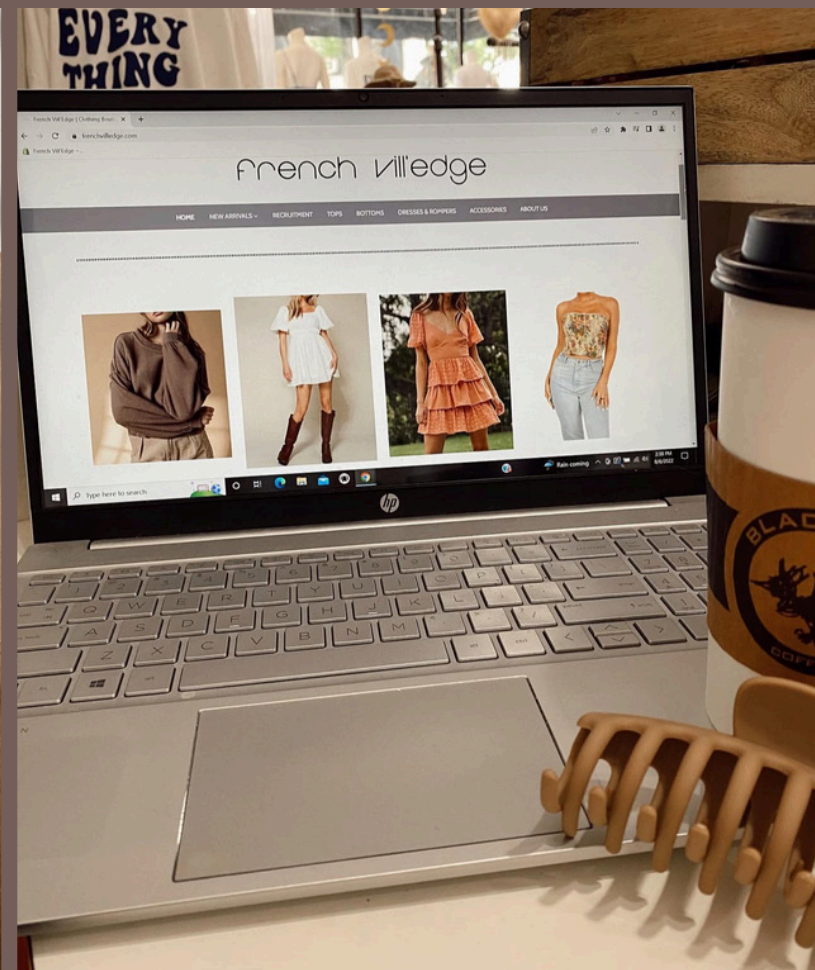




French VILL'EDGE

CAMPAIGN BOOK | Spring 2025

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MEET THE TEAM

**SAMANTHA
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Account Manager

REAGAN REED



IMC Coordinator

ZOE PANTIN



Media Planner

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Art Director

SITUATIONAL ANALYSIS

THE CLIENT

French Vill'Edge is a boutique in downtown Milledgeville, Georgia, founded by Adaline, a former exchange student from Paris who fell in love with the town's charm. Since opening in 2008 near Georgia College, the shop has become a go-to spot for trendy, affordable women's fashion by offering off-brand clothing. With daily new arrivals, it's perfect for budget-conscious shoppers. French Vill'Edge maintains a strong social media presence with frequent updates, deals, and style inspiration. The boutique also supports local students through collaborations on photo shoots and class projects, making it a valued part of the college community.

MANDATORIES

The client's name, "French Vill'Edge," and logo are consistent, considering its only social platform is Instagram. The font in their profile picture matches the font on the store's front door. French Vill'Edge has not established a clear brand identity for a few reasons. The brand does not have a tagline or a color scheme. A tagline would strengthen the brand identity and help differentiate it from competitors. Also, the only consistent color is the black and white logo. French Vill'Edge would benefit from having an established set of colors to help set them apart and become memorable in the eyes of its shoppers. They do a great job staying consistent with posts and reels, keeping the overall theme very appealing and striking. Their content entices college-aged girls to shop their store to stay up to date with what is "in". Their overall theme on Instagram would also benefit from having a color scheme.

SITUATIONAL ANALYSIS

TARGET AUDIENCES

Primary Audience: Young College-Aged Women

- The primary target audience consists of college students aged 17-24, female only, who enjoy fashion and are looking for stylish yet affordable clothing that is inspired by the European aesthetic. These students are typically enrolled in universities nearby and are interested in trendy, comfortable, and versatile pieces that can transition from campus to social outings.

Age: 18-24

Gender: Female

Education Level: College students (undergraduate)

Income Level: Budget-conscious but willing to invest in quality, trendy items

Secondary Audience: Older Moms

- The secondary target audience consists of women aged 30-50, particularly mothers and professionals in Milledgeville, GA, who appreciate stylish, comfortable, and versatile fashion with a European-inspired touch. These women seek quality pieces that balance elegance and practicality, fitting their busy lifestyles, whether managing a household, working, or enjoying social outings.

Age: 30-50

Gender: Female

Location: Milledgeville, GA, and surrounding areas

Family Status: Mothers (with children in school or college) or working professionals

Income Level: Middle to upper-middle class; willing to invest in quality wardrobe staples

- Both of these audiences value well-made clothing at a reasonable cost. They prefer fashion that is versatile and suits a range of occasions.

SITUATIONAL ANALYSIS

SEASONALITY & PURCHASE CYCLE

French Vill'Edge Boutique in Milledgeville, Georgia, sees seasonal shifts in customer traffic and buying habits. From March to May, warmer weather and Georgia College graduations boost demand for dresses and accessories. Summer (June–August) tends to be slower due to fewer students, but tourism helps drive some sales. In the fall, business picks up again with students returning and the holidays approaching. Most shoppers are locals or college students, while tourists contribute less frequently without strong online engagement. A loyalty program or exclusive events could boost retention, especially among young professionals and fashion-forward students. The pandemic also highlighted the importance of e-commerce and social media sales.

COMPETITION

French Vill'Edge competes with other local boutiques in Milledgeville that sell trendy women's clothing and accessories. Shops like Firefly, Chatter Boutique, and Southern Roots have similar styles and target audiences, especially those in the downtown area, making them the biggest competitors of French Vill'Edge. Online boutiques are organizations that may not be local but sell similar styles. Focusing on their indirect competition, French Vill'Edge competes with other online retailers or department stores that also can offer affordable/trendy fashion. Online fast fashion brands like Shein can attract budget-conscious shoppers, with younger college students being the target audience, but of course, they don't get the local in-person aspect. French Vill'Edge does great with sales by posting on their social media accounts and keeping content updated and appealing. Overall, their online presence is at its peak.

SWOT ANALYSIS

STRENGTHS

- Strong social media and online presence (Instagram/Facebook/Website)
- Prime location being downtown
- Stays highly updated on trends and accessories

WEAKNESSES

- Mainly sold to younger females (No men clothing)
- Seasonal sales decreasing due to college student customers leaving during breaks
- Overstock in past items that were not sold
- Relying mainly on in-store sales

OPPORTUNITIES

- Expanding online sales through an e-commerce site or live shopping events
- Collaborating with more students in Milledgeville and local businesses
- Hosting more in-store events to boost engagement and sales

THREATS

- Competition from other local boutiques and online fast fashion brands
- Economic factors like inflation affecting consumer spending
- Changing fashion trends causing over consumption of clothing items

OBJECTIVES, STRATEGIES, & TACTICS

OVERALL SUMMARY:

French Vill'Edge Boutique will boost engagement and sales by using local college students as brand ambassadors and paid influencers. They will promote events, model outfits, and post on social media in exchange for store discounts or payment. The boutique will also partner with local businesses for cross-promotions, pop-up events, and product placements to grow community visibility and drive both in-store and online traffic.

OBJECTIVE 1: Increase brand visibility and drive a 15% increase in in-store traffic by leveraging local college students as influencers and using experiential marketing to build community engagement.

STRATEGY STATEMENT: French Vill'Edge Boutique will reach a larger audience by partnering with local college students to create unique in-store experiences, making the shop a go-to spot for students and Milledgeville residents. By highlighting a stylish yet welcoming vibe that appeals to its customers, the boutique will foster a sense of connection and exclusivity, encouraging more in-person visits. In addition, offering exclusive in-store discounts for online followers/placing QR codes in the store that link to digital promotions, could create a bridge between physical and digital customers.

- **TACTIC #1A:** Partner with local college students and businesses in Milledgeville by the end of next semester to promote the brand through social media collaborations, giveaways, and co-hosted events that enhance community engagement. This can include emails being sent with a first-purchase discount, or a monthly style guide could encourage repeat shopping.
- **TACTIC #1B:** Host at least three free RSVP-based in-store events between May and August to maintain engagement during the college break and drive traffic from both students and Milledgeville locals. Each event will be themed to align with the boutique's brand and seasonal trends. Send post-event thank-you emails.

OBJECTIVES, STRATEGIES, & TACTICS

MONTH	EVENT NAME	DATE (Suggested)	KEY DETAILS
MAY	Summer Kickoff Pop-Up	Sat, May 18th	Collab with local businesses, music, treats and discounts
JUNE	Styling Workshop Night	Thurs, June 13th	Try-on nights, styling tips, influencer co-host
AUGUST	Back-to-School Bash	Sat, August 17th	DJ, giveaways, friend discounts, social push

OBJECTIVE 2: Increase non-local orders by 20% within the next year by implementing a digital marketing campaign targeting audiences outside Milledgeville to expand brand reach and boost online sales.

STRATEGY STATEMENT: French Vill’Edge Boutique will expand its digital marketing efforts to attract shoppers beyond Milledgeville through social media ads, influencer partnerships, and authentic brand storytelling. By showcasing its carefully curated Southern-chic style, the boutique will appeal to fashion-conscious shoppers from nearby cities and beyond.

- **TACTIC #2A:** Develop an online sales strategy that includes a targeted social media ad campaign on Instagram and Facebook, using lookalike audiences, interest-based targeting, and retargeting ads to reach potential customers beyond the local area.
- **TACTIC #2B:** Launch TikTok and Pinterest posts that show relevant options for the fashion-forward brand. Pinterest users actively search for style inspiration – Upload “Outfit inspo of the week” to promote in-store arrivals to be shopped, and TikTok’s “Get ready with me with French Vill’Edge” promotes new options.

CREATIVE BRIEF

COMPANY BACKGROUND

French Vill'Edge is a beautiful boutique located in downtown Milledgeville, Georgia. The owner, Adaline, was an exchange student originally from Paris, France, who fell in love with Milledgeville's unique atmosphere. After moving from France to Milledgeville, she decided to share her passion for fashion with the college town of GCSU. In 2008, French Vill'Edge finally opened, just a few blocks from the Georgia College campus, and it has grown tremendously.

French Vill'Edge is a trendy boutique that offers women's styles at affordable prices by stocking off-brand clothing. With daily arrivals of the latest trends, it's the perfect place for those in Milledgeville to keep their closet happy without breaking the bank. What sets French Vill'Edge apart is its effortless blend of Parisian flair and Southern charm, creating a unique shopping experience that's both stylish and welcoming. Adaline and her team are known for their warm, personalized service that keeps customers coming back.

TARGET AUDIENCE

College students aged 17-24

Gender: Female

Education Level: College students

Income Level: Budget-conscious but willing to invest in quality, trendy items

Females who enjoy fashion and are looking for stylish/affordable clothing that is inspired by the European aesthetic. They are typically enrolled at nearby universities.

BRAND VOICE

Timeless and Trendy

CREATIVE BRIEF

EXECUTION THOUGHTS

Social Media & Content Creation: Focus on Instagram and TikTok with influencer partnerships, paid ads, and seasonal video campaigns to boost engagement and reach.

In-Store & Out-of-Store Events: Host pop-up sales and styling nights in-store, and collaborate with local businesses for off-site events to expand visibility.

Student Influencing: Launch a student ambassador program offering discounts and perks, along with paid partnerships for key campaigns.

Themed Campaigns: Run seasonal campaigns (“Back to Campus Looks”) across social media, events, and in-store displays to create buzz and consistency.

OBJECTIVES

Expand French Villedge’s customer base beyond Milledgeville by increasing online sales by 25% and establishing at least one pop-up shop in a neighboring city (e.g., Macon or Athens) within the next 12 months.

Expand French Villedge’s product lines by introducing inclusive sizing options (XS-3X) across at least 50% of inventory, increasing sales from extended sizes by 20% within the next 12 months.

INSIGHT

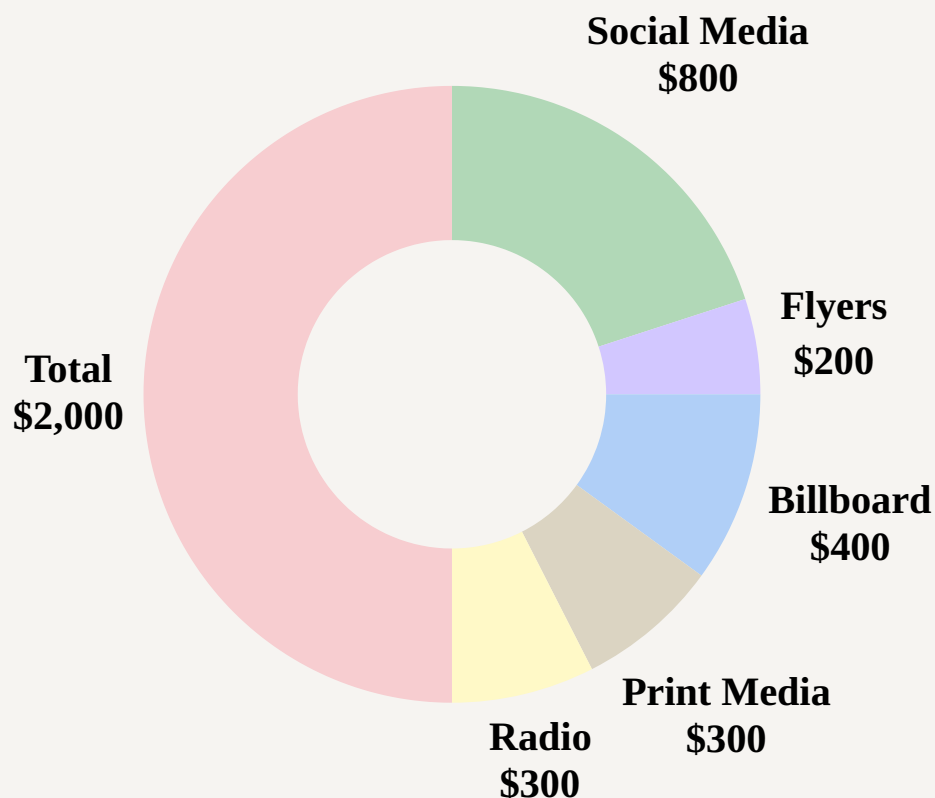
French Vill’Edge is well known to women in Milledgeville and has a strong Instagram presence, but its reach remains limited beyond the local community.

While the boutique is visually engaging online, it lacks broader digital strategies like influencer collaborations outside Milledgeville, targeted ads, and SEO to drive more traffic to its online store and expand its audience.

Follow us on instagram @frenchvilledge
106 W Hancock St, Milledgeville, GA 31061
(478) 452-3110

ADVERTISING BUDGET

Category	Description	Budget	% of Total
Social Media	Insta/Facebook/ Pinterest	\$800	40%
Flyers	Design & local	\$200	10%
Billboard	Local billboard rental	\$400	20%
Print Media	Local magazine/ newspapers	\$300	15%
Radio	Short local radio spot	\$300	15%
Total	--	\$2,000	100%



SOCIAL MEDIA SCHEDULE

The French Vill'Edge **June 2025 content calendar** reflects a consistent and diverse posting schedule designed to maintain audience engagement across multiple platforms.

Instagram is our most active channel, with static posts every Monday, Wednesday, and Friday, and Reels posted twice weekly on Tuesdays and Thursdays to showcase dynamic, on-brand visuals. **TikTok** content also goes live every Tuesday and Thursday, offering behind-the-scenes and trend-aligned videos that speak to our younger audience. **Facebook** posts mirror Instagram static content three times a week to engage our local community with high-quality photography and updates. **Pinterest** is updated weekly on Sundays with curated content that reflects our aesthetic and inspires seasonal styling. Giveaways occur biweekly on Mondays to boost engagement and drive follower growth.

This well-rounded approach ensures that French Vill'Edge remains **visible, relevant, and connected with its audience** throughout the month.

FRENCH VILL'EDGE							INSTA POST	INSTA REEL	TIKTOK	FACEBOOK	GIVEAWAY	PINTEREST
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY						
31 PINTEREST	01 INSTA POST FACEBOOK GIVEAWAY	02 TIKTOK INSTA REEL	03 INSTA POST FACEBOOK	04 TIKTOK INSTA REEL	05 INSTA POST FACEBOOK	06 PINTEREST						
07 PINTEREST	08 INSTA POST FACEBOOK	09 TIKTOK INSTA REEL	10 INSTA POST FACEBOOK	11 TIKTOK INSTA REEL	12 INSTA POST FACEBOOK	13 PINTEREST						
14 PINTEREST	15 INSTA POST FACEBOOK GIVEAWAY	16 TIKTOK INSTA REEL	17 INSTA POST FACEBOOK	18 TIKTOK INSTA REEL	19 INSTA POST FACEBOOK	20 PINTEREST						
21 PINTEREST	22 INSTA POST FACEBOOK	23 TIKTOK INSTA REEL	24 INSTA POST FACEBOOK	25 TIKTOK INSTA REEL	26 INSTA POST FACEBOOK	27 PINTEREST						
28 PINTEREST	29 INSTA POST FACEBOOK	30 TIKTOK INSTA REEL	31 INSTA POST FACEBOOK	01 TIKTOK INSTA REEL	02 INSTA POST FACEBOOK	03 PINTEREST						

PRINT MEDIA

The social media graphics that will be shown below **are in the following order:**

- Graduation Looks
 - \$50 Shopping Spree Giveaway
 - New Arrivals
 - Promotion Post
 - Fit Check Friday
 - Spring Outfits
 - Sunday New Arrivals
 - Date Night Outfits
 - Weekday Sale Post
-

These designs were created to demonstrate the potential for engaging, seasonal content across multiple social media platforms—including **Instagram, Facebook, and Pinterest**. Inspired by the fresh energy of Spring, the current visuals embrace a light, vibrant aesthetic. As the seasons shift, so will the creative direction, ensuring the content always feels timely, relevant, and visually aligned with the brand.

French
VILL'EDGE

SOCIAL MEDIA EXAMPLES



Celebrate in style! Our Graduation Lookbook is here — featuring timeless pieces that make your big day even more unforgettable.

Shop the collection now at French Village Boutique!

SOCIAL MEDIA EXAMPLES

GIVEAWAY

\$50 SHOPPING SPREE

- Follow @frenchvilledge
- Like this post
- Tag a friend!
- Repost to your story



**DO YOU WANT \$50 WORTH
OF PRODUCT FOR FREE?**
DETAILS BELOW!

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GIVEAWAY TIME ✨ Win a \$50 shopping spree at French Vill'Edge!

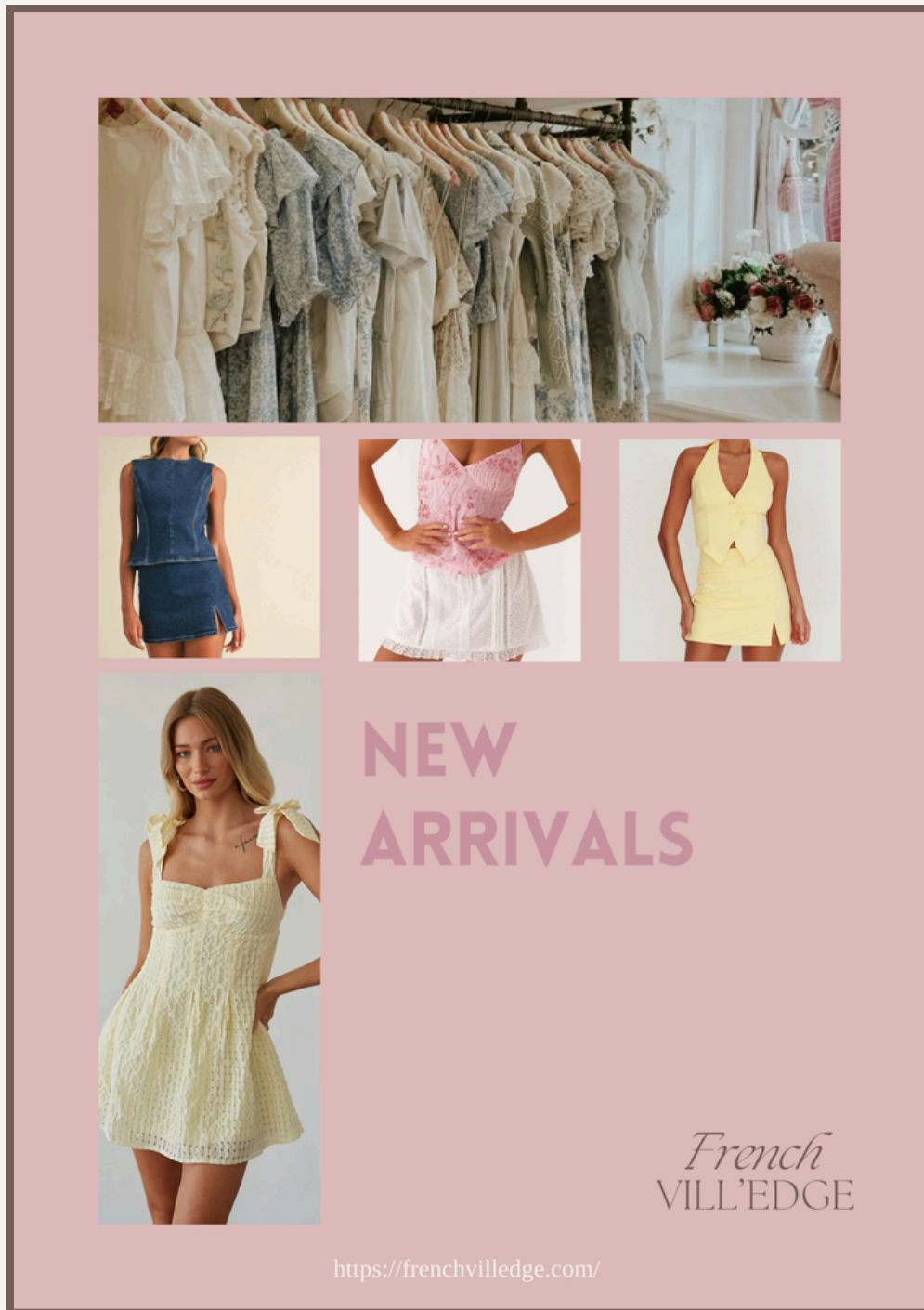
Ready to refresh your wardrobe on us? Here's how to enter:

1. Follow @frenchvilledge
2. Like this post ❤️
3. Tag a friend in the comments (each tag = an extra entry!)
4. Repost this to your story and tag us so we can see it!

The lucky winner will be announced next Monday at 6 PM, so don't wait!

Good luck, babes

SOCIAL MEDIA EXAMPLES



New arrivals just dropped! Fresh styles, bold vibes, and all the pieces you need to step into the season feeling so you. Come see what's new at French Village Boutique

SOCIAL MEDIA EXAMPLES



For a limited time, take 30% OFF all clothing + 40% OFF all jewelry at French Vill'edge! 💕 From spring staples to those perfect finishing touches, now's your chance to refresh your wardrobe for less. Don't wait—these pieces won't stay long!

SOCIAL MEDIA EXAMPLES



✨ Fit Check Friday ✨ You can't go wrong with a classic — jeans and a white top, styled just right from French Village Boutique effortless, timeless, and totally you

SOCIAL MEDIA EXAMPLES



Spring is in the air - and in your closet! 🌸 Amp up your style this season with spring essentials. Bring a little bit of French into your wardrobe! #ShopFrenchVilledge

SOCIAL MEDIA EXAMPLES



Our newest arrivals just landed at French Villedge — think dreamy details, soft spring tones, and styles that make getting dressed feel like a breeze. ☁ Tap to see what's new this week
#FrenchVilledgeFinds

SOCIAL MEDIA EXAMPLES



💖 Ready for date night? Turn heads in our newest collection of dreamy dresses — sweet, chic, and just the right amount of flirty. Find your look at French Village Boutique

SOCIAL MEDIA EXAMPLES



Your midweek treat just got sweeter 🍓 Every Wednesday from 3–5 PM, enjoy 15% OFF at French Vill'Edge — in-store or online! #ShopFrenchVilledge

PROMO FLYER/NEWSPAPER

French Vill'Edge

Come shop at the French Vill'Edge anytime during First Friday for a special once a month discount!



SPECIAL DISCOUNT FOR

FIRST FRIDAY

COME SHOP

15% OFF & SPECIAL OFFER



Promotional flyer to be hung up on community signs, walls, & other shops located near. This will allow new shoppers to see great deals at fun events in downtown Milledgeville.

BILLBOARD EXAMPLES



A billboard advertisement for French Vill'Edge. The background is a muted taupe color with decorative white starburst patterns and faint leaf motifs in the corners. On the left, a tilted white-bordered photo shows a woman with long dark hair wearing a wide-brimmed hat, a light blue denim jacket over a dark top, and jeans. On the right, another tilted white-bordered photo shows a woman in a light blue denim jacket and jeans, carrying a black tote bag. In the center, the text reads: "FASHION THAT INSPIRES" in a serif font, followed by "only at the" in a smaller sans-serif font, and "FRENCH VILL'EDGE" in a large serif font. At the bottom right, the text "TURN RIGHT IN 3 MILES" is displayed in a bold sans-serif font.

FASHION
THAT INSPIRES
only at the
FRENCH VILL'EDGE

TURN RIGHT IN 3 MILES

FRENCH VILL'EDGE

NEW SUMMER COLLECTION
30% OFF



A billboard advertisement for French Vill'Edge. It features a photo of two women from the waist up, wearing sleeveless, high-necked dresses. The woman on the left is wearing a taupe dress, and the woman on the right is wearing a white dress. A circular graphic on the left side of the photo contains the text "NEW • NEW • NEW • NEW • NEW • NEW • NEW • NEW". In the bottom right corner of the photo, the text "COME SHOP" is written in a bold sans-serif font.

NEW • NEW • NEW • NEW • NEW • NEW • NEW • NEW

COME SHOP

TURN RIGHT

RADIO ADVERTISEMENT

🎵 [Upbeat, stylish background music]

VO (Female, friendly tone):

Looking to elevate your style? Discover French Vill'Edge —
Milledgeville's go-to boutique for fashion-forward finds!
Located downtown at **106 West Hancock Street**, we're open
Monday through Saturday, 10a.m. to 6p.m.

From casual chic to standout statement pieces, we've got the
perfect look for every occasion.

📱 Follow us on Instagram **@frenchvilledge** for the latest arrivals
and style inspo!

Got questions? Call us at **(478) 452-3110**.

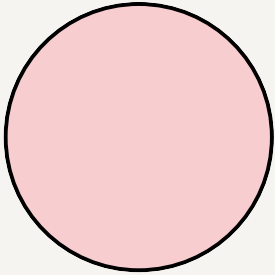
French Vill'Edge — where style meets the soul of Milledgeville.

🎵 [Music fades out]

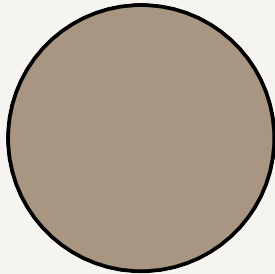


BRANDING KIT

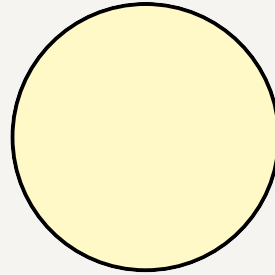
COLOR PALETTE



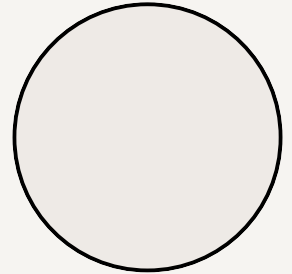
#F7CDD0



#A99682



#FFF9C7



#EEEEAE6

LOGO

French
VILL'EDGE

LOGO DETAILS

Colors:

Brown base (#745E49)

Font:

Top - The Seasons
(Italics)

Bottom - The Seasons
(Regular & Spaced)

FONTS

HEADING:

Libra Serif Modern (Capitalized)

BODY:

Libra Serif Modern (Regular)

FOCUS KEYWORDS

- Trendy
- Unique
- Local
- Inviting

SHOP TODAY!

