

**Group Delta:**  
Isabella Little  
Arisa Contreras  
Ashley Ramos  
Kaleigh Waguespack  
Clara Escamilla  
**Data: 09/28/2022**

## **Project Part 2: Focus Group Plan**

**Summary of Research Context:** Our objective is to identify the reasons why Brandy Melville's popularity and sales have decreased over the last ten years, as well as to determine a potential marketing strategy to increase inclusivity regarding clothing sizes. We are hoping to gather information regarding consumers' sentiment towards the brand, and how we can possibly change that sentiment towards something more positive through rebranding.

**Participants:** We expect twelve people which will be divided into four smaller groups. All of the focus groups will be conducted in person. We will try to recruit female college aged students between 18 to 25 year olds.

### **Target Information:**

- Awareness
- Sentiment
- Motivation to Purchase
- Competition

**Introduction:** Howdy! Welcome to our focus group regarding our partnership with Brandy Melville. We will be asking you questions about what motivates you to shop, and your specific feelings towards Brandy Melville. We look forward to conversing with you and hope that you are open with us about your personal opinions. Please feel free to ask any questions you might have throughout the process.

### **Topic: Awareness**

1. Have you ever heard of Brandy Melville?
  - a. **Moderator: if they answer yes:** Have you purchased from them before?

- i. Moderator: if they answer yes: What influenced you to buy from them?
2. What's the first word that comes to mind when you think of Brandy Melville?
3. Are you aware of how sizing works at Brandy Melville?
  - a. Yes: what are your thoughts?
  - b. No: Moderator: explain how sizing works and then ask their thoughts on it.

**Topic: Sentiment & Opinions**

1. When you think of Brandy Melville what is your overall sentiment, positive, negative or neutral?
2. Do you consider Brandy Melville an inclusive brand?
  - a. Why?
3. Over the last couple of years has your sentiment towards Brandy Melville changed?
  - a. Moderator: if they answer yes: How has your sentiment changed?

**Topic: Motivation to Purchase**

1. What do you consider before shopping from a clothing store?
2. Would you purchase from Brandy Melville if there was a store near you?
  - a. Why or why not?

**Topic: Competition**

1. What is your favorite clothing store?
  - a. Why?
2. Are you aware of Abercrombie & Fitch's recent rebranding?
  - a. Yes: Moderator: if they answer yes: What are your thoughts on their rebranding?
  - b. No: Moderator: if they answer no: Explain how Abercrombie & Fitch rebranded and ask what their thoughts regarding the rebrand are.
3. How would you feel if Brandy Melville rebranded by adding more sizes?
  - a. Why?