

MARKETING BRIEF

Client: MAAR

Client Overview:

MAAR is a Gen Z streetwear brand focused on bold color, clean silhouettes, and limited drops. The brand is built around **self-expression, exclusivity, and digital-first culture**, using a DTC model to create hype and demand.

Campaign Purpose:

Drive traffic and conversion for its footwear line of Tabi's.

Goal:

Traffic Goal: Increase website traffic by 30%.

Sales Goal: Increase sales by 20%.

Project Summary:

This campaign will launch MAAR's new Tabi's using a **full-funnel strategy** that builds anticipation, captures demand, and converts quickly during a short release window.

The campaign will integrate:

- Social media (awareness + engagement)
- Paid media (traffic + retargeting)
- Email marketing (primary conversion driver)
- Influencers (credibility + reach)

Campaign Objectives:

By the end of the campaign, we will

- Achieve **3–7% conversion rate during drop window**
- Achieve **CTR of 2%+ across paid channels**
- Maintain **CPC below \$1.50 (paid social avg.)**
- Grow email list by 15,000 people

Target Audience:

- Age: Older Gen Z (18-25)
- Gender: Female
- Income: ~\$40K+
- Location: Urban and suburban areas
- Lifestyle: Style-driven, trend-aware, digitally native, identity-focused
- Job: Early-career professionals and college students
- Interests: Streetwear, pop culture, thrifting, social media

Campaign Strategy:

The campaign will be centered around “walking wrong”, using it as a metaphor for **self-expression, instinct, and individuality**.

Key Themes to Explore:

- The silhouette speaks for itself
- The idea of being wrong together
- Bold, expressive style as a form of personal power

IGNITE Digital

This concept should feel **culturally relevant to Gen Z**, aligning with their desire to express individuality and reject conformity.

Tone & Voice

- Bold, confident, minimal
- Culture-first, not corporate
- Direct and visually driven

Marketing Channels

- Paid social ads (Meta, TikTok) will be the primary driver of traffic and conversions
- Influencer partnerships will generate authentic content and expand reach
- Email marketing will drive early access and conversion during the drop window

Deliverables:

- Campaign concept and tagline
- Paid media creative (video + static)
- Organic social content
- Landing page and product detail page enhancements
- Email campaign assets
- Influencer content briefs
- UGC content library
- Retargeting ad sets

Mandatories:

- Follow MAAR brand guidelines
- Ensure mobile-first experience
- All CTAs must link to Tabi landing page or product page, not MAAR home page

Schedule:

This campaign will run for **120 days**.

Start Date: Monday, June 1, 2026

End Date: Friday, September 29, 2026

Budget:

\$150,000

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