



The Souled Store





Introduction

- Known for quirky, fandom-inspired apparel, accessories, and lifestyle products.
- Collaborations with Marvel, Disney, Harry Potter, DC, Friends, and more.
- Targets Gen Z & Millennials





Campaign Idea

Before Launch

- Attendees take on a beer challenge; Winners get Souled Store vouchers.

At the end of the festival, announce launch of exclusive meme tees.

After Launch

- Mood Swing Sale (24 Hours, Online + Offline) - Prices/offers change every hour based on a "brand mood."
- 😊 Happy → Flat discounts | 🤔 Tired → Freebies | 😐🌩️ Moody → Mystery boxes etc.



Above the Line (ATL)



Augmented Reality Billboards

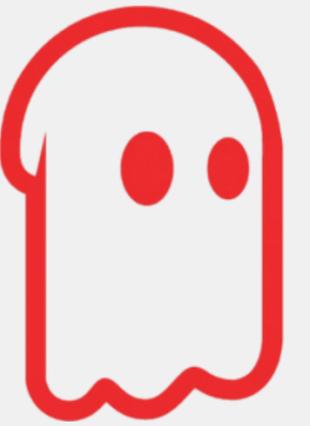
- Passersby scan the billboard → instantly try-on meme tees via AR on their phone.
- One-tap “Shop Now” option = instant purchase from the street.



Festival Playlist Ads

- Ads drop like surprise festival tracks with meme-tee lyrics.
- Swipe-up links → exclusive early bird offers. (Convenience: integrated where Gen Z already vibes.)

Above the Line (ATL)



Meme-Tee Vending Machines

- Billboards that dispense actual tees or vouchers at random hours.
- Mechanic: Scan the code → get a digital token → redeem at nearby vending machine.



Print-to-Play Magazine Ads

- Full-page spread with AR marker. Readers scan → unlock mini “beer challenge” game.
- Winners get a Souled Store voucher emailed instantly.

Above the Line (ATL)



OTT/TVC Fun Spot - "Skip the Line" Edition

- 15-sec ad shows people waiting for festival merch... one fan scans QR & gets access early.
- Tagline: "Why wait? Souled Store gets you in first."





Below the Line (BTL)

1

In-Store Promotions:

Mood Swing Sale
(24 Hours Only)

2

Activations:

Festival Challenge
Zone
(The Soulded Store
x Corona)

3

Events:

Festival Exclusive
Reveal &
Afterparty
Shopping Night



Below the Line (BTL)



4

Festival Kiosks:

Branded Souled Store booths at Sunburn/Lollapalooza with Exclusive Merch

5

Festival Freebies:

Stickers, badges, and tote bags with quirky TSS taglines.





Through the line (TTL)

1

Purchase Bridge:

Stage reveals with QR codes convert festival buzz into direct sales.

2

Activations:

Exclusive drop promoted through website, retail stores, and mall pop-ups for maximum reach.

3

Measurement Backed Integration

Success tracked via sales lift, customer sentiment, event footfall, and voucher redemptions.



Exclusive Drop Launch

Objective:

Make the meme-tee launch a headline moment.

Key Activations:

- Stage announcement at festival
- “Shop Now” QR codes on festival screens
- E-commerce banner takeover promoting the new drop



Visuals of Exclusive Meme Tees





Mood Swing Sale

Mall
Pop-Ups



Where will
this sale
happen??



Retail Stores

Hourly
Mood
Mechanics

HAPPY 😊 = Big
Discounts



SAVAGE 🐱 =
Buy-One-Get-
One Free

TIRED 😴 =
Surprise Freebies
with Every
Purchase



The Souled Store
Website



Creative Visuals

EVENT 1 - Festival Activation (Sunburn/ Lollapalooza) (BTL)



- Engagement Activity: Set up a Souled Store x Corona challenge zone.
- Attendees take on a beer challenge; Winners get Souled Store vouchers.

Creative Visuals

EVENT 2 - Mood Swing Sale (24 Hours Only)_(TTL)

Mechanic: Prices change every hour based on "The Souled Store's mood":

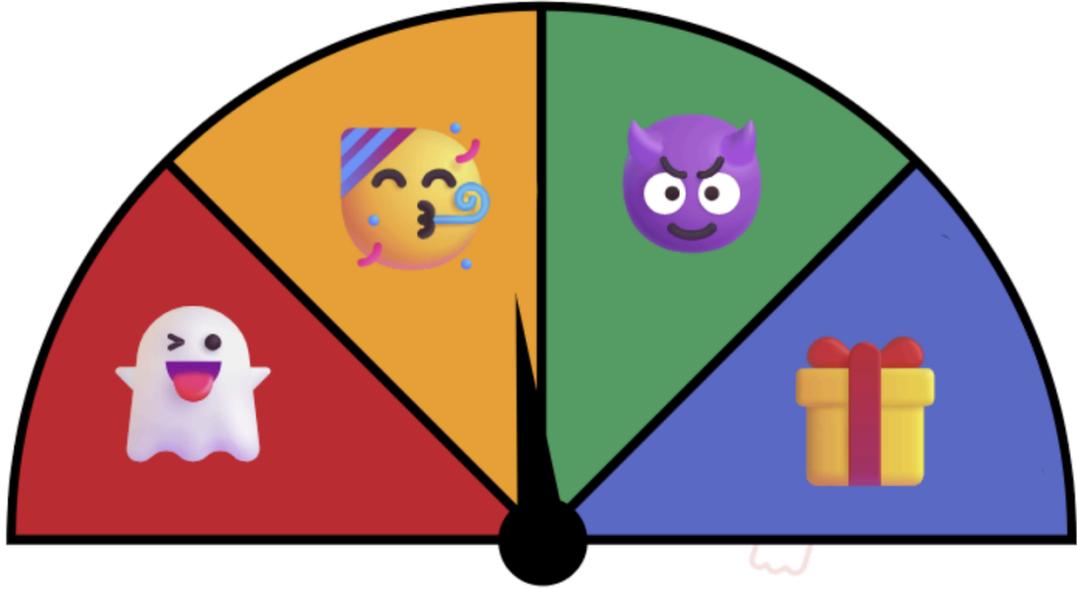


Souled by the Mood

Moods are now bringing surprise discounts, quirky offers, and unpredictable rewards

***Catch the mood,
Grab the offer***

Now live at you nearest store





Measurement Metrics



- **Sales Lift** - % increase in sales vs. a regular period

- **Customer Sentiment** - Feedback on campaign

- **Voucher Redemption** - How many people redeemed the voucher and shopped at The Souled Store

- **Footfall Metrics** - How many people came to the pop - up

- **Participation Rate** - How many people participated in the "Drink and Drip" challenge



Campaign Budget



Campaign Area	Key Inclusions	Budget (₹ lakh)
ATL (Above The Line)	Billboards (₹2-6L/month × 2 cycles), OTT/YouTube Ads (2 bursts), Print Ads (2-3 issues)	50-65
BTL (Below The Line)	Festival activations (Sunburn, Lolla, College Fest), In-store kiosks, Freebies	20-25
TTL (Through The Line)	Always-on social ads, influencer collabs (monthly), retargeting campaigns	30-40



Campaign Budget



Campaign Area	Key Inclusions	Budget (₹ lakh)
Mood Swing Sale (2x Year)	Tech setup, in-store "mood meter boards", live content	5-7
Exclusive Meme Tee Drops (Monthly)	Product shoots, creative content, website banners (12 drops)	6-12
Creative & Measurement	Campaign theme, design, analytics & reporting	5



Total: ₹1.2 – 1.5 Cr annually

THANK
YOU



Kavya Singh | Annapurna Agarwal | Kareena Kamat |
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