



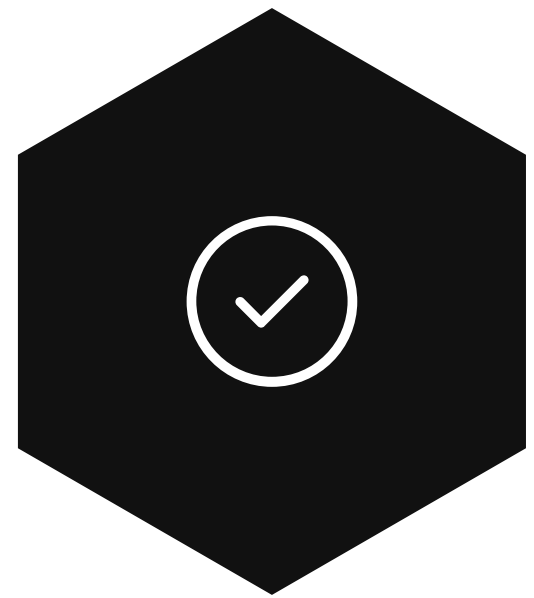
GRITSFELDT

Everyone should have its own Jade.

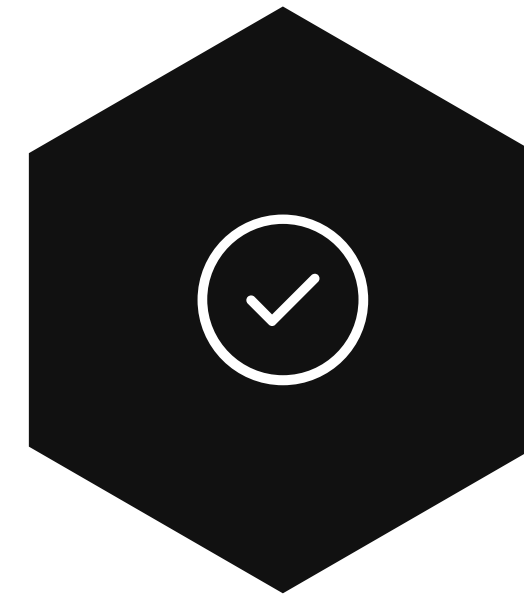
TARGET

GOAL

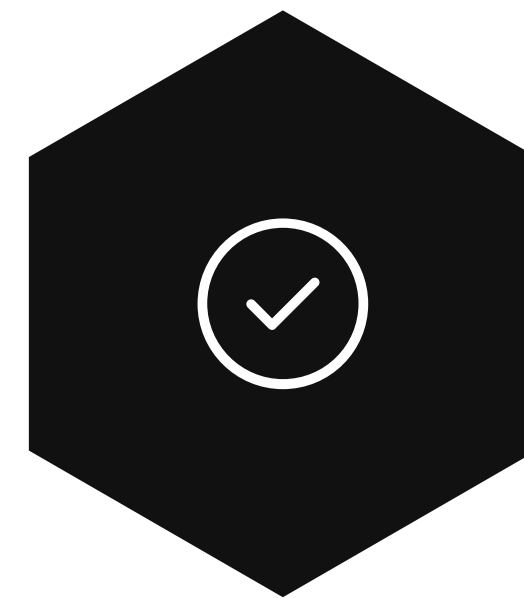
Becoming



The first project in a social-cultural context to expand awareness of Ukrainian fashion in the world



The foremost customers choice



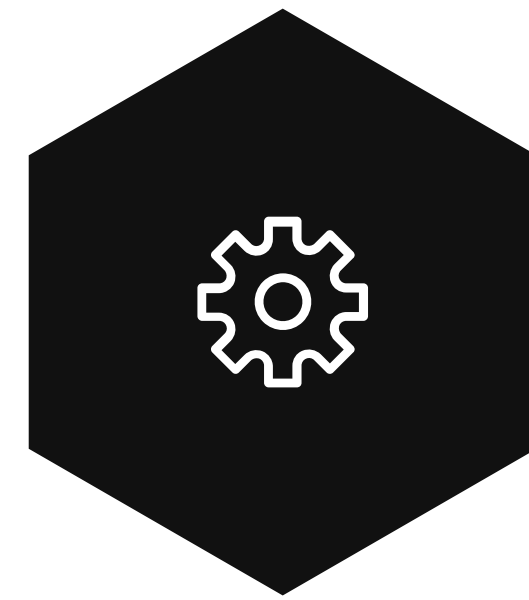
Equally attractive for Eastern European residents and migrants abroad

To build a new trend in national media and deliver social context, we have to shift away from product performance messaging towards emotional storytelling.

TASK



Creation of relevant instruments to evolve two themes into powerful brand concepts that will resonate with people`s minds and hear ts.



Development and popularization of ukrainian culture and artists globally.

THE HERO

THE HERO

Jade Gritsfield is one of the most interesting Ukrainian fashion designers, directors, TV hosts, DJ`s. The distinctive feature of the brand is unique fashion shows in unusual and unexpected locations covering specific social message for target audience.



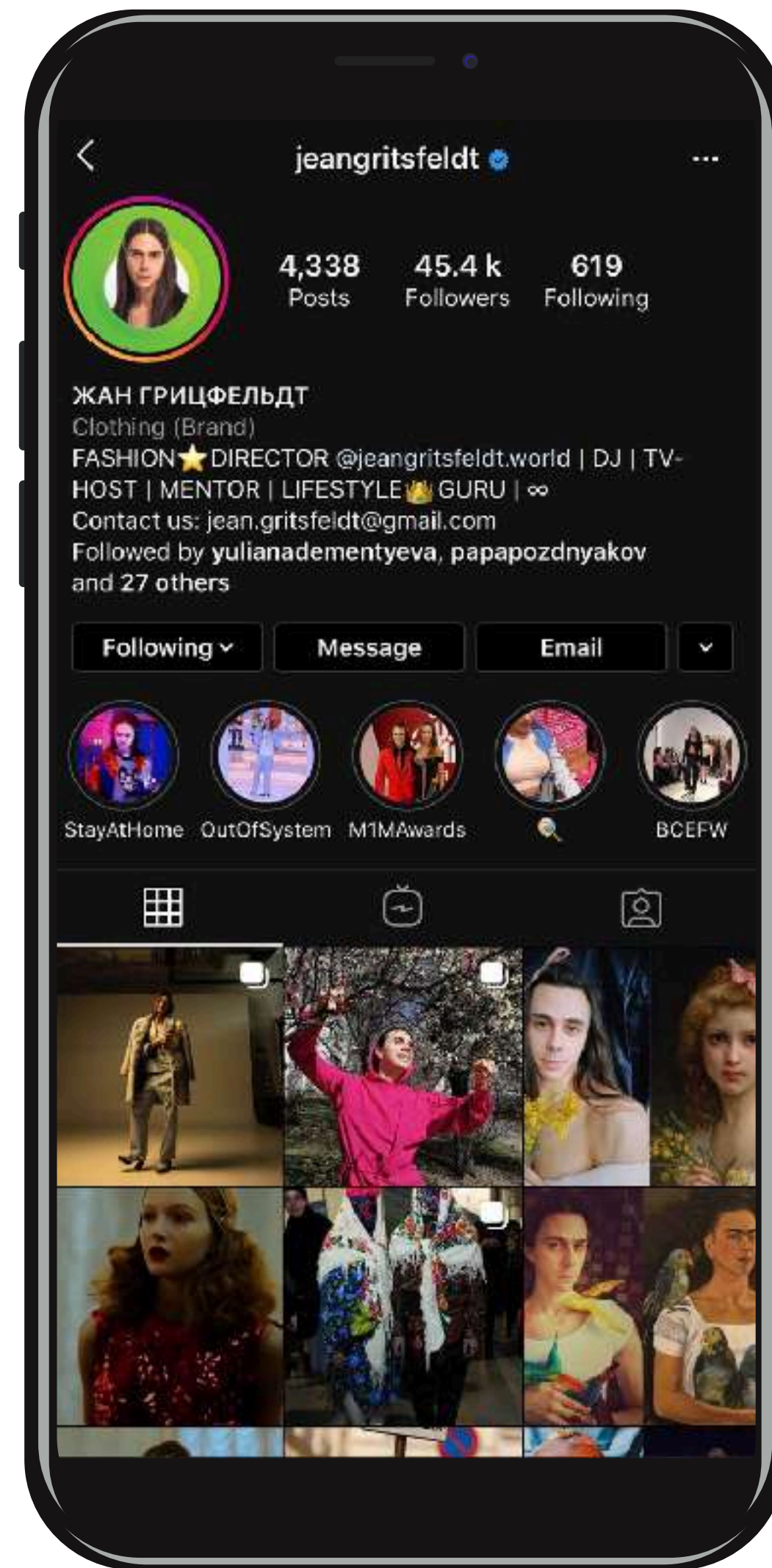
THE HERO

Jade Gritsfeldt` runaways were held at the airport Boryspil, national railway station, tv shows arena, hippodromes, town halls, circus arena, boxing ring, supermarket, museum, theater and ice arena etc.



Social Media

Young Avant-garde designer Jade Gritsfeldt (Jade Gritsfeldt brand) likes to shock public with his point of view and his look.



45.4K+
FOLLOWERS







These shows are always covered in fashion, stars and news stories from leading TV channels as well as number of online resources.



Jade Gritsfeldt always has a star-studded cast. Photographs from his fashion shows cause a real "viral effect" all over the Internet and social networks.



CLIENTS

NASTYA KAMENSKYH

4.8m+
FOLLOWERS



OLYA POLYAKOVA

2.2m+
FOLLOWERS



LOBODA

5.7m+
FOLLOWERS



NADYA DOROFEEVA

4.8m+
FOLLOWERS



JAMALA

855k+
FOLLOWERS



LESYA
NIKITUK

3.3m+
FOLLOWERS



DAN BALAN

960k+
FOLLOWERS



COLLABORATIONS

COLLABORATIONS

DHL



HUAWEI



BARBIE



PRODUCT CONCEPT

NATURE OF FIELD

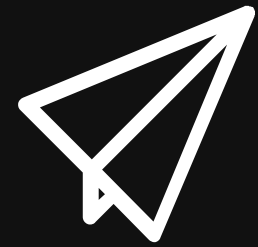


Advertising became the dominant form of brand communication as it was clear that it worked hard. Choosing the advertising channel became something of a default choice. The sheer power of broadcast media, especially television, to reach mass audiences reinforced this habit.

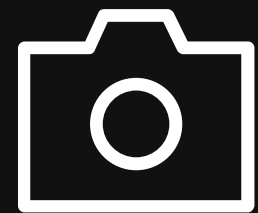
Therefore a good advertising strategy was the center-piece of the thinking. Its purpose was to enable the creative content of the advertising (and not the placement of the advertising in media).



Media has fragmented making it harder to find mass audiences in traditional advertising channels.



The internet has allowed an unprecedented supply of information to consumers about brands that would previously have been the subject of offline advertising

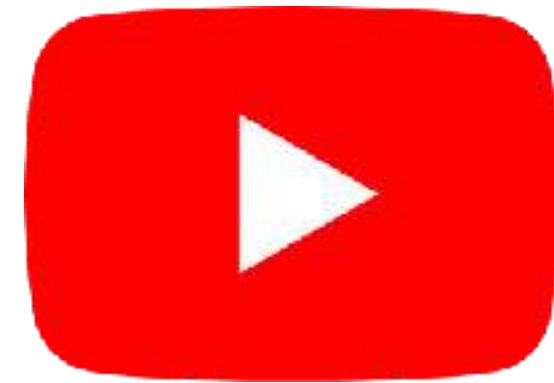


New channels (e.g. live brand experience) have emerged and existing channels (e.g. PR, sales promotion) have developed quickly providing many more realistic communication options

THE COMPETITIVENESS OF THE FORMAT

In the age of informational mass-market, there is a need to create an innovative fashion channel.

YOUTUBE CHANNEL CONCEPT



JADE OBOZHAN

Genre: entertaining, informative
(10 episodes, 1 season)

Audience: 16-35 years old

Frequency: vertical

Timing of the episodes: 20 min



The TV host Jade Gritsfeldt picks up the latest news and trends from the world podiums, analyzes what is relevant, shares his expert opinion with target audience.

ABOUT

1.

The uniqueness of the blog is in its aesthetic, creative and useful information component. This is a fashion bureau about the latest news in the fashion world.

2.

The blog is filled with aesthetic fashion videos, useful column, interviews with influencers of the fashion world and life hacks for beginners in the fashion business.

3.

This blog serves as an encyclopedia for fashion and lifestyle trendsetters, designers, models and artists.

4.

Using specific images and accessing the archives of Ukrainian Fashion Week, we are aiming to the greatness of modern Ukrainian culture.

STRATEGY

The world of Marketing has clearly changed. Considering the innovative concept of the project we are shifting to a new strategy.



**From Product to
EXPERIENCE**



**From Place to
EVERYPLACE**



**From Price to
EXCHANGE**



**From Promotion to
EVANGELISM**

STRATEGY

Discover and map out the full customer journey on your own brand - in your own country.

**From Product to
EXPERIENCE**

Develop your knowledge of new media the way a chef masters new ingredients. Try new things.

**From Place to
EVERYPLACE**

Appreciate the value of things. Start by calculating the value of your customers and what their attention, engagement and permission are worth to you.

**From Price to
EXCHANGE**

Find the passion and emotion in your brand. Inspire your customers and employees with your passion.

**From Promotion to
EVANGELISM**

Considering latest circumstances in 2020, we offer two options for product format. The first concept is adapted to current situation in most countries and can be completed without travelling.

FASHION TELEPORTATION

The episode is filmed in Jade`s fashion studio and devoted to fashion culture of particular country or city. The talk is about local designers, stylists, trends and style-making challenges.

1st Scenario:

In a studio Jade changes clothing for a citizen of a particular country. We see a badly dressed hero on a screen. Jade recommends to try on new wardrobe items.

The screen image changes quickly and the hero appears in a new look. Physically it is achieved by sending items to him/her though the viewer sees «magic».

PRODUCT OVERVIEW



FASHION TELEPORTATION

*The episode is filmed in Jade`s fashion studio and devoted to fashion culture of particular country or city. The talk is about local designers, stylists, trends and style-making challenges. **2nd Scenario** A local blogger, influencer or celebrity is going out and trying on a new trend. At the same time he is telling a story about style for local fashion peculiarities.*

PRODUCT OVERVIEW



The second concept is offered for «offline» production and includes travelling all over the world. It can be adapted in a stabilized global situation with free movement.

PRODUCT OVERVIEW

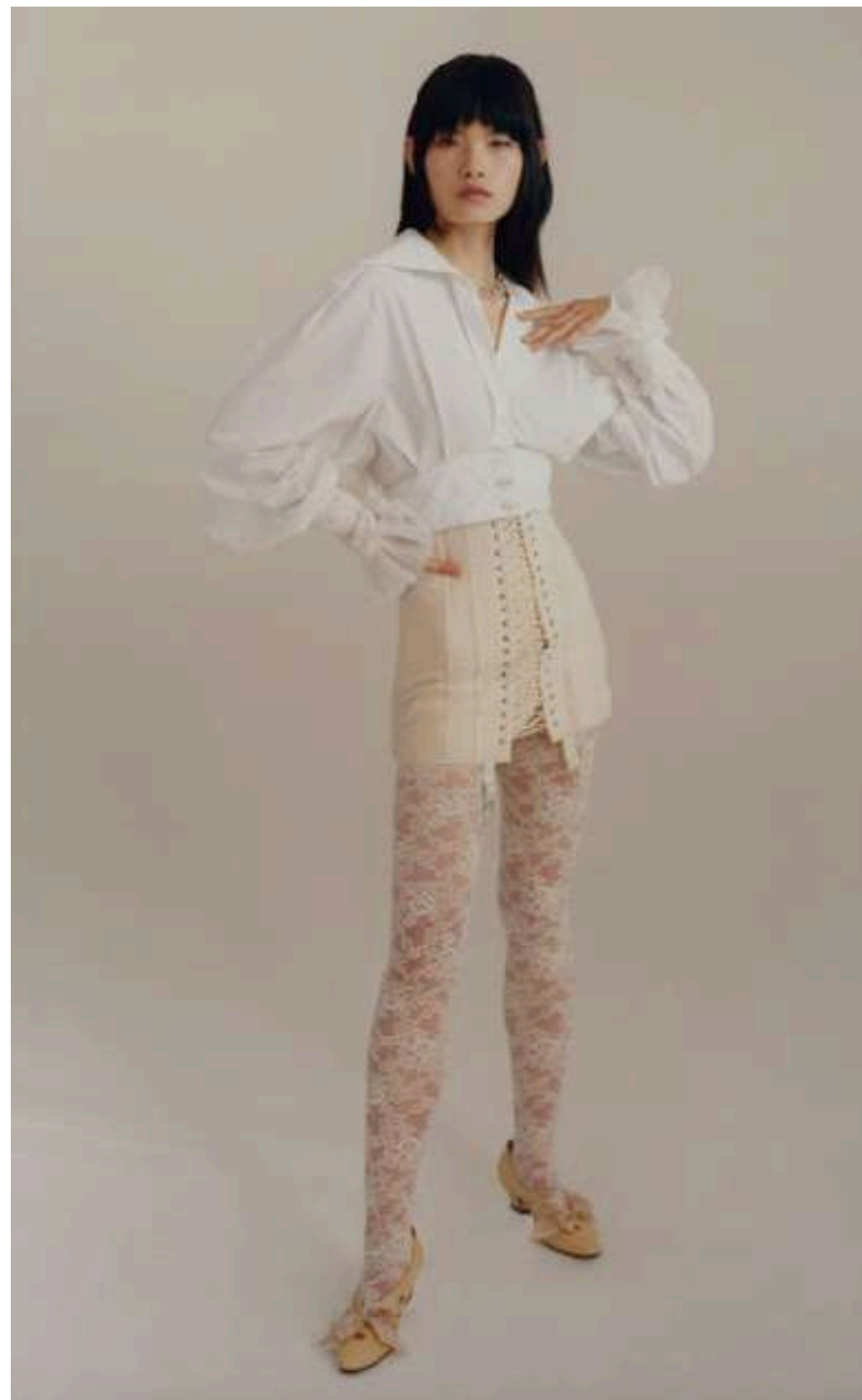


INTRODUCTION: HOT OR COLD?

Each episode begins with a teaser enlightening the episode theme such as: recent hot trend in the fashion world, or resonant event discussed globally.

This can be luxury branded video clips or ironic short sketches. Each episode we choose a trend and create a plot following its stylistic presentation.

PRODUCT OVERVIEW

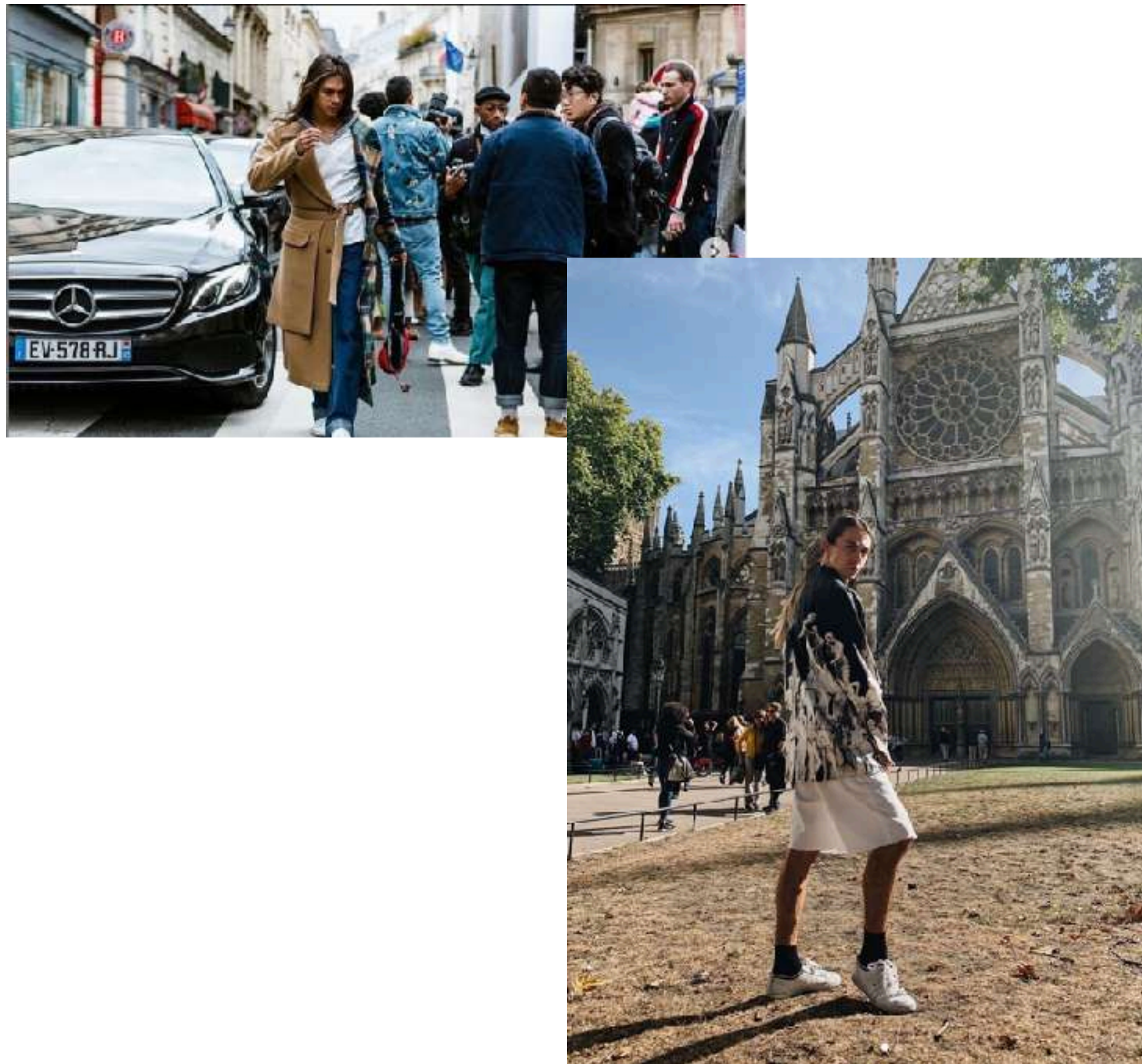


INTRODUCTION: HOT OR COLD?

EXAMPLE

The trend is the Victorian era. Jade is filmed in Victorian clothing and atmosphere with a vintage suitcase and theme music on the background. He sits behind the table, pulling out trended things, setting them apart and staring his expert story, ending with a verdict: hot or cold. The whole content is supported by graphic and visual illustrations. The blog consists of several key rubrics: interviews with celebrities in unexpected circumstances with unpredictable questions from oncoming passers.

PRODUCT OVERVIEW



FASHION DESTINATION

This section is filmed abroad and dedicated to a local fashion culture. Jade can either dress a passer up as a local or pull over him cool trendy clothing. The idea is passed through introduction to famous national designers and stylists.

PRODUCT OVERVIEW



DRESS TO IMPRESS (TO BE DRESSED TO KILL)

Heavy luxury VS low budget fashion. The key point lies in attracting celebrities into heads and tails show. Jade and guest pick up the bows for \$ 100 and limitless credit card. Picking \$ 100, the way leads to second-hand, with a card to a multi-brand boutique. The audience choose bow by voting and pick the winning look in the same way.

PRODUCT OVERVIEW



JADE`S SLANG

Jade appears dressed as a teacher explaining the meaning of fashion vocabulary. The episode is interacted by Instagram stories with clothing from the boys collection. Jade tries on clothes (video is faster from original), and combines dressing looks in front of the audiences.

PRODUCT OVERVIEW



JADE`S LIFESTYLE

In addition to the informative component, the blog is supported by Jade`s daily life stories. Everything about «behind the scenes» life, including trips, insights, experiences, life hacks etc.



REFERENCES

WHICH CHARACTERISE THE STYLE OF THE BLOG

<https://www.youtube.com/watch?v=XlqvXW6rGR8&feature=share>

<https://www.instagram.com/p/BuruWkWletD/?igshid=pf692ydqk41o>

<https://www.instagram.com/p/ByQkd1DI6pe/?igshid=1r5l0j7shdu1k>

https://www.instagram.com/p/BxYJfDbI_EZ/?igshid=1x9ildrysrl

<https://www.instagram.com/p/BxSmoT0FW9i/?igshid=1ezu9a3n6hkri>

https://www.youtube.com/watch?v=onvl7w_5fUB8&list=PLqs9JycUx9_tgMWRCtNyAW_1jLzpTLInlyX&index=45

REFERENCES

THE USE OF GRAPHIC ELEMENTS IN THE VIDEO



BRAND INTEGRATION

OPTIONS FOR INTEGRATION

The positioning will be grounded in category, cultural and consumer truths and, most importantly, in the truth of your brand.



JEWELRY / BANK CARDS

zoomed frame on a
product, focus on
packaging or logo



ALCOHOL

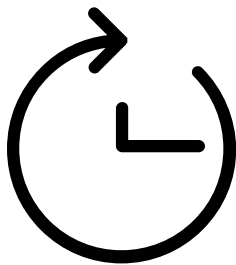
zoomed frame on
alcohol product with the
appearance of the brand
name



TECHNOLOGY / OPERATORS

zoomed frame with
short brand name
appearance

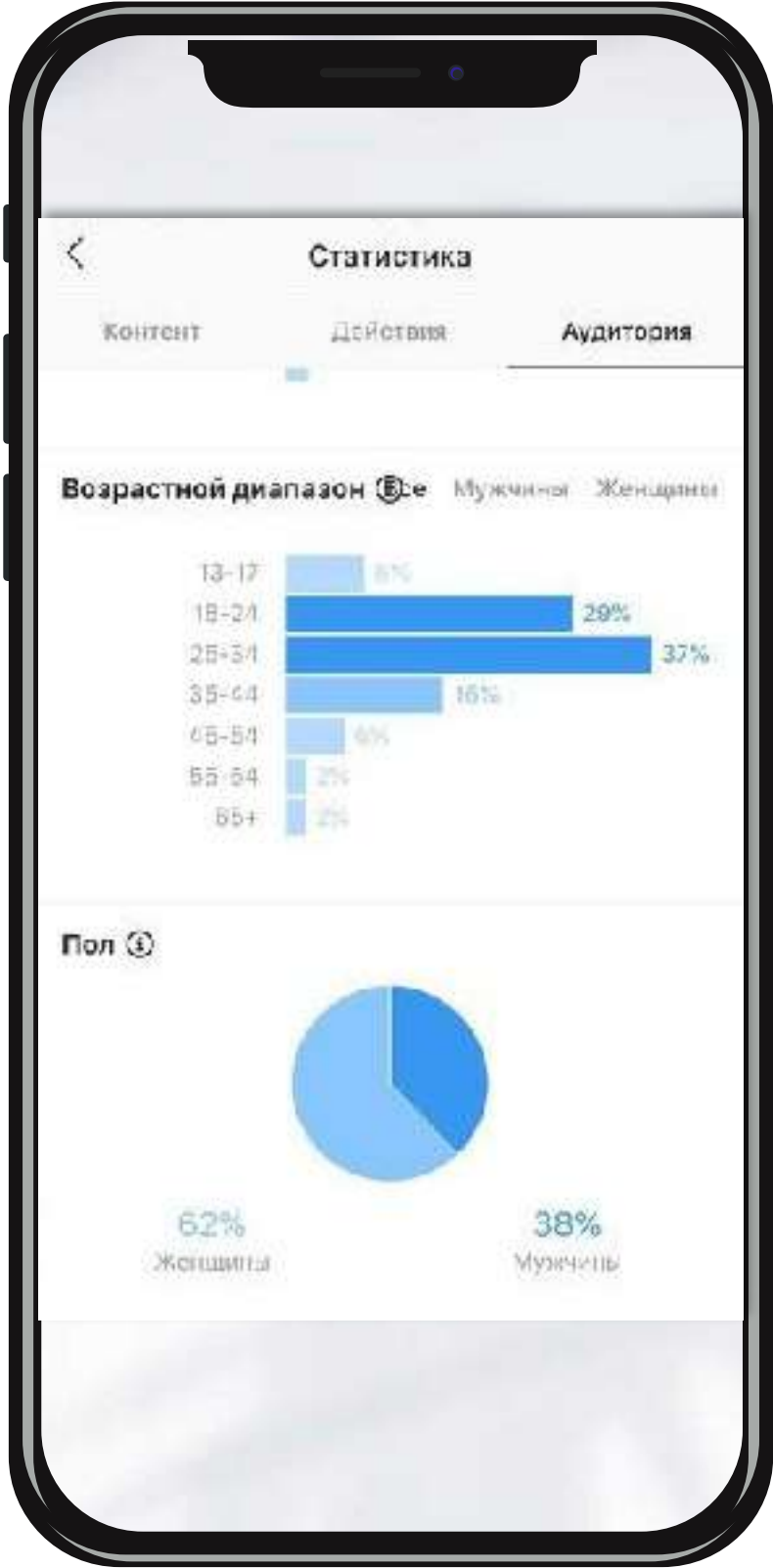
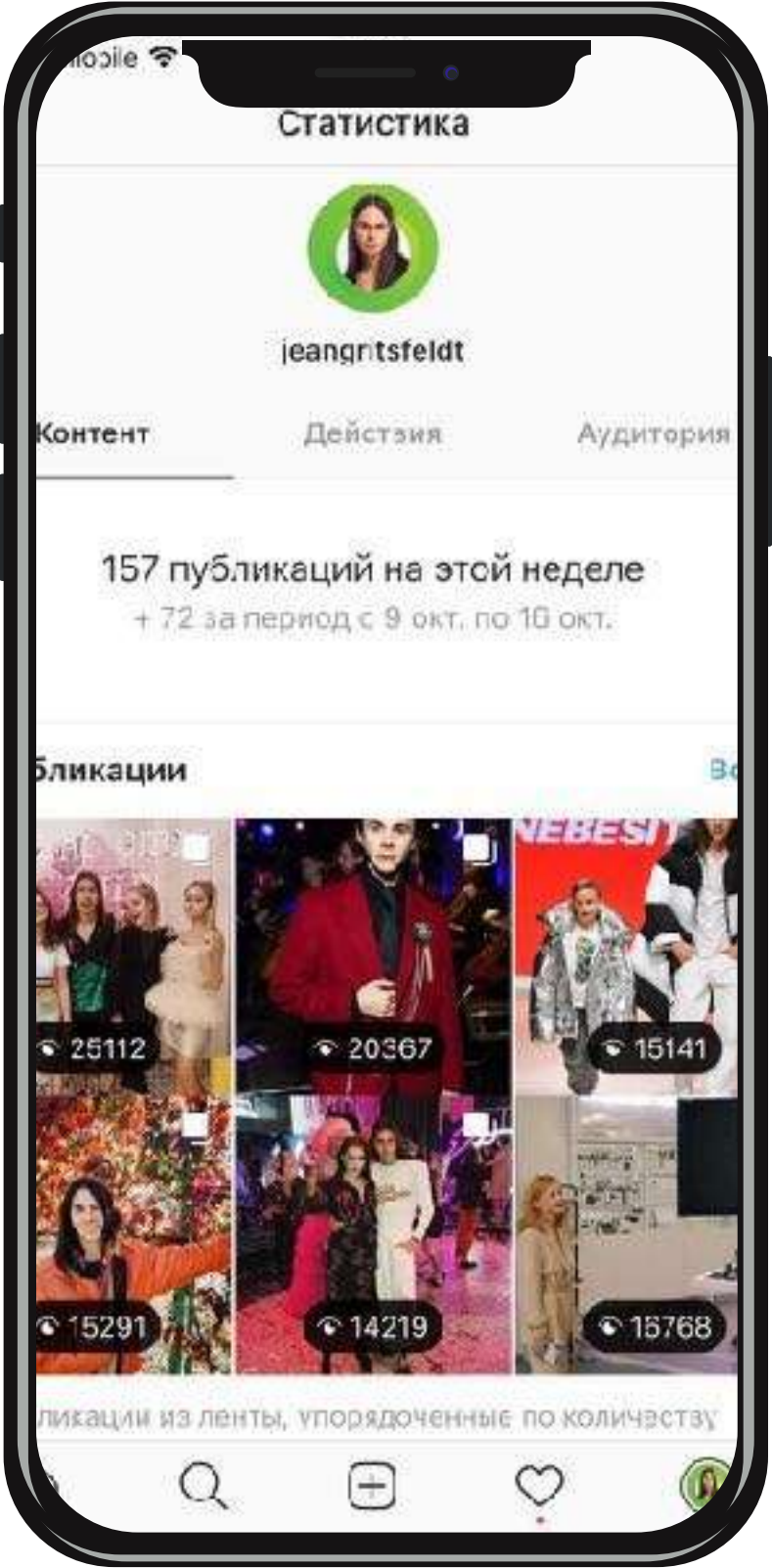
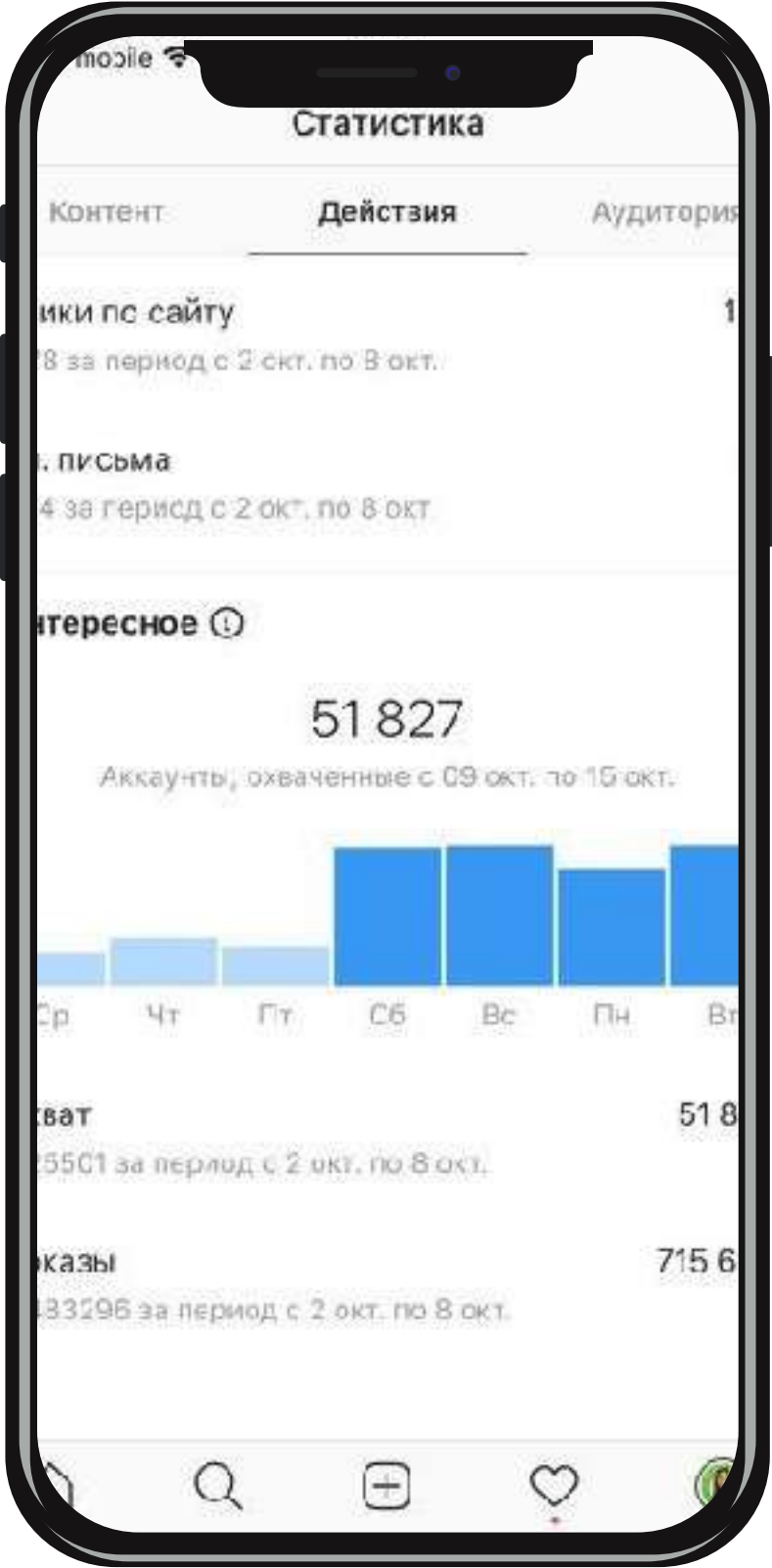
MECHANICS



Message	Channels	Nalive
	Weekly episodes	Channels
Product development appearance	Jade’s Instagram and integration celebrities	Integration
	Jade’s Youtube and celebrities	Results

Incorporation of nativity of the brand is ensured with the help of opinion leaders involved in the work. The creative concept is selected individually for the advertising par tner.

TARGET AUDIENCE



OPINION LEADERS

INVITED FOR THE PROJECT



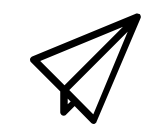
SASHA CHISTOVA



MELOVIN



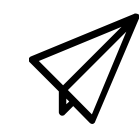
SONYA PLAKIDYUK



VICKY MARE



ARTEM GAGARIN



ALLA KOSTROMICHEVA



DAN BALAN



ANNA ANDRES



DASHA ASTAFYEVA



POTAP



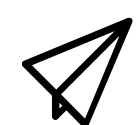
OPEN KIDS



ZHENYA KOT



**MISHA
ROMANOVA**



MAMARIKA



KADNAY

DIGITAL COVERAGE: ENGAGEMENT AND INTERACTIONS

The content review is shared through the following channels

CHANNEL	EXPECTED INDICATOR OF SOURCE ENGAGEMENT (monthly users)	COVERAGE FORMAT
GLOBAL MESS MEDIA		
REUTERS	6 700 000	Article with shared link
FASHION TV	3 800 000	Ad-teaser
THE NEW YORK TIMES	7 800 000	Article with shared link
LOCAL MASS MEDIA		
VIVA .UA	1 100 000	Article with shared link and social media
JETSETTER	250 000	Article with shared link and social media
L'OFFICIEL	1 000 000	Article with shared link and social media
VOGUE	1 200 000	Article with shared link and social media
HARPER'S BAZZAR	650 000	Article with shared link and social media
INFLUENCERS		
NASTYA KAMENSKUH	4 800 000	Social media announcement
OLYA POLYAKOVA	2 200 000	Social media announcement
NADYA DOROFEEVA	4 800 000	Social media announcement
LESYA NIKITUK	3 300 000	Social media announcement
TOTAL	37 600 000	

By using mentioned digital channels we are increasing the overall coverage of each YOUTUBE episode.

EXPECTED OUTCOME



INSTAGRAM - total coverage of all native displays from 1,000,000 users, from 500,000 views.



YouTube - total coverage of all native displays from 700,000 to 1,000,000 users, from 500,000 views.



BUDGET FOR INTEGRATION

1

One separate integration (15 sec) = 5000 USD

3

TITLE PARTNER

Full episode integration = 12 000 USD

Idea creation, visual integration, logo, teaser, social media etc.

2

2 separate integrations (15 sec) = 8000 USD

4

Serial integration = 120 000 USD

TEASER

<https://youtu.be/KAgNV3mLRK0>

THANK YOU FOR
YOU ATTENTION!