

Jaded London

by Libby Newman

PART 1: TARGET MARKET

AGE & GENDER: Age would range from 18-30, with a target gender demographic of women and men who want to embrace bold and fashion forward pieces.

STYLE & AESTHETIC: Streetwear meets grungey Y2K. With a primary focus on mesh, rhinestones, abstract cutouts, and bold prints.

SHOPPING HABITS: Garments are sold primarily online, follows brands VIA social media. Would be mostly motivated by limited edition drops, free shipping, or influencer/celebrity endorsements.

PROBLEM SOLVED: Mainstream fashion has gotten so repetitive, and feels generic between all popular brands. Jaded London offers loud, unapologetic pieces that help this market stand out from the crowd, and match their big personalities.



PART 2: KEYWORD STRATEGY

BROAD MATCH

- Y2K Fashion
- women's streetwear



PHRASE MATCH

- Y2K going out outfits
- festival clothing women
- trendy club outfits 2026



EXACT MATCH

- buy Y2K mini dress online
- jaded london new mens drop
- rhinestone top women buy



PART 3: GOOGLE SEARCH AD

jadedlondon.com/new-collection

NEW DROP: Bold Y2K Styles - Free Shipping Over \$75

Stand out from the crowd with Jaded London's latest collection- wide leg denim, bandage dresses, and festival ready fits. Shop the new drop and express yourself the JD way, unapologetically bold.



PART 4: LANDING PAGE STRATEGY

DESTINATION: The ad would take the visitor to the new collection page, sending new customers to a specific, curated page- focused on what drew them to the website.

IMMEDIATE VISUALS: A full-width editorial banner with model shots wearing hero pieces from the collection drop, the collection name, and a bold "Shop Now" CTA button. No clutter to keep the focus on the CTA and the clothing pieces.

AD MATCH: The page headline mirrors the ad, same Y2K language, and same new drop urgency. The visitor who clicked for "Bold Y2K Styles" immediately sees that, no bait and switch.

DESIRED ACTION: Add items from the collection to their cart and complete checkout, and sign up for collection restock alerts

PART 5: BUDGET & GOAL

DAILY BUDGET

\$40

(\$1,200 A MONTH)

PRIMARY GOALS

Conversion

Sales/Add to cart

\$40 a day I believe is a realistic budget for a fashion brand with moderate competition. It's enough to gather meaningful conversion data without spending an insane amount before the campaign is fully optimized. With the goal being conversion, and not just clicks we're launching a new collection with real sale targets. Driving traffic to a website that doesn't have an end goal of making sales is just marketing budget wasted.