

## Tactic Timeline and Budget

- Deadline of Press Kit release April 25, 2014
- Deadline of Trunk Show Booking April 16, 2014
- Deadline of Social Media Update April 30, 2014

Budget: \$990

## Our Plan

<b>Goals</b> <ul style="list-style-type: none"><li>• Gain more customers</li><li>• Increase knowledge of Rent the Runway among college aged women</li><li>• Increase sign-ups for the website</li></ul>	<b>Objectives to measure</b> <ul style="list-style-type: none"><li>• Increase number of website sign-ups</li><li>• Increase number of website visitors</li><li>• Increase number of website conversions</li><li>• Increase number of website sales</li><li>• Increase number of website repeat customers</li></ul>
<b>30 Shades of Blue</b> <ul style="list-style-type: none"><li>• Targeted marketing to college aged women</li><li>• Targeted marketing to college aged women</li><li>• Targeted marketing to college aged women</li><li>• Targeted marketing to college aged women</li><li>• Targeted marketing to college aged women</li><li>• Targeted marketing to college aged women</li></ul>	

## Audience Profile



- College-aged women
- Very social, frequently attending events, functions, and weddings
- Considered "strivers" and "experiencers"
- The need to rent increases around holidays and wedding season
- Very high media usage

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# United Rentals (A)

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## Situation Analysis

<b>Strengths</b> <ul style="list-style-type: none"><li>• Rent the Runway is a well-known brand in the fashion industry</li><li>• Rent the Runway is a well-known brand in the fashion industry</li><li>• Rent the Runway is a well-known brand in the fashion industry</li><li>• Rent the Runway is a well-known brand in the fashion industry</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Rent the Runway is a well-known brand in the fashion industry</li><li>• Rent the Runway is a well-known brand in the fashion industry</li><li>• Rent the Runway is a well-known brand in the fashion industry</li><li>• Rent the Runway is a well-known brand in the fashion industry</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Rent the Runway is a well-known brand in the fashion industry</li><li>• Rent the Runway is a well-known brand in the fashion industry</li><li>• Rent the Runway is a well-known brand in the fashion industry</li><li>• Rent the Runway is a well-known brand in the fashion industry</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Rent the Runway is a well-known brand in the fashion industry</li><li>• Rent the Runway is a well-known brand in the fashion industry</li><li>• Rent the Runway is a well-known brand in the fashion industry</li><li>• Rent the Runway is a well-known brand in the fashion industry</li></ul>

## RAKE PR

est. January 2014

RAKE PR hopes to revolutionize the world of fashion, work hand in hand with what customers want to see and what they want from fashion companies nation-wide, and give women the confidence they need to look and feel their best everyday.

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## Rent the Runway

- Founded by Jennifer Hymen and Jennifer Fleiss in NYC in 2009
- Online fashion company that allows dress and accessory rentals from over 170 designers at 90% off retail price
- Mission: democratize fashion and empower women around the United States to feel beautiful everyday without breaking their bank accounts
- RAKE PR paired up with Rent the Runway because of our mutual goals and missions to revolutionize the world of fashion and empower women
- conducted secondary and primary research
- evaluated the strengths, weaknesses, opportunities and threats
- identified Rent the Runway's primary and secondary target audience focuses
- developed a strategic plan to tackle promotion of Rent the Runway's brand awareness, sales, and sign ups

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# Strengths

- Busy women who do not have time to shop can do it online
- Women save lots of money by renting a dress
- Returning rented items is a fast and easy process
- All the latest fashion and hottest designers

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# Weaknesses

- Confusing to access and use for first time customers
- Most women want to try on dresses first before spending the money
- Some women would rather invest in a dress than rent a lot
- Up and coming company most women are unaware of

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# Opportunities

- L'Oreal Paris is one of Rent the Runway's big sponsors
- Rent the Runway gives celebrities dresses to wear for different events
- Monthly promotional codes
- Buy one dress get an additional dress for \$25
- Get an extra size for free

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# Threats

- Relatively new company
- If a dress doesn't get returned on time it affects the next customer
- If a dress doesn't get returned on time customers are fined and are less likely to rent again

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