

G.O.O.D AGENCY

Getting out our dreams



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Advertising Team

Xinicol (Media Planner/Buyer)



My name is Xinicol Gonzalez, my role is media planner/buyer. I go to New York City College of Technology and majoring in the Business and Technology of Fashion. I plan to work in the fashion industry and within the marketing or public relations field. Possibly become a business owner and manage my shop as well later on.

(Media Planner/Buyer) - Responsible for choosing the most appropriate advertising media to promote the product/service among selected target markets. This also includes creating a media schedule.

Ariel (Media Planner/Buyer)



Hi, my name is Ariel Abramov, I am part of the media planner/buyer role. I created the name of our advertising group, G.O.O.D Agency, as well as the slogan. I attend New York City College

of Technology and I'm majoring in the Business and Technology in Fashion. I currently work in the industry and hope to expand my knowledge and networkship. For the future I plan on getting more into fashion journalism as I have found writing to be my newly found passion.

(Media Planner/Buyer) - Responsible for choosing the most appropriate advertising media to promote the product/service among selected target markets. This also includes creating a media schedule.

Thomson (Media/Marketer Researcher)



My name is Thomson Li. I also go by Tomm li. My role is marketing researcher. I attend New York City College of Technology and I'm majoring in the Business and Technology of Fashion. My future is to work for a design company and hope to have figured out what exactly I want to do. As well as gaining experience of what it is like in the fashion industry along the way.

(Media/Marketer Researcher) - Responsible for gathering and analyzing all necessary product, competitive, and market research data required to complete the Advertising Campaign.

Damaris (Graphic Artist)



Hi, my name is Damaris Flint and my role is a graphic artist. I attend New York City College of Technology and I'm majoring in the Business and Technology in Fashion. My dream is to work somewhere within the fashion industry. I'm not sure what I want to do exactly in the industry but I do know that I want to be a part of it and maybe have a brand and business of my own.

(Graphic Artist) Responsible for creating all graphic materials such as Storyboards, Layouts, Sales Promotion Pieces, etc

Shania (Account Executive)



My name is Shania Ciego, my role is Account Executive. I'm currently majoring in the Business and Technology of Fashion at New York City College of Technology. My dream is to become a business owner in the fashion industry. I would like to become a business owner assistant first, that way I can learn the ins and outs of owning a business.

(Account Executive)- Responsible for the overall management of the advertising campaign team and completion of the project. This also includes budgetary responsibility.

Cheikh (CopyWriter)



My name is Cheikh Gaye, my role is Copywriter. I currently attend the New York City College of Technology. I am majoring in Marketing and Sales Management. One of my goals is to transfer to another 4 years of college and pursue a bachelor's in Entrepreneurship or Business Administration. In the future, I hope to create new products that will sell in the market and have my own company.

(CopyWriter) - Responsible for writing all the copy (words or text) for the campaign, including the words for all Internet, Magazine, Outdoor, Newspaper, Television, and Radio Commercials/Advertisements.

Marketing Review

Rihanna, who is well known as the Barbadian pop and R&B singer/songwriter, has also, through the peak of her career, been known for her fashionable appearance. This allowed Rihanna to create a unique take on the powerful piece of clothing made for many, lingerie. In May of 2018, Rihanna became the founder, along with LVMH, who supported her vision of Savage X Fenty. In September of 2018, the new fall collection was created to embody and embrace lingerie of all body sizes, genders, and ethnicities. Rihanna's success in launching this lingerie allowed many to embrace their sexuality, femininity, and masculinity. This opened the doors for an open representation of lingerie and a new view of what we were used to seeing. This growth continued, making Savage X Fenty lingerie worth \$3 billion as of 2022. When viewing the Savage X Fenty lingerie by Rihanna website, we get a glimpse of what Rihanna herself thinks of her newfound industry. "We want to make people look good and feel good. We want you to feel sexy and have fun doing it." Rihanna chose to create runways for her collections to help embrace the impact of power and beauty, pushing away runway shows such as Victoria's Secret, making Savage X Fenty one of the first to value art in lingerie and mobility for all. Savage X Fenty lingerie could be viewed as high-end fashion. Quality over quantity is what the brand is all about. This has allowed for many sizes to be made, from XS to 4XL, and gives that extra support. Rihanna's positive progress allowed her to open her designs to men as well, which led to the creation of her Vol. 3 collections in 2021 and her most recent show with different lingerie for everyone. Five different pop-up shops have also been mentioned as being open in the year 2022, allowing many to feel that powerful energy and view the more modern and progressive side of fashion through Savage X Fenty's lingerie collection. These new collections to come will be easily viewed everywhere.

Situation Analysis

Savage X Fenty's marketing hold is as fearless as the name can be. Lingerie is designed to make the target consumer feel confident and fearless at any given moment. Savage X Fenty is a staple point for all things sexy and fearless, with the definition of Savage X being "making your own rules and expressing your mood, character, and style for you". Rihanna's being her spokesperson and occasional model is what sets this lingerie brand apart from the others. Using herself as a model helps bring more attention to the brand as she posts on her own Instagram page. This helps Savage X Fenty gain more attraction from Rihanna's long list of online followers. Not only does the targeted female group of Rihanna's fan base get notified, but so do the men. The male followers of Rihanna's Instagram page would keep an eye on their girlfriend's holiday presents. Hiring plus-sized models boosts the brand's popularity a bit more as well. This allows many people to view themselves in Savage X Fenty and not compare themselves with someone smaller, thinner, or petite. Meanwhile, other brands, such as Victoria's Secret, are accustomed to using skinny models for their campaigns rather than a realistic range of body types that many women could relate to. Savage X Fenty continues to show that their product is available in a wide range of sizes, which falls under offering the consumer that confident feeling. Lingerie sells confidence and fearlessness.

Research Foundation

The **G.O.O.D agency** is currently conducting an essential survey amongst the people of New York City who adore fashion and lingerie. Your response is significant to our research and will be strictly confidential. We appreciate your honesty and participation in answering these questions to the best of your ability. Thank you!

1. How old are you?

- | | |
|-----------------------------------|---------------------------------------|
| <input type="checkbox"/> Under 18 | <input type="checkbox"/> 35-44 |
| <input type="checkbox"/> 19-24 | <input type="checkbox"/> 45-54 |
| <input type="checkbox"/> 25-34 | <input type="checkbox"/> 55 and older |

2. What is your Gender?

- | | |
|---------------------------------|--|
| <input type="checkbox"/> Female | <input type="checkbox"/> Other |
| <input type="checkbox"/> Male | <input type="checkbox"/> Prefer not to say |

3. How often do you wear lingerie?

- | | |
|------------------------------------|---------------------------------|
| <input type="checkbox"/> Never | <input type="checkbox"/> Always |
| <input type="checkbox"/> Sometimes | |

4. What is your ethnicity? choose all that apply.

- | | |
|--|---|
| <input type="checkbox"/> Asian | <input type="checkbox"/> White / Caucasian |
| <input type="checkbox"/> Black / African | <input type="checkbox"/> Native American |
| <input type="checkbox"/> Hispanic / Latinx | <input type="checkbox"/> Mixed Race / Other _____ |

5. Have you heard of Savage X Fenty?

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

6. Have you ever heard of other lingerie brands besides Savage X Fenty such

as:

- | | |
|--------------------------------|--------------------------------------|
| <input type="checkbox"/> Aerie | <input type="checkbox"/> ThirdLove |
| <input type="checkbox"/> Araks | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Skims | |

7. Where did you hear about Savage X Fenty?

- | | |
|--|--|
| <input type="checkbox"/> From a friend | <input type="checkbox"/> Advertisement |
| <input type="checkbox"/> Online | <input type="checkbox"/> Other _____ |

8. What is your size preference ?

- | | |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> XX-small | <input type="checkbox"/> Large |
| <input type="checkbox"/> X-small | <input type="checkbox"/> X-large |
| <input type="checkbox"/> Small | <input type="checkbox"/> Xx- large |
| <input type="checkbox"/> Medium | <input type="checkbox"/> Xxx-large |

9. How much are you willing to pay for lingerie?

- | | |
|--|--|
| <input type="checkbox"/> 20.00\$ - 50.00\$ | <input type="checkbox"/> 160.00\$ - 200.00\$ |
| <input type="checkbox"/> 60.00\$ - 90.00\$ | <input type="checkbox"/> 300.00\$ + |
| <input type="checkbox"/> 100.00\$ - 150.00\$ | |

10. Which of the following sources do you see the most for lingerie?

- | | |
|------------------------------------|--------------------------------------|
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Google |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Billboards |
| <input type="checkbox"/> Magazines | <input type="checkbox"/> Other _____ |

11. Where do you shop the most in NYC? Choose that all apply.

- | | |
|------------------------------------|--------------------------------------|
| <input type="checkbox"/> Manhattan | <input type="checkbox"/> Queens |
| <input type="checkbox"/> Brooklyn | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Bronx | |

12. What is your current marital status?

- | | |
|--|--|
| <input type="checkbox"/> Single | <input type="checkbox"/> Divorced |
| <input type="checkbox"/> In a relationship | <input type="checkbox"/> Widowed |
| <input type="checkbox"/> Married | <input type="checkbox"/> Prefer not to say |

13. When wearing lingerie how does it make you feel? Choose all that apply.

- | | |
|------------------------------------|--------------------------------------|
| <input type="checkbox"/> Confident | <input type="checkbox"/> Wild |
| <input type="checkbox"/> Sexy | <input type="checkbox"/> Insecure |
| <input type="checkbox"/> Shy | <input type="checkbox"/> Feminine |
| <input type="checkbox"/> Strong | <input type="checkbox"/> other _____ |

14. Why do you wear lingerie? Choose all that apply.

- | | |
|--|--|
| <input type="checkbox"/> To feel confident | <input type="checkbox"/> A night out on the town |
| <input type="checkbox"/> For comfort | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> To feel sexy | |

15. How many times a year do you buy lingerie?

- | | |
|---|--------------------------------------|
| <input type="checkbox"/> 1-2 times a year | <input type="checkbox"/> Never |
| <input type="checkbox"/> 3-4 times a year | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Every month | |

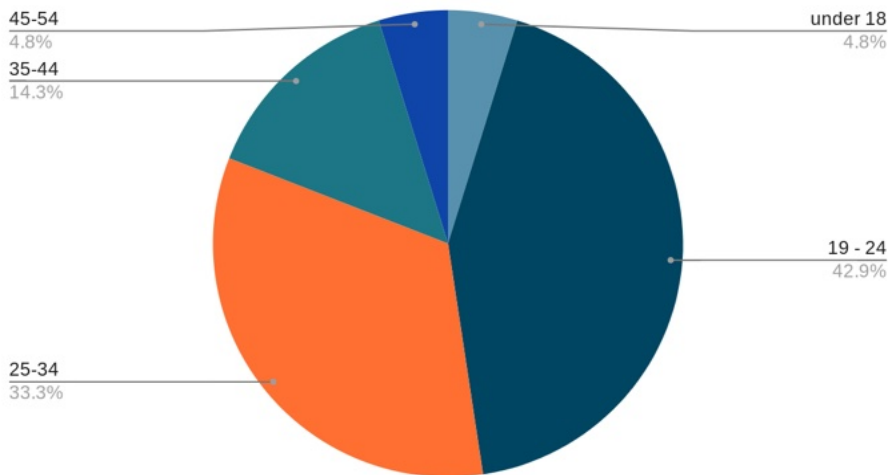
You have reached the end of the questionnaire! Please use the following space that has been provided for you to add any additional comments or information relating to our topic:

THANK YOU!!!

Proposed Target Consumer

To project our proposed target consumers, we gathered information from our demographic results to determine our target market. Savage X Fenty is a brand that is all about inclusivity, fearlessness, and confidence. A brand that has a piece for every mood, every vibe, and every body type. When conducting our survey, we asked several questions to give us better insight into our fearless and confident consumers.

Age

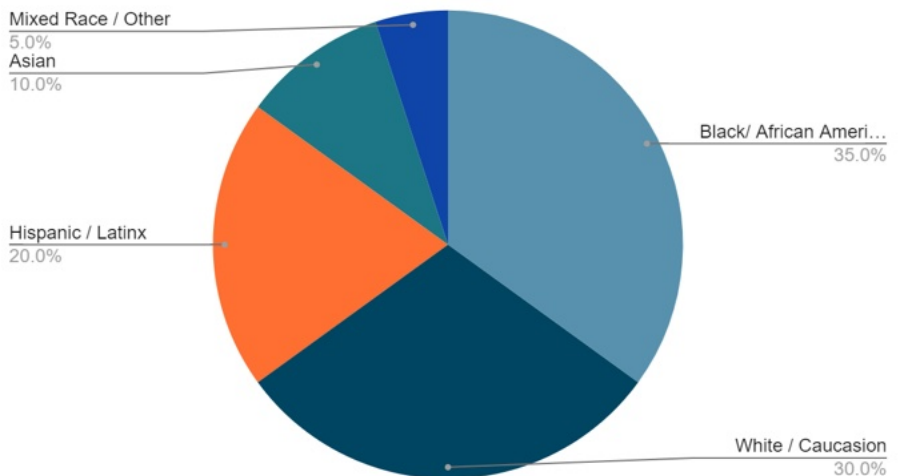


Age: According to our results, 43 percent of Savage X Fenty consumers are in their early twenties, and 33 percent of people are in their mid-twenties and mid-thirties. We also see that

approximately 18% of our consumers are aged 35 and up, demonstrating how Savage X Fenty is for everyone, regardless of age.

Race: According to our findings, 35% of Savage X Fenty's

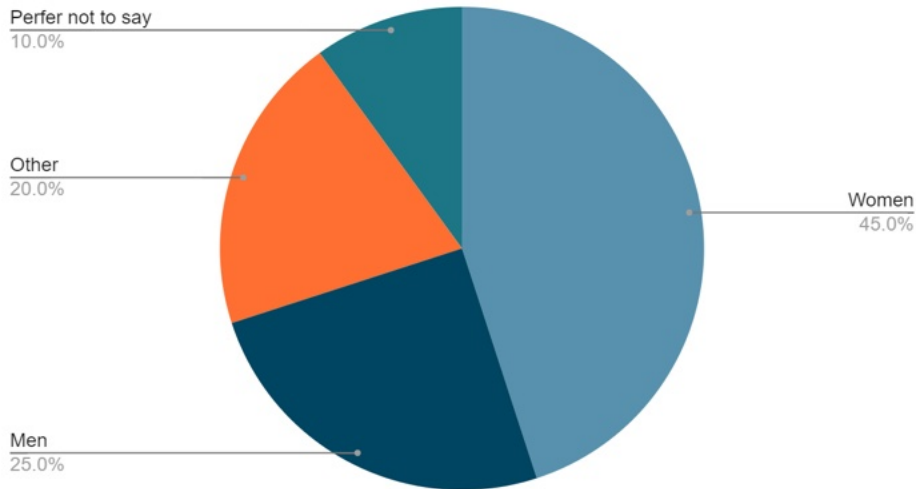
Race



customers are black African Americans, 30% are white Caucasians, 20% are Hispanic Latinx, 10% are Asian, and 5% are mixed or other races. Based on the results of our survey, we can see how many people are familiar with the brand's name.

Gender: In our results, we were able to see that mainly women participated in this survey, with men being next in line. as well as other people of different genders and preferences. Savage X

Gender



Fenty's main goal is to make sure that it is for everyone and that those who invest in the brand feel confident and comfortable with who they are.

Advertising Objectives

“Feeling Savage?”

Rihanna launched the Savage X Fenty fashion label with LVMH, a global producer and distributor of luxury goods. She is the conglomerate's first black woman to lead a brand. This was the first time LVMH launched a fashion brand from scratch since establishing couture house Christian Lacroix in 1987. This in itself should show us our goal for Savage X Fenty. Savage X Fenty was created to make everyone and anyone feel sexy and confident in lingerie, owning their bodies and feeling comfortable. Prices are defined by quality, and luxury is what everyone deserves. Our aim is to keep our loyal customers and allure other faithful customers from all over the nation. Savage X Fenty by Rihanna is the luxury brand you can trust with size and sexuality. Having started as a brand for women, our creativity has expanded to much more, allowing there to be a more modern take on the word "lingerie." Social media has been able to continue to increase, and we are focused on making it one of our main priorities. Continuing to have Ambassadors, Influencers, Ad Campaigns on Instagram, Facebook, Twitter, Tiktok, and even mentions and dates of our pop-up shops for up-close and personal buys.

From social media, runway shows, and pop-up shops around the Tri-state area, we were able to use advanced networking to improve our brand and express the "Feeling Savage" slogan. We want everyone to feel that when wearing Savage X Fenty. Having celebrities such as Lizzo, Ricky Martin, Normani, Bad Bunny, Rico Nasty, Miguel, and top models such as Bella Hadid, Gigi Hadid, Precious Lee, Paloma Elsesser, Irina Shayk, and even Rihanna herself, we help encourage men, women, and everyone in between to wear our garments and feel confident and comfortable in their own skin, unlike any other luxury good. Different platforms will focus on

different content, but our mission stays the same. We thrive with our loyal customers and reach out to new ones who plan on sticking with us.

Media Plan and Schedule

Billboards

Cities/States	Type of Advertising	Time Period	Cost	Total Cost
New York City	Large Digital Billboards	12 Monthly	\$22,000	\$1,320,000
			\$75,000	\$1,875,000
Los Angeles	Large Digital Billboards	12 Monthly	\$36,000/12	\$432,000
			\$9,600/25	\$240,000
Las Vegas	Large Digital Billboards	12 Monthly	\$12,000	\$720,000
			\$93,600	\$1,404,000
Washington	Large Digital Billboards	12 Monthly	\$18,000/12	\$216,000
			\$72,500/50	\$870,000
Atlanta	Large Digital Billboards	12 Monthly	\$8,000/5	\$480,000
			\$2,000/25	\$600,000
Houston	Large Digital Billboards	12 Monthly	\$15,000/5	\$900,000
			\$36250/25	\$435,000

Total Cost: \$ 9,492,000

Transportation:

Cities/States	Type of Advertising	Type of Advertising	Time Period	Cost	Total Cost
New York City	Digital Bus Stop/Ads	Digital Train/Ads	12 months	\$60,000 / 12 \$60,000 / 12	\$720,000 \$720,000
Los Angeles	Digital Bus Stop/Ads	Digital Train/Ads	12 months	\$60,000 / 12 \$60,000 / 12	\$720,000 \$720,000
Las Vegas	Digital Bus Stop/Ads	Digital Train/Ads	12 months	\$60,000 / 12 \$60,000 / 12	\$720,000 \$720,000
Washington	Digital Bus Stop/Ads	Digital Train/Ads	12 months	\$60,000 / 12 \$60,000 / 12	\$720,000 \$720,000
Atlanta	Digital Bus Stop/Ads	Digital Train/Ads	12 months	\$60,000 / 12 \$60,000 / 12	\$720,000 \$720,000
Houston	Digital Bus Stop/Ads	Digital Train/Ads	12 months	\$60,000 / 12 \$60,000 / 12	\$720,000 \$720,000

Total Cost: \$ 8,640,000

Magazines:

Name Of Magazine	Cover Page	Cost
Vogue	Full Page	\$2,835,660
The New York Times	Full Page	\$3,624,000
Essence	Full Page	\$3,013,644
Glamour	Full Page	\$5,252,400
Harper's Bazaar	Full Page	\$2,461,056
W Magazine	Full Page	\$2,074,524

Total Cost: \$ 19,261,284

Television Expenses

Television	Show time	Cost per second	Monthly Cost	Duration	Total
ABC	Grey Anatomy	\$213,829	\$855,316	3 months	\$ 2,565,948
	The Bachelorette	\$155,071	\$620,284	3 months	\$ 1,860,852
	The Bachelor	\$154,886	\$619,544	3 months	\$ 1,858,632
NBC	Saturday Night Live	\$476,352	\$1,905,408	3 months	\$ 5,716,224
	This Is Us	\$31,000	\$124,000	3 months	\$ 372,000
	The Voice	\$219,970	\$879,880	3 months	\$ 2,639,640
FOX	The Masked Singer	\$225,764	\$903,056	3 Months	\$ 2,709,168
	The Simpsons	\$125,971	\$503,884	3 Months	\$ 1,511,652

Total Cost : \$ 19,234,416

Social Media

Social Media	Time	Cost	Period	Total
Instagram	12 months	\$1,000 daily or \$31,000 monthly	\$2,100,000 - \$5,600,000	\$744,000
Tiktok	12 months	\$1,000 daily or \$31,000 monthly	\$62,793 - \$76,748	\$14,880
Facebook	12 months	\$1,000 daily or \$31,000 monthly	\$1,000,000 \$2,000,000	\$4,500,000
Snapchat	12 months	1,000 daily or \$31,000 monthly	\$10,800 - \$20,100	\$5,580,000

Total Cost: \$10,838,880

Brand Ambassadors

Celebrities:

Mulatto

- Instagram @latto777 (9.1M Followers): \$723,344.605
- TikTok @latto777 (5.3M Followers): \$773,544.605
- Price for sponsored post: **\$1,496,889.21**

Queen Naija

- Instagram @queennaija (9.1M Followers): \$886,655.605
- TikTok @queennaija (3.4M Followers): \$610,233.605

Price for sponsored post: **\$1,496,889.21**

Lightskinkeisha

- Instagram @lightskinkeisha (2.8M Followers): \$875,000
- TikTok @lightskinkeisha (2.0M Followers): \$125,000

Price for sponsored post: **\$1,000,000**

Models:

Gigi Hadid

- Instagram @gigihadid (73.7M Followers) : \$1,556,889.22

Price for sponsored post: **\$1,556,889.22**

Bella Hadid

- Instagram @bellahadid (51.5M Followers):\$1,486,834.61
- TikTok @babybella777 (4.8M Followers):\$70,054.61

Price for sponsored post: **\$1,556,889.22**

Paloma Elsesser

- Instagram @pallomija (505K Followers): \$833,333.333
- TikTok @polomaelsesser (11.5K Followers): \$166,666.667

Price for sponsored post: **\$1,000,000**

Influencers:

B Simone

- Instagram @thebsimone (5.8M Followers): \$68,306.6764
- TikTok @therealbsimone (3.6M Followers): \$22,768.8922

Price for sponsored post: **\$91,075.568**

Rissa G

- Instagram @rissag97 (1M Followers): \$79,691.1225
- TikTok @officalrissaandquan (546.4K Followers): \$11,384.4461

Price for sponsored post: **\$91,075.5686**

Jackie Ania

- Instagram @jackieaina (1.8M Followers): \$800,000
- Tiktok @Jackieaina (1.3M Followers): \$200,000

Price for sponsored post: **\$1,000,000**

Total Cost: \$9,289,708

Budget

<u>Items</u>	<u>Expenditures</u>
Billboards	\$9,492,000
Transportation	\$8,640,000
Magazines	\$19,261,284
Television Expenses	\$19,234,416
Social Media	\$ 10,838,880
Brand Ambassadors	\$9,289,708
Media Expenses	\$76,756,288
Production Cost 15%	\$11,513,443
Talent	\$3,730,269
Sales Promotion	\$1,000,000
Contingency Fund	\$7,000,000
<u>TOTAL</u>	\$100,000,000

Creative Relation

Purpose: The purpose of our advertisement is to not only retain our loyal customers but to attract and obtain new loyalties.

Target Audience: Our target audiences are all genders and ages.

Theme: Inclusivity

Slogan: *"Are you feeling Savage?"*



Savage X Fenty is a lingerie

brand founded by Rihanna that emphasizes confidence and inclusivity in its lingerie that is designed for all genders, sizes, and backgrounds of all ages. Along with lingerie, the line features bras, underwear, loungewear, and sleepwear. The items are priced by several factors that depend on quality, set, and collection.

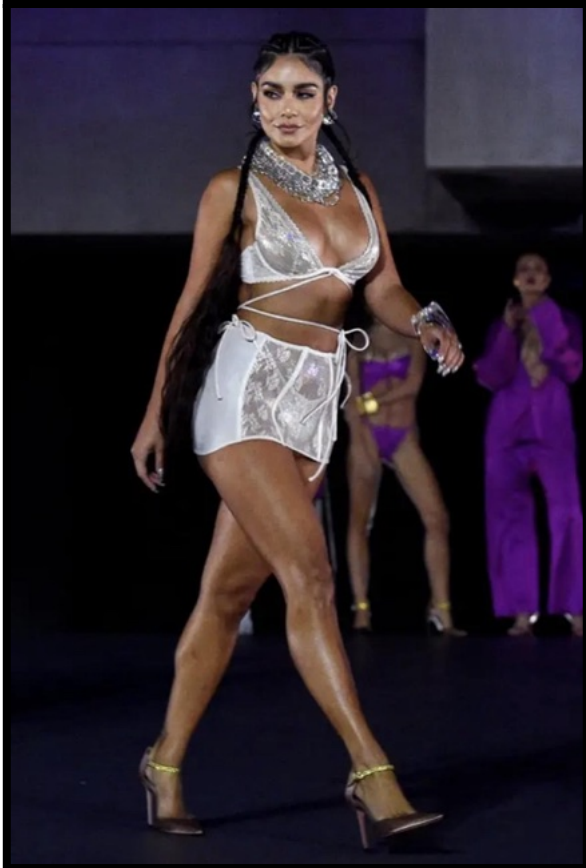
Savage X Fenty provides a wide selection of price points that attracts several social groups that can afford different priced items. They also provide deals to encourage

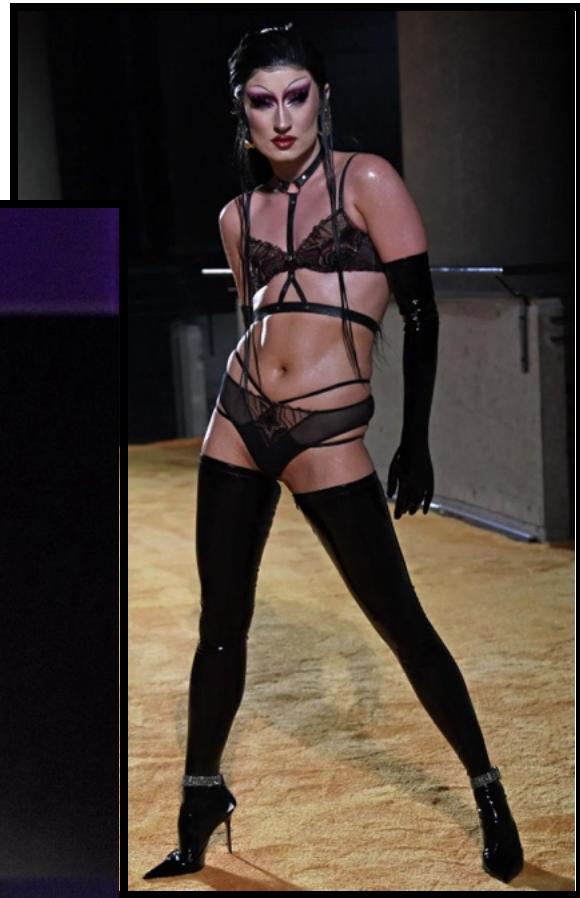
customers to buy and spend more on their products. In addition, they also provide a quiz for their customers to take to show them the best products that best fit them.

according to the size, color, and style preference of the customer

Savage X Fenty uses models and well-known celebrities to promote their lingerie.

Savage X Fenty models and celebrities like Gigi Hadid, Leiomý Maldonado, Alek Wek, Rocky Martin, Precious Lee, Nayjah Huston, Vanessa Hudgens, Gottmik, Erykah Badu, and many more participated in the Savage X Fenty fashion Vol. 3 fashion show in 2021 that showed Savage X Fenty's main message and goal of inclusivity and confidence.





Creative Supplement

Magazines



Billboards, Bus, and Train post



Instagram: savagexfenty



Promotional Advertising:

This promotional advertising will appear in many places: social media and Savage Fenty website. This will help to promote the target group into buying and interacting with Savage Fenty products.



Are you feeling savage?

Ultra Savage credit card

Pay 79.95 a month and receive 15% off your next purchase + free shipping & one free surprises lingerie set every first of the month.

Savage credit card perks

- 15% of your first purchase when you open up a savage card same day.
- \$10 reward certificate for every 500 points earned.
- \$20 birthday discount on a \$50 minimum purchase.
- 10% of your next purchase when you receive your new Savage card.
- 1 free surprise lingerie set every first of the month.



SIGN UP NOW

Commercial Storyboard:



Edits: A series of transactions that explains how "Savage Fenty" the character is. Explains his confidence and strength.

Audio: A conversation between the two characters debating whether one of the characters are "savage Fenty" enough to attend the boxing match. The commercial ends with a savage fenty logo.

Works Cited Page

1. <https://www.nylon.com/fashion/every-celebrity-savage-x-fenty-show-vol-3-rihanna-normani-gigi-hadid>
2. https://www.savagex.com/dmg/5EF930?utm_source=google&utm_medium=search_branded&utm_content=none&utm_campaign=US_SXF_Branded_Savage+x+Fenty&pcode=DSCID_71700000036261320&plabel=US_SXF_Branded_Savage+x+Fenty&scode=DSAGID_58700005519357242&slabel=fenty-savage-x&cocode=DSKWID_p50437444962&subchannel=GOOGLE&keyword=savage+x+fenty&aid=%7BAdId%7D&ds_rl=1268959&gclid=CjwKCAjw9qiTBhBbEiwAp-GE0WULXaM7LrmV3bmiIc92UoUU9wOBpBfCfbvVEGUHQJo3t3bWisp6FRoCLfQQAuD_BwE&gclidsrc=aw.ds
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10. <https://getcarro.com/blog/how-to-find-influencers-as-a-new-brand>