

# SKIMS

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**A/B CAMPAIGN TEST**



SKIMS

MEET THE TEAM

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# AGENDA

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- Company Background
- Research Objectives
- Hypothesis
- Research Approach
- Survey Findings & Results
- Insights
- Recommendations



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# COMPANY BACKGROUND

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- Founded by Kim Kardashian
  - Capitalizing on her major influence in the fashion and beauty industry
- Launched in 2019
  - Gained popularity quickly after launch due to Kim's social media presence
- Shapewear and loungewear brand
  - A gap in the market for inclusive shapewear that fits a diverse range of body types



**Body Positivity / Diversity / Inclusivity**  
**Trendy / Celebrity Campaigns**

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# PREVIOUS SKIMS CAMPAIGNS



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# RESEARCH OBJECTIVES

1. Determine the consumer's willingness to buy the new male skims line based on the level of masculinity of the chosen endorser.
2. Conduct a study in order to utilize motivational assumptions and Maslow's hierarchy of needs, to dissect which factors have a heavy effect on the purchase behavior for men and women when viewing an ad with celebrities of varying perceived masculinity.
3. Gather which attributes should be focused on when choosing celebrity endorsers to support a brand in order to keep increasing revenue.

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# HYPOTHESIS

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**If the celebrity featured in the ad changes based on perceived masculinity, then purchasing behavior will change.**

## INDEPENDENT VARIABLE

The level of masculinity of the spokesperson in the ad

## DEPENDENT VARIABLE

Willingness to purchase the men's clothing item in the ad (1-7 scale)

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# *Research Approach*

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# TEST A : JACOB ELORDI

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- low level of masculinity
- “female-gaze”
- actor

Jacob Elordi is an Australian actor who first launched his fame in Hollywood through his character Noah Flynn, the "bad boy" in Netflix's trilogy, *The Kissing Booth*. Elordi later starred as Nate Jacobs in the hit HBO show *Euphoria* which really grew his popularity and stardom. Now, Elordi has landed leading roles in films, like *Priscilla* and *Saltburn*, alongside Hollywood elite.



# TEST B : ODELL BECKHAM JR.

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- high level of masculinity
- “male-gaze”
- athlete

Odell Beckham Jr., commonly known by his initials OBJ, is an American football wide receiver for the Baltimore Ravens of the National Football League. Beckham played college football for the LSU Tigers, and was selected by the New York Giants in the first round of the 2014 NFL Draft. He is most known for his famous one handed catch made against the Dallas Cowboys during his rookie season.



## Off the Field

with Odell Beckham Jr.

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## Off the Field

with Odell Beckham Jr.

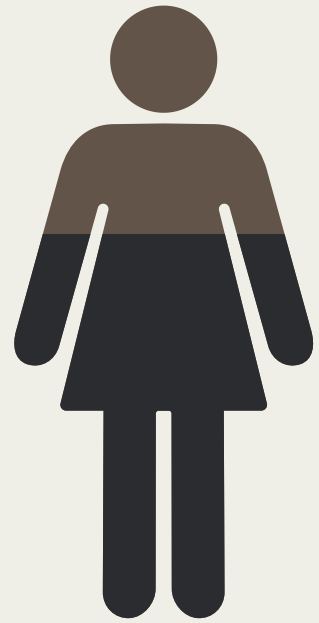
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# *Survey Findings & Results*

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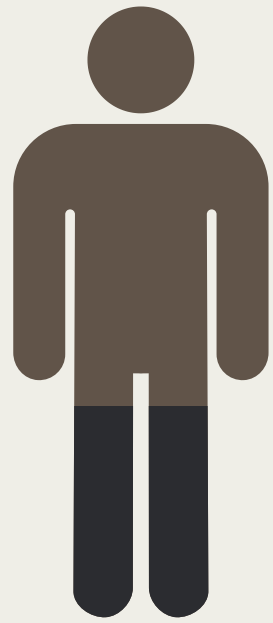
# SURVEY DEMOGRAPHICS

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**Female**

67%



**Male**

33%

98

Participants

36

years old

Max: 78

Min: 21

**Married**

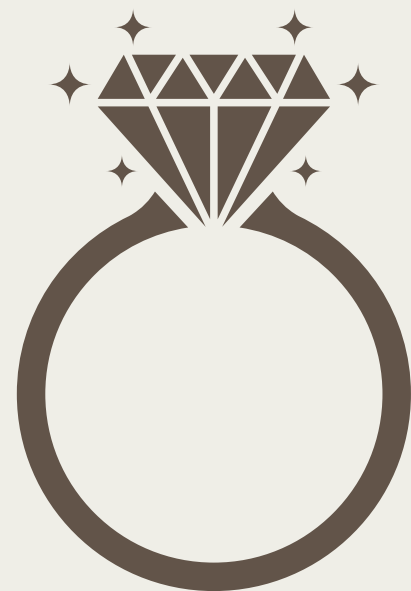
49%

**Dating**

23%

**Single**

26%



91%

have a 4 year  
degree or higher

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# BRAND PERCEPTIONS

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90%

41%

41%

## AWARE OF SKIMS

We needed to know if our participants are familiar with the brand before we go further.

## PURCHASING HISTORY

Knowing their past purchasing behavior with Skims will allow us to identify if they are Skims consumers

## WOULD RECOMMEND THE BRAND

Asking if they would recommend Skims to someone else gives us insight into their brand perceptions and attitudes towards Skims.

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# JACOB ELORDI

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charming  
american  
talented  
good  
tall  
friendly  
personable  
versatile  
chiseled  
stylish  
brilliant  
handsome  
young  
popular  
disney  
thespian  
rising  
likable  
aloof  
jawline  
sexy  
motivated  
cocky  
cute  
engaging  
short  
model-like  
famous  
hot  
trouble  
actor  
happy  
hard  
adorable  
dimpled  
trendy  
innocent  
unique  
smile  
celebrity  
star  
australian  
charismatic  
nice  
attractive

# ODELL BECKHAM JR

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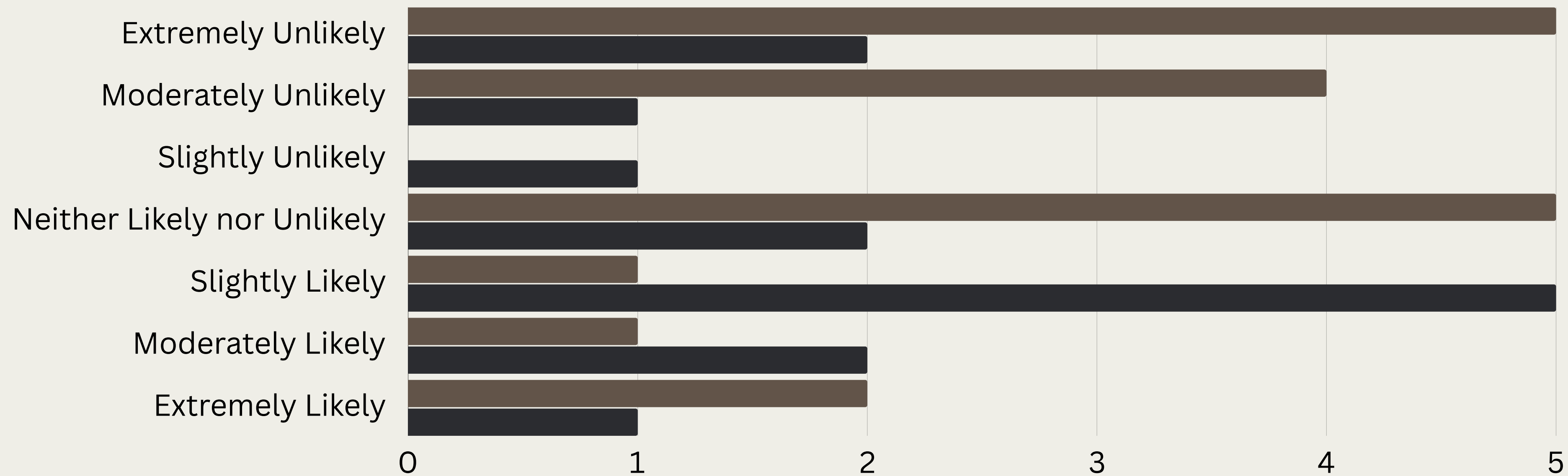
fit dynamic  
confident tatted changer committed obj gifted  
giants fast good accomplished game handsome  
hot attractive cool successful gamer hardworking  
determined athlete famous extremely striking legend  
driven maverick phenoma powerful football force  
serious exceptional self absorbed focused tenacious  
talented athletic professional player  
inspiring educated

# MALE RESULTS

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How likely are you to purchase this product for *yourself*?

Jacob Elordi Odell Beckham



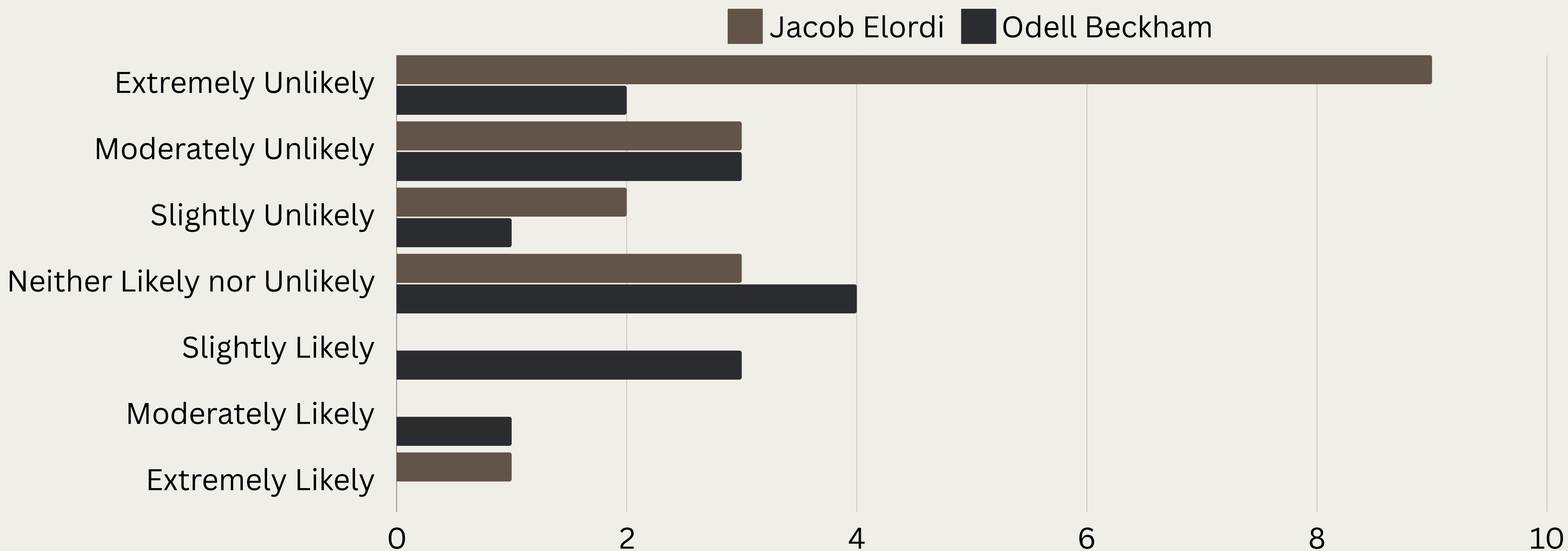
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# MALE RESULTS

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How likely are you to purchase this product for *someone else*?



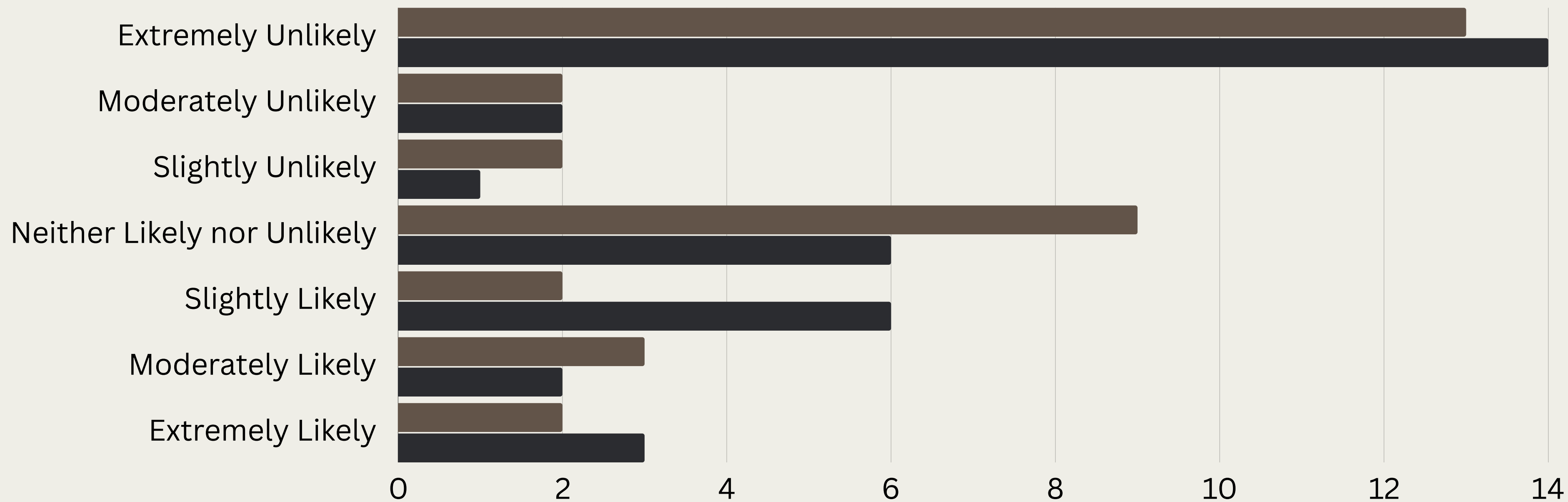
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# FEMALE RESULTS

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How likely are you to purchase this product for yourself?

Jacob Elordi Odell Beckham

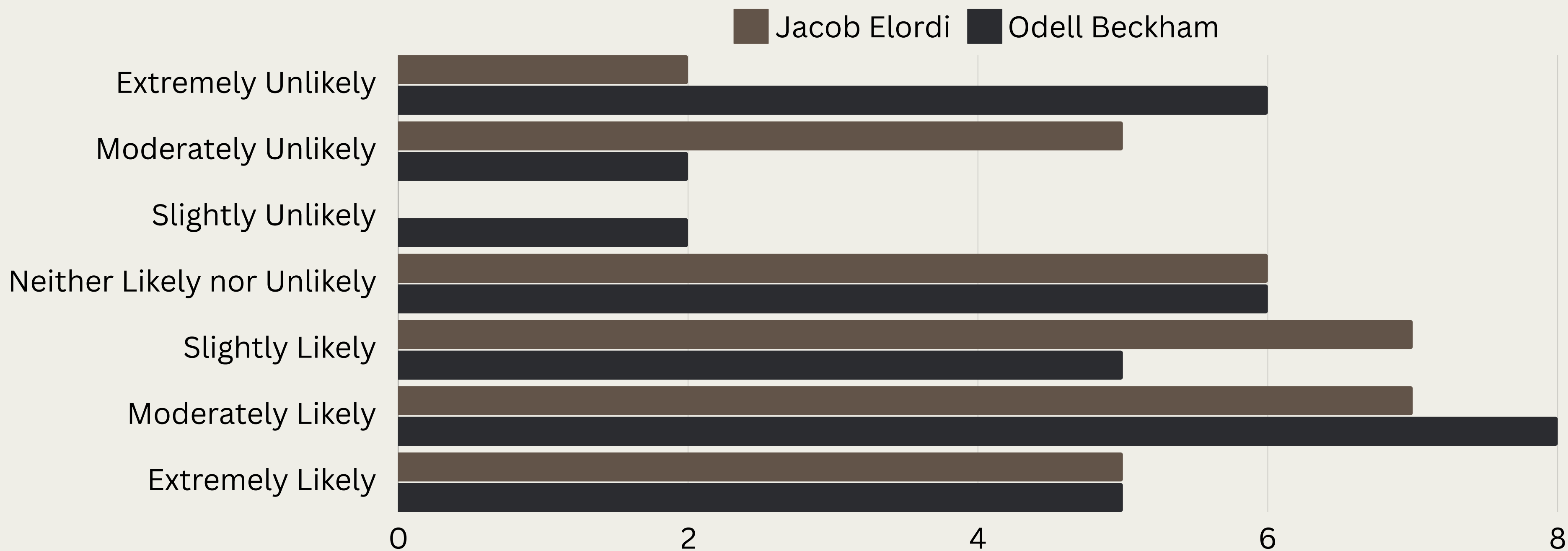


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# FEMALE RESULTS

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How likely are you to purchase this product for someone else?

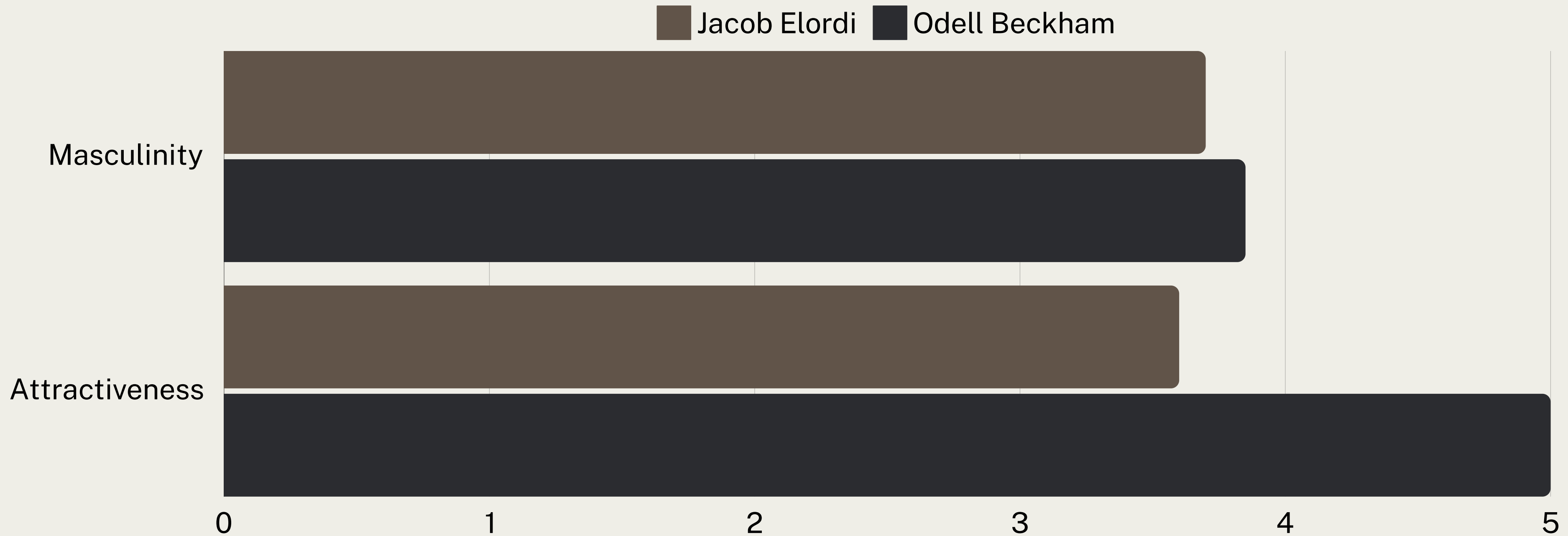


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# MALE RESULTS - MEANS

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How much did the following attributes of the celebrity affect your decision to purchase?

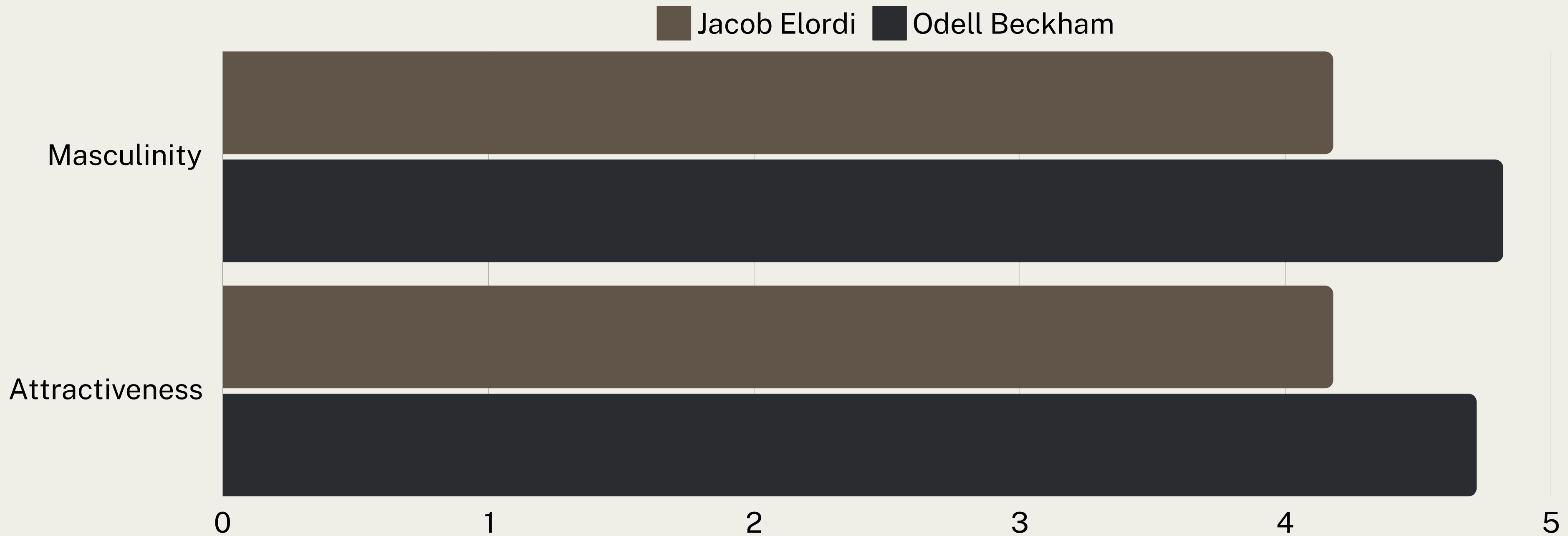


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# FEMALE RESULTS - MEAN

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How much did the following attributes of the celebrity affect your decision to purchase?

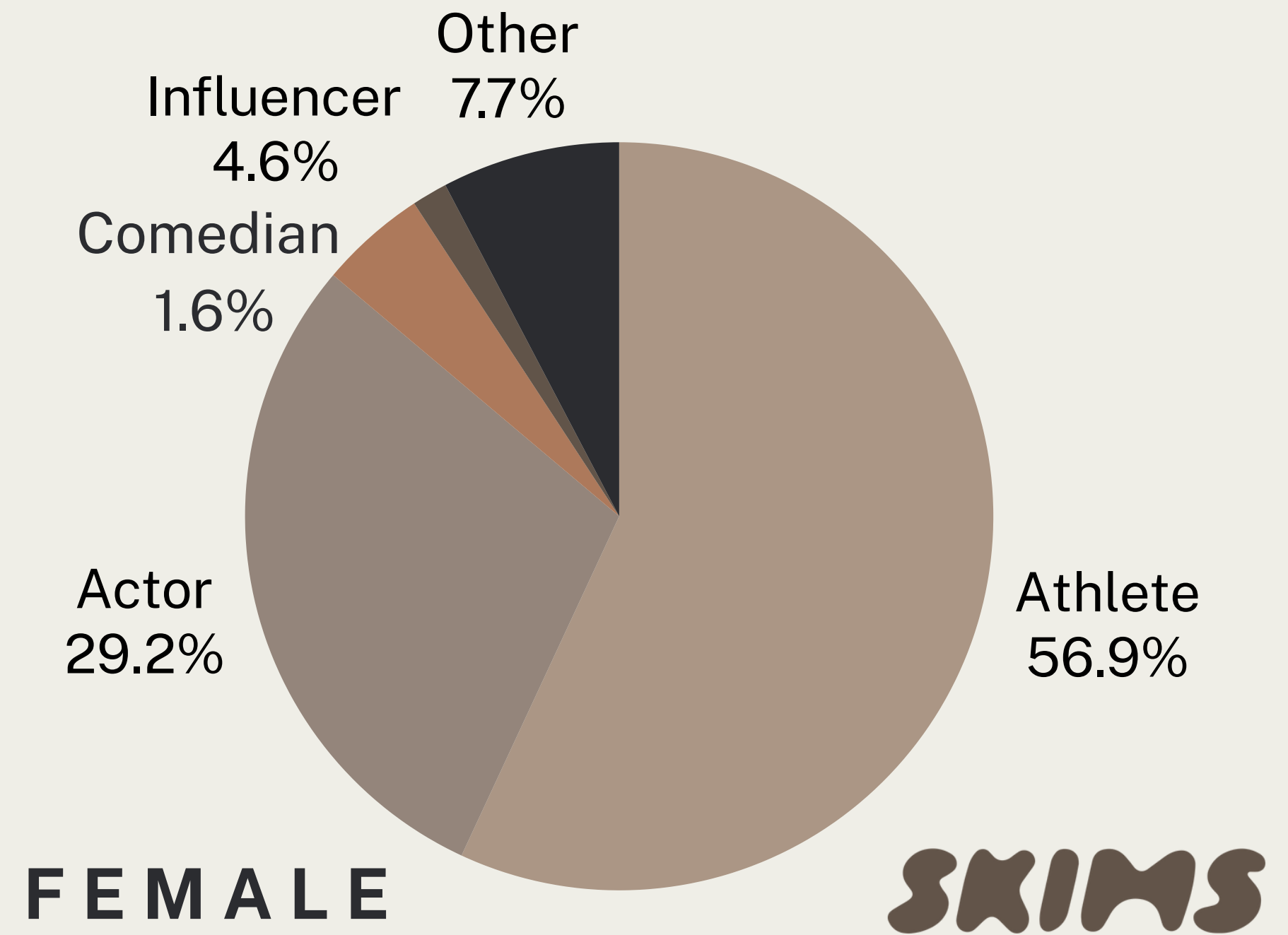
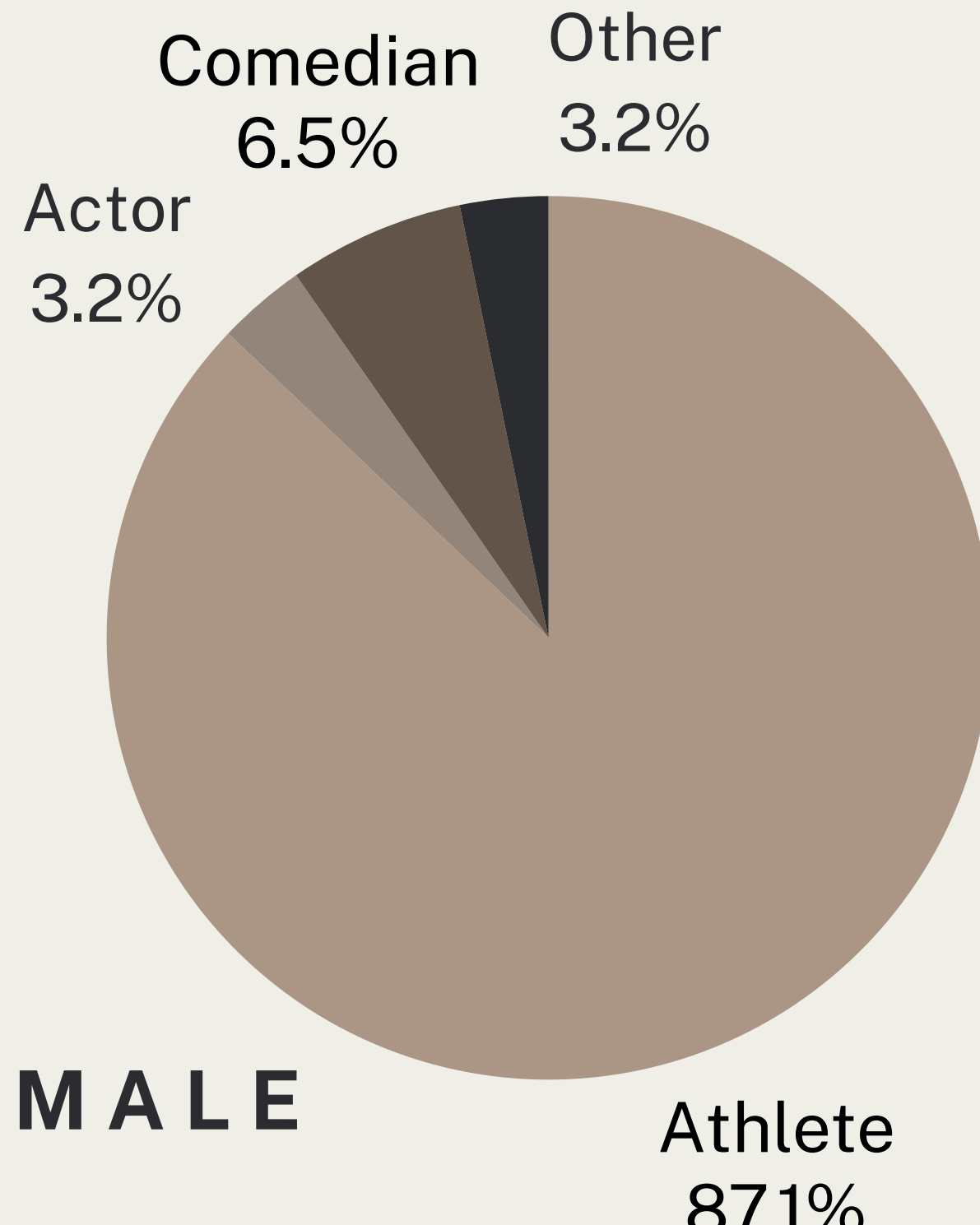


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# MALE AND FEMALE RESULTS

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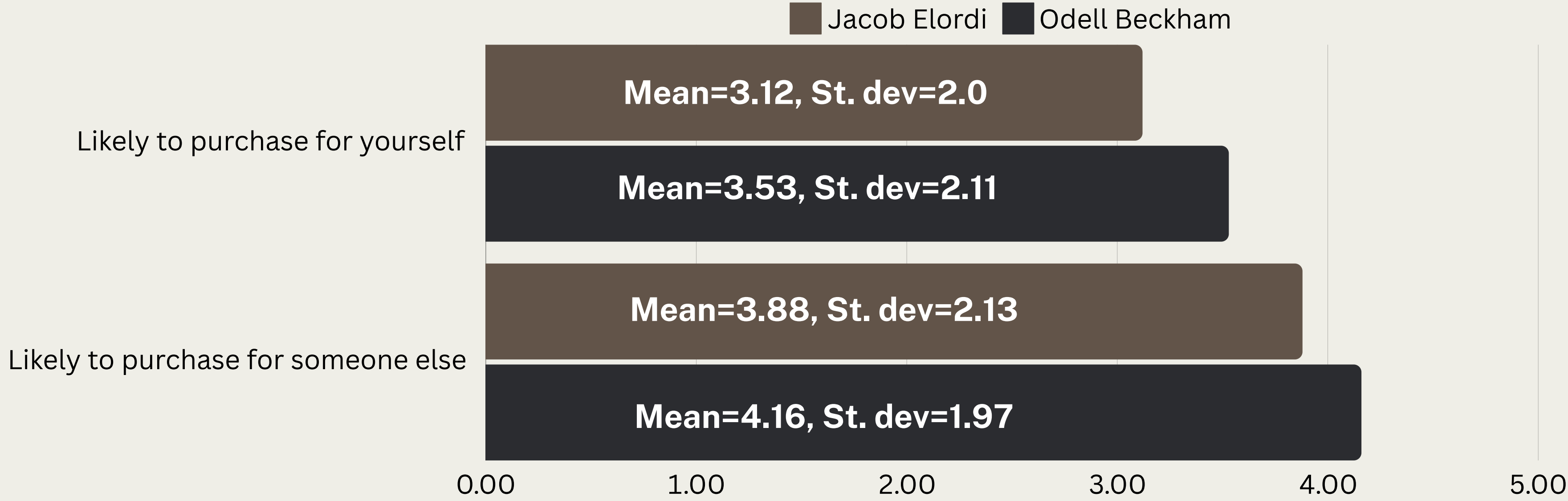
Which type of male celebrity endorser would influence you to purchase from the brand the most?



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# OVERALL DESCRIPTIVES

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# OVERALL DESCRIPTIVES-REGRESSION

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How effective do you believe the celebrity endorsement you saw was in terms of maximizing purchases?

Jacob, purchase for yourself	B= -.151	p=.284	
Jacob, purchase for others	B= .170	p=.201	
OBJ, purchase for yourself	B=.281	p=.017	✓
OBJ, purchase for others	B=.358	p=.005	✓

Adjusted  
 $R^2 = .252$

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*Insights*

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# IMPLICATIONS FOR MARKETING MANAGERS

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## SKIMS Gender Loyalty

- Regardless of celebrity endorser, female's purchasing behavior remains consistent due to their established brand loyalty
- The purchasing behavior of men is contingent on the endorser, as there is no established brand loyalty
- According to the data, women will purchase the men's line for someone else regardless of the celebrity featured
- Male purchases are dependent on the ad not the brand.

The SKIMS logo is located in the bottom right corner of the slide. It consists of the word "SKIMS" in a bold, dark brown, sans-serif font with a slightly irregular, hand-drawn appearance.

# IMPLICATIONS FOR MARKETING MANAGERS

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## Males Jealousy vs Aspirational Views

- According to the world clouds..
  - Thoughts surrounding Jacob Elordi are more centered around his looks
  - Thoughts surrounding OBJ are more centered around his personality and athletic abilities
- Men could be more inclined to favor OBJ as they aspire to be like him and hope to achieve what he has
- Where as Jacob Elordi is viewed as a threat and sex symbol

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# IMPLICATIONS FOR MARKETING MANAGERS

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## **SKIMS may be limited to niche influencers for the men's line**

- 87.1% of men surveyed stated that they would prefer an athletic endorser
- 56.9% of women surveyed stated that they would prefer an athletic endorser
- If SKIMS is hoping to successfully market their men's line they are heavily confined to this type of celebrity

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# *Concept Connections*

- **Maslow's Hierarchy of Needs- Esteem**
  - Purchasing Behavior of the Men's Collection
  - Internal
  - External- Social signaling
- **The Perceptual Process**
  - Endorser Selection
  - Personal experiences & context hold individual influence
- **System 1 and System 2- Word Cloud**
  - **System 1:** Odell Beckham Jr.
  - **System 2:** Jacob Elordi

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# *Recommendations*

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## MANAGERIAL RECOMENDATIONS

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### *Continue Atheltic Endorsers*

- Skims should continue their marketing efforts by bringing on more male athletic influencers
- The data proves that male purchases are dependent on the ad, not the brand so SKIMS will focus on spending ad campaigns budger focusing on male endorsers over female endorsers since females care more about the brand name.



## MANAGERIAL RECOMENDATIONS

### *Encourage Gift Giving*

- According to the survey, both genders said they would gift the product to someone else, other than themselves
- Capitalize on the idea of gifting through the website. EX) offering free gift wrap promotion at checkout.
- Social media content creation with public social media couples



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Dad, Husband, Singer/Songwriter  
[bit.ly/463wZsB](https://bit.ly/463wZsB)





## MANAGERIAL RECOMENDATIONS

### *Pop-Up Events*

- Skims partners with March Madness hosting pop-up events on college campuses and promoting the men's collection.
- Have Kim and past Skims endorsers attend pop-ups to build hype for the male audiences



# MANAGERIAL RECOMENDATIONS

## *NFL Partnership*

- Skims partners with the NFL to create a patented collaboration with NFL-branded Skims Mens Collection (dry-fit) merch. That can be sold in stadiums around the US along with having the football players wearing the SKIMS merch during warm-ups.



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# *Limitations*

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# IF WE HAD MORE RESOURCES...

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## Increased Sample Size to Diversify the Participant Pool

- Bigger, more diverse pool of participants to gather more responses
  - Specifically from male individuals
- Sample bias
  - Recruitment of participants
- This would also help enhance our regression test to explain more of the data

## Organic Channel Marketing

- Seamlessly integrate our curated advertisements into the lives of our participants
  - Cross-channel integration: email marketing, social media platforms, digital advertisements

## SKIMS Internal Data

- Strengthen the advertisements shown to participants
- Precise tracking of user behavior and advanced data collection

## Additional Tests

- A/B test with two different athletes, different lines within SKIMS, etc

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# Thank you!

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