

ALL THAT JAZZ - ADVERTISING CAMPAIGN IDEAS

CAMPAIGN 1 - 50% DISCOUNT - #SaveTheFashion

Idea -

To ask people to save the fashion from dying against the run for costly competitions and poor dressing. Making fashion-conscious people freak-out with the "Fashion-Is-Dying" situational positioning.

Visual Description -

- ✓ Typographical Human-shaped word "Fashion" is committing suicide in multiple situations like:
 - Jumping off a cliff
 - Standing with a "live" bomb
 - Holding a gun in hand
 - Human left hand with knife cutting off the wrist from the "fashion" right hand
 - Typography pointing gun towards its head

- ✓ White Background. Very awesome fashion-wear clothes (by ATJ) on mannequins having blood splashes all over them, extending all the way to background spills.

Copy -

#SaveTheFashion from Mehenghai and Cheap Options!

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CAMPAIGN 2 - BRAND PRESENCE - #OopsyDoopsy

Idea -

Along with one really bad dress, show HUGE Typography of misspelled words that have to do with fashion. Summing up saying "Don't Mess Up, Jazz Up!"

Visual Description -

Words to be messed up:

- FESON
- STIEL
- DESHING
- OSOME
- ELEGHANT
- SVEG
- LUKS
- CHAARAM
- APIL
- PARSONALITI

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#OopsyDoopsy

Play it Right!

Don't Mess up. Jazz Up @ All That Jazz...



CAMPAIGN 3 - 50% DISCOUNT - #QpaisePaise

Idea -

Showing how awesome fashion often blurs out to only leave viewers/buyers with the trauma of "Prices".

Visual Description -

Showing multiple models having cool clothes on, but the entire clothes region is blurred out, leaving only a large "Rupee" icon in the centre.

Copy -

#QpaisePaise

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