

# Competitor Analysis Report

Subject: Competitor Analysis between Indian Clothing Brand (The souled store, Bewakoof, Myntra, Macmerise)

## Introduction

Understanding how businesses use the internet to reach and connect with customers is becoming increasingly important. This report aims to compare the online marketing efforts of “The Souled Store” with its competitors: Bewakoof, Myntra, and Macmerise. We will focus on how these companies use their websites, social media platforms, and online advertising to attract and engage customers. By examining these areas, we can learn how each company positions itself in the market and what strategies work best for them.

## Social Media Presence

### The Souled Store



The Souled Store creates and sells fun and unique designs on products like t-shirts, phone covers, mugs etc. Their goal is to make people happy with their quirky and official merchandise from popular movies, TV shows, sports teams etc. They believe in loving what you do and spreading joy through their products. Starting with four people, they had grown into a big team, but they keep things fun and relaxed.

Social Media Platform	Instagram	Facebook	X	YouTube
Number of Followers	1.4M	1.1M	10.8K	14.7K

## Ad Campaigns

The Souled Store uses social media, especially Instagram, to connect with its audience and boost engagement. The store's social media strategy focuses on being fun, creative, and relatable to young adults. They share new designs, pop culture references, and behind-the-scenes content to build a strong brand personality. The Souled Store also uses influencer marketing, celebrity endorsements, and moment marketing to keep their audience engaged. Additionally, they run contests and offer discounts to attract customers. The company emphasizes personalization, video marketing, and data science to stay competitive.

## Bewakoof



Bewakoof is an Indian online store that sells casual clothes and accessories. They are known for their trendy and affordable products. Their clothes often have funny or catchy sayings on them. Bewakoof started as a small business and has become quite popular, especially among young people. They sell their products directly to customers through their website and app.

Social Media Platform	Instagram	Facebook	X	YouTube
Number of Followers	1.7M	4.8M	46.2K	21K

## Ad Campaigns

Social media is a big part of their success. They use humor, regional languages, and even celebrity collaborations to connect with their audience. Bewakoof believes selling directly to customers online allows them to offer better prices and cater to specific needs.

## Myntra



Myntra is India's biggest online store for clothes, shoes, and other fashion stuff. They sell lots of different brands and styles. Myntra makes it easy for people to find and buy what they like. They offer a wide range of products, from everyday wear to fancy clothes. Myntra is known for its fast delivery and easy returns, making online shopping convenient for customers.

Social Media Platform	Instagram	Facebook	X	YouTube
Number of Followers	3.9M	5.7M	735K	3.5M

## Ad Campaigns

Myntra's ads are known for being fun, stylish, and relatable. They often use popular celebrities and catchy music to grab people's attention. Myntra ads highlight the wide range of clothes and accessories they offer, making it seem like there's something for everyone. They also focus on the convenience of shopping online with Myntra, like fast delivery and easy returns.

## Planet Superheroes



Planet Superheroes is a store that sells stuff with superheroes and other characters on them. They have clothes, toys, and other things for people who love superheroes. They work with big companies like Marvel and DC to make official products. Planet Superheroes started in India and has become popular with people who are fans of superheroes.

Social Media Platform	Instagram	Facebook	X	YouTube
Number of Followers	14K	217K	-	426

## Ad Campaigns

The Plante Superhero uses social media, to connect with its audience and boost engagement. The social media strategy focuses on gamers and superheroes fans. They use influence who are E-sports players to promote their brand.

# Conclusion

All these stores—The Souled Store, Bewakoof, Myntra, and Planet Superheroes—share a common goal of engaging with their audience through fun, relatable, and often personalized content. They utilize social media effectively to connect with customers, showcasing new products, and running promotions. Influencer marketing, celebrity endorsements, and creative ads help them stand out and attract a young audience. By focusing on trends and customer preferences, they ensure their products are appealing and their shopping experience is convenient. Whether it's quirky merchandise, trendy clothes, or superhero-themed items, these brands successfully create a unique shopping experience that resonates with their target audience.

## Reference

### The Souled Store

<https://www.socialsamosa.com/2021/06/the-souled-store-social-media-strategy/>

Landing page <https://www.thesouledstore.com/>

### Bewakoof

<https://www.indianretailer.com/interview/retail-people/startup/how-bewakoof-used-social-media-as-a-tool-to-build-a-d2c-brand.i1879>

Landing page <https://shop.bewakoof.com/>

### Myntra

<https://admeducation.com/blog/myntra-digital-marketing-strategies/>

Landing Page <https://www.myntra.com/>

### Planet Superheroes

Landing Page <https://www.planetsuperheroes.com/>