a nu way to

nuuly

the #nuforuu

nu

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UGA MARK 4450

table of contents

nu

executive summary

The **#nuforuu** campaign is an initiative to enhance awareness of nuuly's sustainable way to consume fashion without breaking the bank or wasting time. By introducing two innovative personalization features to the website, the campaign aims to elevate the consumer experience. These features allow users to unlock their own unique style profiles, allowing for tailored recommendations that fit each user's needs. With meaningful content, influencer partnerships, and a dedicated consumer base, the #nuforuu campaign will empower individuals to reshape the way they engage with fashion.

With a **$238,769** investment, the **nu way to nuuly** will drive **$972,846** in revenue, achieving a **6.48:1** return on ad spend and **12,401,029** impressions.

brand overview
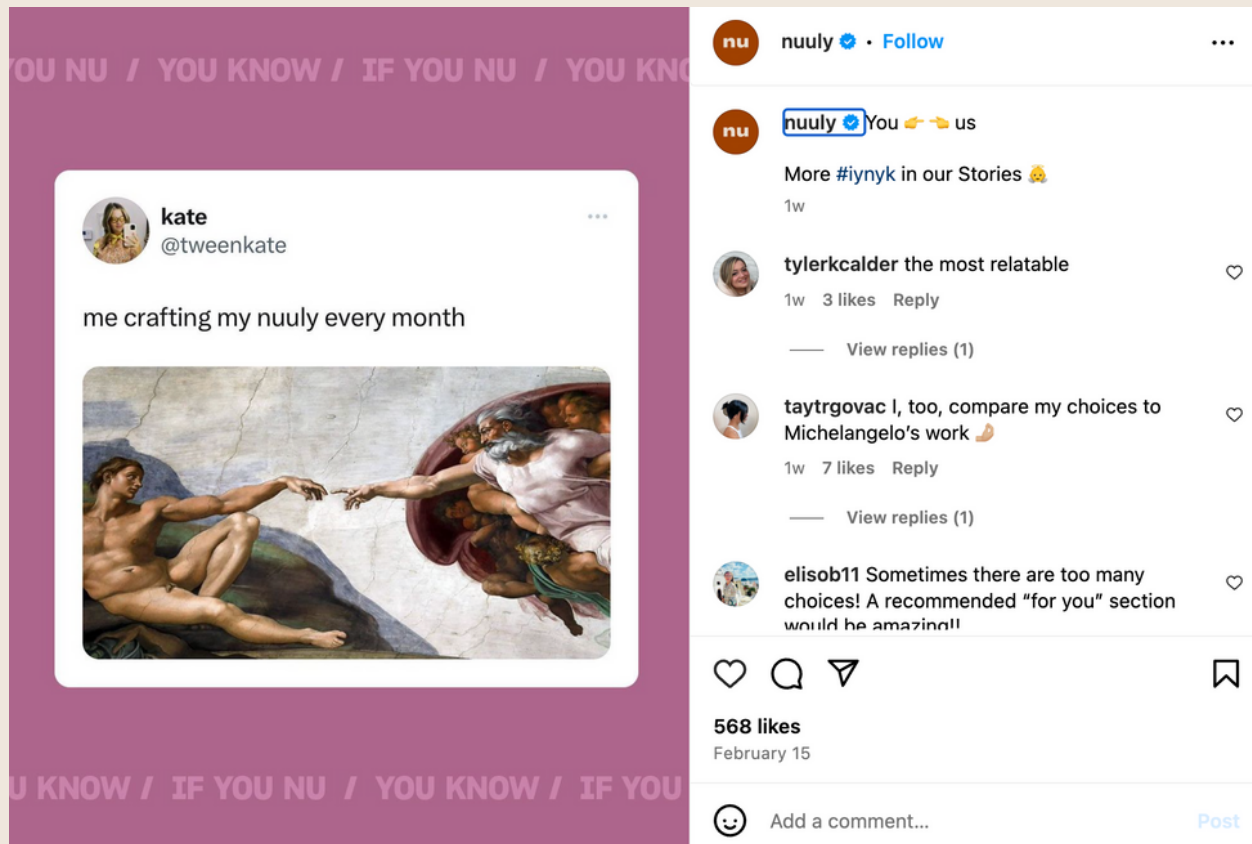
"No such thing as renter's remorse"

#IYNYK
If you nuuly you know

Branding & Clothes
- Extended product collection from brands like Urban Outfitters, Free People, Anthropologie, and many more
- Youthful, fun, and aesthetically pleasing
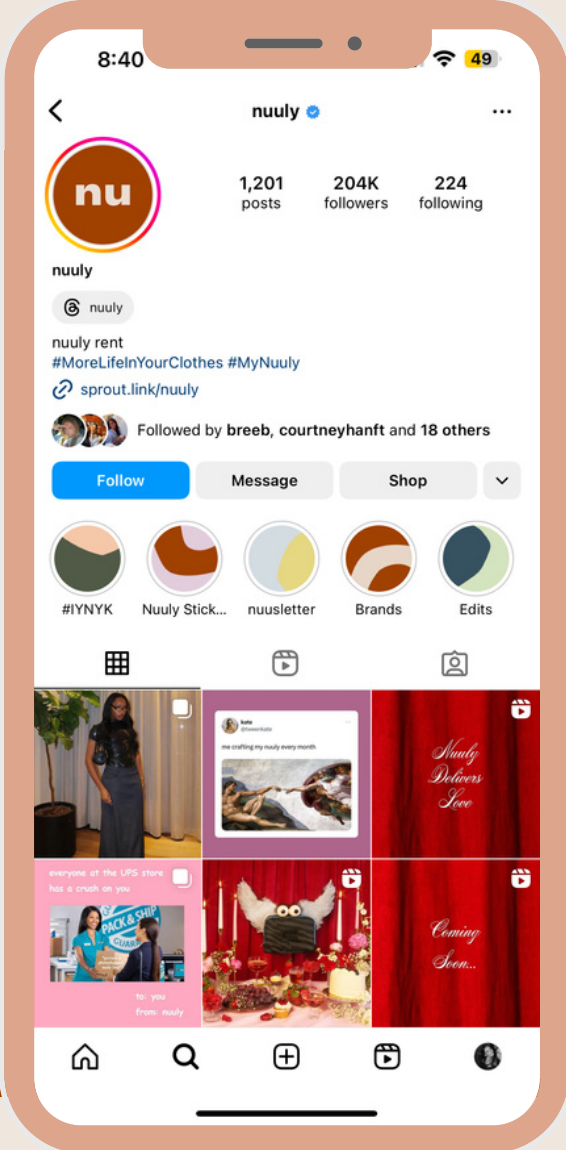- Emphasizes sustainability and affordability

Social Media
- Personable and humorous copywriting on Instagram
  - Engages with followers
- Post various types of posts:
  - Memes
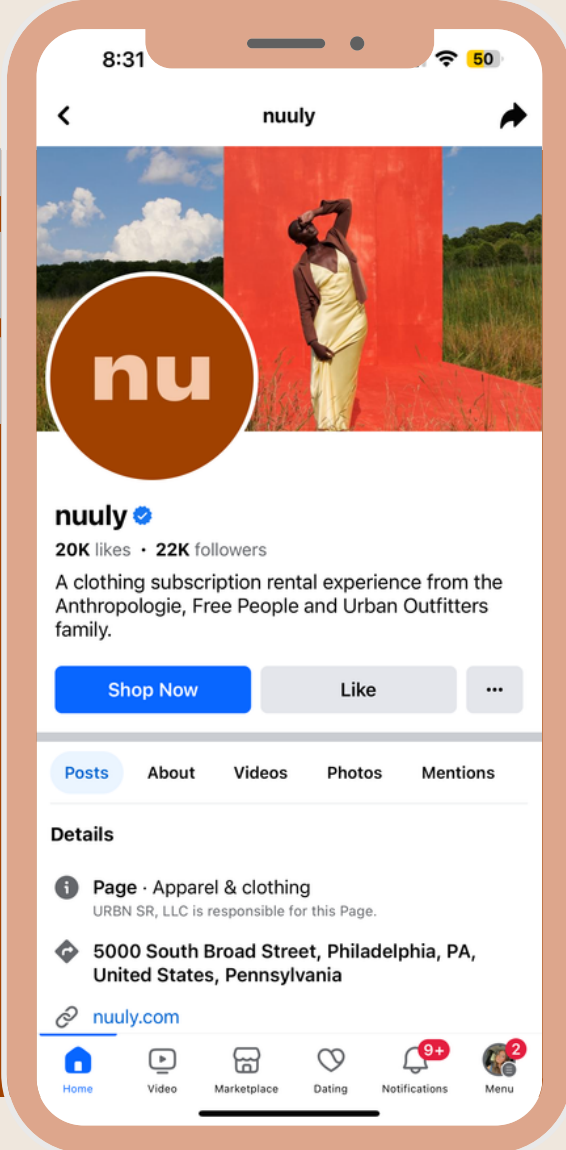 - User-generated content
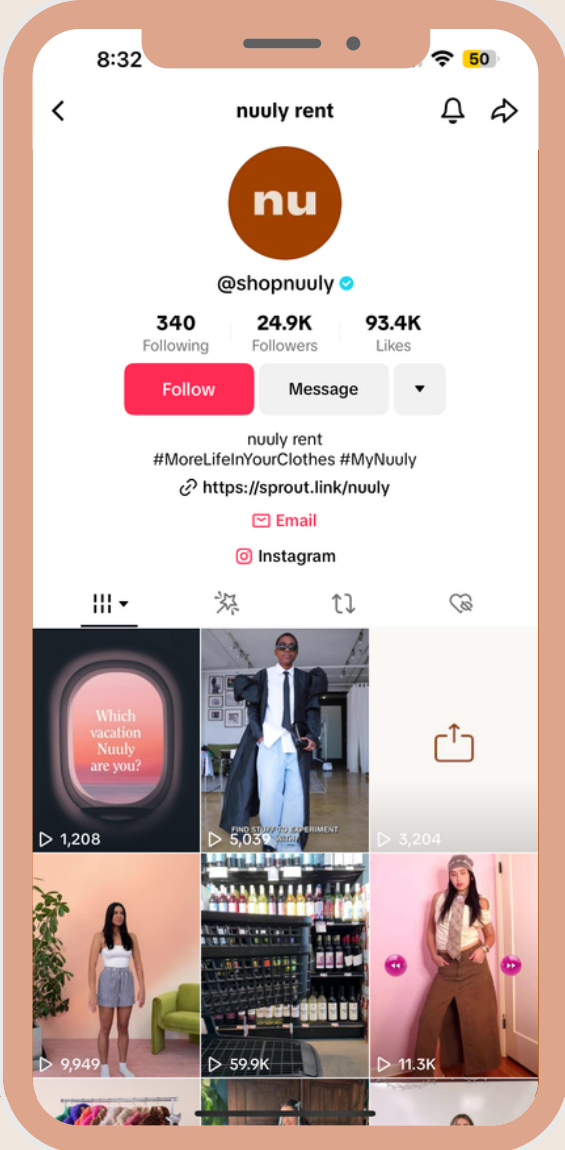 - Reels

2

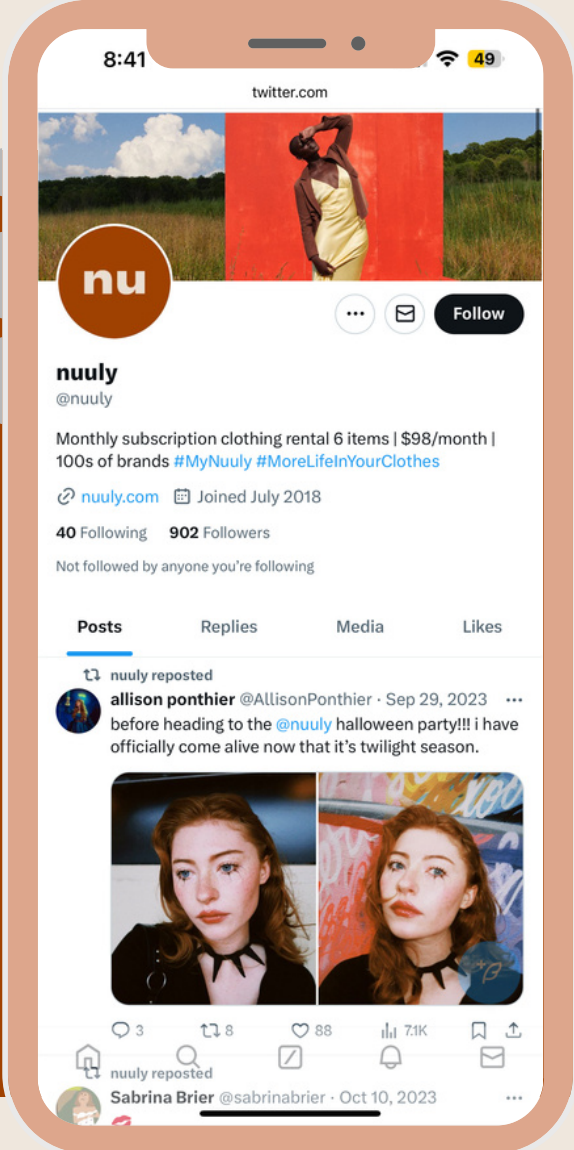# current social media presence

204K Followers

22K Followers

24.9K Followers

902 Followers

competitive analysis

Fashion rental services have become increasingly popular in recent years due to their provision of sustainable and environmentally friendly ways of consuming fashion products. More and more consumers are being socially conscious when it comes to their purchasing decisions. Sustainability has been given a whole new light.

Nuuly was not the first clothing rental service in the industry as they established as part of the URBN family in 2019; however, they have certainly made a name for themselves offering over 17,000 products from 400+ well-known brands. Let's evaluate how Nuuly falls into the rental service landscape against its major competitors.

RENT THE RUNWAY

ARMOIRE

LE TOTE

RENT THE RUNWAY

496K Followers **788K Followers** **54.2K Followers** **59.2K Followers**
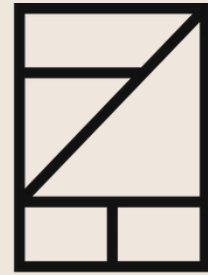
Rent the Runway was established in 2009 with the mission of powering women to feel their best everyday. The company's original focus was renting out designer dresses and accessories for those special occasions. As pioneers in the clothing rental service, they have earned a strong reputation in the industry. At $89 a month for 4 items, they've expanded from designer dresses to a wider range of luxury clothing options, including casual wear and work attire.

vs. nuuly

While Rent the Runway holds a stronger online presence than Nuuly, their target consumers differ. Rent the Runway averages 140K active users, while Nuuly boasts over 190K active subscribers. Nuuly distinguishes itself by offering a more affordable and laid-back rental option, featuring brands under the URBN umbrella (Urban Outfitters, Anthropologie, Free People) and other well-known labels.

ARMOIRE

Armoire is a clothing rental service that offers a personalized curation of items for each customer through a combination of their own professional stylists and machine learning. It was created by women, for women, with the motto: "Go conquer the world - we will make sure you look damn good doing it."

25.4K Followers

7.5K Followers

602 Followers

290 Followers

vs. nuuly

Armoire has a personalized styling feature that Nuuly lacks but could potentially expand into. However, Armoire's target audience, based off their products and online presence, is women aged 35 - 60 which differs from Nuuly's target everyday consumer. Also, Nuuly is at a price advantage offering a monthly plan of 6 items for $98, whereas Armoire offers a monthly plan of 7 items for $119.   .   **6**

LE TOTE

Le Tote was established with the vision of reshaping the retail industry by providing a personalized clothing rental service. The company provides customers with a tailored selection of items that suit their individual characteristics. Le Tote primarily focuses on renting out "everyday wear" pieces, rather just than formal attire.

78.9K Followers

259K Followers

6,620 Followers

vs. nuuly

Le Tote offers their consumers a style profile, allowing personalized measurements and style preferences – another area Nuuly could expand into. Le Tote does not have a strong social presence as their last post across all channels was in 2022. Customers have left unhappy comments on their Facebook about Le Tote's poor service. Nuuly, however, is posting consistently and stayed true to their value proposition.

7

opportunity

Nuuly stands out amongst other fashion rental services in three essential areas: their **brand voice**, their **accessibility**, and their **variety in style**. With over 17,000 items from 400+ beloved brands, and consistently updating their product to align with current trends, Nuuly prioritizes delivering more value to nearly 200,000 active subscribers.

Since its launch in 2019 by URBN with $0 in revenue, Nuuly has achieved profitability by the end of 2023, outpacing its other competitors. With the support of a billion-dollar parent company and a focus on variety and sustainability, Nuuly is poised for success in a post-pandemic world.

opportunity statement

Nuuly understands the challenge of finding the perfect item amidst a vast collection. While they provide pre-made lookbooks, Nuuly's opportunity to remain at a competitive edge is to offer **personalized selections** tailored to individual preferences.

By leveraging multiple platforms, Nuuly can effectively communicate its promise to meet users' style needs **sustainably** and **affordably**, reinforcing its position as a trusted fashion companion.

overall goal

Meet the modern need of sustainability through a personalized fashion rental service.

business objective

Extend brand awareness by achieving $800,000 in revenue.

audience

For this campaign, we hope to target women between 18 - 35, who are active on platforms like Instagram and TikTok.

This campaign will rely on the use of influencers because we feel that consumers will be reliant on social media reviews to rent. Our influencers will curate their own closets as part of the campaign to garner awareness online.
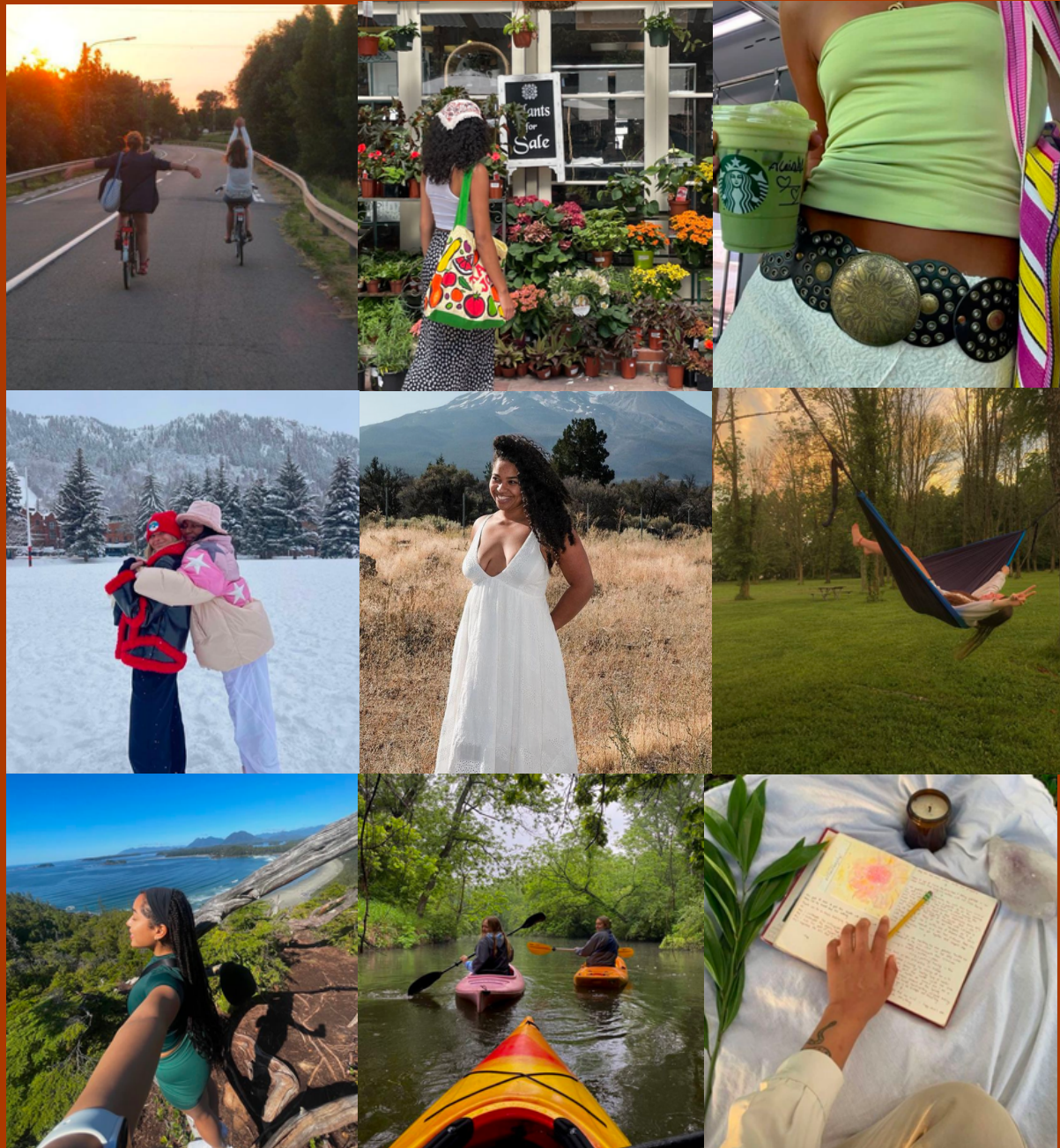
personas

Free Spirit Fiona

Trendy Taylor

Corporate Claire

free spirit fiona

ADVENTUROUS / EASY GOING

ACTIVE / CREATIVE

Background: Free Spirit Fiona is a lover for all things art and the outdoors. When she's not teaching her art class, Fiona can be found hiking, skiing, or kayaking. She spends her weekends at the local Farmer's Market or volunteering. She embraces what life has to offer with open arms, and hopes to give back to her community.

Age: 24
Occupation: Art Instructor
Location: Salt Lake City, Utah
Income Range: $30k - $40k

Goals & Motivations:
- Sustainablility and the environment
- Wants to live a free and fulfilling life
- Wants to make a positive impact and inspire like-minded individuals
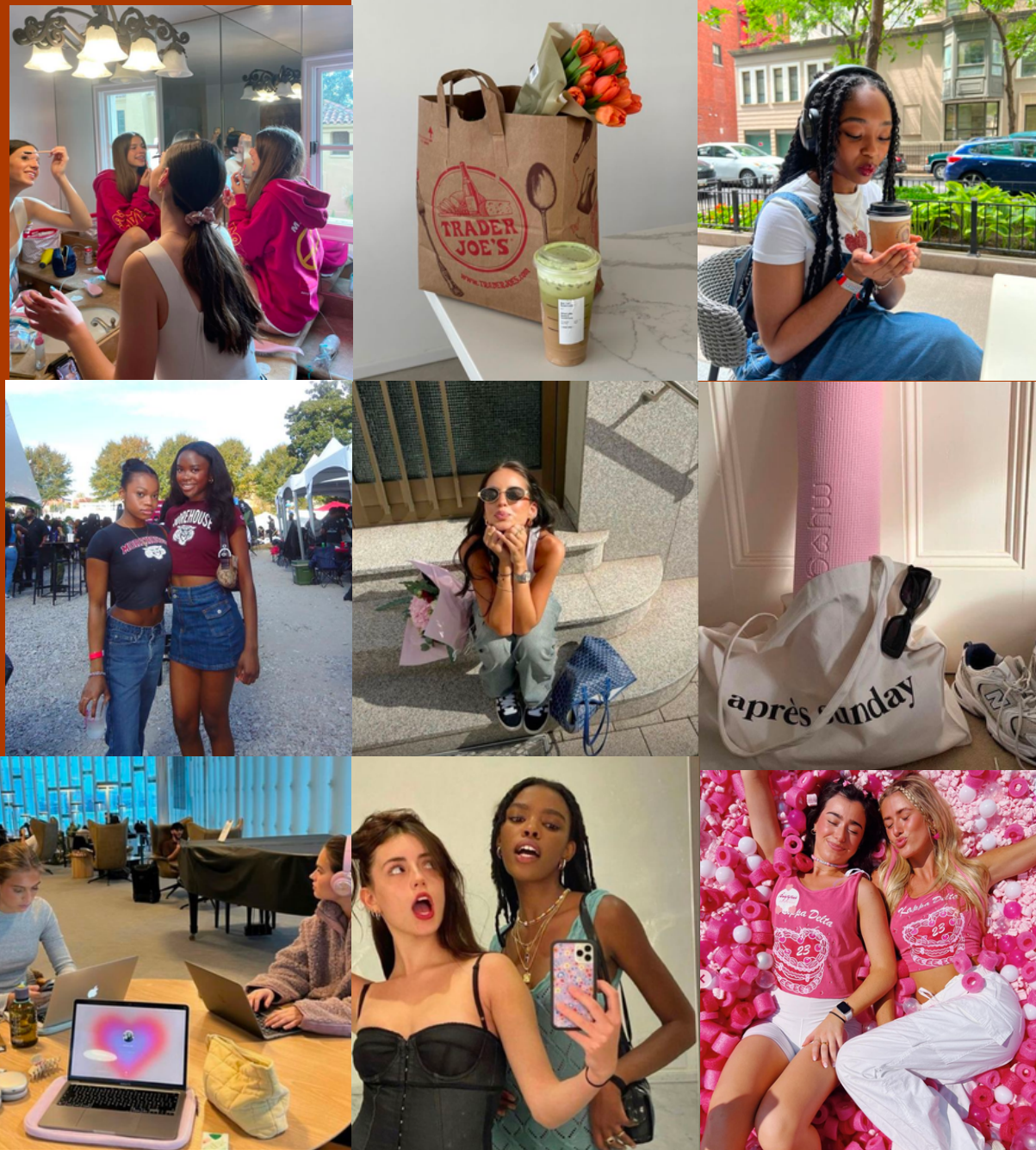
Challenges & Pain Points:
- Limited budget
- Balancing her passions with practicality
- Struggles to find clothing that reflects her needs and values
- Struggles to find clothes that fit her right

trendy taylor

EXPERIMENTAL / FASHIONABLE

AMBITUOUS / SOCIAL

Background: Trendy Taylor is just a normal college girl. She joined a sorority, loves going out with her friends, and is always on social media. If she's not in class, she's scrolling through TikTok looking for outfit ideas or keeping up with her favorite influencers. Taylor finds solace in yoga, retail therapy, or Trader Joe's.

Age: 21
Occupation: College Student
Location: Athens, GA
Income Range: Dependent

Goals & Motivations:
- Build lifelong friendships
- Wants a marketing internship with a fashion company for the summer
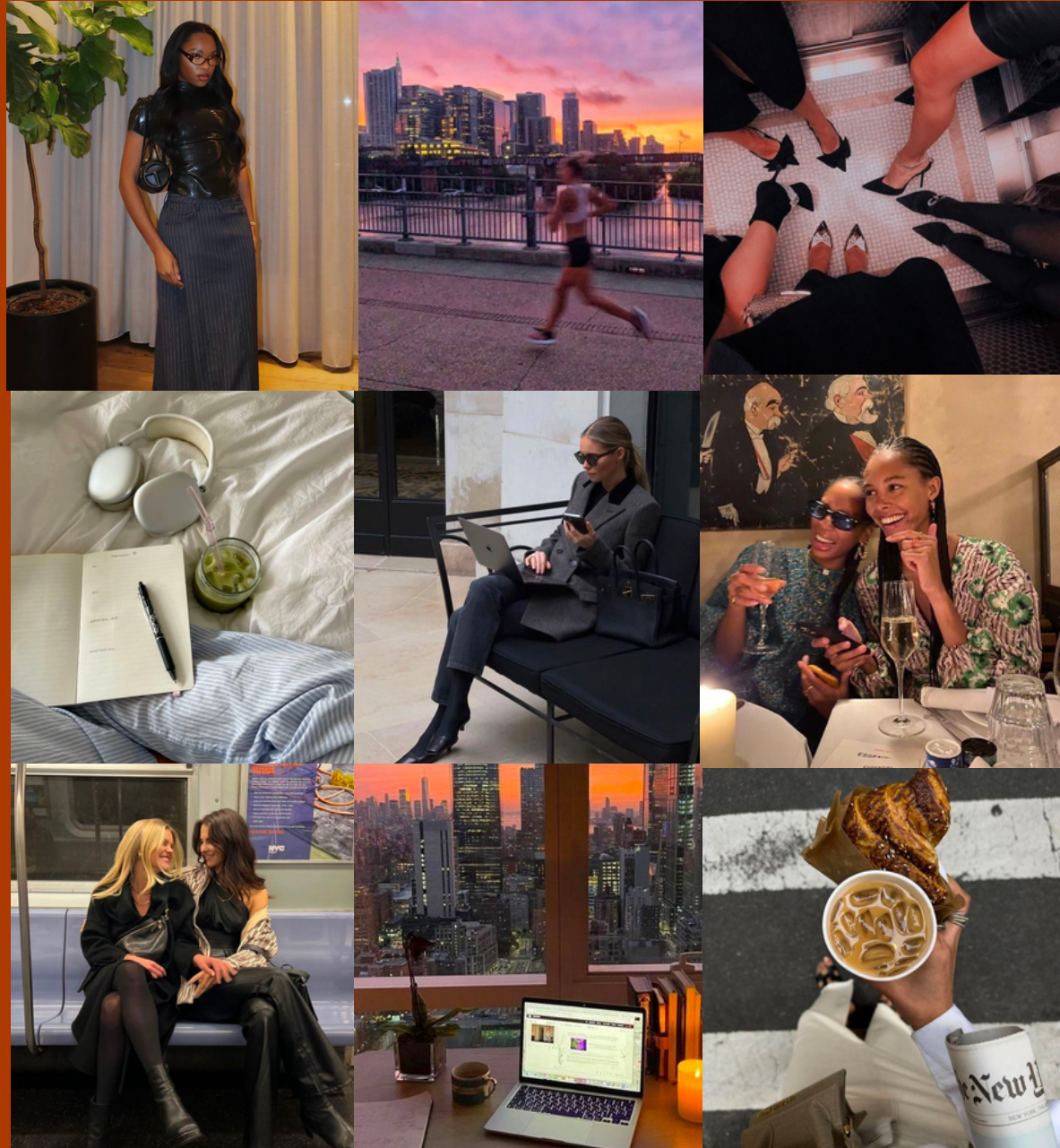- Wants to be on or ahead of the next trend

Challenges & Pain Points:
- Limited budget
  - Limited wardrobe options
- Gets bored easily
- Social pressure to have the next best thing
  - Fashion FOMO (fear of missing out)

corporate claire

Background: Corporate Claire leads a busy and demanding professional life. Graduated from Boston University, Claire has always prioritized her career. When she's not in the office, Claire can be found at networking events, corporate dinners, and industry conferences. And when it's the weekend, she enjoys working out and being social, often posting what she's up to on social media.

Age: 28
Occupation: Consultant
Location: New York City, NY
Income Range: $100k - $120k

Goals & Motivations:
- Wants to become a CEO
- Loves to spend time with her girlfriends
- Mental health and wellness

Challenges & Pain Points:
- Feels like she doesn't have enough time in the day
- High pressure work environment
- Struggles to find a balance between buying work attire and casual wear

DRIVEN / INDEPENDENT

ACTIVE / BUSY

marketing strategies

nuuly

Market Opportunity

Launch two new personalization features to reposition Nuuly as an experience that offers MORE to their consumers

New Customer

Enhancing brand awareness to its current users, but also new and hesitant users

nuuly

the spring campaign

a nu way to nuuly.

nuuly

#nuforuu

17

NEW AT NU

a nu way to nuuly.

#nuforuu: Nuuly does the work, so you don't have to.

What?
- Digital campaign for Nuuly's style profile: an extension into machine learning and user preferences
- Sustainability and affordability
- There's something for everyone

Why?
- Emphasizes the convenience and ease of using Nuuly
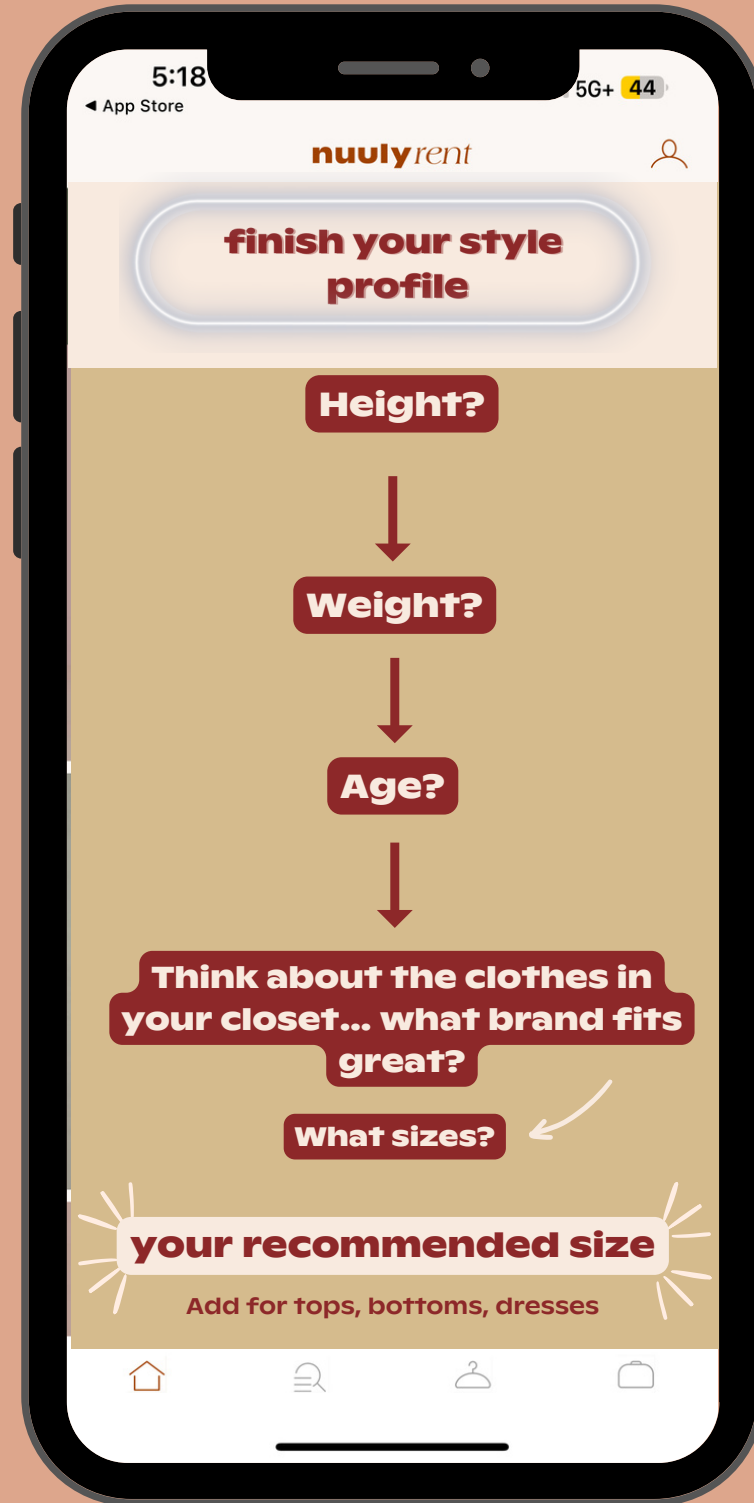- Customized experience to bring value to each user
- Saves each user time

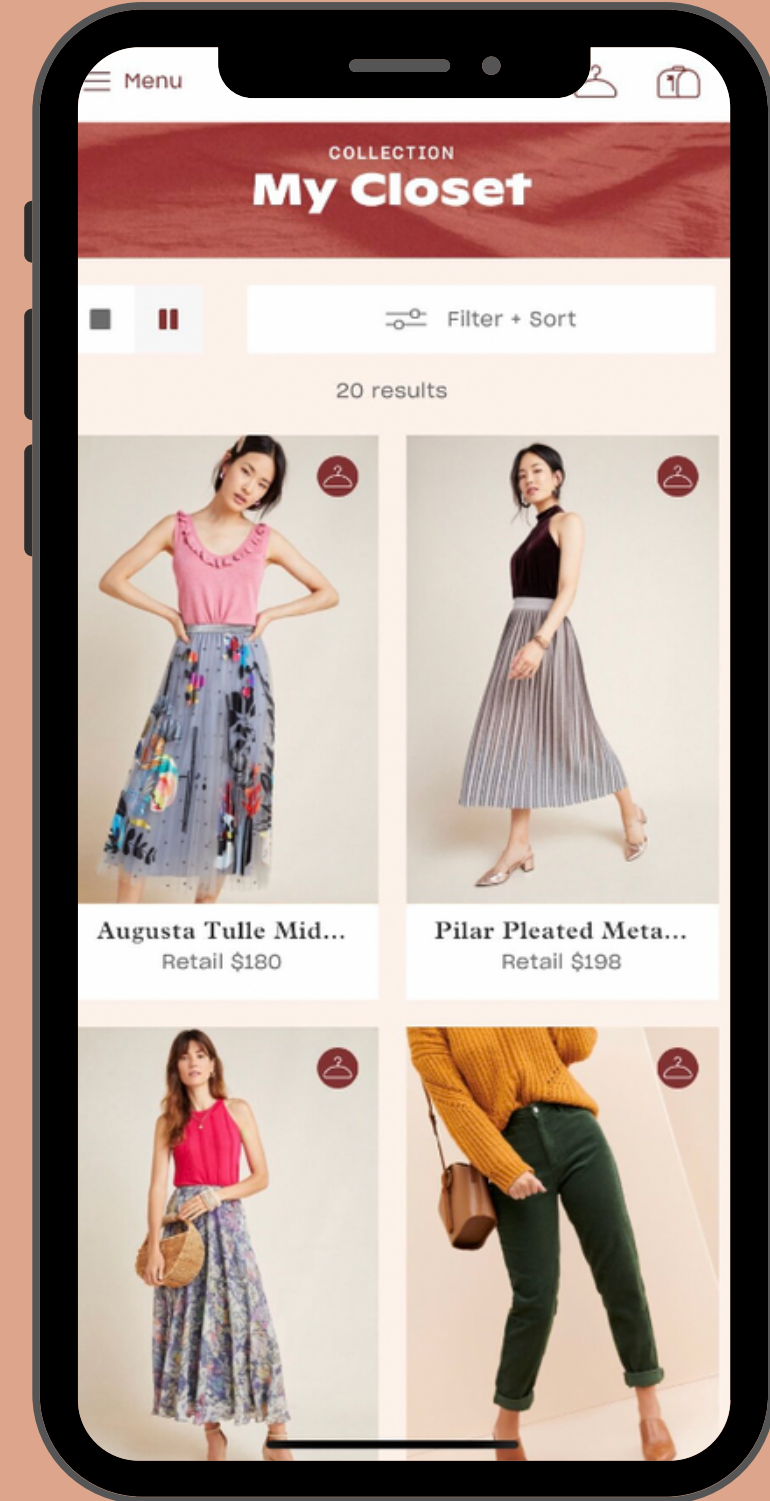**How?**
- Social media content
- Influencers

style quiz

measurements

What vibe do I give off?

unlock your style profile

finish your style profile

Height?

Weight?

Age?

Think about the clothes in your closet... what brand fits great?

What sizes?

your recommended size

Add for tops, bottoms, dresses

+

hint of nuuly magic (AI)

=

COLLECTION
My Closet

Filter + Sort

20 results

Augusta Tulle Mid...
Retail $180

Pilar Pleated Meta...
Retail $198

your nu closet!

nu

19

it's the #nuforuu
unlock your style
profile and share
your nu closet.

communication objectives

timeline We will run a 2 month long campaign beginning on March 3, 2024 to position Nuuly as the first choice for renting clothes in the spring/summer season. The campaign will end on May 1, 2024.

to inform

To reach as many consumers in our intended target market, we will be using evergreen content through social media posts. This will launch the campaign and begin a conversation about Nuuly's upcoming update.

to persuade

We will be collaborating with influencers throughout the duration of this campaign to target and persuade our audience into joining Nuuly. The influencers will be the first to use Nuuly's new features, so once the campaign is underway, we will allow users to shop the influencers' closets on the site. The influencers will create both video content for TikTok, and posts for Instagram.

to motivate

We will use paid media on various channels like Instagram and TikTok to motivate our target audience to finalize their purchase. Each ad will tease the new personalized features on Nuuly with a direct click to Nuuly's website. An influencer will create video content showing a step by step process into how users can unlock their own style profile.

to cultivate

To ensure our customers execute a repeat purchase and become a loyal subscriber to Nuuly, we will continue to target Instagram ads to previous buyers and offer exclusive discounts. These discounts could include $20 off their next month, $20 off one item purchase, or one free bonus item to add to your box.

nu

multiplatform
breakdown

video & image content

- **Owned media:** posts, stories, & reels
- Our content will include #nuforuu to organize content into a central place
- Posts will be synced across both platforms
- **Shared media**: prime our audience with influencer content to increase positive support
- **Paid media**: Targeted and personalized ads
- **Metrics**: Impressions, Engagement, Conversion

video content

- **Owned media:** videos that align with current trends
- Behind the scene of shoots, meet the faces packing your rental boxes, and other videos that involve the Nuuly team
- Focus on short and interactive videos to keep the audience engaged
- **Shared media**: collaborate with influencers: videos that include how they style their Nuuly closet
- **Paid media**: Targeted and personalized ads that showcase Nuuly's new features
- **Metrics**: Impressions, Engagement, Conversion

image content

- **Owned media:** organize posts with boards inspired by this campaign, product links
- **Paid media**: Targeted and personalized ads that showcase Nuuly's new features
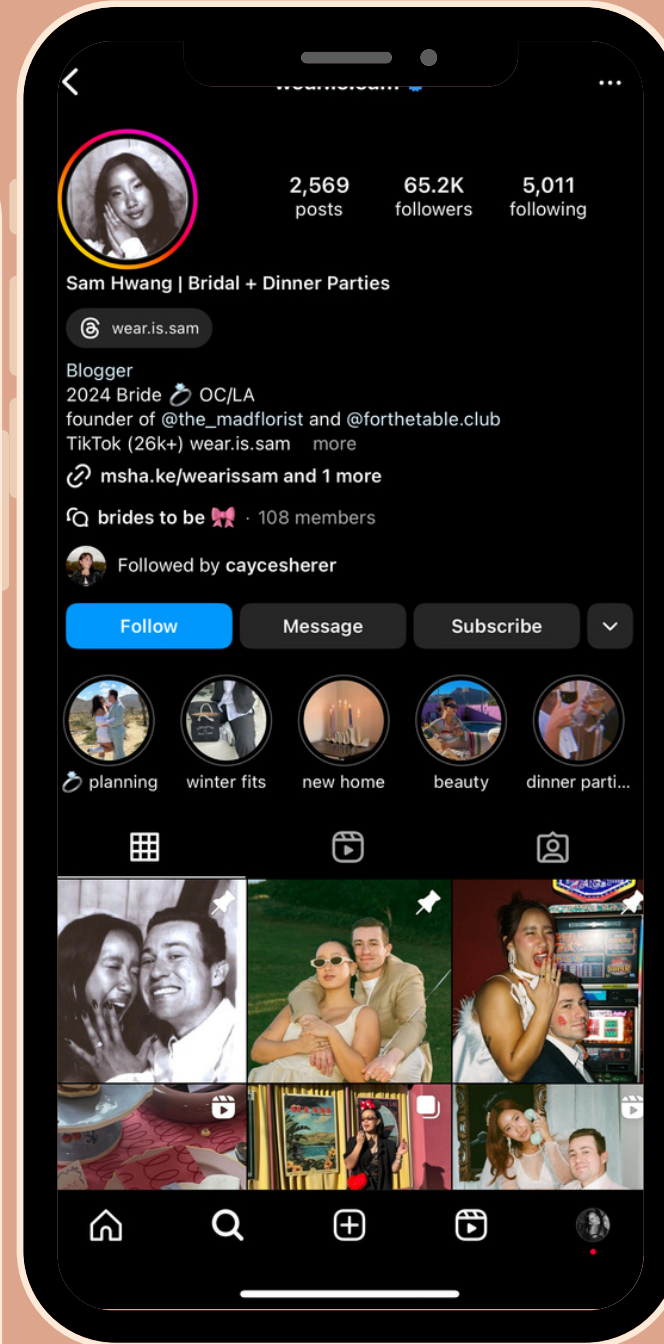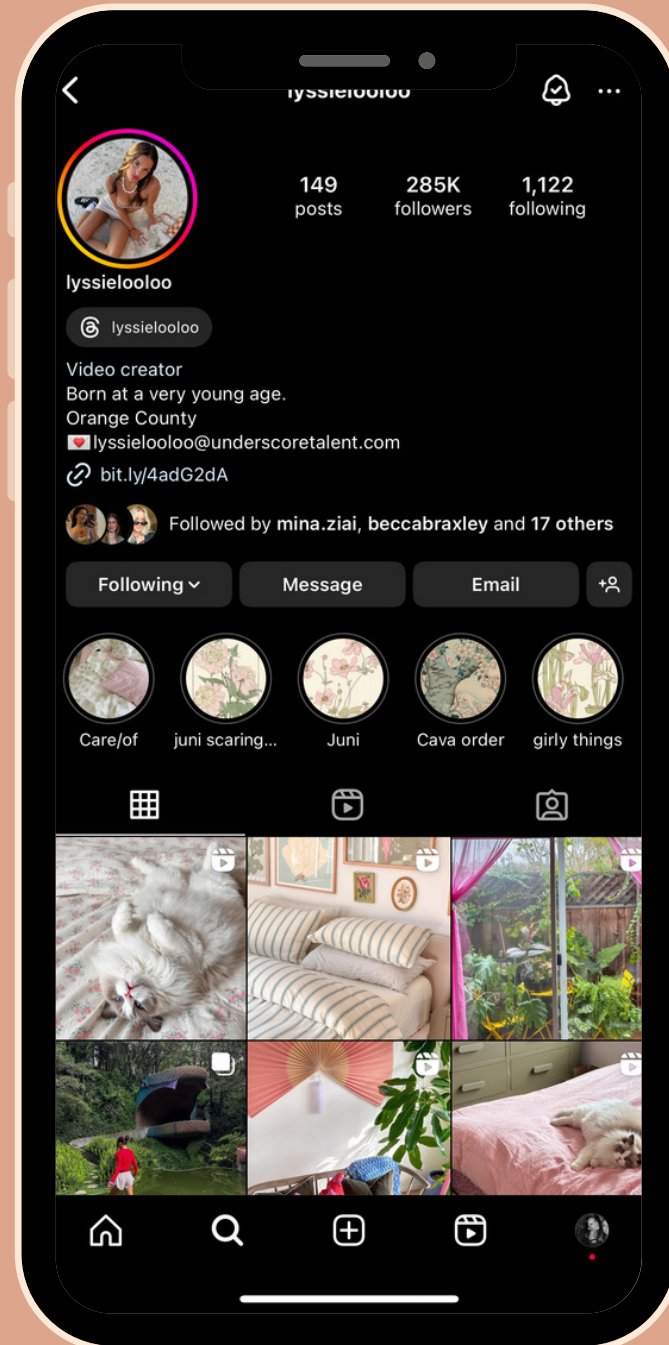- **Metrics**: Product sales and ROAS

Influencers

video & image content

- Partner with influencers who have a high degree of trust for the duration of this campaign
- Post clear messages on their Instagram and TikTok
- Create their own Nuuly closet using the new features, which will be on the website for users to shop
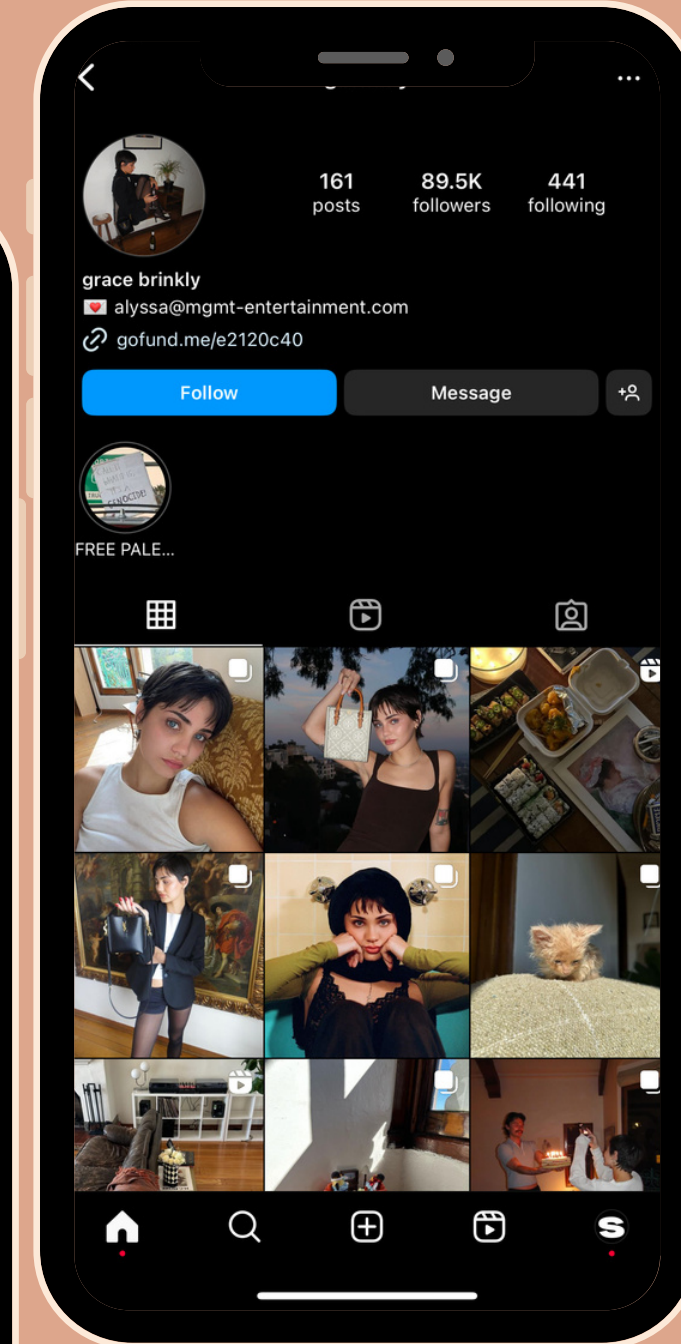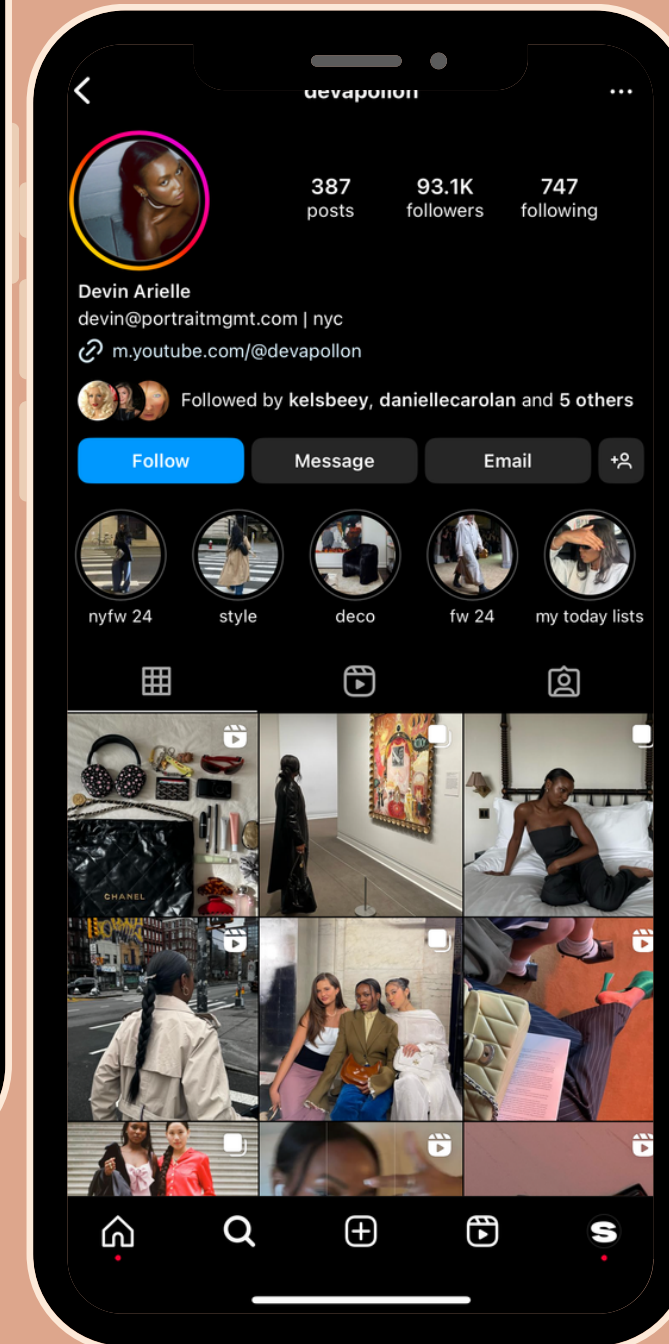- Generate word-of-mouth among their followers

nuuly
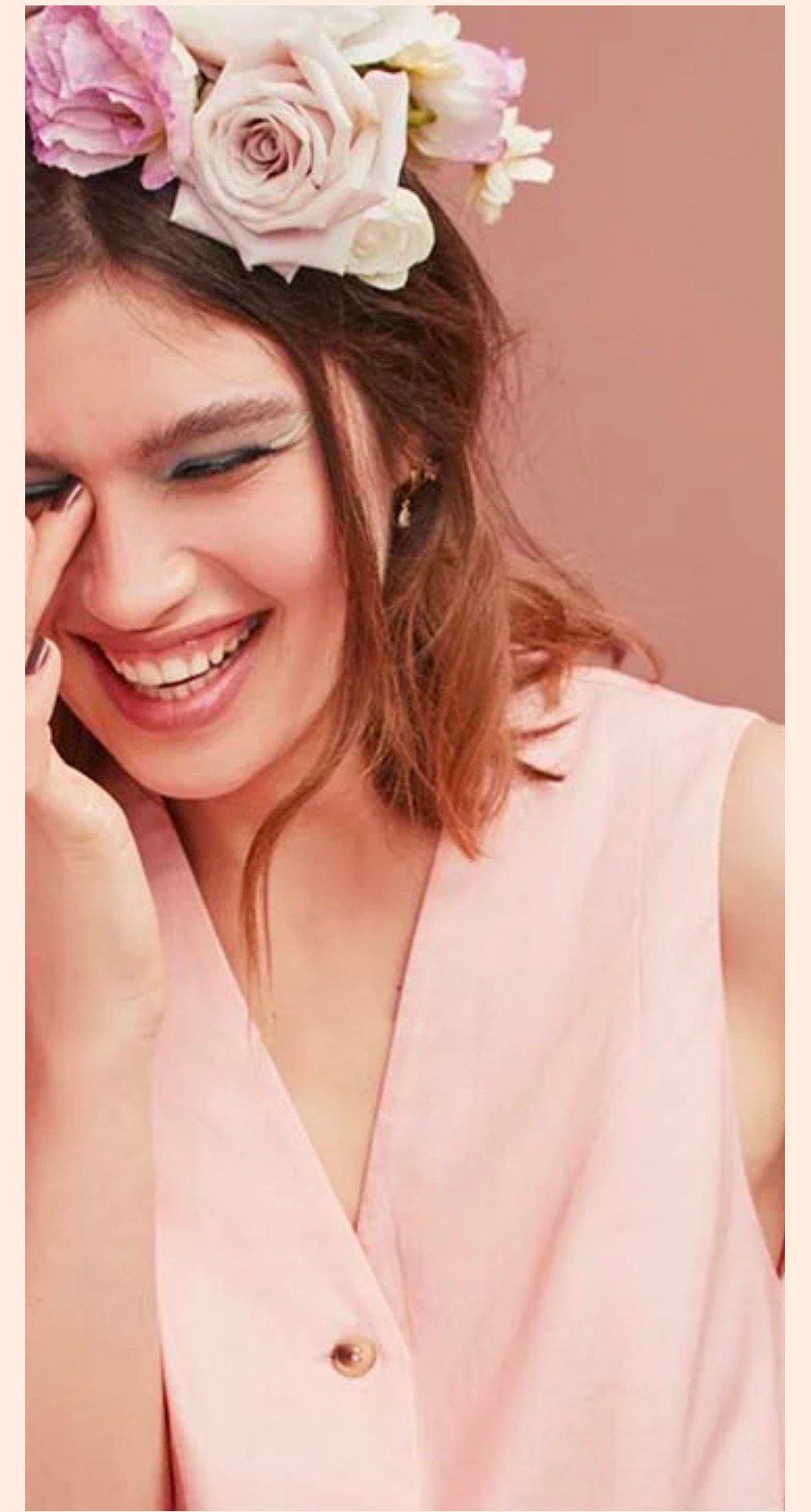# influencers

These influencers were chosen because their characteristics and lifestyles closely align with both our brand image and our target personas. They have built a trusted relationship with their followers through consistent and personable content, which will benefit Nuuly throughout the campaign.

@lyssielooloo
Mid-tier Influencer

Micro-Influencer
@wear.is.sam

Micro-Influencer
@devapollon

Micro-Influencer
@gbrinkly

23

editorial calendar: march 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31 Instagram, Facebook, Influencer					1	2
Launch Day! Campaign Trailer is live 3 Instagram, Facebook, TikTok, Influencer	4 Instagram, Instagram Story	5 TikTok, Influencer	6 Pinterest, Influencer	7 TikTok, Instagram Story	8 Instagram, Instagram Story, Facebook	9
10 Instagram Story, Facebook, Influencer	11 Instagram, Facebook	12 TikTok, Instagram Story	13 Pinterest, Influencer	14 TikTok, Influencer	15 Instagram, Instagram Story, Facebook	16
17 Instagram, Facebook, Influencer	18 Instagram, Instagram Story	19 TikTok, Influencer	20 Pinterest, Influencer	21 TikTok, Instagram Story	22 Instagram, Instagram Story, Facebook	23
24 Instagram Story, Facebook, Influencer	25 Instagram, Facebook	26 TikTok, Instagram Story	27 Pinterest, Influencer	28 TikTok, Influencer	29 Instagram, Instagram Story, Facebook	30

Legend:
- Instagram Feed
- Instagram Story
- TikTok
- Influencers
- Facebook
- Pinterest

24

meta sample posts

to inform

nuuly

what does does my style quiz say about me?

A.   B.   C.   D.   E.

1.   2.   3.   4.   5.

500 likes

nuuly Be honest... #nuforuu
View all 50 comments

ilovenuuly i needed these features

nuulyfan this is perfect because i never know my size

20 MINUTES AGO

---

2 things we love for Spring

Style quiz & Measurements

---

nuuly

unlock your nu closet

style quiz and measurements

We do the work so you don't have to.

500 likes

nuuly who's excited #nuforuu
View all 50 comments

ilovenuuly i needed these features

nuulyfan this is perfect because i never know my size

20 MINUTES AGO

---

nuuly
Yesterday at 2:55pm · 🌐

e honest... #nuforuu

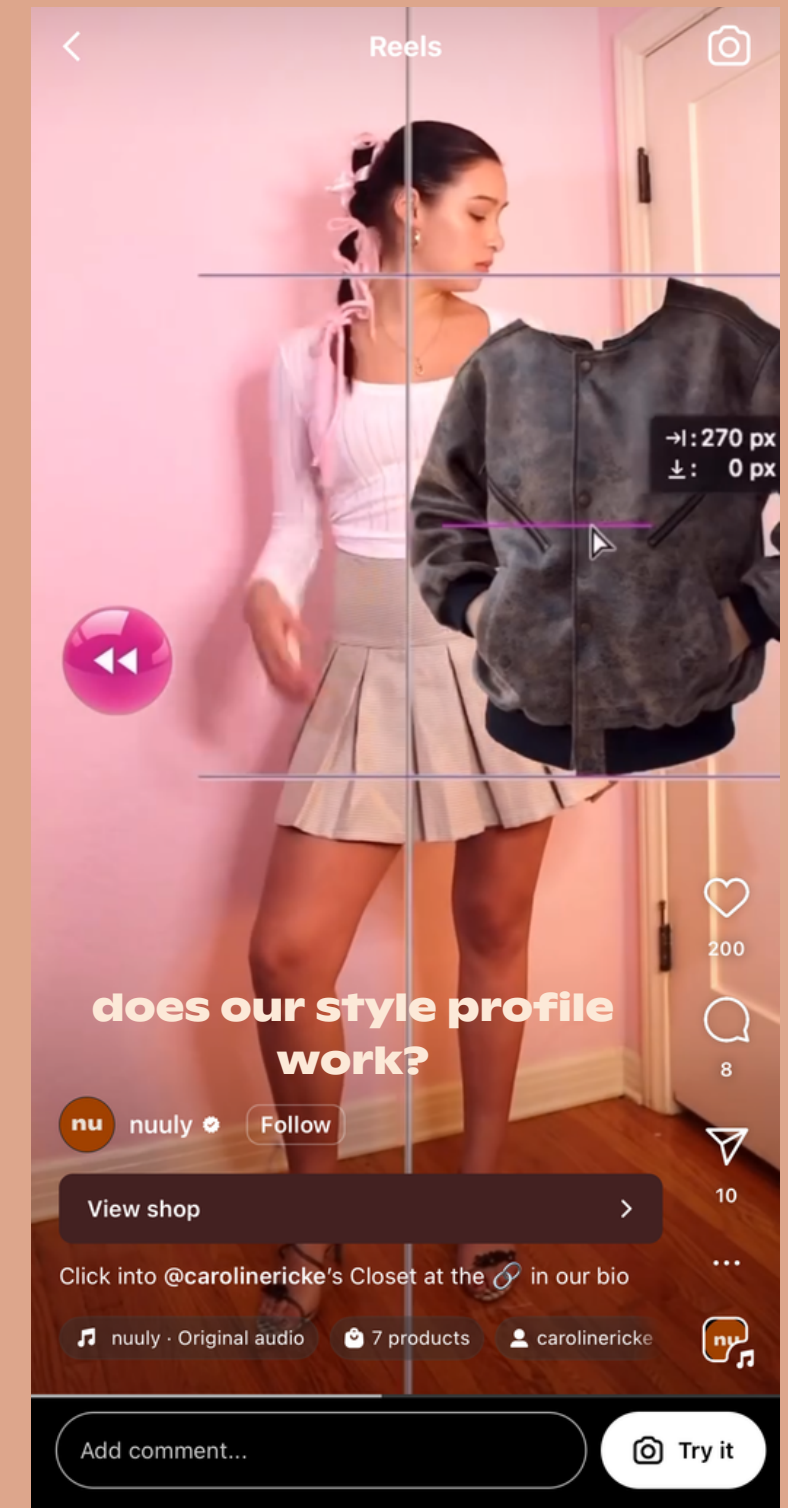what does does my style quiz say about me?

A.   B.   C.   D.   E.
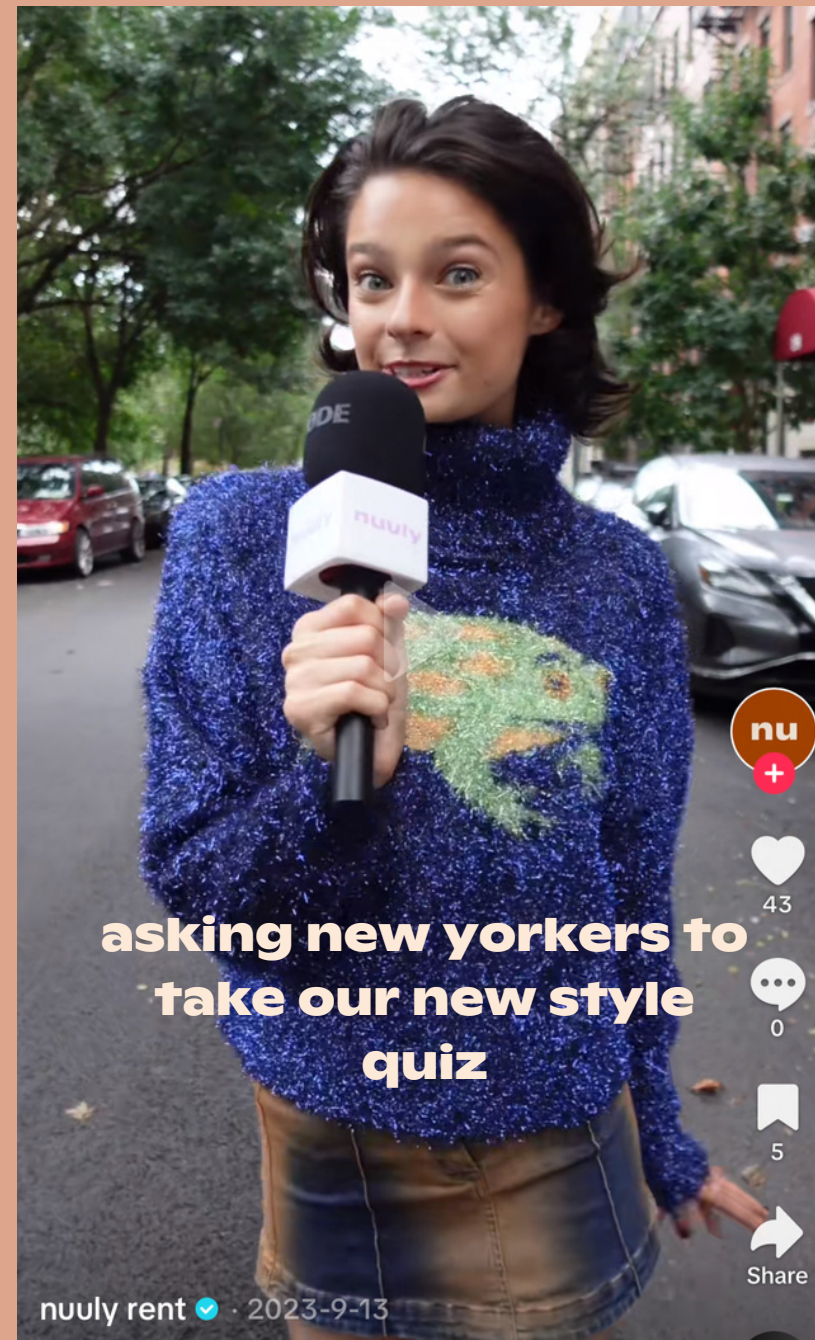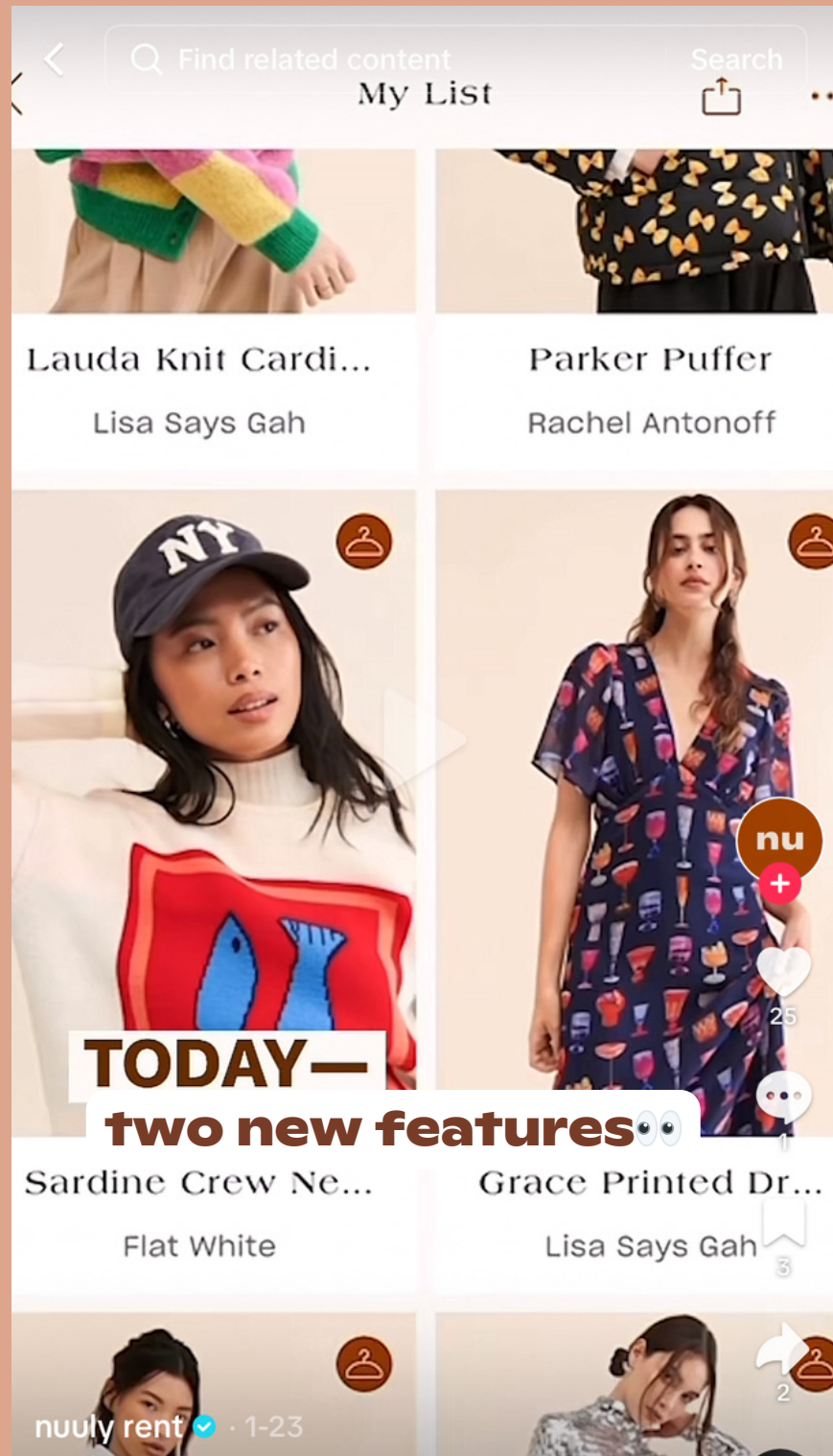
1.   2.   3.   4.   5.

👍 Corporate Claire and 50 Others   10 Comments

👍 Like   💬 Comment   ➤ Share

25

tiktok & reels sample posts
to inform

influencer sample posts
to persuade

lyssielooloo

❤️ 💬 📤   🔖

25000 likes

lyssielooloo me smiling because nuuly created this outfit based on my style profile. you can shop my curated closet on nuuly 😊 #nuforuu #nuulypartner
View all 300 comments

ilovelyssie not me going to subscribe to nuuly right now

lyssieloofan 🔥🔥🔥

20 MINUTES AGO

---

how i style my #nucloset

❤️ 15.4K

💬 73

🔖 819

📤 51

⚡ Green Screen

Grace Brinkly · 1-30

day one of 75 hard style challenge im scared

---

devapollon
New York City

❤️ 💬 📤   🔖

3000 likes

devapollon busy days feel better thanks to #nuforuu #nuulypartner
View all 50 comments

lovedevapollon this makes me want to try nuuly

fan can't wait to shop your closet

20 MINUTES AGO

advertisement samples
to motivate

nuuly
monitoring and optimization

KPI's
- Reach
- Engagement
- Conversion
- ROAS
- Product sales

- Monitor **Landing Pages** (track which ad directed consumers to the website)
  - Which channels are consumers engaging with most?
- Multi-channel funnel reports to see consumer paths across visits to the site

Metrics
- Follower growth
- Likes
- Comments
- Shares
- Saves
- Views

A / B Testing
- To determine what content best reaches the audience
  - Test different captions and photoshoot images

Struggle Channel:
- Edit copy
- Reduce spending and reallocate between channels

Success Channel:
- Adjust spending from the weaker channel
- Increase advertisments

We will regularly review important performance measures to keep our multi-platform channel strategy ahead. Since optimization is an ongoing task, we'll tweak the campaign as we gain data-driven insights.
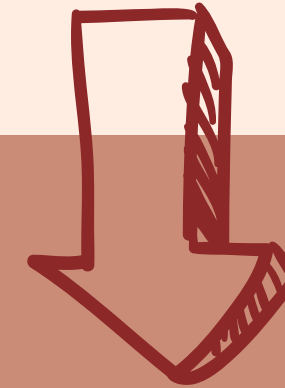
nuuly

$240,000 total marketing budget
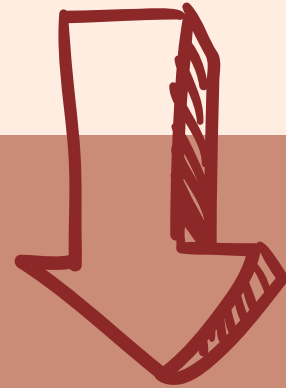
$90,000

Content Development &
Management
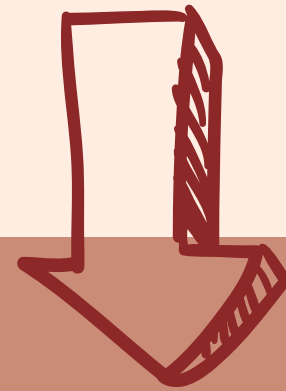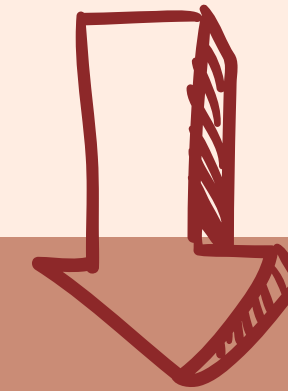
$150,000

Advertising Expenses

nu

$88,769 of our $90,000

content development & management budget

$79,169

Content Development Expenses

POST

$9,600

Management Expenses

content development expenses

image and copy production

30 images and copy = $10,000

March 3 - April 30 (8 weeks)

Our Content: 11 posts/week x 8 weeks = 88 images
60 posts = $20,000
28 posts = (10,000/30) x 28 = $9,334

Influencer Content: 90 images
30 posts = $10,000
$10,000 x 3 = $30,000

$29,334 + $30,000=

$59,334

video production

3 minute video = $7,000

March 3 - April 30 (8 weeks)

Campaign Launch Trailer: 2 one minute videos
(7,000/3) x 2 = $4,667

TikTok: 10 fifteen second videos
(15 x 10)/60 = 2.5 minutes
($7,000/3) x 2.5 = $5,834

4 thirty second videos
(30 x 4)/60 = 2 mins
(7,000/3) x 2 = $4,667

Instagram Reels: 12 ten second videos
(10 x 12)/60 = 2 mins
(7,000/3) x 2 = $4,667

$4,667 + $5,834 + $4,667 + $4,667=

$19,835

nu

management expenses

$150 / hour

Campaign Development: 15 hours x $150 = $2,250
Campaign Launch: 15 hours x $150 = $2,250
Campaign Monitoring: 12 hours x $150 = $1,800
Campaign Sunset: 10 hours x $150 = $1,500
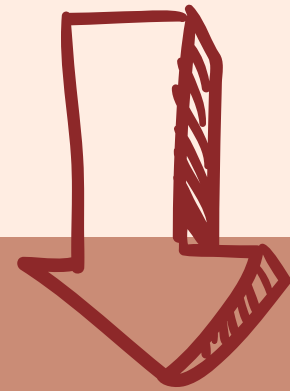**Performance Reporting:** 12 hours x $150 = $1,800

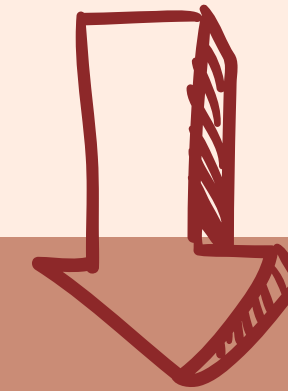$2,250 + $2,250 + $1,800 + $1,500 + $1,800 =

$9,600

nu

nu

$150,000
advertising budget

120,000
Paid Media

$30,000
Influencers

paid media budget

80% of advertising budget = $120,000

Item	Budget	CPM	Reach	Engagement Rate	Conversion Rate	Revenue	ROAS
Instagram	35% Of 120,000 = **$42,000**	**$11.20**	($42,000 / $11.20) x 1,000 = **3,750,000**	3,750,000 x **.05** = **187,500**	187,500 x **.015** = **2,812**	2,812 x **$98** = **$275,576**	$275,576 / $42,000 = **6.56 : 1**
Facebook	30% of 120,000 = **$36,000**	**$11.20**	($36,000 / $11.20) x 1,000 = **3,214,285**	3,214,285 x **.05** = **160,714**	160,714 x **.015** = **2,410**	2,410 x **$98** = **$236,180**	$236,180 / $36,000 = **6.56 : 1**
TikTok	20% of 120,000 = **$24,000**	**$9.75**	($24,000/ $9.75) x 1,000 = **2,461,538**	2,461,538 x **.05** = **123,076**	123,076 x **.0125** = **1,538**	1,538 x **$98** = **$150,724**	$150,724 / $24,000 = **6.28 : 1**
Pinterest	15% Of 120,000 = **$18,000**	**$6.05**	($18,000 / $6.05) x 1,000 = **2,975,206**	2,975,206 x **.03** = **89,256**	89,256 x **.01** = **892**	892 x **$98** = **$87,416**	$87,416 / $18,000 = **4.85 : 1**

35

influencer budget

20% of advertising budget = $30,000

Item	Budget	CPE	Engagement Rate	Conversion Rate	Revenue	ROAS
Posts	50% of 30,000 = **$15,000**	**.20**	$15,000 / .20 = **75,000**	75,000 x **.015** = **1,125**	1,125 x **$98** = **$110,250**	$110,250 / $15,000 = **7.35 : 1**
Stories	10% of 30,000 = **$3,000**	**.12**	$3,000 / .12 = **25,000**	25,000 x **.01** = **250**	250 x **$98** = **$24,500**	$24,500 / $3,000 = **4.08 : 1**
Videos	**$7,000**	**.35**	$7,000 / .35 = **20,000**	20,000 x **.02** = **400**	400 x **$98** = **$39,200**	$39,200 / $7,000 = **2.80 : 1**
TikTok	**$5,000**	**.10**	$5,000 / .10 = **50,000**	50,000 x **.01** = **500**	500 x **$98** = **$49,000**	$49,000 / $5,000 = **9.80 : 1**

Both video & TikTok = 40% of 30,000

total campaign returns

Our total budget of $150,000 generated **$972,846** of revenue, achieving **12,401,029** impressions and a return on ad spend (ROAS) of **6.48:1**

nuuly

nuuly

#nuforuu

The #nuforuu campaign will generate over $800,000 in revenue, surpassing our objective. Through this campaign, we will strengthen the brand's relationship with consumers by showing that nuuly can provide you a more personalized experience, no matter your needs.

So, nuuly - are you ready to introduce the nu way to nuuly? We are confident that this spring campaign will result in high returns and positive feedback, so we ask that you approve this proposal. Let's continue to strive for an affordable and sustainable way to consume fashion.

thank you!

nuuly

#nuforuu campaign