



# MISS SIXTY - enter our stores and buy!

Deadline: 03.05.2009 23:59 GMT

Brand: Miss Sixty

Sector: Marketing & Advertising

Country: Italy

Category: Specific Creation : Concept Development

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Budget: \$1 300

Status: Closed

Language of Solutions: English, Italian

## 1 Step Brand Builder

[ who has written the BootB Brief for BootB Creators ? ]

77Agency, New Media Marketing agency with offices in Milan, London, Riga, Kiev, Madrid, Amsterdam and New York, working on behalf of its client Miss Sixty ([www.77agency.com](http://www.77agency.com)).

Miss Sixty is a multi-national brand with a world-wide distribution network, characterized by a modern, exclusive style and excellent quality/price offer.

For further information: [www.misssixty.com](http://www.misssixty.com)

## 2 Step Project Objective / Description

[ what is the Brand Builder looking for ? ]

We would like the Creatives to develop a promotion aimed at exponentially growing sales of jeans in-store and through e-commerce, involving:

- 1) Online: a promotional campaign on Facebook (using text ads and thumbnail images) and a Fan Page
- 2) Offline: guerrilla marketing

It must be a campaign that integrates both the web and the high street, that is, integrates the online campaign (Facebook Fan page, other social networks) with the stores, driving an increase in sales.

The main objective is to generate a significant increase in a short period of time in the sales of jeans both in-store and in the e-stores (online sales) of Miss Sixty.

To assist in the increase of sales, the creative concept may include the use of strong discounts.

## 3 Step Target Audience

[ who should you influence ? ]

The primary target is females aged 15-35 years, with the following characteristics:

- ∞ Sexy
- ∞ Sure of themselves, self confident
- ∞ Creative
- ∞ Active / Dynamic

## 4 Step Proposition

[ what does the Brand want the target audience to get / understand / do ? ]

The message is developed by you, depending on your creative BIG idea!

Our objective is to generate an impactful campaign, that is involving and viral, that could get the attention of the press and generate further coverage.

It must however be focused on generating an increase in Sale of Miss Sixty products and of jeans (the Denis line) in particular.

## 5 Step Support

[ why should the target audience believe in the Brand's proposition ? ]

Miss Sixty is a cool, established brand that already has credibility, it needs an original creative concept that is both positive and viral (through, for example, a formula that includes a large price discount).

## 6 Step Character

[ what are the features that define the personality of the Brand ? ]

- ∞ Sexy
- ∞ Fashionable
- ∞ Modern
- ∞ Creative
- ∞ Cool

## 7 Step Media Plan / Placement

[ where will your work appear? ]

The communication budget allocated to this initiative is limited and very much focused on an original, viral idea.

Our ideas are to communicate the initiative through:

- ∞ Online Communication (Facebook Fan page & Facebook Advertising) + email to the database of users registered on the Miss Sixty website + Google advertising.
- ∞ "Out- and In-store" Communication, guerrilla marketing and in-store merchandising that **must be defined in your concept**.

## 8 Step Additional Executional Elements

[ any other information the Brand wants to share with you ]

The preferred creative solution will be:

- ∞ Well structured in terms of online and offline integration (online communication that drives customers into stores);
- ∞ Sexy, fun and innovative both in-store and out, that exponentially increases the sales of jeans;
- ∞ Can be implemented with a limited budget

## Attachments

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