



TRAVEL TIDY

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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
- Reusability
- 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

Julianna | Amazon Finds

@julianna_claire

257
Following

2.6M
Followers

73.6M
Likes

Follow

Message

AMAZON Finds + Romanticizing every day moments

ALL my finds here

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

Sign in

Delivering to Chicago 60621 - Update location

Julianna Claire
Earns Commissions **Follow**

Travel
4 posts

198 ITEMS
Travel Favorites

57 ITEMS
HANDBAG GADGETS

155 ITEMS
Pack My Bags With Me

62 ITEMS
Handbags I Love

pack my travel touch up kit with me

50.4K

161

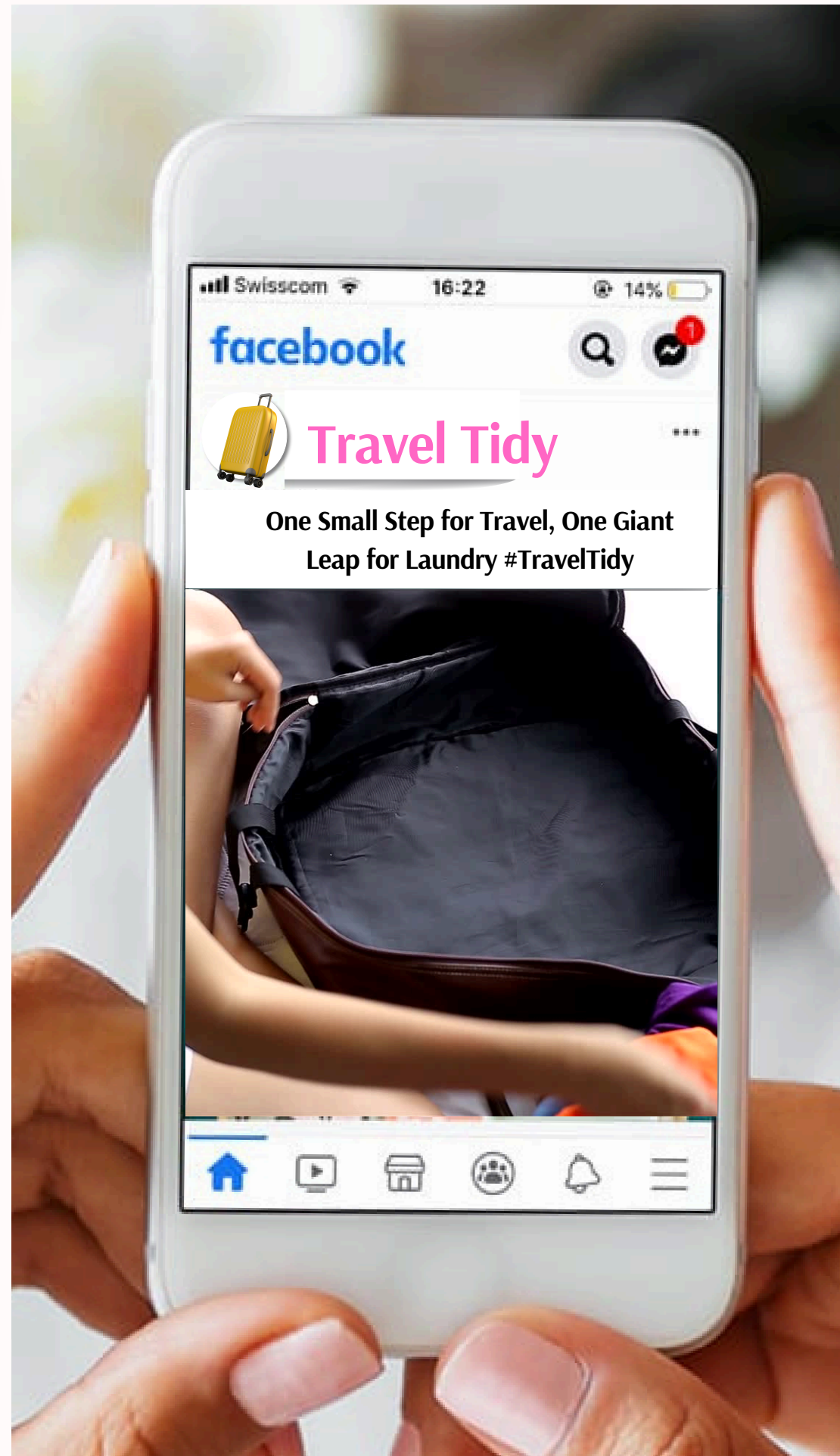
6,749

1,084

Julianna | Amazon Finds · 5-19

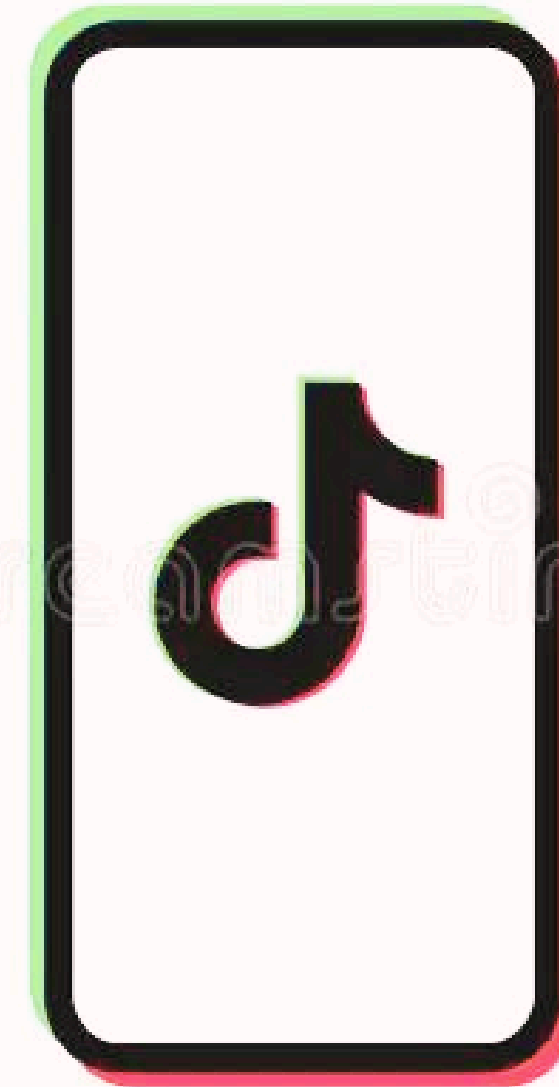
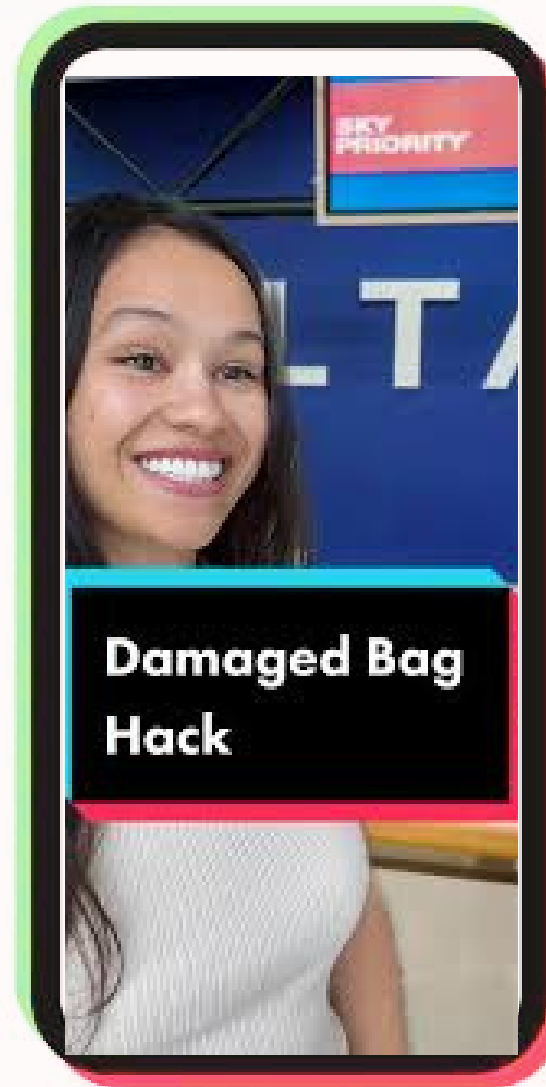
Space Saving Toiletry Bag. Luggage fees?! Don't know her . #packwith... more

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



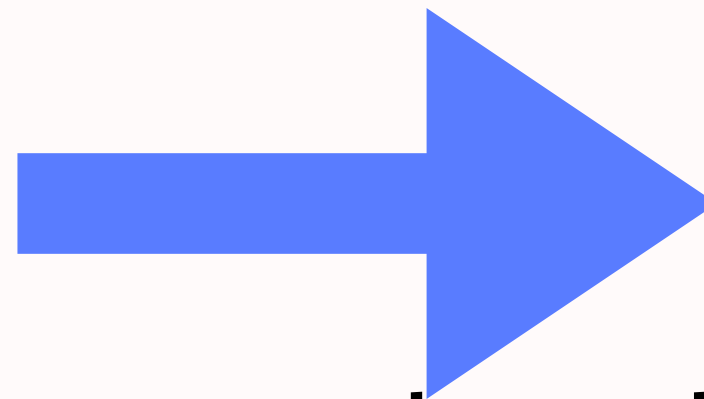
VISUAL #3: Taxi/Uber Ad



VISUAL #4: Airport Pop-Up



Showcase of germs on suitcase



Buy our product at the
pop-up store



THE END