Midterm Project Proposa

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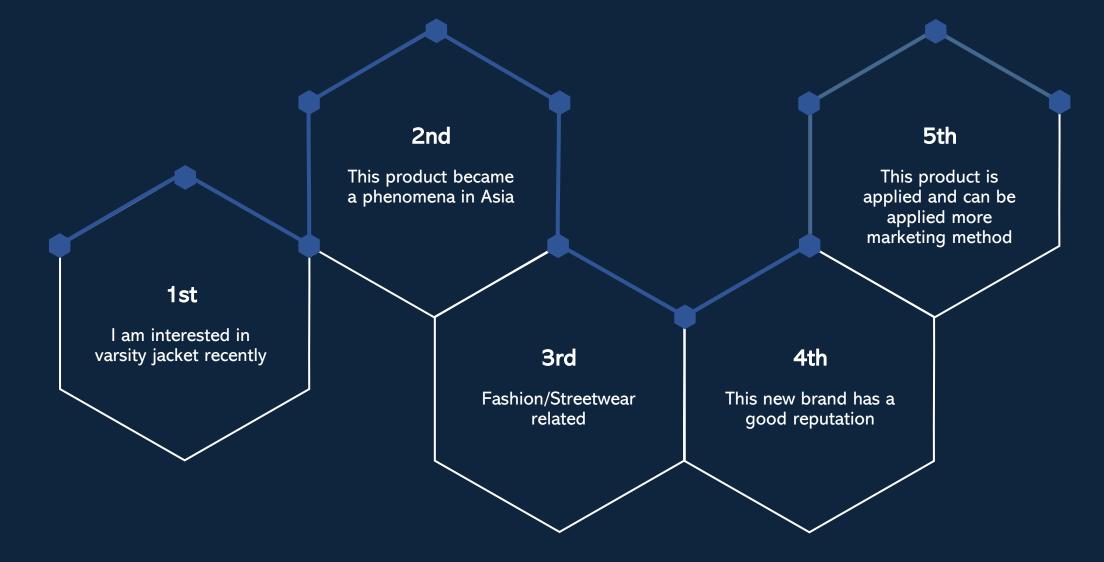


Product Introduction

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 craftmanship 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