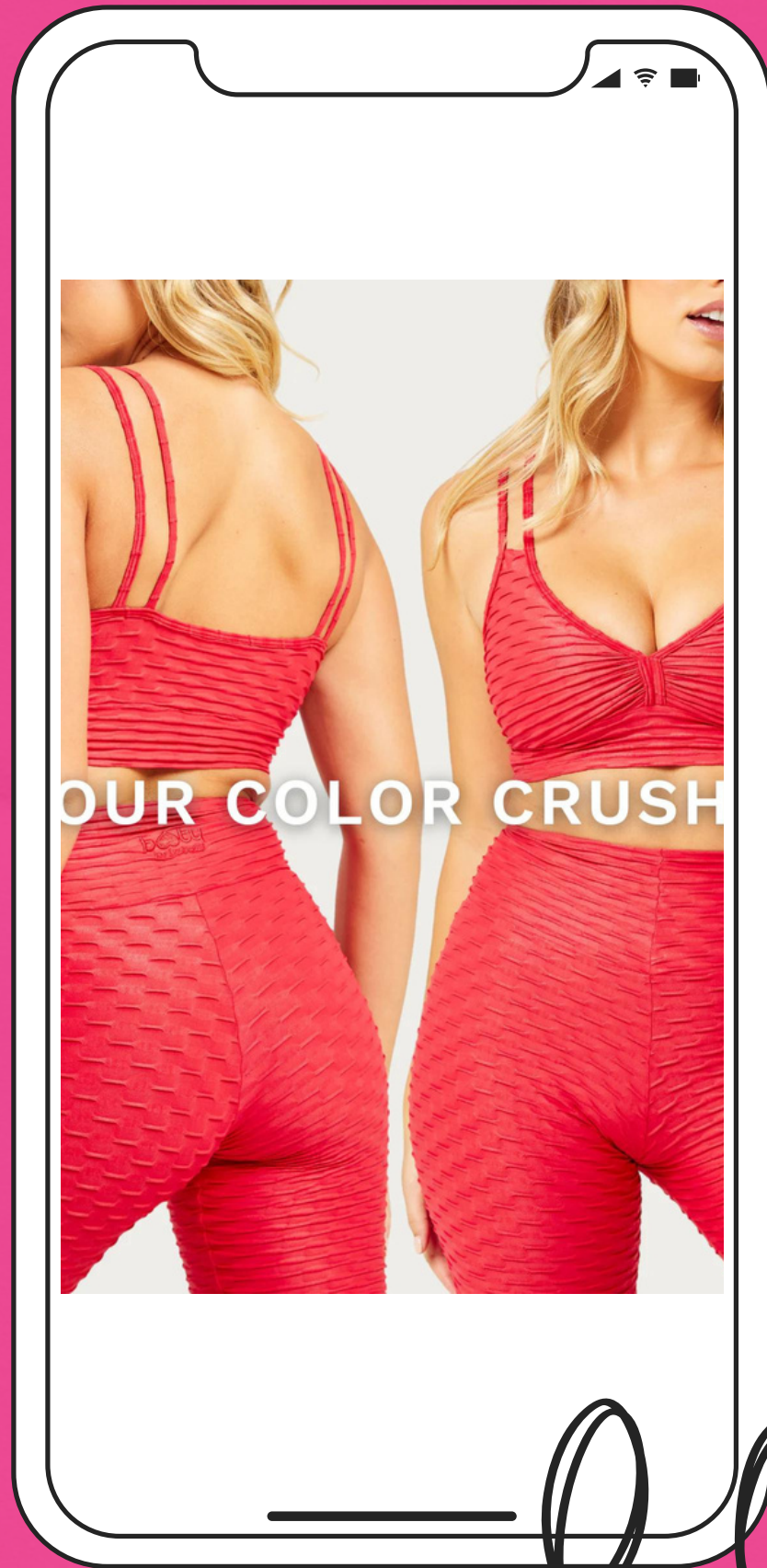
## WHEN

Now!

6

## HOW

Buy Booty by Brabants products to help strengthen women and give back to your community.



# Call to Action

Work out wearing one-size-fits most clothing and give back through non-profit organizations.

<https://bootybybrabants.com/>





*Market Research*



**poscva**<sup>®</sup>  
by Brabooants





## *Persona of target audience*

Booty By Brabants' market is primarily Gen Z and Millennial women who exercise, workout, want to better themselves, or just like comfortable workout clothing. BBB's one size fits most concept targets women of all sizes allowing body confidence and positivity. BBB's story and initiative to give back and help others also plays a key role in driving this audience to purchase our products.

# Posts that embody our mission



When you purchase from BBB, you're not only supporting our Boston based, women-led team but also more than 100 women we employ at our Brazilian factories.



*Help Us Kick-off Our Grand Opening!*

**JOIN KELLY FOR A CHARITY CLASS ON THE GREENS AT MARKETSTREET LYNNFIELD.**

100% OF PROCEEDS WILL BENEFIT HAWC, A NORTH SHORE-BASED NONPROFIT THAT SUPPORTS SURVIVORS OF DOMESTIC VIOLENCE.

# Competitive Analysis Company #1

Advantages	Background	Disadvantages
Quality	Yoga inspired apparel company for men and women	Lululemon does not give a percentage of its proceeds back to the community
Influencers	Empowers consumers full potential through their products	Lululemon does not have a one-size-fits most clothing size chart
Variety of products aside from clothing	Create gear consumers can sweat in	lll
Men and women's clothing	lll	lll
lll	lll	lll

# Competitive Analysis Company #2

Advantages	Background	Disadvantages
Unifying	An athletic clothing company for men and women known worldwide for the high quality of their products	Does not have the same mission as BBB. Their products do not have as much meaning behind the money and effort put into each pair of clothing.
Includes everybody	lll	lll
Customers in over 230 countries	lll	lll
Less expensive	lll	lll
lll	lll	lll

# Competitive Analysis Company #3

Advantages	Background	Disadvantages
Variety of products	Athleta is a womens active-wear brand that designs clothing for all types of workouts.	Not supporting the same mission as BBB. Their proceeds do not give back to the community.
Athleta, Old Navy, Gap, and Banana Republic are owned by the same parent company	lll	lll
lll	lll	lll
lll	lll	lll
lll	lll	lll



# Market Research findings

After researching Booty By Brabants competitors it is evident that these companies do not have the same mission as BBB. BBB's clothing is one-size-fits most which targets all types of women. In addition, the 'One Size, Work Out, Give Back' campaign strengthens unity through clothing and proceeds that go directly to non-profit organizations.

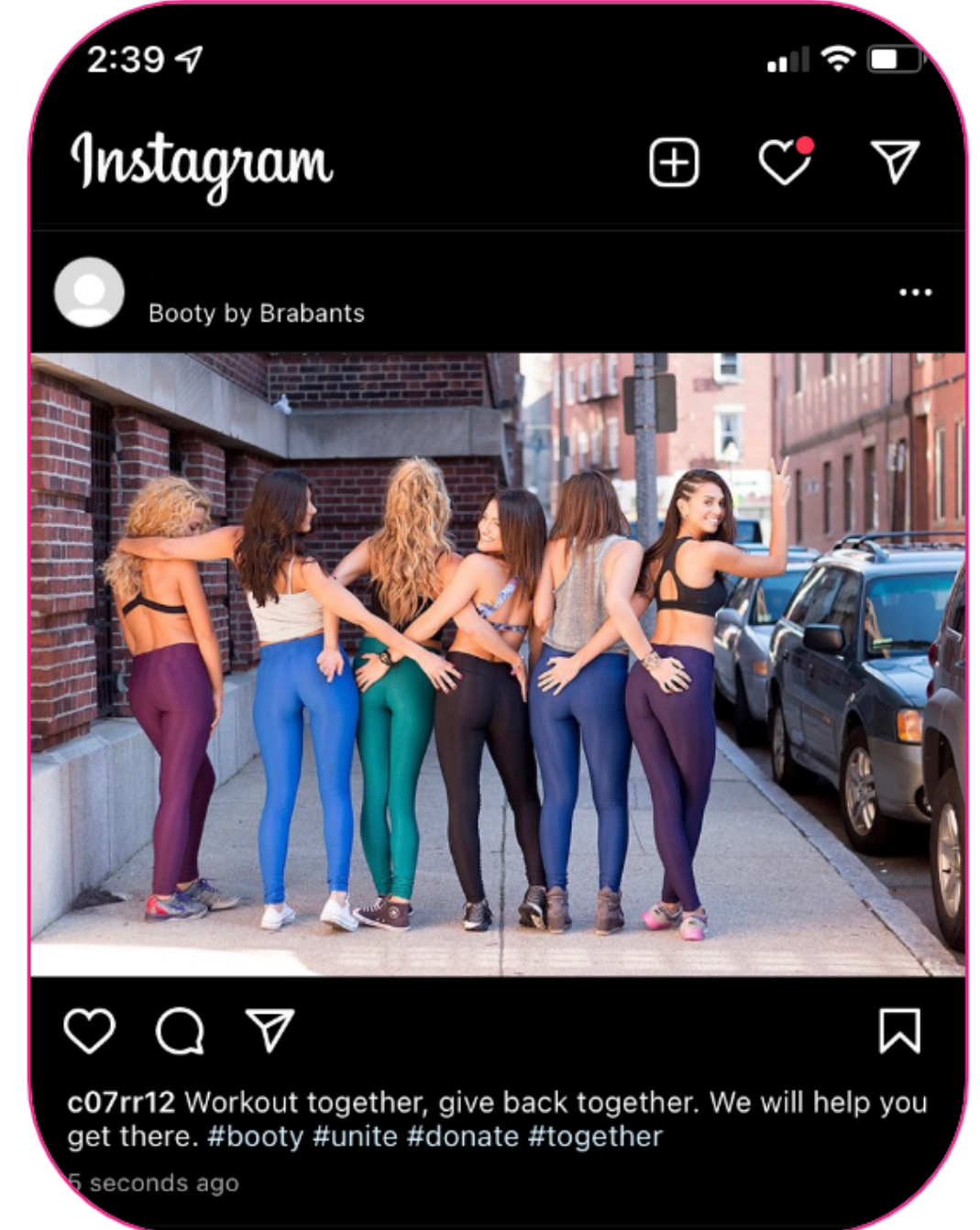
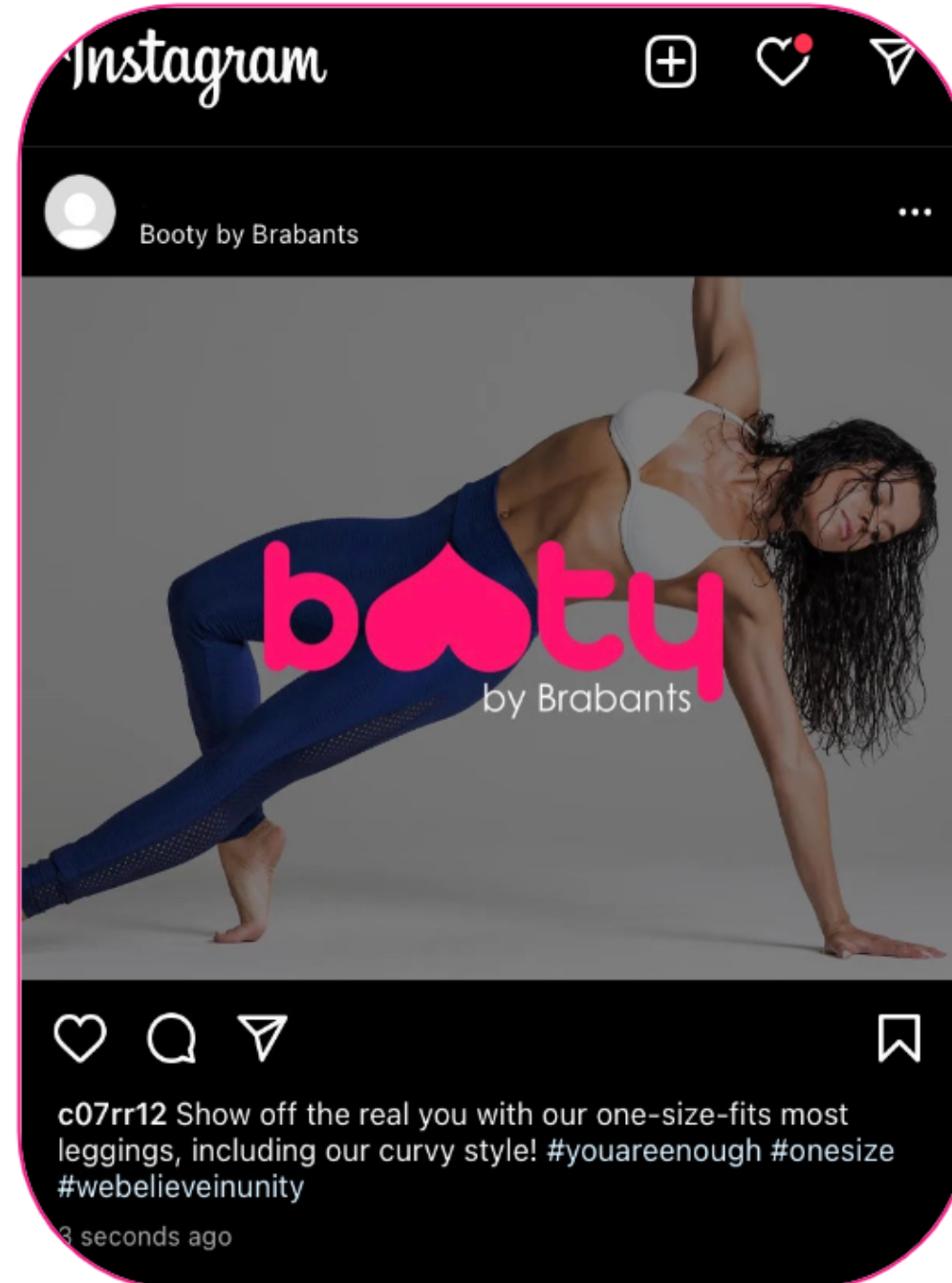
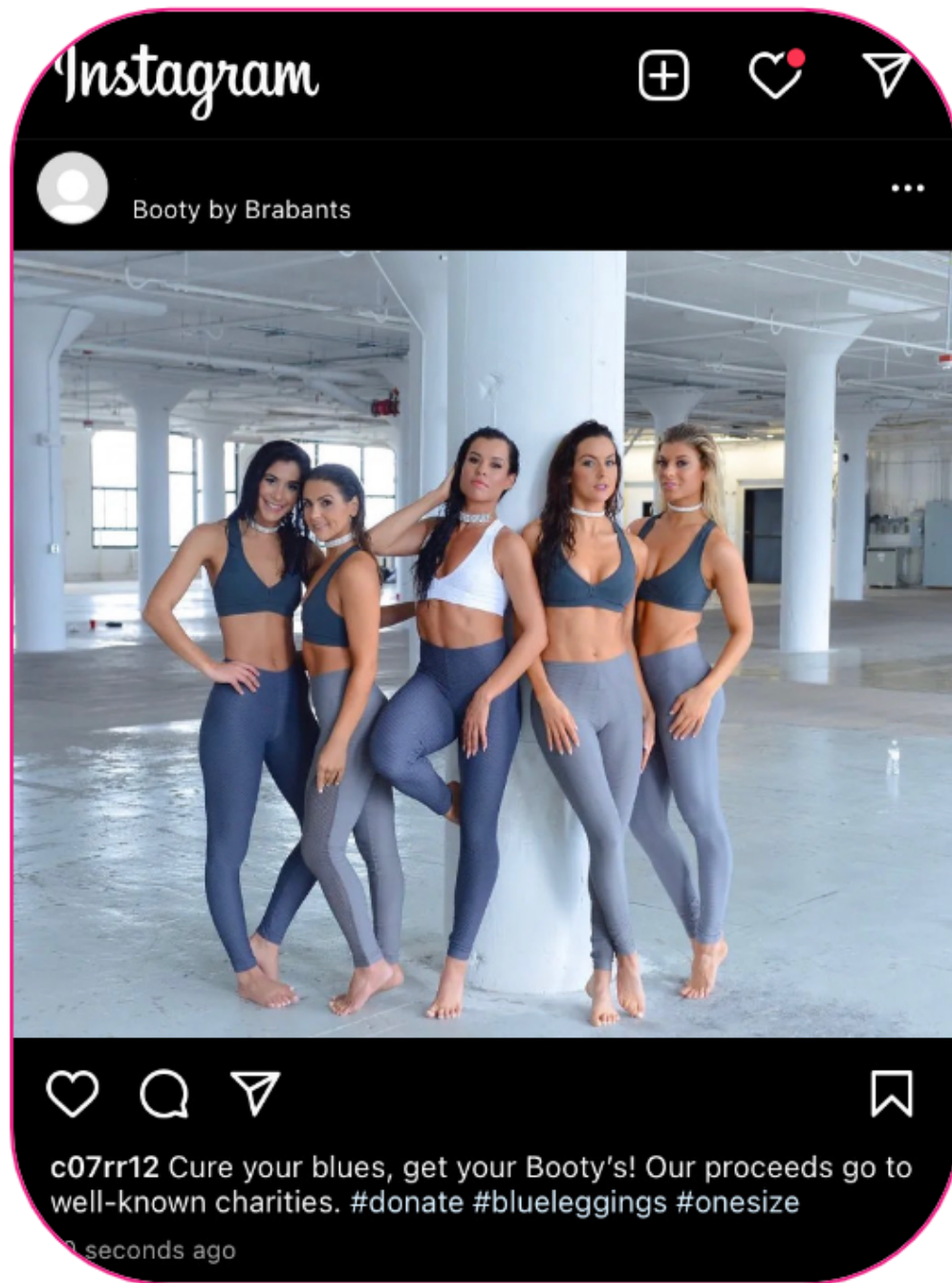


*Creative*



**posiPU**<sup>®</sup>  
by Brabooants

# Draft Instagram Posts







*Success Measures*



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by Brabooants

# Key Performance Indicators

KPI #1	KPI #2	KPI #3	KPI #4
<b>Measure the amount of likes per post</b>	<b>Measure the amount of times the our chain of hashtags were used</b>	<b>Measure the amount of shares each post got</b>	<b>Measure the amount of conversions each post got</b>
The higher amount of likes, the more people the post influenced	#OneSize #Booty #Donate #WeBelieveinUnity #Unite #Together #YouAreEnough. The more times these hashtags were used by consumers, the higher the engagement rate	The more shares a post got, the more likely it made others aware of our products	Posts with the most conversions had the most influence to our consumers. This tactic can be used to draft future social media posts

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