

Clothing Brand Marketing Proposal

(Submitted to Sir Haris Alam)



Submitted By:

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Banoqabil Batch-02

BRANDING

Brand Name: Zainab's Collection

Brand Name Meaning: Color/Hue/Chrome

Brand Palette: Pastel shades of purple, blue, green and pink, suitable for a summer collection and type of brand fabric like cotton and lawn.

Font: Amsterdam two – Contemporary & Professionalism

Illustration: Line art of a women & heart

Logo: Logo is a fusion of modern font and line art illustration of a women, heart and a splash of colors at the background. The combination of splash, line illustration and font represent a sense of balance, harmony and attention to details. Here, font basically codes professionalism while symbol of a woman denotes personality and empowerment. The heart symbol can communicate a sense of warmth, care and emotional connection.

Slogan: Chrome of Modesty & Love

Brand message: Fashion with elegance, cultural-identity, style, variety and affordability under one roof.





“LOGO”

“Digital/Social Media handlers”

WEBSITE: WWW.zainab'scollection.com

FACEBOOK: Zainab's Collection

Instagram: @Zainab's Collection

YOUTUBE: Zainab's Collection



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Branding

Logo

Digital/Social Media handlers

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Ad Manager Screen Shots

Creatives Content/Designed posts



Introduction:

Zainab's Collection is a new and exciting female clothing brand, ready to take its seat in the fashion world. Zainab's Collection is usually used for tone, complexion and shades. It reflects the chroma of divinity, nature and creativity. The idea is inspired by the diverse culture and heritage of Pakistan where so many cultures are residing under one flag. So, we aim to pour our brand essence on every woman belonging to any traditional norm of Pakistan and similar geographies all over the world.

Mission of Zainab's Collection:

Our brand allows customers to express their personality via attractive and comfortable clothes inspired by Pakistan's rich culture and customs. We are dedicated to create high-quality yet affordable products for everyone, regardless of background, size, or stylistic preference.

Vision of Zainab's Collection:

Zainab's Collection motive is to become a premier clothing brand recognized with creativity, innovation, and diversity. Through our unique hand-made designs and attention to quality, we hope to instill confidence and Self Expression in our customers. Our ultimate goal is to create a good difference in the fashion business while also promoting Pakistani culture and history on a worldwide scale.

Objectives:

- Increase brand awareness among the target market
- Establish Zainab's Collection as a premium clothing brand in the market
- Increase customer engagement and loyalty through social media and other marketing channels
- Generate leads and drive sales through digital marketing campaigns
- Create a unique brand identity and image that resonates with the target audience
- Position Zainab's Collection as a trendsetter in the fashion industry • Expand the customer base through effective marketing and promotion strategies.

Brand Methodology:

To better understand the internal and external factors of market and capabilities, customers, and business environment of our brand, we applied two situational analyses including 5C and SWOT analysis.



5C Analysis:

It includes the following five factors to consider while launching a brand

Company: Zainab's Collection, a clothing brand that features one-of-a-kind designs influenced by Pakistani culture. The aim is while maintaining high-quality at reasonable costs.

Collaborators: A digital marketing company "Pixa Digimart" is the main collaborating partner of Zainab's Collection, responsible for its branding, marketing and executions operations. Some local suppliers for material and influencers for promotions are considered as secondary collaborators.

Customers: Fashion industry, working women, travelling enthusiasts. House wives, College/University students, professionals, teachers, lecturer, bankers, Brides, occasional/event collections, SM stars, media person, women interested in traditional/hand-craft dresses.

Competitors: High competition lies including already established and recently established brands like Kayseria Pret, Charizma by Riaz Arts, Zaha by Khadijah Shah etc

Climate: We aim the summer season which is hot to moderate in Karachi

Target Market:

We will be targeting female from following categories.

Age: young to middle aged (9-30)

Season: summer

Social status: middle-middle class, middle class, upper middle class

Location: Geographical area will cover whole city of Karachi but the main classification will be basis on interest, behavior and demography in sales and promotions.

Data collection:

Following women will be our target audience.

- Working female executives and entrepreneurs
- Universities and college students
- Fashion-conscious and keep up with the current trends
- Stay-at-home moms and housewives
- Women who seek modest yet fashionable clothing alternatives
- Women who place a high importance on clothes quality and comfort
- Women who like to support local companies and purchase locally



- Social gatherings such as weddings and parties
- Social media users who follow fashion influencers
- Women from Media and Fashion industry
- Professionals like HR, lecturer, teachers, small business owners, chef, driving, freelancer, banking, manager, sales executives, IT professionals.

Marketing Strategy:

“Branding”

Pixa-Digimart, a digital marketing agency is responsible for our online branding strategy and social media and digital media marketing campaign and accounts operations

“Unique selling point (USP)”

Zainab’s Collection offers 100% hand-designed and stitched clothing. Customers have options to choose and alter the dresses according to their need. They find 6 high-quality traditional styled dresses with a modern touch in reasonable price.

“Buyers buying cycle”

As our product are hand-made with love, customers see our modest clothing collection with traditional classic techniques. They find them peculiar due to its crafted touch and cool color selection suitable for summer and attention to details in every thread and each stitch. This elegance captivates them to buy from Zainab’s Collection and shop again.

Marketing mix:

For our brand. Marketing mix can be following.

Product: Block printed, Dyed, Fabric painted, Applique work in cotton, cotton lawn and chambray fabric

Price: Price may vary from 3k-10k or more, depending upon the fabric, stitching and work details

Place: Customers can buy from online or on-ground stores

Promotion: Products will be promoting on digital/social media platforms

Process (buying): Our social media managers will take care of smooth online purchases while our agents will be helping on ground purchases

Product/Physical Evidence: To build the trust, on-ground store location & pictures will be displayed. WIP clips will be shared on social media



Budget:

1. Product Photography – 20k

2. Graphics Designing – 15k

- Logo, Banner, Digital Catalog

3. Social-Media Presence/Accounts – 60k

- Facebook, Instagram, LinkedIn and Pinterest accounts creation & optimization. Per platform 2k (4X2) – 8k
- SM content creation & post Designing (44 posts, 500PKR/post) –22k
- SM posting/sharing, management, followers/customer engagement. (3 shifts X 10k) – 30k

4. Digital Media Presence – 30k

- Brand website, SEO based content/blogs

5. Marketing – 300k

- Social Media Marketing (Content SEO/tags/description) – 20k
- Influencer Marketing (photo shoot) – 60k
- Influencer Marketing (Product gifting/Paid story) – 20k
- Digital Media Marketing (page promotion/posts boosting) – 20k
- Digital Media Marketing and campaign designing – 180k

6. Agency commission cost – 75k

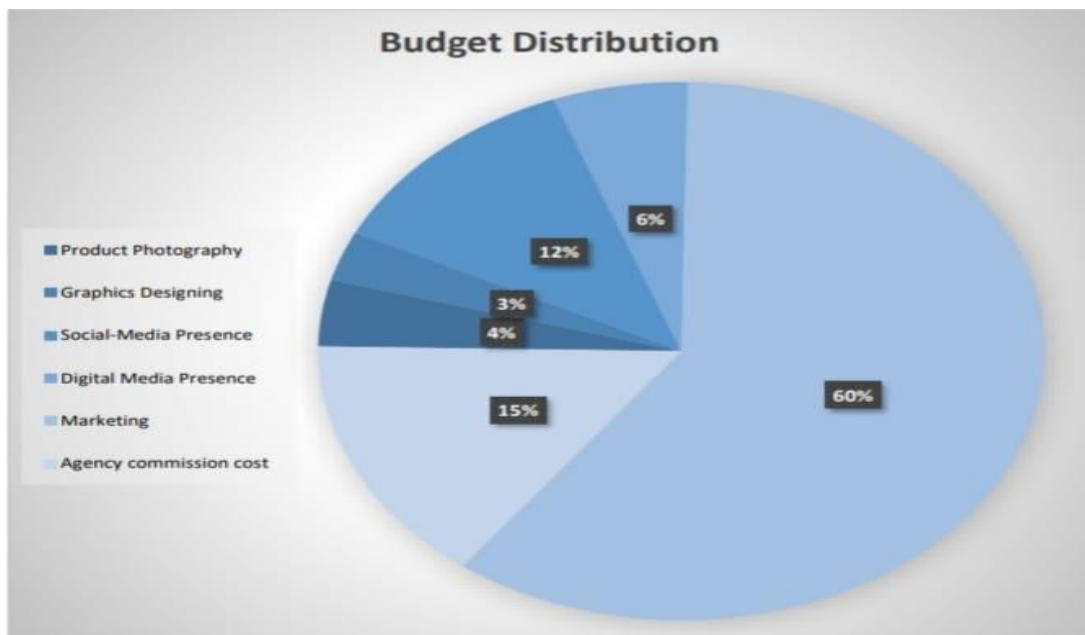
Total cost: 500000

Note: We will combine product photography and influencer marketing together to have product photoshoot in the form of dress pictures as well as model wearing our outfits. We will make sure to have some video clips during model shoot to make BTS posts. Due to the high charges of 8 4% 3% 12% 6% 60% 15% Budget Distribution Product Photography Graphics Designing Social-Media Presence Digital Media Presence Marketing Agency commission cost influencer, we will get only three dresses shot. Rest will include simple product photography.



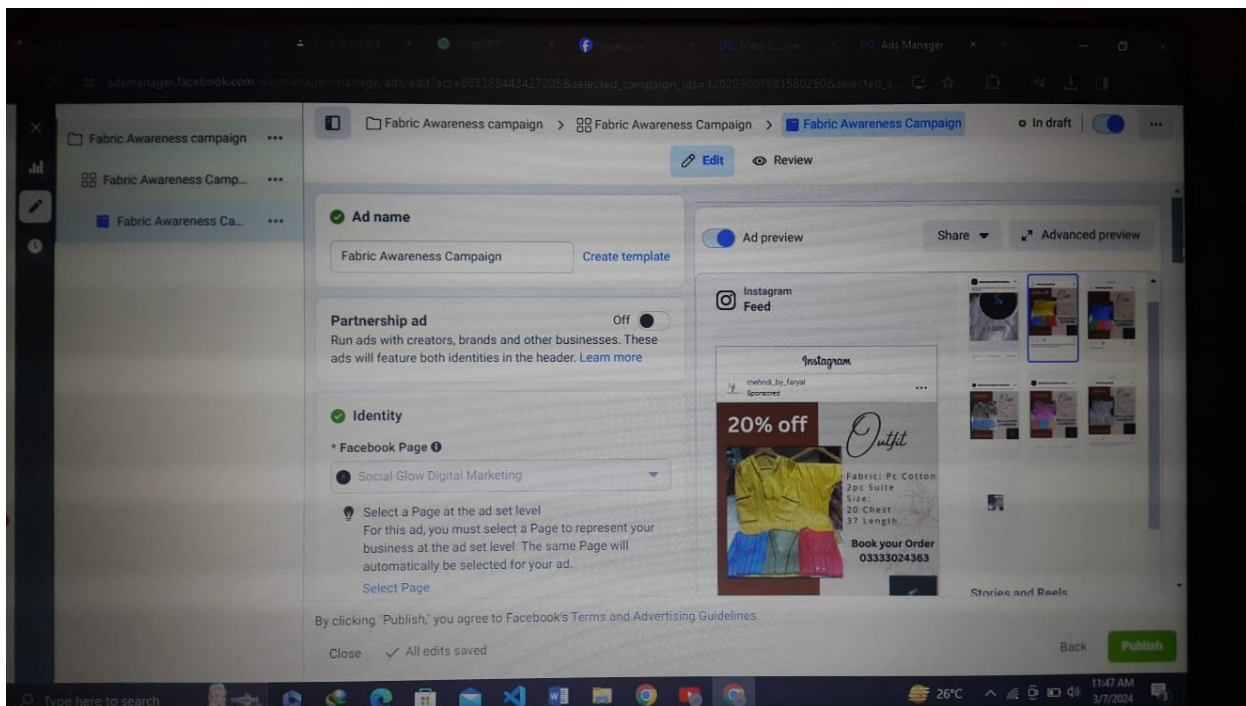
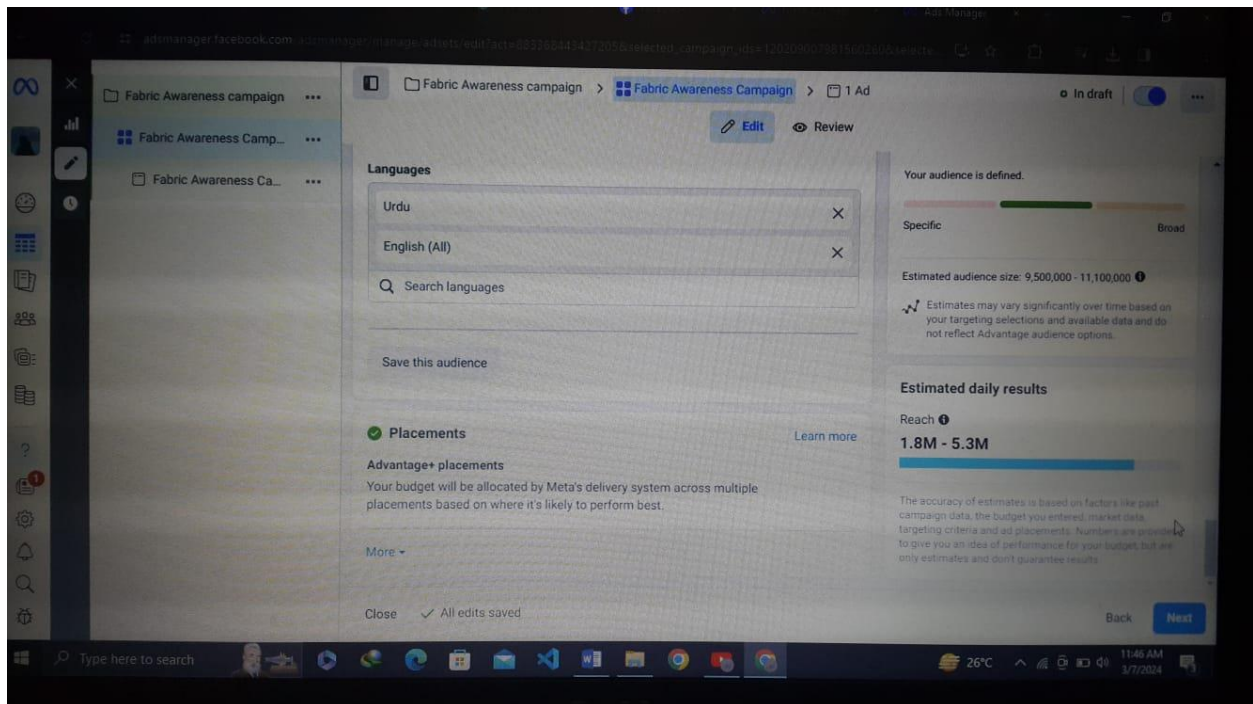
“Budget Sheet”

Elements	Amount (PKR)	Budget in percentage %
Product Photography	20000	4%
Graphic Designing	15000	3%
Social Media Presence	60000	12%
Digital Media Presence	30000	6%
Marketing cost	300000	60%
Agency Commission Cost	75000	15%
Total Amount	500000	



Conclusion:

Zainab's Collection is a clothing line that seeks to provide traditional yet distinctive classy designs for ladies. Its goal is to offer high-quality apparel at reasonable prices while upholding moral and environmentally friendly standards according to Pakistani traditional norm. Zainab's Collection will use a variety of marketing techniques, such as social media marketing, influencer marketing, and a strong online presence, to meet its objectives. Zainab's Collection has the potential to have a huge impact on Pakistan's competitive fashion sector given its target demographic of fashion-conscious women.



No	Details	Start Date	End Date	Per Day Result	Total Result Estimated	Per Day Amount	Total Amount	CPC/ CPR
1)	Awareness Campaign	7-3-24	7-4-24	18,00,000	54000000	500000	15000000	3.6 CPR
2)	Agency Fee (15%)	7-3-24	7-4-24				75,000	
3)	Service Tax (17%)	7-3-24	7-4-24				85,000	

Creative Content/ Design Posts:



20% off

Outfit



Fabric: Pc Cotton
2pc Suite
Size:
20 Chest
37 Length

**Book your Order
03333024363**

033333024363



20% off

Outfit



Fabric: PC Cotton
2pc Suite
Size:
20 Chest
37 Length

**Book your order
03333024363**

0333024363



20% off

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*Thank
You*