

C/ Detailed guideline

I.Brand overview

Brand introduction

Briefly introduce the brand history (the founder, established year), what do they sell, what is their style and unique selling point, what story are they telling? (2-3 sentences, paraphrase what you had in assignment 1)

Evaluate how the brand is perceived in consumers' perspective

Collate and analyze the data collected from surveys, focus groups, interviews, and online sources to identify patterns, trends, and common themes in consumer responses.

Analyze online reviews, comments, and conversations related to the brand on social media platforms

Example (Chanel)

Chanel, the iconic French fashion and luxury brand founded by Gabrielle "Coco" Chanel, occupies a unique and revered position in the minds of consumers worldwide. Its perception is characterized by several key attributes that have been carefully cultivated over the years:

- Timeless Elegance: Chanel is synonymous with timeless elegance and sophistication. Consumers perceive the brand as a symbol of enduring style and refinement. The brand's iconic designs, such as the little black dress and the quilted handbag, have become synonymous with understated luxury.
- Luxury and Prestige: Chanel is perceived as a symbol of luxury and prestige. The brand's use of high-quality materials, impeccable craftsmanship, and attention to detail contribute to this perception. Chanel's double-C logo is instantly recognizable and signifies exclusivity.
- Innovation and Creativity: While Chanel maintains its classic and timeless appeal, it is also seen as a pioneer in fashion and design. Consumers appreciate Chanel's ability to blend tradition with innovation, creating pieces that are both classic and forward-thinking.
- Feminine Empowerment: Chanel's founder, Coco Chanel, was a trailblazer who challenged gender norms in fashion. Her legacy continues to inspire consumers, and the brand is associated with female empowerment and independence.
- Iconic Fragrances: Chanel's perfumes, particularly Chanel No. 5, are legendary and evoke a sense of luxury and sensuality. The fragrances are seen as an essential part of Chanel's allure.
- Exclusivity and Rarity: Chanel's limited production and exclusive collections contribute to the brand's perception of rarity and desirability. Consumers often view Chanel products as investment pieces.
- Celebrity Endorsement: Chanel has a strong association with celebrities and influencers, further enhancing its appeal. Famous faces, such as Marilyn Monroe, Audrey Tautou, and Kristen Stewart, have been Chanel ambassadors.

Overall, Chanel's perception in consumers' minds is one of timeless elegance, luxury, innovation, and empowerment. It continues to maintain its status as a fashion and luxury icon, and its ability to evolve while staying true to its heritage ensures that it remains highly regarded among consumers globally.

II. Challenge(s)

Analyzing challenges faced by a fashion brand involves a systematic approach to understanding, evaluating, and addressing specific issues relating to the brand's current status. You can figure out possible challenges a brand is facing by researching a few areas

- Sales reports, customer feedback, market research, competitor analysis, financial data, and internal reports
- Market changes, consumer behavior, or industry trends
- Sudden changes in the business

You may want to indicate 2-3 challenges

Example

Chanel, the iconic fashion house, faced a significant challenge following the loss of its creative director, Karl Lagerfeld. Lagerfeld had been the creative force behind the brand for over three decades, defining its aesthetic and maintaining its position as a fashion powerhouse. His passing in 2019 left Chanel in need of a seamless transition to a new creative leadership while maintaining its heritage and global appeal.

The challenge for Chanel was twofold: finding a successor capable of filling Lagerfeld's legendary shoes and ensuring continuity in design, while also evolving to meet the changing demands of the fashion industry and younger consumers. Virginie Viard, Lagerfeld's longtime collaborator, assumed the role of creative director, facing the task of honoring the brand's heritage while injecting new creativity. Chanel had to navigate this transition carefully to maintain its relevance and iconic status in the ever-evolving fashion landscape.

III. Target Market

Depending on your personal choice of keeping the current target market or developing a new market for a new product line. You still need to cover all these areas:

- Demographics: age, gender, income, education level, occupation, marital status
- Geographics: customers' locations, weather in those locations, the impacts of locations and weather on purchasing habits
- Psychographics: personal values, interests, hobbies, attitudes, and personality traits
- Behavioural Characteristics: purchasing habits, brand loyalty, frequency of purchases, and decision-making process

IV. Marketing goals

Developing effective marketing goals is essential for guiding your marketing strategies and ensuring that they align with your overall business objectives.

Understand Your Business Objectives:

Start by reviewing your overall business objectives. What does your company want to achieve in the short term and long term? Consider factors like revenue growth, market expansion, product launches, and brand awareness.

Ensure that your marketing goals are SMART: Specific, Measurable, Achievable, Relevant, and Time-bound.

- Specific: Clearly define what you want to accomplish.
- Measurable: Identify specific metrics or key performance indicators (KPIs) to track progress and success.
- Achievable: Set goals that are realistic and attainable given your resources and capabilities.

- Relevant: Ensure that your goals are relevant to your business objectives and mission.
- Time-bound: Establish a deadline or timeframe for achieving each goal.

V. Brand strategy

This is the space for you to be creative, you should consider the following aspects

- The new product/collection needs to reflect the brand identity/tradition and make it creative
- Implement sustainability
- Tell a meaning story that can persuade the customers
- Be visual, you don't have to design a new collection yourself, but a good collage of images that reflects your intentions would help to communicate your ideas
- Explain what you want to do and achieve with this idea

