TrendTide Clothing Co.

CAMPAIGN BRIEF

Target Audience

- **Primary**: Gen Z (18–24), urban-based, social media-native, trend-driven. They care about sustainability, inclusivity, and fashion that expresses identity.
- **Secondary**: Millennials (25–34), value-conscious consumers who want affordable fashion that balances quality, trendiness, and ethical responsibility.

Consumer Pain Points:

- Poor product quality (e.g., fraying fabrics, bad stitching)
- Outdated designs (not aligned with trends like K-pop, athleisure)
- Limited sustainable materials and inclusive sizing
- Weak brand engagement and declining social media presence
- High customer churn (45%) and reduced satisfaction (down to 60%)

Unique Selling Proposition (USP)

"Wear the Change."
 TrendTide is relaunching with a bold vision, to become India's go to fashion brand for inclusive, sustainable, and affordable style. It's not just fast fashion anymore, it's purpose-driven fashion that listens, adapts, and empowers.

Marketing Tactics

1. **TrendTogether Reels Challenge (Micro-Influencer Campaign)**
   - Collaborate with 25–30 micro-influencers (10K–50K followers) across Instagram and YouTube
   - Launch a short-form content challenge featuring TrendTide's new sustainable line
   - Goal: Boost visibility, relatability, and user-generated content
2. **Flash Sales + College Collaborations**
   - Partner with college ambassadors to organize flash sale events on campuses
   - Use K-pop-inspired visuals and gamified discount codes through student creators
   - Goal: Create hype, drive urgency, and reconnect with price-conscious youth
3. **"Swap & Style" Pop-Up Events**
   - Host monthly sustainability pop-ups in major metro cities (Delhi, Mumbai, Bangalore)
   - Allow customers to swap old clothes for discounts; promote inclusive try-ons
   - Goal: Rebuild community trust and promote eco-friendly behavior
4. **Website UX & Personalization Revamp**
   - Introduce style quizzes and personalized product bundles using AI

- Improve mobile speed and reduce bounce rate (currently 65%)
- Goal: Increase conversion rates and improve digital brand trust

5. **Brand Revival Storytelling Series**
   - Launch Reels and blog content showing TrendTide's journey, team, and behind-the-scenes work
   - Include diverse models, sustainability wins, and real customer features
   - Goal: Rebuild emotional connection and reintroduce the brand with purpose