

# plyn.

'local support'  
'hand-picked from community'  
'bring tradition to everyday life'

'Piece of a Lively Young Norm'



## About Us

'plyn.' is a clothing brand under 'Thai Ruang Udon Limited Partnership' which aims to increase Udon Thani's reputation on Thai fabric among new generations and support the local community by creating products directly made from hand-woven Udon Thani's fabrics.



## Udon Thani's Fabrics

Kid Yok Dok

Mud Mee

Kid Mee



## Communication Objectives

- ◆ To create awareness of the launched subsidiary brand among the target along with guiding them to learn about the heritage of Thai and Udon Thani fabric.
- ◆ To improve the positive attitude towards Thai fabric and create a new fashion trend .
- ◆ To lead the target to perform the actual purchase of the launching brand's product and actual wear Thai Fabric in daily life.



## Target Audience

### Demographic

- Female
- 22 to 25 years old
- First Jobber
- Income: 25,000-50,000
- Living in Thailand

### Psychographic

- Trendy
- Girly
- Social media user
- Follows fashion trends
- Love taking pictures of themselves
- Value themselves
- Outgoing
- Open to trying new things
- Content creator

## Target Insight

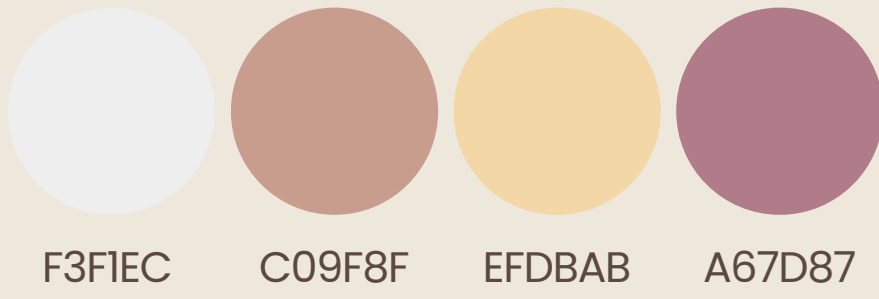
- ◆ Thai fabric is not only out of date but also has a limited choice of brands and products in the market.
- ◆ They prefer not to wear clothes that are easy to be noticed by others and mainly choose to purchase basic and minimal clothes rather than remarkable clothes,
- ◆ The design and pattern of Thai fabric followed by occasion, quality, price, brand, and material are the most important factors.
- ◆ The target normally purchases clothes from both online and offline shopping platforms

## Mode and Tone

### Main Color



### Secondary Color



### Logo font

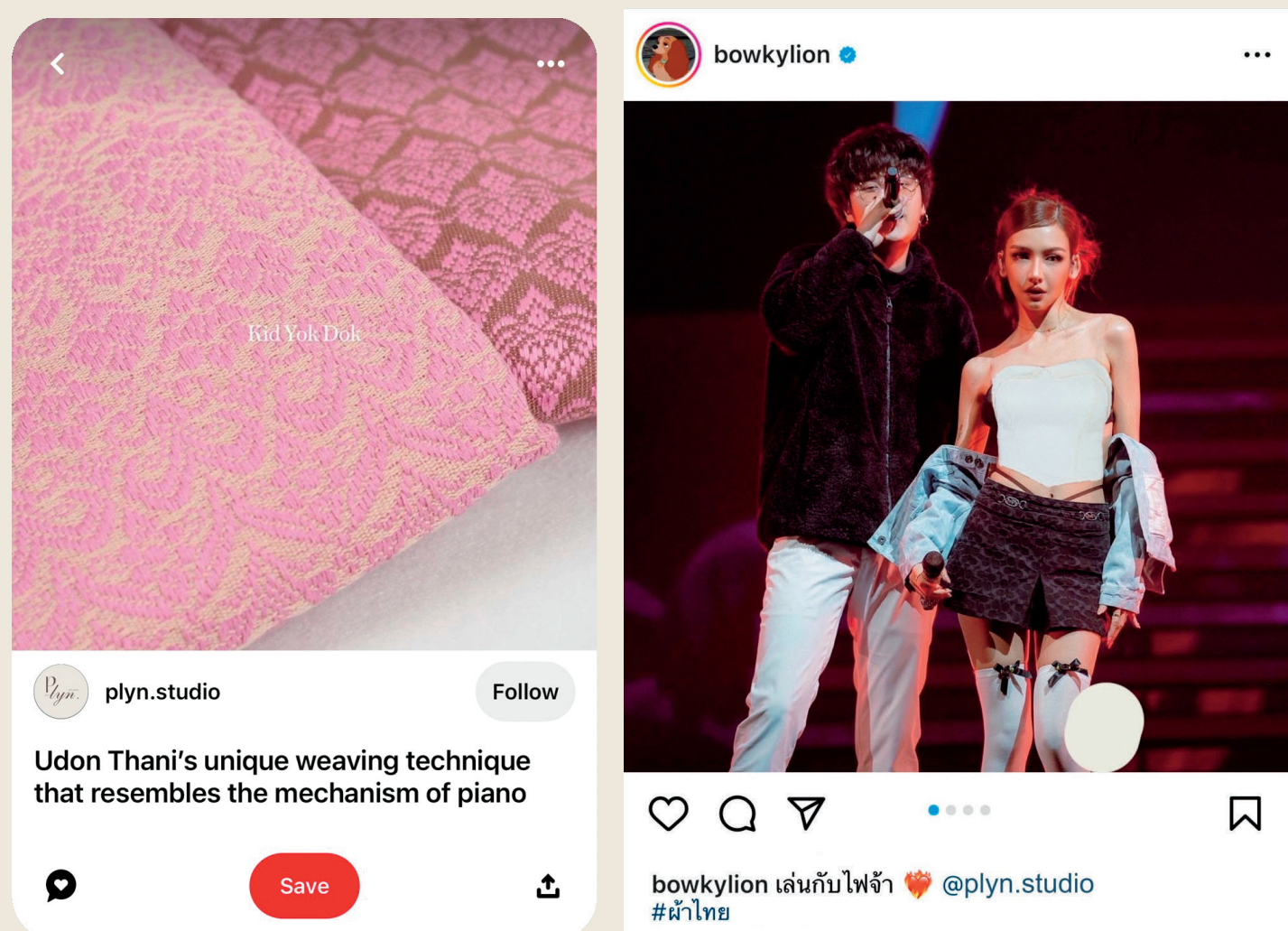
Dream Avenue *Anastasia Script*

### Communication font

Poppins Regular Poppins Light

## Communication Strategies

'June 2023 to May 2024'



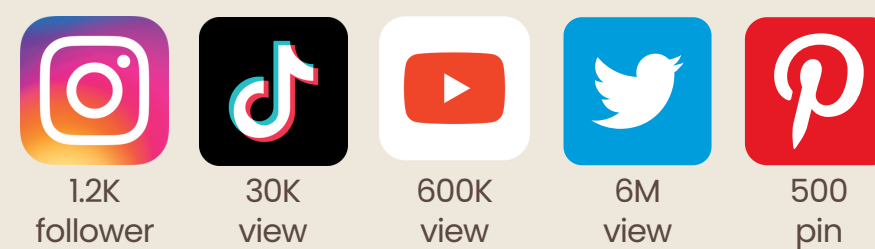
### Phase 1

(June to July 2023)

To create awareness of Udon Thani's fabric and 'plyn.'

1. Creating own media using content marketing focuses mainly on the storytelling of the brand launching on official platforms.
2. Using paid media by collaborating with influencers that would lead to earned media from sharing along with online press

### Tools & KPIs:



- Ad boost, Online Press, Artists, Influencers

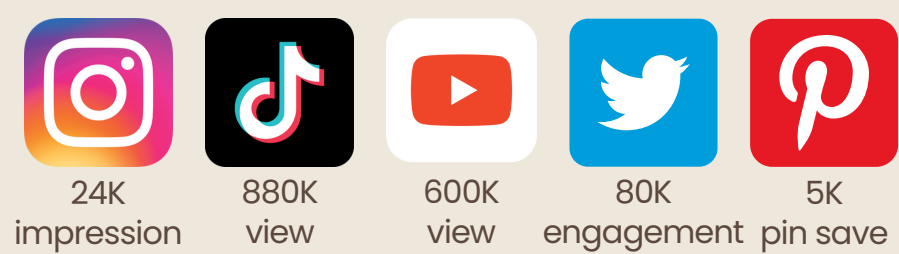
### Phase 2

(August 2023 to May 2024)

To improve a positive attitude and create a fashion trend

Focusing on content marketing to create viral trends along with the use of collaboration with influencers.

### Tools & KPIs:



- Influencers



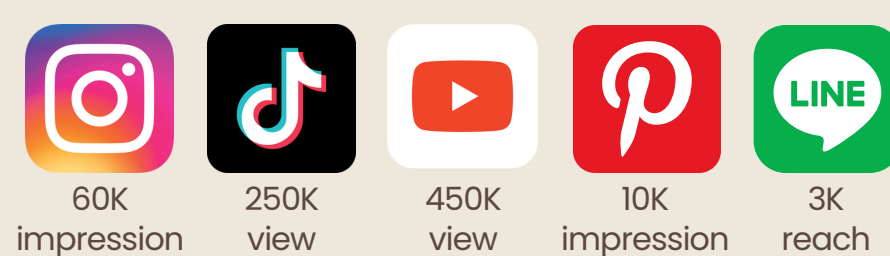
### Phase 3

(November 2023 to May 2024)

To lead people to purchase products from 'plyn.' and wear Thai fabric in daily life

Integrating both online and offline platforms through own media, paid media, and distributors along with special events and pop-up stores to gain attention and acceptance of key publics.

### Tools & KPIs:



- Multi-brand stores,, E-commerce, Pop-up store, Event booths, Influencers

Total sales: 2,800 pieces



## Our Future Plans

- ◆ Extend to support other northeastern province local communities.
- ◆ Collaborate with other brands to strengthen the brand awareness and expand target to the larger groups.