

MIAMI UNIVERSITY IMS COURSE - DIGITAL BRANDING (Prof. Chylla)

CREATIVE STRATEGY BRIEF

What is the big idea and what are we trying to accomplish? What is the objective or the purpose of this project and why does it make sense for the brand? Be sure to clearly define what you suggest to implement and why you chose this concept.

The big idea for ALO's new holiday launch is to create a digital marketing campaign that revolves around promoting a limited edition holiday-themed yoga and activewear collection. The objective of this project is to enhance brand visibility during the holiday season and increase sales among fitness enthusiasts and yoga practitioners who are looking for festive yet comfortable attire. This effort makes sense for ALO because it leverages their expertise in yoga apparel and capitalizes on the holiday shopping season's consumer spending.

How is the purpose of the project above informed by the approaches of Baekdal, Gilbreath and Holt from the Digital Branding Overview module? *Instructor note: I don't expect the project to fully exemplify the work of all three authors. Maybe your project is a better example of Baekdal and Holt than Gilbreath. That's just one possibility. Regardless, I expect you to demonstrate an understanding of their various approaches and emphases in your discussion of how and whether they influenced your project.*

This project draws inspiration Baekdal's content marketing approach. We will tell a compelling story around our holiday collection, showcasing its unique features and benefits through blog posts, social media posts, and engaging videos. Holt's approach to authenticity will be incorporated by highlighting ALO's commitment to sustainability in the production of these holiday-themed pieces. This will resonate with our target audience, aligning with their values of both fitness and environmental consciousness.

Who is the target audience? Is this an existing or new audience and why do you identify them for this effort? What are the best tactics to use to reach them and what is the creative message that will resonate with them? *Instructor note: Using content from the modules, be sure to make recommendations on the social media voice appropriate for this project that matches your target.*

Our target audience for this holiday launch includes yoga practitioners, fitness enthusiasts, and athleisure lovers. This audience already has an affinity for ALO's high-quality yoga and activewear. By introducing a limited edition holiday collection, we aim to capture their attention and encourage them to make a festive fashion statement during the holiday season. This audience is chosen because they represent a loyal customer base with a penchant for comfortable, stylish, and functional clothing.

To reach our target audience, we will utilize platforms like Instagram, Facebook, and Pinterest, where fashion and lifestyle content are popular. ALO's social media voice will be warming, inviting, and inspirational. We will create visually appealing content featuring models showcasing the holiday collection in various yoga poses and holiday-themed settings. The creative message will revolve around "Celebrate the Holidays in Style with ALO" to convey the idea that our collection combines fashion and function for a joyful holiday season.

What impact do we want to have on our target audience and users? What do we want them to do? **What are our interaction and social engagement goals?** *Instructor note: Be sure to refer to material from the Social Engagement and Building Online Branded Communities module to develop your goals. There are, of course, other modules you can rely on as well.*

Our goal is to boost holiday sales, increase brand engagement, and expand our customer base. We want to see a significant spike in website traffic, higher conversion rates, and a surge in social media engagement, including likes, shares, comments, and tags. Building an engaged community around our holiday collection and brand will be another crucial goal.

How will we measure the effectiveness of our efforts to see if we meet the goals above? How will we measure successful target audience engagement with our efforts and around the brand as a result?

Effectiveness will be measured through KPIs such as website traffic, conversion rates, sales revenue, and the growth of our social media following. We will track the engagement metrics on our social media posts, monitor mentions and sentiment related to our holiday collection, and feedback forms to collect customer feedback on their purchase experience and satisfaction with the holiday themed activewear.

Adapted from several creative briefs, most notably [The Digital Creative Strategy Brief](#)