



IBRA

BRASHARING – SIMPLE WAY TO HELP



Idea

The idea of the project is to give women from the homes of a single mother good quality bras, as a symbol of their femininity, strength and ability to change their life.



How?

Together with some company we'll release an exclusive line of lingerie in which 15% of the price of every sold bra will go into funding a bra for women in single mother houses.



Why?

Single mothers account for 1.8 million Polish families (every sixth). In comparison with the 1988 census, their number **increased by 30%.**

According to statistics, most women in single mothers' homes are there because of a **bad economic situation.**



Marketing and promotion

- Social media profiles: Facebook, Instagram
- Unique bras line will be designed by the famous model and activist – Anja Rubik
- #ibra
- Posters in online and offline shops



Goals

- during the first year of the campaign, **reach 40%** of the homes of a single mother
- within three years, **reach 100%** of the homes of a single mother and establishing cooperation with **2 others famous Polish designers**

Strengths



- Young, motivated team
- There's no such thing on the market
- Knowledge of social media

Weaknesses



- No experience
- Lack of funds
- Lack of connections



Opportunities



- There's a huge need of those products on the market
- Growing social tendency of people helping people

Threats



- Not getting any partners
- Somebody implementing the idea before us
- Research saying that bras are causing damage

1. Creating a unique action to reach people interested in helping others
2. Involvement of Anja Rubik and establishing cooperation with company that will sew bras
3. Creation dedicated campaign on Social media responding to market needs



Thank you