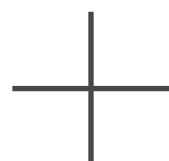
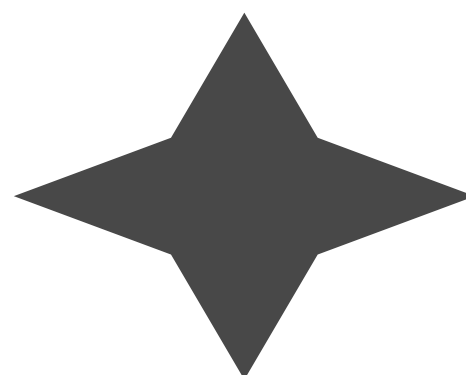
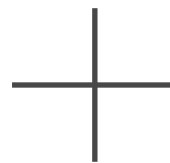
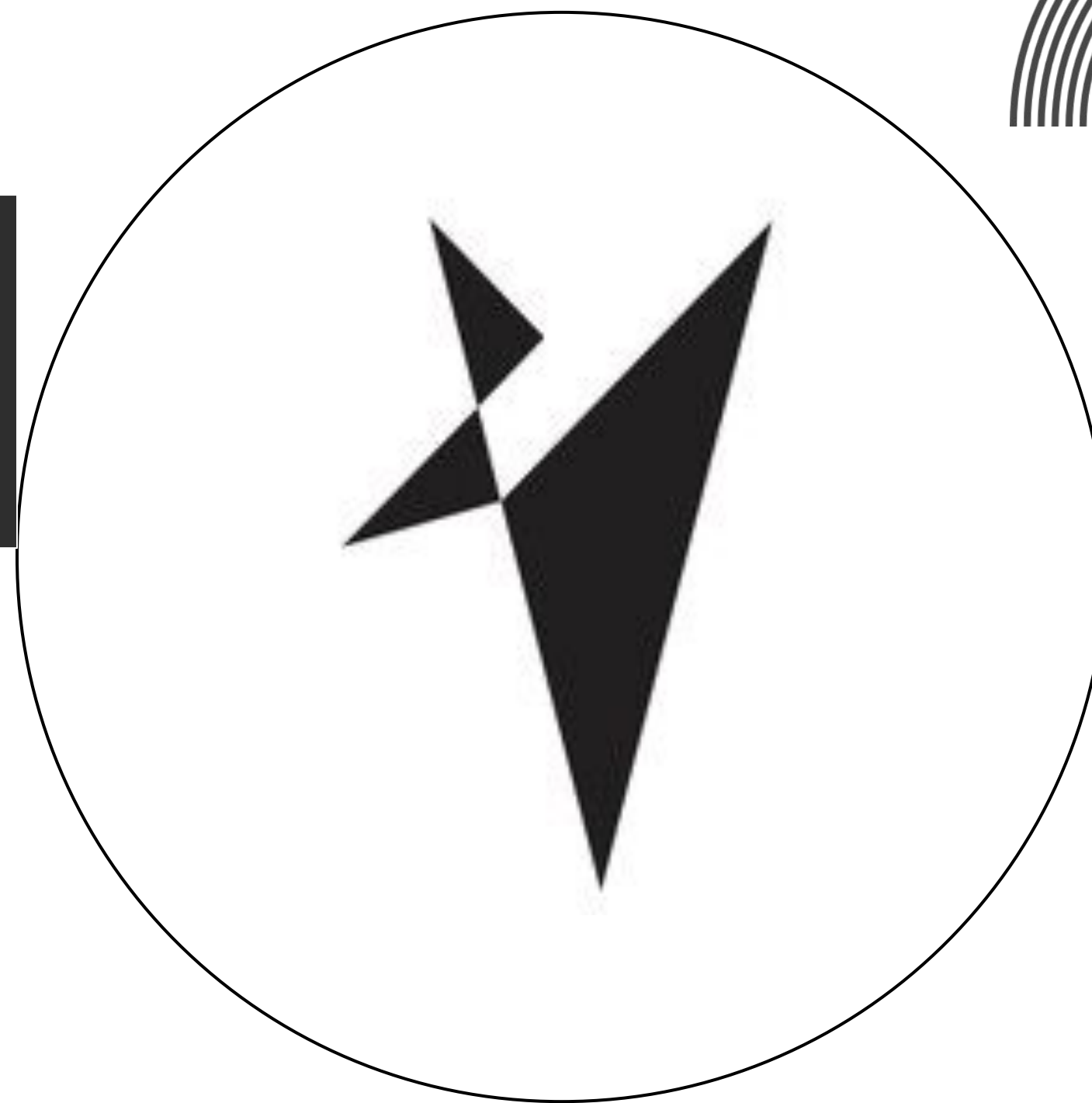


April 2025

# THE VAULT

MELANY ROMERO



# 01. OVERVIEW

- **STUDENT ORGANIZATION BASED ON THE UW- MADISON CAMPUS**
- **MISSION**
  - “Bridge the gap between business and fashion”
    - Go on trips for networking opportunities
    - Educational workshops with guest speakers
    - Multicultural fashion shows
- **MARKETING GOALS**
  - Raise awareness
  - Increase active membership
  - Diversify membership





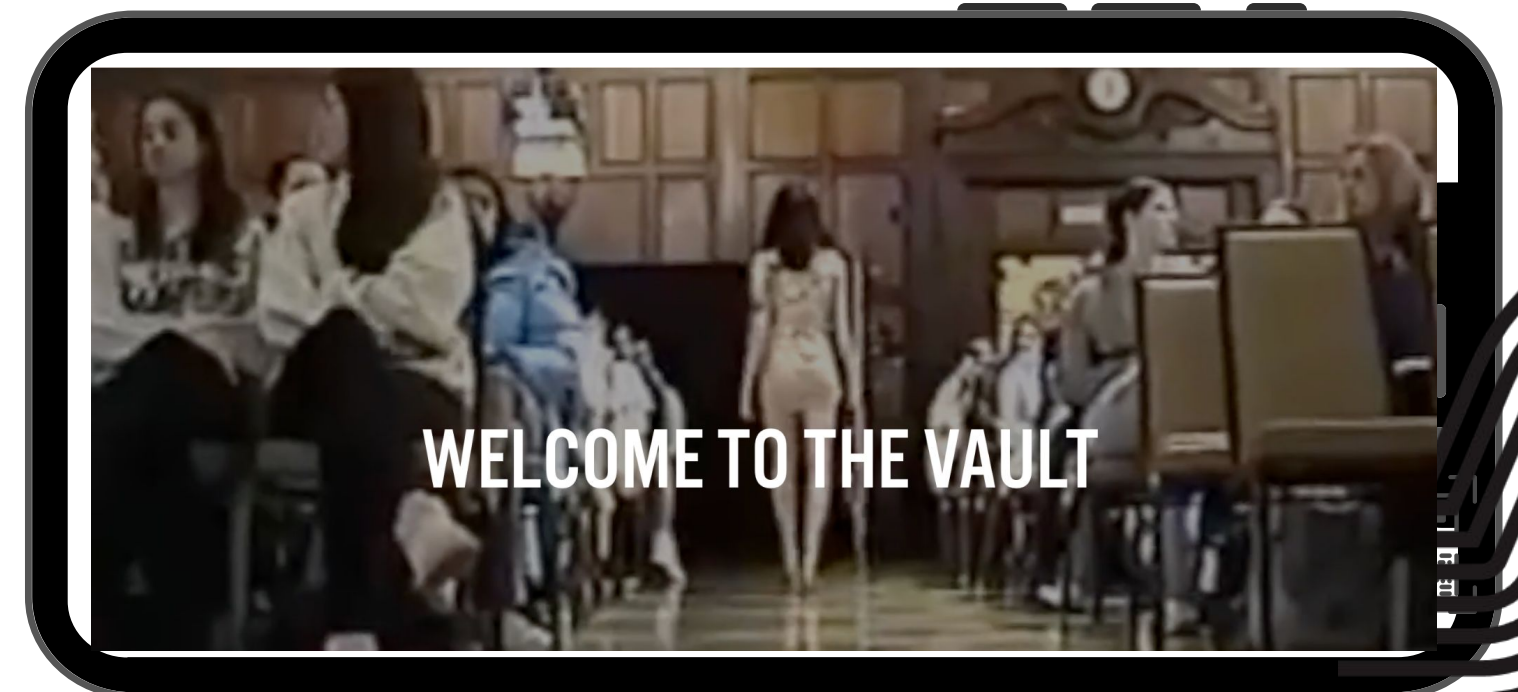
# BRAND ANALYSIS

## STRENGTHS

- Inclusivity: Very Welcoming accepts anyone from different background and experiences, No application required.
- Active Social Media Presence: 1,641 followers on Instagram
- Efficient Communication: Uses GroupMe and Flare for communication and updates among members.

## WEAKNESS

- TikTok Hashtags: Need improvement for visibility.
- Mailing List Management: Currently unorganized.
- Membership Conversion: Gap between GroupMe members and paid members.
- TikTok Following: Room for growth, 137 followers



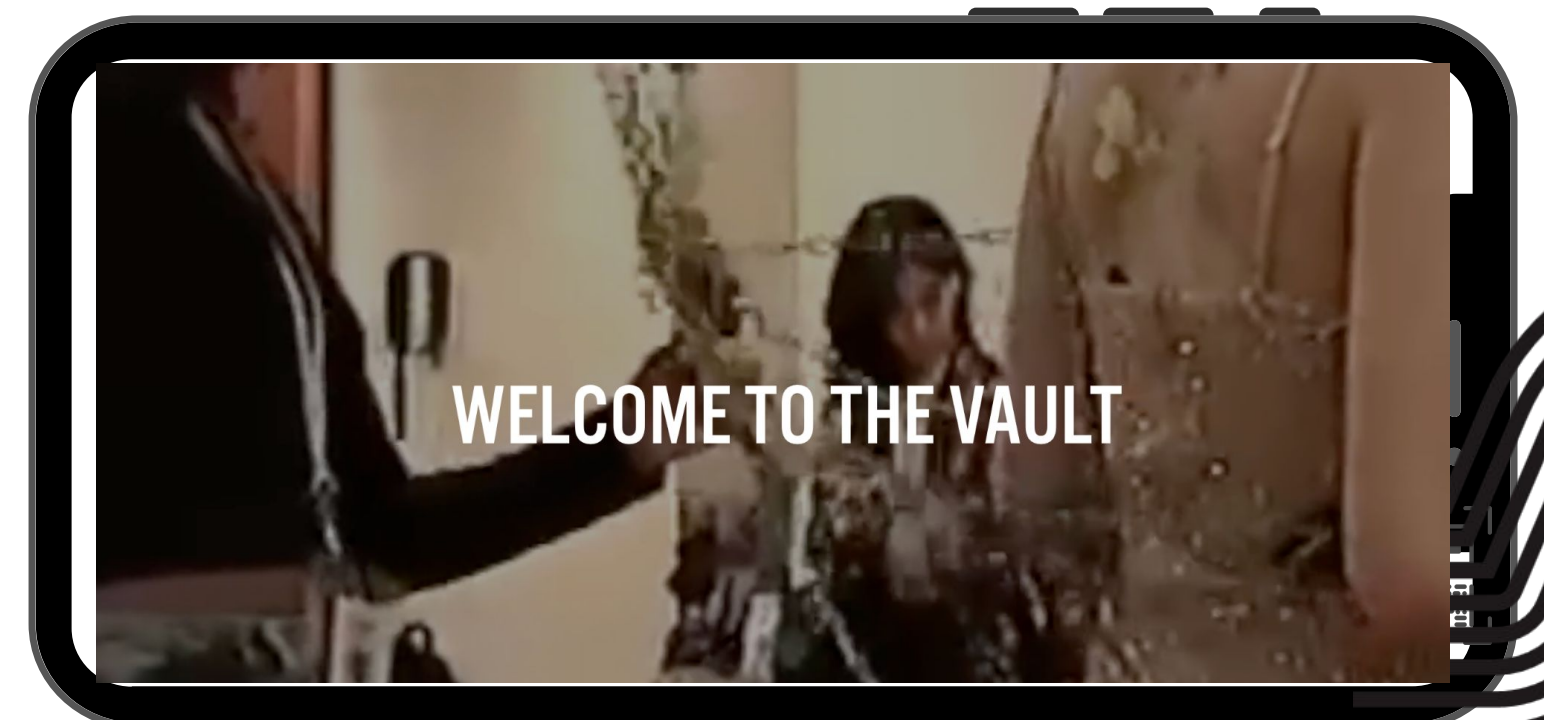


# POSITIONING

*“We believe that fashion goes beyond just clothes, and we focus on its intersection with many other areas of study, such as business, technology, design, communications, and marketing.”*

## PERSONALITY

- Embraces creativity in fashion and media.
- Inclusive and open atmosphere.
- Actively connects with followers on social media.



# DIGITAL MARKETING **AUDIT**

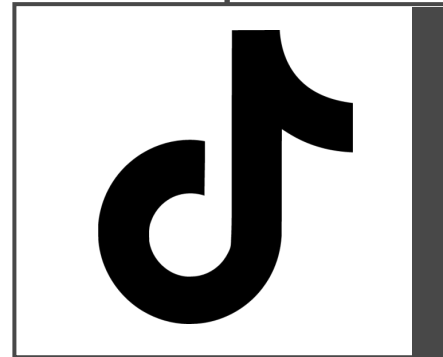
**INSTAGRAM**



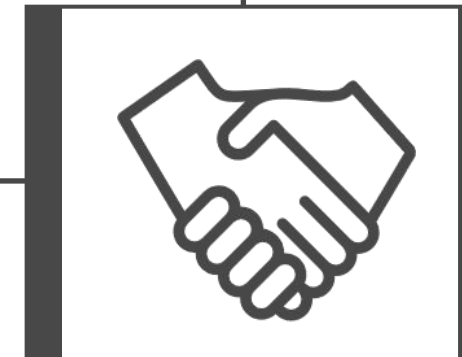
**EMAILING LIST**

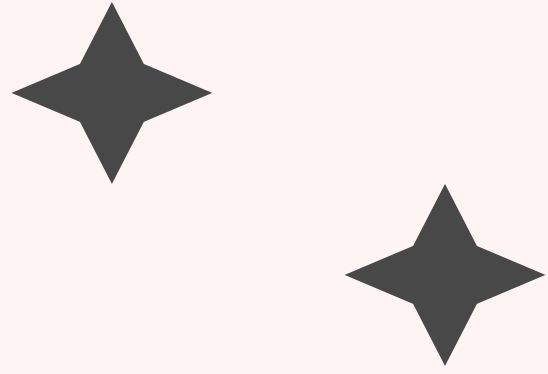


**TIKTOK**



**DEI**





# @THEVAULTUWMADISON

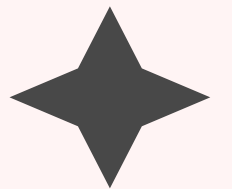
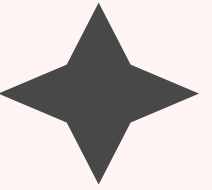
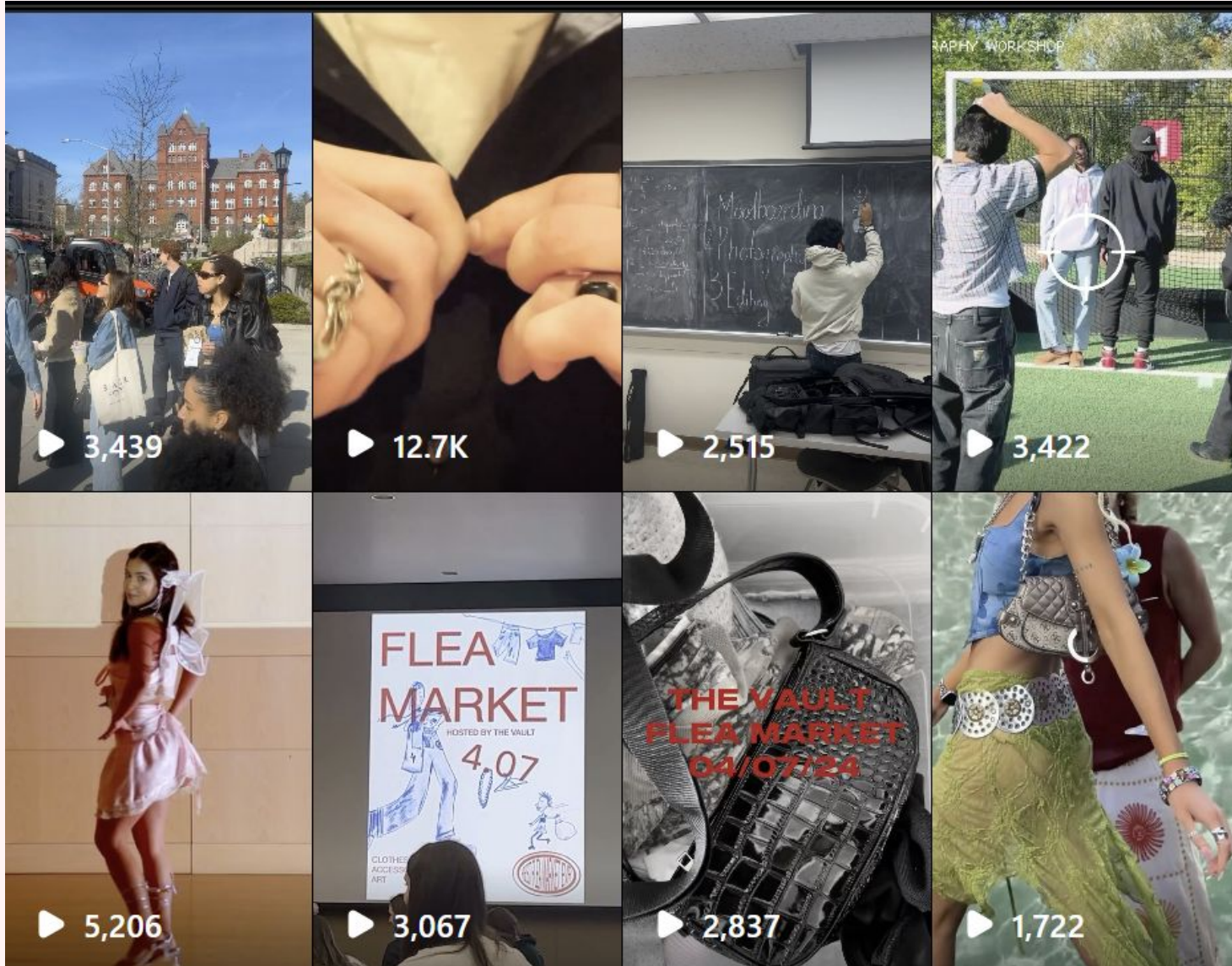
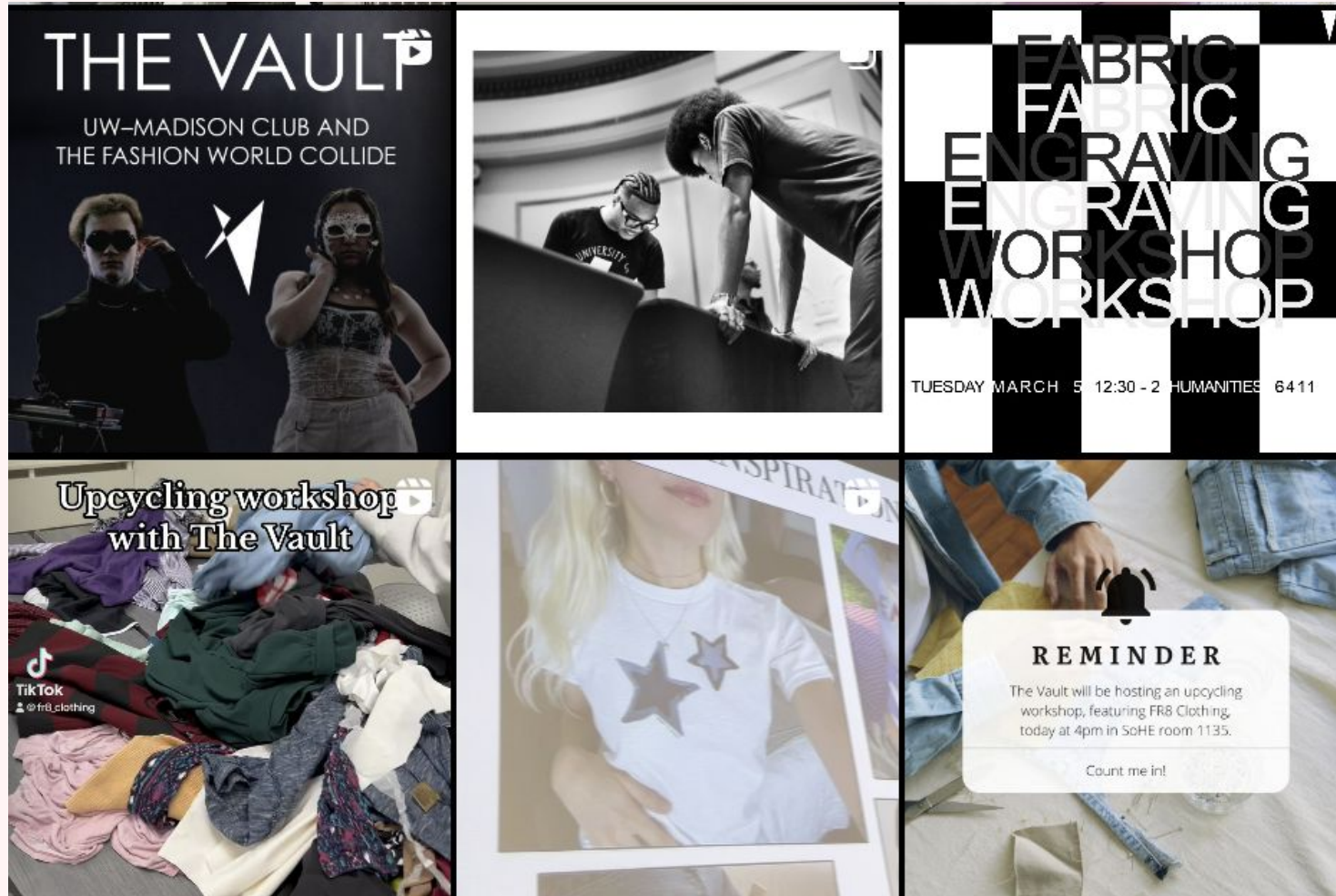


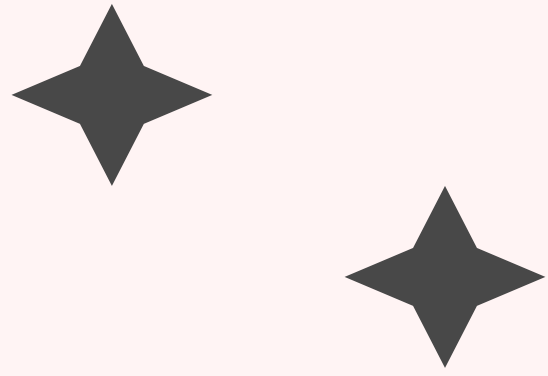
154 posts      1,641 followers      69 following

The Vault at UW Madison exploring the overlap of fashion and business with design, communications, marketing, and technology.

join us now ↓

[linktr.ee/thevaultuwmadison?utm\\_source=linktree\\_profile\\_share&tsid=f36c4467-2fe2-4...](https://linktr.ee/thevaultuwmadison?utm_source=linktree_profile_share&tsid=f36c4467-2fe2-4...)





# @THEVAULTUWMADISON



15 Following 127 Followers 1216 Likes

explore the intersections of fashion and business with The Vault ❤️

 **thevaultuwmadison**  
The Vault · 2023-12-12

Follow

Reminisce with us as we approach our one year anniversary...  
More in bio!

🎵 Stargazing (Slowed + Reverb) - Marcelo De Carvalho

▶ 216

 **thevaultuwmadison**  
The Vault · 2023-9-12

Follow

BTS of our first shoot this year! Stay tuned for results! ✨ follow  
our insta using the link in our bio 💎

#fashion #fyp #uwmadison #fashionshoot #photography  
#bts #thevault #style #videos

▶ 1425



▶ 903

See you Saturday, Apri...



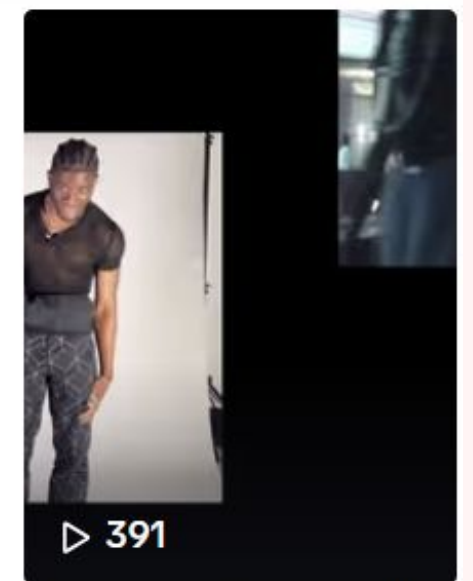
▶ 546

#thevault #thezine ...



▶ 471

Vintage shopping at K...



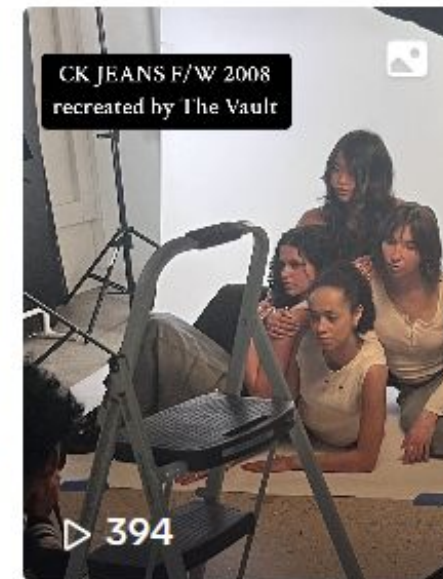
▶ 391

Come meet our paneli...



▶ 482

From our speaker even...



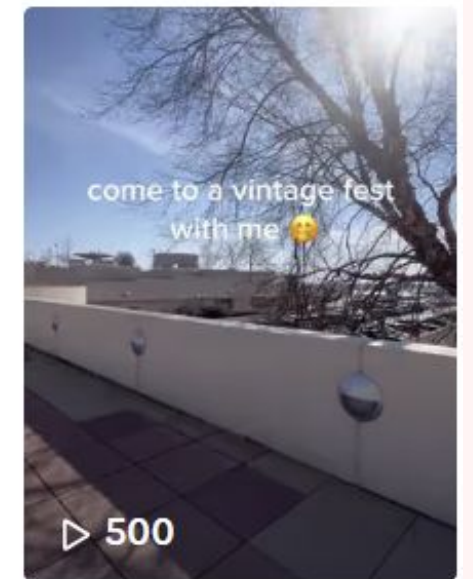
▶ 394

#thevault ...



▶ 345


luckilv..I have purse 🛍️




▶ 500

vintage fest last week!...

# EMAILING LIST

>  **Chloe Klein Jureller**  
**TODAY: The Vault's Cr...** Wed 4/3  
Hello Vault, Are you cra... Inbox

>  **Chloe Klein Jureller**  
**TOMORROW: The Vaul...** Tue 4/2  
Hello Vault, Are you cra... Inbox

>  **Chloe Klein Jureller**  
**This Upcoming Week ...** Mon 4/1  
Welcome back Vault, W... Inbox

 'RSO Outreach' via All Students - CfLI <cfli-allstudent@g-groups.wisc.edu> ☺ ↶ ↷ ↵ 🔗 📧 ⋮  
To: 'RSO Outreach' via All Students - CfLI <cfli-allstudent@g-groups.wisc.edu> Thu 9/14/2023 10:07 AM

*The following message is from The Vault: Business Behind Fashion, a Registered Student Organization at UW-Madison.*

Welcome! The Vault: Business Behind Fashion is back in session.

**About The Vault:** The Vault is a student organization at UW-Madison that offers a unique perspective on the fashion industry. We don't just see fashion as fabric; we see it as a canvas where business, technology, design, communications, and marketing intertwine. Our organization was founded with the goal of providing students with opportunities to explore the many facets of the fashion industry, while also connecting them with professionals in the field. We strive to offer experiences that are not typically available in a classroom setting.

**First Meeting:** Kick off this semester in style by joining us for our first meeting on September 19th at 5:30 pm, location TBD and will be sent to your email when you fill out [this link](#) to join our mailing list. We will recap our first semester successes and delve into the exciting opportunities and events planned for this year. There will be **free Ian's pizza** and a chance to meet new prospective members!

 Chloe Klein Jureller ☺ ↶ Reply ↶ Reply all ↵ Forward 🔗 📧 ⋮  
Thu 4/18/2024 11:43 AM

Hello Vault,

The time has finally come. We are hosting our final workshop for the Spring 2024 Semester.

**TONIGHT, THURSDAY, APRIL 18TH**, join our Creative Directors, Pranav Voley and Andrew Sharp, for a **Photo Workshop** at 7 PM Helen C. White 4279. Come get hands-on experience with moodboarding, photography, and editing with guidance from our talented and amazing Creative Directors.

Don't miss out on The Vault's **last workshop** of the Spring '24 semester.

We can't wait to see you there!

Xoxo,

The Vault



# DEI INITIATIVES

## ***DEI POLICIES: DEI COMMITTEE***

### **Zero Tolerance Policy**

The Vault has zero tolerance for any form of discrimination and prejudice based on race, sexuality, gender, religion, and other protected identities.

### **Open Doors Policy**

Anyone that wishes to report any experience of discrimination, prejudice, or bias from another member of The Vault can do so to any board or committee leader (they can also do this anonymously through The Vault's Report form if they desire).

## **Disciplinary Rules**

If a formal report is presented to a member of The Vault board and its committee leaders, the case will be transferred to the DEI disciplinary board. They will review to make decisions on a case-by-case basis.

**Probation:** If a member has been reported to have inflicted an act of microaggression, they will be subjected to probation and will be monitored by the disciplinary board.

**Expulsion:** If a member has been reported to have verbally and/or performed acts of racism, sexual harassment, homophobia, etc., that intentionally excludes or harms someone, they will be subjected to immediate expulsion from The Vault. They will also be reported to the University of Wisconsin-Madison for further review and, depending on the case, can be reported to law enforcement.



# COMPETITION: MODA

Premiere life and style  
publication

**ESTABLISHED**  
**2013**

**CONTROVERSY**  
**FALL 2022**

“A Girl is a Gun”  
photoshoot receives  
backlash

Holds virtual town hall  
meeting. Promises  
structural changes

**RECOVERY**  
**DECEMBER 2022**



# LISTENING ANALYSIS



## DAILY CARDINAL & BADGER HERALD ARTICLES

Spreads awareness of organization and its efforts.

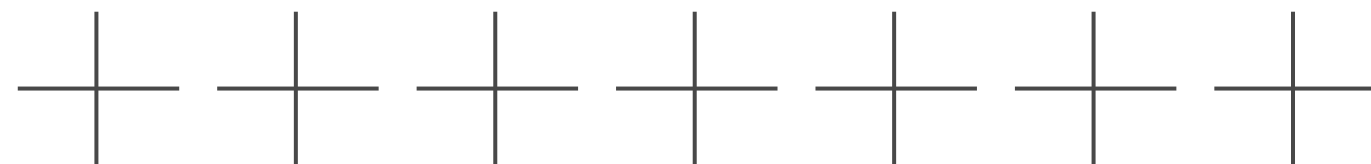
### CAMPUS NEWS

## The Vault: Business Behind Fashion, a new student organization

*The Vault was founded to provide a way for students to explore the marketing, communication and design sides of the fashion industry.*

## ‘The Vault’ puts on first fashion show inspired by ‘The Odyssey’

New student organization brings fashion, literature together



# TARGET MARKET

- UW-Madison Students
- Fashion Forward Students
- All majors but mainly Business, SoHe, L&S students
- Interested in the business of fashion and a potential career in that field
- Low Income to Middle Class
- 53703-53706 Zip Code



LOTUS FLOWER



OLIVE TREE



SHEEP



CYCLOPS



AEOLUS

---

# USER PERSONAS



## SAM

- Age: 20 yrs
- Gender: Female
- Occupation: Full Time Student
- Major: Business Marketing
- Hobbies: Knitting
- Marital Status: Single
- Target score: 10



## PA HOUA

- Age: 18 yrs
- Gender: Female
- Occupation: student & MCC Graphics intern
- Major: Textiles & Fashion design
- Hobbies: Pinterest
- Marital Status: single
- target score: 10



## KAI

- Age: 21 yrs
- Gender: Male
- Occupation: Student & Mem U Clerk
- Major: Nuclear Engineering
- Hobbies: Thrifting
- Marital Status: single
- target score: 6



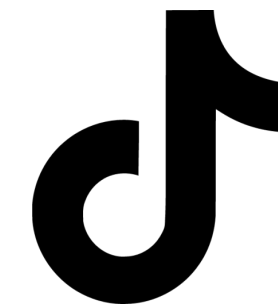
# RECOMMENDATIONS



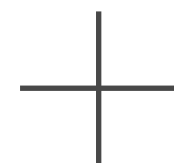
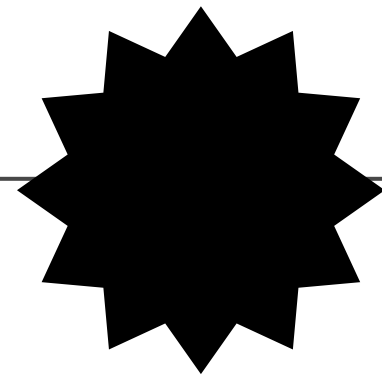
**DEI COLLAB**



**SEGMENTED EMAIL LIST**



**TIKTOK VISIBILITY**



# THE VAULT + WSB MCC

## UPECYCLING WORKSHOP

FLIP, DESIGN, ELEVATE



WSB MCC

MAY 1, 2024  
6:30 P.M.

THE  
VAULT  
2024



### The Vault Interest Form

Thank you for joining us for our DEI collaboration with the WSB MCC! We appreciate your time and engagement in our event. If you would like to join The Vault and attend more events like this, please take a moment to fill out the interest form below. Your participation will help us continue to create inclusive and enriching experiences for marginalized communities on campus. Thank you for your interest and support!

mromero5@wisc.edu [Switch account](#)

Not shared

\* Indicates required question

Name \*

Your answer

Student Email \*

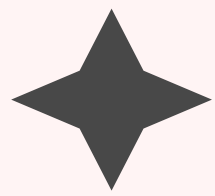
Your answer

Comments/Questions/Concerns?

Your answer

Submit

Clear form



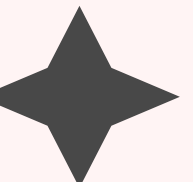
# SEGMENT EMAILING LIST



**INTERESTED STUDENTS  
FROM LINKTREE**

**ACTIVE AND PAYING  
MEMBERS**

**INTERESTED STUDENTS  
FROM DEI COLLAB**



---



# TIKTOK IDEAS



**01.**

## HASHTAGS

“TheVaultUWMadison”

“fyp”

“foryoupage”

“OOTD”

“studentfashion”

“MADFITS”

“campusfashion”

“fitideas”

“fashioninspo”

**04.**

## VIDEO IDEAS

“Get Ready with Me”

“Fit Check”

“Controversial fashion takes”

“Fashion Do’s and Don’ts”

“Rate the Fit”

“Clothing Haul”

“Fashion Tips and Tricks”

“Mifflin Outfit Inspo”

“Guess Who’s Outfit is Who’s”





# MEASUREMENT AND EVALUATION

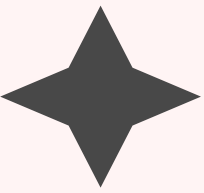
## KPIS

- Instagram: 1635 -> 2000 followers
  - 90% of accounts reached Non-Followers
  - 16,000 accounts reached
  - gained 153 followers since march 25 - 10.2%
- Tiktok: 127 -> 500 followers
- Active Members: 271 -> 300 Paying members

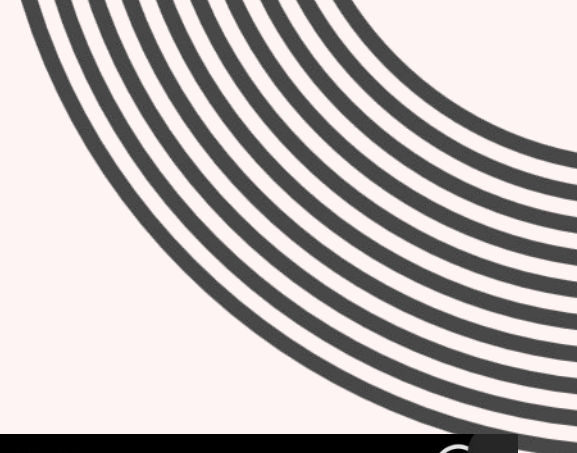
## PIVOTS

- Use micro Influencer to promote organization
- Micro Influencer: Killian Weston - kweston
  - Instagram: 7000 followers
  - Tiktok: 277,000 followers





# INSTAGRAM PERFORMANCE



### Professional dashboard

#### Insights

Mar 26 - Apr 2

**Your post is high-performing**  
402 accounts engaged with this post, more than your other posts.

- Accounts reached: 17K (+72.8%)
- Accounts engaged: 1.3K (+11.0%)
- Total followers: 1.6K (+10.3%)
- Content you shared: 174

#### Next steps

Show your profile is verified  
Sign up for a verified badge, account protection and more.

#### Your tools

Achievements  
Inspiration

### Reach

Last 30 Days | Mar 26 - Apr 2

**16,835**  
Accounts reached

+13.4%  
**9.4%**  
Followers

+77.6%  
**90.6%**  
Non-followers

Impressions: 152,101 (+64.8%)

#### By content type

- All
- Followers
- Non-followers

- Posts: 12.1K
- Reels: 11.7K
- Stories: 1,638

### Post Insights

April 18 at 1:55 PM

373 likes, 10 comments, 55 shares, 1 saves

#### Overview

- Accounts reached: 2,741
- Accounts engaged: 402
- Profile activity: 284

#### Reach

**2,741**  
Accounts reached

52.5% Followers, 47.5% Non-Followers

Impressions: 3,168

### Followers

Last 30 Days | Mar 26 - Apr 2

**1,639**  
Followers  
+10.2% vs Mar 25

#### Growth

- Overall followers: 153
- Follows: 204
- Unfollows: 51

#### Top locations

---

# CONCLUSION

## Increase Active Membership:

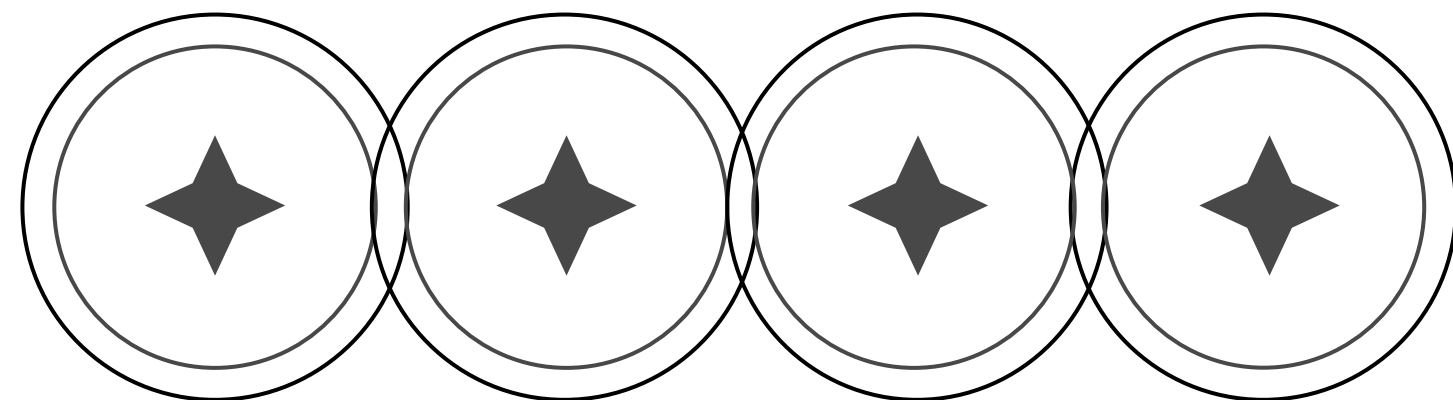
- Collaborate with the multicultural center.
- Enhance engagement through segmented email lists.

## Diversify Audience and Content:

- Create diverse content on platforms like TikTok.
- Appeal to a wider range of interests and backgrounds.
- Reflect inclusivity and creativity in content creation.

## Raise awareness

- Foster a more inclusive and welcoming community.
- Establish The Vault as a leader in the campus fashion scene.
- Showcase ambition and innovation in all endeavors.

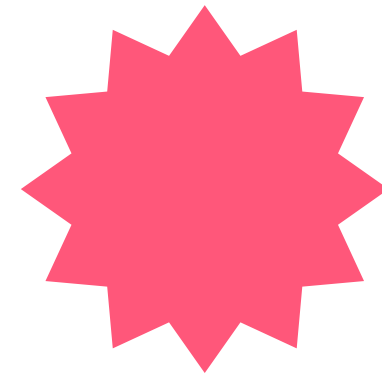


## Impact and Long-Term Goals:

- Make a significant impact on the UW-Madison campus.
  - Extend influence beyond campus boundaries.
  - Continuously monitor and evaluate efforts for effectiveness
  - Implement recommendations outlined in the report.
  - Create a vibrant and dynamic community celebrating fashion, business, and creativity.
-

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# REFERENCES



Bocher, A. (2023, May 3). *The Vault puts on first fashion show inspired by 'The Odyssey'.* *The Badger Herald.*

<https://badgerherald.com/fashion/2023/05/03/the-vault-puts-on-first-fashion-show-inspired-by-the-odyssey/>

Instagram. (2024, April 3). *Instagram Professional Dashboard data.* Retrieved from the Instagram Professional Dashboard.

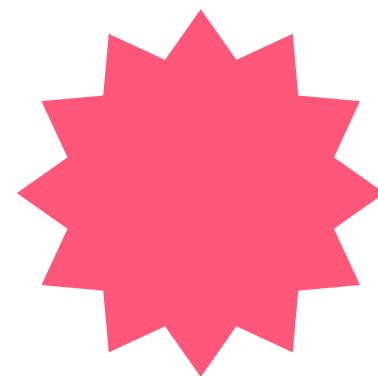
McDonald, Annelise. (February 21, 2024; May 13, 2024; April 3, 2024; April 21, 2024). Personal communication.

Wang, E. (2023, April 13). *The Vault: Business behind fashion, a new student organization.* *The Daily Cardinal.*

<https://www.dailycardinal.com/article/2023/04/the-vault-business-behind-fashion-a-new-student-organization>

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**THANK YOU!**



**ANY QUESTIONS?**

