

MARKETING PLAN FY 2026–27

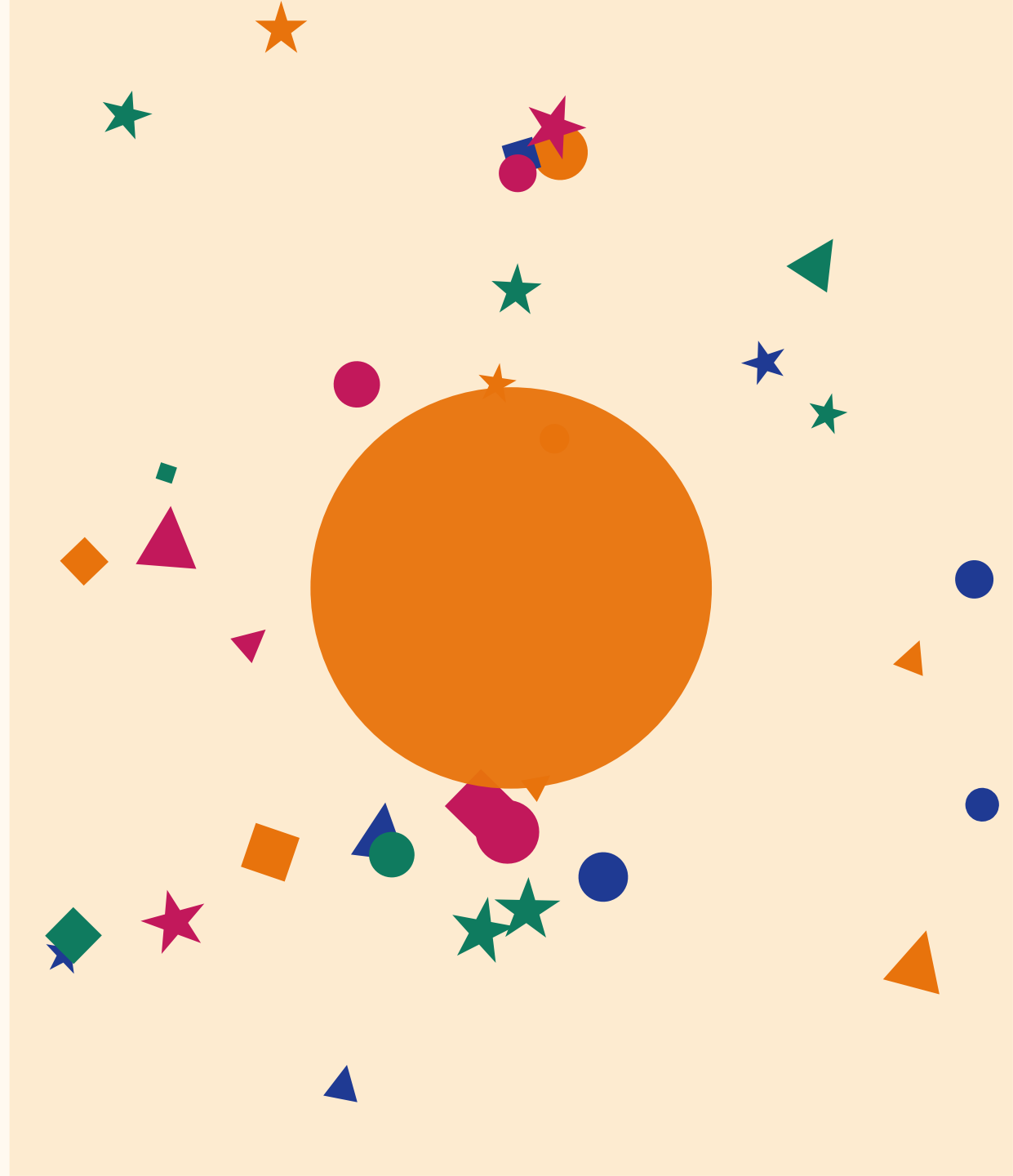
# Urban Threads — Marketing Plan

Strategy, channels and budget for FY 2026–  
27

PREPARED BY  
**Brand & Growth Team**

PERIOD  
**FY 2026–27**

VERSION  
**Draft 1.0**



# Agenda

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**01**

**Situation**

**02**

**Audience**

**03**

**Strategy**

**04**

**Channels**

**05**

**Budget & KPIs**

# Where we are today



85K

Instagram followers

3.1%

site conversion

12

cities shipped

*Baseline figures are sample data.*

# SWOT analysis

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**S**

## **Strengths**

Distinctive prints  
Fast design cycles

**W**

## **Weaknesses**

Low brand awareness  
Few offline stores

**O**

## **Opportunities**

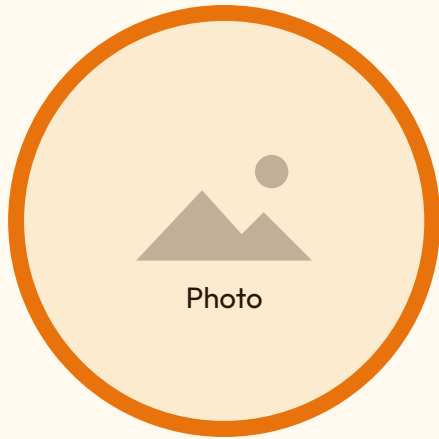
Festive season  
College collaborations

**T**

## **Threats**

Fast-fashion giants  
Rising cotton prices

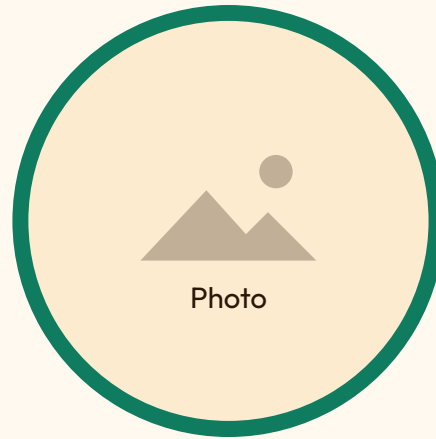
# Target personas



**Ananya, 22**

**COLLEGE STUDENT**

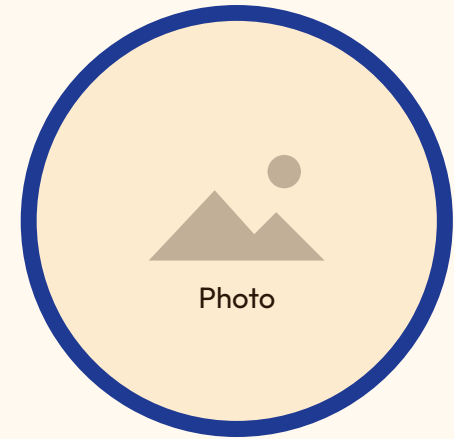
Wants trendy, affordable outfits.



**Karan, 27**

**YOUNG PROFESSIONAL**

Looks for smart casuals.



**Megha, 34**

**GIFT BUYER**

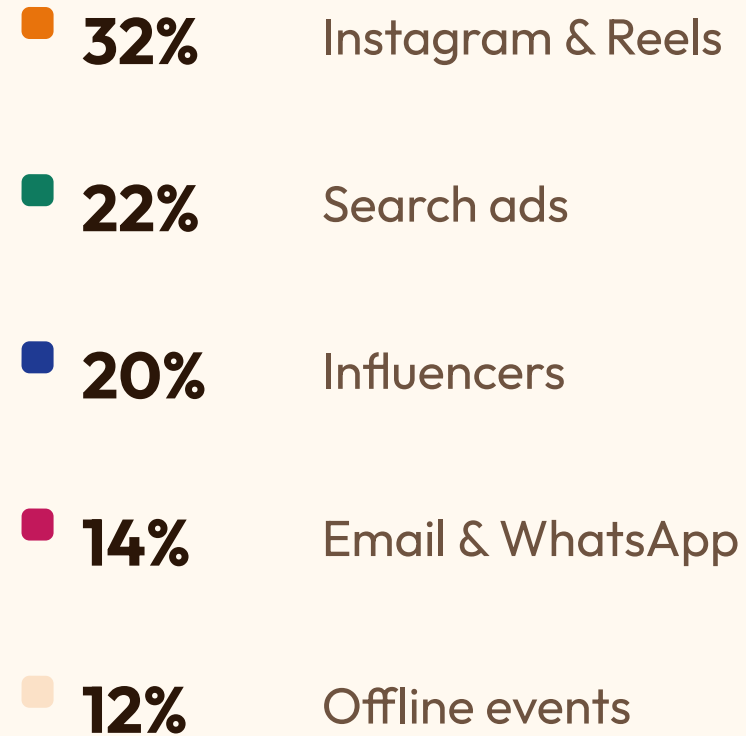
Buys festive gifts online.



# **Wear the city you love.**

Campaign idea

# Channel mix



*Sample data for illustration.*

# Campaign calendar



## Month 1

### Teaser

Build curiosity with short videos



## Month 2

### Launch

Hero campaign and influencer drop



## Month 3

### Sustain

UGC contest and retargeting



## Month 4

### Review

Measure, learn and optimise

# Creative direction

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Image 1

## Hero visual

Bold product shot on brand colour



Image 2

## Social series

Real people, real moments



Image 3

## Outdoor

One line, one image, big type

# Budget allocation

| Channel      | Q1   | Q2   | Total |
|--------------|------|------|-------|
| Social media | ₹6 L | ₹7 L | ₹13 L |
| Search ads   | ₹4 L | ₹5 L | ₹9 L  |
| Influencers  | ₹3 L | ₹5 L | ₹8 L  |
| Events       | ₹2 L | ₹3 L | ₹5 L  |

*Sample budget for illustration.*

# Let's make it happen

Next step: approve budget and kick off Month 1.

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