Peachy Dens Fashion Show:

Social Media Plan

Emma Glascock

CRI 540: Marketing For Creatives

Paul Gillespie

October 24, 2024

Table of Contents

Executive Summary

This social media plan is announcing us, Peachy Den, at London Fashion Week. The message is just that, "Peachy Den at London Fashion Week". We do not want the message to be that consumers have to buy tickets. This is because this event is something our brand has never done before.

We want our brand to feel consistent with our customers. "subjective, internal consumer responses (sensations, feelings, and cognitions) and behavioral responses evoked by brand-related stimuli are part of a brand's design and identity, packaging, communications, and environments." (Brakus, Schmitt & Zarantanello p. 53). We do not want consumers to feel as if we are pushing them to buy or participate in the event, but rather we want the feeling to be that we are sharing our achievement. We want our customers to feel our loyalty to them. This campaign will not feel different from other posted content. This is to make sure that customers feel no reason to dislike this change in our brand. Consistency is key for our branding.

We will use the platforms TikTok and Instagram for this campaign. To be able to produce the final products of the Instagram and TikTok posts, we will need all of our scheduled models, the photography team, makeup artists, and clothing to be set up pre-rehearsal. Our SMART goals, **S**pecific, **M**easurable, **A**ttainable, **R**ealistic, and **T**ime-bound, are used to be clear on our message (Peachy Den at London Fashion Week). Utilizing social media tracking, of likes, views, and comments, we can see the increase of traffic, which is the KPI. To achieve our goals of

getting our consumers to anticipate our new line, we will post frequently, behind-the-scenes clips, candid shots, and close to the show's date. This allows consumers to feel close and connected with the brand. With us never having done a show before, we want to utilize this huge announcement to increase traffic on our social media pages. Our goal is to increase traffic by 40% and in doing so, increase the number of Innovators, those who will pay high prices to be involved, and Early Adopters, those who want to participate earlier than most. Increasing our online community promotes our brand to new consumers, and ultimately drives sales.

Consumer Profile Description

The consumer profile (GooDPUB) can be described as 18-30-year-old women, primarily locally in London, but also globally anyone who wears our aesthetic. They are interested in the fashion industry and are chronically online. They understand pop culture references, and are interested in smaller designers rather than mainstream and luxury. They do not purchase frequently, because of their income, and our pricing; but when we release new products, they make the effort to support the brand. Our consumers are always engaging with our social media content, they are loyal. This proves our content is always cognitive, affective, and behavioral.

Platform Overview and Rationale

Social media is perfect for our brand to market with. One, because of our customer demographic, but two, because of how personal it feels. Instagram and TikTok are the platforms that will be used for this campaign. We will use these two because we only have three platforms, the third
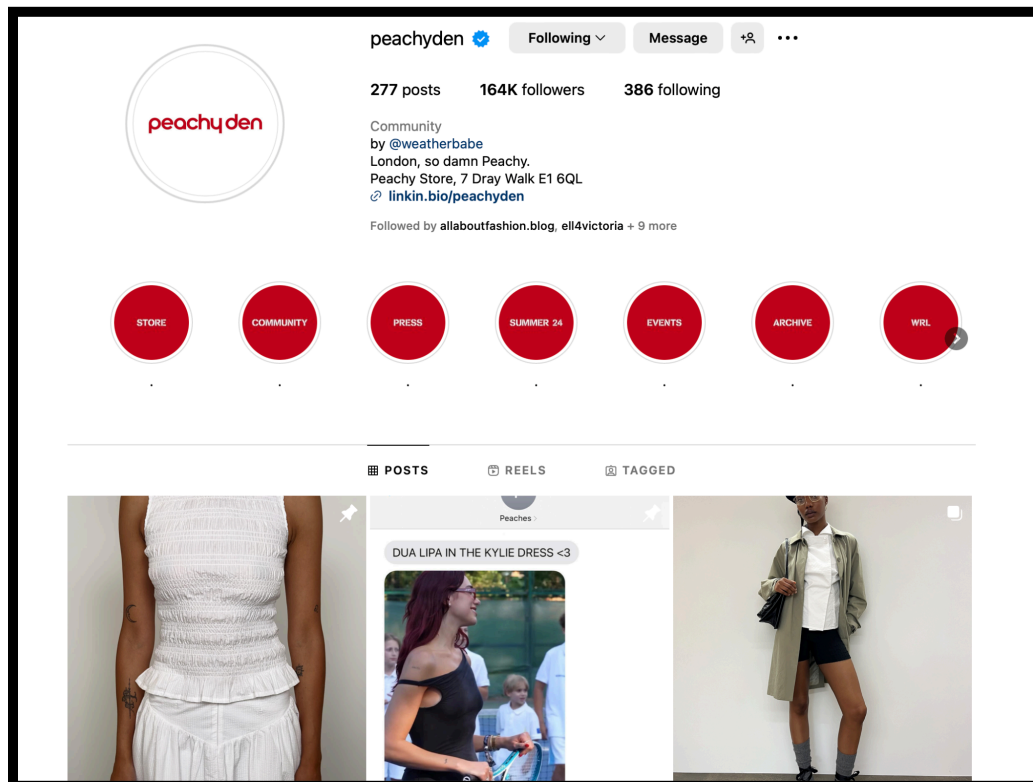
being Pinterest. However, we can not do campaigns on Pinterest. Since our audience is Gen Z and Millennial women, and as stated before are "chronically online", these platforms are catered to them. To have campaigns shown here, we will get the most post-interactions. Also, doing a post on both gives us creative freedom. TikTok, a video campaign, and Instagram, a photo campaign. Most of our followers follow us on both platforms. Because of this, it is important to give them different content where they are. Social media is always available for customers, it never deletes, is cost-effective to produce, and targets directly to our audience (followers). It is

also easy to track KPIs (a measure of success) and ROI's (return on investment) though, we can not utilize search engine optimization (SEO). Using these platforms is direct to consumers.

The TikTok Campaign

Using TikTok is crucial. This is due to the amount of views we can get outside of our current following. We will post our video two weeks before the show. This increases the "want" from consumers but is still close enough that consumers will not forget. We will also post behind the scenes from the production of our main content to keep followers engaged.

The main TikTok will start with models quickly running in different areas of London. The models are putting on different clothing while rushing. The next clips are more focused on the models individually and are close-up shots. One clip is a girl putting on a hat, and another is a girl tying up her kitten heels or boots. They are all in a rush but we as viewers do not know why. Then, we will insert clips of the models backstage touching up makeup, such as lipstick and powder. It feels very much like the intro of the film, *The Devil Wears Prada*. This pop culture reference motivates engagement. The video then starts to glitch with text, almost readable but not quite. The following clip shows the models lined up. It is revealed to the viewers that it is a fashion show rehearsal. As they begin to walk, the clip unexpectedly cuts to a red screen with pink text saying, "Peachy

Den at London Fashion Week. February 24, 2025". This stays for seven additional seconds to the 15 seconds prior. This length gives time to read and plays to consumers' short attention spans.

The message is clear in the last clip. The consumers will now know to look for Peachy Dens' new collection at London Fashion Week. We want the consumers to gather the 4 P's from this ad, place, promotion, price, and product. They know the place, London Fashion Week, the products, our new collection, and the promotion, the show itself. The only one they do not know is the price, though this is not relevant to our message.

Peachy Den at London Fashion Week

February 24, 2025

From this post, we want people to interact using likes, shares, and comments. We do not need viewers to buy tickets to the show, but we want them to interact with our media for it. If the viewers interact with the media of the show, they will be anticipating the new line; more so than if we just dropped it on our website. We will track the KPIs (a measure of success) through the increase in traffic, using TikToks formulated tracking settings of clicks and likes. Depending on the amount of views, we want to have almost an equal amount of likes. We also want to see an increase in engagement. We will need professional photographers and videographers for the cameras and lighting. We will be in the city for half, but then we will need the rehearsal set to be mocked two weeks before the real rehearsal.

The Instagram Campaign

Using Instagram, we want similar but different content than our TikTok. We will be posting natural "photo dumps". Photos in the groupings will be of models backstage getting ready for the rehearsal. Posting with this casualness will not feel like we are selling anything, it feels like a friend's post. Although, in the pre-rehearsal photos, models will be wearing the Fall Collection.
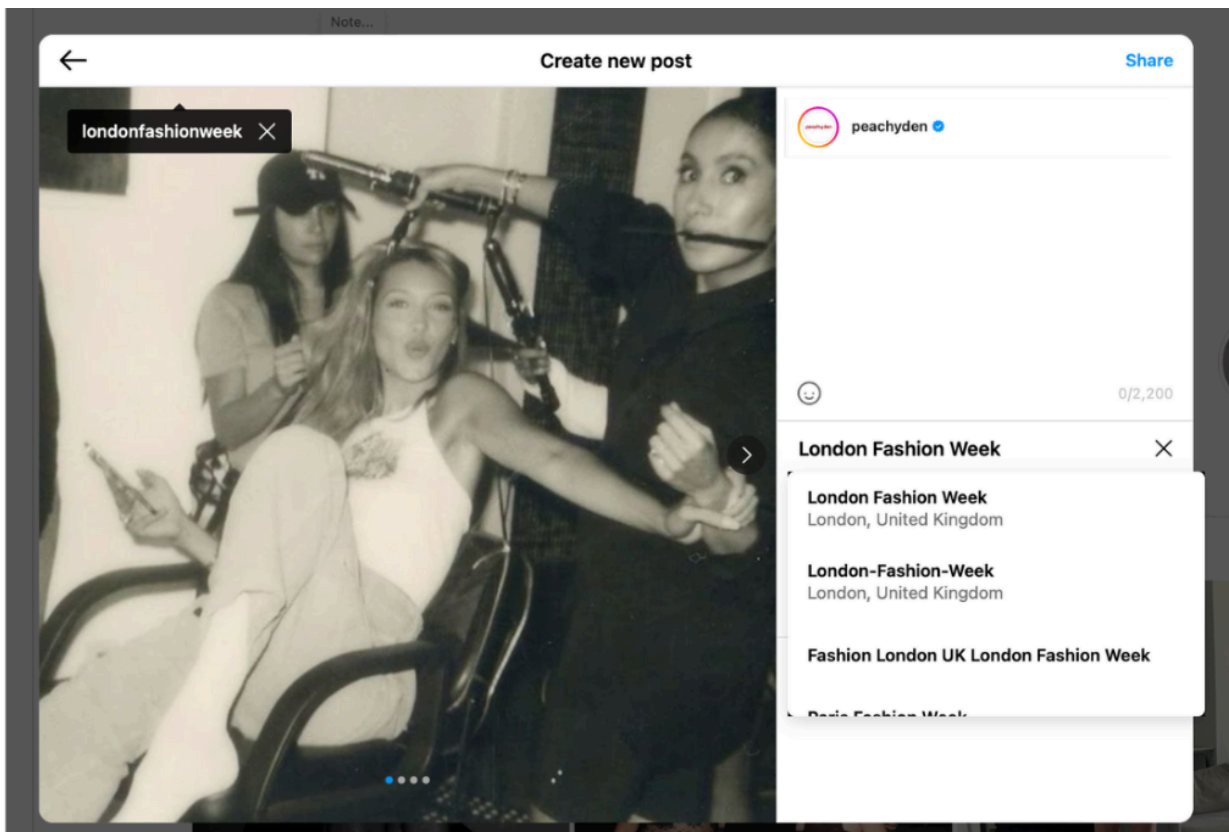
This will subconsciously get buyers eager for the drop. These pictures will ignite a different feeling than TikTok. It shows how the new line is "Ready to Wear".

These posts feel familiar and make the brand feel like a friend. We want the consumers to interact like friends through comments and likes. The feeling of a parasocial relationship motivates consumers to engage with the content.
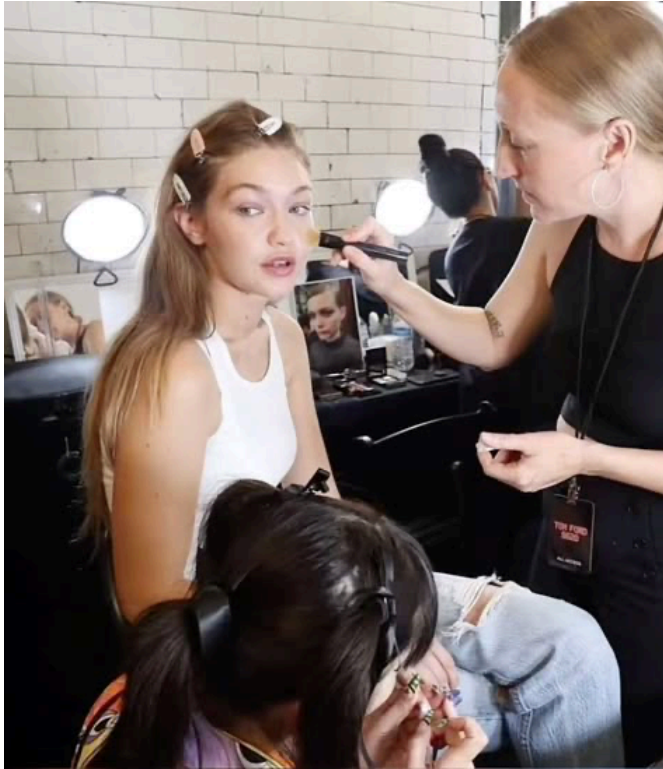
Through the interactions, we will track the KPIs, based on the increase in traffic, in the section of Instagram called "Insights". Success means that the amount of views is almost equal to the amount of likes and comments, as well as an increase in followers and interaction. We will also tag LFW (London Fashion Week) and insert the location as London Fashion Week. This way we bring consumers from outside of our current following, utilizing the algorithm.

This photo dump includes candid shots, models acknowledging and in control of the camera/content creation, profanity (flipping off the camera), which feels less like a brand posts, and behind-the-scenes content. It is very effortless, the post itself, but also the feeling that the models and brand give in the content. We will incorporate the color theme that we already have of red, pink and white. For this post, we will need an iPhone camera and a digital camera. Content is produced from the rehearsal set done for TikTok. Timing of posts will be a few days before the show. With the closeness to the show, consumers will engage even more.

In addition to this post, we will post our TikToks on Instagram Reels. In this case, those who only have Instagram will get both photo and video promotions. This group of individuals also need to be informed of the show two weeks prior.

Conclusion

Concluding this plan, we want to produce low-cost, simple content. This bridges the gap between consumers' social media feeds of friends and family and us, a brand. We will utilize TikTok and Instagram, as well as merge the two.

References

(@peachyden) • Instagram photos and videos. (n.d.). Instagram. Retrieved October 5, 2024, from
https://www.instagram.com/peachyden

Peachy Den. (n.d.). *Our Store*.
https://www.peachyden.co.uk/en-ca?srsltid=AfmBOorwOA0PAOtbZK8NpgIB0hFEhYd
TD6xyAUEkWH6KblbzvsjZRYFy

(n.d.). Schmitt, Bernd & Zarantonello, Lia & Brakus, J.. (2009). Brand experience: What Is It?
How Is It Measured? Does It Affect Loyalty?. Journal of Marketing. 73.
https://www.researchgate.net/publication/228168877_Brand_experience_What_Is_It_Ho
w_Is_It_Measured_Does_It_Affect_Loyalty