

DIVINE  
ADVERTISING  
AGENCY

ZARA

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# TEAM PROFILE

**Imama Mudassar** is from Long Island.

Currently she's a student at New York City College of Technology and her major is Fashion Marketing. She enjoys traveling and trying out new restaurants. She plans to open up a brand under her name in the future. Imama's role in the "Divine Advertising Agency" project was Account Executive, who was responsible for the overall management of the advertising campaign.



**Naja Barber** is from Brooklyn, she is currently in her last year of her Associates Degree in Fashion Marketing. She plans to continue on for a bachelor's degree in Business of Fashion and Technology. She hopes to run her own fashion business and model in the future. Naja's role in the "Divine Advertising Agency" project was Media Planner/Media Buyer, who was responsible for selecting the most appropriate advertising media to promote among the selected target market.

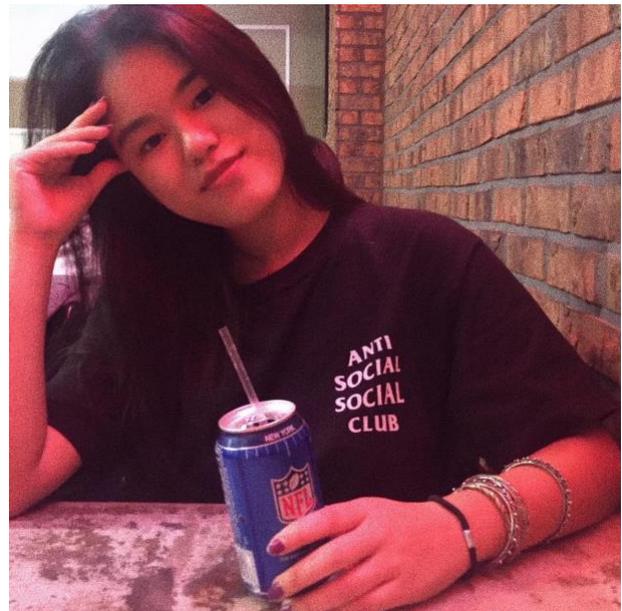
**Jeanie Castillo** is from Washington Heights, located in Upper Manhattan. She currently has an associate degree from BMCC. She enjoys traveling to new places, going to the movies, eating as many sweets as possible and TACOS! She hopes to graduate with her bachelor's degree by next spring. She would like to work for a major Fashion Magazine. Jeanie's role in the "Divine Advertising Agency" project was Graphic Artist, who was responsible for creating the campaign theme and designing all the advertising images, creating the layouts for magazine, billboards and various forms of transit. As well as scouting the location for the launch parties.





***Rochelle Billiny*** is looking forward to completing her associate degree this spring for Fashion Marketing. Towards the end of the spring semester, she will move forward in her education and get into the bachelor's program for Business and Technology of Fashion. Rochelle's role in this "Divine Advertising Agency" project was Media Planner/Media Buyer, who was responsible for formulating the budget and schedule for the ad campaign for Zara.

***Sangey Lama*** is from Queens, New York. She's a student in New York City College of Technology, majoring in Business and Technology of Fashion. She was born in Kathmandu, Nepal and is a bilingual. She enjoys eating exotic food, traveling and watching classic movies. Sangey's role in the "Divine Advertising Agency" project was of a copy writer, who was responsible for writing words for the advertisement, media vehicles, broadcast, and commercials within the project.



***Abigail Pliego*** is from Brooklyn. She is currently attending New York City College of Technology and hopes to complete her associate degree in Fashion Marketing by the end of the spring semester. She enjoys going out with her friends, eating French and Italian food and loves traveling to new places. She would love to work for a Fashion Magazine and open up her own Fashion Business one day. Later on, she would love to marry a French guy and move to Paris, France. Abigail's role in the "Divine Advertising Agency" project is the Media/Market Researcher.

# MARKETING REVIEW

The concept of “Fast Fashion” is something that is fairly new. It’s the ability to sell trends at record speed for affordable prices, but it’s really a term used for constantly evolving production system that has been gaining force since the 1800’s. The rapidity of clothing production picked up speed during the Industrial Revolution when textile machines and factories were introduced. Ready-made clothing began being made in bulk. In 1846, the sewing machine contributed to an extremely rapid fall in the price of clothing and an enormous increase in the scale of clothing manufacturing.

Outside the couture houses, localized dressmaking business were responsible for making clothing for middle-class women, meanwhile the lower-class women continued to make their own clothing. The local dressmaking businesses normally included a team of workroom employees and some of the aspect of the production were outsourced to “sweaters”, people who work from home for low wages. Throughout 1900’s till 1950’s, many garments were still being made at home, despite the increase number of garment factories and sewing innovations. During the World War II, the fabric restriction and functional styles led to an increase in standardized production for all

clothing, which led to middle class consumers valuing mass-produced clothing after the war.

In 1960, fashion trends started to move like rapid wildfire, as young individuals started to embrace cheaply made clothing to follow the new trends and rejecting the older generations traditions. Which created a chaos for the fashion brands, since they had to find new ways to keep up with the increasing demands for affordable clothing. Leading to massive textile mills opening across the developing countries such as China, Indonesia, etc. Which allowed many of the United States and the European companies to save millions of dollars by simply outsourcing their labor. But the question that often times pops in our head is, who became the first true “fast fashion” retailer? Many of the companies that are the leader of the fast fashion industry today such as Zara, H&M, TopShop and Primark, they all started as a small shop in Europe around the mid-twentieth century. Leaving the answer, a little unclear. They all focus on affordable trendy clothing, eventually expanded around Europe and infiltrated the American Market sometime around 1990’s. H&M is the longest running fashion retailer, it first opened in 1947 in Sweden.

Although it is difficult to pinpoint the origins of fast fashion as we know it today, it’s easy to understand how the phenomenon caught on. During the late 1990’s and early 2000’s it became increasingly acceptable and

more desirable to flourish one's love for reasonable cost fashion and the trend of mixing high fashion with low-cut price fashions came into action. In 2000, when the first H&M fashion retailer opened up in the United States, the New York Times wrote that the retailer had arrived at the perfect time, since the consumers are likely to hurtle for bargains and dismiss department stores, stating that now it's "Chic to pay less"

Reflecting the long path from spinning one's own yarn to globalization production, it seems remarkable that now, the consumer can buy a garment straight off the runway just by ordering it off their phone. Simply put, the rapid growth means that the average consumer is buying about more than 1.5 times the amount apparel that they did six years ago. The fast fashion industry shows no sign of slowing down. According to MarketLine, the market size of apparel industry is expected to reach \$1.65 trillion sales worldwide, this amount has increased 60% since 2011.

As picture perfect as it looks, of course there are still major problem with our current fashion system, such as unlawful labor practices and catastrophic amounts of waste.

# SITUATION ANALYSIS

## ZARA

ZARA is a Spanish fast fashion clothing and accessories brand, the leading brand of the Inditex, the world largest fashion group. Zara is able to keep up with the latest trends with high quality while keeping the price affordable. The amalgamation of all these qualities makes Zara the go-to fashion brand for all.

In 1975, Amancio Ortega opened up the first Zara store in Spain, however it wasn't originally called Zara. It went by the name Zorba but was later changed to Zara with no specific intention. Zara slowly started to expand through the rest of country and eventually in 1988, it went international, opening its first new market in Porto, Portugal. the following year Zara opened up its new store in Lexington Avenue, New York. By 1990's the brand expanded into the United States, France and most of the Europe. Today, there are about six thousand five hundred (6,500) Zara stores located in over 88 countries around the world.

The secret to Zara's success is in its ability to replicate the latest design for women, men and children off the runway, fashion events and latest concerts and bringing them into their stores within a few days with

affordable prices. On the other hand, it takes about six months for other fashion brands to bring those designs into the market. Zara targets 18-40-year-old women and men that live in the city. Zara produces short-lived designs each month to create uniqueness and a sense of urgency, that if buyers don't buy them now, the designs may not be available tomorrow.

Retail is a fierce industry, with competitors constantly spending a fortune on advertising in order to attract customers, and yet Zara, has managed to thrive without going the traditional route. Often times the question that pops in our head is how Zara managed to have such a financial success and attractiveness without spending big on marketing and advertising? The answer is simple, Zara focuses on a couple of key areas that sets them aside from the rest of the fashion brands. Location being the most important. Zara spends and pays the most attention to where the store should be located. They won't ever be found next to a departmental store such as Walmart, Marshalls or stores like that, it would most likely be located next to a high-end fashion retailer. Another major aspect that Zara focuses on is Feedback, unlike any other brand Zara actually monitor every feedback whether it's good or bad. That feedback is reported back to the headquarters and communicated to in-house designers. Later on, that feedback is applied to the future work.

Rather than being the fashion innovators, Zara focuses on riding the wave of being a copycat. Providing the same design as high-end fashion with reasonable prices within 2 weeks had helped Zara grow overall sale by around fifty percent (50%) in over five years to \$17.5 billion.

Generally, the company only spends about 0.3% of sales on advertising.

However, on average a retail store spends about 3.5% on marketing.

Since Zara is growing like a rapid wildfire, the company wants to see if they start using the more traditional way of marketing and advertising how much revenue would it attract.

Therefore, Zara hired the Divine Advertising Agency (DAA) for their 2018 advertising campaign. Divine Advertising Agency (DAA) would be working with top fashion magazines, fashion influencers such as Rihanna and many other to bring brand awareness. As well as working with public transits, billboards etc. By the end of the year, the goal for the advertising agency is to bring and increase the revenue for the company.

# RESEARCH FOUNDATION

1. By what means, do you usually shop for clothes the most? (Please select only one)

- In-store
- Online

2. How often do you shop at Zara? (Please select only one)

- Every week or more
- Every 2-3 weeks
- Once a month
- Every 2-3 months
- Every 4-5 months
- Every 6 months or less

3. When buying clothing, are your purchases usually planned or bought on the spur of the moment? (Please select only one)

- Planned
- Spur of the moment

4. How often do you buy clothes? (Please select only one)

- Every week or more
- Every 2-3 weeks
- Once a month
- Every 2-3 months
- Every 4-5 months
- Every 6 months or less

5. Where do you usually get the motivation for making new purchases? (Please select all that apply)

- Family
- Friends
- Styles in store
- Fashion Bloggers
- Other (Please Specify)\_\_\_\_\_

6. Who do you mainly shop with the most when purchasing clothing? (Please select all that apply)

- Alone
- Family
- Friends

- Partner
- Other (Please Specify) \_\_\_\_\_

7. How interested are you in shopping at Zara?

- Very Interested
- Interested
- Somewhat Interested
- Not at all Interested

8. What is your Gender?

- Male
- Female

9. What is your Age?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-older

10. What is your Ethnic Background? (Please select only one)

- African-American
- Asian
- Caucasian
- Hispanic/Latino
- Other (Please Specify) \_\_\_\_\_

11. What is your current Employment Status? (Please select all that apply )

- Employed full-time
- Employed part-time
- Self-Employed
- Retired
- Full-time student
- Part-time student
- Unemployed

12. Where do you currently reside? (Please select only one)

- Manhattan
- Queens
- Staten Island
- Other (Please Specify) \_\_\_\_\_
- Brooklyn
- Bronx
- Long Island

# PROPOSED TARGET CONSUMERS

Divine Advertising Agency is seeking to reach our proposed target market of independent, and hardworking men and women of all ethnicities between the ages of 20-40. The income of our target market is in the range of \$35,000 and higher. The total demographics of people in the United States is 327,742,938.

In terms of psychographic, Zara's target consumer is someone who is very fashion conscious but might not be able to afford luxurious brands, therefore, shops in Zara where they can find a similar style of clothing in much more affordable prices. Along with the prices, they also appreciate the quality that Zara offers. They lead a very busy and hectic lifestyle but knows how to balance personal and professional time. The target consumers love dressing up for fun, they don't necessarily take fashion seriously and believes in comfort and style. Their hobbies include shopping, traveling and discovering things, watching movies, eating and enjoys socializing. They believe in liberal morals, diversity, and equality in everything even fashion, therefore, loves and appreciates the high-end fashion brands as much as the street fashion brands. The things that they most love about Zara is that it's a reflection of both the high and streetwear combined which is why they are loyal to the brand.

In terms of demographic, Zara's target market is very broad from young adults to adults who are married and have children. The younger target consumers around the ages of 20 to 24 are college students and are employed part-time who knows how to balance their work and education. The older target consumers have already completed their education with a college degree and are successfully employed full time in their fields of interest. The marital status of target consumers is either married, single or divorced. They are based in an urban and diverse city like New York, Chicago, Los Angeles. They come from a middle-class family of immigrants or are immigrants themselves, therefore they are bilingual or trilingual. The target consumers are of all body sizes from 2 - 14 who knows how to confidently flaunt their bodies.

As a brand, Zara is always looking forward to satisfying consumers with services and looking for ways to target new consumers to increase the target range and to better the consumer's shopping experiences. Zara is always listening to the wants and needs of the consumers and making changes. It is known for creating a fun experience for the workers which translate onto the shopping experiences for the consumers as well.

# RESEARCH OBJECTIVES

## *Divine Advertising Agency*

For the launch of “Animal Instinct” our new collection for Zara, we have chosen to advertise our clothing in a unique campaign. Our goal is for women to be warm since our slogan is “Spring into Winter.”

### ***Billboards:***

Our collection will be on billboards across major cities of the U.S. and be on busy highways. The goal is to have the billboards located in busy areas where the majority of our target audience is able to see them and will be intrigued to purchase our clothing at the nearest location.

### ***Magazines:***

We felt that magazines would help our campaign because our target demographic are in their early 20’s and older. Our ads will appear in magazines such as Elle, Harper’s Bazaar, Cosmopolitan, Vogue, Instyle, and Marie Claire. We are positive that our target market will be receptive to our unique ads.

### ***Online Advertising:***

Online Advertising is one of the most powerful ways for us to promote our collection. We feel advertising online will be a great way for

customers to be able to contact us about the clothing. For example, if a customer dislikes or likes something, we can help satisfy their wants and needs. The platforms we chose to use are Instagram and Snapchat. We chose Instagram because most users use Instagram to purchase clothing online. Also, 'Songofstyle' and 'Camila Coelho', two of Instagram's most popular influencers are advertising our clothes; this will help attract more consumers to our collection. Snapchat was also chosen because it's a great way for us to post pictures of our clothing, have people interact using our filters and reach our consumers.

### ***Celebrity Endorsements:***

The celebrity we chose to model our clothing is Rihanna. We feel she is the perfect person due to her huge following. Plus, she is one of the most influential people in fashion. This would bring in consumers because many people look up to her for fashion inspiration.

### ***Sales Promotion:***

#### ***Discounts:***

We have decided to use discounts for our customers because this would make them want to purchase our collection even more. The discount would be 25% off on purchases of up to \$1000 for all the guests who attend the launch parties in any of the 5 cities.

## ***Launch Parties & Events***

Launch parties will be a huge breakthrough for us because this will be a way for people to see our collection before it releases, and they will be able to buy ahead of everyone else. Also, this would help our collection become better known. For the launch party, our theme would be “Animal Instinct” so we will have models in cheetah print, snake skin and a multitude of fur coats. Animal Instinct will be the best collection to launch from Zara.

# Magazine Circulation

Magazine	Cost per Issue	Circulation	CPM
Cosmopolitan	\$427,400	3,011,848	\$142
Elle	\$185,740	1,103,163	\$168.37
Harper's Bazaar	\$218,850	765,490	\$285.90
InStyle	\$301,500	1,745,697	\$172.71
Marie Claire	\$20,087	969,965	\$20.70

# Magazine Schedule

Magazine	Type of Advertisement	Cost	Frequency	Total Cost
<b>Cosmopolitan</b>	2nd Cover Page Four Color	\$427,400	4 weeks/ 6 months	\$10,257,600.00
<b>Cosmopolitan</b>	Full Page Ad Four Color	\$335,200	Once a month/ 1 year	\$4,022,400.00
<b>Elle</b>	Full Page Ad	\$185,740	Once a month/ 1 year	\$2,228,880.00
<b>Harper's Bazaar</b>	2nd Cover Page Four Color	\$218,850	Once a month/ 1 year	\$2,626,200.00
<b>Harper's Bazaar</b>	Full Page Ad Four Color	\$175,080	Once a month/ 1 year	\$2,100,960.00
<b>InStyle</b>	4th Cover Page Four Color	\$301,500	4 weeks/ 8 months	\$9,648,000.00
<b>InStyle</b>	Full Page Ad Four Color	\$215,300	Once a month/ 1 year	\$2,583,600.00
<b>Marie Claire</b>	Full Page Ad Four Color	\$20,087	Once a month/ 1 year	\$241,044.00
<b>Vogue</b>	4th Cover Four Color	\$260,669	Every other week/ 8 months	\$4,431,373.00
<b>Vogue</b>	Full Page Four Color	\$208,497	Every other week/ 8 months	\$3,544,449.00

**TOTAL:**

**\$41,684,506.00**

# Billboard Schedule

Billboard Location	Types of Advertisement	Frequency	Cost	Total Cost
New York, NY	15 bulletins (large billboard 48' wide x 14' high)	8 months	\$17,500/ 4 weeks	\$612,500.00
	20 digital billboards (48' wide x 14' high)	8 months	\$10,000/4 weeks	\$350,000.00
Los Angeles, California	30 bulletins (large billboard 48' wide x 14' high)	8 months	\$10,000/ 4 weeks	\$350,000.00
	10 posters (medium billboard 22'8'' wide x 10'5'' high)	8 months	\$2,950/4 weeks	\$103,250.00
Houston, Texas	14 bulletins (large billboard 48' wide x 14' high)	8 months	\$3,395/4 weeks	\$118,825.00
Chicago, Illinois	8 bulletins (large billboard 48' wide x 14' high)	8 months	\$4,500/4 weeks	\$157,500.00
	Backlit Diorama (62' wide x 43' high)	8 months	\$8,950/4 weeks	\$313,250.00
Miami, Florida	10 Beach ads	8 months	\$8,000/4 weeks	\$280,000.00
	5 digital billboards (48' wide x 14' high)	8 months	\$2,950/4 weeks	\$103,250.00

**TOTAL:**

**\$2,388,575.00**

# Transit Schedule

Transit Location	Type of Advertisement	Cost	Frequency	Total Cost
New York, NY	Bus Stop Shelter	\$6,500/ 4 weeks	8 months	\$208,000.00
	Subway Platform	\$10,000/ 4 weeks	8 months	\$320,000.00
	Subway Entrance	\$3,000/ 4 weeks	35 weeks	\$105,000.00
Los Angeles, California	Bus Exterior	\$560/ 4 weeks	8 months	\$17,920.00
	Bus Stop Shelter	\$1,500/ 4 weeks	8 months	\$12,000.00
	Commuter Rail (Interior Car Cards 22.25'' high x 21'' wide)	\$115,500/ 4 weeks	1 year	\$115,500.00
Houston, Texas	Bus Exterior	\$3,800/ 4 weeks	8 months	\$121,600.00
	Bus Interior	\$80 per ad/ 4 weeks	8 months	\$2,560.00
Chicago, Illinois	Bus Stop Shelter	\$950/ 4 weeks	1 year	\$3,800.00
	Bus Exterior	\$3,500/ 4 weeks	8 months	\$112,000.00
	Transit	\$1,250/ 4 weeks	8 months	\$40,000.00
Miami, Florida	Transit shelter (28 panels)	\$7,107,770	1 year	\$7,107,770.00

**TOTAL:**

**\$8,166,150.00**

## Internet Expenditures

Internet Location	Color	Rate	# Of times being advertised	Total
Snapchat	Discover page Four color	\$50,000	Every other day/ 8 months	\$6,075,000.00
	Sponsored lenses Four color	\$500,000	Every other week on Friday/ 8 months	\$8,750,000.00
Instagram	Four color	\$5 CPM/ 39,032,800 U.S. Women	Three times a week/ 8 months	\$4,098,444.00

**TOTAL:**

**\$18,923,444.00**

## Talent

Influencer	Color	Cost	# Of posts being advertised	Total
Rihanna (celebrity endorsement/talent)	Four color	\$8,900,000	Entire campaign	\$8,900,000.00
Camila Coelho (Instagram influencer)	Four color	\$100,000	6	\$600,000.00
Aimee Song (Instagram influencer)	Four color	\$100,000	5	\$500,000.00

**TOTAL:**

**\$10,000,000.00**

# Advertising Budget

<b>ITEM</b>	<b>AD EXPENDITURE</b>
Billboard Advertisements:	\$2,388,575.00
Transit Advertisements:	\$8,166,150.00
Magazine Advertisements:	\$41,684,506.00
Internet Expenditures:	\$18,923,444.00
<b>TOTAL:</b>	\$71,162,675.00
Production Cost:	\$10,674,401.20
<b>TOTAL:</b>	\$81,837,076.20
Product Launch (in total):	\$536,372.01
<b>TOTAL:</b>	\$82,373,448.20
<b>Talent</b>	
Rihanna:	\$8,900,000.00
Camila Coelho:	\$600,000.00
Aimee Song:	\$500,000.00
<b>TOTAL:</b>	\$10,000,000.00
Sales Promotion (25% OFF):	\$1,275,000.00
Contingency Fund:	\$6,351,551.79
<b>TOTAL AD EXPENDITURE:</b>	\$100,000,000.00

## CREATIVE RATIONALE

**CREATIVE THEME: “*ANIMAL INSTINCTS*”**

**SLOGAN: “*SPRING INTO WINTER*”**

### **Why was this Creative Theme and Slogan chosen?**

This creative theme was chosen because animal print, faux fur and leather are trends that are being seen everywhere this fall and winter. We decided to create an entire campaign based around it. We chose to go literal and thought of an African Safari, the #1 place where exotic animals are found. We wanted our campaign to look as if it was straight out of a Safari.

We came up with this slogan because we wanted ZARA to be seen as a one stop shop for all your fashion needs, all year round. From Spring all the way into Winter and every season in between.

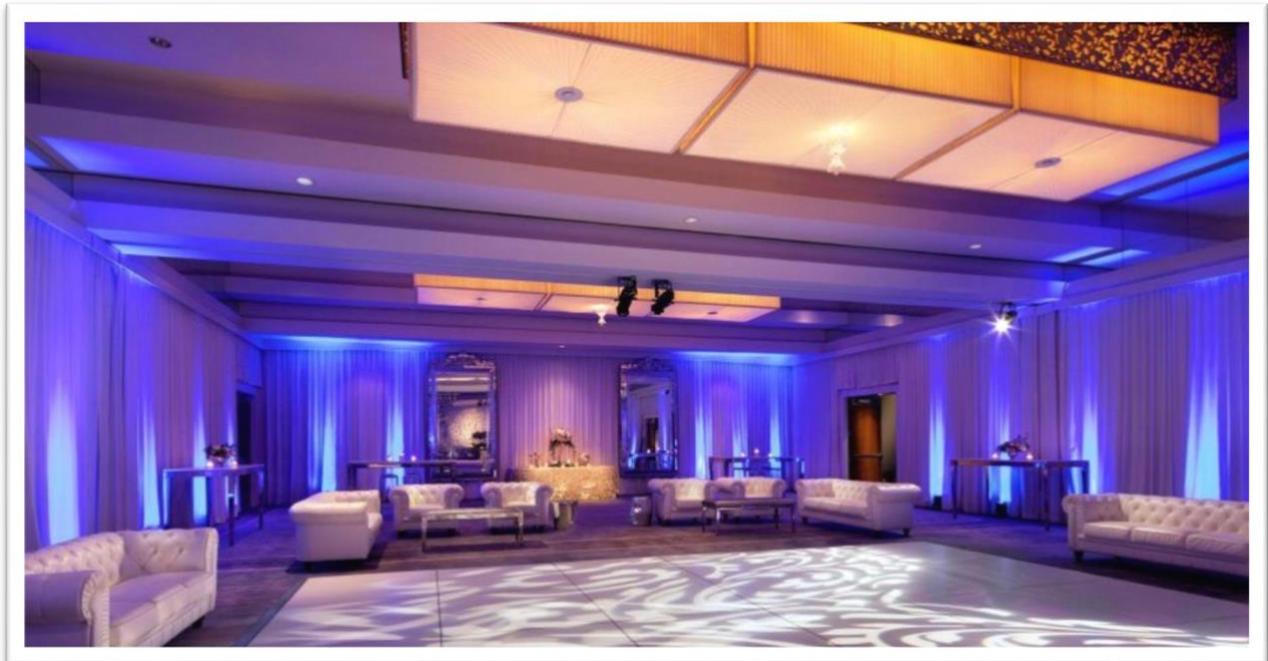
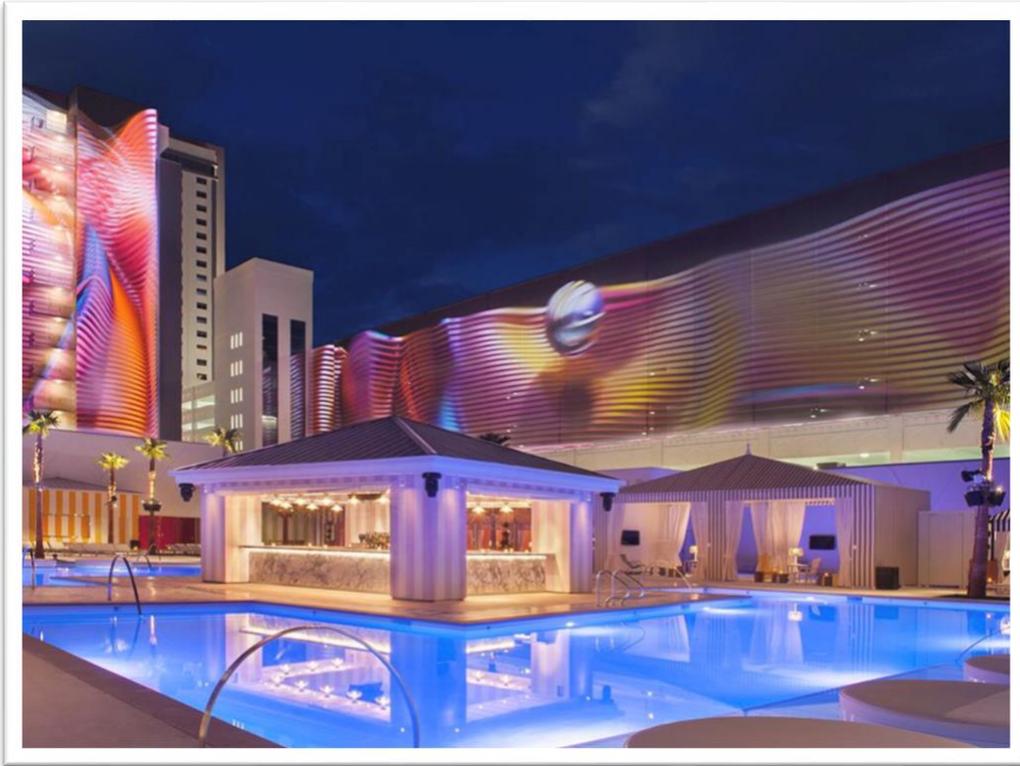
# Los Angeles

Name of Product	Price of Product	Quantity Purchased	Total Rate
Product Launch Venue: SLS Hotel Beverly Hills 465 S La Cienega Blvd, Los Angeles, CA 90048	\$10,000	1	\$10,000.00
Catering (not including drinks or dining utensils) + gratuity+tax	\$9,279.00	1	\$9,279.00
Catering drinks (Soft Drinks \$13.00 for 4 hrs., Alcoholic \$27.00 for 4 hrs./ per person)	Soft Drinks: \$5,200.00 Wine & Beer: \$10,800.00	Soft Drinks: 400 Wine & Beer: 400	\$16,000.00
Mini Ramekin (Bowl)	\$0.65 ea.	400	\$260.00
Soho Dessert Bowl	\$0.55 ea.	400	\$220.00
Taster Plates	\$0.75 ea.	400	\$300.00
Silverware	Dinner Knife: \$0.45 ea. Dessert Fork: \$0.45 ea. Soup Spoon: \$0.45 ea.	Dinner Knife: 400 Dessert Fork: 400 Soup Spoon: 400	\$540.00
Cachet (All Purpose Wine or Water Glass 16 oz.)	\$0.80 ea.	400	\$320.00
Clear Glass Thumbprint Salad/Dessert Plate 7.5"	\$0.55 ea.	400	\$220.00
Pastry Tong	\$3.99 ea.	9	\$35.91
Cheese Fork	\$1.94 ea.	9	\$17.46
Cake Server	\$4.67 ea.	9	\$42.03
Solid (Dinner) Black Napkins	\$0.81 ea.	400	\$324.00
White Satin Strip Solid White Tablecloth 84" Round + \$4.02	\$11.21/ a day	50 tables	\$560.50
White Chiavari Chair	\$7.99/ a day	400	\$3,196.00
White Cotton Chair Cushion	\$1.10/ a day	400	\$440.00
Trio Vase Table Centerpiece w/ 3 Piece Pink Orchids, 3 Submersible lights, and Mirror Base	\$35.00 ea.	50 tables	\$1,750.00
White and black Polyester Velour Curtains (165 ft.)	\$1,468.00 ea.	2	\$2,937.18
White curved sectional couch	Couch: \$600.00 Pillows: \$8.50 ea.	Couch: 3 Pillows: 12	\$1,902.00

**TOTAL:**

**\$48,344.08**

**SLS HOTEL Beverly Hills**  
465 S La Cienega Blvd, Los Angeles, CA 90048



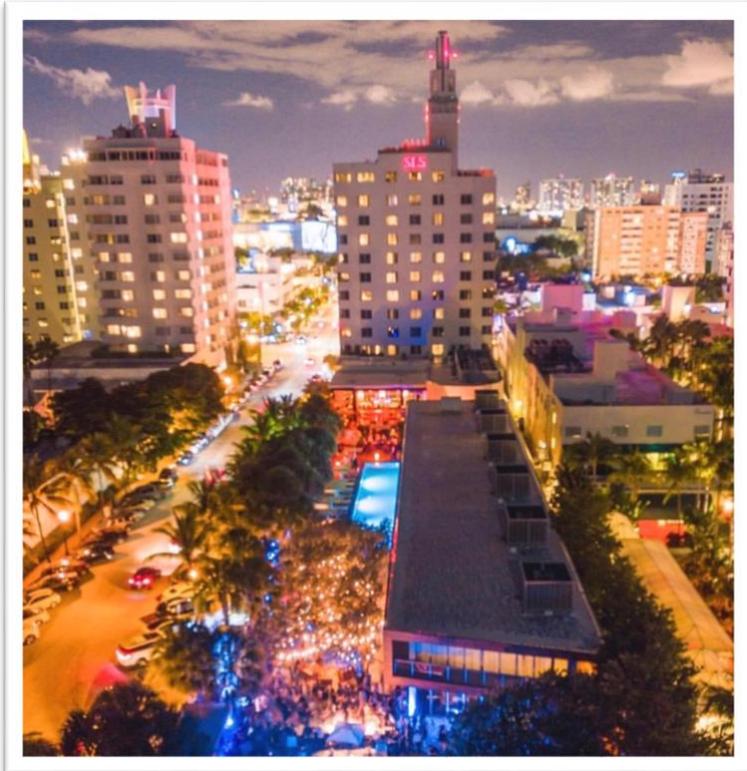
# Miami

Name of Product	Price of Product	Quantity Purchased	Total Rate
Product Launch: SLS HOTEL South Beach. 1701 Collins Ave, Miami Beach, FL 33139	\$10,000	1	\$10,000
Catering (not including drinks or dining utensils) + gratuity+tax	\$9,279.00	1	\$9,279.00
Catering drinks (Soft Drinks \$13.00 for 4 hrs., Alcoholic \$27.00 for 4 hrs./ per person)	Soft Drinks: \$5,200.00 Wine & Beer: \$10,800.00	Soft Drinks: 400 Wine & Beer: 400	\$16,000.00
Mini Ramekin (Bowl)	\$0.65 ea.	400	\$260.00
Soho Dessert Bowl	\$0.55 ea.	400	\$220.00
Taster Plates	\$0.75 ea.	400	\$300.00
Silverware	Dinner Knife: \$0.45 ea. Dessert Fork: \$0.45 ea. Soup Spoon: \$0.45 ea.	Dinner Knife: 400 Dessert Fork: 400 Soup Spoon: 400	\$540.00
Cachet (All Purpose Wine or Water Glass 16 oz.)	\$0.80 ea.	400	\$320.00
Clear Glass Thumbprint Salad/Dessert Plate 7.5"	\$0.55 ea.	400	\$220.00
Pastry Tong	\$3.99 ea.	9	\$35.91
Cheese Fork	\$1.94 ea.	9	\$17.46
Cake Server	\$4.67 ea.	9	\$42.03
Solid (Dinner) Black Napkins	\$0.81 ea.	400	\$324.00
White Satin Strip Solid White Tablecloth 84" Round + \$4.02	\$11.21/ a day	50 tables	\$560.50
White Chiavari Chair	\$7.99/ a day	400	\$3,196.00
White Cotton Chair Cushion	\$1.10/ a day	400	\$440.00
Trio Vase Table Centerpiece w/ 3 Piece Pink Orchids, 3 Submersible lights, and Mirror Base	\$35.00 ea.	50 tables	\$1,750.00
White and black Polyester Velour Curtains (165 ft.)	\$1,468.00 ea.	2	\$2,937.18
White curved sectional couch	Couch: \$600.00 Pillows: \$8.50 ea.	Couch: 3 Pillows: 12	\$1,902.00

**TOTAL:**

**\$48,344.08**

**SLS HOTEL South Beach**  
1701 Collins Ave, Miami Beach, FL 33139



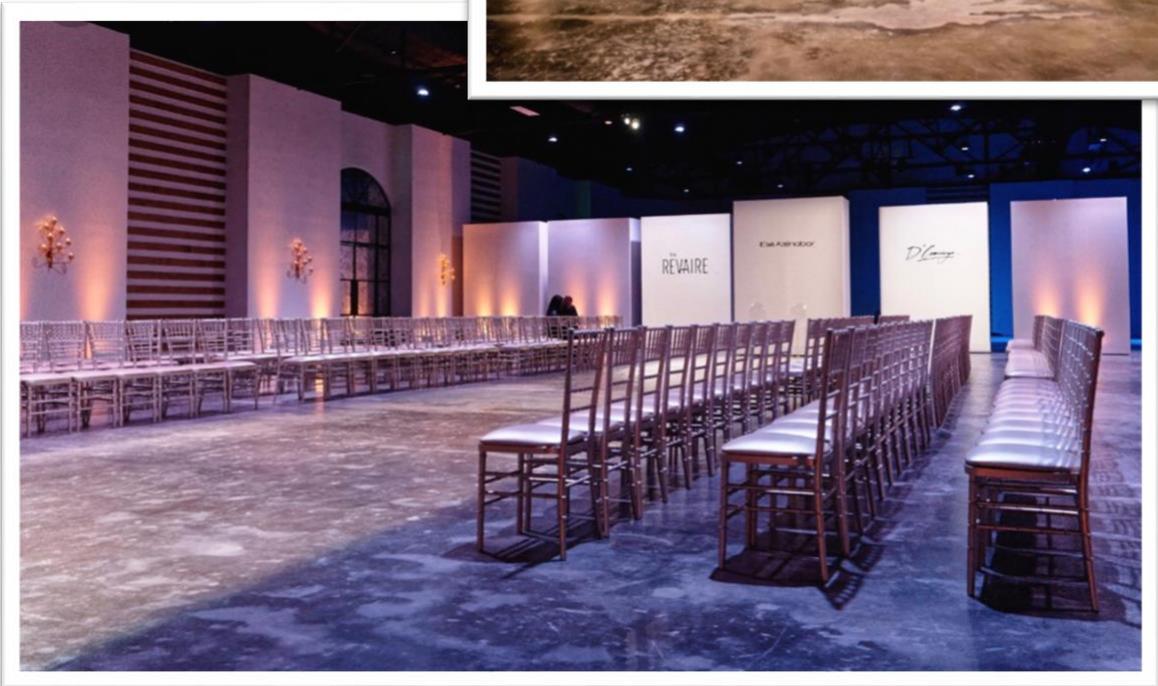
# Houston

Name of Product	Price of Product	Quantity Purchased	Total Rate
Product Launch: The Revaire. 7122 Old Katy Rd, Houston, TX 77024	\$20,000	1	\$20,000
Catering (not including drinks or dining utensils) + gratuity+tax	\$37,116.00	1	\$37,116.00
Catering drinks (Soft Drinks \$13.00 for 4 hrs., Alcoholic \$27.00 for 4 hrs./ per person)	Soft Drinks: \$19,500.00 Wine & Beer: \$40,500.00	Soft Drinks: 1,500 Wine & Beer: 1,500	\$60,000.00
Mini Ramekin (Bowl)	\$0.65 ea.	1,500	\$975.00
Soho Dessert Bowl	\$0.55 ea.	1,500	\$825.00
Taster Plates	\$0.75 ea.	1,500	\$1,125.00
Silverware	Dinner Knife: \$0.45 ea. Dessert Fork: \$0.45 ea. Soup Spoon: \$0.45 ea.	Dinner Knife: 1,500 Dessert Fork: 1,500 Soup Spoon: 1,500	\$2,025.00
Cachet (All Purpose Wine or Water Glass 16 oz.)	\$0.80 ea.	1,500	\$1,200.00
Clear Glass Thumbprint Salad/Dessert Plate 7.5"	\$0.55 ea.	1,500	\$825.00
Pastry Tong	\$3.99 ea.	36	\$143.64
Cheese Fork	\$1.94 ea.	36	\$69.84
Cake Server	\$4.67 ea.	36	\$168.12
Solid (Dinner) Black Napkins	\$0.81 ea.	1,500	\$1,215.00
White Satin Strip Solid White Tablecloth 84" Round + \$4.02	\$11.21/ a day	150 tables	\$1,681.50
White Chiavari Chair	\$7.99/ a day	1,500	\$11,985.00
White Cotton Chair Cushion	\$1.10/ a day	1,500	\$2,530.00
Trio Vase Table Centerpiece w/ 3 Piece Pink Orchids, 3 Submersible lights, and Mirror Base	\$35.00 ea.	150 tables	\$5,250.00
White and black Polyester Velour Curtains (165 ft.)	\$1,468.00 ea.	2	\$2,937.18
White curved sectional couch	Couch: \$600.00 Pillows: \$8.50 ea.	Couch: 10 Pillows: 40	\$6,340.00

**TOTAL:**

**\$156,411.28**

**The Revaire**  
7122 Old Katy Rd, Houston, TX 77024



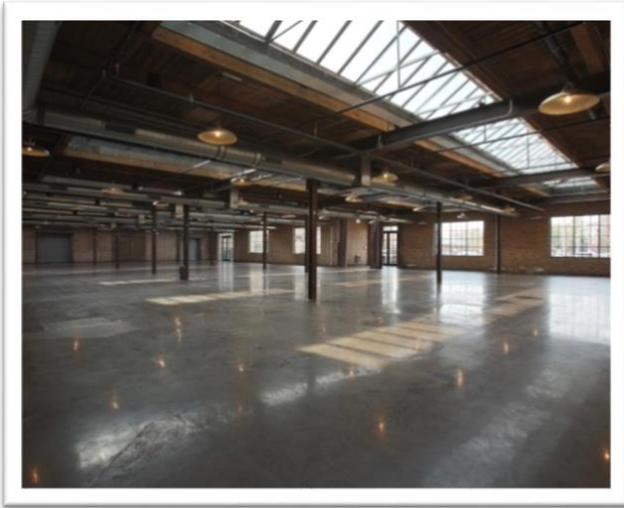
# Chicago

Name of Product	Price of Product	Quantity Purchased	Total Rate
Product Launch: Morgan MFG. 401 N Morgan St, Chicago, IL 60642	\$13,000	1	\$13,000
Catering (not including drinks or dining utensils) + gratuity+tax	\$12,372.00	1	\$12,372.00
Catering drinks (Soft Drinks \$13.00 for 4 hrs., Alcoholic \$27.00 for 4 hrs./ per person)	Soft Drinks: \$6,500.00 Wine & Beer: \$13,500.00	Soft Drinks: 500 Wine & Beer: 500	\$20,000.00
Mini Ramekin (Bowl)	\$0.65 ea.	500	\$325.00
Soho Dessert Bowl	\$0.55 ea.	500	\$275.00
Taster Plates	\$0.75 ea.	500	\$375.00
Silverware	Dinner Knife: \$0.45 ea. Dessert Fork: \$0.45 ea. Soup Spoon: \$0.45 ea.	Dinner Knife: 500 Dessert Fork: 500 Soup Spoon: 500	\$675.00
Cachet (All Purpose Wine or Water Glass 16 oz.)	\$0.80 ea.	500	\$400.00
Clear Glass Thumbprint Salad/Dessert Plate 7.5"	\$0.55 ea.	500	\$275.00
Pastry Tong	\$3.99 ea.	9	\$35.91
Cheese Fork	\$1.94 ea.	9	\$17.46
Cake Server	\$4.67 ea.	9	\$42.03
Solid (Dinner) Black Napkins	\$0.81 ea.	500	\$4,055.00
White Satin Strip Solid White Tablecloth 84" Round + \$4.02	\$11.21/ a day	42 tables	\$470.82
White Chiavari Chair	\$7.99/ a day	500	\$3,995.00
White Cotton Chair Cushion	\$1.10/ a day	500	\$550.00
Trio Vase Table Centerpiece w/ 3 Piece Pink Orchids, 3 Submersible lights, and Mirror Base	\$35.00 ea.	42 tables	\$1,470.00
White and black Polyester Velour Curtains (165 ft.)	\$1,468.00 ea.	2	\$2,937.18
White curved sectional couch	Couch: \$600.00 Pillows: \$8.50 ea.	Couch: 3 Pillows: 12	\$1,902.00

**TOTAL:**

**\$63,172.40**

**Morgan MFG**  
401 N Morgan St, Chicago, IL 60642



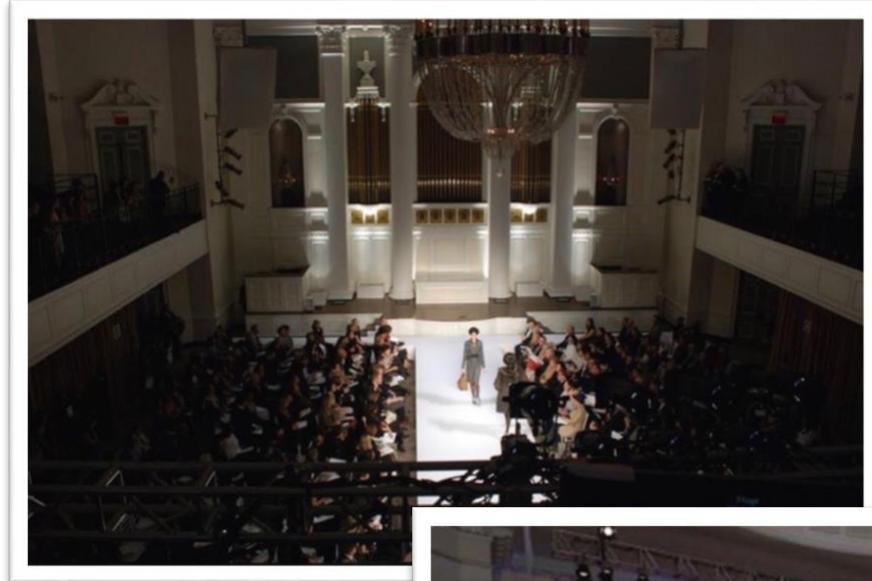
# New York

Name of Product	Price of Product	Quantity Purchased	Total Rate
Product Launch Venue: 583 Park Ave, New York, NY 10065	\$25,000.00	1	\$25,000.00
Catering (not including drinks or dining utensils) + gratuity+tax	\$55,674.00	1	\$55,674.00
Catering drinks (Soft Drinks \$13.00 for 4 hrs., Alcoholic \$27.00 for 4 hrs./ per person)	Soft Drinks: \$29,900.00 Wine & Beer: \$62,100.00	Soft Drinks: 2,300 Wine & Beer: 2,300	\$92,000.00
Mini Ramekin (Bowl)	\$0.65 ea.	2,300	\$1,495.00
Soho Dessert Bowl	\$0.55 ea.	2,300	\$1,265.00
Taster Plates	\$0.75 ea.	2,300	\$1,725.00
Silverware	Dinner Knife: \$0.45 ea. Dessert Fork: \$0.45 ea. Soup Spoon: \$0.45 ea.	Dinner Knife: 2,300 Dessert Fork: 2,300 Soup Spoon: 2,300	\$3,105.00
Cachet (All Purpose Wine or Water Glass 16 oz.)	\$0.80 ea.	2,300	\$1,840.00
Clear Glass Thumbprint Salad/Dessert Plate 7.5"	\$0.55 ea.	2,300	\$1,265.00
Pastry Tong	\$3.99 ea.	60	\$239.40
Cheese Fork	\$1.94 ea.	60	\$116.40
Cake Server	\$4.67 ea.	60	\$280.20
Solid (Dinner) Black Napkins	\$0.81 ea.	2,300	\$1,863.00
White Satin Strip Solid White Tablecloth 84" Round + \$4.02	\$11.21/ a day	19 tables	\$212.99
White Chiavari Chair	\$7.99/ a day	2,300	\$18,377.00
White Cotton Chair Cushion	\$1.10/ a day	2,300	\$2,530.00
Trio Vase Table Centerpiece w/ 3 Piece Pink Orchids, 3 Submersible lights, and Mirror Base	\$35.00 ea.	19 tables	\$665.00
White and black Polyester Velour Curtains (165 ft.)	\$1,468.00 ea.	2	\$2,937.18
White curved sectional couch	Couch: \$600.00 Pillows: \$8.50 ea.	Couch: 15 Pillows: 60	\$9,510.00

**TOTAL:**

**\$220,100.17**

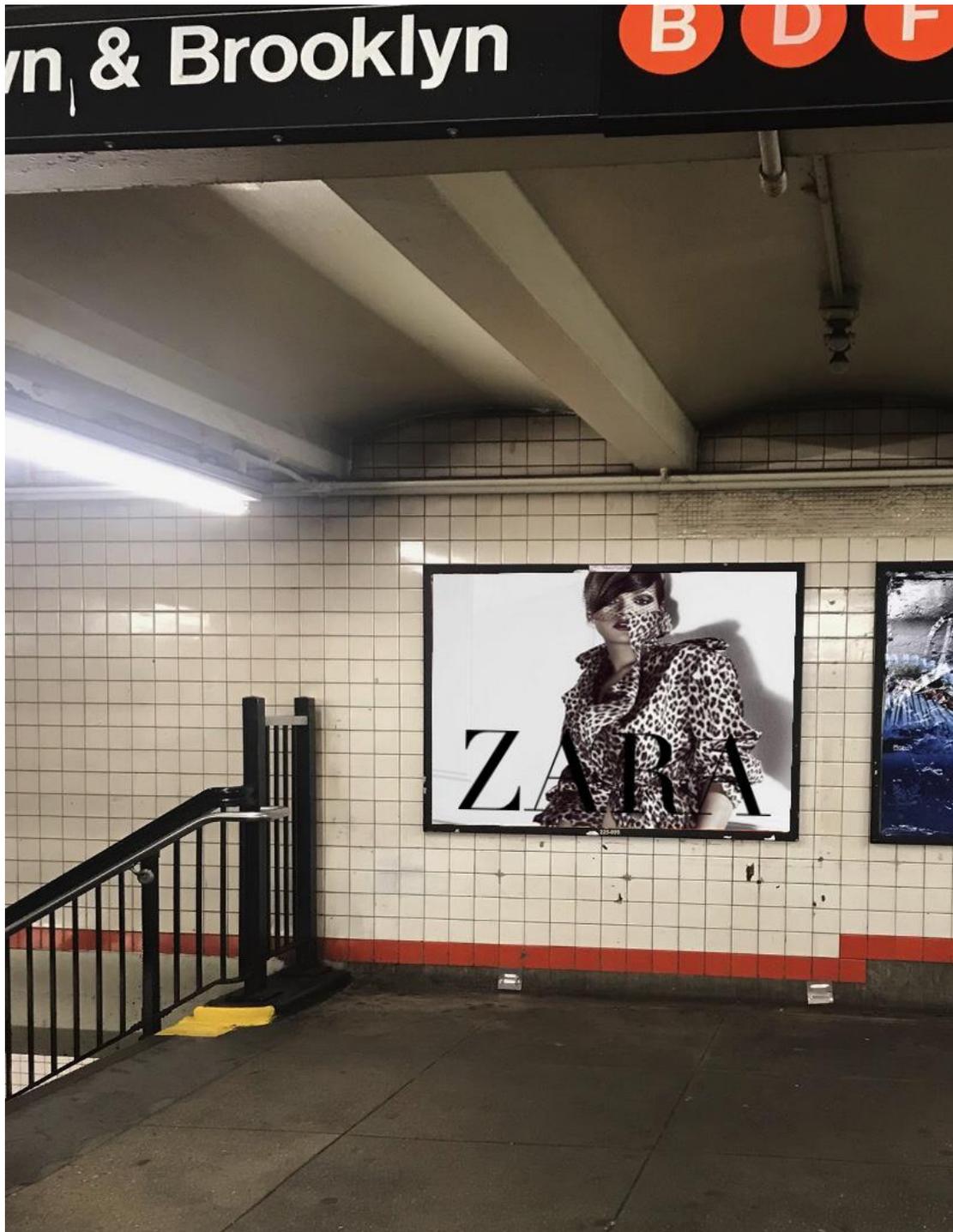
**583 Park Ave**  
583 Park Ave, New York, NY 10065



# TRAIN



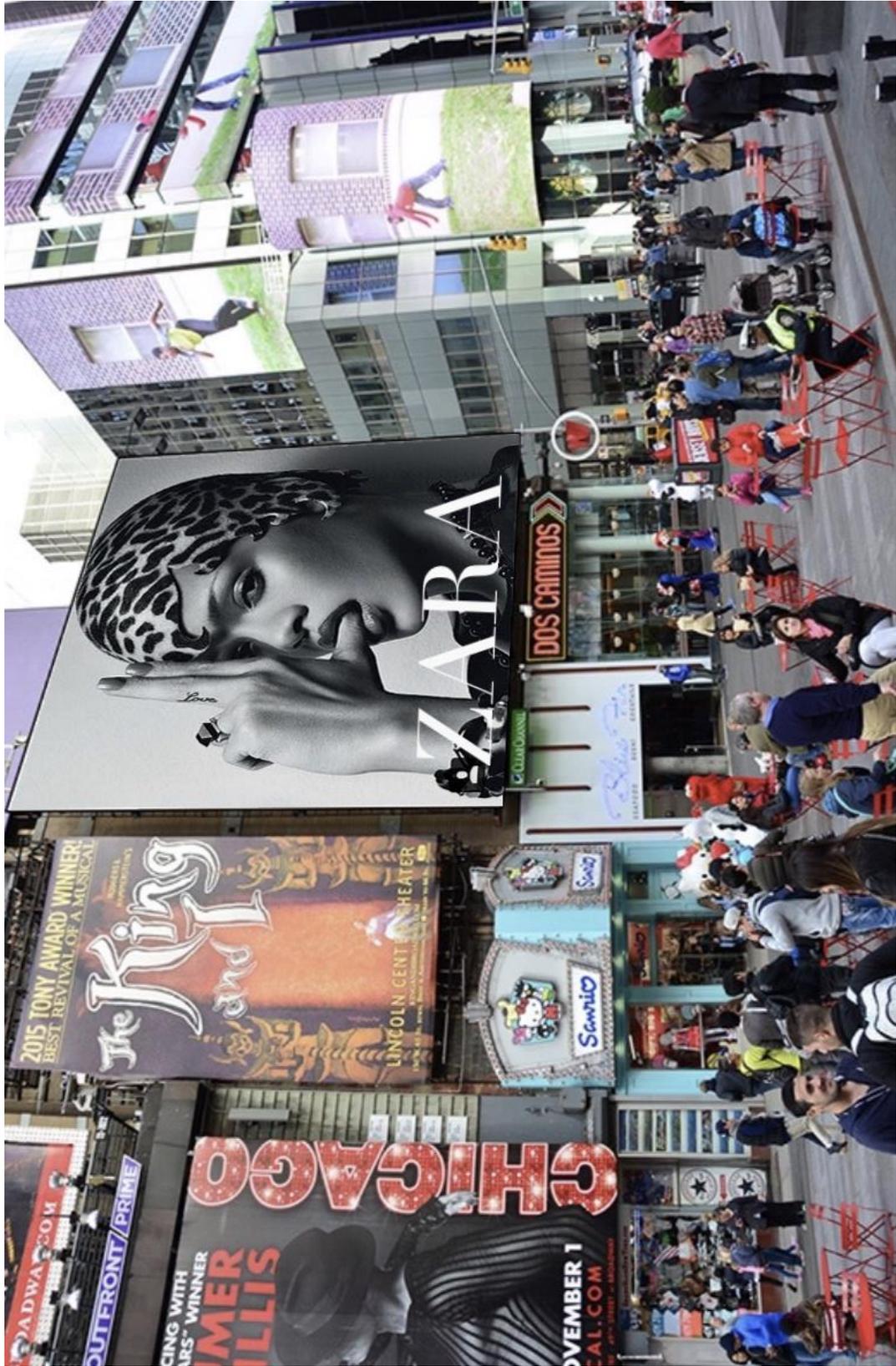
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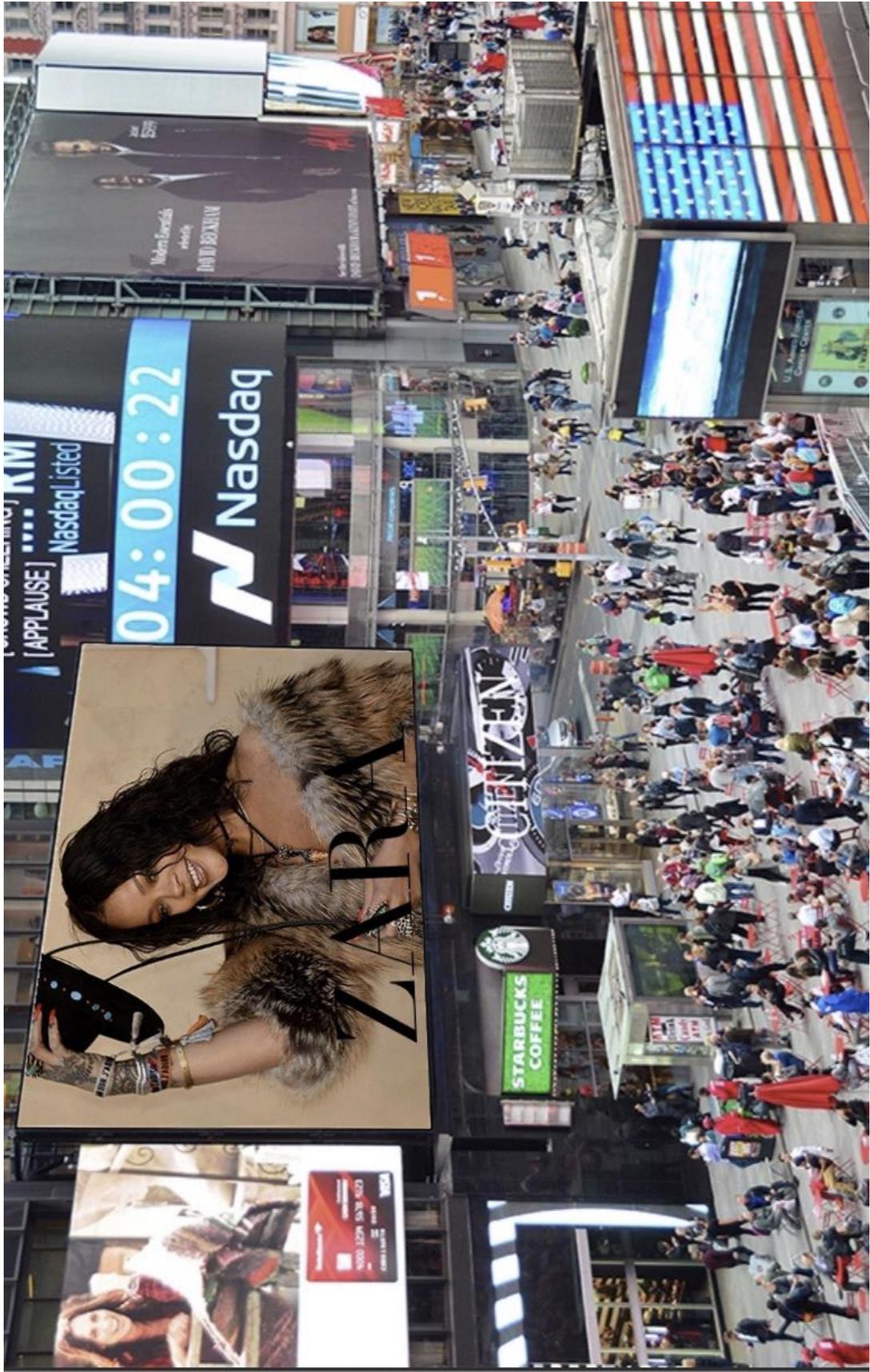


# BUS STOP



# BILLBOARDS





# MAGAZINES







# ZARA



# INFLUENCER



# SONGOFSTYLE

# INFLUENCER



# CAMILA COELHO

# SALES PROMOTIONS



ZARA

*Animal Instincts*

The advertisement features a woman with her hair in a bun, wearing a voluminous white fur coat, sitting on a dark blue suitcase. The scene is set outdoors with trees in the background. The word 'ZARA' is printed in large, black, outlined letters at the top. The words 'Animal Instincts' are written in a black, cursive script across the middle of the image.