

Problem → Mechanisme → Product

Niche: [Streetwear](#)

Current state:

- Not confident with how they look,
- fear of missing out with recent fashion trends,
- feel out of place inside their friend group/ community, want to stand out and look unique
- Clothes does not match his/her identity

Dream state:

- Look interesting,
- want to feel a sense of belonging inside their friend group/ community
- Want to have more fashion, not just boring clothes

Roadblock:

- Not having the right clothing to fit in friend group/ does not match their identities

Solution:

- Need to actually design and make unique clothes according to the fashion taste of their community/ friend group/ trend

Product:

- [Streetwear brand](#) that designs and creates the clothes according to trends

Market Awareness & Sophistication

- Market Sophistication: [Oversaturated market \(Level 5\)](#) → Identity based play
- Market Awareness: [Level 3](#) → Identity based play

Draft

Funnel Type: [Paid ads](#)

Identity (sitll asumption): [Freedom of expression](#)

Overarching plan:

[Create Short-Form Video Ads for TOFU Awareness](#)

- [Content:](#)
 - [Plan A:](#) 10-15 second videos, unique product design, street mural setting, advocate freedom of expression

- Plan B: same as plan A but use images instead
- **CTA:** Shop now, Discover the collection
- **Aesthetic:** Street inspired, focusing on freedom of expression

Boost Engagement through MOFU Retargeting Ads

- **Audience:** Retarget viewers who engaged with the TOFU ads
- **Content:** photos of product, add discount/ add free gift?
- **CTA:** “Claim Your Discount” or “Limited Time Offer”

Platform Choice

- Instagram & Tiktok

(Rough aesthetic of the video/images)



Ad caption draft (1):

With Social Distress, your style is your statement. Embrace your true self and freely express it. Step into a world where streetwear meets art—where YOU are the canvas.

Discover the collection: 'link shopee'

#FreedomOfExpression #SocialDistress #WearYourVoice"

Ad caption draft (2):

Find the look that lets you stand out, while fitting right in. Leave behind the ordinary, embrace who you are, and make a statement that's truly yours. Step into streetwear that's crafted for those who live boldly, where every piece is art — and YOU are the canvas.

Discover the collection: 'link shopee'

#FreedomOfExpression #SocialDistress #WearYourVoice"

Ad caption draft (3):