

S H A N G R I - L A

शांग्री - ला



# THE UNPAINTED FUTURE

WHAT ARE YOU MADE OF?

# STRATEGY

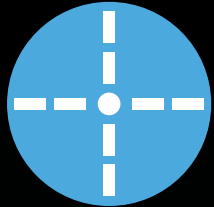


The Unpainted Future is a campaign Shangri-La will be promoting. It is based around the premise of an online customisation and personalisation feature available on the webstore. The purpose of this campaign is to raise awareness and promote individuality.

Promoting customised and uniquely designed products also promote sustainability in an indirect manner, since people will be inclined to keep and wear those products for as long as possible due to their personal sentiment being attached to that piece of garment. The campaign tagline “ What are you made of? ” aims to elicit a personal impact on consumers, by prompting them to showcase their individuality through their uniquely designed garments.

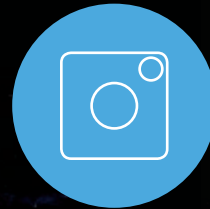
The brand will use social media, namely Instagram as its primary driving force behind the campaign as well as the website's blog to further promote the feature. The reason for this is because Instagram is popular among our target audience, that is namely a tech savvy, trendy mid 20s individual. Additionally, Instagram itself is a great visual platform for sharing, with its hashtags and Stories feature, it will allow us to repost and showcase the many different designs customers have come up with which helps with customer engagement.

# INFOGRAPHIC



## GOAL

Raise awareness for the brand and promote individuality.



## SOCIAL MEDIA



## PROMOTE

Promote using Instagram with the various strategized posts.



## AUDIENCE

Reach to the influencer's fans and spread awareness to even more potential customers.



## BLOGPOSTS



## TRACK

Track using Crowdfire and integrated analytics system.

# CONTENT

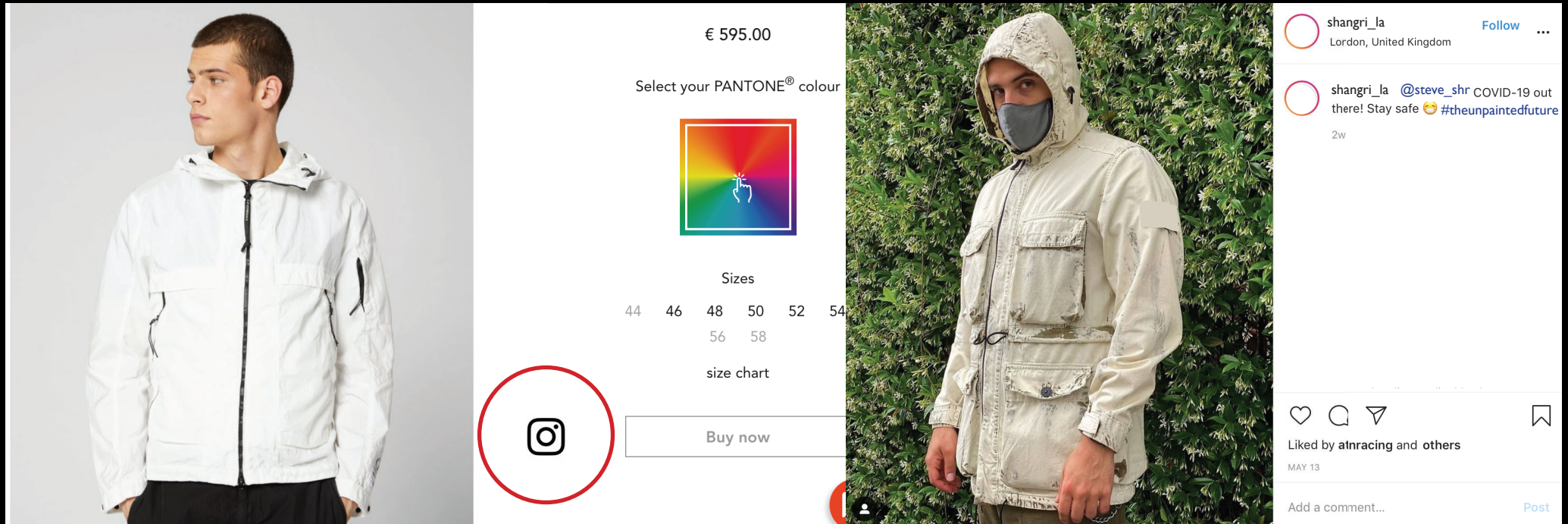


The campaign will rely heavily on User Generated Content. In order to execute this, we will work with three influencers with disparate styles to post outfits with our garments that are uniquely created by them and utilise the hashtags “ #theunpaintedfuture ” as well as “ #changewithshangrila ” which will encourage their fans to try out our brand and customise their own unique products, the hashtags will then encourage customers to post their photos and therefore reposting will occur on the account. To promote more engagement, the brand will repost the best customer outfit pictures on the account and give them a chance to win store credit on the Shangri-La webstore. Customers can also choose to post their unique garment rendering from the site should they not feel like waiting for their garment to be delivered to them. For customers unaware of the Instagram marketing, using the website’s blog known as The Outpost to talk about the customisation feature, by posting the best taken customer photos, giving consumers an insight of the personalisation process and providing styling tips, all of which help contribute to customers potentially trying out the feature for themselves.

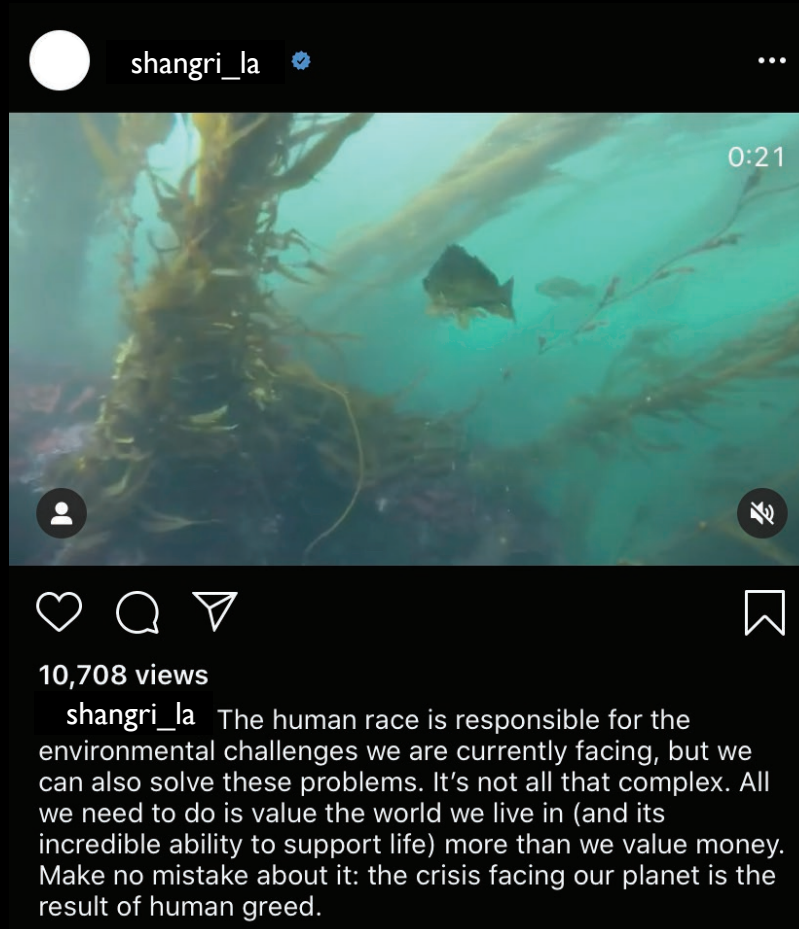
Consumers paid so much to have their own unique garment therefore this campaign gives customers the opportunity to show off, and at the same time lets Shangri-La showcase its proud and loyal base of customers that all possess different personalities and taste. The ultimate goal is to cultivate a brand personality so strong that your users want to share their life with you on social media.

By creating a product that is unique to every customer, it allows in helping customers feel like they have succeeded, in addition with the hashtag, it assists in forming a presence on social media that users would want to engage with. Asking them to share and reposting would add identity and diversity to the brand’s content which would show what our campaign is all about, individualism.

# ENGAGE



At the end of every customisation, the customer will have the option to post their virtual rendering on Instagram and can use the hashtag. However, they can also post an outfit picture with their garment once they have received it. As a way to encourage more engagement, the individual who has the most liked regrammed photo will receive some store credit to shop on the webstore.



Going in line with the sustainability factor of the campaign, far too many brands treat their Instagram account as a platform to promote product and although it does that well, Instagram is intrinsically a visual social network where millions share their thoughts so discussing about important issues can be valuable real estate that can be used to prompt further engagement. This helps give the brand a personality, a voice and a sense of relation which will propel the brand's image and help followers relate to not only the brand and its vision but also its content.






Besides posting about release dates, the brand will also do dedicated posts to some of the garments that really showcase its features and special details. Being an online only store, this helps to mimic a physical experience and also makes the clothing seem worth the money. It also allows us to give tips on how to style the garment as well as its sustainability factor, all of which impact the consumers' decision in purchasing.



Shangri-La  
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What are you made of? Find out with the Customisation feature, now on Shangri-La.



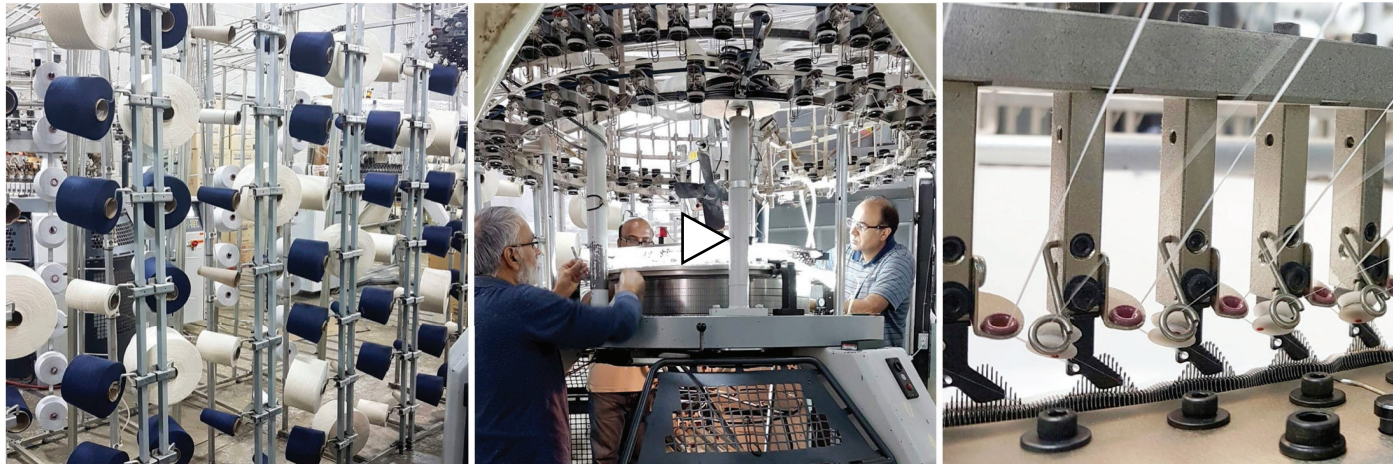
SHANGRILA.COM  
The Unpainted Future.  
Experience personalisation.

Shop Now

👍 Like    💬 Comment    ➦ Share    🌐

**Facebook is also one of the most popular social platform used among the targeted demographic. We will advertise here as well to further spread awareness of not only the brand but also the customisation option on the site. This may also help to project people towards The Outpost blog page which also helps with the promotion of the campaign.**

## HOW IT WORKS : CUSTOMSATION



This can get complicated really quickly, but almost all of the countries we work with directly have enough of a social safety net that helps make sure the workers that have a hand in making our product earn a living wage. This net can be made of a bunch of parts, such as universal health care, labor laws that specify the number of hours someone can work, and safety regulations. These indirectly translate to higher labor costs, which we embrace in our costs to sew and make our apparel.

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**The Outpost is Shangri-La's blog page. To aid in this campaign, the brand will post stories on the customisation process, showing customers the stages from manufacturing all the way to styling the final product. We will also post the best looking customer taken photos here. Shown above are a couple of photos and a video on the customisation process at the mill, this helps to give the brand transparency and enforces trust between the brand and consumer, which could help with sales.**

If you saw it in person though, we bet you'd think about it in a completely different way. Our Seaside Cotton elevates the jacket from a cheaply made staple to a genuine classic - one worth keeping for years. The fabric is unreal - it has the breathability and comfort of cotton, and combines it with the weather resistance and lightweight durability of nylon. It's also hard to explain the way it feels when you touch it - nylon was basically invented to replace expensive imported silk, and when blended with cotton in this precise fabric, it's heaven to touch.

Shown below are a few of the customisation feature colours used on the Seaside jacket, or as we call them "The Colours of Paradise". These tropical colours work well with shorts to really go with the summer beach theme, they could also pair with darker coloured jeans to really bring out the colours and accentuate the light hues. We'll leave it to your imagination.

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There will also be a post that helps customers with their styling needs. This also gives us a chance to showcase some of the creative colours they have used on their garment. As shown above, three colour options on the same jacket with styling advice written above it. This entices the customer since it allows their imagination to run wild with the infinite possibilities, which could translate into more sales for the campaign.

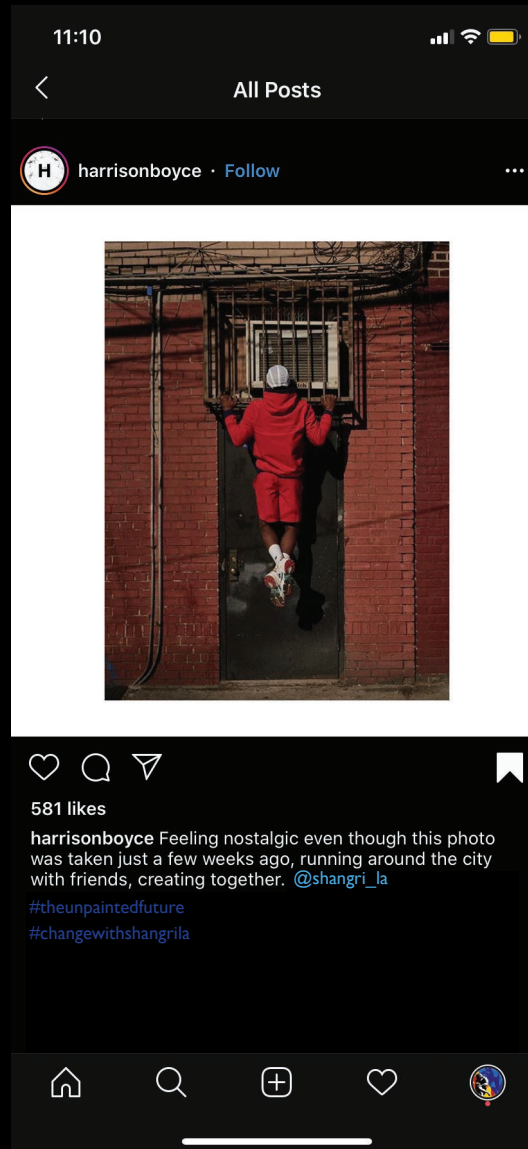


# COLLABORATION

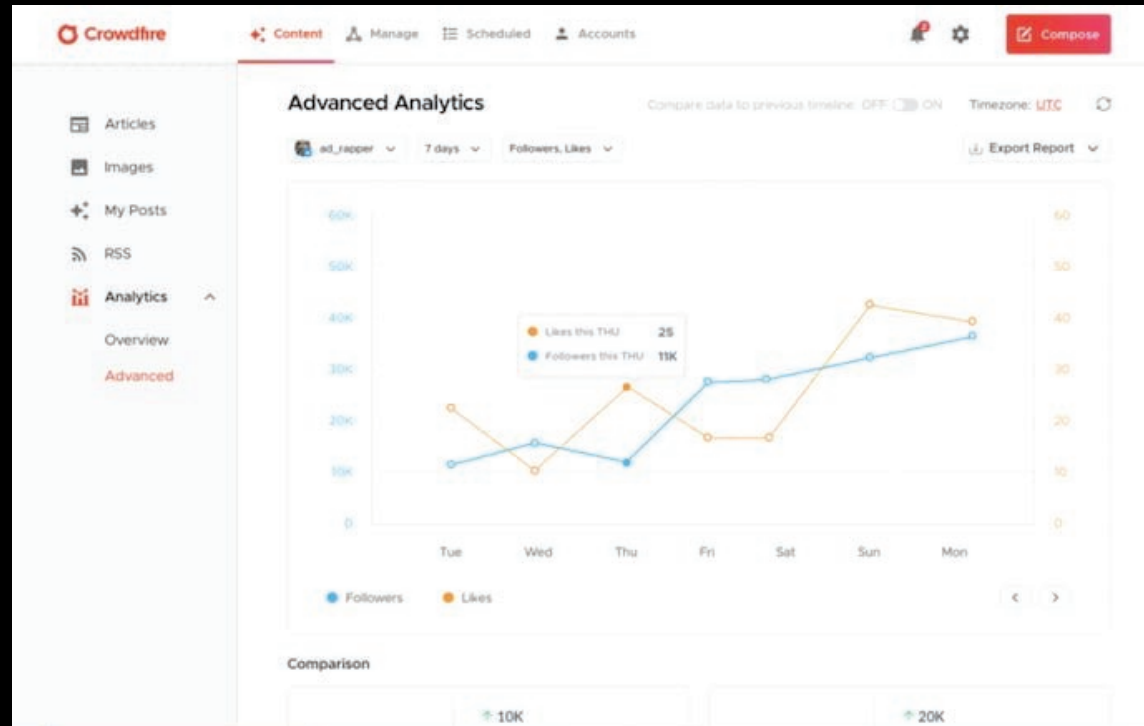


One of the main themes and messages of this campaign is diversity and as part of the campaign, the brand will employ the help of some influencers to showcase people with disparate identities and professions and how it translates into their style and clothing. The three people hail from seemingly different worlds. Firstly, Blondey McCoy, a young fashion model from London. Then, Harrison Boyce, a runner from New York and lastly Judner Aura, a videomaker and editor from Los Angeles.

# COLLABORATION



# TRACKING



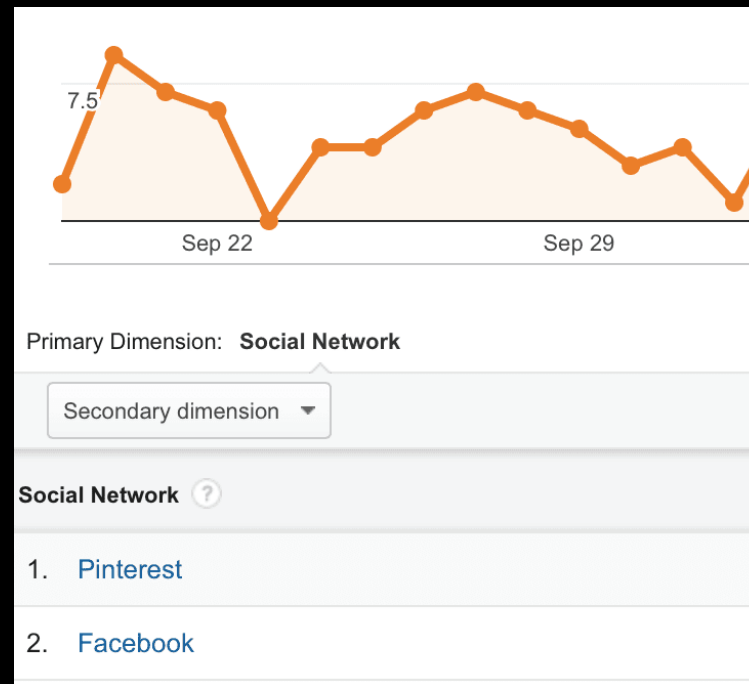
The brand will utilise Instagram's built in analytics programme and Crowdfire for tracking Instagram performance.

Crowdfire gives marketers the ability to find out when its best to schedule posts, track their online performance, and trace any mentions of their brand, as well as curate content related to our industry from all over the web. The software provides article and image suggestions from other sites, helping us expand our visibility and options when deciding what content to include in our Instagram profile.

Crowdfire's analytics tools present our Instagram data in easy to read charts. There is also an advanced metrics function that shows how the brand is performing over long periods of time. It also gives us the ability to track all three influencer's posts and how much traction they are gaining.

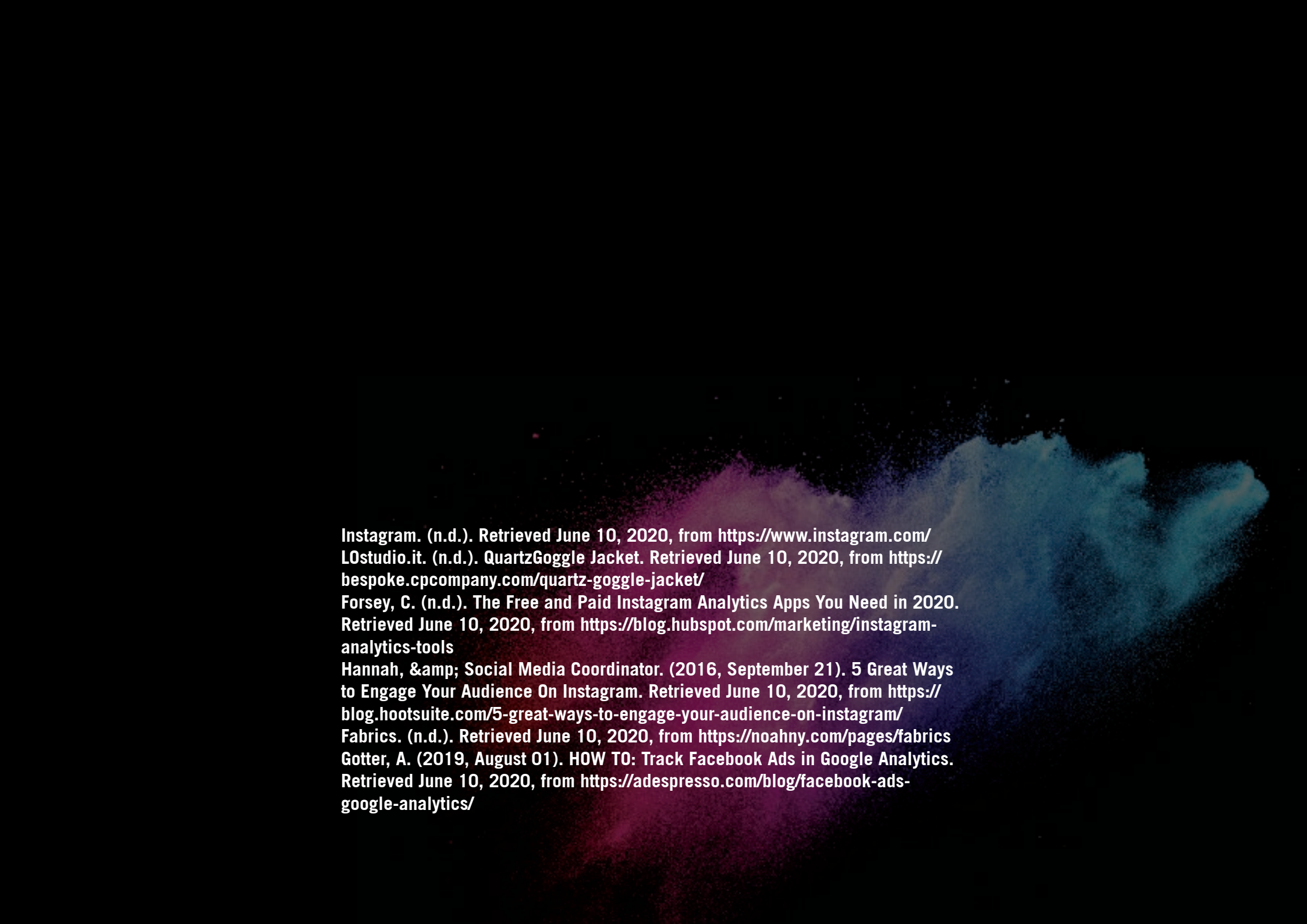


# TRACKING



For the Facebook ads, we will use Google Analytics to track its performance. It is able to reliably track conversions which can give us a good understanding of what our customers are looking for, which helps our marketing to be more effective.

Using the software can also allow us to see what certain audiences are finding relevant on your site, even outside of conversions. If you run a certain campaign and you decide to track users throughout your site, it can help identify niches within your audience that you can then target more accurately with remarketing or new campaigns in the future with specific, highly targeted messages.



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