

FREEDOM RAVE WEAR

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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

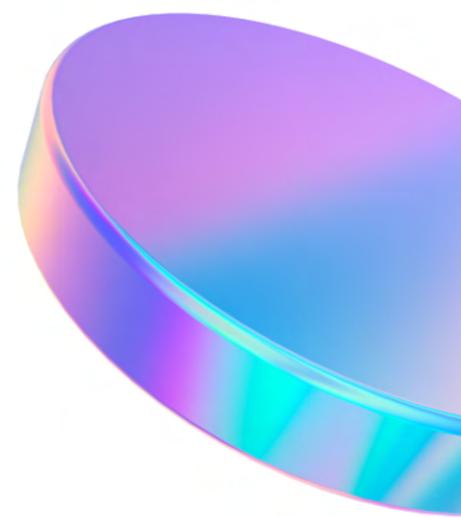
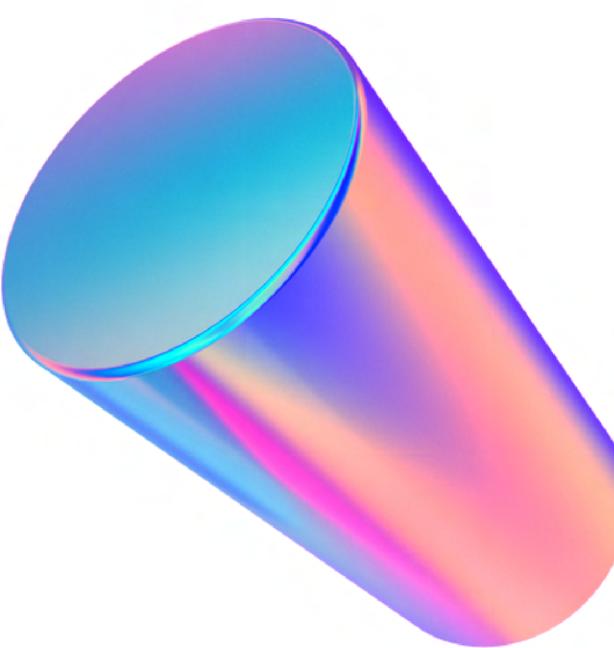
CREATIVE BRIEF

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

04

RECOMMENDATIONS

- Going Forward



OUR TEAM



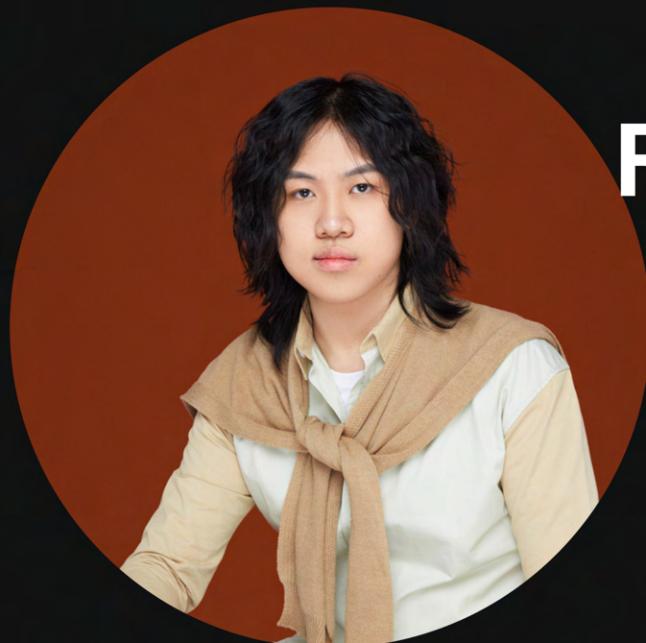
JULIA
Media Research



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

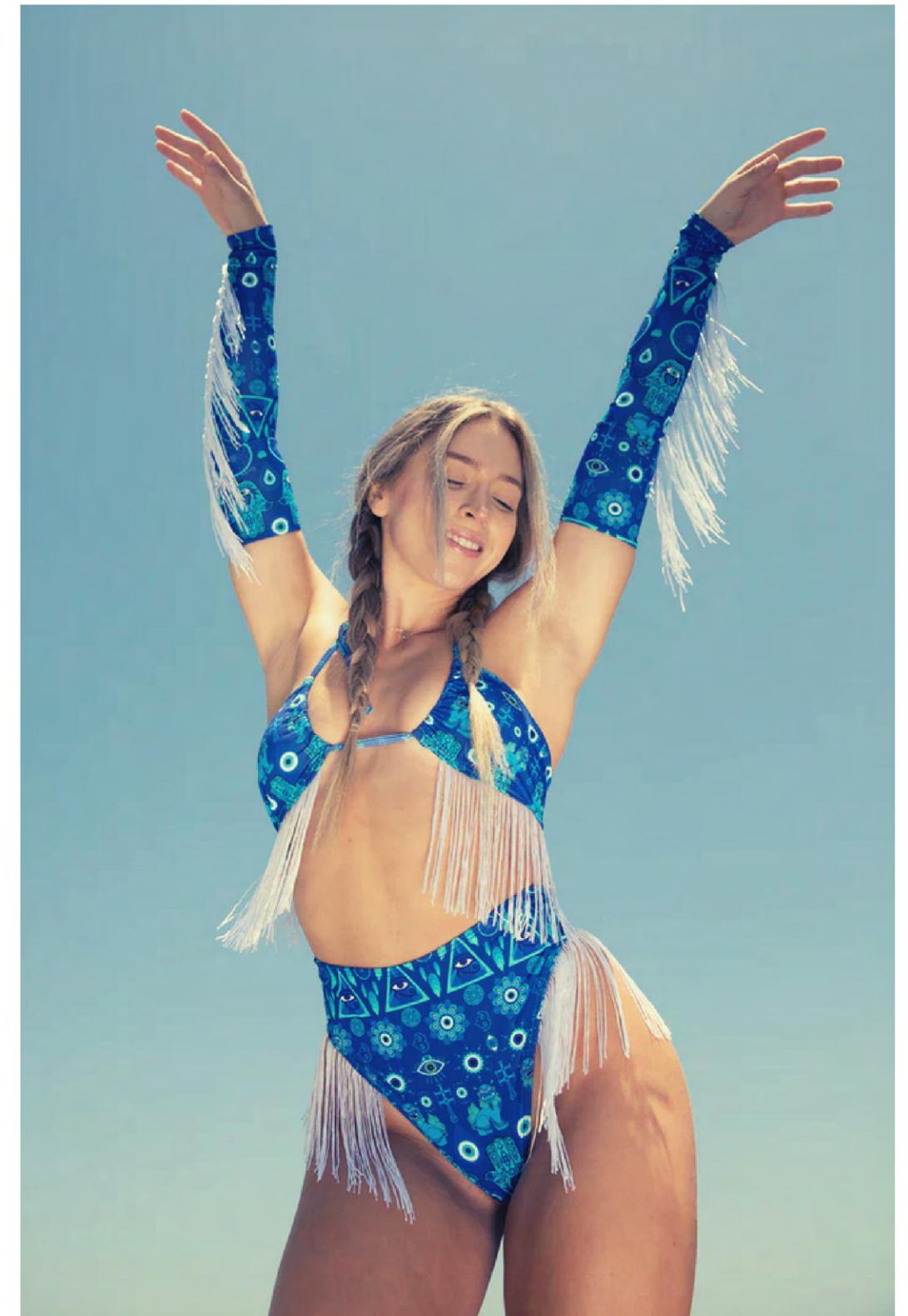
WHY FREEDOM RAVE WEAR?

- 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

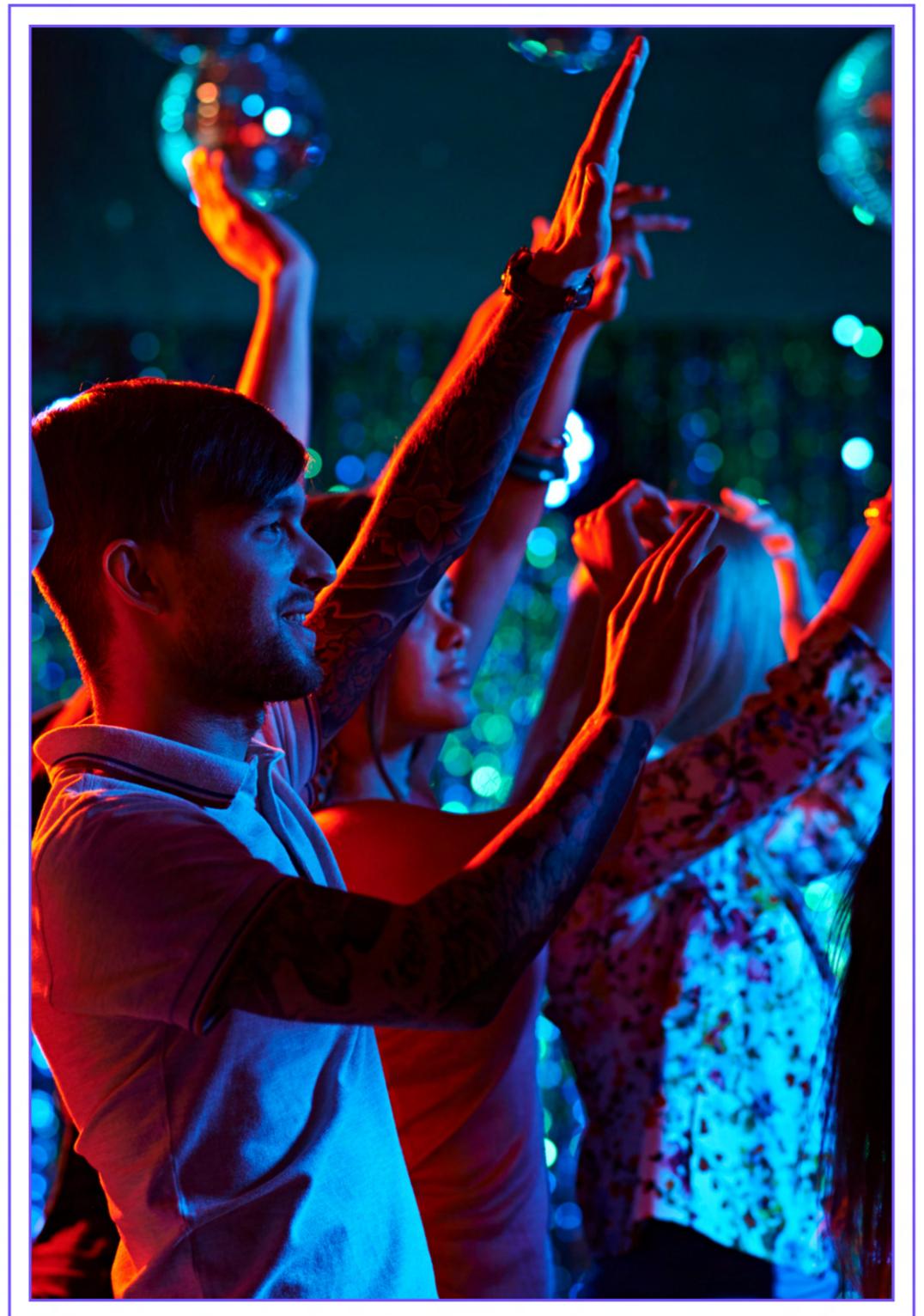
COMPANY ANALYSIS

- 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

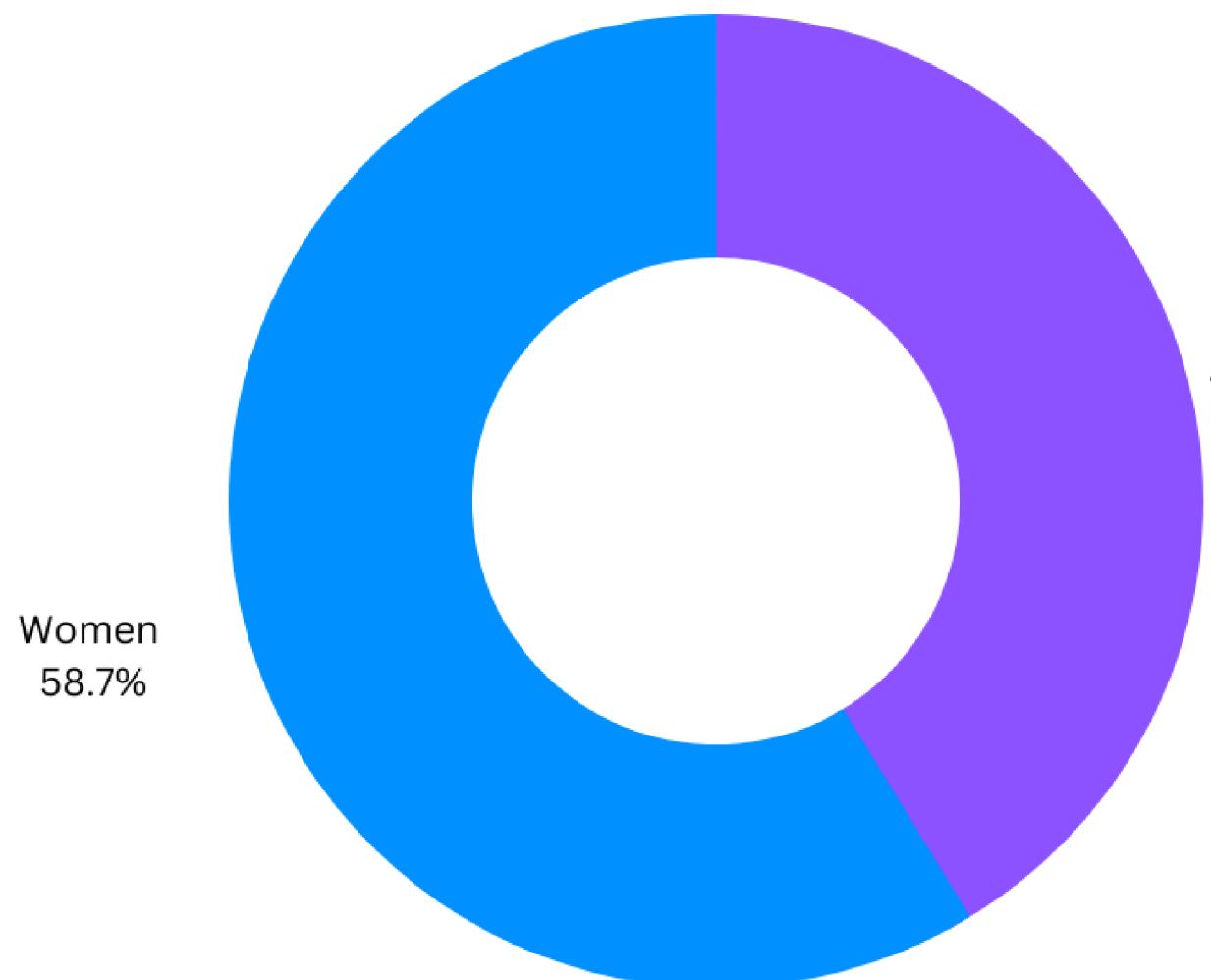


MARKET ANALYSIS

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

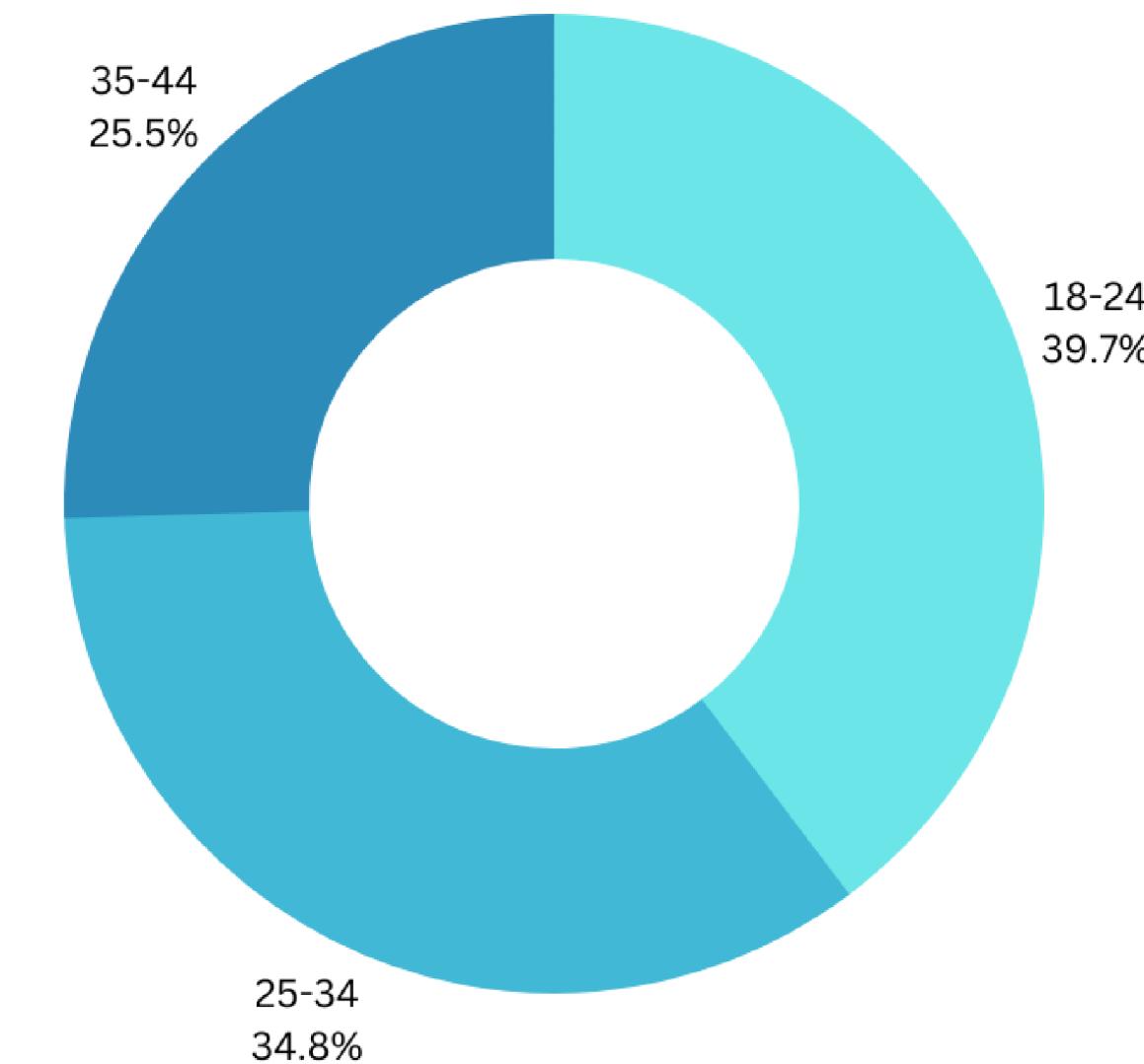


CONSUMER/ TARGET ANALYSIS



Men
41.3%

Women
58.7%



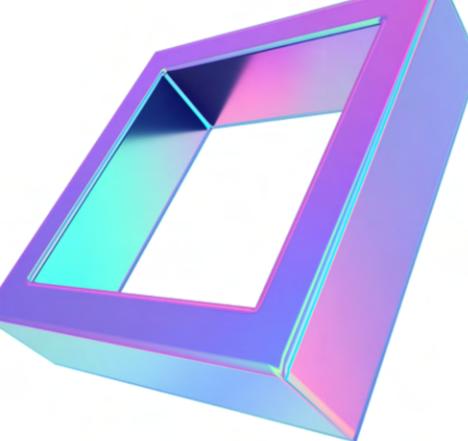
35-44
25.5%

18-24
39.7%

25-34
34.8%

- Men and women who attend festivals ages 18-44

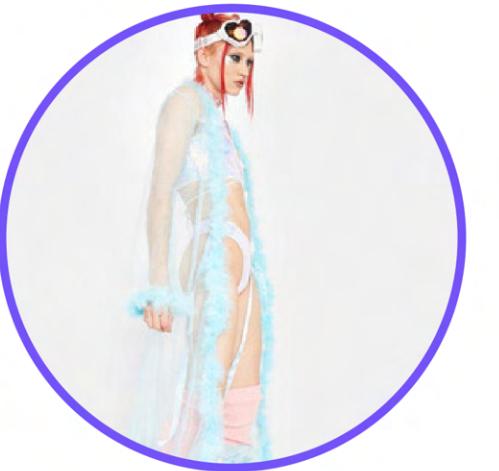
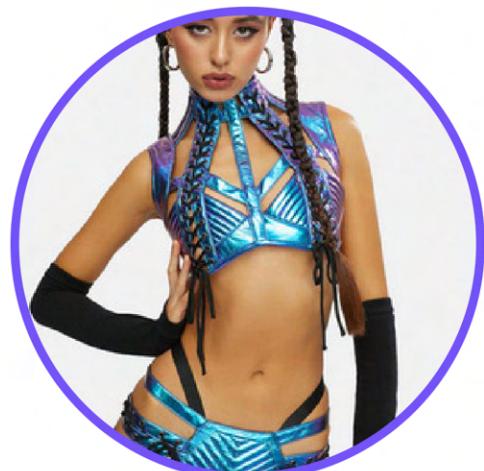
TARGET CONSUMER



- 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



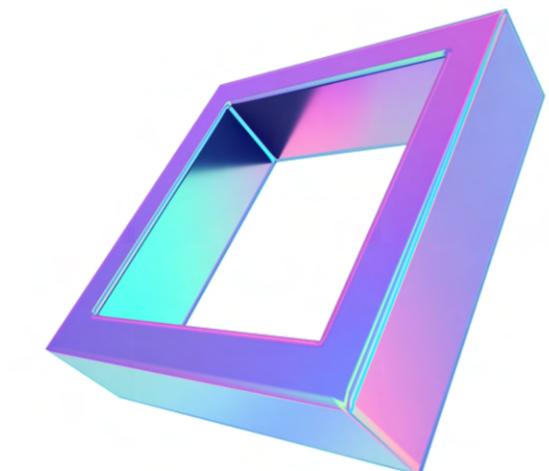
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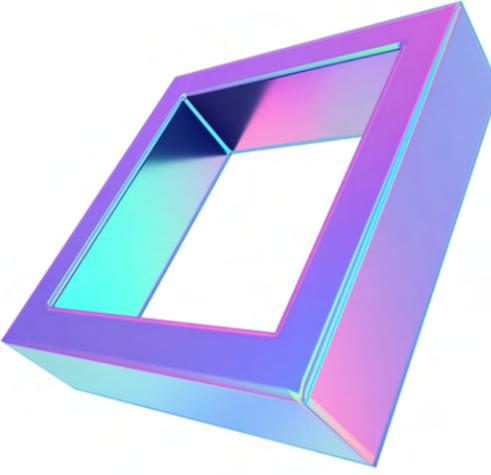




COMPETITORS

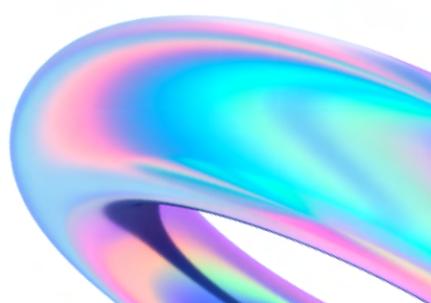
VS. OUR BRAND





SWOT ANALYSIS

Strengths	Weaknesses
<p>sustainable clothing selection</p> <p>coupons available for new consumers</p>	<p>Enter Australian market late</p> <p>shipment by air is too expensive</p> <p>Insufficient production capacity</p>
Opportunities	Threats
<p>No rave brand has ever opened an offline store</p> <p>The output value of Australia's clothing industry continues to grow</p> <p>Australian consumers have been conditioned by first-entry brands</p> <p>Australia has a large number of music festivals that attract countless locals and tourists</p> <p>Can add shoe and rave gadgets line</p> <p>Australia's local rave brand is not yet competitive with international brands</p>	<p>Higher pricing compared to competitors</p> <p>Rising local rave brand</p> <p>easy copy design</p> <p>Might not conform to the aesthetics of Australians</p> <p>tense international situation might block sea transportation</p>



CREATIVE BRIEF

MESSAGING PLATFORM



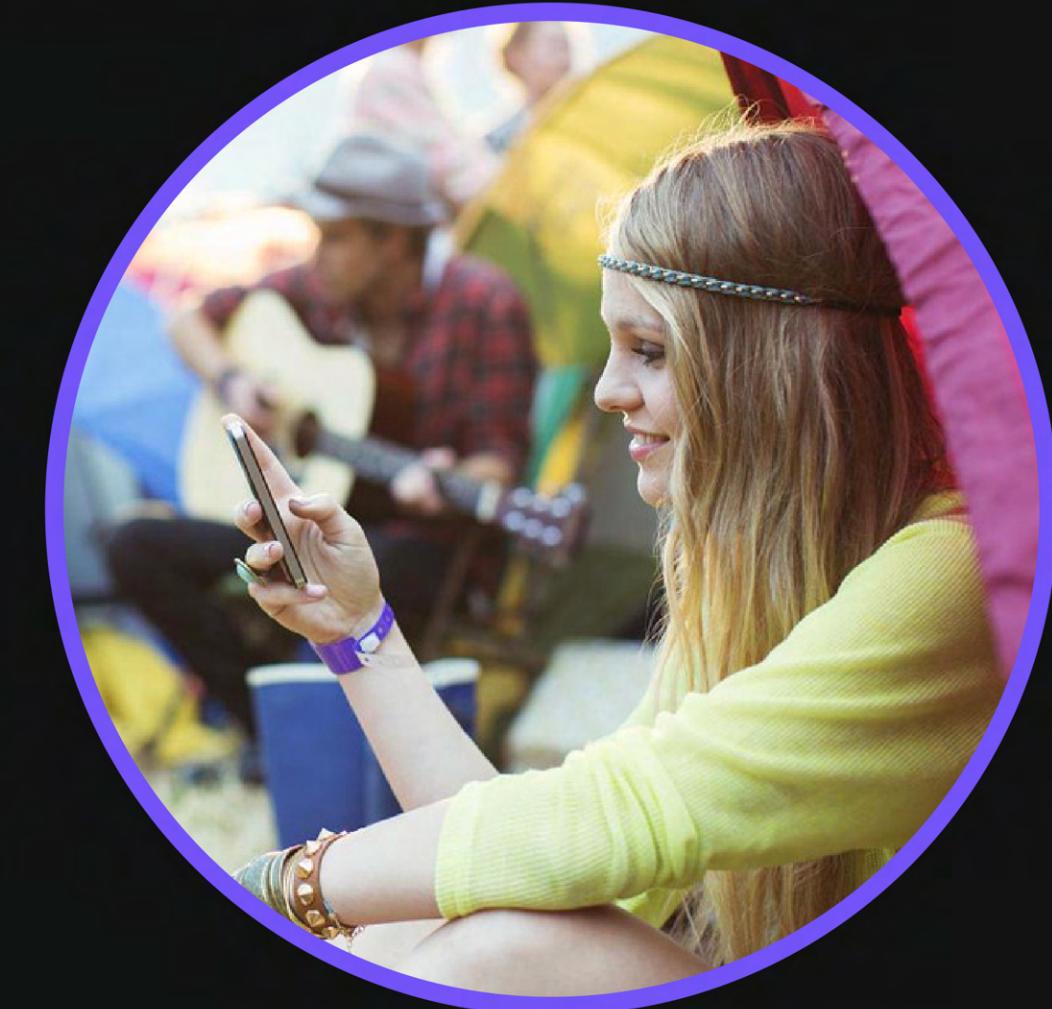
57.7% USER RATE



78% USER RATE

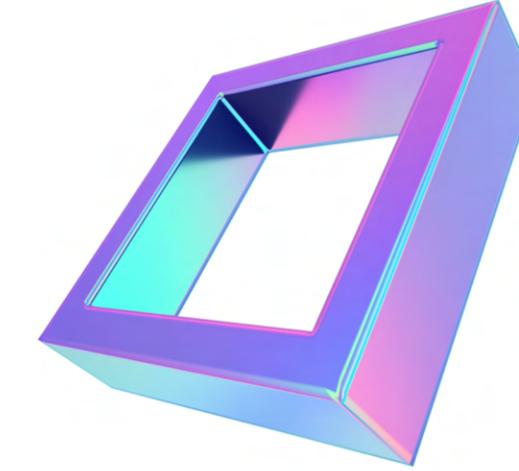


32.2% USER RATE



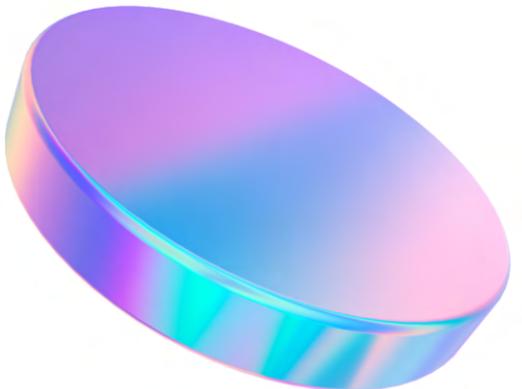
OUR CONCEPT

#FREEDOMFEST

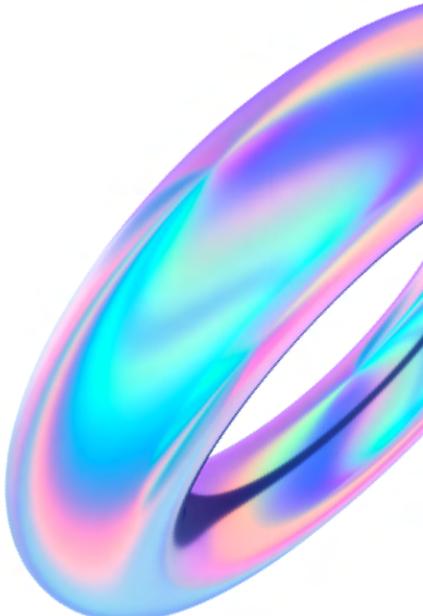


SPONSOR TWO MUSICIANS AT A
MUSIC FESTIVAL

SOCIAL MEDIA GIVEAWAY: 1
WINNER ACROSS 3 PLATFORMS



POP UP SHOP AT MUSIC FESTIVAL
WITH INFLUENCER MEET AND
GREET

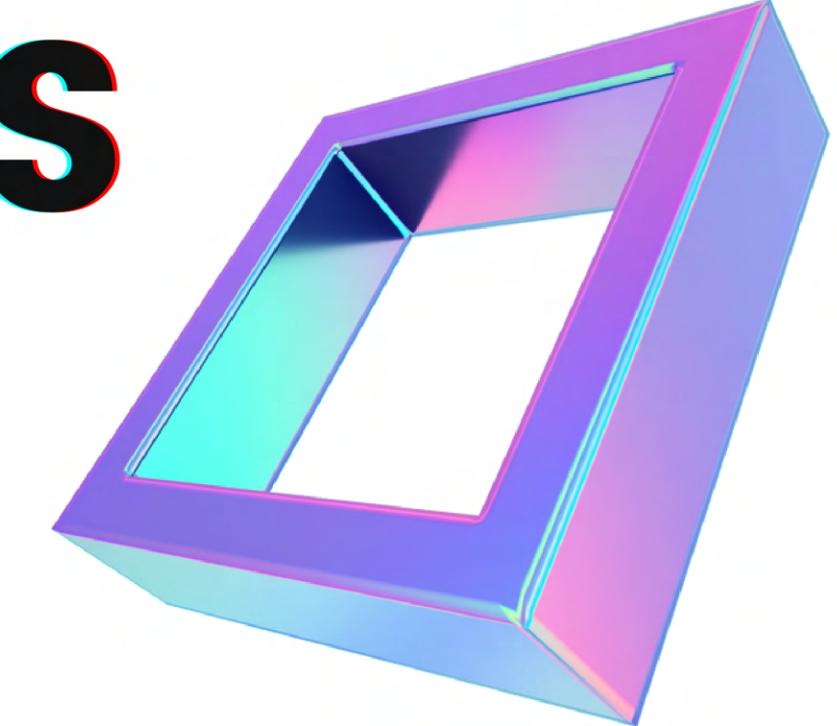


SPONSORED MUSICIANS



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

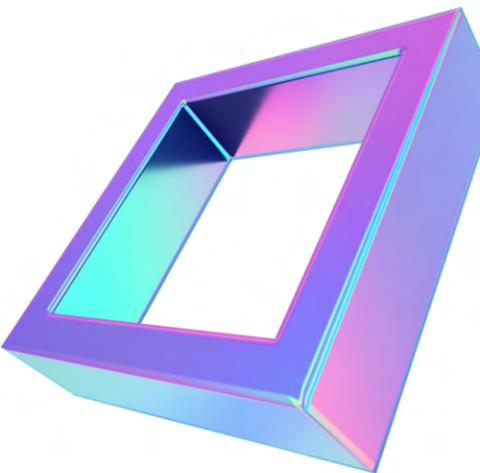
INFLUENCER MARKETING



WENGIE

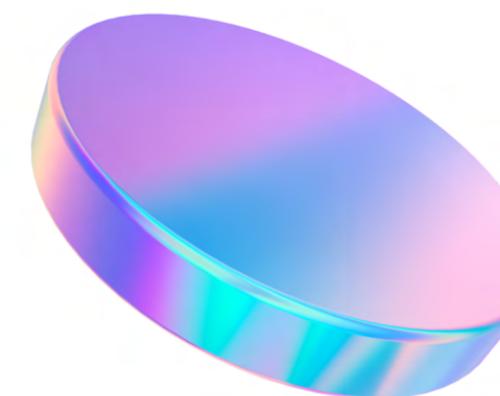
- Australian lifestyle and travel vlogger/ influencer
- Musician
- 2.2 M Instagram followers
- Known in L.A. as well (good to cross over the brand)

#FREEDOMFEST



GIVEAWAY

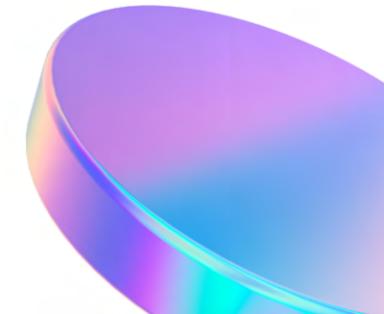
- Giveaway will be promoted across our social media channels: Instagram, Facebook, and Twitter
- Done to promote the brand's socials with Australian consumers and increase followers
- Open to Australian residents only
- Follow the brand on all three pages and leave a comment with the #FREEDOMFEST
- Win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





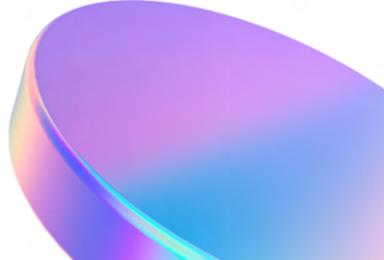
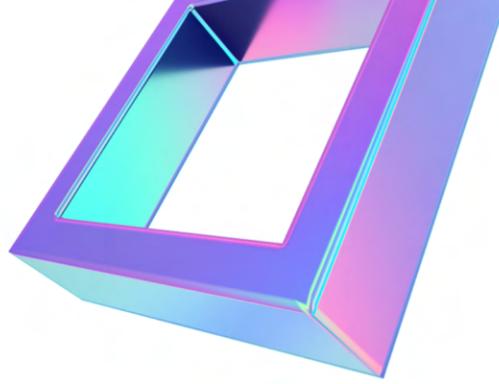
POP UP SHOP

- 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)

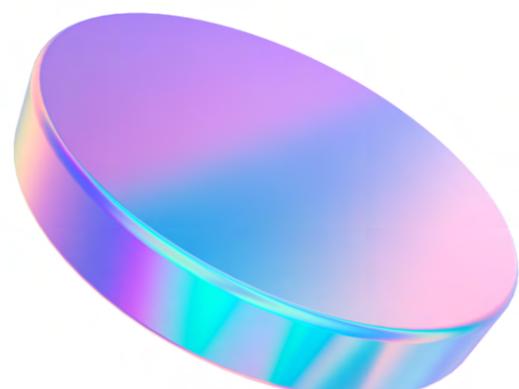


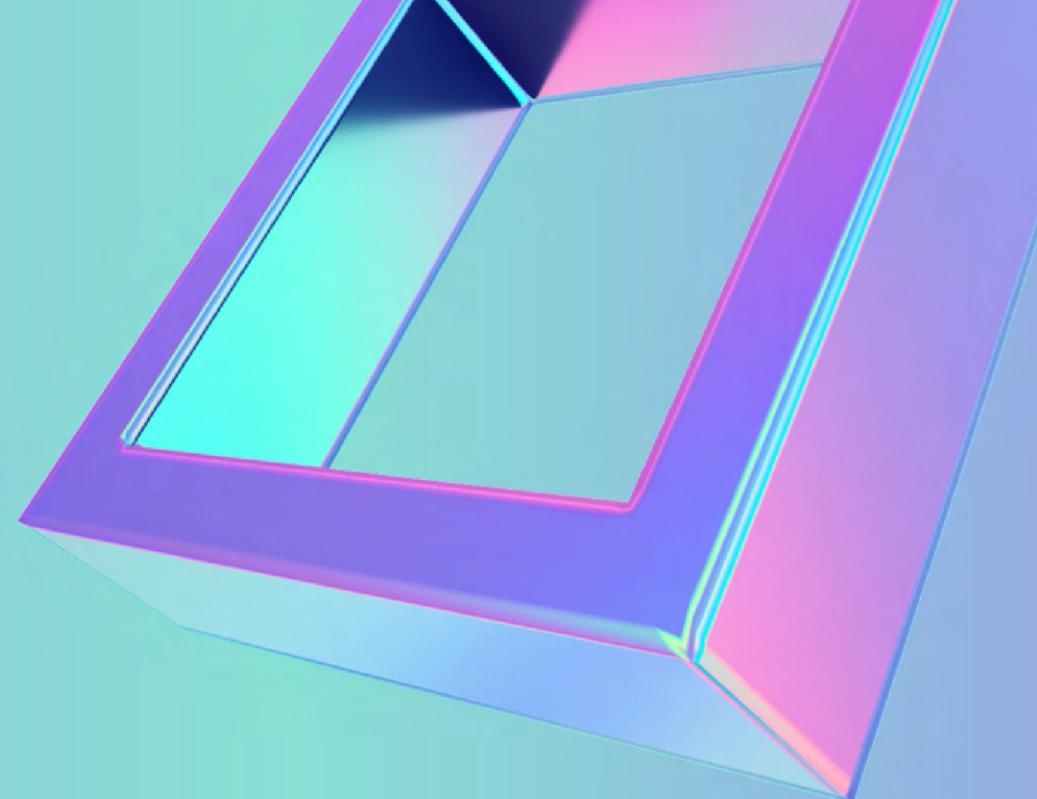
RECOMMENDATIONS



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!