

Jimmy choo

Business



**ASSIGN
BUSTER**

In a 14 day period. Throughout the American and European market, subtle advertising has proven to be efficient and cost effective. We must start by pushing the product through on blogs and creating a buzz through viral marketing and avenues like Backbone, Twitter, Namespace, and other social networking websites... Our top priority is maintaining reputation management while of the Jimmy Coho and H&M brands together and exclusively. Increasing awareness Campaign Content 1 .

A spread showcasing some of the shoes and bags that will be available on regular women. All shots should appear to be taken on the street. 2. Viral Marketing will sell a sexy but sophisticated/classy Image. Shock value Is Imperative.

3. It Is critical In this campaign to make sure the audience Is aware of the opportunity to attain an exclusive product that is not readily affordable to a working class woman. A contest will also be launched 4. Posts on blogs, websites, and accounts making everyone aware of the line that is becoming available and how it fits in their lives. .

Partner up with a larger website that may not be a social media network but rather a medium that reaches a young hip audience that Jimmy Coho would like to be associated with (I. E. MET. Com). All of the time there-after the 14-period is to build, improve, and perfect even after the line has launched.

TIMELINE EVERYDAY TASKS Follow-up with bloggers Posts on twitter, backbone, namespace, and forums.

Upload pictures of everyday women with the new line. Spread video content. Interact with audiences and understand what they want. Gather information as well as numbers.

DETAILED TASKS Create accounts on Twitter, Backbone, Namespace, Icons, and Moderately.

Also a celebrity to twitter about their experience and excitement about Jimmy Coho for H&M. A repertoire needs to begin with every flogger that has an audience that is relevant. Start with a personal message with a press release. Videos should be uploaded on youth, blobs, and posted to accounts related to the brand. Spread fashion that we have gathered of the line onto the blobs.

We should have a partnership with Icons. Com, MET. Com or another website with a big online following. Now that everything has been put in motion.

Follow-ups need to begin. Talk with the floggers and interact with the audience.

Start getting numbers together and an idea of what is working and what isn't. Work on creating a balance and focusing more on what is working. This is the time when follow-ups and gathering information is a daily task. Not only are we part of the process but now the audience is the most important part of the process and we are constantly able to hear from. By this time, we should be in full swing and tweaking and making sure that everything is running smoothly as well as gathering information to add and improve.