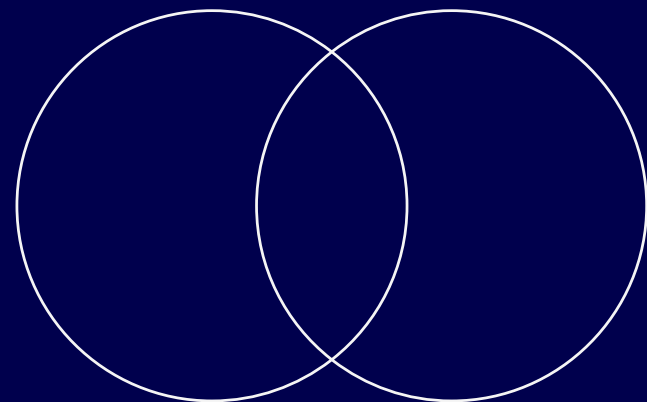


Fierce by DunX

A Bold Campaign for the
Modern Man



DunX

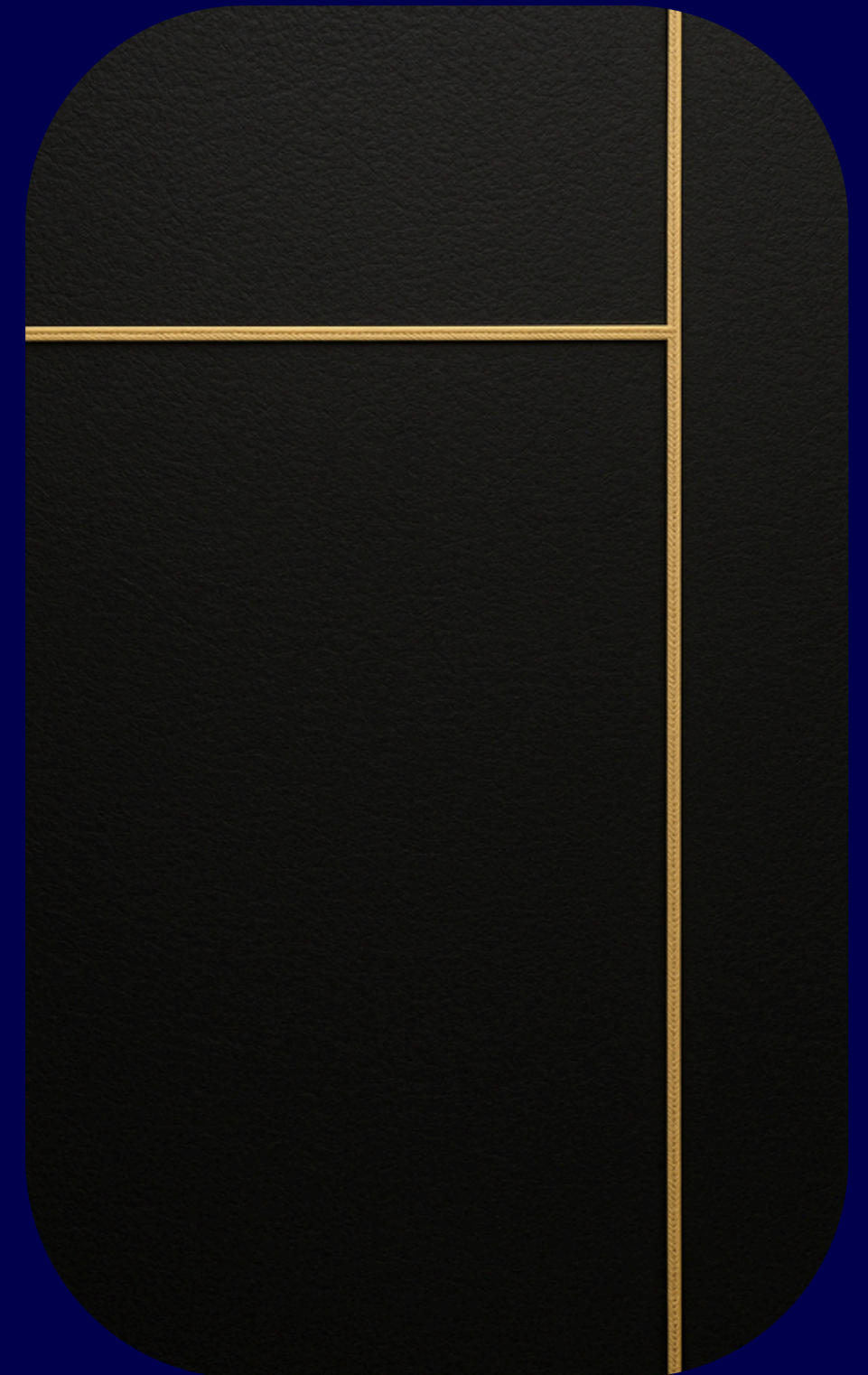


Campaign Objective

Build strong brand awareness for "Fierce"

Position DunX as a premium, aspirational men's lifestyle brand

Create emotional and aspirational resonance with the target market



Target Audience Overview

- ✓ **Age Group: 25–40 years**
- ✓ **Demographics: Urban males in metro cities (Mumbai, Delhi, Bangalore)**
- ✓ **Psychographics: Ambitious, fashion-conscious, tech-savvy professionals**
- ✓ **Values: Confidence, charm, power, sophistication**



BACKSTORY

Aryan, raised in a modest home, always admired polished public figures. Driven by ambition and self-growth, he built a refined, successful life where presence speaks louder than words.

Lifestyle & Behavior:

- Enjoys fine dining
- Shops from high-end retail brands like Zara, Hugo Boss..
- Watches international fashion shows and grooming vlogs
- Values punctuality, grooming, and first impressions
- Works out daily, often posts inspirational quotes and travel reels

Aryan Kapoor

- 32 Year old
- Mumbai, India
- Senior Marketing
- ₹18–22L per annum
- MBA in Marketing

Pain Points

- Struggles to find a signature fragrance that feels bold yet sophisticated
- Feels overwhelmed by overly marketed products with no emotional connection
- Wants to stand out at formal events without being loud or flashy

Goals & Needs

- Find a perfume that aligns with his self-made, powerful identity
- Seeks a scent that speaks for him before he speaks
- Desires a product that is versatile for boardrooms and dates



Why "Fierce" is Perfect for Aryan

"Fierce" offers an elegant blend of power, charm, and confidence — ideal for Aryan's polished lifestyle. With its premium look and captivating scent profile, it becomes more than a fragrance; it becomes Aryan's statement.

Content Buckets

Emotive Lifestyle – Aspirational stories, high-end visuals

Product Education – Features, ingredients, behind-the-scenes

Power Persona – User-generated content, testimonials, reels

Behind the Brand – DunX values, craftsmanship, R&D

Moments of Fierce – Situational uses: office, party, date

BOLD. MAGNETIC.
UNFORGETTABLE.



The essence of the modern gentleman.

The 70-20-10 Content Mix

- 70% Value-driven: Stories, tips, lifestyle content
- 20% Shared Content: Reposts, collabs, UGC
- 10% Promotional: Product offers, shop now, launch teasers



Content Calendar

Day	Content Type	Format	Content Strategy	Caption Idea / Hook
Monday	Emotive Lifestyle	Insta Reel	70% Value	Confidence? It starts with Fierce.
Tuesday	Product Education	Carousel	70% Value	5 Notes That Make Fierce... Fierce.
Wednesday	Power Persona (UGC)	Story	20% Shared	This is what Fierce feels like.
Thursday	Behind the Brand	Short Video	70% Value	Meet the Makers of Fierce
Friday	Moments of Fierce	Reel	70% Value	Boardroom to Bar — One Spray, All Day
Saturday	Promotional Teaser	Story + CTA	10% Promotional	Fierce is Here. Tap to Own It.
Sunday	Influencer Collab	Carousel	20% Shared	What influencers are saying...

CTA and Launch Plan

- Platforms: Instagram, YouTube Shorts, X (Twitter)
- Influencer Tiers: Mid-size lifestyle & grooming influencers
- Engagement Tools: Polls, Filters, Hashtag Challenge
- Campaign Hashtag: #BeFierceWithDunX





Let's make Fierce the
signature scent of modern
masculinity

Power. Charm. Fierce
