

SMARKETING SOLUTIONS

Project Proposal

Prepared for: OYSHO

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EXECUTIVE SUMMARY

Mission

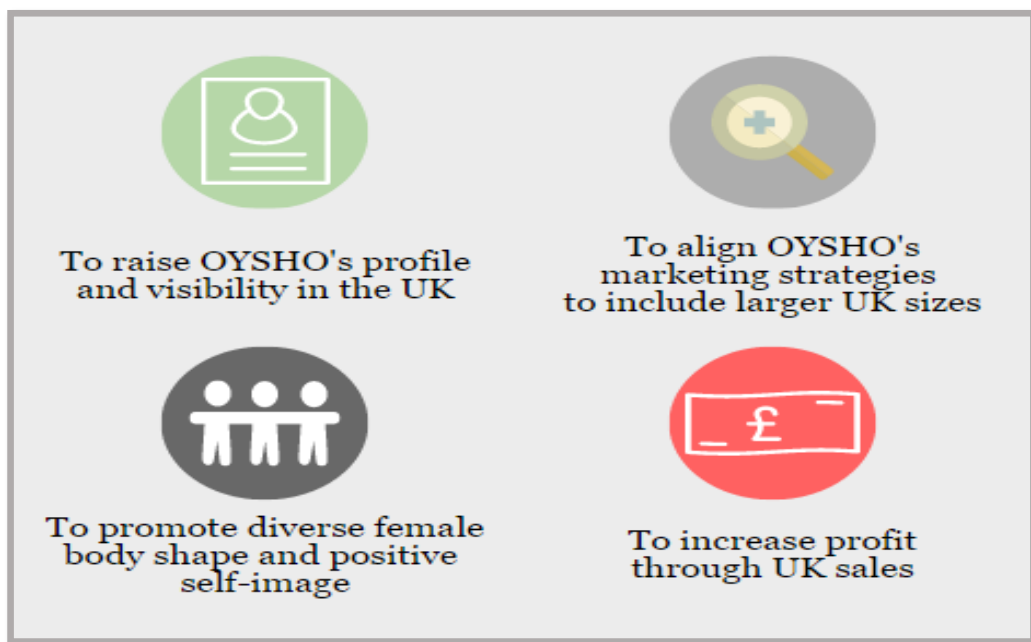
To provide strategic comprehensive and profitable marketing solutions within the women's fashion industry

Vision

Helping international companies expand, grow and promote their interests in unexplored markets

Providing result-oriented total marketing support by identifying potential markets and increasing profit

Aims for OYSHO



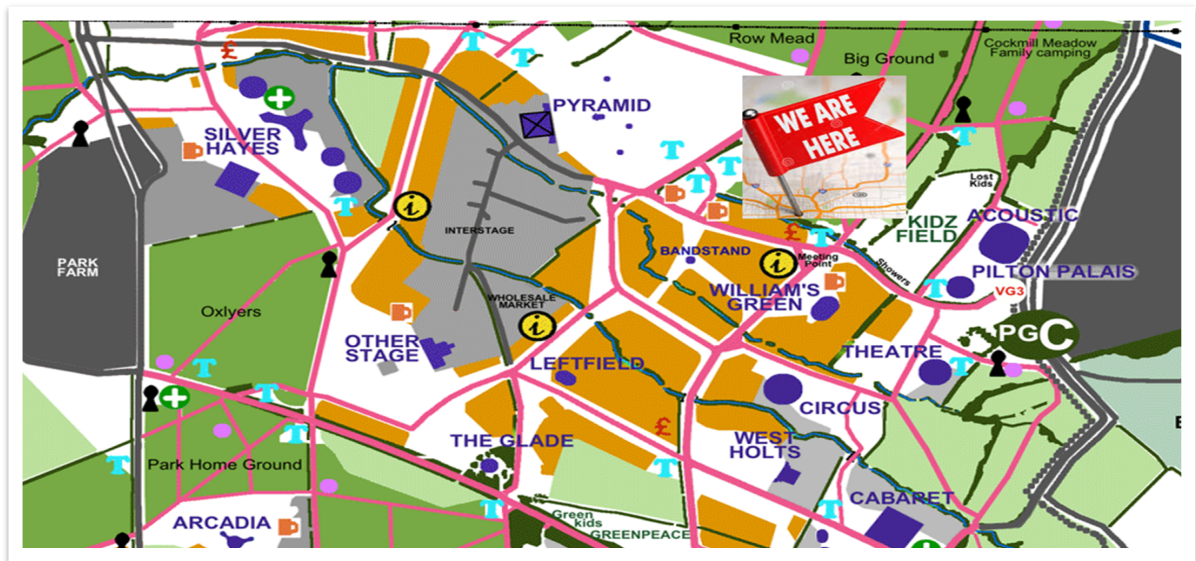
Market Research

- The UK Market Profile
- A brief competitor profile:
 1. M&S
 2. SimplyBe
 3. Asos
- Market Potential

Limited choices for young adults and a lack of attractive, fun designs offers a unique opportunity for OYSHO to break into the UK market and increase its market presence.

OYSHO at GLASTONBURY 2016

Glastonbury is the largest greenfield performing arts festival in the world and as such provides the most diverse platform for direct marketing by OYSHO. As part of our marketing strategy, the following day of events has been conceptualised:



1. Zumba with OYSHO

2 Zumba sessions to be staged in the marquee as follows:

1st session – 10:00 – 11:00 AM 2nd session – 15:00 – 16:00 PM

2. Walk Your Body

A fashion show with a twist that provides festival goers a chance to walk the ramp with our models.

Venue: Williams Green

Time: 18:00 to 19:00

3. #LoveYourBody

A Photo Booth event that runs all day. festival goers will be required to click the craziest pictures they can and upload them on OYSHO's social marketing pages, whereby the top three pictures will be selected and awarded with OYSHO gift cards.

Financial Breakdown of 'OYSHO at Glastobury 2016'

Research from Trafficestimate.com/oyscho suggests interest in OYSHO is climbing steadily, with a 23.4 increase in monthly visitor traffic year on year. The site saw 677,400 visits in the last month.

We intend to drive more traffic to the site with our Glastonbury event. We believe the event will boost brand recognition amongst the target market and that the Photobooths will send potentially around 1,000 visits to the website via Facebook over the Glastonbury weekend, and this number will grow in the weeks after.

Our Key Performance Indicator of success will be increased OYSHO website visits, leading to increased sales. As the primary financial research executive, I believe we can boost OYSHO site visits to 1,000,000 per month by the end of September, leading to enhanced brand recognition and sales. This campaign could also be the basis for further promotional work around the end of the year/Christmas.

The following costs represent an opportunity to lift the profile of OYSHO amongst the target market in a highly memorable way. Glastonbury is regarded as a premier event. The OYSHO brand would attract a lot of favourable comment in the press (we have already spoken to high-level fashion and music journalist contacts we have made in the past) and the photo booths and the contest are a fun, attractive way of taking consumers to the website.

Item	Cost Per Unit(in GBP)	Total Cost(in GBP)
Stage and Marquee	5,000/day	5,000
Roll in fridge 3 doors x 2	200-250/day/unit	400-500
Case of water 500ml (includes 24 bottles) x 21	3.15/case	66.15
Stage, Audio and Lighting equipment	150(stage)+ 180(audio)+ 200(lighting)	470
Photo Booth x 2	385/booth	770
Zumba instructors x 3	200/teacher/day	600
Staff: 10 x Stewarding	100/staff member/day	1,000
Models x 10	200/model/day	2,000
Hair/makeup artist x 1	200/day	200
Transport Driver (12 hours)+ minibus	65(bus)+ 25/hour (driver)	845

Item	Cost Per Unit(in GBP)	Total Cost(in GBP)
Printing: Wristbands, T-Shirts and Posters		500
T-Shirts x 25	0.50	1.25
Gift Vouchers x 3	50	150
		12,102.40