

# Midterm Project Proposa

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# Product Introduction

High-end varsity jacket from T-REDX, a local brand from Vietnam which is on a hype recently. The brand is known for their high craftsmanship and luxury varsity jacket.



# Why I Choose This Product?



# Method



## Emotions

- Engaging with customer's emotions throughout the product's story, marketing campaign since it will influence their buying decision



## Special Bond

- Creating special bond with customers by having different promotion events
- Having membership for loyal customers which will offer them exclusive deal/promotion



## Technology

- Using pictures and short-videos to promote the product on different media channels
- Applying contactless, online, or AI purchasing process with customers

Thank you

