

# Lativ

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# Agenda

- Introduction
- Consumer insights analysis
- STP analysis
- Customer value
- Brand core competitiveness & Factors that need improvement
- Competitor analysis
- New customer value proposition and brand positioning
- Marketing communication campaign design



# Introduction

- Started at 2007
- Taiwan's brand
- Sell clothes、accessories and so on
- Cheap but has high quality
- Only has an online shopping platform





# Consumer Insights Analysis(2-1)

Official Website



Facebook



Line Group



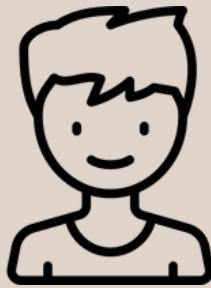
Instagram



- Products presented with pictures on official websites.
- Simple clothing style.
- Quality assurance.
- Often has discount activities.
- Comments are polarizing.



# Consumer Insights Analysis(2-2)



sample demographic:aged 18-24

No purchasing experience

45.9%

Reason:

- Few ads
- Lack of physical store
- Single style, no features
- Model photos are too stiff and unattractive

Have purchasing experience

54.1%

Reason:

- Affordable price
- Good quality
- Fast logistics
- Great return service
- Suitable for family groups.



# Conclusion



Maintain existing advantages

+

add potential advantages

"Propel Lativ internationally by leveraging young groups with social influence, attracting more consumers to make purchases."

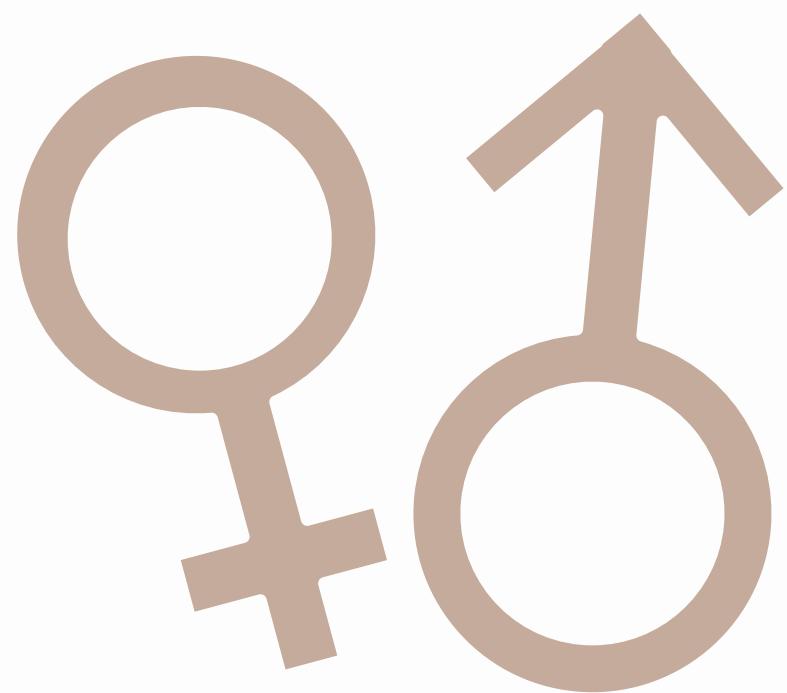




# STP analysis | Segmenting



Age



Gender



Income



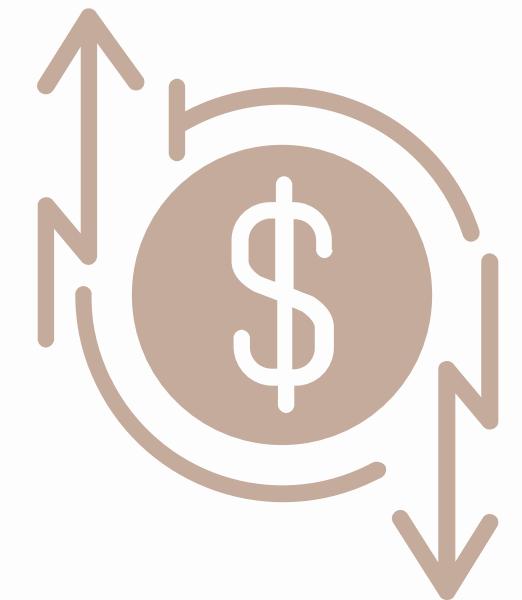
# STP analysis | Targeting



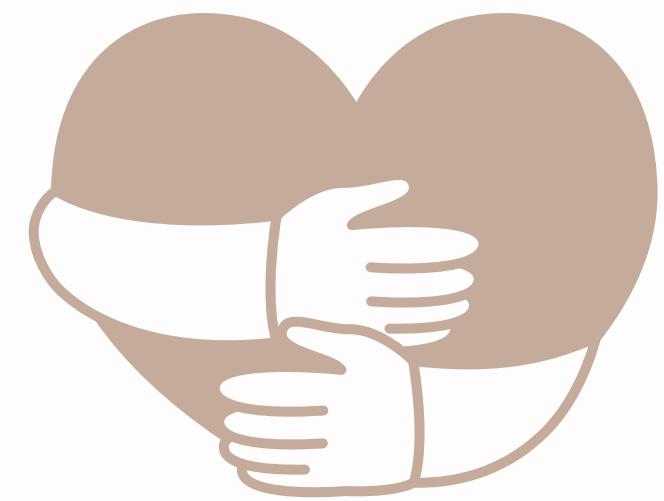
Adult consumers around 20-40 years old



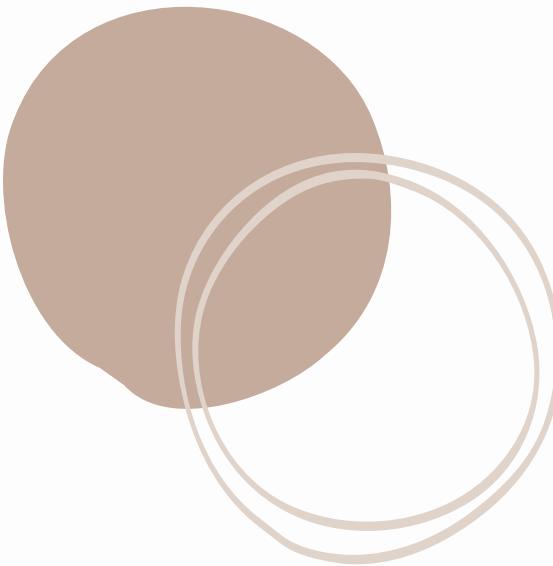
# STP analysis | Positioning



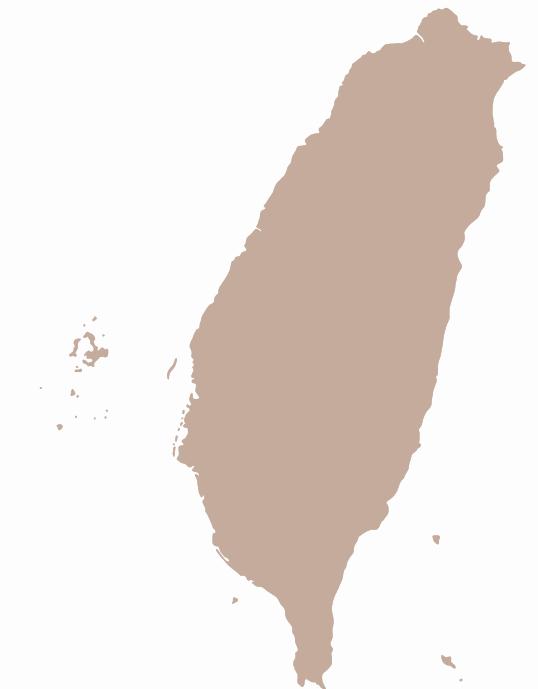
Affordable



Comfortable



Simple



MIT



# Customer Value

Customer  
Perceived  
Value

=

Total  
Customer  
Benefits

-

Total  
Customer  
Costs



# Total Customer Benefits

- **Product**

Close to each person's lifestyle

- **Service**

7-day return and exchange policy, online customer service.

- **Image**

Real, natural, comfortable.



# Total Customer Costs

- **Monetary cost**

The prices of Lativ clothing range from around 200 to 1500.

- **Time cost**

The time cost of searching for favorite items.

- **Mental cost**

The fatigue brought about by online shopping.



# Customer Value Analysis

- Identifying customer-valued attributes and benefits  
Cheap, comfortable, MIT
- Assessing the relative importance of these attributes and benefits  
Most customers consider it important.
- Evaluating the performance of Lativ and Uniqlo in key attributes/benefits  
Lativ cheaper than Uniqlo.
- Monitor customer value  
Should be more simple and versatile accessories and clothing available.



# Brand core competitiveness





# Factors that need improvement

- Starting with MIT, but later shifting the production line to another country
- The products are mostly basic designs
- Avoiding overly similar products
- No physical store



# Competitor analysis

lativ

- Mainly basic models
- price reduction promotion, online advertising
- Online store



NET

- Product diversity
- Promotions, celebrity illustrator endorsements
- Online&physical stores

- Mainly casual style
- Seasonal promotions, cooperation with designers
- Online&physical stores

# New Customer Value Proposition and Brand Positioning

- Combining Quality and Fashion
- Youthful Branding
- ESG and Sustainable Development
- Brand Image Integrated of Local Taiwanese Values—Warmth and Passion



# Brand Story

- Who : a young girl named Yijun 、 Taiwanese designer
- When : on a night with heavy rain
- Where : Tainan
- Why : moved by the designer's kind gesture and felt the warmth of Taiwanese hospitality
- What : Taiwanese warmth and hospitality,impressed by the quality and comfort of the clothing
- How : create a unique Taiwanese fashion brand called Lativ



“Taiwan Heart, Fashion Spirit”

台灣心，時尚情



# Pop up shop

**Fitting Area**

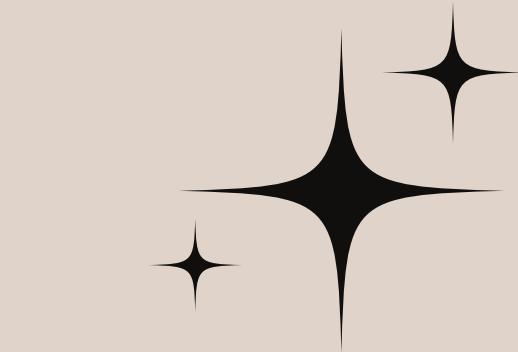
**Product Size Consultation**

**Right side of the store**

**Fashion Clothes Matching Area**

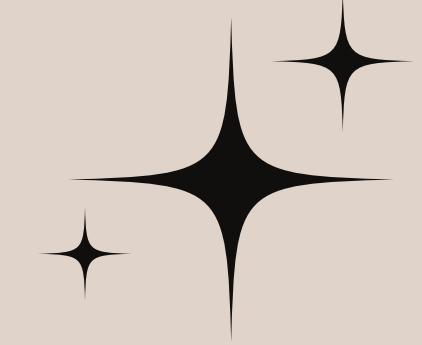
**Brand Story Area**

**Fashion Shooting Area**

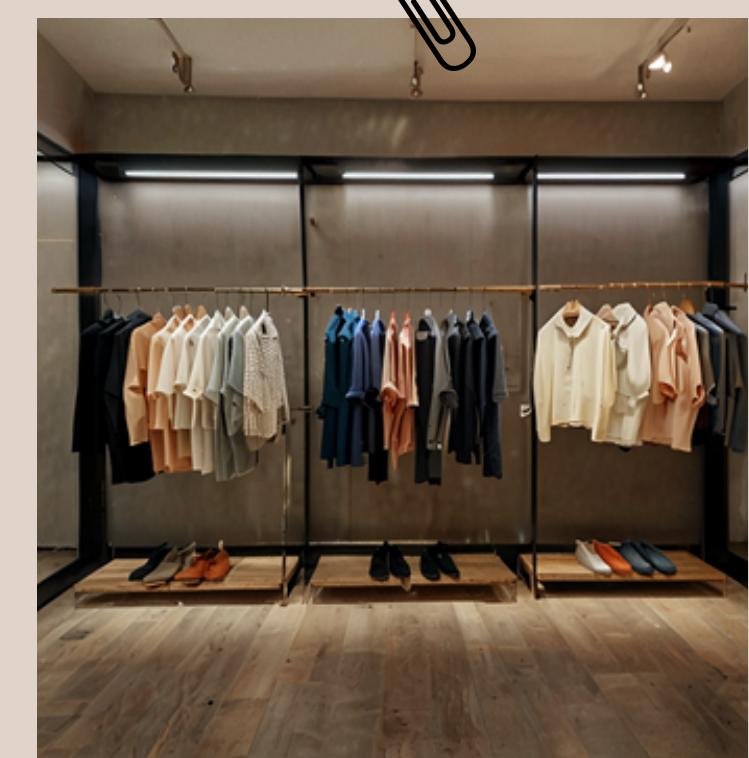
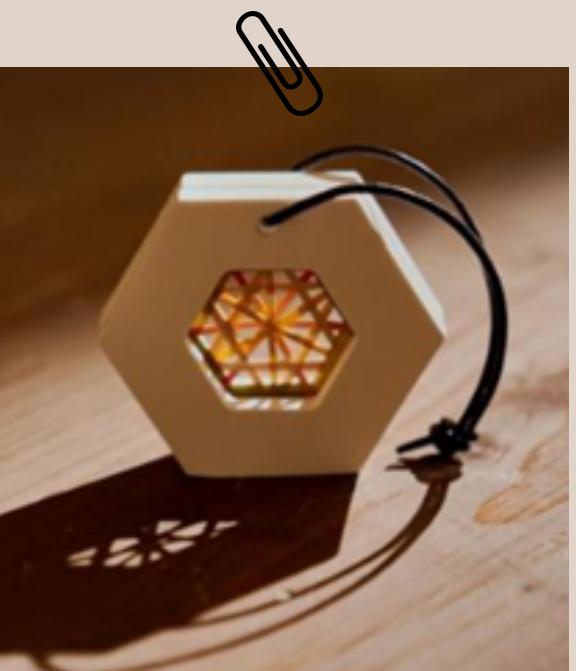
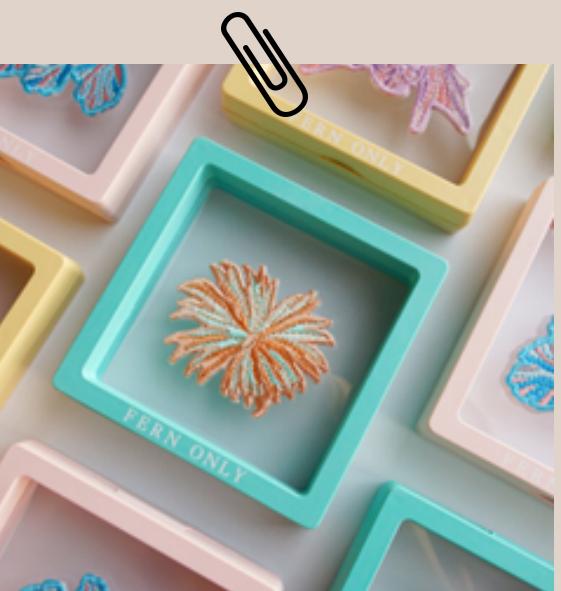




# Pop up shop

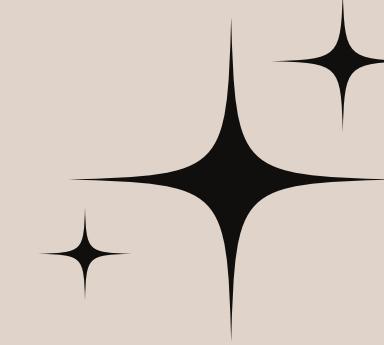


## Fashion Clothes Matching Area





# Pop up shop



## Objectives

Fulfill consumers' needs for physical stores.

Enhance consumers' shopping experience

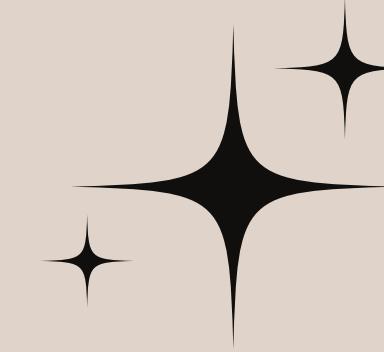
Deliver Lativ new concept.  
“Taiwan Heart, Fashion Spirit”

**Video about the content of the Activities :**

<https://www.youtube.com/watch?v=iTvsAwXtrXE>



# New OOTD activity

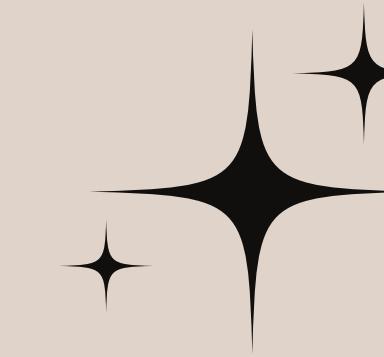


Launch an OOTD activity and request participants match what they feel is appropriate for Taiwan or best represents Taiwan's people.

[https://youtube.com/shorts/cfRy\\_oJFlZU?si=ZZy1kogoPKDKEb3u](https://youtube.com/shorts/cfRy_oJFlZU?si=ZZy1kogoPKDKEb3u)



# New OOTD activity



Participants :

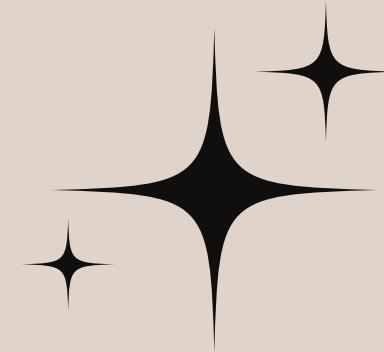
Take a photo or make a short video and tag lativ official account on Instagram.

Lativ :

Set a section about OOTD on Instagram story highlights and official website.



# New OOTD activity



## Objectives

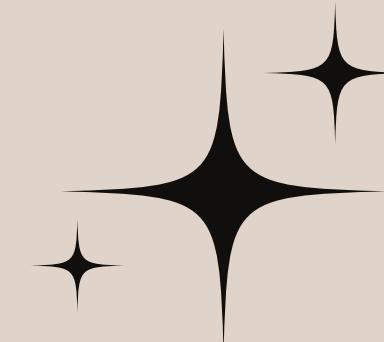
Increase brand exposure

Arousing the Public's Identity with Taiwan's culture

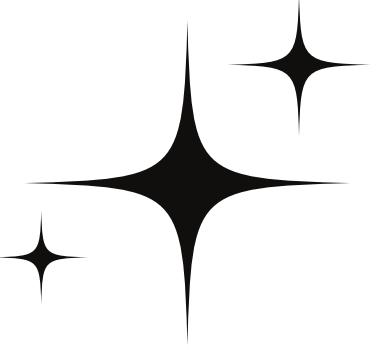
Collecting large amounts of data on customer preferences and trends



# Division of work table



陳孟萱	Customer value Brand core competitiveness & Factors that need improvement
陳鈺琪	Consumer Insights Analysis 、 Promotional video
胡善翔	New customer value proposition and positioning
陳又溱	Brand story、Pop-up store
邱妍馨	STP analysis、Competitor analysis
林怡瑄	Introduction、New OOTD activity



**Thank you !**

