TIKTOK CAMPAIGN & APP MESSAGING - "LOOPSTER" CLOTHING SWAP APP FOR GEN Z/ALPHA

App Onboarding Screens

Screen 1 [Simple animation of clothes flying between cartoon characters] **no more fast fashion. no more waste.** swipe to join the clothing revolution →

Screen 2 [Split screen showing overflowing closet vs. minimalist wardrobe] **the average person wears only 20% of their clothes** your unused fits = someone else's fire outfit → swap don't shop

Screen 3 [Interactive closet visualization] **snap your stuff. swap your style.**

1. scan your unwanted clothes
2. get tokens based on condition/brand
3. browse thousands of pre-loved fits
4. swap tokens for new-to-you styles

Screen 4 join 2M+ making fashion sustainable [Live counter showing real-time swaps happening] create your vibe →

TikTok Campaign Scripts

Video 1: "The Fast Fashion Takedown" (Duet Format) [Creator starts with shocking fast fashion stats while showing clothing waste pile]

Caption: @loopster_app challenge: show us your forgotten fits and how you're giving them new life #SwapDontShop #FashionRevolution

Script: "POV: You realize the tee you wore twice took 2,700 liters of water to make 💀" [Cut to creator scanning item with Loopster app] "Just got 8 tokens for this... browsing for something I'll actually wear" [Shows quick swap process] "Obsessed with my new vintage jacket! Cost me 7 tokens and saved 11kg of carbon 🌱 #LoopsterLife"

Hook for duets: "Show us what you're swapping and what you got! Best swap this week gets 50 bonus tokens 👀"

Video 2: "Outfit Evolution" (Transition Trend)

Caption: your closet shouldn't cost the planet 🌎 @loopster_app #OutfitEvolution #ThriftTok

Script: [Creator in basic outfit labeled "before"] "When you realize 80% of all clothing ends up in landfills..." [Music beat drops, transition to stylish thrifted outfit] "...but your entire