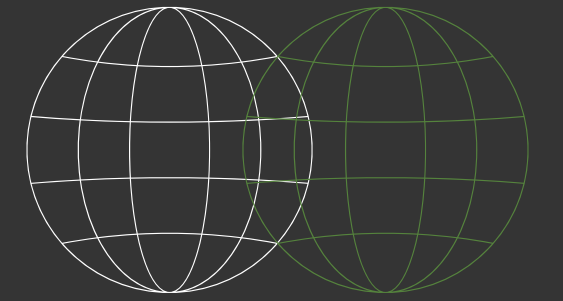


MARKETING PLAN



LOAN2OWN

Caroline Pellerito, Ellie Lefton, Gabriel Page-Segura, Matthew Regier, Grayson Mccall

**TARGET AUDIENCE
&
MARKETING
RESEARCH**

TARGET AUDIENCE

Gen Z (18–26) and Millennials (27–40)

- Primarily trend-driven women in college towns and urban areas
- Interested in new ways to shop sustainably without sacrificing style or convenience
- 61% are open to renting or borrowing to reduce waste
- However, only ~15–20% act on sustainable values unless it's: Affordable, Stylish, Convenient





RENT

EARN

A mobile app where you can rent fashion pieces on a credit-based, pay-as-you-go system, with no subscriptions, clear product histories, and affordable, thrift-inspired deals.

Our platform uses a flexible credit system where users rent fashion items using credits or cash. You can earn credits by selling or loaning out your pieces to others on the app. In fact, you'll often earn more in credits than you'd get in cash for the same item—making it a smart, rewarding choice. This gives sellers greater value while encouraging a circular, community-powered fashion economy.

- The cost of fast fashion



- shoppers want to do better, but sustainability is expensive



- gen z / the market is ready for a new option



ALWAYS WITH YOU

Our digital media platform includes a dynamic website and a custom mobile app, designed to deliver content, support user engagement, and ensure seamless access across devices.



MARKETING STRATEGY

TOP 2

1 Influencer collaborations with US based fashion influencers

2 College campus pop up events

INFLUENCER COLLABORATIONS

Goal: To drive awareness with our target audience through authentic promotion

- **Target mid-tier influencers for stronger engagement with the app**
 - **OOTD**
 - **GRWM**
 - **Hauls**

INFLUENCER COLLABORATIONS

@JustJazzyidk

147k

531.5k

NYC fashion influencer



@HalleyKate

243k

1.5m

NYC fashion influencer

Politically active



@Hannahlizzy_

125k

342k

NYC fashion influencer

Recent college graduate



SHOPABLE STOREFRONTS

Create branded digital storefronts curated by fashion influencers, where their followers can rent the exact looks they wear on social media — turning content into instant conversion.

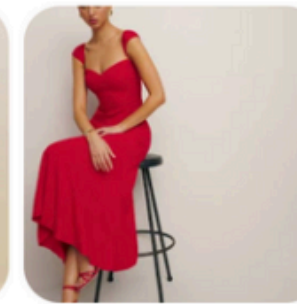


@HALLEYKATE

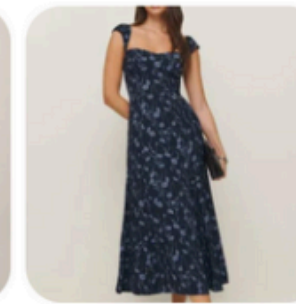
Followers: 1.5k



Reformation Bryson Dress
\$248.00
Reformation & more
Free delivery
3.5 ★★★★★ (9)



Reformation Women's Bryson Viscose/Rayo...
\$248.00
Reformation
Free delivery



Reformation Bryson Cap Sleeve Midi Dress
\$248.00
Reformation & more
Free delivery



Reformation Irisa Dress
\$278.00
Reformation
Free delivery
4.1 ★★★★★ (7)



Reformation Frankie Dress
\$298.00
Reformation
Free delivery



Reformation Raelynn Top
\$78.00
Reformation
Free delivery
4.4 ★★★★★ (17)



Reformation Aiko Dress
\$298.00
Reformation
Free delivery



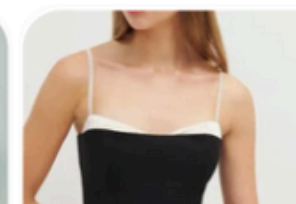
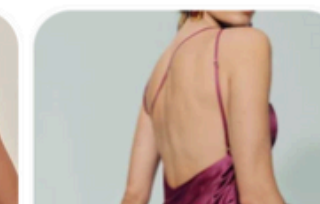
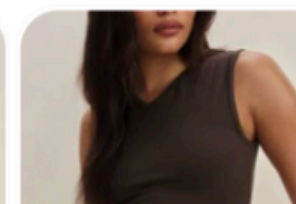
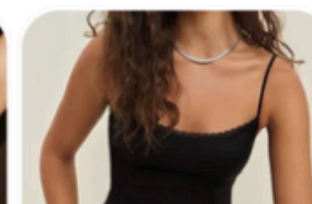
Reformation Frankie Floral Silk Maxi Dress
\$278.00 Usually \$298
Reformation & more
Free delivery



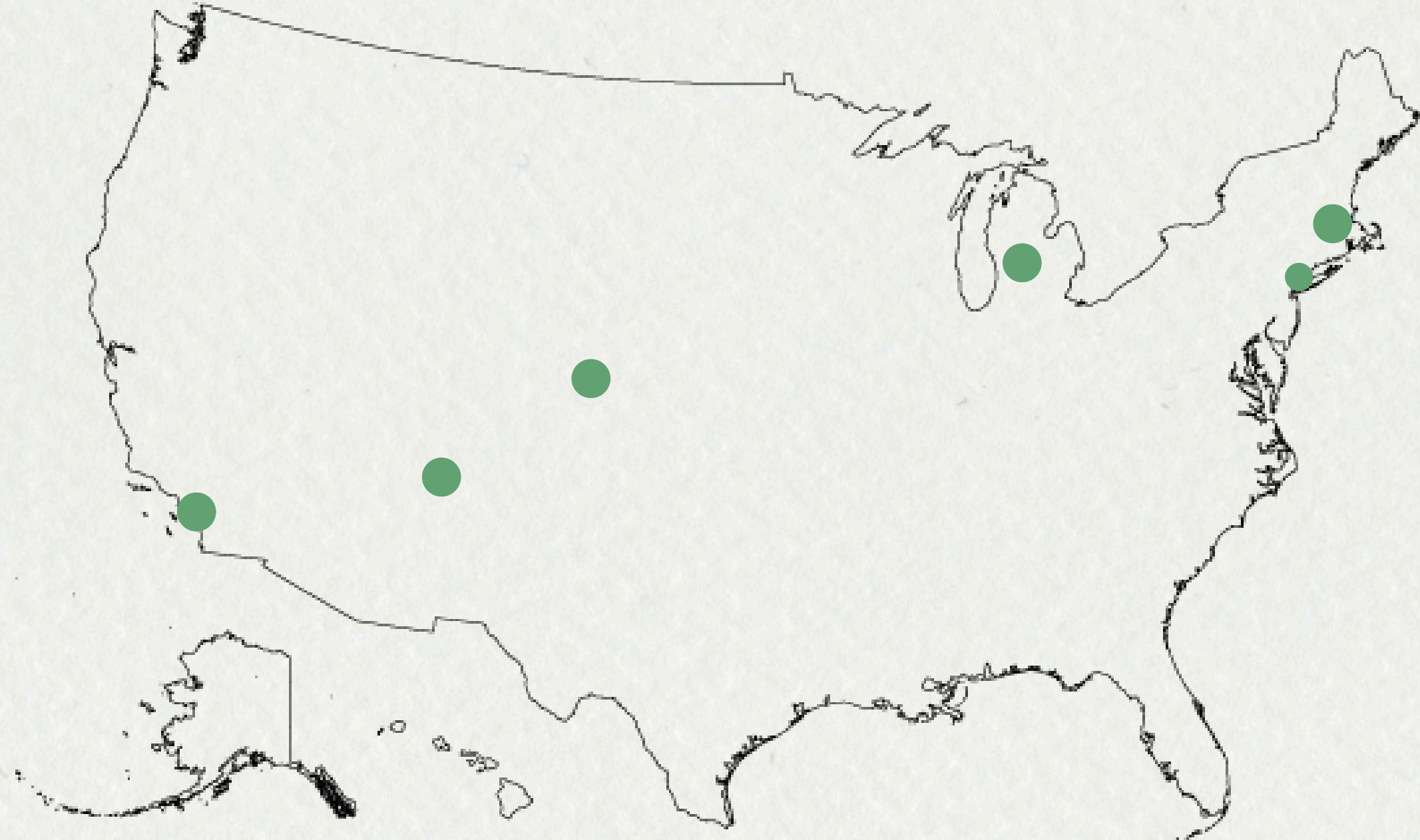
Reformation Balia Linen Dress
\$278.00
Reformation
Free delivery



Reformation Dusk Knit Top
\$58.00
Reformation & more
Free delivery
4.2 ★★★★★ (25)



COLLEGE CAMPUS POPUPS



University of Colorado
Boulder



NYU



COLLEGE CAMPUS POPUPS

- Allows us to reach our target audience in a concentrated setting
- Offer entryway discounts and credits when purchasing
- Built in social sharing abilities
- Fairly low cost for high reach



Other Pop-Ups



Farmers Market

Thrift Conventions



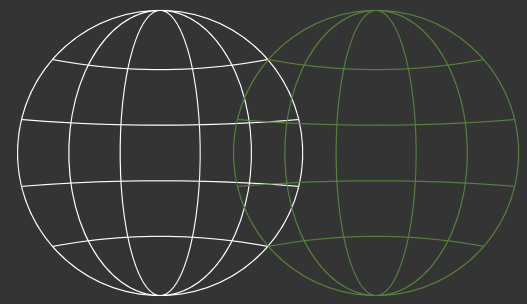
Social Media Presence



**HOW WE
MEASURE
SUCCESS**

- **100 new signups per campus activation**
- **Social engagement (UGC, shares, tags)**
- **Repeat usage (returning customers using credits)**
 - **25% of users return within 30 days**
- **Influencer ROI & referral code traction**

THANK YOU



LOAN2OWN

