MADAME SUPERTRASH

Travail présenté dans le cadre de l'obtention du titre de Master en Publicité et Communication Commerciale

Comité d'accompagnement :

JEAN-CLAUDE JOURET: Promoteur

GIL BAUWENS : Accompagnateur Principal + Médiateur TV

FRANÇOISE ERNOTTE: Médiatrice Graphisme

HUBERT DELOUVROY: Médiateur Web

ANNABEL SOUGNÉ : Médiatrice Photo

L'ÉQUIPE

























SOMMAIRE

- 1. Commanditaire
- 2. Briefing
- 3. Analyse du marché
- 4. Cible
- 5. Madame SuperTrash
- 6. Campagne
- 7. Budget
- 8. Recommandation

Conclusion



COMMANDITAIRE

1.1 LA MARQUE







SPERIASI

COMMANDITAIRE

1.2 MADAME SUPERTRASH

PRICE	30 - 75€			
PRODUCT	Sous-vêtements qualitatifs et tendances			
PLACE	Magasins spécialisés & e-shop SuperTrash			
PROMOTION	B2B, peu de B2C			



BRIEFING

2.1 BRIEFING CLIENT

- 1. Campagne de lancement
- 2. Choix de l'identité visuelle

BRIEFING

2.2 DIRECTIVES

- Marque-fille de SuperTrash
- Contrainte : distribution en magasins spécialisés
- Budget: 80.000€
 - Zone géographique d'application : Flandre
- Présence digitale & interaction

BRIEFING

2.3. OBJECTIFS

OBJECTIF MARKETING

Notoriété

OBJECTIFS DE COMMUNICATION

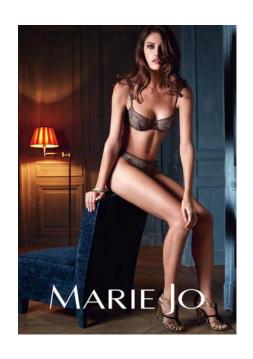
- Informer de l'existence de Madame SuperTrash
- Construire une identité visuelle et graphique
- Créer de l'interaction entre la marque et ses consommatrices



ANALYSE DU MARCHÉ

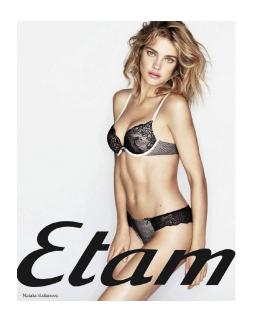
3.1 MARCHÉ















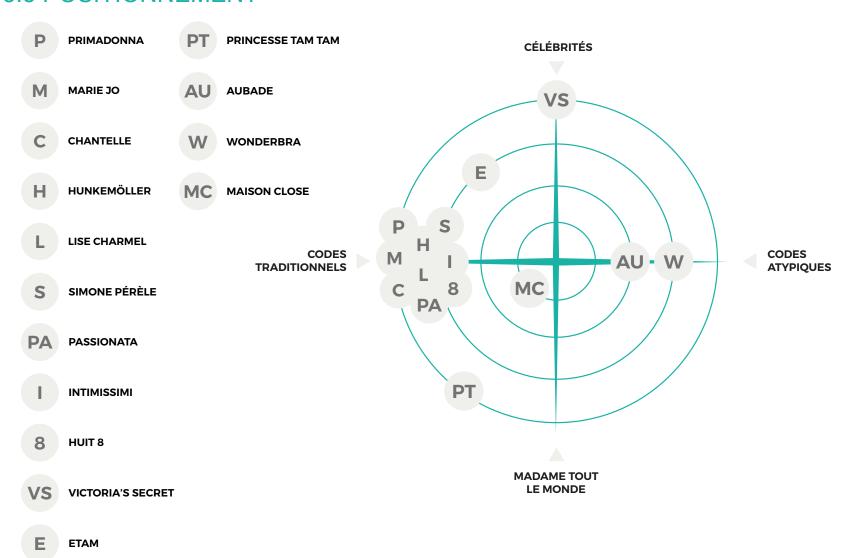
ANALYSE DU MARCHÉ

3.2 CONSTATS

- Marché peu différencié
 - Communication
 - Marques
- Communication décalée : Unique Buying Proposition
 - Consommatrice au centre de la communication
 - Lifestyle

ANALYSE DU MARCHÉ

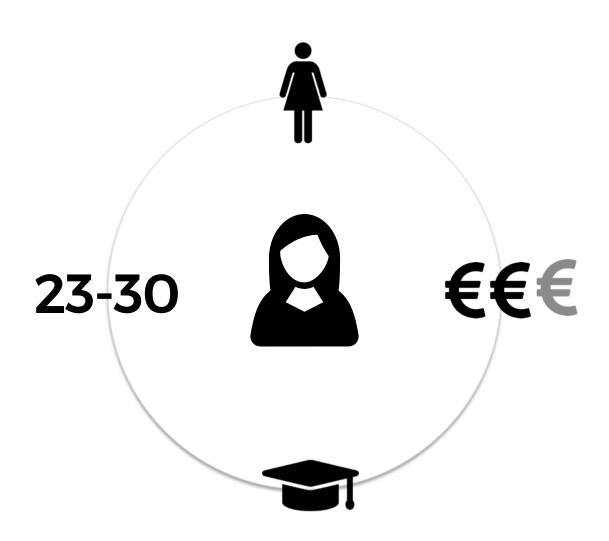
3.3 POSITIONNEMENT





CIBLE

4.1. CRITÈRES SOCIODÉMOGRAPHIQUES



CIBLE

4.2. PERSONA





MADAME SUPERTRASH

5.1 VALEUR DE MARQUE

CRÉATIF DIFFÉRENT OSER Audaciously different

MADAME SUPERTRASH

5.2. MISSION, VISION, VALEURS





CAMPAGNE

6.1 MESSAGE DE LA CAMPAGNE

THERE IS MORE UNDERNEATH ...

CAMPAGNE

6.2 STRATÉGIE GLOBALE



IDENTIFICATION

- Mode de recrutement
- Personnalité

PHASE 1

Information

Recrutement

There is more underneath SuperTrash

PHASE 2

Interaction

Ambassadrices

There is more underneath our ambassadors

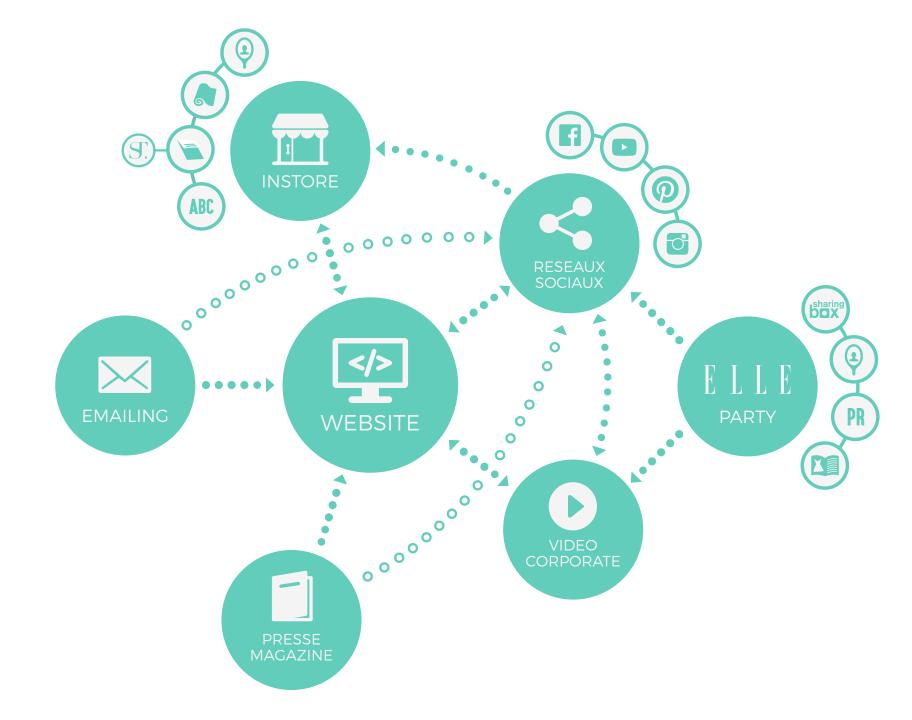
PHASE 1

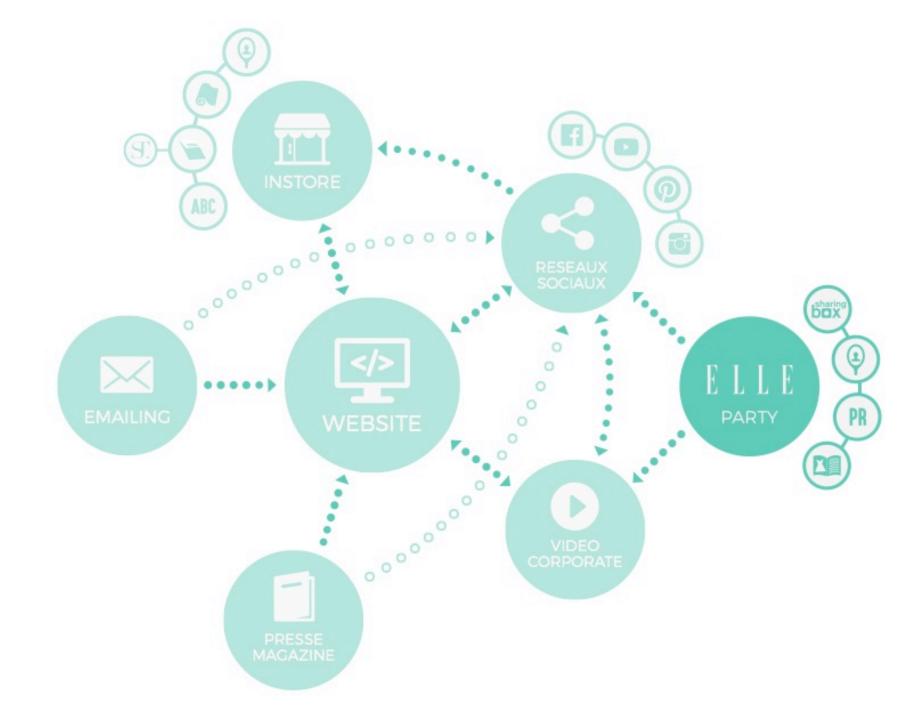
Information

Recrutement

There is more underneath SuperTrash







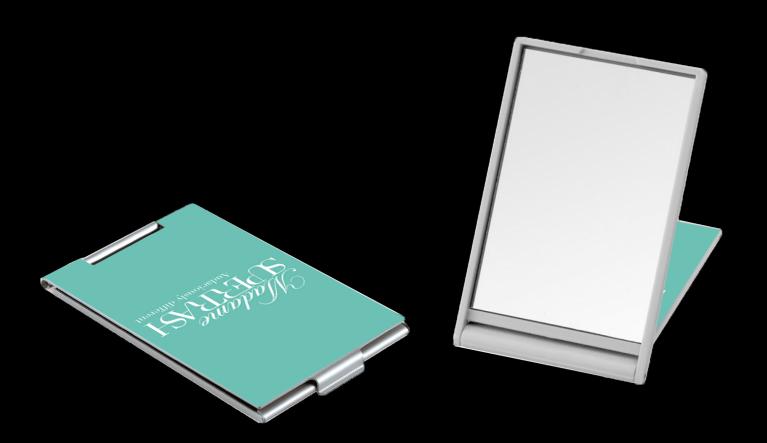




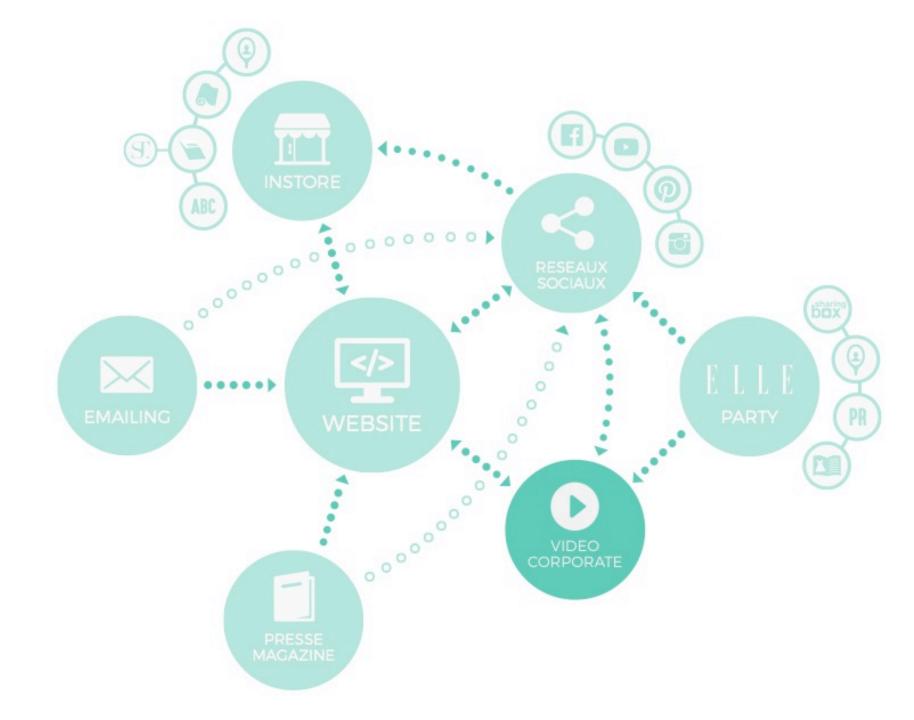


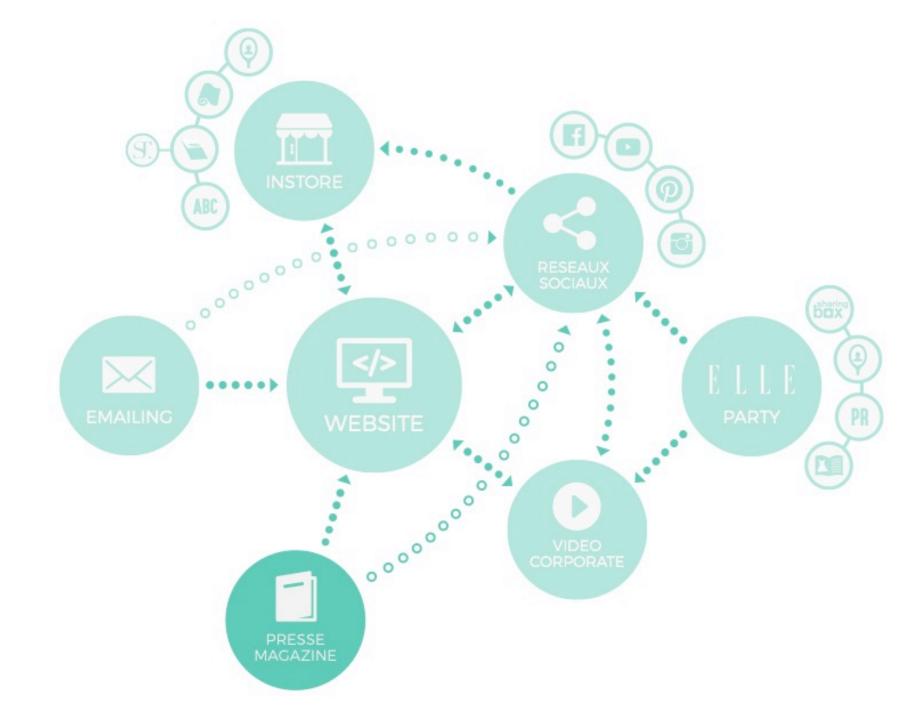


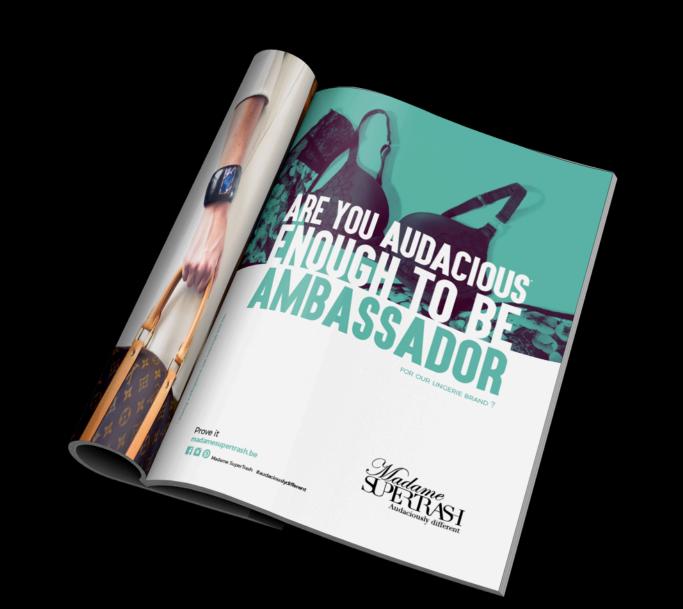


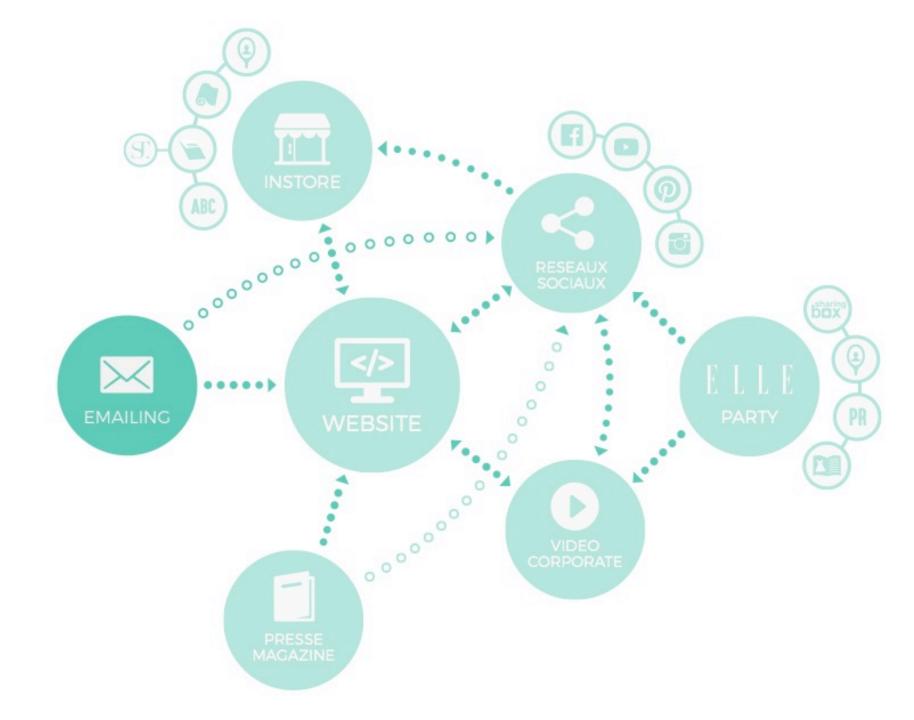


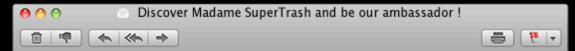












If you don't see this email correctly, click here.



HELLO ANNEKE,

Did you know about our lingerie brand? Our lingerie pieces are totally in line with our clothes - they are qualitative, sophisticated and trendy. Have a look at our autumn and winter collection on madamesupertrash.be. There you will also find a list of our specialized retailers.



If you want to unsubscribe, click here

THERE IS MORE UNDERNEATH SPERRASH

HELLO ANNEKE.

Did you know about our lingerie brand? Our lingerie pieces are totally in line with our clothes - they are qualitative, sophisticated and trendy.

Have a look at our autumn and winter collection on madamesupertrash.be. There you will also find a list of our specialized retailers.

ARE YOU AUDACIOUS ENOUGH TO BE OUR AMBASSADOR?

HELLO ANNEKE.

Did you know about our lingerie brand? Our lingerie pieces are totally in line with our clothes - they are qualitative, sophisticated and trendy.

Have a look at our autumn and winter collection on madamesupertrash.be. There you will also find a list of our specialized retailers.

ARE YOU AUDACIOUS ENOUGH TO BE OUR AMBASSADOR?

women with a great personnality to represent us. If you think you fit the profile, send us a video on our website describing what being

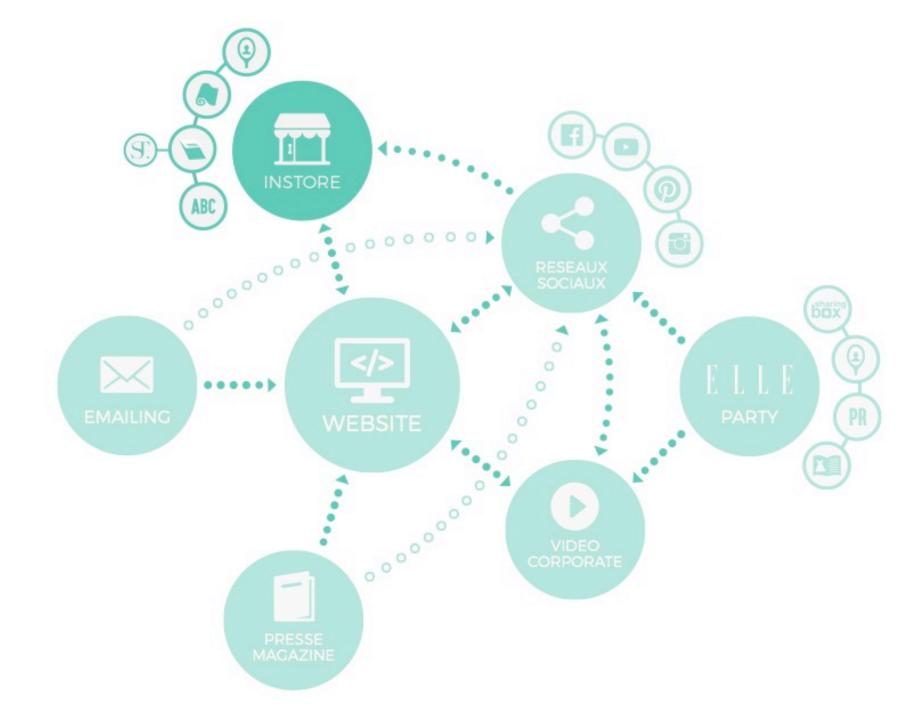
send to a friend







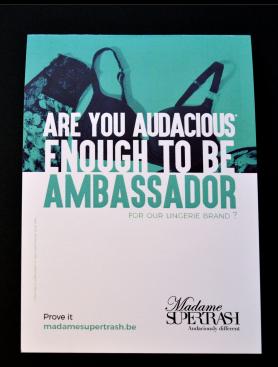






THERE IS MORE UNDERNEATH





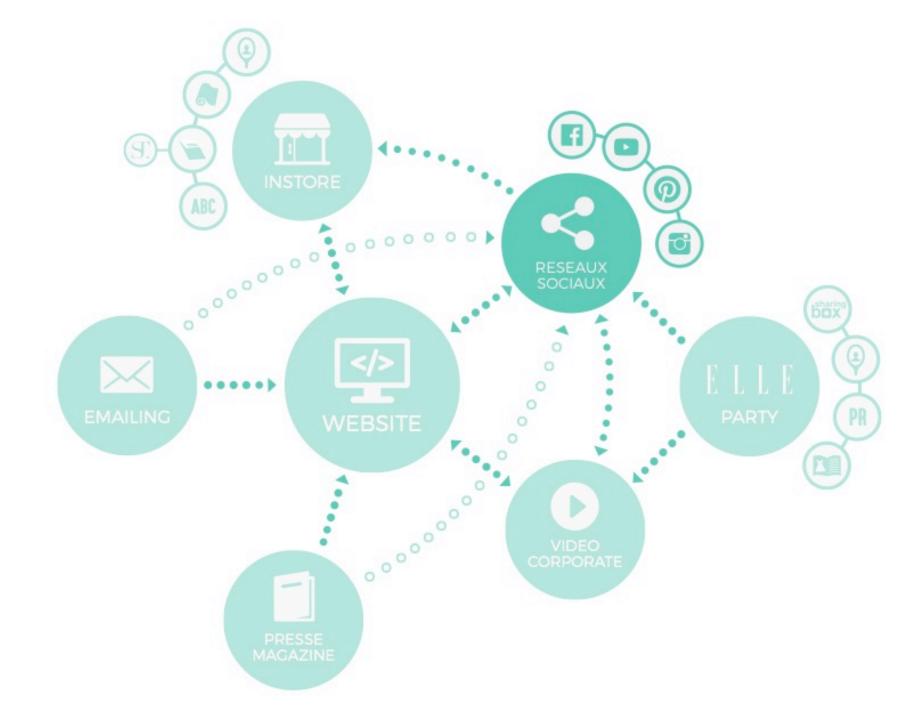






Madame SPERRASI Madame SPERRASH ime TRASH Madame SPERRASI Madame SPERRASI 'ame 'RASH Madame SPERRASI Madame SPERRASI Madame SPERRASI

ime RASH



Instagram Madame SuperTrash © 6min ARE YOU AUDACIOUS FOR OUR LINGERIE BRAND?

MADAMESUPERTRASH





212 posts 876 followers

149 followin

Edit your profile

Madame SuperTrash

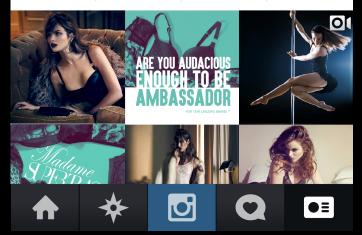
A different lingerie brand for audacious women. Share your own stories with #audaciouslydifferent. Find more on **madamesupertrash.be**











Instagram SuperTrash_hq **o** 6min ARE YOU AUDACIOUS FOR OUR LINGERIE BRAND?

SUPERTRASH_HQ





212 posts 876 followers

149 followin

Edit your profile

Madame SuperTrash

SuperTrash: the brand that makes affordable luxury a reality. Like what you see? Shop our Insta-feed now by clicking this link: **stylepick.it/supertrash_hq**





















- 38 Likes
- Am_89 crazy night at #Elleparty, discover more on madamesupertras.be and become their new ambassador!











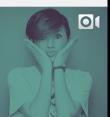
EXPLORE



Q #audaciouslydifferent



















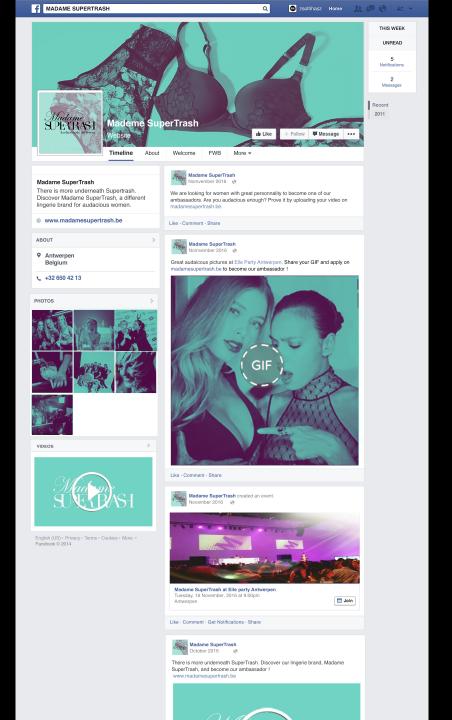


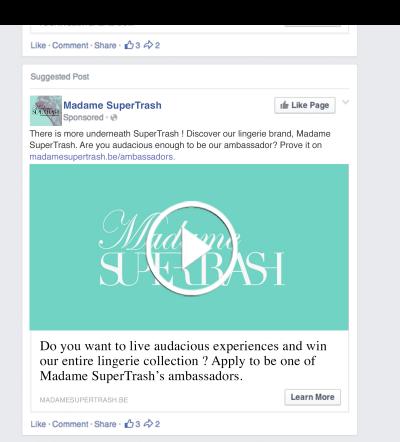




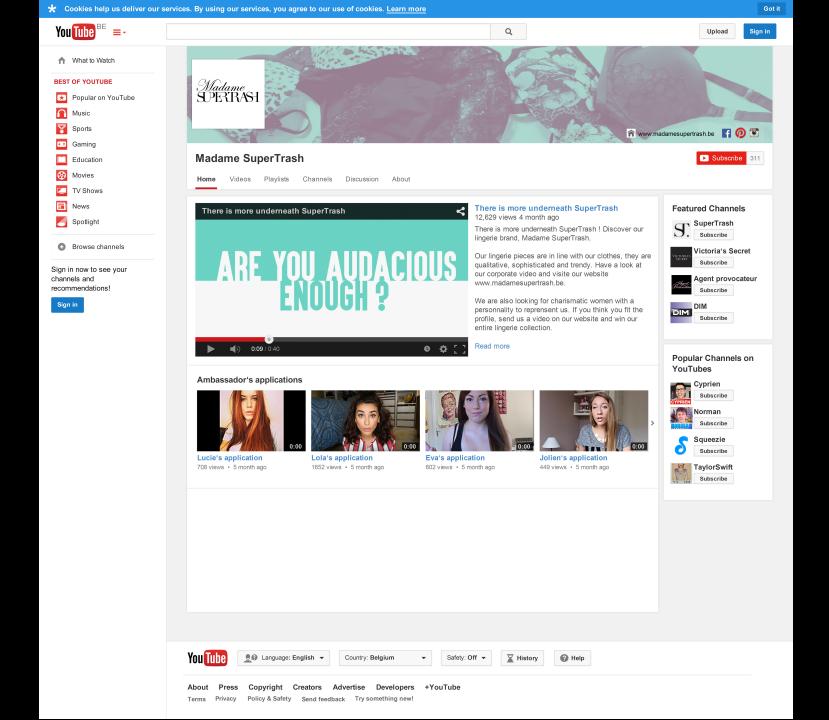


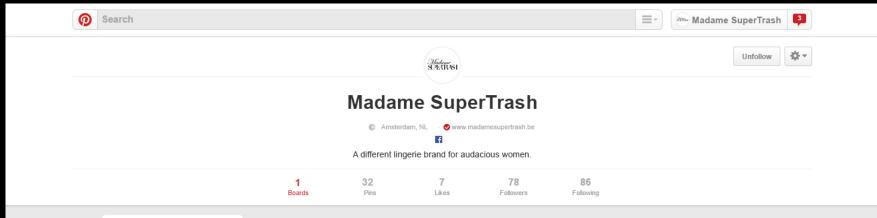


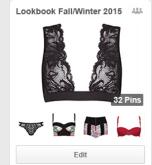




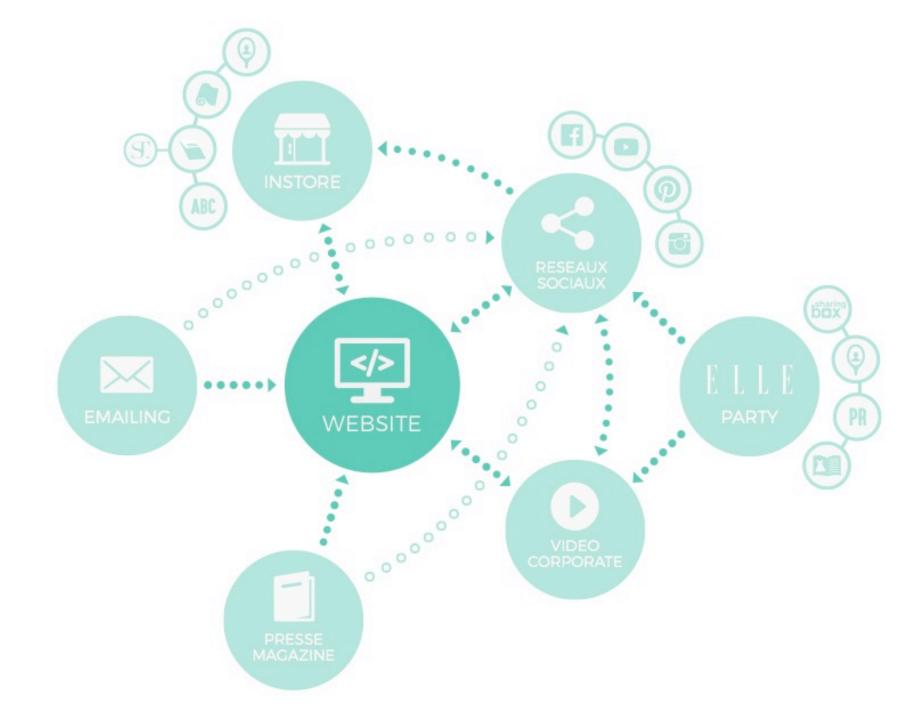
Suggested Post

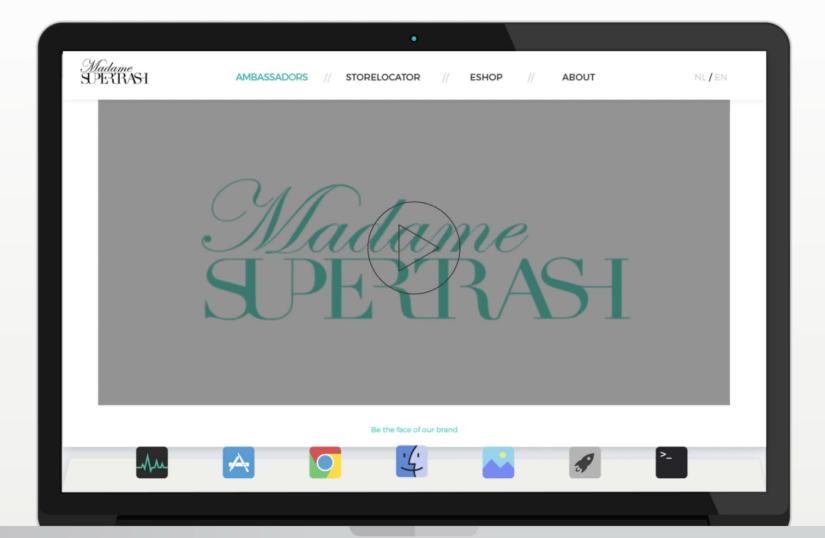


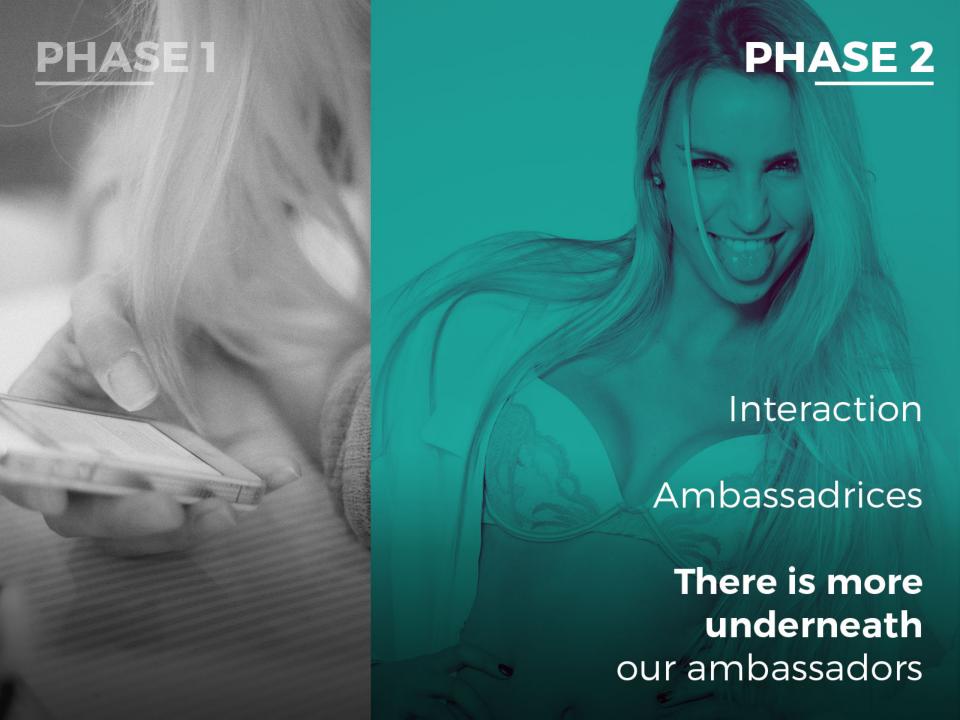


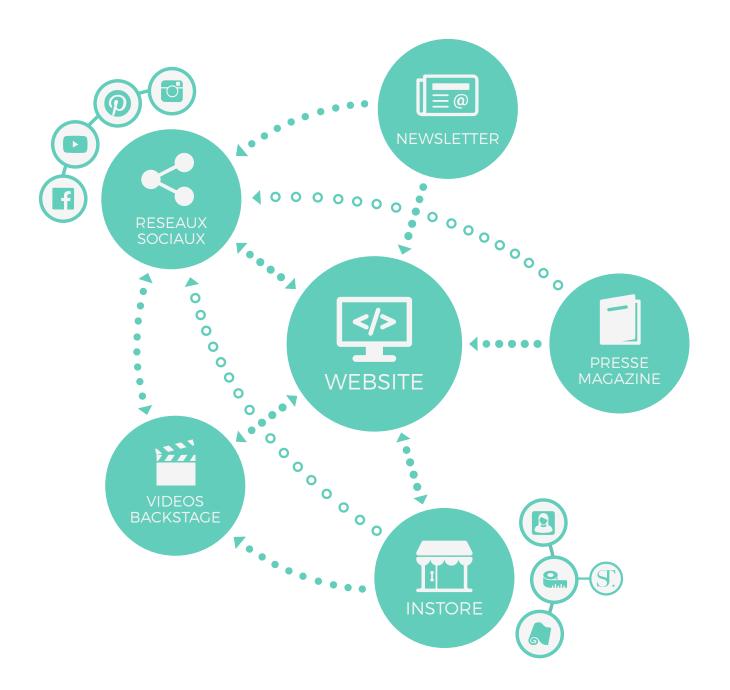
















OUR AMBASSADORS

Jenny has been chosen to be an ambassador for our lingerie brand. She is not only charismatic, she is audacious*. Once, she got chased down by a police helicopter while climbing up the Courthouse.

Want to know more? Visit madamesupertrash.be







OUR AMBASSADORS

SARAH DRIVES A HUGE TRUCK

Sarah has been chosen to be an ambassador for our lingerie brand. She is not only charismatic, she is audacious*. A few years ago, she passed her truck license to travel through Eu-

Want to know more? Visit madamesupertrash.be







OUR AMBASSADORS

ELLEN QUIT HER JOB

Ellen has been chosen to be an ambassador for our lingerie brand. She is not only charismatic, she is audacious*. She was bored by her job and decided to quit it to accomplish her dream.

Want to know more? Visit madamesupertrash.be





magazine

THE ART
OF SHOPPING
BRUSSELS
ART DECO
BIBA FEVER

Print & puppy low suggestion of the puppy low suggestion o osen to be an ambassador and, she is not only charis-acious: Once she got chased lice helicopter while climbing

Madame SERASI Andaciously different more ? Visit madamesupertrash.be

Madame SuperTrash #audaciouslydifferent







LINGERIE SIZE GUIDE

MEASURE YOUR EUROPEAN BRA SIZE

1. Band size





3. Cup size = Bust size - Band size

13 cm = A(dventurous)	19 cm = D (aring)
15 cm = B (old)	21 cm = E(nterprising)
17 cm = C(ourageous)	23 cm = F(earless)

4. Bra size = Band size + Cup size (Ex: 80C)

SUPERTRASH.COM

f you want professional help and advice visit one of our retailers

madamesupertrash.be/stores

MEASURE YOUR EUROPEAN PANTY SIZE

1. Waist size





3. Panty size

Panty size				40	
	60-64				
Hip size	84-88	89-92	93-97	98-102	103-107

FIND THE PERFECT MATCH WITH MADAME SUPERTRASH















MADAMESUPERTRASH





212 876 posts followers

149 followin

Edit your profile

Madame SuperTrash

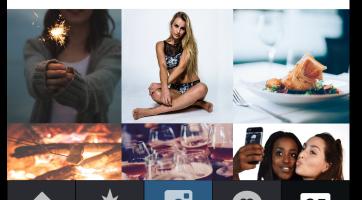
A different lingerie brand for audacious women. Share your own stories with #audaciouslydifferent. Find more on **madamesupertrash.be**













Madame SuperTrash

O 6min



- 14 Likes
- Madame SuperTrash Merry #Christmas guys ! Xoxo, Ellen \(\) \(\)



Like



Comment

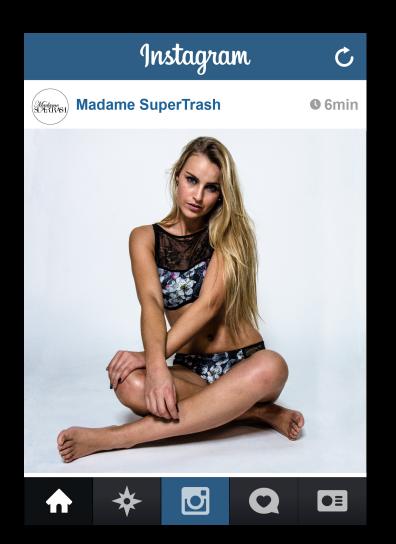


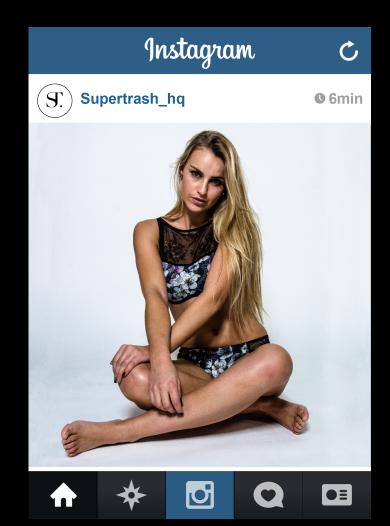


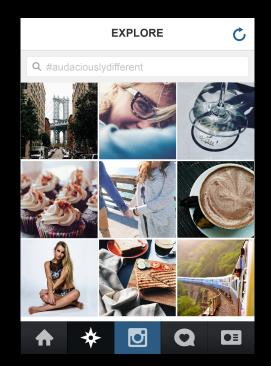






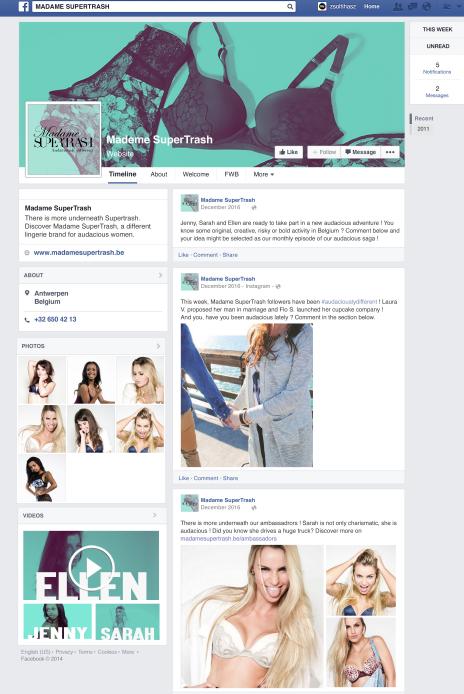












Like - Comment - Share



Suggested Post





There is more underneath our ambassadors! Jenny is not only charismatic, she is audacious... Discover more on madamesupertrash.be/ambassadors.



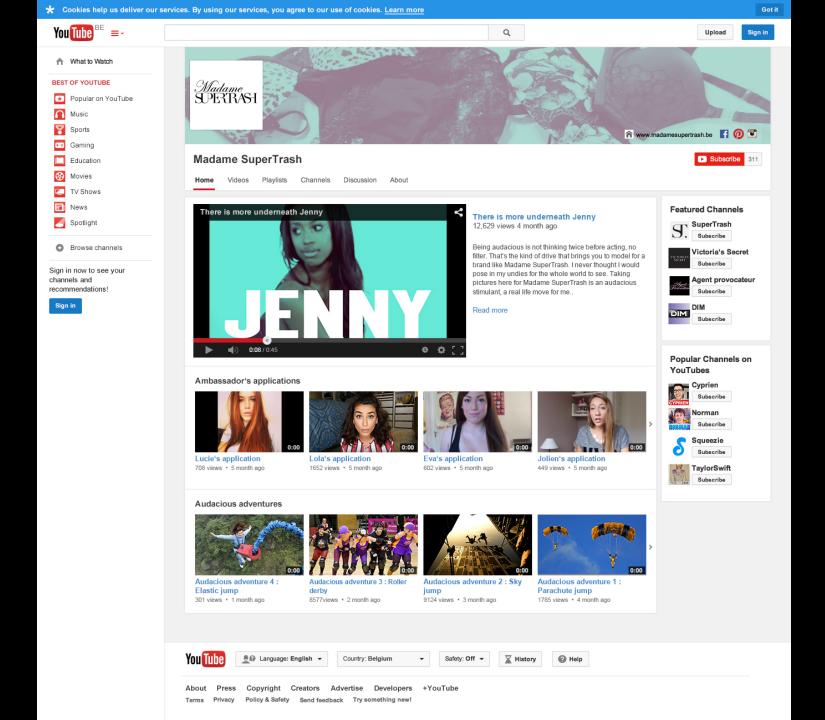
Jenny has been chased down by a helicopter! Watch the video to discover her story.

MADAMESUPERTRASH.BE

Learn More

Like · Comment · Share · 🖒 3 🖒 2

Suggested Post









Unfollow





Madame SuperTrash

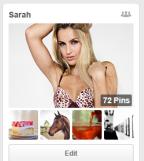


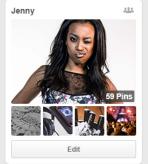
A different lingerie brand for audacious women.

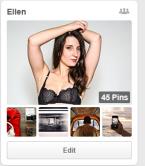


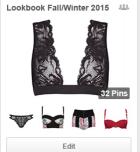
232 Pins

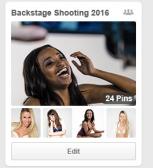
7 Likes 78 Followers 86 Following



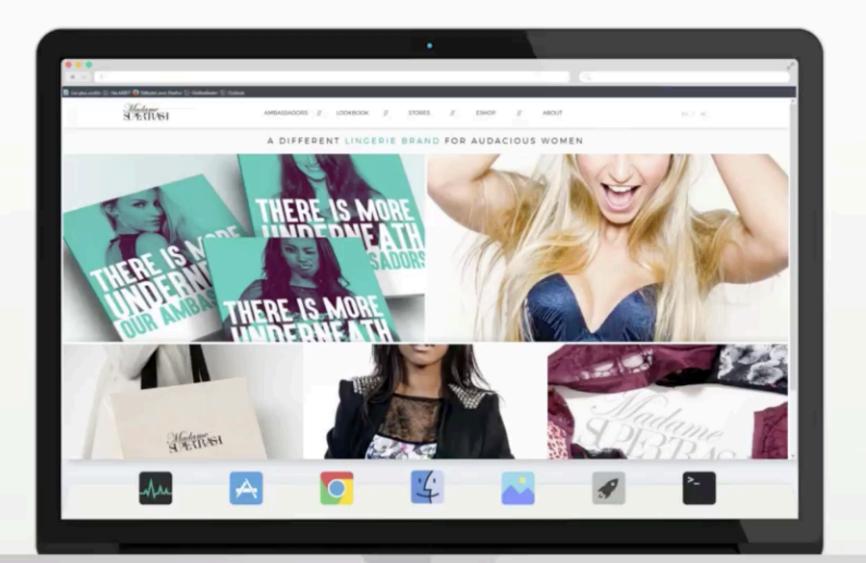












CAMPAGNE

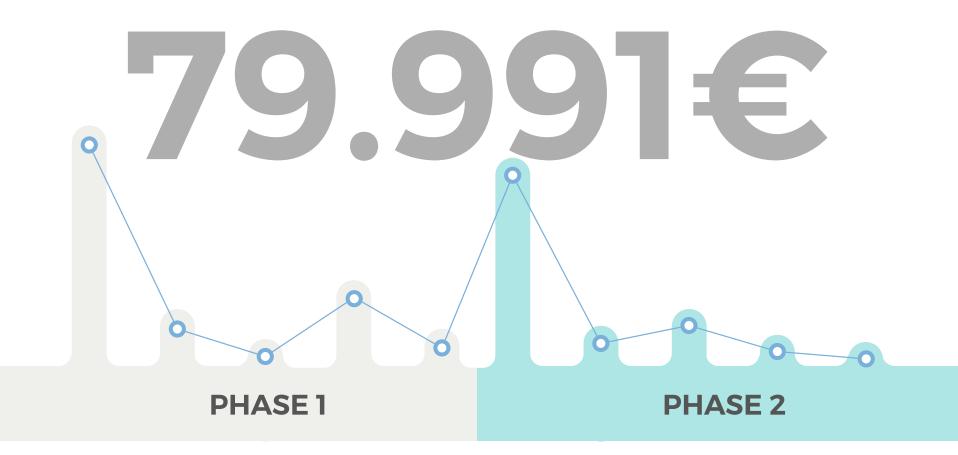
6.3 MEDIA PLANNING

Novembre	Décembre	Janvier	Février	Mars	Avril	Mai
Phase 1	Transition		F	Phase 2		
Elle Party						
Elle magazine						
E-mail		Newsletter				
Flyers		Mètre ruban				
Site						
Réseaux sociaux						
Instore						
Stickers						
Goodies						
Papier de soie						



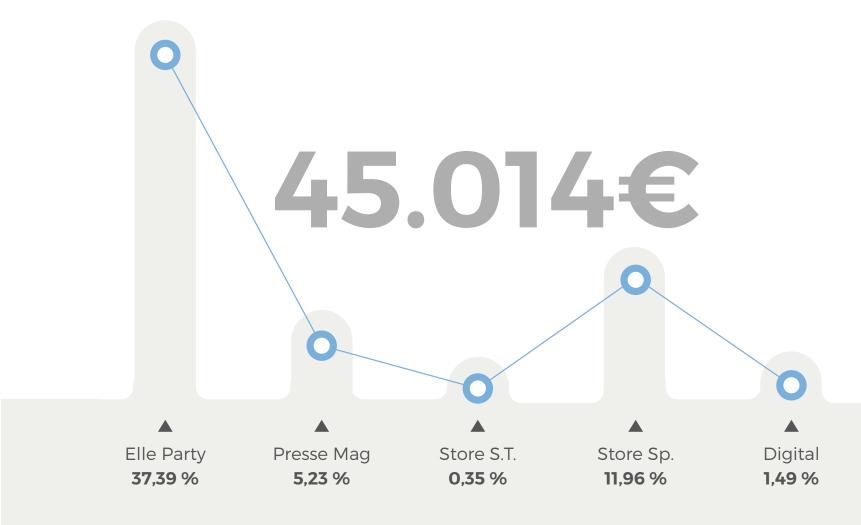
BUDGET

7.1 RÉPARTITION DU BUDGET



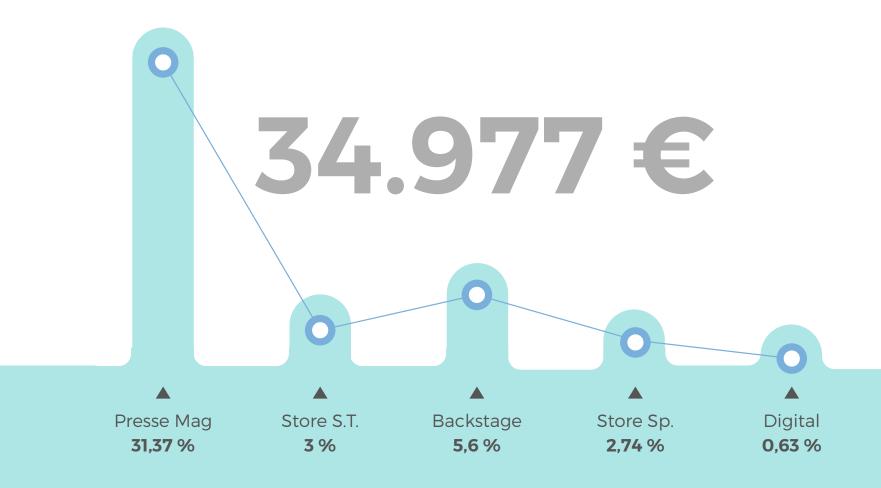
BUDGET

7.2 RÉPARTITION DU BUDGET: PHASE 1



BUDGET

7.3 RÉPARTITION DU BUDGET: PHASE 2





S.

LOOKBOOK

SHOP

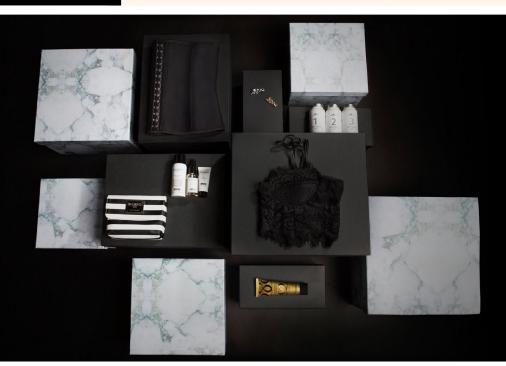
ABOUT

CONTACT





CHOOSE COUNTRY



THE ST GIFTSHOP





LOOKBOOK

Fringe bralette

Size

60€

Price ▼

ABOUT

Color ▼

CONTACT







Items per page 30 60 View all

SHOPPING CATEGORIES

New collection

Coats

Jackets Jeans

Pants

Dresses

Skirts

Tops

Blouses

Knitwear

Jumpsuits

Basics Shoes

Accessories

Bags

Lingerie

Cosmetics

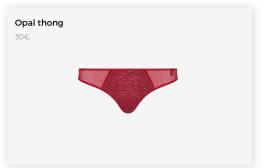












LOOKBOOK

ABOUT

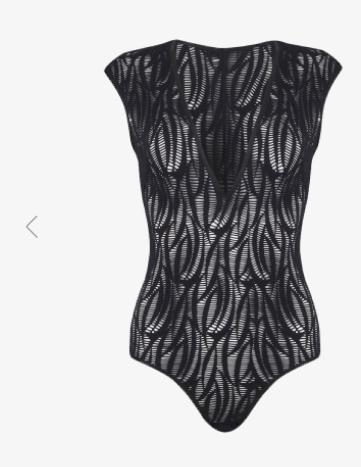
CONTACT











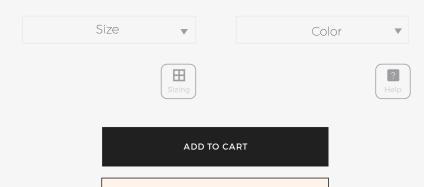
INSTINCT BODY

CAVIAR

89€

Thong Body with ST. logo on the front and low cut v-neck. Instinct Body is see-trough and unpadded.

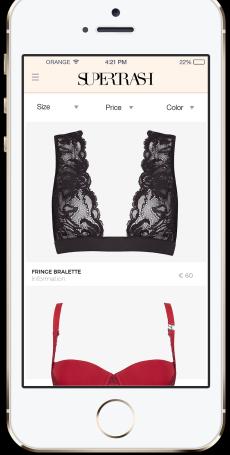
Composition: 96% Polyamide, 4% Elastane

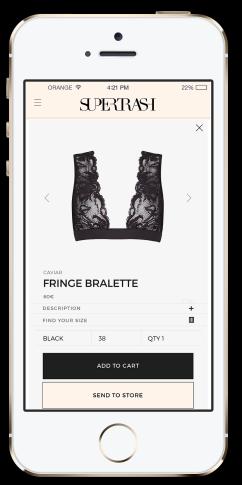


Free delivery for purchases € 100 or more

SEND TO STORE

- → Delivery within 3 5 working days
- ← Free returns





CONCLUSION

LA CAMPAGNE EST...

- Créative
- Pertinente
- Légitime



