



CAREERTU × PARISA WANG

Marketing Strategy & Competitor Research

A black and white photograph of two women standing side-by-side, both smiling. The woman on the left has long, wavy hair and is wearing a light-colored cardigan over a dark top. The woman on the right has long, braided hair and is wearing a dark blazer over a patterned top.

Agenda

- Audience & Segmentation Overview
- Competitor Research
- Action Plan



MARKETING GOALS & OBJECTIVES

Goal Statement:

- Phase 1 - have 150 waitlist subscribers by the launch day
- Phase 2 - convert the subscribers to sales (at least 50 bags)

Objective:

- Phase 1 - leverage social media exposure (e.g., Instagram posts and stories)
 - outreach top influencers and female tech founders to feature the bag
- Phase 2 - increase Instagram ads to remarketing subscribers with promo code (10% promotion offer)
 - optimize SEO & SEM strategies
 - launch the bag on popular affiliates, retailers, and ecommerce sites (Dealmoon, Shopbop, Bloomingdale's)

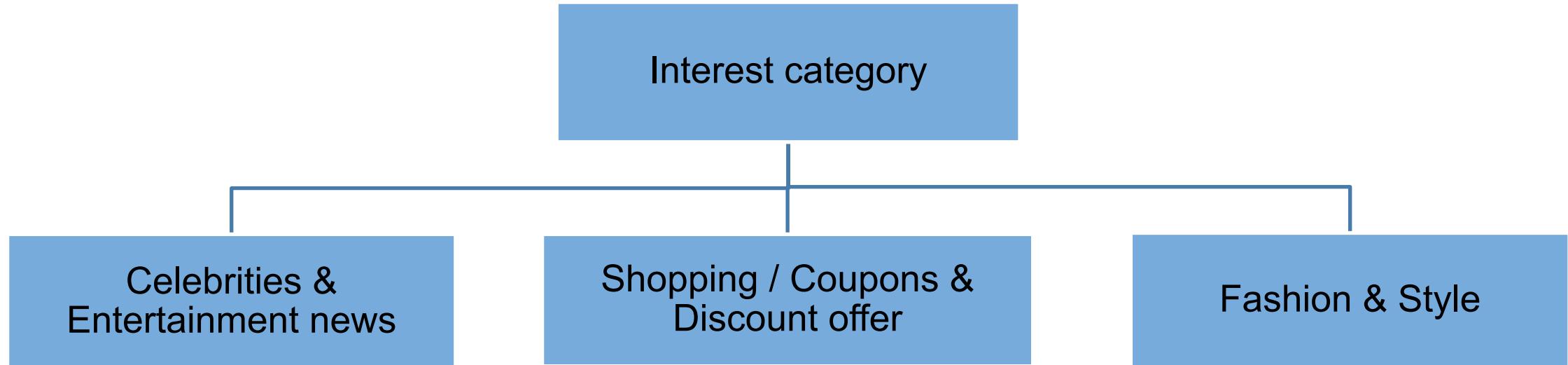
Audience Overview

- **Age group:** 18-34 (total ~66%)
- **Gender:** female (85.6%)
- **Consumption Distribution:**
 - United States (56.28%)
 - Asia (total ~18.17%)



Audience Overview (Cont'd)

- Audience Interest Category

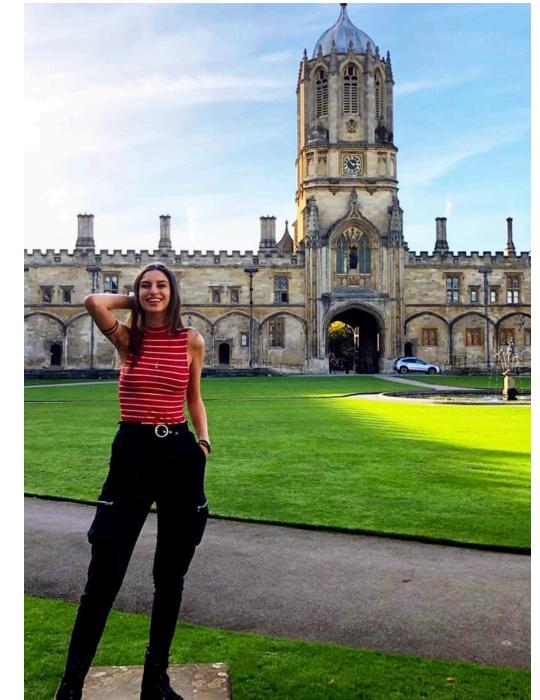


Audience Overview- Conclusion

- Young and modern Asian (China, Hongkong, Taiwan) and United States women with age 18 – 34
- Highly interested in celebrities and entertainment news, shopping (coupons and discount offers), fashion and style
- Based on the demographic and psychographic characteristics, we need to focus on marketing related to aesthetic design, functional to empower women to have their own unique lifestyle

Persona 1

- **Gender:** Female
- **Age:** 18 - 22
- **Location:** United States
- **Profession:** College students/students with part-time job
- **Income:** makes <\$1500 a month
- **Shopping behaviors:** Heavy users of social media, especially Instagram; online shopping (shopbop, bandier e-commerce site)
- **Decision Making:** Driven by peers, influencers, and featured press
- **Make her life valuable:** Something fun to share on social media platforms; chat with friends of study, fashion; buy something with affordable cost and multifunctional



Persona 2

- **Gender:** Female
- **Age:** 23 - 29
- **Location:** Taiwan, China (mainland), Hongkong
- **Profession:** Entry level professionals; young working women
- **Income:** \$2000 - \$5000 per month
- **Shopping behaviors:** Heavily rely on e-commerce such as Taobao and shopping Apps; view notes shared on Weibo and blog
- **Decision Making:** Driven by celebrities and influencers; peers; fashion press; social media platform
- **Make her life valuable:** fashion products; efficient shopping experience; sale and discount; satisfy needs



Persona 3

- **Gender:** Female
- **Age:** 30 - 34
- **Location:** China (Hong Kong, Taiwan), United States
- **Profession:** Professional women/Senior level; housewife
- **Income:** <\$7000 per month
- **Shopping behavior:** Visiting and shopping of luxury brands and premium website (Farfetch, Ssense); social media platform recommendations
- **Decision making:** Driven by celebrities and influencers; peers; fashion press; social media platform
- **Make her life valuable:** fashion and functional products; enjoyable shopping experiences



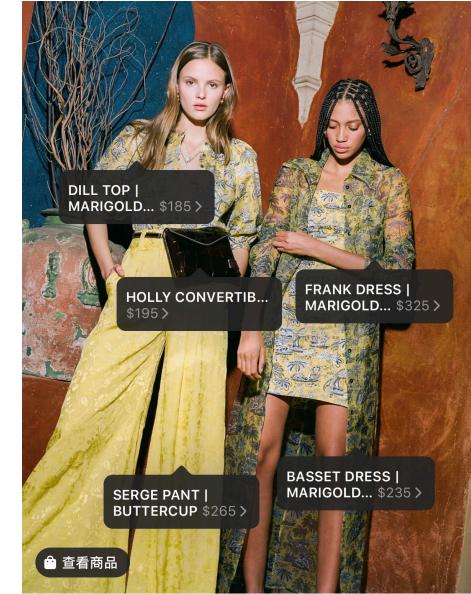
Competitor Overview

Competitors have same target groups of audiences who are modern working women pursuing fashion and simple lifestyle. They aim at empower women based on their various philosophical and aesthetical ideas from making products with high-quality, functionality, sustainability, and stylish. Competitors all have positive performance on social media channels such as Instagram and market reactions such as featured press reports and influencers' posts.

- Competitor 1: Staud Clothing
- Competitor 2: Dagne Dover
- Competitor 3: Senreve
- Competitor 4: Cuyana
- Competitor 5: Mlouye

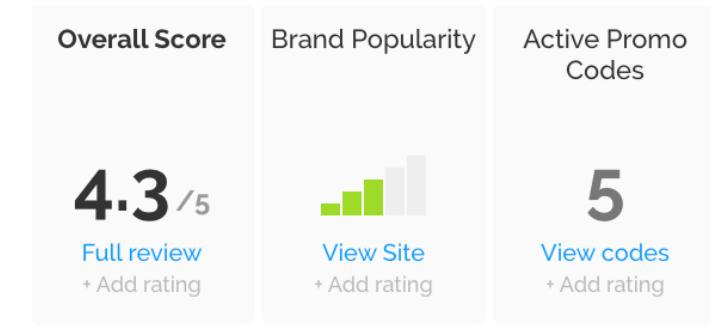
Competitor #1 - Staud Clothing - Positioning Research

- **Audience:** young and fashion women
- **Pain point:** hard to find fast fashion and luxury, care about price (especially income < \$100,000)
- **Solution:** style versatility, timeless quality, remain affordable.
- **Proof:** playfulness and fashion of bag design, exclusive womenswear, price range \$100-\$600, 20% off all sale items, STAUD 15% off
- **Social listening:** fashion and stylish, positive attitudes.
(Instagram: thousands of likes and comments with emoji and praise words)
- **Messaging:** look chic and not have to spend a fortune; fitfulness, high quality materials



Competitor #1 : Staud Clothing - Product Research

- **Pricing range:** \$100 - \$600
- **Market reaction (readings & reviews):** review score (4.3/5) is based on STAUD's customer rating; review polarization (provided by Shopbop)
- **Distribution:** STAUD is carried in a hundred plus retailers worldwide; charge for international shipments
- **Product line:** clothing, handbags, shoes, accessories



Eleni910
NY

[See all reviews by Eleni910 \(4\)](#)

★★★★★ Absolutely Gorgeous

Love this bag and have seen it and the smaller version on various bloggers posts that I follow. I am glad I got this size it is perfect for everyday.

[report inappropriate content](#)



Still Blonde
Michigan, USA

[See all reviews by Still Blonde \(82\)](#)

★ ★ ★ ★ ★ Nope nope.

this was seriously hilarious on. the over coverage bib thing was sooo much longer than the short skirt underneath. Really not a good look.

Sizing: True to Size / As Expected



Competitor #1 : Staud Clothing - Promotion Research

- **Channel**

- Google paid search
- Instagram (ins story and posts)
- Facebook (shop now)
- Affiliates and e-commerce sites (Shopbop, Saks Fifth Avenue)
- Pinterest

- **Sales event**

- Winter Warm-up Sale
- STAUD Sample Sale
(Nov 19th 2019 – Nov 24th 2019)

Ad · www.staud.clothing/ ▾

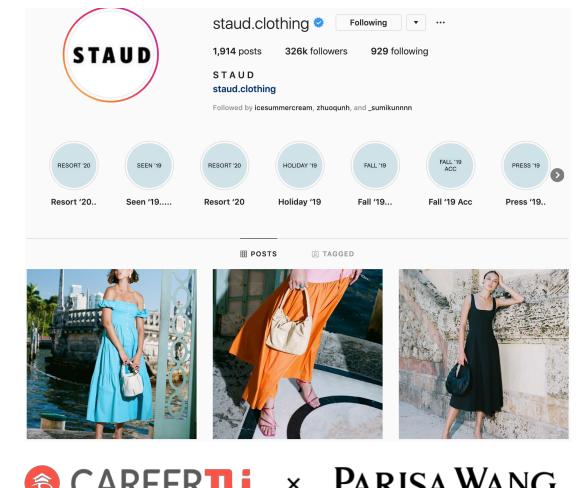
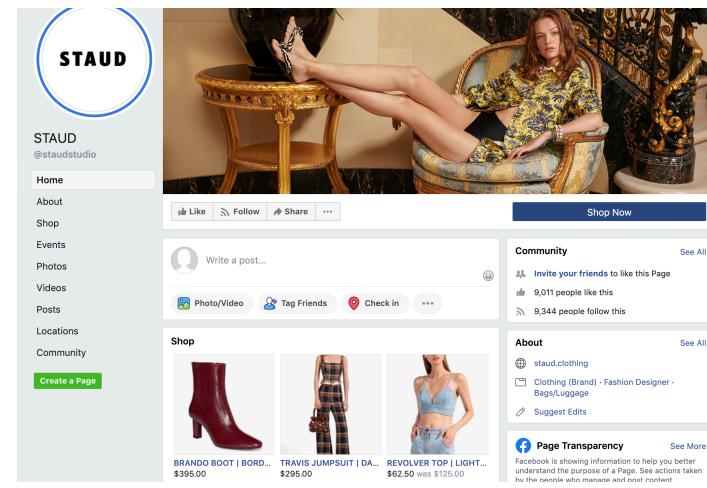
STAUD Official Site | 15% Off Your First Order

Browse the latest in **apparel**, handbags, shoes, and exclusives only available at...

Ad · www.shopbop.com/ ▾

STAUD Clothing | Winter Warm-Up Sale | shopbop.com

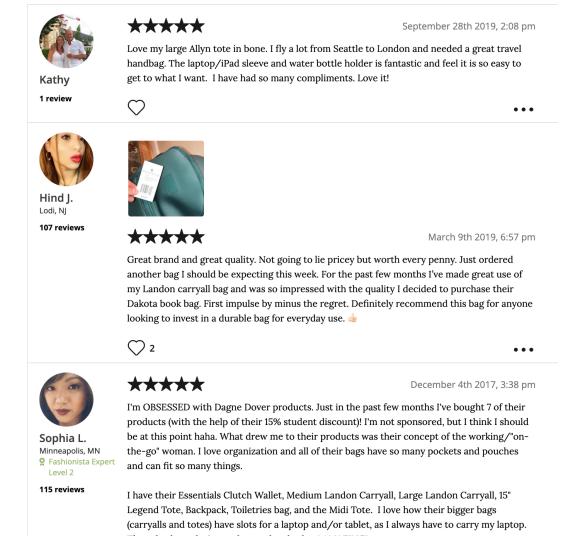
25% Off Winter Essentials. Free & Fast Worldwide Shipping. Secure & Easy Checkout. More...



CAREERTU x **PARISA WANG**

Competitor #2 : Dagne Dover - Positioning Research

- **Audience:** professional and fast-paced lifestyles women
- **Pain point:** seek for the combination of formal and fashion
- **Solution:** offer career-friendly fashions, fusing fashion with athlete-caliber function
- **Proof:** eliminate the hassles of traditional, black-hole bag interiors of command-center handbag
- **Social listening :** highly positive evaluations
- **Messaging:** stylish, multifunctional, convenient, super organized

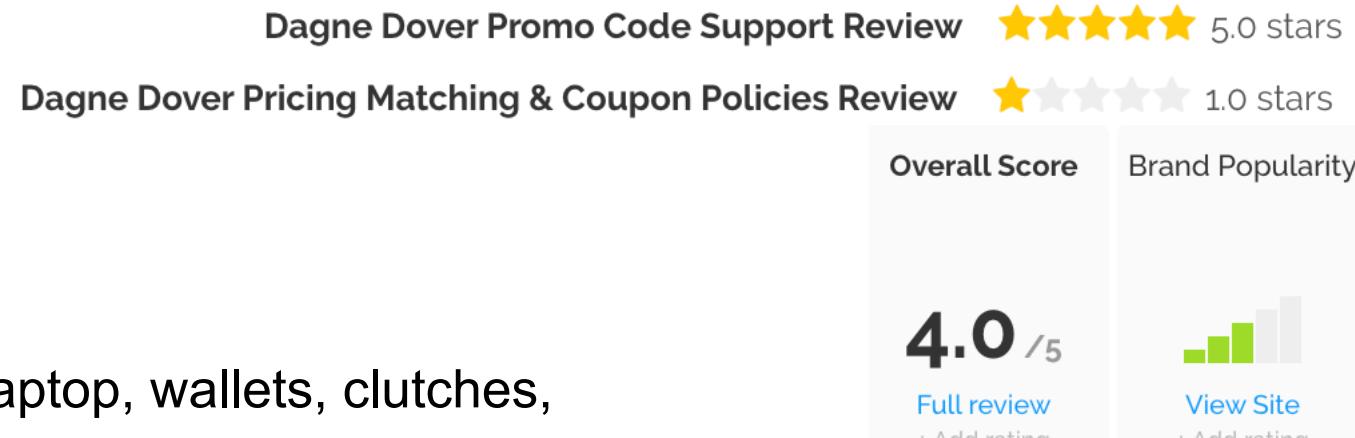


CAREERTU

x PARISA WANG

Competitor #2 : Dagne Dover - Product Research

- **Pricing range:** \$20 - \$400
- **Market reaction:** review score (4.0/5)
- **Distribution:** International distribution
- **Product line**
 - styles: totes, backpacks, duffles, crossbody, laptop, wallets, clutches, mini bags, pouch
 - lifestyle: fitness, travel, work, baby, unisex
 - featured: collections, new arrivals



Competitor #2 : Dagne Dover - Promotion Research

- **Channel**

- Google paid search
- Instagram (192k followers)
- Facebook (direct website link)
- Retailers and e-commerce sites
(Bandier, Nordstrom, Equinox, Apple, Shopbop, Lyst)
- YouTube

- **Sales event**

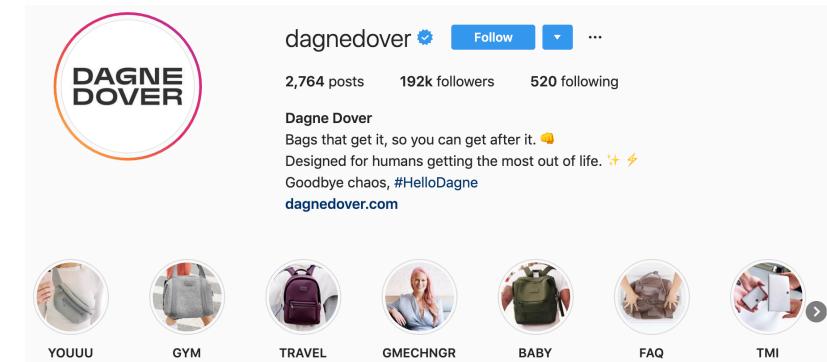
- Dagne Dover Cyber Monday Sale
- Black Friend Sale

Ad · www.dagnedover.com/ ▾
Dagne Dover - Official Site | Carry Something To Talk About
Bags That Keep Up With Badass Humans. Free Shipping. Free Returns. Share Dagne & Save 25%
Email Sign Up 10% Off. Get \$25 with referrals. Free Shipping & Returns. Styles: Neoprene,
Leather, Coated canvas.

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Dagne Dover | Try Before You Buy - The Lobby
Dagne Dover now available from The Lobby. Stop paying for clothes before you try them. Try
today and only pay for what you keep.

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Shop Dagne Dover up to 70% off | Exclusive sale now | lyst.com
Find Dagne Dover up to 70% off on Lyst. Shop the new collection! Search thousands of stores in
one place. Lyst - Your world of fashion! Over 12,000 Designers. Get Sale Alerts.
70% Off Sale - New Season Knitwear · Shop Women's · New Season Collection · Shop Men's

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Dagne Dover sale | Code 15ForYou Save up to 25%
Sale Event: use Code 15ForYou and Save up to 15% Off your app order. Free & Fast...



Competitor #3 : Senreve - Positioning Research

- **Audience:** professional women; women in fashion industry
- **Pain point:** pursue fashion and beauty bag in their busy lifestyles, luxurious and functional
- **Solution:** blend of elegant design, impeccable quality, innovative construction
- **Proof:** sleek structured and designed, handcrafted (100% Italian leather), durable and water-resistant, lightweight to make travel-friendly and appropriate for business meeting
- **Social listening :** “Senreve’s bag is worth the price”
- **Messaging:** everyday and fantasy, tradition and innovation, design and versatility



Jennifer R.
North Hollywood, CA
0 friends
5 reviews

★★★★★ 1/7/2020
I am so impressed with your company and customer service. This truly is the bag of a lifetime. I will be a faithful customer! Thank you so very much.

My mini senreve which I purchased used and use every day was showing some wear on the strap. I contacted the company and they were so kind to me and sent me a replacement. I am so impressed how they go above and beyond to make the customers feel valued and important. It is rare to find such professionalism in the retail world but Senreve, you are beyond what I could have hoped for. Thank you thank you thank you.

Useful Funny Cool

Jess P.
Aiea, HI
0 friends
3 reviews
5 photos
[» review](#)
[» sd review](#)

★★★★★ 4/18/2019
I'm absolutely in love with my senreve bag. I actually have 3 different styles and all fit different parts of my life. They were definitely designed with sense and luxury in mind (the leather and structure is just so lovely).

My favorite of all is my maestra bag (just recently got my 2nd one!). It is the BEST work bag. I am constantly carrying a laptop (and then some) for work, and the maestra bag is an essential part of getting through my day. I love the style and design of the bag. I normally grab and use it as a satchel, but on those days that I carry a lot, instead of going through the painful/ annoying ordeal that shoulder straps create, I can transition it to a backpack... hello relief! The sturdiness of the bag is also amazing and perfect for traveling too.

Competitor #3 : Senreve - Product Research

- **Pricing range (\$600-\$1000)**
 - Maestra (\$895-\$995)
 - Midi Maestra (\$795-\$875)
 - Mini Maestra (\$695-\$775)
- **Market reaction**
 - business and fashion industry report
 - influencers' blog posts, tweets
- **Distribution:** worldwide distribution with free shipping
- **Product line:**
 - Everyday: Maestra, Midi, Mini, Doctor Bag, Voya Tote
 - Weekend: Aria Belt, Coda Belt, Cross Body, Chain Strap
 - Small: card wallet, passport holder



Competitor #3 : Senreve - Promotion Research

- **Channel**

- Google paid search
- YouTube (40K+ views)
- Yelp
- E-commerce site: Shopbop, Farfetch
- Instagram (127k followers), Facebook (21k followers)
- Press: VOGUE, WWD, InStyle, Forbes

- **Sales Event**

- rarely sale on official website
- Nov-Dec, May-Jun sale on Shopbop and Farfetch

Ad · www.senreve.com/ ▾

Senreve Italian Handbags | Beauty Meets Versatility

Designed For The Multi-Faceted Modern Woman. Free Shipping & Lifetime Warranty. Convertible styles. Micro-suede interior. 100% Italian leather. Luxurious & functional.

Where To Buy

Buy Online Or At A Retail Location Near You

Midi Maestra

Meet Our Latest Edition to the Maestra Family

About Us

Senreve Is Inspired By The Women Who Do It All

As Seen On

See How Your Favorite Celebs Are Styling Senreve



STOP! Watch this before buying a Senreve Maestra Bag *Everything you NEED to know - ALL 3 SIZES *
Mel in Melbourne • 40K views • 2 weeks ago
STOP! Watch this before buying a Senreve Maestra Bag *Everything you NEED to know about ALL 3 SIZES * Mini vs Midi vs ...



How SENREVE is EVERYWHERE on Social Media | Not Sponsored
Kelly Jane • 51K views • 2 weeks ago
I've seen the Senreve Maestra bag featured on so many luxury YouTuber's channels – and in many of your 2020 wish list ...



WATCH THIS BEFORE BUYING SENREVE MAESTRA BAG | HONEST REVIEW - PROS AND CONS
BonjourAika • 36K views • 12 months ago
SUBSCRIBE! I hope you'll enjoy this review on Maestra Bag from Senreve. This is an American brand which creates work bags ...
4K

Senreve Claimed

 47 reviews [View Details](#)

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 [senreve.com](#)

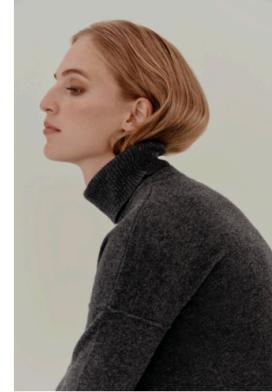
 (415) 723-2519

 Get Directions

 Message the Business

Competitor #4 : Cuyana - Positioning research

- **Audience:** modern working women who seek for simple but fashion lifestyle
- **Pain point:** different styles of date dressing (being bold, feeling feminine); affordable
- **Solution:** match the clothes for different styles for head-to-toe with high-quality; closing the gap between luxury goods and affordable fashion
- **Proof:** launch Cuyana Woman Series; created by skilled craftsmen throughout Europe, United States; reasonable price
- **Social listening:** meet customers' expectations; “fewer, better”; “simple, elegant”, yelp (3.0/5)
- **Messaging:** fewer, better, sustainability, environmental-friendly, design



★★★☆ 12/17/2019
1 check-in

This show room is nice. It's in Union Square so if you go around Christmas time you have a great view of the tree and ice skating.

They have most items they sell available to look at, but not all. Also, they do monogramming right there which is nice. I enjoy it because I like to see the size of a bag or accessory in person, if I can.

The staff is always friendly and helpful when I've stopped in. You have to buzz yourself up at the intercom outside the building and then head up to the second floor.

Useful Funny Cool

★★★★ 5/19/2019

I agree with the philosophy of Cuyana, products that are “fewer, better” and I do love the price point and the “simple, elegant” designs. I had a quality problem with a product and was amazed at the customer service I received: top notch! I felt Cuyana went above and beyond and quickly issued me a store credit so I was able to replace my bag. The two salespeople in the SF store were outstanding, super friendly, helpful and very customer oriented- was a pleasure. Thank you!

Competitor #4 : Cuyana - Product research

- **Pricing range:**
 - bag (\$80-\$500)
 - clothes (\$30-\$900)
 - leather goods (\$30-\$200)
 - accessories (\$50-\$300)
- **Market reaction**
 - press report of brand origins, founder (Forbes)
 - positive influencers reviews
 - effectively launching #fewerbetter campaign on social media
 - Physical store in Los Angeles, San Francisco to allow people shop collections
- **Distribution:** International shipping to certain countries with shipment fee \$25-\$85
- **Product line:** bags, clothing, jewelry, accessories, and leather goods



Work Bags



Off-Duty Bags



Travel Bags

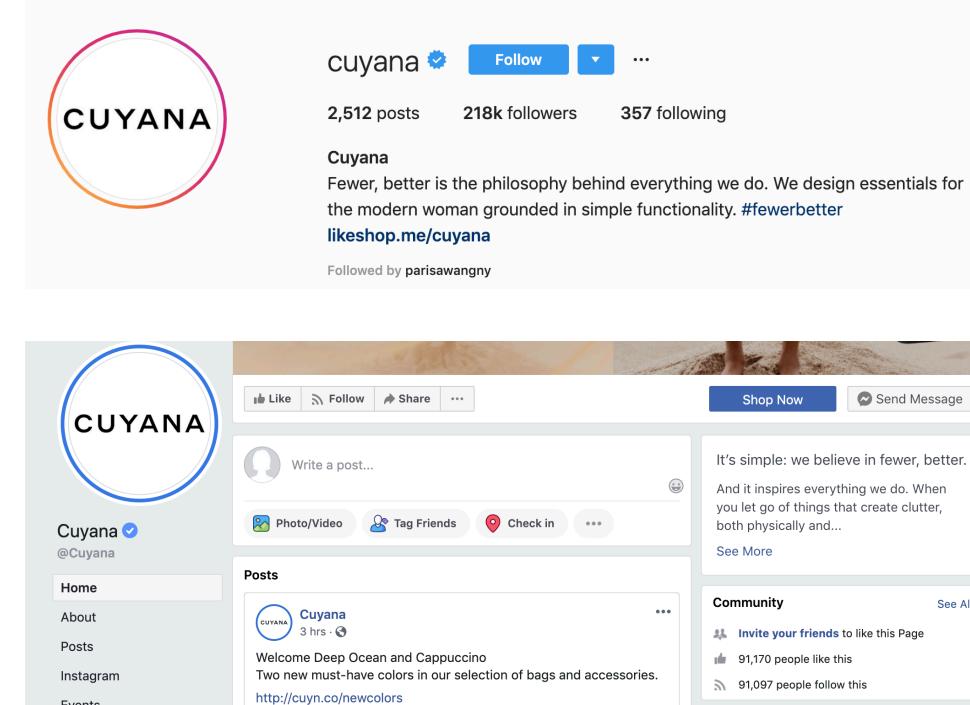


Daily Organizers

Competitor #4 : Cuyana - Promotion research

- **Channel**

- Instagram (218k followers and website link)
- Facebook (91k followers)
- retailer and e-commerce sites (lyst, The RealReal)
- press release (Vogue, Forbes)



- **Sales event**

- Black Friday
- partner retailer sites

Competitor #5 : Mlouye - Positioning research

- **Audience:** young modern women who highly focus on aesthetic
- **Pain Point:** pursue bold and versatile design, on the way towards fashion
- **Solution:** Mlouye merges industrial design and fashion, creating functional handbags made of luxurious and honest materials to improve people's lives in small but important ways
- **Proof:** innovation of unexpected shapes with smart details, functionality and a new luxury feel with a contemporary price point
- **Social listening:** overall score is 4.0/5, but brand popularity is 2.0/5
- **Messaging:** quality material, good design, craftsmanship, sustainability

mlouye
mlouye.com

4.0 /5
8 ratings
+ Add rating



CUSTOMERS REVIEW THEIR MLOUYE EXPERIENCE.

MINI FLEX HOBBO - BABY PINK

A friend showed me your designs and I was instantly obsessed! Now I have the Mini Flex and love it!
Thank you.
Cheryl Y, USA

MINI BOX BAG - BLACK

I just wanted to tell you how much I love the mini box bag, it's absolutely gorgeous in person! ❤ I keep telling everyone how soft and comfortable the straps are, all bags should be like that hahaha :-)
Emma C, USA

Competitor #5 : Mlouye - Product research

- **Pricing range:** \$200-\$500
- **Market reaction**
 - highly mentioned by influencers, youtubers and press
 - topic of #niche handbag labels
- **Distribution:** worldwide distribution and complimentary express shipping for all orders
- **Product line**
 - business bag
 - innovation bag
 - tool bag
 - wallet



SMALL NAOMI - PASTEL



SMALL HELIX - LIGHT GRAY

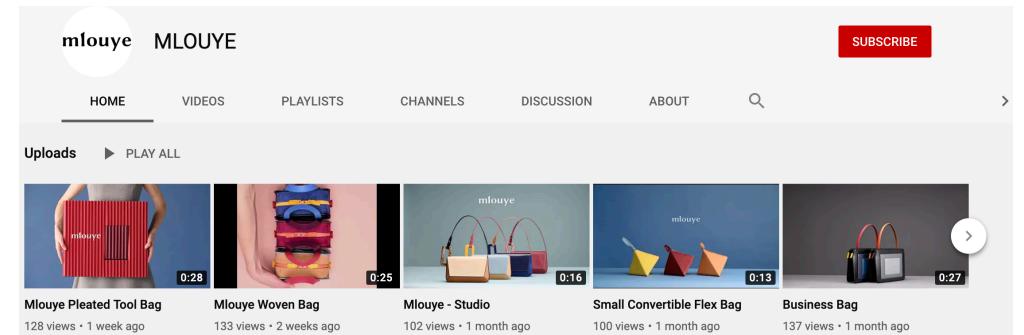
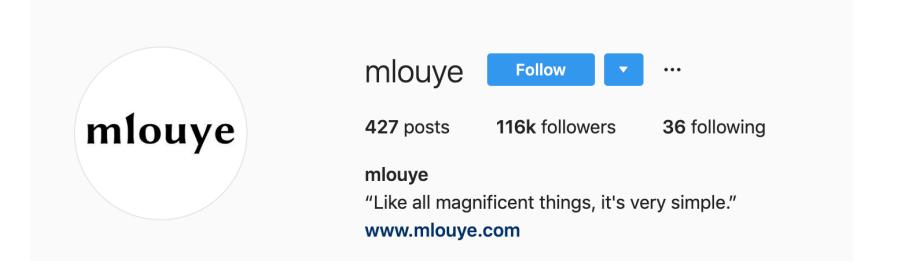


NAOMI BELT BAG - MULTICOLOR

Competitor #5 : Mlouye - Promotion research

- **Channel**

- Instagram (116k followers)
- Pinterest
- YouTube (20k+ views)
- E-commerce site: Shopbop, The RealReal

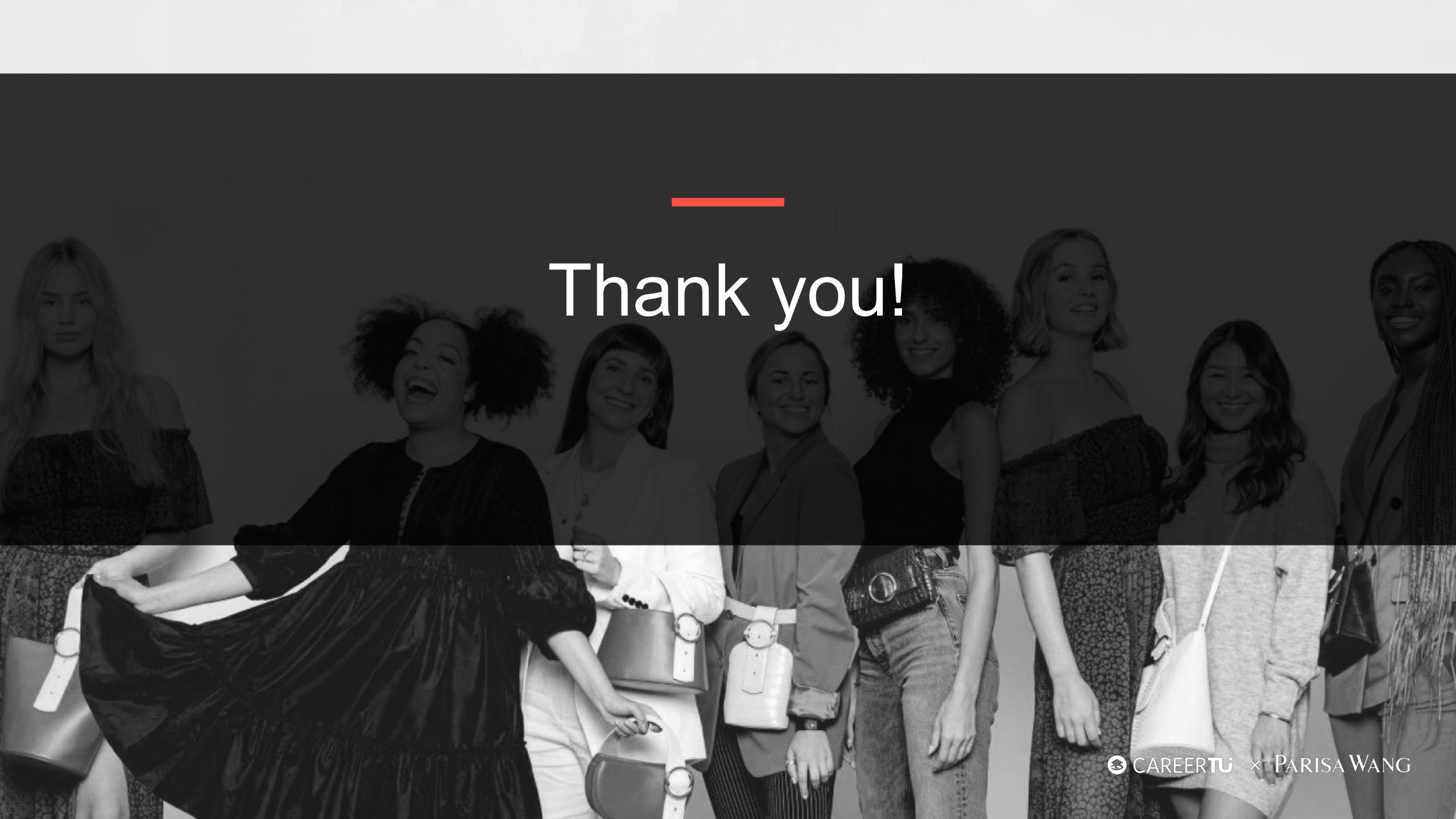


- **Event**

- Winter Warm Up
- Cooperation campaign “Whistles x Mlouye”

Media Plan

Channel	Timeline	Budget	Targeting	Messaging
Instagram	End of Feb – beginning of March	\$0	Existing customers	Launch of new bag; “Tech x Fashion” (ins story and posts, website link)
Facebook	End of Feb – beginning of March	\$0	Existing customers	Launch of new bag; “Tech x Fashion” (with image, website link)
Email	March	\$0	Existing customers/subscribers/ followers/ past 30 days site visit/potential customer (pixel)	Launch of new bag; “Tech x Fashion” (with image, website link)
Facebook paid ads	March	\$5,000	Existing and potential customers	“Tech x Fashion” bag; influencers image and video; coupon
Instagram paid ads	April	\$5,000	Middle funnel customers who have brand awareness and we encourage them to subscribe	“Tech x Fashion” bag; influencers image and video; coupon
Google paid search	After launch	\$7,000	Lower funnel keywords/high purchasing intention keywords	Key words: handbag, fashion, tech, functional, premium, high quality, women



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Thank you!