



Final Assignment – Fashion Marketing Campaign



Strategy

STUDENT EXAMPLE — Final Assignment (Premium Brand)

Brand Chosen: Premium / Contemporary Brand

Collection: Spring/Summer 2025

Campaign Title: “Light Moves With You”

1. Brand Overview & Strategic Positioning

AURA Studio is a premium womenswear brand known for minimalist tailoring and soft technical fabrics. Positioned between luxury and high-street, the brand targets urban professionals aged 25–40 who value quality, versatility, and understated elegance. Competitors include Sandro, COS, and Theory. The brand’s tone of voice is modern, calm, and confident, with communication centered on ease, movement, and intelligent design.

2. Campaign Objective & Big Idea

Objective: Increase brand awareness and drive e-commerce traffic for the SS25 collection. Big Idea: “Light Moves With You” - a campaign celebrating fluidity, comfort, and the feeling of weightless summer dressing. This idea aligns with AURA Studio’s identity and resonates with its audience, who seek clothing that adapts to their dynamic, city-center lifestyles.

3. Campaign Timeline (10 Weeks – Premium Brand)

Weeks 1–2 Strategy & Concept

Define KPIs

Approve creative direction

Align marketing, PR, and content teams

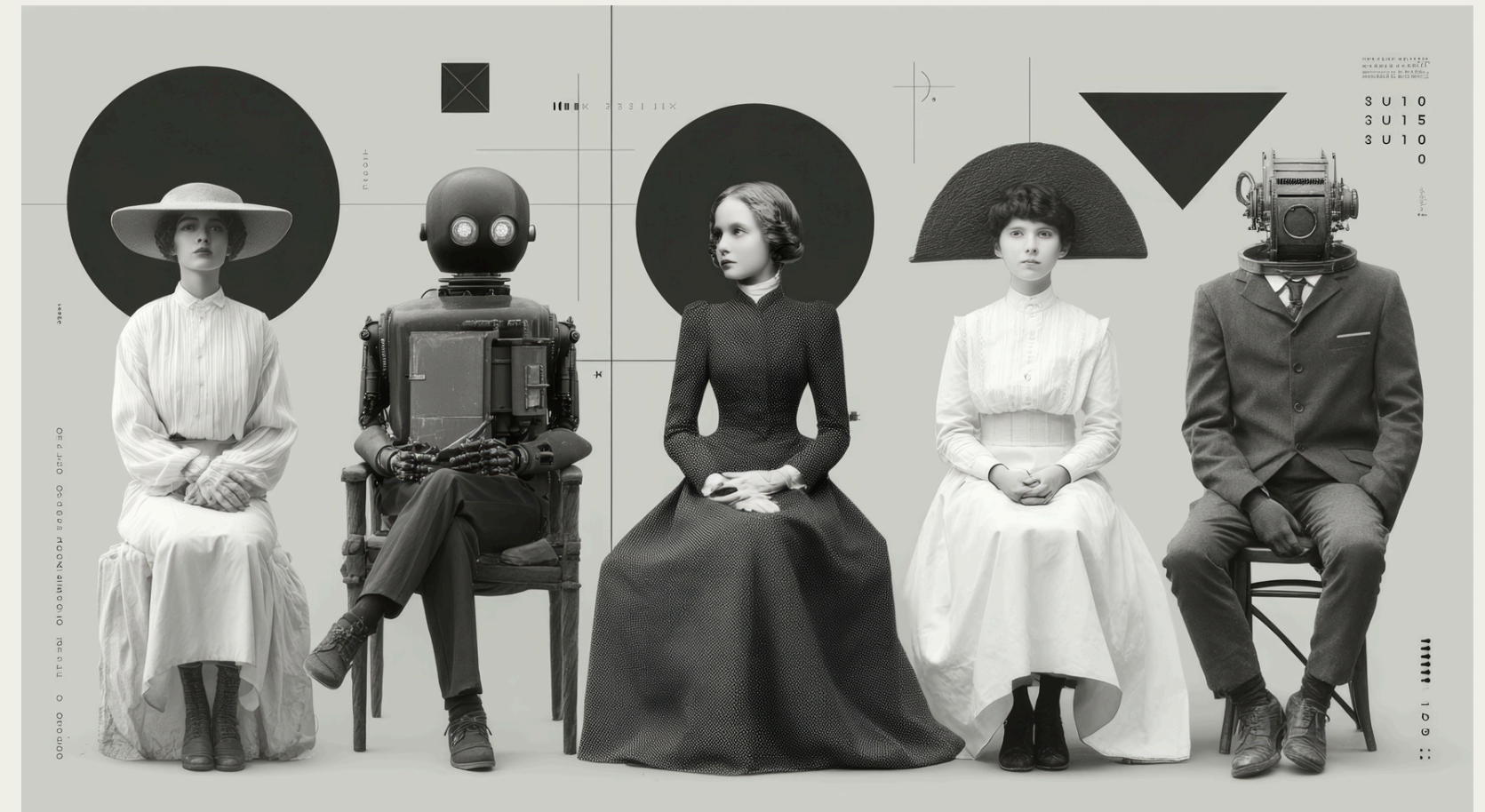
Weeks 3–4 Creative Development

Casting

Location scouting

Shot list + video storyboard

Final approval meeting



Weeks 5–6 Production

- Campaign photoshoot
- 15–30 sec video assets
- Behind-the-scenes content

Weeks 7–8 PR & Influencer Seeding

- Press release distribution
- Editor previews
- Influencer gifting (20 mid-tier creators)

Weeks 9–10 Launch & Monitoring

- Social rollout
- Website refresh
- Email marketing
- Weekly KPI check-ins



4. Team Structure & Collaboration

Marketing: Defines KPIs, manages budget, oversees timeline. **PR:** Handles press release, media outreach, influencer seeding. **Content:** Produces campaign visuals, social assets, and e-commerce imagery. **E-commerce:** Updates product pages and homepage.

Founder/Creative Director: Approves creative direction and final assets.

Example of collaboration: Marketing sets the KPI of increasing website traffic by 20%. PR then schedules editor previews two weeks before launch, ensuring media coverage aligns with the marketing push. Content delivers final images early so PR can include them in press kits.



5. Marketing Strategy

- Channels: Instagram, TikTok, email, website, paid social
- Key KPIs: Traffic, engagement rate, conversion rate
- CRM: Two email flows — “New Collection Drop” and “Behind the Design”
- Budget: Allocated to paid social, production, and influencer gifting

6. PR Strategy

- Press Release Angle: “AURA Studio Introduces a Weightless Approach to Summer Dressing”
- Media List: Fashion editors, digital lifestyle platforms, womenswear stylists
- Press Preview: Small showroom appointment in Milan
- Influencer Seeding: 20 creators receive a curated “Light Moves With You” kit
- Celebrity Placement: Target stylists for TV hosts and musicians



7. Launch Plan & Measurement

Launch Channels: Instagram, TikTok, website, email, PR coverage

Launch Sequence:

1. PR preview → 2. Social teasers → 3. Website update → 4. Full campaign launch
Monitoring:

- Weekly KPI review
- Adjust paid ads based on performance
- Track influencer content engagement



This campaign is realistic for a premium brand with a moderate budget and a small but efficient team. The biggest challenge is aligning production timelines with PR deadlines, especially for editor previews. If this were a luxury brand, the timeline would extend to 4–6 months with multiple regional teams. For an independent brand, the campaign would be shorter and rely heavily on organic social content.