



COOLMATE COFFEE POLO SHIRT

BRANDING & TECH SOLUTIONS

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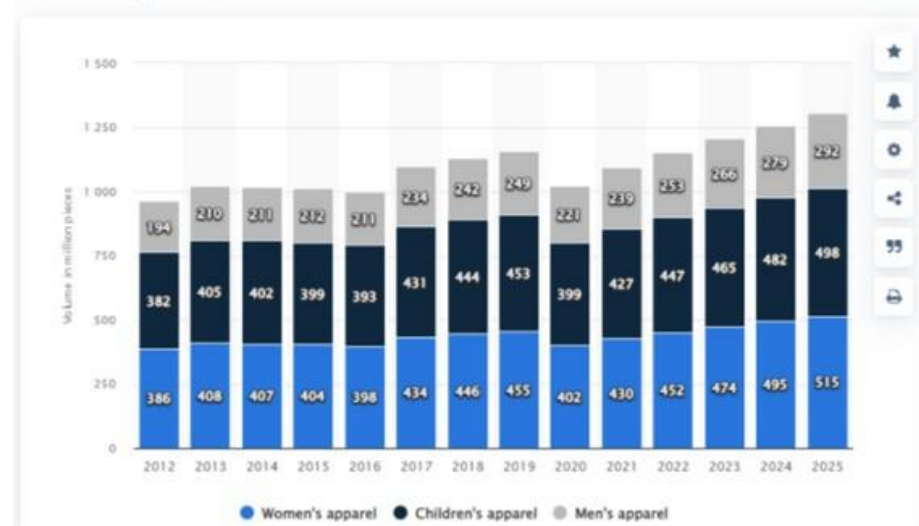
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Men's fashion market

VERY POTENTIAL

EVEN GROWTH

Volume of the apparel market in Vietnam from 2012 to 2025
(in million pieces)



According to Statista's report, the men's fashion market has grown steadily and is expected to continue to grow at an average of **5.12% per year** over the next 5 years.

Source: Statista

QUICK FASHION

An Phuoc Garment

Inditex (Zara)

Viet Tien Garment

Blue Exchange

Au Chau Fashion

Kowil (Owen)

H&M

Others

02

Source: Euromonitor
(2019)

BIG MARKET

50%

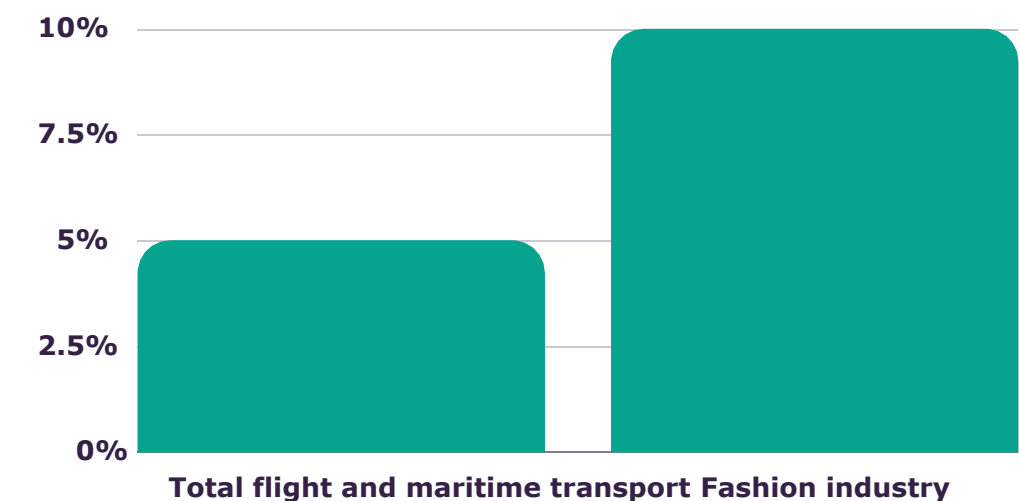
Men make up about 50% of the country's population.

0.16%

The average male population growth rate from 1950 to 2020 is 0.16%.

MARKET'S CONTEXT | 03

CONSEQUENCES ON THE ENVIRONMENT



Based on data from the United Nations Environment Program, the **second-largest** consumer in the world, the **fashion industry** emits 8–10% more carbon dioxide than do ships and aircraft combined.

Source: danso.org

but still get negative effects **TO ENVIRONMENT**

SOLUTION

» SUSTAINABLE FASHION

Opportunities go hand in hand with challenges

MARKET'S CONTEXT |

04

Sustainable fashion is a **global trend**

In 2019, the sustainable fashion market grew at a compound annual growth rate (CAGR) of **8.7%** since 2015, and is expected to continue to grow until 2023 at a rate of **9.1%**



Survey results on green consumption trends (N=163)

Consumers have a positive attitude towards sustainable fashion, but the **conversion rate** from positive attitude to purchase action is **still low**.

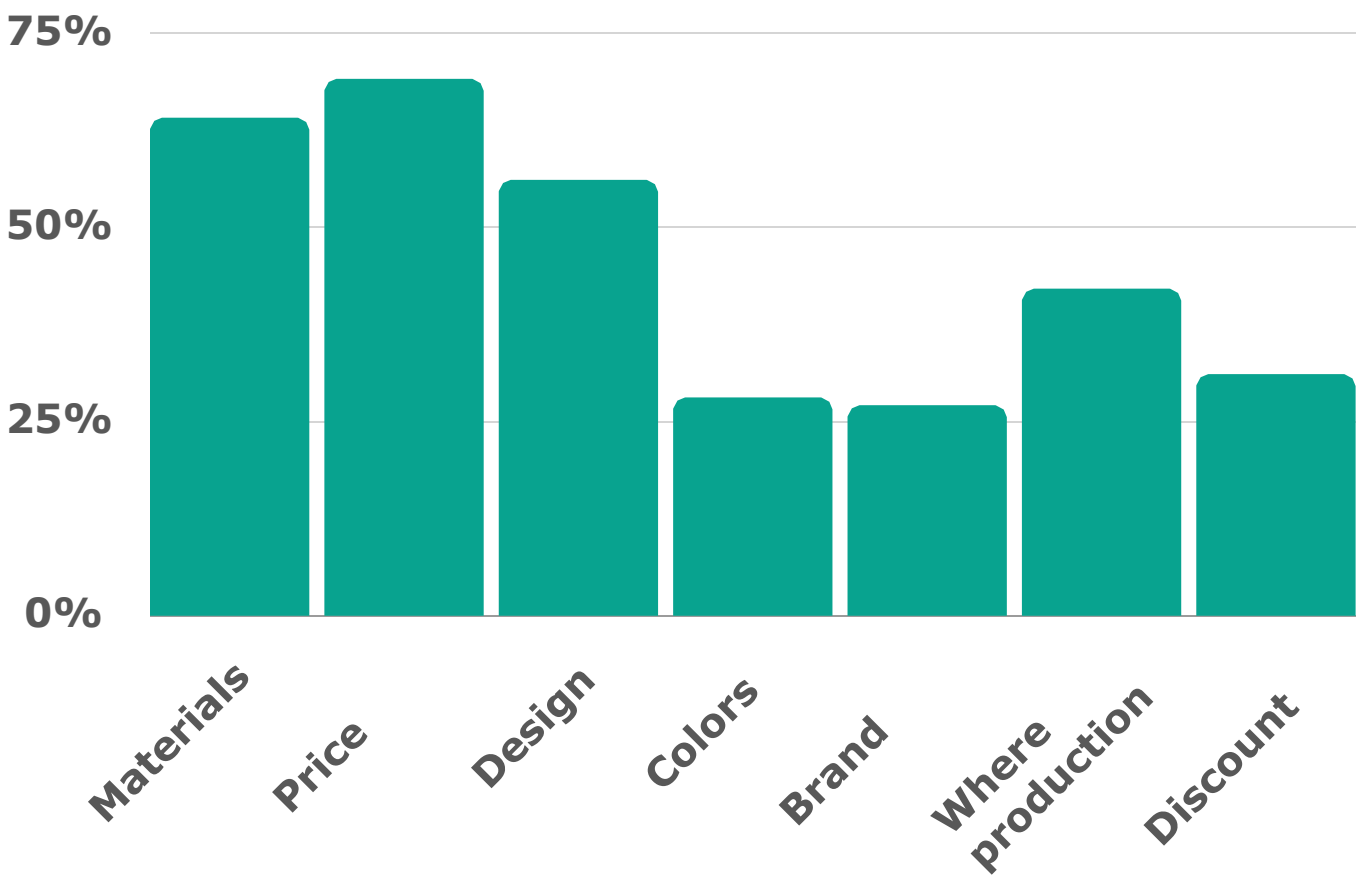
This comes from...

Consumer's **PERCEPTION** of sustainable fashion

NO OPTIMIZATION - TOO EXPENSIVE FOR REAL VALUE?

BUYING MOTIVATION

To come to a decision to buy a fashion product, men prioritize two factors, namely **cost** and **material**, over ethical issues such as environmental protection.



Source: Q&Me

BARRICADE - ASSUMPTION WITH GREEN PRODUCTS

Consumers are not willing to buy green products because they **skeptical** about **performance** - most think green products lower quality (*Source: University of Leeds*).

Consumers think green products are **more expensive** than they really are (*Source: The Economic Times*).



REASONS TO BUY

If consumers feel that sustainable fashion products have reasonable **prices and superior quality** compared to conventional fashion products, they will decide to buy the product.

STRATEGIC DIRECTION

GREEN FASHION

"BEAUTY FOR ME - BEAUTY FOR THE ENVIRONMENT"

MEDIA ORIENTED



The "green" features of the product, calling to buy products to protect the environment



Focusing on conveying the *unique features* of green products to meet the *needs of users* that are often not met by the product, thereby proving its *superiority* and *deserve for what you pay for*.



Buy products to receive superior solutions for yourself and at the same time for the environment

MEDIA ORIENTED | 06

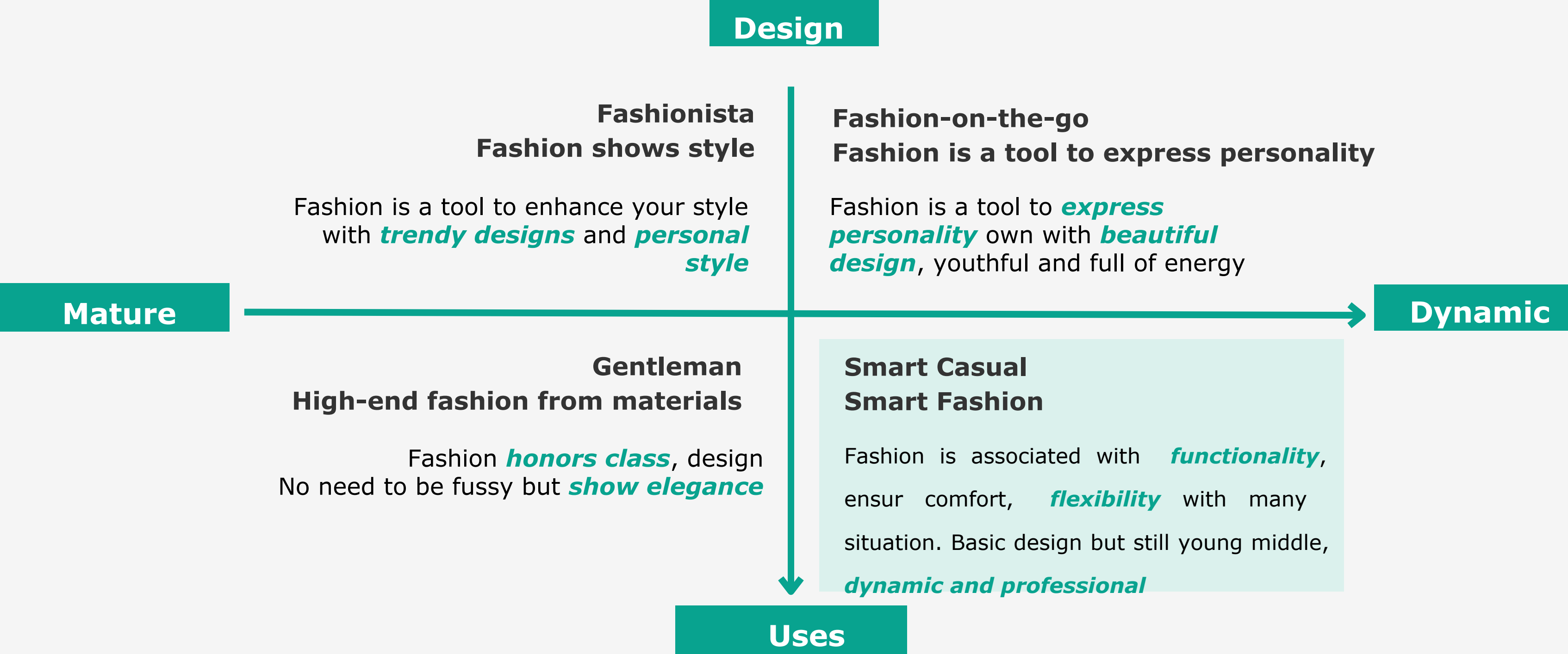


COMMUNICATION OBJECTIVES

- Spread the **RIGHT** awareness of green consumption and sustainable fashion products to 50,000 target audiences.
- At least **20% (10,000 people)** have a positive attitude and intention to purchase green products

CONSUMER SEGMENTATION

Based on the needs and fashion consumption trends to clarify the different segments in the large target file, male from 22 - 30 years old, living in urban areas.



SMART CASUAL are the most potential customers because they are interested in the functional use of fashion, associated with youthful, dynamic, and flexible designs in many situations.

TARGET CUSTOMERS CHARACTERISTICS

DEMOGRAPHIC

22 - 30 years old

Worker

Income B (7 million VND +)

Concentrated in big cities like Hanoi, Ho Chi Minh, Da Nang,...

VIEWPOINTS AND LIFETIME

Great ambition, pursue many goals

Adapt to multiple environments in the same day

Be conscious of social and environmental issues

FASHION BEHAVIORS

Prioritize casual fashion most of the time to match work requirement

Versatile fashion, multi-function, reasonable price

Care about materials and quality

Fashion ranks 2nd in terms of pay

34%

Thị trường thời trang nam độ tuổi 22 - 30 chiếm 17% thị trường thời trang nam-khoảng 8.7 triệu người.
(Source: danso.org)

64%

64% nam giới trong độ tuổi từ 22 - 30 đề cao các sản phẩm mang lại sự thoải mái, năng động, nhưng đồng thời cũng phải chuyên nghiệp (Source: Q&Me).

BEHAVIOR OF USE OF SOCIAL NETWORKS

Use social networks 4+ hours a day on demand entertain, socialize with friends and update information

THE COOL ACTIVISTS

Category Truth

Clothing with good materials will help users feel "cool down".

Social Truth

Fashion is one of the major contributors to environmental pollution - becoming an urgent problem

Product Truth

Coffee Polo shirt made from coffee fabric helps cool the body and contributes to environmental protection

Consumer Truth

The weather is getting hotter and I need to find fashion solutions to help me cool down

INSIGHT

- I needed a fashionable solution to cool myself down when the ambient temperature was getting higher and higher.
- However, I have always underestimated the impact of climate change on the environment.

APPROACH

A COOL SHIRT THAT NOT ONLY MAKES YOU COOLER, BUT ALSO MAKES THE ENTIRE EARTH COOLER.

In hot summer, Coolmate's coffee polo shirt not only helps consumers stay cool, comfortable and comfortable, but also contributes to "cooling down" the environment.



BIG IDEA

A COOLER SHIRT FOR EARTH

KEY MESSAGE

Wear a cooler shirt, the whole world is cooler

In the hot summer time, Coolmate offers young people a solution that is a coffee polo shirt made from environmentally friendly materials, both to help cool the body and help "cool down" the earth first. impacts of climate change.

DEPLOYMENT PLAN

Trigger

Engage

Timeline	11 days (20/5 - 30/5)	20 days (31/05 - 18/06)
Objective	<ul style="list-style-type: none">- Increasing consumer awareness about green consumption.- Building trust in Café polo shirts with green materials, superior features, and reasonable prices.	<ul style="list-style-type: none">- Increase brand love associated with the responsibility to protect environment.- Promote purchases.
Key message	Wear a cooler shirt, the whole world is cooler	1 shirt is worn, 1 tree is planted for the Green Coolmate fund
Key activities	<ul style="list-style-type: none">- Teasing New Box "Cooling Kit"- Flash sale THE COOLEST DEAL EVER	Green Coolmate Campaign 1 T-SHIRT IS WORN - 1 TREE IS PLANTED
Supporting Tactics	Online ads, KOLs review (Facebook, Tiktok), website	Influencer marketing, Online ads, PR articles
Key metrics	300.000 reach 10.000 clicks 2000 buying	450.000 new reach 15.000 clicks 3000 lượt buying
Budget	250.000.000 VND	250.000.000 VND

PHASE 1: TRIGGER

KEY HOOK

FLASH SALE: THE COOLEST DEAL EVER

Combine Coolmate website & e-commerce platforms



Instead of using "hot deal" as usual, Coolmate gave the most "coooooool" deal on the earth "on the floor" to launch a new product box



Blue Shipper rides a bicycle to deliver flash sale orders around the city

NEW BOX: "COOLING SECRETS"

New item box "Cooling tips set" includes:

- + Coffee polo shirt
- + Compressed coffee grounds
- + Replace regular pelure paper with sprouted paper
- + Carton box with lines to fold into a pot



PHASE 1: TRIGGER

MATRIX

KOLs unbox, review the box and wear the shirt in many situations (hot weather, strong activities, ...) to demonstrate the function of the shirt in a long day with many different situations

PROMOTION

YOUTUBE



Anh bạn thân



JVeevermind



Khoai Lang Thang



Hải Đăng Doo



Tun Phạm

FACEBOOK



Ngô Kiến Huy



Wowy Hà

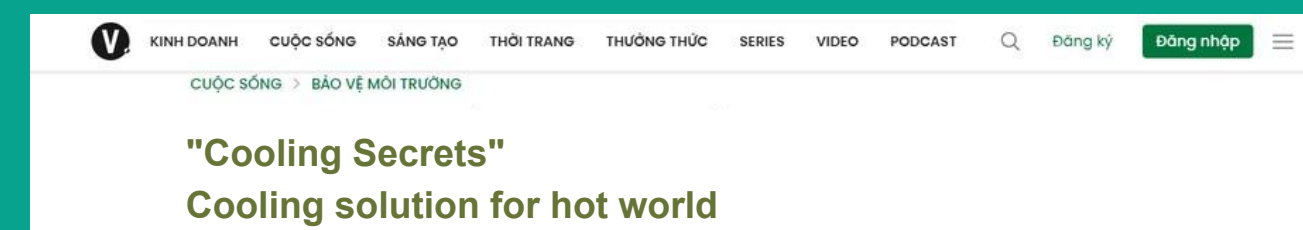


Anh Tuấn

INFLUENCERS VLOG SERIES

"A day of wearing cool and living quality". Purpose: Shows the function of the shirt in a long day with many different situations

PR ARTICLES



INFLUENCERS

CHANNELS

KEY HOOK

**Coolmate green campaign #Cooleryou
#Coolerearth**

1 shirt is worn - 1 tree is planted

Every time a customer buys a box of "Cooling Tips", Coolmate will deduct profits to contribute to the Vietnam Greening Fund, planting a tree to cover the bare hill. Customers can track the number of trees they have "indirectly" planted through the account profile feature on the Coolmate website.

PROMOTION

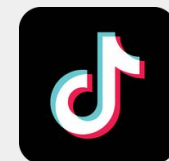
KOLs, Influence marketing

Entrepreneurs: Shark Viet, Shark Hung, Hung Vo,...

Micro-influencers (1k - 10k followers), male gender, age 20 - 35, have a successful career.

Key

Channels



PR Articles

Kênh 14, Tuổi trẻ, Vietcetera,...



5000

GREEN TREE

25000

PLASTIC BOTTLE

15000

**CUPS OF COFFE
GROUNDS**



- 25,000 plastic bottles & 15,000 recycled coffee grounds fabric S.Cafe
- 5% of revenue is deducted from each order ~ 15,000 VND
- VND 80,000,000 awarded to Vietnam Greening Fund

BUDGET ALLOCATION

MEDIA PROPOSAL | 16

TRIGGER

ENGAGE

BUDGET

Week 1

Week 2

Week 3

Week 4

600.000.000 VND

Release box & Flash sale

100.000.000 VND

Coolmate green campaign

80.000.000 VND

PR Articles

60.000.000 VND

KOLs

KOLs

200.000.000 VND

Online Ads

Online Ads

100.000.000 VND

SEM

30.000.000 VND

BACK UP

30.000.000 VND

SOLUTION

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» OPTIMIZED EXPERIENCE

Possibility of online shopping and "trying on" without traveling

Consumers' "laziness" is becoming worse every day, and it has been worse since the Covid 19 outbreak.

90% of customers will have to send products back because they don't fit.

80% of people are too lazy to go out and try on clothing.

The screenshot shows the 'Guide to choose the right size' section of the Coolmate website. It is divided into three steps: 1. Product Type, 2. Body parameters, and 3. Coolmate suggested. In step 1, 'LONG SLEEVE SHIRT' is selected. In step 2, body parameters are entered: Height 155cm and Weight 48kg. A size chart at the bottom provides instructions on how to measure a shirt. A blue line connects the 'Coolmate suggested' step to the 3D model of the person on the right.

COOLMATE Outlet Autumn - Winter Clothes Product Coolxprint About Coolmate Select Size

Guide to choose the right size

1 Product Type
LONG SLEEVE SHIRT
[View all size chart](#)

2 Body parameters
Height 155cm
Weight 48kg

3 Coolmate suggested

Size chart
* Basic parameters of coolmate products: Take the shirt that you are wearing and feel best, then measure the sizes of the shirt, and compare with

Fitting trực tiếp với hình ảnh 3D của bản thân người tiêu dùng



THANK YOU
& BE COOLER TOGETHER
LET THE WORLD BE COOLER

