

# NEZILIO WOLF

## MARKETING CAMPAIGN PLAN

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## Introduction

As society progresses into becoming more eco-friendly, companies must strive to do the same. Citizen Wolf offers custom T-shirts for the environmentally conscience consumer. They go against the grain in terms of not following the fast fashion pack but rather they take the lead in their own unique way. The brand is sustainable, ethical and locally manufactured, which places them at an advantage in the fashion market.

## Company Objectives

### Purpose

Make fast fashion obsolete to save our planet.

### Mission

Create technology to re-engineer the way clothes are made at scale to be on-demand, carbon negative & custom fit to every body.

#### DNA

A beginner's mind  
Be a wolf, not a sheep  
One & one & one add up  
How hard can it be?  
Go for the win-win

#### Voice

Keep it real  
Smarten up  
Lighten up  
Give a sh!t  
Welcome all

### Sales Objectives

Citizen Wolf will triple sales from 200 to 600 items per week  
and increase market share from 3% to 12% within 12 months  
with new retail price for individual items reduced from \$69 to \$49.

## **Marketing Objectives**

### **Sell the need = save the planet**

If Citizen Wolf is to make fast fashion obsolete, it needs to make more people aware of the issue by extending its reach and communicating their solutions to a wider audience.

### **What are you = brand awareness**

While Citizen Wolf has established success marketed to well-informed, socially and environmentally conscious older adults, as young adults are the greatest consumers of fast fashion, it would seem that this particular demographic is either unaware of the problem, sensitive to price or the current standard range of t-shirts does not reflect their lifestyle and personality.

Being primarily an e-commerce retailer that utilises digital media solely for its promotional activities, Citizen Wolf needs to generate brand awareness, specifically brand recall as their T-shirts are not available in traditional bricks-n-mortar stores.

### **Who are you = brand attitude**

Citizen Wolf's existing marketing strategy can be seen as very informational and has been targeted at their existing customer base for repeat sales, focusing on the company's sustainability commitments and ethics, to the extent that whole website pages have been created explaining the origins of the new colours of their T-shirts, how their dyes are manufactured and where their fabrics are sourced from.

However, for younger adults with busy active lifestyles, whose consumer behaviour is heavily influenced by their peers and their buying decisions driven by motivations of social approval and acceptance, this strategy is ineffective.

## Category Positioning

In comparison to their main competitors in the premium T-shirt marketplace, Citizen Wolf are positioned low in terms of brand awareness and customer following (as evident by the brand's low engagement across social media).

Their competitors provide a wider range of both styles and colours, appealing to a wider market. Citizen Wolf's price per garment may be appropriate for what they offer and may be less than their premium T-shirt competitors, however their limited range of styles has restricted the brand's position in the consumer market.

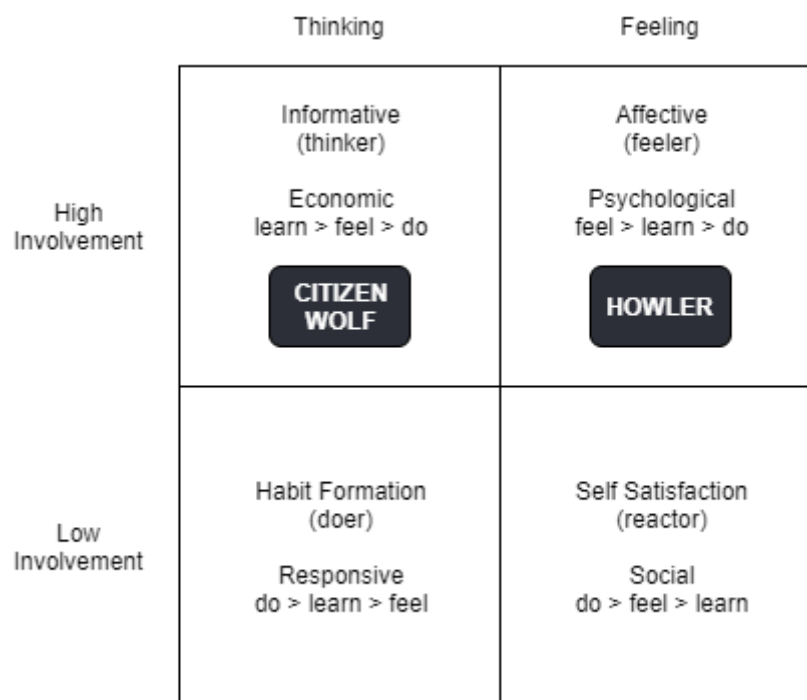
	Citizen Wolf	Son of a Tailor	Pangaea
Product	Carbon neutral products and sustainable made-to-order products to reduce waste from overproduction	Custom fit, made to order garments eliminate waste in production	Uses gendered and unisex fits with 7 sizes to choose from
Quality	100% certified organic cotton 'lightweight' 110 GSM – ultra soft and breathable	100% extra-long staple cotton, the highest grade cotton in the world	Blended with organic cotton and treated with PPRMINT to keep it fresher for longer
Technology	Magic Fit technology replace measuring tape with simple biometrics to automate tailored fits.	Uses perfect Fit algorithm after asking customer 4 questions about their fit.	Pangaia Lab used for breakthrough innovations with bioengineered materials
Styles	Plain long sleeve, tanks, and t-shirts in multiple colours	Plain long tees and short sleeve t shirts with a variety of colours	Offers large range of items, with and without slogans
Price	\$69-\$79	\$108	\$55-\$100

## Customer Motivations

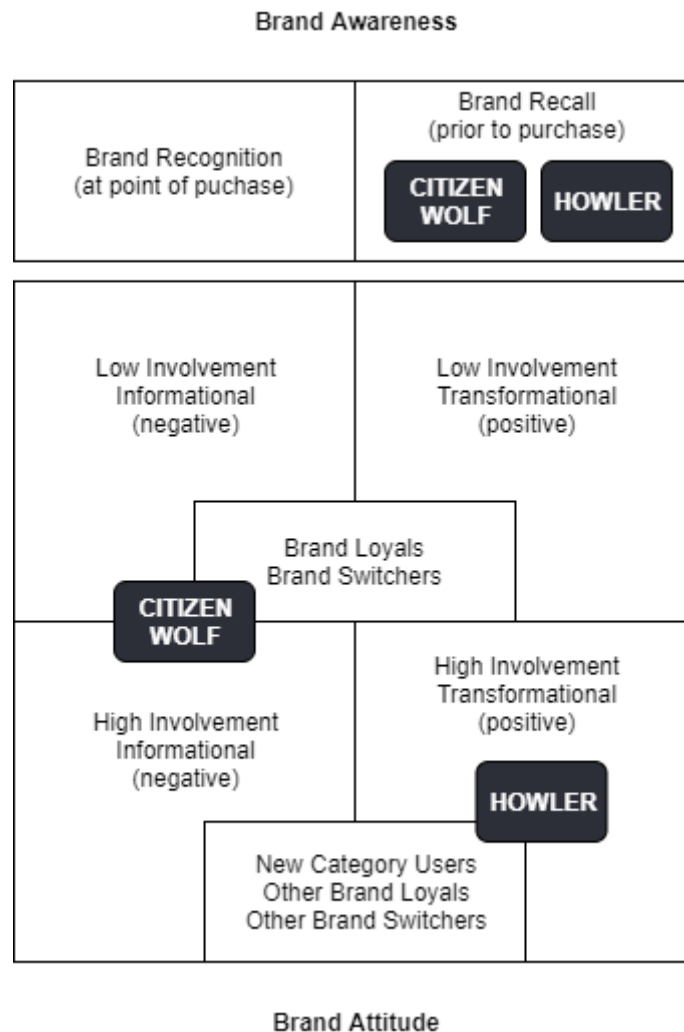
Citizen Wolf can be categorised as transformational with high involvement for the following reasons:

High Involvement: They will be targeting a new audience and will require new promotional materials to reach them. Additionally bringing in new styles that differ from Citizen Wolf's usual "closet staples" creates higher risk purchases.

Transformational: This refers to positive motivations where a Citizen Wolf consumer doesn't see the new product as a need but rather as an indulgence and thus the reason for purchase is self-gratification - to keep up with the latest trends for social approval.



The consumers we will be targeting will fall under the classification of New Category Users where the focus will be on those who are first time buyers of the product. NCU consumers are those who might choose to enter the category if Citizen Wolf can identify the need for them to do so. Through our suggested campaign, Citizen Wolf can also target Other Brand Switchers and Other Brand Loyals, those who occasionally buy their brand but look to other brands frequently. By offering a better range of styles that appeal to a younger demographic at a more affordable price, Citizen Wolf can potentially turn Brand Switchers into Brand Loyals.



### Current vs Desired Perception


Based on a range of reviews, the current consumer perception of the Citizen Wolf brand includes:

- These tees fit my shape perfectly
- My new tee is a great fit and comfortable to wear
- I love that his brand is very ethical with compostable packaging
- Great ethics and great fit
- These products are worth the wait

However, with a new strategy adopted, the desired perception for Citizen Wolf is:

- This is a highly personalised brand with a unique range of styles
- The product is good value for money and is a price I can afford
- The brand is fashionable and trendy and suits my lifestyle
- I love that I don't have to sacrifice my personality for the environment

## Typical Customer Persona

<p><b>NAME</b> Ellie P.</p> <p><b>BACKGROUND INFO</b></p> <ul style="list-style-type: none"><li>• 24 years old</li><li>• Single</li><li>• Earns \$70,000</li><li>• Lives in Maroubra</li></ul> <p><b>MEDIA</b></p> <ul style="list-style-type: none"><li>• Instagram</li><li>• Facebook</li><li>• Website</li><li>• Television</li></ul>	
<p><b>LIFESTYLE</b></p> <ul style="list-style-type: none"><li>• Active, on-the-go lifestyle</li><li>• Social butterfly</li><li>• Environmentally conscious</li><li>• Always recycles</li></ul>	<p><b>GOALS</b></p> <ul style="list-style-type: none"><li>• To be more socially conscious with fashion</li><li>• To simplify shopping experience</li><li>• To purchase clothes that fit my body type</li><li>• Hoping to not have to sacrifice style or options</li></ul>
<p><b>FRUSTRATIONS</b></p> <ul style="list-style-type: none"><li>• Low quality products that don't last</li><li>• Buying products online that arrive looking completely different to the picture</li><li>• Buying products online that don't fit me</li><li>• Lack of information in product description/pictures of product</li></ul>	

## **Communication & Creative Strategy**

### **Communication Strategies**

Three creative campaigns were considered:

#### **Wolf Pack**

A campaign to “milk” Citizen Wolf’s existing customer base (35 - 50 years) with a bulk purchase discount, specifically 7 x t-shirts (one for each day of the week) for the reduced price of \$199. A discount campaign, marketed via e-mail to customers.

#### **Cotton Wolf**

A campaign to “grow” Citizen Wolf’s customer base (40 – 55 years) by taking Magic Fit mainstream, to really make a difference to fast fashion by partnering with Australia’s major t-shirt retailer Cotton On. An informational campaign running with in-store pop-ups taking custom orders for premium t-shirts from Cotton On customers, manufactured by Citizen Wolf and delivered as a Cotton On white-label.

#### **Howler**

The chosen campaign to target the youth market (18 – 30 years) who are the biggest consumers of fast fashion, yet unaware of the issue and the Citizen Wolf brand. Designed to be bolder for the generation of brand ambassadors who aren’t afraid to express their attitudes, beliefs and values in the clothes they wear, Howler by Citizen Wolf is designed to capture the attention of a new market by introducing new t-shirt styles and growing brand awareness with a transformational campaign to make ‘speaking out’ through fashion a social statement that feels good.

### **Creative strategies and tactics**

Howler by Citizen Wolf is a new ‘brand within a brand’ range that deliberately deviates from Citizen Wolf’s existing business model and informational marketing strategy targeted at older adults, with a unique line of t-shirts featuring provocative slogans to attract attention both to the brand and to the cause. It is supported by a transformational marketing strategy to increase brand awareness, utilising integrated communications and considered advertising tactics, across a variety of media and touchpoints accessed by a younger target market.

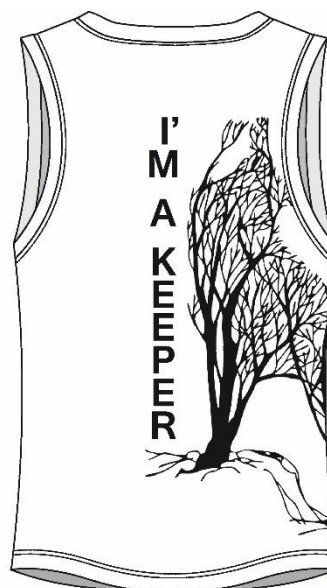
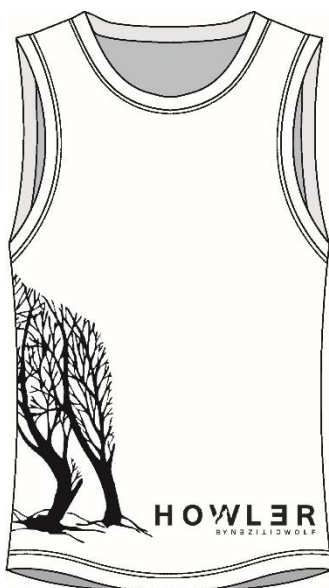


Introducing

# HOWLER

BY NEZILIZWOLF

A range of t-shirts designed to draw attention to and speak out about fast fashion as young ambassadors of a brand they believe in that's working to combat the problem.



The t-shirts are born from Citizen Wolf's DNA but with the brand's voice now spoken through a new selection of sustainability inspired messaging, in a unique creative execution through an additional range of Howley by Citizen Wolf exclusive styles:

**WASTE NOT WANT NOT**

**ONE OF A KIND**

**FAST OFF**

**FASHIONABLY FOREVER**

**NOTHING NICE IN NEW**

**MEASURE UP**

**HOLD ON TO ME**

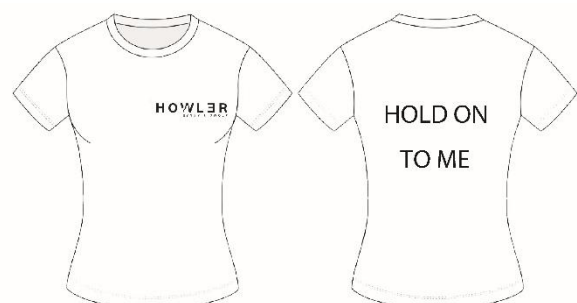
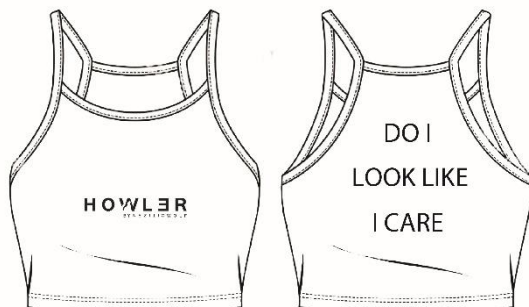
**ENVIRO MENTAL**

**SIZE MATTERS**

**DO I LOOK LIKE I CARE**

**WORN THIS WAY**

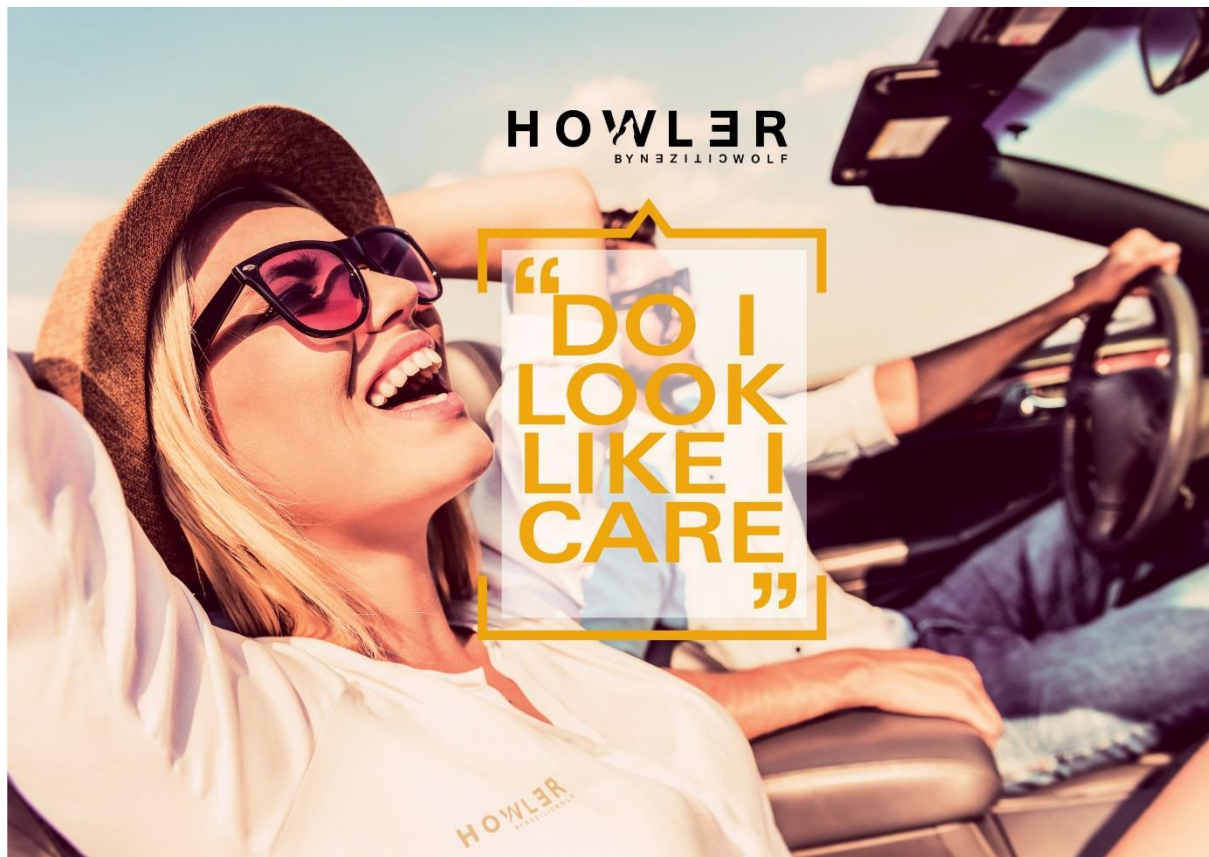
**TAILOR SWIFT**



Building brand awareness with a new brand attitude







#### General brand awareness tactics

- Determine the predominant type of brand awareness for the target audience.
- Match the ad's brand awareness stimuli with buyer response.
- Seek a unique advertising execution.
- Maximise brand awareness contact time.

#### Specific brand recall tactics

- Associate the category need and the brand in the main copy line.
- Keep the main copy line short.
- Use repetition of the main copy line for brand recall.
- Include a personal reference (unless it is already strongly implied).
- Use a bizarre execution (as long as it is appropriate to brand attitude).
- Requires high media frequency relative to competitors.

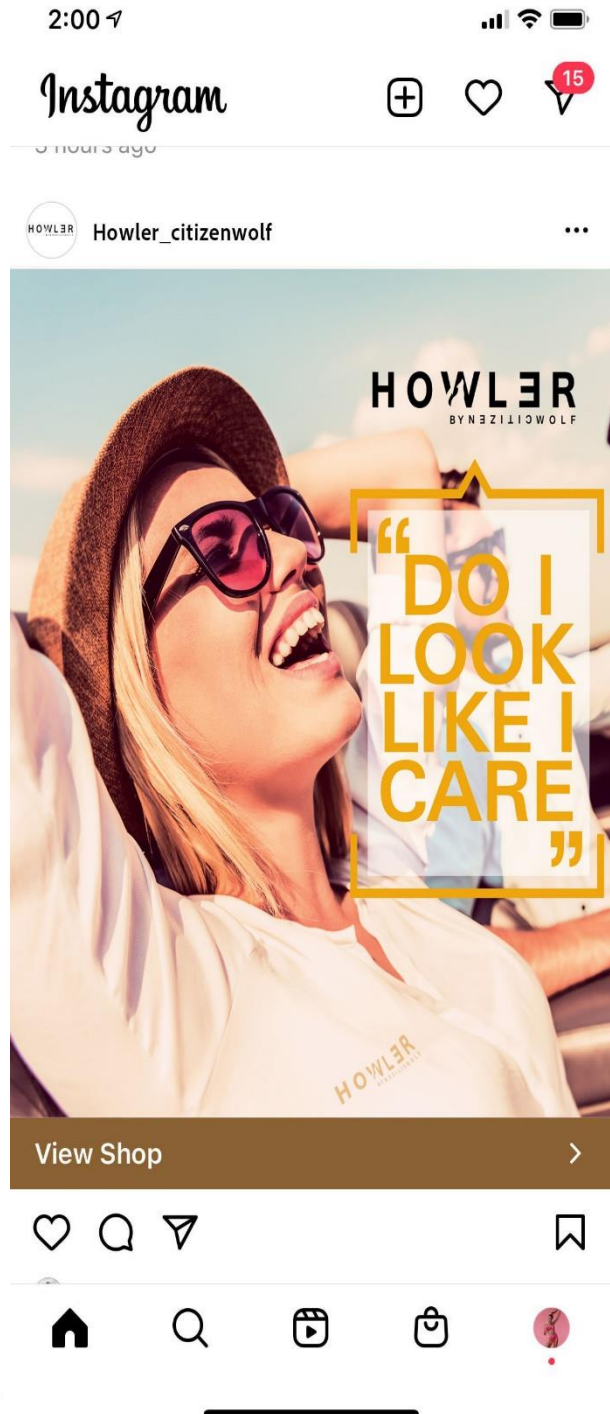
#### Advertising tactics for the high involvement / transformational brand attitude strategy

##### *Emotional portrayal of the motivation*

- Emotional authenticity is paramount and should be tailored to lifestyle groups within the target audience.
- People must identify personally with the product as portrayed in the ad and not merely like the ad.

## Media Planning & Strategy

Geographically speaking, the campaign will be rolled out initially in one territory as a trial of advertising effectiveness. Before committing to spending limited resources on a national campaign, it is imperative to measure the advertising effectiveness against a territory relying solely on owned and earned digital media.



## Budget

### Brisbane: Earned and Paid Media

The following budget for 1 month to measure the impacts on sales and overall brand awareness and engagement.

Media Source	Overall strategy	Financials
TV	TV ads being placed during programs that are most popular with our target audience (18–35-year-old men and women). This could include programs like Love Island and the Bachelor which are popular amongst this demographic. The idea behind this would be that they are most likely to see these ads during these programs. We would also prefer to be at the start of the commercials or towards the end so that it is more likely that people are still seated in front of their screens. As it takes someone up to 7 times to see your brand before they remember it (Russo, 2020).	Given that these are on main networks during prime television time it would cost a little. Ideally 30 second ad Cost = \$2,500 for smaller city and up to \$11,000 for large city. So, city like Brisbane would sit in the middle of that. Due to the fact it could take someone up 7 times we would aim to run these around 15 times a week, once a day Sunday – Thursday, as Saturday and Friday hold least TV engagement.  Total = \$8000 x 20 = <b>\$160,000</b>
Radio	The concept here would be that on mainstream radio stations that the respected demographic listen to would have ads that would play across these stations are relevant selected times to create most engagement (Radio Results, 2021).	For capital radio station: 5 times a day 7 days a week = \$3500 For 4 weeks = <b>\$14,000</b>
Billboards/ Advertising	Billboards although may seem an out-of-date advertising strategy, it is reported that 71% of people remember billboards they see on a daily basis, particularly in Summer. This makes them stand out and thus can be rather effective (Anchor, 2021)	Billboard cost: \$2000 a month 3 or 4 billboards around Brisbane = <b>\$8000</b> for 4 billboards for a month
Cinema Advertising	Cinema advertising would work well with the selected target market as they tend to enjoy movies at the cinema. Although cinemas aren't as popular due to	Cinema Cost: \$35 a week per screen per week.

	streaming services such as Netflix, we still believe there is serious brand awareness and engagement to be gained from this, particularly in Summer. (Advertising Excellence, 2021)	So, 10 screens = \$350 a week = \$1400 per month
<b>TOTAL BUDGET</b>	<b>\$183, 400</b> For 1 month of extreme advertising Then every additional month we can work out what is working and where we should stop investment money and where we can invest more.	

## Campaign Evaluation

Knowledge and awareness will be measures before and after the campaign assisting us with evaluation of the impact of the campaigns run. Prior to running the campaign, we will assess if people are familiar with the brand and whether they can recall it when prompted. We anticipate that there may not be much prior awareness from consumers and thus measuring Citizen Wolf's prevalence in the market will aid in measuring the viability of the campaign. Determining whether people have or would purchase from Citizen Wolf will give us a further indication of what can be done to better the campaign, modify the advertising strategy and increase sales.

The research of the viability of the campaign will be undertaken informally. We believe that this is a better approach due to the 'relaxed' nature of Citizen Wolf's clothing and the demographic being more likely to respond well to informal interviews, focus groups and campaigns. Through word of mouth and social media, we aim to get people discussing Citizen Wolf and its advertising, thus increasing their prevalence within the market.

We will measure website clicks on Citizen Wolfs website and from this we will be able to see how much traction we have gained from all our advertising on social media, print media and TVC. We can see what consumers most are drawn to in terms of styles, colours and slogans guiding us on the best way forward. Tracking our sponsored ads on Instagram and Facebook to see all reaches such as age groups, geographical locations and interests. In doing so, we can effectively monitor what designs, slogans and advertising initiatives reach which groups and thus market

Citizen Wolf's products more efficiently. Facebook and Instagram advertising is an effective means of measuring this as it gives us invaluable insight into the sort of initiatives Citizen Wolf should be implementing.

Conducting research focus groups that will ask consumers if they have seen the adverts and what they think of them and the slogans. Focus groups can be particularly effective in determining the viability of our campaign as it gives the opportunity for consumers to 'bounce off' one another and be prompted to remember more about the product and campaign, thus giving more information, enriching the quality of research produced in relation to the campaign. We will also be able to identify how much of the new range products have been sold online, this will show us that the campaign has had an impact on consumers as Citizen Wolfs sales will increase.

By decreasing the price of Citizen Wolf's products, more units are more likely to be sold thus increasing sales, a decrease in price is imperative as nowadays consumers are more inclined to purchase a product if it is within their budget. Decreasing the price from 69 AUD to 49 AUD for a t-shirt will incentivize its purchase.

## **Conclusion**

In conclusion, the introduction of the Howler by Citizen Wolf range, supported by an high involvement transformational marketing strategy, will take Citizen Wolf to a younger target audience. By adopting this campaign plan, Citizen Wolf will build brand awareness, improve competitive advantage, increase sales and grow market share.



## Appendix

### *Strategy Selection Outline*

	<b>Market Partition</b>	<b>Target Group Selection</b>	<b>Message Element Selection</b>	<b>Rationale</b>
<b>Strategy One (Preferred)</b>	Howler	New Youth 18-30 years	Brand Ambassadors	A bolder style for a gen who aren't shy to show off their ethics and brand values
<b>Strategy Two</b>	Cotton Wolf	Grow Base 40-55 years	Magic Fit goes Mainstream	Partner with Australia's biggest retailer and make a real difference
<b>Strategy Three</b>	Wolf Pack	Milk Existing 35-50 years	Bulk Savings Package	Increase repeat sales from existing customer base
<b>Basis of Preference</b>	Product line extension separate to main brand	Young adults are the largest consumers of fast fashion	Increase brand awareness and capture new market	More likely to achieve sales and market share objectives at new price point