

BABY  
BLUE



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# WHO IS BABY BLUE?

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Baby blue is a fashion and lifestyle brand that strives to deliver products leaving consumers feeling confident, free, and fulfilled.

Baby Blue is inspired by the aesthetic of a European summer, visually encapsulating the feeling of summer, sunsets, and the ocean. We communicate our brand with a warm tone of voice that consumers feel comfortable coming to. Our focus is to sell products and a lifestyle full of good vibes and energy.

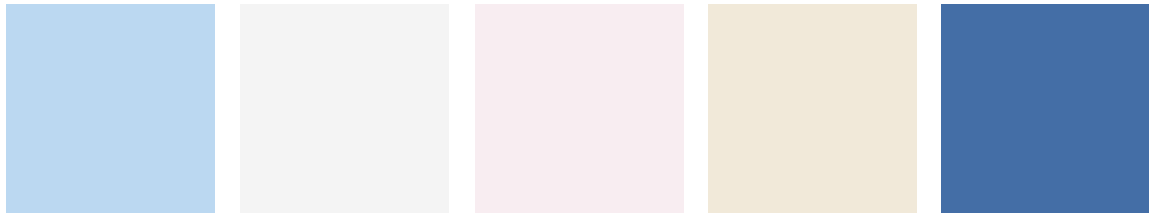
We believe that all consumers should be able to live life, mentally and physically, in the most fulfilling and positive way possible. Our aim is to deliver products that enable our consumers to embody this. We work to promote the concept of embracing life for what it is, enjoying the little things and feeling in control of your mindset and emotions. We feel it is the most valuable way for any individual to change and improve their life and therefore want to express it through our brand.

In relation to our values, the lifestyle of our brand is focused on prioritising mental and physical wellness. You always feel confident, ready to take on whatever may be thrown at you and trust that you are guided and protected through all your endure. You show love towards yourself and express gratitude for everything you have, whilst enjoying the fresh air, nature and beauty around you.

We sit within the mid-level high street sector, offering products below £100 (create a fashion brand, 2020) via an e-commerce website meaning as many people can access and be a part of our brand as possible (Khurana, 2019). Consumers are able to purchase fashion garments with complimenting lifestyle/wellness products, enabling the product to embody the feeling and energy the consumer desires.

BABY  
BLUE





Our Typography

HEADINGS

Text

0 1 2 3 4 5 6 7 8 9 10

Logo

BABY  
BLUE

Key Mood

Bliss      Sunkissed  
Glowing      Fresh  
Simplistic  
Confident



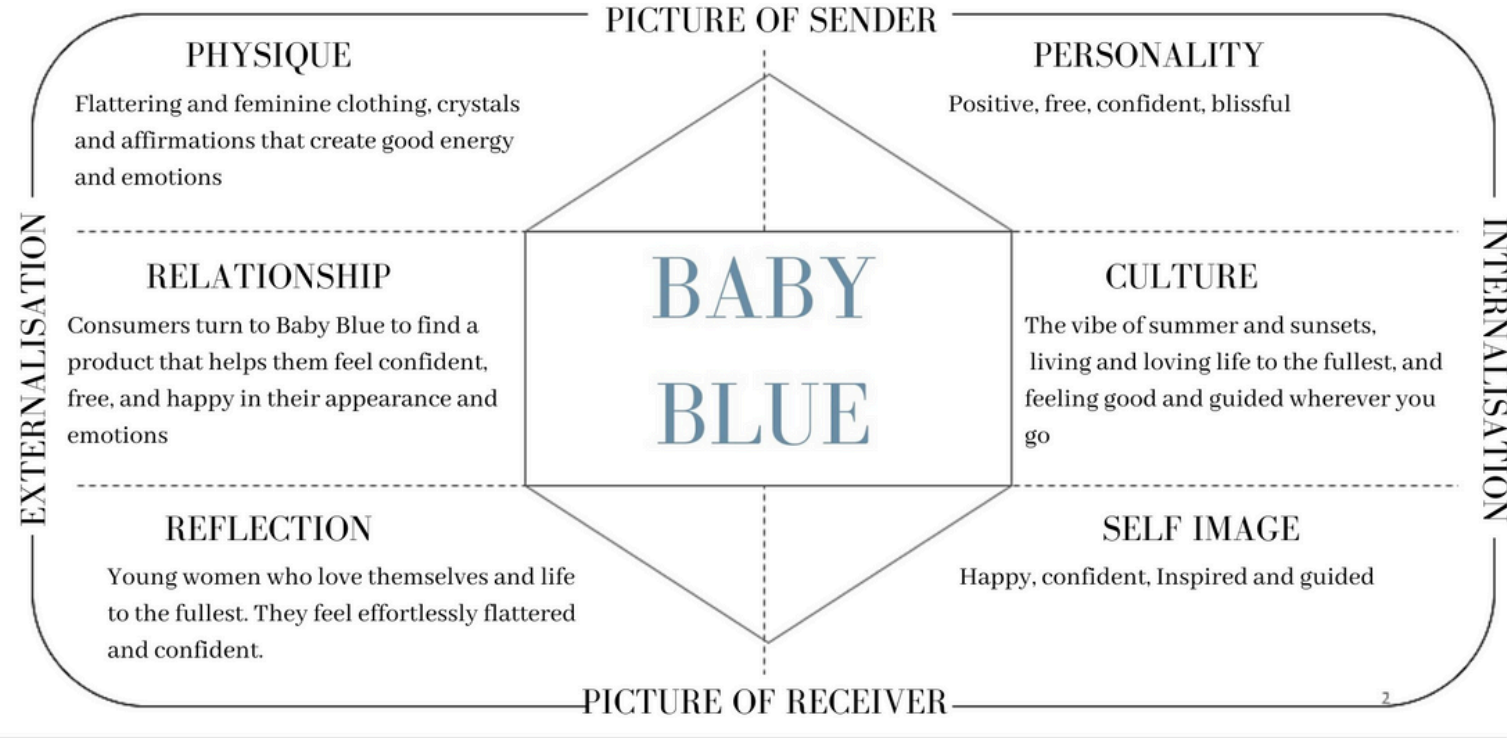
Baby Blue, Brand Identity Board

# OUR IDENTITY

The visual identity of Baby Blue is based on the vibe and aesthetic of a European summer, inspired by sunsets, the ocean, and feeling free and confident. We have taken the key colours within our brand board and used them to convey our colour scheme, being shades of blue, pink, and cream.

The key representation of our brand is the logo. When designing our logo, we wanted to keep it simplistic yet attractive to the eye. The key mood of our brand is to feel free and so I kept the colours light and fresh (Design wizard, 2019). The text is in a baby blue shade, which visually mirrors the name of our brand, and the background is white, keeping the text clear to the eye (Design wizard, 2019). We kept the design text based as we feel it creates a sense of mystery for the consumer. When initially presented with our logo it is not clear what we are delivering, it ‘teases’ consumers, creating a sense of wonder and memorability.

Using the brand identity prism (Kapferer, 1986) we have been able to look at the layers that make up our internal identity. Baby Blue embodies emotions of freedom and confidence. Our products are created with the intention that consumers can feel free and happy. Through selling fashion and lifestyle products our brand becomes one that consumers will buy into to achieve flattering and feel good clothing that helps them love themselves and life to the fullest.



Baby Blue, Brand Identity Prism , Kapferer



# OUR PRODUCT



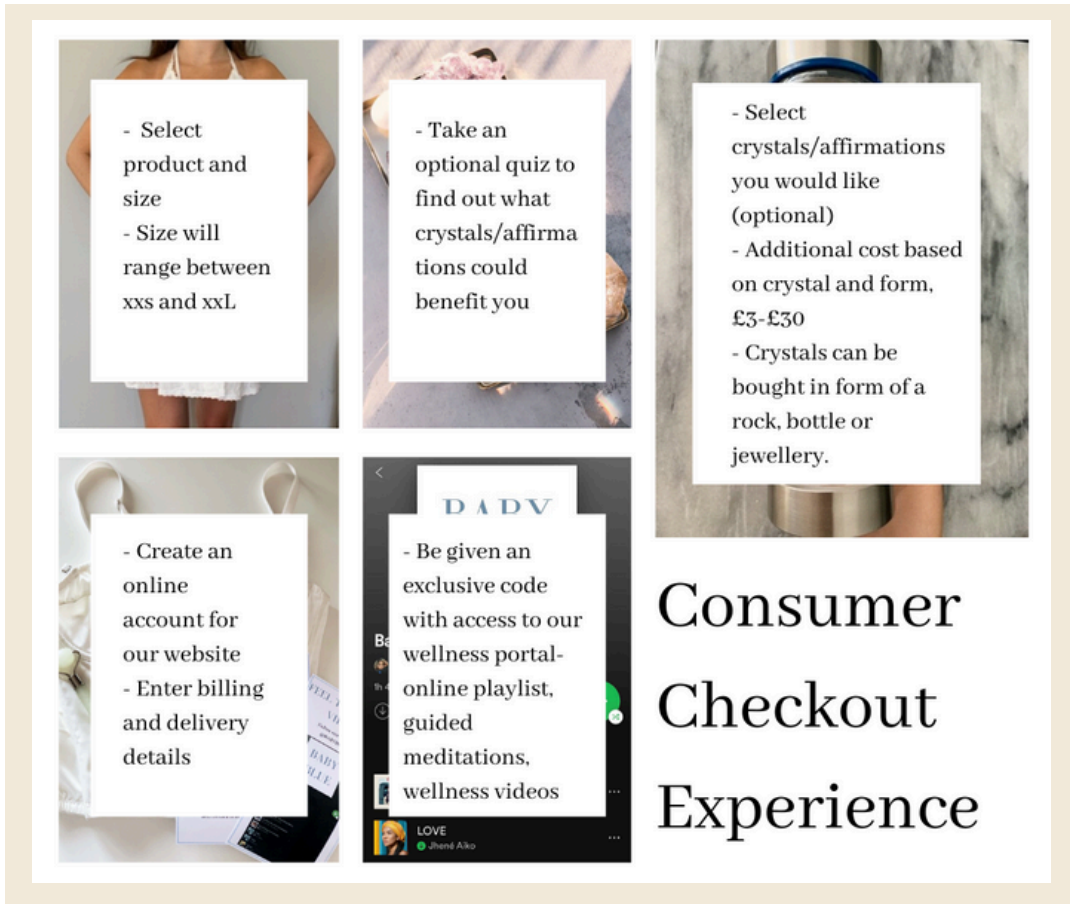
Baby Blue, Our Product

Across Baby Blue we sell fashion and lifestyle products. We specifically sell womenswear, being tops, skirts, and dresses that all have a feminine and flattering style. We will also offer a small range of night, swim, and gym wear.

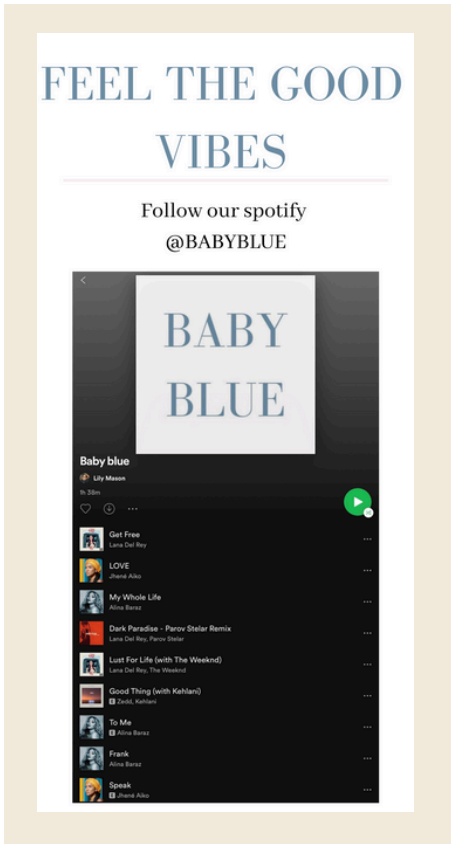
We aim to sell and provide the good energy of our brand through the lifestyle products we sell. This comes in the form of crystals and affirmation guides. Crystals and affirmations are known to bring benefits of good energy and positivity to those who use them (Askinosie, 2018). When consumers enter our website and purchase an item, they are given the option to purchase crystals and affirmations that are paired with our fashion products. They can answer a questionnaire that guides and recommends the affirmations and crystals that could benefit them.

We will also provide an online service on our website, being a wellness portal. The portal is of exclusive access to those who have made purchases and includes an online 'feel good' playlist, meditations, and wellness/law of attraction videos. We plan to keep this service exclusive to those who have made purchases, to help us encourage our target market to buy into our brand. It will help us grow as a brand and also keep those who have purchased our products consistently engaged.

As we are within the mid level high street sector our products will be below £100 (create a fashion brand, 2020). The fashion products we sell will need to be relatively low as we are planning to sell the lifestyle products at an additional cost. The additional costs cannot defer consumers from our products too much.



Baby Blue, Checkout Experience



Baby Blue, Online Playlist



# PURCHASE EXAMPLES

1.



DAY DRESS

£30-£40

BLUE CALCITE  
CRYSTAL

£3-£5

FREEDOM  
AFFIRMATIONS

2.



BIKINI TOP

£15-£20

ROSE QUARTZ  
BOTTLE

£20-£30

LOVE  
AFFIRMATIONS

3.



EVENING DRESS

£40-£50

CLEAR QUARTZ  
BRACELET

£10- £15

GRATITUDE  
AFFIRMATIONS

# BRAND EQUITY & USP

1.

RESONANCE

- Influencer Collaborations
- Social Platforms- Instagram, TIK TOK, YouTube
- Lifestyle Content

2.

JUDGEMENTS

- Youthful
- Free
- Understanding

3.

FEELINGS

- Happiness
- Confidence
- Freedom
- Love

4.

PERFORMANCE

- Design
- Fit
- Aesthetic
- Feeling

5.

IMAGERY

- Fresh
- Light
- Feminine

6.

SALIENCE

- High street
- Fulfilling, feel good lifestyle
- Womenswear
- Crystals

In the past four years Google has seen a 40% increase in searches focused on crystal healing, suggesting their to be a clear level demand for how crystals and wellness can benefit our lifestyles (Ferrier, 2018). As well as, this clothing today is rarely seen as a sentimental element to a consumers life (Linden, 2016), suggesting there to be a gap in the market to be filled. We feel by combining wellness demands with fashion, we can create a meaningful brand that consumers can feel connected and engaged with.

Brand equity is the ability to create a sense of memorability in products and shape how our consumers feel and think about them (Modicum, 2017). According to Prout (2019), when one embodies the way they want to be (even if they don't truly feel it initially) they will start to notice a huge change in themselves and life around them, improvements in circumstances and emotions will come quickly. The fact we can help our consumers start to feel and live the way they want, suggests we can create a brand consumers feel memorable and thankful of. Consumers will remember our products and brand as being the reason their mindset and, potentially, whole life changed.

The wellness portal of our website will help us to increase brand loyalty and repeat purchases. Consumers will use our brand to enter a lifestyle and experience as opposed to just a product. The fact our consumers can also take part in an online quiz to learn what crystals and affirmations will benefit them best, creates a personal touch (Fournier, 1998) that will enable our consumers to feel understood by our brand. Consumers would turn to us to fulfil both their fashion and emotional needs.

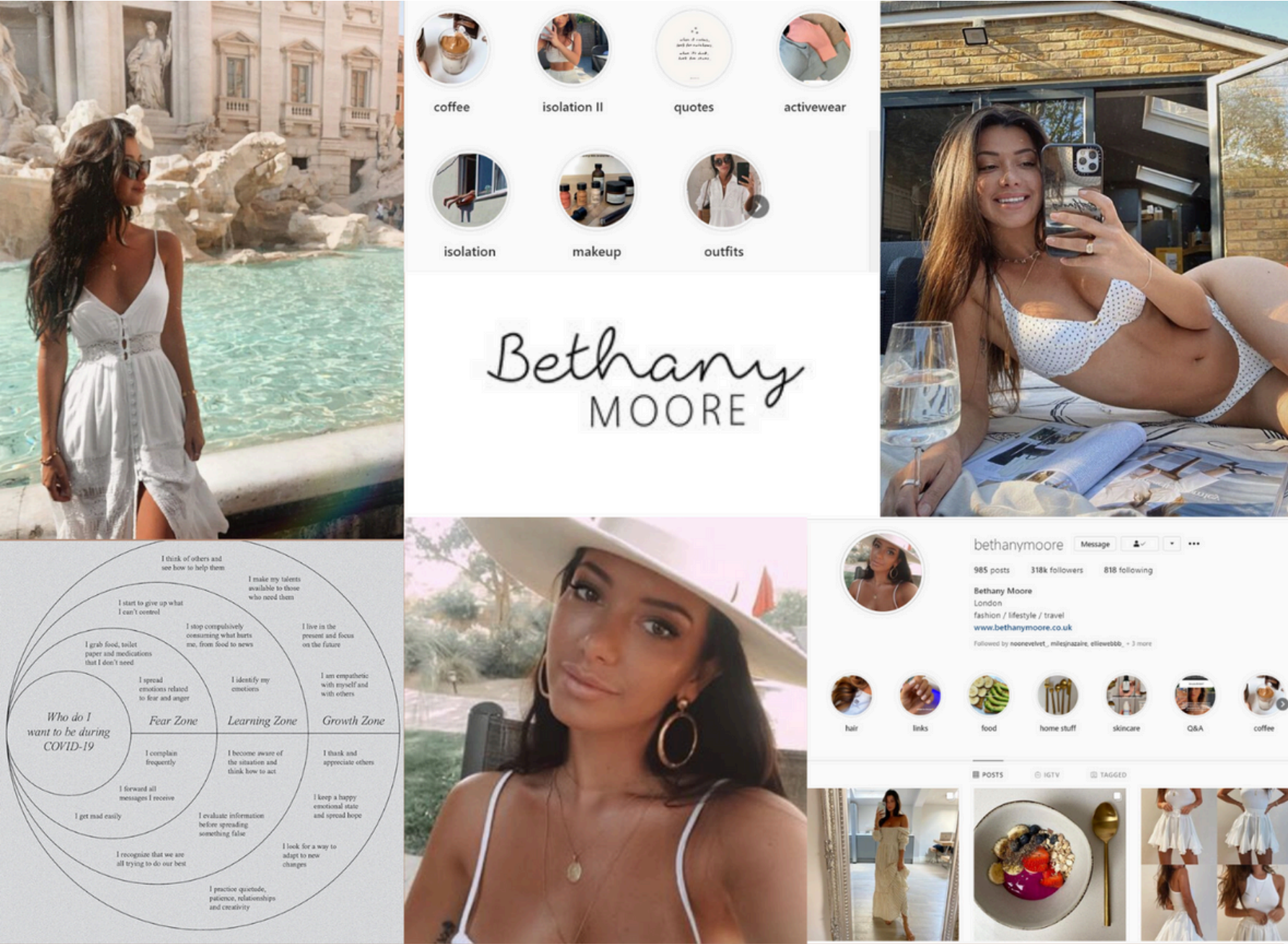
Baby Blue, Brand Equity Pyramid, Keller,

Baby Blue, Purchase Examples



# OUR INFLUENCER FACE

Baby Blue, Influencer Face Board



INSTAGRAM  
@Bethanymoore  
318,000 Followers

BLOG  
www.bethanymoore.co.uk

## WHO IS SHE

A fashion and lifestyle influencer, based in London. She regularly shares outfits and clothing, and travelling is a key passion of hers. She shares her trips, experiences and lifestyle with her audience.

Her following is at 318,000 followers, making her successful but still a small influencer, meaning we can work with her at a lower price point whilst we grow our audience and market presence.

## HOW WE WILL WORK WITH BETHANY

We will gift Bethany our products in the exchange that she posts stories and posts showcasing what we offer (The petal team, 2020). She will talk about how the products make her feel, to show the key way we differentiate from other brands.

## INFLUENCER VS CELEBRITY

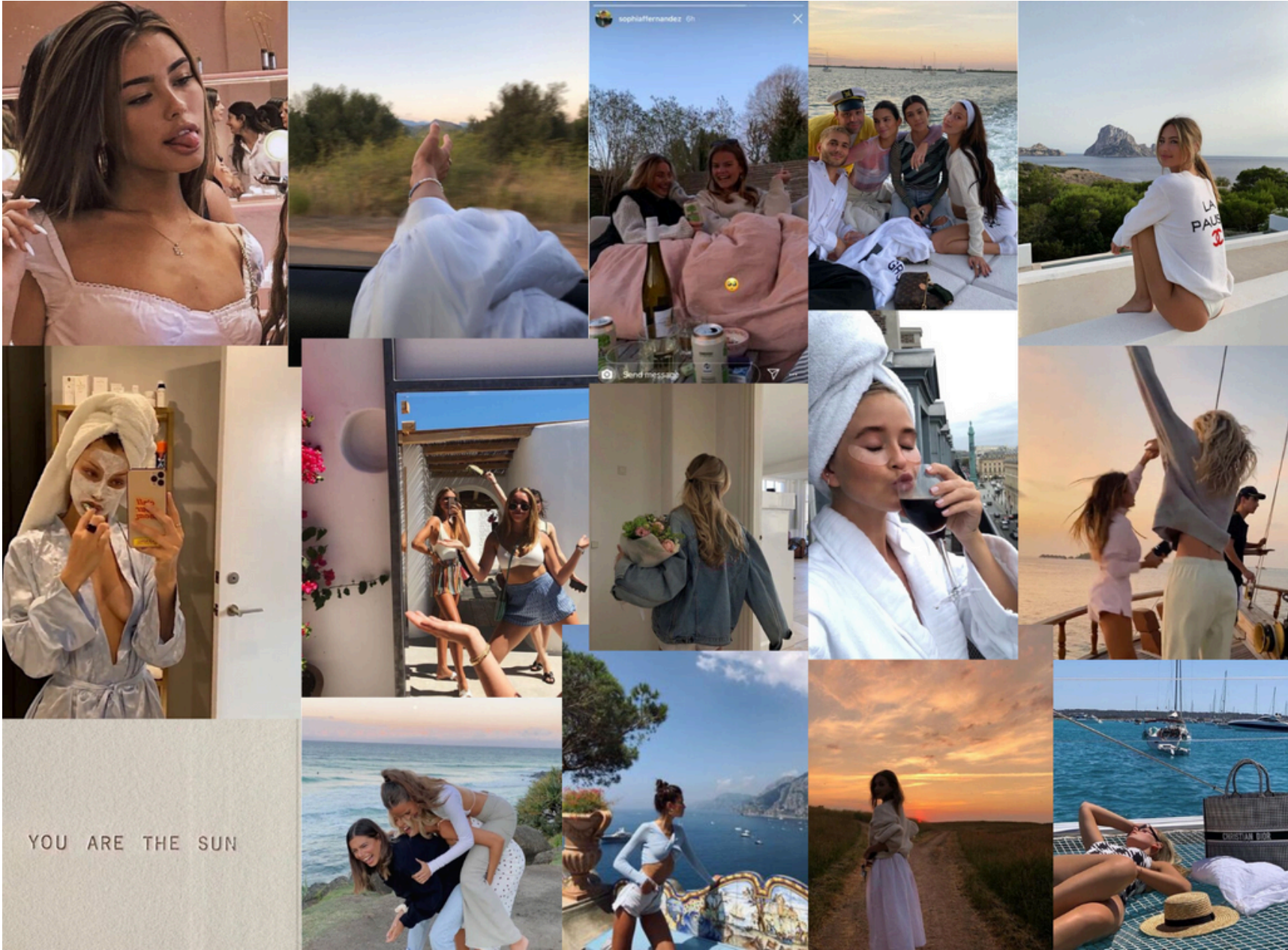
Influencers communicate with their audience 'on a more personal and authentic level, giving their audience an insight into their everyday lives' (Holmstedt, 2017). The objective of our products is to make the consumer feel good, therefore it is important we use influencers to promote our products as their audience's follow them for reliable opinions. If 'real people' show that our products do what we say they do, we will be able to gain trusting consumers.

## HOW SHE WILL BENEFIT OUR BRAND

If Bethany shows how our products benefit her then she will be giving this viewpoint off to her audience. Her audience will trust her opinion and purchase our products (Holmstedt, 2017). While it will require us to give some products away free of charge, the long term effects will be highly beneficial.



Baby Blue, Customer Board



WHO IS THE BABY BLUE CONSUMER?

Millennial girls aged 16 to 30 who look for feminine and flattering clothing at an affordable budget. They strive to live fulfilling lifestyles and have a drive to feel confident, whole, and free.

# OUR CUSTOMER

LOCATION

Baby Blue is based on the feeling of a European summer. It encourages relaxation and freedom which resonates highly with the desires of our consumer. Our consumer is aged between 16 and 30, suggesting she may be in school or in the early stages of her career. With the fast lifestyle and pressure that may be within this our consumer could find herself overwhelmed and in need of a sense of freedom and relaxation. This is where we are able to meet her needs.

BUDGET

As our consumer is young in age, travel and socialising could be at the forefront of her financial priorities and so therefore it is expected she will be looking for affordable fashion and lifestyle products at a lower price point. This is why we chose to position ourselves within the high street sector. It will mean we can be as appealing and accommodating for our target consumer as possible.

A DREAM DAY IN THE LIFE OF OUR CONSUMER



MORNING

AFTERNOON

EVENINGS

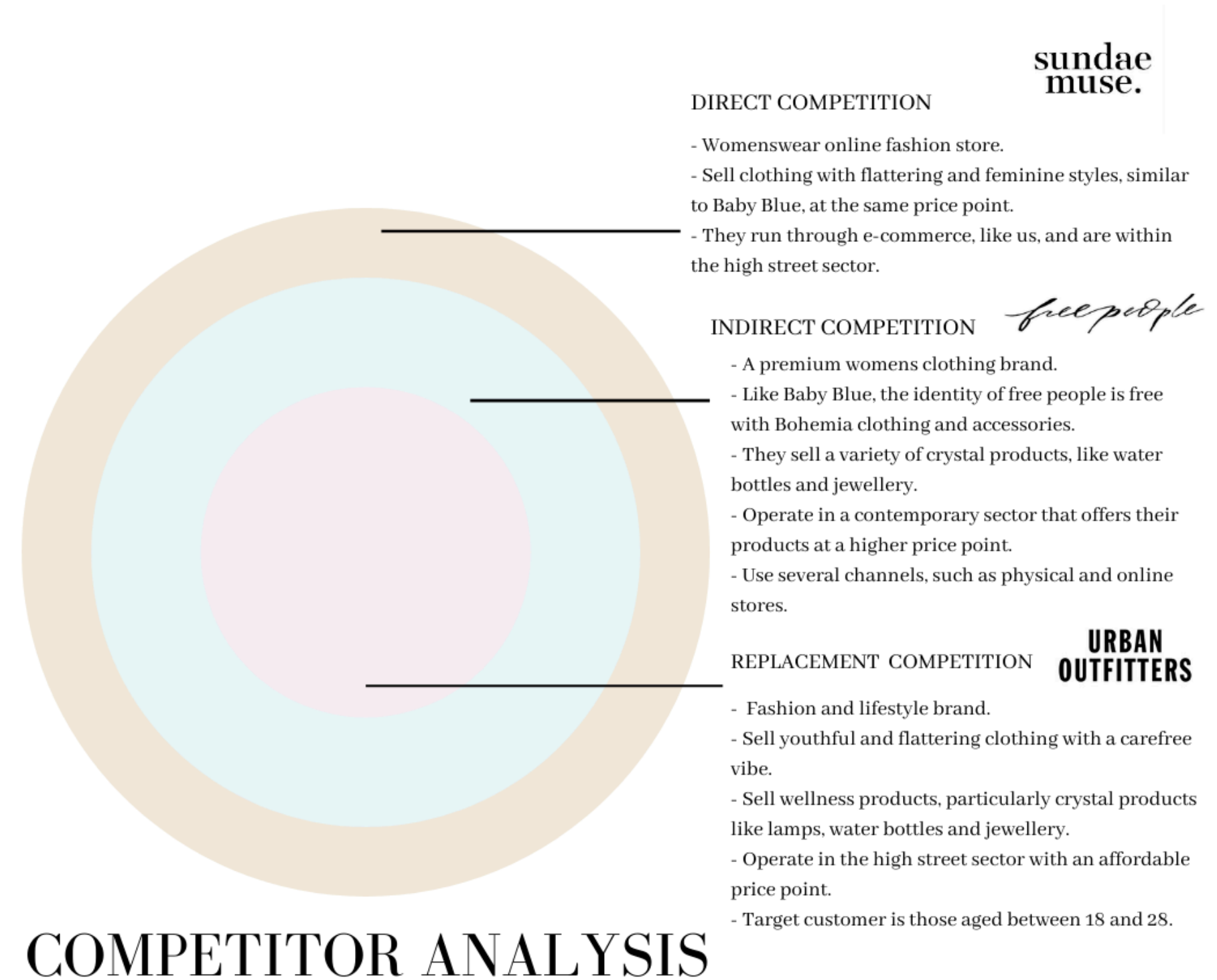
Baby Blue, Consumer Day in The Life Board





Baby Blue, 3c Analysis, Ohmae

# COMPETITIVE OVERVIEW



Baby Blue, 3 key Competitors Analysis



# BABY BLUE

## SWOT ANALYSIS

S

### STRENGTHS

- We offer a unique and customisable product that personally understands our consumers.
- We provide unique extensions of our products e.g Our online wellness portal.
- Online website meaning we can be open and attract a wide customer base.

W

### WEAKNESSES

- We have a niche target customer and aesthetic meaning it could be difficult to initially establish the brand and customer base.
- The initial start up costs of both our products and website extensions will be high.

O

### OPPORTUNITIES

- We have filled and identified a clear gap in the market.
- The desire for and increase in wellness products and lifestyles is rapidly increasing worldwide.
- Increase in the success of influencer marketing can help drive our exposure.

T

### THREATS

- Will we be able to build a strong and sustainable consumer base?
- Competitors selling a similar style of clothing and aesthetic.
- Other brands may substitute our products and services at a lower price.

# IMPLEMENTATION & ACTIVATION

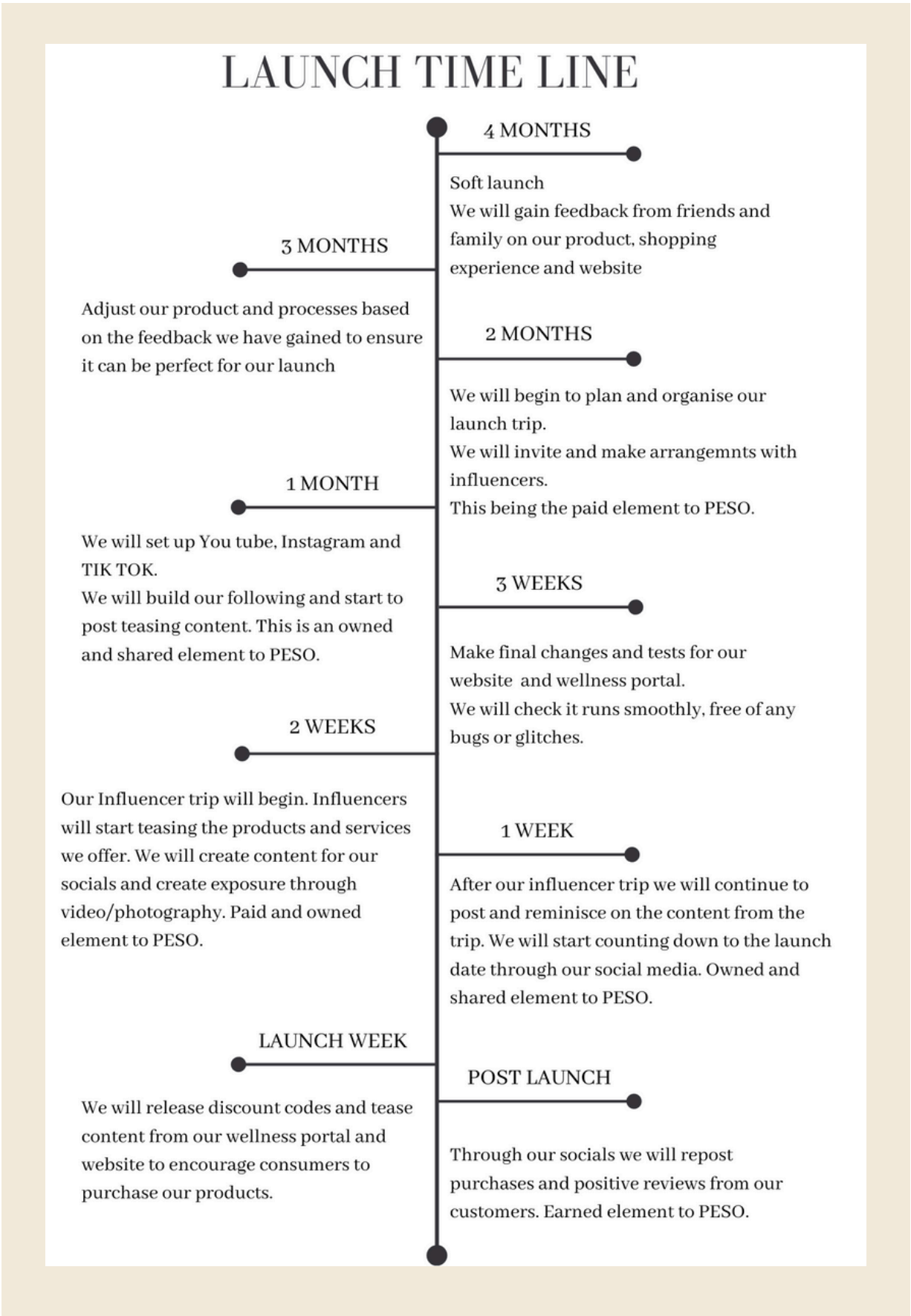
INTERACTIVE

VISUAL





# OUR LAUNCH TIMELINE



Baby Blue, Launch Timeline

# INFLUENCER LAUNCH TRIP

We have decided to use an influencer trip as our main launch event due to the success they can have in engaging and connecting with consumers (Carbone,2018). The trip will showcase the lifestyle of Baby Blue, inviting our audience to follow along (Carbone, 2018).

We will create photo and video content showing how our products can be incorporated into everyday lifestyles. Our influencers will show themselves using and wearing our products, whilst also making use of the wellness portal. It will help our consumers to envision themselves with our products (Carbone, 2018), making them more likely to want to buy into our brand. We will be able to reach a high range of people, through our own followers and our influencers (Carbone, 2018).

## INFLUENCERS



Bethany More  
Follower count: 318K  
Fashion & Lifestyle



Rochelle Fox  
Follower count: 140K  
Meditation & Wellness



Amanda Nielson  
Follower count: 267K  
Fashion

## LOCATION

Positano, Italy.  
Desirable location  
Embodies the aesthetic of a warm, european summer.



## COSTS

- To reduce costs we will partner with restaurants and hotels.  
-Discounted services in exchange for our socials and influencers promoting the hospitality- Earned element to PESO

## 4 DAY ITINERARY

DAY 1		
Morning	Afternoon	Evening
Arrive at Villa	Welcome	Wellness
Free Time	Lunch and product gifting	mediation session
DAY 2		
Morning	Afternoon	Evening
Alfresco	Photo and Video	Sunset
Breakfast	shoot on the	dinner
Beach morning	beach and town	Night time
DAY 3		
Morning	Afternoon	Evening
Boat trip	Onboard lunch	Boat trip
across cost	Photo and video	concludes
starts	shoot	free time
DAY 4		
Morning	Afternoon	Evening
Farewell	Influencers	Depart
Breakfest	shoot product reviews	Positano

Baby Blue, Influencer Trip



# OUR SELLING & PROMOTION

## HOW AND WHERE WE WILL SELL

We will begin by selling our products through e-commerce. It will help us gain exposure and reach a wide range of consumers at lower costs (Khurana, 2019).

We plan to open our products to consumers internationally. The influencers and social media we use to expose our brand are open to society worldwide and so to ensure consumer satisfaction, the best method would be to keep our products accessible to all.

## SOCIAL MEDIA PROMOTION



- Influencer morning/evening routines using our products
- Product look books
- Audio will be from our Baby Blue playlist
- Consumer and influencer reviews



- Video/photography from our influencer trip
- Purchase examples
- Product photography
- Consumer and influencer reviews



- Montage footage from our Influencer trip to Positano
- Product look books
- Wellness and lifestyle videos, e.g. how and when to use crystals
- The story behind our brand

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