

TRUST ME, I'M LYING

for Tolstoy

By

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Background

In the highly competitive luxury e-commerce business, Tolstoy stays ahead of the game, by getting new range as much before anyone else.

Research insights

People like to get designer collections earlier than anyone else.

They don't like if someone else in their peer group wears the same collection.

Strategy

For the ones who bought from us:

We know you got the collection earlier than anyone else, because of Tolstoy.

You know you got the collection earlier than anyone else, because of Tolstoy.

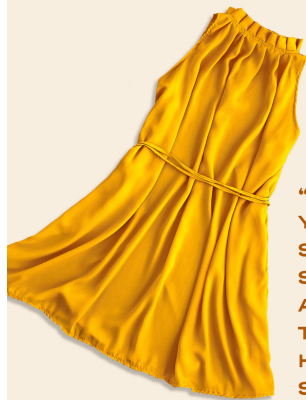
Your friends don't know that. So let's keep it that way.

Creative Idea

We provide people with reasons they can give, when someone asks them

“Hey, this is the latest Sabya collection na? From where did you get it?”.

This is so that they can remain the only one with that exclusive collection.



“OH THIS,
YOU WON'T BELIEVE IT!
SO, MY GRANDMOTHER'S
SCHOOL FRIEND
ACTUALLY TURNED OUT
TO BE DEBDAS UNCLE.
HIS LAST NAME?
SABYASACHI!! CAN YOU
BELIEVE IT? AND MY
GRANDMA IS THE BEST.
SHE CALLED HIM AND HE
PULLED A FEW STRINGS
AND THAT'S HOW I GOT
THE SABYA COLLECTION
SO EARLY YAAR.”

Tolstoy

GIVE ANY REASON,

JUST DON'T TELL THEM YOU GOT IT
BEFORE ANYONE ELSE, FROM TOLSTOY.



“YOU LIKED IT? THANKS
YAA. MY BOYFRIEND'S
ROOMMATE'S
GIRLFRIEND WORKS FOR
AN AD AGENCY THAT
WORKS FOR DIOR. SHE
OFFERED ME AN EARLY
ACCESS PASS TO THEIR
LAUNCH. THAT'S HOW I
GOT THIS BEFORE
ANYONE ELSE.”

Tolstoy

GIVE ANY REASON.

JUST DON'T TELL THEM YOU GOT IT
BEFORE ANYONE ELSE, FROM TOLSTOY.



"THIS? ACTUALLY MY
JIJU WHO LIVES IN
GERMANY WAS COMING
TO INDIA. HE ASKED ME
WHAT I WANTED FROM
DUTY FREE. I SAID
NOTHING, JUST GET ME
THIS FROM THE BRUNO
BANANI OUTLET IN
HAMBURG.
HE IS VERY SWEET
THAT WAY. AND THAT'S
HOW I GOT THIS BANANI
OUTFIT BEFORE
ANYONE ELSE."

Tolstoy

GIVE ANY REASON,

JUST DON'T TELL THEM YOU GOT IT
BEFORE ANYONE ELSE, FROM TOLSTOY.

Thank You