



Group 1

Aditi Naranja, Akshitha Veeravali, Arham Kochar, Ashni Bansal, Cherish Mundra,
Deepan Mehta and Nimisha Ranka

#खुशियों ke mauke



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THE BRIEF

WHAT ARE WE ADVERTISING?

BRANDS & PRODUCT ESSENTIALS

The brand is empowering, elegant and beautiful.

The product is celebration wear which is made of luxurious fabrics with a variety of embroideries.

WHAT'S GOING ON?

BACKGROUND/CONTEXT

Good: Affordable women's celebration wear linked to men's brand Manyavar.

Bad: Alia Bhatt's advertisement went controversial hurting people's religious beliefs.

Ugly: No showcase of variety in bridal wear in their advertisements.

WHAT DO WE NEED TO ACHIEVE AGENCY TASK?

To increase awareness using various platforms

To increase footfall on store



DISCOVERIES

Client

- Lack of awareness for Mohey as a bridal wear brand
- Preference for customised bridal wear
- Mohey's consumers are satisfied with the style and fabric
- Mohey's consumers didn't find the Alia Bhatt ad controversial

Competition

- Constant change in fashion of bridal wear
- Increase in informal market



CUSTOMER

I'm 25, and from a semi-urban city. Though I'm mostly occupied with my 9 to 5 job, I spend my lunch breaks and work commutes scrolling social media for inspiration for my wedding clothes and theme. I have been saving up and am on a budget but I want to get the best option possible. My sister and mother will go shopping with me.

CUSTOMER BUYING SYSTEM

Trigger

- External Validation- Compliment
- Self-Validation -confidence, self-esteem
- To look the best dressed in a room

Consider

- Fabric
- Style- Embroidery
- Fashion Trend
- Colours

Search

- Celebrity Collection
- Fashion trend
- Nearest Store
- Ask Friend

Choose

- Budget friendly
- Best of the best dress
- Family Influence

Buy

- Trial
- Latest fitting

Experience

- The experience of the clothes and the store
- They will feel validated and beautiful

STRATEGIC SOLUTION

AREAS	WHATS THE PROBLEM?	OUR RECOMMENDATION	CHANGES IT WOULD BRING
TARGETING	The Targets are only the bride	Target the Bride but also the people around her	Attracting a larger target audience and targeting different emotions
BRANDING	Only Weddding Procession	Include events and other function in and around the wedding	Increase the sales and brand awareness of different products

CAMPAIGN PLANNING



BRAND VISION BUILDING BLOCKS

Why do people find me appealing?	I make people feel empowered, and beautiful and make them look elegant while still being true to their Indian roots.
What is my personality?	I have an Independent, bold, and strong-headed personality also being family-oriented and traditional. I carry myself with elegance and poise, also known for having a very vibrant aura.
Who do I appeal to?	<ul style="list-style-type: none">• I appeal to the upcoming brides who want to feel bold and beautiful on their wedding day• I appeal to all the women at a wedding who are trying to express themselves, be bold and stand out. I help them feel confident and wear what suits their personalities
What relationship do I have with them?	I am an elder sister to the brides, someone who guides them, makes them feel confident and finds them the best possible options.
Why am I different?	I have a collection of beautiful and dreamy attires that are budget-friendly, to make your dream wedding a reality.
How do I express myself?	From the visual appeal of my collections with a variety of bright, sparkling fabrics, new designs, and styles, to the feeling of wearing your wedding lehenga for the first time, and how just some fabric woven together can bring so much joy, happiness, and tears, and help tie families together
How do I need to change?	I want to create a "Mohey experience" wherein families can shop, co-ordinate and live the celebration in the story itself that they will always remember and cherish

CONSUMER DESIRE

- Self and External Validation
- To wear the prettiest dress

BRAND OFFERING

- Fashionable Celebration wear
- A diverse Collection
- Family Shopping experience

BIG IDEA

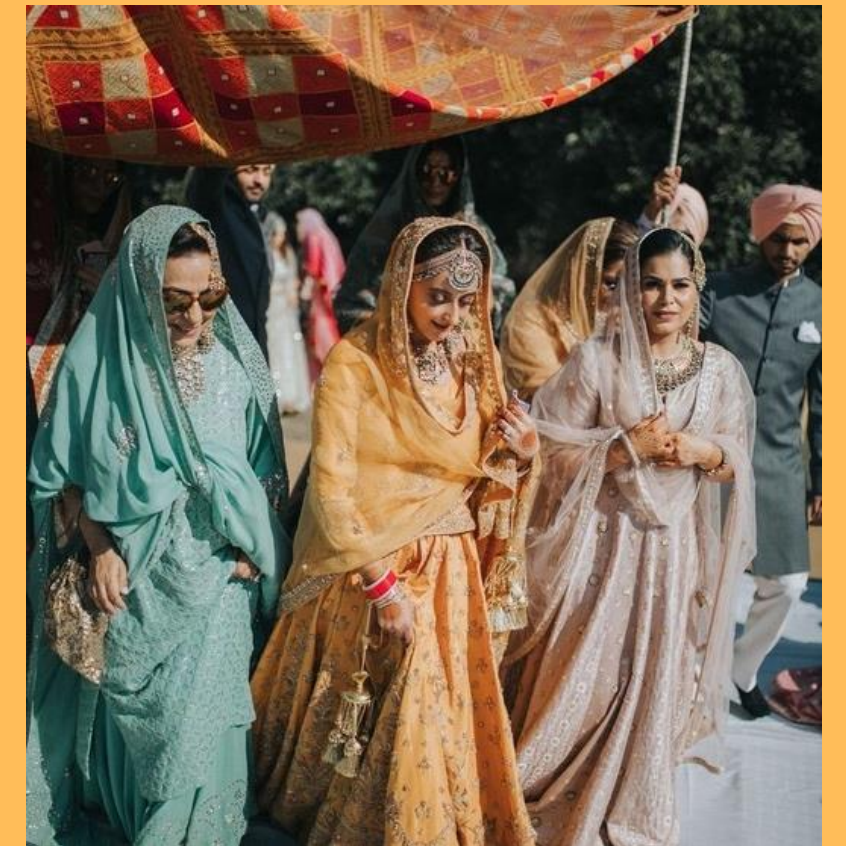
Mohey's bridal wear is bringing families together



Front Side Postcard

Mohey

Celebrate your marriage with Mohey. From smiling mothers in red sarees to the groups of best friends in their vibrant lehengas, all stand along with the sparkling bride, with vibrance, joy and elegance, as two families come together forever.



To,
Brides and their family who enjoy family
shopping

Back Side Postcard



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MEDIA PLAN

Media Vehicle	Role and use	Timing/Phase	Budget (appx nos or %)
Instagram	<ul style="list-style-type: none">To increase engagement in youth using # feature	<ul style="list-style-type: none">Reposting of reels/pictures with this seasons # (#खुशियोंkemaake)	15%
Television	<ul style="list-style-type: none">Re-inforce of visuals of the celebration collection	<ul style="list-style-type: none">Ad shown on movie channels and between daily soaps in evening hours	35%
YouTube	<ul style="list-style-type: none">Highly targeted audience based on cookies	<ul style="list-style-type: none">Based on user's cookies	30%
Pamphlet	<ul style="list-style-type: none">Active reading and re-inforcementIndulges the customer to visit the shop	<ul style="list-style-type: none">After 15 days of TV AdTwice a month	20%

Please note: This campaign will be active for 3 months and then based on the customer's response might continue.

User Friendly Content



1. reels challenge -
instagram
2. wedding page -
instagram
3. video series on
raw emotions
and bonds of
family - YouTube

We have created a few ideas for branding and targeting of our brand. These few ideas on social media will increase the user engagement on these platforms as Mohey has limited interaction and engagement on social media. We plan on creating social media presence through these few user-friendly content ideas.

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Increase the engagement
on Instagram through
reels

&

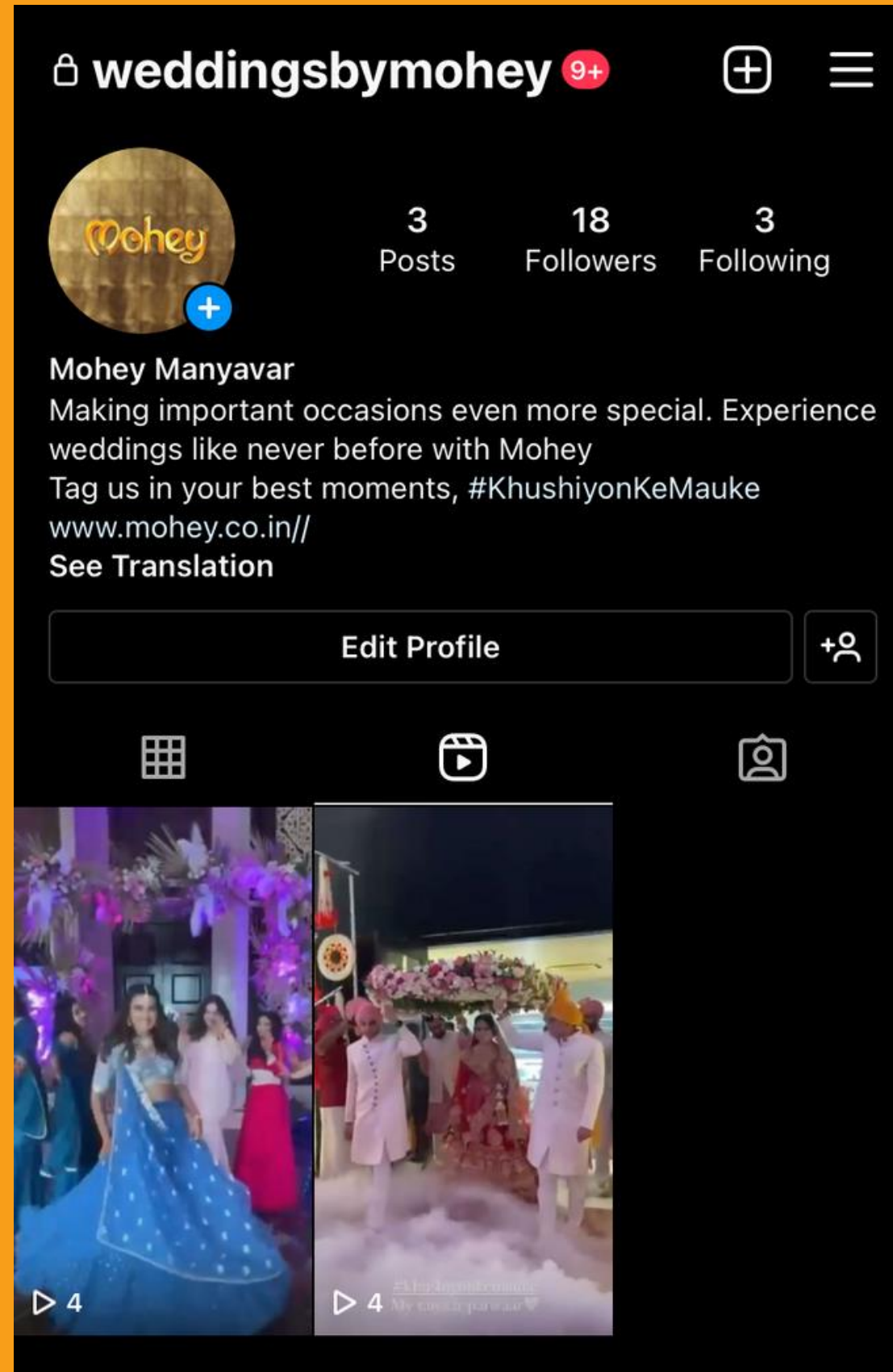
YouTube shorts.

use our hashtag and
some trendy music, the
best reels get reposted
on our wedding page.

prompt: taiyaar parivaar



- wedding page that will feature all mohey brides and mohey consumers
- tag us to get featured and reposted on our page
- portray weddings in mohey style
- increase engagement and interaction
- brand awareness



Instagram Page

@weddingsbymohey



AD -01

PRINT MEDIA
POSTER