



FOREIGN CAMPAIGN

ARGLE OXFORD TO MEXICO

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Creative Strategy

For the concerned brand (Argyle & Oxford), the main reason behind bringing it to Mexico is the ultimate product designs. The brand focuses on creating patterns we all are aware of and yet design it in the most quirky way with bright colors & simple silhouette which matches with the Mexican target market. As most Mexicans are known for celebrating every auspicious day and having regular gatherings, most of them also need casual clothing that can still stand out and yet not offend Mexican cultures in their designs. This is why Argyle & Oxford fits Mexicans completely.





However, Mexico and Indonesia are not very familiar with each other in terms of sending products across. The people living in Mexico are very different from Indonesians and they are very careful with what they embrace as the pride for their country is relatively high. To make sure Mexico accepts Argyle & Oxford and connects with it accurately, a collaboration with a Mexican brand for accessories to complete an entire look for customers purchasing Argyle & Oxford will make it easier.

The Big Idea

As the product category of Argyle & Oxford is quite limited, the best collaboration can be with an already famous brand in Mexico to inherit their accessories collection. The type of collaboration will be a pop up store at one of the outlets of the Mexican brand with a ready-made theme.



The collaboration will be with Pineda Covalin which is a Mexican fashion designer brand that focuses on promoting Mexican culture and richness in its products. The pop up store will open opposite the brand's outlet in Campos Eliseos 215, Mexico City, Mexico and it will be in the week of Christmas



Advertising Appeal

The advertising appeal used will be rational / lecture. The main reason behind this is because Mexican needs reasoning for every action, every word they see. As fun as they all seem to be in nature, they never do anything without purpose. It is very important to see the point in what they do which is why every purchase needs to be convincing and worth their time and money.

The advertisement features a green background with the Bounty logo at the top left. The main headline reads "2X more absorbent* So you can USE LESS." Below this, two pairs of hands are shown holding paper towels. On the left, two sheets of a leading ordinary brand are held up, showing a large, irregular hole in the center. Below them is the text "2 sheets quit" and a small logo for "LEADING ORDINARY BRAND". On the right, a single sheet of a Bounty 2X More Absorbent paper towel is held up, showing a much smaller, more circular hole. Below it is the text "1 sheet won't quit" and the Bounty logo. In the bottom right corner, a roll of Bounty 2X More Absorbent paper towels is shown. At the very bottom, there is a small footnote: "*vs. the leading ordinary brand 8.8" X 11".

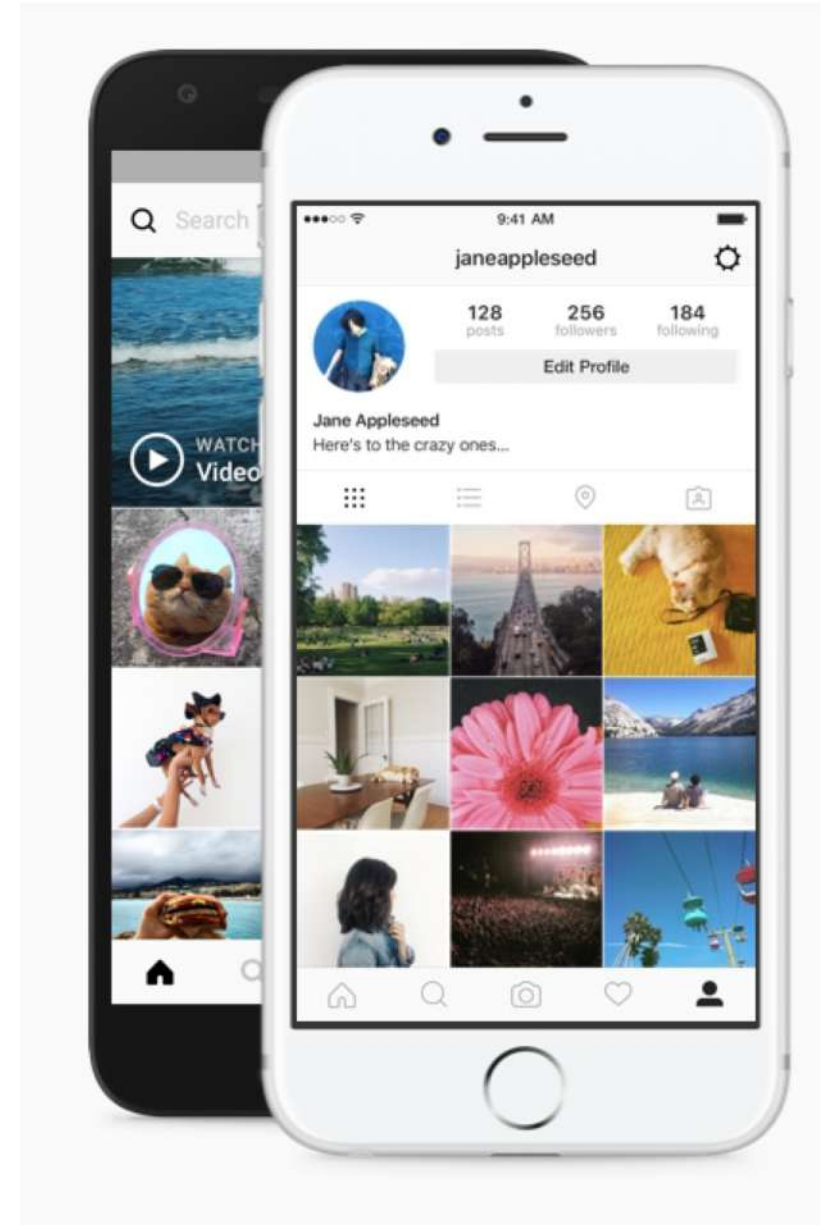
Platforms

The main platform to catch the world of everyone around the world is Youtube. A video will be posted highlighting the pop up store for a few seconds. The main aim of using this medium is to spread awareness and make people curious at the same time.



The next most common way to attract customers is to inform the already existing customers of Pineda Covalin by giving out brochures everytime they visit the store in any outlet or even informing them on the website by using newsletter.

The third most common way is to make an Instagram on the collaboration by naming the account after the pop up concept.



Creative Execution

The language used on the brochures will be in Spanish mixed with English. The main reason to this is not just because most Mexicans are comfortable with Spanish but also it is very important to consider Argyle & Oxford as a global potential brand which is familiar with English.

The pop up name will however be in English which will be called “The Other Way”. The Other Way will indicate the concept of using a Mexican brand with a brand from Indonesia and convince customers by lecturing them to style differently but yet embrace their own products.

The pop up will be for a week and it will be conducted during the Christmas Week.



Creative Execution – Pop Up Theme



The theme of the Pop up store will be bright colours that will go hand in hand with argyle & oxford's collections. It will be a semi open pop up in front of the Pineda Covalin store which will allow customers to see through what is inside clearly.