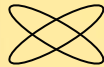




# ICON



Maya Stitzlein &  
Kate Ruddy



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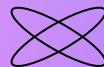
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# CREATIVE BRIEF



# OUR CHALLENGE

Right now, Buffalo Exchange is restricted to the city. We need to extend our reach to nearby suburban high schoolers, because they deserve a curated thrift experience too.





# TARGET AUDIENCE



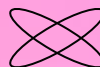
## SUBURBAN

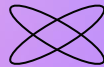
Towns within 15 miles of a  
Buffalo location



## HIGH SCHOOLER

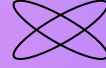
Teens aged 14 to  
18-years-old





# **FIND THRIFT STORE GOLD WITH LESS EFFORT**





# IDEAS EXPLORED



# RANGE OF IDEAS

**01**

## **TOOK FUN OUT OF THRIFTING**

Lose the thrill of the hunt at Buffalo Exchange, where thrifting is curated.



## **NOT YOUR GRANDMA'S CLOSET**

Buffalo Exchange has trendy clothes, not your grandma's clothes.

**02**

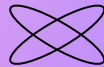
**03**

## **NO NEED TO STEAL FROM SIS**

Why steal from your sister's closet when you can steal the source?

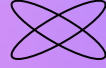






# NO NEED TO STEAL FROM SIS





# TV SPOTS



# TV SPOT 1



## 1. INT. GIRL'S BEDROOM - NIGHT

ANGELICA (19), older sister to MADISON (16).

MADISON (knocking on door frame)  
Hey, can you help do my hair for  
that party tonight?

ANGELICA pats her bed and moves over.

ANGELICA  
Sure, Maddie. You want it  
straight or curled?

MADISON  
Curled, please!

MADISON sits on the bed next to ANGELICA. ANGELICA reaches down  
the side of her bed and plugs her curling iron in. As she comes  
back up:

ANGELICA  
Hold up a second, is that my  
top? I can't believe you stole  
my top without asking first!

MADISON  
No, it's not!

ANGELICA  
Yes, it is! I had it right in-

ANGELICA gets up and opens her closet. A similar top to the one  
MADISON is wearing is front and center.

ANGELICA  
Oh, I guess you're right. Sorry, but  
where did you even get that?

MADISON  
Buffalo Exchange - the same place you did.  
ANGELICA begins curling MADISON's hair, gossiping about the party.  
CUT TO:

V.O.  
Don't steal your sister's clothes, steal her sources.  
Buffalo Exchange,  
312 Harvard Street, Brookline, MA.

# TV SPOT 2



0:00-0:02 *Noise of someone running down stairs barefoot, teen flick music playing.* Teen A walking down the stairs (shows feet)

0:02-0:06 Cut to full body of Teen A stopping almost at the bottom of the stairs. [*Teen music stops, quiet noises of breathing.*] Teen A freezes when they see Older Sister A, who zeros in on them.

0:06-0:10 Zoom in, quickly cut between similar scenes of other teens (A-H) in different aesthetics being caught by their older sister.

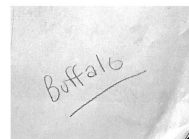
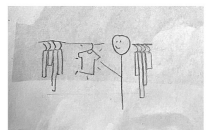
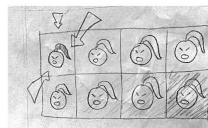
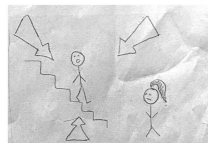
0:10-0:12 Older sisters (A-H): "Mom!" Grid of older sisters builds one square at a time, with each voice joining the chorus.

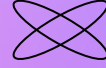
0:12-0:13 Zoom in to first cell in grid [which is the original clip]

0:13-0:20 *Rewind noise.* Rewind, Teen A walks back up the stairs, back from the closet, back from their furtive look into the older sister's room, back from Older Sister A hanging it up in closet, back from her bringing it into room from shopping bag, back from her leaving Buffalo Exchange, back to her finding it on the rack. Pause.

00:20-00:25 *Ambient shopping noise. Hangers scraping. Teen flick music resumes.* Rewind ends. Younger sibling picks up the top first.

0:25-0:30 Buffalo logo.





# PRINT ADS



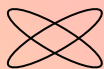


## PRINT AD 1

It's your sister's favorite shirt. It wants to get out of her closet and onto your back. You should just sneak in there and steal it — you deserve it.  
Or, you could go where she bought it and get your own.

Limited Too Y2K Crop Top: \$5.99

Keeping the Peace: Priceless



# It's calling to you



**It's your sister's favorite shirt. It wants to get out of her closet and onto your back. You should just sneak in there and steal it — you deserve it.**

**Or, you could go where she bought it and get your own.**

**Limited Too Y2K Crop Top: \$5.99**

**Keeping the Peace: Priceless**

**312 Harvard St, Brookline, MA 02446**

**Buffalo**  
**EXCHANGE**  
New & Recycled Fashion



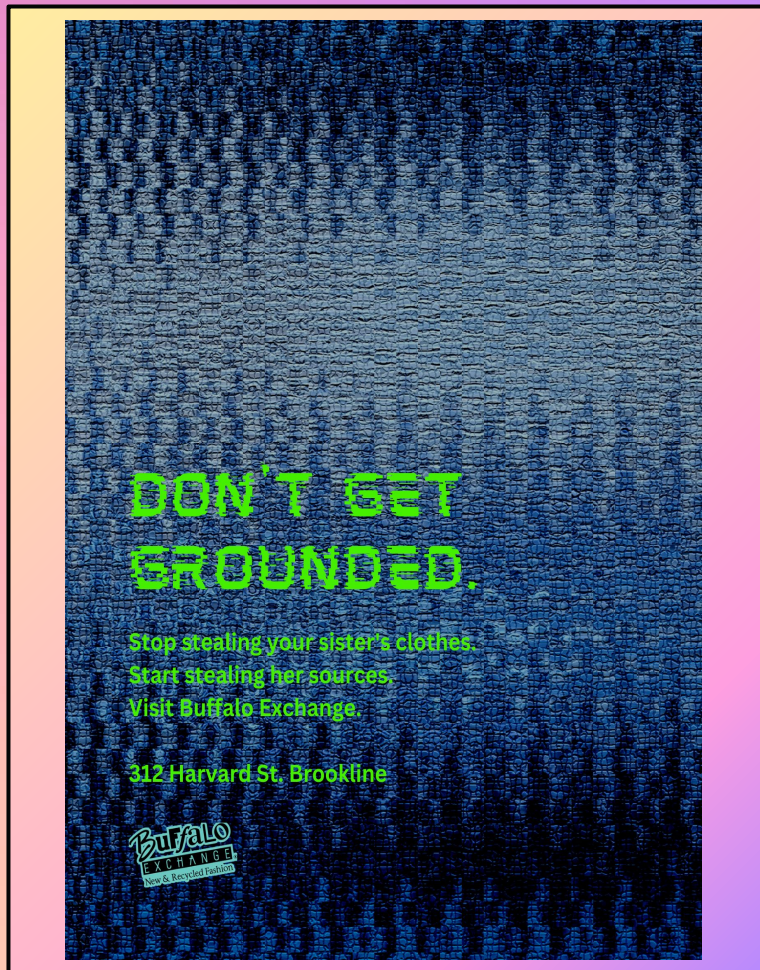


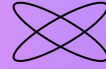
## PRINT AD 2

Don't get grounded.

Stop stealing your sister's  
clothes. Start stealing her  
sources. Visit Buffalo  
Exchange.

[Address]





# **SOCIAL** CONCEPT

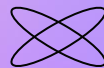




# STOP SIBLING THEFT GIVEAWAY

- ★ Ask followers to post a photo of a clothing item they steal often from their sibling as well as their closest Buffalo Exchange and tag @buffaloexchange & #BEstopsiblingtheft
- ★ The two most-liked entries for select stores will be given a similar item (chosen by a sales associate)
  - New York - Chelsea
  - Boston - Brookline,
  - Los Angeles - Melrose,
  - Tucson (Original Location)
- ★ The winners can then come into the store to pick up the item





# THANK YOU VERY MUCH!



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