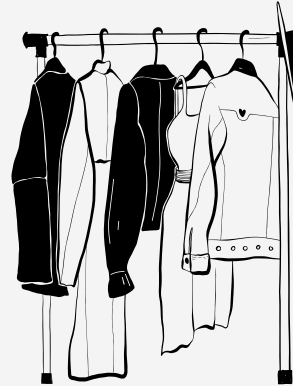


Intern Creative Activity



Prepared for: Rotate Your Closet

Prepared by: Luana Alves

Instructions

Task: Write and design a post promoting items to rent on Rotate Your Closet.

Research: Explore Rotate's Instagram and website to understand their aesthetic and branding.

Create: Develop a post including both a caption and a graphic image.

Campaign: Conceptualize a hyper-local TikTok campaign aimed at encouraging new closets in Boston to list their items.

Objective: Increase the number of closets listed on Rotate.

Instagram

For my Instagram post and story, I created a mock-up idea for a "Summer edit" highlighting the latest pieces that are offered on the app.

Story Post



Feed Post



Caption:

Planning summer trips? Want to stay stylish, sustainable, and save money? Rotate Your Closet is your new BFF! Check out our latest summer edit, curated just for you, and start renting today! Don't forget to share your favorite pieces with us using #Inmyrotate

Hashtags:

#rotateyourcloset #sustainablefashion #rentingistrending

Boston TikTok Campaign

Objective: Encourage Boston locals to list their closets on Rotate.

Target Audience:

- Age: 18-35 years old
- Gender: Female
- Location: Boston, Massachusetts
- Education: College students, recent graduates, young professionals
- Income Level: \$30,000 to \$70,000 annually

Content Strategy:

Reel/TikTok Idea: Create a catchy and fun video showing how simple and beneficial it is to list on Rotate. We could feature a voiceover from locals who use the platform, discussing why they chose to list their closets.

Hashtags & Engagement: Use local and relevant hashtags like #BostonFashion, #ClosetRotateBoston.

Example Video:

Video Footage: A fast-paced montage showing different people (young professionals and college students) around iconic Boston locations (like Boston Common and Newbury Street) adding items to their "virtual closet" on the app.

Voiceover/Text: "Hey Boston! Got style? Let your closet make you money! List with Rotate and reduce your fashion footprint while making money. #ListWithRotate #BostonStyle"

Finding New Closets to List on Rotate

Strategies:

Partnerships: Create events with local fashion schools and boutiques to reach more people. Such as organizing fashion shows using clothes listed on Rotate at local venues. Also, partnering with popular local cafes, bookstores, and art galleries to host co-branded pop-up events. These events could feature live demonstrations of how to list and style clothes, along with talks on sustainable fashion.

Community Building: Build a community around sustainable fashion in Boston through workshops, meetups, and online groups.

Referral Program: Introduce a referral program that rewards users for bringing new users to the platform.

In-app awards: Everyone enjoys a bit of competition. We could introduce games and missions for users. An example includes: 'Create a TikTok video of you listing your first item and use #InMyRotate.' Participants will earn points that can help them achieve an award or move up a leaderboard.