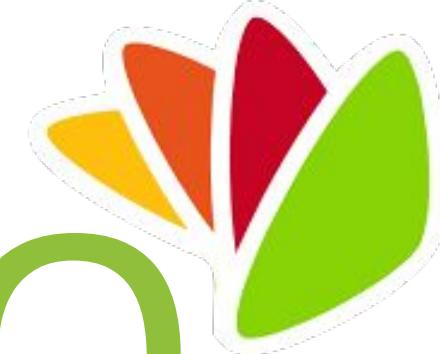


CURACAO



Final Deliverable

Meet the Team



Angelynn Huang



Rohan Rane



Amirta Srinivas



Jay Wang



Osmond Wu

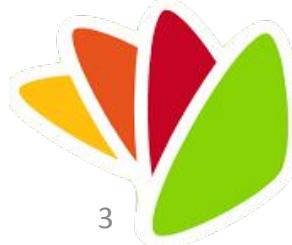
Agenda

01 Scope

03 Online Recommendations

02 In-Store Recommendations

04 Marketing Strategies



Scope

01 In-depth competitor analysis

02 Gen-Z in-store experience

03 Social media branding & strategies

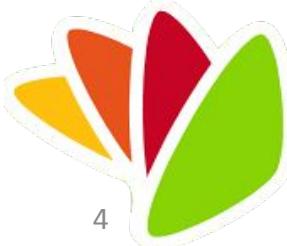
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Scope

In-Store Recommendations

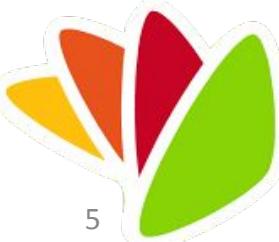
Online Recommendations

Marketing Strategies



Survey

- 01 Focus group of 17 USC students ranging across different grade levels
- 02 Focus group of 7 online shoppers - Screen-record shopping experience
- 03 Post-Shopping - Analyze Data from Customer Experience Form

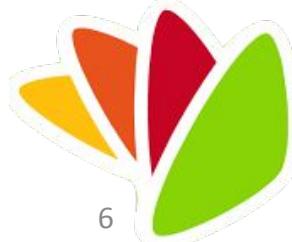


Recommendations

O1 In-Store Recommendations

O2 Online Recommendations

O3 Marketing Strategies



In-Store Recommendations



In-Store Recommendations

- Pricing discrepancies between price tags and checkout
 - Note: all discrepancies were beneficial to the consumer!



SONIC IQ Bluetooth Gloves

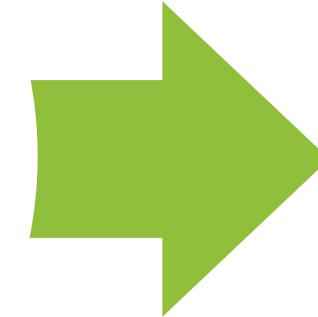
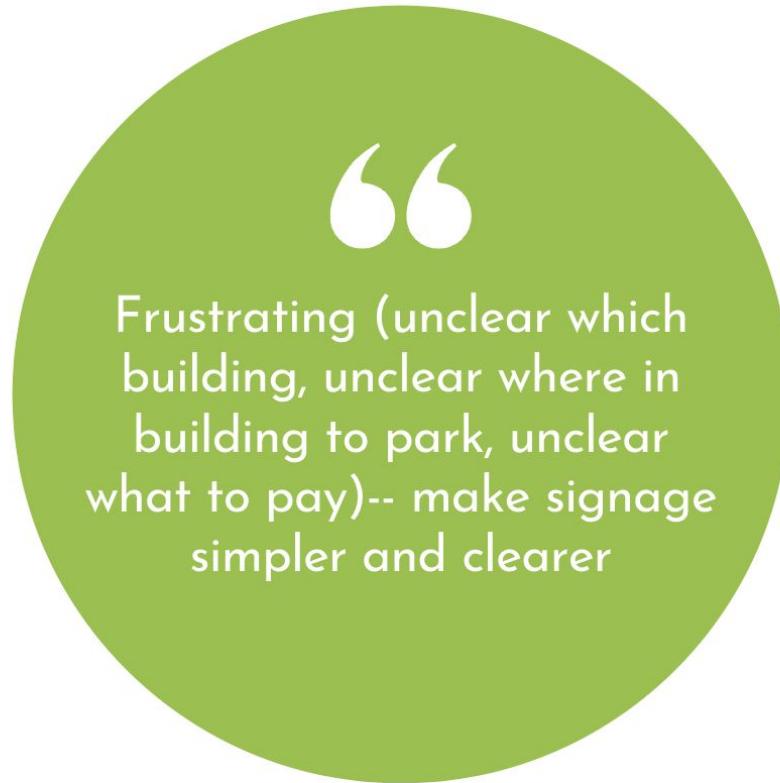
In-store on Signage: \$19.99

Checkout: \$2.99

Discrepancy: **-\$17.00**

In-Store Recommendations

Fixing Signage within Stores

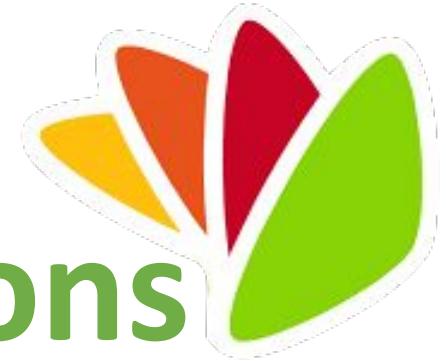


In-Store Recommendations

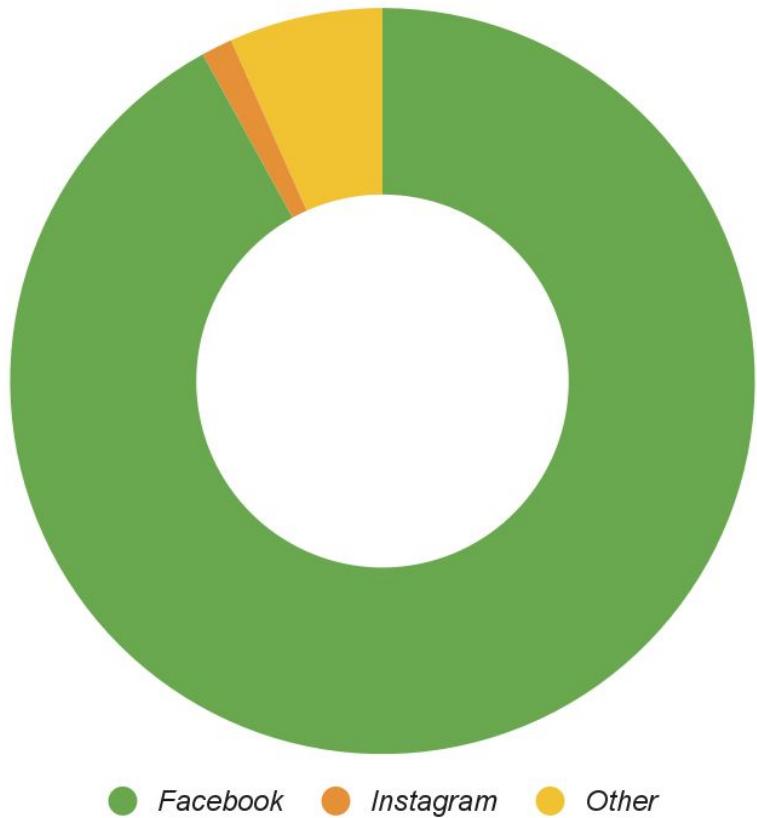
O1 Promoting/ Use of Gift Cards

O2 English and Spanish Speaking Staff

Online Recommendations



Social Media Visits



- Merely 3.27k visits in the last 30 days
- 92% of visits were on Facebook
- Untapped potential and opportunities for growth on social media platforms like Instagram and TikTok

Social Media

Facebook

Instagram



Photo Sharing

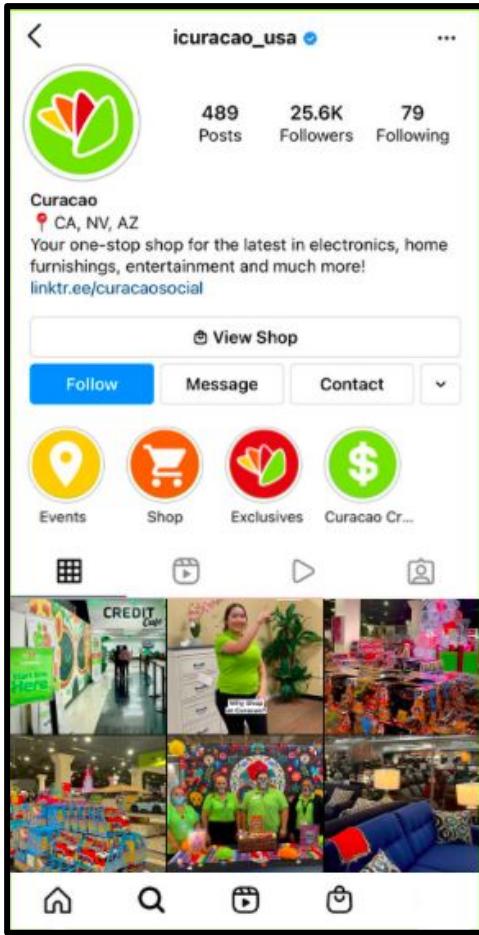
Video Sharing

Stories

Marketplace

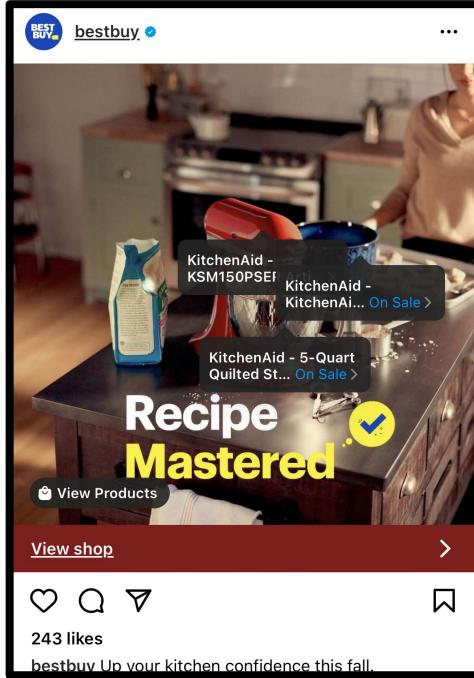
Reels*

Instagram

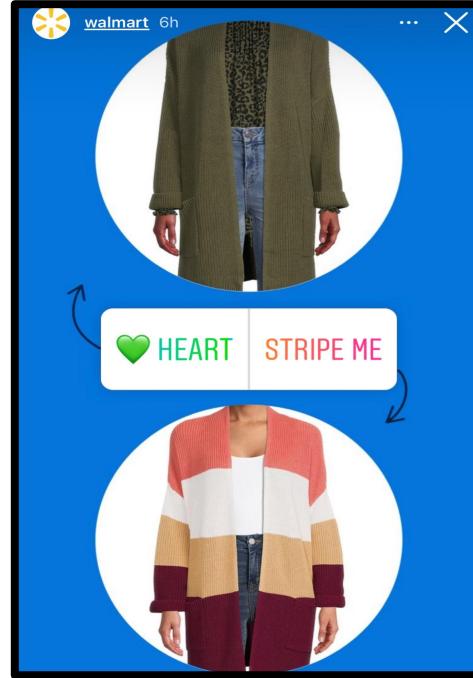


- Instagram generates over 4 x more interactions compared to Facebook
- 83% discover new products on Instagram
- 80% use Instagram to help decide if they're going to buy something

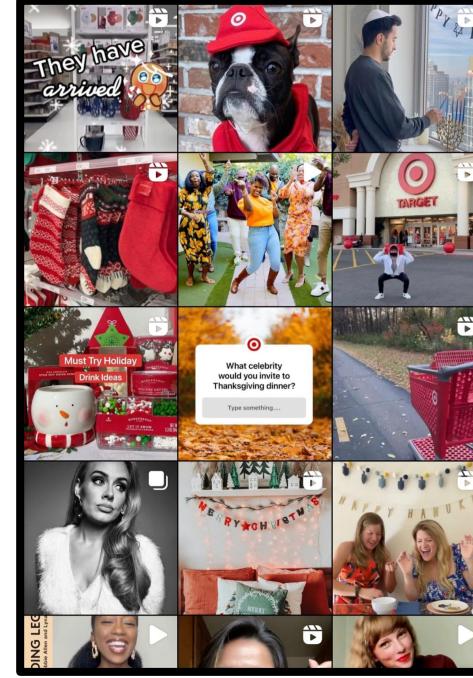
Instagram



Post products
with direct links

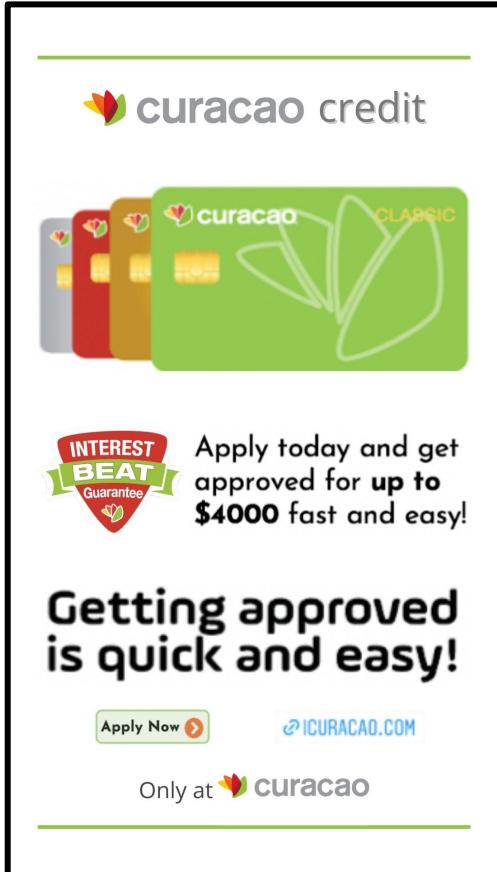


Utilize features on
Instagram stories



Incorporate more variety
of different posts

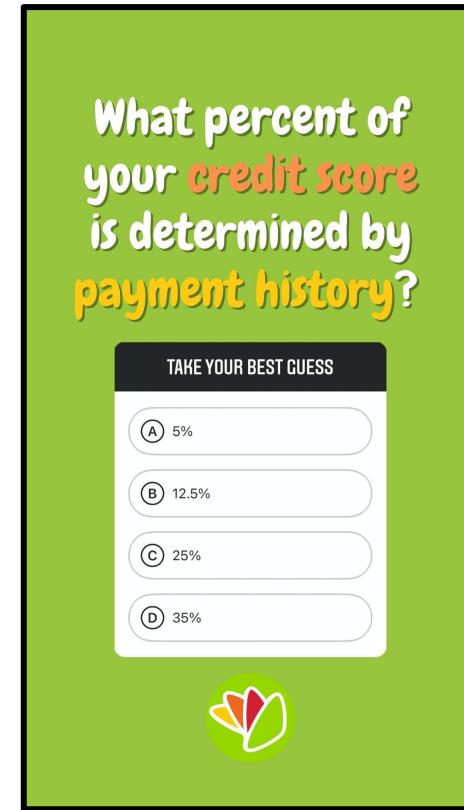
Instagram Stories



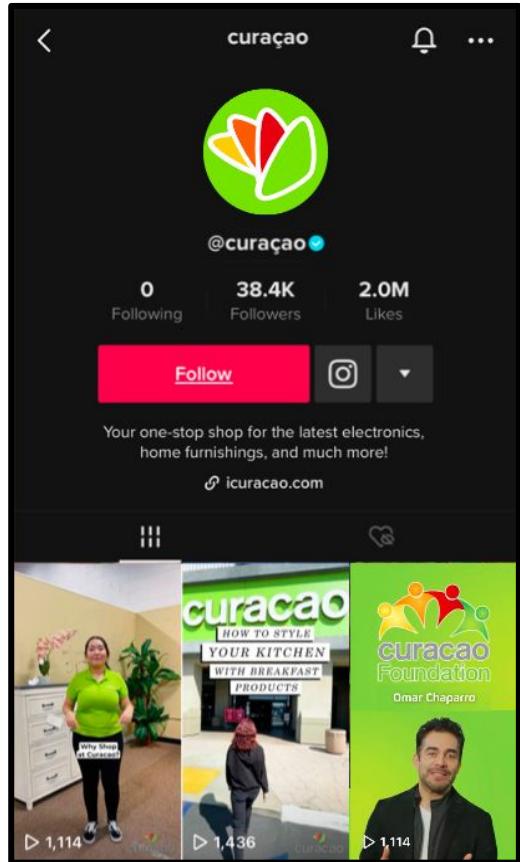
- 500 million people use Instagram Stories every day
- Instagram stories are viewed by 70% of Gen Z
- 25% of millennials and Gen Z look at products/services
- 15-25% of people swipe and click on the website links

Instagram Stories

- 0.81% of engagement are from stories
- Utilize IG's interactive story features
- Stories can be added to Highlights

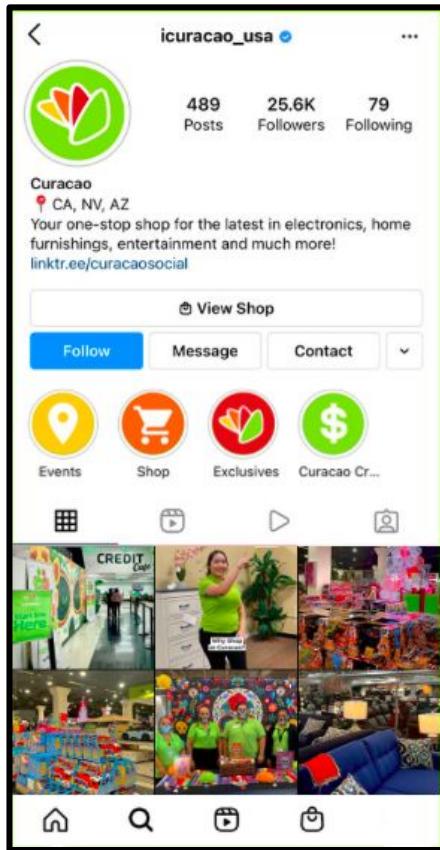


TikTok



- 48% of U.S. adults between 18-29 use TikTok
- An average Tiktok user spends 52 minutes per day
- Versatile ad formats ranging from ads to hashtags

Social Media Revamp

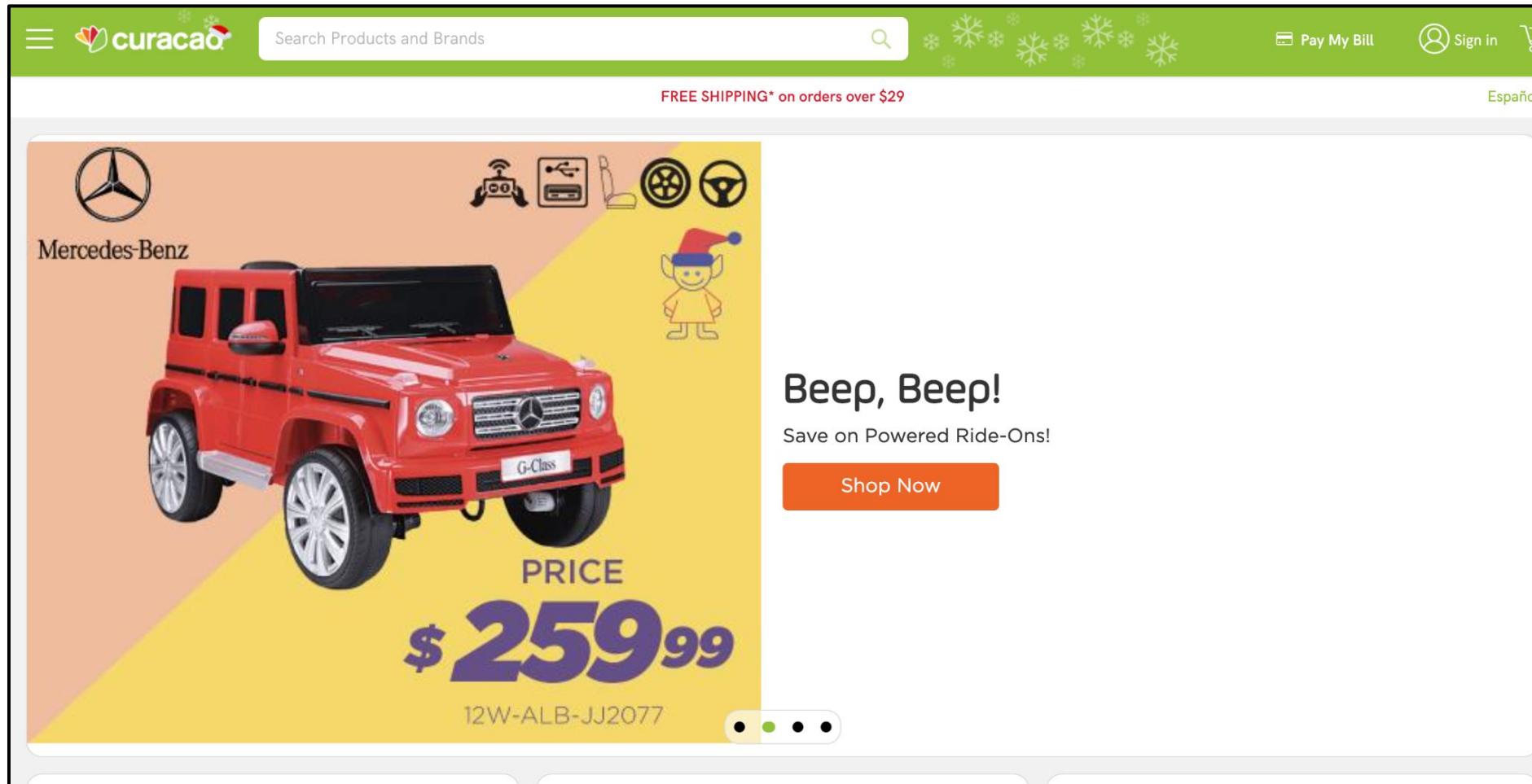


Metrics of Success

01 Key Performance Indicators (KPI)

02 Social Media Analytics

Website Design



Website Design

The screenshot shows the Curacao website homepage. At the top, there's a green header bar with the Curacao logo, a search bar, location information ('Olympic Blvd DTLA'), login and shopping cart icons, and navigation links for Orders, Recently Viewed, Deals, Pay Bill, and Español. Below the header is a large promotional banner for the 'curacao BACK TO SCHOOL SALE' from July 31 to August 4. The banner features a yellow pencil icon and a collage of electronic devices (laptop, smartphone, tablet, headphones, speaker). A call-to-action button says 'SHOP ALL DAY DEALS'. To the right of the banner is a badge stating 'PRICE BEAT Guarantee' and a statement: 'We'll BEAT any Competitor's Price'. Below the banner, a section titled 'BEST BACK TO SCHOOL DEALS' highlights six products with discounts: PS5 Call of Duty: Vanguard (17% off), Google Pixel Buds - Black (17% off), Samsung Speaker Bundle: Samsung... (44% off), TV Bundle: Samsung 60" 4K QLED Smart T... (30% off), Apple AirPods with Charging Case (Latest...) (39% off), and Dirt Devil Razor Upright Vacuum (55% off). Each deal includes the original price, discounted price, and a 'See price at checkout!' link.

aim >

Scope

In-Store Recommendations

Online Recommendations

Marketing Strategies



Website Design

The screenshot shows the Curacao website homepage with a festive green header featuring snowflake icons. The header includes the Curacao logo, a search bar, and links for 'Pay My Bill' and 'Sign in'. Below the header, there are several promotional sections: one for a credit card offer ('Get approved for up to \$4000 fast and easy!'), another for price beat guarantees ('We'll BEAT any Competitor's Price'), and one for holiday store hours ('Curacao Holiday Store Hours'). Below these are four service icons: same-day delivery, free shipping, online pickup, and returns. A large banner at the bottom left promotes 'Santa's Workshop Toys XMAS 2021' with a 'SHOP NOW' button. Another section on the right shows a MacBook Pro with the text 'NOW AVAILABLE'.



Website Design

The screenshot displays the homepage of the Curacao website. At the top, there's a green header bar with the Curacao logo, a search bar, location information ('Olympic Blvd DTLA'), login and shopping cart icons. Below the header, there are two main promotional boxes: one for a quick approval process with a credit card icon and another for a price guarantee with a shield icon. The main content area features three service icons: 'Same Day Delivery' (truck icon), 'Order Pickup' (person carrying a box icon), and 'Returns' (box with arrows icon). At the bottom, there are two large call-to-action banners: one for 'Santa's Workshop Toys XMAS 2021' with a cartoon illustration, and another for buying Oculus hardware with \$75 Curacao Cash.

Website Design

Curacao fragrance

333 Result(s) found for 'fragrance'

Sort by: RELEVANCE

Items per page: 48

CATEGORY

- Fashion 184
- Beauty 177
- Fragrances 146
- Men's Colognes 64
- Ladies Fragrances 60
- For The Home 47

BRAND

- Smashbox 33
- Calvin Klein 22
- Avani 17
- Callas 17
- Dolce & Gabbana 16
- Michel Germain 13

PRICE RANGE

\$ 2 - \$ 203

Product	Price
Candlewarmers Glass Pluggable Fragrance Warmer Obsidian	\$12.99
Candlewarmers Glass Pluggable Fragrance Warmer Moonstone	\$12.99
Kenneth Cole Mankind Ultimate Fragrance for Him - 6.7 oz	\$69.99
Candle Warmers Midsize Illumination Fragrance	\$13.99
Calvin Klein Eternity Fragrance	
Calvin Klein Eternity Fragrance	
Candle Warmers Metal Pluggable	
Candle Warmers Midsize	



Website Design

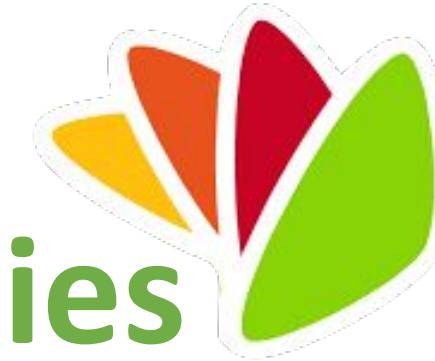
The screenshot shows a website for "curacao" with a green header bar. The header includes the brand logo, a search bar with the placeholder "Perfume", a location indicator "Olympic Blvd DTLA", a "Login" button, and a shopping cart icon. Below the header, there's a sidebar with filters for "Pickup and shipping" (In-Store Pick up, Same Day Delivery), "Category" (Fashion, Beauty, Fragrances), and "Price" (\$0-\$15, \$15-\$25, \$25-\$50, \$50-100) with input fields for min., max., and a "More filters" link. The main content area displays "432 results for 'Perfume'" and a grid of three product cards:

- Clean Perfume Rain Eau De Parfum, Perfume For Women, 2.0 Oz**
No reviews yet
\$32.99 was \$43.99
Free standard shipping on orders over \$29
Add to cart
- Paris Hilton Electrify Perfume 3.4 oz Eau De Parfum Spray**
No reviews yet
\$26.24 was \$34.99
Free standard shipping on orders over \$29
Add to cart
- Versace Pour Homme Dylan Blue 3.4 Oz. Eau De Toilette Spray**
No reviews yet
\$69.00 was \$92.00
Free standard shipping on orders over \$29
Add to cart

Sort by Relevance

48 items

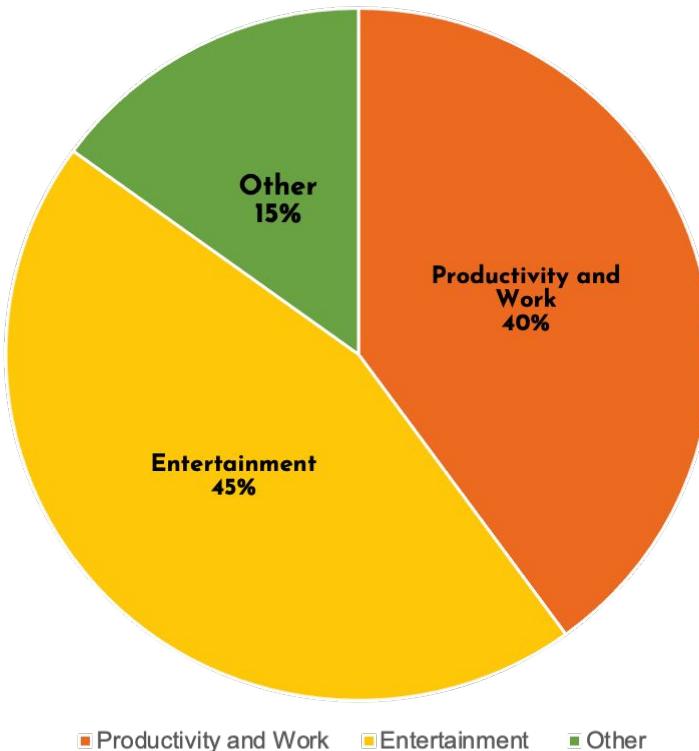




Marketing Strategies

Products

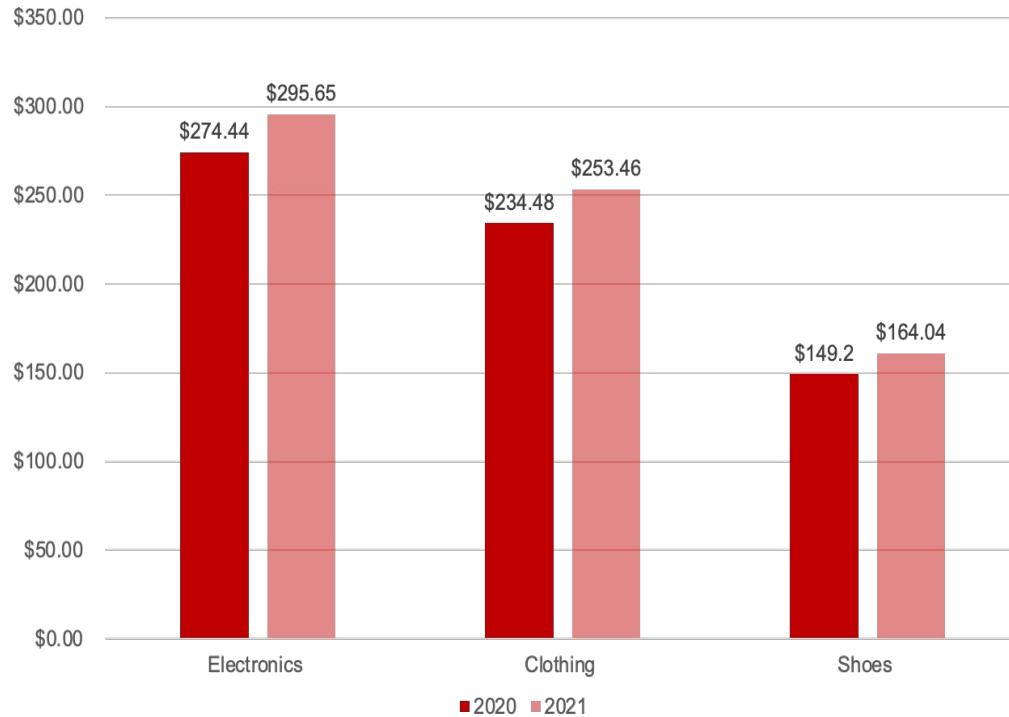
Top 20 Products Sold in October



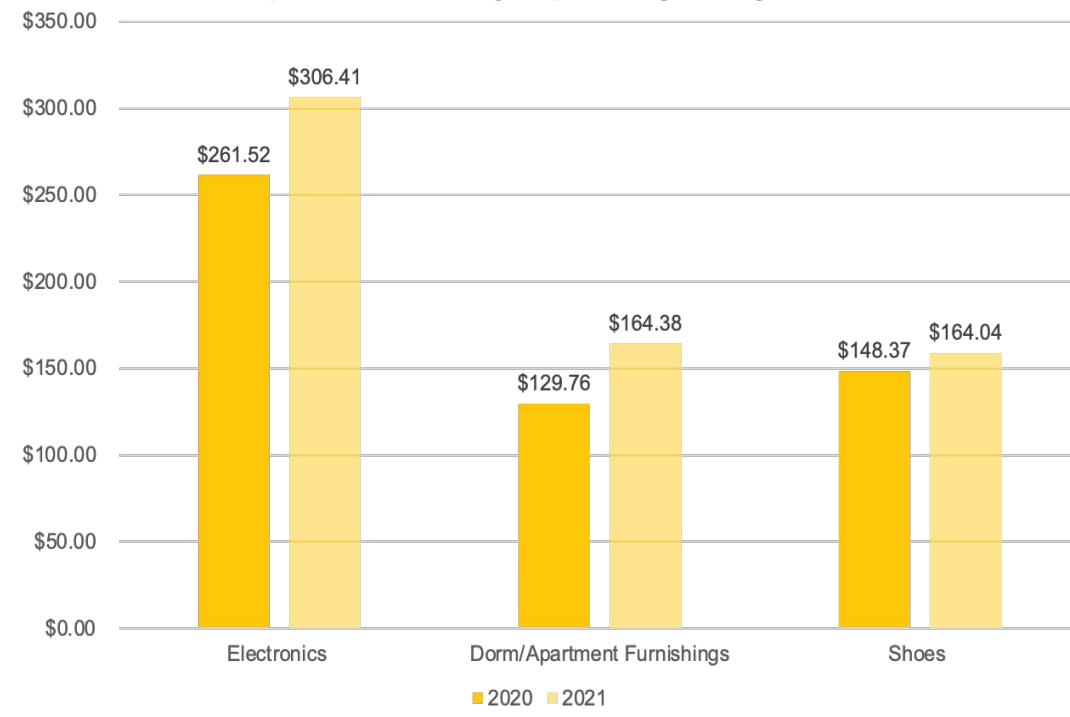
■ Productivity and Work ■ Entertainment ■ Other

Back to School Statistics

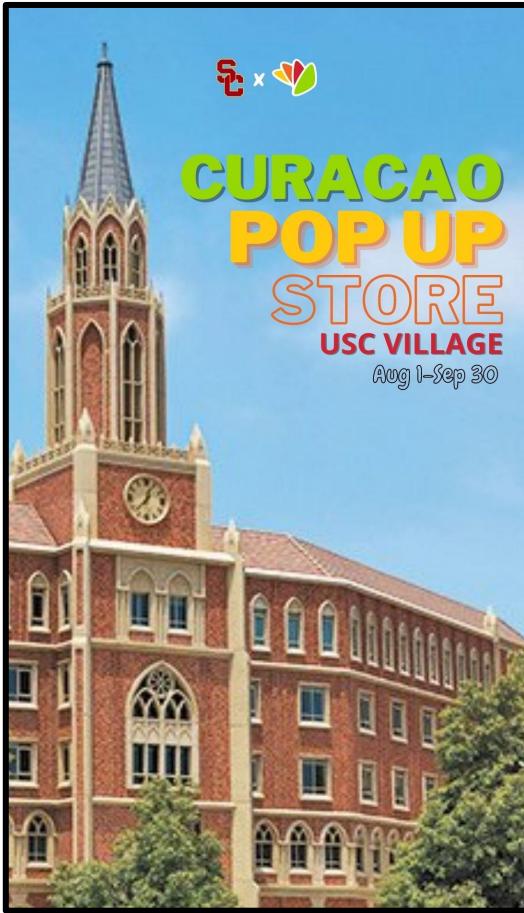
Top Back-to-school spending categories



Top Back-to-college spending categories



Marketing Strategies



Marketing Strategies



The banner features the Curacao logo (a stylized flower) and the text "curacao COMES TO COLLEGE!" in large, bold letters. Below the text are several laptops and tablets. To the right are logos for ASU and UCLA. A call-to-action at the bottom left says "Purchase a laptop and get a FREE \$100 Gift Card".



This version of the banner includes the same top elements as the first. It adds a "Purchase a laptop and get a" line above the gift card offer. The gift card offer itself is prominently displayed in large green and black text: "FREE \$100 GIFT CARD".

Marketing Strategies

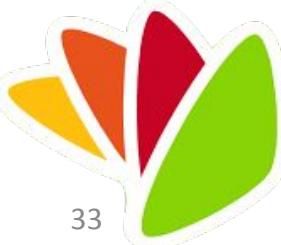


Metrics of Success

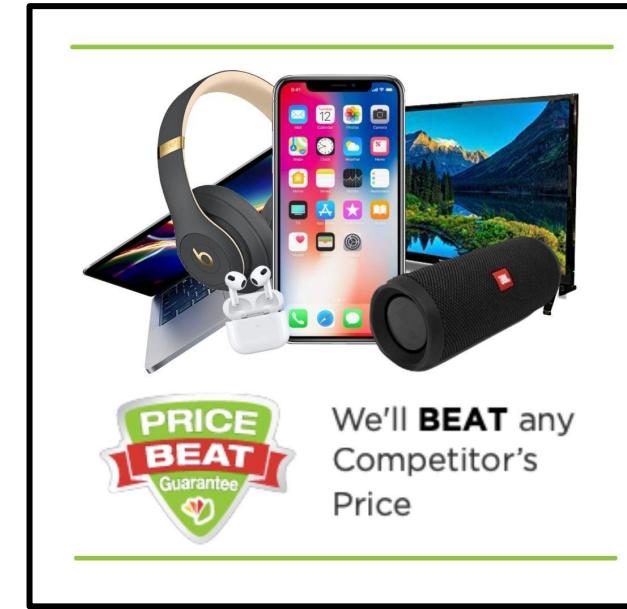
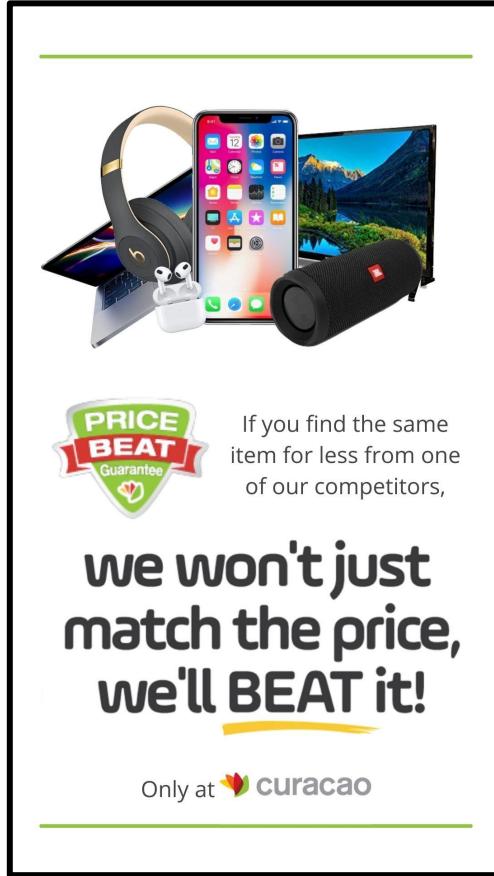
01 Frequency of Store Visits

02 Usage of Discount Codes

03 Walk-In to Purchase

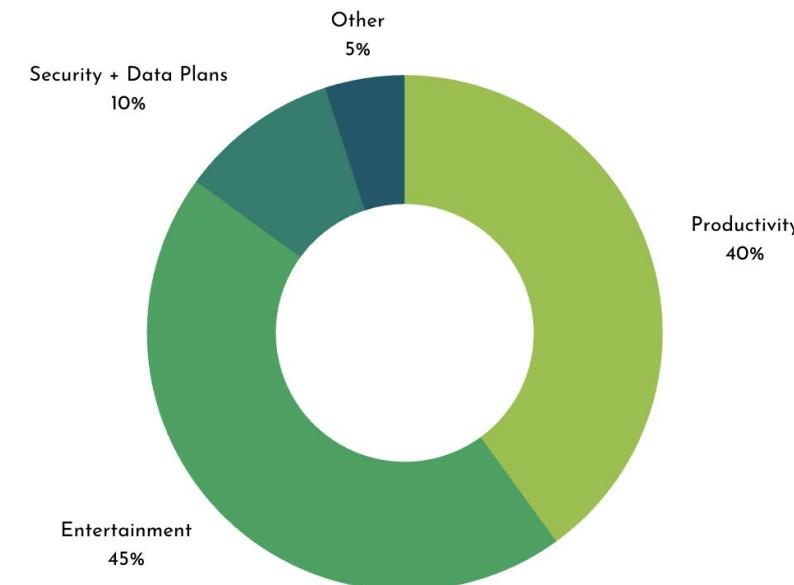
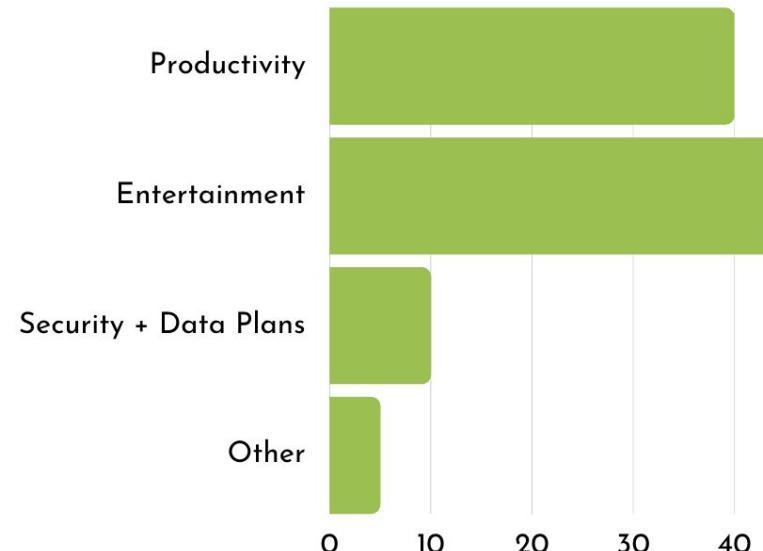


Marketing Strategies

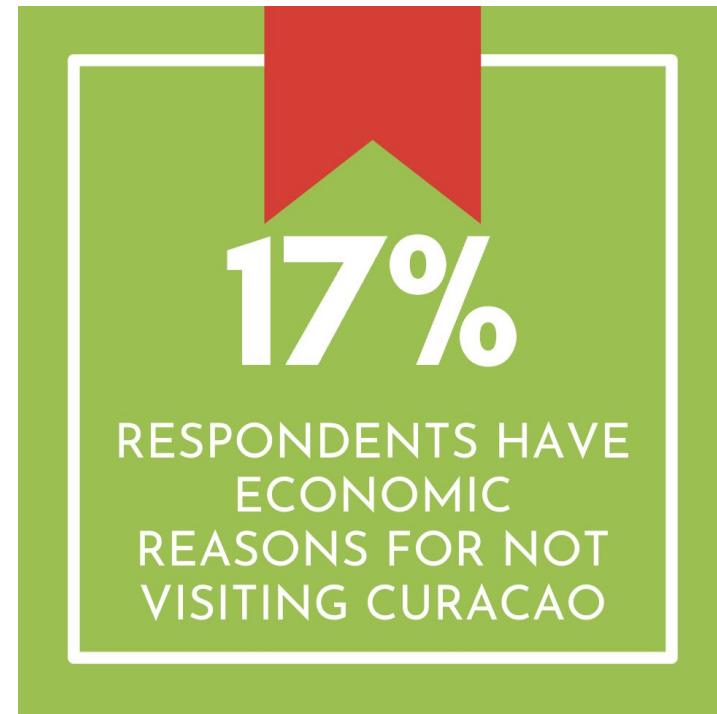
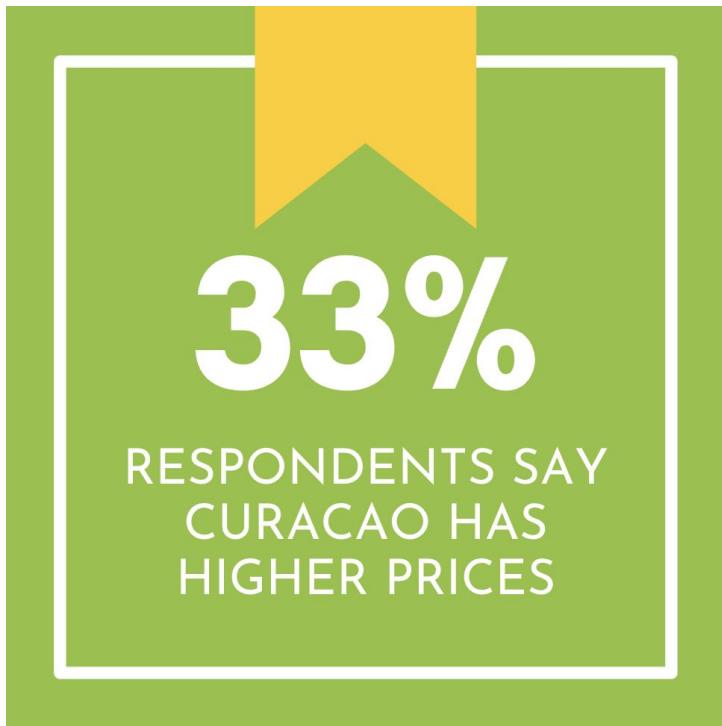


Price Beat

Top 20 products distribution:



Price Beat



Price Beat

Low Acculturation vs. High Acculturation

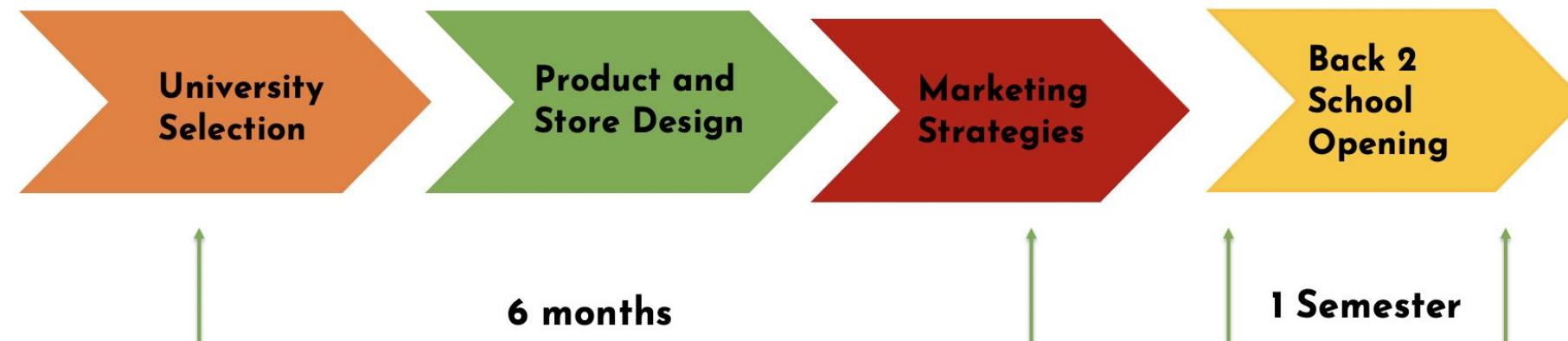
30% Less in Cash

50% More in Credit

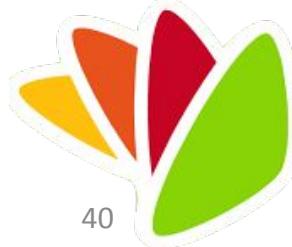
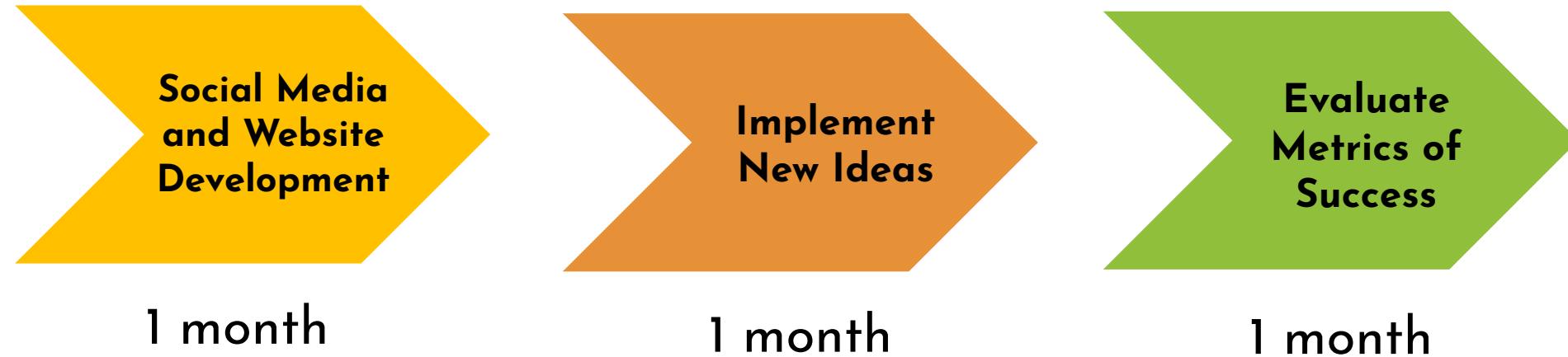
Price Beat

- 1. Efficient Response Time**
- 2. Increase customer awareness**

Implementation Timeline



Implementation Timeline



Thank You



Questions?