

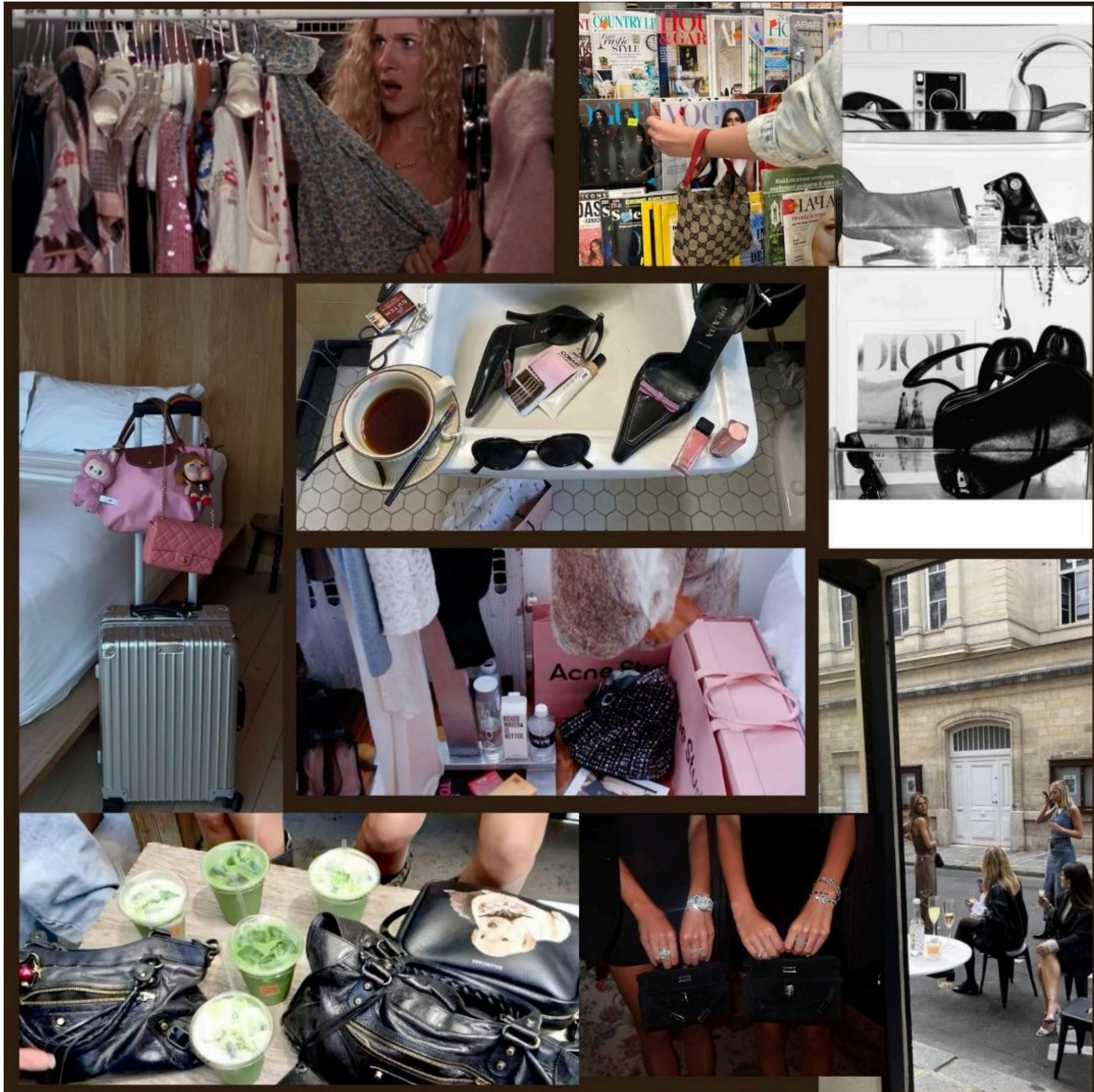
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ORNEST

**DEVELOP A CAMPAIGN THAT ENGAGES CONSUMERS ON THE EMOTIONAL LEVEL AND REINFORCE THE BRAND'S
COMMITMENT TO SUSTAINABILITY.**

**“I TREAT LUXURY THE WAY I TREAT RELATIONSHIPS,
I ENJOY IT,
THEN MOVE ON.”**

AUDIENCE MOODBOARD



ANALYSIS AND INSIGHT

INSTA :3742 FOLLOWERS

TIKTOK :539 FOLLOWERS

LINKEDIN :288 FOLLOWERS

ACCORDING TO THEIR RESEARCH (GEN Y)

76% ARE READY TO SUSCRIBE

72% SATISFIED WITH THE RANGE OF CLOTHING

69% PREFERS LONG DURATION

TARGET AUDIENCES: GEN Z

LIFESTYLE: DIGITAL NATIVE, SOCIAL RESPONSIBILITY, VALUE
CONSCIOUS

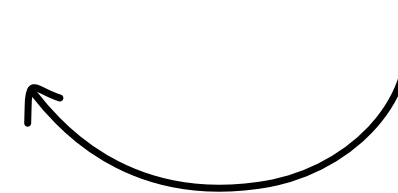
PLATFORMS: TIKTOK, INSTAGRAM, FACEBOOK, YOUTUBE

INSIGHT: AUTHENTICITY WINS, FAST AND FUN, IMPORTANCE OF
EXPERIENCE

THE TARGET AUDIENCES VIEW LUXURY AS EXPENSIVE, NOT
SUSTAINABLE

WE HAVE TO TARGET GEN Z

EVEN IF THEY DONT HAVE A LOT OF MONEY, THEY CRAVE LUXURY.THEY
THINK THEY CAN AND SHOULD HAVE ACCESS TO LUXURY



CONSUMER INTERVIEW OUTCOMES

- Demographics & Fashion Engagement

87% of participants are Gen Z (18–23), with 70% identifying as women and 82% being students. This points out that there is a fashion interest but limited budgets. However, 70% follow designer brands, showing strong aspirational engagement.

- Style Preferences & Inspiration

Respondent described their style as minimalist, trendy, vintage, elegant, and casual chic. Instagram, Pinterest, and TikTok are the top sources of inspiration, highlighting Gen Z's visual and influencer-led discovery habits. Friends and influencers also shape style choices.

- Luxury Ownership & Access

60% own a few luxury items; 20% don't own any but aspire to do so. Most of them own luxury items via saving or gifts. While no one reported renting, 25% shop secondhand, suggesting an increased interest in alternatives of owning luxury items

- Perceptions of Renting Luxury

Renting is perceived as eco-friendly and affordable. 40% would rent statement outfits, 20% bags, while 27% are uninterested, indicating potential with more education and trust.

- Barriers & Trust Factors

The Top concerns of respondents include damage (43%), hygiene (18%), and platform trust (14%). Cleanliness, quality control, insurance, and reviews are essential. Collaborations and pop-up stores could build credibility.

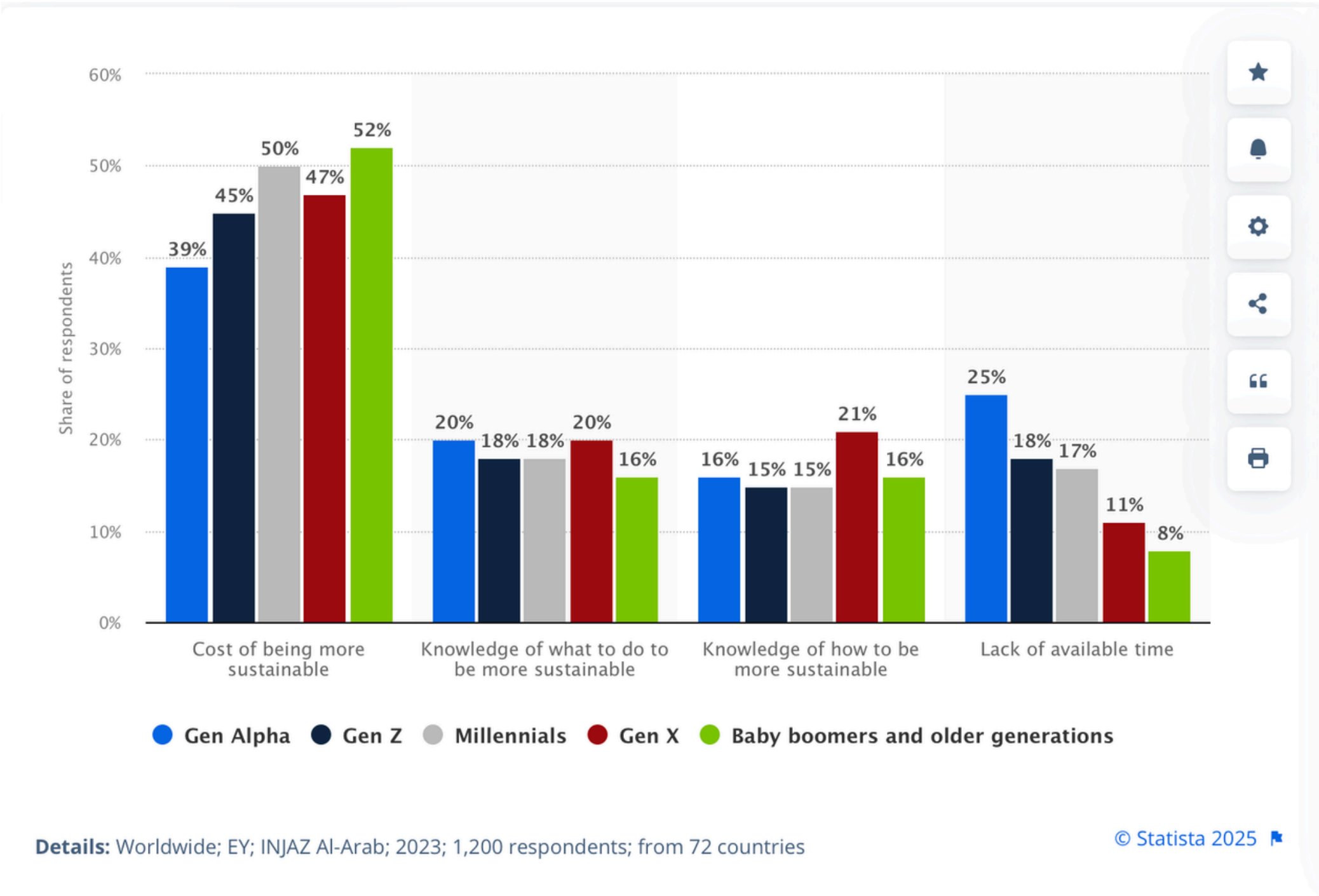
- Product Interest & Messaging

Students are most interested in renting bags, dresses, watches, and statement pieces. The slogan “Rent the look, own the moment” resonated with 90%, showing strong messaging potential.

- Building Loyalty & Trust

Trust is built through clear photos, condition details, hygiene guarantees, insurance, and reviews. Top loyalty perks include free delivery, discounts, early access, and special credits.

MAIN BARRIERS TO BEING MORE SUSTAINABLE ACCORDING TO CONSUMERS WORLDWIDE IN 2023, BY GENERATION



Sources reveal that 52% of Gen Z are hesitant to adopt sustainable practices due to the high costs associated with being environmentally conscious.

They prefer the affordability of a product over whether the product is sustainable.
This highlights the fact that there is interest in sustainable choices, but cost is a barrier.

KEY WORDS

**OWN THE BRAND - COMMUNITY - SPECIAL OCCASION - UNIQUE EXPERIENCE
LUXURY - FASHION - INFLUENCE - MEMBERSHIP - ETHICAL FASHION - TEXTILE REVALUATION**

COUNTRIES WHERE THEY COULD EXPAND THEIR BRAND

1. **SWITZERLAND** → SIMILAR CONSUMER BEHAVIOUR, HIGH INTEREST FOR LUXURY AND SUSTAINABILITY, FRENCH SPEAKING COUNTRY
2. **BELGIUM** → SIMILAR CONSUMER BEHAVIOUR, FRENCH SPEAKING COUNTRY
3. **ITALY** → POTENTIAL CUSTOMERS
4. **SPAIN** → POTENTIAL CUSTOMERS
5. **NETHERLANDS** → POTENTIAL CUSTOMERS
6. **GERMANY** → POTENTIAL CUSTOMERS

MEDIA STRATEGY - CONTENT

Storytelling: create emotional resonance while aligning with Gen Z identity through founder s' stories showcasing intimate, transparent videos showing the journey of Ornest's mission and ethical commitment. and short 1-minute reel-style videos featuring real customers and influencers explaining why they rent luxury fashion.

Education: break down sustainability topics into stylish content Gen Z wants to repost. Make carousel posts on Instagram ("Why renting beats buying"), use interactive tools such as a simple cost-per-wear vs rental calculator on the website or Instagram stories polls/Q&As. Micro-education moments through 15-30s videos with trending sounds and transitions.



Product focus: position Ornest as a fashionable and responsible alternative to ownership. As a visual style , Ornest has a clean, soft aesthetic mixed with home (website) and street styling (Instagram posts). Make weekly edits (moodboards, style tips, 5-8 pieces with themes), videos with how customers style the same bag in different contexts, collabs with micro-influencers to unbox and style items from the Ornest subscription



MEDIA STRATEGY - CONTENT

UGC: turn renters into role models for concious luxury. Using hashtags to encourage posting while using Ornest products, social media challenges (“One bag three ways”), programmes for Ornest Ambassadors (free items, events invites, rewards for monthly UGC and outreach), giveaways (“Share your -# ...- and have a chance to win 1 month of premium subscription”)

MEDIA STRATEGY - KPI

Objective	Key metric
Drive engagement	Posts’ saves, number of shares
Educate audience	Story stickers (taps, polls)
Showcase product value	Subscription sign-ups
Community involvement	Hashtag posts, UGC reports

MEDIA STRATEGY - 1 MONTH CONTENT CALENDAR (SAMPLE)

Week	Post type	Post format	Post theme
1	Storytelling and product focus	Reels + carousel	“Why I rent instead of buying” (with community member); June: sunset & silk
2	Education and UGC	Infographic + Reposts	Rent vs buy: the real cost; usage of Ornest hashtags
3	Storytelling and product focus	Reel + carousel	“One bag, 3 outfits”, “What’s in my bag”
4	Education and community	IG / TikTok guide + UGC challenge launch	“Circular fashion and its impact”; Circular fashion hashtags

tone of voice

“Messy but well spoken”- Honest, unfiltered, but intelligently expressed.

Transparent—Open about values, pricing, and practices.

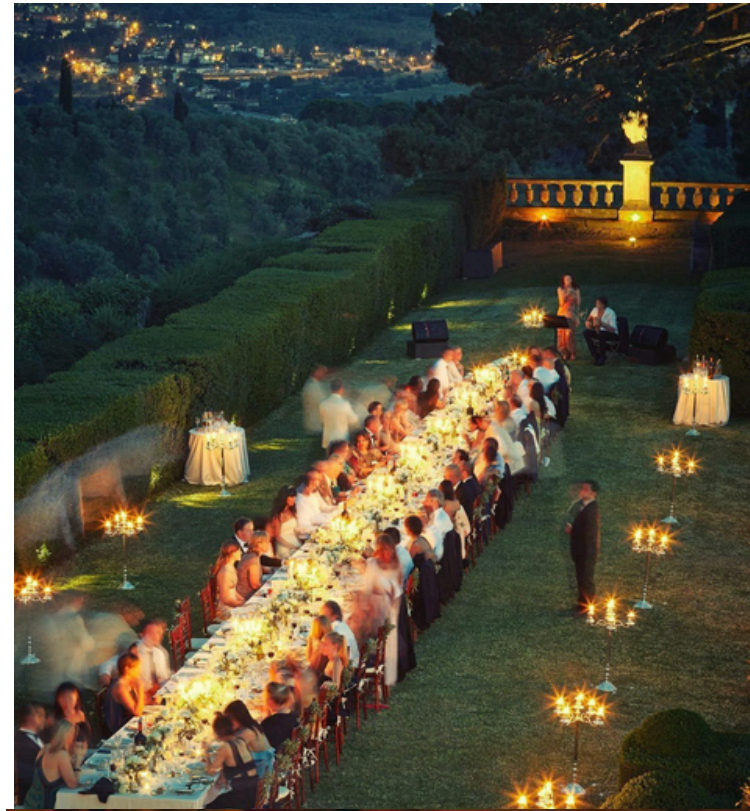
Elevated- Not basic, not loud, just better.

Confident—Speaks with certainty and doesn't chase trends..

Iconic—Bold style statements that stand out.

Softly Rebellious—Breaking norms gently, with purpose

VISUALS - EVENT



FORMATS

INSTAGRAM CONTENT:

- REELS → SHORT VIDEOS APPEAL TO GEN Z, TRENDY SOUND
- CARROUSEL POSTS → SWIPE : MORE ENGAGEMENT
- BTS → HELP THE BRAND TO FEEL RELATABLE : EMOTIONAL ENGAGEMENT AND TRUST IS IMPORTANT TO GEN Z

→ COMMUNITY DRIVEN CONTENT

TIKTOK CONTENT:

SHORT VIDEOS

- HOOK BASED SHORT VIDEOS → FIRST 2 SECOND : MAKE OR BREAK
- VIRAL SOUNDS → BOOSTS THE ALGORITHM
- BEHIND THE SCENES → HELP THE BRAND TO FEEL RELATABLE : EMOTIONAL ENGAGEMENT AND TRUST IS IMPORTANT TO GEN Z

→ USE CAPTIONS AND POST OFTEN FOR THE ALGORITHM

CONTENT IDEAS

USE OF VIRAL SOUNDS AND TRENDS

**IF YOU'RE DONE WITH YOUR EX,
MOVE ON TO THE NEXT TREND**

→ EX = BAGS

→ VIRAL SOUND

BEHIND THE SCENES

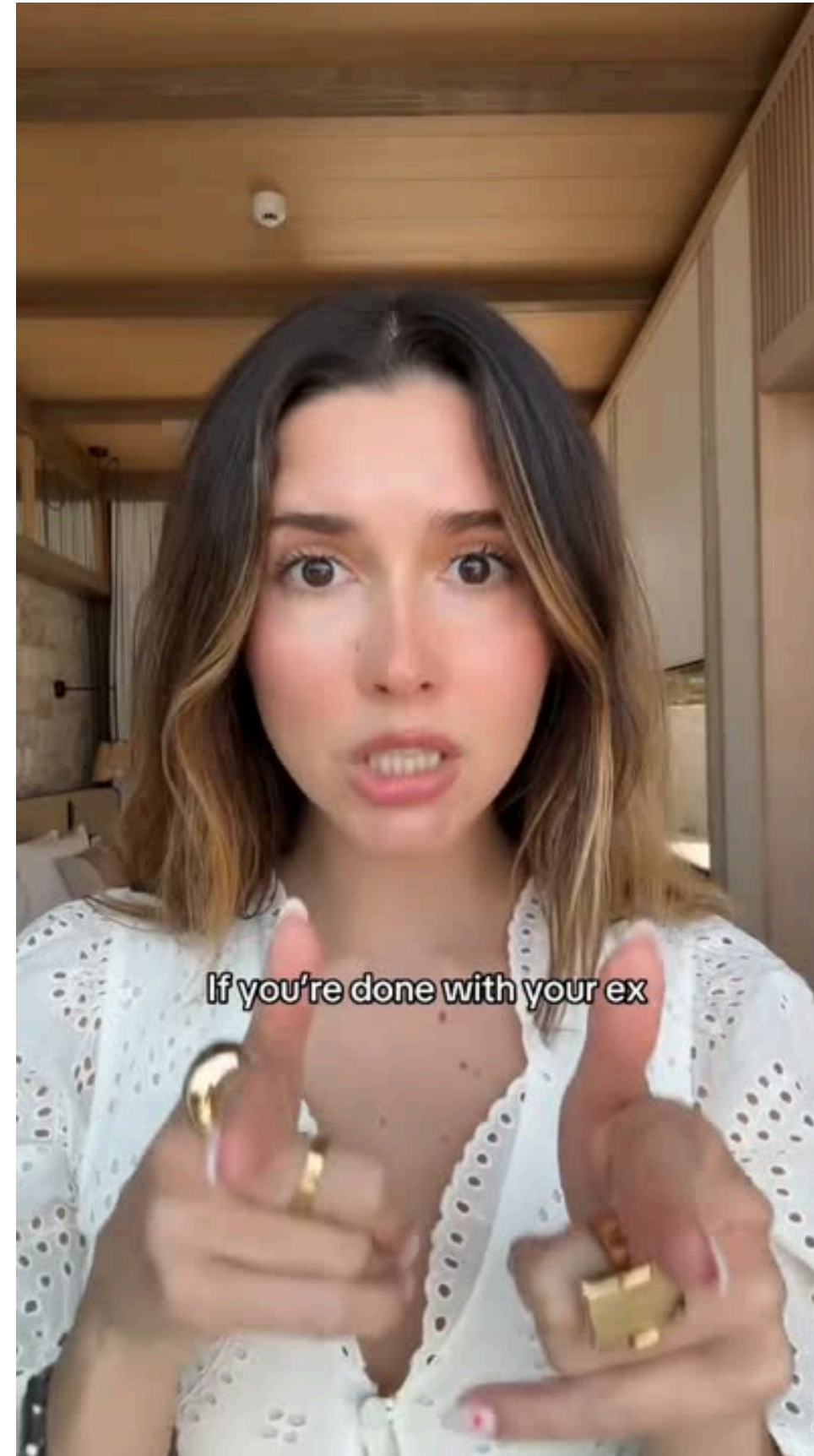
→ BUILDS TRUST AND CONNECTION

→ HELPS BUILD A COMMUNITY

GET READY WITH ME - CONCERT, WEDDING...

→ RELATABLE TO GEN Z

→ HELPS BUILD A COMMUNITY



VIEWS: 6.3M

ENGAGEMENT: 287.9K



VIEWS: 76.3K

ENGAGEMENT: 11.8K

EXCHANGE OF VISIBILITY - SMALLER INFLUENCERS FOR HIGHER ENGAGEMENT

JAMELINLYLOO

23,7K FOLLOWERS



RENEEEKALO

14,5K FOLLOWERS



GRACELK_

9,2K FOLLOWERS



LOU.BNNF

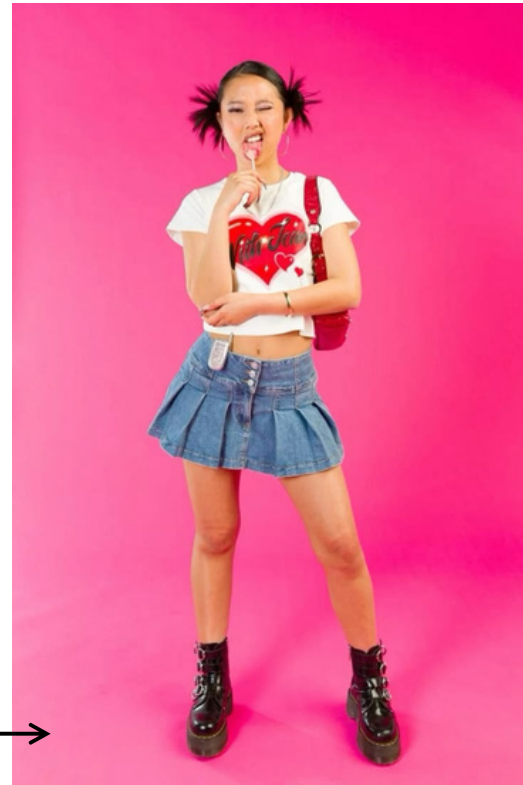
2,5K FOLLOWERS



IFYOU'RE DONE WITHYOUR EX, MOVE ON TO THE NEXT TREND → EX = BAGS

CAMPAIGN - DARE TO RECYCLE FASHION

CREATION OF A GEN Z CAMPAIGN HIGHLIGHTING DIFFERENT USE OF THE SAME BAG THROUGH DIFFERENT STYLES (OLD MONEY, Y2K, STREETWEAR, WEDDING ATTIRE...)



- DIFFERENT BACKGROUND COLOR FOR EACH STYLE
- EACH ONE HANDING THE BAG TO THE NEXT PERSON
- DYNAMIC
- INCLUSIVE (UNISEX...)

USE OF THE 16:9 FORMAT DECLINABLE TO 9:16 TO OPTIMIZE THE BUDGET

- DYNAMIC VIDEO
- PICTURES
- WEBSITE BANNER - IG REELS - TIKTOK

TYPE OF DYNAMIC VIDEO



ACTIVATION - BRAND CONTENT



@VIEWSFRANCE

FOLLOWERS: 435K

Engagement Rate

4.5%

Excellent

♥ Likes/post

234K

💬 Comments/post

12K

SOURCE: HYPEAUDITOR.COM

CARROUSEL POST - 6 TO 10 SLIDES

(CARROUSEL POSTS → SWIPE : MORE ENGAGEMENT,
MORE PROMOTED ON THE ALGORITHM)

USE OF THE CAMPAIGN'S ASSETS

- **CROSS POST @VIEWSFRANCE X
@ORNEST_PARIS**

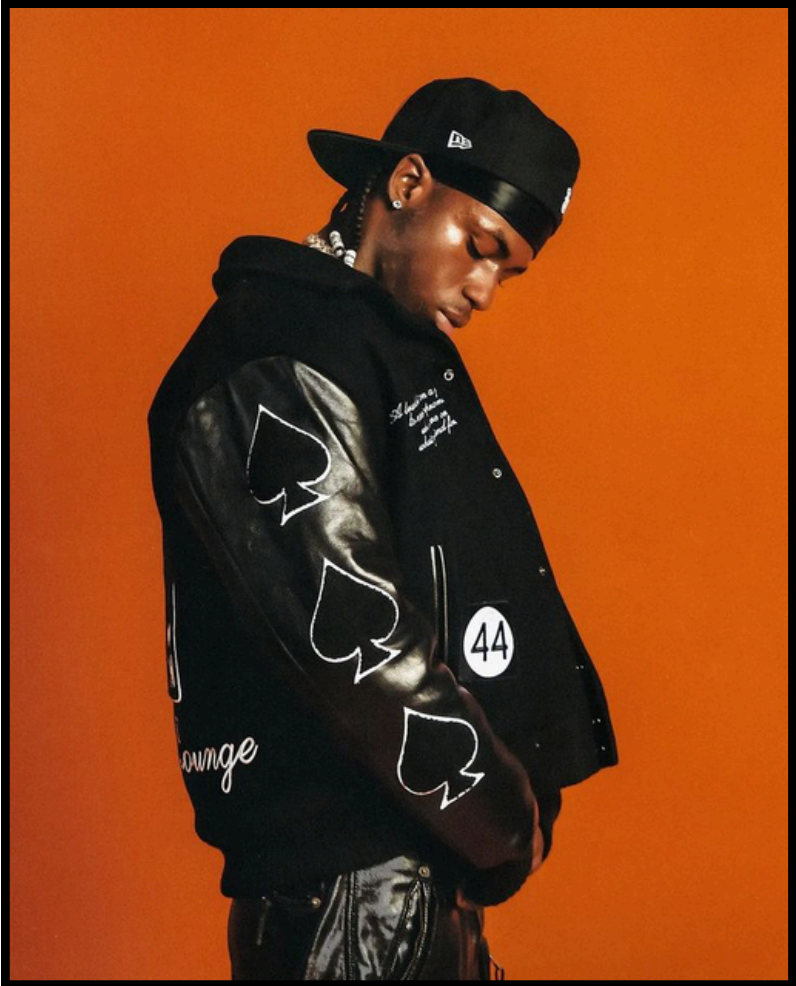
→ **BUILD AWARENESS AND LEAD TO WEBSITE**

ESTIMATED IMPRESSIONS: MINIMUM 500K

ACTIVATION - BRAND CONTENT



@VIEWSFRANCE



EXAMPLE OF SLIDES:



MOCKUP:

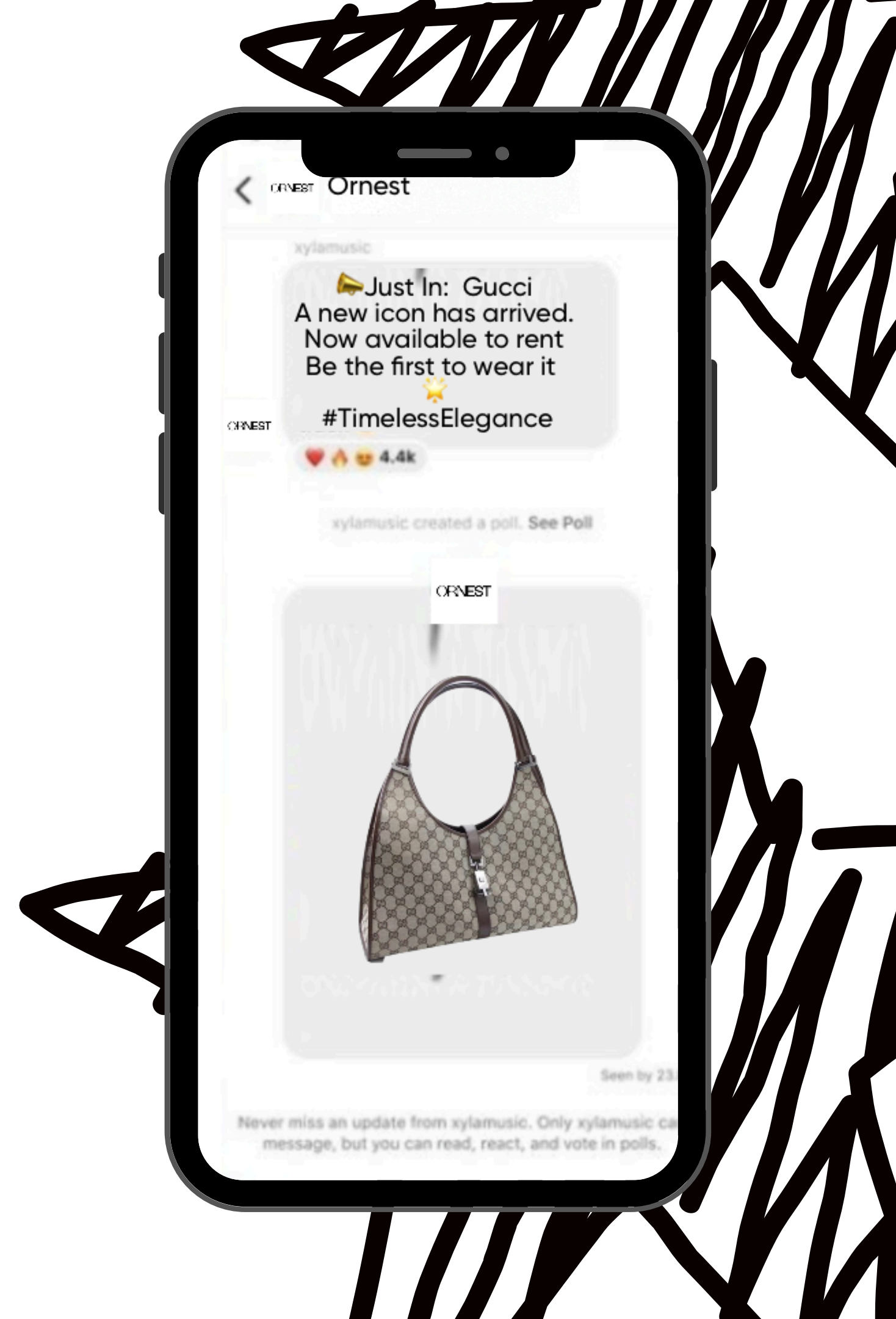


COMMUNITY - INSTAGRAM CANAL

- INFORM THE CLIENT
- EXCLUSIVE MESSAGES
- EXCLUSIVITY
- PRIVILEGIED ACCESS
- USE NEW TOOLS OF INSTAGRAM
- SENSE OF BELONGING

 **GOAL**

STRENGTHEN THE BONDS OF THEIR COMMUNITY
MAKE PEOPLE FEEL THE EXCLUSIVNESS



BUDGET ALLOCATION - PRODUCTION

EXPENSE CATEGORY	ITEM	ESTIMATED COST
VENUE	Production Studio (8h)	550€
EQUIPMENT RENTAL	Lighting kit, Backdrops and props...	300€
RESOURCES	- Photographer / Videographer - Lighting assistant 4 Models - Hair and Makeup stylist	900€ 200€ 1600€ (400€ each) 500€
POST PRODUCTION	- Photo retouching - Video editing	200€ 400€
TOTAL		4650€

BUDGET ALLOCATION - TOTAL

EXPENSE CATEGORY	ITEM	ESTIMATED COST
PRODUCTION	Campaign	4650€
MARKETING & ADVERTISING	Sponsored content (<i>Views France</i>) <i>Carousel</i> <i>Story repost with link to the website</i>	4000€
WEBSITE MAINTENANCE	Minor Update: add new campaign assets	200€
CONTINGENCY	-	1000€
TOTAL		9850€

CONCLUSION

EMOTIONALLY RELATABLE TO THE CONSUMER

- RELATABLE POSTS THROUGH SOCIAL MEDIA HIGHLIGHTING DIFFERENT STYLES
- POSTS ON SOCIAL MEDIA MADE TO FEEL ORGANIC IN THE FEED RATHER THAN PROMOTIONAL
- COMMUNITY BUILDING THROUGH THE TONE AND CHANNEL

COMMITMENT TO SUSTAINABILITY

- POSTS ON VIEWS PUSHING FORWARD THE SUSTAINABILITY COMMITMENT
- SOCIAL MEDIA POSTS HIGHLIGHTING THE ACT OF REUSING INSTEAD OF BUYING
- A CAMPAIGN HIGHLIGHT SUSTAINABILITY

SOURCES

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