

# Marketing Proposal

Brandy Melville





# Our Team

# Summary of Research

Our goal in conducting this research is to figure out whether the increase in body positivity and inclusivity and Brandy Melville's decrease in sales are related in any way. By figuring out if the two phenomena are related we can then come up with a business solution in order to address the issue.



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# Research Objectives

- To identify the reasons why Brandy Melville's popularity and sales have decreased over the past ten years.
- To determine a potential marketing strategy to increase inclusivity regarding clothing sizing.

# Research Background

In order to figure out if the movement towards body positivity and inclusivity we conducted focus groups, a survey, as well as looked at Brandy Melville's sales over the last decade.

# Research Methodology

## Survey

- Female
- 18-25 Years Old
- 78 Participants

## Focus Group

- Female
- 18-25 Years Old
- 12 Total Participants
  - 4 Separate Groups
  - 3 Participants in each

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# Key Findings - Focus Group

## Awareness

Knowledge of Brand  
Knowledge of Sizing  
"Inequality"  
"Skinny"

## Sentiment & Opinions

Negative Sentiment  
Lack of Inclusivity  
"Harmful Brand"

## Motivation to Purchase

Quality  
Price  
Sizing

## Competition

Wide Range of Options  
Abercrombie & Fitch  
Rebranding  
Keeping up with Trends

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# Limitations - Focus Group

- One focus group conducted over Zoom
- Took a while for participants to open up

# KEY FINDINGS - SURVEY

Overall Sentiment

**91%**

Negative

Inclusivity

**76%**

Non-Inclusive Brand

Consideration

**41%**

Would Not Consider

# Key Findings - Survey

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**Why do you not consider Brandy Melville an inclusive brand?**

**"THEY ONLY CATER TOWARDS SKINNER BODY TYPES"**

**"BECAUSE I AM EXCLUDED."**

**""ONE SIZE FITS ALL' IS NOT ACCURATE AT ALL."**

# Limitations - Survey

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- Sample limited to people we know
- Sample size was small
- 50% of our responses were not in our target audience

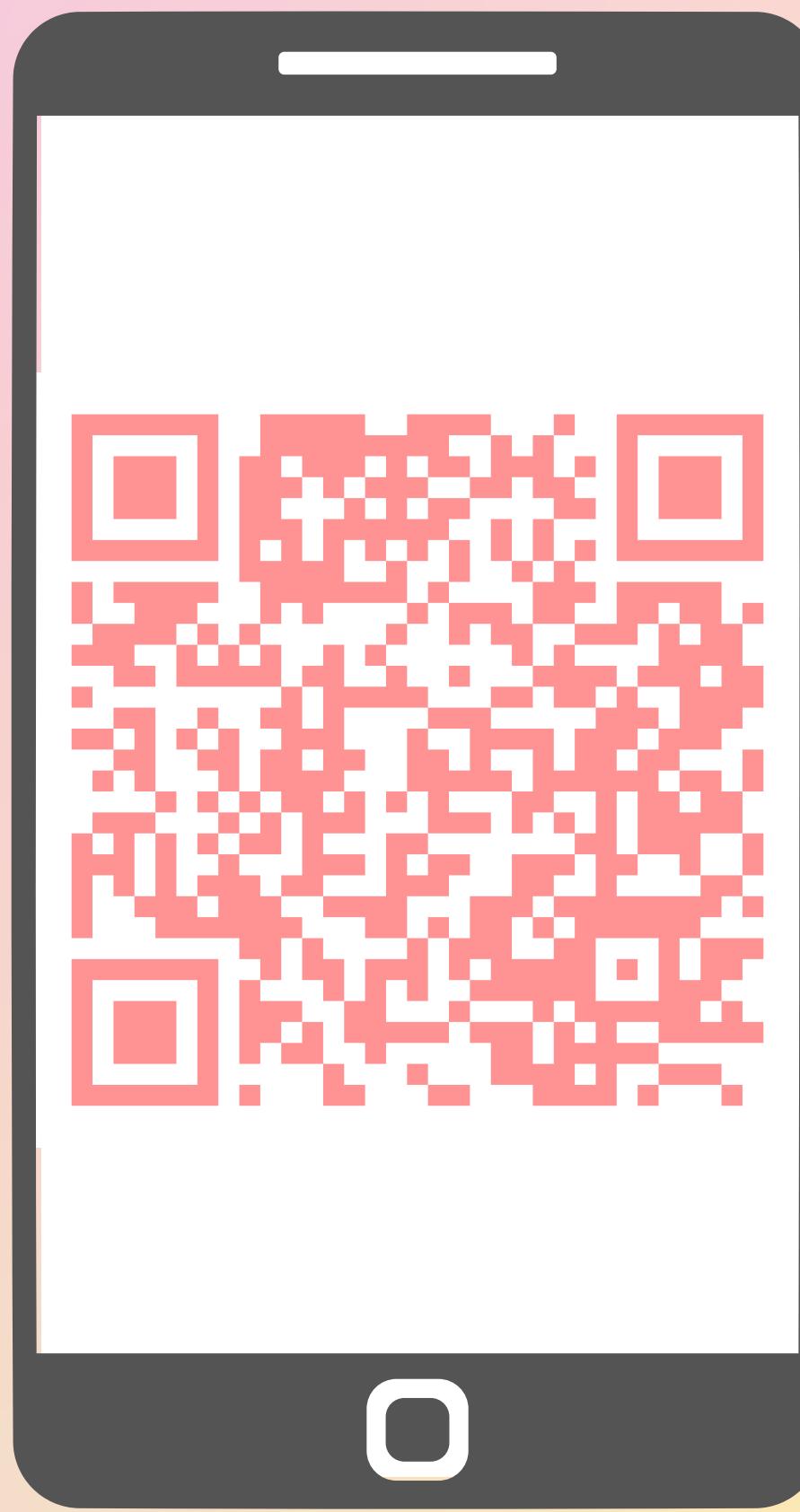
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# Summary and Takeaways

- Increase in body positivity and inclusivity
- Customers feel unrepresented by Brandy Melville
- Lack of size inclusivity
- Lack of representation on social media page

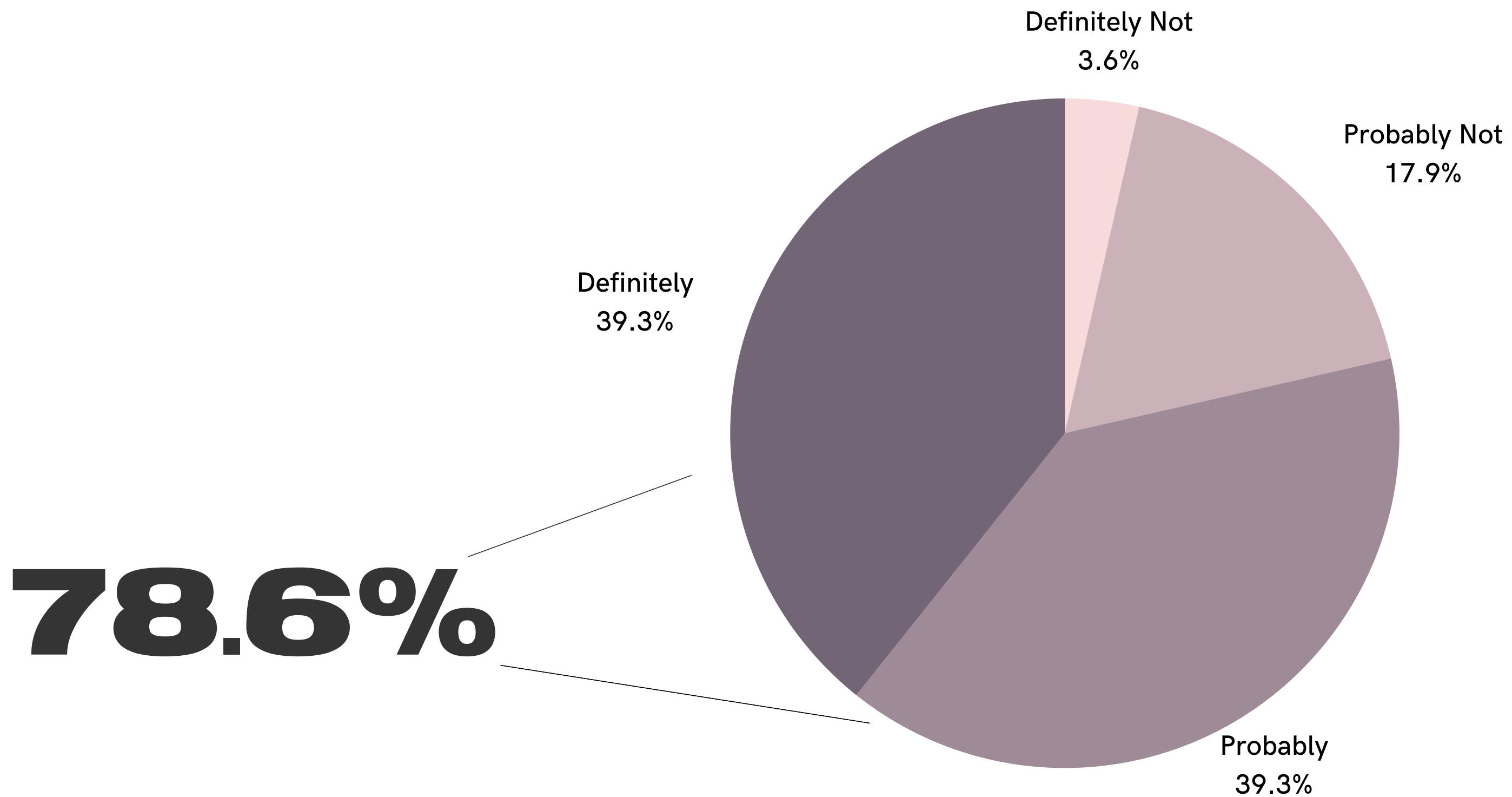
Instagram Page

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# Summary and Takeaways

Would your sentiment change if Brandy Melville rebranded?



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# Future Research

## Larger Sample Size

Conduct new surveys and new focus groups, with more participants to get more accurate data.

## Potential Research Opportunities

- Opinions on new, more inclusive advertising campaigns
- How can Brandy Melville expand their target market?
- What other styles of clothing would customers like to see?

# RECOMMENDATIONS

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Include more sizes.



Sizing

Advertise

Body positivity and inclusivity.



Wider range of clothing styles.



Options

# QUESTIONS





# Thank You!

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