

PEMASARAN INTERNASIONAL FINAL PROJECT



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CREATIVE STRATEGY

Inspired by coach collaborating with celebrity that fits the brand



I also inspired by Harry Styles' Vogue cover. Harry Styles' Vogue issue is such a hit and there's now a waitlist. Also, Harry loves to wear a pattern cloth or suit and I think it fits Purana's batik flower collection. Harry also ever been to Indonesia in 2015 so, Indonesia is no stranger to him.



BIG IDEA

for this campaign i will Doing a product collaboration with British celebrity, Harry styles. because the harry's vogue cover is very hype and success right now, and British people are open and accepting about LGBTQ and about genderless issue. i think this collaboration can be apply in united kingdom by adapting their culture.

The product will be a unisex cloth and the name of the product is setara set. we want to combine indonesian culture by using bahasa indoneia as the name of the product and batik as the pattern of this collaborating product. the theme of this collaboration will Flower pattern like usually harry wear and this product pattern will be from Harry's idea and will interpreted by Nonita as the brand owner . But still with purana's silhouette.

ADVERTISING APPEAL

**on the video campaign, will using emotional psychological and lectures.
the message of this video campaign is about diversity trough fashion. i found
that a lot of advertisment in uk using emotional appeal. that's why i choose
emotional psychological and lectures for the advertising.**

PLATFORM (MEDIA)

for this video and photo campaign i will be using a social media platform such as youtube, facebook, and twitter and also Tv to promote the campaign. i choose this platform because british people are love to use their social media and they love to surf on internet everyday but they are still watching the tv.

CREATIVE EXECUTION

This campaign will show how fashion can be diverse. with the hashtag #diversityinfashion, showing Harry styles in many outfits that represent men & women's clothing that can be worn by everyone. this campaign is showing that there are no rules in fashion. you can wear whatever you want and stay confident.

Video

First scene : Showing Harry walking on the sidewalk and will show him using a First cloth. he will wear a suit,
second scene : showing Harry with jumpsuit at his house, sitting on the sofa.
the 3rd scene : showing Harry with dress at the supermarket purchasing stuff.
the 4th scene : showing Harry wear setara set and he walking into a café/ restaurant and meet his friends.

along in this video there will be Harry's voice over saying

first scene : wearing a suit,

Second scene : wearing jumpsuit

3rd scene : or maybe a dress.

4th scene : There's no rules in fashion. but, one #diversityinfashion purana X Harry styles Setara"

at the end of the video the hashtag will appear on the video. this campaign will use English language

scene by scene will be changed according to the voice over dialogue

CREATIVE EXECUTION

Photo campaign :
this campaign will be showing harry styles and female model wearing the same collabration product.

on the right side will be a text ababout diversity in fashion and on the left side there will be #diversityinfashion hastag on the photo

The text will be same to the video voice over :

wearing a suit, wearing a jumpsuit or maybe a dress. There's no rules in fashion. but, one #diversityinfashion purana X harry styles. "Setara"

Example

