



EVIE NISTA

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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



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

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



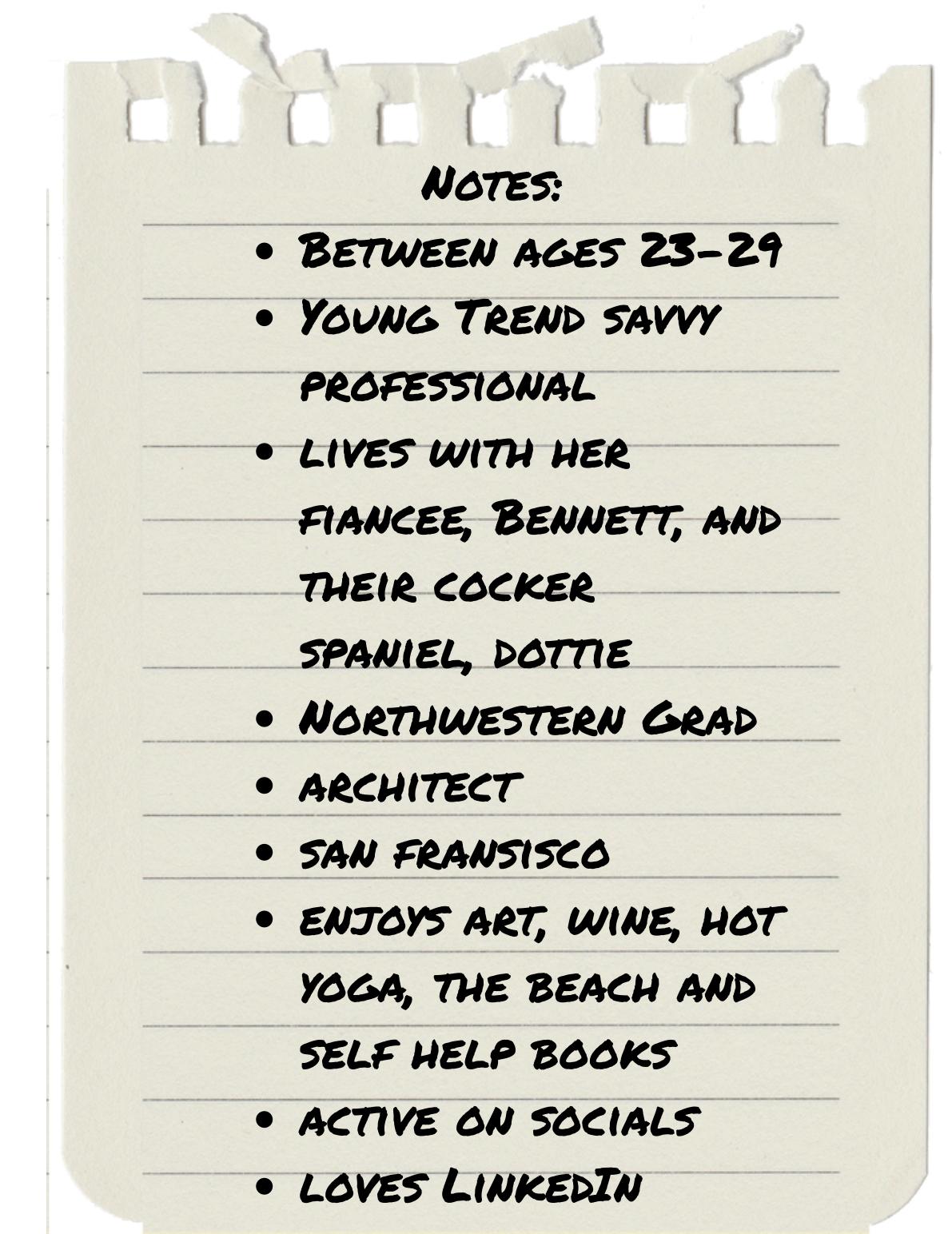
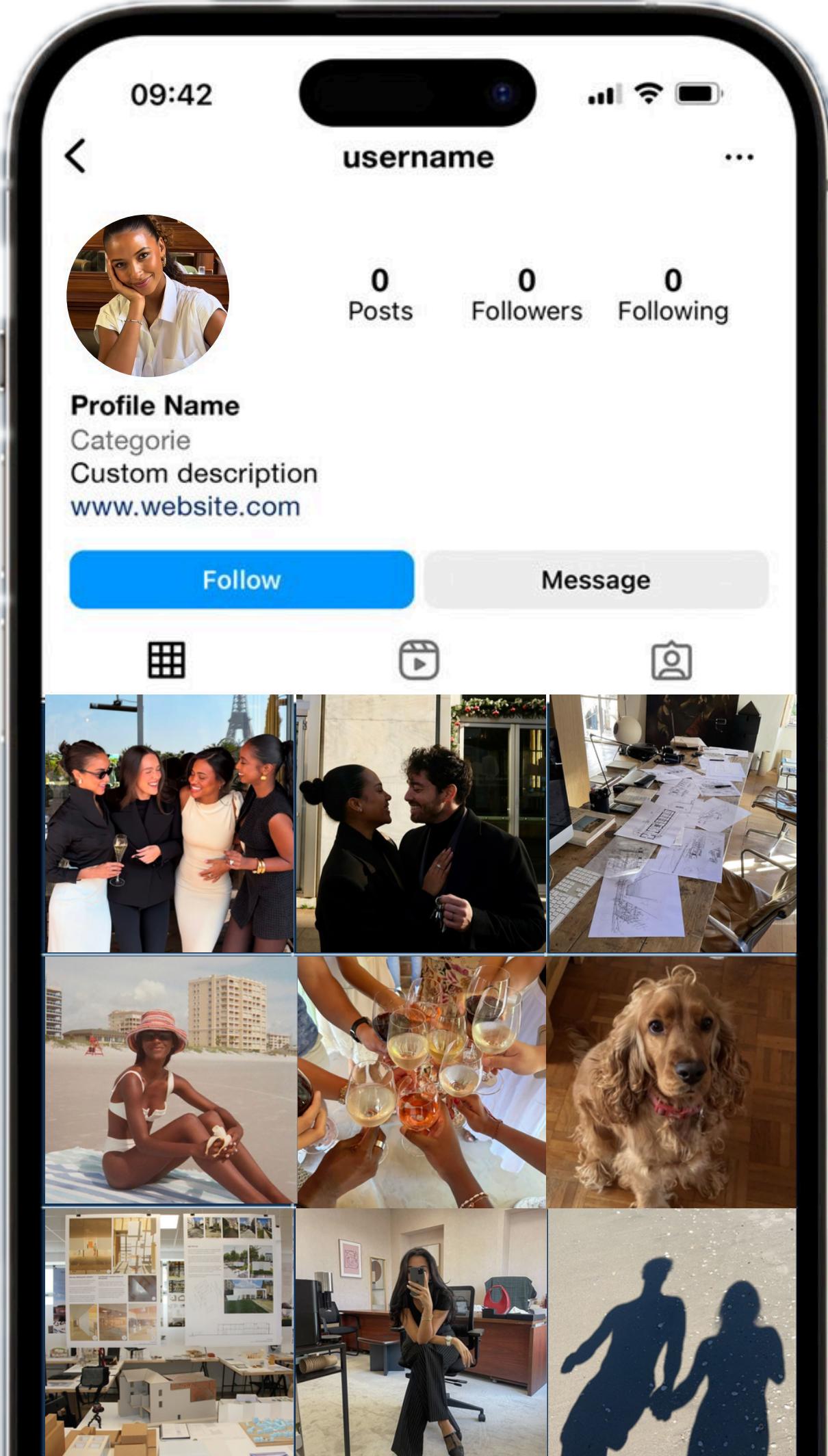
STRONG DIGITAL PRESENCE AND A
COMMITMENT TO STAYING
CULTURALLY RELEVANT



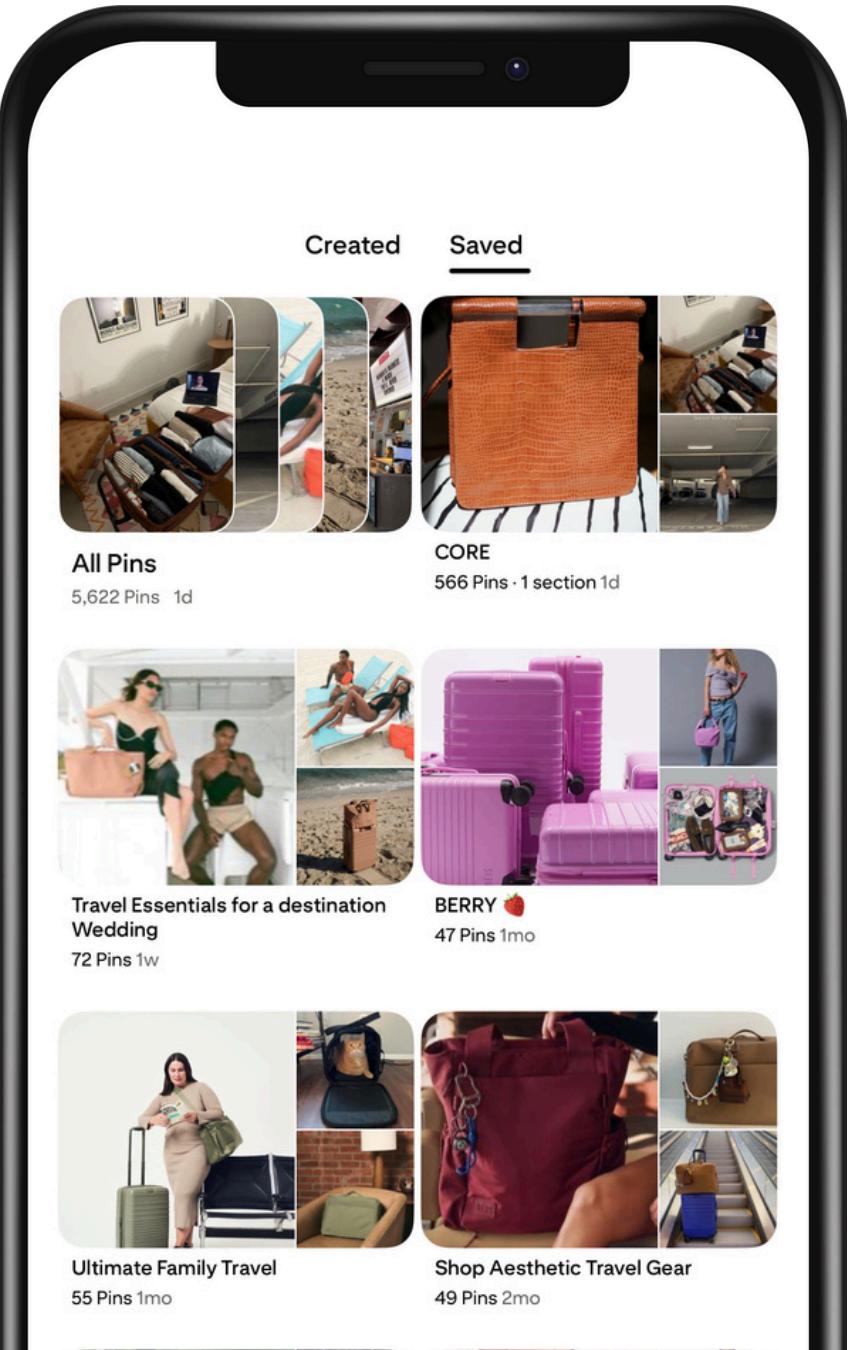
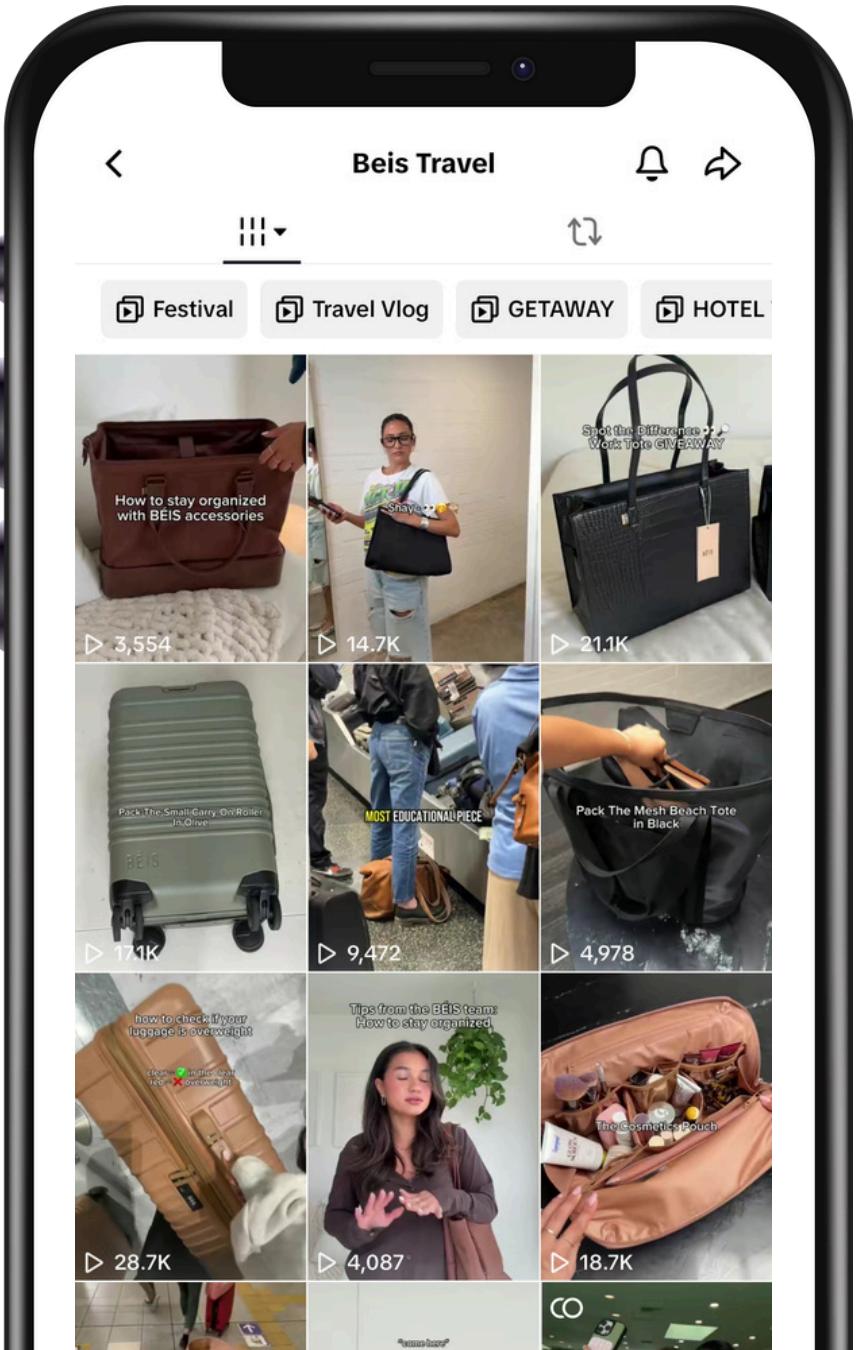
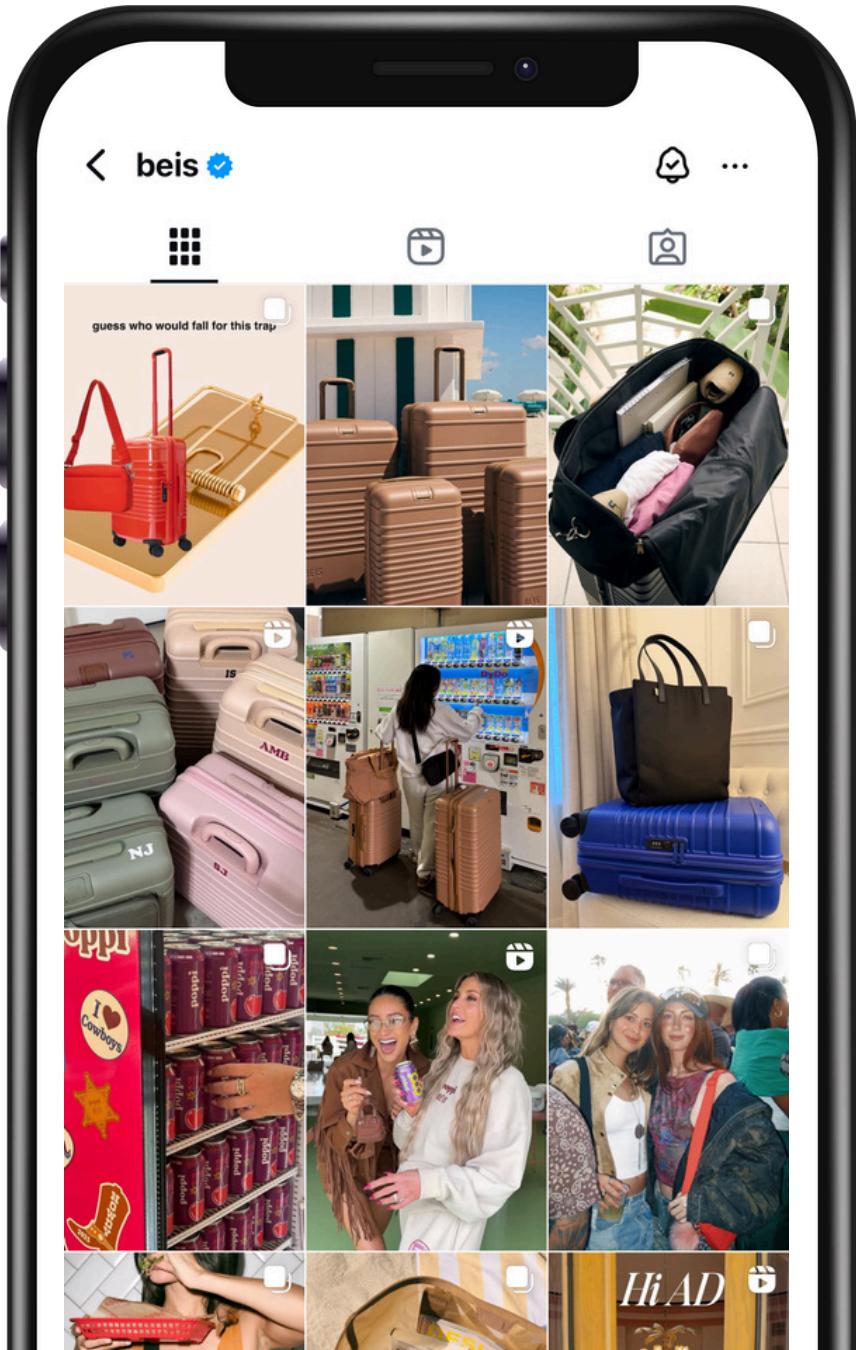
DIGITAL PERSONA



CLEO M.



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

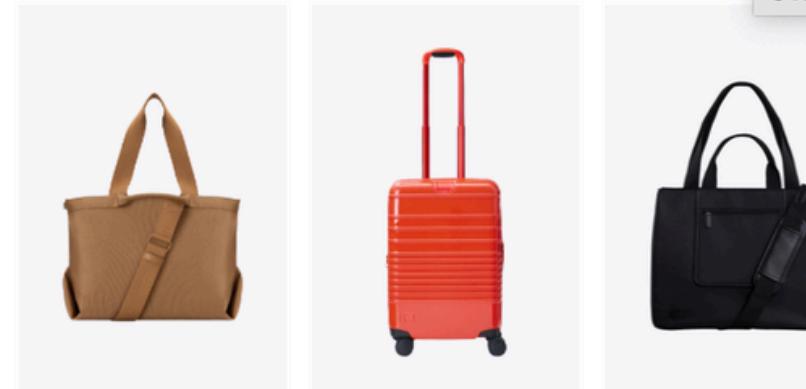
YOUR INBOX, YOUR WAY

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

<https://ct01JSY72>



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.

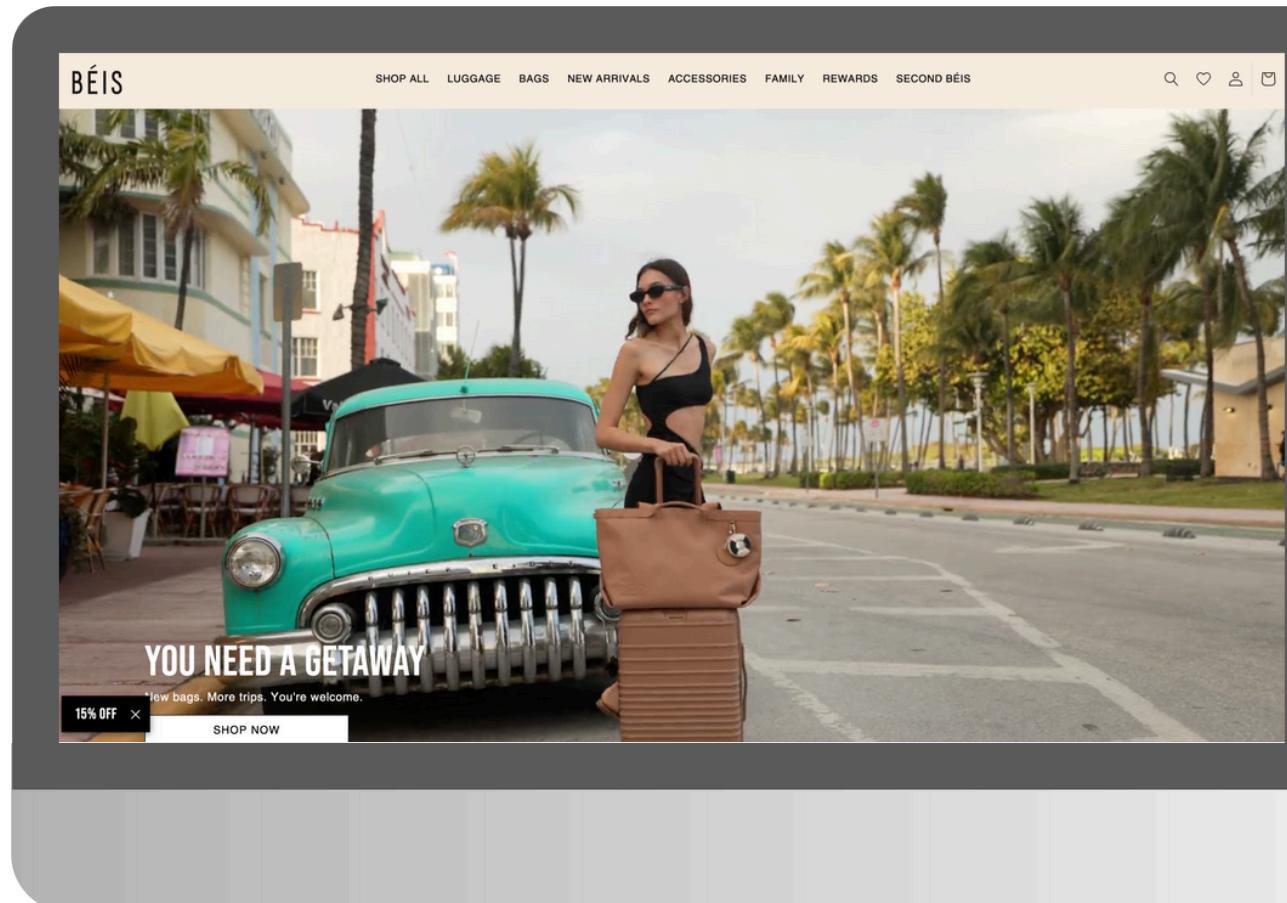
You're probably wondering what this means for your cart. Unfortunately, so are we. Honestly, we're just as confused as everyone else. But changes are coming. What kind of changes? Don't know. When? Could be tomorrow or...ok we don't know that either. So if you've been eyeing something, now might be a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



SHOP THE COLLECTION



THE CARRY-ON

Ultra-functional, unapologetically fiery.

THE LARGE CHECK-IN

The new neutral—with nothing basic about it. Color turned up. Capacity maxed out.

TRAVEL TOTE

MESH BEACH TOTE

The BÉIS tan you need for sunny escapes.



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

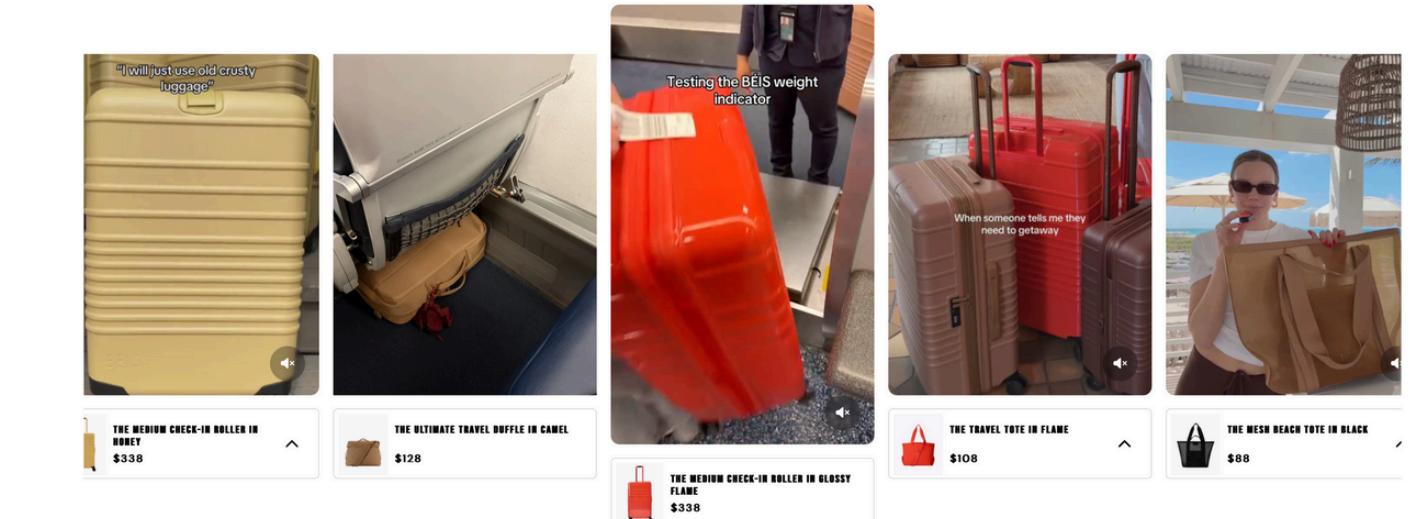
Travel totes designed to streamline your day.

BACKPACKS

A classic, reimagined: our top-r backpacks.



SHOP SOCIAL





STRATEGY

TOWS MATRIX



BEIS TOWS ANALYSIS:

	Internal Strengths (S):	Internal Weaknesses (W):
	<ul style="list-style-type: none"> 1. Innovative Product Design that continues to grow more and more every year 2. Strong Brand Identity that is clear amongst the brand itself and BEIS's shoppers 3. Effective Marketing and Social Media Presence that promotes their products while still being relatable and accessible 	<ul style="list-style-type: none"> 1. Rely very heavily on a few core products (Weekender Bag, Carry-on) 2. Lack of permanent retail store presence 3. Only one "face" of the brand, strongly influenced by Shay Mitchell's presence specifically
External Opportunities (O):	<ul 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 shoppers 3. 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 	<p>SO "Maxi-Maxi" Strategy:</p> <ul 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 <p>WO "Mini-Maxi" Strategy:</p> <ul 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> locations 3. 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):	<ul 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 goods 3. Intense competition between travel brands in the industry like <i>CALPAK</i>, <i>Away</i>, and <i>Monos</i>. 	<p>ST "Maxi-Mini" Strategy:</p> <ul style="list-style-type: none"> 1. Highlighting multi functional products that can be just as effective in everyday life 2. Create "Limited Edition" lines to make room for higher prices and create a sense of urgency and desire for consumers 3. Launch a social series of user generated content highlighting why consumers love their <i>BEIS</i> products and choose to travel with them <p>WT "Mini-Mini" Strategy:</p> <ul style="list-style-type: none"> 1. Form strategic partnerships or collaborations with complementary brands to introduce new product lines and reach wider audiences 2. Leverage e-commerce innovations (like virtual try-ons or AR showrooms) to enhance the shopping experience and boost engagement 3. Broaden brand representation beyond Shay Mitchell by collaborating with micro-influencers or diverse ambassadors



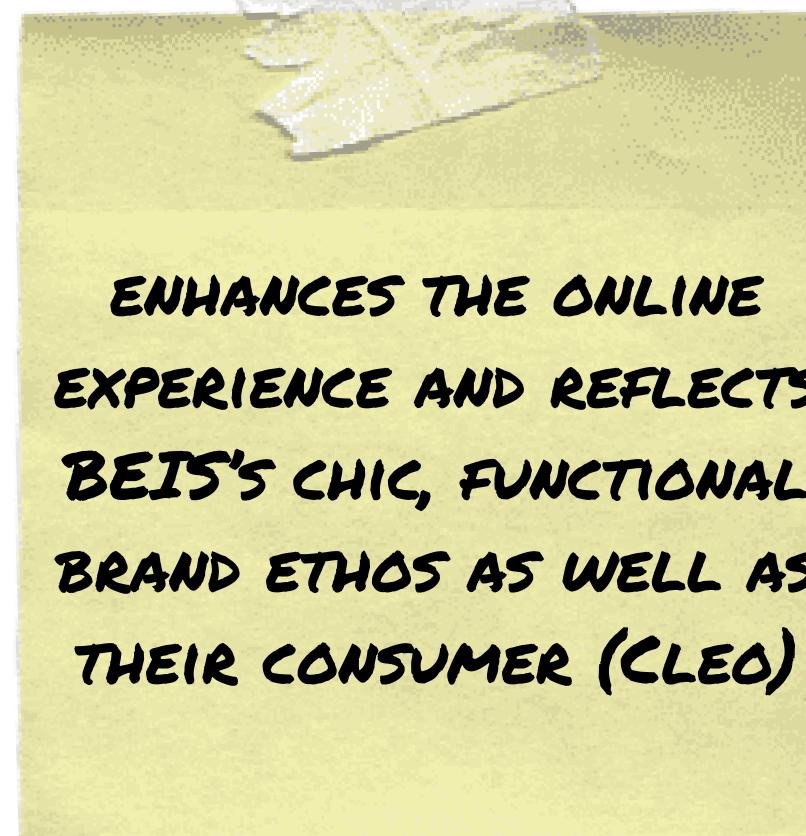
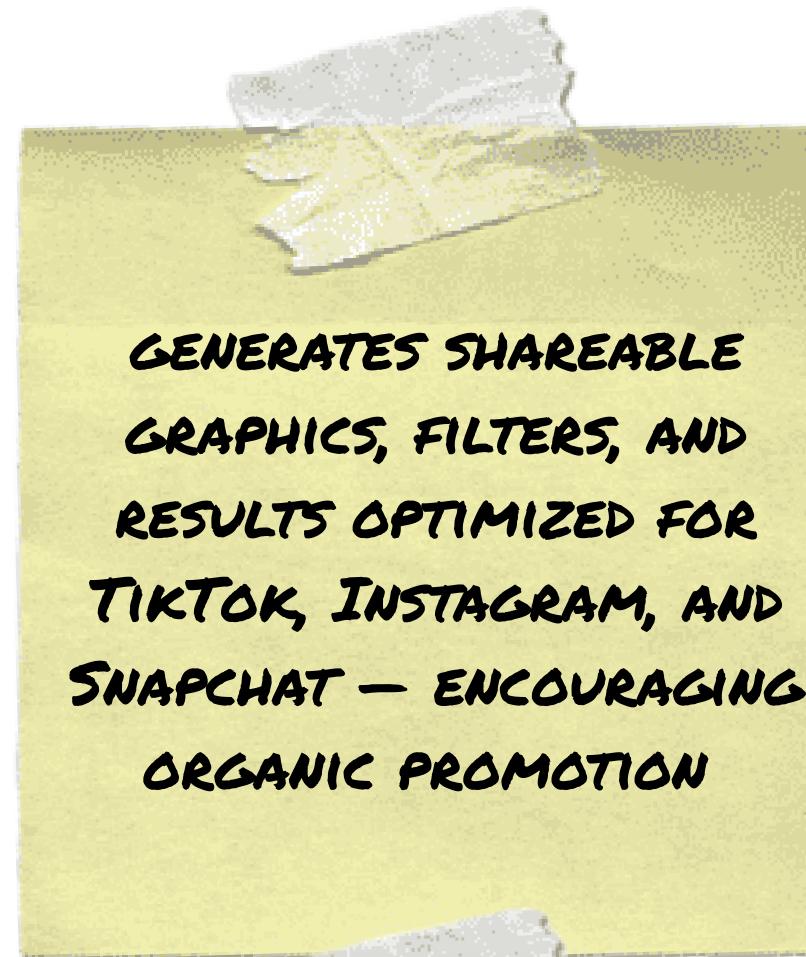
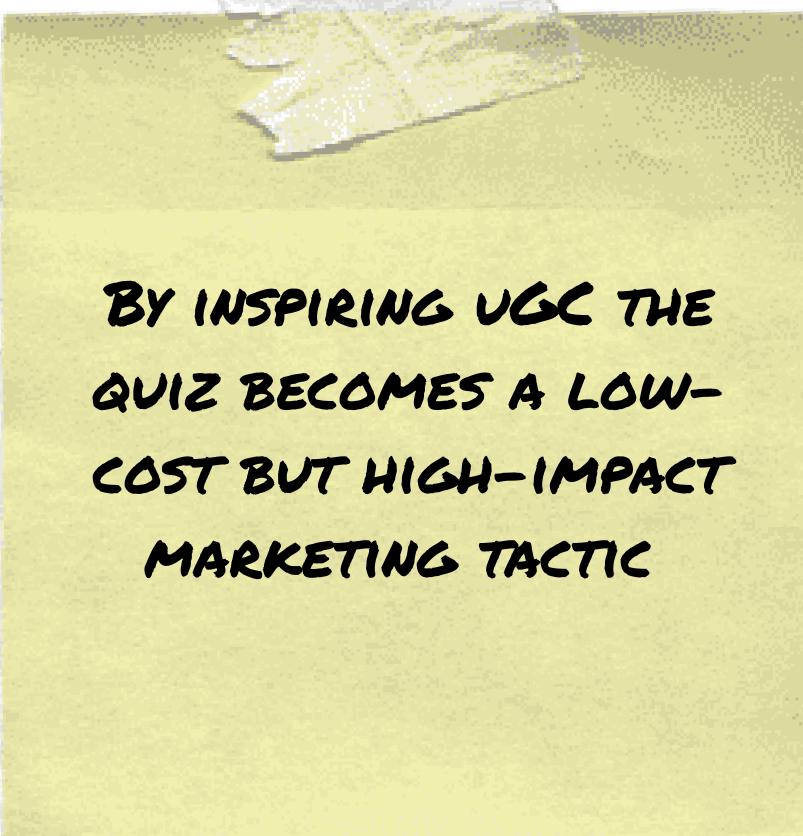
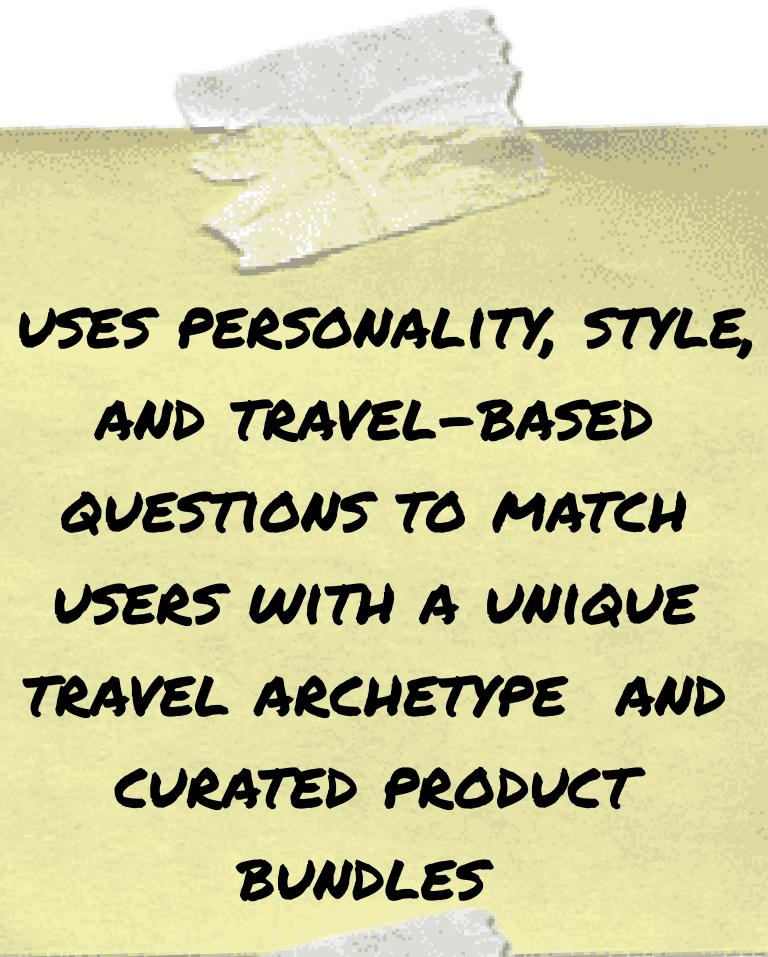
DOCUMENTARY: “UNPACKING BEIS”



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



INTERACTIVE ONLINE QUIZ: “TRIP STYLER”



BEIS

What's Your Trip Style?

TRIP STYLER QUIZ

The Effortlessly Stylish Explorer

The Chic and Chill Planner

The Wanderlust Weekender

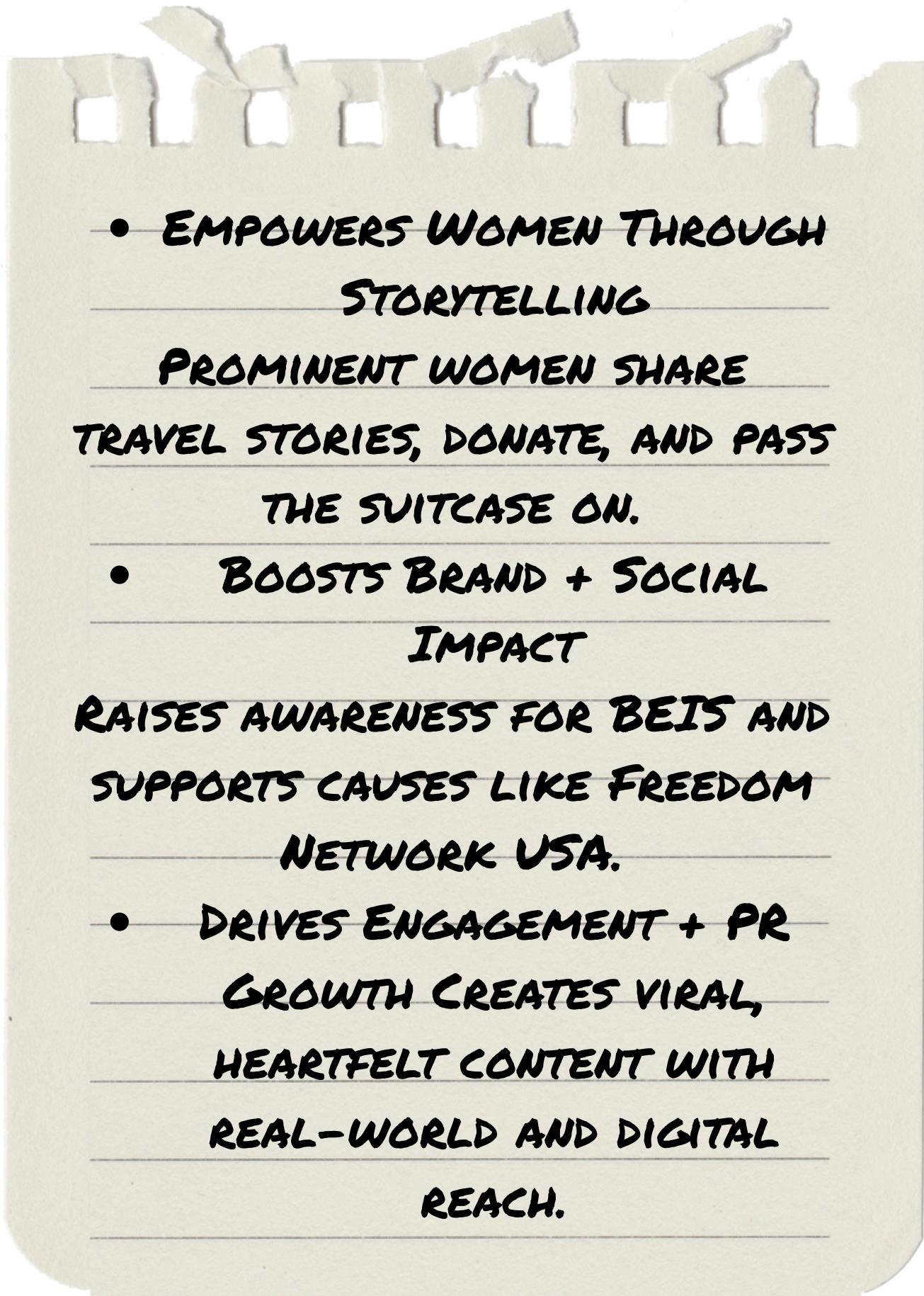
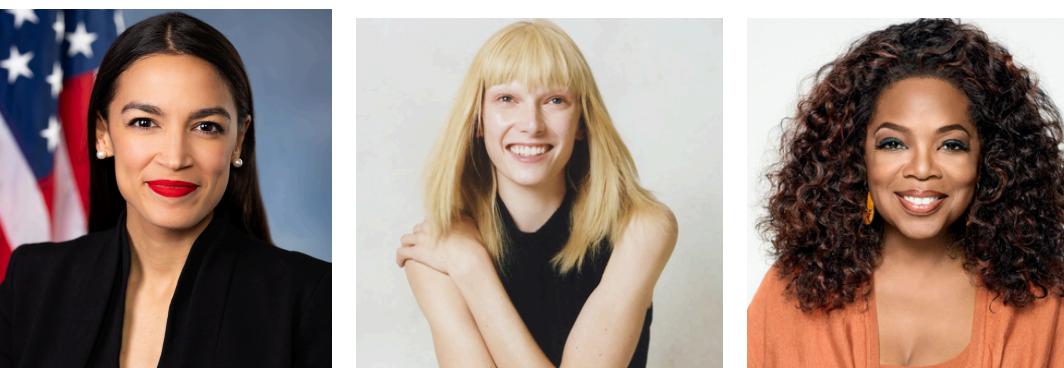
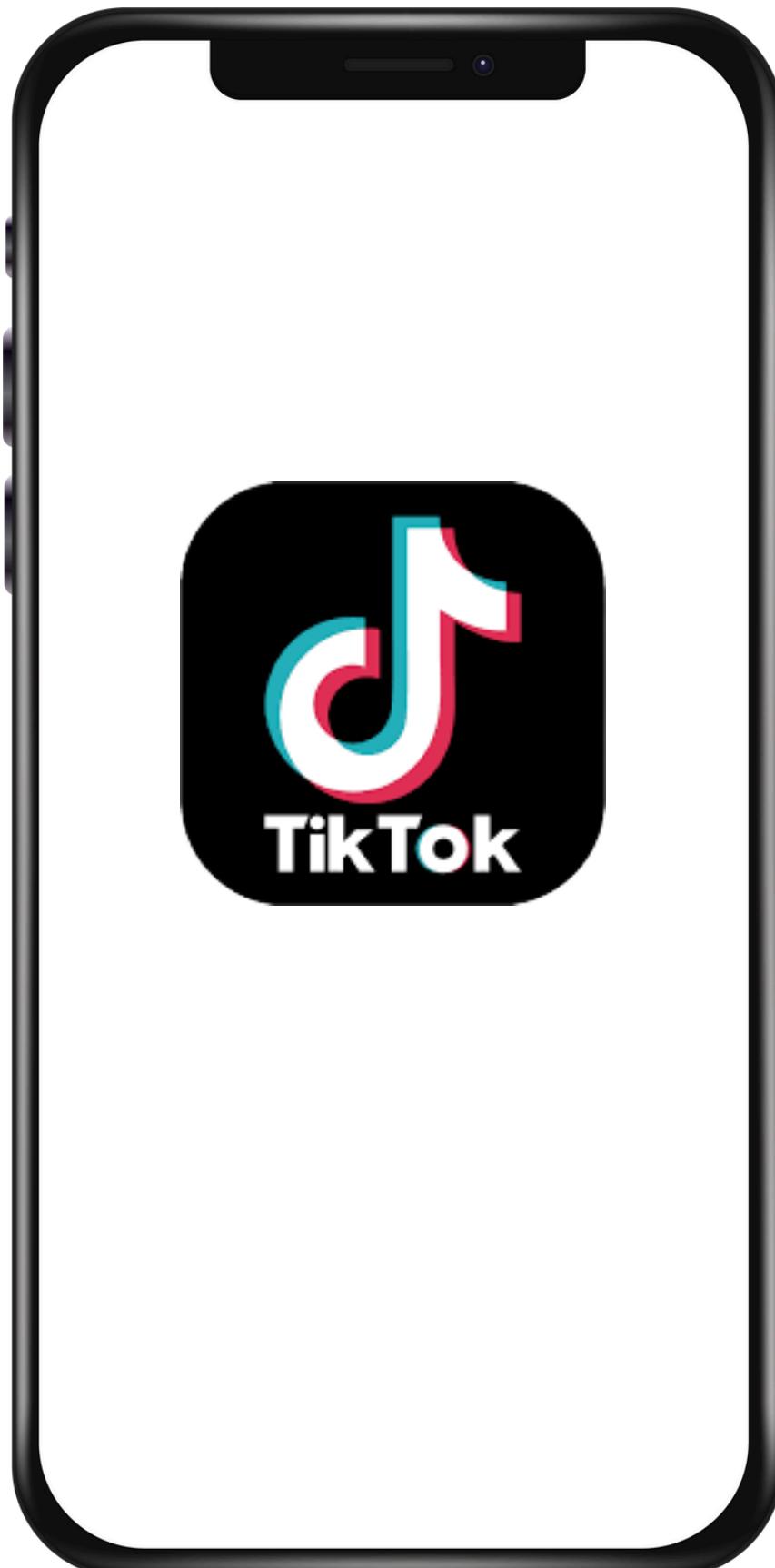
MY TRIP STYLE

Chic and Chill Planner

USE CODE: TRIP10

SHARE YOUR RESULT

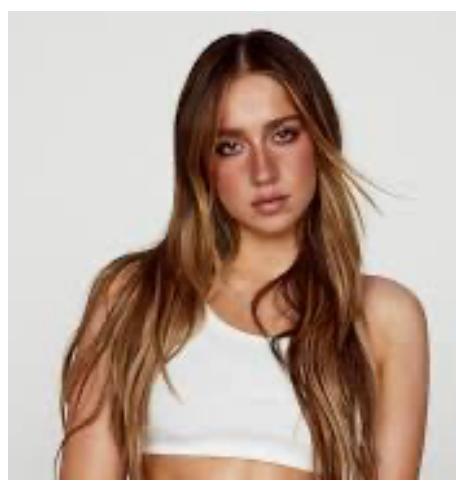
TIKTOK CHARITY SERIES: SISTERHOOD OF THE TRAVELING SUITCASE



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 BÉIS'S VISIBILITY AND BRAND EQUITY.
- THE BRAND POSITIONED 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.

WORK CITED

BÉIS. BÉIS TRAVEL OFFICIAL SITE. BEIS TRAVEL, ACCESSED 3 MAY 2025.

CONDÉ NAST TRAVELER. “SHAY MITCHELL SHARES HER PACKING TIPS FOR TRAVELING WITH A TODDLER.” CONDÉ NAST TRAVELER, ACCESSED 3 MAY 2025.

BÉIS [@BEIS]. INSTAGRAM, ACCESSED 3 MAY 2025.

BÉIS [@BEIS]. TIKTOK, ACCESSED 3 MAY 2025.

BÉIS. PINTEREST, ACCESSED 3 MAY 2025.

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



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

