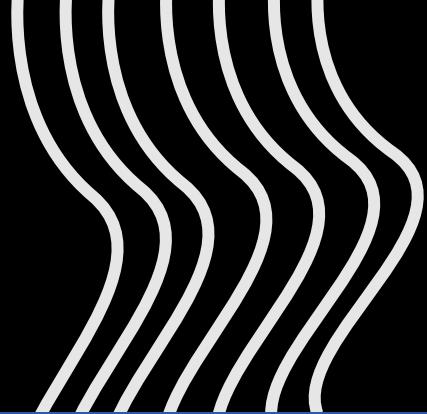


ITC584

FASHION GLOBAL
MARKETING AND
BRAND
MANAGEMENT



Mr Doodle & Apportfolio
In ShangHai & Tokyo



TODAY'S AGENDA.

1. Location Analysis
2. Target Customer Profile
3. Major Themes
4. Products
5. Schedule
6. Social media Planning
7. Product seeding
8. Events and Activities



Hi, MR. DOODLE

A British-born 26-year-old named Sam Cox.

He described his drawings as "**virus**" and used the word "**invade**" to describe his graffiti behavior



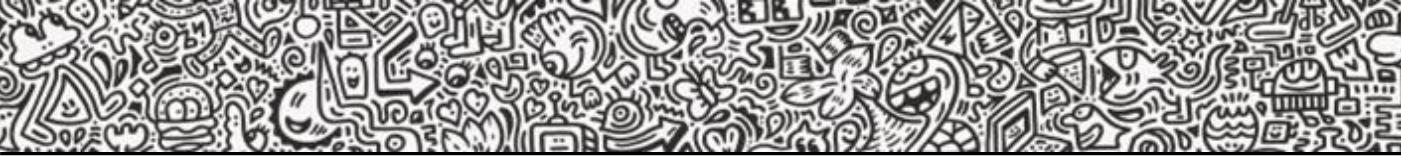
Different City Different Theme.



ShangHai

Tokyo





PART
1

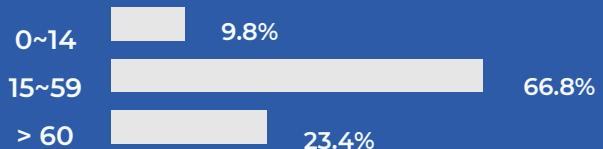
SHANG
HAI & PLAZA 66



SHANG HAI

RESIDENT POPULATION: **2487.09 Million People**

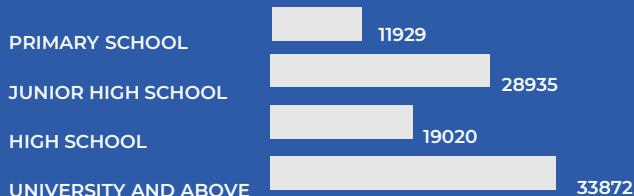
rising 0.8% than sixth
population census



CONSUMPTION POWER ANALYSIS

EDUCATIONAL LEVEL

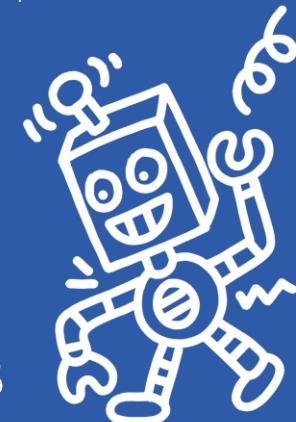
in seventh population census



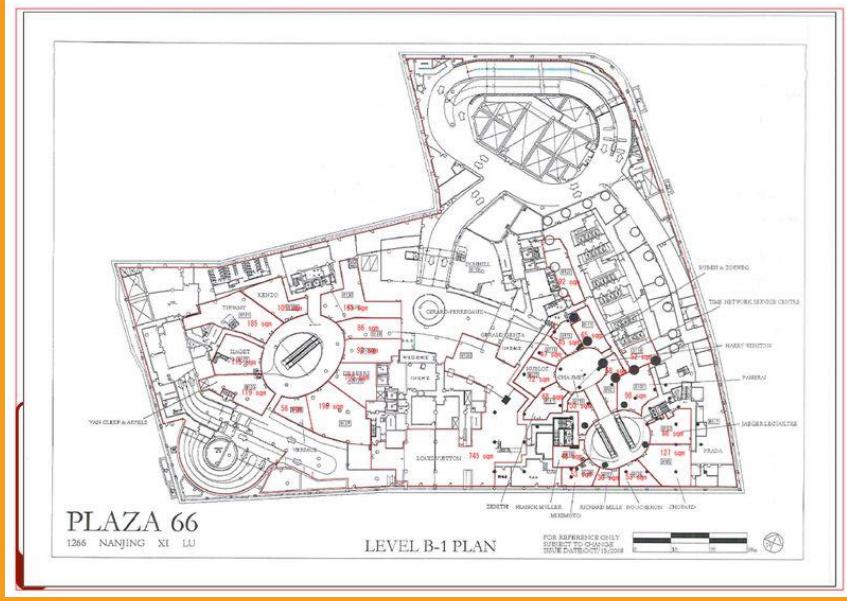
**\$18,079.25
Billion RMB**

in 2021 higher 13.5% than last year

Shanghai continues to rank first in the country in terms of total social consumption in China



↑ 13.5%
higher than last year



PLAZA 66

Nanjing West Road, Jing'an District, Shanghai

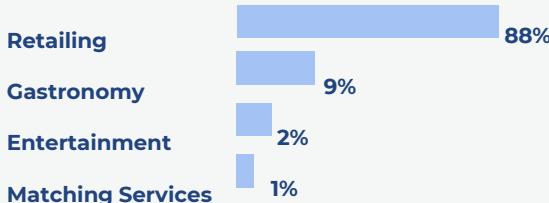
55000 m²

- Top 10 Famous Commercial Streets in China
- No.1 shopping mall in Shanghai
- 2002 Outstanding Engineering Award

□ Infrastructure

- Shopping mall: 5 Floors
- Parking Space: more than 600
- Bus Lines: 5 lines

□ Business Composition



HOME TO LUXURY

PLAZA 66

MALL POSITIONING: World's Top Brands Collection

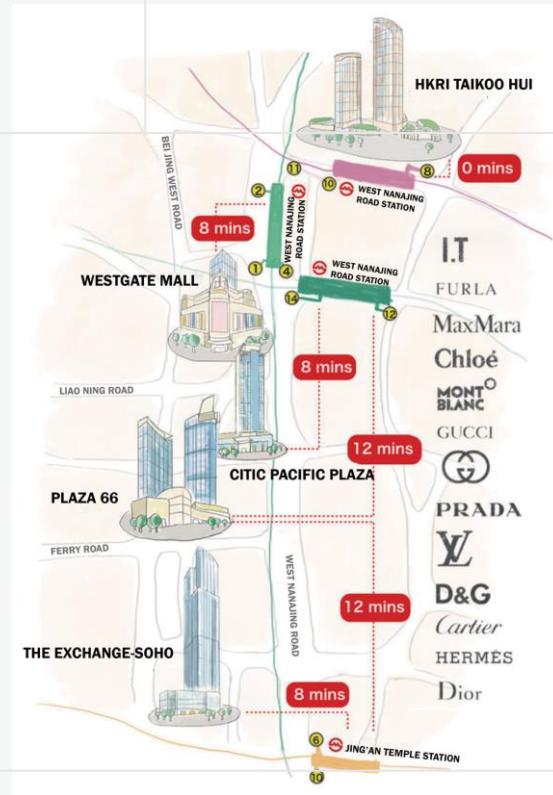
IMAGE POSITIONING: Brand, Luxury, Fashion, Desire

WEEKLY TRAFFIC: More than 49 Thousand People



MAIN LUXURY BRAND:

Hermes, Louis Vuitton,
Cartier, Chanel, Dior,
Celine, Escada, BAVLGARI
Fendi, Loewe, Prada,
Versace, Lanvin



ADJACENT BUSINESS DISTRICTS

PAST EXHIBITIONS

PIAGET: THE JOURNEY OF HAPPINESS



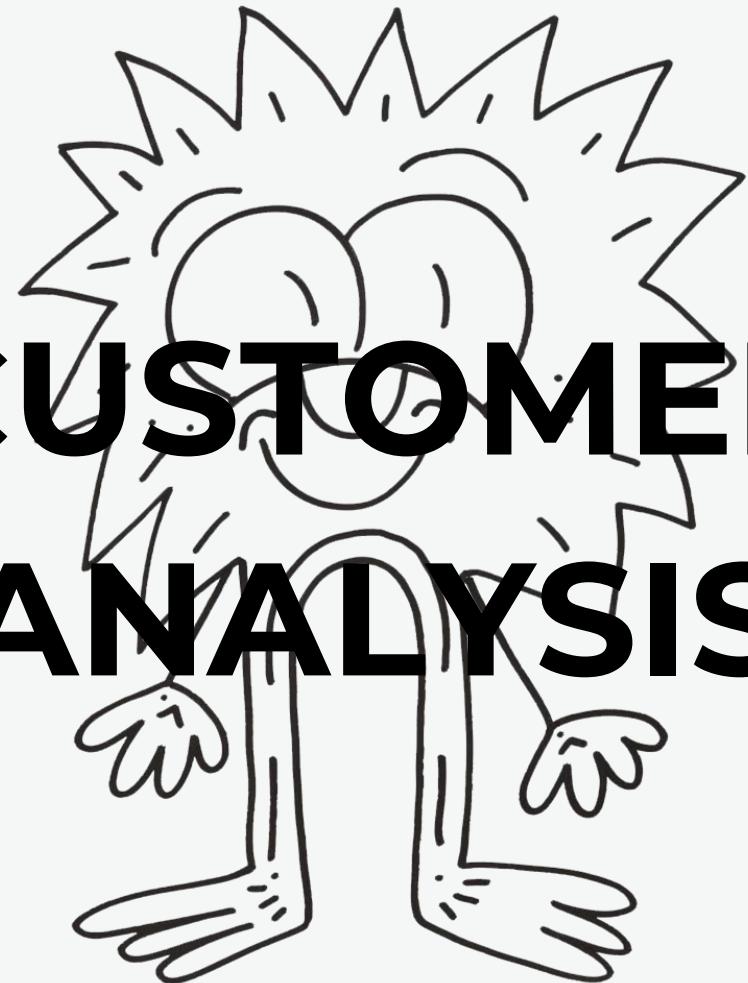
NALA YOSHITOMO:
MEETING YOURSELF



FENDI BAGUETTE



CUSTOMER ANALYSIS



TARGET CUSTOMER ANALYSIS

AGE DIVISION

By age, the customer segment mainly contains "Generation-Y, Generation-Z and Generation α" which means the time range is from 1980 to now.

OCCUPATION DIVISION

According to the work content, they come from all walks of life, from elites, white-collar workers to students, but the common denominator is the pursuit of art and a certain level of spending ability.

BEHAVIOUR ANALYSIS

For Generation Y:

- Brand/ Product reputation
- Quality-price Ratio
- Satisfaction And Quickness

For Generation Z:

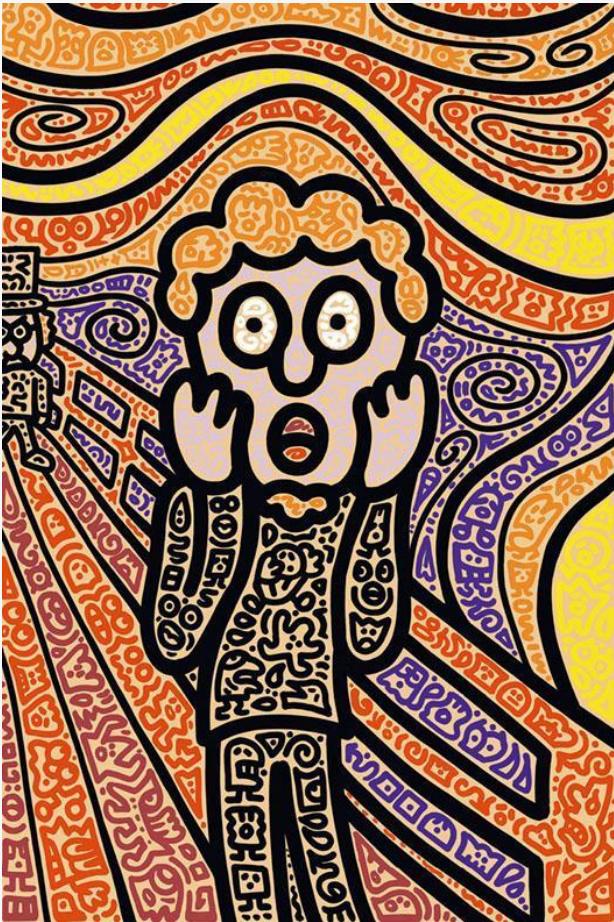
- Internet Natives
- Personalization
- Recognition

For Generation α:

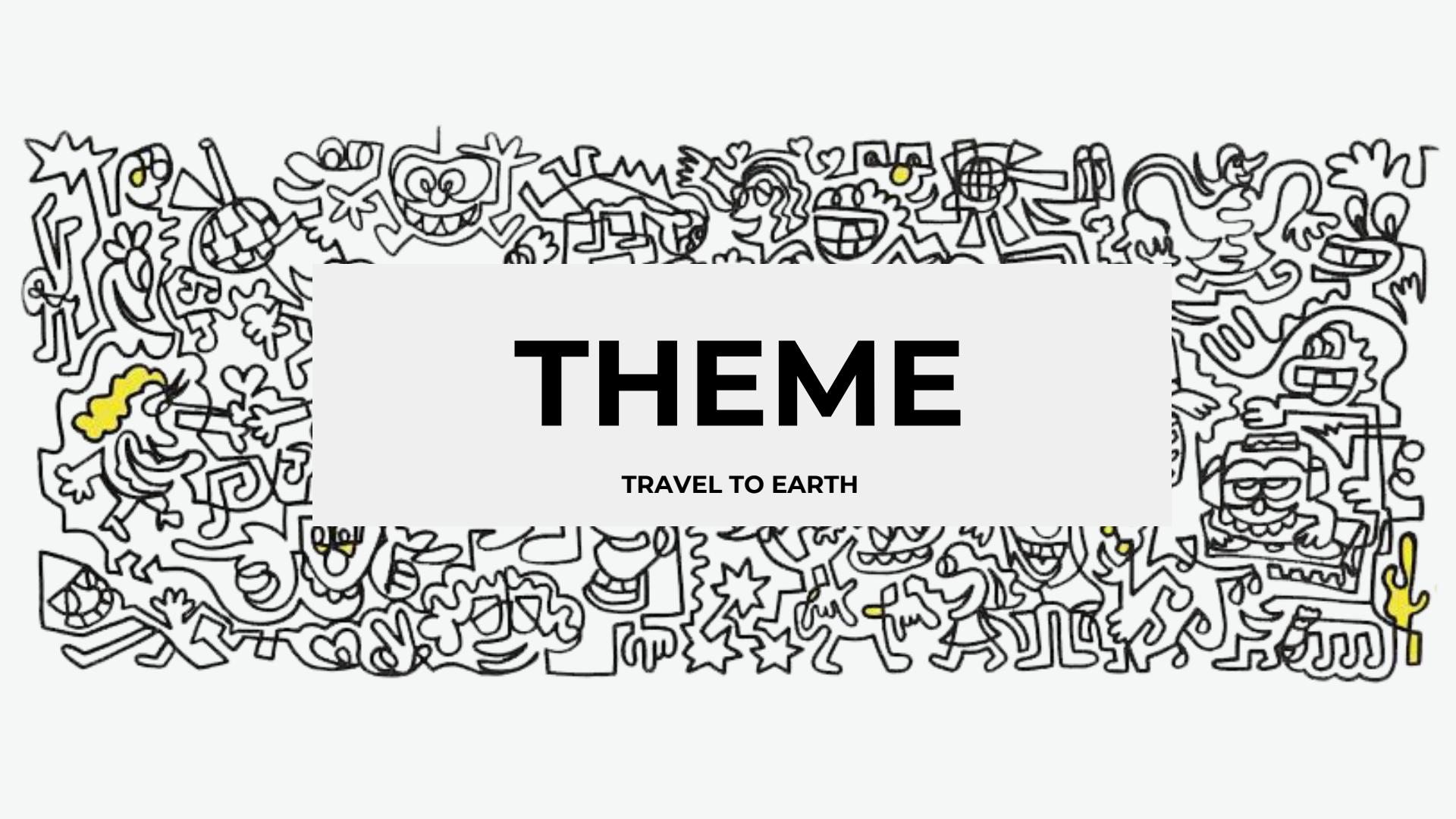
- Digital Life
- Constantly Exploring
- Globalized World

CUSTOMER DEMANDS

- Childhood
- Exploring
- Digital and technology
- Novelty Experience
- Rich Content
- Participation
- Artistic Value



《SCREAM》



THEME

TRAVEL TO EARTH

2023.06.01

SHANGHAI

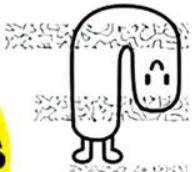


TRAVEL TO EARTH



W. Mr. Doodle

PLAZA 66
PLAZA 66
PLAZA 66
PLAZA 66
PLAZA 66



DIGITAL EXPERIENCE

INTERACTIVE EXHIBITION

RETURN TO CHILDHOOD

EXPLORE & DISCOVER

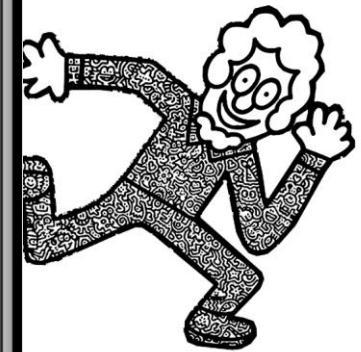
INNOCENCE & FUN

=DISCOVER
THE JOY



II
KID'S
DAY





Product
Shanghai

Co-branded with Be@rbrick

Basic products

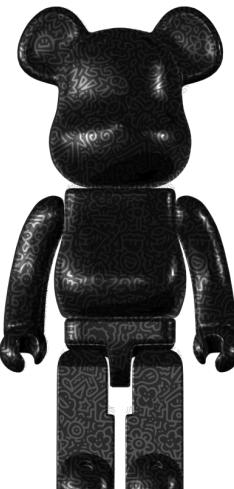
700 mm



27,750CNY (33,500HKD)

1000%

280 mm



1500CNY
(1,800HKD)

400%

145 mm



70 mm

50 mm

35 mm

Blind boxes

890CNY
(1,000HKD)

100%

Keychain

120CNY
(140HKD)

70% 50%



50CNY
(60HKD)

700 mm



Co-branded with Be@brick City-limited products

10% of all commodities

1 model, 1 size

Material: Transparent Hard Plastic

Size: 1000%, 700 mm

Price: 48,900CNY(58,900HKD)

Rarity: 1.04%



Figurine Collection

City-limited products

30% of all commodities

Total 3 models, 1 size

Material: Transparent Hard Plastic, Acrylonitrile Butadiene Styrene

Price: 27,750CNY (33,500HKD)

Size: 50mm

Rarity: 4.16%, 1.04%



Skateboarding

5% of all commodities
Total 3 models
1399CNY



T-shirt

15% of all commodities
1399CNY



Accessories

10% of all commodities



599CNY



899CNY



1899CNY

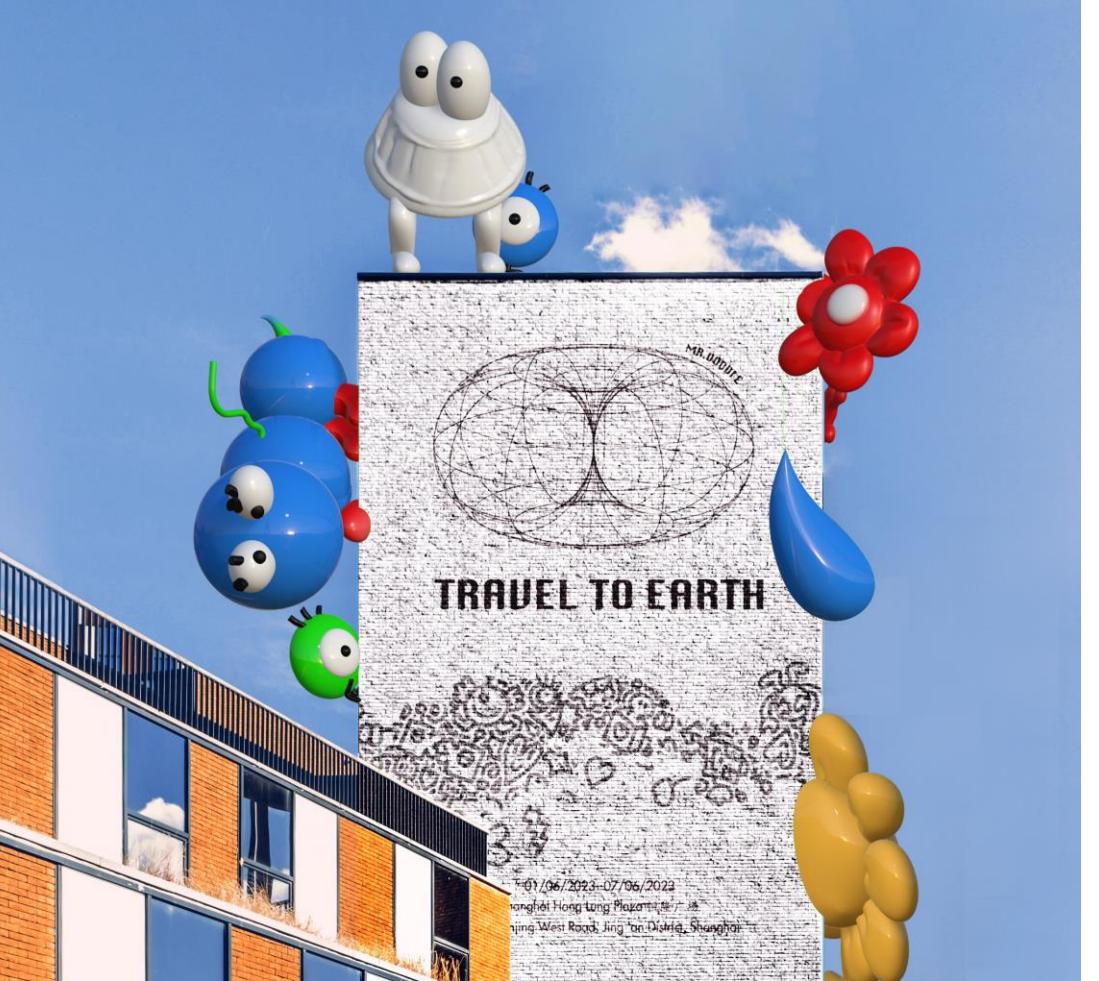


1999CNY

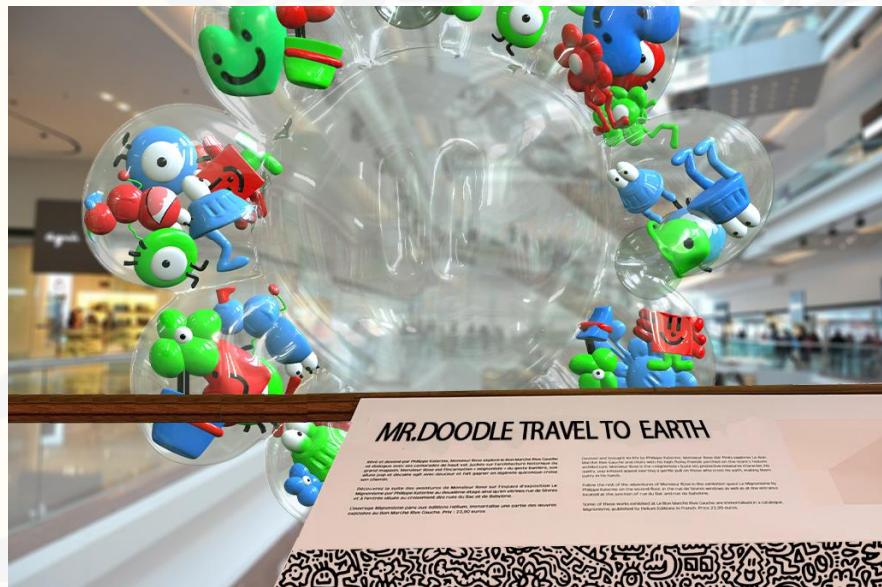
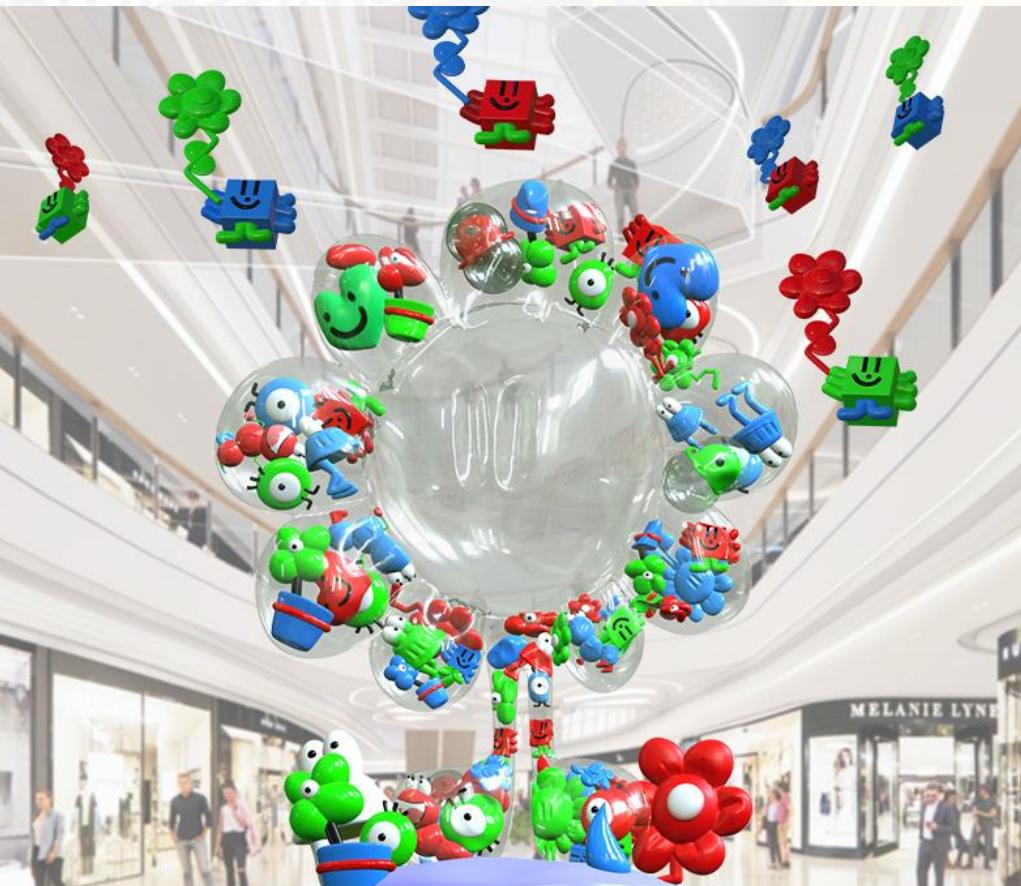


Giant Sculpture

The First Day on Earth#



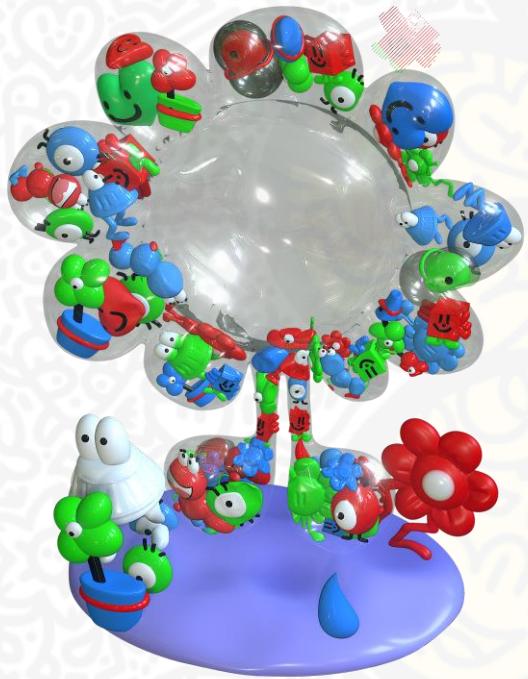
The First Day on Earth#



Scan the QR code



Eliminating geographical restrictions



Scan the QR code



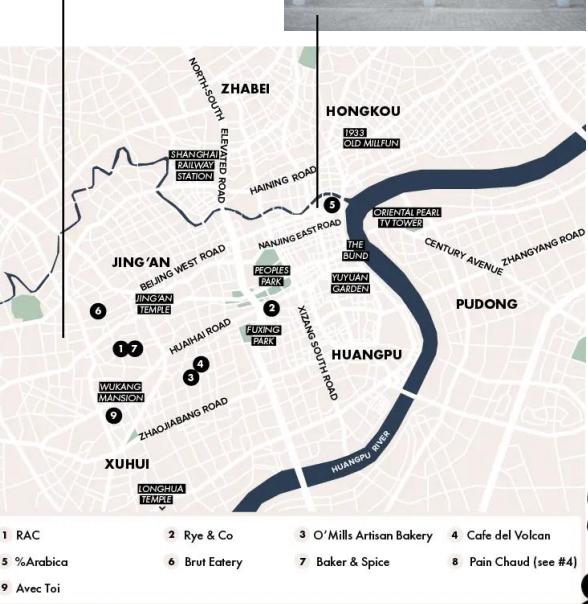
Citywide Encounter Program

Cultural integration

“The charm of Shanghai is in the alleyways and in the different kinds of coffee shops on the streets”



Shanghai Long Tang culture (Alleys)



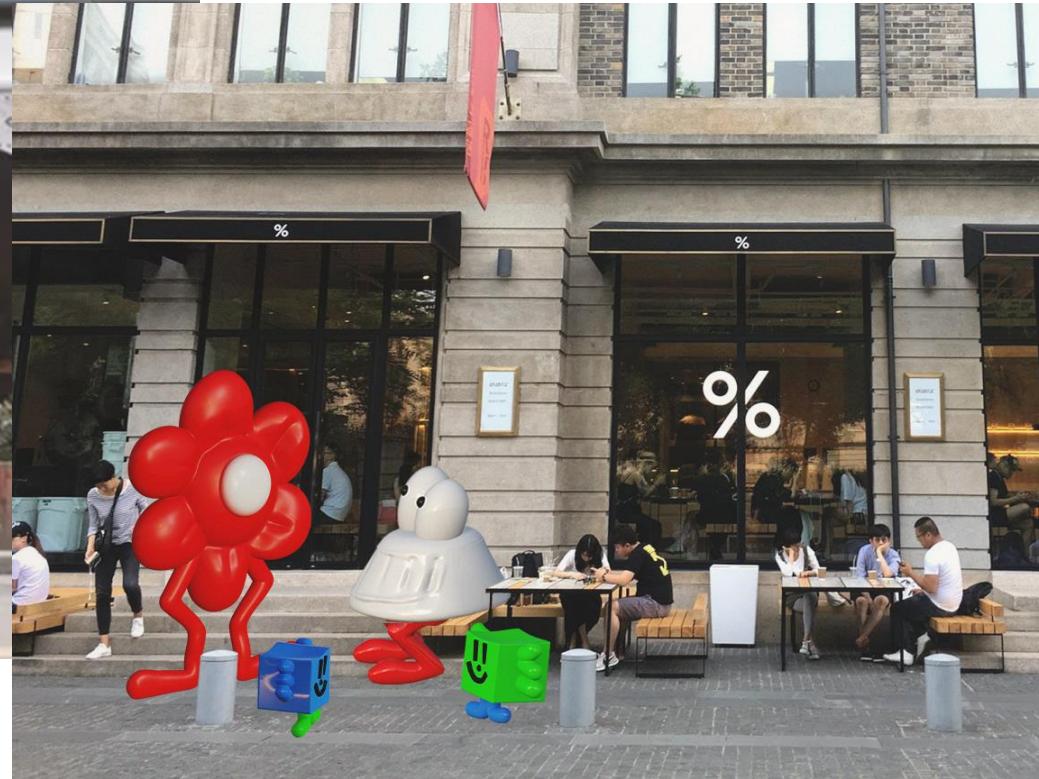
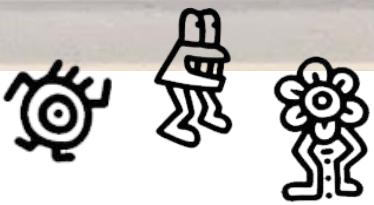
Café culture

Citywide Encounter Program

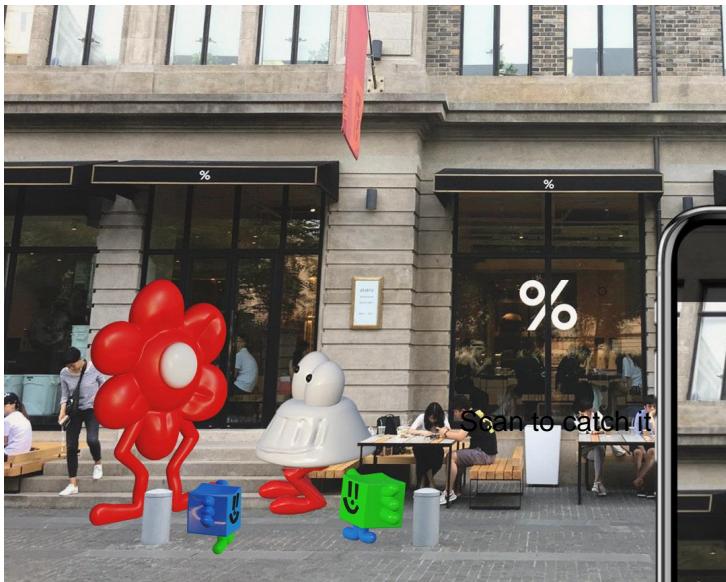
Build Individuality of image



Citywide Encounter Program



Citywide Encounter Program

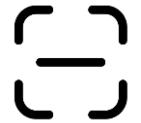


where is Mr.Doodle's friends?#

#How to encounter Mr.Doodle's friends?#



Scan to 'catch' it

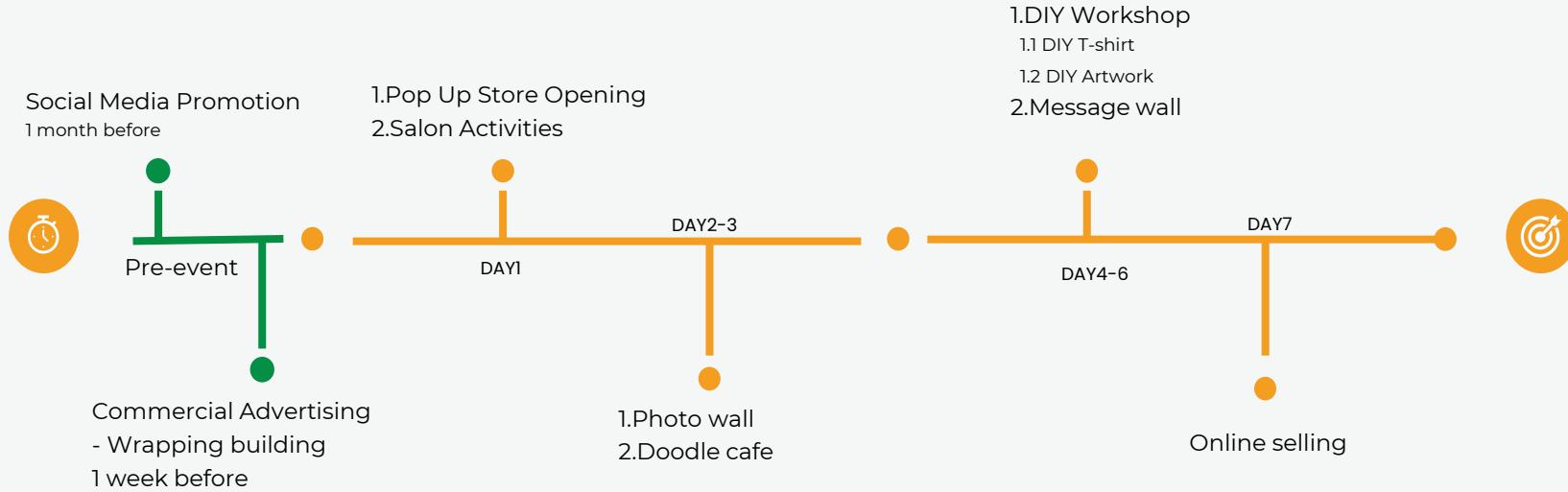


WeChat mini-program



Schedule

—Shanghai





Promotion



Pre-event Advertisement-Shanghai

Wrap up Citygroup Tower for publicity

Time: A week before event



Outdoor LED

Social Media Planning



Pre-event



WeChat + Weibo Official Account

- Most popular communication and social media application in China
- Reach out more target customers
- Post announcement about the campaign schedule and events
- Promotion of products

SHANGHAI

Social Media Planning



Pre-event

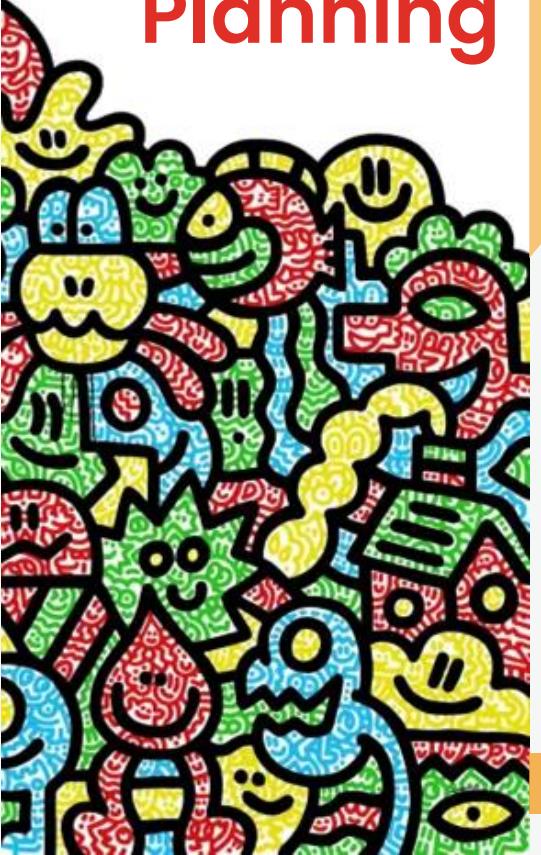
Weibo Video Account + Xiaohungshu

- Product seeding
- Gift box will be posted by influencers
- Increase exposure

SHANGHAI



Social Media Planning



Event Period

WeChat + Weibo Official Account

- Posting details of each events
 - Pop up store opening
 - Salon activities
 - Photo wall
 - Doodle cafe
 - DIY workshop
 - Message wall
 - Online selling
- Products sale details

SHANGHAI



Social Media Planning



Event Period

Weibo Video Account + Tiktok + Xiaohungshu

- Invite the influencers and visitors to post their experience after visiting the pop up store
- Increase the passenger flow throughout the event

SHANGHAI



Social Media Planning



Event Period

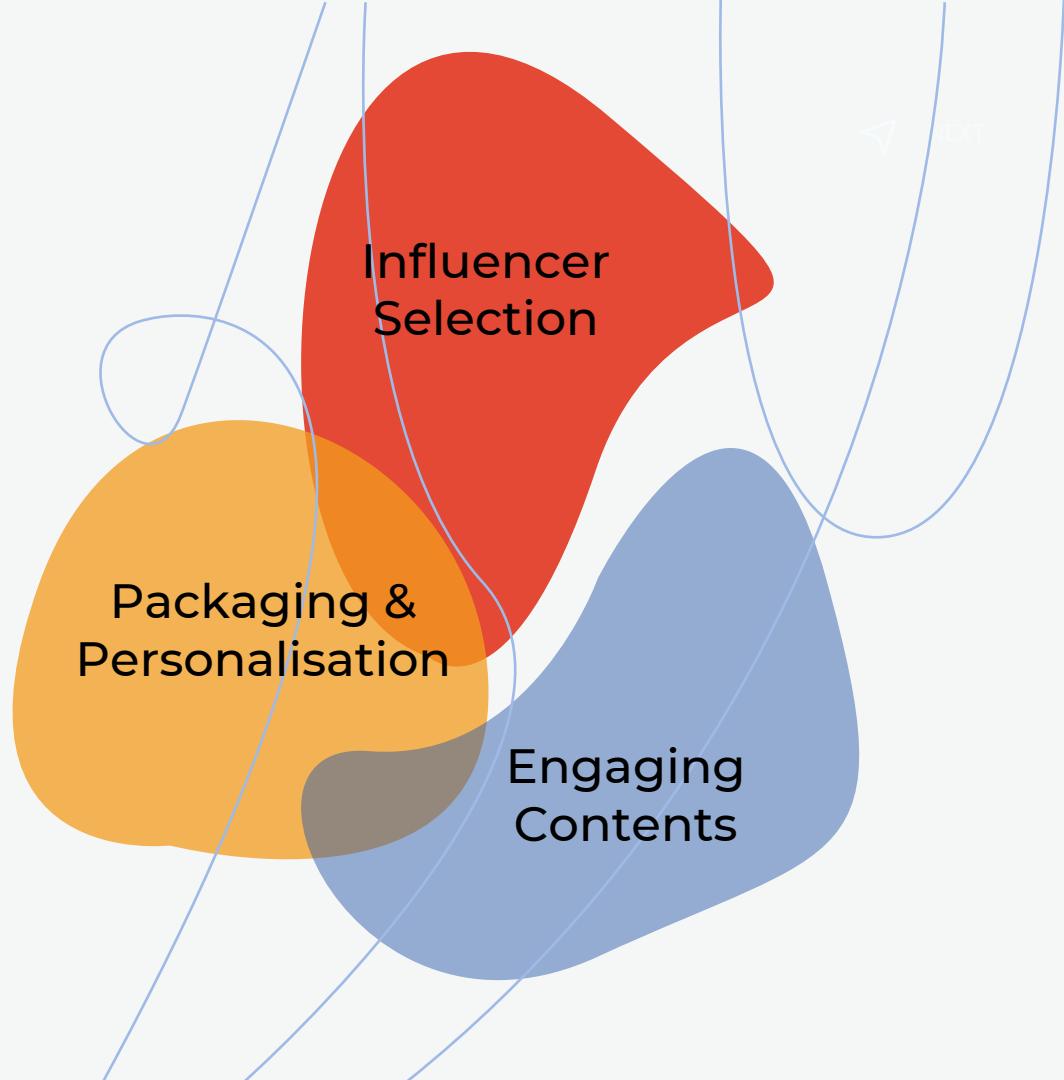
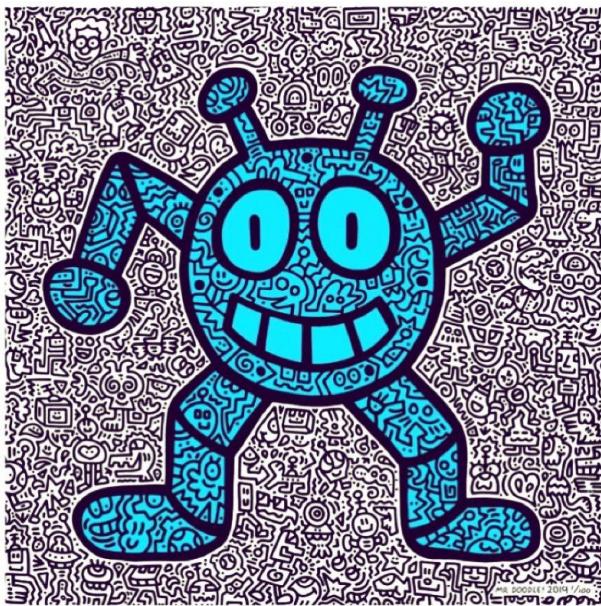
Weibo Video Account + Tiktok + Xiaohungshu

- Encourage the influencer and visitors to use the “Flower” filter
- Increase the exposure on social media

SHANGHAI



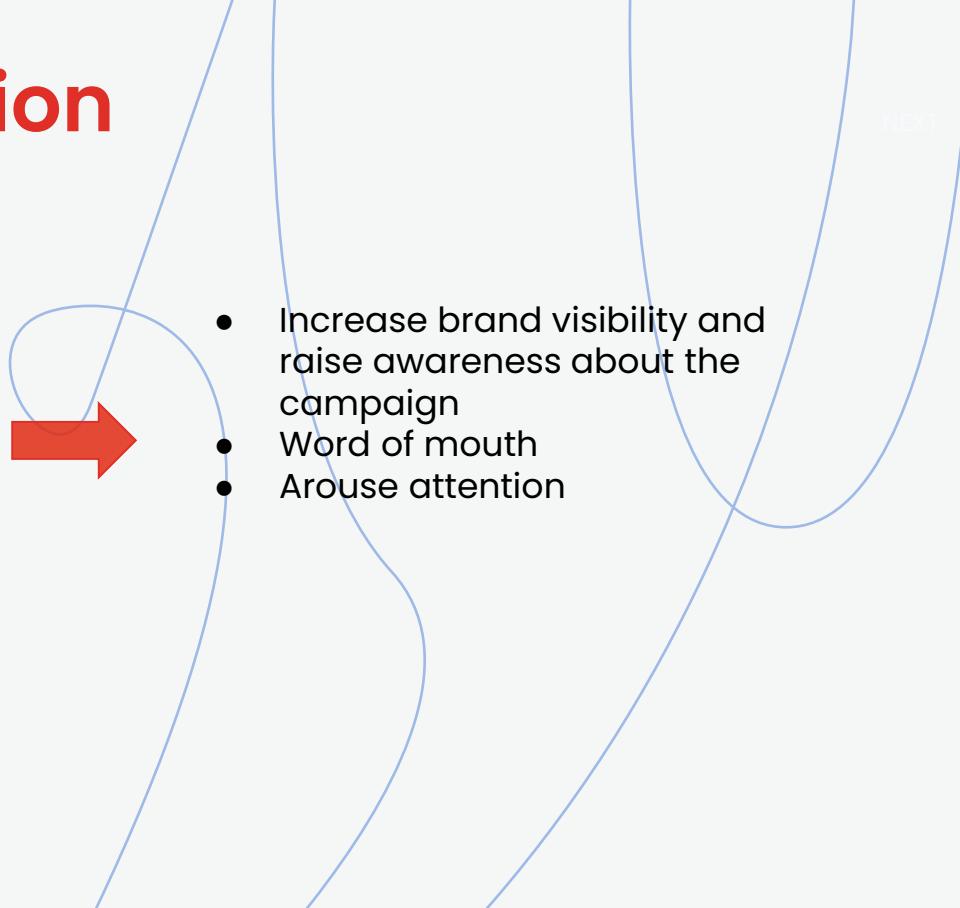
Product Seeding



...

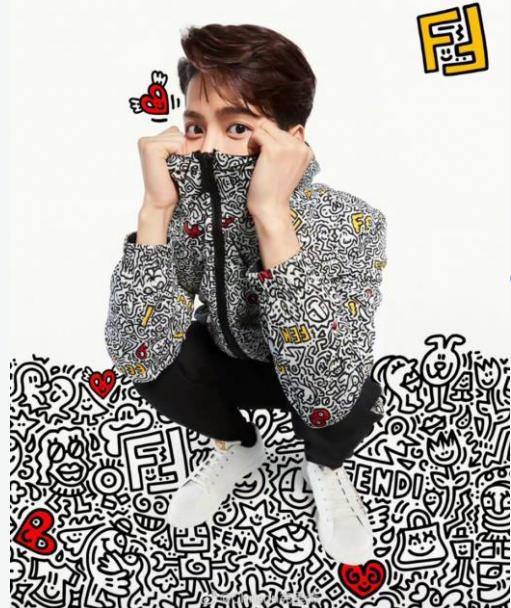
Influencer Selection

Macro Influencer

- More than 100,000 followers
 - At least a 3% engagement rate (likes, comments, retweets)
 - e.g. Celebrity, TV personality, athlete, or thought leader in their community
 - Match with brand DNA
- 
- Increase brand visibility and raise awareness about the campaign
 - Word of mouth
 - Arouse attention

Influencer Selection

Macro Influencer



Packaging+Personalisation

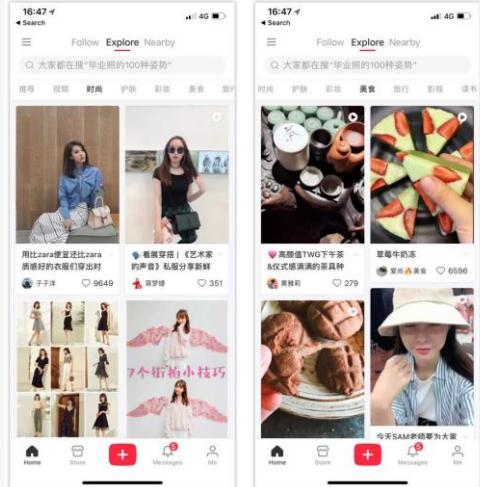


Shanghai Gift box:

- Invitation card to salon activity
- Thank you notes
- Limited edition figure
- Skateboard
- T-shirt

...

Engaging Contents



Influencers' content



Increase customer flow/ visitor-generated contents



Shanghai Campaign



MR DOODLE!

Day1

• Pop Up Store Opening

DATE:

01/06/2023–07/06/2023

TIME:

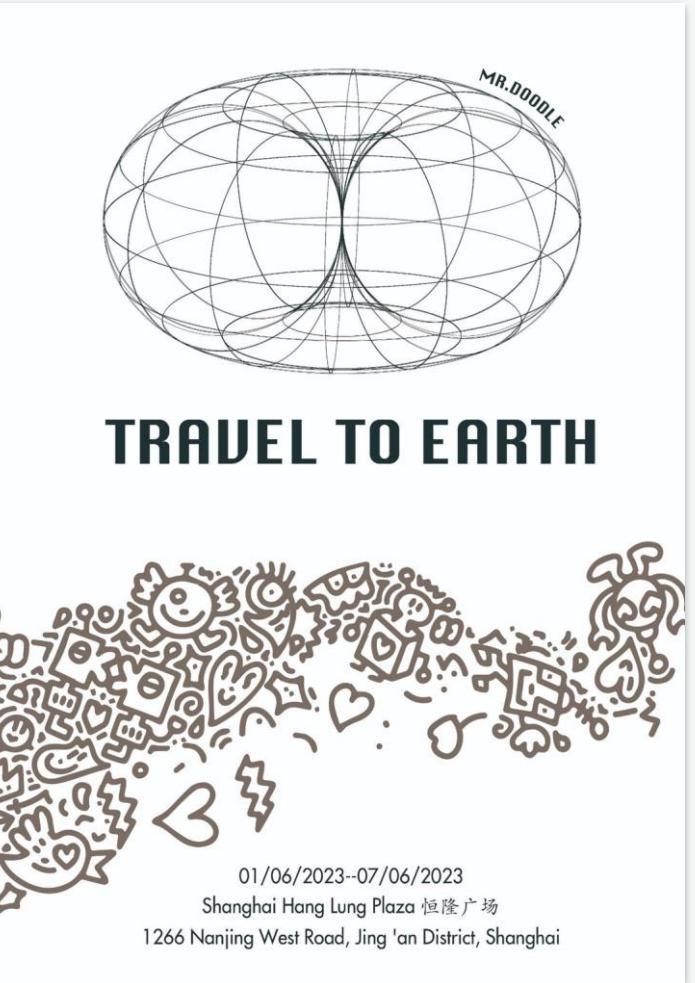
09:00-19:00

LOCATION:

Shanghai Hang Lung
Plaza

STYLE:

youth, vitality,
childhood



Day1

● — ● Opening Ceremony

Time: 9am-11am

- Mr.Doodle conducts ribbon-cutting ceremony
- Mr.Doodle creates a painting on the spot
- The paintings will be placed in the reserved area of the pop-up store



Day1

● Salon Activities ●



● Invite KOLs and News Media ●

Time: 11am-5pm

- Including kol from Xiaohongshu, Tik Tok, Weibo
- Kols will be led to a special photo location for filming and event promotion
- The kols can sign on the wall after the group photo



Day1

Salon Activities



Age: 24

Followers:
300,000

Field:
fashion,
handsome



Age: 25

Followers:
103.04
million

Field:
Funny,
Beauty



Age: 26

Followers:
3.685
million

Field:
Fashion,
Beauty



Requirements for KOL:

Age between 22-30

Youth, sunshine,
positive energy

Aesthetic and stylish

Capable of
photography

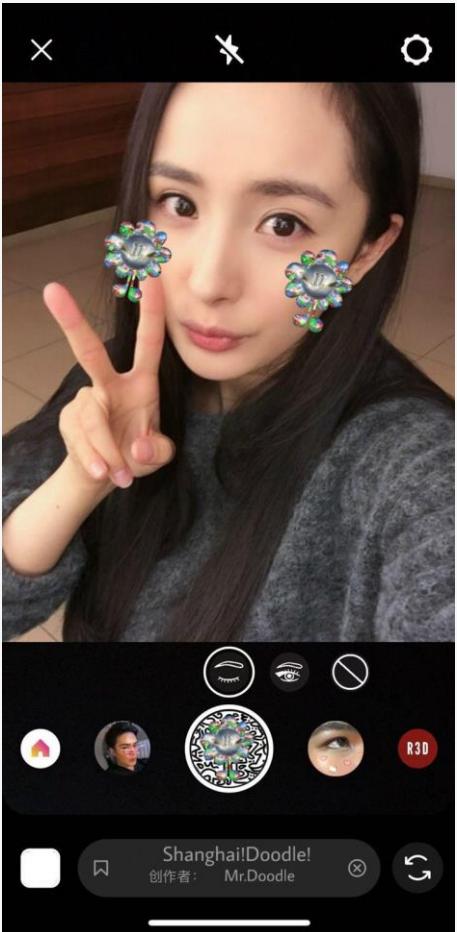
Copywriting skills

Ability to produce
video

Day2-3

Photo Wall Doodle Coffee

- Create Mr. doodle-style filters for visitors.
- Visitors can get the opportunity to print photos on the spot after purchasing the product.
- Visitors can choose to take the photos away or put them on the wall in order.



The first 10 visitors to the show each day can get a photo frame.



Day2-3

Photo Wall ● Doodle Coffee



Opening Hours:

9am-4pm

Price:

79-159RMB

Decoration style:

bright, high-end

- Pop-up store builds coffee bar.
- The coffee latte art here is Mr.doodle style.
- Consumers take photos and post on Weibo or Xiaohongshu, and one lucky consumer will be selected every day to receive gifts.



MR DOODLE!

Day4-6

- DIY Workshop
Message Wall

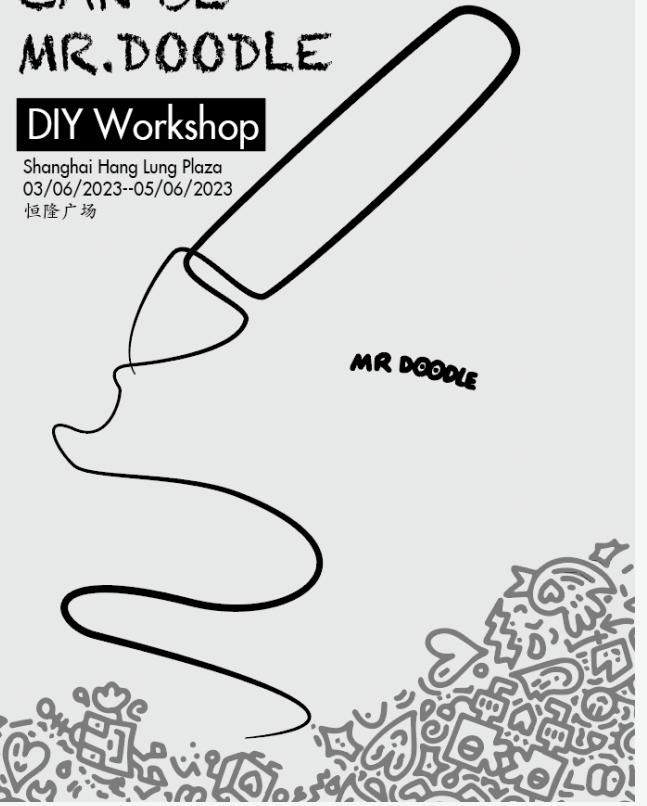
Theme: Everyone can be Mr.Doodle
Time: 04/06-06/06 10am-6pm



EVERYONE
CAN BE
MR. DOODLE

DIY Workshop

Shanghai Hang Lung Plaza
03/06/2023-05/06/2023
恒隆广场



Day4-6

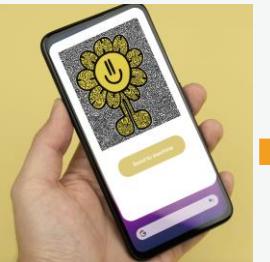
- DIY Workshop Message Wall

- DIY T-shirt/Tote

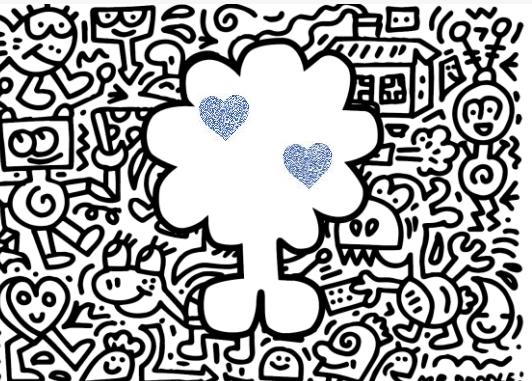
Audiance can send their photo to the workshop which can help to print the photo on T-shirt/Tote.

- DIY Artwork

There are different type of stamp that allows audience to affix to the blank area, to create new artwork.



Thermal transfer printing



Day4-6

DIY Workshop Message Wall



Daily passenger flow: 600

Completion time: 3 days

- Consumers can write what they want to say here.
- There are imprints on the wall designed according to the paintings of Mr.Doodle
- Consumers can write in the designated area
- After all are completed, the handwriting will be pieced together to create a graffiti effect, which looks like a painting from a distance.



Day7

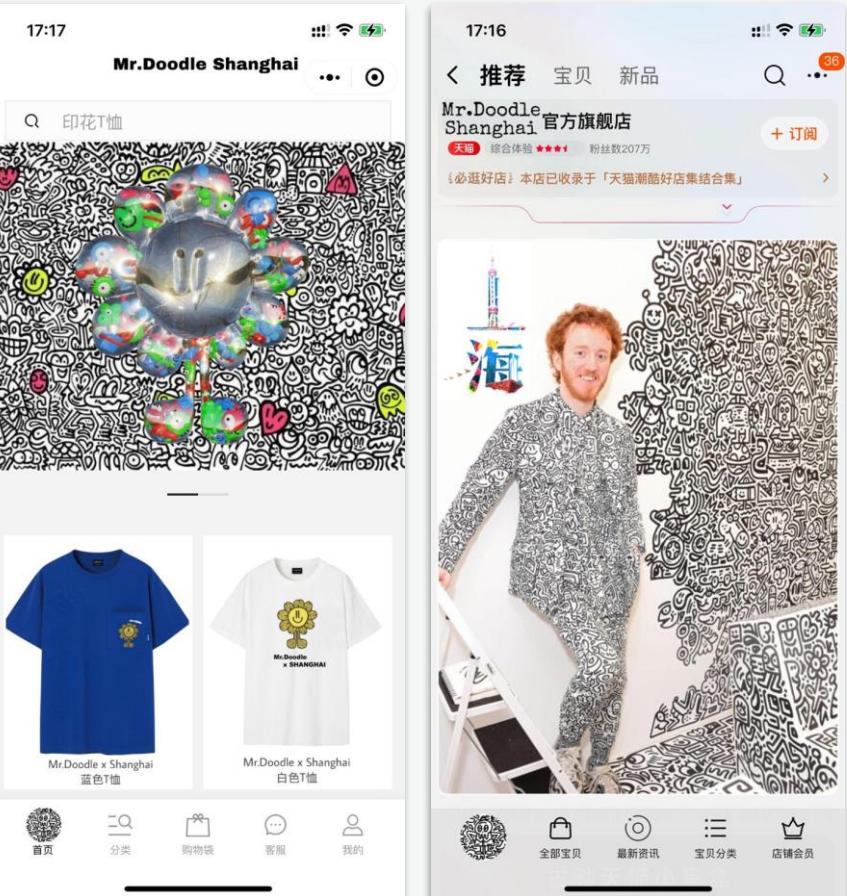
● Online Selling

Online City-limited Product Selling

- After all events, City-limited product and related peripheral products will continue to sell online
- Online selling continues for one month
- Online store will launch NFT collection

Platform:

Official website, Tmall, WeChat mall





PART 2

TOKYO
SHIBUYA

& PARCO



GDP \$5.065 Trillion

World's third largest economy

Japan is one of the world's most severely aging countries with few children, which Abe called a "national disaster" Total population declines for 12th consecutive year, growth rate below average for developed countries.

127.08 Million People

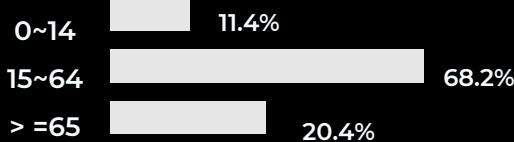
TOKYO: 10.5% of the total population

KANAGAWA KEN: 7.1% of the total population

OSAKA: 7.0% of the total population

01. TOKYO POPULATION

13.39 million people



02. POPULATION DENSITY

23 Urban District:

14770 people/km²

at the top of the country



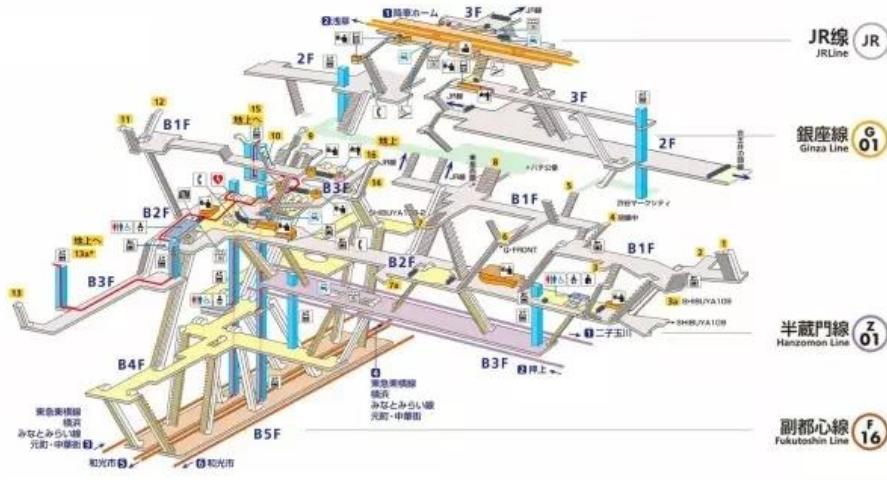
Japan

TOKYO

SHIBUYA

GALLERY X
BY PARCO

CONVENIENT TRANSPORTATION



Shibuya Station is a large interchange station consisting of a total of **10 lines** from four companies.

The average passenger throughput is **3 million passengers per day**, second only to Shinjuku Station.

SHIBUYA

— Young people's street —

"Shibuya station is the busiest intersection in Japan, linking Shinjuku, Harajuku, Roppongi and other densely populated areas.

3,000 people pass through every minute, and **more than 500,000** people may pass through here every day



INCLUDING 9 LARGE COMMERCIAL COMPLEXES

"Next generation type of commercial projects"

SHIBUYA PARCO

COMPLETION TIME: 2019.11.22

64000m²



11 storeys with 193 tenants & 134 Parking Space

Nintendo TOKYO", the first official Nintendo store in Japan

Japan's first "GG Gaming Cafe"

Pokémon Center

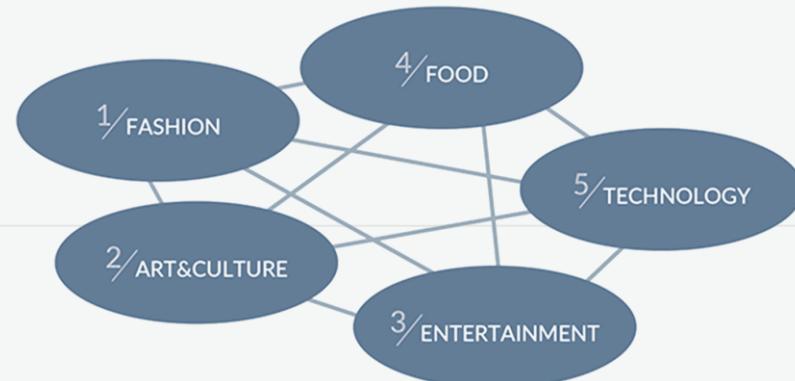
The first official physical store of "Sword & Sworcery

GUCCI、LOEWE、DIORBEAUTY SHIBUYA & YSL

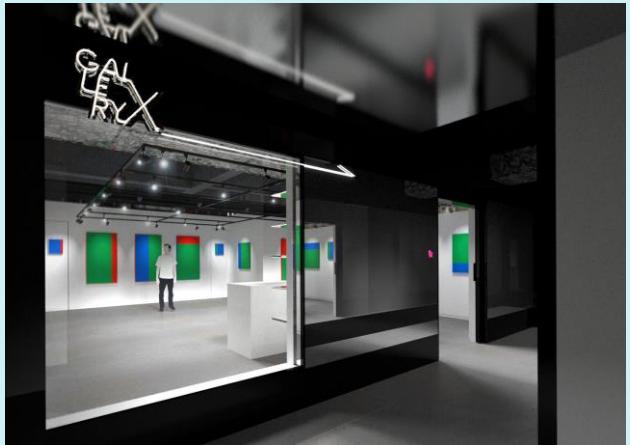
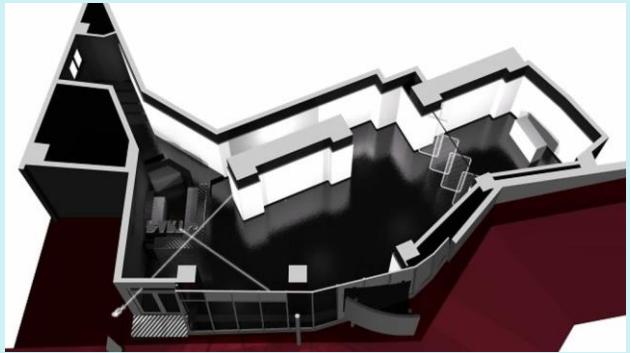
Company DNA

"Incubation," "Urban Revitalization," and "Trends Communication"

Five Building Blocks of Shibuya PARCO



GALLERY X BY PARCO



 Shibuya PARCO
B1F

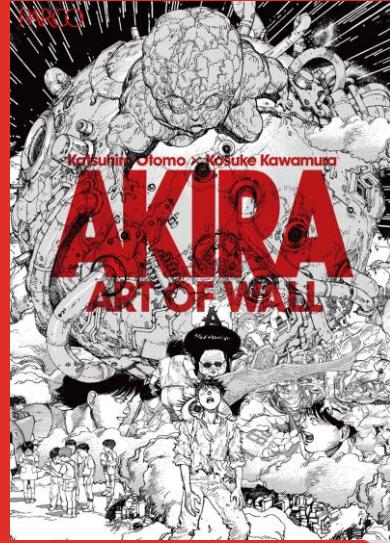
COMPLETION TIME: 2019.11.22

LABEL

- NEW CULTURE
- EDGY
- FASHION
- TRENDY

PAST EXHIBITIONS

「AKIRA ART OF WALL」Katsuhiro Otomo ×
Kosuke Kawamura AKIRA ART EXHIBITION



JUJUTSU KAISEN EXHIBITION

CUSTOMER ANALYSIS

TARGET CUSTOMER ANALYSIS

CUSTOMER PORTRAIT:

- Have beautiful fantasies about love
- Romantic materialist
- Love graffiti art
- Trendy and Funny
- Possess purchasing power
- Passionate about life
- Socialize

CUSTOMER DEMAND:

- Convenient access to news
- Combination of popular topics
- Culturally Responsive
- Novelty format
- Fitting with inner needs
- Rarity of artworks
- Social attention
- Interesting format and content

AGE DIVISION:

15 ~ 40 (base on the age from Generation α to Generation Y)
the main customer group will be Generation Z

OCCUPATION DIVISION:

From students to business person, from single to married. But they all have a love for graffiti art, familiar with Mr.Doodle, while having intrenesting for romantic love.

«Driving the Doodle Car Downtown» 2021





THEME

MR.DOODLE'S LOVE X SAKURA

MR. DOODLE'S LOVE X SAKURA

Spring Is A Season Which Is Full Of Bloom And If You're In Dire Need Of A Reminder That Love Truly Does Exist Even In The State Of This Times —and If You Happen To Find Yourself In Tokyo—then Remember Checking Out "Mr Doodle's Love X SakuRa"

- ♥ INTERACTIVE EXPERIENCE
- ♥ CREATIVE PERIPHERALS
- ♥ STORYTELLING PAINTINGS
- ♥ MYSTERY GUEST



MEET LOVE W. SAKURA

桜と愛

SAKULA DANCE W. LOVE AND ROMANCE



GALLERY X PARCO
SHIBUYA

2023

3.31- 4.06

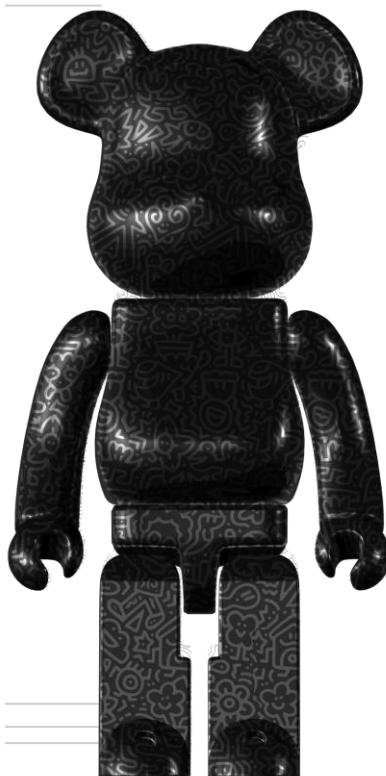


Product
T[♥]KY[♥]

Co-branded with Be@rbrick

Basic products

550,000JPY (33,500HKD)
100%



30% of all commodities
5 models, 5 sizes
Material: Acrylonitrile Butadiene Styrene
Carbon Fiber
Rarity: 4.16%



30,000JPY
(1,800HKD)
400%



Gashapon

100%

17,600JPY
(600HKD)



Keychain

70%

2,200JPY
(140HKD)



50%

1,000JPY
(60HKD)

City-limited products

30% of all commodities



600,000JPY (365,00HKD)
Material:
Acrylonitrile
Butadiene Styrene
5 sizes
Rarity: 1.04%

176,000JPY (10,700HKD)
400% 1 size
Material: Porcelain
Rarity: 1.04%



City-limited products

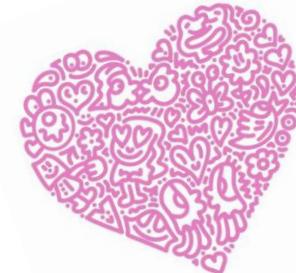
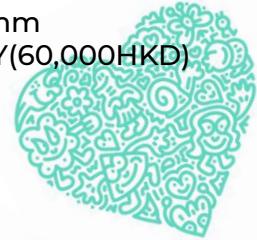
10% of all commodities

Material: Carbon Fiber

Size: 1000%, 700 mm

Price: 990, 000JPY(60,000HKD)

Rarity: 1.04%



T-shirt

15% of all commodities
26000 JPY (1599HKD)



Gift



Accessories

10% of all commodities



14700JPY (899HKD)



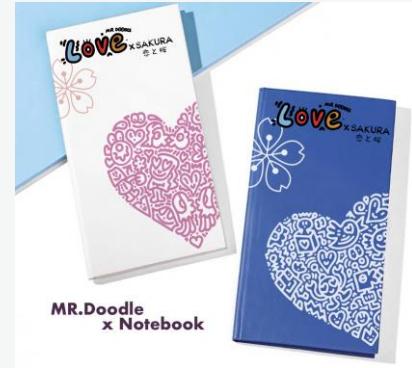
4900JPY (299HKD)



9800JPY (599HKD)



4900JPY (299HKD)



Sculpture



Schedule

Tokyo





Promotion



Pre-event Advertisement - Tokyo

Wrapping the Yamanote line for publicity

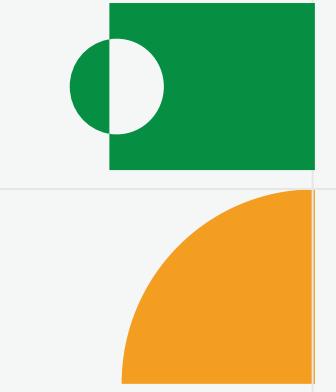
Time: A week before event



Outer Decoration



Carriage Advertising



Social Media Planning



Pre-event

Instagram + Twitter

- Most popular communication and social media application in Japan
- Reach out more target customers
- Post announcement about the campaign schedule and events
- Promotion of products

TOKYO



Social Media Planning

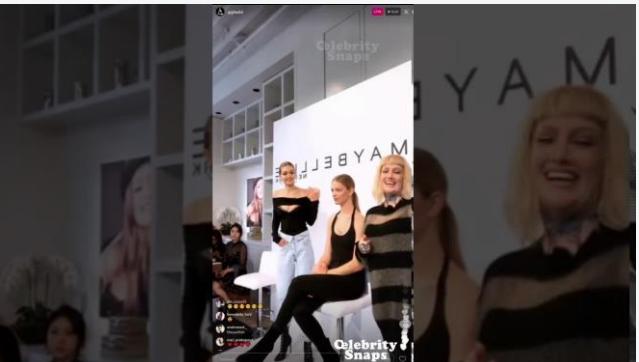


Event Period

Instagram LiveStreaming

- Invite influencers to hold a livestreaming in the event official account
- During Salon activity and Kimono Cosplay Party

TOKYO



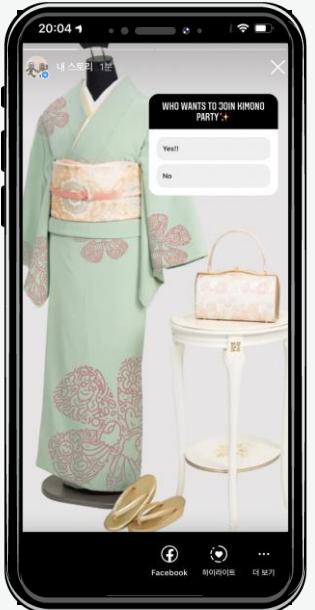
Social Media Planning

Event Period

Instagram Story

- Posting voting event
- Posting Q&A question box to collect response from followers
- Increase interactions with followers

TOKYO



Social Media Planning



Event Period

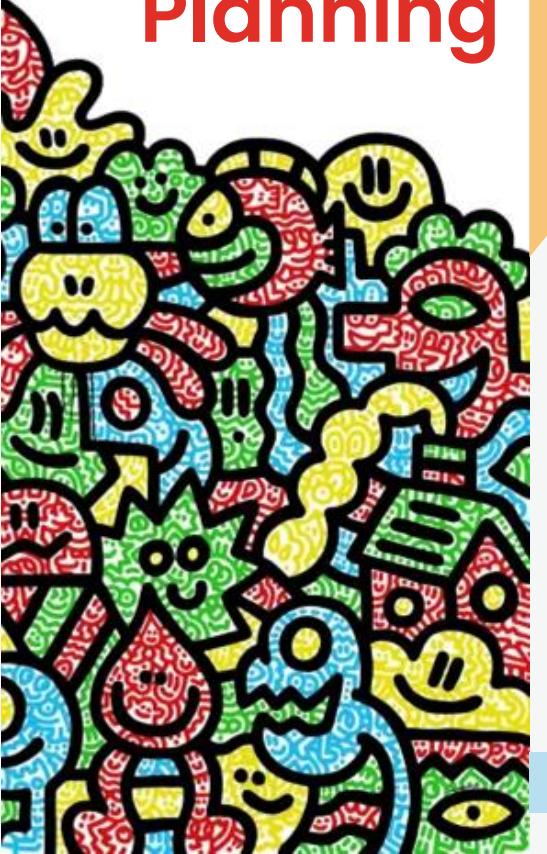
Instagram Story/ Reels

- Encourage the influencer and visitors to use the “Love x Sakura” filter
- Increase the exposure on social media

TOKYO



Social Media Planning



Event Period

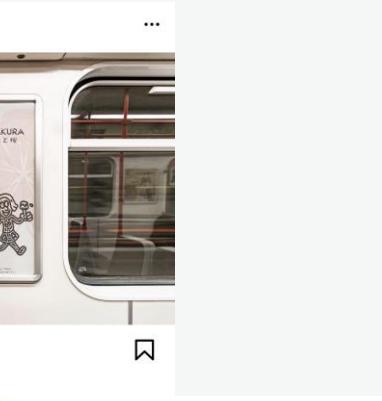
#Hashtag event

- Invite the influencer and visitors to post their experience after visiting the pop up store
- #MrDoodleinTokyo
- #LoveXSakura
- #MrDoodleXBearbrick

TOKYO



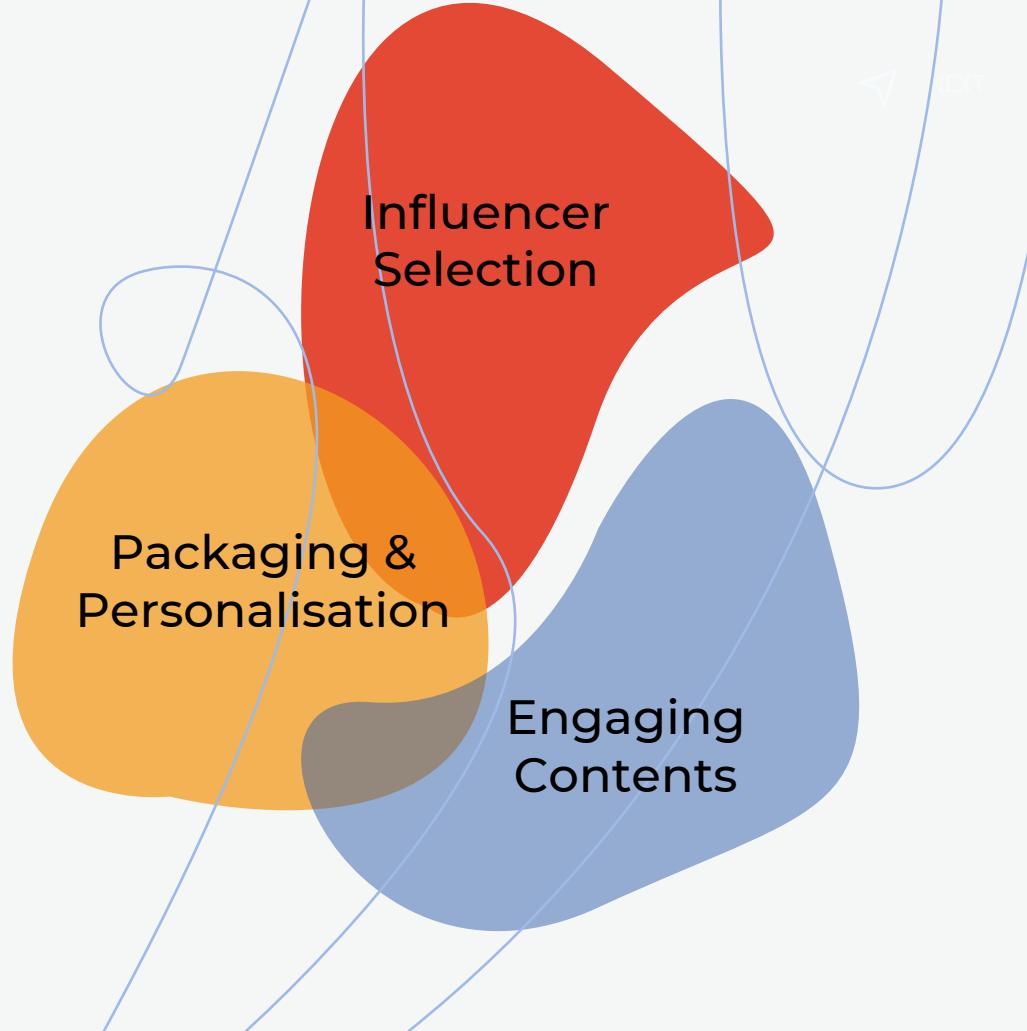
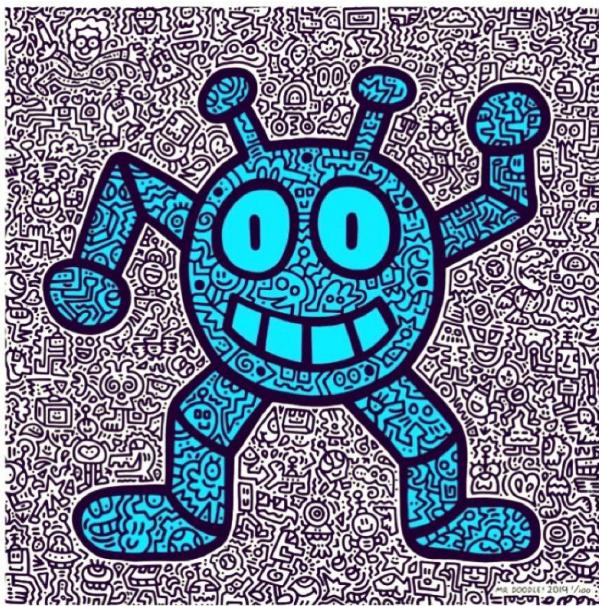
ohhlalala_404 💕
#MrDoodleinTokyo
#LoveXSakura
4초 전



ohhlalala_404
かわいいですねo(≧v≦)o 💕
#MrDoodleinTokyo
#LoveXSakura
#MrDoodleXBearbrick
3초 전

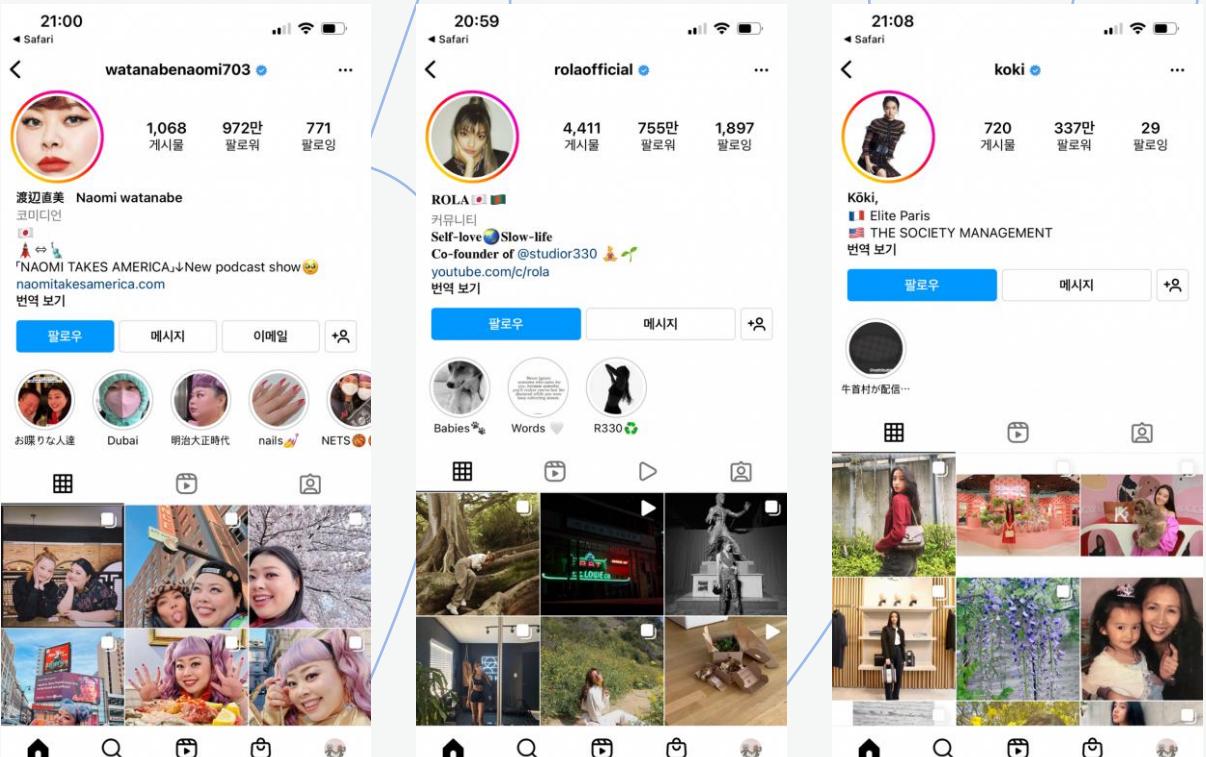


Product Seeding



Influencer Selection

Macro Influencer



Packaging+Personalisation

Tokyo Gift box:

- Invitation card to salon activity/kimono cosplay party
- Thank you notes
- Be@rbrick x Mr.Doodle Limited Toy
- Kimono
- Painting album



...

MR DOODLE
"Love"

x SAKURA
恋と桜



Tokyo Campaign

DAY 1-2

- Pop Up Store opening
- Salon Activities

DATE:

31/03/2023–01/04/2023

TIME:

9:00-21:30

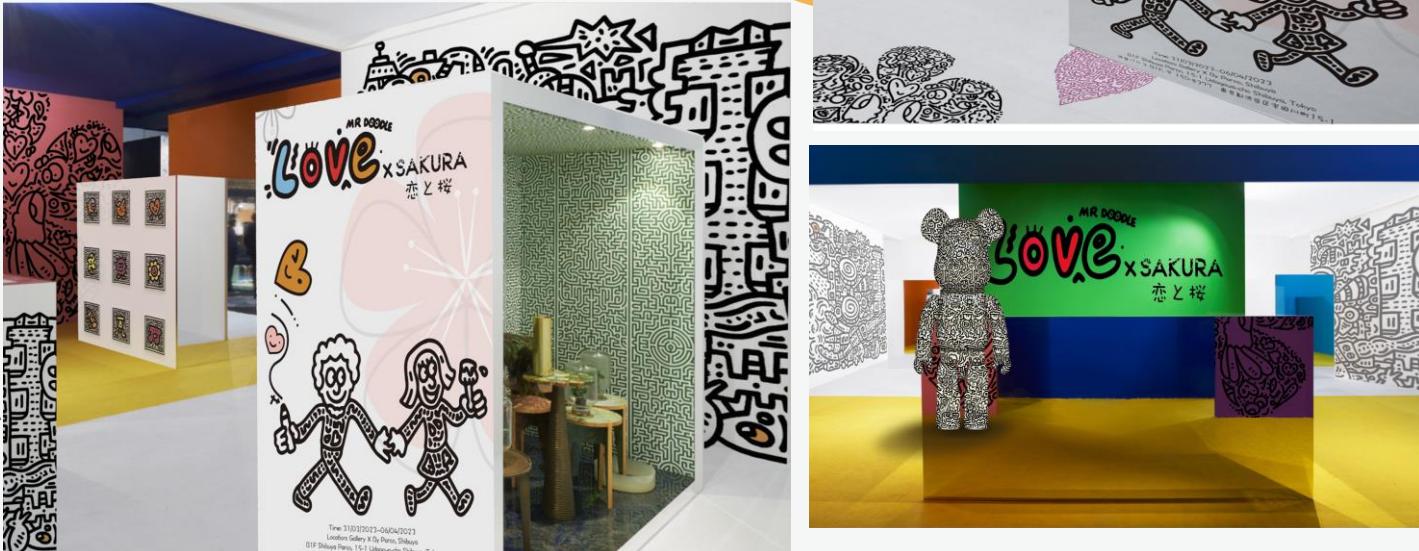
LOCATION:

Gallery X By Parco, SHIBUYA

STYLE:

Romantic with color block

Pop Up Store Layout



DAY 1-2

- Pop Up Store opening

- Salon Activities

Item

Love x Sakura

A fusion of art and love



Theme Atmosphere

- Color: Low saturation color

pastel blue: Pantone p 115-4 U

blue: Pantone p 104-7 U

pink: Pantone p 71-2 U

- Smell: Sweet & fresh smell with Sakura



Display Items

- Be@rbrick x Mr.Doodle Limited Toy

- Realted peripheral products

(Clothing, Cup, iPhone Case etc.)

- Mr.Doodle's love related works



DAY 2

-Pop Up Store opening

-Salon Activities

Theme

“Doodle+” Art Salon

Date & Time

01/04/2023 (Day 2)

09:00-17:00 → Exhibition

19:00-21:30 → Salon activities

Guests

-Artists

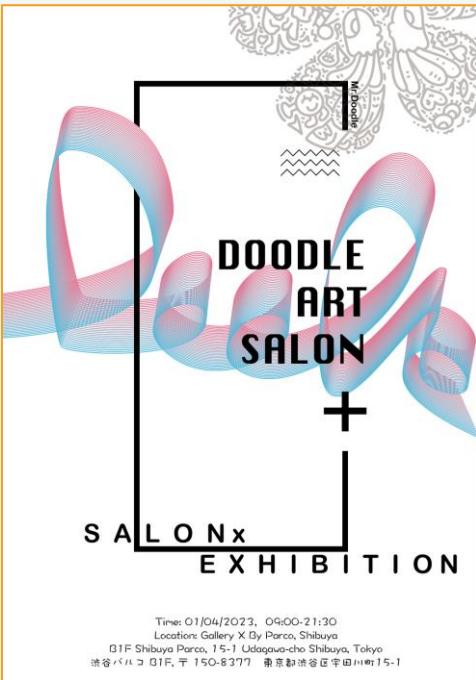
-Cooperative Enterprise

-Journalists

Purpose

-Promote art exchange and integration

-Publicity function



Activity Poster



Site Layout



Exhibition

DAY 2

- Pop Up Store opening
- Salon Activities

Guests

Yayoi Kusama



Takashi Murakami



Issey Miyake



Uniqlo Co., Ltd



MediCom Toy



-A Japanese contemporary artist
-Master work: **polka dots**



-A Japanese contemporary artist
-Master work: **Hiropon**



-A Japanese famous fashion designer



A Japanese clothing company



A Japanese toy company which designs Bearbrick

DAY 3-5

-Love Story

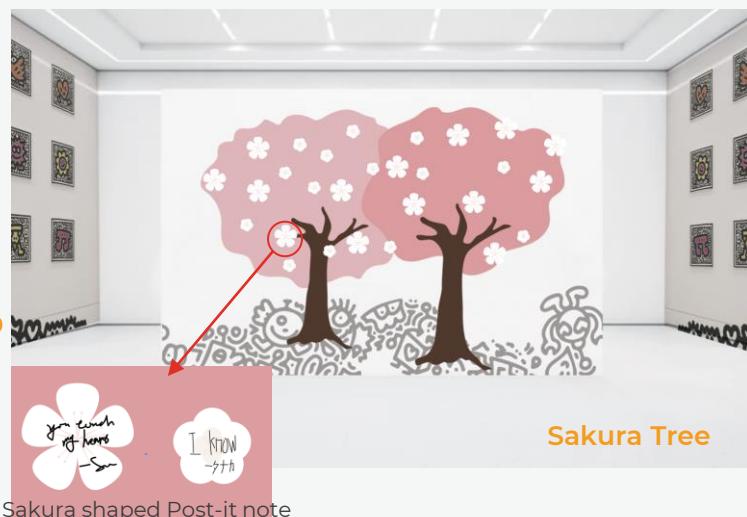
- Sakura Tree
- Photo Booth
- Secret Box

Date & Time

02/04/2023-04/04/2023
9:00-21:30

Purpose

- Promote the happiness
- Expressing Love



Sakura Tree

Sakura shaped Post-it note

-A theme baseboard that allows people to write down their love story/word by using sakura shaped post-it note.

-Target people: Both lovers & singleton



Photo Booth

-Two type of photo booth allows people to take photos while encourages them to share the photos on social media.

- One allows to get photo immediately

-Target people: Lovers

DAY 3-5

-Love Story

- Sakura Tree
- Photo Booth
- Secret Box

Date & Time

02/04/2023-04/04/2023
9:00-21:30

Purpose

- Expressing Love



Operation

- Audience can write down their love for someone with provided paper/envelope
- While address is needed
- Signature is optional
- This letter will help to send to certain person in private
- Other secret is acceptable.

-Target people: Singleton

DAY 6

- Kimono Cosplay Party
- Lucky draw
- Online selling

Date & Time

05/04/2023
19:00-21:00

Goals

- Promote integration with local culture
- Launch Mr.Doodle x Kimono Products
- Promote cooperation with local kimono companies

Patners

- Yamato- A company crafting kimono
- Kyo-bingata-A small Kimono atelier with modern characteristic
- Angel Takuya- She is one of the best-known designers about Kimono



Mr.Doodle x Kimono



DAY 7

- Kimono Cosplay
- Lucky draw
- Online selling

Regulation

- It is a Live raffle (Similary with ichibakuji)
- Each audience have their unique number on their admission ticket

Present

- All prize are realted peripheral products (Folder, Cup, T-shirt)
- Based on the different prize level



DAY 7

- Kimono Cosplay
- Lucky draw
- Online selling

- **Online City-limited Product Selling**

-After all events, City-limited product and related peripheral products will continue to sell online
- Online selling continued one month

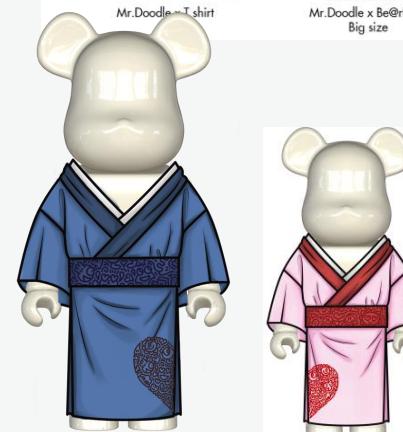
Publicity Content

- Summary of Tokyo event
- Show all the derivative
- Mention about the online selling.

Approach

- Social media platform

The screenshot shows an artist profile for "Mr Doodle" on a website. The profile includes a small portrait of a character, the name "Mr Doodle", and the text "British, b. 1994". It shows 2.4k Followers and a "Follow" button. A bio section describes Sam Cox as a UK-born artist known for his "graffiti spaghetti" style. Below the profile are tabs for "Overview", "Works for Sale (48)", and "Auction Results". Under "Product", there are images of various items: a white t-shirt with a blue heart, two Be@rBrick figures in blue and pink kimonos, and a notebook. The notebook is labeled "Mr. Doodle x Be@rbrick Small size".



Reference.

<https://www.trend.io/blog/macro-influencers-micro-influencers-influencer-campaigns>

<https://www.tokyolivingjp.com/sc/introduction-of-tokyo>

<https://www.parco.co.jp/en/advantage/shibuya-parco.php>

<https://www.mallchina.org/Symposium/Index?id=1062>

<https://news.artnet.com/market/mr-doodle-profile-auction-sales-1947142>



Thank You.

