MARCO SABLICH & KIM KHANH NGUYEN

ANNA RACHELE

INTEGRATED CAMPAIGN

FEEL AND BE FRESH CAMPAIGN

ANNA RACHELE



BE FRESH
BE YOUR STYLE
BE YOURSELF

- Outdoor Ads & Billboard
- Social Media/Interactive
- Event Experience
- Video Commercial

BE FRESH
BE YOUR STYLE
BE YOURSELF

- Outdoor & Billboard

- Outdoor: AR with real people posters with gift cards.



ANNA RACHELE

Sign up on annarachele.com and pick, modify or design your style to wear this summer. #BeFresh

OUTDOOR AD


ANNA RACHELE
She designed this. Find out how
Take a card. #BeFresh

BE FRESH
BE YOUR STYLE
BE YOURSELF

- Outdoor & Billboard

Billboard wearing an Anna Rachele dress.

Will provide hashtags to direct them to AR.





BE FRESH
BE YOUR STYLE
BE YOURSELF

- Event Experience

Fashion show held by pedestrians.

Random women will be asked to pose as models.

Photo booths



EVENT EXPERIENCE







BE FRESH
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- Video Ad

15 second spot video.



#BE FRESH
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FEEL FRESH

ANNA RACHELE