

Collaborative Project

Beija

LONDON

Creative Direction and
Marketing Proposal Deck
for Social Media

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SOCIAL
MEDIA
CREATIVE
DIRECTION
BRAND
CAMPAIGN
MARKETING

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OVERVIEW

This proposal focuses on creating a holistic campaign that evolves Beija's creative direction to become more fluid and inclusive, while maintaining and adding to their current customer base.

By showing simple stories of people from different origins and walks of life that an assortment of diverse audiences can relate to, this social media campaign strives to promote naturalness, vulnerability, sense of comfort, and diversity. This campaign isn't just about attempting to overcome clichés; it's also about reflecting or embracing real people in the real world.

In 2022, inclusive marketing is a no-brainer since it reflects the real world, not a fictional world populated with unrealistically ideal models. Diverse marketing isn't just a box you can tick. There are so many layers to diversity beyond gender or skin colour. It's also about age, geography, profession, sexuality, etc. In 2019, an estimated 1.4 million people aged 16 and up in the United Kingdom (2.7% of the population) identify as lesbian, gay, or bisexual (LGB).

A report by visual content engine developer Stackla that surveyed 2,000 adults in the UK, US and Australia found that 86% of consumers say that authenticity is important when deciding which brands to support. In the same survey, Stackla discovered that 57% of consumers believe that less than half of brands create content that resonates as authentic. Diversity and inclusion done well is less about checking a box, and more about

recognizing that diverse people are complex, relatable human beings. The scale of these statistics suggests that diversity isn't just a tokenistic box-ticking exercise to appeal to minorities, but an imperative for addressing the changing attitudes of society as a whole.

But it is no longer enough to state a purpose anymore. With internet penetration constantly on the rise and an ever-more vocal consumer base, companies need to think about moving towards true equity. This must come as part of a dual approach: in external marketing and communications but also in internal organisational structure and work culture. The most effective way to promote diversity and inclusion is to be it.

Some brands have the ability to contribute in terms of inclusivity and diversity through their products and services, but it shouldn't be a barrier for other brands to not support them if they are not able to contribute to it directly. This campaign focuses on the people and the stories they have got to share and how the brand stands up for them through their ideals and adapting their principles and products for a gender-less future.

ANALYSIS

Industry status :

Diversity by its very definition cannot just be one thing. It's not just about gender, race or ethnicity. It's about all of them and more. As an industry we often talk about 'diversity and inclusion' as if they are one thing. But while we continue to focus on making our work and creative more diverse, it is past time to look inward and truthfully examine whether the company culture offers an inclusive product-line and whether our brand mission accurately reflect our customers.

There is no one-size-fits-all solution and that is what makes engaging more deeply with these issues difficult, exciting and critical. After all, our brands exist to make people's lives better. Let's make sure we continue to live up to that.

The words "diversity" and "inclusion," while similar, don't have the exact same meaning. As acclaimed diversity advocate Vernā Myers puts it, "Diversity is being invited to the party. Inclusion is being asked to dance."

Target audience :

LGBTQ+ Community: The global value of LGBTQ+ consumers is estimated at \$3.6 trillion¹ making them equivalent to the 5th biggest country in the world by GDP². The audience is in fact rapidly ceasing to be a minority, a 2018 YouGov survey found 56% of 18-24 year olds in the UK no longer identified as 100% heterosexual. This is a community already attuned to spot tokenism and they speak with their wallets. Increasing corporate involvement in global Pride events and LGBTQ+ storytelling has been broadly well received, but we need to be cautious of shallow attempts at 'pinkwashing' and focus on authentic story-telling.

Trans-woman, non-binary and gender-neutral people: A J. Walter Thompson Intelligence study found that 54% of British audience believe that depicting transgender and gender- nonconforming people in advertising is appropriately reflecting the nature of modern society, and 65% of respondents agreed that 'brands that show transgender people in ads are brave'. Advertising is well-placed to normalise trans identities in society at large and win the workplace.

Women over 50: A group often neglected by diversity initiatives is older adults. People live, work, and play longer than ever before, but advertisers often neglect to portray a group with such powerful spending power in a positive light. The AARP study found that 28% of advertising portrayals of people over 50 were negative, compared to 4% of portrayals of those under 50. J. Walter Thompson Intelligence reported in 2018 that British people over 50 outspent their younger counterparts for the first time in 2015, yet 67% of their panel stated that advertisers only care about young people. It is baffling that advertising often neglects this group.



INCLUSIVITY PLEDGE

Our future is fluid – we see a world where we shop together, feeling celebrated, loved, and supported. We believe expression is freedom, and we are committed to nurturing this vibrant and diverse environment in all we do. We make underwear to empower, to protect, to support, and to celebrate the diversity of our community. Our underwear is made for you, me, her, them, him, us!

The lingerie world is an undoubtably gendered one, filled with frills & lace and discomfort for many that wish to escape it. When we challenge these binaries we open your doors of exciting change in a world which welcomes all. Underwear is fundamental to how we feel, how we see ourselves, and how we'd like others to see us – not conforming to beauty standards which have been set in stone for generations. Our underwear doesn't fit in a box, but is instead wrapped up and cushioned in an inclusive embrace.

Inclusion and diversity is at the core of what we do. Our mission is to create a space of belonging and comfort both in-store and online. We believe in celebrating each and every member of our community through the lingerie we make and representation we present. Our mission is to set the world in motion by moving through the static frameworks of binary ideals on a new fluid plane of culture and expression.

We believe inclusivity is not something to just speak passionately about but realised. We believe in igniting change within our brand in order to support the diverse range of bodies and needs.

We are ageless, neutral and non conforming.

We are passionate, excited, diverse and fun.

We are nurturing, supporting, welcoming and safe.

Change is on the horizon, and we are passionate and committed to be a part of it.

SOCIAL MEDIA STILLS CAMPAIGN

Objectives :

- Promote inclusivity by giving space and voice to people of diverse background and stories
 - Exploring naturalistic and candid movement of clothing oneself with the inner-wear as the focus.
 - Emphasise and embrace on the emotion of self-confidence, comfort, self-esteem and self-appreciation that the brand stands for and promotes.
 - Promote body positivity
- enjoy their garment on a comfort-level and visually (keeping away from the usual sex-appeal that is associated with it).
 - Emphasise on the emotion of self-confidence, comfort, self-esteem and self-appreciation that the brand is enabling you to experience.
 - Tell stories of people from different walks of life and ultimately focus on the self-care and self-appreciative moment of people creating an emotional appeal.

Campaign narrative :

- Focusing on the everyday ritual one goes through every morning while getting ready for the day. Exploring naturalistic and candid movement of clothing oneself. Finding the natural moment and poses one finds themselves every morning when getting ready and choosing clothes. Exploring on the vulnerable moment you have with yourself when getting ready in your safe space.
- Focusing on the 'feel good' and self-appreciative moment you have with yourself in the morning, looking in the mirror and preparing yourself for the day. Focus on the naturality of where one might

Sample Campaign Shots :





This sample campaign focuses on the target audience of women above 50 years of age. It is in a testimonial format with pictures in carousal or series. The important points from this sample are the authenticity of the pictures, the candid moments, bold yet natural shots. The props used throughout the series also play a subtle role of prompting the aesthetic appeal of the brand. It is a balanced blend between commercial and homely appeal of the brand. The CTAs(Call-to-action) are essential part of designing the post as it helps reinforce the brand along with aesthetic visuals. It helps in clear identification of the brand and subconscious reinforcement of the brand style and aesthetics. Every post has to have a clear CTA which can be the website address, Hashtag, etc.



Extra space available in portrait dimensions while viewing on the feed wall
Brand Logo

Outer boundary of the post visible on the profile feed

Area for written content and content in focus

Gridlines guides for the layout

Quote/testimonial

CTA



Key principles to showcase through the campaign:

- Celebration (Of people, their success, noting uniqueness)
- Zest (convey enthusiasm and positive energy)
- Acceptance (Demonstration of acceptance)
- Trust (themselves, the people supporting them and the cause)
- Safety (experience and environment)
- Clarity (sense of certainty and transparency)
- Confidence (product that gives the customers confidence)

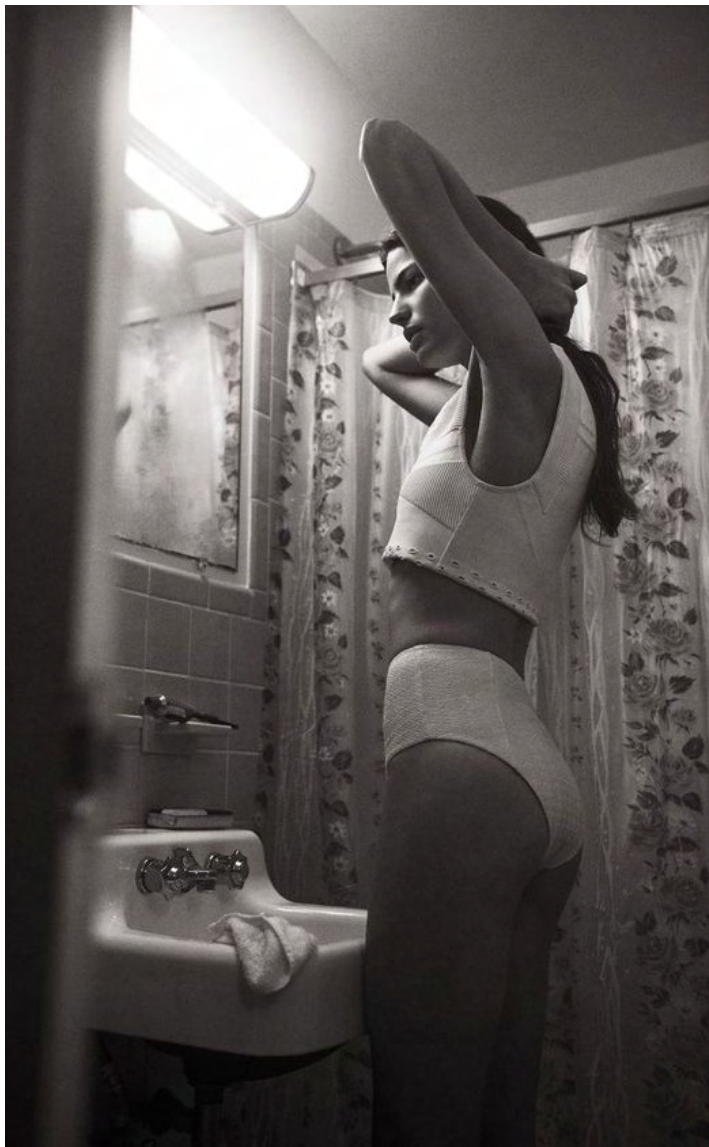


Campaign elements:

- Creating 6-10 short human stories spread over noted over 2-3 weeks
- Story can be conveyed through 30sec. video with addition to a couple of candid pictures per story.
- Primary focus on the people while secondary on the garments
- Focusing on materiality, functions, features, designs, fit & comfort.
- A combination of closeups and candid shots in natural bedroom/bathroom environment.
- Photo-storytelling (Medium)
- Taking a mixture of close-up, mid-shot and long-shot that are taken as candid. The close-up shots need to focus on materiality, functions, features, designs, fit & comfort.

Platform:

- Facebook
- Website Blog
- Instagram



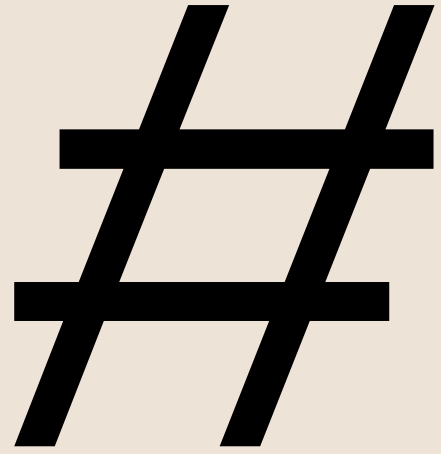
Litmus test for choosing the correct narrative and delivery method for individual stories:

Identity: Who is physically depicted in the story?

Perspective: Through whose lens are we seeing this character?

Personality: Are the characters defined by one characteristic or something deeper

Authenticity: Does the person actual come off as a real authentic person?



Hash-tags Research ;

Adding relevant hashtags gives the content added advantage to get discovered by new or targeted audiences. If the hashtag is popular enough, there will be a collection of tagged stories and posts in the search results. Depending on the exposure we are seeking for your brand, we can choose broad hashtags to get the crowd like, #lingerie which may have millions of posts, and then narrow down to #GetFitted, #InclusivityMatters, #BeijaLondon, and so on. These are focused on our posts and have a specific audience that will be interested in them. These hashtags may have lesser posts but will keep getting you views and likes for a longer period of time.

#diversity (4.2m)
#inclusivity (356k)
#lingerie (25.2m)
#acceptance (3.1m)
#sisterhood (6.6m)
#lingerieday (217k)
#acceptanceisprotection (2k)
#inclusivitymatters (23.4k)
#selfesteem (2.7m)
#selfconfidenceissexy (34.9k)
#acceptanceiskey (16k)
#bekindtoyou (76.5k)
#bekindtoeachother (65.1k)
#lingerie love (651k)
#bodyappreciation (109k)

#selfappreciation (335k)
#mirrorselfies (10.7m)
#gratitudeisthebestattitude (133k)
#gratitudeismyattitude (36.6k)
#bodypositivitymovement (191k)
#bodypositivityforall (17.4k)
#communitylove (746k)
#givingbacktothecommunity (268k)
#lgbtqllove (86.6k)
#dressforyourself (40.8k)
#fittingexperts (1k)
#wefitforanything (1k)
#getfitted (72.2k)
#iammanythings (1k)
#brafitting (144k)



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