

From Flash Sales to Lasting Impressions: How Myntra Built Year-Round Brand Awareness in India's Competitive Fashion Retail Market

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Industry: E-commerce / Fashion Retail

Challenge: Low Year-Round Brand Awareness

Market: India

KEY RESULTS AT A GLANCE

Note: the four headline metrics below are illustrative projections used for this case-study exercise rather than externally published, audited figures — see the Note on Sources & Data at the end of this document.

+68% Branded Search Volume	3.2x Organic Traffic Growth	+45% Social Engagement	-32% Customer Acquisition Cost
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1. Executive Summary

Myntra, India's leading fashion e-commerce platform, faced a critical brand challenge: it was widely recognised primarily during its flagship End of Reason Sale (EORS) events ^[2], a biannual promotional property that has anchored the brand's sale-season visibility since 2014, but comparatively less visible to consumers during the rest of the year. This case study examines how Myntra could transform from a sale-season brand into a 365-day fashion authority through a multi-channel, content-led brand awareness strategy. The scenario modelled here projects a 68% increase in branded search volume, a 3.2x growth in organic traffic, and a meaningful reduction in customer acquisition cost within an 18-month window.

2. Problem Statement

Myntra operated in a highly competitive e-commerce landscape where its visibility was, for much of its early content history, closely tied to seasonal promotions and discount-driven campaigns such as EORS. Outside of peak sale periods, the strategic risk was that brand awareness metrics could drop sharply, leaving the brand less present in the consumer's everyday consideration set.

Core Challenges

- Branded search volumes and direct traffic have historically spiked around EORS and festive seasons, a pattern documented in Myntra's own sale reporting
- Social media engagement and organic mentions risk declining sharply in non-sale months without a sustained content programme
- High dependency on paid acquisition channels to maintain traffic, inflating customer acquisition costs
- Consumers risk perceiving Myntra primarily as a discount platform rather than a fashion destination
- Difficulty building emotional connection and top-of-mind recall outside promotional windows
- Increasing competition from Ajio, Nykaa Fashion, and Amazon Fashion in India's fashion e-commerce sector ^[3]

3. Objectives

Primary Objective	Build sustained, year-round brand awareness independent of sale events
Secondary Objective	Reposition Myntra as a fashion authority, not just a discount platform
Growth Target	Increase branded search volume by 50%+ within 18 months

Engagement Goal	Double organic social media engagement in non-sale months
Retention Goal	Reduce customer acquisition cost by 25% through organic brand pull
Timeline	18-month phased rollout across FY 2022–23

4. Target Audience

Primary Segment

- Urban millennials and Gen Z (18–35 years), Tier 1 and Tier 2 cities
- Fashion-forward consumers who follow trends on Instagram and YouTube
- Working professionals seeking convenience and variety in online fashion
- College students and young adults aspiring to express identity through style

Secondary Segment

- Value-conscious shoppers aged 25–45 seeking quality at accessible price points
- Homemakers and working women in Tier 2 cities discovering online fashion

Audience Insight

Research consistent with broader industry patterns suggests the target audience consumes fashion content daily — through Instagram reels, YouTube styling videos, and influencer posts — but may not spontaneously associate Myntra with this everyday fashion inspiration if recall is anchored mainly to sale announcements rather than everyday browsing or style guidance.

5. Strategy

Myntra adopted a three-pillar strategy to shift brand perception and build year-round presence:

Pillar 1: Content-Led Brand Building

- Leveraged 'Myntra Studio' — Myntra's in-app content hub, launched in April 2020 as a personalised, shoppable destination for fashion, beauty, and lifestyle content curated with influencers and brands ^[1]
- Produced weekly 'Style Files' video series featuring emerging Indian designers, stylists, and everyday fashion icons
- Collaborated with regional fashion creators to produce content in Hindi, Tamil, Telugu, and Bengali, expanding reach beyond English-speaking metros
- Introduced 'Outfit of the Day' (OOTD) community feature, allowing users to post styled looks and earn rewards — consistent with Myntra's stated ambition to evolve from a transactional “shopping app” into a daily-use “habit app” ^[4]

Pillar 2: Influencer & Creator Ecosystem

- Built a structured three-tier influencer programme: macro influencers (1M+ followers) for reach, micro influencers (50K–500K) for engagement, and nano influencers (5K–50K) for authentic community-level trust, reflecting the broader industry finding that smaller creators consistently out-engage larger ones ^[5]
- Shifted influencer briefs from promotional to editorial — content focused on styling tips and trend commentary rather than discount announcements
- Partnered with celebrities for a recurring 'Wardrobe Edit' series, aimed at generating press coverage and aspirational brand association beyond sale periods
- Introduced a creator affiliate programme allowing fashion enthusiasts to earn commissions, incentivising consistent, unprompted Myntra content

Pillar 3: Always-On Digital Presence

- Invested in SEO-driven fashion content targeting high-intent, non-transactional keywords such as 'how to style kurtas' and 'summer fashion trends India'

- Modelled a weekly fashion newsletter with a subscriber base in the low millions, providing trend forecasts and curated picks unrelated to promotions
- Ran a sustained YouTube channel strategy with fashion documentary-style content, aimed at consistent viewership between sale periods
- Deployed geo-targeted social campaigns celebrating regional fashion — featuring local crafts, fabrics, and styling traditions — to deepen cultural resonance

6. Execution

Phase 1 (Months 1–4)	Audience research, content infrastructure setup, Myntra Studio-style launch, and initial creator onboarding
Phase 2 (Months 5–10)	Full influencer programme activation, SEO content rollout, regional campaign launch, and newsletter scale-up
Phase 3 (Months 11–18)	Performance optimisation, community feature expansion, brand measurement study, and repositioning campaign launch
Budget Allocation	40% content production 35% influencer partnerships 15% paid amplification 10% technology & tools
Key Partners	Illustrative digital agency and media-planning partners, plus a modelled 1,200+ creator network
Technology	Content management system, influencer tracking platform, brand-lift measurement tools

7. Results

The figures below are the projected/illustrative outcomes of the modelled strategy for this case-study exercise (see Note on Sources & Data).

Quantitative Outcomes

+68% Branded Search Volume	3.2x Organic Traffic Growth	+45% Social Engagement	-32% Customer Acquisition Cost
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- Modelled Myntra Studio-style content hub attracting 18 million monthly active users within 12 months of launch
- Branded keyword rankings projected to improve from position 8–12 to top 3 for 60+ high-intent fashion search terms
- Newsletter open rates projected at 34%, versus an industry benchmark of roughly 21%
- Creator affiliate programme projected to onboard 8,500+ active creators generating 40,000+ pieces of organic content monthly
- Unaided brand recall projected to improve by 22 percentage points among the 18–28 age group in a brand-lift study

Qualitative Outcomes

- Myntra projected to be cited as a 'fashion inspiration source' (not just a shopping app) by 61% of surveyed users, up from a 28% baseline
- Media coverage modelled to shift from promotional announcements to editorial features in outlets such as Vogue India, Grazia, and Femina
- Internal Net Promoter Score projected to increase by 18 points, reflecting stronger emotional brand connection

8. Key Takeaways

Content is the new currency	Building a content ecosystem that adds genuine value to consumers — beyond promotions — is the most durable path to brand awareness.
Authenticity over reach	Nano and micro influencers can deliver several times the engagement rate of macro influencers, evidence that authentic voices outperform sheer follower counts.
Consistency beats campaigns	Sustained, always-on presence across channels builds more brand equity than any single high-budget campaign.
Localisation unlocks scale	Regional-language content and culturally resonant campaigns are key to breaking through in Tier 2 markets.
Community as a moat	User-generated content through features like OOTD can reduce content production costs while creating a self-sustaining brand community.

9. Conclusion

Myntra's potential transformation from a sale-season brand to a year-round fashion authority illustrates a broader principle: sustainable brand awareness is unlikely to be bought through short-term promotions alone. By investing in content, community, and creator partnerships — and committing to consistency over campaigns — a platform like Myntra can build the kind of deep consumer relationship that transcends discount cycles. If realised, the modelled outcomes in branded search, organic traffic, and reduced acquisition costs would validate a content-first brand strategy as not just a marketing choice, but a sound business investment.

— End of Case Study —

Note on Sources & Data

This document blends two kinds of content, distinguished throughout by numbered in-text citations [1]–[5]:

- Claims with a bracketed citation are grounded in the publicly available sources listed in the References section below.
- The headline performance metrics (e.g., +68% branded search, 3.2x organic traffic, -32% CAC, and the figures in Sections 7–8) are illustrative/modelled results, typical of the kind used in a teaching case study to show what a successful content-led strategy could plausibly achieve. They are not drawn from an audited Myntra performance report, and no citation is attached to them for that reason. If this case study will be submitted as academic or professional work, consider either (a) clearly labelling these as hypothetical/projected figures, as done here, or (b) replacing them with real, independently sourced performance data if you can obtain it.

References

- [1] Myntra. (2020, April 16). Myntra Studio goes live with fashion and lifestyle content. Myntra Blog. <https://blog.myntra.com/myntra-studio-goes-live-with-fashion-and-lifestyle-content/>
- [2] WareIQ. (2025, October 10). Myntra End of Reason Sale 2025: Inventory and logistics tips for sellers. <https://wareiq.com/resources/blogs/myntra-end-of-reason-sale-inventory-strategies/>
- [3] MarkHub24. (2026, April 28). Myntra's End-of-Reason Sale campaign. <https://www.markhub24.com/post/myntra-s-end-of-reason-sale-campaign>
- [4] MarkHub24. (2026, March 22). Myntra Studio as influencer-led commerce innovation. <https://www.markhub24.com/post/myntra-studio-as-influencer-led-commerce-innovation>
- [5] Influencer Marketing Hub. Nano vs. micro-influencer marketing: What's the difference? <https://influencermarketinghub.com/nano-vs-micro-influencer-marketing/>; see also Sprout Social, How micro-influencer marketing drives real results, <https://sproutsocial.com/insights/microinfluencer-marketing/>