MODEL SEARCH PLATFORM

CONTEST

MODEL of RUSSIA by BRANDNAME

off-line final

The FINAL of the CONTEST

Format of the final show depending of the goals and the client's budget

SEMI-FINAL

preselection cast on-line

Message

Information about contest
- ✓ what
- ✓ where
- ✓ when

Success story

Motivation for girls
- ✓ social elevator
- ✓ implementation of Cinderella dreams: success story of famous Russian models
- ✓ presents from brands, discounts from partners.

Information about BRAND

Benefits of the brand/company:
- ✓ newsworthy, PR campaign of the Brand
- ✓ attracts the attention of target audience
- ✓ developing CRM system, involvement of target audience
- ✓ synegry: combination of marketing and scouting

Communication channels

BTL
- Points of sales
- Promouters
- Promotion, SEO, SEM, SMM
- Partner programs with TSC
- Model Agencies

ATL
- Billboards
- TVC
- Radio
- Press
- internet media

Target Audience
- Customers of the shops
- Visitors of the clubs, fashion events
- Visitors of the women's sites, blogs groups of social networks
- Visitors of the trade-service companies
- Models
- Girls from the street

girls profile

on-line model search platform

model.ru (or contestname.ru)

site of the BRAND | moda.ru

Any of the related sites can be connected to the platform through the API, or widgets, according to a marketing targets.

contestants profile

BRAND

on-line shop

← Communications with the Audience →

Target Audience →

FASHION CRM PLATFORM

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