

# **The Right Size Campaign Research**

**Campaign goal:** Raise brand awareness

**Target audience:** People of all sizes between the ages of 25-49

**Largest age groups on different platforms:**

- Facebook: 25-34 year olds
- Instagram: 25-34 year olds
- LinkedIn: 46-55 year olds
- TikTok: 18-24 year olds
- Snapchat: 13-34 year olds
- Twitter: 30-49 year olds

**Most popular platforms among current customers** (in order of popularity):

1. Instagram
2. Facebook
3. Twitter
4. TikTok
5. SnapChat
6. LinkedIn

**Highest target audience activity on social media:**

- Monday - Friday: 9:00 a.m. - 2:00 p.m., 5:00 - 6:00 p.m.
- Saturday & Sunday: 8:00 a.m. - 11:00 a.m.

**Holidays/Events: Week of May 2-8**

- Asian Pacific American Heritage Month
- National Small Business Week
- Teacher Appreciation Week
- May 4: Star Wars Day
- May 6: National Nurses Day
- May 8: Mother's Day

**Promotions: Week of May 2-8**

- Mother's Day Sale
- Teacher Appreciation Week Discount

**Posts receiving highest engagement** (in the past 3 months):

- Gorgeous as You Are - inspirational video
- How They Wore It - funny GIF
- Redefining Shopping: Size-Inclusive Fashion - article
- Find Your Fit - pants styles infographic