



TRAVEL TIDY



**MEREDITH WALLACE &
CAROLINE MONSOUR**

What is TRAVEL TIDY?

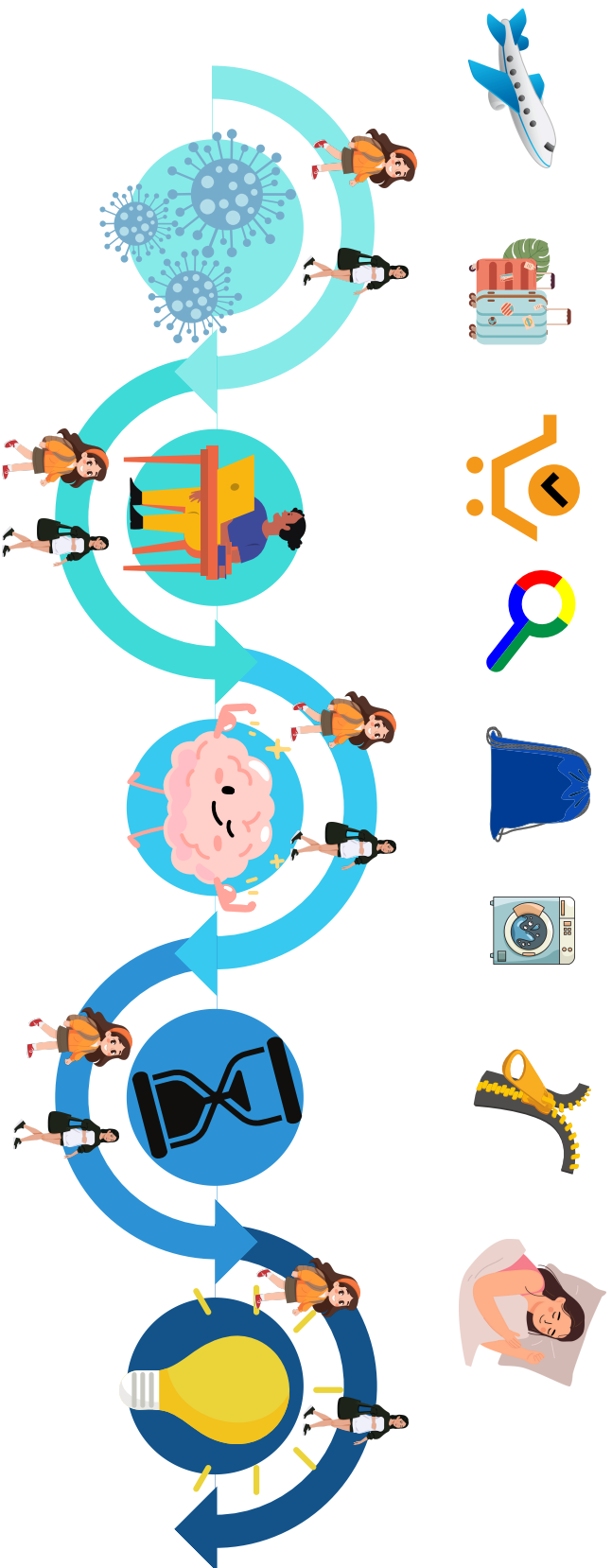
Travel Tidy is a reusable, washable, protective fabric liner that zips into the perimeter of most popular suitcase brands. It protects your luggage from dirty clothes and spills that accumulate while traveling. It effectively separates your suitcase from these factors so that your suitcase can remain as intact and clean as possible. Meanwhile, you can unzip the Travel Tidy from your suitcase and throw it into the washing machine, right with the dirty clothes from your trip!



The Business Problem:

- Protecting luggage interiors from dirt, germs, and spills
- Compatibility and fit
- Ease of cleaning
- Resusibility
- Convenience and efficiency

Our Creative Process for Travel Tidy



What makes it great?

- Compatibility - can fit with popular suitcase brands that we have partnered with
- Protection - shields the interior of your suitcase from dirt, germs, and spills
- Installation is easy - zips right into the perimeter of suitcase
- Cost effective - can buy multiple in a pack
- Machine washable - easy to clean and better for the environment



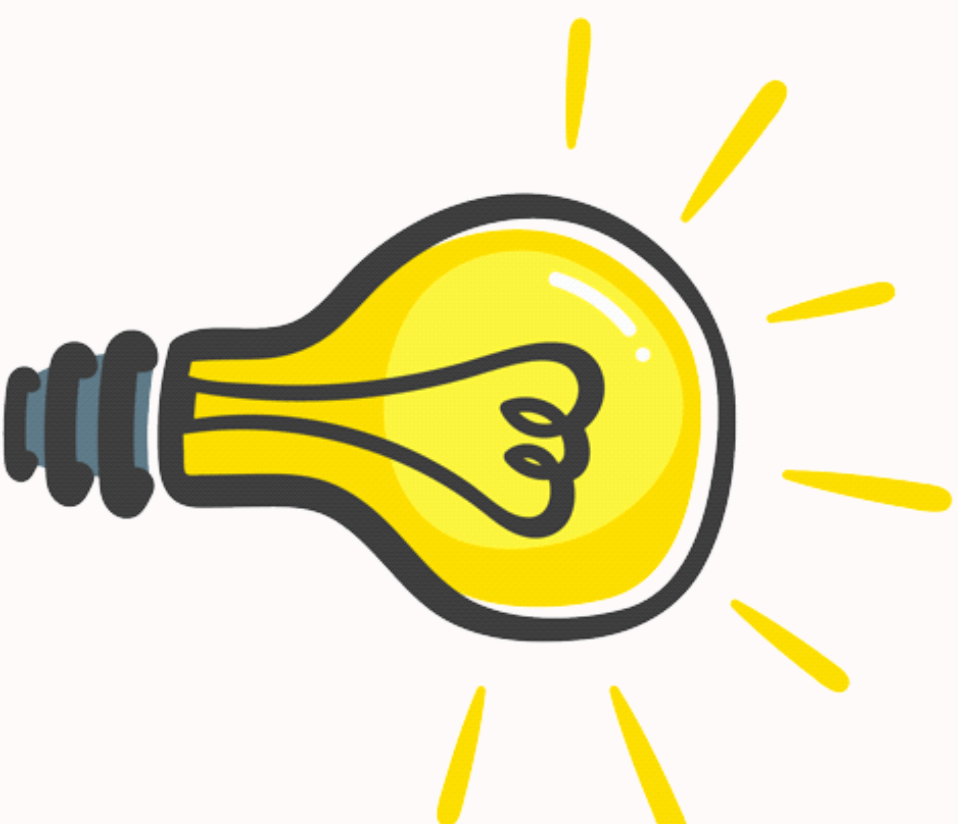
Audience & Key Insights

- Avid Travelers
- Luggage Companies/Stores
- People who accumulate more dirt and spills while traveling than the average person
 - Families with young children
 - Athletes
 - Outdoor enthusiasts
- They all love to travel
- They all prioritize hygiene and cleanliness
- They know suitcases are expensive and want to keep the interior of them as intact and as clean as possible
- Value efficiency and convenience



The Big Idea

**“TRAVEL TIDY: ONE SMALL STEP FOR
TRAVEL, ONE GIANT LEAP FOR
LAUNDRY”**



Advertising Campaign #1

Social Media Advertising

- Instagram Paid ad
- Influencer Marketing (Tik Tok)
- Facebook Paid Ad
- Tik Tok Influencer Ad



VISUAL #1: INSTAGRAM PAID AD

TRAVEL TIDY



**ONE SMALL STEP FOR TRAVEL, ONE GIANT
LEAP FOR LAUNDRY**


BUY NOW WITH

afterpay



Shop now - fits with over 25 suitcase brands




VISUAL #2: Influencer Marketing



Juliana | Amazon Finds





@juliana_claire

257

2.6M

73.6M


Following

Followers

Likes

Follow



Message




AMAZON Finds + Romanticizing every day moments


ALL my finds here

<https://julianacaire.com/shop-my-tiktok/>







Sign in




Search Amazon



Delivering to Chicago 60621 - Update location






Juliana Claire

Earns Commissions


Follow



Travel


4 posts

155 ITEMS




Pack My Bags With Me

198 ITEMS




Travel Favorites

57 ITEMS




HANDBAG GADGETS

62 ITEMS




Handbags I Love



Mini Makeup


Search

pack my travel touch up kit with me



Juliana | Amazon Finds · 5-19

Space Saving Toiletry Bag, Luggage fees?!, Don't know her



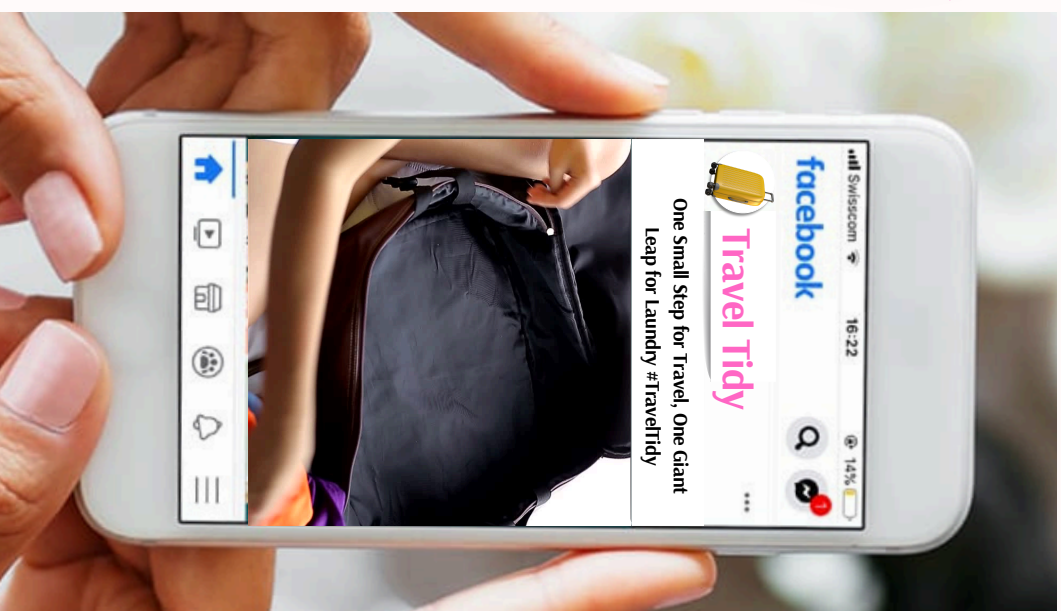
1,084

6,749

161

50.4K

VISUAL #3: Facebook Paid Ad



VISUAL #4: Tik-Tok Ad

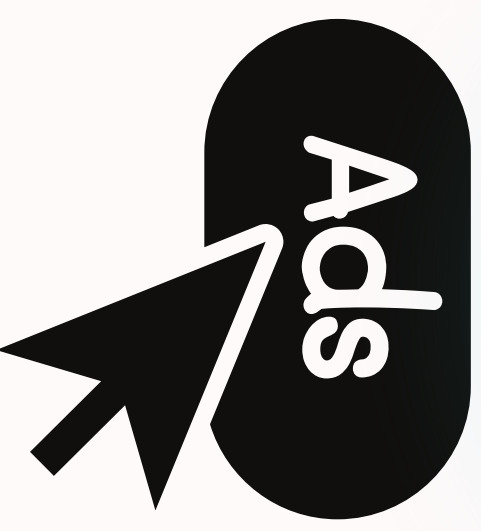
- Partnership with one of the top travel influencers on TikTok - Erika Kullberg
- Partnership with iconic luggage manufacturer - Samsonite



Advertising Campaign #2

Out-Of-Home (OOH) Advertising

- TSA Security Bin Ad
- Baggage Claim Ad
- Taxi/Uber Billboard Ad
- Pop-Up at Airports



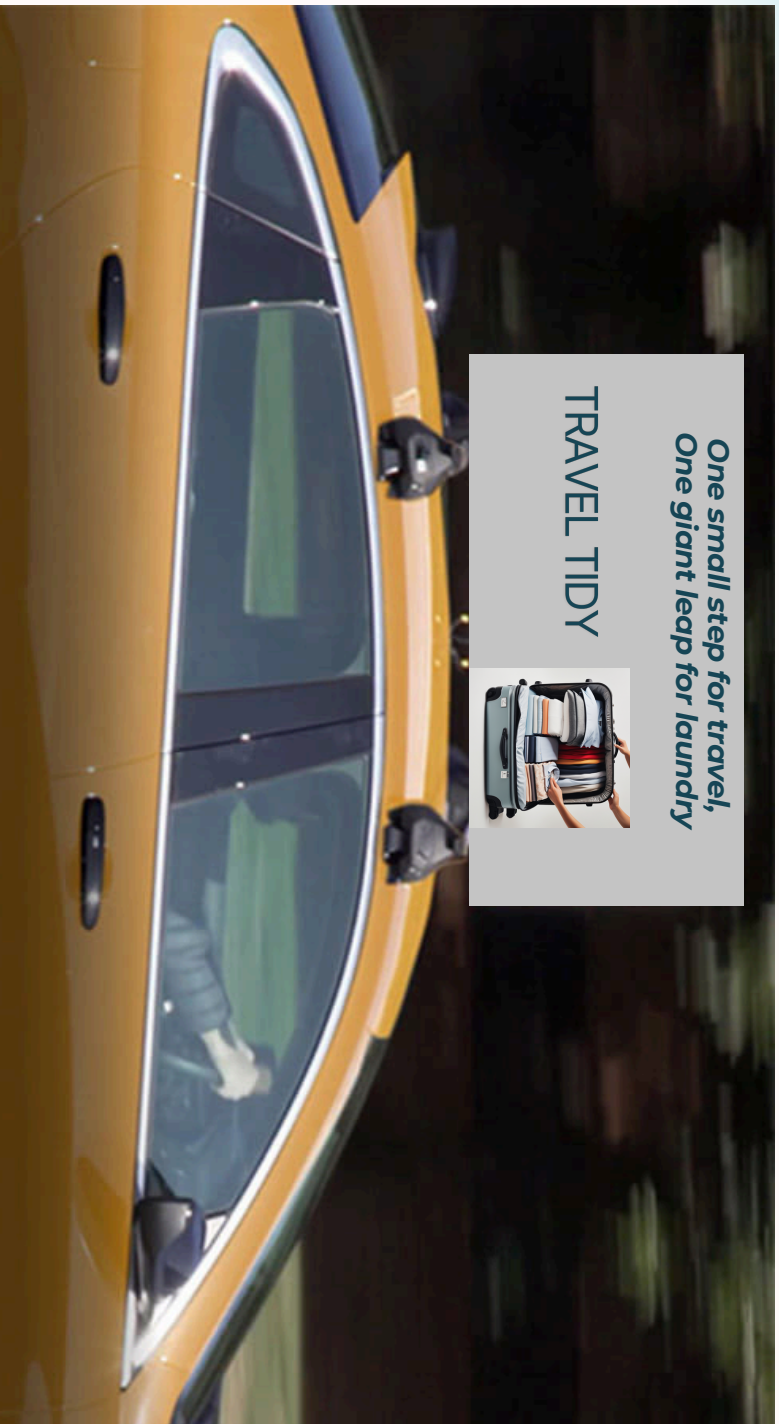
VISUAL #1: TSA Security Bin Ad



VISUAL #2: Baggage Claim Ad



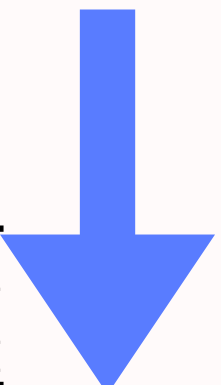
VISUAL #3: Taxi/Uber Ad



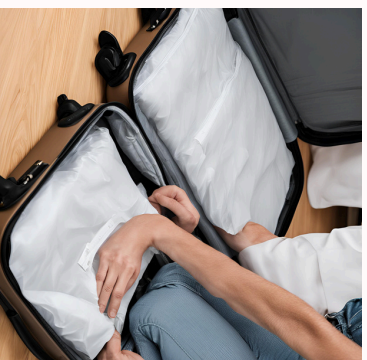
VISUAL #4: Airport Pop-Up



Showcase of germs on suitcase



Buy our product at the
pop-up store





THE
END

