

Enhancement suggestions

Brand [REDACTED]

Structure of the presentation

- Exercise Objectives defined
- Important points to note on data
- Target customer defined
- Why should they buy
- Brand enhancement opportunity – Physical stores
- Brand enhancement opportunity – Digital Assets
- How do we connect – Central approach
- Repositioning opportunities

Objectives of the exercise

- 1) Defining the buyer, understanding his requirements and preferences in detail
- 2) Aligning brand positioning activities only towards matching the buyer preferences which would result in higher brand affinity
- 3) Continuing above activities regularly to reach targeted brand equity values

Note: Following branding suggestions are based on the analysis from the following sources and limited to the publically available information only
May have short comings and factual errors due to the same.

- 1) Websites of [REDACTED] apparels, nationally competing brands, popular shopping portals.
- 2) Facebook audience insights, Direct store visit to [REDACTED]
- 3) Focus was on enhancing branding only in owned medium like stores, website, social media pages, employees, package, outdoor promotion with in the property etc.
- 4) Branding opportunities in paid mediums are not extensively worked out at this point of time

The buyer Mr. [REDACTED]

- Core: Male 21-30
- Extended : 18-34
- Holds at least one Degree
- Single or just married
- Higher disposable income
- Employed in Middle Management, administrative Engineering and sales roles.
- Uses mid premium android mobile phones.
- Interested in automobile, aspiring for premium bikes and cars.
- Very active in social media platforms, consumes brand advertisements regularly
- Affiliation towards Indian brands, spends on value for money range brands.
- Socially responsible, affiliated to at least one such cause.

Note: Facebook audience insights from which a custom audience has been created who might be an probable buyer or consumer of [REDACTED] jeans in India. Sample size was 10cr

Why should they buy

Millennials are multi facet, confident, smart, prioritizes flexibility over stereo types, have clarity on what they need and want to be seen as Established.

“They buy [redacted] which is established, smart, suits for every walks of life and always has their requirements in mind. “

Target audience should see brand as the reflection of their own self

Tag lines

- SMART “ casually”

Enhancement Opportunities Store

- **Interiors** There could be standard store set up (colour code, interiors etc) across all the stores which would give the consumer a unified experience.
- **Wall posters** which portraits our targeted consumer
Eg: a model poses as an mid level executive with cars, bikes etc could have been put up.
- **Current offers** and promotions should be put up inside the store premises.
- **Single point differentiator** of the product and social responsibility activity if any should be promoted.
- Please note that the Observations are made during the limited time spent as a customer in the store. Findings may have inherent short comings because of that.

Enhancement Opportunities Store Continued

- **Bill copy** (completely not in sync with brand image) can be innovatively branded along with the social message.
- **Package** Huge space in the pack again was not used, could have been used to carry the USP message and CSR affiliation in a creative way.
- **Employees** can be dressed in such a way that consumer can carry a positive brand imagery
- **Email ids** should be collected to build data base. An SMS with an option to share feedback on shopping experience can be sent to customers within an hour.

Enhancement Opportunities Digital assets

- **Theme** and appearance should be in consistent with brand theme and should mirror the physical virtual store.
- **Landing page** should clearly communicate what problem of consumer is solved by visiting the page rather than providing product description etc.
- **Product descriptions** should be simplified, supported with picture/videos of feature Eg: Instead of mentioning prewashed, saying that the product wont shrink after wash.
- **Blog** There is no blog or relevant content which consumers might want to know, this would help the site rank higher in organic search results
- **Customer quires/comments** should be handled appropriately with in stipulated time.
- **Including reviews** from customers and popular fashion bloggers would help in ranking
- **Mobile viewing** Website is not optimized for mobile viewing but 99% of our customers consume brand related information only from mobile.

Enhancement Opportunities Digital assets Continued...

- **Social media assets** like face book and insta gram is currently Used as one more medium, just to post offers. Very little traction.
- **Organic contents** which might be interested to our targeted consumers, should be shared consistently. Eg: Dressing solutions for various occasions in office etc
- **More posts** on social responsibility activity or supporting such causes would again bring in lot of target customers (as they themselves are associated with one such activity).
- **Shopping portals** Target audience spend lot of time and money in amazon, snapdeal, lime road, jabong and not available in those platforms.
- **Promo codes** They regularly consume online advertisements and offers It would be better to provide coupon codes instead providing deep discounts which might negatively impact brand imagery.

How do we connect

- Plan is to use in bound marketing as a key strategy to create pull for the brand.
- Creating organic content related to key interest and affiliations of target audience and create an image that [redacted] is their best trusted friend on the subject matter.

Central Plan

Creating a [redacted] owned podcast which covers all the topics selected.

- Content will be converted in to smart bytes, will be broadcasted across brand stores.
- Same content will be shared as blog in website to read.
- Videos of the same will be shared across various platforms like facebook , Instagram, and tiktok.
- Podcast will be broadcasted across popular platforms.

Rationale

- Audience are smart, they avoid traditional push format.
- Scalable, Very low cost, Can continuously improvise content based on Research, Can continue for long term.
- Can be consumed in mobile devices, No entry cost for the consumer too.
- Content will be uniform across platforms, can help in brand recall, Our TG is biggest consumer of Podcasts last year.

Repositioning opportunities

Basis the persona analysis of the target audience and their social affinities below are suggested.

- There is a huge opportunity to **reposition** [redacted] as a new “**corporate attire**” or “smart casuals” for daily office usage with few tweaks on the designs to suit executive requirement.
- If the campaign becomes successful, the overall demand for segment would raise. It is already practiced in lot of new age corporates.
- Using **individuals** in promotions instead of couple (models posing as male or female executive with car or automobile) across all mediums.
- Associating/supporting movements like “**Rally for River**” permanently would further strengthen the affinity of the target audience.
- Associating with activities/events/expos related to **automobile** regularly would also positively impact brand equity in the long term.