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MOLLY MEETS THE AISLE

HELLO MOLLY – WEDDING PARLOUR LINE BRAND ACTIVATION PROPOSAL





PROPOSAL SUMMARY

This proposal outlines a brand activation strategy for Hello Molly's Wedding Parlour collection; a luxury satin bridesmaids range available in 11 styles and 11 shades. The proposed activation, *'Molly Meets the Aisle'*, is planned to be an immersive pop-up runway event to be held at Westfield Sydney, George Street, Sydney CBD. Designed to generate earned media coverage, drive social content, and build brand awareness primarily across Australia, with extended reach into Hello Molly's key international markets of the United States, New Zealand and the United Kingdom. The activation will bring together a curated selection of press, influencers, and content creators for an exclusive runway moment and brand experience. This document outlines the event concept, influencer and PR strategy, guest list approach, budget overview, and key performance indicators for the activation.

THE COLLECTION

Wedding Parlour is Hello Molly's debut into the bridal space; a luxury satin bridesmaids collection designed for the perfect modern wedding party. Featuring 11 distinct styles and 11 carefully curated shades ranging from delicate champagne to timeless teal, this collection offers every bridesmaid the opportunity to express her individuality whilst maintaining that elegant bridal aesthetic. Threaded by high-quality satin, each piece is designed to be able to complement any wedding setting, from intimate garden ceremonies to grand ballroom receptions. Wedding parlor represents an exciting new opening for Hello Molly, marking the brand's first dedicated bridal offering and signaling its ambition to become the first stop destination for bridesmaid dress shopping.

OBJECTIVES

The *Molly Meets the Aisle* Activation aims to:

- Generate buzz and awareness around the Wedding Parlour collection through earned media coverage and organic social content from influencers and press
- Position Hello Molly as a leading destination for bridal and occasion wear in the Australian Market
- Build and strengthen relationships with key media, press, and influencers in the bridal and fashion space
- Drive Traffic to hellomolly.com and increase sales of the Wedding Parlour collection following the activation
- Create sharable, high-quality content that extends the reach of the collection beyond the event itself into Hello Molly's key international markets of the US and UK
- Deliver a memorable and immersive brand experience for influencers, press, and consumers that strengthens Hello Molly's brand image, deepens loyalty among existing customers, and converts new audiences into long-term brand advocates

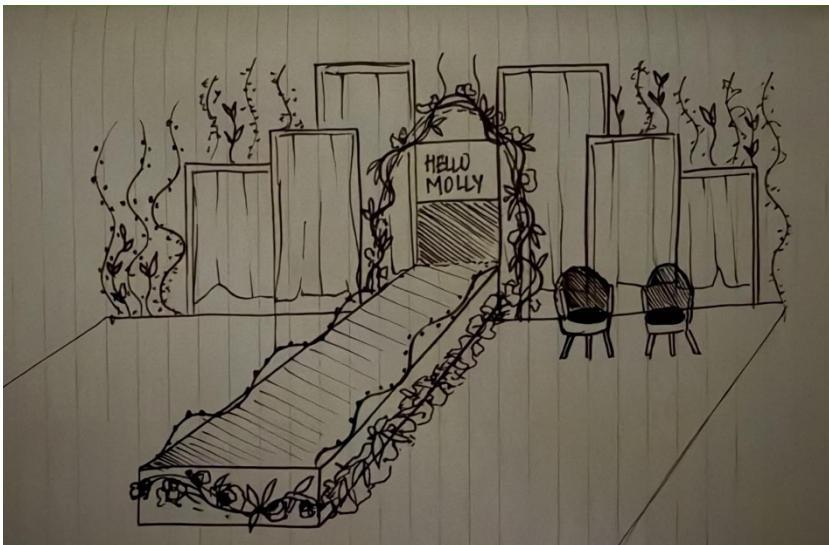
THE MAIN CONCEPT

Molly meets the Aisle will be an immersive pop-up runway experience hosted at Westfield Sydney, George Street, bringing the Wedding Parlour collection to life in the heart of Sydney's CBD. Inspired by Vogue Australia's 2024 Fashion's Night Out shoppable runway, the activation is designed to feel like stepping into a real wedding; captivatingly elegant and romantic. The runway will be styled with a cascading white and blush floral arch (in theme with Hello Molly's brand colors), an aisle lined with rose petals, soft fairy lights, and branded Wedding Parlour signage, with each influencer carrying a bouquet matching her dress shade as she walks. Styled head-to-toe in Wedding Parlour looks, the invited

influencers and press will walk the runway themselves, capturing the full range of styles and shades in a natural and celebratory setting.

The activation will be open to the public, allowing everyday customers to witness the experience, interact with the brand, and shop the collection on-site. A gifting station will be set up for attending press and influencers, while a content creation corner with branded signage and floral installations encourages organic social sharing throughout the event. Guests will also receive a Wedding Parlour catalogue ordered by runway sequence, allowing them to follow along live, revisit their favorite looks, and shop the collection directly via QR code inside the catalogue.

The event will run from 11am to 5pm. The day will open with the styled space and on-site shopping accessible to the public, building energy throughout the morning. A host-led segment featuring short influencer interviews will follow, creating buzz and drawing a crowd ahead of the main runway moment. The runway show, the centerpiece of the activation, will see influencers walk the Wedding Parlour collection to a packed audience, while attending press capture coverage of the event. The space will then transition into a post-show activation where guests can shop the collection, capture content at the floral photo corner, and mingle with attending creators. This structure is designed to sustain energy and buzz across the day while maximizing both earned media coverage and organic consumer engagement.



← Sample Sketch out of Runway

PREDICTED RUN SHEET

- 11:00 am** – Doors open, styled space and on-site shopping open to the public, music and styling sets the tone
- 11:30 am** – influencers arrive, get styled in wedding parlor looks, and begin creating content in the space
- 12:30 pm** – Hosts welcome & Influencer interviews to drive crowd for runway
- 1:30 pm** – The Runway show, centerpiece moment, influencers walk and press capture coverage
- 2:15 pm** – Post-show Activation, Guests shop the collection, visit floral photo corner, mingle with creators
- 4:30 pm** – Wind Down, Final shopping, Content captures, and host farewells
- 5:00 pm** – Event closes, packing down begins

TARGET AUDIENCE

The Molly Meets the Aisle activation is designed to reach Hello Molly's core customer, fashion-forward women aged 18 to 30 who value femininity, trend-driven styling, and occasion dressing. The activation specifically will target women currently engaged in the wedding journey, whether as brides, bridesmaids, or wedding guests, who are actively seeking elegant and affordable options for their special occasions as well, not limited to just wedding events. Beyond customers physically attending, the activation is also aimed to reach a much wider digital audience through the content created and shared by attending influencers and press. This extends reach from just the Sydney CBD activation into key markets across Australia, the United States, and the United Kingdom, in resonance with the brand's original online e-store concept.

INFLUENCER & GUEST STRATEGY

Sample idea of curated gifting box

For Molly Meets the Aisle, Influencers will be selected based on aesthetic fit with the Wedding Parlour collection, audience demographics, engagement rates, and relevance to the bridal, fashion, and lifestyle space. The guest list will plan a range of influencer tiers to balance broad reach with authentic engagement:

- **Macro influencers (100k+ followers)** — to drive large-scale awareness and lend aspirational credibility to the collection
- **Mid-tier influencers (30k–100k followers)** — to deliver strong engagement and reach within targeted fashion and bridal communities
- **Micro influencers (5k–30k followers)** — to generate authentic, high-engagement content and connect with niche, loyal audiences

Attending press and editors from key fashion and lifestyle publications will also be invited to secure earned media coverage across digital and print. Each attending influencer will receive a curated gifting box which includes a Wedding Parlour dress in their selected shade, a personalized handwritten note, a mini bottle of champagne, a small bouquet matching their dress color, and a discount code card to share with their followers.

- Example influencers may include;
 - @leahhalton
 - @Isabelle Mathers
 - isabellemathersx
- Target publications include;
 - Vogue Australia



- Harper's Bazaar Australia
- Marie Claire
- Hello May
- White Magazine

CONTENT & PR STRATEGY

The activation drives both organic and earned media coverage through:

- **Influencer content:** Stories, Reels, and TikToks throughout the event, supported by a dedicated campaign hashtag and a styled content corner designed to encourage sharing
- **Repurposed assets:** runway footage and influencer interview clips shared across Hello Molly's own channels to extend the campaign beyond the day
- **Press release:** Distributed ahead of the activation, with follow-up outreach to secure coverage across fashion and bridal publications in Australia, the US and the UK
- **Digital press kit:** Imagery, collection details, and key messaging provided to all attending media to support accurate, on-brand coverage

BUDGET OVERVIEW

CATEGORY	ESTIMATED COST
Venue Hiring	\$8000
Styling & Set design	\$12 000
Influencer gifting boxes	\$5000
Catering and beverage (champagne stations)	\$4000
Host & event staffing	\$3500
Photography & Videography	\$3000
Printed catalogues & collateral	\$2000
Contingency (10%)	\$3,750
TOTAL	\$41 250

KEY PERFORMANCE INDICATORS

The success of *Molly Meets the Aisle* will be measured against the following metrics:

- **Earned media coverage:** number of press placements and features secured across fashion and bridal publications in AU, US, and UK
- **Social reach & impressions:** total reach generated from influencer and press content across Instagram and TikTok
- **Engagement:** likes, comments, shares, and saves on event-related content, including campaign hashtag usage
- **Content volume:** number of Stories, Reels, TikToks, and posts created by attending influencers
- **Website traffic & sales:** increase in traffic to the Wedding Parlour collection page and sales conversions in the period following the activation
- **Event attendance:** number of influencers, press, and public visitors engaging with the activation on the day