

Media Targets

Fashion GPS will use a variety of web, print, and television outlets to gain visibility across the nation, specifically targeting those involved with the fashion and technology industry. Our goal is to begin the campaign the late spring and summer prior to the Fall 2014 NYC Fashion Week, to strengthen our following. Through research, we feel that there are individuals on both sides of the industry who will be able to gain knowledge of the software and how it can impact their lifestyle.

Print: *Vogue, Teen Vogue, The New York Times, The Los Angeles Times,*

Reason: Fashion GPS has been featured in publications, including *The Wall Street Journal, Vanity Fair, and The Boston Herald*. By selecting to be featured in *Vogue* once again, in addition to other publications, we are able to not only expand our audience, but reach out into different areas of interest. For instance, the Fashion & Style section of *The New York Times* may stimulate some interest, but the Technology section is more up to date. Since software is always changing and businesses are always looking for new ways to boost sales, this would be a great way to gain coverage, especially since their demographic is unique, something that our company strives to be. Also, these are national publications, allowing for us to reach millions of readers in different parts of the country, and even the world.

Internet: CNN Money, Fashionista, Mashable, BizBash, Forbes, Business of Fashion, PR Couture

Reason: The internet is home to millions of users, both in and outside of the fashion and technology industries. By working with key online platforms with high volumes of traffic, potential users are able to gain a sense of understanding of the product and its purpose. The goal behind each of these online platforms is to reach men and women, ages 16 and up, including fashion, business, and technology professionals, bloggers, 'fashionistas' and more. Each platform also utilizes social media, a key to reaching billions of readers, since many of them rely on the internet for their news and consumer reviews. We will also announce our monthly and quarterly contests during interviews for feature articles, as well as share our promotional video to optimize space and content.

Broadcast/Television: Project Runway, Good Morning America

Reason: Television has a unique audience, which includes various demographics across the board. In particular, the goal behind being featured on Good Morning America is to reach the millions of viewers across the nation. The majority of viewers are women of a wide range of ages, fitting our targeted demographic. Since the show is filmed in NYC, it will enable local coverage by local newspapers, bloggers, and possibly radio hosts. By having a segment on GMA with celebrity stylist Leslie Fremar, Fashion GPS will also be able to further promote NYC Fashion Week. The segment would be aimed for August, leading into the events hosted by BMW. Project Runway is an outlet to new and current designers who are eager to reach a new audience. Consumers/general users with the application would be able to "tag" designs inspired by the show, thus showing the influence of each designer via social media. Heidi Klum is the host and is also well known in the fashion industry, as she would be a key influence for modeling agencies and fashion showrooms.