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- BEIS IS CARRYING THE WEIGHT - SO SHE CAN CARRY THE SHOW



AUDIT



AN OVERVIEW

BÉIS IS A TRAVEL AND LIFESTYLE
BRAND FOUNDED BY SHAY
MITCHELL IN 2018,



THE BRAND'S FIRST BREAKOUT
PRODUCT: THE WEEKENDER BAG



BÉIS

BÉIS PRODUCTS HAVE BEEN
FEATURED IN TOP PUBLICATIONS
LIKE VOGUE, FORBES, AND
HARPER'S BAZAAR



STRONG DIGITAL PRESENCE AND A
COMMITMENT TO STAYING
CULTURALLY RELEVANT



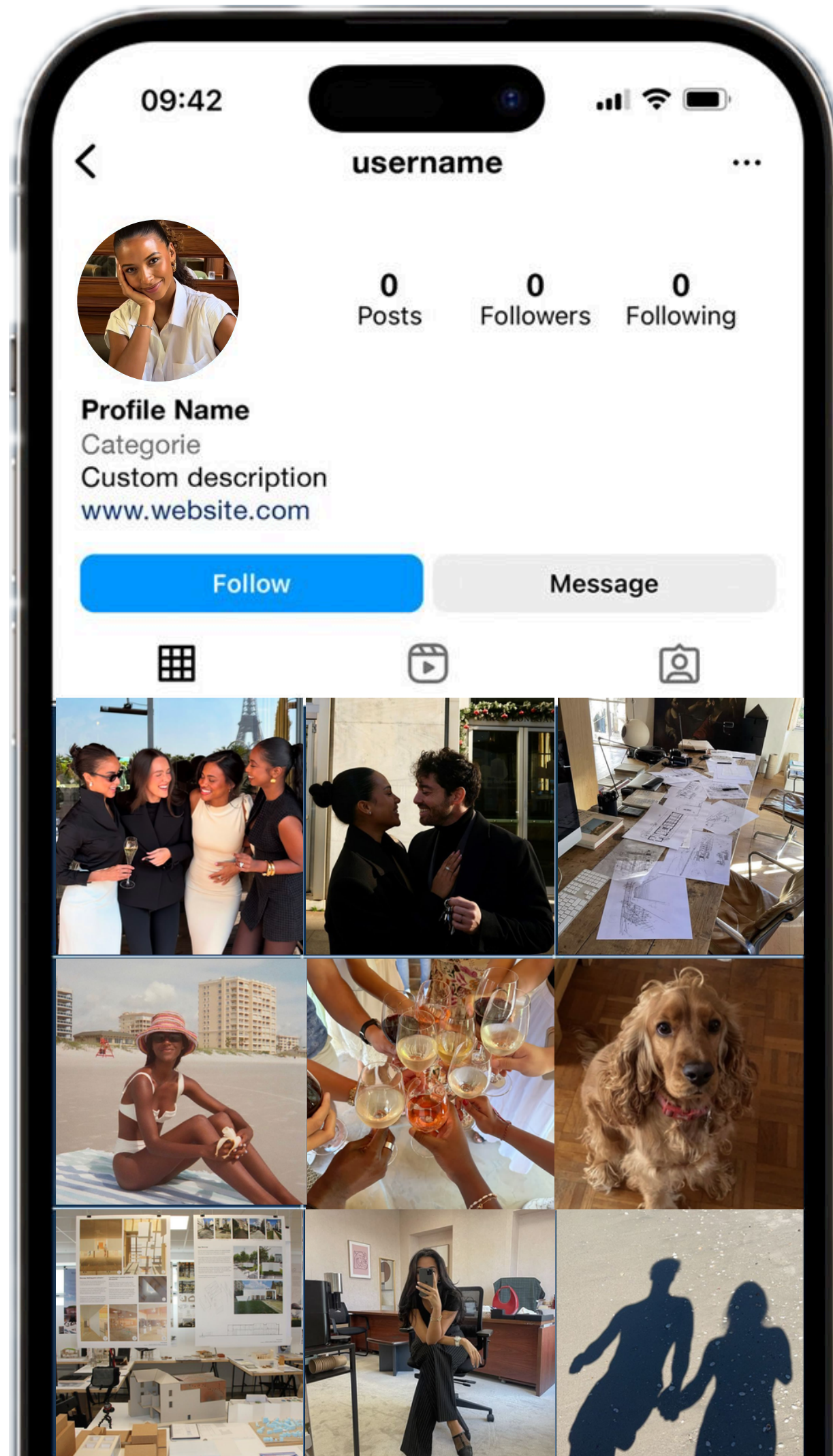
DELIVERS PRODUCTS THAT ARE
BOTH INSTAGRAM-WORTHY AND
TRAVEL-READY.



DIGITAL PERSONA



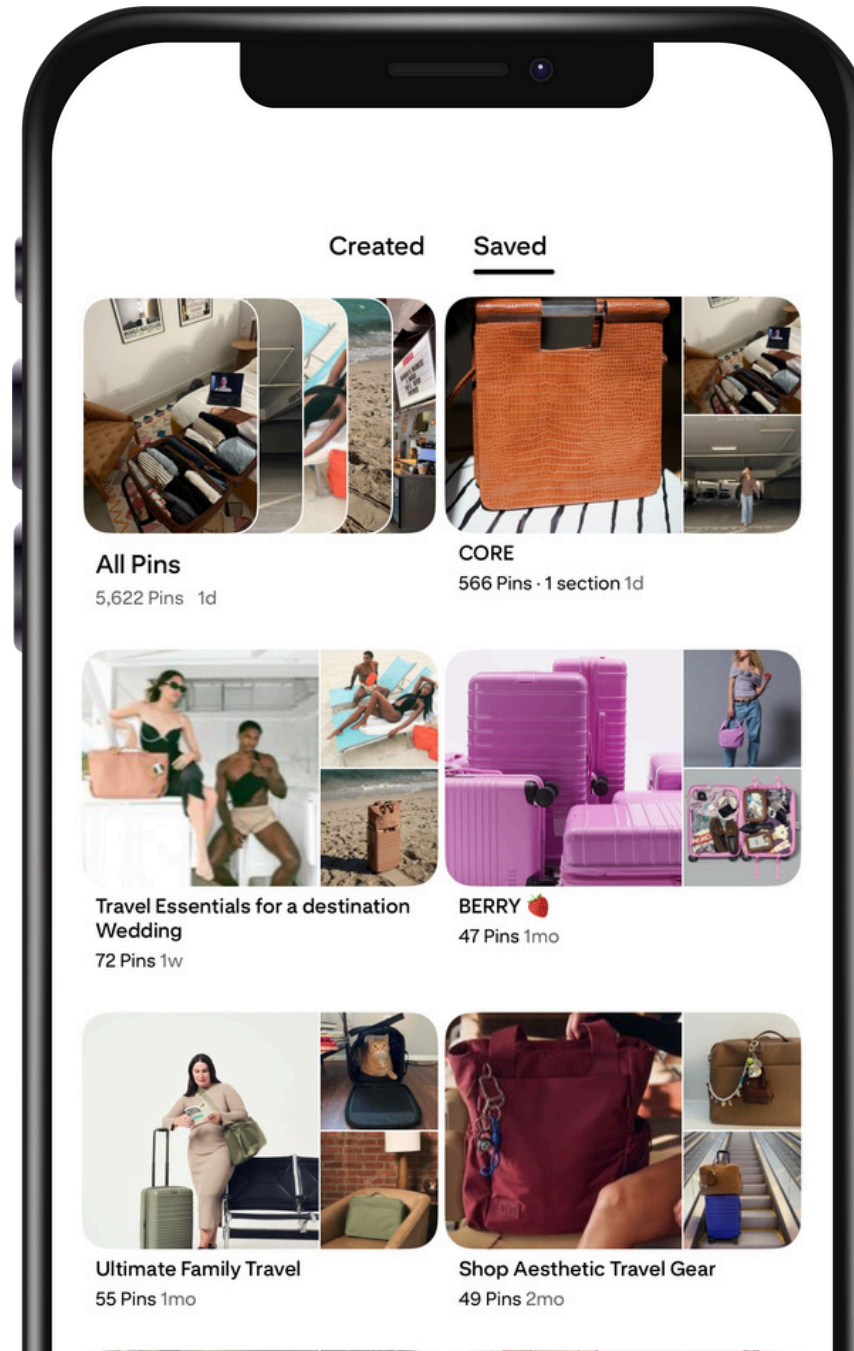
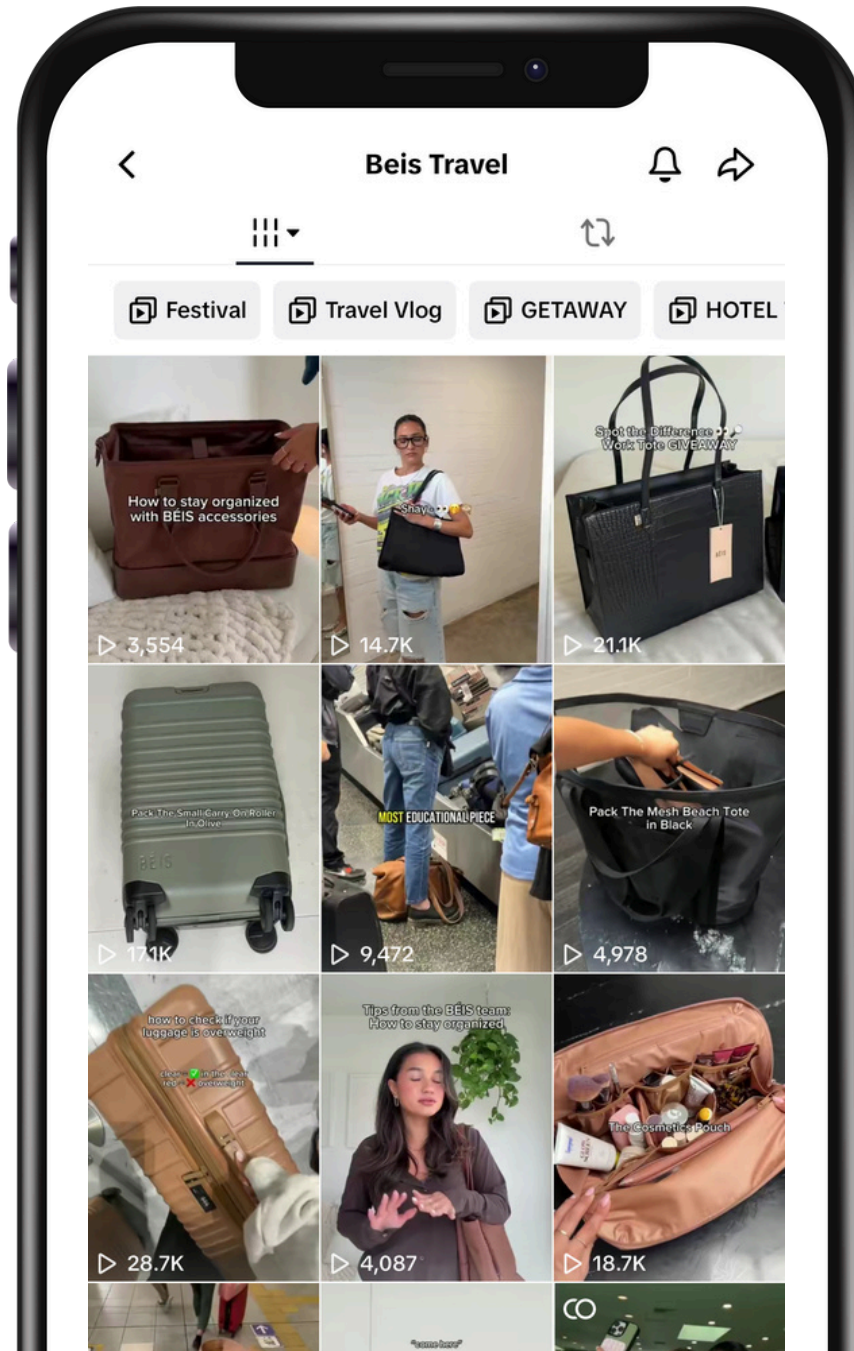
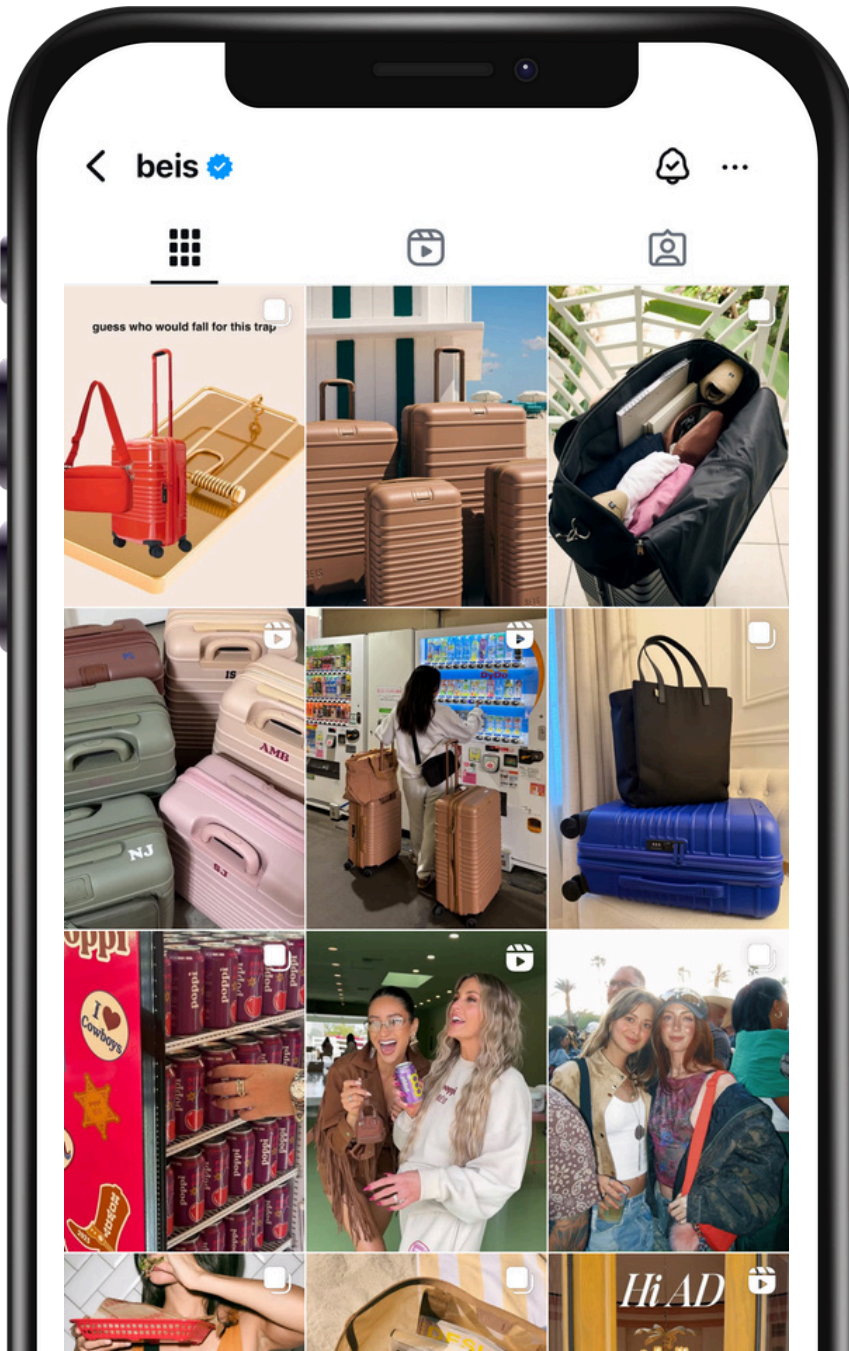
CLEO M.



NOTES:

- BETWEEN AGES 23-29
- YOUNG TREND SAVVY
- PROFESSIONAL
- LIVES WITH HER FIANCEE, BENNETT, AND THEIR COCKER SPANIEL, DOTTIE
- NORTHWESTERN GRAD
- ARCHITECT
- SAN FRANCISCO
- ENJOYS ART, WINE, HOT YOGA, THE BEACH AND SELF HELP BOOKS
- ACTIVE ON SOCIALS
- LOVES LINKEDIN

CURRENT APPLICATION: SOCIAL MEDIA



- **INSTAGRAM:** SHOWCASES PRODUCT LAUNCHES, INFLUENCER PARTNERSHIPS, AND AESTHETIC CONTENT THROUGH REELS, STORIES, AND SHOPPABLE POSTS.

- **TIKTOK:** LEVERAGES HUMOR, PACKING HACKS, AND BEHIND-THE-SCENES CONTENT

- **PINTEREST:** USES MOOD BOARDS AND PRODUCT PINS TO INSPIRE TRAVEL AESTHETICS

- **CROSS-PLATFORM STRATEGY:** MAINTAINS A CONSISTENT TONE—CHIC, RELATABLE, AND FUNCTIONAL—TAILORED FOR EACH PLATFORM'S UNIQUE AUDIENCE BEHAVIOR.

CURRENT APPLICATION: EMAIL MARKETING


BÉIS

Free Shipping
U.S. Orders Over \$150


NEW ARRIVAL


THE MICRO
WEEKENDER CHARM

Tiny accessory, major upgrade.
Perfect for life's little essentials.



SHOP NEW ARRIVALS





GET REWARDED WHILE YOU SHOP: BÉIS LOYALTY

BÉIS


Free Shipping
U.S. Orders Over \$150

YOUR INBOX,
YOUR WAY

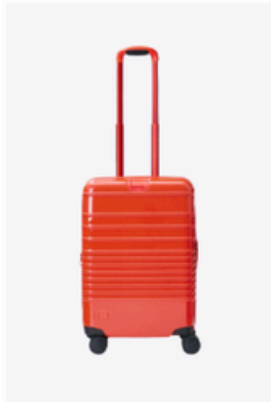
Want to opt out of Mother's Day content?
No problem, just click below. (And don't worry, we'll
keep you in the loop for all the other good stuff.)

OPT OUT


TRENDING NOW



The Travel Tote
in Camel



The Carry-On
Roller in Glossy
Flame



The East To
West Tote in
Black


GET REWARDED WHILE YOU SHOP: BÉIS LOYALTY

BÉIS

Free Shipping
U.S. Orders Over \$150


— NEW —

PERSONALIZE
YOUR BÉIS




In a world of identical luggage, make yours stand
out with that personal touch.


START CUSTOMIZING



STEP 1
PICK YOUR BÉIS



STEP 2
CHOOSE FONT + COLOR



STEP 3
SAY WHAT YOU WANT

START NOW

HEY BÉIS
COMMUNITY

Let's skip the corporate-speak: This tariff situation is a
complete dumpster fire, and we're all getting burned.
Here's the situation: Costs are up, and unfortunately,
our prices will have to follow suit. And no, we can't
just stuff these extra costs in an overhead bin and
pretend they don't exist.

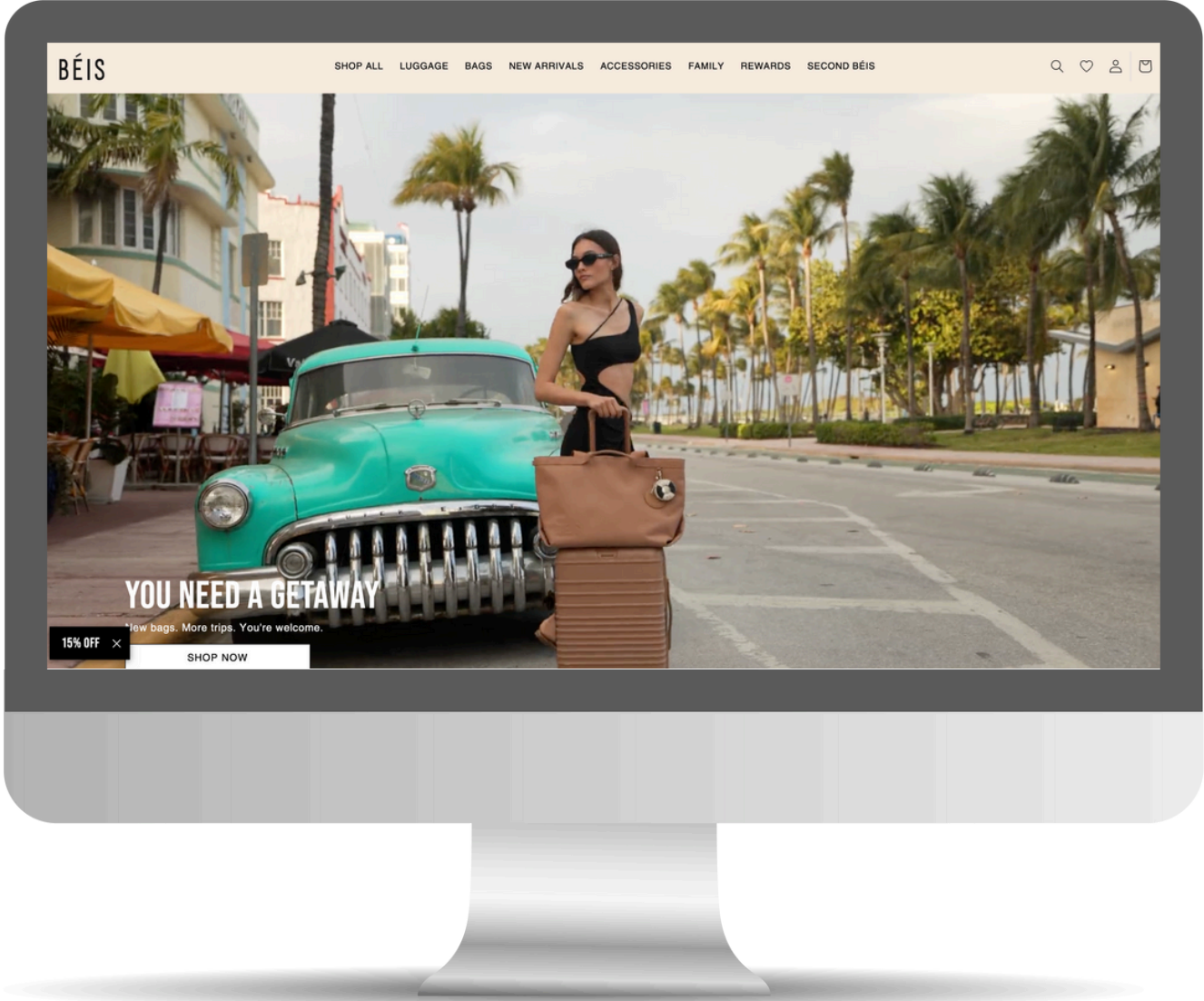
You're probably wondering what this means for your
cart. Unfortunately, so are we. Honestly, we're just as
confused as everyone else. But changes are coming.
What kind of changes? Don't know. When? Could be
tomorrow or...ok we don't know that either. So if
you've been eyeing something, now might be a good
time to make your move, as current pricing remains in
effect—for now.

We promise we're fighting these increases with every
trick in our playbook. Our finance team hasn't slept in
days, our spreadsheets have spreadsheets, and we've
considered everything from company-wide ramen
diets to asking our CEO to start an OnlyFans. (Legal
said no to that last one. Rude.)

Thanks for sticking with us through whatever
economic plot twist comes next.

Sincerely,
The Financially Traumatized BÉIS Team

CURRENT APPLICATION: WEBSITE ANALYSIS



STRATEGIC CTAS

STRONG VISUALS

INTUITIVE BROWSING

SHOP THE COLLECTION



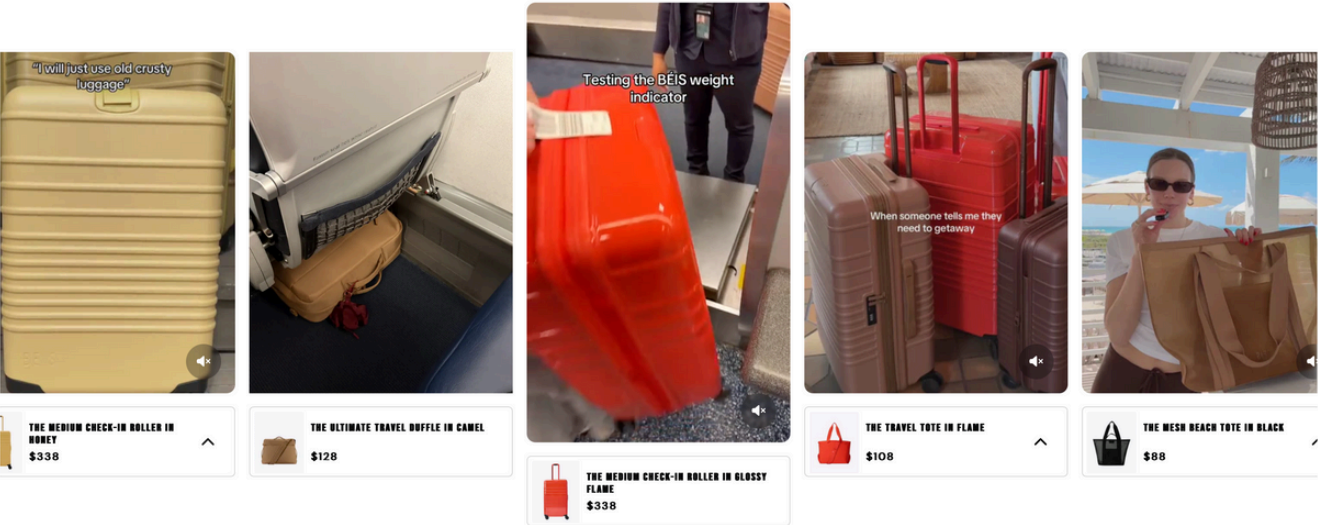
THE CARRY-ON Ultra-functional, unapologetically fiery.	THE LARGE CHECK-IN The new neutral—with nothing basic about it.	TRAVEL TOTE Color turned up. Capacity maxed out.	MESH BEACH TOTE The BÉIS tan you need for sunny escapes.
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SHOP BY CATEGORY



MATCHING SETS Bundle and save up to 15% on personalized sets.	LUGGAGE Get to know our award-winning travel suitcases.	WEEKENDERS See why people love our most iconic carry-on bag.	TOTES Travel totes designed to streamline your day.	BACKPACKS A classic, reimagined: our top-r backpacks.
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SHOP SOCIAL





STRATEGY

TOWS MATRIX



BEIS TOWS ANALYSIS:

	Internal Strengths (S): <ol style="list-style-type: none">1. Innovative Product Design that continues to grow more and more every year2. Strong Brand Identity that is clear amongst the brand itself and BEIS’s shoppers3. Effective Marketing and Social Media Presence that promotes their products while still being relatable and accessible	Internal Weaknesses (W): <ol style="list-style-type: none">1. Rely very heavily on a few core products (Weekender Bag, Carry-on)2. Lack of permanent retail store presence3. Only one “face” of the brand, strongly influenced by Shay Mitchell's presence specifically
External Opportunities (O): <ol style="list-style-type: none">1. Further expand product offerings in comparison to other brands like <i>Away</i> and <i>Paravel</i>2. Solidify a more permanent presence among shoppers3. Expand in PR and travel related celebrity/influencer relations. Following the marketing tactics of <i>Away</i> - their partnerships include Dwayne Wade, Serena Williams, and Karlie Kloss to catch the eye of diverse audiences	SO “Maxi-Maxi” Strategy: <ol style="list-style-type: none">1. Customizable Luggage Options (Build your own, color, initials, embroidery)2. Permanent <i>BEIS</i> Travel brand exclusive stores or seasonal residences in different cities (longer than a pop-up but not as permanent as an actual store)3. Sponsor a <i>BEIS</i> brand trip and provide all things luggage related	WO “Mini-Maxi” Strategy: <ol style="list-style-type: none">1. Create curated “Bundles” of products and accessories at advantageous price points for specific demographics of consumers (parent mode pack, boardroom to boarding, jet set with your pet, etc.)2. Create “In-Store Only” products that are available for purchase exclusively at <i>BEIS</i> locations3. Collaborate with “niche” influencers and let them share their real stories (travel nurses, young business women, students studying abroad, performers on the road, and avid travelers)
External Threats (T): <ol style="list-style-type: none">1. Less consumers wanting to travel due to rising costs, increasing tensions, and other external factors.2. Rising costs in materials and manufacturing regarding <i>BEIS</i>’s goods3. Intense competition between travel brands in the industry like <i>CALPAK</i>, <i>Away</i>, and <i>Monos</i>.	ST “Maxi-Mini” Strategy: <ol style="list-style-type: none">1. Highlighting multi functional products that can be just as effective in everyday life2. Create “Limited Edition” lines to make room for higher prices and create a sense of urgency and desire for consumers3. Launch a social series of user generated content highlighting why consumers love their <i>BEIS</i> products and choose to travel with them	WT “Mini-Mini” Strategy: <ol style="list-style-type: none">1. Form strategic partnerships or collaborations with complementary brands to introduce new product lines and reach wider audiences2. Leverage e-commerce innovations (like virtual try-ons or AR showrooms) to enhance the shopping experience and boost engagement3. Broaden brand representation beyond Shay Mitchell by collaborating with micro-influencers or diverse ambassadors



DOCUMENTARY: “UNPACKING BEIS”



- **BTS OF BEIS**
- **MANUFACTURING PROCESS**
- **DIFFERENT PEOPLE INVOLVED**
- **HOW THE BRAND CAME TO BE**
- **“MAXI - MINI” BRAND TRANSPARENCY/RISING COSTS WHILE CONTNUING TO EXPAND BRAND AWARENESS**



INTERACTIVE ONLINE QUIZ: “TRIP STYLER”

USES PERSONALITY, STYLE,
AND TRAVEL-BASED
QUESTIONS TO MATCH
USERS WITH A UNIQUE
TRAVEL ARCHETYPE AND
CURATED PRODUCT
BUNDLES

GENERATES SHAREABLE
GRAPHICS, FILTERS, AND
RESULTS OPTIMIZED FOR
TIKTOK, INSTAGRAM, AND
SNAPCHAT — ENCOURAGING
ORGANIC PROMOTION

BY INSPIRING UGC THE
QUIZ BECOMES A LOW-
COST BUT HIGH-IMPACT
MARKETING TACTIC

ENHANCES THE ONLINE
EXPERIENCE AND REFLECTS
BEIS'S CHIC, FUNCTIONAL
BRAND ETHOS AS WELL AS
THEIR CONSUMER (CLEO)

BEIS What's Your Trip Style?

TRIP STYLER QUIZ



The Effortlessly
Stylish Explorer



The Chic and
Chill Planner



The Wanderlust
Weekender

MY TRIP STYLE

Chic and Chill
Planner

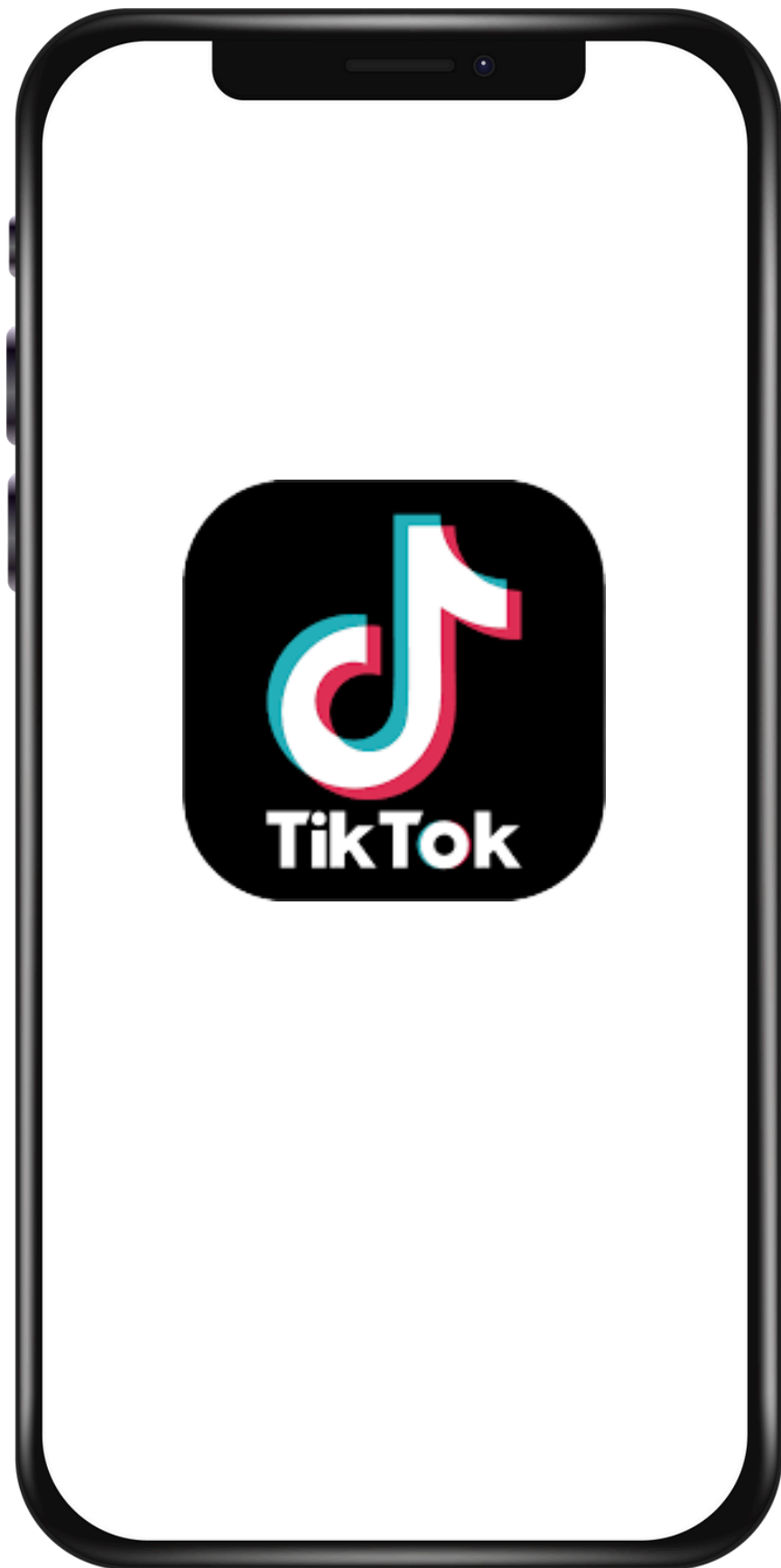


USE CODE: TRIP10

SHARE YOUR RESULT



TIKTOK CHARITY SERIES: SISTERHOOD OF THE TRAVELING SUITCASE

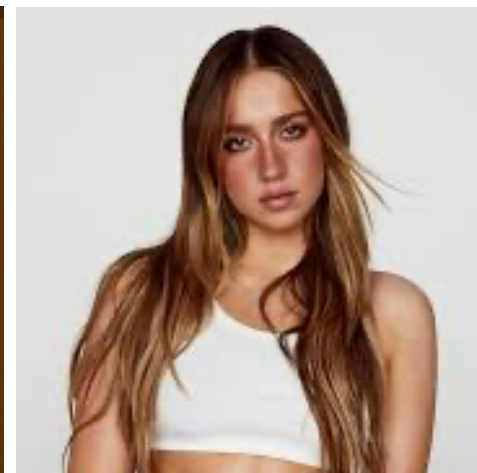


- EMPOWERS WOMEN THROUGH STORYTELLING
- PROMINENT WOMEN SHARE TRAVEL STORIES, DONATE, AND PASS THE SUITCASE ON.
- BOOSTS BRAND + SOCIAL IMPACT
- RAISES AWARENESS FOR BEIS AND SUPPORTS CAUSES LIKE FREEDOM NETWORK USA.
- DRIVES ENGAGEMENT + PR GROWTH CREATES VIRAL, HEARTFELT CONTENT WITH REAL-WORLD AND DIGITAL REACH.

SPONSORING AN EMERGING POPSTAR: "BÉIS IS CARRYING THE WEIGHT SO SHE CAN CARRY THE SHOW"



BÉIS IS
CARRYING THE WEIGHT
SO SHE CAN
CARRY THE SHOW.



- A COMBO OF TRADITIONAL AND INTEGRATED DIGITAL STRATEGIES EXPAND BEIS'S VISIBILITY AND BRAND EQUITY.
- THE BRAND POSITIONS ITSELF AT THE INTERSECTION OF MUSIC, LIFESTYLE, AND TRAVEL
- ORGANICALLY INSERTING ITSELF INTO SOCIAL CONTENT THROUGH BEHIND-THE-SCENES PHOTOS, VLOGS, AND SOCIAL MEDIA POSTS
- TOUR SPONSORSHIP MODEL IS AN UNTAPPED MARKETING AVENUE THAT COULD REDEFINE HOW TRAVEL BRANDS ENGAGE WITH AUDIENCES.

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AI-GENERATED IMAGES. CREATED USING CHATGPT IMAGE GENERATION TOOL, OPENAI, 2025.



**THAT'S
BEIS-ICALLY
IT...THANK YOU!**

