

VOI X SOCIOVERT

Voi campaign goals:

- Maximising audience reach.
- Online influencer marketing
- Brand and its features awareness
- Social media presence

Benefits of influencer marketing:

- Due to a greater reach and a sense of relating of audience with the influencers, influencer marketing tends to improve your company's reach among original customers.
- Reaching a greater amount of audience in a very convenient and pocket friendly.
- With a set number of influencers and all talking about your brand repeatedly a “buzz” is automatically created.
- With the use of right hashtags, promotions, and captions audience across India can be targeted from a remote area.
- Influencer marketing has proven to be the most cost-effective type of marketing due to its invasive nature and at home ease of videos.
- When an influencer or social media personality shares content about a brand, it produces instant credibility to the company.
- Improves brand awareness.

Campaigns:

Month 1: Brand awareness and Casablanca Fit Launch

Campaign Focus: Introduction to the brand's ethos, Casablanca Fit launch, and storytelling.

- Vibrant Instagram reels showing glimpses of the shirts as sneak peek or teaser.
2-3 post a week
- Introduction of Casablanca: model wearing the fit with videos shot in vintage or summer setup – posted across the month
- The design process of Casablanca Fit—from fabric selection to final product.
- BTS of shoot with model

- Email launch of Casablanca Fit to existing customers with an exclusive early access offer.
- Casablanca kit sent to influencer – sneak peek story, opening kit story, styling and blooper post.
- How to style Casablanca shirt by influencers
- Short videos or carousel posts on the history of Voi jeans and its commitment to quality and innovation.

Month 2: The Story of Jeans

Campaign Focus: Storytelling around the jeans' craftsmanship and sustainability.

- Videos which talk about the history, process of making the jean narrated by Faiz/Awaiz. Bits of the video edited and posted across the month
- Reels showing the machines used and the intricate process of making the jeans.
- Did You Know? Posts: Bite-sized facts about the history of denim, environmental impact, and the steps Voi is taking to reduce its footprint.
- About Marco: Worn by Faiz or Awaiz and video showcasing about the jean, the feel and comfort.
- Storytelling section on the website featuring "The Journey of Our Jeans: From Fabric to Finish" and details about Voi sustainable practices.

Month 3: Pongal Harvest Season Sale

Week 1:

- Countdown Stories: Build excitement for the sale with daily reminders and sneak peeks of discounts.
- Outdoor vibrant reel with fits with model/influencer
- Guess the design: Game for Instagram story, closeup of various prints to be uploaded and outfit guessed by followers on story poll.
- Premier night for customers/influencers in store

Week 2:

- Influencers/models photoshoot showcasing different personas (minimalist/ adventurer etc) showing the versatility of brand
- How to style videos

Week 3:

- Style challenge with influencers: Influencers post about style challenge, DM entries with how they would style their fav Voi jeans and t-shirt with follow. Post with most likes wins hamper from VOI.
- Normal day activities done with voi jeans and shirts by influencers or models promoting sale

Week 4:

- Reel with shirts and jeans that fit seamlessly from day to night.
- Mystery gift of purchase above certain amount on all platforms
- Discount based on number of items purchased on last 3 days.

Month 4: Denim Lifestyle Campaign

Campaign Focus: Position jeans as versatile and essential for modern lifestyles.

Week 1:

7 days 7 Style Guides: Reels and posts showcasing the versatility of the jeans for different occasions—work, casual outings, and festive events.

Week 2:

- User-Generated Content: Customers to share their photos wearing the jeans, tagged with a unique hashtag.

Week 3:

- Process in factory reel by influencer

Week 4:

- Insta story poll with outfit choices
- Lookbook with different themes

Month 5: Summer Essentials & New Releases

Campaign Focus: Highlight summer-friendly collections and announce any new launches.

- Summer Outfit Inspiration: Reels featuring lightweight styling with jeans and colourful shirts.
- Behind-the-Scenes: Sneak peeks of upcoming releases.
- Email promotion to promote summer collections and exclusive offers for loyal customers.
- 4 street videos with influencer asking people styling questions and Voi related questions with small gift for participants (keychain etc)

Month 6: Sustainability & Loyalty Campaign

Campaign Focus: Emphasize the brand's commitment to sustainability and reward loyal customers.

- Eco-Friendly Fridays: Weekly posts highlighting the Vois sustainable practices and achievements.
- Customer Stories: Testimonials and experiences from loyal customers.
- Announce the launch of a loyalty program and highlight sustainable initiatives through email.
- Spin the wheel game in store for rewards: instore events shared on Instagram

General campaigns:

- Styling session instore, shared on Instagram with latest collection
- QR codes in store that takes people to brand page or styling options on Instagram or website.
- Spotlight shirts or jeans of the week with styling options to be posted
- Lookbooks

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Pricing and requirements:

1. Influencers charge based on number of posts and pricing varies depending on the number of followers and reach with price per post ranging from 15k to 2L.
2. Voi will be provided with the catalogue of models to choose from for campaigns whose pricing is dependent on the experience and skill of the model.
3. Voi can provide with their inhouse photographer/videographer for the shoot, if not the charges of photographer/videographer will be billed separately.
4. Service fee: 60,000/- rupees two-part payment per month (50% advance, 50% EOM) which includes planning and executing monthly campaigns in collaboration with Voi, travel and other miscellaneous expense around the campaign.

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