

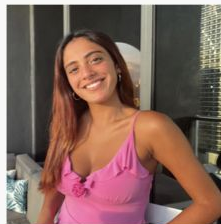


Holiday Campaign Summer Intern Project

Summer 2023



our team



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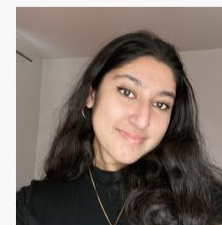
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the ask

Develop an earned-social holiday campaign that TURNS HEADS and leaves them thinking:

***“I can’t believe that
came from T.J. Maxx.”***

problem

***Maxx is the
Holiday fallback option—***

it's the place to shop when time and budget
have run out at the end of the season.

target audience

Holiday Head Starters

These people are early in their holiday cheer (**56%** of the holiday shoppers).

You know them. They are already making you listen to holiday music and Halloween hasn't even happened. They are the one starting their holiday Pinterest board in January and buying gifts in July, reminding everyone of how many days are left until the holidays.

'Christmas creep': Retails find consumers are responding to early holiday season deals



cultural tension

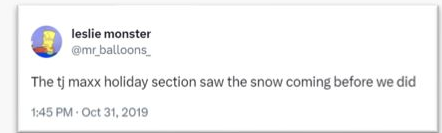
Posted by u/crystal_help_please 11 months ago
91 People Who Start Decorating Extremely Early For Holidays Ruin The Holiday Spirit and Are Annoying.



Holiday Head Starters used the holidays as source of self-care but are shamed for getting into the spirit too early.

brand contribution

T.J. Maxx has **earned** a reputation as the ultimate experience to dawdle around and scour the shelves, the **perfect self-care safe space** for holiday head starters.



PROBLEM:

Maxx is the Holiday fallback option – it's the place to shop when time and budget have run out.

CULTURAL TENSION:

Holiday Head Starters used the holidays as source of self-care but are shamed for getting into the spirit too early.



BRAND CONTRIBUTION:

T.J. Maxx has earned a reputation as the ultimate experience to dawdle around and scour the shelves, the perfect self-care safe space for holiday head starters.

Create a safe space for holiday head starters to practice holiday self-care.

spark

Getting into the holiday spirit early isn't just good for your to do list, but good for your **mental health** as well.

"Whether you celebrate Christmas, Hanukkah or Kwanzaa, psychologists say that those of us who plan to decorate our homes for the holidays should probably start sooner in the season.

It can **improve our mood**, they say, by **reducing stress** and by **extending the amount of time** that we **enjoy our festive bulbs and baubles."**

Discover Magazine - Health



what if...

we created a ***self-care safe space***, away from holiday haters, for early shoppers to fully embrace me-time throughout the holiday season?

our idea



T.J. maxx® presents



HOLIDAY HAVEN



HOLIDAY HAVEN

The shopping revolution that makes Maxx
your ultimate self-care destination.

VANITY FAIR

FROM THE MAGAZINE

NOVEMBER 2023 ISSUE

T.J. Maxx Becomes the Ultimate Self-Care Destination this Holiday Season

The well-known retail store is here to spice up the holidays with a revolutionary perspective on shopping.

BY **VANITY FAIR**

NOVEMBER 1, 2023

our routine

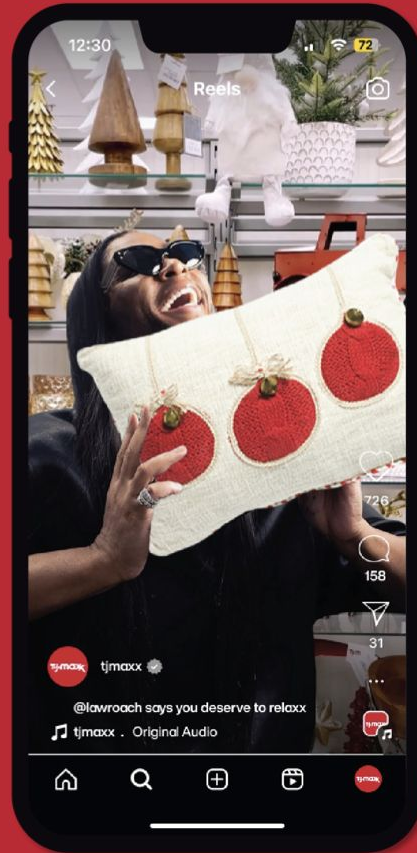
We will create a **social-led** campaign that is an irresistible safe space for holiday lovers.



In collaboration with influencers and a celebrity stylist, we'll create a **Maxx Holiday Haven** series promoting "self-care" culture at TJ Maxx.

This campaign will remind them that TJ Maxx is the place to indulge in themselves, while doing the things they love most – celebrating the holidays!

step 1:
sit back



Zen out, Maxxinista Style!

Sit back and relax at Holiday Haven, because there are no laws.

Except for Law Roach, of course.

Through a “guided meditation” released on Instagram live, shoppers will follow our favorite celebrity stylist, Law Roach, through the aisles of everyone’s favorite place to relax, ***T.J. Maxx.***

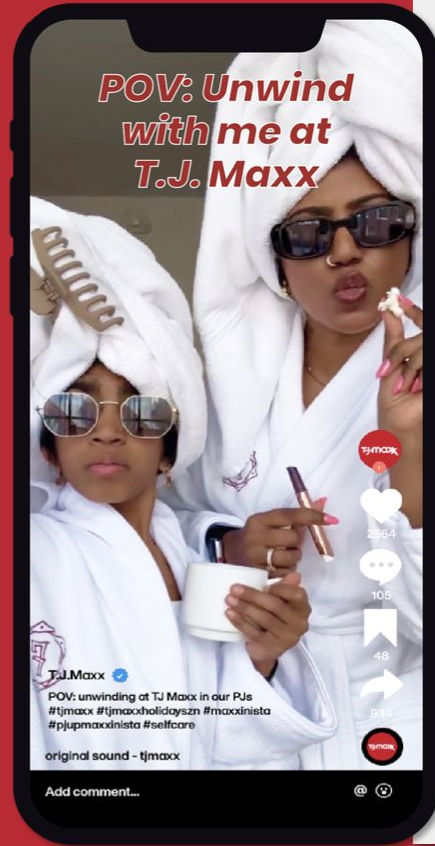
how about a reminder that you deserve it all...



or a holiday corner to kick back and relax ?



step 2: unwind



PJ Up, Maxxinista!

All good spa days involve a good face mask and your Sunday best; a pair of pajamas!

Our creators such as Vidya take to IG and TT to share their ultimate self-care days at TJ Maxx (in their PJ's of course). They will encourage viewers to share their own *Maxxin'* and *Relaxxin'* experiences using the **#RelaxxatMaxx**.

Creators will announce one special event each week to drive shoppers in-store and will surprise shoppers with in-store appearances.

possible events

sounds of celebration: therapeutic live music shopping sessions

tea-time: complimentary tea and finger foods during shopping

spa sessions: relaxation stations set-up throughout the store for shoppers to indulge in

beauty bingo: cross off boxes by participating in listed acts of self-care while shopping to receive a special gift at checkout



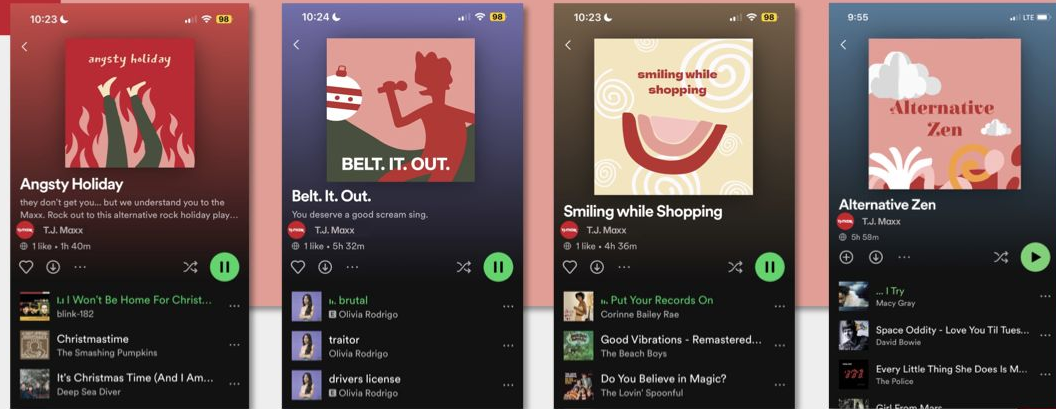


step 3:
**take home
the zen**

Get Those Maxx Goodies!

Our creators, a few additional influencers, and selected Maxxinistas will receive a Maxx Holiday Kit equipped with everything they need to take a break – not just during the holidays.

step 4: cue the music



Every main character needs a soundtrack.

And every Maxxinista is a main character.

Relaxxing can sound like anything from soft guitar to hardcore rap. Put down that wrapping paper and take that 'Spotify Wrapped' to the next level. We've curated diverse playlists for shoppers to get in the zen-zone all the time!

Let's celebrate **YOU** before you celebrate your people!

Shoppers will be invited to a select store location to be personally styled by Law Roach from T.J. Maxx's luxury Runway collection.

They can kick their legs up (and get them massaged) before indulging in a wide array of refreshments, enjoying the ultimate Sip n' Shop experience.

Everyone deserves to feel like a million bucks, especially at ***T.J. Maxx.***

step 5: it's a self-care party!

Law Roach Says He's 'Always Been a Maxxinista' as He Unveils 'Accessible' Designer Looks with T.J. Maxx Runway

The self-named image architect, stylist and new T.J. Maxx The Runway partner tells PEOPLE all the must-know details behind his latest project — and his post-retirement plans

By Michelle Lee

Updated on March 31, 2023 09:50AM EDT



Feel like a Runway model...



And get a few glasses in while you're at it!

a summary of the 
HOLIDAY HAVEN checklist

- Zen out with Law Roach? Check!
- PJ Party at TJ Maxx? Check!
- Goodies galore? Check!
- Music to my ears? Check!
- A party all about me? Check!



*it's time to get
maxxin' and relaxxin'*

have any questions or comments on our routine?