

MARKETING PLAN PROMOTION

For our promotional strategy, we will mostly use online advertising such as the Social Media to communicate with our consumers.

STORIES ADS - video:

- teaser before launch
- compilation of products
- photoshoot

STORIES ADS - images:

- compilation of products
- photoshoot
 - promo (shipping, sale)

FEEDS:

- Photoshoot lookbook
- Customers using the looks
 - Product itself
- quotes of "sparking joy"
- lifestyle images

STORY:

- Photoshoot lookbook
- Customers using the looks
- Product itself
- quotes of "sparking joy"

REELS:

- Lookbook
- How to style



INSTAGRAM, TIKTOK

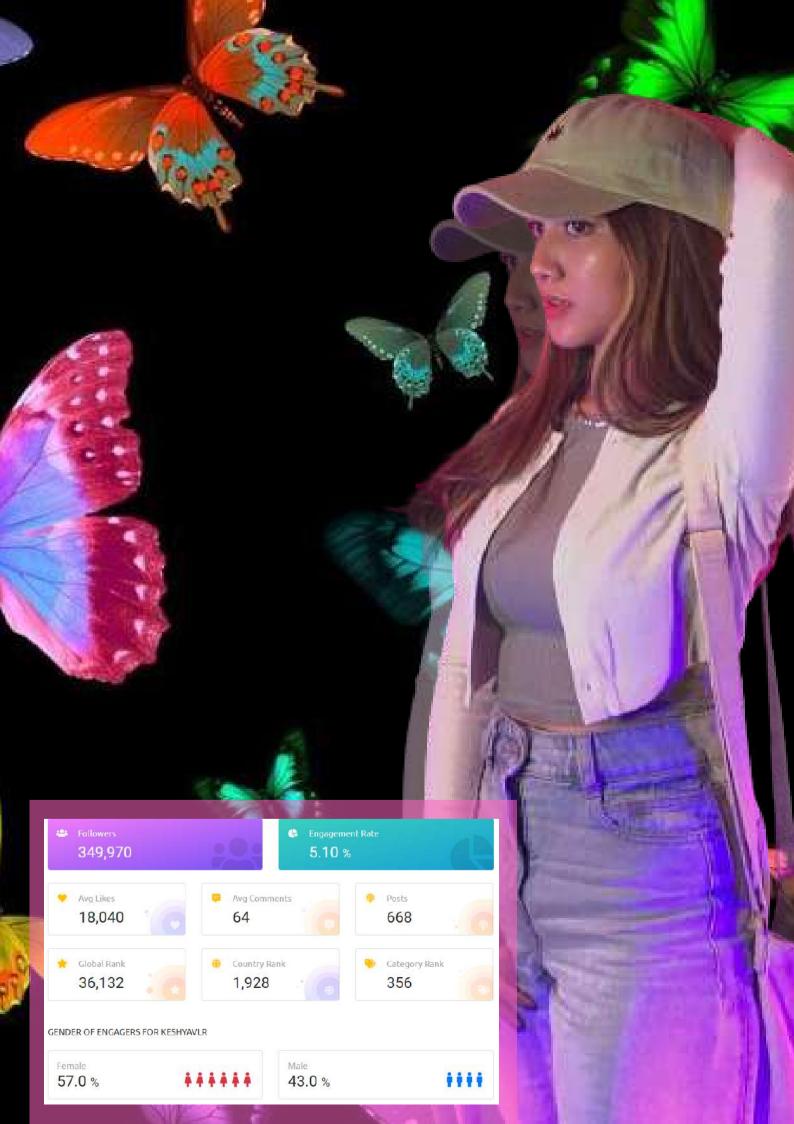
SPREAD JOY

Brighter days are ahead

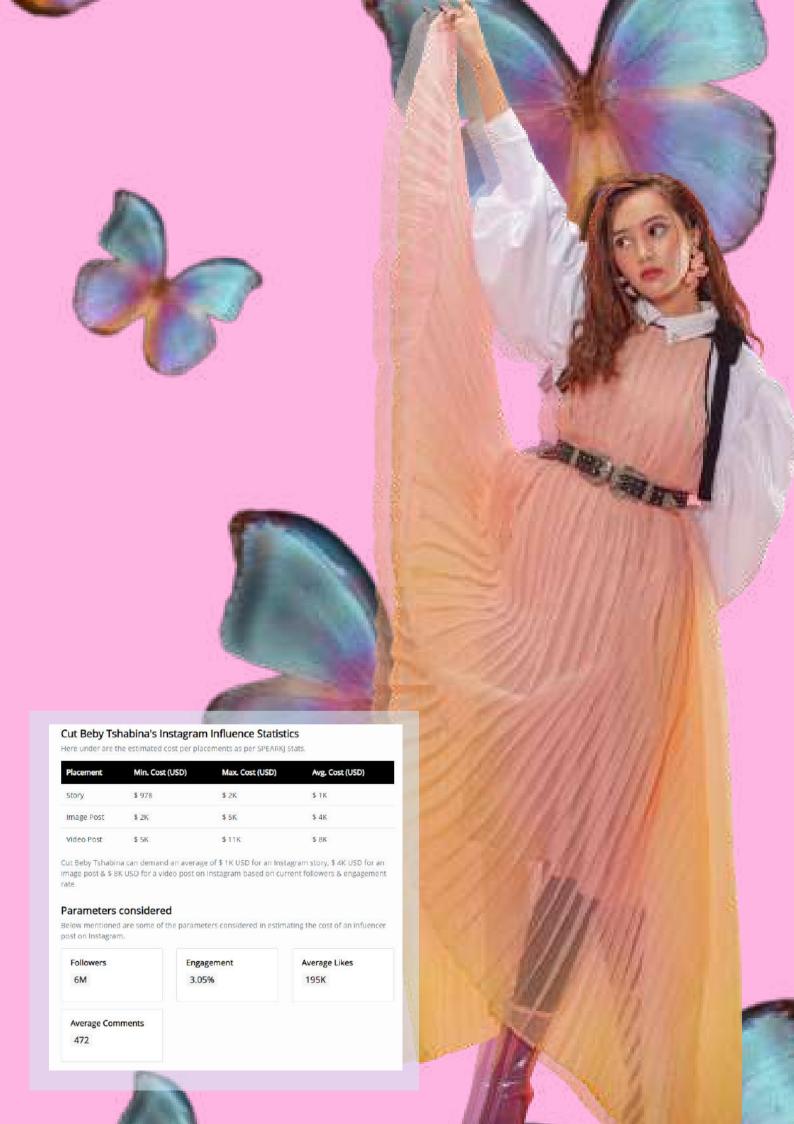
Is a:

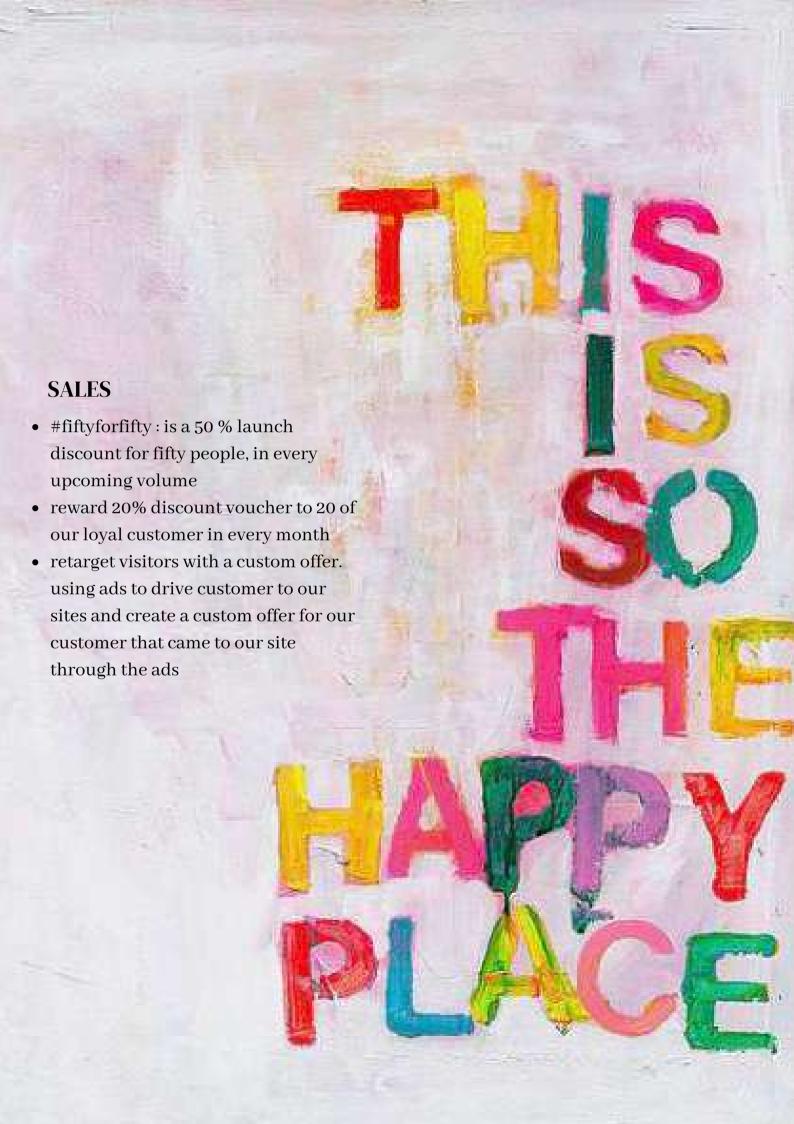
- our special impact
 movement, connecting
 our community to
 remind that people (all of
 us) matters
- spreading moments, things, that sparks joy to you
- we envision a future
 where young girls and
 women feel empowered
 to crave for joy; spark joy,
 spark dream, spark
 passion, spark your
 imagination











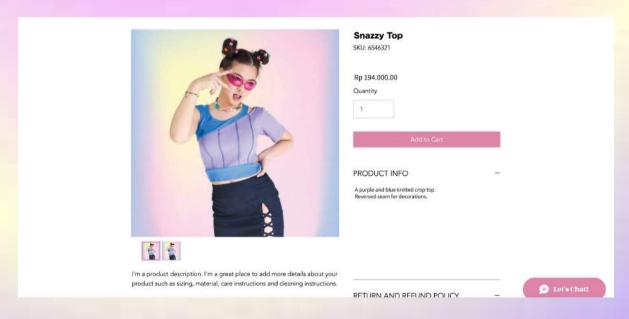
PRICE

The price of our products ranges between 129.000 - 599.000 and targeted to the middle - middle upper class

PLACE

will rely on website on the first period.







PRODUCTS



BUSINESS PLAN

Demographic:

- Female
- gen z, 13 22 y.o
- high school students, univ students, creative industry worker
- single!!
- JaBoDeTaBek

Buyer's Journey:

- wanting to create a more fashionable-aesthetic instagram feeds
- in the beginning of searching towards their "fashion style"

Goals & Responsibilities:

to be a well known fashion brand in Indonesia, that reflects & spread joy through our garments, by vibrant colors, fun patterns— aligned with today's fashion trend

Buying Roles

- "impulsive" buyer
- buys clothes because it is trendy

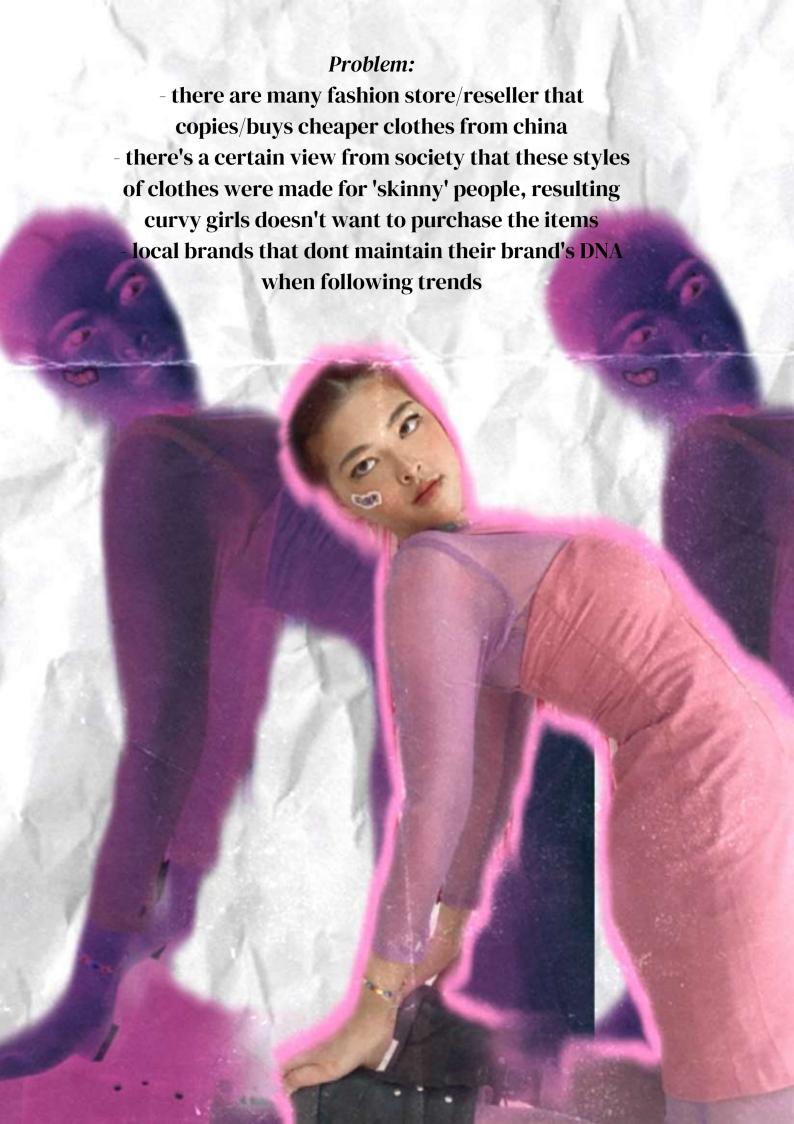
Needs Frustrations: there's many fast fashion brands that serves the same style in a much more cheeper price

Channels:

- social media (instagram. tiktok)
- iamjoy website

Sources of Information:

- social media
- brand website



Customer Segments:

- woman
- majority 13-22 years old
- live in cities
- most of them are high school students and creative industry worker
- their interest in fashion, social medias,

Solution:

we create a style where it is still aligned with the fashion trends, but have a unique style
 we design clothes that fits well
 follows trend but still intact with iamjoy's dna

Unique Value Proposition
- to create a joyful-fun
garments
through colors and
patterns, that
resonates y2k vibes





