

ADVERTISING CAMPAIGN INFORMATION

- Brooklinen -

I. INTRODUCE

1.1. Brooklinen

Founded in Brooklyn in 2014, we disrupted the bedding industry with premium, hotel-quality sheets and towels at accessible prices, direct to your door. Over a decade in, we're still combining creative design with premium fabrics from the best manufacturers so our bedding, bath, and home accessories work for the way you really live.

At Brooklinen, we've partnered with high-quality manufacturers throughout the world to make the best bedding in the game. We produce products in Portugal, Germany, Turkey, Pakistan, India, China (mainly for silk products), Peru, Canada, and the USA.

With raw materials being sourced from all over the world, how do we keep your comfort at that top-notch quality?

Well, Brooklinen is dedicated to ensuring that all suppliers of Brooklinen products, and the factories at which those goods are produced, are committed to and compliant with the highest standards of social compliance, safety, and ethical labor practices. That all translates to us, as a company, requiring industry standard responsible sourcing audits on a regular basis.

1.2. Platforms

a. Instagram: Our uses this platform for visually driven content, including impact stories, product showcases, and influencer partnerships.

b. Facebook: We are currently featuring our top-performing new products on our official Facebook fanpage. These items have already achieved strong sales and proven success in the U.S. market. They represent our latest collections, and we are leveraging our fanpage to introduce them to a wider audience and drive engagement in new markets.

c. TikTok: Our creates short, engaging videos that appeal to younger audiences, highlighting both products and causes in a fun, digestible format.

d. Google: Our utilize Google Ads to target high-intent audiences through search, display, and shopping ads. This platform allows us to reach potential customers who are actively searching for products like ours or related causes, helping drive both traffic and conversions. Google Ads also supports our product launches, promotions, and philanthropic initiatives by increasing our visibility across the web.

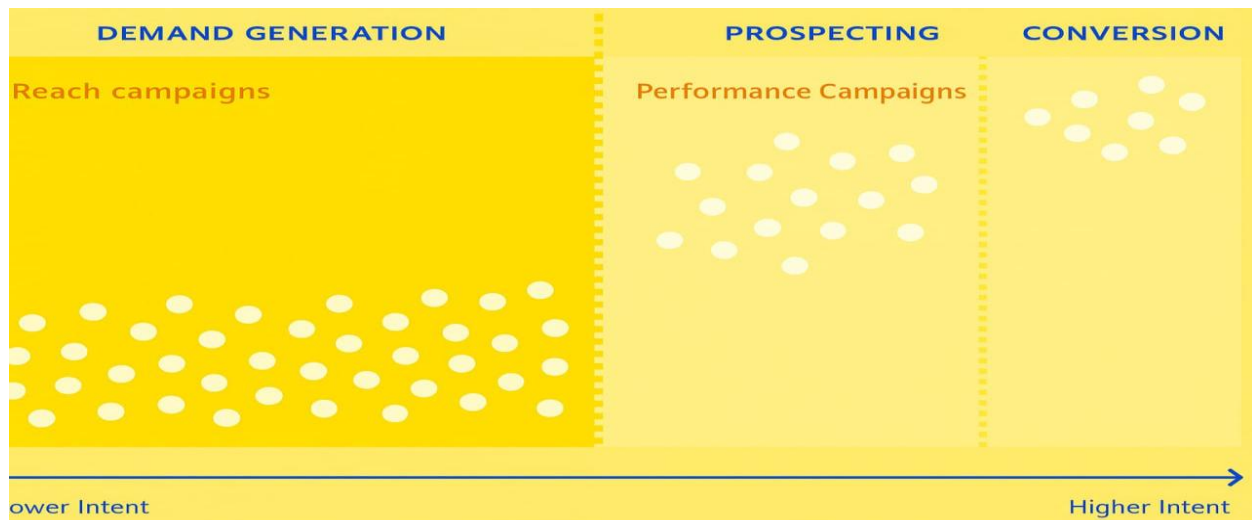
e. PPC: We can effectively manage budgets, paying only when a user clicks on our ad. This ensures cost efficiency, especially for targeting high-intent audiences. By strategically leveraging PPC, we can control how and when ads appear, ensuring our message reaches the right audience at the right time, while continually measuring ROI through detailed analytics.

1.3 . Workflow

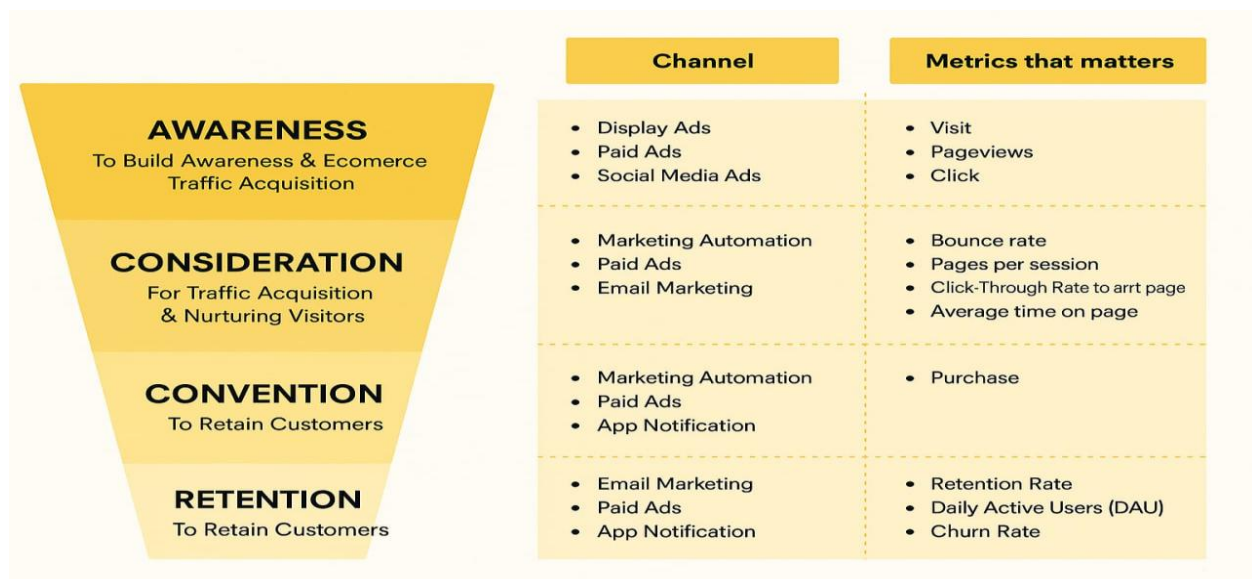
- Determine advertising goals
- Research and choose
- Discuss requirements and budget
- Campaign planning
- Deployment and monitoring
- Evaluation and optimization
- Reports daily data and results

II. ANALYSIS AND EVALUATION

2.1. Build the Demand Market



2.2. Marketing Funnel (Define the objectives and key metrics for each channel)



2.3. Paid ADS

a. Meta

- Meta. Reach users across Facebook and Instagram landscape.
- META's automated advertising products enhance our campaign performance by relying more on machine learning, such as automatically finding the most suitable audience or ad placements. They allow for pre-scheduling campaigns with optimized reach, predictable outcomes, and controlled frequency.

b. Tiktok

- TikTok. Reach the targeted audience across one of the most used social media for millennials and gen-z.
- TikTok has also created an ideal digital marketing platform for us to engage audiences and strengthen brand presence. Dominated by 450 million active users aged 18-34, with users opening the app more than 6 times a day.

c. Google/SEM

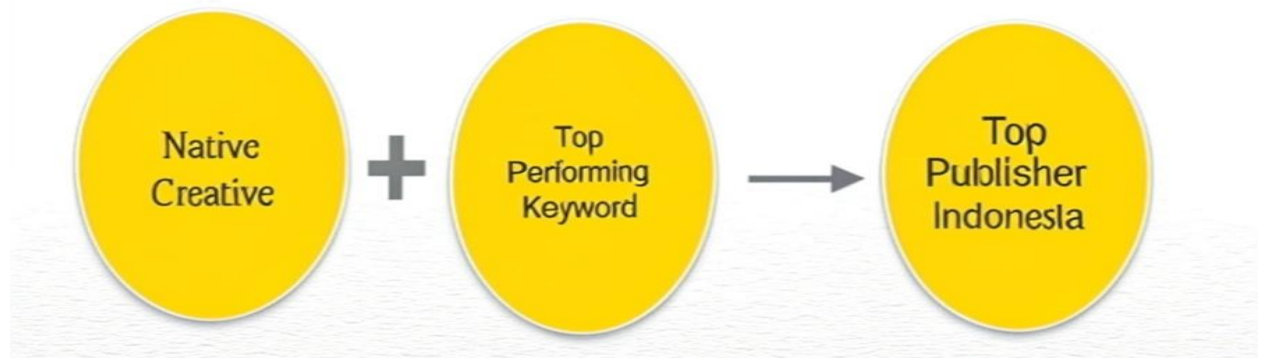
- Google. Reach the targeted audience across the vast Google landscape Youtube, Sites, Apps, Search Network.
- **Google - SEM** provides a powerful way for MVMT to gain immediate visibility, reach targeted audiences, and drive qualified traffic to increase sales market. It's a cost-effective, data-driven approach that complements other marketing efforts.



- Brand Keywords ensure high conversion rates by targeting users with strong purchase intent, protect your brand from competitors, and are cost-effective.
- Competitor Keywords allow to attract competitor customers, gain market intelligence, and provide a competitive advantage by positioning your brand as an alternative.
- General Keywords expand your reach to new audiences, capture users at the research phase, and drive brand awareness.

d. Google/Native Ads

- Google Native Ads are designed to blend seamlessly with the look and feel of the website or app they appear on, offering a non-disruptive, more engaging advertising experience
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- Native advertising helps attract millions of daily visits, providing extensive reach to a large and diverse audience. Leveraging these platforms allows us to increase visibility and reach a larger audience on a wide scale.

III. MARKETING GOALS AND STRATEGIES

3.1. Key Campaign Goals

a. Global Brand Awareness

Strategic

One of the key goals of this campaign is to elevate Brooklinen’s brand presence from a primarily U.S.-based company to a globally recognized leader in premium bedding solutions. Through strategic market expansion, we intend to showcase our core brand strengths — inclusive sizing, unparalleled comfort, and industry-leading innovation. Enhancing global brand awareness will not only position Brooklinen as the preferred choice for best-fitting, luxury bedding but also solidify our reputation as a premium, customer-centric brand.

Objective:

Market

In highly competitive global markets — particularly across Europe, Asia, and other economically robust regions where established legacy brands hold significant market share — differentiation will be critical for Brooklinen. Our strong emphasis on inclusivity and personalized fit aligns perfectly with the evolving expectations of today’s diverse and discerning consumers, who increasingly value customized, meaningful shopping experiences.

Insight:

b. Addressing Size-Inclusive Lingerie Demand

Brooklinen’s foundation is built on redefining comfort and accessibility in the premium home textiles market by offering a wide range of inclusive sizing and customizable bedding options — a level of personalization that many global competitors have yet to achieve. As consumer expectations shift toward tailored and more personalized experiences, Brooklinen’s commitment to superior fit, cutting-edge fabric technology, and thoughtful design positions

the brand to meet the growing demand for high-quality, perfectly fitting bedding products, particularly in markets where customization and comfort have traditionally been overlooked.

Analysis:

This goal aligns with the global consumer shift toward personalization, comfort, and lifestyle-driven home products. Expanding into markets where high-quality, customizable bedding options are limited could provide Brooklinen with a distinct competitive advantage, enabling the brand to capture niche audiences that have been traditionally underserved by legacy home textile brands.

c. Leverage Digital Tools & Personalization

Brooklinen's proprietary approach to material innovation and product personalization has been a key driver of its success in the U.S. market, offering customers a curated experience to select the perfect bedding tailored to their preferences. This campaign seeks to leverage these strengths to deliver a highly personalized and premium shopping experience in international markets. By focusing on innovation, ease of access, and superior product quality, Brooklinen can overcome many of the traditional barriers that typically hinder global expansion in the home textiles industry.

Analysis:

Digital-first strategies, including online customization tools and interactive shopping experiences, can help Brooklinen scale efficiently while maintaining a personalized connection with customers worldwide. However, challenges may arise in localizing the experience for different cultural preferences, languages, and varying levels of e-commerce adoption across target regions.

d. Building Localized Marketing & Partnerships

A crucial part of expanding into new regions is tailoring marketing strategies to fit local tastes, cultural norms, and fashion trends. Brooklinen's campaign includes establishing partnerships with local influencers, collaborating with regional media outlets, and engaging in digital and physical promotions that resonate with each market's unique consumer behaviors.

Analysis: Localization is essential for international success, as a one-size-fits-all approach may not work in diverse markets. By engaging in local partnerships and adapting its branding messages, Brooklinen can ensure it aligns with each market's cultural and societal expectations while avoiding missteps that could harm its reputation.

e. Customer Acquisition and Loyalty

As part of its international expansion campaign, Brooklinen aims not only to attract new customers but also to cultivate long-term relationships with them. By offering personalized promotions, delivering exceptional customer service, and providing an elevated online shopping experience, the brand seeks to convert first-time buyers into loyal customers. Brooklinen's focus on quality, fit, and customer-centric innovation is designed to drive repeat purchases and foster a strong, lasting brand presence in new markets.

Analysis:

Sustainable growth will hinge on Brooklinen's ability to turn new customers into brand advocates. An intuitive purchasing journey, combined with the superior comfort and craftsmanship of Brooklinen products, will be critical in building trust and loyalty. However, establishing credibility in markets where the brand is less familiar will require consistent, culturally sensitive messaging and a relentless commitment to customer satisfaction.

3.2. Strategies

a. Localized Marketing Campaigns

While Brooklinen has established a strong brand identity in the U.S., successful entry into new international markets requires a deep understanding of local cultures, consumer preferences, and purchasing behaviors. Tailored marketing strategies will be essential to ensure Brooklinen's brand values resonate across diverse global audiences.

Cultural Sensitivity:

Adapt messaging, visuals, and product descriptions to align with local values, lifestyle habits, and cultural perceptions of home aesthetics. For instance, preferences for minimalism, luxury, or sustainability may vary widely across regions, and Brooklinen's communication should reflect these nuances.

Language Localization:

Fully translate the website, marketing materials, and customization tools into the native languages of target markets. Offering a seamless, localized digital experience will remove barriers to purchase and increase trust among non-English-speaking customers.

Geo-Targeted

Campaigns:

Leverage local social media platforms, search engines, and influencers to run region-specific campaigns. Tailoring advertising strategies to the most popular digital channels in each market will maximize engagement and brand visibility.

b. Influencer Partnerships & Brand Ambassadors

Collaborating with local influencers is a key way to build trust and generate buzz in new regions.

Micro and Macro Influencers: Partner with both micro (local) and macro (regional/national) influencers to leverage their established followings. Influencers can demonstrate the comfort, fit, and benefits of Brooklinen bras, helping the brand build credibility and authenticity in new markets.

Celebrity Endorsements: For larger markets, working with regionally recognized celebrities who align with Brooklinen's values of inclusivity and body positivity can significantly boost brand visibility and appeal.

c. Collaborate with Local Retailers & Pop-Up Shops

To build visibility and trust in new markets, establishing a physical presence can be a powerful strategy.

Strategic Retail Partnerships:

Collaborate with reputable local department stores, premium home goods retailers, or lifestyle boutiques to showcase Brooklinen's products in physical locations. Allowing customers to experience the texture, comfort, and quality of the products firsthand will be essential in building immediate brand credibility and trust.

Pop-Up Shops:

Launch temporary pop-up stores in key cities to introduce Brooklinen to new audiences. These events can feature interactive displays, touch-and-feel experiences, product education sessions, and exclusive offers. Pop-ups not only drive immediate engagement but also create opportunities for customer feedback, brand storytelling, and word-of-mouth marketing in new regions.

d. Leverage Digital Marketing & Social Media

Brooklinen can use its strength in digital tools to drive market expansion, but these must be optimized for global audiences.

Localized Social Media Campaigns: Tailor content to platform-specific trends in target markets.

Paid Social Ads: Run paid ads on local social platforms, focusing on the benefits of customization, comfort, and inclusivity. Use retargeting strategies to capture potential customers after they engage with the brand online.

Influence of Digital Tools: Promote the Fit Finder quiz in ads, emphasizing how it makes bra shopping easier and more personalized, even for first-time buyers.

e. Offer Free International Shipping & Flexible Return Policies

A key challenge for international e-commerce is shipping and returns. By addressing this upfront, Brooklinen can remove barriers for potential customers.

Free or Low-Cost International Shipping: Offering free or discounted shipping for first-time international customers will reduce friction during the purchase process.

Flexible Returns: Extending the same try-before-you-buy model that's popular in the U.S., offering generous return policies for international customers will encourage hesitant shoppers to make a purchase without fear of commitment.

f. Leverage Data & Insights for Targeted Expansion

Expanding into new markets should be guided by data-driven insights to maximize the chances of success.

Market Research:

Conduct comprehensive market research to identify regions with strong demand for premium, customizable bedding solutions. Prioritize urban centers where e-commerce adoption is high, consumer interest in wellness and lifestyle products is growing, and demand for high-quality home textiles is underserved.

Data-Driven Customization:

Leverage existing customer data and market analytics to tailor marketing campaigns for each region. For instance, if research shows that certain markets prioritize sustainable materials or hypoallergenic fabrics, Brooklinen can emphasize these product attributes in localized messaging to better resonate with target consumers.

g. Localized Promotions & Discounts

Offering targeted promotions can incentivize first-time purchases and build an initial customer base in new markets.

Exclusive Regional Promotions: Offer discounts or special promotions for new international customers, such as a first-time buyer discount or free accessories with purchase.

Holiday & Cultural Events: Align promotional campaigns with local holidays and events.

h. Content Marketing & Educational Campaigns

Educating potential customers about Brooklinen's unique value propositions—especially in markets less familiar with the concept of customizable bedding and advanced fabric technologies—is crucial for building brand awareness and trust.

Social Proof & User-Generated Content:

Encourage early customers in new markets to share their experiences through social media posts, reviews, and testimonials. Showcasing authentic feedback about Brooklinen’s superior comfort, quality, and customer service will help build credibility. User-generated content across diverse regions can serve as powerful social proof, influencing new audiences to engage with and trust the brand.

i. Sustainability and Ethical Sourcing

In many international markets, consumers are placing greater importance on ethical and sustainable brands. Highlighting Brooklinen’s commitment to these values can strengthen brand loyalty and differentiate the company in competitive landscapes.

Sustainability Messaging:

Promote Brooklinen’s initiatives around eco-friendly materials, sustainable manufacturing practices, and environmentally responsible packaging. Transparently communicating these efforts will resonate with conscious consumers who prioritize sustainability in their purchasing decisions.

Cause-Related Marketing:

Collaborate with local nonprofits or organizations that support causes aligned with Brooklinen’s brand values, such as wellness, environmental conservation, or community development. Initiatives that promote better living standards and social impact can deepen customer trust and emotional connection with the brand.

k. Localization of Payment Methods & Customer Support

Offering familiar payment options and providing high-quality customer service will enhance the overall customer experience.

Localized Payment Methods: Offer local payment options like Alipay, PayPal, or local credit card providers in new regions to remove purchasing barriers.

24/7 Multilingual Customer Support: Providing customer service in local languages and around-the-clock assistance will help build trust and improve the shopping experience for international customers.

IV. DEMOGRAPHIC AND COMPETITOR ANALYSIS

4.1. Target demographics for expansion

Type	Demographic	Key Traits	Why Target
Women Aged 25-60	This is the core age demographic for Brooklinen’s product offerings, as these individuals typically seek premium home textiles that combine luxurious comfort with modern design and quality craftsmanship.	Balancing work and family, they seek high-quality bedding for comfort and restful sleep. Fashion-forward and value-driven, they prefer brands that align with sustainability, inclusivity, and craftsmanship. Predominantly shopping online, they’re the perfect fit for Brooklinen’s e-commerce model, offering luxury home textiles delivered directly to them.	Women in this demographic are likely to appreciate Brooklinen’s focus on comfort, quality, and customization, especially if they’ve previously faced challenges with finding the perfect bedding. Their purchasing power and influence in the home decor and lifestyle space make them ideal early adopters as the brand expands into new markets.

V. BUDGET & PAYMENT

5.1. Budget

The total advertising budget allocated across all these platforms ranges from \$200,000 per month. If the campaigns perform well, the budget may be increased beyond the initial amount. Partners can receive bids and advertising spend that align with their resource capabilities.

5.2. Payment Methods

PayPal, Stripe, Bank Transfers (SWIFT), or other approved major payment platforms.

5.3. Payment Proposal

To ensure you have the necessary resources to effectively execute and manage this large-scale campaign, we propose starting with a fixed commission rate of 15%-20% of the total advertising budget during the initial research and brand awareness phases (you may suggest a more suitable rate). This will allow you to allocate sufficient manpower and focus on building a solid foundation for long-term success. Once the campaign runs smoothly and you have established sustainable growth, we would like to transition to a hybrid commission payment structure, including 50% upfront and 50% performance-based commission tied to sales. This model will incentivize you to continually optimize the campaign for maximum profitability while providing flexibility for scaling.

By maintaining a minimum ROAS of 2 to 3 times as a baseline and focusing on aligning our brand's ethical values with consumer expectations, you need to ensure real growth even in volatile markets. Our structured, research-based strategy will continually optimize and innovate to meet the demands of emerging trends while reinforcing our position as a leader in high-quality, sustainable fashion watches. We look forward to achieving sustainable, long-term success through this partnership.

5.4. What we offer

This is a partnership contract with a service fee we commit to from \$150,000 to \$200,000 per year, depending on the capacity based on the performance of the project. And some incentives when working together will be announced.

Hybrid working environment – remote work. We will have 1 meeting on the weekend with your team.

VI. KPIS (KEY PERFORMANCE INDICATORS)

6.1. Brand Awareness

- Reach and Impressions: Track how many unique users see campaign content (target a 22% increase in reach across key platforms like Instagram and Facebook).
- Follower Growth: Monitor the increase in followers on social media platforms (aim for a 18% growth in followers by the end of the campaign).
- Mentions and Share: Track the number of times Brooklinen is mentioned on social media, including hashtag usage and media coverage.

6.2. Sales and Conversions

- Website Traffic: Measure the percentage increase in traffic from social media to the Brooklinen website (Target 25% increase in site visits from Instagram).
- Conversion Rate: Track the percentage of users converting from website visits to purchases (aim for a 10% conversion rate from social media traffic).
- Sales Revenue: Monitor the overall increase in sales directly attributed to social media campaigns (aim for a 20% increase in sales driven by the campaign).

6.3. Expectations

- Click-Through Rate (CTR): Target improvement of 1.2% to 1.4%
- Conversion Rate: Desired outcome between 2.3% and 3.3%
- Cost Per Acquisition (CPA): Target range: \$10 to \$25
- Return on Advertising Spend (ROAS): Desired ratio of 2:1 to 3:1
- Lead Generation Cost: Target cost per lead: \$9 to \$23
- Bounce Rate: Optimal range between 25% and 39%

6.4. Advertising Campaign Data

a. Marketresearch, Exploration & Brand awareness phase

Metric	Value (\$200.000 USD)
Total Ad Spend	\$200.000 USD
Impressions	25.000.000
Reach	20.000.000
Clicks	900.000
Click-Through Rate (CTR)	3.33%
Orders	7.200
Revenue	360.000 USD
Conversion Rate	6%
Cost Per Order (CPO)	11.11 USD
Return on Ad Spend (ROAS)	4.5

b. Sales & Ordergrowth Phase

Metric	Value (\$200.000 USD)
Total Ad Spend	\$200.000 USD
Impressions	27.000.000
Reach	18.000.000
Clicks	900.000
Click-Through Rate (CTR)	3.33%
Orders	16.200
Revenue	810.000 USD
Conversion Rate	6%
Cost Per Order (CPO)	11.11 USD
Return on Ad Spend (ROAS)	4.5

VII. MARKETINGMANAGEMENTBUDGET ALLOCATIONSHEET

7.1. Marketresearch, Exploration & Brand awareness phase

Category	Percentage	Amount (\$200,000)
DigitalMarketing (Google,SEM,Display Ads)	66%	\$132,000
SocialMediaMarketing (Instagram, Facebook, TikTok)	24%	\$48,000
ContentCreation(High-end Production,possible UGC)	6%	\$12,000
SEO	2%	\$4,000
PerformanceReporting& Optimization	2%	\$4,000
Total	100%	\$200,000

7.2. Sales & Ordergrowth Phase

Category	Percentage	Amount (\$130,000)	Amount (\$180,000)
DigitalMarketing (Google,SEM,Display Ads)	35%	\$45,500	\$63,000
SocialMediaMarketing (Instagram, Facebook, TikTok)	25%	\$32,500	\$45,000
ContentCreation(High-end Production,possible UGC)	20%	\$26,000	\$36,000
SEO	10%	\$13,000	\$18,000
PerformanceReporting& Optimization	10%	\$6,500	\$9,000
Total	100%	\$130,000	\$180,000

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Thank you for taking the time to read document.

If you need any further information, please feel free to contact us.

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