



TMG x THE
RIPPED BODICE



CAMPAIGN BRIEF

The team.

The creatives behind
The Ripped Bodice
account.



MARTHA DUFF
Account Management



SKYE LEE
Project Management



RADHIKA JAIN
Project Management



ZOE BEACH
Creative Strategy



BITIYAH ASALIFEW
Creative Strategy



AASTHA JANI
Digital Strategy



ASHLEY WONG
Digital Strategy



ANOUSHKA BUCH
Design



PRIYANKA VADREVVU
Design



RYLEE KANG
Media



DIEGO JOSE
Media



IZZY PENG
Media



JACK REGAN
Tech



DIYA PATHAK
Tech



Team member portrait

The founders.

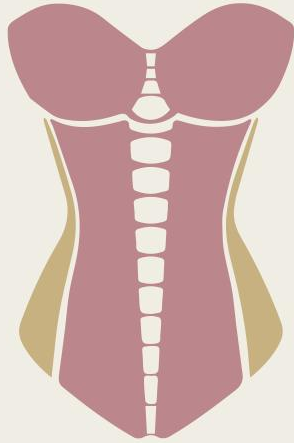
*Leah and Bea Koch,
the sisters behind
The Ripped Bodice.*



Look up
you'll see the stars

The story.

The foundations and values behind The Ripped Bodice.



ROMANCE BOOKS
AS "BODICE
RIPPERS"



COMMITMENT TO
MORALS AND
VALUES



EMPHASIS ON
TIGHT-KNIT
COMMUNITY



AREA OF GROWTH

The Ripped Bodice is down on book box subscriptions. They currently have 300 subscriptions, but their peak was 750 subscriptions during COVID.

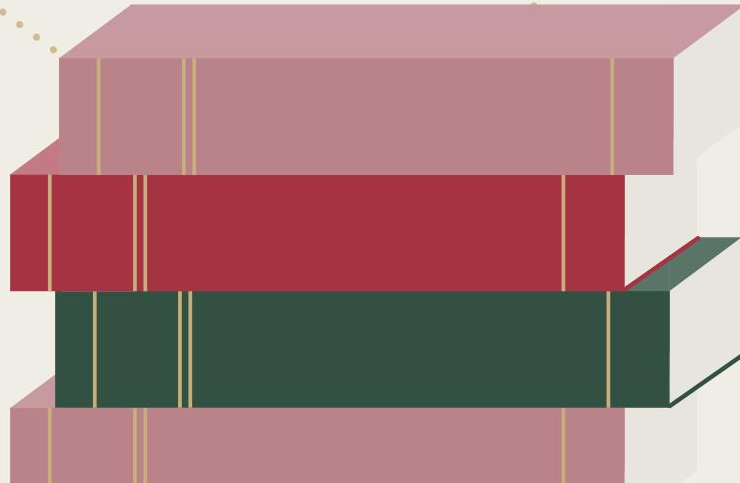


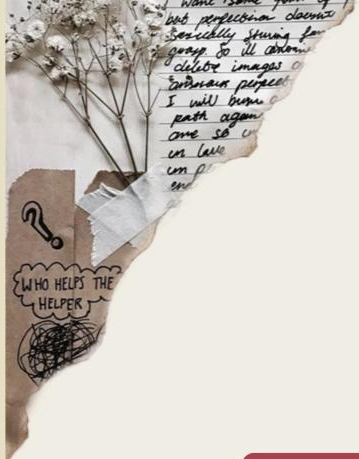


GOAL

INCREASE BOOK SUBSCRIPTIONS BY

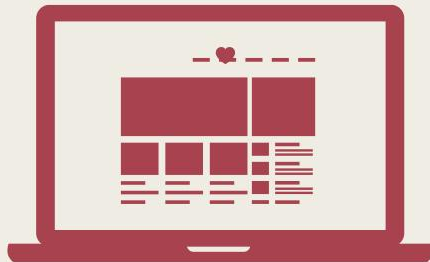
20%





The audience.

The Ripped Bodice's target audience.



LOOKING FOR
COMMUNITY



MILLENNIALS



WANT ROMANCE
IN LIVES

90

% OF USERS
ON HINGE

AGED
BETWEEN 23
YEARS AND 36
YEARS



VOX

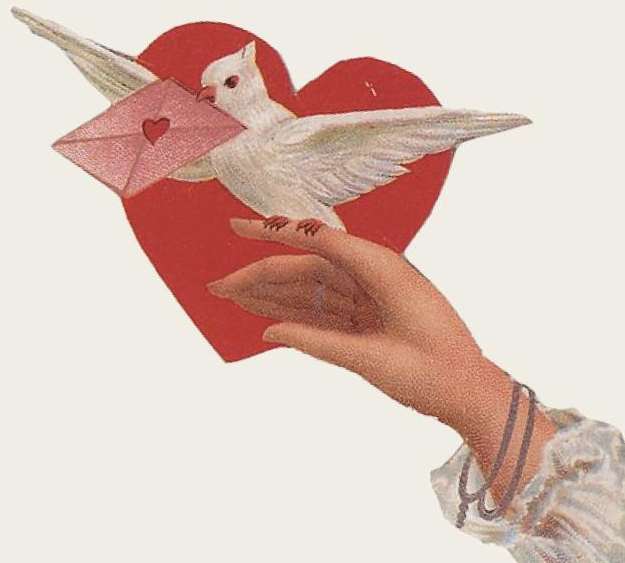
25

% OF USERS
ON TINDER

AGED
BETWEEN 25
YEARS AND 34
YEARS



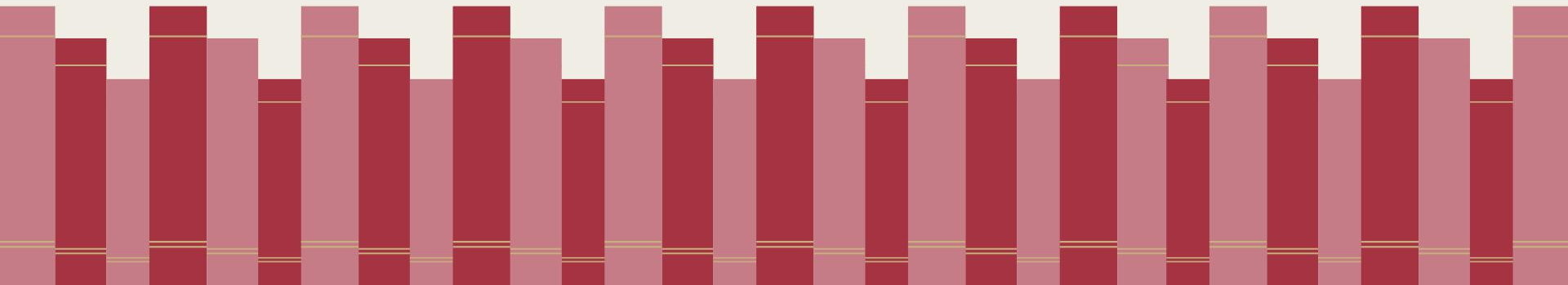
BUSINESS OF APPS

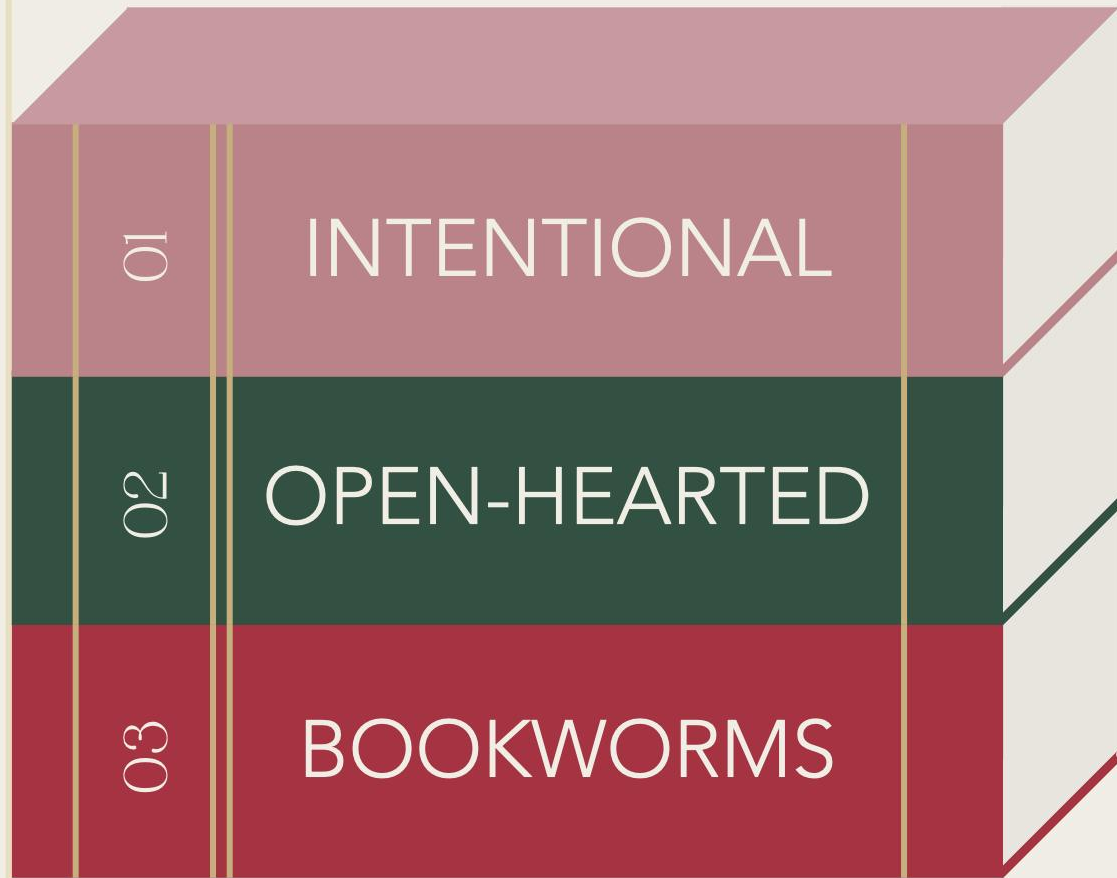


850,000 L.G.B.T.Q. romance books were sold at traditional retail outlets in 2021 – a 740 percent increase over a five-year period, and more than double the number sold in 2020.



BOOKSCAN





The troupe.

Values of The Ripped Bodice.



01

INTENTIONAL

Our millennial audience is picky. They prioritize valuable experiences over material things and they choose material things that contribute to a more holistic experience or value.

...d
...ets
...nes
...milk-
...poul-
...one bu-
...He pre-
...eads him by
...fellow as needs
...in danger than a
...can clear any thing, but
...he esteems himself prosper-
...going to the dogs. He delights
...ers' stakes, but takes care not to
...hunter. He praises discretion, but
...rather let the cat out of the bag than a
...To conclude, he runs as long as he can,
...and then goes to earth, and his heir is in at his
...beath. But his heir does not stand in his
...shoes, for he never wore any thing but boots.
[Hood's comic Annual.

...gendereth wit," cried
...curan, as beans bear leans, or
...churchmen—prey by St. Mary, sir
...guit, we are well met, and by thy good we'll
...part not ere we drink a chirping-cup together.
...A league hence stands an hostelic, where I
...purpose to spend the night and a meak to boot,
...for beshrew me, if there be not as good a flag-
...on of wine to be had there as ever made a dull
...be

...Indian Eloquence. A writer in the New-
...York Mirror, gives this lament of an Indian
...Warrior of the Yamassee tribe over the graves
...of his fathers and the recollections and affections
...of his youth. It is "the majesty of grief without
...its weakness."



BUY FROM
BRANDS THAT
RESONATE WITH
THEM



ACCENTURE



PREFER TO
SPEND ON
EXPERIENCES
OVER ITEMS



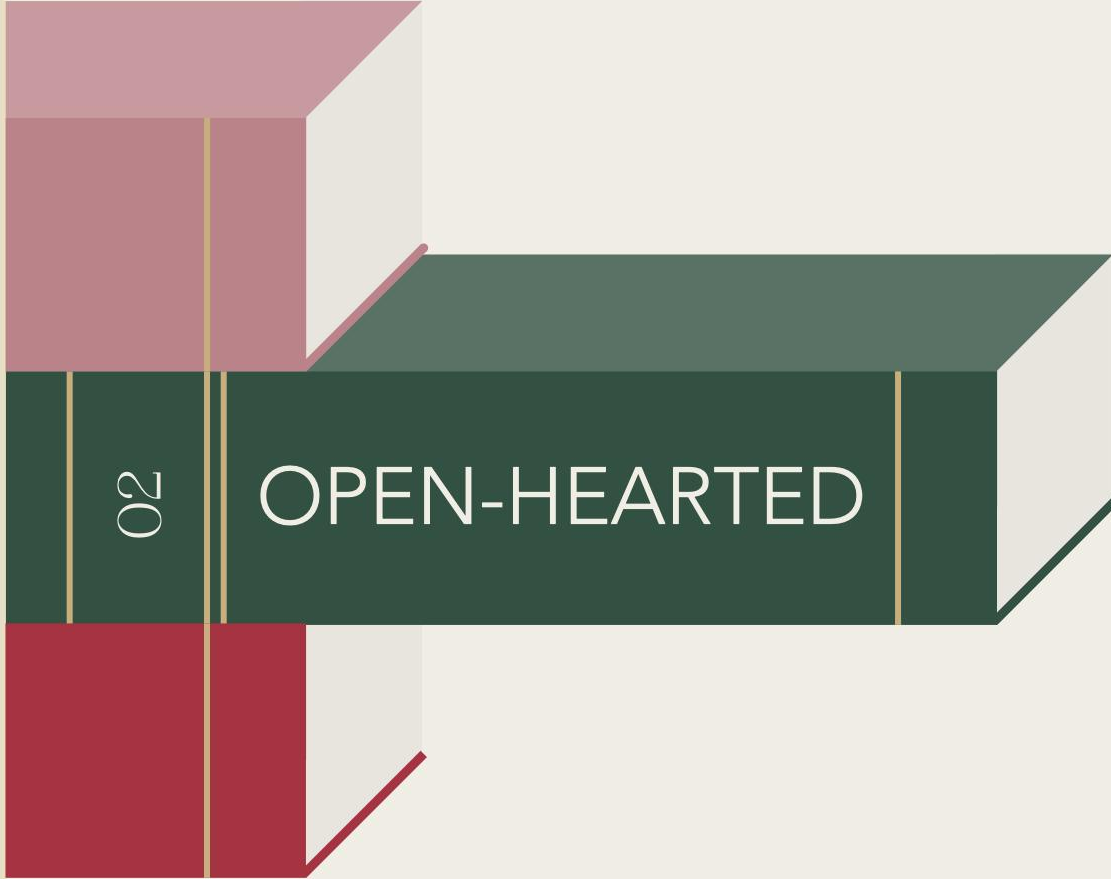
HARRIS POLL



“Of those millennials who said they prefer to shop small and local businesses, the top reasons center around a *desire to support the local economy* and the *ability to access a unique range of products* they can't find elsewhere – as well as receiving more *personalized customer service.*”



iSTOCK

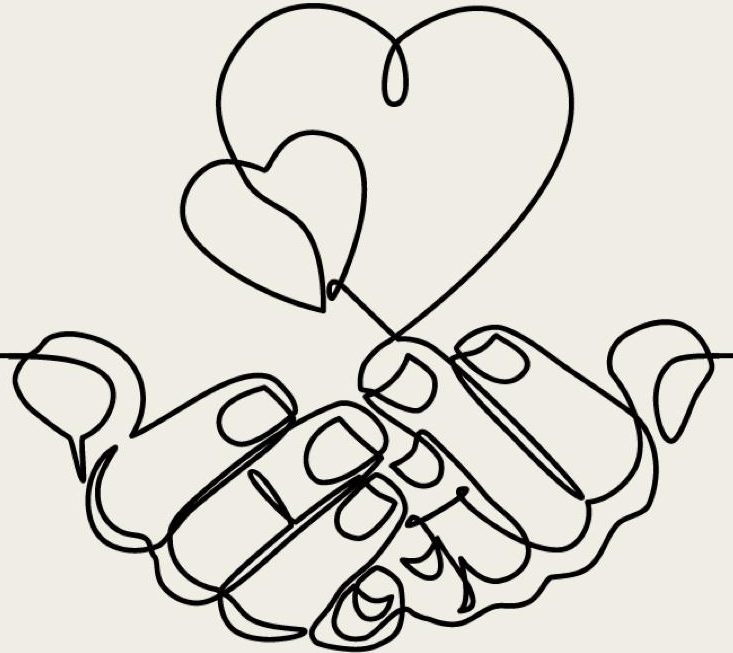



Customers are inspired and empowered by the diverse experiences and perspectives brought forward by others.

“And 76% of millennials are empowered when they believe the organization fosters an inclusive culture.”

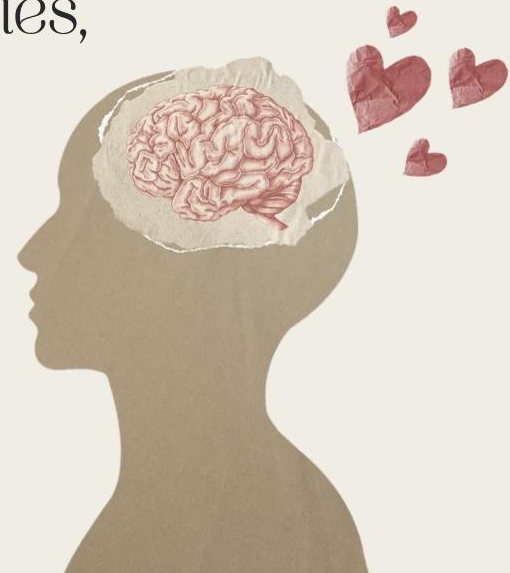


DELOITTE





“Millennials are more likely to define diversity as pertaining to the individual mix of unique experiences, identities, ideas, and opinions.”



DELOITTE

03

BOOKWORMS

To whom novels are more than a pastime, they're a bookworm's true love.





“Romance fiction print book sales increased 32% in 2021. The publishing giant Penguin Random House said that its romance sales in 2021 went up a **whopping 50 percent.**”



THE SEATTLE TIMES



Aria (she/they)

27 years-old

pansexual

single, on Hinge, but wants to find a soulmate to spend their life with

sentimental, authentic, purposeful

community manager at LA LGBTQ+ center

The persona.

A Ripped Bodice regular.



The insight.

The Ripped Bodice's ultimate insight.

The Ripped Bodice expresses
romance beyond relationships.



The strategy.

Making The Ripped Bodice successful.

GET

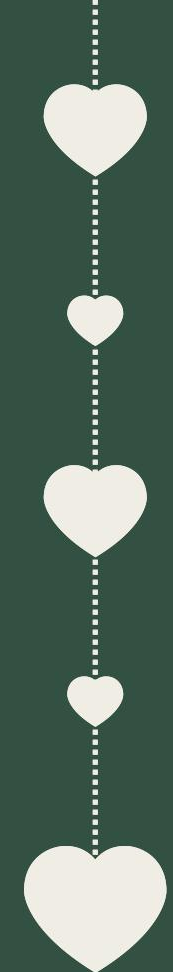
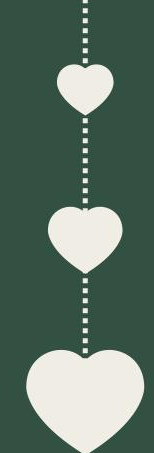
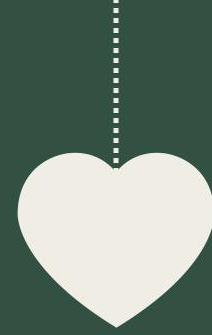
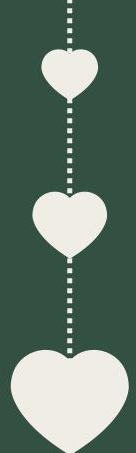
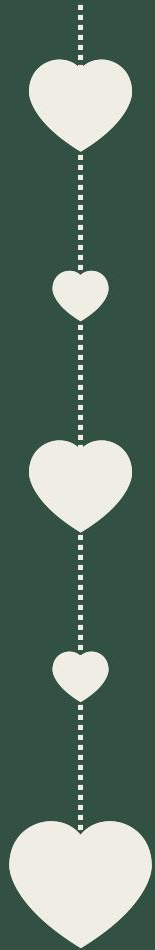
intentional, open-hearted bookworms

TO

buy book box subscriptions

BY

emphasizing the diversity and uniqueness of The Ripped Bodice experience



THE CAMPAIGN.

Love Outside The Lines

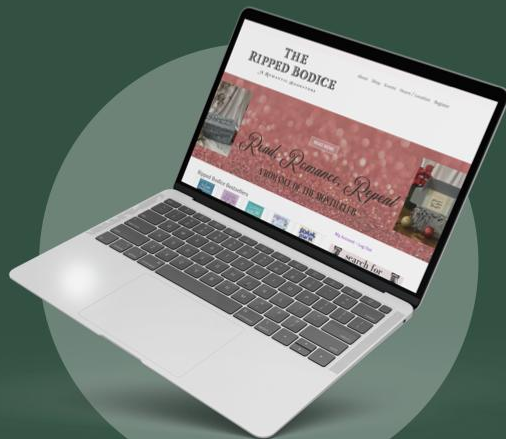
The campaign.

TMG's plan for helping *The Ripped Bodice* achieve its goals.



SHORT-FORM VIDEO

Stylized commercials that bring *The Ripped Bodice's* in-store and Book Box experience to life for TikTok and Instagram viewers



WEBSITE

Rework website to reflect in-store aesthetic and portray Book Box subscriptions with UI assets and professional photography



NEW ADDITIONS

New additions will be implemented for the store to increase exposure of the book box

The campaign.

TMG's plan for helping *The Ripped Bodice* achieve its goals.



MEDIA CAMPAIGN:

Stylized ads

- Cinematic, stylized videos (30-60 seconds) tailored for Instagram and TikTok
1. Stages of Love on TRB: Narrative of someone going through life and love to show off the store space
 2. The Book Box: creative unboxing of book box to make it a must-have product

♥ SHORT-FORM VIDEO INSPIRATION ♥



The Book Box

Stages of Love on TRB

The campaign.

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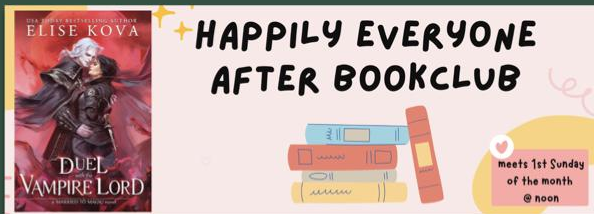
MEDIA CAMPAIGN:

Website redesign

- Work with current storefront so less work for Leah and Bea
- Work with designers to create aesthetic elements for TRB to implement
- Update photos on website

The campaign.

TMG's plan for helping *The Ripped Bodice* achieve its goals.



IN-PERSON EVENTS:

New additions

- Improved in-store advertisement of book boxes
- Valentine's Day evening event: Ripped Bodice After Hours
- Advertise book box through event and roll out
- Gauge interest and logistics of other events

The budget.

The monetary breakdown of our campaign.

\$375

SET OPERATIONS

Camera, lighting,
equipment

\$70

LOCATION

Permits to use
spaces to photograph

\$160

PRODUCTION DESIGN

Store tour and
stop-motion box

\$360

TRANSPORTATION

Rideshare, gas,
and parking

\$965

TOTAL

All costs
added together

\$1062

GRAND TOTAL

Total cost plus
contingency

The campaign.

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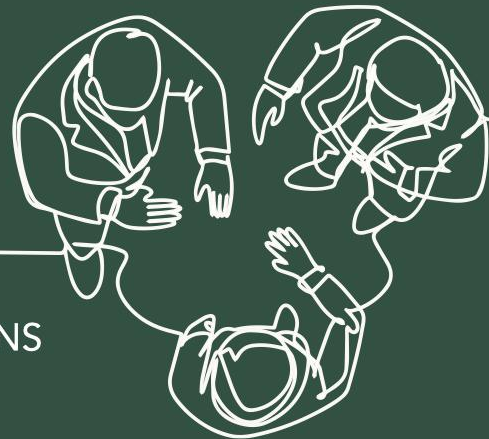
SHORT-FORM
VIDEO



WEBSITE REDESIGN



NEW ADDITIONS





Thank you!