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| *Project: New Collections Fall* | *Geography: Moscow* |
| *Campaign period: September* | *Campaign media: In-Mall & digital* |

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| ***Background/ Business situation:***  *What is past sales history or other related information that would be helpful to the creative and media teams?* | “New Collections” in Shopping Mall X (Fall & Spring) is a season when all of the various shopping mall tenants present their new collections and fashion trends. It’s the most profitable period for tenants and the proper time to renew wardrobe for consumers. In Shopping Mall X Customers can find new collection of affordable and fashionable brands.  New Collections in Shopping Mall X is a key retail season supported by federal campaign. |
| ***Communication objectives:*** *How we want consumers to react to our ads? What is desired change in attitude or behavior?* | Business / Marketing objectives:  Sales Growth (per sqm)  Communication objective:  Increase awareness of New Collections Fall among the Target Audience. Make consumers choose Shopping Mall X as the unique shopping destination to shop new fashionable and affordable fall look. |
| ***Target Audience.*** *Who are these people? What are they like? How do they relate to the product/ service we want to sell them?* | Young family guests (young woman age of 35 y.o., married, has a family – a husband and 2 children from 3 y.o. till 18 y.o.) and Lifestyle guests (fledglings, young builders, young independents) |
| ***Target Audience Insight:*** *What consumers think about the category or particular product/ service? What needs and desires are not being met? What are his motivations, barriers or just important thoughts that could be related to the advertised product?* | *Barriers / tension:*  *People think that fashion clothes always concern with expensive cost.*  *Need / desire:*  *To shop affordable fashion goods (new collections) in order to look trendy. Spend time in mall with profit & pleasure. Simple process of shopping (everything at the one place, ready solutions, inspiration).*  *“I STILL WANT TO LOOK GOOD AND FASHIONABLE AS THIS BOOSTS MY SELF-ESTEEM BUT I DON'T THINK I CAN AFFORD NEW COLLECTIONS THIS SEASON WITHOUT SACRIFICE BECAUSE IT IS TOO EXPENSIVE”* |
| ***Products (services, news) in focus:*** | Affordable fashion (new collections) for TA |
| ***Main Message (Single Minded Proposition)*** | You will always find a reason for shopping in Shopping Mall X, because it’s affordable |
| ***RTB:*** *why the consumer should trust the proposition* | New collections in Shopping Mall X is not the high fashion with expensive prices. This is the trendy outfit and reasonable prices. |
| ***Task***  ***(Deliverables):*** *what are key deliverables that you are expected to come up with.* | * To propose ideas & mechanics of Promo Campaign based on New Collection Fall to persuade Target Audience to shop at Shopping Mall X |
| ***Comments:*** *(Tone of voice, personality, important additions, if any)* | * Proposal should correspond with trends in Shopping Centres industry   Promo Campaign will be promoted in-mall and in digital only. Please consider only these channels to bring your ideas&mechanics to live.  Instead of Shopping Mall X you are free to choose any particular Shopping Mall with mass-market positioning located in Moscow or Moscow Region. |