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LDLA

LOS ANGELES

Campaign

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campaign

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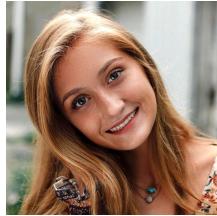
Meet the Team



AMIRTA SRINIVAS
Account Manager



ARIANA DENG
Project Manager



ASHLEY FEDEROFF
Project Manager



MEGAN BOMGARDNER
Digital Strategy



HA HOANG
Digital Strategy



KATE BOWLING
Design



MEG SCHWARTZ
Design



EDEN BURKOW
Creative Strategy



SIBLEY DICKINSON
Creative Strategy



TIFFANY LIU
Creative Strategy



LINDSEY BYSTER
Video



SKY STOCKTON
Video



JULIANNA PANTOJA
Video



RUCHI SHAH
Tech

BRAND OVERVIEW

- Los Angeles based swimwear brand
 - Champions body positivity through numberless sizing
 - Crafted with “eco-friendly fabric made from regenerated nylon”



LOVING
FAT **HEALTHY** **HOT**
STRONG **BEAUTIFUL**
SELF-CONSCIOUS **ATHLETIC**
WEAK **FIT** **EMBARRASSED**
NATURAL **UGLY**

INSECURITY CULTURE



5'11, 120 lbs

Average model's
measurements
(The Body Image Center)



5 min

of exposure to thin and
beautiful media images
results in a decreased
body image state

(Science Direct)



5'4, 165 lbs

Average woman's
measurements
(The Body Image Center)

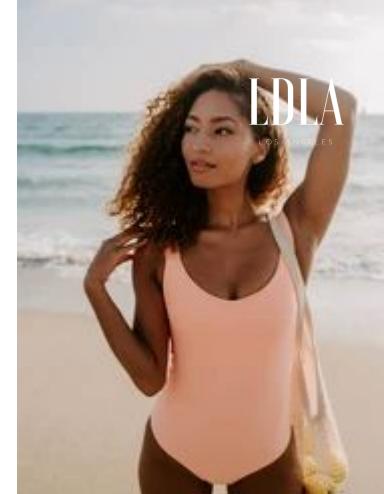
PROBLEM AND OBJECTIVE

Problem:

- Lack of representation
- **Unrealistic and unattainable** standards of womanhood ingrained into individuals

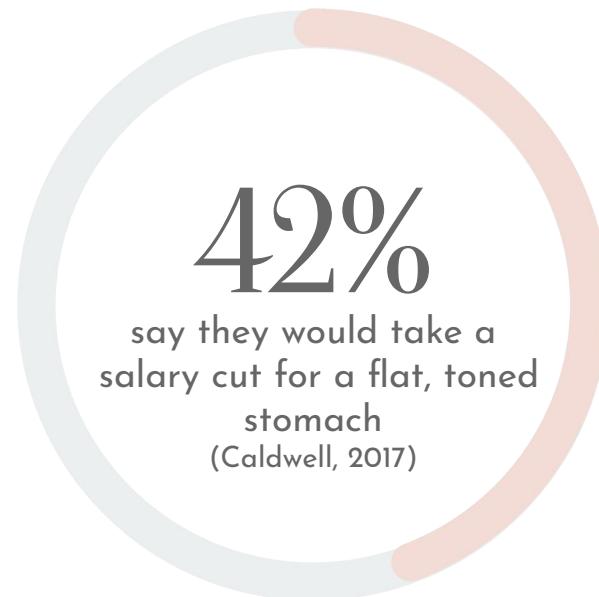
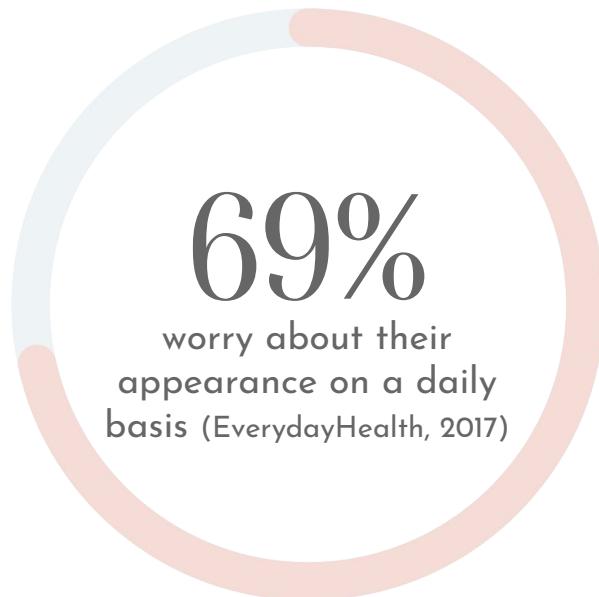
Objective:

- Leverage LDLA's community and product as a means of encouraging millennial women to be **comfortable** in their own skin



TARGET AUDIENCE

Millennial Women, ages 25-34





MILLENNIAL EXPERIENCE WITH SOCIAL MEDIA

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Those who claimed that social media worsened their lives were more likely to be women, millennials.

(Security)

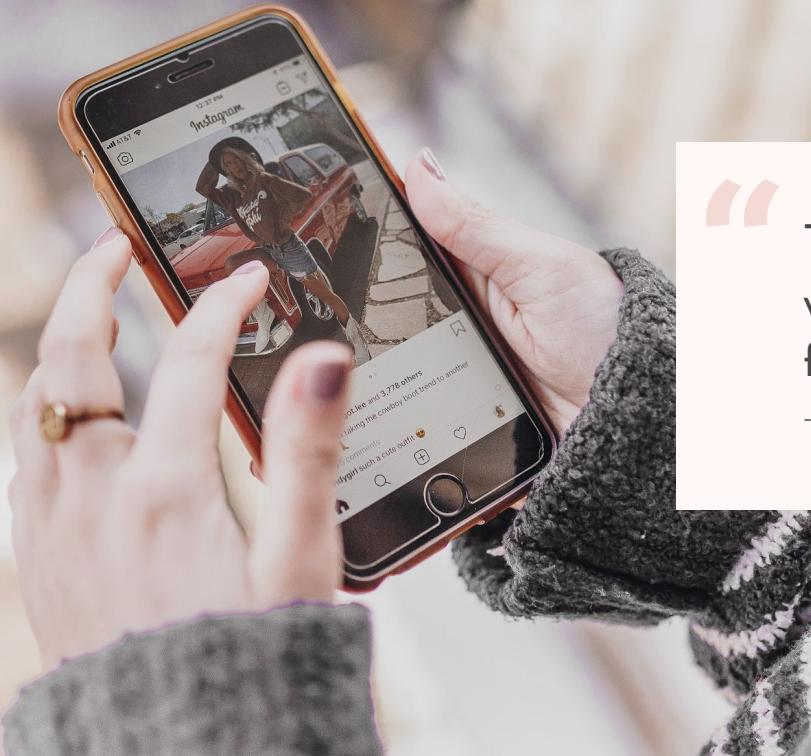


MILLENNIAL EXPERIENCE WITH SOCIAL MEDIA

“... Seeing others present themselves to be ‘perfect’ online makes me feel like I need to change myself in everyday life... It negatively affects my view of my appearance.

- Student, Michigan State University School of Journalism





MILLENNIAL EXPERIENCE WITH SOCIAL MEDIA

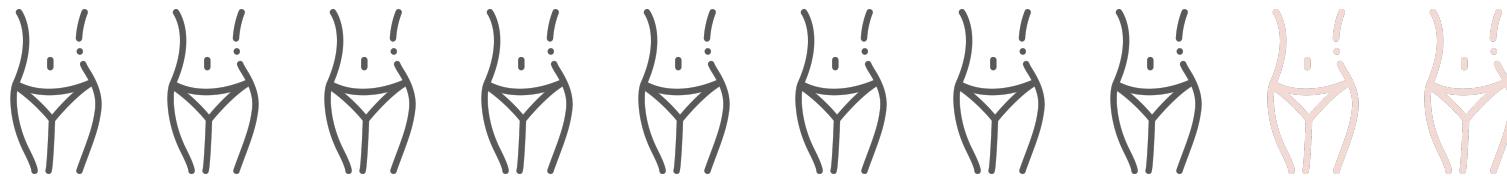
“There is always something wrong with how we look, but never anything wrong with our friends or the celebrities we admire.

- Klein 6



Accentuating the Negative

80% of women have avoided activities because they felt self-conscious about their bodies





BRAND TROUPE

LBLA
LOS ANGELES

Women who seek to redefine what
society pre-packages as beauty and
ultimately **womanhood**

brand troupe

BRAND PERSONAS

Meet: Nicole

- OG Calypso
- Works with non-profits & businesses within the sustainability sector
- Prioritize self-care
- Hosts a beach cleanups every weekend
- Joined LDLA's supportive community in May and has since felt more comfortable knowing everyone struggles with body acceptance



BRAND PERSONAS

Meet: Jessica

- OG Athena
- Grad student studying Social Justice
- Volunteers at local homeless shelter as a job counselor
- Joined LDLA's supportive community in February and has since then fallen more in love with her reflection
- As a result, she started her own self-empowerment podcast featuring inspiring women



COMPETITORS OVERVIEW



Frankies Bikinis

Trendy designer suits for Gen Z, cultivated an online community via Instagram



Toluca Swim

Fierce, fitness-focused, and features influencers through Instagram presence



Peachy Keen Swim

Known for inclusivity, features womxn of all shapes, sizes, and skin colors. Gen Z focus using TikTok.

COMPETITORS KEY TAKEAWAYS



Frankies Bikinis

User-generated content might builds a sense of community; however, community depicted looks exclusive.



Toluca Swim

High fashion, editorial shots can be intimidating to “regular” women



Peachy Keen Swim

Authenticity and inclusivity can't be faked, but an over-saturation of educational content detracts from the product itself.

WHERE LDLA FITS IN



LDLA

Depicts a variety of women of all shapes, sizes, and colors - even showing off beauty marks.



LDLA

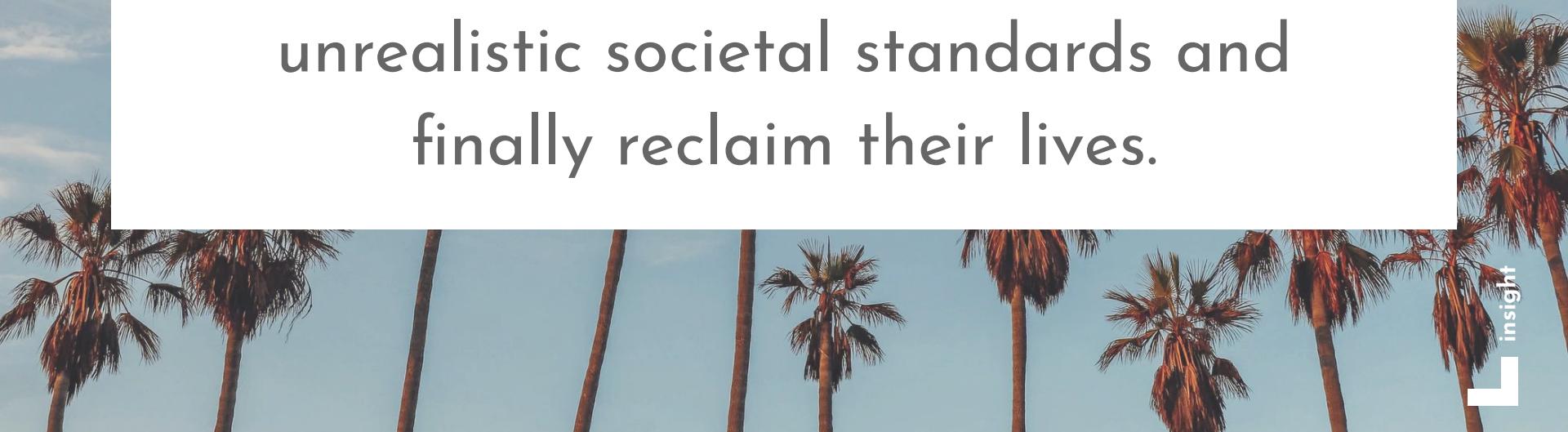
Playful, bright, and down to earth photographs are inviting and welcoming to all who wish to wear.



LDLA

Defined connection between product and mission statement, which can be seen through social media (ie: Instagram).

By channeling the non-conformist spirit of Los Angeles, women can reject unrealistic societal standards and finally reclaim their lives.





STRATEGY

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GET millennial women

TO live life with a free spirit

BY connecting them to an accepting community
that cultivates unapologetic self-confidence

strategy



WONDERFULLY MADE

This detail on the outside of each bathing suit reinforces body positive ideals, affirming that you, like your bathing suit, are **wonderfully made.**

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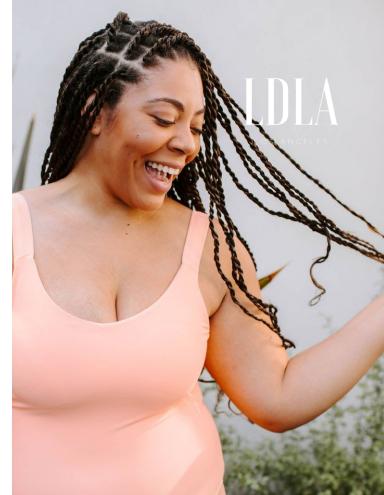


Finally, I Am

SPEARHEAD: “FINALLY, I AM” CAMPAIGN

Individual Interviews

- Filmed at locations relevant to activity
- Women share about their journey to self-acceptance and their first times engaging in activities they have avoided in the past due to insecurities



SPEARHEAD: “FINALLY, I AM” CAMPAIGN

Montage Video

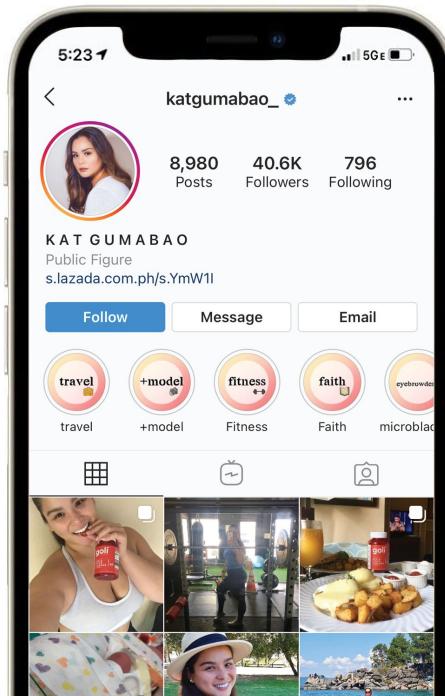
- Signing off with affirmations of “Finally I am ME”



INFLUENCERS OVERVIEW

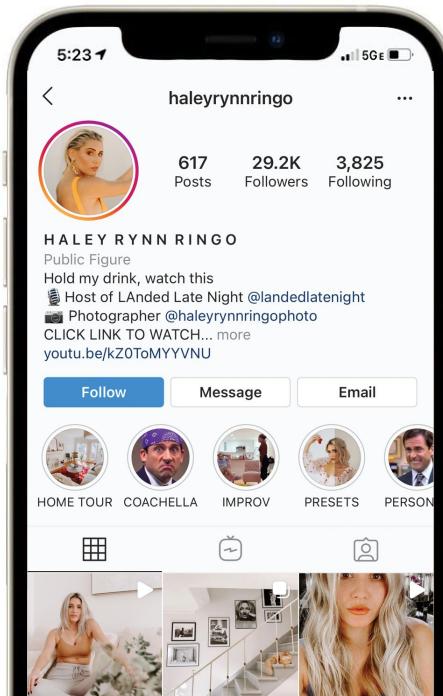
Kat Gumabao

@katgumabao_



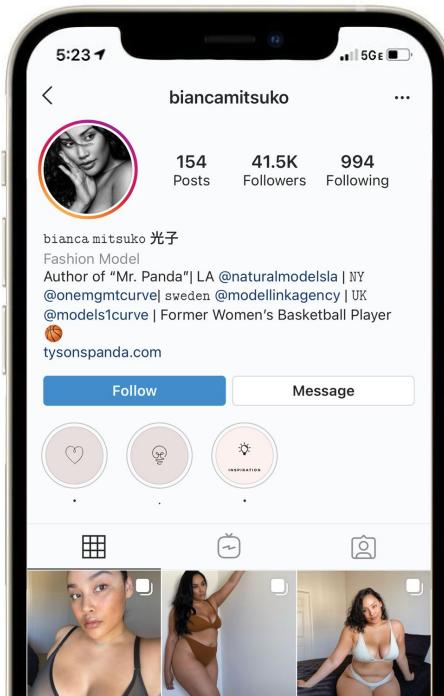
Haley Ringo

@haleyrynnringo



Bianca Mitsuko

@biancamitsuko

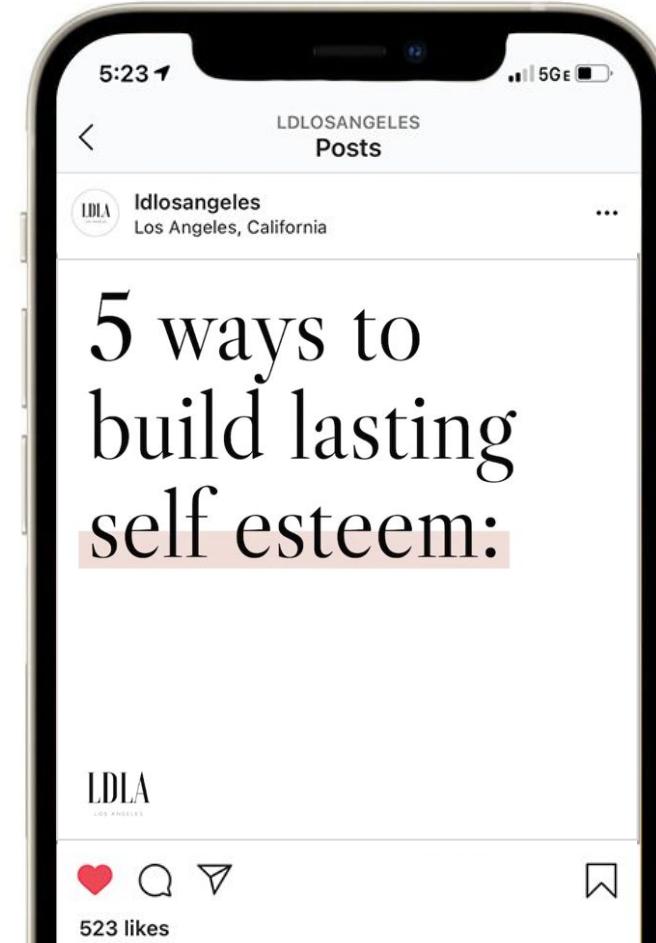


SUPPORTING ASSET: UNLEARNING W/ LDLA

What: Informative Posts About Body Image

Where: Instagram Feed and Website Blog

Why: Chance for LDLA to foster a community and provide value to their audience through informative posts, more so than a purely aesthetic focus



SUPPORTING ASSET: #MYLDLASTORY



What: Body positivity and journey ad libs, infused with customer reviews

Where: Instagram feed

Why: Furthering community aspect by building foundation on stories of vulnerability and compassion, as well as an appreciation for a brand that brought them together

SUPPORTING ASSET: #MYLDLASTORY

I just wanted to thank you guys so incredibly much for my order. I purchased both the Marina Del Rey top and bottom to be delivered to Adelaide, Australia. It is the first bikini I have EVER purchased and the first clothing items I have bought since starting my eating disorder recovery. I have never felt so beautiful and so confident in swim wear before. I love your mission and your products. I am so thankful ❤️



- LDLA has helped customers accept and love their bodies
- Quote reviews like these to acknowledge and amplify these voices

Just a quick side note, thank you! You have helped support my mind and heart to open to love my body more and more! ❤️





SUPPORTING ASSET: I AM...



What: Interactive AR Filter

Where: Instagram Story

Why: Directly relates to spearhead and enables LDLA to bring a unique brand-specific experience to customers, ultimately gaining visibility and expanding reach

TIMELINE

February



Unlearning with
LDLA &
#MyLDLADStory

March



Instagram
Filter
Launch

April



Spearhead Series
Starts & Campaign
Wrap-up



Questions?

