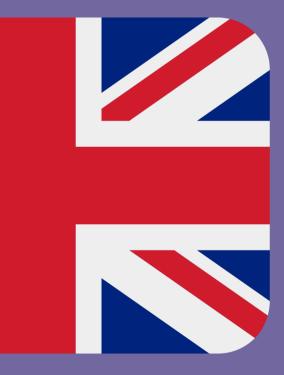
# PEMASARAN INTERNASIONAL FINAL PROJECT

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# CREATIVE STRATEGY

### Inspired by coach collaborating with cellebrity 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 is 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 campagn 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 capaign. 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.

#### This campaign will showing how fashion can be divers. with the hastag #diversityinfashion, showing harry styles in many outfit that represent man & women cloth that can be wear by everyone. this campaign is showing that there's no rules in fashion. you can wear whatever you want and stay confident.

#### Video

Firts scene : Showing harry walking on the side walk and will showing him using a First cloth. he will wearing a suits, second scene : showing harry with jumpsuit at his hause, sitting in the sofa. the 3rd scene : showing harry with dress at super market purchasing stuff. the 4 scene : showing harry wear setara set and he walking in to café/ restaurant and meet his friends.

along in this video there's will be Harry's voice over saying firt 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 hastag will appear on the video. this campaign will using English language

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

### CREATIVE EXECUTION

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Photo campaign : this campaign will be showing harry styles and female model wearing the same collaboraion product. on the right side will be a text abaout 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



British Style is not 100% British. In fact, there's no such thing as '100% British'. Or 100% Dutch, French, American, Asian or European. Whatever your opinion, at some point in your ancestry someone moved in and unsettled the neighbours. Because none of us are the product of staying put. And we're no different. As a clothing brand we couldn't do what we do if people weren't free to move around. Without immigration, we'd be selling potato sacks. We need beautiful minds from around the world. Working with beautiful materials from around the world To make beautiful things for people around the world. Fear, isolation, and intolerance will hold us back. Love, openness, and collaboration will take us forward

#### IGSAW

Beautifully British since 1970