

MASSACRE

NAMED COLLECTIVE

By JOE BYRNE



INTR 😊

Named Collective are a London-based independent, alternative streetwear brand, that aims to speak to a new generation through unapologetic designs emblazoned with rhinestones and bold graphics that embrace the spirit of rebellion, not as an act of defiance, but as a declaration of freedom and individuality.

Building on this ethos, I plan to develop a bold and culturally resonant campaign for a new product line crafted to capture Gen Z behaviours, nostalgic trends, and Named Collective's iconic DNA. Through creative storytelling and a hype-driven strategy, my initiative aims to uncover an untapped opportunity for the brand. Generate a new stream of revenue, amplifying engagement and elevating brand awareness on an international scale.

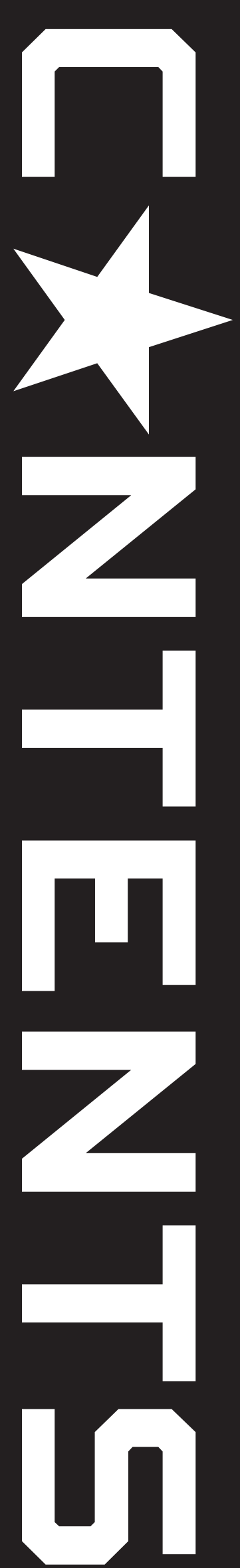
#MUNCHKINS

Developed by Joseph

BYRN£

14/ Oct #25

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NAMED COLLECTIVE

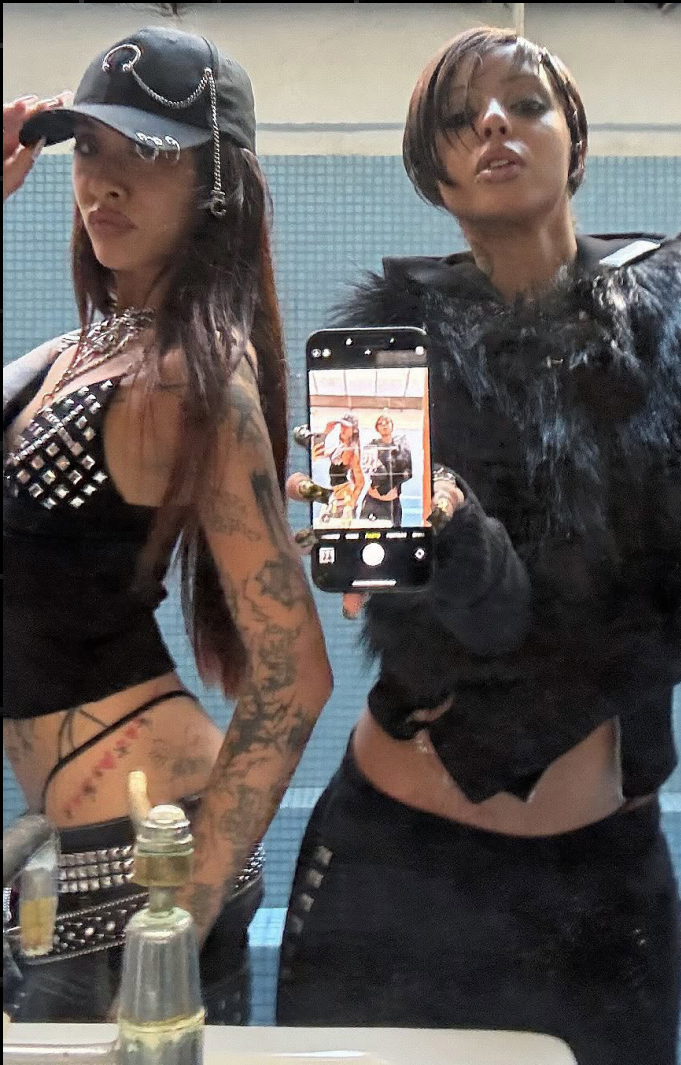
BRAND OVERVIEW

Named Collective are a East London fashion brand, founded in 2018 by Georgia Peters, who began customizing and selling secondhand items and later joined by her boyfriend Samuel Lewis to become a Director and officially form the brand. Through co-creating ‘unapologetic’ and rebellious streetwear with its community through continuous feedback and engagement with their fans the brand where able to generate around £14,527,279 in turnover in 2024, £10,635,896 in gross profit and around £3,576,096 in net profit (NC LDN LTD FINANCIAL STATEMENT, 2024).

PRODUCT

Named Collective offer a limited variety of predominantly feminine but also unisex products, focusing on product quality, design and responsibility through releasing their items in small limited batches to avoid unnecessary environmental impacts. Named collective specialize in tracksuits using high quality, durable, soft feeling, GOTS CERTIFIED organic cottons and recycled polyester blends, to create cozy and oversized silhouettes that their community love. Named also offer Bikinis & swimsuits, tops, shorts and underwear, featuring rhinestones, screenprints, bows and various lace and accessorized designs. Named’s design style features gothic, kawaii and y2k themes appealing to an edgy, alternative consumer group of Gen Zers.

ANALYSIS

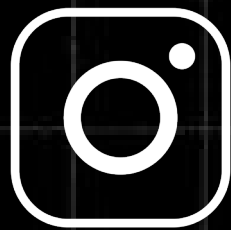
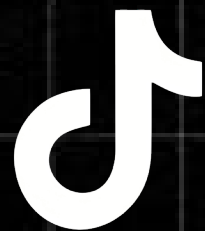


BRAND AUDIO

CONSUMER

Through analysis of their paid advertising metrics, Named Collective primarily targets 18-24 female and male Gen Z Instagram Accounts, but also allocate marketing budget for Millennials. This target market is also clearly reflected in Named's visual identity and choice of models. As their social and fan content includes individuals who embody alternative, gothic, and grunge aesthetics that stereotypically reflect the brands rebellious DNA. The prevalence of piercings, body modifications, and distinctive, dark styling with these models and Named's art direction further reinforces their alignment and desire to appeal to this alternative and bold subculture.

- Y2K
- WOMEN
- UNISEX
- SWIM
- SPIKES
- STUDS
- OVERSIZED
- SKINNY
- COMFORT
- RHINESTONES
- GRUNGE
- GOTHIC
- EMO
- STREETWEAR
- KAWAII
- FAUX FUR
- ANIMAL PRINT
- SCREEN PRINT
- CAMO

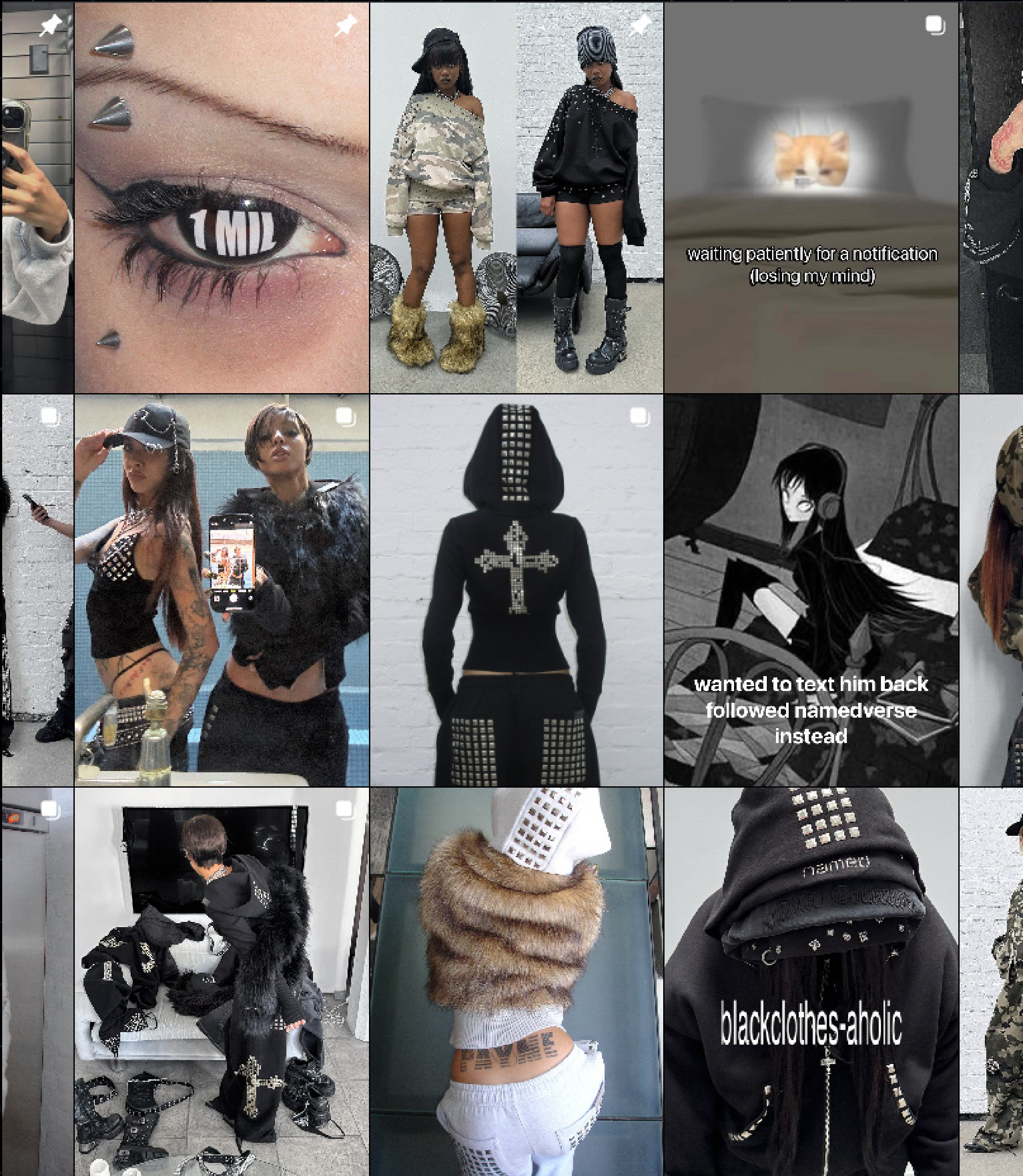


USERNAME: NAMEDCOLLECTIVE
FOLLOWERS: 558.1K
AVERAGE LIKE PER POST: 327K
AVERAGE COMMENT PER POST: 30.43
ENGAMENET RATE: 6.6%

USERNAME: NAMEDCOLLECTIVE
FOLLOWERS: 1.1M
AVERAGE LIKE PER POST: 11.3K
AVERAGE COMMENT PER POST: 727
ENGAMENET RATE: 12.73

REVENUE: £40 MILLION @NAMEDCOLLECTIVE

COMMUNITY CAPSULES LIMITED QUANTITIES



BRAND AUDIT

MARKETING

Named Collectives marketing strategy reflects a strong understanding for Gen Z behaviour, effectively utilising digital-first and drop-based marketing strategies to create exclusivity and brand desirability. By operating primarily through Instagram, TikTok and their website, Named have created an integrated ecosystem that blends community engagement with commercial impact. Campaigns such as “Nocturnal” (May 2025) and “Destroy” (March 2025) exemplify this, using limited-edition releases, visual storytelling, and User-Generated-Content to generate anticipation and cultural relevance, resonating with Gen Z.

IMPROVEMENTS

Named’s current marketing strategies create successful short-term demand through exclusivity and social buzz, however the brand could benefit from implementing data-driven and interactive marketing to sustain engagement and foster further rapport. Expanding their presence on TikTok and Snapchat through behind-the-scenes, influencer collaborations and unique user-generated challenges could help create further brand participation and emotional connection, raising brand demand and sales.



STARTED RUNNING: 29/10/25
PRODUCT: General Promotion
TARGET AGE: 18-65+
TARGET GENDER: All
LOCATION: United Kingdom
REACH: 5,055
HIGHEST REACH: Female 18-24 (2474)



STARTED RUNNING: 29/10/25
PRODUCT: Multi-variant Rhinestone tracksuit
TARGET AGE: 18-65+
TARGET GENDER: All
LOCATION: EU
REACH: 1,091
HIGHEST REACH: Germany, 18-24, Female



STARTED RUNNING: 29/10/25
PRODUCT: Multi-variant Rhinestone tracksuit
TARGET AGE: 18-65+
TARGET GENDER: All
LOCATION: EU
REACH: 1,318
HIGHEST REACH: Germany, 18-24, Female



STARTED RUNNING: 29/10/25
PRODUCT: Multi-variant Camo Tracksuit
TARGET AGE: 18-65+
TARGET GENDER: All
LOCATION: EU
REACH: 445
HIGHEST REACH: France, 18-24, Female



STARTED RUNNING: 29/10/25
PRODUCT: Multi-variant Screen Print / embroidery Tracksuit
TARGET AGE: 18-65+
TARGET GENDER: All
LOCATION: EU
REACH: 1,446
HIGHEST REACH: Spain, 25-34, Female



STARTED RUNNING: 28/10/25
PRODUCT: Video fit check
TARGET AGE: 18-65+
TARGET GENDER: All
LOCATION: EU
REACH: 879
HIGHEST REACH: France, 18-24, Female

ANALYSIS

PAID ADS

Despite wider economic uncertainty, the UK toy market thrives thanks to the rise of the “kidult”, a growing consumer sub-group consisting of predominantly Gen Z and young millennials who are increasingly valuing transitional objects that induce nostalgia, sense of belonging and hits of dopamine, according to Dr Kirkham (BBC, 2025).

This growing consumer persona has induced an 8% rise in sales and a record-breaking £1bn in sales alone, accounting for nearly one in every three pounds spent on toys in 2024 (Toy World, 2024). Additionally, The UK Toys & Hobby market is projected to reach approximately £7.44 Billion in 2025, with some reports citing an 8% increase in the first half of 2025. This sector is expected to grow at an average annual rate of 2.79% from 2025 to 2030, reflecting a healthy market and opportunity for Named Collective (Statista, 2025).



ANALYSIS

So why is this growing audience rediscovering the joy of collectibles?

For Gen Z and young Millennials, these ornamental toys are becoming more than just playful decorations but subconscious, emotional anchors of joy in an uncertain, often gloomy and overwhelming world.

Psychologically, these products evoke the safety and simplicity of childhood while reflecting identity, self-expression and opportunity for community and relatability in adulthood. This consumer psychological trend can be supported by the success of the likes of Pop Mart's blind box model and emotionally expressive characters, which saw an international revenue growth of 259.6% and a company evaluation of £5.1bn in 2024 (Fortune, 2024).



For these generations, collecting isn't just about owning but belonging, remembering and reclaiming happiness, one figure at a time, with each plush, figurine, or blind-box becoming a micro-moment of control, dopamine, innocence and reconnection with their inner child. This trend and its on-going success can be further supported by the 37% year-on-year rise of Jellycat's revenue. As well as the continuing success of the likes of Sanrio, generating £3.1bn annually from their apparel, plush toys and collaborations (The Guardian, 2025).

ANALYSIS

(PRIMARY RESEARCH)

UNUSUAL

This rise of the ‘kidult’ and the physiological reasoning behind this sub-group can be further supported by the on-going rise of anxiety and burnout rates, with 83% of Gen Z workers experiencing high or extreme work-related stress and 80% of Gen Z feeling lonely in the last 12 months preceding November 2024 (Mental Health UK, WG:SN, 2025).

These collectibles are successfully tapping into this “joy economy,” offering moments of calm and connection that counterweight the pressures of modern life, tapping into the global wellness economy which is also expected to reach \$9tn by 2028, reflecting its growing global importance and demand in modern society (WG:SN, 2025).

In conclusion, the UK toy market’s on-going growth, fuelled by the rise of “kidult”, represents a cultural and psychological shift within Gen Z & Millennial consumer behavior, which can be attributed to various ongoing macro, micro economic and societal pressures. Going beyond just the desire for nostalgia, this movement reflects a deeper emotional need for comfort, connection and self-expression. As these consumers continue to seek micro-moments of happiness and belonging, the “joy economy” will continue to grow and brands that authentically tap into this trend will thrive and resonate with growing consumer needs.



ANALYSIS

SITUATIONAL

STRENGTHS

Utilizes a Bold, edgy and Y2k/Gothic aesthetic that stands out in a crowded market. Aligning with trend of Gen Z wanting ‘chaotic’ customizations in 2025, with Named achieving this through their distinct capsule names, type faces and design motifs (rhinestones, faux fur, streetwear/glam blends) giving Named, bold, unique and captivating identity, aligning with this Gen Z consumer trend (Vogue Business, 2024).

Size inclusive brand by offering sizes from 2XS up to 3XL making a more inclusive customer base and aligning with the 76% of Gen Zers who feel diversity and inclusion are important topics for brands to address, therefore elevating Named’s appeal to all body types and inclusivity valuing customers (Intel, 2024).

Gender fluid designs that support inclusivity and align with Gen Z attitudes, as 61% feel mainstream fashion neglects minority identities such as non-binary and trans people, while 87% strongly advocate for improved gender equality and representation within the industry, therefore elevating Named’s brand perception as an inclusive brand (Fashion United, 2022).

OPPORTUNITY

65% of Gen Z who recall seeing a celebrity or influencer endorsement said it made them think more positively about a brand and 58% say they are more likely to try that brand’s product. Therefore Named could leverage celebrities, influencers, artists or even other brands to further elevate their appeal and attract new audiences (Retail Brew, 2025).

85% of Gen Z prefer buying from familiar brands they already trust, therefore, expanding the product offering could strengthen competitiveness in the market and attract new customers while leveraging existing brand loyalty (McKinsey, 2023).

61% of Gen Z now prefer to discover new products in-store. Reflecting a rising reversal from online shopping to physical spaces and growing preference for experiential, in-person shopping. Named Collective could leverage this trend through pop-ups and events to engage and appeal to this experience wanting generation (PwC, 2025).

WEAKNESSES

Limited product range. Although Named Collective state that they specialize in tracksuits there is little variety in silhouettes and their design styles and graphics are repetitive. This limited range contradicts the statistic of the 46% of UK students who would like to see more diverse product ranges from fashion brands and therefore may be suppressing sales (Fashion United, 2022).

Reliance on Online Channels, with no visible physical retail presence. Limiting the customer experience and brands exposure in offline spaces and therefore potentially new audiences. This does not align with the Gen Z consumers who plan to shop in-store more frequently than usual this holiday season, up from 27% in 2024 to 37% in 2025 displaying YoY growth. Their preferred reasons are to touch and see products (41%, up from 34% last year), to experience holiday displays and store atmospheres and of course chase promotions. This ultimately may be repressing Named Collectives offline sales and word of mouth efficiency (PwC, 2025).

With the rise of the Y2k Fashion, reflected by a 40% increase in global sales compared to 2024. The market is becoming oversaturated, which may make it harder for Named to continue to stand out. Therefore, they must elevate and innovate their product offerings and brand experiences to ensure individuality and are not lost in the noise (Analyzeify, 2025).

THREATS

As the ‘Drop’ model only creates bursts of demand, certain collections may struggle to keep momentum long-term and if drops become predictable or overused, the hype could fade.

Increased competition from established brands in the same niche such as Jaded London, whose sales have reached around £40 million and plans to hit £100 million by 2027 (Vogue Business, 2024). Additionally as the UK fashion and apparel market is projected to grow at a compound annual growth rate (CAGR) of 3.52% through to 2033, therefore, Named can expect increased competition throughout, which will push them to elevate their product offerings to ensure consumer appeal (Spocket, 2025).

82% of Gen Z planning to purchase “dupes” and 63% intending to buy vintage or upcycled products in 2025, there is a clear shift toward affordability and sustainability. This trend undermines Named Collective’s premium pricing and exclusivity model, as consumers may be starting to view their products as less cost-effective or environmentally conscious. As a result, the brand can expect to face increased competition from both low cost imitators and second-hand markets, potentially reducing sales and appeal to Gen Z (PwC, 2025).

POLITICAL

Increased regulatory requirements from the UK Government, such as the introduction of the ‘Digital Markets, Competition and Consumers Act 2024’, enforced by the Competition and Markets Authority (CMA) will be able to fine companies up to 10% of their global turnover for misleading consumers, around product lifecycle and environmental claims. This reflects a trend of the UK Government driving real sustainability and combating greenwashing, which may add additional costs and pressures to Named Collective’s operations.

Since Donald Trump’s re-election in 2024 a baseline 10% global tariff on all international imports have been imposed, with harsher tariffs on China (34%), India (25%) and Myanmar (40%) (Trade Compliance, 2024). This however, may open opportunities for businesses operating from the UK as these countries wont have their imports taxed to the extremes of the U.S., therefore potentially making the UK more appealing business partners. This therefore, may make brands like named collective more appealing to these countries, who produce a lot of clothing and potentially foster better relationships and deals.

SOCIAL

40% of Gen Z consumers turned to social media influencers for fashion inspiration in 2024, significantly shaping their purchasing habits (Mintel, 2024). Going forward, brands like Named Collective can leverage curated influencers to promote, for example, their sustainable, eco-friendly products, encouraging consumers to make more environmentally conscious choices and align with the 62% of Gen Z who prefer to buy from sustainable brands, and the 73% are willing to pay more for products that are environmentally friendly (Forrester, First Insight, 2024). This would provide Named the opportunity to captivate a growing eco-conscious audience, elevating their brand reputation and commitment to sustainability

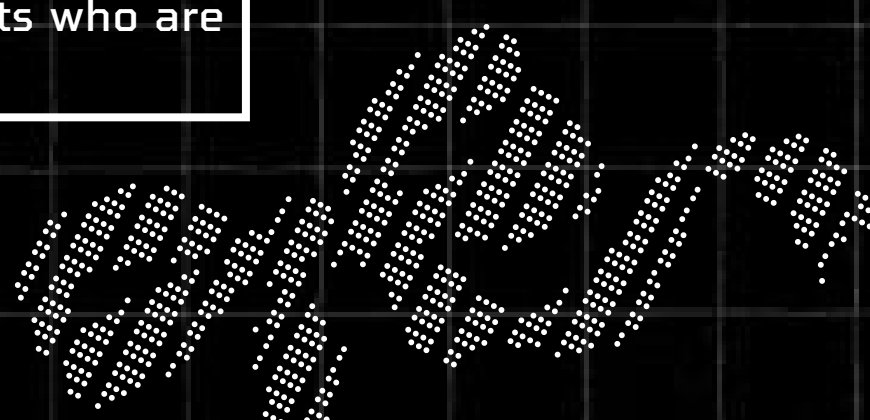
The recent revival of Y2K and emo nostalgia, also highlighted by Vogue in the spring/ summer 2025 season, presents a great opportunity for Named Collective, as both rising popularity align with the brands DNA, strengthening their appeal and therefore likihood of sales (Vogue Business, 2025). This social trend is supported by the 40% growth of Global sales of Y2K fashion and the 42% of Gen Z shoppers reported buying second-hand specifically to recreate “throwback” looks, and the so-called “Emo 2.0” revival of band tees, layered jewellery and platformed shoes gaining traction on TikTok and Instagram (International Business Times, 2025).



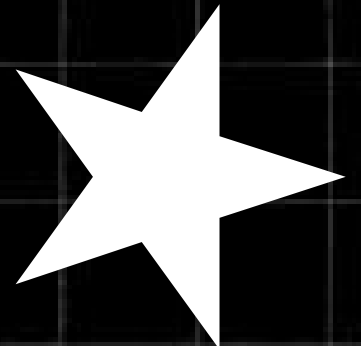
ECONOMIC

The UK economy is expected to experience a modest growth of 1.2% in 2025 and 1.1% in 2026 (KPMG, UK Parliament, 2025). However, Inflation is forecasted to remain around 4% throughout 2025, resulting in pressure on consumer disposable incomes and therefore reduced discretionary spending on items such as clothing, potentially affecting Named’s Sales. However, inflation rates are expected to drop down towards the Bank of England’s 2% target mid 2026, potentially working in Named’s favour (KPMG, UK Parliament, 2025).

The cost of living in the UK is expected to rise in 2025 due to higher oil prices, driven by a weakening pound and ongoing geopolitical tensions from Russia–Ukraine and the Middle East (UK Parliament, 2024). These conflicts have disrupted global supply chains, creating new trade barriers and increased international shipping costs and times, resulting in higher costs for businesses and therefore higher consumer facing prices. Additionally , these conflicts fuel inflation due to material scarcity, with an estimated 10% increase in the likes of gas and electricity prices (BBC, 2024). As a result, consumer disposable incomes are expected to decline due to the rising costs of essential goods and therefore the demand for non-essential brands like Named Collective can be expected to decrease within some demographic cohorts who are primarily affected by these price increases.



Named Collective



TECHNOLOGICAL

Misinformation, cyber attacks and the risks of AI are growing concerns in the UK, with AI risks ranking fourth in the Global Risks Report's Executive Opinion Survey 2025. For digital-first brands like Named Collective, Cybersecurity threats, such as data breaches or hacking of customer information, could undermine consumer trust and harm sales, diminishing brand loyalty and pushing consumers to shop elsewhere with 43% of UK businesses reporting a cyber breach or attack in the last 12 months. Therefore, Named should invest in cyber security to avoid these future rising threats. (Uk Gov, 2025).

With a £31bn agreement, dubbed the "Tech Prosperity Deal", between the UK government and several US tech giants artificial intelligence is rapidly becoming a key driver of digital transformation across industries (BBC, 2025). According to Tech Packer (2024), AI is being leveraged to predict consumer trends, minimise material waste and optimise efficiency. For Named Collective, AI presents a major technological opportunity. By integrating AI-driven analytics, Named could better anticipate style trends, personalise customer experiences and streamline inventory management, therefore reducing overproduction, foster stronger brand loyalty and ultimately improving profit margins, whilst aligning with rising consumer and legislative demands and technological innovations.

LEGAL

The introduction of the EU's Packaging and Waste Regulation (PPWR), introduced on the 24th of April 2024, targets un-sustainable, plastic packaging to help combat plastic related pollution and promote eco-friendly alternatives. For Named Collective this will require the brand to explore new, sustainable materials and designs to help minimize their plastic usage across their supply chains. Although these legal factors may result in increased costs, they will allow Named to become Future-ready and further appeal to the increasing values of eco-conscious shoppers, with 96% of UK customers stating they had purchased eco-friendly and sustainable products (whistl, 2025)

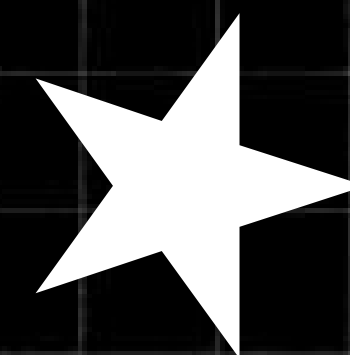
The Extended Producer Responsibility (EPR) law, introduced in 2023 and set for full implementation by 2027 across the UK and Europe will directly influence Named Collective as it requires brands to take responsibility for the entire lifecycle of their products. While the legislation encourages a transition towards more sustainable and circular business practices, which is great from an environmental perspective, it will may result in increased costs for businesses like Named Collective due to the complexity of complying with stricter recycling and waste-management regulations and therefore, potentially influence profit margins and product pricing.

ENVIROMENTAL

With the introduction of the UK-wide Plastic Packaging Tax (PPT) came into force in April 2022 in aim to promote the circular economy. This environmentally focused law charges a tax rate of £223.69/ tonne on any plastic packaging manufactured or imported into the UK in 2025 (Gov UK, 2025). This new tax will help reduce the fashion industry's amount of plastic wastage and hopefully the presence of plastic packaging, in result lowering the UKs annual plastic wastage and carbon emissions, through production of plastic packaging, however it will result in Named Collective in having to find alternatives, which may be costly.

With the continuing rise of Eco-conciseness in 2025, 59% of UK consumers consider sustainability when buying fashion items in 2025 (Mintel, 2025). This reflects a broader cultural trend of consumers and governments becoming more environmentally aware. Therefore, resource intensive businesses such as Named Collective will need to continue to align themselves with these growing consumer enviromental trends in order to remain appealing to these growing values.

NAMED COLLECTIVE



Jaded London

BRAND OVERVIEW

Jaded London are a UK based fashion brand founded in 2013 by siblings Grant and Jade Goulden, heavily inspired by modern grunge streetwear, pop culture and early 2000s music. Jaded London currently aim to surpass £100 million in sales by 2027, up from £41 million IN 2023, with an astonishing 61% increase compared to 2022 (Vogue Business, 2023). With 40% of their customers located in the US, Jaded is focused on strengthening their presence in the US, whilst exploring opportunities for growth in the Asia-Pacific region and expanding into new categories such as premium fashion and beauty to further expand their consumer base. Currently, 90% of the Jaded's revenue comes from direct-to-consumer (DTC) sales, with the remaining 10% generated through stockists that include Selfridges, Luisaviaroma, and US-based e-tailer Revolve.

PRODUCT

Jaded London Sell a variety of products, offering menswear, womenswear, swim and unisex departments. Their product range includes a wide variety of tops, bottoms, outerwear, jorts, denim, accessories, eyewear and footwear, collaborating with the likes of Rock Revival, New Rock and Gentle Monster. Jaded's cheapest available item is their 'Black Skinny Scarf' priced at £15 and their prices peak at £300 for various items such as Biker jackets, Combat boots and real cowhide leather jackets. Their products are highly trend aligned with the frequent incorporation of camo, studs, faux fur and distressing. Jaded use dark, or tonal primary colour palettes for their ranges, however they like occasionally contrast these palettes with bold designs or complementaries to help their products unique and standout.

ANALYSIS



CONCEPTOR

CONSUMER

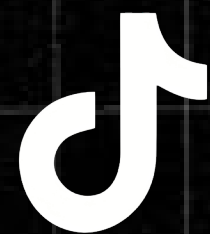
Jaded London’s primary consumer consists of Gen Z individuals aged 18–30, with a balanced appeal across both male and female audiences. This consumer group is characterized by a strong engagement with digital culture, being heavily active on social media channles such as Instagram, Tiktok and Snapchat, and following streetwear trends and rising nostalgic Y2K aesthetics, that cohesively alignin with the Jaded’s fusion of grunge, pop culture and 2000s design influences.

GRUNGE GOTHIC EMO STREETWEAR FLARED

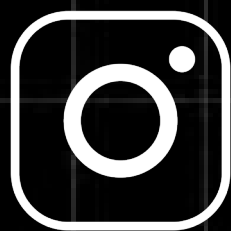
OVERSIZED SKINNY PARACHUTE Y2K CAMO

MEN WOMEN UNISEX SWIM SPIKES STUDS

FAUX FUR ANIMAL PRINT SCREEN PRINT



USERNAME: JADEDLON
FOLLOWERS: 316.1K
AVERAGE LIKE PER POST: 24,000
AVERAGE COMMENT PER POST: 30.43
ENGAMENET RATE: 9.79%



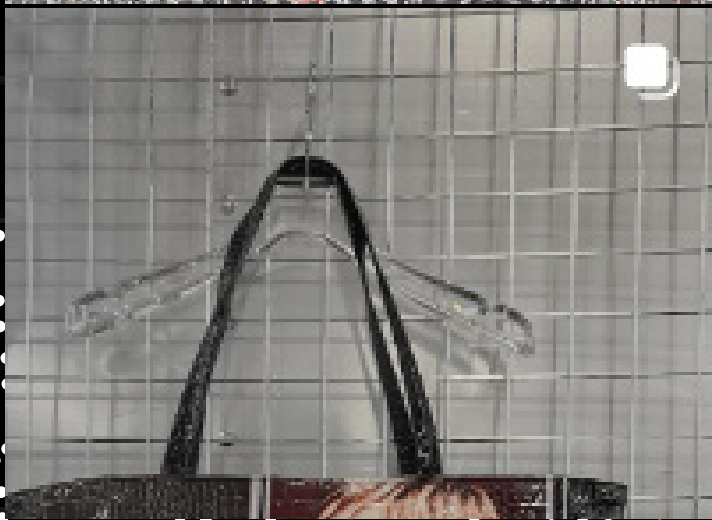
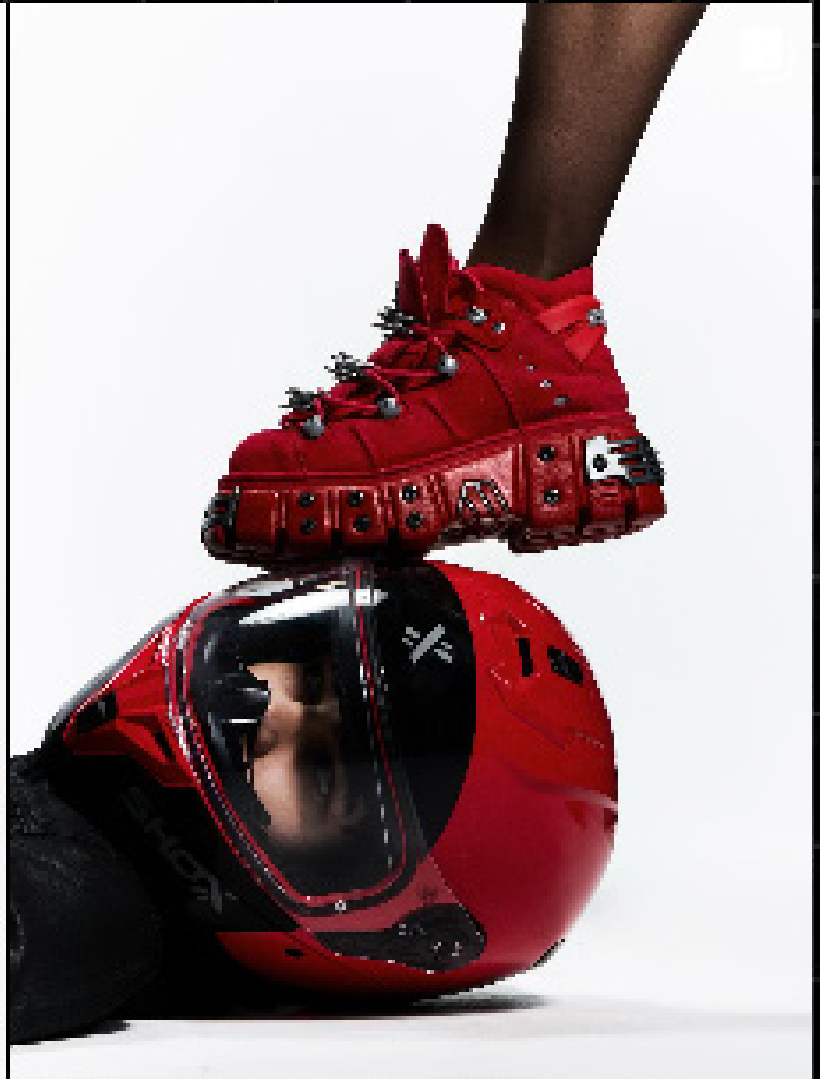
USERNAME: JADEDLON
FOLLOWERS: 1.3M
AVERAGE LIKE PER POST: 7,632
AVERAGE COMMENT PER POST: 59
ENGAMENET RATE: 0.59%

REVENUE: £40 MILLION

@JADEDLON

COMMUNITY REWARDS

STUDENT DISCOUNT



COMPETITOR

MARKETING

With the target market of Gen Z, Jaded London takes an omnipresent approach to their marketing strategy, utilizing various social media platforms such as instagram, tiktok and Snapchat. Most noticeably, Jaded have utilized Snapchat to directly connect with their target audience as 90% of 13- 24-year-olds use these app and 64% have made purchases influenced from them (SproutSocial, 2025). In collaboration with Foshpa in 2022, Jaded launched a highly successful Snapchat campaign, driving a 665% YoY increase in channel revenue, a 226% rise in monthly spending, and 8x more conversions, all while reducing customer acquisition costs by 6.3%. Through targeting a social media platform that deeply resonates with their target audience, Jaded were able to maximize their visibility and reduce wasted ad spend on wrong audiences.

Currently, Jaded are running paid meta ads, with 55 current active ads as of 21/10/2025, with their oldest ad being up since 28/3/2025, promoting their best selling styles (see figure 1). Their latest ad launched on the 16/10/2025 has a current reach of 9,300. This ad promotes their latest collection ‘Ember’ with the ads target market being Women, aged 18-30 years old, within the UK (Meta Ads Library, 2025).

IMPROVEMENTS

As Jaded London already employ A/B testing and data-led performance marketing in their ad campaigns, they should look to deepen and diversify their creative strategies to support global growth, through integrating geo-specific consumer segmentation within its campaigns, tailoring creative assets, influencer partnerships and messaging to reflect regional consumer values, cultural aesthetics and seasonal trends to resonate with their new potential markets.



STARTED RUNNING: 24/10/25
PRODUCT: Ember Collection
TARGET AGE: 18-30
TARGET GENDER: WOMEN
LOCATION: United Kingdom
REACH: 35,341
HIGHEST REACH: Female 18-24



STARTED RUNNING: 24/10/25
PRODUCT: Outwear
TARGET AGE: 18-34
TARGET GENDER: WOMEN
LOCATION: United Kingdom
REACH: 4,594
HIGHEST REACH: Female 25-34



STARTED RUNNING: 24/10/25
PRODUCT: Outwear
TARGET AGE: 18-34
TARGET GENDER: WOMEN
LOCATION: United Kingdom
REACH: 11,446
HIGHEST REACH: Female 25-34



STARTED RUNNING: 24/10/25
PRODUCT: Outwear
TARGET AGE: 18-34
TARGET GENDER: WOMEN
LOCATION: United Kingdom
REACH: 5,115
HIGHEST REACH: Female 25-34



STARTED RUNNING: 22/10/25
PRODUCT: New Rock Collab
TARGET AGE: 18-65+
TARGET GENDER: MEN
LOCATION: United Kingdom
REACH: 4,991
HIGHEST REACH: Male 18-24



STARTED RUNNING: 22/10/25
PRODUCT: New Rock Collab
TARGET AGE: 18-65+
TARGET GENDER: MEN
LOCATION: United Kingdom
REACH: 1,882
HIGHEST REACH: Female 18-24

ANALYSIS

★ PAID ADS

minga LONDON

BRAND OVERVIEW

MINGA LONDON® is an predominantly female independent fashion brand, founded by Luísa Vilas in East London, that started selling on facebook in 2014. Minga's mission statement elicits that they create for those who 'embrace their weirdness', reflecting their commitment to individuality, inclusivity, and self-expression through bold expressive styles. Minga's aesthetic draws heavily from vintage, Tumblr-era, and grunge subcultures, incorporating Y2K nostalgia, pastel colour palettes, and alternative streetwear silhouettes that resonate with their digitally native audiences. Although there are limited financial filings with the Business, those that are available state that the brand had £625,977 in Current assets and around £159,046 in net profit in 2023 (Minga London Unaudited Financial Statements, 2023).

PRODUCT

Minga London offers a wide range of apparel across predominantly womenswear but also unisex categories, including tops, tracksuits, bottoms, denim, jackets, knitwear, loungewear, dresses, swimwear, accessories and shoes. Minga's products are heavily influenced by vintage, grunge, and Y2K aesthetics, often characterised by baby tees, pleated mini skirts, cargo pants, oversized knits, and statement outerwear. Minga's prices are positioned within the affordable-to-mid market segment, with an average price of £41 for their low-end products and basics to approximately £120 for premium jackets and statement pieces, making the brand affordable to its predominantly Gen Z audience.



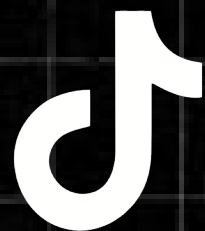
ANALYSIS

COMPETITOR

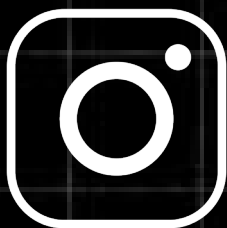
CONSUMER

Minga London's primary consumer is predominantly female Gen Zers that are highly style-driven and digitally native. Web-traffic demographics indicate that Minga's audience is 76% female with the largest age cohort of 18-24 year-olds, and demand is geographically diversified with the US 33% and UK 19% as lead markets (Similar Web, 2025).

- GRUNGE
- GOTHIC
- EMO
- STREETWEAR
- KAWAII
- OVERSIZED
- SKINNY
- CURSIVE
- Y2K
- CAMO
- WOMEN
- UNISEX
- SWIM
- SPIKES
- STUDS



USERNAME: MINGALONDON
FOLLOWERS: 222K
AVERAGE LIKE PER POST: 841
AVERAGE COMMENT PER POST: 7
ENGAMENET RATE: 1.1%

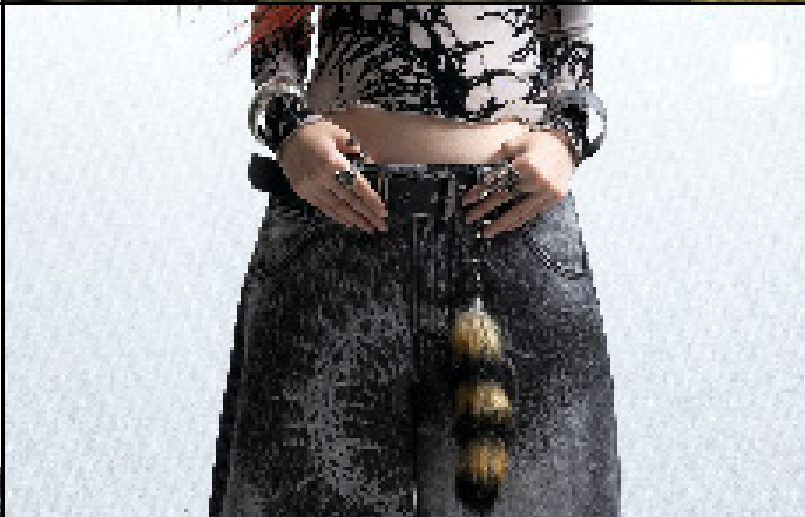
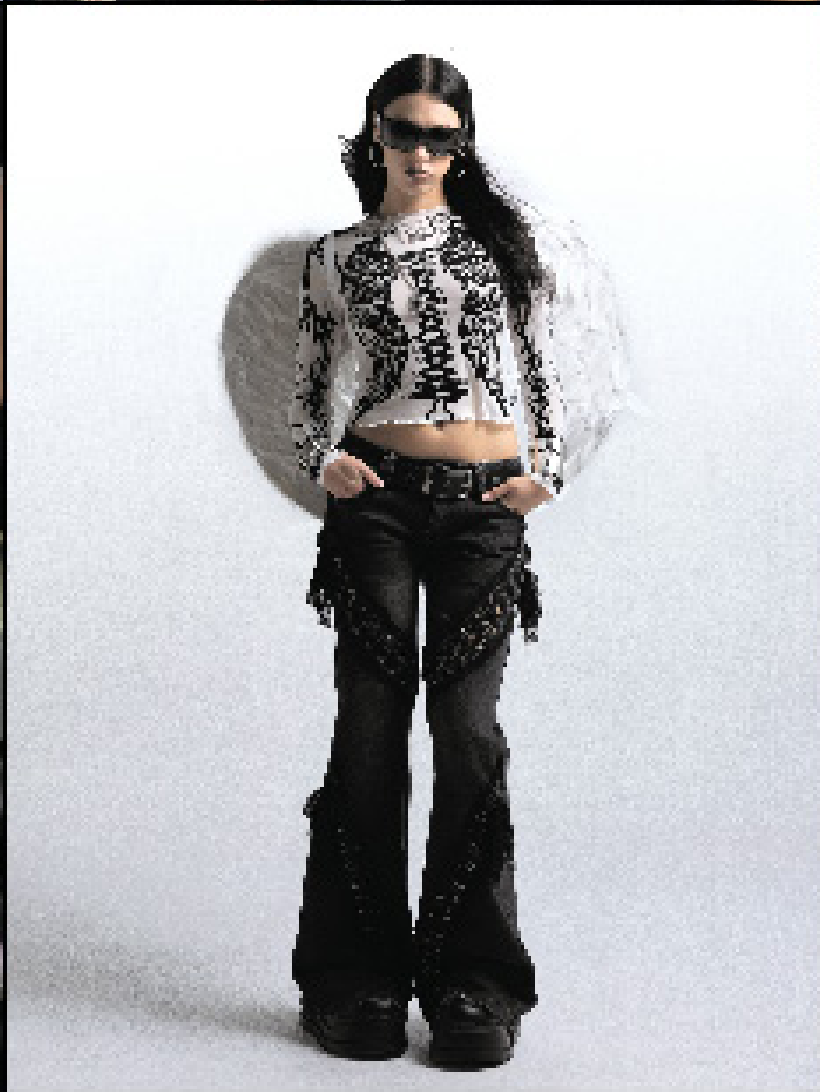


USERNAME: MINGALONDON
FOLLOWERS: 922K
AVERAGE LIKE PER POST: 1,653
AVERAGE COMMENT PER POST: 17
ENGAMENET RATE: 0.18%

- FAUX FUR
- ANIMAL PRINT
- SCREEN PRINT

@MINGALONDON

STUDENT DISCOUNT



CONCEPT FOR

MARKETING

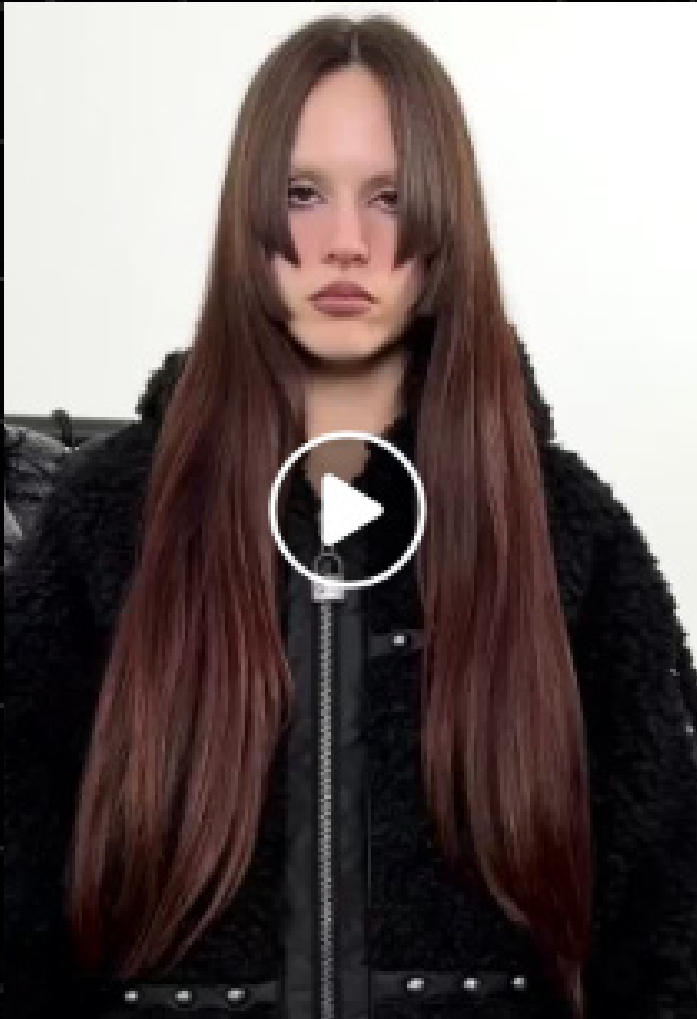
Minga London has a highly digital, community driven marketing strategy, relying heavily on platforms such as Instagram and TikTok, to leverage their influencer collaborations, user-generated content and aesthetic storytelling to build brand authenticity and engagement. With over 921K on Instagram, Minga maintains consistent visual branding centred on its alternative, nostalgic aesthetic, resonating with subcultures influenced by Y2K, grunge, and Tumblr-era fashion. Minga also utilises email marketing and digital lookbooks to promote new collections, while occasional collaborating with independent artists and designers to reinforce their identity within alternative fashion communities

IMPROVEMENTS

Minga could benefit from developing more immersive brand experiences, such as pop-up events or collaborative capsule drops, to strengthen emotional connection and community engagement beyond digital platforms to help solidify and grow their relationship with their audience.



STARTED RUNNING: 29/10/25
PRODUCT: New Season Styles Video
TARGET AGE: 18-65+
TARGET GENDER: All
LOCATION: United Kingdom
REACH: 2,928
HIGHEST REACH: Female 25-34



STARTED RUNNING: 29/10/25
PRODUCT: New Fall Style's Video
TARGET AGE: 18-65+
TARGET GENDER: All
LOCATION: United Kingdom
REACH: 10,404
HIGHEST REACH: Female 18-24



STARTED RUNNING: 24/10/25
PRODUCT: 'Cheap Thrills' Fall drop
TARGET AGE: 18-65+
TARGET GENDER: All
LOCATION: United Kingdom
REACH: 19,811
HIGHEST REACH: Female 18-24



STARTED RUNNING: 27/10/25
PRODUCT: Outwear
TARGET AGE: 18-65+
TARGET GENDER: All
LOCATION: United Kingdom
REACH: 33,800
HIGHEST REACH: Female 18-24



STARTED RUNNING: 22/10/25
PRODUCT: New Rock Collab
TARGET AGE: 18-65+
TARGET GENDER: MEN
LOCATION: United Kingdom
REACH: 4,991
HIGHEST REACH: Male 18-24



STARTED RUNNING: 27/10/25
PRODUCT: Latest Jackets
TARGET AGE: 18-65+
TARGET GENDER: All
LOCATION: United Kingdom
REACH: 3,586
HIGHEST REACH: Female 25-34

ANALYSIS



PRIMARY CONSUMER

My primary target audience will be Gen Z, who are projected to have a collective spending power of \$12 trillion by 2030 (NIQ, 2025). This consumer focus aligns with Named's existing success within this demographic, as their current product range and brand DNA already strongly resonate with Gen Z consumers. However, the 'Munchkins' campaign seeks to expand Named's reach by deepening engagement not only with their existing Gen Z audience but also with new consumers within this group. The campaign will do so by offering a universal, interactive and distinctive product experience that aligns with Named's DNA but also appeals to a broader audience who share Named Collective's values, aesthetics and creative interests.



SECONDARY CONSUMER

The secondary consumer will be young millennials, particularly those engaged in streetwear and collectibles as this growing group shares various common interests and values with Gen Z, such as valuing individuality, nostalgia, community, scarcity and/or collaborative drops, therefore making them a natural extension of Named Collective's audience. Their appreciation for authenticity and cultural relevance aligns with the brand's ethos, while their established purchasing power, evaluation at \$4 trillion in 2025 and passion for collectible fashion items position them as a valuable demographic to target alongside Gen Z (GWI, 2025).



SEGMENTATION

MARKET

PRIMARY CONSUMER

(THE FASHION ENTHUSIAST)

DEMOGRAPHIC

Name: Blaze
Age: 20
Pronouns: She/They
Location: Manchester, UK
Income: Part-Time Barista
Education: Studying Art in College
ACORN Segment: Digital Enthusiast / Modest Means

LIFESTYLE

Chronically online, in various digital communities connecting with those with same interests and aesthetics. Goes with the flow, likes unique, grunge and y2k fashion and the edgy subcultures in between, frequently scrolling Instagram, Tiktok and Pintrest for style inspiration and music.

BEHAVIOUR & SHOPPING PREFRENECES

Tech Behaviour - Spends majority of free time on tiktok as a temporary escape from the outside world, looking for new music, funny content to share with friends and influence her own personal style.

Shopping Habits - Vinted and thrift warrior, loves and always open to finding new affordable clothing and accessories to compliment her style, whilst being semi-price and value conscious but easily persuasive.

Brand Loyalty - Loves alternative, streetwear and vintage brands such as Cozy world wide, Named, Hysteric Glamour and Kmri however always open to try new brands if they align or elevate her style.

Key Shopping Moments - Pay day! Loves to indulge and treat herself to multiple low ticket clothing and accessories and will invest in high ticket designer or high value perceived items when possible, as a 'reward'.



VALUES

A heavily expressive individual, who dresses to express her mood, creativity and identity, that reflect her unapologetic personality and love for being different.

Values brands that foster collaboration, connection and authenticity, allowing her to join and feel apart of a community.

Blaze believes in self-confidence, gender equality and empowerment through expression. She gravitates toward brands and communities that champion diversity and inclusivity.

PERSONAS

CUSTOMER

SECONDARY CONSUMER

(THE COLLECTOR)

DEMOGRAPHIC

Name: Taylor
Age: 29
Pronouns: He/Him
Location: London, UK
Occupation: Freelance Graphic Designer
Income: Moderate / Stable
Education: BA in Visual Communication
ACORN Segment: Creative Professionals / Emerging Affluence

LIFESTYLE

Taylor is a creative millennial collector who grew up immersed in early-2000s pop culture, streetwear and gaming. He's participates in nostalgic yet design-conscious, collecting both for art appreciation and cultural identity. His home doubles as a creative space, decorated with vinyl toys, sneakers and art prints that showcase his own personality and interests.

BEHAVIOUR & SHOPPING PREFRENECES

Tech Behaviour – Taylor spends his screen time tracking collectible releases on Instagram, TikTok and Reddit. He follows brands like Superplastic, Kidrobot, KAWS and Pop Mart, engaging with posts that reflect his art, design and lifestyle.

Shopping Habits – Strategic buyer, always alert to limited drops, collabs and pre-orders. He enjoys the chase of securing exclusives and isn't afraid to invest in high-value collectibles if they hold high cultural or resale significance.

Brand Loyalty – Supports creative, story driven brands that feel authentic and have strong communities such as BE@RBRICK, KAWS and Supreme. Values brands that bridge streetwear, design and collectible culture.

Key Shopping Moments – Big drop days are major events for Taylor as he plans and clears his schedule for them, sharing wins or misses with friends and his community. He also indulges after major freelance paydays, often rewarding himself with a high-ticket collectible or limited fashion piece.

PERSONAS



VALUES

- Appreciates design-led, artist-driven products that tell a story.
- Supports brands with unique creative voices and cultural credibility.
- Finds belonging through shared interests, conversation and collaboration.

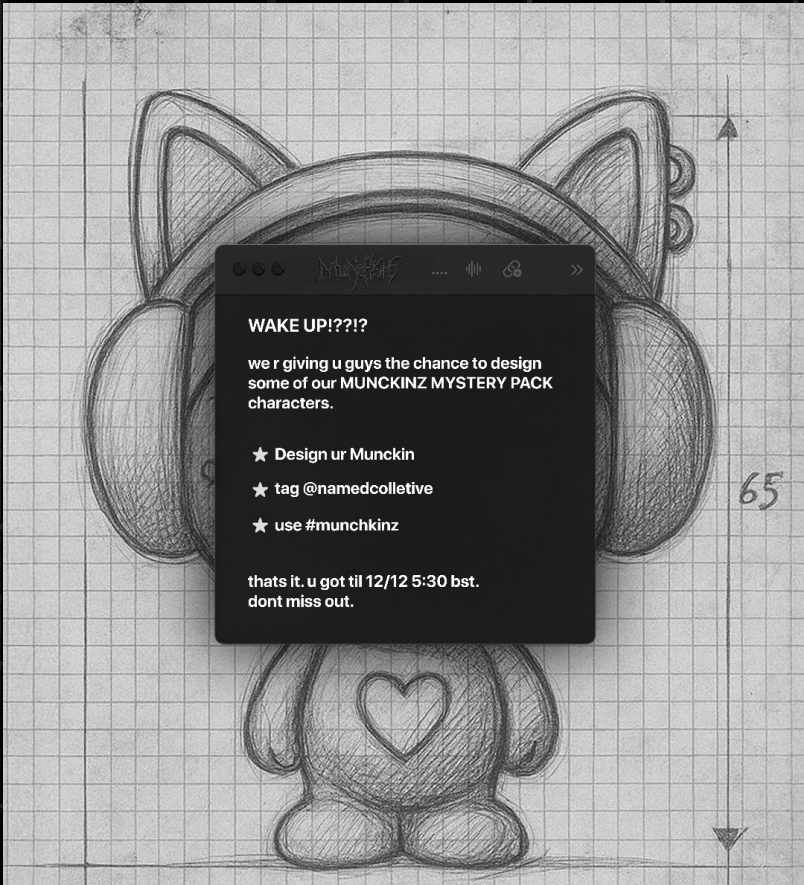
CUSTOMER



MONSTER

NAMED COLLECTIVE

CAMPAIGN RATIONALE



The objective of the Munchkins Campaign is to develop a new product line for Named Collective that resonates with both their primary and secondary consumers. The aim is to strengthen and build on Named’s community by delivering a trend driven, but unique and innovative concept that feels authentic to alternative Gen Z culture and aligns perfectly with Named’s DNA. The goals of the campaign are too increase overall engament on socials by 40% and revenue by 15% by 2027. The Munchkins campaign bridges creativity, collectability and experiential marketing, offering beyond just a product offering, but an experience and opportunity to contribute and join a communnity that reflects the consumers own individuals styles, childhood experiences, values and intrests.

Whilst the global collectibles market is currently valued over \$300 billion and projected to exceed \$500 billion within the next decade, this campaign capitalises on a powerful cultural and economic trend of this growing market as consumers increasingly seek unique, limited and meaningful products that hold emotional, nostalgic and aesthetic value. By positioning the Munchkins collection as both a fashion statement and a collectible item, this campaign will align with this rising demand and enhance Named Collective’s appeal among more diverse Gen Z and millennial audiences.

MUNCHKINZ

OVERVIEW

The MunchkinZ are a collectible, blind box mini figure range inspired by the creative and character-driven, nostalgic world of Moshi Monsters, Monster High and various other 2000's collectible figures. Designed for both casual collectors and Named Collective fans, the product line focuses on delivering a playful, highly engaging, unique collectible experience through surprise, scarcity and community-driven value and involvement. This product will be available on their website as its own individual product range, with the aim to increase average order value.

CONCEPT

Each MunchkinZ range will launch as a limited-edition, seasonal mystery pack that will never be re-stocked, driving hype, exclusivity and collectability. Every release will be curated to feel like a cultural drop, connecting directly with the audience through seasonal moments (e.g. Easter, Halloween, Christmas), unique themes, or exclusive collaborations. The individual collectables will have rarity levels (Common, Rare, Legendary), including exclusive colours, pattern, and individually numbered serial markings (e.g., 1/1000), to enhance perceived value and overall collectability.

Additionally, the MunchkinZ product line will utilize RFID (Radio Frequency Identification) tags within each mini-figure to establish a robust digital-integration strategy that serves multiple purposes.

Firstly, the RFID tag (used by premium brands like Moncler for anti-counterfeiting) will ensure product authenticity, significantly reducing the risk of fake products entering the market and help boost consumer perception of the products scarcity and therefore demand.

Secondly, the RFID-tag will link the consumer directly to the Named Collective MunchkinZ hub, prompting the consumer to sign-in / create an account, allowing to access their 3d figure, its serial number, rarity, season collection, as well as their own collection. This in turn will help Named collect customer emails and position their other products to these customers, potentially increasing overall order value.

The MunchkinZ subcategory page on the Named Collective website will act as a secure community hub where consumers can view, request and request trades with other collectors all within the Named Collective ecosystem. This feature taps into the desire for community, connectivity and ownership that spans both Gen Z and millennial collectors, whilst protecting brand integrity and driving deeper engagement by elevating the product into a both tangible and digital collectible experience

By implementing these design features and concepts Named can build anticipation and emotional resonance, encouraging consumers to collect their favourite and most relatable characters while fostering an active community around trading, sharing and showcasing their collections. From both a fan and collector perspective each drop works as a shared cultural event that reflects Named's DNA but also primary and secondary consumer interests, with the objective of strengthening engagement, loyalty and excitement around Named Collective as a whole.



CAMPAIGN

KEY MESSAGE

The key message behind the ‘Munchkinz’ campaign is a promotional message to audiences of the new and upcoming Munchkin mystery boxes/packs series but in a way that engages and provides an experimental marketing and beyond product purchase experience to both primary and secondary consumers, through creative participation, physical interaction and digital integration.

IMPACT

The impact of the Munchkin campaign will be a raised brand awareness, engagement and demand for Named Collective, not only from their primary consumers but also from their secondary, opening the brand up to a new demographic of consumers with similar interests, whilst accommodating for the current consumers.

TACTICS

Exclusivity – Limited seasonal drops and rarity levels create urgency, hype and collectibility, strenghting demand.

Phygital Integration – RFID digital ownership ensures authenticity, trust and blends physical and digital experiences beyond purchase.

Community – Fan-designed characters strengthen belonging, creativity and long-term brand loyalty.

Experiential Marketing – London scavenger hunt drives viral engagement and transforms the campaign into a shared cultural moment, aliging with the statistc of Gen Z prefers spending on experiences over products, with figures like 78% prioritizing experiences and 82% attending live events monthly (Seeker, 2025).

Emotional Connection – Nostalgic-driven product deepens brand affinity and emotional relevance to align with 70% of Gen Z who prioritize brands that show emotional intelligence in their advertising (Conversation, 2025)

Digital Engagement – User-generated content and influencer collaborations will be utilized to sustain hype, visibility, and long-term engamement and relevance across all platforms.

CREATIVE

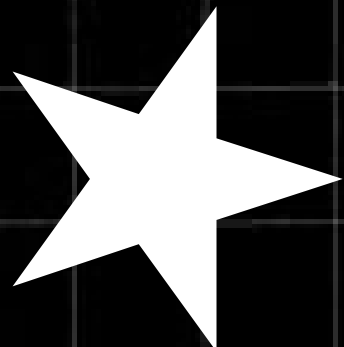
This campaign will be supported by various unique and eye-catching creative statics and videos that align with Named’s DNA to help promote and build mystery around the up-coming product line. A 30-second hero ad will be promoted via paid advertising, that will blend Named Collective’s signature Y2K-gothic aesthetic with playful, nostalgic visuals, revealing glimpses of the MunchKinz mystery packs, character animations and rarities to build hype.

SYNOPSIS

The MunchkinZ Campaign is a bold, culture driven initiative designed to combine alternative fashion, collectibility and community into an immersive brand experience and appeal to the 78% of Gen Z prioritizing experiences (Seeker, 2025). ByO tapping into the “kidult” and joy economy trends through offering limited-edition, character-based mini-figures that evoke nostalgia, self-expression and belonging, aliging with the growing trend of 60% of Gen Z adults wishing they could return to a time before everyone was “plugged in,” seeking comfort and escapism from contemporary stressors (The New York Times, 2025).



MOOD BOARD



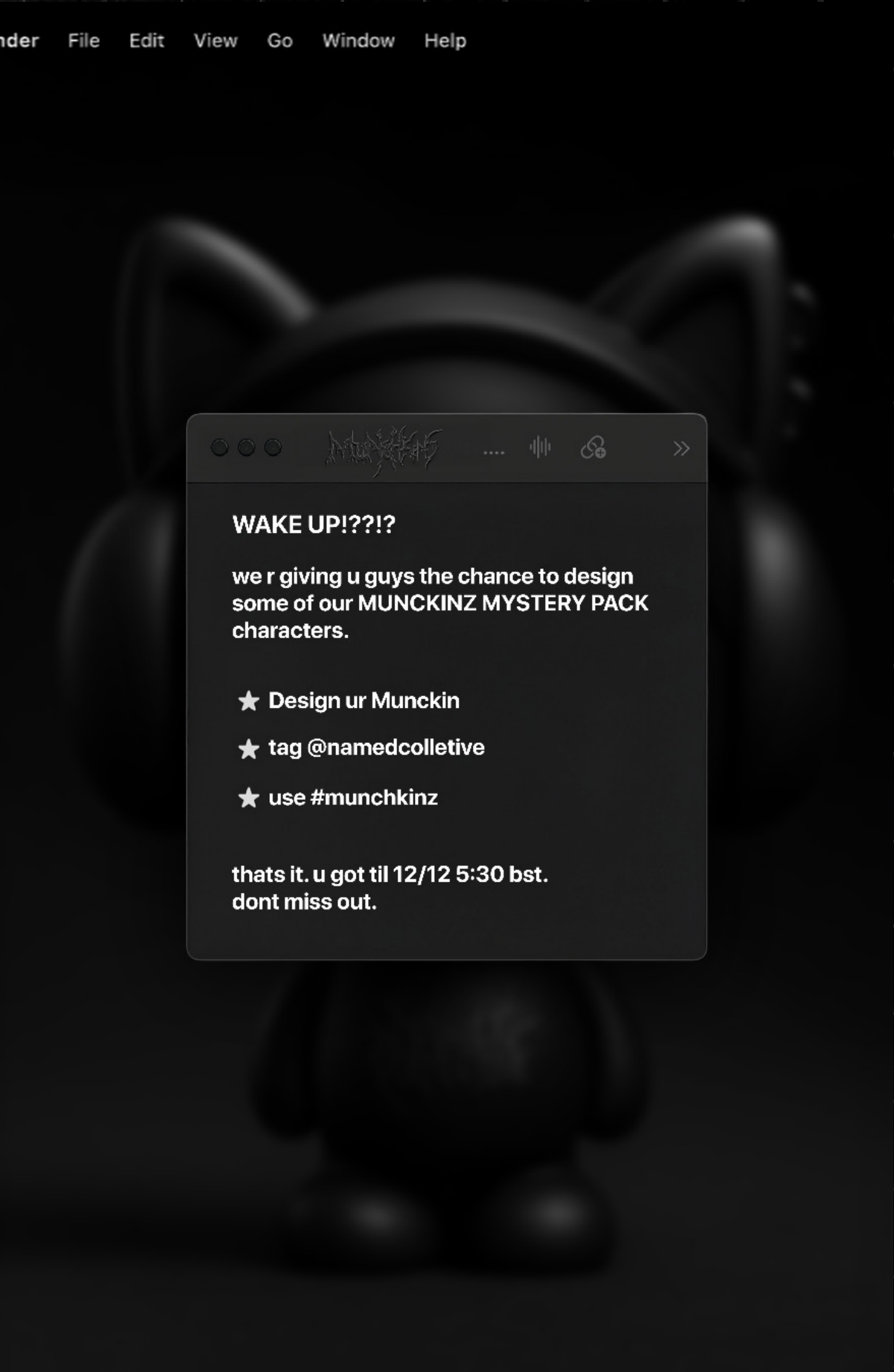
CS:GO				
Market	F2F Market	Trade	Inventory	On Sale
Search market				
\$719.70 FN -16% 0.0337 2d	\$766.00 FN -18% 0.0689 2d	\$1 419.49 ST FN -11% 0.0088 5d	\$399.00 FN -13% 0.0068 4d	\$773.61 ST FN -12% 0.3761 4d
\$913.27 FN -6% 0.0188 5d	\$964.57 WW -12% 0.4002 7d	\$847.59 FT -12% 0.3588 5d	\$866.70 MW -6% 0.1195 4d	\$1 366.50 ST FN -12% 0.0485 4d
\$25.02 FT -13% 0.2790 10h	\$6 190.72 FT -13% 0.2601 7d	\$1 515.00 FN -11% 0.0345 5d	\$1 745.70 FN -6% 0.0438 5d	\$2 055.02 FN -11% 0.0377 5d
\$749.00 FN -13% 0.2790 10h	\$546.68 FT -13% 0.2601 7d	\$930.85 FN -11% 0.0345 5d	\$1 109.90 FN -6% 0.0438 5d	\$1 159.34 FN -11% 0.0377 5d



This campaign will engage its target audiences through an interactive, contribution and community-led competition that invites fans and creatives to participate in the design of their own Munchkinz character, posting it to the social media accounts using #munchkinz. Participants will be encouraged to express their individuality through any chosen art form, with the opportunity for selected, favorite community designs to be featured within Named Collective’s official Munchkinz Mystery Packs.

By positioning the target market as co-creators rather than passive consumers, the campaign directly captures Gen Z’s and Millennial’s values of creative participation, self-expression, digital collaboration and the pursuit of experiences that go beyond traditional products. By creating a two-way authentic interaction between the brand and consumer, Named will be able to offer consumers a sense of ownership and belonging within the Named Collective community.

ENGAGEMENT



nderFileEditViewGoWindowHelp

WAKE UP!??!?

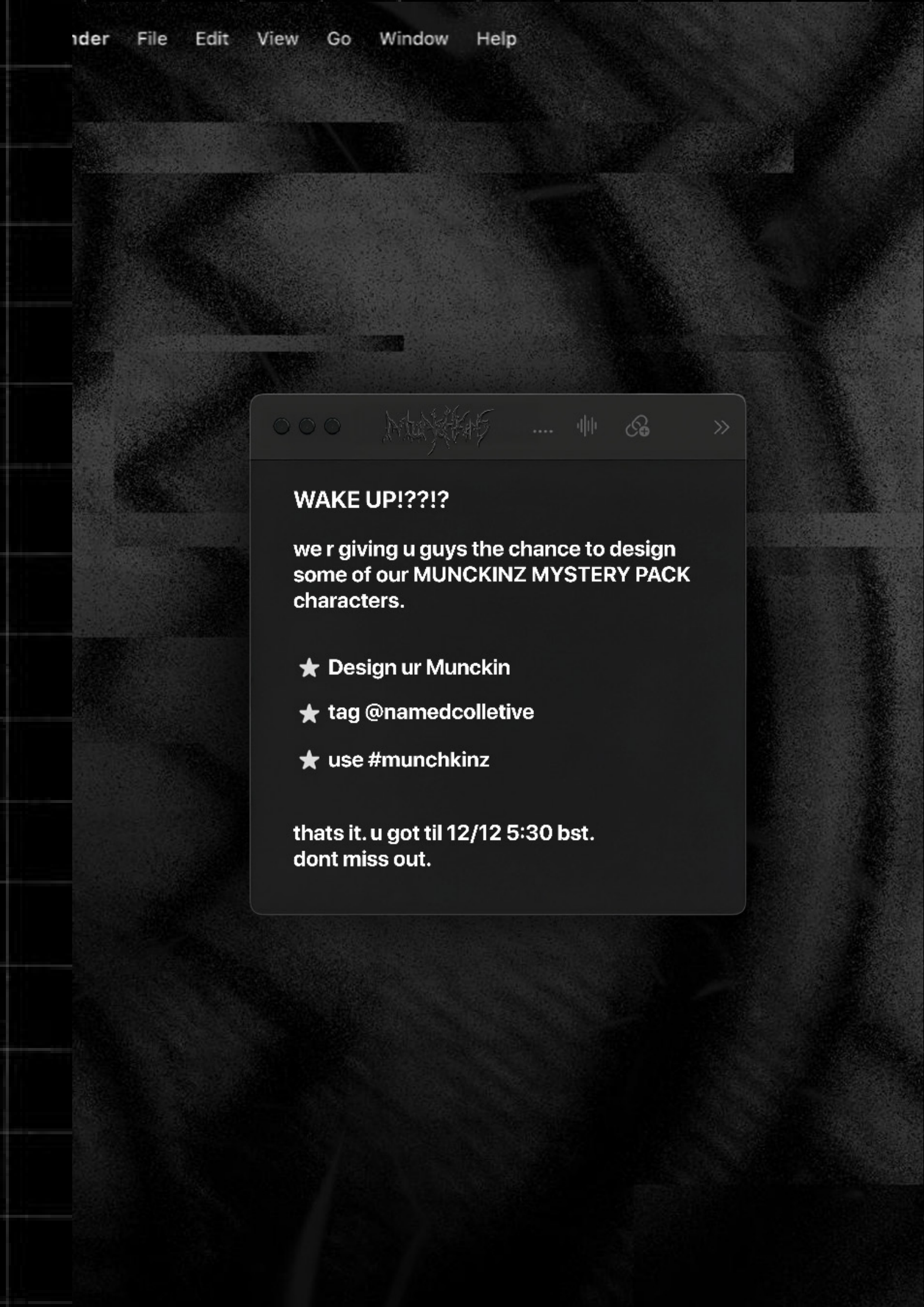
we r giving u guys the chance to design some of our MUNCKINZ MYSTERY PACK characters.

★ Design ur Munckin

★ tag @namedcolletive

★ use #munchkinz

thats it. u got til 12/12 5:30 bst. dont miss out.



nderFileEditViewGoWindowHelp

WAKE UP!??!?

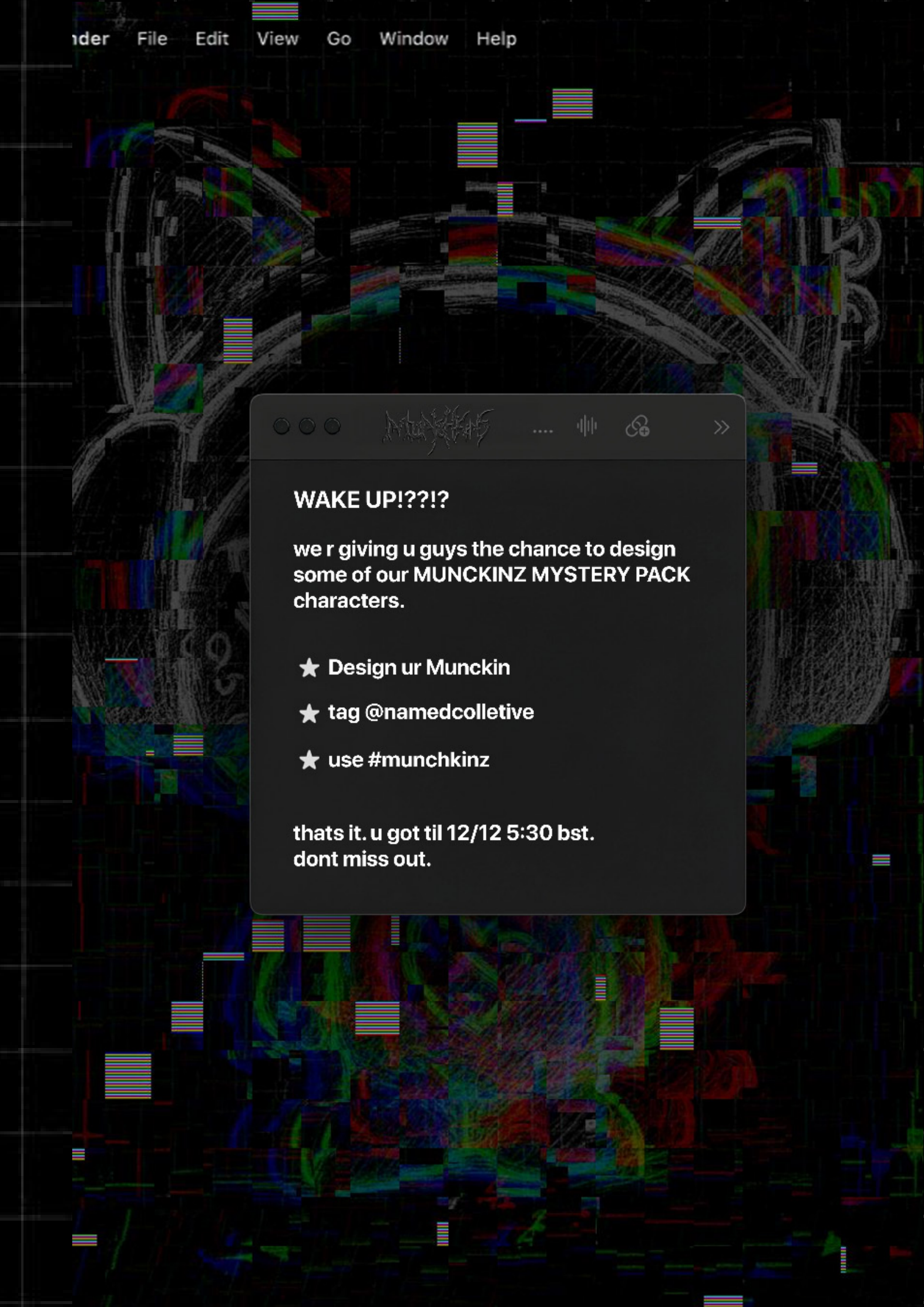
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STORYS

/AD CREATIVES



STORYS

/AD CREATIVES

MURKINZ
NAMED COLLECTIVE⁰¹



Named Collective



MUNCHKINZ
NAMED COLLECTIVE

Named Collective



MUNCHKINZ
NAMED COLLECTIVE

Named Collective



MUNCHKINZ
NAMED COLLECTIVE

EVENT

/GUERRILLA MARKETING

The MunchkinZ Campaign will feature an experiential marketing event inviting the public to hunt for the ‘escaped’ early-release and some limited-edition MunchkinZ hidden around London. This playful narrative will encourage participants from both the named community and the collectibles community to team up with friends, solve clues and decode messages shared on Named’s social media stories throughout the lead up and day of the event.

As groups of participants are seen racing around London searching for MunchkinZ, the event will naturally attract public curiosity and attention known as the ‘spectacle’ affect, attracting wider communities out of curiosity. This visible, city-wide activity will generate significant user-generated content (UGC) as participants document their journey and share any findings online, amplifying the campaign’s reach organically, whilst strengthening the brands community. The buzz created both online and offline can also be expected to spark earned media coverage from lifestyle and pop culture media outlets, positioning Named Collective’s ‘MunchkinZ’ as a vibrant, community-driven brand and product line that merges play, culture and creativity.

Incorporating an experiential event within The Munchkins Campaign will strengthen brand engagement by transforming passive audiences into active participants. This experience therefore offers a deeper emotional connection between the brand and its consumers, through allowing people to physically interact with the MunchkinZ campaign, rather than simply observing passively online.

In conclusion, this event serves as both a brand awareness driver and a community-building platform, turning engagement into a shared cultural moment that reinforces Named Collectives MunckinZ creative and collectible identity.



As this campaign is designed to build brand awareness and anticipation for Named's upcoming 'MunchkinZ' product line. The initial paid advertising campaign will be launched through Meta Business Suite with the primary objective of driving traffic through link clicks, landing page views and Instagram profile visits.

A manual campaign setup will be implemented to ensure all Meta settings are strategically tailored and fully optimized for primary and secondary consumers, in alignment with Named Collectives DNA. A/B testing will be conducted across multiple creative variations and audience segments to determine which combinations deliver the strongest results, with KPI'S monitored through metrics such as Cost Per Click (CPC) and Click-Through Rate (CTR) to ensure optimal performance and maximize Return on Investment (ROI).

The campaign will launch with a daily budget of £20 for an initial two-week testing phase. This period will be used to gather data-driven insights to refine targeting, creative direction, and budget allocation. Following the testing phase, a scaled launch and retargeting campaign will be introduced to re-engage and convert users who interacted with the initial ads into paying loyal customers.

✓

Budget & schedule

Budget ⓘ

Daily budget

▼

£ 20.00

GBP

You'll spend an average of £20.00 per day. Your maximum daily spend is £35.00 and your maximum weekly spend is £140.00.

[About daily budget](#)

Schedule

Start date

28 June 2027

13:00 GMT

End date

✓

Set an end date

Custom

▼

12 July 2027

13:00 GMT

[Hide options](#)

Budget scheduling ⓘ

Increase your budget during specific days or times.

Schedule budget increases

View

▼

✓

Audience controls ⓘ

Set criteria for where ads for this campaign can be delivered.

[Learn more](#)

①

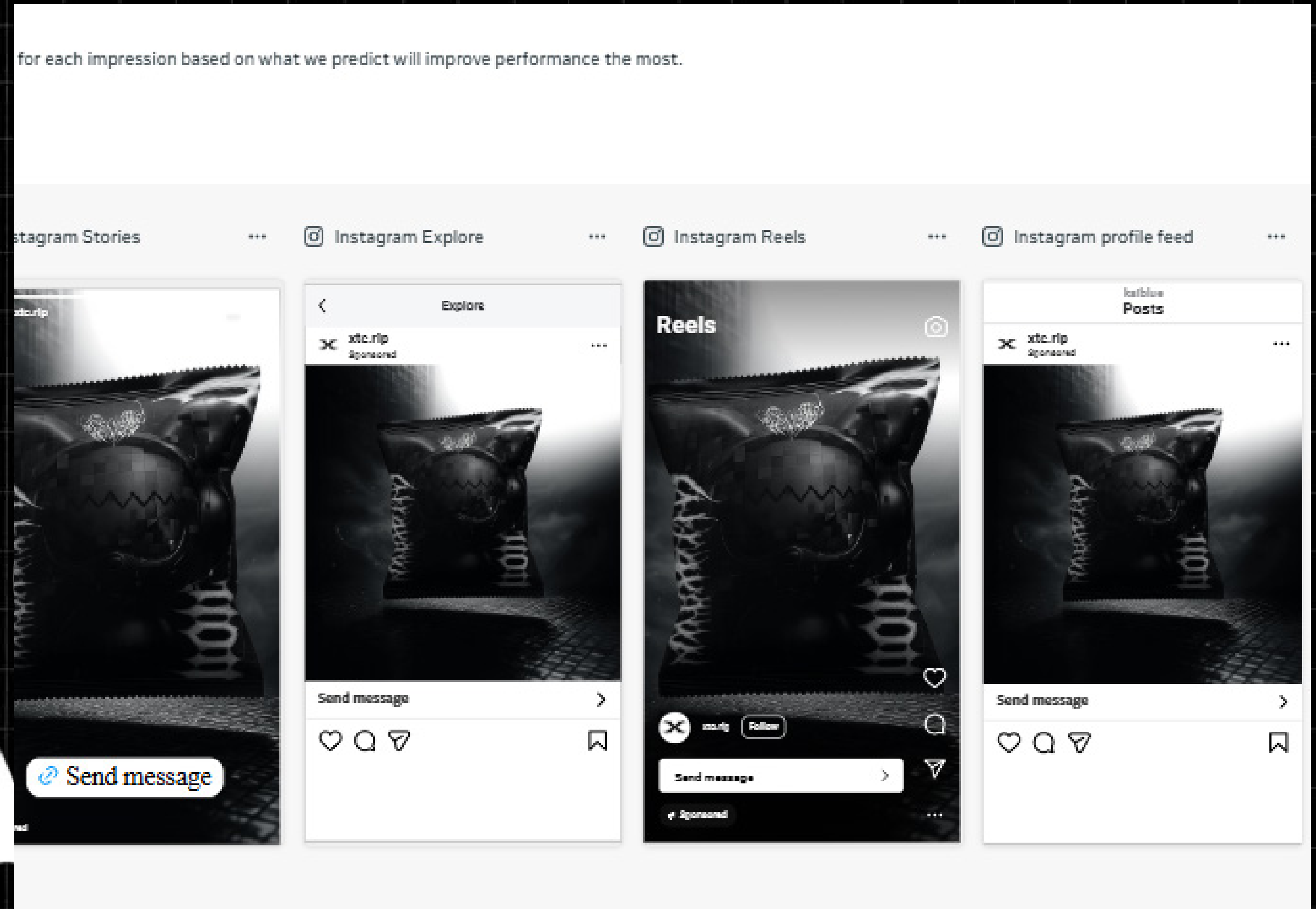
You can set audience controls for this ad account to apply to all campaigns.

[Set audience controls for all campaigns](#)

Use a saved audience

▼

* Locations ⓘ



I have selected KPI'S that will be essential for tracking the performance and the effectiveness of the MunckinZ campaign, across each stage of the customer journey. Leading indicators such as impressions, followers and content views will measure the initial reach and visibility of the MunchkinZ product-line, whilst engagement rates, click-through rate and site visits will indicate how well the campaign captures the target audiences interests and its ability to drive traffic to key touchpoints, whilst bring up any potential pain points.

Secondary KPI's such as conversions, cost per acquisition (CPA) and overall revenue, will ultimately measure the campaign's success in generating sales and it ability to achieve return on investment (RIO). Together, these metrics will ensure that the campaign remains data-driven, optimised and aligned with Named's goals of building awareness and driving conversions for the new MunchkinZ product line.

	Leading Indicator	Tertiary KPI	Secondary KPI	Primary KPI
Social	Followers	Engagement	Site visits	Conversions
SEO	Impressions	Site visits	Conversions	Revenue
PPC	Impressions	Click Through Rate	Conversions	Cost per Acquisition
Email	Delivery Rate	Open Rate	Click Through Rate	Conversion rate
Referrals	Referrals gained	Site visits	Conversions	Revenue
Content	Content views/visits	Bounce Rate	Content shares	Conversions

CAMPAIGN KPI'S

PACKAGING & SOURCING

The MunchkinZ collectibles will be manufactured using a closed-loop production process, in which all figures are created from 100% recycled, bio-based PVC derived from pre-owned and discarded toys. The packaging will be also produced from biodegradable, and recyclable substrates, minimizing environmental impact throughout the product lifecycle and aligning with Named Collectives Ethos as well as acting as a Unique Selling Point for the product-line and its campaign.

Additionally, all materials and processes will adhere to EU environmental and packaging waste directives such as Packaging and Packaging Waste Regulation (PPWR), EU Circular Economy Action Plan and EcoDesign for Sustainable Products Regulation (ESPR), ensuring full legal compliance with sustainability standards while meeting the expectations of growing eco-conscious consumers. This method supports Named's long-term goal of integrating circular manufacturing principles into their product development, whilst aligning with their consumers' appreciation for sustainability.

Here are some business that can provide these manufacturing services:

- Ens Toys (Huizhou) Co., Ltd. - 2000 - 4999 pieces - £3.55 per unit
- Shenzhen Linchen Technology Co., Ltd. 100 - 999 pieces - £2.01 per unit
- Shenzhen Xingyi Toy Co., Ltd. - 500 - 999 pieces - £1.08 per unit



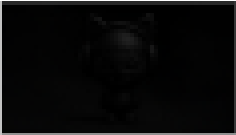
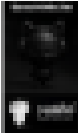
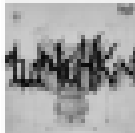
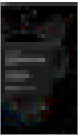
VARIANT (1)



VARIANT (2)



VARIANT (3)

1	MunchkinZ Campaign 2026								
2	Campaign	Market	Schedule	Channel	Content Type	Visuals	Copy	Status	Responsible
3	MunckinZ Promotion ▾	World Wide ▾	28 Jun 2030	Insta & Snap ▾	Story ▾		NOT NEEDED	👁 Under review ▾	👤 Joe Byrne
4	MunckinZ Promotion ▾	World Wide ▾	29 Jun 2030	Instagram ▾	Post ▾		† MUNCHKINZ COMING SOON ?!	👁 Under review ▾	👤 Joe Byrne
5	MunckinZ Promotion ▾	World Wide ▾	30 Jun 2030	Instagram ▾	Post ▾		MUNCHKINZ COMING SOON ?! ⚡️🔥🌟🔥🌟 ☆	✏ In progress ▾	👤 Joe Byrne
6	MunckinZ Promotion ▾	World Wide ▾	01 Jul 2030	Instagram ▾	Story ▾		NOT NEEDED	✏ In progress ▾	👤 Joe Byrne
7	MunckinZ Promotion ▾	World Wide ▾	30 Jun 2030	Snapchat ▾	Story ▾		NOT NEEDED	👁 Under review ▾	👤 Joe Byrne
8	MunckinZ Promotion ▾	Europe ▾	01 Jul 2030	Snapchat ▾	Story ▾		NOT NEEDED	👁 Under review ▾	👤 Joe Byrne
9	MunckinZ Promotion ▾	LATAM ▾	03 Jun 2030	Snapchat ▾	Story ▾	 	NOT NEEDED	👁 Under review ▾	👤 Joe Byrne
10	Competition Launch ▾	UK ▾	06 Jul 2030	Instagram ▾	Paid Meta Ads ▾	  	SYSTEM ALERT: MUNCHKINZ DESIGN ACCESS GRANTED !!	✅ Completed ▾	👤 Joe Byrne
11	Competition Launch ▾	World Wide ▾	08 Jun 2030	Instagram ▾	Paid Meta Ads ▾		NOT NEEDED	✅ Completed ▾	👤 Joe Byrne
12	MunckinZ Promotion ▾	Europe ▾	15 Jun 2030	Instagram ▾	Post & Event ▾		WAKE UP LONDON 🚨 MUNCHKINZ ARE LOOSE \("□"/\)	✅ Completed ▾	👤 Joe Byrne
13	MunckinZ Promotion ▾	LATAM ▾	16 Jun 2030	Insta & Snap ▾	Post ▾		SERIES 1 MUNCHKINZ JUST DROPPED. COP YOURS NOW 🌟	👁 Under review ▾	👤 Joe Byrne

MEDIA PLAN



VIDEO (1)

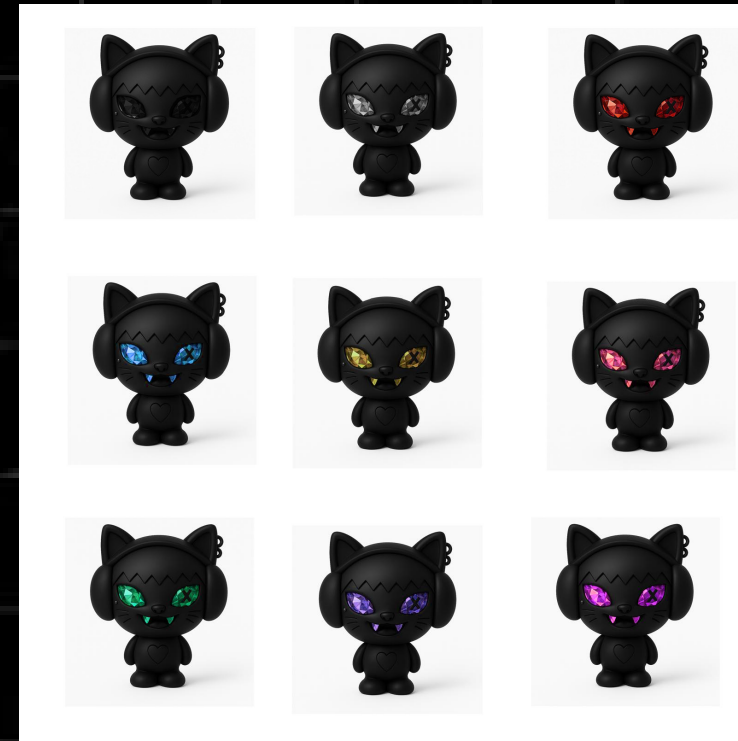
<https://youtu.be/99qn1KzfuAg>

VIDEO (2)

<https://youtu.be/hu92ep7dyYo>

VIDEO (3)

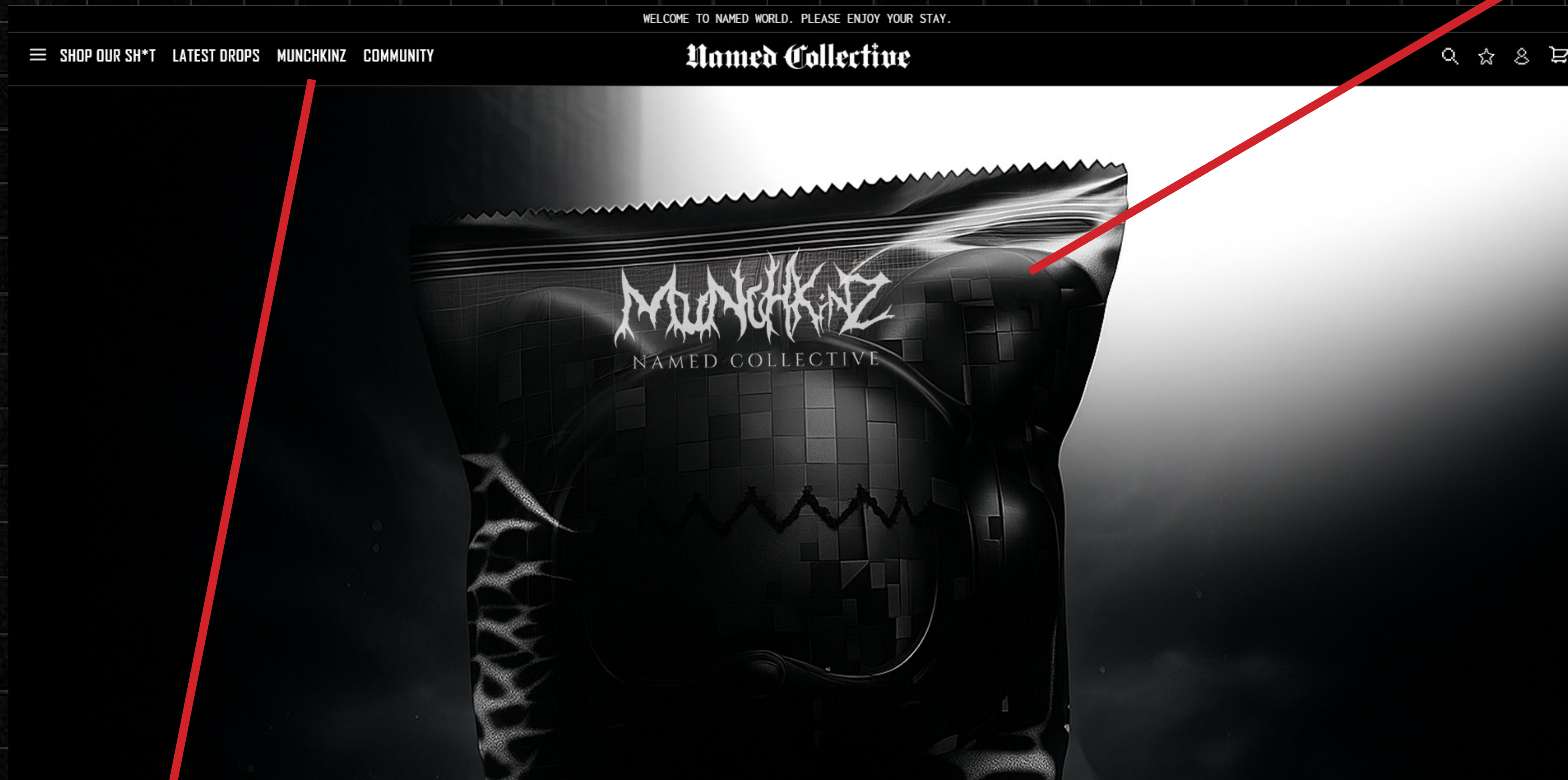
<https://youtu.be/OmISRIADgMs>



CONTENT

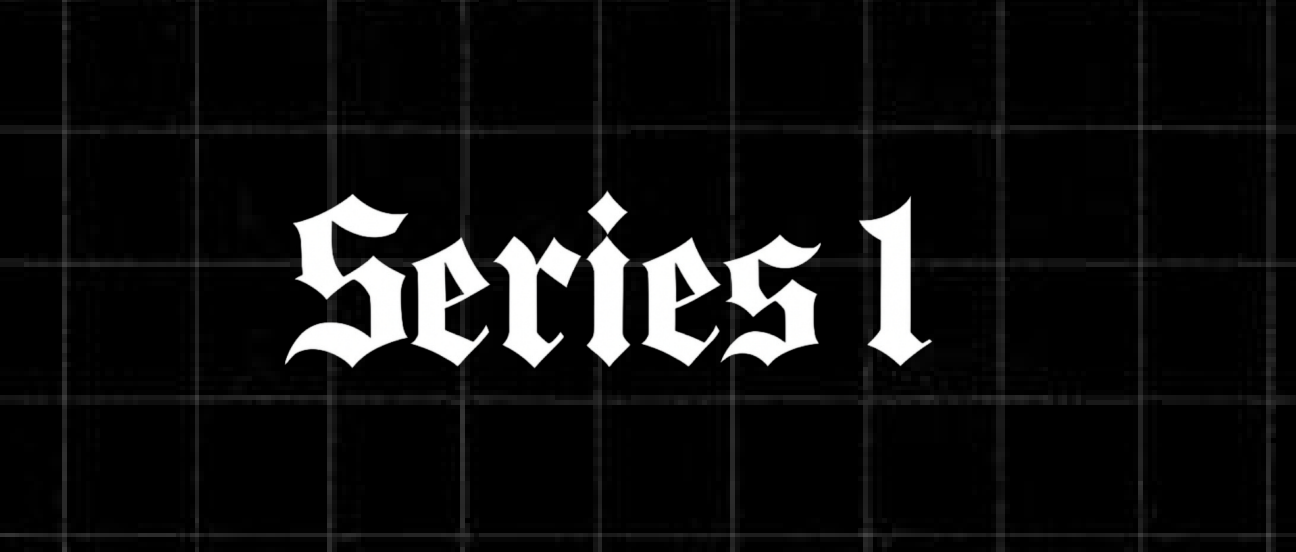
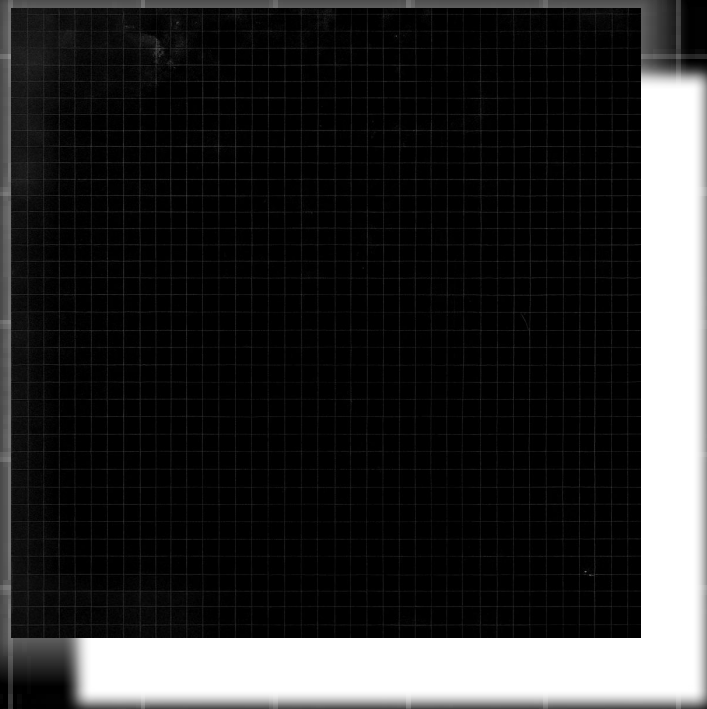


WEBSITE



SNEAK PREVIEW OF
PRODUCT, WHICH
IS CLICKABLE
AND WILL TAKE
CUSTOMER TO
DIRECT EMAIL /
SMS SIGN UP PAGE
TO BE NOTIFIED
WHEN PRODUCT IS
RELEASED)

NEW CATEGORY ADDED (REDIRECTS CUSTOMER TO MUNCHKINZ HUB)



Competition

1 2 3

MUNCHKINZ

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