

REVIEW 2

REIMAGINING ONE432

CRAFTING A NEW IDENTITY THROUGH COMMUNITY AND CULTURE

EMILY, JENNIFER, JESSIE





AGENDA

- ONE432
- Research and Insights
- How Might We
- Hype Remodel
- Social Media Campaign
- Content Strategy



ONE432



ONE432 is a New York-based streetwear brand, taking design influence from Pakistan culture and artisans. With its mission, "If we do well, you do well," ONE432 not only supports artisans but also offers limited edition pieces that carry emotional and cultural significance.



HOW MIGHT WE INCREASE ONE432'S
**DIGITAL AND PHYSICAL PRESENCE BY
STRENGTHENING THEIR BRAND IMAGE IN
ORDER TO INCREASE SALES AND BUILD
BRAND LOYALTY?**



RESEARCH

Limited edition products are viewed as being of **higher monetary value**, as well as boosting **social reputation**. Customers feel their limited edition products are more **special, unique, and valuable** than non-limited edition products¹

*“No one's gonna go to their website first they **usually find the brand on Instagram or any other social media** like YouTube or TikTok first”*

-Nico Magioli; Founder of RaviSauce and target customer

When customers feel **connected** to brands **76%** will **buy from them over a competitor**²

1. [Kim 2020](#)

2. [Sprout Social 2023](#)

INSIGHTS

- Limited edition products are viewed as **more valuable** due to their scarcity, and are also used to express **identity and status**
- Customers find out about brands via **social media first** before coming across the website
- Consumers want to feel **confident** in their choices and know that the brand who they're buying from is **credible and reliable**.

HYPE REMODEL



Repositioning ONE432's unique products and small quantities as "limited edition" to create a sense of scarcity and build hype towards product launches

PLATFORMS

- **Instagram:** High quality images, stories w/polls and interactive content,
- **TikTok/Reels:** BTS content, styling tips
- **Email Marketing:** Weekly newsletters hinting and announcing drops
- **Website:** Banners highlighting upcoming drops, encouraging people to sign up for email/text alerts to know about drops

EXECUTION

- Once a month, on the 1st, 4th, 3rd, and 2nd days of the month
- Schedule would span across 4 months, twice a year
- Multiple products in one drop, but all tied by similar design

ONE  4321 


1234



KPI'S

- Engagement rates
- UGC participation, hashtag use
- Pre-order sales and overall revenue
- Email open and click-through rate



W.Sale \$170
MSRP \$425

SOCIAL MEDIA CAMPAIGN PLAN - TESTING

PHASE 1: CONTENT CREATION (OCTOBER 28-NOVEMBER 3)	PHASE 2: PRE-LAUNCH/LAUNCH (NOVEMBER 4-22)	PHASE 3: POST LAUNCH/REVIEW (NOVEMBER 22-28)
<ul style="list-style-type: none">• Obtain samples of the product(s) to be dropped• Create teaser graphics and videos showcasing glimpses of products• BTS content highlighting the design/production process	<p><u>Monday November 4 Building Hype</u></p> <ul style="list-style-type: none">• Release a pre-order for the first limited edition drop• Countdown timers• Email newsletters and website banners <p><u>Friday November 15: Drop</u></p> <ul style="list-style-type: none">• Launch the first product drop with a strong social media push• Styling Tips with Ammar• Encouraging UGC Content <p><u>Friday November 15-22: UGC Content</u></p> <ul style="list-style-type: none">• A shareable hashtag• Repost UGC on brand channels to create community engagement	<p><u>Friday November 22: BTS</u></p> <ul style="list-style-type: none">• BTS content highlighting the design/production process, artisan/designer interviews• Highlight the exclusivity of the products and streetwear culture <p><u>Friday November 29: Review</u></p> <ul style="list-style-type: none">• Analyze engagement metrics, sales data, and audience feedback• Adjust content strategy based on performance



CONTENT STRATEGY

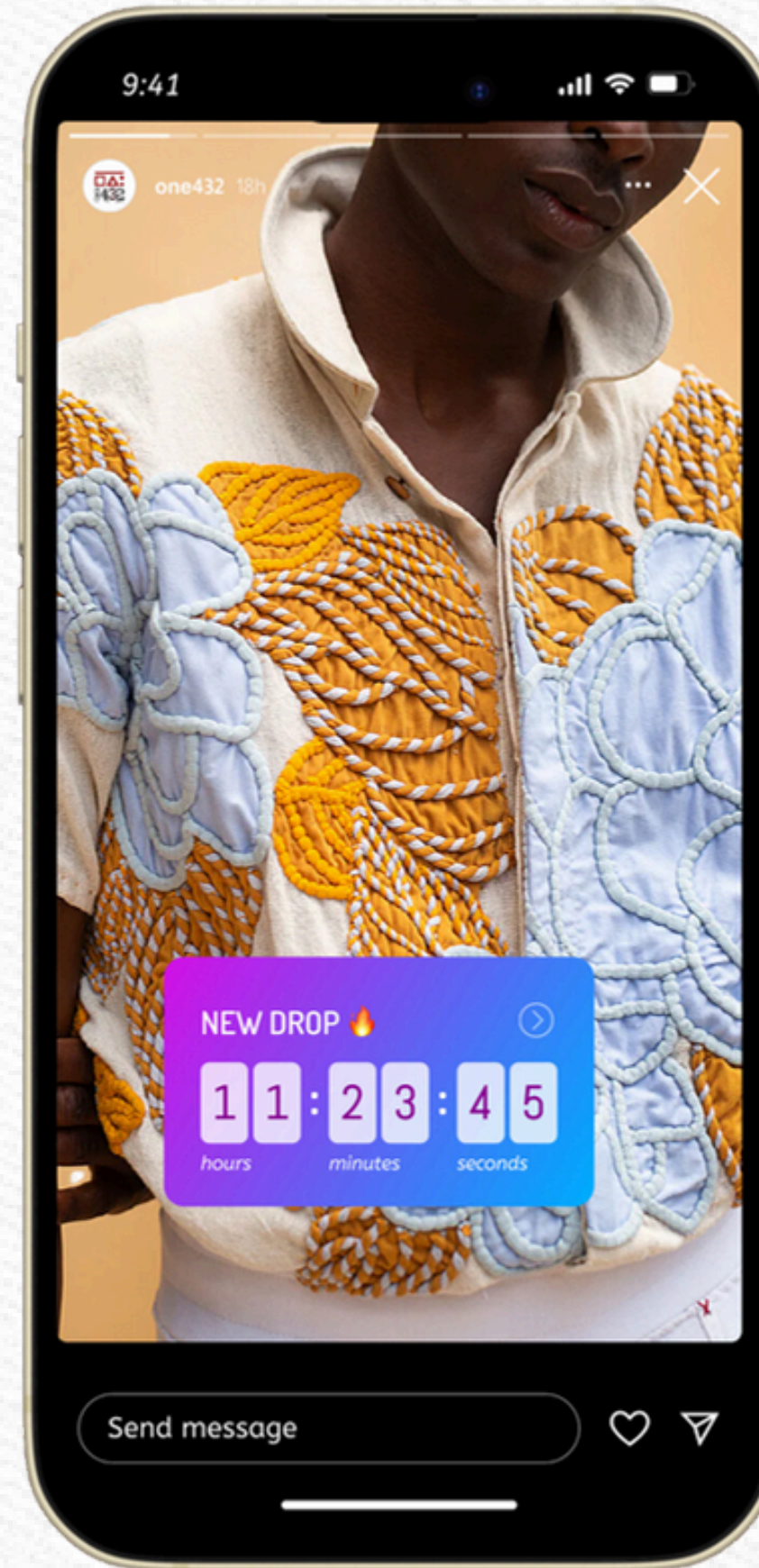
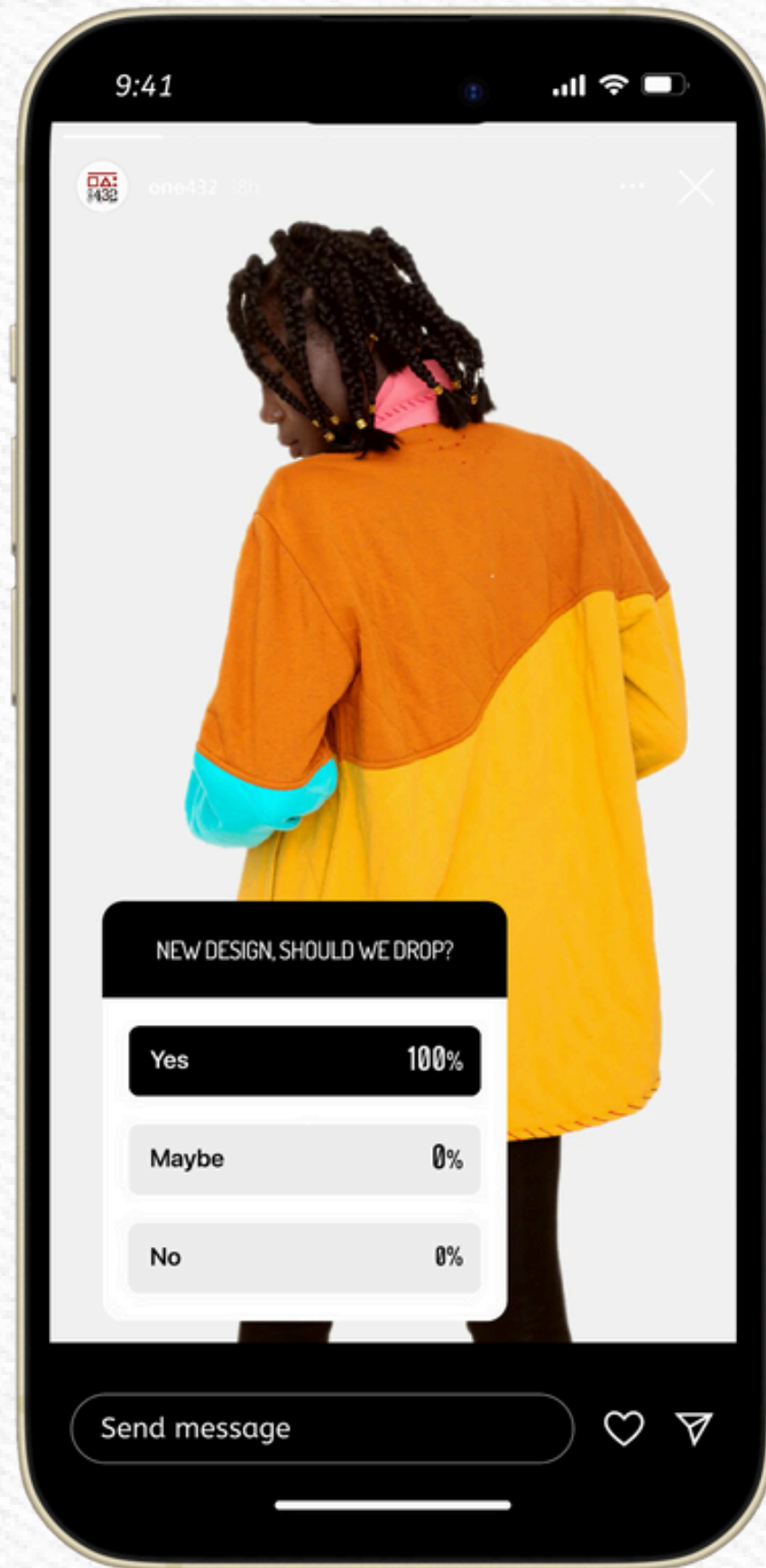
Building hype towards a new product drop
and generating interest towards the
collection and future drops

CONTENT CALENDAR

Day	Day	Content Type	Channel	Description
11/4	Monday	Teaser Graphic	IG Story + Post	A blurred and/or zoomed in image of upcoming product, only one design element visible
11/4	Monday	Engagement Poll	IG Story	Ask followers to measure their curiosity about the product being hinted at
11/6	Wednesday	Teaser Video	IG Reel	BTS clip of the design process
11/6	Wednesday	Sneak Peek	IG Story + Post	A close-up shot of product details
11/7	Thursday	Announcement + Countdown	IG Story + Post, Email	Announce the official drop date and products
11/9	Saturday	Reminder	IG Story + Post, Email	Brand Box; Remind audience about drop date, encourage to sign up for alerts
11/11	Monday	Model Video	IG Story, Reel	Video of model wearing item outside in NYC
11/12	Tuesday	Countdown	IG Story + Post	T Minus 3 Days hype
11/13	Wednesday	Countdown	IG Story + Post	T Minus 2 days Hype
11/14	Thursday	Countdown	IG Story + Post	T Minus 1 Day Hype
11/15	Friday	Launch Announcement	IG Story + Post, Email	Announce that drop is live

CONTENT CALENDAR

Week	Day	Channel	Content Type	Description
11/15	Friday	Launch Announcement	IG Story + Post, Email	Announce that drop is live
11/16	Saturday	IG Reels + TikTok	Styling Tips	Ammar speaks to how to style new products
11/16	Saturday	IG Story	UGC Encouragement	Encourage users to post their new items with a specific hashtag
11/18	Monday	IG Story	UGC Highlights	Repost/Share the best UGC content from the drop
11/20	Wednesday	IG Post	UGC Highlights	Repost/Share the best UGC content from the drop
11/22	Friday	IG Post	UGC Highlights	Repost/Share the best UGC content from the drop
11/25	Monday	IG Reel + TikTok	BTS w/Artisans	Highlights the artisans and the making of the products
11/26	Tuesday	IG Reel + TikTok	BTS w/Ammar	Highlight Ammar's design process and inspiration
11/26	Tuesday	IG Post	Wrap Up	Highlight key UGC and high-quality imagery in a "wrap up" of the drop, hinting at future ones to come.



BRAND STORY BOX



FABRIC SAMPLES

TEXTILES

THREADS

MOOD BOARDS

SKETCHES

COLOR PALLETS

MODELING PHOTOS


ARTIFACTS

CONCEPT TAGS

NEWSPAPERS/ARTICLES

INSTAGRAM POST

one432
New York, New York

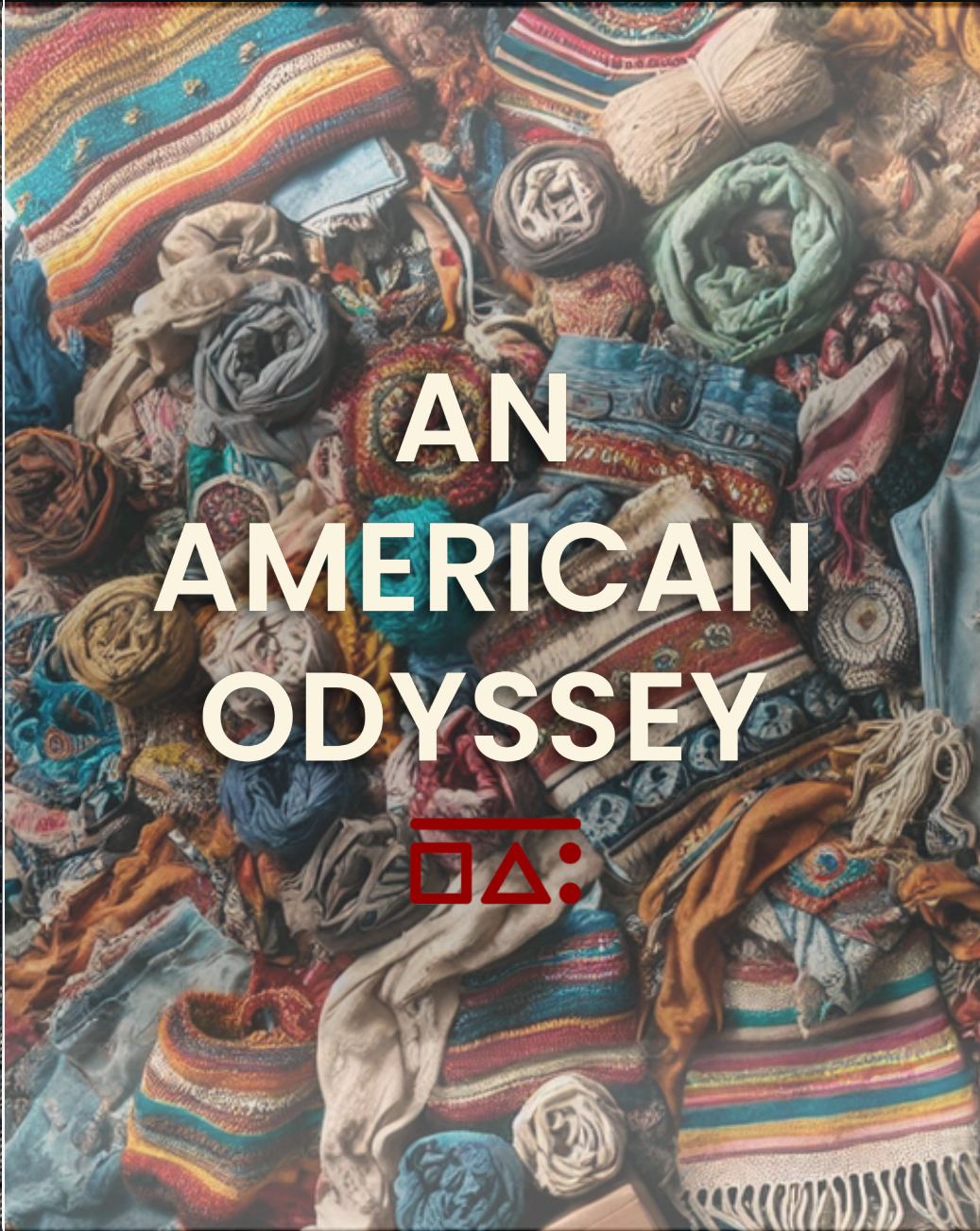


COMING
11.15.24

one432

Liked by janetdizinno and others
one432 Mark your calendars....

one432
New York, New York



AN
AMERICAN
ODYSSEY

one432

Liked by janetdizinno and others
one432 Announcing our new FW/24 collection, An American Odyssey. Inspired by the Wild West, this collection ...

one432
New York, New York




3 DAYS
PISTOL AND PINES

one432


Liked by janetdizinno and others
one432

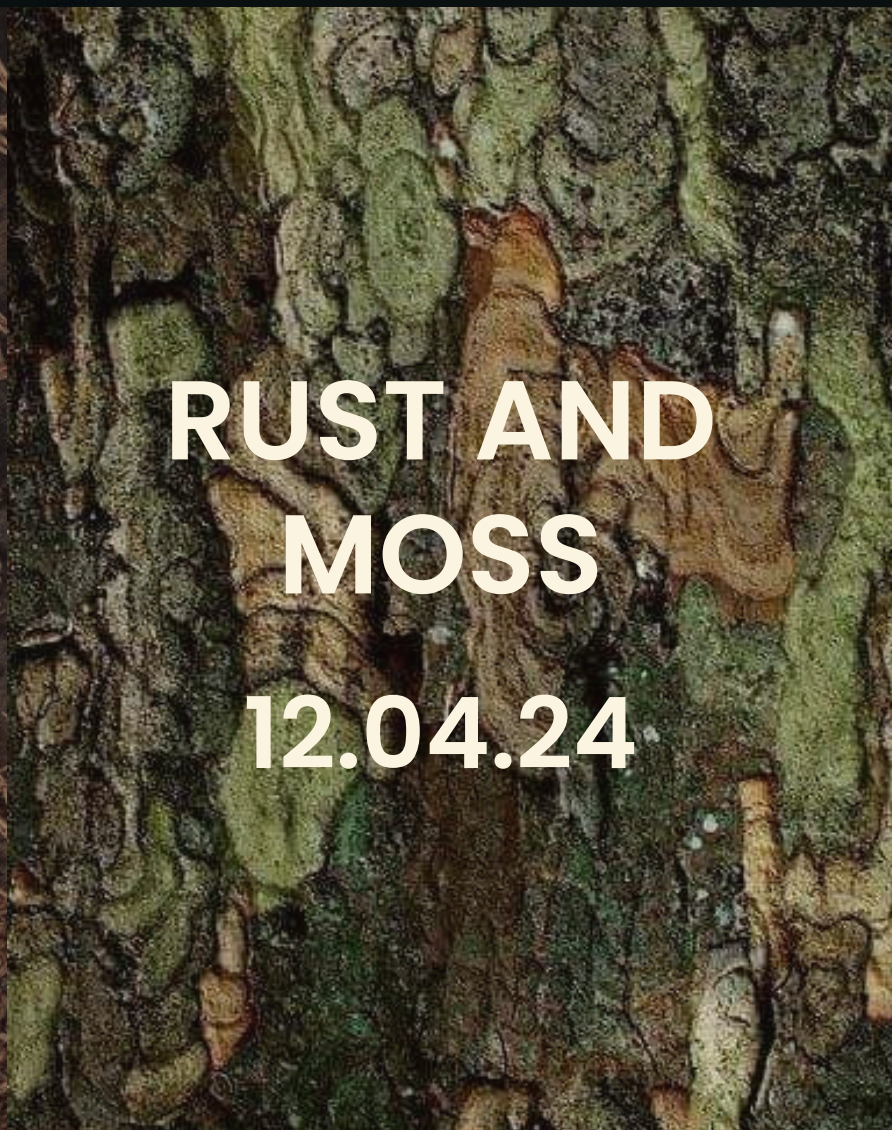
**COLLECTION
ANNOUNCEMENT**

 **one432**
New York, New York




**PISTOL AND
PINES**
11.15.24

...  **one432**
New York, New York




**RUST AND
MOSS**
12.04.24

...  **one432**
New York, New York



**WOVEN
WEST**
01.03.25

...  **one432**
New York, New York



**FRONTIER
THREADS**
02.23.25



Liked by **janetdizinno** and others
one432 Mark your calendars....



Liked by **janetdizinno** and others
one432 Mark your calendars....



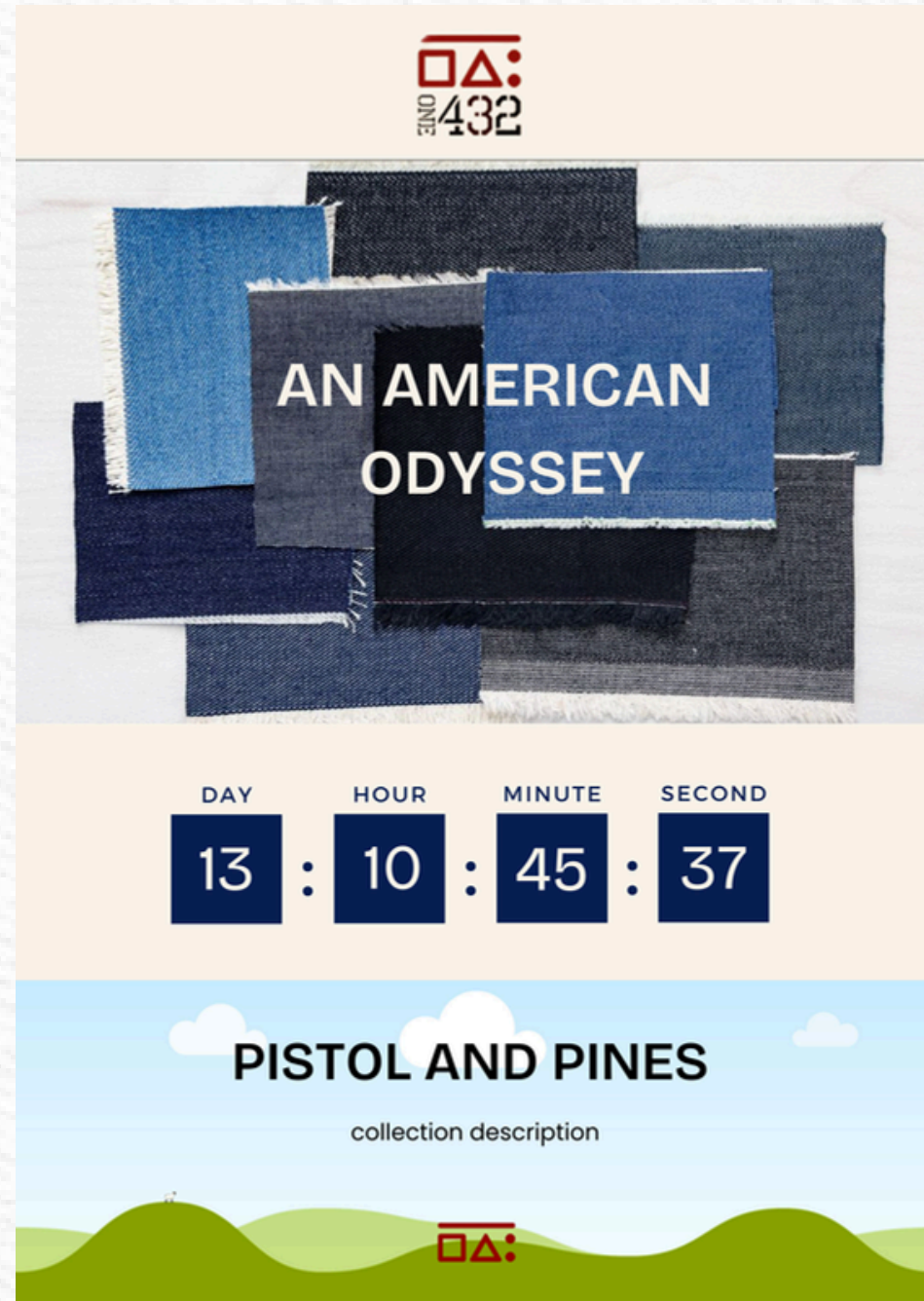
Liked by **janetdizinno** and others
one432 Mark your calendars....



Liked by **janetdizinno** and others
one432 Mark your calendars....

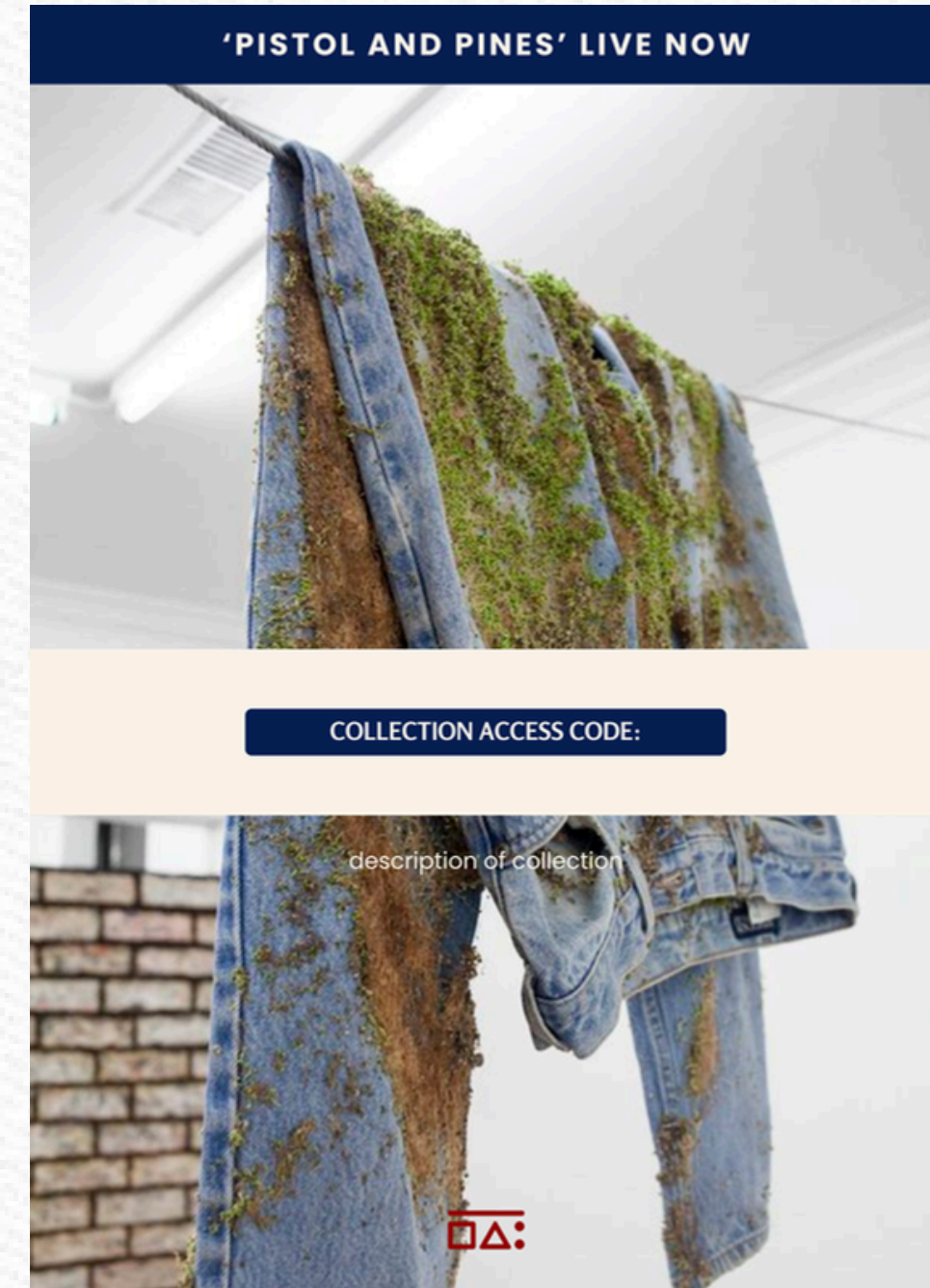


Subject: MARK YOUR CALENDARS: 11.15.24



Launch Announcement Email

Subject: LIVE NOW: AN AMERICAN ODYSSEY



Launch Day Email

ADD
IMAGES



NOVEMBER 15, 2024
PISTOL AND PINES

The Shacket



Sunday Feels



Stitch Theory





CLOTHING

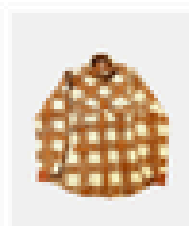
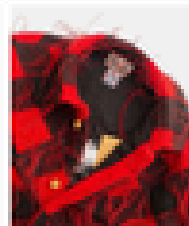
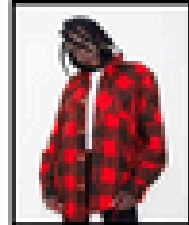
FOOTWEAR



OUR IMPACT

ARTISANS

ABOUT



LIMITED EDITION

SHACKET Shag Pistol

\$425

Color — Mojito

Size

XS

S

M

L

XL

2XL

PRE-ORDER

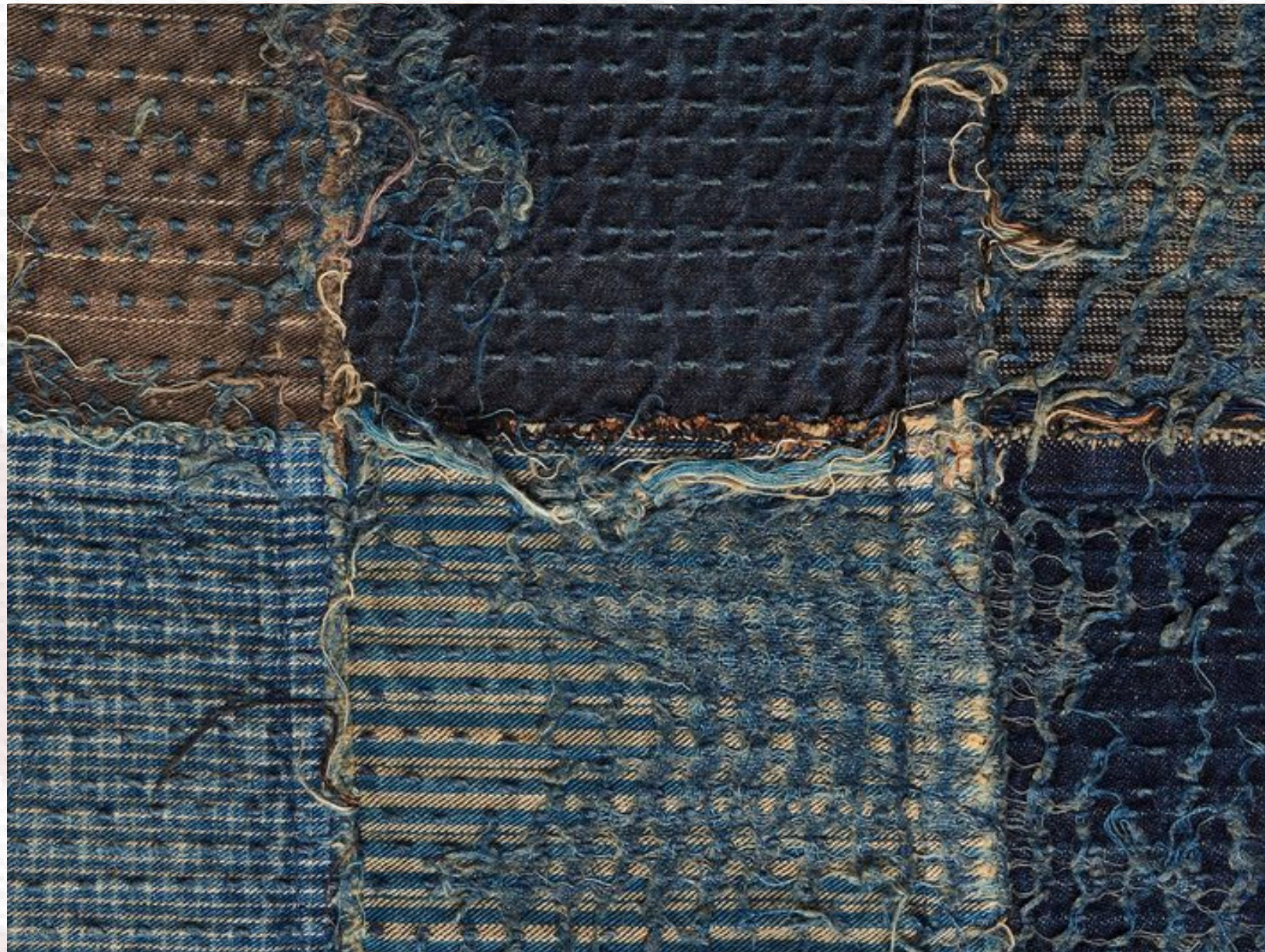
4 interest-free installments by SHOP PAY at checkout

Shipping calculated at checkout.

[Description](#) [Ask a question](#) [Impact](#) [Size chart](#)

The newest, and most premium member of our Shacket family, reinterprets the iconic "Buffalo Plaid" by layering and sewing individual scraps from the production floor. This process of hand crafting a 3D plaid instead of an industrial weaving loom takes 36 hours. Fully reversible and can be worn inside-out to reveal the punk inspired "Lightening Splatter" graphic on the

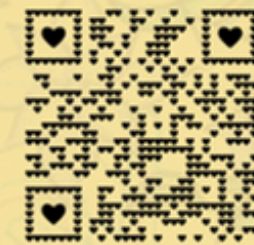
POSTCARD



COTTON TWILL

for our signature material, which is the cotton twill, we use recycled cotton as a fibre and then we work with a third generation weaver who on a non-electric handloom in his home weaves it into that signature cotton twill that's one of the core fabrics that ONE432 uses on its pillows and on cotton shoes that we vegetable dye.

Recycling means you just recycle something but up-cycling means you give it more value. Are we 100% sustainable? Absolutely not. But it's a commitment to how we can respect and create a brand that is about social justice and ethical practices. It's raising the bar of what everybody else is doing in fashion along ethical lines, responsible for another human being every step of the way.



To: _____

From: _____

Address: _____

I LOVE YOU TOO,

ONE432

Recycled paper, telling different stories about ONE432: artisan stories, material development stories, brand background, etc

CONCEPT BENEFITS

- Repositioning small quantities as limited edition
- Building community and connections to the brand through limited edition products and drops
- Consistent brand imagery and storytelling on website and social media
- Unique collections and titles capture the cultural zeitgeist
- Providing more context for design choices to influence customers



THANK YOU

