

Bags With Legs: The Brand

“It's not just passion for sensational design and products, it's about the meaningful stories behind them”

quote from brand website

- Eco-consciousness and social sustainability
- Innovative designs and high quality materials
- Advocates fashion with a purpose
- Each handcrafted bag has behind it a story of empowerment and resilience
- This brand is a testament to the power of ethical fashion, transforming traditional craftsmanship into a beacon of hope and progress for those who craft them.

General Strategy

Launch a streamlined three-phase campaign on Meta for 'Bags with Legs'. Begin with the **awareness phase**, highlighting the empowering stories of women artisans and brands commitment to sustainable fashion.

In the **consideration phase**, focus on deepening the audience's connection with 'Bags with Legs'. Showcase detailed product features, and the ethical production process.

The **conversion phase** will be geared towards driving traffic to the webshop and encouraging newsletter sign-ups. Utilize targeted ads offering a 10% discount on the first purchase for new subscribers. Additionally, grow engagement by announcing a unique opportunity where a new bag will be given away among the new subscribers.