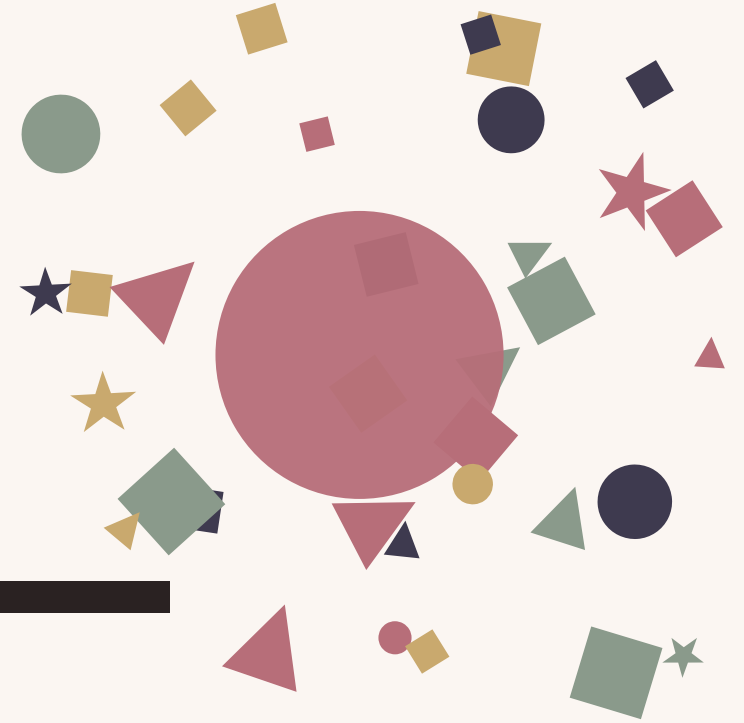


MARKETING PLAN FY 2026–27

26 **Urban Threads — Marketing Plan**

Strategy, channels and budget for FY 2026–27

Brand & Growth Team · FY 2026–27 · Draft 1.0



Agenda

- 01** Situation
 - 02** Audience
 - 03** Strategy
 - 04** Channels
 - 05** Budget & KPIs
-



Image

Where we are today

85K

Instagram followers

3.1%

site conversion

12

cities shipped

Baseline figures are sample data.

SWOT analysis

S

Strengths

Distinctive prints
Fast design cycles

W

Weaknesses

Low brand awareness
Few offline stores

O

Opportunities

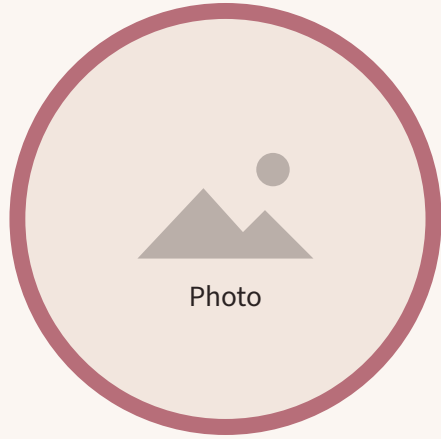
Festive season
College collaborations

T

Threats

Fast-fashion giants
Rising cotton prices

Target personas



Ananya, 22

COLLEGE STUDENT

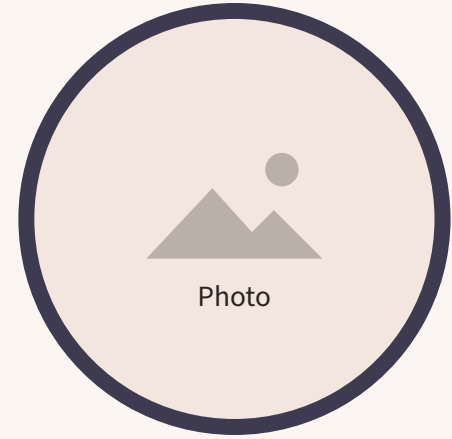
Wants trendy, affordable outfits.



Karan, 27

YOUNG PROFESSIONAL

Looks for smart casuals.



Megha, 34

GIFT BUYER

Buys festive gifts online.



Wear the city you love.

Campaign idea

Marketing objectives

01

Awareness

Double social reach.

02

Conversion

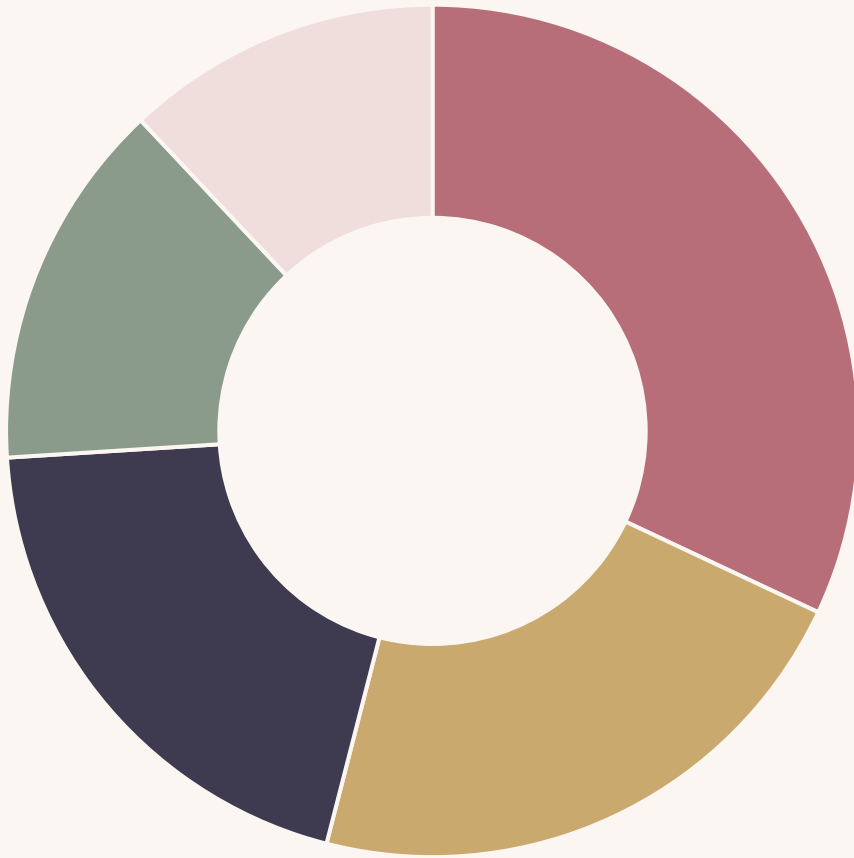
Lift conversion to 4%.

03

Retention

30% repeat buyers.

Channel mix



- **32%** Instagram & Reels
- **22%** Search ads
- **20%** Influencers
- **14%** Email & WhatsApp
- **12%** Offline events

Sample data for illustration.

Campaign calendar

Month 1

Teaser

Build curiosity with short videos

Month 3

Sustain

UGC contest and retargeting

Month 2

Launch

Hero campaign and influencer drop

Month 4

Review

Measure, learn and optimise

Creative direction



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.

Brand & Growth Team
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