



BY KEZIA JENNIFER HUANG



OVERVIEW

(INITIAL IDEAS)

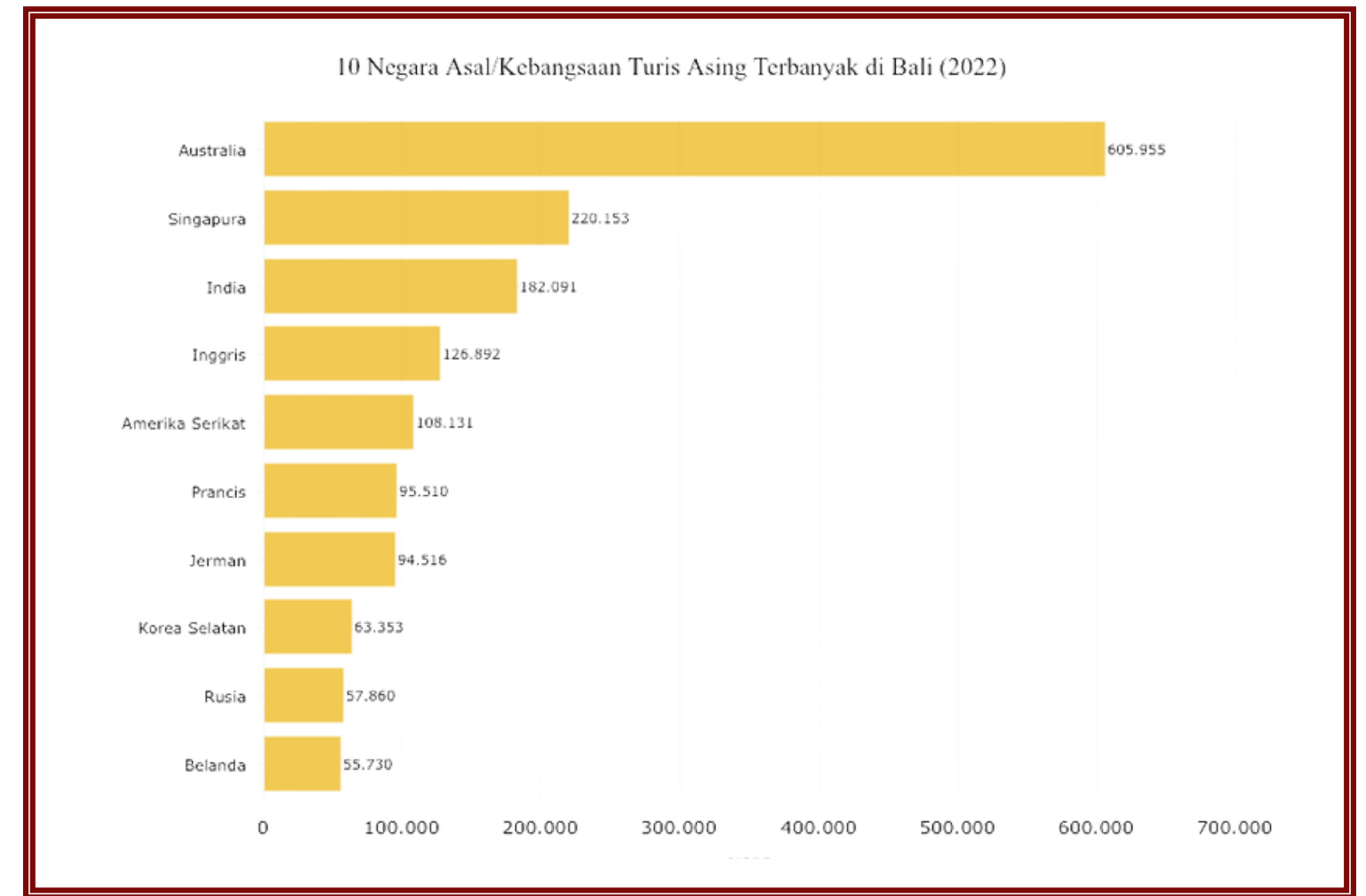


"HITTING TWO BIRDS WITH ONE STONE"

- Annual UK and US festivals are approaching. Always **"What should I wear?"** Most festival clothing is worn once.
- Why not? For instance, in a tourist and party spot. Combining **magical Bali leisure, natural beauty, adventurous living, and entertainment lifestyle. CULTURAL EXCHANGE**
- This will boost **market recognition, customer satisfaction, and revenue.**



BALI



(Ahdiat, 2023)

- **UK** and **US tourists** were among Bali's top 10 in 2022.
- The pandemic reduced it by **250%**.
- Since the **restriction** was **lifted** and the epidemic was **less severe**, this year was expected to be **better**.

THE VENUE

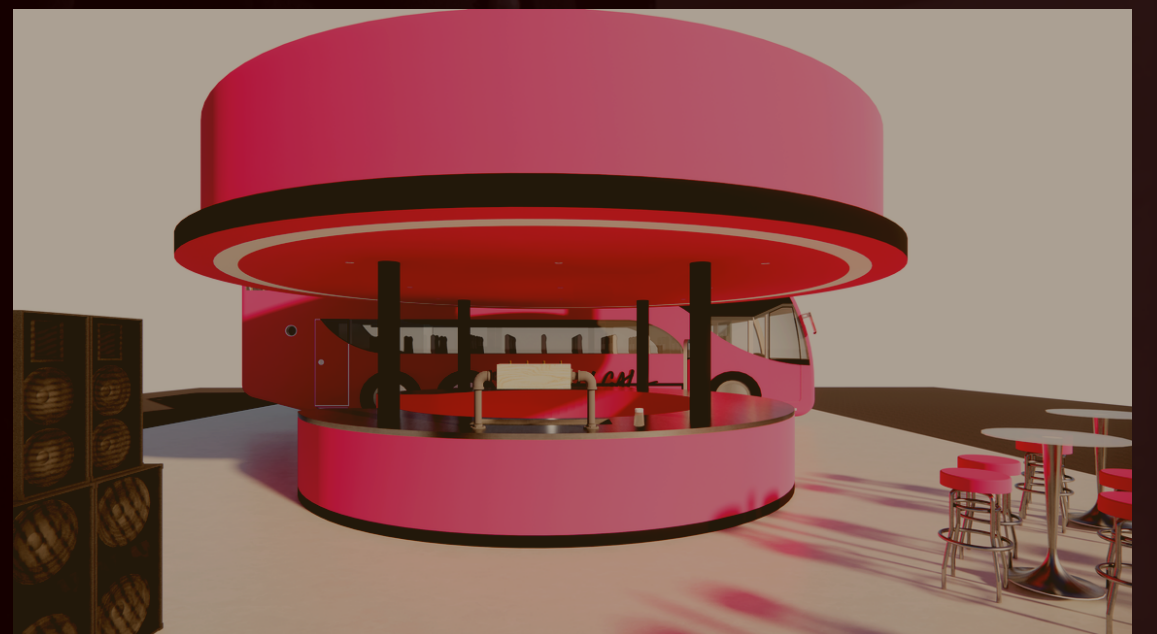
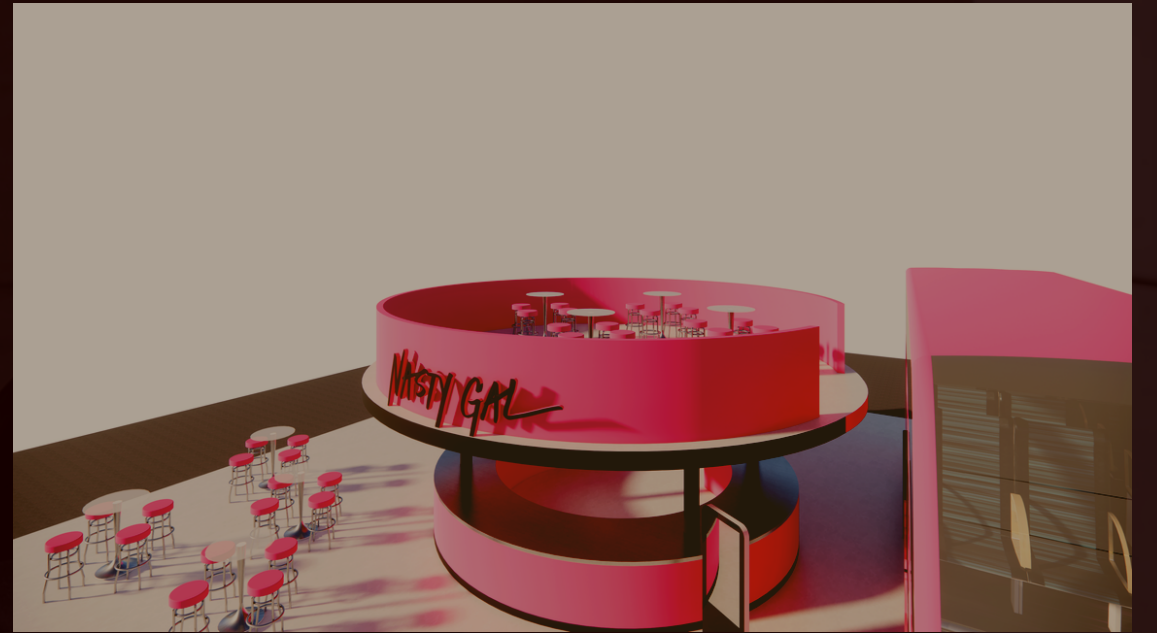
BALI, INDONESIA

Why **BALI**?

- Bali is popular **worldwide**.
- **Diverse** travellers gather in Bali. US and UK visitors are included.
- Bali visitors can **speak** and **dress freely**.
- Bali is known for **partying**, especially in Kuta, Seminyak, and Canggu. The island has beach clubs, nightclubs, and rooftop pubs. This brought many tourists to Bali for **fun**.
- Bali residents wear **resort wear** because of the beaches.



Potato Head Bali, Seminyak



THE OUTCOME

EVENT CONCEPT

A REMOTE PROMOTIONAL BUS THAT BRINGS
INDONESIAN TOUCH THROUGH SCENT AND TASTE



WHEN?

SUMMER HOLIDAY : JUNE - JULY

Summer holidays make **June** and **July** the best time for the event. Local data also shows that most **British** and **American** tourists travel during these months. This will also **honour** UK and US festival pre- and post-events. **Participation** and **enthusiasm** should increase.



WHO?

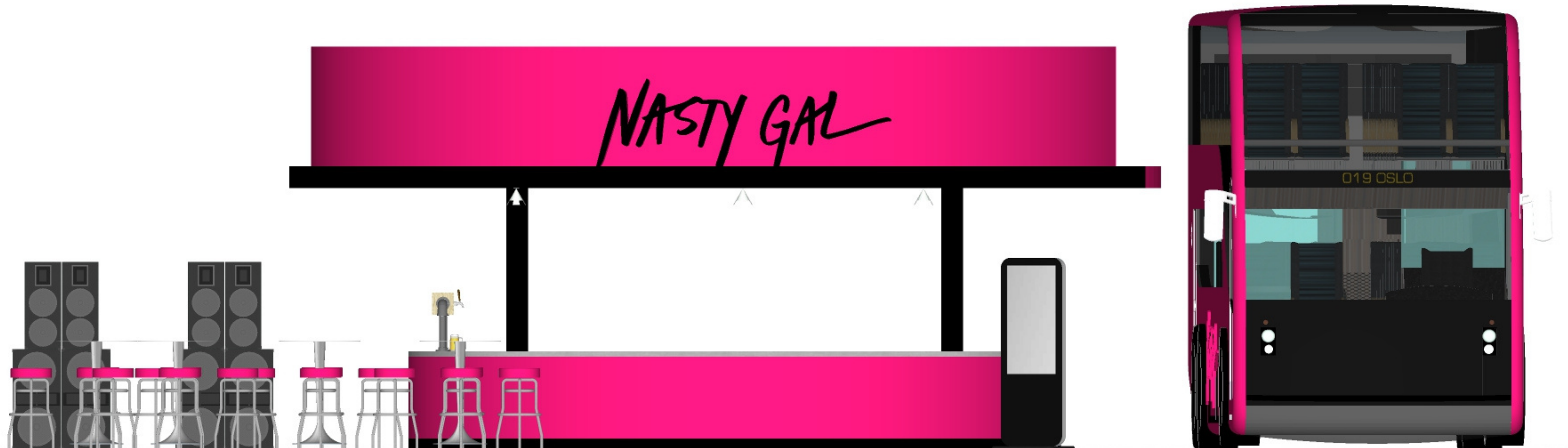
- **Women, 16-35** years old.
- **Indonesian Locals, Tourists** (US, UK, Europeans, Australians, etc.)
- **Fashion-forward individuals** who like **unique** and **statement pieces** for special occasions and night out.
- **Bold, unique, rebellious, nightlife-loving** travellers
- trendsetters who value **self-expression, creativity,** and **individuality.**
- **Tech-savvy** (consume content on Instagram and Tiktok)

HOW?

PROMOTIONAL BUS : MINI PARTY BAR AND POP UP BOOTH

Semi-exclusive event. **VIP** and **public events** will be held. After the VIP event, the party bar and products will be open to the public. Customer **satisfaction** will improve.

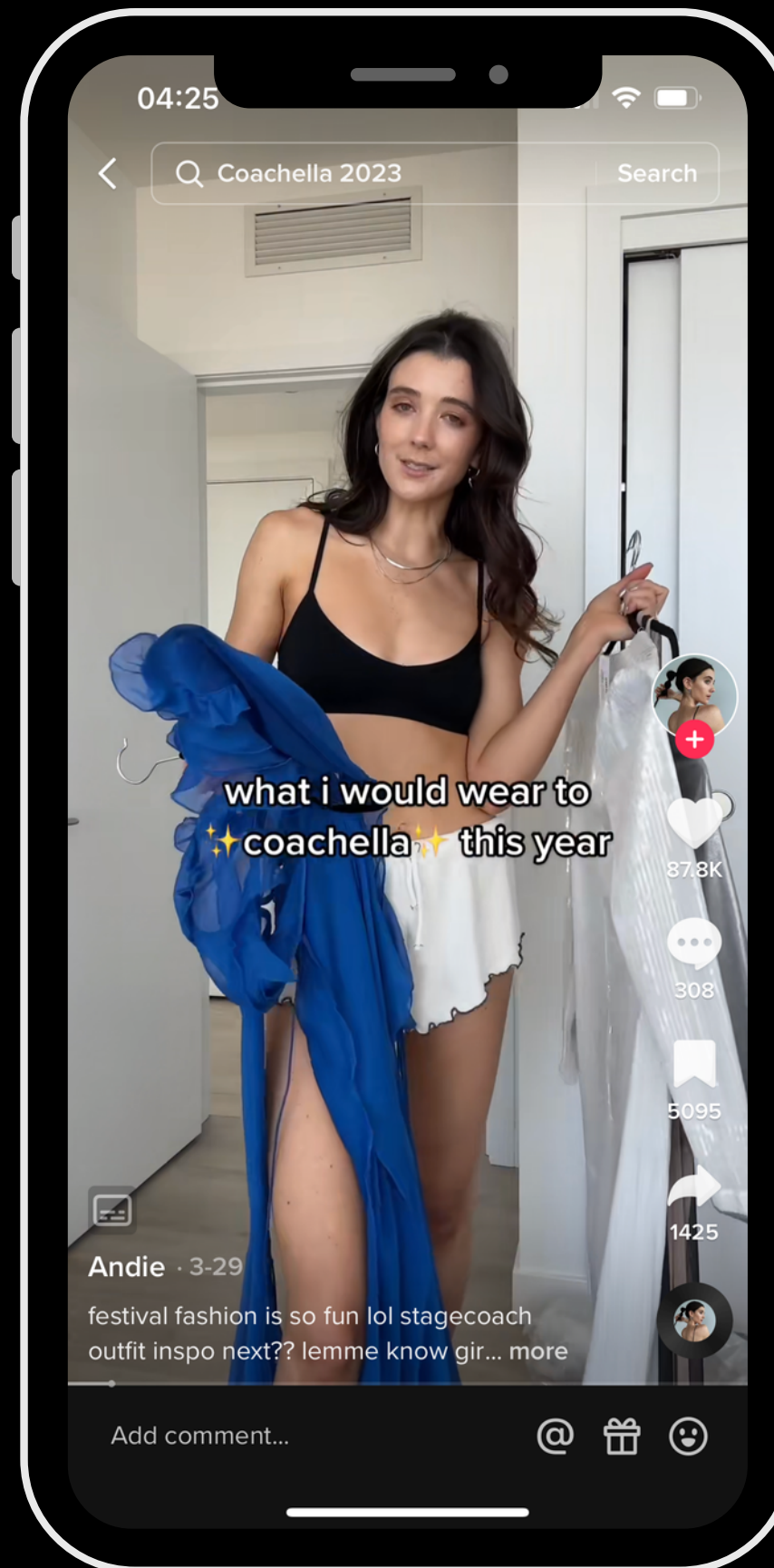
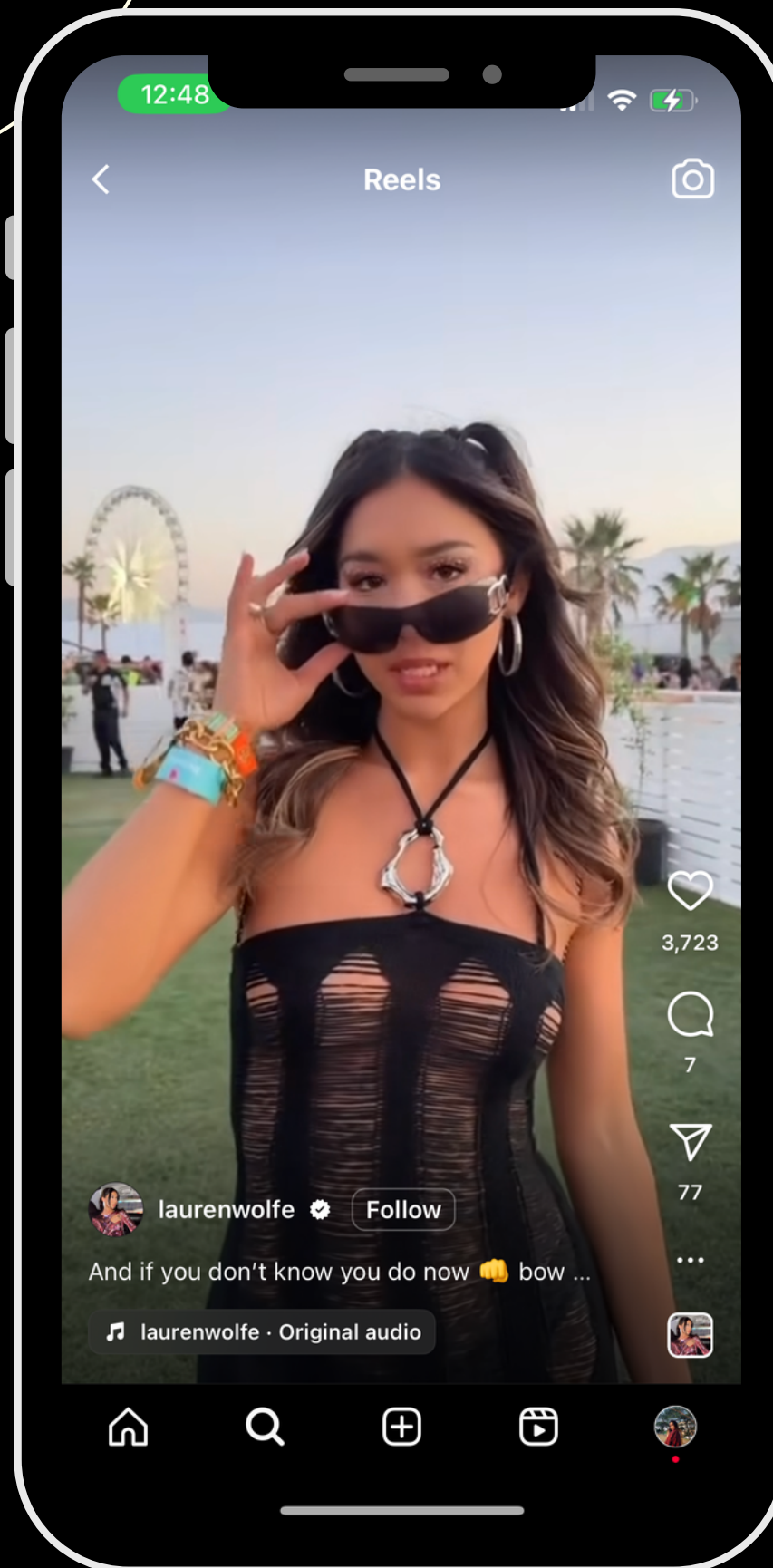
A small party bar would help NastyGal **celebrate** with this installation. The bus's lower level will be a NastyGal booth. The **dance floor-like** upper deck has a minibar.



PRE-EVENT AWARENESS

DIGITAL MARKETING

- NastyGal's **Official Instagram** and **Tiktok** will promote **event content**. **Sneak peeks**, **outfit ideas**, and **campaign details** are included.
- US, UK, and Indonesian **"festival vibes"** **social media influencers** will contribute before the event and as a VIP guest list, campaigning about the **Bali event**. Influencers can give five **VIP tickets** to their followers.
- Influencers can post **"Bali, we're coming! Love, your GAL" #takeyourGALtoBALI** campaigns.



Buyer Persona

NastyGal's representation of the ideal customer creates a better understanding of the target market. These people visualise the ideal potential customers of NastyGal representing each country.



LAUREN WOLFE, US



TIGER LILY WINFIELD, UK



ERICA CARLINA, ID

These icons are the true embodiment of the perfect potential market. They are sophisticated and bold, using fashion to express themselves. Our VIP event guest list will include them.