



BRAVISSIMO

“I am” Campaign

2021

The story so far...

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So many of our amazing employees from across the business took part in our '25th birthday size perception' photoshoot back in January. 2020 hasn't been the year any of us had planned for...so we didn't launch our brand campaign in line with our 25th birthday.

As the year and our plans have evolved, we will be launching a new campaign using this amazing photography from the shoot and have refocused and reviewed our messaging to align to our strategic goals for 2021, moving away from 'size perception' and focusing on ensuring our campaign aligns to all of our core brand values - ***our fitting experience, the power to choose, big boobs are great.***

What are our goals?

What are we trying to achieve?

- We want to increase awareness of Bravissimo and attract new and loyal customers
- We want to empower and support our customers to feel confident and amazing through the experience they have in being fitted at Bravissimo
- We want to amplify how Bravissimo gives big-boobed women the power to choose what they love rather than what comes in their size, with so many sizes and styles to choose from
- We want to be seen as a relevant brand to all big-boobed women, particularly attract a new and younger audience and the D-G market who could shop elsewhere
- We want to position Bravissimo as a big-boobed community of women supporting women

How will we do this?

We want to amplify the key messages that define who we are as a brand to really introduce customers into Bravissimo, understanding who we are, what we stand for and how we're here to support them.

These messages form our '**3 key brand pillars**' - these are the things that make us who we are at Bravissimo, they are what we want to be known for and they're the messages we want to shout about...

1. **We give customers the power to choose and feel spoilt for choice** (so they can choose what they love rather than what comes in their size)
 2. **We give big-boobed women a fitting experience** - we measure by 'eye' and empower women to find their feel good fit and feel confident and amazing
 3. **We are the cheerleader for big-boobed women** - we believe big boobs are great and are a community of women supporting and lifting up other women!
- **We will position our communications to align with these 3 key pillars** so that who we are as a brand shines through every piece of activity we produce. These pillars can be upweighted depending on who we are talking to and where we are pitching it.
 - **We will be launching a campaign which is a tool to communicate these brand pillars.** This shouldn't last for just a season, but should have longevity throughout the year, allowing us to delve deeper into these pillars and communicate them clearly to customers.

**Introducing
'I am...'**

Introducing the 'I am' campaign

- We are the cheerleader for big-boobed women, it's our aim for all of our customers to feel confident and amazing. We care about supporting and uplifting women in every sense of the word – we look after your whole self (and not just your boobs!). We care about our customers as individuals and want to celebrate everything that is amazing about them and uplift them in every way.
- There is not one type of 'Bravissimo girl' there are many things that make us who we are and having big boobs is just one of them! We want to celebrate our uniqueness, individuality whilst still holding onto the shared experience of being big boobed Bravissimo girls.
- We want to empower women to feel confident and amazing and find their feel-good fit (away from the telling experience of other bra measuring services)
- The 'I am' campaign is a tool to communicate this and has 4 distinct messages:
 - **I am supported** – fit, support, quality of products, support of community etc.
 - **I am empowered** – the power to choose (like a kid in a sweet shop!)
 - **I am uplifted** – the emotional connection, inspiring women to feel confident and amazing
 - **I am more than a measurement** – fitting experience
- 'I am' will be the prefix but the second part will alternate so we can amplify the key pillars that makes us who we are at Bravissimo.

'I am' Campaign Messaging

I am... supported

[the quality, fit and support of our products / how we support one another] all of our bras are designed to fit and support big-boobed women and we are a community supporting one another!

I am... uplifted

[the emotional connection] we want to inspire big-boobed women to feel confident, amazing and uplifted in every way.

I am...empowered

[the power to choose] we want to empower all big-boobed women to find their style, their fit and do it in their way!

I am... more than a measurement

[the feel-good fitting experience] we 'fit' by eye and don't 'measure' with tape measures - we believe you're more than the numbers and letters on your bra label, we want you to feel amazing and have a spring in your step!

Why the 'I am' campaign works...

- **We want to position Bravissimo as a big-boobed community of women supporting women.** We have chosen to use our own bra fitters and employees in this campaign to show that our amazing teams are also Bravissimo girls! We are a community of big-boobed women wanting to help, support and uplift an even wider community of big-boobed women!
- **We want to be seen as a relevant brand to all big-boobed women.** By showing and our uniqueness and individuality as Bravissimo girls (but our togetherness as a community) and photography we will be more relevant and inclusive to even more of our community.
- **We want to empower customers to feel confident and amazing and find a fit that feels good for them.** The 1st person language gives the customer ownership rather than being told what they should wear/do/ feel. It's about empowering big-boobed women to find their style, their fit and in their way.
- **We want to amplify giving big-boobed women the 'power to choose'** – we will achieve this through the copy we use and the inclusion of how many styles, sizes and brands we offer at Bravissimo showing we are a 'house of brands' with over 90 sizes and 24 brands.
- **We want to increase awareness of Bravissimo and attract new and loyal customers through our fitting experience.** I am more than a measurement allows us to build on the 'I am' campaign and delve deeper into our fitting experience and offering.

Our Objectives

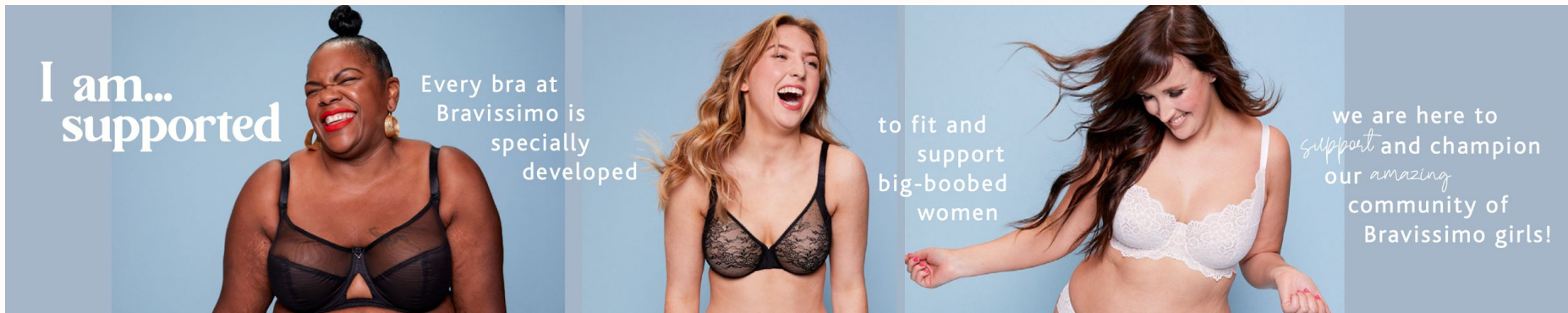
Attract a younger audience (D-G) that could shop elsewhere

Empower our audience to feel amazing

Amplify the power to choose

Increase awareness of Bravissimo, attracting **new and loyal customers**

Look & Feel



Key points

Fully captioned (with subtly animated text in line with the voiceover)

Always in motion to hold attention

Seamless camera movement across the artboard

All images cropped at the waist

Clean and classy, no garish kinetic text

VOICEOVER 1: BRAND MANTRA
(ALL GIRLS)

We are Bravissimo

the cheerleader for big-boobed women.

We're dedicated to *supporting*
and *celebrating* women with big boobs
and believe that bra shopping should be fun!

**With 94 sizes, 25 brands and 25 years
creating feel-good fitting experiences**

supporting women to find their *'feelgood fit'*.

We're here to empower big-boobed women
to feel *confident*, amazing and *uplifted* in every way!

VOICEOVER 2: I AM SUPPORTED

CHELSEA, DEBBIE AND EMILY

I am... supported

We're here to **support you** (in every way!)
Every bra at Bravissimo is specially developed
to *fit and support* big-boobed women.
We celebrate the shared experience of having big boobs
by supporting each other,
sharing our stories,
laughing together
and championing our
amazing community of Bravissimo girls.

VOICEOVER 3: I AM UPLIFTED
GEORGINA, HANNAH B, JADE, KATHERINE

I am... uplifted

From the day we started, we've been
proud and upfront
about shouting from the rooftops that **big boobs are great!**
We believe that bra shopping should be
a **fun and uplifting experience.**
our aim is to celebrate big-boobed women,
inspiring you to feel **confident, amazing**
and *uplifted* (in every way!).

VOICEOVER 4: I AM EMPOWERED

HANNAH R, MARTI, MERCIE, OLIVIA

I am... empowered

With 94 sizes, 25 brands
and over 25 years experience
supporting big-boobed women,
it's our mission to *empower* Bravissimo girls
with the **power to choose,**
so you can feel spoilt for choice
and wear bras that *you love*
(not just what comes in your size!)

VOICEOVER 5: I AM MORE THAN A MEASUREMENT

PAULA, SHRIYA, SOPHIE, TEGAN

I am... more than a measurement

Having a *feelgood fitting*
is more than being told your size.

It's about an uplifting experience

which leaves you with a **well-supported spring in your step!**

We're here to empower and support you
to work out the size and styles that you *feel amazing* in

Because **Bravissimo girls are all unique**
and so much **more than a measurement.**