

ABOUT US

We're **CROSTY** — a proudly Georgian designer brand inspiring creativity, progress, individualism and above all, freedom. We create unique conceptual sneakers & accessories that make our community stand out.

OBJECTIVE

Although the job market is rapidly evolving, today's educational system doesn't prepare youngsters for the future tech & innovation professions. While the information is abundant and unknown, they feel confused. We aim to help them get adapted to the emerging professions by raising awareness.

TARGET AUDIENCE

We aim to reach the open minded, trendy, tech-savvy and individualistic Georgian youth; Those, who always follow trends, love to be the first and strive to express their uniqueness;

KEY INSIGHT

The fear of the unknown leads youngsters to avoid the unpleasant, unfamiliar information. But you know what they will never avoid? Trendy items and an endless search for them online.

OUR SOLUTION

We decided to communicate the "non-desirable" information in an easily absorbing way; **Capsule Collection from Future, 2030**. Instead of presenting our FW23 Collection, we're gonna look a few years ahead and create the Eyewear 2030 capsule collection. Inspired by the 5 emerging professions and **showcasing what's trending & demanding in the future job market**. To raise awareness about the professions, each piece of the capsule collection will be inspired by professions of the future – **in the form of design elements, materials and/or features**. Additionally, Eyewear will be delivered with the passport, informing about the profession and encouraging people to visit our website for full information.

KEY MESSAGE

 SEE THE FUTURE!

ABOUT US

 Inspirational, Educational, Smart, Thought-provoking.

TASK FOR THE AGENCY

 Promote our conceptual collection among Georgian youngsters;

DELIVERABLES, BUDGET, TIMELINE

Launch – Back to School (first part of September); Duration – 1 Month

Website Copy	\$2,000	N/A	September 6
Social Media Content	\$5,000	5 Posters & 5 Videos	September 11
Main Promo Video	\$55,000	1	September 13
Website Traffic & Conversion Ads	\$3,500	N/A	September 13
Google Search Ads	\$1,500	N/A	September 13
Influencers	\$18,000	5 Videos, 60 Stories	September 15
Online Media	\$2,000	5 Articles	September 15
Advertising Budget	\$30,000	N/A	N/A

KPI

Video Views	2 Million	Website Visitors	300,000
Shares	3,000	Products Sold	3,000

CHANNELS

Facebook	Instagram	Tiktok	Google	Online Media
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