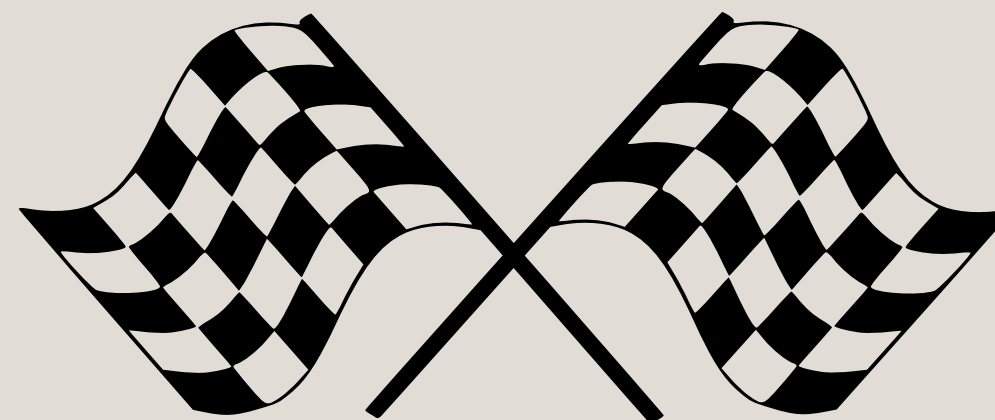


BÉIS LUGGAGE

CONVERTIBLE WEEKENDER BAG



"RACE TO THE WEEKEND"

BY; ABBY, SYDNEY, LEXIE, AINSLEY & GRACE



EVENT GOALS

- Make college students more aware of the product
- Increase sales going into the busy season of summer travel
- Emphasize the benefits of the Convertible Weekender Bag
- Emphasize customer value through participation giveaways



TARGET AUDIENCE

- Females on college campuses
- 18-22
- Individuals who take short trips on the weekend (to visit family, friends, etc.)
- Individuals who enjoy travel



LOCATIONS

POWER FIVE CONFERENCES

- B1G
- SEC
- Big 12
- ACC
- Pac-12

We will host a raffle/social media competition within each of the Power Five Conference schools prior to the event. Two schools in each conference will win and those ten schools will be the location for our pop-ups.



OUR PRODUCT'S STORY

ENGAGEMENT BACKSTORY

- Competition to fill the bag with as many travel products as possible in 2 minutes
- Original line of bags and a limited edition line of college colors (specific to each school)

SETTING

- Event on college/university campuses mid-end of April
- Wed/Thurs so winners can use their bags for the upcoming weekend
- Middle of the day, high-traffic spots on campus

BRANDED CHARACTERS

- Mascot for the college/university we have each event at
- Mascots could help promote college line bag

EXPERIENCE PLOT

- We want the people participating in this competition to have fun while also figuring out and exploring all of the features of the convertible bag

SEQUENCE/SCHEDULE OF EVENT

- 1) Start promoting 1 month prior
- 2) Students join the competition on a first come first serve basis
- 3) The goal of the competition is to fit as many travel items (that we provide) into the bag as possible (fitting them systematically) in 2 minutes
- 4) Winner gets the bag and all items inside
- 5) Repeat for a few rounds
- 6) The winner of each round will compete against each other for a Beis gift card



CONTENT, CURRENCY & CONVERSION

OPEN-ENDED & FAMOUS

- Deliberately open-ended to create anticipation ("coming to college campuses across the country")
- Eventually reveal locations
- Photos and videos of the college mascots using the themed bags, posted beforehand to increase awareness

TRIAL, INFORMATIONAL & SOCIAL CURRENCIES

- The contest allows attendees to test the bag's capabilities
- An informational table with bag statistics (size, colors, price, warranties, etc.) and the option to purchase a bag
- Vacation-themed backdrops so attendees can pose with the bag and post it to social media, using our specific hashtag for the chance to win more prizes

SALES, MENTION, RETENTION & AWARENESS CONVERSIONS

- Bags available for purchase live and online anytime
- Use a specific hashtag for attendees to mention Béis and the bag
- Engaging activities that attendees will remember, usable giveaways that will help attendees remember this event when they use it
- Raise awareness about this product

CONNECT AND CONTROL

INFORMATIONAL CONNECTION

- Show visually how much can fit into the bag as an interactive way to educate attendees about the multiple uses of the Weekender Bag

ATTENDEE CONTROL

- There will be specific booths that attendees can visit in any order (bag packing contest tables, table for bag stats and purchasing, table for social media posts, giveaway table)
- Attendee control so they can visit the booths that matter to them, but we provide the content of the booths so we can ensure they receive the information we want them to have

FEATURES & PROGRAMMING

40 PARTICIPANTS

- 4 rounds of 10 participants each
- Winner from each round will compete again for grand prize
- Estimating 75-100 observers

SPONSORSHIP WITH TARGET

- Target has successful past engagements with college students and miniature stores on campuses have affordable, travel-sized items
- Provide travel-sized items and travel snacks
 - Peanuts, trail mix, dried fruit, granola bars, crackers, pretzels
 - Bottles of water

MASCOT / EMCEE

- Host the event / engage with the crowd
- Speakers connected to Spotify playlist

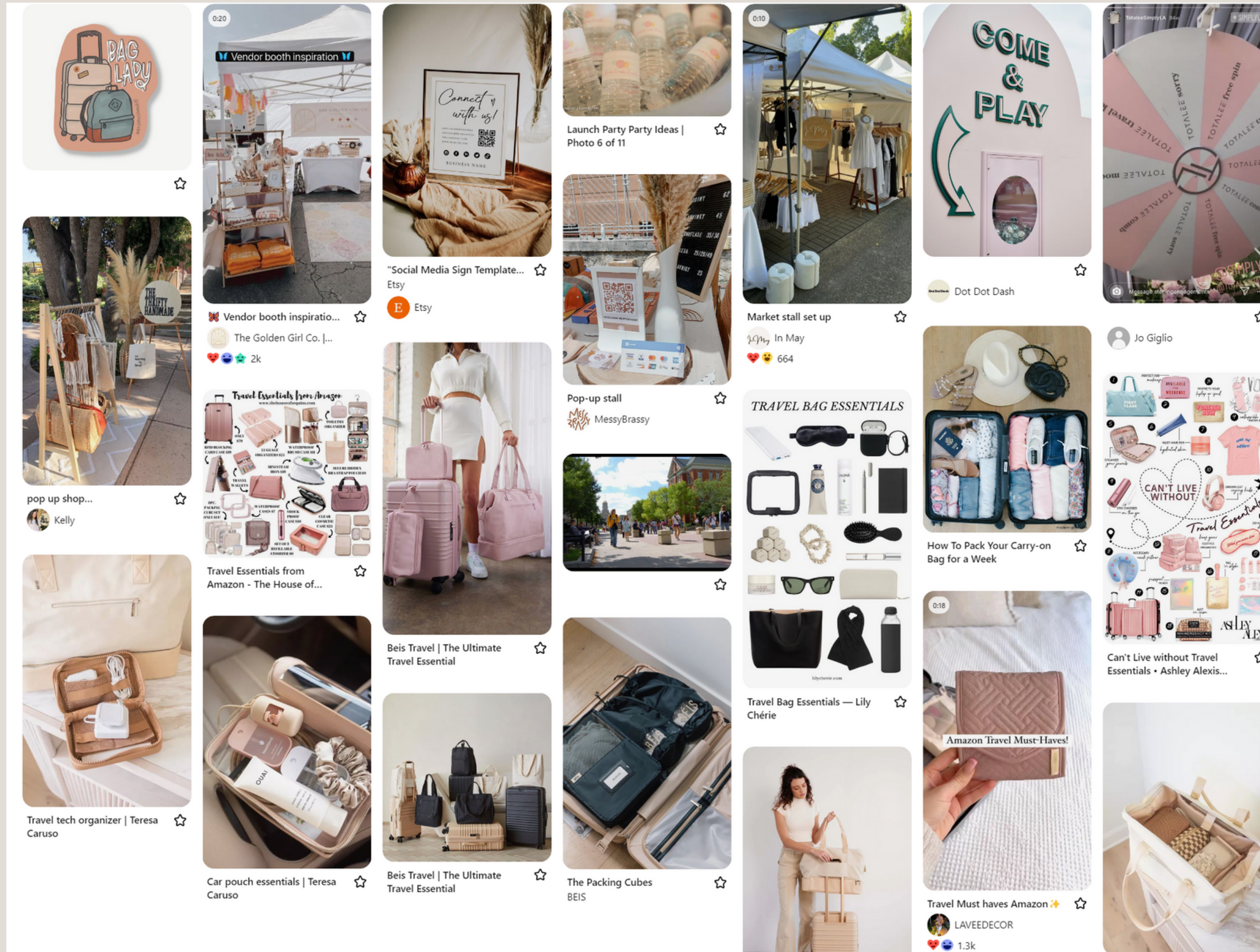
DECORATION VISION

- College colors nicely mixed with our brand's colors
- Black tablecloths branded with company's logo
- Branded canopy tent over contestant tables
- Pop-up signs at event space and around campus for promotion

WINNER(S)

- Picture of final four winners
- Picture of winner to be showcased on banner at headquarters





THE 11 PILLARS

1) REMARKABLE

- Passersby will be convinced to give up their time for this event because it will take less than ten minutes to interact with all the booths so people walking to class can still attend
- Quality, practical giveaways (who doesn't love free things?)
- The fast-paced environment will draw people in because of the colors and noise

2) SHAREABLE

- Specific hashtags (#racetotheweekend)
- QR codes so attendees can go directly to the website if they wish to purchase something that isn't physically in stock
- Travel-themed backdrop for attendees to take photos, which can then be posted using the hashtag for automatic entry for a prize

3) MEMORABLE

- Every attendee will receive a practical mini item for attending that will remind them of the brand every time they use it
- Although our demographic is for female-identifying individuals, we will provide gender-neutral items so everyone can enjoy this event

THE 11 PILLARS

4) MEASURABLE

- Quantitative
 - measure the sales/sales lead
 - measure social media buzz
 - measure unpaid media
- Qualitative
 - measure message retention

5) RELATABLE

- College students do a lot of packing and traveling, and most have experienced the panic of packing at the last minute
- Everybody loves free things, so allowing engagement through bag packing and mini giveaways would relate to the audience.

6) PERSONAL

- Customizable bags that are catered to each campus' school colors
- Participants will write their names on premade sticker name tags in the shape of the weekender bag



THE 11 PILLARS

7) TARGETABLE

- We are targeting 18–25 year-olds who are in need of functional luggage for weekend trips home, spring break, etc.
- Mini activities that they're used to engaging in during their personal lives (social media posts and selfies)
- Quick information sessions that last less than a minute, so their attention spans don't wander
- QR codes with more information

8) CONNECTABLE

- Various tables/booths that the attendees can interact with
- Some booths will be more hands-on than others (bag packing contest versus learning the stats of the bag) so there are opportunities to engage at every level

9) FLEXIBLE

- This event will feel hyperlocal because we will be interacting with specific attendees at each school
- It will also feel more personalized because the people who participate in the contest will have nametags
- The content generated from these small events will be on our larger social media platforms increase our website's online traffic and to motivate attendance at the next school we attend

THE 11 PILLARS

10) ENGAGEABLE

- Our event will be a hands-on experience, so the participants can work directly with the product
- Attendees will be engaged through music, our emcee, and through the wheel they will spin to win prizes
- Attendees will have customizable name tags, so all attendees can engage with each other

11) BELIEVABLE

- Students will pack the bag and learn how to use it during the competition
- Our brand's mission is to **give people a bag that is functional, affordable, and chic that can be used for everyday needs**
- This competition will give the participants a chance to learn more about the bag, and believe our brand's mission of functionality and chic-ness within our luggage

CREATING LIVE STORIES

ENGAGEMENT BACKSTORY

- Previous Beis marketing strategy: Instagram and TikTok, minimal physical presence
- Marketing by competitors: physical promotion in department stores, little online presence
- The older generation is more likely to pick luggage based on its features rather than brand name
- Generations X and Z more likely to consider brand name when shopping
- Béis is the only luggage brand on the market that utilizes online promotion *and* promotion specifically for a younger (18-26) audience
- Lots of competition in the industry, so we are having this unique event to differentiate ourselves from others

SETTING

- Heavy traffic areas on college campuses
- Allow attendees to experience the features and qualities of our bag in a familiar location to them
- Leaves the impression of our care to customers and consideration of convenience in the event and overall our product

Example

- University of Iowa T. Anne Cleary Walkway - heavy traffic area and in the middle of campus



CREATING LIVE STORIES

BRANDED CHARACTERS

- The competition will create intense emotions as the attendees are focused on trying to win
- The people attending this event will be excited to learn how to use the bag
- Our brand creates products that people want so much that they compete for it
- Our brand communicates its functionality to the audience



CREATING LIVE STORIES

BRAND WANTS

Increase in sales and profit

Increase awareness of the bag's statistics and usefulness

Incentivize current customers to purchase more and create new customers through bag sales

Recognize the audience and their needs

Grow brand recognition

AUDIENCE NEEDS

A convenient, reliable bag specialized for travel

Aesthetically pleasing bag

A quality bag that is worth the money to purchase

Brand recognition

EXPERIENCE BÉIS TOGETHER

- Our audience is seeking a durable, quality bag that is worth the money, and our goal is to portray the statistics of the bag to prove that it is the best on the market. This will incentivize current and new customers to purchase the bag
- Our target market wants to show off their branded luggage and bags, and we want increased brand recognition

CREATING LIVE STORIES

SEQUENCE

- Social media competition to choose which college campuses to attend
- 40 contestants will actively participate in bag packing activity
 - 4 rounds of 10 participants
 - Winner from each round wins The Weekender Bag
 - Final round comprises of the 4 winners who compete for grand prize (luggage set that is on site or gift card, winner's choosing)
- Observers will have the chance to win a free mini-item determined by a prize wheel
- Contestants and observers can learn about bag features and stats
- Booth to showcase variety of products available for purchase at our event
- Contestants and observers can help themselves to free travel inspired snacks (sponsored by Target)
- Emcee and school's mascot present to engage audience and bring energy to event



ANALYTICS

- Record number of attendees of both participants & observers
- Measure sales at our event and online
- Analyze website traffic after event
 - Page views, average time spent, bounce rate, etc.
- Social media connections
 - Interactions with our posts, stories, live videos
 - Counting likes, comments, saves, mentions, etc.



THANK YOU!
QUESTIONS?