

FOREIGN CAMPAIGN

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I. Creative Strategy

According to the research, New Zealand is in fact consistent with a sustainable development approach and there is also a marked awareness of and concern with social issues. They believe that every sector of business has to take a more positive and constructive role in protecting the environment, these aspects is one of the main big idea for Lanivatti as a sustainable and ethical fashion brand to make a campaign that might suitable for the New Zealand market.

As we're currently still facing the pandemic, many people are spending their time at home, and more and more people with nonessential jobs are being asked to stay inside. In general, many people won't care about how we're wearing when we're working or doing duties from home – as long as they get the work done, and it can be challenging for people to adjust. Some prefer to dress up to somewhat maintain their daily routine, some may feel more at ease to wear something a bit closer to what they would normally wear outside. During this uncertain time, clothing can be a source of comfort, some may say the way we dress has a correlation with our emotional state, by being said that Lanivatti has to make a collection that can fulfilled the needs of these people and consider this as an opportunity to gain their interest.

There are several points for Lanivatti to take notes from a collaboration that I have done research. It is the collaboration between Byredo X IKEA. Based on their collaboration, they launched 13 scented candles in their brand-new collaboration called OSYNLIG (Swedish for “invisible”), it aims to provoke people's relationship with smell and home which is one of the ways to enhance the feeling of being at home is more than how it looks. This is a great point strategy for Lanivatti to produce something that is adjustable at home, comfortable to wear,

and yet still looking properly stylish. The strategy is to naturally boost the people mental state which is necessary during these tough times.

For the Byredo X IKEA scented candles product itself, they provide a container that is designed to be used again for storing small thing, in other words this is one of a good approach of achieving the sustainability efforts that Lanivatti has to do which is having a multifunction system.

In conclusion the main keywords for Lanivatti to make a campaign would be: *sustainable, multifunction, and adjustable at home.*

II. Big Idea

The big idea campaign for Lanivatti into the New Zealand's market is to make a collection consists of loungewear set and home bed setting with the campaign movement of #ComfortableAtHome, that aimed to enhance the relationship between people and their home, and celebrating the life of being at home as an inspiring experience.

The home bed sheet will be a collaboration with Città, a New Zealand design company that creates furniture and home-wear for every room in the home. Città has developed a comprehensive sustainability strategy and has the same vision with Lanivatti to commit on producing products that have been sourced with ethical and environmental standards. The reason why Città is a compatible partner for Lanivatti to work with is because this collaboration have a purpose in a way to ensure the products are made ethically, sustainably & with respect both of their provenance. The company, Città itself is pretty well-known by the New Zealander community and they also has the similar target market as Lanivatti, and by this collaboration will boost Lanivatti as a brand to get recognise into the market.

Lanivatti usually produces their product specifically for women, but for this campaign it come as a unisex clothing since the campaign shows universal message to the people during this isolation. For the collection, it is a loungewear set with a kimono inspired top features a contrasting tie paired with wide leg pull

on pant, using sustainably Tencel and polish crush linen mixture. The loungewear set will come in three different colors, such as oatmeal, legion blue, and washed black. The size will be one size fits all. The collection is a wardrobe designed to work no matter the climate, dress code or spontaneous excursion, it can be worn at home, in bed or out.

The bed home settings consist of pillowcases, sheets, and duvet cover will use 100% flax linen which is breathable and highly absorbent, creating a comfortable year-round sleep setting. For the home bed setting collection will use texture & natural tones like walnut, botanical, and oatmeal.

The collection would be a special edition pieces and available in limited stocks, because both brands maintain the slow producing process. The launch campaign of #ComfortableAtHome will embrace the sustainable initiatives, create brand awareness and maintain both of Lanivatti & Città business plans during this outbreak.

III. Advertising Appeal

The advertising appeal that might work for the campaign is the emotional/psychological approach as people in New Zealand tend to have high collectivist culture with high power distance, high advertising expenditures; strict government control. Having an emotional/psychological approach is an easier way to get respected and build strong relationship within the New Zealanders as they're paying attention towards the value of the brand including the things they need to say. New Zealanders think that using inspiration and happiness as the top five emotions can lead to high levels of the viewers wanting to find out more and share the ads with their network. By being said that, using this appeal strategy could worked best for the New Zealanders.

IV. Platforms

The first public relation tool for #ComfortableAtHome to be introduced is through news release. The reason why news release is important is because Lanivatti as an

emerging fashion brand needs to be introduced to the New Zealand to get attention and generate publicity, also journalists when looking for content from brands they choose news release as one of their primary sources. The main focus of the campaign's PR tool was to get the local media coverage to motivate them on knowing Lanivatti to deliver its brand identity and also using the mixture of inspiration and happiness for campaign as the key message.

The campaign mainly targeted the electronic media, in particular the visual media, as they could best capture the #ComfortableAtHome offerings. Social media, like Instagram would also be more appealing to the consumers and more accessible to be reached out. The social media such as Instagram, specifically targeted for the Millennials generation as it is one of the biggest communication tools for both of the brands to be recognized. The campaign would be posted on Lanivatti and Città Instagram including feed post, story, and IGTV. The content would consist of an advertisement campaign video, look-book collection, and photo products to boost up the campaign. The advertisement video campaign should also be posted on Youtube and their website that can be linked from Instagram for the audience to have an easier access.

Other than that, spread on digital advertising in building and other public utilities would also be effective for the campaign. According to my marketing plan for Lanivatti, the strategic place for the brand to be established is in Newmarket, Auckland, being the second major public transport hub in Auckland, with hundreds of buses going through bustling area every day, and also the Newmarket train station is the second busiest in Auckland. By putting out billboards and the digital screens on the public transportation can engage the customer widely and gain the public interest.

V. Creative Execution

Campaign Video Advertisement

Portraying the ambience of the warm elegance of home. The set will be placed at home, artfully crafted each with its own story to tell. Bringing the feeling of

naturality, and closer to home. The models would be wearing the lounge set just being relaxed, moving around the house as the music slowly playing, then there would be some clips of the home space to create more harmony. Then the model would be on the bed, with the home bed setting from Città, just casually sleeping, sitting, posing and feeling comfortable of using the collection. There would also be product up close shot for both lounge set and the home bed setting. And lastly at the end of the video showing the “Comfortable At Home” campaign name and Lanivatti X Città as the last highlight.

This campaign video is simple, there won't be any voice overs or conversation, because it is aiming to highlight the feeling, ambience, surrounding of being comfortably at home that helps people bid farewell to their lives stressors and move forward in a more composed manner.

Digital Advertisement

The campaign video of “Comfortable At Home” would be air in public transportations specifically in the Newmarket, Auckland city, where buses and train are an ideal ad space. The campaign would be displayed for approximately 2 weeks until the new year to engage the audiences to buy it as a gift or present because entertaining is frequently done in New Zealand person's home during Christmas or New Year season.

Visual

Product

Loungewear Set



This is the reference of the linen loungewear set featuring a kimono style top that has inside ties and as self-tie belt. (For the sleeves would be just loose not the same like the picture that has the elasticated sleeve cuffs). Paired with wide leg pull on pant.

Sizing: Fits to All

Available in: Oatmeal, Legion Blue, Washed Black

Source: Ren/[@ren.london/https://www.renlondon.co/](https://www.renlondon.co/)

Bed Home Setting



The linen bedding consists of sheets, pillowslips, & duvets.

Available in: Walnut, Botanical, Oatmeal.

Source: I love linen/<https://www.ilovelinen.com.au/>

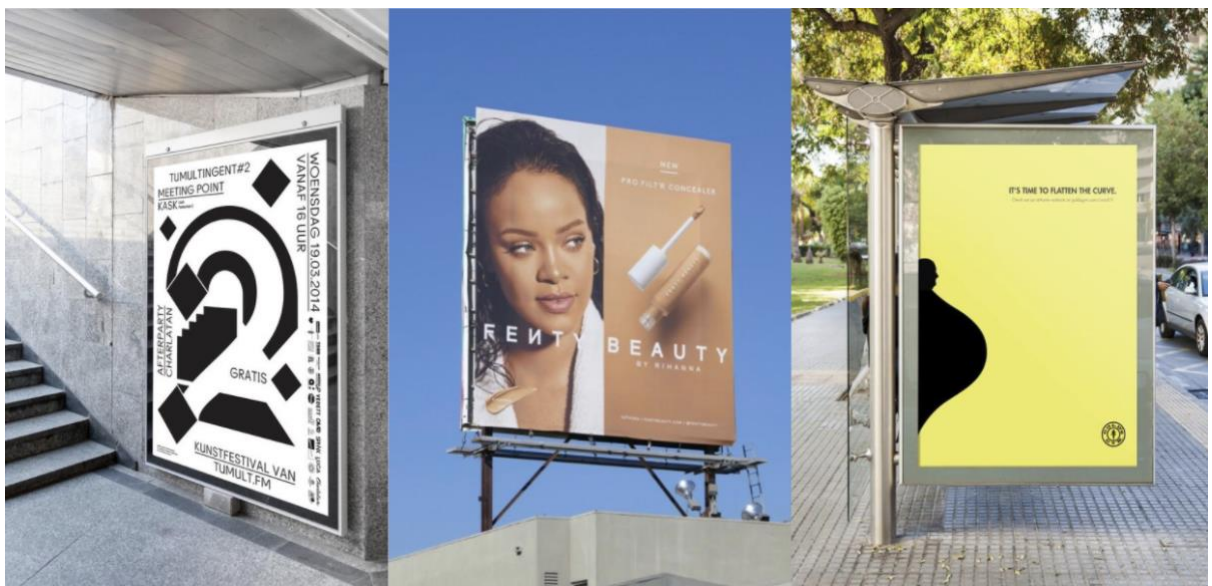
Campaign





This is the references mood board for the #ComfortableAtHome

Campaign Printed Advertisement



This is the mockup examples for the printed advertisement located in Newmarket, Auckland displayed surround their bus halt & train station.

Campaign Video Advertisement



The advertisement video of the Comfortable At Home would be displayed in one of the Newmarket shopping center where buses and trains are mostly coming, as one of the busiest city for shopping in New Zealand.

Copy Writing

The language would be English because it is the predominant language and a *de facto* official language of New Zealand, including every social media posting, digital advertisement, and the press release.

Social Media (Instagram)

1. Feeds

- One post teaser of the campaign, with the launching date attached, and also the caption would be “#ComfortableAtHome with Lanivatti x Città. Coming Soon.”
- Gif video of the collection look book as the sneak peek with the caption “New Season Launching. Make sure to sign up to our Newsletter to be the first to know. - #ComfortableAtHome with Lanivatti x Città”
- The official launching post with the caption of “Lanivatti X
- There would be three posts of the campaign, and for each post explain the different color of the lounge set wear including the home bed settings as the editorial look book. The audience can also view the products within the tag, and they can directly link to the Lanivatti’s website to shop. The caption for each post would be:

Loungewear Set in Oatmeal by Lanivatti. Designed with comfort in mind. Made consciously, ethically, and sustainably.

Wear yours to bed, at home or out and about.

#ComfortableAtHome

Loungewear Set in Washed Black by Lanivatti. The perfect companion for comfort any weather, at home or out and about.

Have this elevated relaxed look for in or out of the home.

#ComfortableAtHome

Loungewear Set in Legion Blue by Lanivatti. The colour blue is a colour that inspires us to live in the present, a colour that encourages us to decompress when we are feeling overwhelmed by our emotions.

Designed to be worn for bed and out into the world.

#ComfortableAtHome

- There would be several posts for the bed home setting for each of the products with the caption:

The subtle and soft shade of linen walnut sheets and pillow slips. It is time to get comfortably in our bedding.

#ComfortableAtHome

Wake up in the botanical linen bedding. Made from 100% flax linen.

#ComfortableAtHome

Sleep deeper in our oatmeal bedding. Available in carefully curated of subtle color ways that can be paired to suit your preferences, there's a set for every bedroom.

#ComfortableAtHome

2. Story

Regular posts of the editorial look book with the conveying message of the campaign. There would caption within each post related about the campaign, the back story behind it and the message that the campaign wants to achieve.

- First Story: Introducing, Lanivatti X Città

- Second Story: Short clip of the behind the scene of the look book for the campaign to engage the feeling
- Third Story: Editorial look book with caption of “Lanivatti have always been drawn to the beauty of nature and to places that allow for a sense of deep relaxation.”
- Fourth Story: Home editorial picture with caption of “Then Lanivatti meets Città and had an opportunity to create something special to be Comfortable At Home.”
- Fifth Story: “Bringing you to our limited edition of Lounge set and home bed setting made from sustainably linen to accompanying you at home. ”
- Sixth Story: Editorial look book with the “Swipe up to read more” caption with the link directly to the website to see more about the campaign collaboration.

All of the posts would be putted in the Story Highlights with the highlight name of #ComfortableAtHome. The audience can also swipe out for the direct link to Lanivatti’s website to see more about the campaign at the very last post for the highlight.

3. IGTV

The title of the IGTV would be “#ComfortableAtHome with Lanivatti x Città. CAMPAIGN 20/21”.

Website

Introducing

Lanivatti X Città

“Comfortable At Home”

Lanivatti have always been drawn to the beauty of nature and to places that allow for a sense of deep relaxation. We’re also inspired by innovative people doing things

differently while treading lightly on the earth. Especially during this tough times, we wanted to help people bid farewell to their lives stressors and move forward in a more composed manner. We always wanted to collaborate with partner that has the same purpose and context like we do.

Then Lanivatti meets Città and had an opportunity to create something special to be Comfortable At Home. We came up with this idea of creating this collection that creates the feeling of being at home, in bed or out and about. We want to deliver high comfort using high quality sustainably bedding and loungewear to blur the lines between sleepwear and ready-to-wear.

Bringing you to our limited edition of Lounge set and home bed setting made from sustainably linen to accompanying you at home. We encompassing; free and with independence to create your own life experiences in comfort.

Youtube

Title: “#ComfortableAtHome with Lanivatti x Città. CAMPAIGN 20/21”

Caption:

To create a home where time slows to its most leisurely pace, and a warm sense of well-being permeates. Lanivatti X Città introduces you the feeling of being comfort at home, in bed or out and about. We encompassing: free and with independence to create your own life experiences in comfort.

News Letter

Comfortable At Home with Lanivatti x Città

Campaign 20/21

This collection are meant to evoke the feeling of home.

NEW ZEALAND, 17 DECEMBER, 2020

Lanivatti the retelling of Indonesia's ethical and sustainable fashion announced its Campaign 20/21 for the "Comfortable At Home" with Città, the New Zealand design company that creates furniture and home-wear. The limited-edition collection features 3 sets of loungewear that fits to all and 3 sets of home beddings, made from sustainably linen bringing the natural tones, aiming to provoke the kind of emotion of being comfort at home, in bed or out and about. The idea is home is about more than just how it looks.

Shop Comfortable At Home online at Lanivatti's & Città's website. There is still plenty of time for your Pre Christmas & New Year delivery.