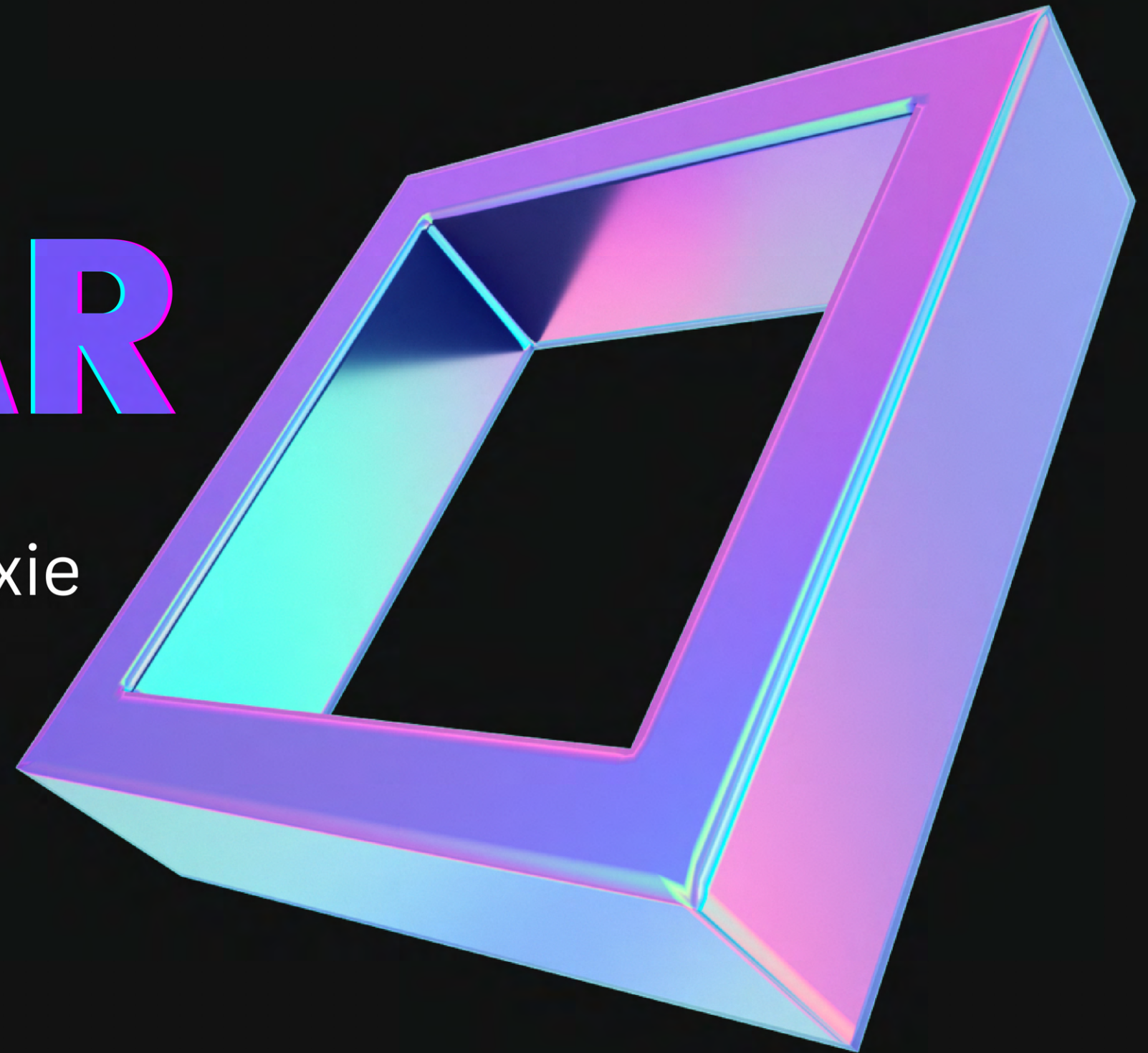


FREEDOM RAVE WEAR

Julia Carruthers, Savannah Jackson, Lexie
Schmitt, Richard Wang



AGENDA

01

INTRODUCTION

- Why we chose our brand and international destination
- Our goals and vision for the brand

02

SITUATION ANALYSIS

- Company analysis
- Consumer/target analysis
- Market analysis
- Competitive analysis
- SWOT analysis

03

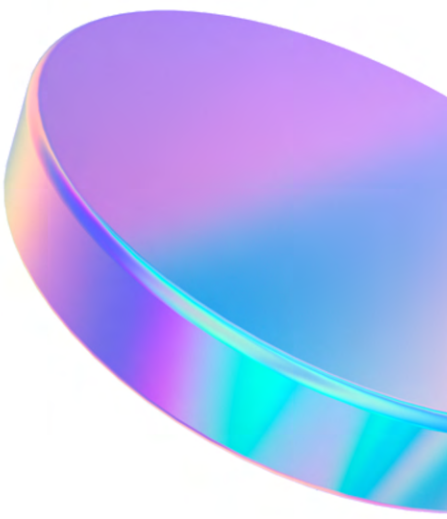
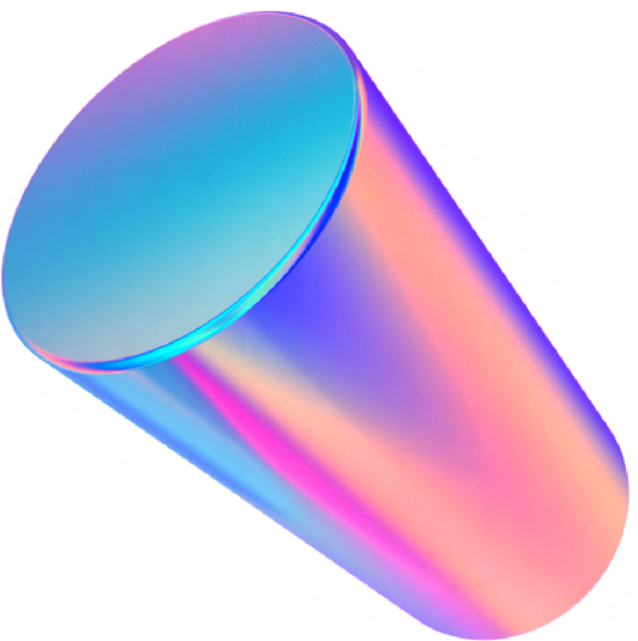
CREATIVE BRIEF

- Suggested Campaign
- Influencer Marketing and Social Media Campaign
- Music Festival Sponsorship
- Budget

04

RECOMMENDATIONS

- Going Forward



OUR TEAM



JULIA
Media Research



LEXIE
Creative



SAVANNAH
Consumer Research



RICHARD
Budget & Competitor
Research

FREEDOM RAVE WEAR



- Online boutique that sells festival / rave clothing for both men and women
- Founded by couple Alyssa Erickson and Michael Hodgen in 2014
- Committed to sustainability
- Expression, confidence, love, and community
 - Mission statement: "Enable Authentic People."
- Microfactory in San Diego, CA

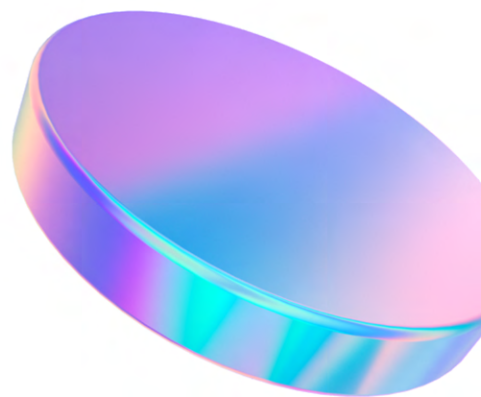
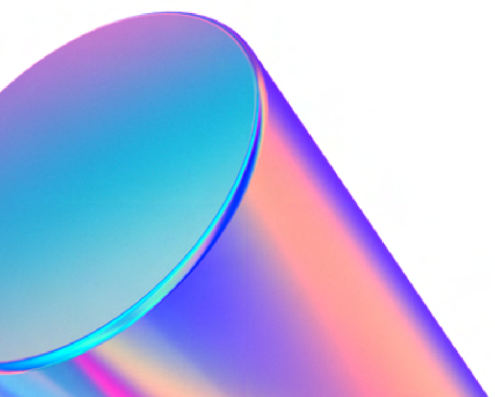


GOALS AND VISION

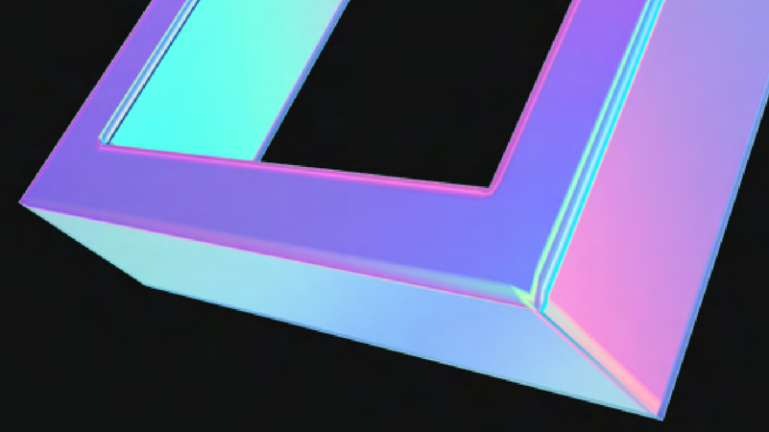
SYDNEY



MELBOURNE



WHY FREEDOM RAVE WEAR?



- **Eco-friendly**
- **Competitive prices**
- **Large variety of styles**
- **Large enough staff**
- **Already existing demand for our product**
- **Already established presence in the space**
- **Inclusive to all- anyone can be a brand ambassador**

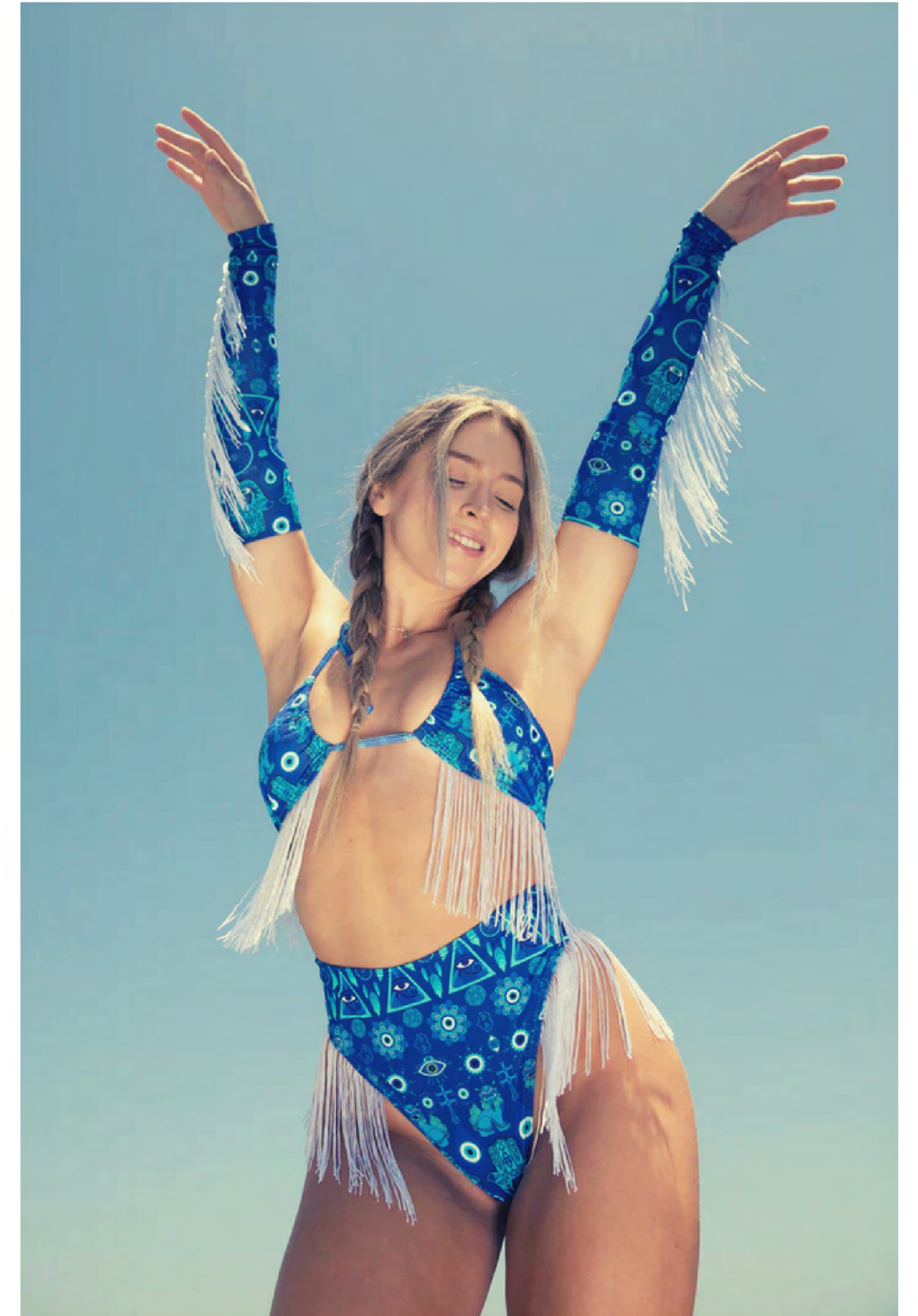




SITUATION ANALYSIS

COMPANY ANALYSIS

- TOP 5 Rave Wear Brand in the USA
- 82.96% USA, 8.39% India, 2.68% UK
- Yearly revenue \$2M-\$5M
- Monthly visit 69.4k
- High gross profit margin
- Average price \$75

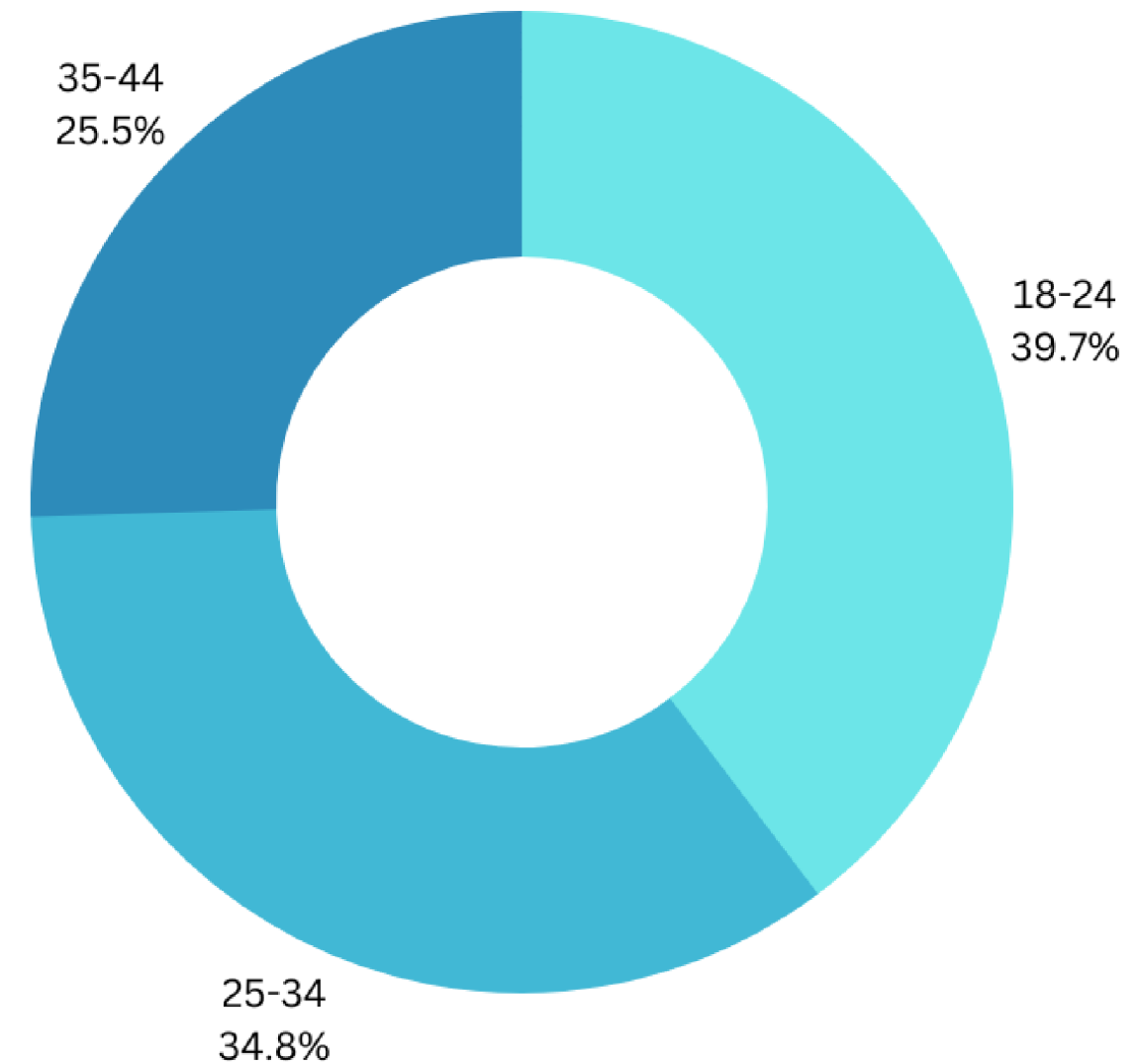
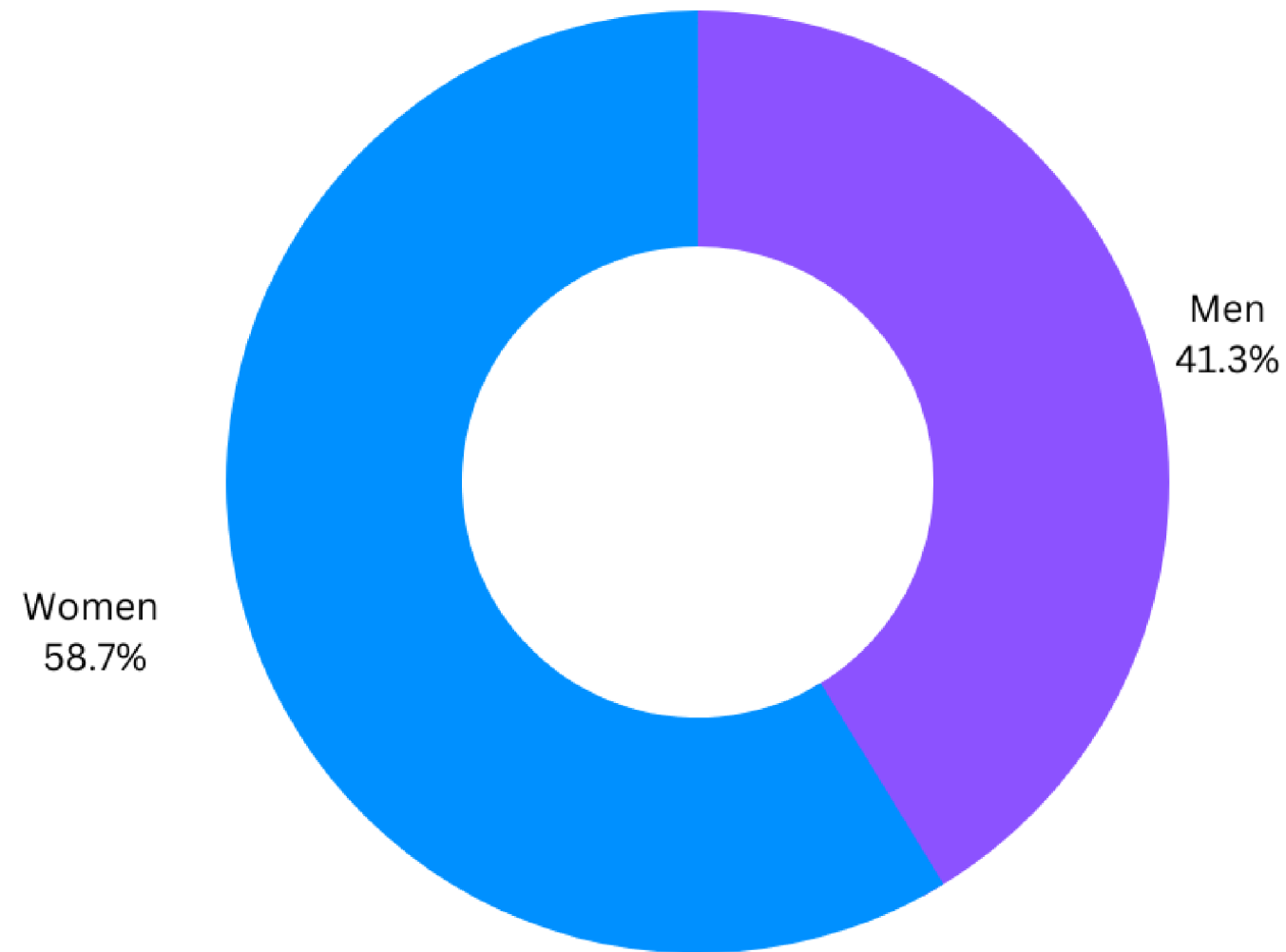


MARKET ANALYSIS

- **\$18.7 billion**
- **Keep growing for 5 years**
- **Optimistic eco situation**
- **More international brand**

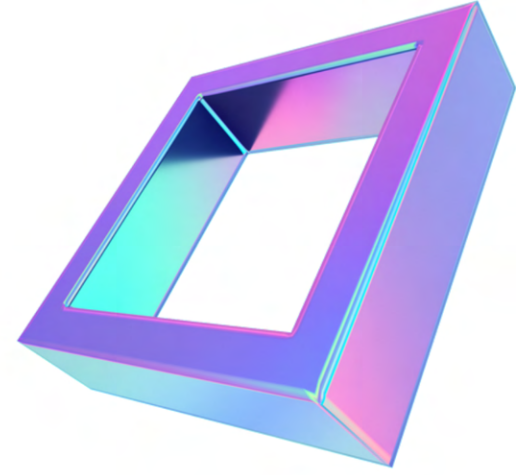


CONSUMER/ TARGET ANALYSIS



- **Men and women who attend festivals ages 18-44**

TARGET CONSUMER



- Likely lives in urban areas
- Likely has a 9–5 job
- Frequently interacts with others on social media
- Early adopters of products
- Researches product before purchase
- Conscious and aware of brands they support and products purchased



COMPETITORS



&



Zalio

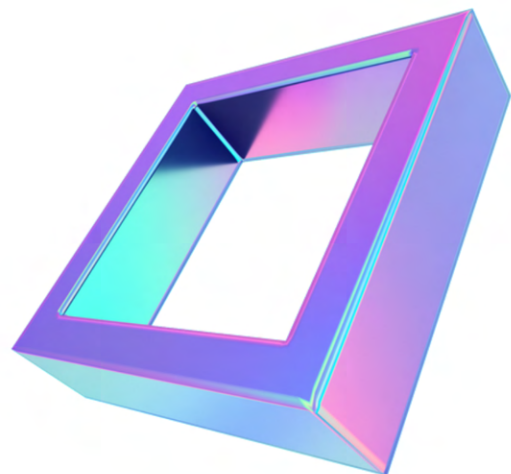


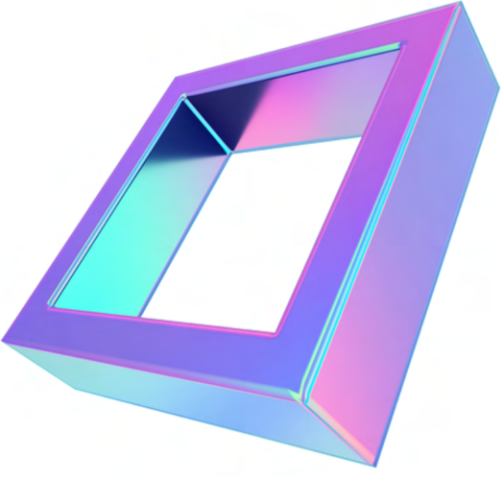
**DOOF
STORE**

COMPETITORS



VS. OUR BRAND





SWOT ANALYSIS

Strengths

sustainable clothing selection

High gross profit margin

Wide consumer age range

coupons available for new consumers

Only brand that earns middle eastern market share

Unique style

Weaknesses

Enter Australian market late

shipment by air is too expensive

Insufficient production capacity

Missing shoe and gadget production line

shipment by sea takes too long which is about 2 months

Existing cash flow is difficult to support local production in Australia

Opportunities

No rave brand has ever opened an offline store

Australian consumers have been conditioned by first-entry brands

Can add shoe and rave gadgets line

The output value of Australia's clothing industry continues to grow

Australia has a large number of music festivals that attract countless locals and tourists

Australia's local rave brand is not yet competitive with international brands

Threats

Higher pricing compared to competitors

Might not conform to the aesthetics of Australians

Rising local rave brand

easy copy design

tense international situation might block sea transportation



CREATIVE BRIEF

MESSAGING PLATFORM



57.7% USER RATE



32.2% USER RATE

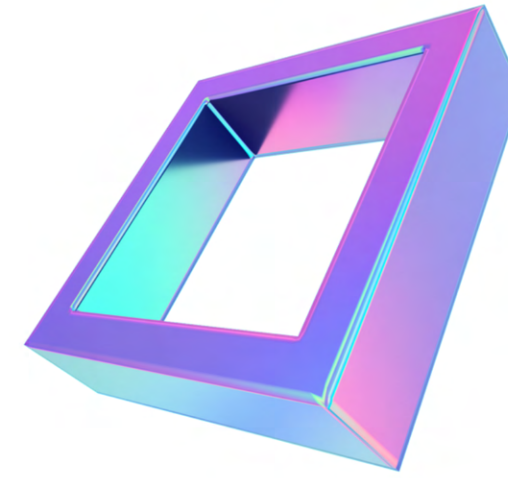


78% USER RATE



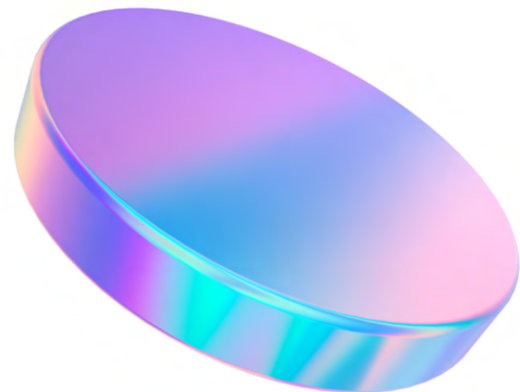
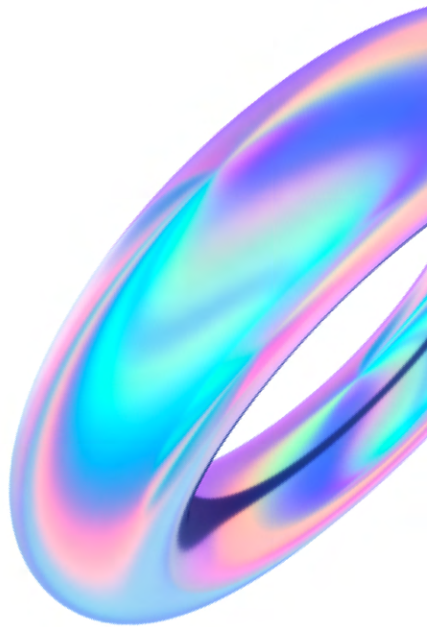
OUR CONCEPT

#FREEDOMFEST



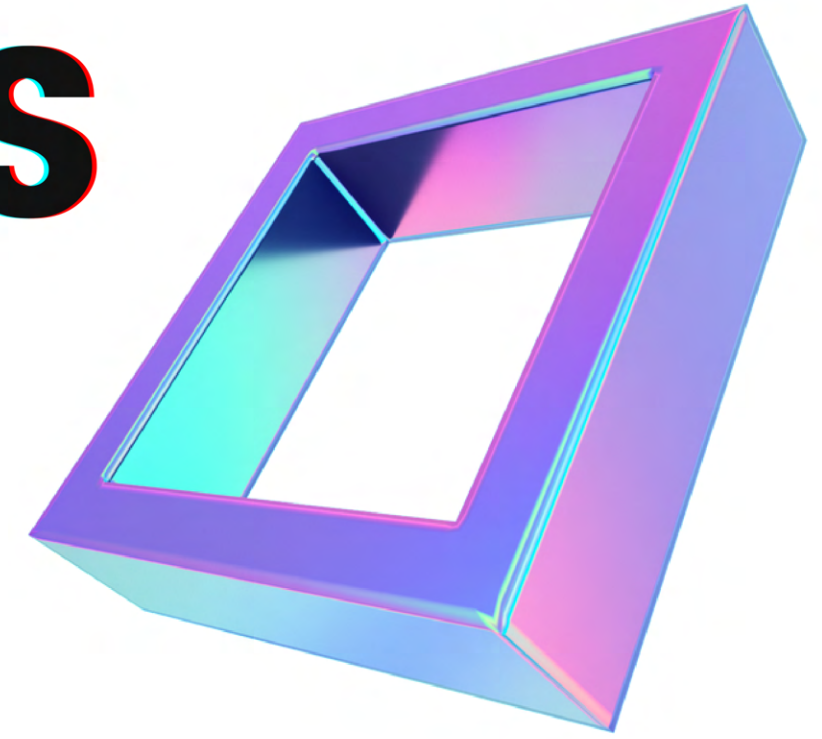
**SPONSOR TWO MUSICIANS AT A
MUSIC FESTIVAL**

**SOCIAL MEDIA GIVEAWAY: 1
WINNER ACROSS 3 PLATFORMS**



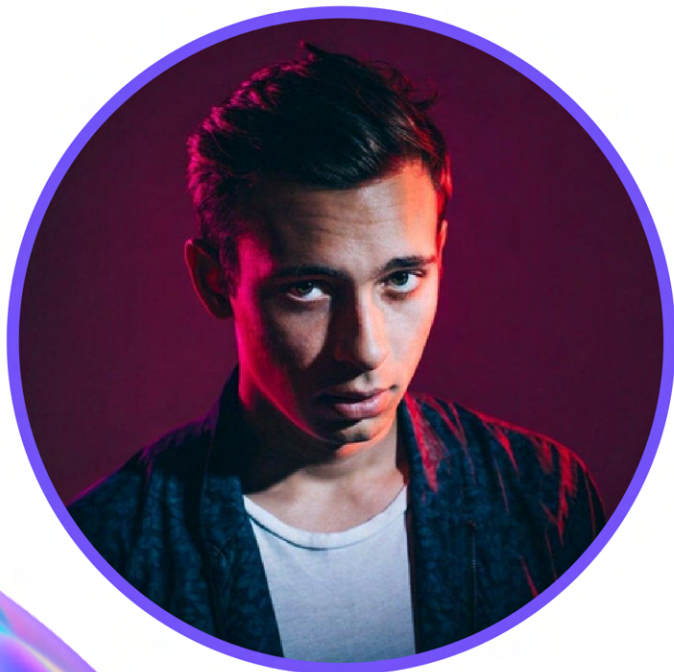
**POP UP SHOP AT MUSIC FESTIVAL
WITH INFLUENCER MEET AND
GREET**

SPONSORED MUSICIANS



Alison Wonderland

- DJ originally from Sydney, AUS
- 819k Instagram followers
- Well known in the rave/ music festival community



Flume

- Music artist from Sydney, AUS
- 1.1 M Instagram followers
- Popular electric music musician

#FREEDOMFEST

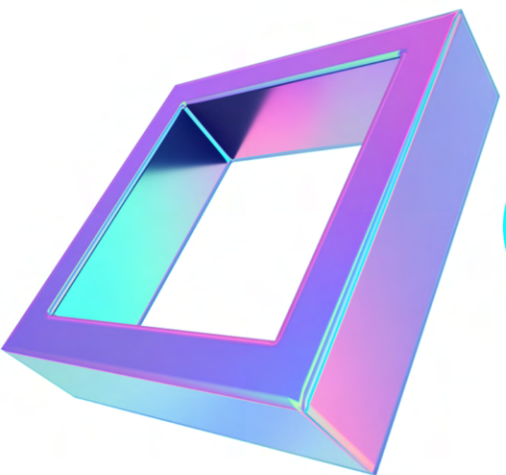
INFLUENCER MARKETING



WENGIE

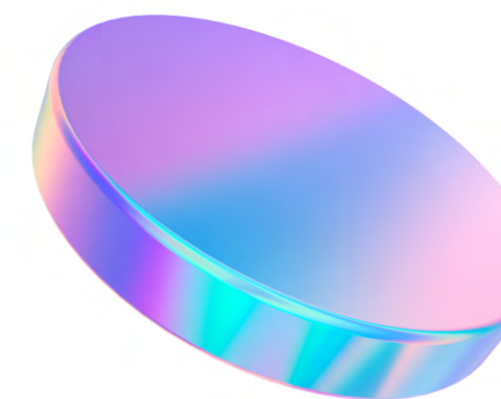
- Australian lifestyle and travel vlogger/ influencer
- Musician
- 2.2 M Instagram followers
- Known in L.A. as well (good to cross over the brand)

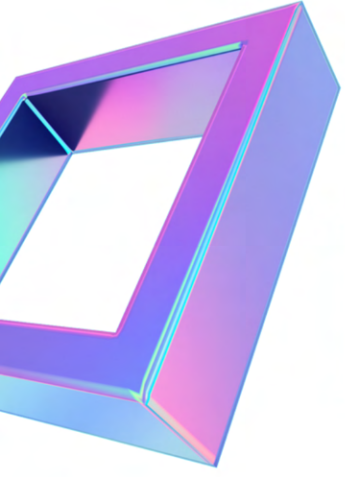
#FREEDOMFEST



GIVEAWAY

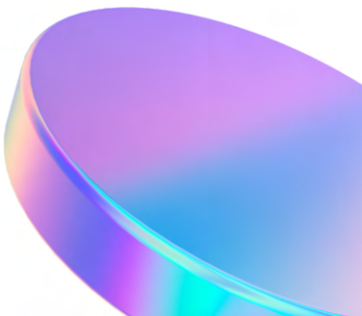
- Giveaway will be promoted across our social media channels: Instagram, Facebook, and Twitter
- Done to promote the brand's socials with Australian consumers and increase followers
- Open to Australian residents only
- Follow the brand on all three pages and leave a comment with the #FREEDOMFEST
- Win \$250 to spend on Freedom Rave Wear and a pass to the music festivals that the brand will have the pop up shop at





POP UP SHOP

- Can be moved to different music festivals
- Up-cycled material supports brands sustainability efforts
- Will host the meet and greet with Wengie



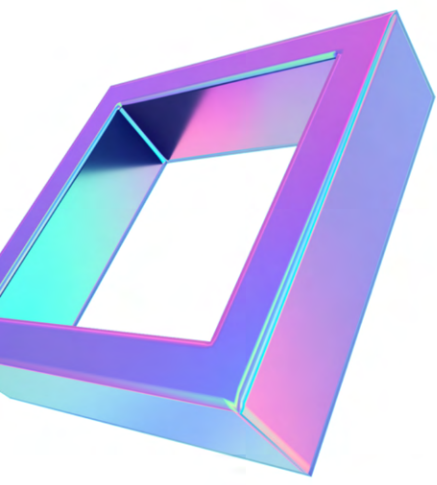
BUDGET CONSIDERATIONS

- Sponsoring two musicians' booking fees(\$400k)
- Sponsoring social media influencer(\$20k)
- Giveaway costs(\$25k)
- Shipping products overseas(\$12K)
- Shipping container for pop-up (\$2k)
- Total(\$459k)



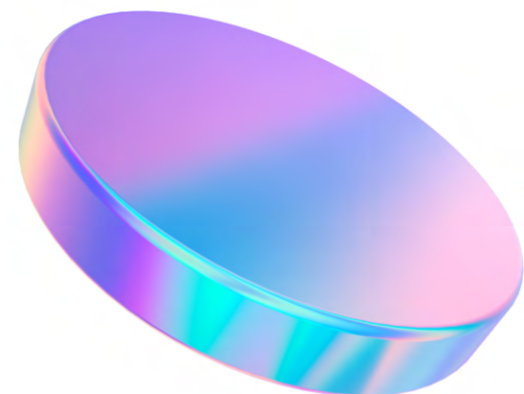


RECOMMENDATIONS



GOING FORWARD>>>>

- Add shoe line as a point of parity
 - Preferably host an Australian rave shoe brand on the website
- Add rave accessories (competitors do not have this)
- Continue to highlight sustainability





THANK YOU!