

1. Share the campaign details, including the influencer, the brand, and the objectives (if available).

I chose to analyze the TWICE × Victoria's Secret PINK collaboration. This campaign features four members of TWICE—Nayeon, Jihyo, Momo, and Tzuyu—modeling and promoting PINK's bras and clothing while dancing to TWICE's song "This Is For" as part of a Valentine's Day campaign. The key objectives of the collaboration were to increase brand awareness, boost audience engagement, and encourage product purchases by connecting the brand with K-pop culture and a global fanbase.

2. Evaluate the campaign by describing what you like or dislike about it.

What I liked about this campaign is that it features my favorite K-pop group while showcasing cute and stylish clothing. The members' confidence, energy, and the empowering message of the song promote women empowerment, which aligns well with the PINK brand image. I also appreciated the representation in this campaign. As an Asian woman, seeing Asian idols featured in a major Western brand made me feel seen, especially since representation in mainstream fashion marketing is still limited.

One aspect I disliked is that I wish the collection included more affordable options while still maintaining the cute aesthetic. Additionally, TWICE has nine members in total, and it would have been nice to see all of them included in the campaign rather than only four.

3. Discuss whether the campaign achieved its stated objectives. Did it boost brand awareness, drive engagement, or increase sales? Provide evidence or examples to support your assessment.

The campaign successfully achieved its stated objectives. It boosted brand awareness by reaching TWICE's massive global fanbase and gaining attention across social media platforms. The collaboration also drove strong engagement through dance videos, promotional content, and fan interaction online. In terms of sales, the success of the first collaboration led Victoria's Secret PINK to partner with TWICE again, suggesting that the campaign performed well financially and met the brand's marketing goals.