

CAMPAIGN PLAN

Mahdiya Ahmed

BRAND PROFILE

New Launch (Oct 2025):

Hiking Sandals

Designed for durability and active wear

Aligns with TWOOBS' comfort + eco-friendly ethos

Materials Used:

Recycled Lycra, PU, polyester

Organic cotton

Natural rubber

Sugarcane resin

Thingys (accessories to customize shoes)

Sustainability Highlights:

- Take-back program for used shoes
- Carbon-offset production
- Ethical small-scale manufacturing in Dongguan
- Minimal supplier transport emissions
- Flagship store built with recycled materials

Brand Name: TWOOBS

Founded: 2016

Founders: Jess & Stef Dadon

Headquarters: Australia

Product Category: Vegan, sustainable footwear

Brand Ethos:

A better kinda brand — focused on kindness to animals, people, and the planet

100% vegan and carbon-offset

B Corp Certified

Crafted using recycled and renewable materials

Genderless, inclusive sizing

Known for quirky, fun branding and ultra-comfortable, stylish shoes

Customer Profile

Target Customer

Age Range: 16–35

Gender Identity: Gender-inclusive; appeals strongly to women, non-binary, and LGBTQIA+ individuals

Location: Urban Australia (Melbourne, Sydney, Brisbane); trend-forward global cities

Income Level: Mid-range disposable income; values-driven spenders

Occupation: Creative industries, students, early career professionals, digital freelancers

Lifestyle: Conscious consumerism, urban mobility, sustainability-minded, socially aware

Name: Casey

Age: 28

Pronouns: They/She

Location: Fitzroy, Melbourne

Occupation: Freelance graphic designer and part-time retail assistant at a local co-op store

Values: Sustainability, feminism, ethical consumption, community

Style: Eclectic meets functional — oversized vintage denim, statement sneakers or sandals, reusable tote

Hobbies: Thrifting, film photography, plant parenting, hiking in national parks

Digital Habits: Active on Instagram and TikTok for inspiration and discovery; shares activism posts and creative work

Shopping Habits: Avoids fast fashion, supports local and indie brands, loves multi-functional pieces; willing to pay more for ethical production

Campaign Objectives

Increase Brand Awareness

Goal: Increase TWOOBS' brand visibility among sustainability-minded consumers in Melbourne by 25% through social media impressions, press coverage, and event attendance by end of campaign (Oct–Nov 2025).

(Specific, Measurable, Achievable, Relevant, Time-bound)

Drive Product Launch Engagement

Goal: Achieve at least 1,500 event visitors and 5,000 online engagements (likes, shares, comments, saves) across Instagram and TikTok for the new hiking sandal launch by end of November 2025.

Boost Direct Sales

Goal: Generate \$15,000 in on-site or affiliate sales during the pop-up activation period, with a focus on the new hiking sandals and accessories, by end of event week.

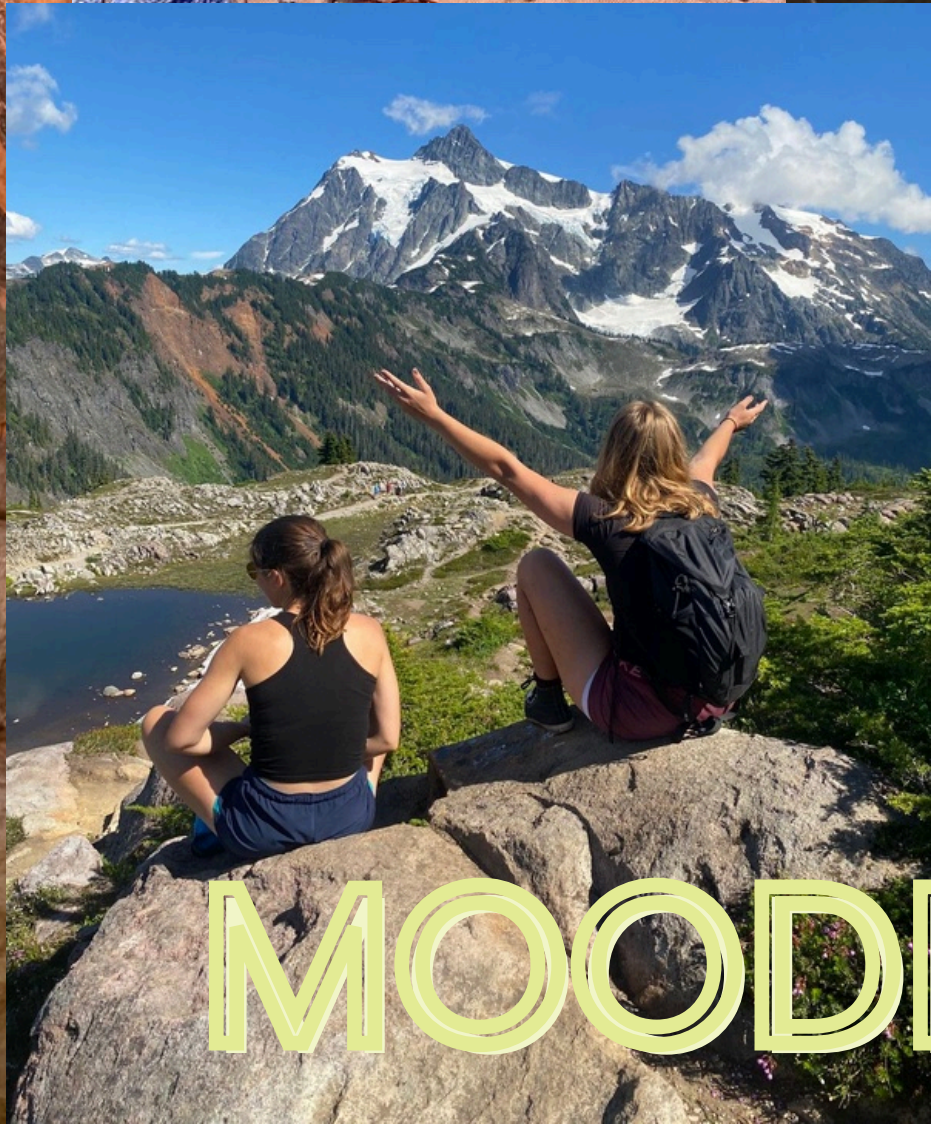
Grow Community and Email List

Goal: Grow the TWOOBS mailing list by 500 new signups during the pop-up campaign via in-person and digital activations (QR codes, giveaways, website) by mid-November 2025.

Reinforce Sustainability Positioning

Goal: Highlight TWOOBS' sustainability credentials in 100% of campaign materials (event signage, social media, press release, influencer content) and secure at least 3 media features in sustainability, lifestyle, or fashion-focused outlets by campaign end.





MOODBOARD

Venue Selection: Melbourne Central Shopping Centre

Location Type: High-traffic retail precinct

Address: 211 La Trobe St, Melbourne VIC 3000

Activation Space: Ground-level atrium or premium pop-up zone near Zara/Nike for optimal visibility and footfall

Rationale for Location:

Maximum Foot Traffic

Melbourne Central attracts over 50 million visitors annually, making it one of the city’s most prominent urban shopping destinations.

The target TWOOBS audience — conscious young professionals, students, and urban creatives — already frequent this location for fashion, lifestyle, and leisure.

Brand Alignment

Melbourne Central has a track record of hosting stylish and experiential pop-ups (e.g., Sonny Angels collab), with a growing emphasis on sustainability, youth-driven engagement, and community-driven marketing.

TWOOBS, as a PETA-approved, carbon-offset, vegan brand, enhances Melbourne Central’s image as a progressive, conscious retail space.

Visual & Logistical Fit

The pop-up’s minimalist but playful design — with its archway, olive-toned displays, and tactile product layout — complements Melbourne Central’s architectural aesthetic.

On-site logistics (security, electricity, traffic flow) are already well supported by the venue.

Proposed Partnership: Melbourne Central x TWOOBS

Objective:

To create a mutually beneficial activation that aligns both brands with sustainability, innovation, and ethical fashion.

Benefits for Melbourne Central:

Sustainable Halo Effect: Hosting a certified B Corp, female-founded Australian brand enhances their eco-conscious reputation.

Sales Incentive Tie-in: Launch a campaign — “Spend \$250 and receive a gift from TWOOBS” — to drive spend across all Melbourne Central stores during the pop-up window.

Content Collab: Melbourne Central can feature TWOOBS across their digital and in-centre screens, blog, and social media, reinforcing their commitment to supporting local ethical businesses.

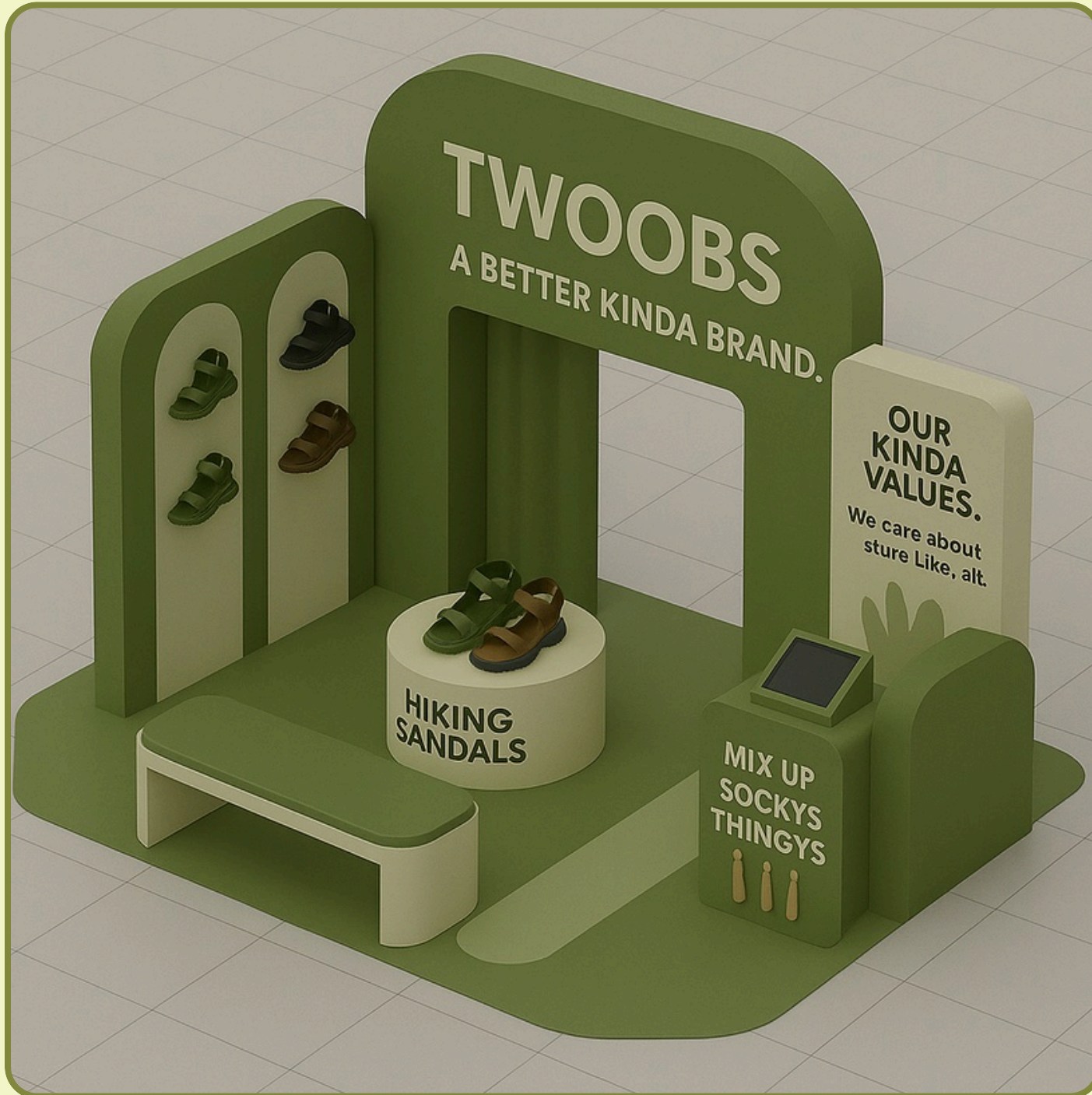
Benefits for TWOOBS:

Discounted Stall Hire or Sponsorship Offset: In exchange for driving traffic and contributing to sustainability programming, TWOOBS receives either:

A reduced venue hire fee

Melbourne Central-funded advertising support (e.g., EDM, social content boost)

Or inclusion in seasonal editorial features or influencer events hosted by the mall



AI Generated

Key Elements:

1. Branded Archway Feature

A curved, freestanding arch acts as the visual anchor. It prominently features the TWOOBS logo in crisp white type with the tagline *"A Better Kinda Brand"* below. This structure frames the central area and serves as a backdrop for photos and brand storytelling.

2. Product Pedestal

In the center, a round podium displays the new hiking sandal collection in multiple colorways—olive green, black, and brown—offering a tactile and immersive preview. The plinth is labeled *"HIKING SANDALS"* to clearly identify the product focus.

3. Display Wall (Left Side)

A vertical shelving wall showcases additional hiking sandal pairs in alternating colors, using recessed niches to keep the layout sleek and visually balanced. Each shelf allows the footwear to be viewed from all angles while remaining organized.

4. Values Feature Panel (Right Side)

A softly curved side pillar reads:

"OUR KINDA VALUES."

"We care about stuff. Like, a lot."

This section introduces TWOOBS' ethical philosophy in a digestible, brand-voiced way—positioning the sandals as more than just a product.

5. Customization Kiosk

An interactive plinth at the front right corner reads:

"MIX UP SOCKYS AND THINGYS"

It features actual TWOOBS Thingys and Sockys, encouraging customers to explore mix-and-match possibilities. A touchscreen tablet is included for learning more about combinations, sustainability efforts, and shopping online.

6. Seating Area

A curved, two-toned bench invites customers to sit and try on shoes. The seamless design and soft-edged forms enhance comfort while maintaining aesthetic harmony.

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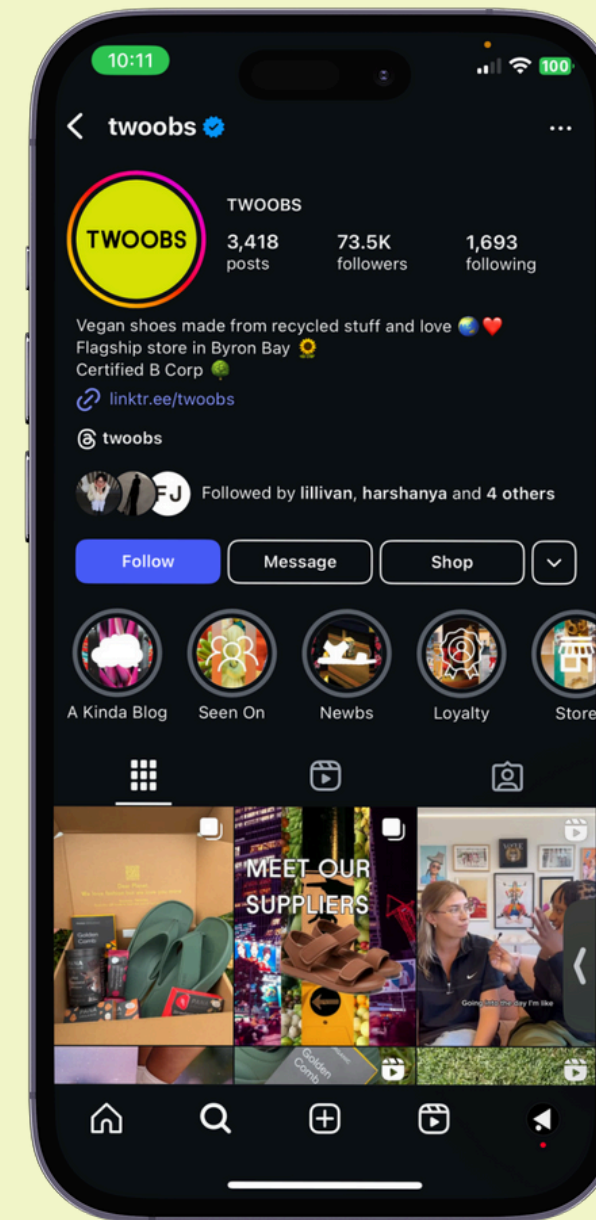
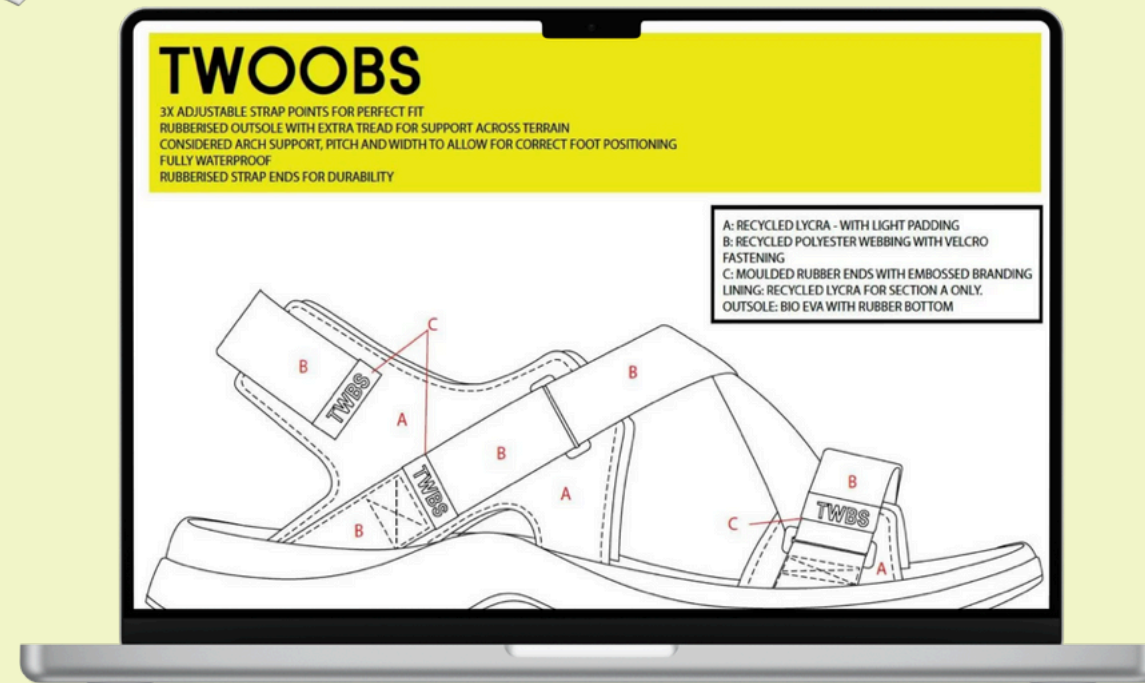
LOOK 1



LOOK 2



Media Kit + Campaign Collateral



YOU'RE INVITED
to step into a better kinda shoe...
and a better kinda launch.

TWOOBS x MELBOURNE CENTRAL HIKING SANDAL POP-UP MEDIA PREVIEW

Be the first to experience TWOOBS' newest drop – our all-vegan, ultra-comfy Hiking Sandals – of an exclusive pre-launch walkthrough before the doors open to the public.



Socky + Thingy
styling station



Sips + snacks
(because, always)



Values-driven
visual storytelling



Photo moments +
press kits on-site



A chance to try on
the comfiest sandals
you've ever worn



Location: Melbourne Central (Ground Floor Pop-Up Space)

Date: Thursday, October 24, 2025

Time: 5:00 PM – 7:30 PM to press@twoobs.com.au

Come mingle with the TWOOBS team, meet the snoes,
and toast to a better kinda brand.

Let's hike. Let's hang, Let's do good – in style.

@twoobs #BetterKindaSandal

CAMPAIGN CALENDAR

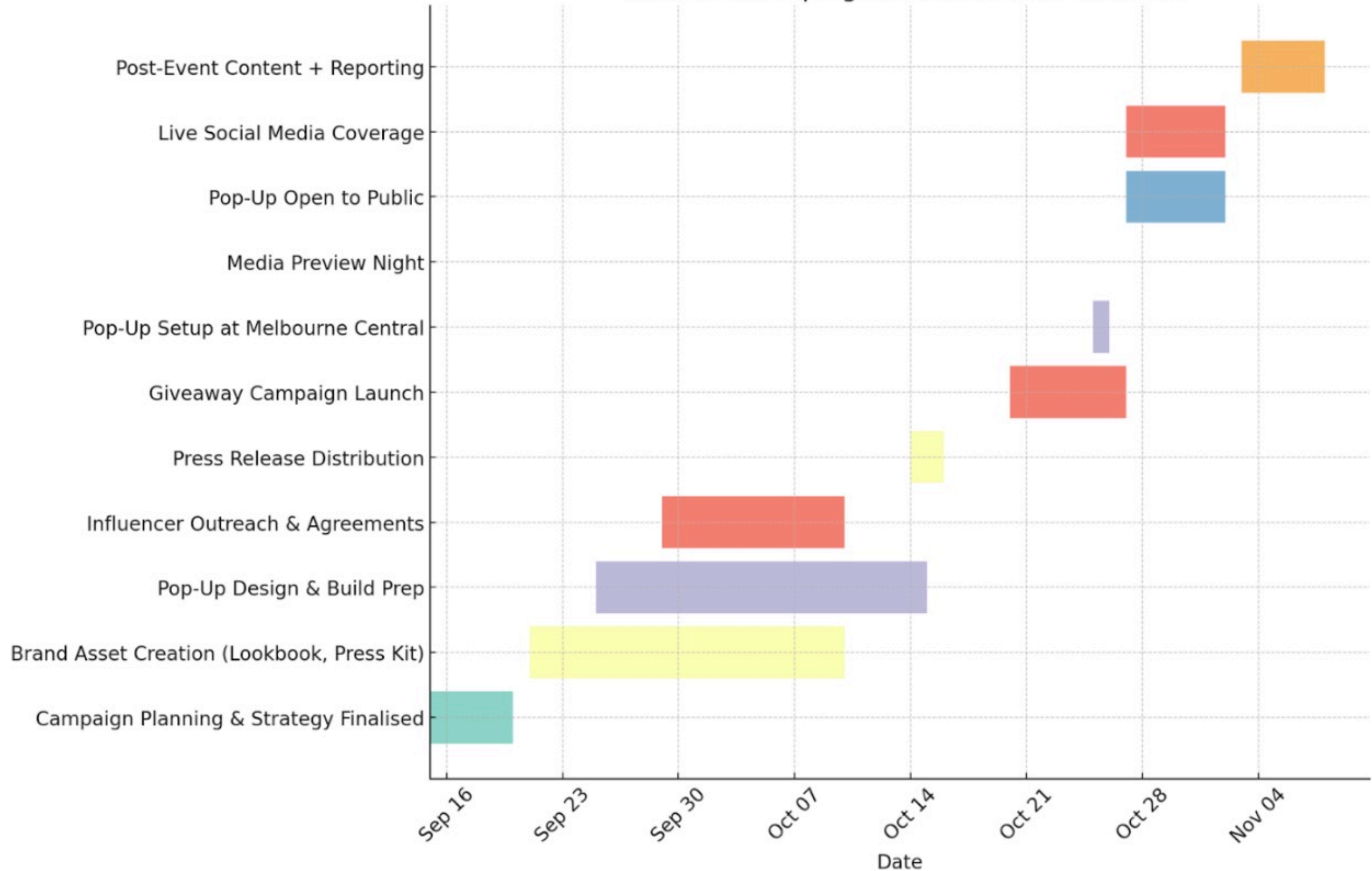
October 2025 - Social Media Plan

Mon	Tue	1 Wed	2 Thu	3 Fri	4 Sat	Sun
		Product feature or sustainability highlight (Reel/Carousel)	Behind-the-scenes or setup preview	Giveaway or campaign CTA push	Pop-up promotion or styling video (TikTok + IG)	
6 Countdown + teaser post (grid or story)	7 Influencer spotlight or collab post	8 Product feature or sustainability highlight (Reel/Carousel)	9 Behind-the-scenes or setup preview	10 Giveaway or campaign CTA push	11 Pop-up promotion or styling video (TikTok + IG)	5 UGC reposts or founder story/message
13 Countdown + teaser post (grid or story)	14 Influencer spotlight or collab post	15 Product feature or sustainability highlight (Reel/Carousel)	16 Behind-the-scenes or setup preview	17 Giveaway or campaign CTA push	18 Pop-up promotion or styling video (TikTok + IG)	12 UGC reposts or founder story/message
20 Launch giveaway campaign	21 Influencer spotlight or collab post	22 Product feature or sustainability highlight (Reel/Carousel)	23 Behind-the-scenes or setup preview	24 Giveaway or campaign CTA push	25 Pop-up promotion or styling video (TikTok + IG)	19 UGC reposts or founder story/message
27 POP-UP LAUNCH DAY: Live content, stories, influencer visits	28 Live pop-up coverage: Stories, TikToks, influencer reposts	29 Live pop-up coverage: Stories, TikToks, influencer reposts	30 Live pop-up coverage: Stories, TikToks, influencer reposts	31 Live pop-up coverage: Stories, TikToks, influencer reposts		26 UGC reposts or founder story/message

November 2025 - Social Media Plan

Mon	Tue	Wed	Thu	Fri	1 Sat	Sun
					Live pop-up coverage: Stories, TikToks, influencer reposts	
3 Thank-you post + UGC roundup	4 Influencer spotlight or collab post	5 Product feature or sustainability highlight (Reel/Carousel)	6 Behind-the-scenes or setup preview	7 Giveaway or campaign CTA push	8 Pop-up promotion or styling video (TikTok + IG)	2 Live pop-up coverage: Stories, TikToks, influencer reposts
10	11	12	13	14	15	9 UGC reposts or founder story/message
17	18	19	20	21	22	16
24	25	26	27	28	29	23

TWOOBS Campaign Gantt Chart & Timeline



CAMPAIGN BUDGET

Category	Item	Details	Estimate (AUD)
Pop-Up Setup	Melbourne Central Venue Hire	5-day tenancy, discounted partnership rate	\$3,000
	Custom Branded Archway	Curved feature archway with vinyl branding	\$1,200
	Product Pedestal & Shelving	Eco-material build, modular structure	\$1,000
	Seating Bench	Two-toned, soft recycled materials	\$500
	Touchscreen Kiosk	Customisation station (Sockys + Thingys UI)	\$800
	Printed Signage & Takeaway Zines	300 eco-printed mini zines + value panels	\$400
Operations	Brand Ambassadors	2 staff x 7 days @ \$250/day	\$3,500
	Transport & Pack-Down	Van hire and installation labor	\$600
Marketing	Micro-Influencer Fees	5 creators x \$300	\$1,500
	Influencer Gifting Packs	5 Sandals + Sockys/Thingys	\$750
	Photography & Videography	Launch day + BTS content	\$1,200
	Paid Social Boosting	Instagram + TikTok ads	\$1,000
Media & PR	Lookbook Design	Copy + layout for product showcase	\$600
	Media Preview Night	Catering, signage, and drinks for 25 guests	\$900
Promotion	Giveaway Prize Packs	2 sets + \$100 gift card	\$500
	Melbourne Central Co-Promotion	Shared media spend, blog, signage	\$1,000
Extras	Contingency Fund	10% buffer for unplanned costs	\$1,000
	Accessibility Enhancements	Ramp access, alternate formats, inclusive training	\$400
	Post-Campaign Analytics	Reporting tools or freelancer support	\$300
	Scent Diffuser / Experience Enhancer	Branded scent + playlist licensing	\$250
	Eco-Packaging for On-Site Sales	Compostable bags, labels, inserts	\$250
TOTAL			\$20,150 AUD

PRESS RELEASE

TWOOBS Launches Hiking Sandals With Interactive Pop-Up at Melbourne Central

Melbourne, VIC — October 2025 — Australia's favourite sustainably sassy footwear brand, TWOOBS, is inviting Melburnians to lace (or velcro) up and step into comfort with the launch of its all-new Hiking Sandal Collection — debuting at a limited-time, immersive pop-up inside Melbourne Central.

The pop-up, open for one week only, offers a tactile brand experience that blends playful minimalism with purpose-driven storytelling. Visitors can expect to explore TWOOBS' signature mix-and-match styling bar (featuring their now-iconic Sockys and Thingys), slip into ultra-comfy sandals designed for adventures near and far, and experience the brand's values up close.

"We wanted this collection to be as stylish as it is sustainable," says TWOOBS co-founder Stef Dadon. "The Hiking Sandals are our most durable design yet — and this pop-up is a chance for people to feel the quality and the kindness in every step."

As a B Corp Certified, 100% vegan, and carbon-offset brand, TWOOBS continues to prove that fashion and the planet can coexist — joyfully. In partnership with Melbourne Central, the brand is also running an in-store activation: spend \$250 or more at any store in the centre during the pop-up and receive a special TWOOBS gift (limited quantities available).

Pop-Up Details:

 Melbourne Central (Ground Level Atrium)

 October 27 – November 2, 2025

 @twoobs | #BetterKindaSandal

Media Contact:

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 Press images and lookbook available on request

References

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