



GROUP 1



Emme Engel, Jenna Balousek, Mckenna
Fargo, Mia Thompson, Bridget Austin





★ Table ★ OF CONTENTS

Introduction: Revitalizing Gap

03

Consumer Primary Research

04

Category

05

Competition

06

Consumer

07

Culture

08

SWOT Analysis

09

Creative Strategy

10

Visual Tone of Voice

11

Initial Content Creation

12

Initial Media Plan

13

Sources

14



Introduction



Revitalising Gap



VISION

GAP IS A BRAND WITH DEEP ROOTS IN AMERICAN FASHION, KNOWN FOR ITS CLASSIC STYLE AND CASUAL ESSENTIALS. BUT IN TODAY'S FAST-PACED, TREND-DRIVEN MARKET, GAP HAS FACED CHALLENGES STAYING RELEVANT. THIS BOOK OUTLINES OUR STRATEGY TO REFRESH GAP'S IMAGE, RECONNECT WITH ITS TARGET AUDIENCE, AND RECLAIM ITS PLACE AS A MODERN, APPROACHABLE, AND CONFIDENT BRAND.



Consumer Primary Research

TARGET AUDIENCE

Fashion-conscious but practical consumers who care about quality and price.

Looking for everyday basics that are stylish, sustainable, and affordable.

Gap's primary consumers are young adults, and Gen Z people whose ages range from 25-35.

RESEARCH RATIONALE

We wanted to understand what prevents younger consumers from shopping at Gap and what would motivate them to return. We also explored what they expect from fashion brands today in terms of values, style, and experience.

Our research question:

- What do Gen Z and Millennial consumers want from a modern basics brand?



SUMMARY

Many consumers associate Gap with outdated styles or shopping habits from childhood. There's a perception that Gap lost its relevance. However, there is strong brand recognition.

Consumers are drawn to brands that take a clear stance on social and environmental issues. If Gap revamps its look, promotes sustainable practices, and aligns with current values, shoppers are willing to give it another chance.

SECONDARY RESEARCH

According to McKinsey, over 70% of Gen Z consumers say they try to buy from brands they believe align with their values. (McKinsey, 2023)

Sustainable fashion is projected to grow by over 9% annually through 2030 (Statista). A refocus on eco-conscious materials and ethical production gives Gap a competitive edge.



Category

COMPETITIVE FIELD

Gap is in the clothing brand category of casual apparel and is part of the fashion retail industry. Clothing is a universal need for everyone and is used by everyone daily, making this an incredibly competitive industry. Our direct competitors are H&M, Zara, and American Eagle because they all target a similar style and fashion with trendy, comfortable, and casual clothing.

PRODUCT CATEGORY

Gap is best known by its consumers for classic basics like everyday jeans, t-shirts, and sweatshirts. We have excelled in the past at selling basics, but in recent years, we have faced challenges keeping up with current fashion trends. Trends change often, and with Gap's target audience being Gen Z, the market needs more affordable, timeless, and trendy basics.

The casual fashion category is also impacted by fast fashion, meaning companies that respond to trends quickly and can meet people's wants fast are more successful because they can follow what the people want. Gap has a slower design cycle, making it harder to keep up with trends, but we are working towards being faster with our design cycle so we can keep up and compete with brands.

We are also working toward keeping up with online shopping and fast shipping. Consumers expect fast shipping and pleasing digital experiences while they shop online. We are going to work to meet these needs for shoppers to enhance the Gap experience.





Competition

ZARA

Zara is a fast-fashion brand that stands out by keeping up with trends quickly. In fact, Zara responds to trends by designing, producing, and launching new items in the span of two weeks, allowing it to keep up with them. Zara also has a global reach, which gives it a huge competitive advantage. They aim at fashion consumers who would rather have style than timeless basics.



H&M

H&M offers various styles for men, women, and children at low prices. Its target audience would be a younger demographic of people. They are known for being youthful and trendy and matching fast fashion through their wide range of fashionable items. H&M also has a collection called "Conscious" that offers a recycling program, making their company emphasize sustainability.



AMERICAN EAGLE

American Eagle is known for its denim and youthful, more casual apparel, making it a direct competitor to Gap. Through its marketing, American Eagle has had body positivity campaigns and shown that it is an inclusive brand. It owns a brand named Aerie, which has been growing very fast. American Eagle is also shown to target Gen Z people.

AMERICAN EAGLE





Consumer



CONSUMER PROFILE

GAP's typical consumer ranges from millennial to Generation Z. People of all genders who are looking for comfort and style in their wardrobe. Our consumers value quality basics while remaining an affordable budget. GAP shoppers may shop for just themselves or thier families as well, as GAP has options for the whole family.

NEEDS AND DESIRES

GAP's customers desire quality and comfort. They need to be sure that the quality will last over time and that fabric used can be worn and built upon based on weather and climate. Our consumers desire affordability and a family friendly shopping experience. Our customers need to know that when shopping with GAP, they can be sure to find affordable options for not just themselves, bur for the family as well.

PURCHASING PATTERNS

GAP's purchasing patterns can include seasonal shopping, sale and promotional shopping, online shopping, and loyalty driven customers. During seasons such as Christmas, back to school season, and spring, a spike in GAP customers might happen because of the festive and affordable options that they offer for all members of the family. GAP also benefits from customers response to sales and offers, gaining more purchasing customers. With the introduction of online shopping, more web traffic is created, causing an increase in purchasing online and in store as well.



Culture

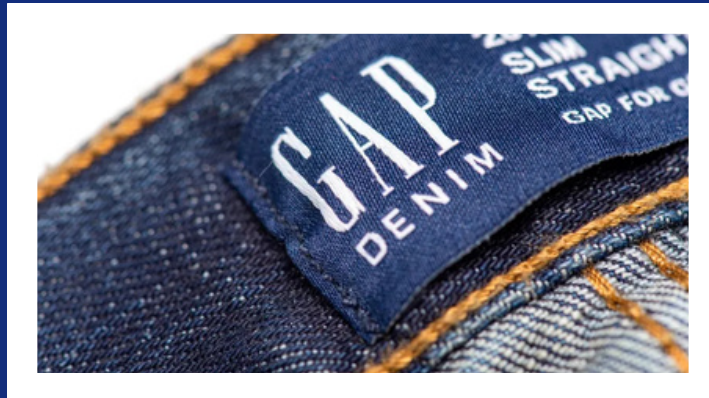
✦ A major trend that is likely affecting GAP is consumer's increased accessibility to fast fashion. In today's fast-paced consumer culture, rapidly shifting trends has made it challenging for brands like GAP to maintain relevance. Consumers, especially those of younger demographics, are gravitating toward brands that offer constant product output, low prices, and on-trend styles that reflect the latest micro-aesthetics as seen on social media. Examples of these brands would be Shein, Amazon, and TikTok shop, to name a few. This trend-driven mindset makes it difficult for brands rooted in classic, timeless basics to stand out in a market that prioritizes immediacy over longevity.

✦ In our current culture where the concept of "nostalgia" has been dominating fashion, GAP has a unique opportunity to reclaim its status by participating in the resurging popularity of 90s and early 2000s aesthetics. Gen Z and millennials are embracing vintage-inspired looks, from wide-leg jeans and logo hoodies to minimalist basics; items that were once GAP staples. By leaning into its reputation and reintroducing classics, GAP can position itself as the go-to brand for timeless style. A strategic revival of its visual identity, and product line can transform GAP from a forgotten mall brand into a nostalgic yet relevant player in today's fashion scene.





S.W.O.T. Analysis



STRENGTHS

GAP's key strengths lie in its strong brand recognition, diverse portfolio, and iconic casual wear. As a longstanding name in American fashion, GAP is widely recognized and trusted. Its ownership of Banana Republic, Old Navy, and Athleta allows it to reach a wide audience of consumers with varying lifestyles, tastes, and budgets. Known for denim, basics, and timeless essentials, GAP's casual wear remains a core part of its identity and consumer appeal, continuing to serve as a consistent draw for shoppers looking for comfort, versatility, and everyday style.

OPPORTUNITIES

Gap has opportunities to grow by expanding its presence in the sustainable fashion market, which is becoming increasingly important to consumers. Collaborations with influencers and strategic partnerships can also help the brand reconnect with younger audiences and boost its relevance.

WEAKNESSES

GAP's weaknesses include a slow design cycle and an over-reliance on discounts and promotions. The brand often struggles to keep up with fast-changing fashion trends, releasing styles too late to fully capture consumer interest before tastes shift again. Additionally, while frequent discounting and promotional strategies can help drive short-term sales, they risk weakening GAP's brand perception and training customers to expect lower prices rather than pay full value.

THREATS

Gap faces strong competition from fast fashion brands, which offer trendy styles at lower prices. Additionally, the company struggles to keep up with changing consumer preferences, making it harder to stay relevant in a fast-evolving market.



Creative Strategy



COMMUNICATION OBJECTIVE

We want to reignite GAP's relevance by repositioning the brand with a modern, trend-aware style that captures attention both in-store and online. The goal is to evolve GAP from being seen as just a basics brand to one that offers casual clothing with personality and creative flair. We're not just chasing trends—we're refreshing the core of what GAP stands for: quality, simplicity, and style, now with a more expressive edge. GAP shouldn't be seen as outdated or lagging behind more fashionable retailers, but instead as a confident, go-to brand for everyday style that feels fresh, current, and uniquely you.



VOICE

GAP's tone should feel modern, warm, and approachable. It's clear and direct, never trying too hard or overcomplicating things. We speak with quiet confidence, knowing our style is timeless with a fresh edge. The voice is friendly and encouraging, helping people feel good in what they wear and confident in their own skin. It's about self-expression made easy, not fashion made complicated.



BIG IDEA

GAP is Back: Casual Confidence

GAP offers versatile, high-quality pieces designed to be styled your way, giving you the freedom to express your individuality. The new collections feature modern fits, on-trend colors, and exciting collaborations that prove GAP is not just keeping up with fashion—they're owning it with confidence. With inclusive sizing and real people featured in their campaigns, GAP makes everyone feel seen and represented. It's a brand that's evolving with the times, showing that classic style can still feel fresh, expressive, and uniquely yours.



REASONING BEHIND BIG IDEA

GAP is experiencing declining sales, driven not just by the rise of online shopping, but more significantly by shifting fashion trends. The brand's current offerings—basic, personality-lacking pieces—no longer resonate with style-conscious consumers who can find similar items elsewhere with more flair. Our objective is to redefine casual clothing by infusing it with creativity and individuality. We want customers to wear GAP with confidence, seeing each piece as a reflection of their personal style and as a sign of the brand's fresh evolution in step with today's fashion landscape.





Visual Tone of Voice





Initial Content Creation

**THE KEY TO COPYWRITING MESSAGES IS
CONFIDENT, BUT FRESH AND SIMPLE.**

WE WOULD INCLUDE MESSAGES LIKE:

- "THE NEW ESSENTIALS – ROOTED IN COMFORT."
- "MINIMAL EFFORT. MAXIMUM STYLE."

**TAPPING INTO TRENDING VALUES LIKE SUSTAINABILITY, COMFORT, AND QUIET LUXURY, WE
WILL KEEP THE VISUAL SIDE OF THE ADVERTISEMENTS TRENDY BUT BRAND-ALIGNED.**



MODEL DIVERSITY

GEN Z AND MILLENNIAL
REPRESENTATION; VARIED BODY
TYPES, ETHNICITIES, GENDER
EXPRESSION.



AESTHETIC

EDITORIAL BUT APPROACHABLE.
THINK: CANDID CITY/STREET
PHOTOGRAPHY WITH SOFT
LIGHTING.



DESIGN INSPIRATION

- SLIGHTLY GRAINY FILM TEXTURES OR POLAROID-STYLE FRAMES.
- SPLIT-IMAGE LAYOUTS SHOWING ONE OUTFIT STYLED TWO WAYS (DAY-TO-NIGHT, WORK-TO-WEEKEND).





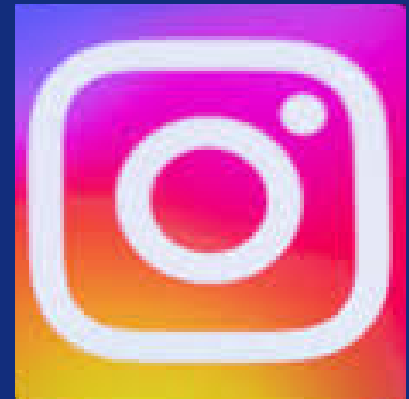
Initial Media Plan



TIKTOK



INSTAGRAM



AUDIENCE:
GEN Z
(AGE 25-35)

CHALLENGE CAMPAIGN:

#CASUALCONFIDENCECHALLENGE

- LAUNCH A TIKTOK CHALLENGE ENCOURAGING USERS TO SHOW THEIR FAVORITE "CASUAL CONFIDENCE" OUTFIT TRANSITION USING GAP STAPLES LIKE DENIM, BASICS, OR A HOODIE.
- USE TRENDING AUDIO AND PARTNER WITH CREATORS TO BOOST REACH.

INFLUENCER PARTNERSHIPS

- PARTNER WITH MAJOR GEN Z INFLUENCERS LIKE ALIX EARLE FOR TRY-ON HAULS, OUTFIT OF THE DAY (OOTD), OR "GET READY WITH ME" (GRWM) CONTENT FEATURING GAP.
- WORK WITH MICRO-INFLUENCERS TO CREATE AUTHENTIC, RELATABLE STYLE INSPIRATION ACROSS DIVERSE BODY TYPES TYPES AND AESTHETICS

BEHIND-THE-SCENES/DROP TEASERS

- SHARE SNEAK PEEKS OF NEW COLLECTIONS AND FEATURE UNSCRIPTED CONTENT, DAY-IN-THE-LIFE OF GAP DESIGNERS OR STYLIST, TO HIGHLIGHT TRANSPARENCY AND BRAND PERSONALITY.

CAROUSEL POSTS & REELS WITH HIGH-PROFILE TALENT

- COLLABORATE WITH PEOPLE LIKE HAILEY BIEBER, THE KARDASHIANS, OR SIMILAR FASHION ICONS TO CREATE ASPIRATIONAL YET MINIMALISTIC GAP LOOKS. THESE POSTS WOULD HIGHLIGHT THE BLEND OF COMFORT AND CONFIDENCE THAT GAP WANTS TO OWN.
- USE REELS FOR QIZK STYLING TIPS, AND GRID POSTS FOR POLISHED BRAND IMAGES.

"GAP IS BACK" SERIES

- A SERIES OF IG REELS AND STORIES HIGHLIGHTING TRANSFORMATIONS-BEFORE & AFTER CASUAL OUTFITS THAT BOOST CONFIDENCE. INCLUDE REAL COLLEGE STUDENTS, POST GRAD STUDENTS, AND CREATES AGED 25-35.

USER-GENERATED CONTENT

- ENCOURAGE GEN Z TO TAG GAP IN THEIR #CASUALCONFIDENCE FITS, AND REPOST THEM ON GAP'S OFFICIAL INSTAGRAM PAGE TO BUILD COMMUNITY AND MAKE THE BRAND FEEL ATTAINABLE AND INTERACTIVE.



Sources

<https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/gen-z-consumer-trends>

<https://www.statista.com/outlook/cmo/apparel/sustainable-apparel/worldwide>

<https://www.decorilla.com/online-decorating/modern-cottage-style/>

<https://www.ellaprettyblog.com/fresh-denim-for-spring-with-gap/>

<https://www.wholeblossoms.com/wedding-flowers-blog/a-modern-take-on-wedding-flowers-spotlight-on-white-tulips/>

<https://sourcingjournal.com/denim/denim-retail/gap-ecommerce-coronavirus-banana-republic-old-navy-denim-200526/>

<https://www.forbes.com/sites/cassellferere/2022/04/25/gap-inc-saves-over-500-million-liters-of-water-on-their-fabric-manufacturing/>

<https://www.pinterest.com/pin/126382333277249229/>

https://www.huffpost.com/entry/fashion-diversity-2016_n_585834bbe4b0b3ddfd8e084f