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CARRY YOUR CANVAS

WYNWOOD
X
RIMOWA

Group 1
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MKT 640
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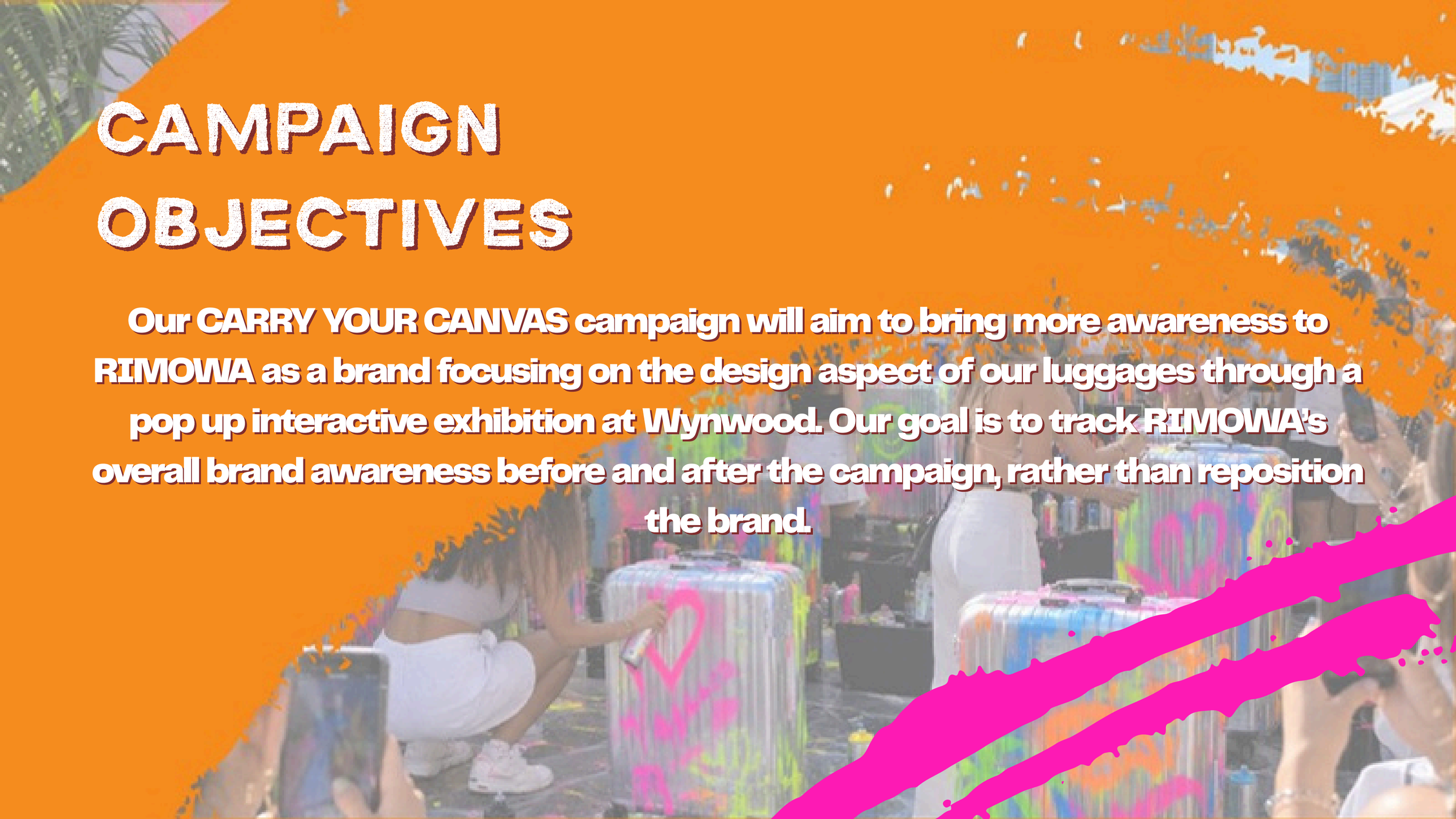
CAMPAIGN OBJECTIVES

Our CARRY YOUR CANVAS campaign will aim to bring more awareness to RIMOWA as a brand focusing on the design aspect of our luggages through a pop up interactive exhibition at Wynwood. Our goal is to track RIMOWA's overall brand awareness before and after the campaign, rather than reposition the brand.



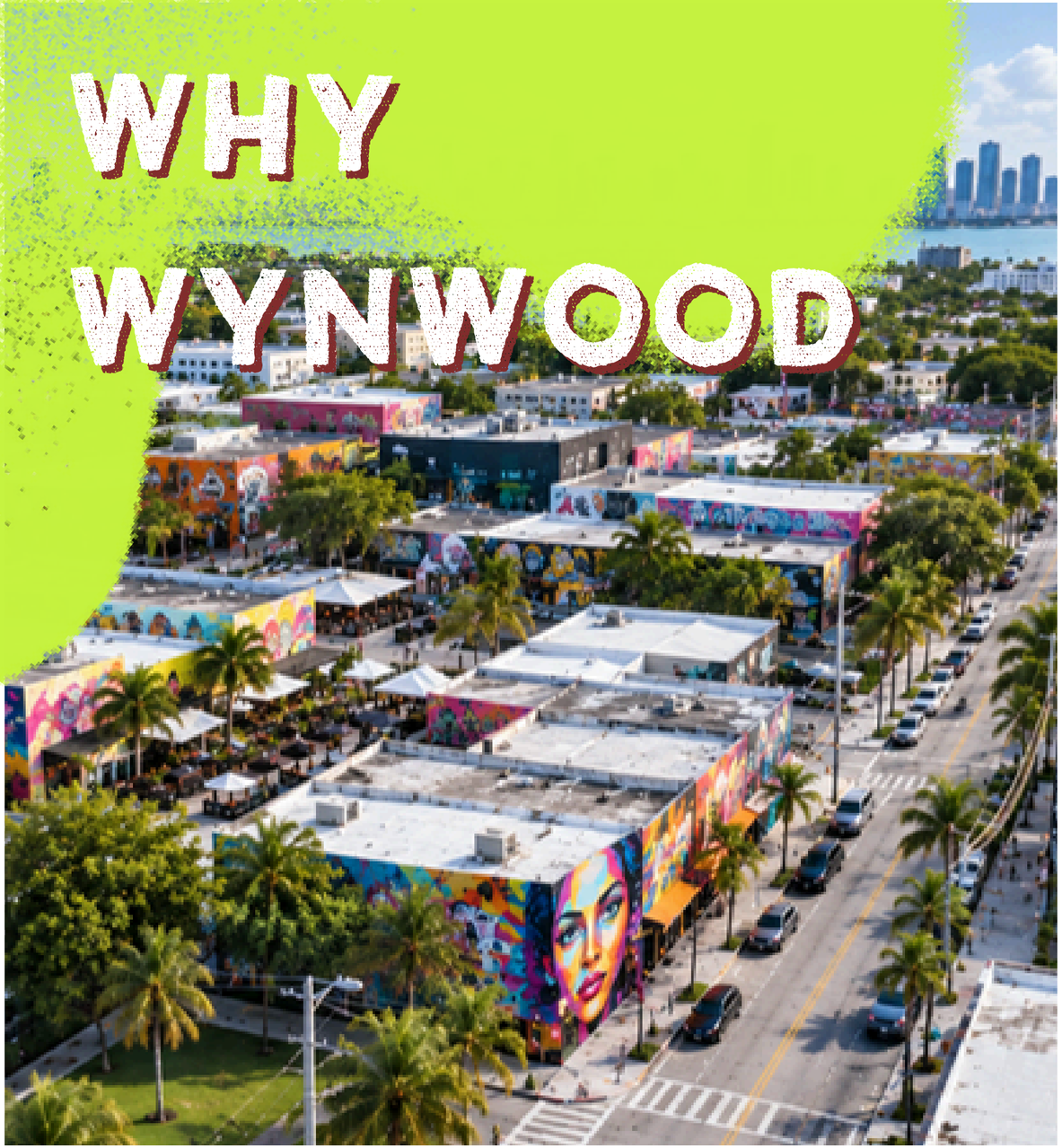
THE CAMPAIGN

The interactive exhibition will consist of displaying 6 total silver exclusive [RIMOWA x Wynwood] branded luggages at Wynwood with spray paints. Three will be used the first 4 days of the campaign and the other three will be the next 3 days. The goal is to encourage visitors to grab a spray paint and decorate the luggages with whatever they want, leaving their mark.

Through this stunt and scale interactive experience, more visitors will join, building a sharable moment that people are motivated to share.



WHY WYNWOOD

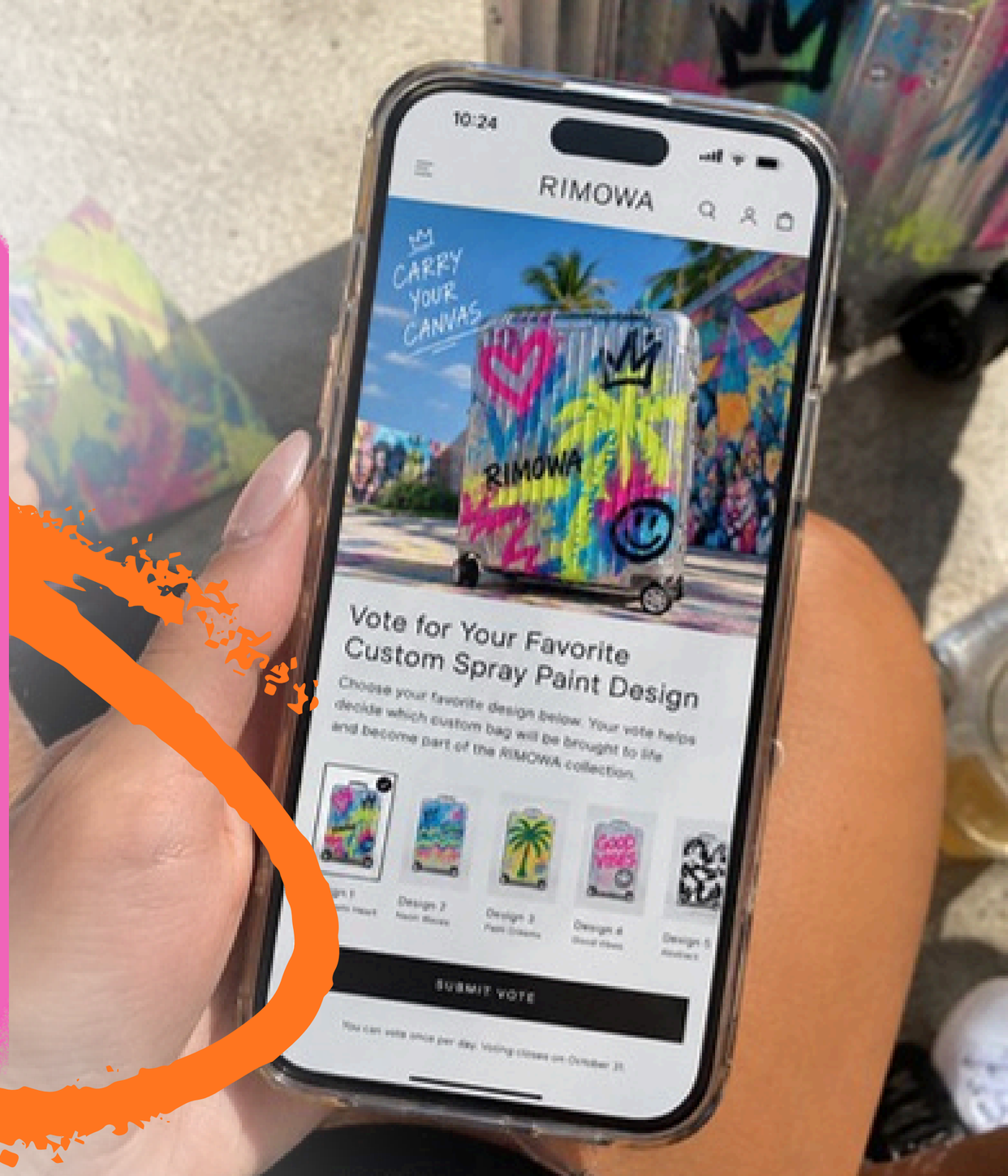


- This collaboration with Wyndwood will create unique value to the luggages, which will later be given away to 6 top voted “artists”.

- Visitors will be able to submit their CARRY YOUR CANVAS experience through our hashtag #RIMOWAincolor, to be able to enter the giveaway. To qualify, they’ll have to not only submit their pictures to our instagram hashtag, but also follow our Instagram page.

Every submission is an entry, and the winners will be selected based on votes. This invites family and friends in to also learn about the bag. In order for people to vote, they will go to our website, enter their contact information, and select their favorite design.

This will extend our advertising, since the winners will own our suitcases. They'll be able to take it with them when they travel. This will spread awareness to the brand without us having to do constant advertising. It will also generate many photos for us to use in future ads and branding initiatives.



By choosing Wynwood, an art heavy area, as the location for the exhibit, we are inviting people who love art and customization to participate in the pop up. This ties to our demographic segmentation, we are targeting people who willingly want to participate with our exhibition.

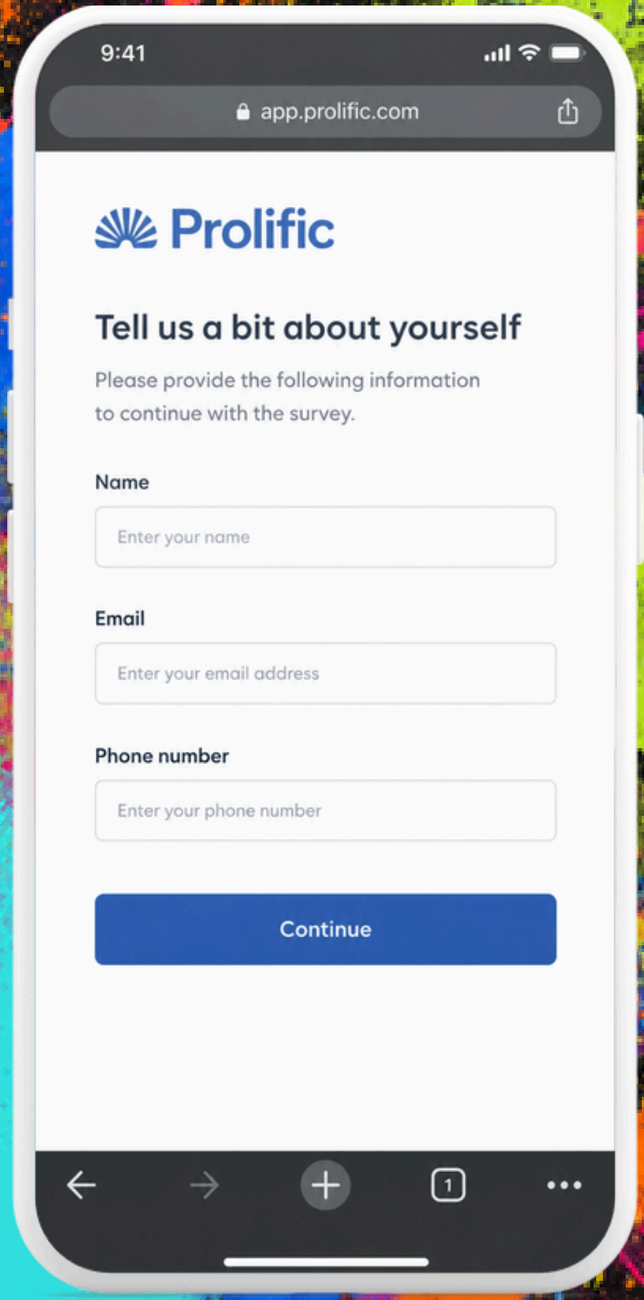
We aren't deriving from our established association which is luxurious bags, by displaying our pop up at a high traffic art setting that is near events such as Art Basel, we make sure our segment is concentrated and it'll be targeted to people who will actually buy our luggages.



HOW WE MEASURE IT

- We would pay Prolific to run our surveys on their platform before and after the event. Prolific sets the awareness baseline and captures the contact information of the people who took the survey.

- Prolific is an incentive base app, encouraging people to complete surveys for rewards, guaranteeing responses.

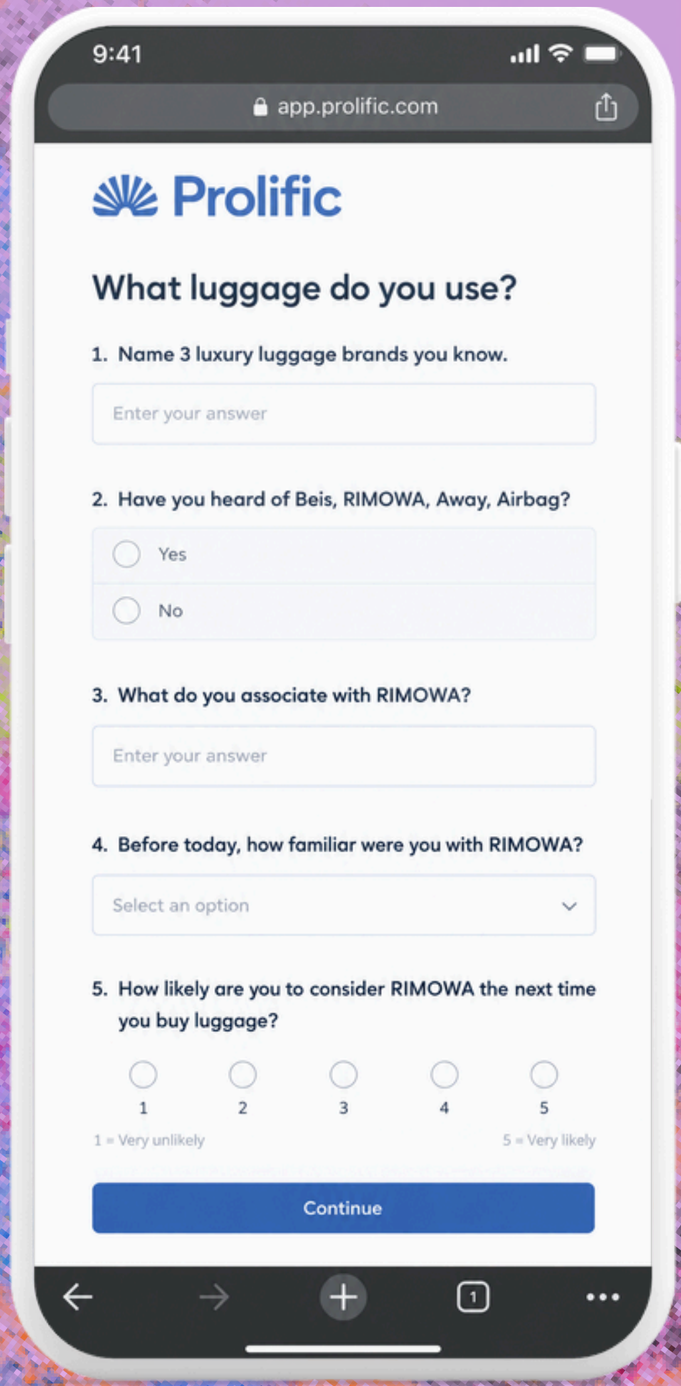


THE SURVEY

The survey would ask different aided and unaided questions.

For instance:

- What luggage do you use? (Open-ended: current brand and competitors)
- Name 3 luxury luggage brands you know. (Unaided recall: top-of-mind awareness)
- Have you heard of Beis, RIMOWA, Away, Airbag? (Aided awareness: recognition. "Airbag" is a fake brand that filters out bots)
- What do you associate with RIMOWA? (Only shown if familiar: brand image)
- Before today, how familiar were you with RIMOWA? (Not at all / Slightly / Moderately / Very / Extremely familiar)
- How likely are you to consider RIMOWA the next time you buy luggage? (1 = Very unlikely, 5 = Very likely)





TARGET LIFT

5% before the pop-up → 20% after

4× more people will know the brand; a 15-point lift

Supporting, not the standard: likes, new @rimowa follows, and #RIMOWAInColor posts back up the story, but the survey lift is how we judge success.

CAMPAIGN BUDGET

BUDGET $2,000

SPENT $1,540

LEFT $460



WYNWOOD EVENT ORGANIZER	$500
NEON SPRAY PAINT (100 CANS)	$350
DISPLAY PLATFORMS	$300
PROLIFIC SURVEY	$200
POP -UP BACKDROP SIGNAGE	$150
CLEAR PROTECTIVE TARP	$40
REMAINING	$460

LONGTERM SUCCESS



- Stock pile of media to use to create content with
- Constant advertising through winners traveling with suitcases
- Connections (being able to connect people with other people that drew on their bag before/after because of time stamped uploads)
- Opportunity to run campaign again at other events in future (desirable, limited edition features)
- Large reach, people traveling to the event from all over the world, increasing people who knew about it
- User data through posts on social media and voter information

As a whole, the event fits into the aesthetic that Rimowa has already built, by focusing on the design it taps into the idea of exclusivity through one of a kind bags. Due to the international audience present in Miami during Art Basel, the reach we get from this is unlimited and continues to grow as time progresses.



THANK YOU