

To: Professor Jacqueline Hitchon
From: Group 3: Sara K., Sarah F., Christine K., Kat S., Brianna K.)
Date: December 11, 2024
Re: Advertising Strategy for ReJeweled

ReJeweled Final Written Report

Executive Summary (Kat S. and Sara K.)

This report aims to outline the approach to launch a campaign for our newly developed sustainable brand, ReJeweled, which aims to address a significant gap in the accessory industry. Our brand concept centers around sustainability, providing consumers with an eco-friendly alternative in the accessory industry that meets modern ethical production and consumption demands.

The cornerstone of this campaign is an exclusive partnership with Aritzia, a premium fashion brand known for its high-quality designs, immersive retail experiences, and commitment to sustainability. Aritzia's customer base of young to middle-aged women aligns perfectly with ReJeweled's target demographic: budget-conscious, eco-conscious, and fashion-forward individuals aged 20–30, predominantly based in urban areas and college towns.

Our campaign highlights the intersection of sustainable fashion and personal style through an innovative partnership with Aritzia. Customers shopping in Aritzia will discover an exclusive collaboration that changes their shopping experience. When purchasing select pieces, customers will receive a limited edition ReJeweled x Aritzia tote bag and a piece of our jewelry. These jewelry pieces will complement the clothing. Each tote bag and jewelry piece combination tells a unique story and is an opportunity for customers to be a part of reimagining fashion's potential.

To amplify the campaign's impact, we will integrate visual storytelling and innovative marketing techniques. Key components include:

1. In-Store Integration: Eye-catching visuals and point-of-sale materials in Aritzia boutiques will highlight the collaboration, encouraging customers to explore the ReJeweled brand.
2. Social Media Activation: Leveraging Instagram, and TikTok we will deploy a mix of organic and paid content to showcase the unique pieces, driving engagement among style-conscious and sustainability-minded audiences.
3. Influencer Partnerships: Influencers, such as sustainable fashion advocate Ashley Rous, will share authentic content featuring the ReJeweled x Aritzia collaboration, extending the campaign's reach to a broader audience.

This strategic approach not only elevates ReJeweled's brand visibility but will also strengthen Aritzia's reputation as a leader in sustainable fashion. Together, ReJeweled and Aritzia redefine fashion's potential, creating an engaging, value-driven shopping experience for the modern consumer.

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Campaign Concept (Brianna K.)

The big idea of our campaign is "ReDiscover, ReDefine, ReImagine"—promoting higher quality, sustainable pieces through partnerships with brands like Aritzia, whose values align closely with ours. This aligns with our positioning statement by targeting eco-conscious, fashion-forward young adults and empowering bold self-expression through timeless, upcycled accessories.

Campaign Content and Media (Sarah F.)

One type of non-traditional media we plan to use is an in-person pop-up shop. We believe this will be successful because 80% of retailers who have done pop-up shops say it was successful. It wouldn't be that expensive of a commitment because 44% of these shops cost less than \$5,000 to make and hold(2024). With this pop-up, we will announce it on our social media platforms and website. Throughout the pop-up will post videos and pictures on our Instagram story.

The second type of media will be digital and on Instagram. On our Instagram, we will post pictures of some of the jewelry pieces that are for sale and do some meet-the-creator posts/reels/stories where you interview some of our most popular. We will also post pictures of the pieces in aesthetic and trending settings to appeal to our younger audience. We chose Instagram because 78% of people 18-29 use Instagram often (Gottfried, 2024). This will allow us to reach our target audience.

Our third type of media will also be digital but on TikTok. We chose to use TikTok because it is growing at a very fast speed. It is up by 21% from 2021 (Gottfried, 2024). TikTok also holds a lot of our target audience. 36.2% of TikTok users are ages 18-24 which is our target audience in age. With 61% of TikTok users discovering new brands and products on the platform, it has become a vital channel for brand visibility and customer acquisition(2024). In our TikToks, we post trending sounds or videos to reach the most people. We can also post ads on TikTok displaying our jewelry.

Lastly, our fourth ad will be a non-traditional partnership with Aritzia. We decided to partner with Aritzia because they have close to the same age target with it being 20-40 year old women. (Murray, 2019). Aritzia also values itself on having high-quality pieces that will last you a long time which aligns with the values of the jewelry we are selling. For this partnership, we will put our jewelry in Aritzia stores and make tote bags that have both Aritzia and ReJewel on them.

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Appendix (Sara K.)

Advertisement 1: Aritzia Collab



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Advertisement 2: Chriskindlmarket Pop-Up (Influencer Ashley Rous promoting on TikTok)



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Conclusion (Sara K. and Christine K.)

ReJeweled's advertising strategy is designed to exceed the expectations of eco-conscious, fashion-forward consumers. By leveraging innovative partnerships, targeted media, and authentic storytelling, we aim to position ReJeweled as a leader in the sustainable accessory market.

1. Aritzia Partnership: Collaborating with Aritzia aligns our sustainable values with a premium brand, reaching a shared demographic of young, eco-conscious women (Murray, 2019).
2. Digital Media Success: Using Instagram and TikTok ensures visibility, as 78% of people aged 18–29 use Instagram, and 61% of TikTok users discover new brands on the platform (Gottfried, 2024).
3. Pop-Up Shops: Proven to be 80% successful and cost-effective, pop-ups drive exclusivity and engagement (Capital One Shopping, 2024).
4. "ReDiscover, ReDefine, ReImagine": Our core message ties the campaign together, highlighting sustainability and individuality.

ReJeweled is ready to meet the growing demand for ethical fashion by connecting with consumers across multiple channels. With this approach, we aim to transform the accessory market and inspire people to make more sustainable choices.

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