

Task 1: Social Media Content Calendar

Create a comprehensive 1-week content calendar for Instagram, TikTok and Twitter for the launch of a new collection. Please use our last launch, the Fuschia Collection Launch as a case study. You can find some editorial assets here:

https://drive.google.com/drive/folders/1vixt2M2VRiWgw5-si6c_waZT551QkRQP?usp=sharing

Your calendar should include a mix of promotional content, behind-the-scenes glimpses, user-generated content, and engagement-driven posts. Ensure the content is tailored to the unique audience on each platform.

Task 2: Website Product Description

Craft compelling product descriptions for our bestselling bags – The ZAZA, ZAZA Grande, and ZAYA to capture the essence of each bag. Aim to create engaging narratives that resonate with our target audience.

Task 3: TikTok Video Challenge

Create a captivating TikTok video that represents the essence of our brand. You have creative freedom to choose the format, style, and assets from our website or social media channels. Whether it's a dance challenge, a short cinematic clip, or a storytelling approach – make it attention-grabbing and shareable.

Submission Guidelines

- Submit the social media content calendar in a document or spreadsheet format.
- Provide product descriptions in the same document.
- Include a link to the TikTok video.