



Nooré

EID ELEGANCE 2026

"This Eid, Wear Your Story."

PRESENTED BY

Najnin Islam

Market Problem & Opportunity

The Problem

- Eid fashion market **overcrowded** with generic brands
- Most brands sell **products**, not emotions

The Opportunity

- Nooré sells **emotion, identity & festive confidence**
- Emotional storytelling creates **deeper brand loyalty**



Premium craftsmanship meets emotional connection

Audience Segmentation

Past Customers

MINDSET	Trust & loyalty established
BEHAVIOR	Repeat purchases, brand advocacy
EMOTION	Belonging & nostalgia
CHANNEL	WhatsApp + Email + Retargeting

Social Followers

MINDSET	Curious & inspired
BEHAVIOR	Engagement-heavy, aspirational
EMOTION	Desire & aspiration
CHANNEL	Instagram + Facebook + YouTube

First-Time Eid Buyers

MINDSET	Overwhelmed & uncertain
BEHAVIOR	Research-focused, needs guidance
EMOTION	Anxiety & FOMO
CHANNEL	Search Ads + Content + Influencers

Gift Buyers

MINDSET	Generous & thoughtful
BEHAVIOR	Looking for premium, memorable gifts
EMOTION	Love & care expression
CHANNEL	Social + Google Shopping + Gift Guides

Customer Psychology During Eid



Emotional Buying

Purchases driven by joy, celebration & emotional connection



Family Influence

Decisions shaped by family traditions & collective values



FOMO Effect

Urgency to own exclusive pieces before they sell out



Self-Expression

Fashion as identity & cultural statement during Eid



Festival Spending

Willingness to invest in premium pieces for special occasions



Every Saree Tells a Story

Nooré represents more than fabric — we weave **emotions** into every thread.



Femininity

Celebrating the essence of womanhood



Celebration

Marking moments of joy & togetherness



Emotional Connection

Creating bonds that transcend fashion



Confidence

Empowering women to shine with pride



Modern Bengali Elegance

Tradition meets contemporary sophistication

Messaging Strategy



TOFU

Top of Funnel

Emotional Storytelling

Build brand awareness through authentic Eid narratives

” *"Every Eid carries memories of women who dressed in stories"*

” *"This festival, wear more than a saree — wear your heritage"*



MOFU

Middle of Funnel

Product Trust & Styling

Showcase quality & inspire confidence in purchase decisions

” *"Handwoven elegance that drapes like a dream"*

” *"From boardroom to celebration — style that transitions with you"*



BOFU

Bottom of Funnel

Urgency & Conversion

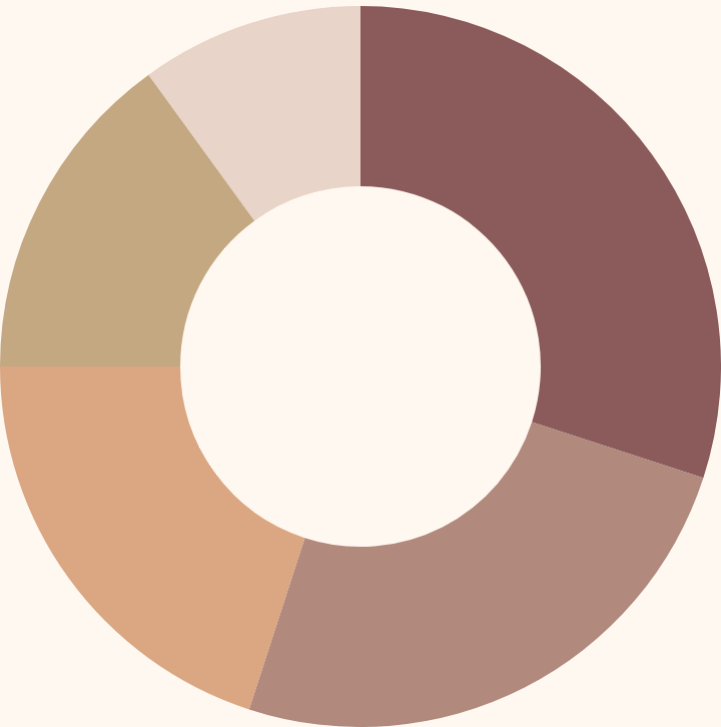
Drive immediate action with limited-time offers & scarcity

” *"Only 15 pieces left — your perfect Eid saree awaits"*

” *"Don't wait until it's gone. Shop the exclusive Eid collection now"*

Channel Strategy & Budget Distribution

Budget Allocation



Channel Strategy

 Facebook	30%	 Instagram	25%
Primary platform for reach & engagement. Targeted ads for awareness & retargeting		Visual storytelling & brand building. Reels & Stories for engagement & styling	
 YouTube	15%	 Influencers	20%
Brand film & styling content. Long-form storytelling for deeper connection		Authentic endorsements & social proof. Micro & macro influencer collaborations	
 WhatsApp Retargeting			
Personalized messaging for high-intent customers. Exclusive offers & direct conversion		10%	

45-Day Eid Campaign Timeline



Awareness Phase

Days 1-15

Build brand presence & generate excitement for Eid collection launch

- ✓ Teaser campaign launch
- ✓ Influencer partnerships
- ✓ Brand storytelling content



Consideration Phase

Days 16-25

Drive engagement & showcase product value through detailed content

- ✓ Saree styling videos
- ✓ Customer testimonials
- ✓ Behind-the-scenes stories



Conversion Phase

Days 26-35

Drive sales with urgency & limited-time offers

- ✓ Launch Eid collection
- ✓ Retargeting campaigns
- ✓ Flash sales & discounts



Peak Eid Phase

Days 36-40

Maximize last-minute purchases with high-impact messaging

- ✓ Countdown campaigns
- ✓ Last chance messaging
- ✓ Express delivery options



Eid Day Brand Moment

Day 41

Create memorable brand moment & foster community connection

- ✓ Eid celebration post
- ✓ User-generated content
- ✓ Community engagement



Post-Eid Retention

Days 42-45

Maintain engagement & build long-term customer relationships

- ✓ Thank you messages
- ✓ Loyalty program launch
- ✓ Next collection preview

Content Strategy



Cinematic Brand Film

Emotional storytelling showcasing Nooré's heritage and Eid celebrations

🎬 2-3 min video



Saree Styling Reels

Quick tutorial videos showing versatile draping styles and accessorizing

📺 15-30 sec reels



Emotional Storytelling

Posts highlighting Eid memories, family traditions, and cultural significance

🖼️ Carousel posts



Customer Testimonials

Real stories from women sharing their Nooré Eid experiences

👤 Video reviews



Behind-the-Scenes

Peek into the craftsmanship, design process, and collection creation

🕒 Story series



Influencer Content

Collaborations with fashion influencers for authentic styling inspiration

👤 5-7 influencers



Eid Family Photoshoot

Campaign celebrating multi-generational Eid moments in Nooré sarees

📷 Professional shoot



Limited Stock Urgency

Posts creating FOMO with countdown timers and exclusive collection alerts

🔔 Daily countdown

Conversion Funnel & Customer Journey



Awareness

Brand discovery through emotional storytelling



Engagement

Building connection through content interaction



Wishlist

Expressing intent & saving desired pieces



Add to Cart

Considering purchase & evaluating options



Purchase

Completing transaction & experiencing product



Repeat Customer

Brand loyalty & ongoing relationship



Retargeting Strategy

Strategic re-engagement at every funnel stage to maximize conversions



Cart Abandonment

WhatsApp reminders with personalized styling suggestions



Wishlist Follow-up

Email campaigns featuring limited stock alerts & new arrivals



Post-Purchase

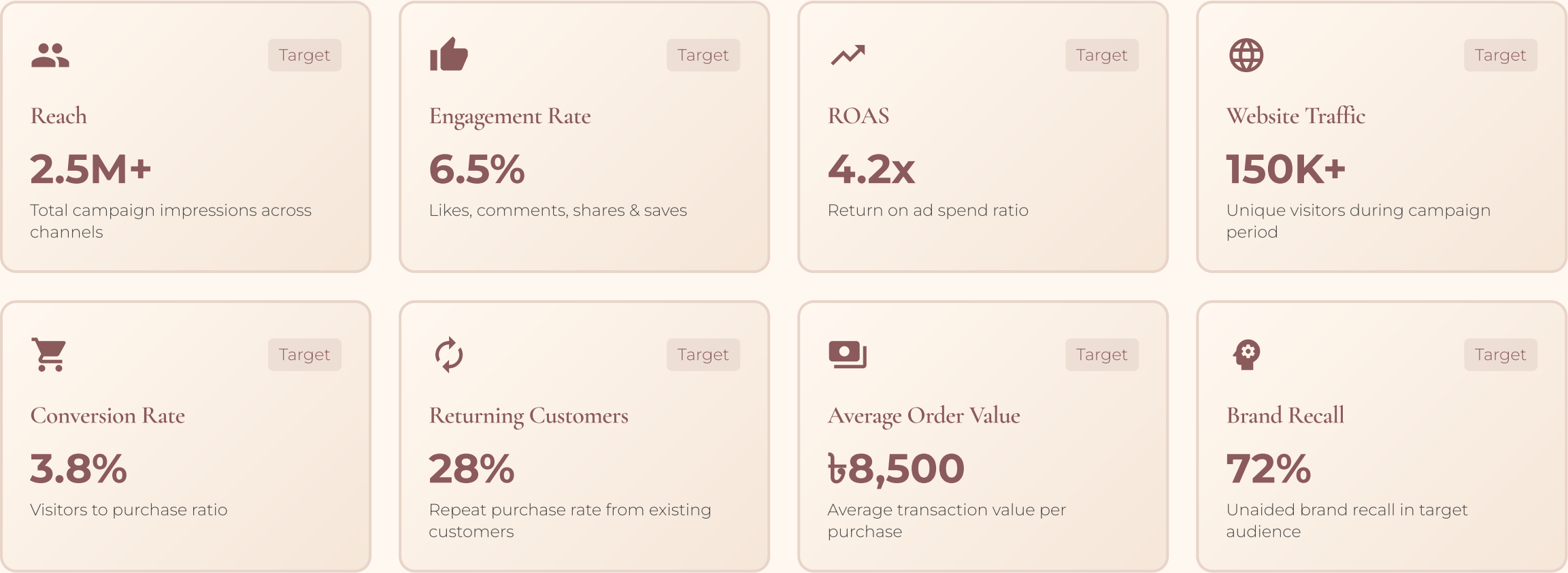
Exclusive loyalty offers & early access to new collections



Emotional Conversion

Every touchpoint connects to the Eid story, creating urgency through emotional resonance

Success Metrics & KPIs





Nooré doesn't just sell sarees.
We create Eid memories women want to wear.

Let's create the most unforgettable Eid campaign together.

 Presented by **Najnin Islam**