

Adegboyega Oshodi's Strategic Task

Task 1

In every form of narrative storytelling, there are essential checklists that must be met before the story begins. There need to be characters, goals and themes. I believe **Seun'Dele** has established the first three checklist items; however, with my involvement in the team, I can help fulfill the final checklist item: world-building.

The phrase "beauty in the mundane" is the epitome of **Seun'Dele**. A fashion brand priding itself on its commitment to choosing the scenic route in life, with a playful lens to it. A marketing strategy that emphasizes the brand's whimsical and sustainable qualities is something I deeply believe in.

If I were on the team, I would suggest stories with one overarching similarity: modesty. A more laid-back approach to content, where the bird chirps are heard, the sways of the trees, or the chatter of the background crew. This choice would immediately bring the desired feeling of comfort, a familial one that is associated with heritage and whimsy.

Secondly, actions speak louder than words, so in addition to a modest approach to content, there needs to be some level of performance to truly convey the comforting aspect of our pieces. For instance, the founder could set up a vinyl record in her living room, or simply assist a model with the pieces. Such actions could truly make the pieces feel more alive and lived-in.

Expanding on the founder's role, she would essentially be the main character of this world. She should fully embody the imaginative, whimsical aspect of the world through her interactions with objects and with others, too.

We're approaching a need for simplicity in our world. A time when audiences are yearning for simpler, less artificial lives away from a technologically innovative one. Art is at the forefront of this change. Consumers are attracted to the process, rather than the

result, a reminder that these products are made with love and time, not with a simple prompt or a boardroom. A simpler, more modest approach in our marketing strategy will undoubtedly bring more attention and sales to **Seun'Dele**, because they aren't buying the piece; they are buying the feeling and the world attached to it.

Task 2

A recurring content series that effectively world-builds and brings a sense of calm to our brand is essential. This is why I would propose a weekly interactive, world-building short skit titled **ÌKÒKÒ**.

ÌKÒKÒ, the Yoruba word for cooking pot, is the perfect symbol for **Seun'Dele**, a lineally passed-down object that becomes more beautiful with its wear and tear as it ages. It's a comforting reminder of our heritage, where joy can be created or cooked from an object. **ÌKÒKÒ** will be a creative series whose sole purpose is to fictionalize and directly showcase the world of **Seun'Dele**, featuring an earthy and whimsical tone.

A typical **ÌKÒKÒ** skit would be a situational one, with a voice-over from the founder, as a model/actor or the founder herself, clad in **Seun'Dele** pieces. It would depict a character in a comedic conflict, like a model/actor trying to steal meat from a cooking pot, or a pair of actors playing tinko tinko in a park. Skits would be 30s to 90s long, making it optimal for all social media platforms, a key gateway to higher engagement and sales

A relatively simple yet well-crafted skit would immediately convey our values to our audience. It shows that we are committed to making a homely, welcoming African fashion brand that is willing to break away from the rigid design and aesthetic of traditional clothing. It reveals that we are an evolved brand that seeks to move with the times to include younger generations, harnessing our heritage while bringing in contemporary themes such as whimsy and playfulness.

Coupled with a humorous tone, **ÌKÒKÒ** will immediately stand out in a sea of endless content for our audiences, with its well-crafted skits. It will surely transport audiences to the world of **Seun'Dele**.

Task 3

With resource-intensive weekly world-building content like **ÌKÒKÒ**, it is important to have a daily, easy, and efficient content schedule alongside the series. For low-lift content, I propose candid behind-the-scenes content that showcases the inner workings and humorous moments of the founder and her work at **Seun'Dele**. Additionally, I propose short videos of the founder talking about her obsessions this week.

For the weekly obsession, I believe it is another opportunity to create a familial and personal relationship with the audience. It further lets the audience imagine a world with the fashion pieces, one where they can be accompanied by the song the founder recommends, or simply by a meal associated with **Seun'Dele**. Even though it does not directly advertise the piece, it encourages individual thought in the audience, creating an imaginative world that subconsciously associates it with **Seun'Dele**.

Continuing with world-building, I believe candid behind-the-scenes content also helps show the world of **Seun'Dele**, highlighting the brand's love for the present and beauty in the mundane. It creates a deeper connection with the audience, showing them the brand's intimate, loving environment. Clips could be taken out of the Founder working on a piece, or directing an **ÌKÒKÒ** skit, or simply eating at work.

For a weekly structure, I would begin the week by releasing an **ÌKÒKÒ** skit, typically on a Sunday, a day when engagement tends to be higher, as audiences are relaxing after work. Candid behind-the-scenes video content would then be posted for the following days, alongside model photo content.

Success in this strategy would be determined by overall higher engagement in social media posts, especially viewership. More eyes on the posts are paramount, as they determine a shift towards a wider, more youthful audience.

Higher youthful engagement would inevitably drive more sales, as engagement, especially from the founder's obsession videos, will bring curiosity clicks to the website, looking for more information about the brand.