

INDEPENDENT BRAND STRATEGY

SNITCH Beyond the drop

A content strategy for demand
between product launches

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The strategy in 30 seconds

MY AUDIT

Snitch makes new products worth noticing. I saw room for stronger brand meaning between launches.

MY PROPOSAL

I connected cultural stories with community participation, contextual shopping and owned relationships.

MY EXECUTION PLAN

Three recurring concepts, five channel roles and a worked First Salary campaign.

MY TEST

Compare behaviour with existing content. I would judge repeat attention and commercial value together.

Independent exercise. The campaign examples are proposals, not completed Snitch work.

What I found in the original audit

My outside-in observations of the existing content engine

FRIDAY DROPS	A recurring release format creates a reason to check back. I would preserve that audience habit.
CAMPAIGN WORLDS	Collections use visual worlds and characters. Product announcements already have creative distinction.
CULTURAL ENTRY POINTS	Work, travel, festivals and humour make commercial messages easier to engage with.
THE OPEN QUESTION	Would customers recognise a consistent Snitch perspective even when no new collection is launching?

The opportunity I identified: give audiences a reason to engage between purchases.

A larger brand needs demand across channels

Reported FY26 context supports the importance of a connected strategy

₹900 cr

Operating revenue

Reported unaudited FY26 revenue

~80%

Year-on-year growth

Reported growth from the prior year

60 / 40

Online / offline mix

Approximate revenue share, in percent

My implication

A social idea should help customers shop and return across digital and retail touchpoints.

Source: CEO-reported unaudited figures, covered by Inc42 in 2026. Brand context, not my results.

Listening and assortment matter in apparel

22%

**Empathy's weight in apparel
customer experience**

46%

**Likely to switch if support
or range falls short**

How I used the evidence

I would use participation to understand customers, then merchandise the range around their situations. Content alone cannot fix service or assortment.

My first theme: entering working life

A proposed pilot audience, not a validated Snitch segment

**First salary.
New routines.
Different expectations.**

THE CUSTOMER JOB

Help me dress for the life I am entering without replacing my whole wardrobe.

I would test this with community responses and customer interviews before committing production spend.

The theme links a recognisable life moment to workwear and versatile everyday pieces.

Four layers of one content system

01

Cultural observation

A recognisable perspective on young men's changing lives.

Build memory beyond a launch.

02

Community intelligence

Real responses and creator stories reveal what matters.

Learn before prescribing.

03

Commerce in context

Useful edits connect those situations with the range.

Make product choice easier.

04

Owned relationship

Email, app, WhatsApp and retail continue the theme.

Create reasons to return.

The New Codes

My recurring editorial format for changing expectations

**“Office wear stopped
looking like office wear.”**

FORMAT

A short observation, a human story and a question the audience can answer.

CREATIVE BRIEF

Show the tension between old rules and lived experience. Fashion sits inside the story.

Illustrative copy. Proposed formats: Reels, carousels and street conversations.

Snitch, Tell Me

A recurring community question that creates stories and research

**What was the first thing
you bought when you
started earning?**

HOW I WOULD USE RESPONSES

Invite real answers.

**Group recurring
motivations.**

**Ask permission to feature
selected stories.**

I would turn repeated themes into creator briefs, edits and customer research questions.

Life Edits

My merchandising concept for recognisable situations

The First Paycheque Edit

A wardrobe for the version of you
who now has meetings.

First-day pieces
Office to evening
Friday dressing
Work travel
Versatile basics

I would give each edit a clear shopping purpose, with relevant stock and fit information.

First Salary: my social opening

Illustrative three-frame carousel, not a published Snitch campaign

01

**Your first salary.
Your old college
wardrobe.**

Recognise a life change.

02

**The first meeting.
The same favourite
shirt.**

Keep the story grounded
in real habits.

03

**What did you buy
for yourself first?**

Invite a response before
introducing the edit.

My creator brief keeps the story personal

THE QUESTION

What did your first salary change about how you dressed?

THE STORY

Use one specific memory and a real outfit. Let each creator bring their city, job and experience.

THE PRODUCT ROLE

Show an eligible Snitch piece when it fits the story. Keep claims factual and sponsorship visible.

THE HANDOFF

Invite replies, then link to the relevant edit with a trackable creator link.

I would approve the theme and product facts, while preserving each creator's own voice.

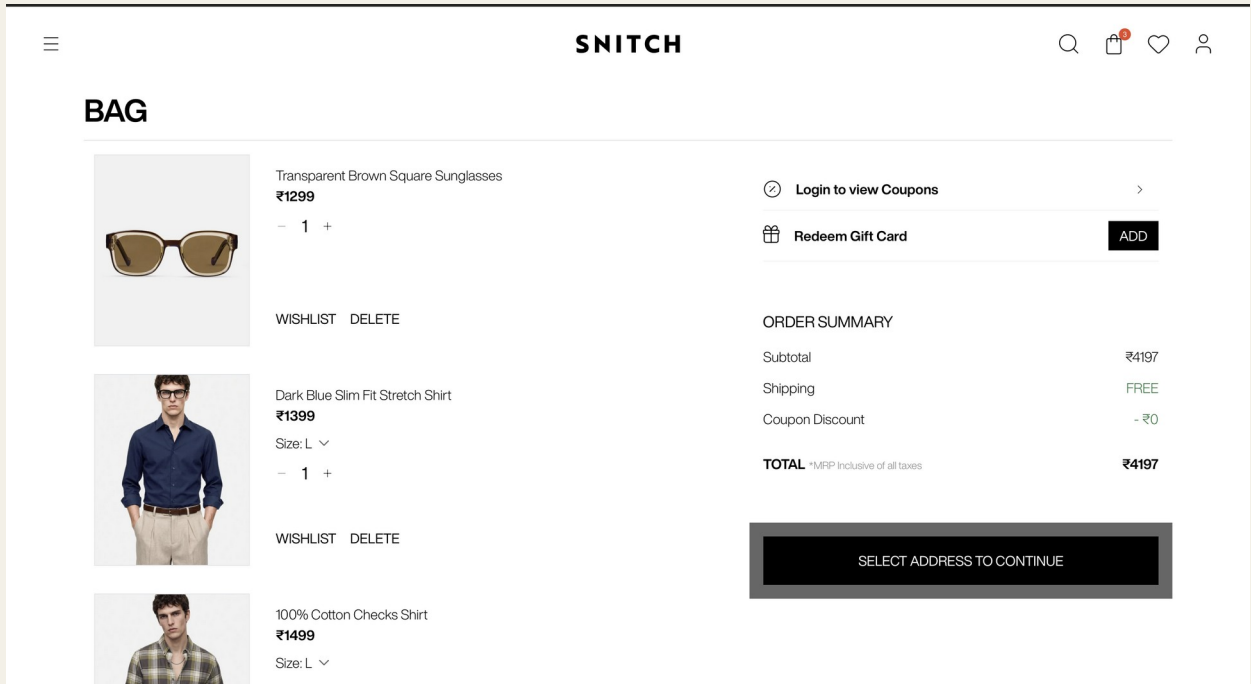
One theme, five distinct channel jobs

SURFACE	JOB	EXECUTION	SIGNAL
SOCIAL	Recognition	A first-salary observation	Shares and qualified visits
CREATORS	Participation	Personal stories and replies	Submissions and returning viewers
WEB / APP	Product discovery	The First Paycheque Edit	Product visits and add-to-cart
CRM	A relevant return	Guidance based on interest or purchase	Revenue per recipient and opt-outs
RETAIL	Physical discovery	An edit customers can try	Tracked visits and basket mix

I would adapt the theme to the channel’s job rather than repeat the same asset everywhere.

A story needs a useful shopping destination

Existing Snitch bag screenshot supplied with the portfolio assets



MY PROPOSED EDIT

First day
Office to evening
Friday dressing

I would group products by situation, retain sizing and price clarity, and link each story to the right edit.

The screenshot is current-state context. The edit structure is my proposed addition.

My CRM logic follows the customer's behaviour

Proposed branches for the First Paycheque Edit

BROWSED, NO PURCHASE	Offer one useful edit or fit detail. Stop if there is no fresh signal or channel permission.
BOUGHT WORKWEAR	After delivery, show ways to wear the piece. Later offer a complementary category when relevant.
RETURN / SUPPORT OPEN	Suppress sales messages and prioritise resolution. Resume only when the issue is closed.
REPEAT CUSTOMER	Use category history and stated preferences. Test a related Life Edit against the existing message.

I would measure incremental value alongside unsubscribes, complaints and frequency.

The same idea continues in store

Your first work wardrobe

Proposed retail headline

MY TEAM HANDOFFS

Creative: theme and assets

Merchandising: assortment and inventory

RETAIL EXECUTION

A curated rail with in-stock sizes. Staff pairing suggestions. A QR link to the same edit.

CRM: triggers and suppressions

Analytics + retail: events and store codes

I would keep product availability, pricing and the campaign message consistent across touchpoints.

My scorecard separates attention from value

CONTENT RESPONSE

Share rate, completion and participation show whether the theme earns active interest.

BRAND RESPONSE

Recall and association tracking test whether people remember a distinct Snitch perspective.

SHOPPING RESPONSE

Edit visits, product clicks and add-to-cart show whether the story helps customers navigate.

RELATIONSHIP VALUE

CRM revenue per recipient, repeat purchase and cross-category buying need longer cohort observation.

Branded search and direct traffic provide context. They do not establish content causality.

Four tests against the existing baseline

Cultural POV / product drops

Shares ÷ reach; video completion

Match audience, format and spend

Community / standard creator brief

Valid responses ÷ reached users

Review quality with a fixed rubric

Life Edit / category page

Product visits and add-to-cart per session

Randomise eligible traffic if feasible

Editorial CRM / existing message

Attributed revenue ÷ delivered recipients

Hold offer and audience eligibility steady

I would agree thresholds from the baseline before testing. No lift target is claimed here.

My first six-week pilot

An implementation extension to the original strategy

WEEKS 1–2

Validate and prepare

Review real responses. Confirm the theme, stock, consent and measurement.

Output: brief, edit, assets and event spec.

WEEKS 3–4

Publish and connect

Release the social opening, creator stories and shopping edit. Start eligible CRM branches.

Check: working links, stable stock, relevant traffic.

WEEKS 5–6

Read the early signals

Compare response and shopping behaviour. Interview participants and review weak handoffs.

Decision: improve, expand or pause the theme.

Repeat purchase and lifetime value require follow-up beyond the six-week pilot.

How I would act on the result

SHARES, FEW PRODUCT VISITS

Review the story-to-edit handoff. The theme may resonate without creating a shopping need.

CLICKS, LOW ADD-TO-CART

Check relevance, stock, price and fit information before changing the creative.

CRM REVENUE, MORE OPT-OUTS

Review frequency and customer value. A short-term sale can weaken the relationship.

REPEAT VALUE ACROSS
CHANNELS

Expand the strongest theme and reuse the operating system. Keep a control where feasible.

I would document what customers taught me and feed it into the next brief.

What this case shows

**My strategy links
brand meaning
with buying behaviour.**

I audited the content, shaped the opportunity and designed a connected execution and measurement plan.