MERANDI IS MORE

About us

As studying in Communication Arts, we are taught to have a strong understanding of marketing strategies. However, in order to gain a better understanding of real-world working of these concepts, our group has contacted a **potential real client** that we can collaborate with. From this, we are able to **experience real challenges** that can enhance our abilities in this industry.

About Merandi

"Merandi", Thai bag insert brand, is specifically crafted for Hermès bags. Since the brand is the very first Thai brand that features inserts made of Thai silk, with colors that are well-selected to perfectly fit with Hermès bags, Merandi has a distinct advantage that differs from others.

Research

Target

Luxury brand users who are interested to buy luxury bag inserts.

7
In-depth interviewees

53
Survey respondents

Theme: 3 Es

Engage

To gain recognition from target audience.

Empower

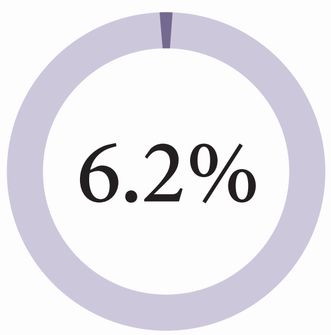
To empower the brand to be well-known among luxury bag users.

Enrich

To enrich the value of Thai silk.

Key findings

Low Awareness



of respondents know about Merandi.

Low satisfaction

3.40 out of 5

Due to feed inconsistency & inadequte details of Instagram

Target's values

Lightweight
"Heavy insert is a burden"

Practicality
"To organize belongings and help locate items easily."

Colors
"Variety of inserts colors to match customers' taste"

Material
"Soft textures helps preserve the bag's condition."

Targets' preferences

94.3% of respondents prefer

Product photos > Review & tutorial content

Type of posts

1. Photo posts
2. Video / Reels

Target's Journey

Instagram page → Story highlights → Posts → Direct messages

Problem Identification

Merandi's IG page is **not engaging /appealing** enough to be able to present its value at its finest.

Objectives

Instagram reach increase

100%
within 1 month

Customers satisfaction increase

10%
regarding Instagram posts

Execution

"MERANDI IS MORE"

A **social media campaign** that aims to convey the message that **Merandi is superior in many aspects** in terms of product and brand value.

Strategy

Enhance Instagram page

Tactics

- ✓ Set posts mood and tone
- ✓ Set content pillars according to target's value
- ✓ Catergorise story highlights
- ✓ Create Instagram guidebook for each collection
- ✓ Improves captions qualities with call-to-actions and appropriate hashtags

Moodboards for Photoshoot

Nautral and earth-toned colors and props for THE NUETRAL collecttion. Color and beachy props for the SUMMER collection

Instagram Posts

THE NEUTRALS

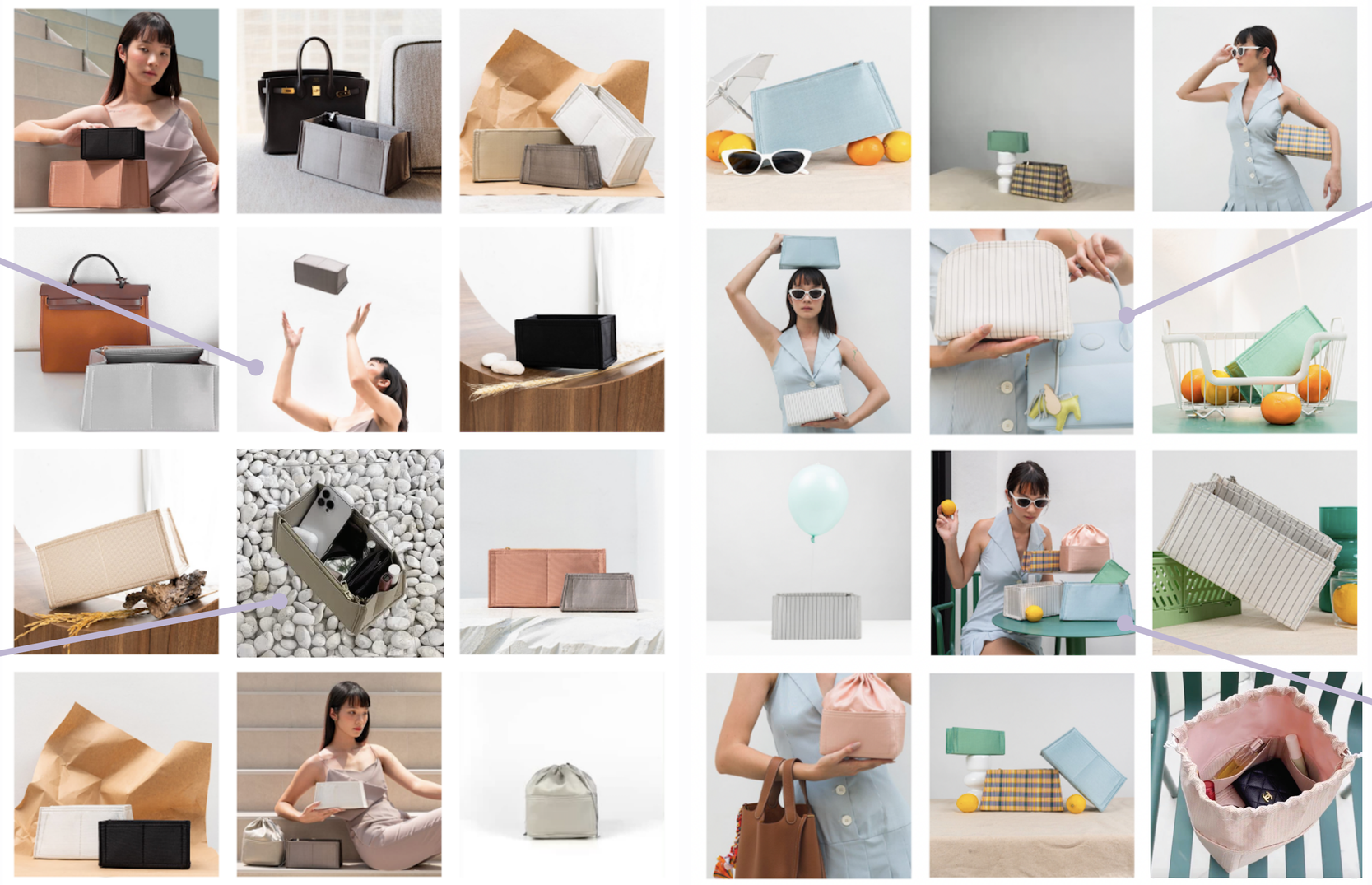
SUMMER

Lightweight

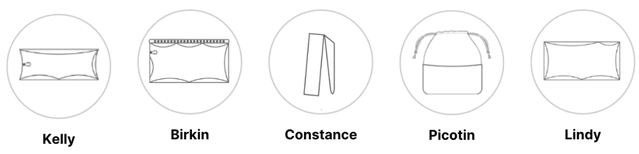
Practicality

Bags and inserts pairings

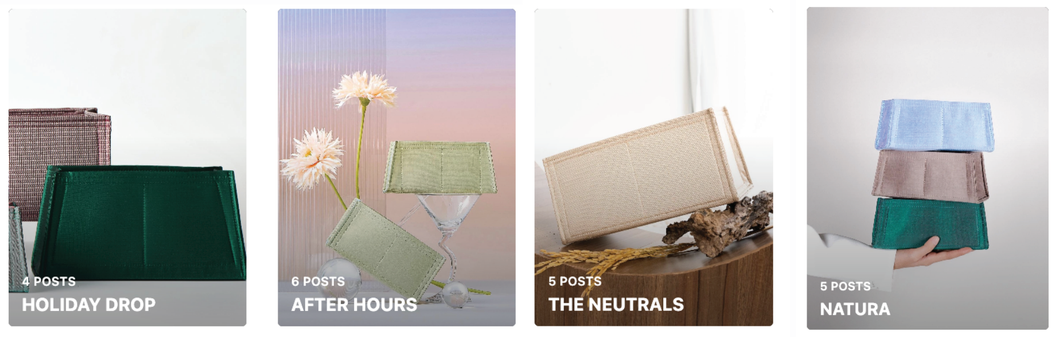
Colors



Story Highlights
Catergorised by bag editions



Instagram Guidebooks
Catergorised by collections



Handcrafted Keychain Workshop

To emphasize on the value of Thai silks and sustainability by using leftover fabrics from inserts.

Results

1 Survey & in-depth interview insights

Satisfaction of the customer

4.47 out of 5

★★★★½☆

(31.47% ↑)

Motivating power to purchase

4.19 out of 5

★★★★½☆

(33.73% ↑)

3 words describe the new collection

creative active pleasant

3 most recognized aspects

1. Variety of Composition
2. Lightweight
3. Variety of Colors

7
In-depth interviewees

2 Instagram Insights

Photo Reach

450.18% ↑

Reels Reach

99.33% ↑

Photo shares

1117.14% ↑

No. of Inserts sold

13% ↑

53
Survey respondents

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