

Date: January 3, 2025

To: Managing Editor

Fr: Nakia Abdel-Khaliq

Re: Branding Pitch

Dear Kelsi Matwick,

I hope you're doing well. I am proposing a native advertisement for Skims' Valentine's Day collection to be featured on Vogue's fashion website. As Vogue is a fashion and lifestyle magazine, this campaign will be seamlessly integrated with its typical content style, presenting the collection as a must-have for the season.

The Skims Valentine's Day collection aligns with Vogue's primary audience of fashion forward women, as 80% of its readers are female. These individuals strive to follow seasonal trends and invest in quality clothing. This native ad will highlight how the collection serves two key target audiences: couples searching for Valentine's Day gifts, and single women looking to treat themselves with stylish pieces. By incorporating Skims into luxury fashion that Vogue often highlights, the campaign will reinforce the brand's relevance in popular fashion.

The native advertisement will appear in a section of Vogue's website labeled "Hot Fashion" instead of its usual "Must Read" section. This design will blend into the site's typical style but have a fun twist to it. The cover of the campaign will feature Kim Kardashian in the clothing to have face recognition for the line. Given Kim Kardashian's established influence in both fashion

and beauty, her involvement naturally appeals to Vogue's engaged audience. When clicked into, there will be a Vogue-styled article covering the collection's standout pieces and styling tips.

Additionally, the article will include a link directing readers to shop the collection.

This advertisement can be completed by January 10th. The goal is to have the ad published before Valentine's Day, ensuring maximum exposure leading up to the holiday. I'd love to hear your thoughts on this proposal and discuss any changes that may be needed. Looking forward to your feedback.

Best regards,

Nakia Abdel-Khaliq