

# Miss GIGI

## COMMUNICATION CAMPAIGN

## Overview

The campaign is executed by collaborating with the high-end Thai swimwear brand called "GIGI Beachbabe" which shares a strong passion and value for women's empowerment.

Miss GIGI campaign aims to support body positivity and encourage self-confidence through the brand storytelling of Miss GIGI, a woman with unique beautiful selves that enjoy her life in which anyone can be her. The campaign focuses on empowering women to embrace their own aesthetic and celebrate their perfectly imperfect body as perfectly perfect. With a free spirit and unbreakable confidence, anyone can radiate the ideal version of themselves, fully spreading body positivity.

## Objective

**Raise Awareness** that GIGI Beachbabe represents itself as a brand that supports body positivity by enhancing people's perception and making them become confident with their own bodies.

**Drive Traffic** to GIGI Beachbabe brand along with reaching engagement from the communication campaign through the brand-owned media and in-store showcase.

## Target audience

### Demographics:

- All women in Thailand aged between 20-35 years old
- Middle to high income around 30,000 THB per month

### Psychographic:

- Independent, free-spirited, open-minded
- Interested in fashion, beauty, and lifestyle
- Value body positivity and women empowerment
- Embracing diverse body shapes, sizes, and appearances

### Behavioural:

- Willing to purchase high-end swimwear brands
- Seek out inspiration and support body positivity
- Enjoy shopping and exploring new experiences

## Key Findings

- 197 out of 212 respondents are not confident in themselves while wearing swimwear as they are concerned about their body shapes and feel that they do not fit with the beauty standard.
- 70.7% of respondents perceived that the brand relies on models, celebrities, and influencers. And does not support real size beauty
- The majority of respondents from focus groups have the same opinion that they were limited within the beauty standard that lowered their self-esteem.



## Strategy 1

### Implementing Pathos from Three Rhetorical Appeals to develop persuasive messages

- Use pathos to create an emotional connection with the audience.
- Construct storytelling, visuals, and language that evoke emotions to tap into target feelings and make them more receptive to the campaign's message
- Share real stories of women who have overcome body image issues to connect with the audience on a personal level.
- Creates a safe and supportive space for women to express themselves freely.
- Develop positive associations between the campaign and the audience to inspire the audience to take action toward body positivity.

## Strategy 2

### Using Instagram as a communication tool to raise awareness

- Popular among women who are interested in fashion and lifestyle which matches the target demographic.
- Provide strong visual components appropriate for conveying the brand's core messages through images and videos.
- Instagram's interactive features such as likes, comments, hashtags, and shares can create a sense of community and social support

## Strategy 3

### Offering incentives for customers to participate in the activity

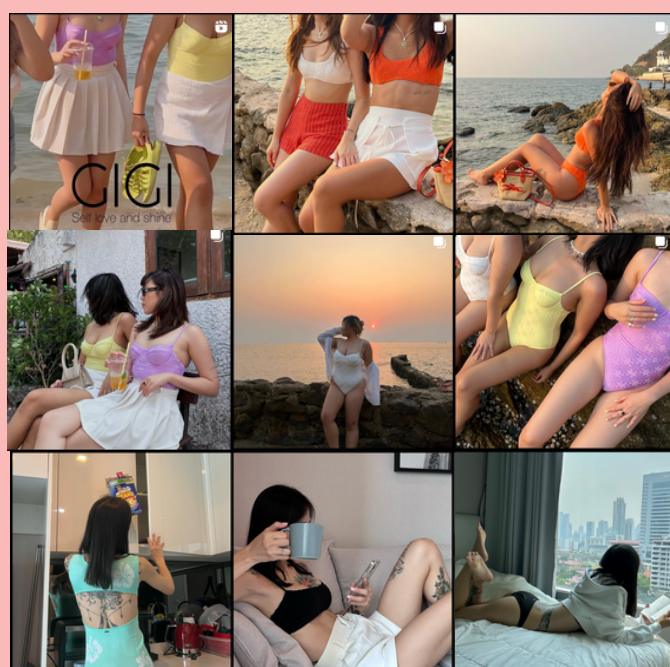
- A powerful motivator for people to participate in a campaign
- Attract more customers into the store and join engagement activities.
- To facilitate engagement in order to gain insights and get a deeper understanding of the problem.

# Tactics

## online EXECUTION

### Teaser

The teaser consisted of Who is Miss GIGI, Her Message, and Her Goal and Mission. The three posts are the campaign opener utilizing the Corporate Identity Mix Model. They focuses on getting the audience ready for the contents that will be published.

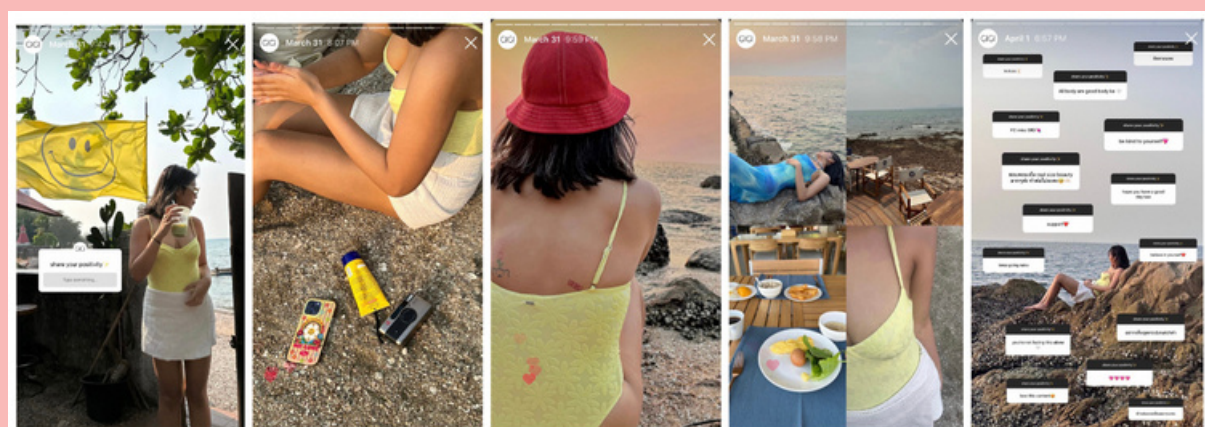


### Post

There will be 9 posts in total in which each of them is conveying messages regarding self love and body positivity. The captions described in the posts are thoroughly created from the insights to show deep understanding of the issue.

### Instagram Takeover

The Instagram Story Takeover from 6 models along with some activities play a role in facilitating engagement while also enhancing the campaign's core idea.



### pre-production

- Pitching to GIGI Beachbabe regarding campaign details and ideas
- ↓
- Distributing a google survey to collect insights regarding consumer behaviors
- ↓
- Interviewing focus groups for deep insights and analyzing the results.
- ↓
- Plan the campaign roadmap, photoshoot ideas, and social content plan.
- ↓
- Doing typecasts for each model to create a different character and lifestyle.
- ↓
- Prepare Q&A questions and answers for IG Story Takeover.

## Procedure

### production

- Designing online materials, including campaign logo and artworks
- ↓
- Photo shoot 6 models with different lifestyles to represent Miss GIGI.
- ↓
- Start posting contents on @gigibeachbabes instagram
- ↓
- Developed add-on materials : posters, conversation booklet, giveaway stickers, and decorations for in-store showcase

### post-production

Collecting insights through a number of message reach and distribution in owned media and #CALLMEMISSGIGI hashtag.

Let the focus group evaluate their own self-confidence before and after following Miss GIGI contents under KPIs.

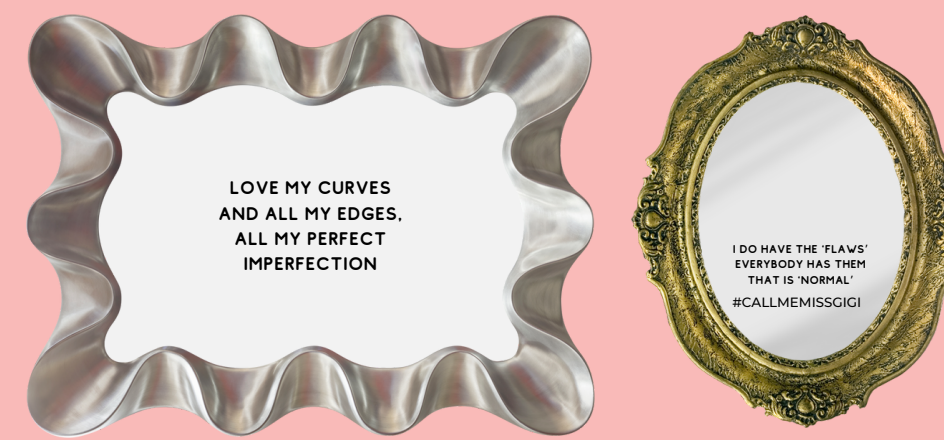
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## offline EXECUTION

### Mirror Selfie

An activity that encourages people to take photos with the decorated mirror in-store with a chance of winning GIGI Beachbabe giveaways, using hashtag #CALLMEMISSGIGI.



### Conversation Booklet

A conversation booklet is composed of positive messages and open-ended questions about body positivity alongside empty spaces for store visitors to fill and share positive thoughts in order to motivate each other anonymously.



### Fitting Room Post-Its

The Fitting Room Post-Its allow the store visitors to share their positive thoughts toward body positivity and women's empowerment on the Post-Its board that is provided in the fitting room to create interaction with other visitors and cheer up one another.

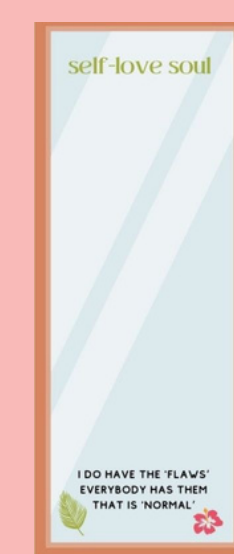
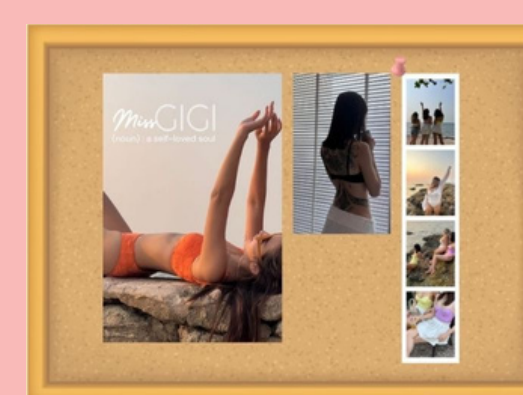


### Giveaway Sticker

The Giveaway Stickers were designed exclusively for in-store customers as a gift with purchase. By distributing the stickers, customers become ambassadors of the campaign spreading the body positivity messages to others when they use the stickers on their personal belongings.



\* The decoration and design materials are designed to be adjustable and movable for booths and upcoming events such as the summer theme event called HOLA SHAKA festival, and pop-up booths at CentralWorld and Siam Paragon.



## Evaluation Online

- IG Story Takeover --> 2500 views within 24 hours.
- Post engagement --> total of 3,542 likes, 1,287 saves, and 481 shares.
- IG reels --> reached 14.5K views within 2 weeks.
- More than 220 people joined the Instagram Sticker dump.

\*After viewing Miss GIGI contents, 12 out of 16 people in the focus group viewed the brand differently. And they are more confident in their body size, shape, and mark of flaws compared to those of before.

## Offline

- IG post and story on social media --> hashtag #CALLMEMISSGIGI.
- Number of people who joined giveaways challenge.
- Number of people who fill in the booklet and post-it in the fitting room.

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