



Fazyo

Digital Media Plan

Brief Summary

MARKETING OBJECTIVE	To drive offline store sales through digital channels, especially through social media. 1 crore INR sales from each store per month is our revenue goal.
REGIONS	Phase 1- Thrissur Phase 11- Thrippunithura, Kottayam
CAMPAIGN COMMUNICATION	Build awareness about Fazyo brand and celebrate stunning and modern trendy fashion designs.
BUDGET & DURATION	Budget: ~0.4 Cr Duration: 30-45 Days
CORE TG	18-50 Male and Female with Top 50% HHI and high affinity to Shopping
MEDIA OBJECTIVES	<ul style="list-style-type: none">❑ Build awareness for people who are looking for value driven modern trendy clothes❑ Drive in-store footfalls and sales amongst today's style aficionado and be in their consideration when it comes to fashion shopping.

Branding Principles for the Fazyo Digital Campaign

Approach 1

Objective

Brand/ Product Category Film x 15-20 secs

Reach & Awareness

- ★ With product Film- the objective is to reach out to maximum number of people with largest 2+ frequency base in 25 km's of store locations

Bumper Cuts x 6 secs

Retargeting Video of Skippable Ad

- ★ Targeting prospecting audience Interest TG to help with awareness for fashion sales and promotions.
- ★ Retargeting video viewers (brand/product) to increase frequency & build high recall -> nudging towards store visits
- ★ Ensures people visits stores

Static & Carousel

Landing Page Views - Store Visits

- ★ Targeting high relevancy 3rd party publishers where the core TG is present to create awareness about brand store and promotions.
- ★ Leveraging display properties and sustenance campaigns to create buzz and ad recall amongst the core TG
- ★ Use articles on publishers as an informative source about the brand promotions.
- ★ Using Ad units on publishers smartly to showcase our product range first which further expands into category clothing combos

Relevant 3rd Party Publishers

Awareness & Frequency + Recall

Branding Principles for the Fazyo Digital Campaign

Approach 11

Objective

Product/ Promotions x 15-20 secs

Reach & Awareness

- ★ With Sales product Film- the objective is to reach out to maximum number of people with largest 2+ frequency base in 25 km's of store locations

Bumper Cuts x 6 secs

Retargeting Video of Skippable Ad

- ★ Targeting prospecting audience Interest TG to help with awareness for fashion sales and promotions.
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Relevant 3rd Party Publishers

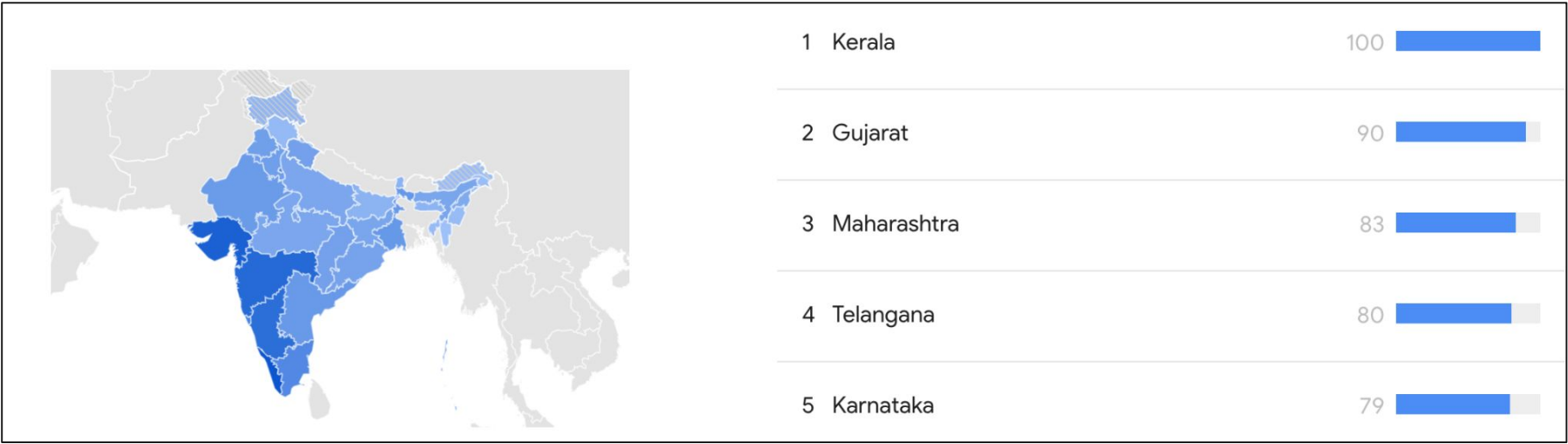
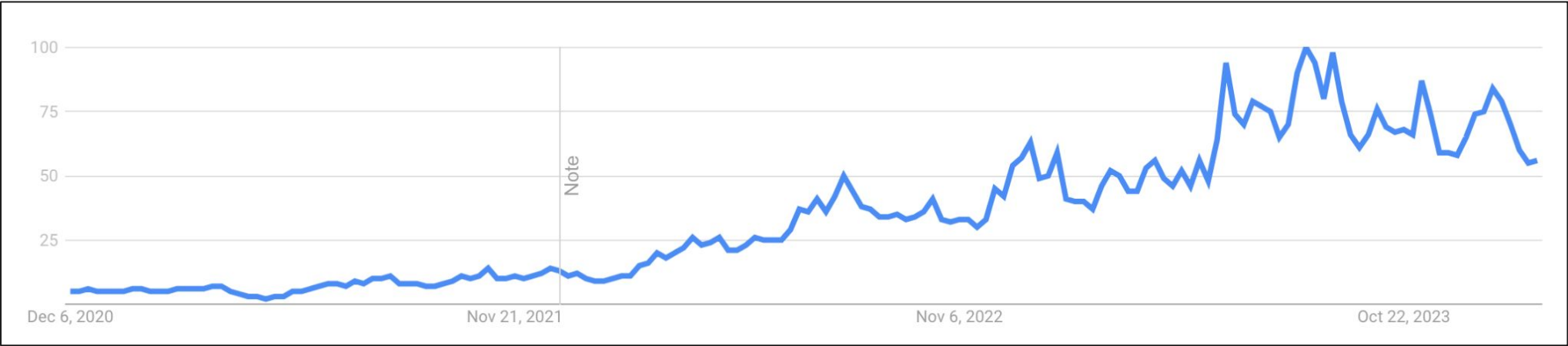
Awareness & Frequency + Recall



Competition- Zudio Market Trend and Insights



Zudio market trends shows a continuous growth since launch and Kerala has the highest.



Offline Strategy

Affordability and Accessibility:

Zudio focuses on delivering trendy, affordable fashion with strategically located offline stores, ensuring accessibility for a diverse customer base.

Customer-Centric Approach: Operating offline stores enables Zudio to maintain a customer-centric approach, fostering direct interactions and personalized shopping experiences.






In-Store Experience: Emphasizing the in-store journey, Zudio creates a physical space for customers to explore collections, aligning with a commitment to providing value beyond the product.



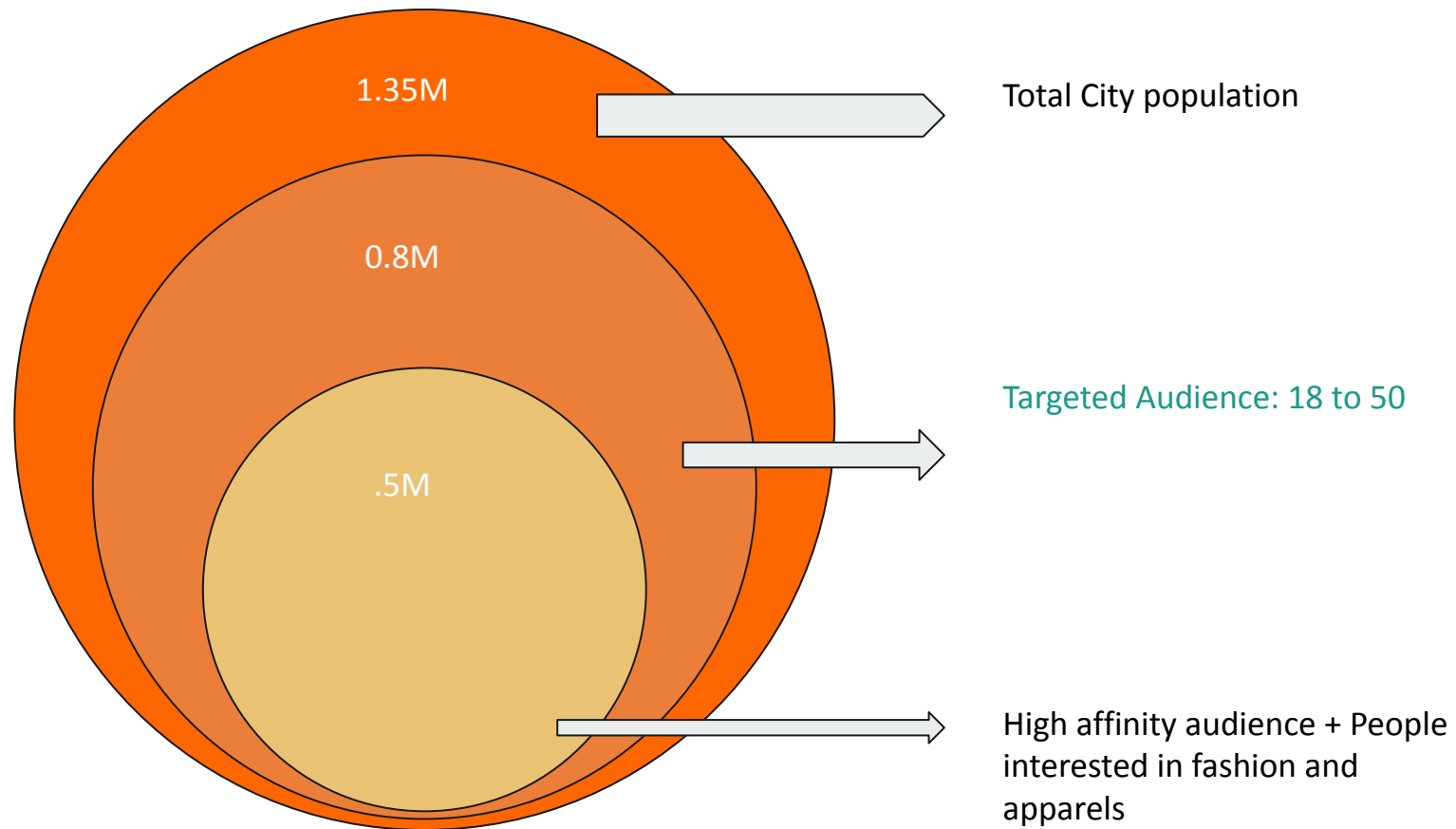
Our Target Audience



550mn Impressions= The key cohorts for Fashion and Shopping affinity, addressing out price-point segments for our Cities+TG

 Female 18+, Shopping Enthusiasts <div><div>~10M Potential reach</div><div>— Incremental reach</div></div>	 Female 24+, Luxury Shoppers <div><div>~10M Potential reach</div><div>— Incremental reach</div></div>	 Female 18+, Fashionistas <div><div>~10M Potential reach</div><div>— Incremental reach</div></div>	<div>Most reach</div>  Female 18+, Value Shoppers <div><div>~15M Potential reach</div><div>— Incremental reach</div></div>	<div>Most reach</div>  Female 18+, Beauty Mavens <div><div>~15M Potential reach</div><div>— Incremental reach</div></div>
<div>15.4x Index</div> <div>67% Share</div>	<div>15.1x Index</div> <div>73% Share</div>	<div>12.9x Index</div> <div>49% Share</div>	<div>12.6x Index</div> <div>86% Share</div>	<div>11.9x Index</div> <div>76% Share</div>

1.5 Mn Total Targeted Audience

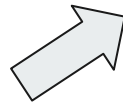


Targeting High Affinity Cohorts: Shopping, Skincare, cosmetics, anti-aging, moisturizer, skincare products, beauty mavens, beauty and wellness, beauty and personal care,

Source - Google, macrotrends, YT & FB Reach planner, GWI, Google Insight Finder

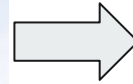
Audience Profiling - Lifestyle & Fashion is the highest-indexed Native Category

Behaviour



Travel

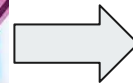
make **my** trip



News,
Finance
&
Business



₹ PhonePe




Fashion
&
Lifestyle

Myntra

Flipkart



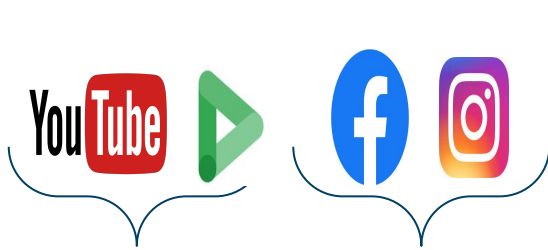
Entertain
ment &
OTT

You **Tube**     

18-50 Male and Female

Entertainment is inline with baseline, however is useful for reach building - and we will layer this with affinity, inmarket, and income audiences

The media mix deployed for targeting Lifestyle & Fashion, & Reach builders with Fashion+Affinity Targeting



Reach & Freq Builder

Brand and Product films to be run under the non-skippable and bumper ad formats to create awareness and ad recall through frequency build up.

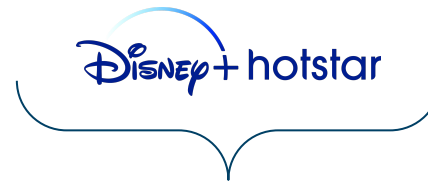
Facebook video campaign to aim at a thruplay and Store visits objective to maximize 15 second views. Static campaign to be deployed for prospecting audience as well as retargeting video viewers with instagram destination

Google Performance campaign to be launched for store visits link clicks and driving performance.



News

Vernacular and cross channel awareness building to boost the footfalls



Entertainment

Leveraging video and display inventories, for sustenance campaigns to create additional impact through awareness and ad recall amongst the core Target audience.



Payments

Leveraging coupon distribution and banner ads sustenance campaigns on Phonepe to create awareness and ad recall amongst the core Target audience.



Media Plan - Summary



Reaching out to 87% of the available audience (1.5M) at an average campaign freq of 12 in 4 Weeks

Channel	Campaign Objective	Result Type	Targeting	Budget	Reach	Avg Frequency	Results	Cost per result
Facebook	Reach and Awareness	Thruplay	Interest & Behaviour	₹1,000,000	2.2mn	7	1,400,000	₹0.7
Facebook	Traffic	Link Clicks	Open	₹300,000	3.4mn	3.5	1,200,000	₹0.3
YouTube	Reach and Frequency	Video Views	Affinity, In-Market, Topics	₹800,000		7	300,000	₹2.7
Google	Performance Max- Store Visits	Link Clicks	Affinity, In-Market, Topics	₹300,000		-	30,000	₹10.0
DailyHunt	Reach and Awareness	Link Clicks	Interest & Behaviour	₹300,000		3	20,000	₹15.0
Hotstar	Reach and Awareness	Link Clicks	Interest & Behaviour	₹300,000		2	20,000	₹15.0
Phonepe	Traffic	Link Clicks	Interest & Behaviour	₹300,000		1	15,000	₹20.0
Influencers	Store Visits	Video Views	Followers	₹600,000		-	200,000	₹3.0
				₹3,900,000			3,185,000	₹1.2

YT Campaign Approach



Assets : 15-20 seconds, 6 seconds

TG : 18-50, Male & Female

Audience: Fashionistas, Beauty Mavens, Luxury Shoppers, Value Shoppers, Bargain Hunters, Christmas Shopping, Shoppers by Store Type, etc.,

Approach :

- Plan 1- Skippable videos to be run using the 15-20 second edits and video viewers of the same to be further retargeted using 6 seconds bumper creatives
- Plan 11- Run offer and sale related communication during festivals to attract and improve sales

Campaign Creative- Product / Brand video with 15-20 seconds. 6 Sec sale/promotional videos

META - Facebook/Instagram Approach



Assets : 15-20 seconds, Videos, Statics

TG : 18- 50, Female and Male.

Audience: Interests - Shopping (retail), Clothing, Dresses, engaged shoppers, Street Fashion, T-shirts, Jeans, Leggings, Shirt, etc.,

Approach : Using 15-20 seconds video assets with **Thruplay and Store visits** as an objective to maximise VTR and link clicks. **Traffic objective** campaign to be run using statics to increase instagram profile visitors and also retarget video viewers

Campaign Creatives- Product/ Brand videos of 15-20 seconds. Promotional / Sale videos with 6 sec and Statics.



Other Channels





DailyHunt





Hotstar





Asianet News & Manorama Online Portals





Content Integration with Influencers





Thank you



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digital