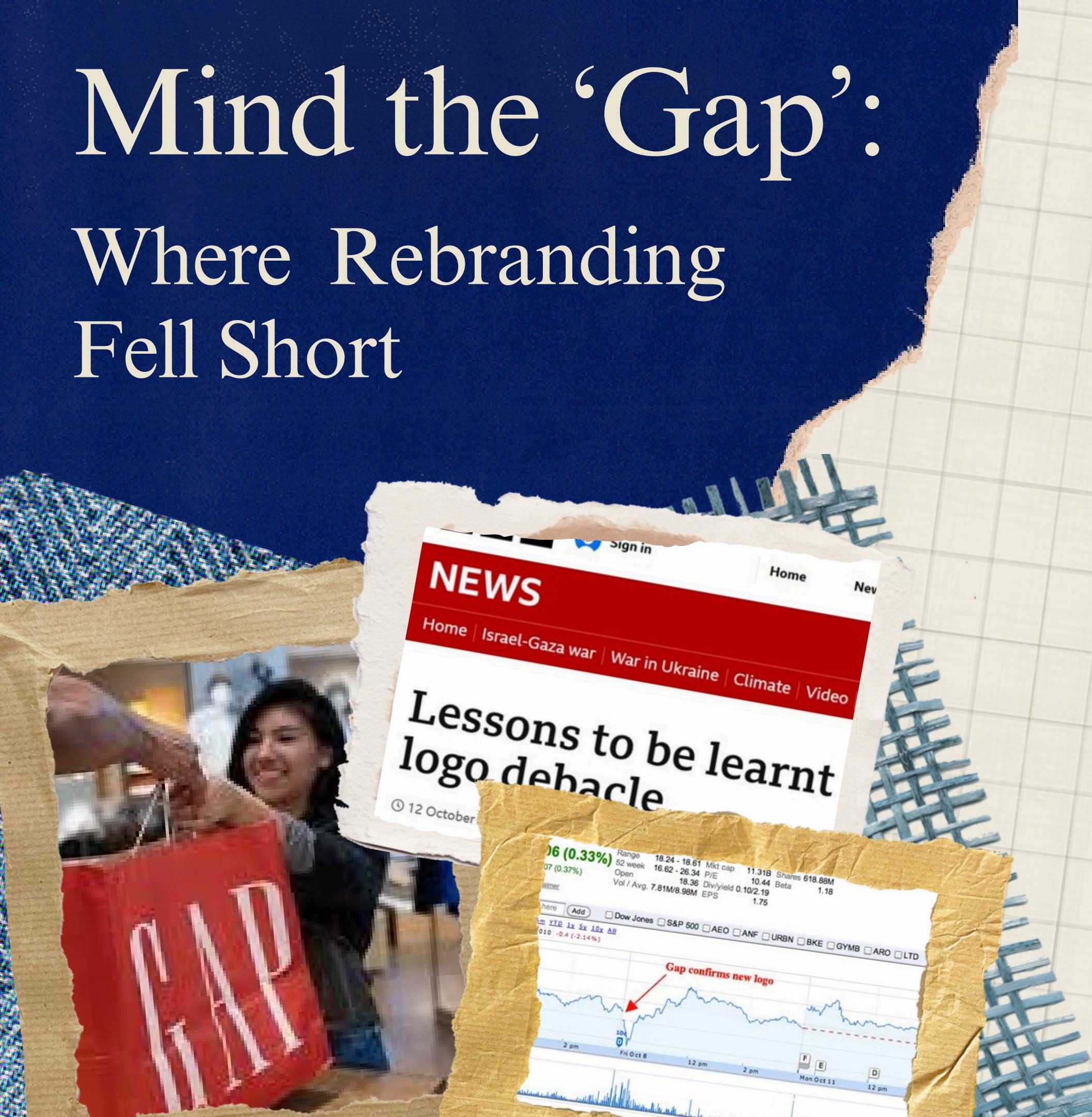


The Gap between Expectation and Execution



-Team Catalyst

Mind the ‘Gap’: Where Rebranding Fell Short



Loss of Authenticity

Gap strayed from its signature minimalist and classic aesthetic, which had long defined its brand identity. By failing to honor its heritage, Gap alienated loyal customers who valued its timeless appeal and trustworthiness.

Missed Opportunity for Engagement

The rebranding process excluded input from Gap's customers, missing an opportunity to engage its community. This lack of collaboration resulted in designs that did not resonate with the target audience, creating a disconnect.

Design that Fell Flat

The new designs were perceived as bland and failed to differentiate Gap from competitors. Without innovative or bold elements, the changes lacked personality, leading to lukewarm reception and negative comparisons.

Why the Change?

Gap failed to articulate a compelling reason for the rebranding, leaving customers confused. Without a strong story to connect the new designs to Gap's values or vision, the shift felt directionless and unnecessary.

Our Solutions

Tell-a-Story

Narrative Driven Branding

- Gap's new identity honors its timeless legacy while embracing modern values like sustainability and inclusivity.
- Our refreshed American look blends classic style with sustainability and inclusivity.
- Gap blends heritage with innovation, shaping a socially responsible future.

Kits

Life Simplified, Style Amplified!

- Pre-curated kits combining style, practicality, and sustainability. Thoughtfully packaged for life's every day and special moments.
- Keywords: Effortless Fashion, Sustainable Packaging, Versatile Outfits
- Example: 90s Revival Kit, Spring Bloom Kit, Athflow Starter Kit

Toddler-Takeover

Big Style for the Littlest Personalities

- A playful campaign designed to bring style, comfort, and joy to toddlers, creating fashion moments that families will cherish.
- Mini-me fashion moments with adorable matching sets for toddlers and parents.

Proposed Acquisition

Aligning Gap's Sustainability Vision with Hammer and Mill

- Gap emphasizes sustainability as highlighted in its 2023 Annual and ESG Report.
- Rationale: Aligns with Gap's brand vision and sustainability goals.
- Strategic fit: Strengthens Gap's commitment to sustainable practices.



Ideal User Persona & Target Audience

Profile :

- Age: 25-35
- Gender: Male
- Income: Middle to upper-middle class
- Location: Urban or suburban areas



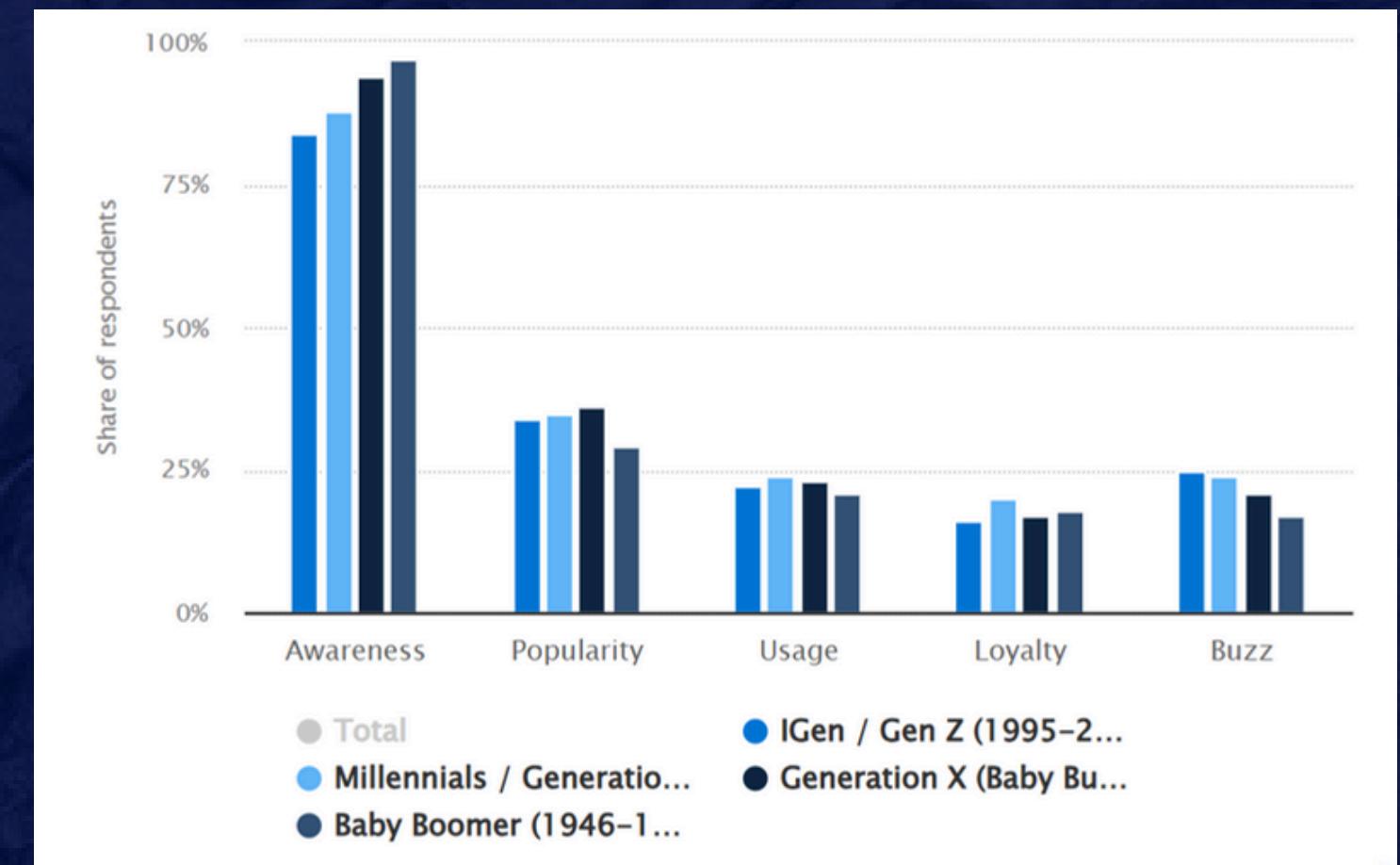
Shopping Behavior:

- Frequent online shopper
- Loyal to Gap brand
- Looks for classic pieces
- Price-conscious

Lifestyle:

- Busy professional with a balanced lifestyle
- Appreciates quality and durability
- Values comfort and style in equal measure
- May be environmentally conscious

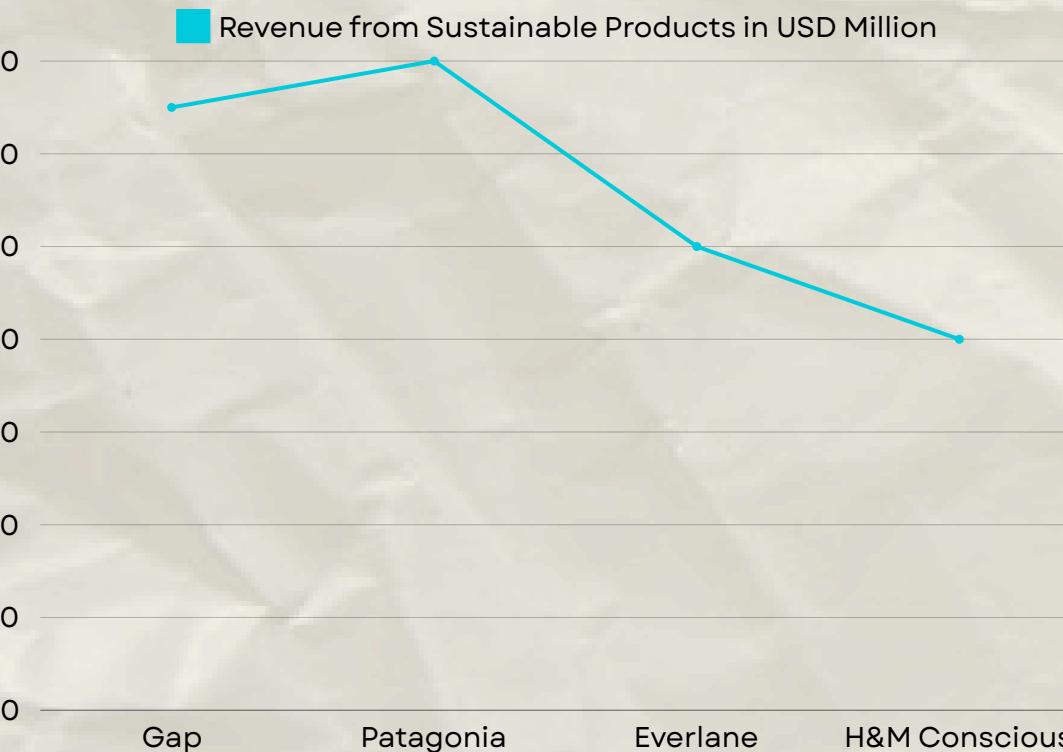
GAP Audience by Generations in the U.S



- Gen X and Baby Boomers are familiar with Gap, but Millennials dominate as frequent online shoppers.
- Millennial shoppers also exhibit strong brand loyalty.
- Strategy focuses on engaging Gen Z and Gen Alpha.
- Rationale: Millennials, the primary shoppers, are parents to Gen Alpha.

Competitive Analysis

- Gap's projected \$450M revenue from sustainable clothing places it behind Patagonia (\$700M) and Everlane (\$500M) but ahead of H&M Conscious (\$400M).
- Leverages Hammer and Mill's expertise, enabling scalability in the growing eco-conscious market.
- Meets the increasing demand for ethical fashion, demonstrating feasibility and market alignment.



- Gap's 75% retention rate outshines competitors like American Eagle (65%), Zara (60%), and H&M (55%).
- The Kits Campaign enhances loyalty by offering curated, cohesive outfits for specific lifestyles and occasions.
- Highlights the feasibility of Gap's personalized shopping approach to sustain customer engagement.



- Gap achieves an impressive 20% YoY growth in toddler clothing sales, outperforming Carter's (15%), Old Navy (12%), and Zara Kids (10%).
- The Toddler Campaign focuses on stylish, practical, and durable co-ord sets, resonating strongly with parents.
- Demonstrates high revenue potential and market differentiation



Go -To Market Strategy & SWOT Analysis

Target Audience

Age: 25-35 Years

Demographic: Mainly Tier 1 Cities (Mumbai, Pune, Bangalore, Delhi, etc.)

Marketing

- Influencer partnerships
- Sustainability-focused campaigns
- Personalized shopping experiences
- Leveraging social media for engagement

Pricing

Premium Pricing

Gap's pricing reflects its positioning as an international, aspirational brand with a focus on quality and exclusivity.

Distribution

Omnichannel Distribution Strategy

Gap uses a mix of company-owned stores, franchise partnerships, e-commerce platforms, and multi-brand outlets to reach customers.

Future Trends



Eco-Friendly Fashion



Locally Made and Artisanal Fashion

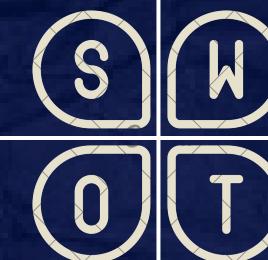


Fashion Supply Chain



Gender Neutral

- Strong heritage and brand recognition.
- Focus on sustainability and inclusivity aligns with modern consumer values.
- Broader appeal with a refreshed aesthetic.



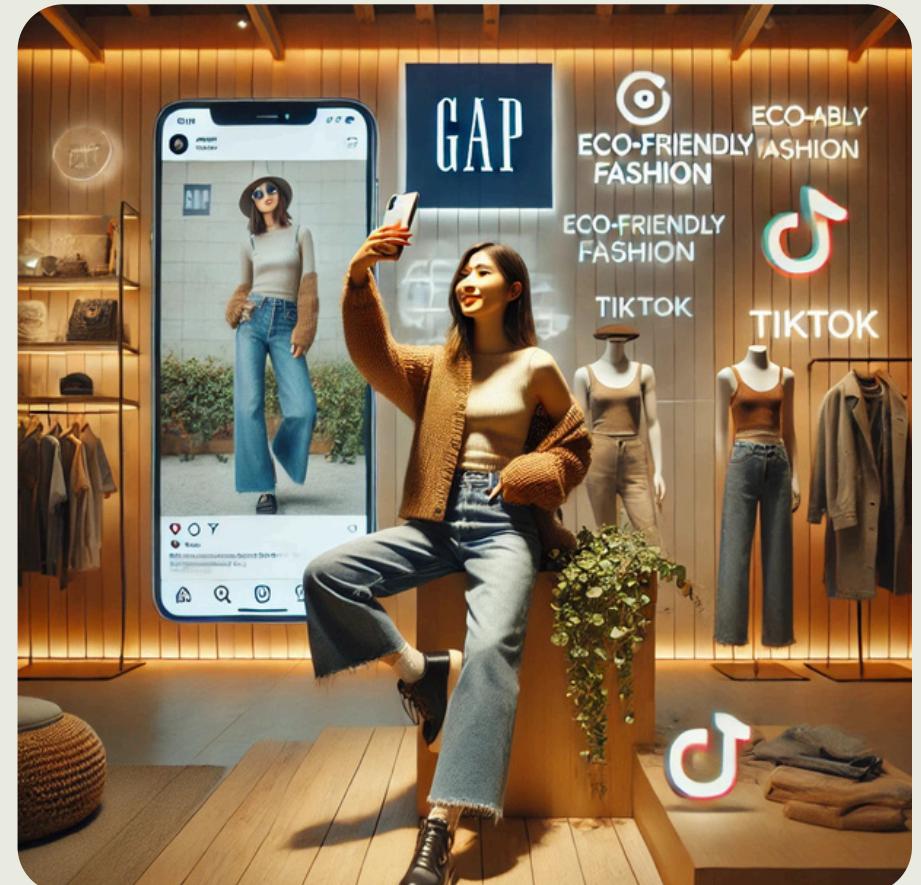
- Growing demand for sustainable fashion.
- Potential collaborations with influencers or eco-friendly brands.
- Expanding into global, sustainability-focused markets.

- Risk of alienating traditional customers.
- High costs for implementing sustainability initiatives.
- Intense competition in a saturated market.

- Competition from fast fashion and luxury brands.
- Consumer skepticism about authenticity (greenwashing concerns).
- Economic challenges affecting price-sensitive customers.

CONSTRAINT: MARKET TRENDS

Revised Strategies

Narrative-Driven Branding	Life Simplified, Style Amplified	Big Style for the Littlest Personalities	Aligning Gap's Sustainability Vision with Hammer and Mill
<p>Timelessly Trendsetting</p> <ul style="list-style-type: none">Then. Now. Always.: This campaign refreshes Gap's iconic styles with modern touches, keeping its heritage alive while evolving with today's trends.Classic Meets Contemporary: A video series featuring classic Gap styles with modern twists can drive engagement on TikTok and Instagram, along with an AR feature to personalize vintage looks.Gap Time Capsules: Style Reimagined: Pop-up stores with "Gap Time Capsules" offer immersive experiences, showcasing Gap's style evolution and interactive personalization stations.	<p>Real Style, Real Stories</p> <ul style="list-style-type: none">Sustainable Style, Influenced Right: Collaborate with influencers who focus on sustainability and everyday fashion to create authentic, relatable content.Effortless Style, Everyday Life: The kits seamlessly fit into daily life and special moments, showcasing versatility, practicality, and effortless style through real-life influencer content.	<p>Style Starts Small</p> <ul style="list-style-type: none">Twinning Together: The #MiniMeMoments social challenge encourages parents to share photos or videos of their toddlers wearing matching outfits with them, fostering user-generated content and family engagement.Family Style Stories: The campaign taps into the family content trend, encouraging parents to share authentic moments, creating emotional connections with the brand.Tiny Trendsetters: The campaign aligns with family bonding and lifestyle fashion trends, highlighting playful, stylish toddler clothing to meet growing consumer demand.	<p>Strengthening Brand Image</p> <ul style="list-style-type: none">Certified for a Greener Tomorrow: We showcase our commitment to sustainability by highlighting eco-friendly fabrics, ethical production, and expert insights, building trust with our consumers.Sustainably Gap: Leading the Change: Reinforce Gap's sustainability vision, distinguishing the brand from fast fashion and tech trends, and solidifying its position as a leader in ethical fashion.Threads for Change: Highlighting Gap's partnership with Hammer and Mill, showcasing eco-friendly materials and ethical production to drive sustainability.
<p>Visualization</p>    			

CONSTRAINT: CONSUMER BEHAVIOR

Revised Strategies

Narrative-Driven Branding

Life Simplified, Style Amplified

Big Style for the Littlest Personalities

Aligning Gap's Sustainability Vision with Hammer and Mill

Controlling the Narrative

- Immediate Response:** Issue a transparent official statement acknowledging concerns, clarifying misinformation, and detailing corrective actions.
- Leverage Gap's Legacy:** Reaffirm Gap's commitment to sustainability, inclusivity, and ethical practices, showcasing past achievements to maintain credibility.
- Owned Media Activation:** Use Gap's website, blogs, and brand ambassadors to redirect the conversation toward its long-term positive impact.

Actionable Corrective Steps

- Product Fix & Relaunch:** If the issue is product-related, introduce a corrected, enhanced version of key items with updated messaging around quality, sustainability, or functionality.
- Consumer-Led Testing:** Involve loyal customers or sustainability advocates in a relaunch campaign, demonstrating real user validation.
- Sustainability Proof:** If the concern involves eco-friendliness, release an in-depth behind-the-scenes look at Gap's responsible sourcing and packaging innovations.

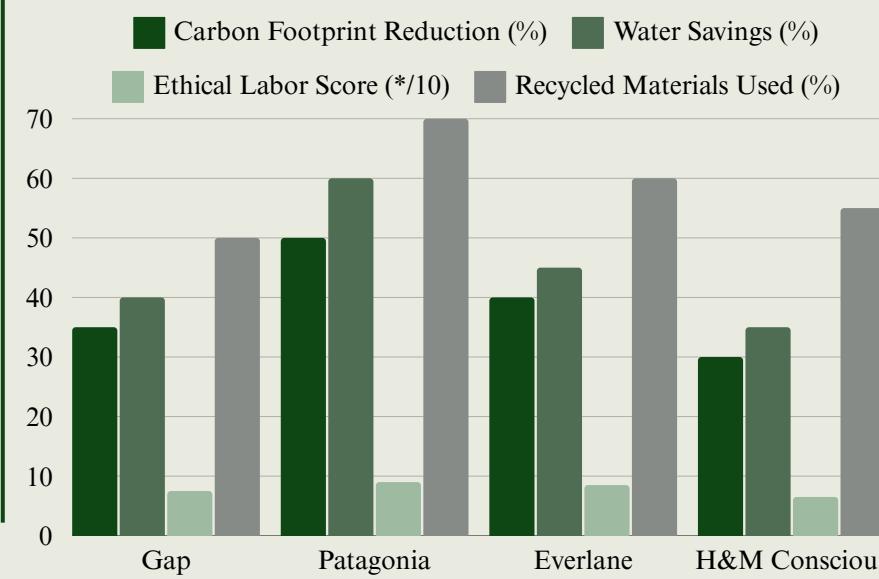
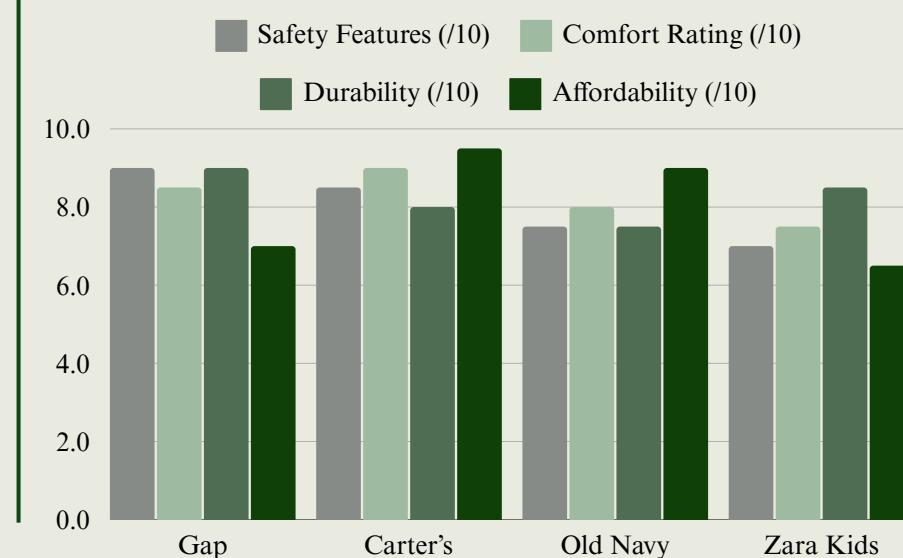
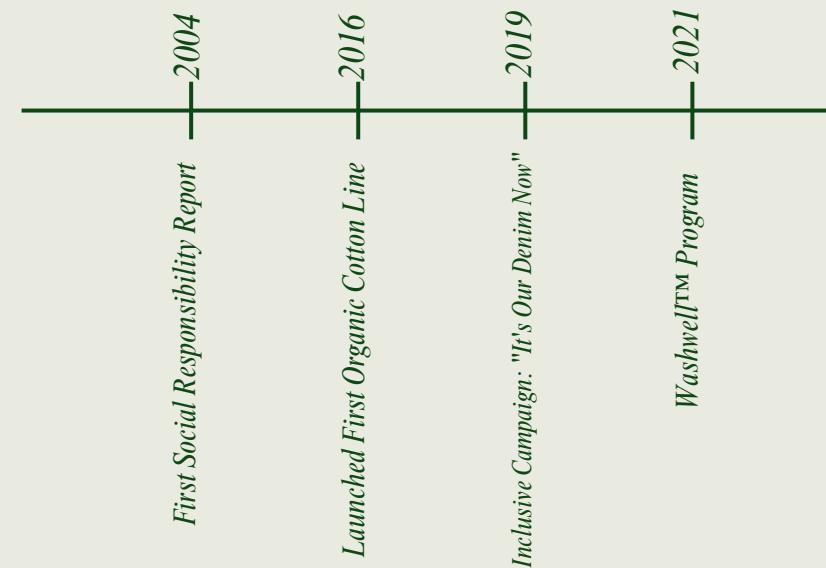
Rebuilding Consumer Trust

- Engage Parent Communities:** If the crisis impacts children's wear, engage parent influencers and pediatric experts to validate safety and quality improvements.
- Mini-Me Campaign Reframing:** Shift focus toward Gap's dedication to family-first fashion, emphasizing comfort, durability, and ethical production.
- UGC & Testimonials:** Encourage loyal customers to share their positive experiences through user-generated content to counteract negativity.

Strengthening Brand Image

- Third-Party Validation:** Partner with sustainability watchdogs or ethical fashion organizations to certify and endorse Gap's sustainable initiatives.
- Transparent Reporting:** Publish an emergency ESG impact report detailing real sustainability progress, proving authenticity and accountability.
- Cause-Driven Action:** Introduce a charitable or eco-restorative initiative (e.g., tree planting per purchase, ethical fashion education programs) to turn the crisis into a positive impact opportunity.

Marketing



How We Will Prevent This & Rebuild Trust

Adapt

Evaluate

Launch

Monitor

Iterate

CONSTRAINT: REGULATORY CONSTRAINTS

Challenges

Compliance with Regulations

- Sustainable Transition:** Implement GOTS-certified fabrics, Fair Trade sourcing, and SA8000 labor standards to meet global regulations.
- Gap Renew by Hammer & Mill:** Launch an eco-conscious sub-brand focusing on ethical, compliant production.
- Transparent Reporting:** Publish sustainability milestones and QR-coded product tags for real-time compliance tracking.



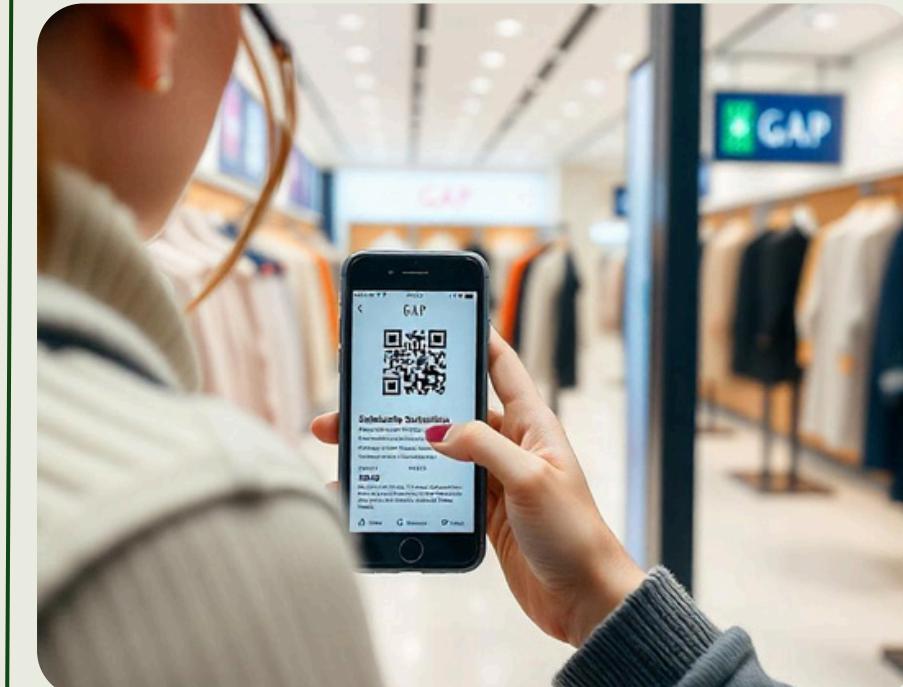
Cost & Timeline Management

- Phased Rollout:** Introduce sustainable denim & athleisure first, then expand to full collections.
- Supplier Partnerships:** Secure bulk discounts on sustainable materials to offset production costs.
- Operational Efficiency:** Optimize inventory forecasting and apply for government sustainability incentives.
- Carbon Offset Strategy:** Invest in renewable energy projects and carbon credit programs to balance emissions.



Stakeholder & Brand Trust

- Consumer Transparency:** Implement QR-code tracking (Eco-Tracker & Re-Gap Exchange) to highlight sustainability efforts.
- Retail & Digital Engagement:** Launch in-store sustainability hubs and virtual styling stations.
- Investor & Media Confidence:** Publish annual compliance reports and host a Gap Sustainability Summit.
- Influencer Collaborations:** Partner with eco-conscious influencers to highlight sustainability initiatives.



Market Competitiveness & Growth

- Data-Driven Decision Making:** Leverage AI analytics to track market trends and consumer preferences for better product positioning.
- Competitive Benchmarking:** Regularly assess sustainability and pricing strategies against key competitors like Patagonia, Everlane, and H&M.
- New Market Penetration:** Expand sustainable product lines into regions with high demand for ethical fashion, such as the EU and Canada.



Revised Strategies

Visualization

Thank You

Our Team



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3rd Year Mechatronics

Samata Mehta

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