Part1:
Group Formation

We have known each other for two years and have worked together twice. We all think we have a great understanding of each other. After a series of negotiations, we reached a willingness to cooperate.

Lulu Hou
←

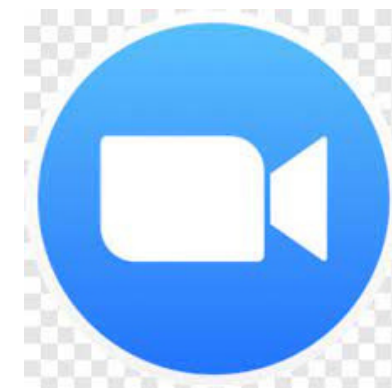Tingting Shi
→

Basic Information

Tingting Shi

- **Major:** Fashion Design
- **Current Location:** Shanghai, China
- **Main responsibilities:** Market Research and Data Analysis
- **Contact**：Zoom, Wechat

Lulu Hou

- **Major:** Fashion Design
- **Current Location:** Atlanta, USA
- **Main responsibilities:** Inspiration and Artistic Creation
- **Contact**：Zoom, Wechat

Part 2:
Topic Selection and Concept Brief

Target Brands

First, Select three similar target brands and ultimately identified Marr Knull as a marketing target.

< fengchenwang ✔ 🔔 ···

1,024 帖子 **11.5万** 粉丝 **150** 已关注

Feng Chen Wang
NOW AVAILABLE: SS21 COLLECTION
Symbolising human connection and community.

Future-modern, Authentic, Multidimensional... 展开
sandraamador.xx、**alexzhao7364** 和 **angelchenwig** 关注了

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820 帖子 **6.4万** 粉丝 **981** 已关注

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< marrknull_official 🔔 ···

226 帖子 **2.9万** 粉丝 **123** 已关注

MARRKNULL
服装（品牌）
Press Contact： @autrementpr
Sales contact Paris： @boonparis
Sales contact Shanghai： @tubeshowroom
marrknull.myshopify.com
Beijing, China

Brainstorm

Company Culture

◆ **MARRKNULL** is a Chinese brand that likes to reflect on life and dig for China's flashpoints. The brand pays attention to the spiritual culture of the cultural edge and the marginal group. Deconstruction is good at using innovation to integrate multi-culture into clothing, paying attention to the investigation of apparel, using particular cuts and outlines to express the young generation's unique view and angle of view of social culture, breaking the limitation of gender. The designer hopes to break through tradition and the bondage of gender by expressing conflicts and contradictions in the clothes and the new youth culture to the public through fashion.

Topic 1: City Special

The brand focuses on the urban-rural fringe of Shanghai, China. So through this feature, you can deepen the brand in the city and the link between art. First of all, the brand can focus on the urban and rural areas in the shooting selection, clothing design and network copywriting, and other aspects of the infiltration of urban characteristics. Second, if the brand opened some flagship stores and pop-up stores, the brand can combine the elements of different cities with doing some new products and visual furnishings.

Topic 2: Movie memory

The film and television play records the history of one kind of high-efficiency performance form. To more intuitive dissemination of Chinese characteristics, stimulating the audience's film and television memories is an effective marketing method. First of all, brands can draw inspiration from movies and TV series to do some individual series or peripheral products, but we feel this method is not creative enough. Second, the brand can introduce the concept of cosplay, film and television drama, remolding, and rewriting. When necessary, designers can combine costume, stage, and music with building a brand new movie memory.

Topic 3: Brand Image Enhancement

To enhance the brand image and follow sustainable development, the brand can adopt a recycling program. Used goods recycling is a customer welfare policy, mainly aimed at some customers with high loyalty. When customers offer used clothing that they have purchased from the brand, the brand reinvents them, such as designer clothing, furniture, accessories, etc. The main direction of used clothes collection is some particular show style because many show style clothing is not high. To avoid the waste of resources, the brand will give some outdated shows a new life.

Goal Setting

Goal setting: considering the feasibility, we finally chose the combination of the movie scene and the show. The core of the brand design is China's marginal culture, so we choose some well-known Chinese films.

Part 3:
Brand Analysis

SWOT Case Study

Topshop SWOT Analysis

Strengths

- Using Nordstrom for brand awareness and to test where they should open flagship stores in the US (see locations map)

Opportunities

- To open new flagship stores in the US in locations that they see are doing well in Nordstrom (but near, not exact location)

Weaknesses

- Lacking flagship locations in the US

- Nordstrom already has top retail locations in the US

Threats

- If they keep opening more pop-ups with in Nordstrom they will not have spaces to open flagships unless they pull out of Nordstrom

25

FENDI

STRENGTHS	WEAKNESSES
Prestigious brand image Recognizable worldwide Using celebrities in advertisement Strong quality control Successful entry into various fashion avenues, including fragrances, accessories and apparel	High price for products High carbon footprint in production Replicas create a problem to brand identity
OPPORTUNITIES	THREATS
Low-cost materials Interests cooperation with. Competitors (collaboration trend) Market expansion to new regions	Price deflation Increasing price of raw materials Other luxury brand competitors

Our SWOT

Strengths —

1. The brand positioning is precise, belongs to the pioneer experimental designer brand. Focus on China's unique county culture, with a clear target audience.
2. China's unique sub-culture (county culture) is the most significant selling point of the brand, and the standard of Chinese designers is rising day by day.
3. Open-ended thinking. Multi-professional brand name, breaking the single inherent idea.

Weaknesses —

1. Brand operating costs are high, independent design survival difficult, money is tight
2. Lack of professional team, independent operation of designers, scattered energy. Designers design and know-how to operate, engage in marketing, after-sales management, and so on.
3. Designers emphasized local cool Chinese subculture but ignored the market demand and aesthetics.
4. The designer brand is small in scale, limited in resources, and limited in the marketing channel.

Opportunities:

1. Tasteful niche designers are becoming more and more popular, and consumers are starting to design for more audiences and the meaning behind them.
2. The Chinese consumer market is becoming more and more mature, and the unique consumption concept of the Chinese people is beginning to form.
3. Brand marketing costs are reduced because of the spread and speed of the network. On the other hand, if you want to keep your brand alive, the quality of your product is as important as the quality of your advertising.
4. Promote a wide range of sales channels, such as offline or online order meetings, e-commerce, etc.
5. Brand alliances are strong. Aligned brands help each other to increase brand impact and reduce overall costs.
6. Predecessors in the business world were willing to help bring in talented designers.

Threats:

1. The design work is not the market audience is narrow, because the style is too avant-garde or not daily.
2. The investors disapprove. Because the professional designer team is time-consuming and laborious to prepare, as the direct copy board efficiency is high, the profit is fast.
3. For the same price, consumers are more likely to buy well-known brands.

External Environment:

SWOT

Competitor Analysis

Competitor Analysis

FENGCHENWANG

MARRKNULL

@MARRKNULL实验室

Basic Information Compare:

FENGCHENWANG

MARRKNULL

【Population】

Men and Women aged 25-35

【Location】

Shanghai, London, Paris, New York

【Population】

Men and Women aged 20-25

【Location】

Beijing, London, Paris

More In-depth Information

FENGCHENWANG

- 【Brand Core Value】Chinese traditional culture redesign (traditional printing and dyeing technology combined with modern technology);
- 【Brand Cocept】"Future-modern, authentic and multidimensional," focusing on technical deconstruction;
- 【Brand Style】 Create both functional, conceptual, and personalized neutral clothing.

MARRKNULL

- 【Brand Core Value】Sub-culture with Chinese characteristics (mainly county culture);
- 【Brand Cocept】The Vanguard Designer brand pays attention to the cultural edge and the edge group's spiritual culture. The long multiculturalism into the costume.
- 【Brand Style】 Good at women's clothing-based relaxed soil style, but trying to break the tradition, break the shackles of gender.

Fengcheng Wang

Marrknull

Other Unisex Fashion Brands

13 MONTH

ADER

NOHANT

1

Genderless Clothing Lovers

◆ Unisex——
Gender-neutral clothing is not simply mixed but in the design of blurred boundaries between men and women, such as adding to men's clothing pleats, tassels, and other female elements. Because Marrknull's brand culture is based on a diverse and complex gender culture, the brand respects the right of many asexuals to express themselves.

2

Other Brands of Unisex Fashion Events

Gucci's "Epilogue"

'Bosie's "2020 Summer"

'Converse's "Shapes"

Subculture Fashion Brands

Vivienne Westwood

CONVERSE

Dr. Martens AirWair WITH Bouncing SOLES

JAWBREAKER

Subculture Lover

Because Marrkull specializes in fringe cultures, he has incorporated many subculture elements into his designs, especially those specific to China. Therefore, those who do not want to follow the trend and try to break the subculture have become one of the brand's targets customers.

Curious Millennials

Niche Consumption

Like to communicate the idea of the brand, deeply involved in the design process of products and services;

Lazy Consumption

Internet consumption as mainstream, brick-and-mortar stores has been hit.

Lead Consumption

Credit card consumption is increasingly common, but the not wayward purchase will be a rational choice of investable products

Business Issue Description

- ✦ The outbreak has led to restrictions on production and sample shooting, as well as a significant reduction in sales and display channels. As a result, brands have to try new ways of expressing themselves in realizable situations.

- ✦ The digital display of the fashion industry has become an opportunity and challenge in the future.

- ✦ For a growing Chinese brand, a new sense of confidence and pride is needed. As designers emphasize China's indigenous subculture, brands need to build this value to the masses through a combination of aesthetics, satisfaction, and region.

- ✦ Lack of brand awareness, lack of professional marketing team.

Key Success Factors

Identification

- Brand founders from the architectural and apparel fields, the combination of cross-disciplinary, can bump up more unexpected creativity points.

- Brand to China's unique county culture as the background and the designer himself has long lived in this Chinese culture, deeply understanding county culture's essence.

- Marrknull's influence and achievements are not confined to China. The brand's first collection was invited to launch at Berlin Fashion Week and won the New York VFILES Young Designer Award in 2018. In addition, her work has appeared in Vogue Germany, Vogue Thailand, Vogue Italy, DAZED, WWD, Glamcult, Punkt, and many other international magazines. DAZED has rated it as "Made in China will be redefined as a brand that shakes up Chinese fashion."

- Marrknull's unique design expression of subculture. With an anti-fashion attitude, the concept of an exciting theme conveys an excellent fashion attitude.

Analysis

The designers hope to integrate the deconstructive thinking in the architecture into the costume and pay attention to the change of the whole structure. Based on deconstruction and splicing, it is combined with Chinese traditional clothing structure. Deconstruct old, outdated styles with a sense of humor.

Marr Kull tries to combine the past and present in Chinese culture, excavate the shining points in the context of Chinese culture, and explore the subtle relationship between different regional cultures through clothing. Reflect on the normal state of contemporary life and enlighten the new generation of youth.

With a strong sense of theme and interest to reflect on the current society, triggering global media attention and discussion. Marrknull, meanwhile, is Nothing in Common in the worldwide marketplace.

Show the new youth culture, break the tradition, show yourself.

Opportunity

Chanllenges

What do we lack? What can we improve on?

OPPORTUNITIES:
- A new generation of young consumers is embracing the work of designers who are less well known but who can express their taste and personality. MARRKNULL thinks contemporary fashion is more about how to express each person's different personalities through clothing. What everyone pursues is the expression of their inner character through clothing, not just a simple gender division.
- Now the network spread and speed are very fast, brand marketing cost is low. To promote a wide range of sales. Under the influence of COVID-19, for example, many brands have developed an online fashion show to replace the runway.
- Independent designer brands with the same goal cooperate with each other, not only can bring the growth of brand influence, but also can reduce the overall cost.

Challenges:
- There is no market for styles that are too unique and novel, and while Marr Knull's target audience has always been young people with a taste for subcultures, in this group of customers, there is a segment of young people who can't afford to buy from an independent designer brand.

- For the same price, some consumers prefer to buy famous brands. This part of potential customers believe that brand awareness and broad are more important than innovative design and concept. At this level, Marr Knull has not reached the stage of naming an international A-list brand.

Research Goals

The event's goal is to find new ways to display products, pursue digital fashion expression, and ultimately improve the brand image so that the public increases brand value recognition. According to current research, although the brand held a fashion show in London and let many people see China's marginal culture, there is no mature display of products platform and way. And, since the outbreak, restrictions on online display have had a severe impact on brand awareness and sales. Therefore, this part of the research aims to investigate how young people like the digital dissemination of fashion information, such as blogs, the Internet, or live broadcast. At the same time, look for ways to create a sense of brand value, such as suggestions and opinions on brand videos.

Selection and Justification of Research Format

◆ For our primary research, we did a qualitative survey in the form of interviews. First of all, based on the last part of the study of consumers, we selected several different categories of consumers, including fashion workers, artists, the general public, and professional propagandists. Second, in this study, we focused on understanding how brands can build a sense of value.

◆ The second survey was a quantitative survey of popular digital fashion media. This section uses a questionnaire survey to find an efficient and economical way to promote digital brand products, such as brand video, viral advertising, professional blog sharing, or the Internet celebrity economy.

◆ Finally, we will check on-the-spot inspection of some valuable brands or scenes. For example, we looked at brands with similar styles and brick-and-mortar stores. Or look for life scenes that are suitable for filming. At the same time, look for some of the sub-culture shops and understand this group of people's living habits and status.

Quantitative

↓
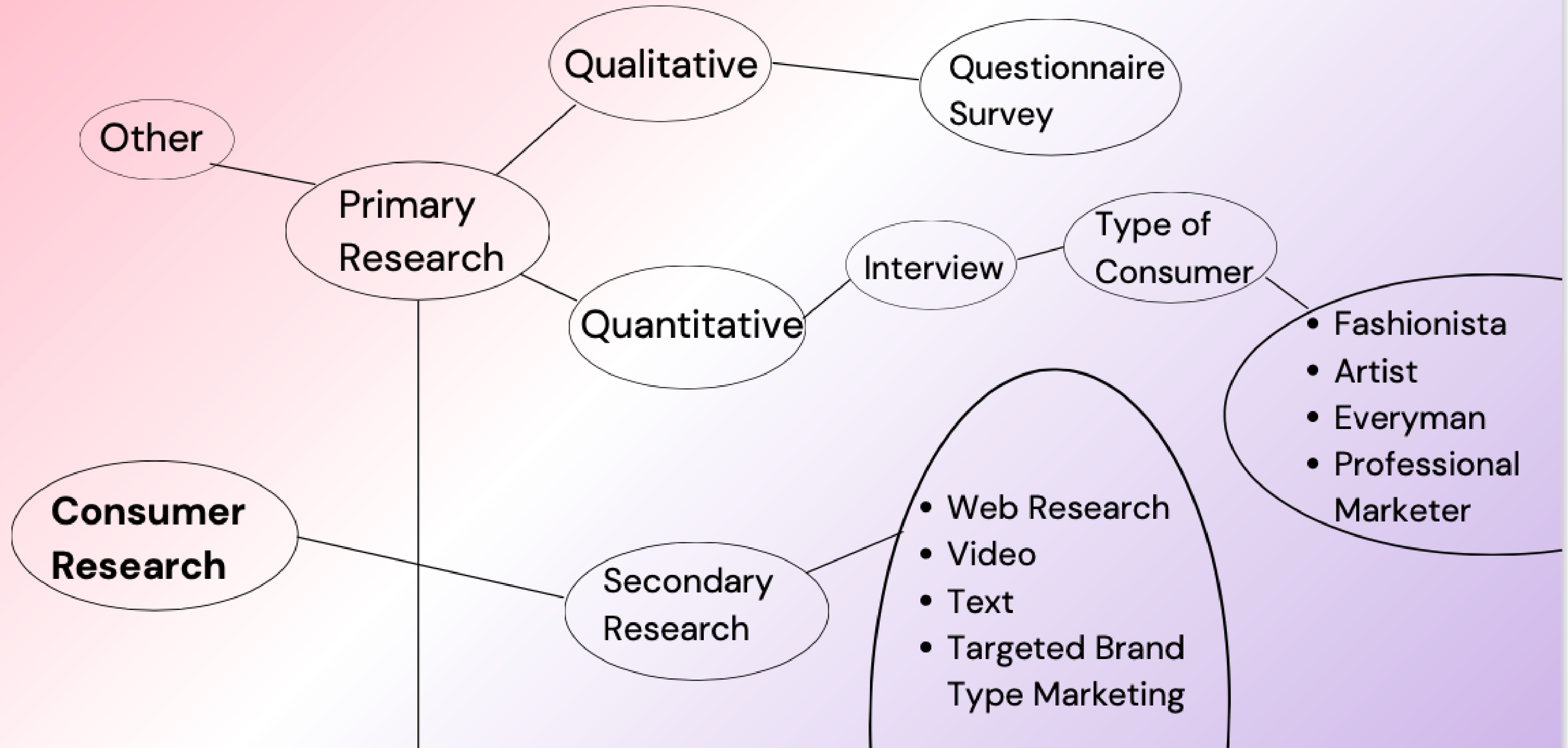
Questionnaire Survey

↓

The Digital Presentation of Fashion

↓

- Which of the following is your age range?
- Where do you get your most fashion information?
- Do you often use digital means to know fashion? Like a network, a blog, a TV, or a social network.
- If a brand uses blogs for advertising its brand, what type of information do you want to see?
- If a brand uses online videos to promote its brand, what kind of movies do you like?
- Would you rather watch celebrity testimonials or live webcasts than read about your brand?
- Do you know of any other digital presentation of fashion?

Qualitative

Qualitative Interview

Promotion of Brand Image and Establishment of Brand Values

- Does the brand image affect your desire to buy the brand?
- What do you think brand values are?
- What actions or activities do you think will enhance your brand's values?
- What do you think should be paid attention to when carrying forward brand values of marginal culture brand?
- What brand impression do you think this brand has given you? What values?

Research Analysis
Interview

Interior Designer

As an artist, she chooses clothes that suit her style and image when buying products. And she believes that brand values should be communicated directly through design. But, for now, she feels that a pop-up store or branded documentary is an effective way to increase the brand's impact. For niche brands, it's essential to identify and promote your brand.
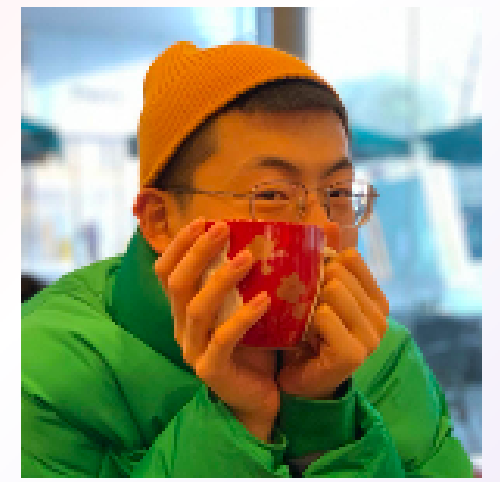
Fashion Designer

As a fashion designer, he will look at the brand image more objectively. When buying a product, he usually has a deep understanding of the brand concept. In his view, brand values should be an attitude, not just fabric. That is to say, every event or promotion of the brand should be closely linked with the brand's values and accurate positioning. He says the biggest challenge for niche brands that love fringe cultures is to follow the crowd and lose their autonomy.

Professional Marketer

As a professional propagandist, she pays great attention to the brand image and calls for the brand to have image consciousness. She believes that the brand's value should be reflected in the details, not just the pieces of clothing but also the unity of the campaign style. In brand promotion, she felt that many niche brands often mismanage their boundaries to the point of angering the public. She believes that the spread of marginal culture should be faced with a more cautious attitude, which will be conducive to promoting brand image.

Generally Consumer

As an ordinary consumer, when buying products, he will consider the brand image, but not strong awareness. He often reads brand testimonials to try to understand the brand's values but in small numbers. For his part, he sees clothing as an adornment that needs to function as a source of confidence, rather than as a pursuit of a bizarre aesthetic.

Research Analysis

Quantitative_ Questionnaire Survey

Consumers almost always get their fashion information from the Internet, with shopping sites and social media accounting for the lion's share. Through the consumer to the different promotion platform understanding, the blog is more suitable for sharing professional fashion information and the brand activity. Creative video is also a great way to spread the word. To better reach the public, celebrity effects and live webcasts can also enhance brand awareness.

Consumers are becoming more aware of the brand image and trying to understand the brand's values when they buy. Some design-conscious niche brands are getting more attention. However, appropriate, measured marketing is crucial to the promotion of marginal culture brand image.

Qualitative_ Interview

Positioning Strategy 1

Due to the low brand awareness, it needs to launch viral marketing on the network, mainly in abstract story-based fashion short films. According to an interview with the designer, many of his works are inspired by architecture and martial arts movies and incorporate concepts of deconstruction and reinvention into the design. So the film will also take this perspective and merge the existing works with the different urban buildings and reassemble them in a montage. Not only that, to comply with the digital trend, the film will not use actual scene shooting, but through video editing techniques to achieve a virtual effect. After the film is made, the brand will launch on video sites such as Youtube. At the same time, brands can start their official blogs, which can be used to post important decisions and share fashion attitudes. This will be more conducive to the public understanding of brand values.

Positioning Strategy 2

Suppose a brand wants to get closer to the public. In that case, video alone can not increase the interaction between the brand and consumers, so urban street photography and live broadcast become an essential strategies. First of all, live address selection is in line with the brand temperament of the city corner. Can let the ordinary people feel the charm of the brand up close. In addition, designers like to use fabrics to explore the relationship between the modern and the past. This method of using modern technology to spread art is just in line with the desire for design. Finally, the novelty-seeking mentality of the masses can make the brand gain considerable attention in a short period and may also expand many potential customers. And models and addresses are chosen in public familiar with the place, not only low marketing costs but also allow consumers to produce an immediate sense of empathy.

Part 5: The IMC Process B

Communication Objectives

"Movie Memory" is the process of re-creating and disseminating brand images by combining Marrkull's existing designs with the concept of the brand and drawing inspiration from scenes in movies or TV dramas. The communication objectives of this campaign are to spread brand values, increase brand awareness, increase exposure, and broaden the means of communication to expand digital brand promotion channels. Through this event, the brand hopes that the public can promote the brand promotion of Chinese subculture, respect for the original, and free expression of the label. In addition, some familiar movie or TV drama scenes quickly arouse public sentiment, increase attention, and even attract more celebrities' multi-channel delivery. Not only that, the campaign will be promoted from multiple social platforms or multiple media categories to achieve the viral spread of advertising.

Communication Mix

Other Social Media

Primary Medium

We want to use Instagram as our main media. As an independent designer brand, the brand ultimately wants to use online sales as its main marketing tool. First, technological change has transformed traditional marketing. Social media is a new and effective way for companies to market, sell, collect and share information about their products and services. Second, social media has enhanced customer relationships and customer service, reducing marketing and customer service costs. Third, it gives organizations easier access to information about customers and competitors. At the same time, small and medium-sized enterprises (SME) have limitations in financial resources, so marketing through social media sites provides a favorable channel for SME marketing activities. Fourth, Instagram is one of the social media platforms that enable the company to reach its target audience visually. Finally, comparative advantage and collaboration are essential factors in the adoption of Instagram. The study also found that technology strategy was a crucial moderating factor between SME's comparative advantage, interactivity, collaboration, and adoption of Instagram. (1) This shows the importance of Instagram as a great marketing tool for independent designer brands.

1. Instagram as a Marketing Tool for Small and Medium Enterprises. July 2020 , International Journal of Technology Diffusion 11(3):48–59. DOI:10.4018/IJTD.2020070103

Secondary Media

Complementary social media, we intend to use similar short video or non-official propaganda forms and ways to try viral marketing. For example, make everyday clothes, shoot show bloopers, and share tips on studio inspiration. Nearly 38 percent of TikTok users in the United States are over 30. Low commercial competition provides a huge opportunity to reach a large number of people at a relatively low cost to facilitate viral advertising. One of the cool things about TikTok is that it allows people to add various editing effects and background music to their videos. In addition, people can "Like," comment, or share their favorite videos with other users through apps such as direct messaging or text messaging when interacting with videos. According to a study by the influencer marketing center, TikTok beats all other platforms in terms of engagement involving accounts of all sizes. (2) It can be seen that interactivity is an essential factor in spreading the dither. Initially, we need to consider working with relevant creators on the platform. To increase their brand awareness. Second, as small and medium enterprises, we would choose to run In-feed ads on dithering because they are cheaper and more efficient than other forms of advertising.

2. 8 Useful TikTok Marketing Tactics. https://neilpatel.com/blog/tiktok-marketing/

Team of Talents

Public Relations

Summary

In this campaign, control the advertising at the appropriate time and opportunity for proper exposure. Because brand values involve fringe cultures, PR needs to guide advertising or designer interviews that involve inappropriate language to avoid negative influences.

Job Requirements

- A certain degree of sensitivity to the current social situation and hot news;
- A strong command of the language, timely detection of problems;
- Strong internal and external leadership.

Event Marketing

Summary

This work involves following up on the entire Event, including pre-Marketing, production follow-up, and documenting the response. The early promotion applies to posting brand announcements on social media, such as mood maps. Production follow-up refers to the process of recording the production of highlights or sidelights to assist publicity. To include feedback is to count the viewing data and input from each design platform.

Job Requirements

- Proficiency in social software such as Instagram and Tiktok;
- Have an excellent aesthetic level;
- Skilled in image or video production techniques, such as PS, PR, etc.
- Uses software commonly used in the office, such as Excel.

Influencer Collaborations

> **Instagram**
>
> lilmiquela
>
> MATTRESS FIRM
>
> 1/3
>
> 25,872 次赞
>
> lilmiquela Batteries on LOW LOW means a new mattress for my charging dock. Wanted a past SO BAD but now I... 展开

Summary

Because celebrity endorsements are so expensive, this section has chosen people from the general public or fashion trendsetters representing the brand to promote the event online.

Job Requirements

- Have a unique fashion taste and wear aesthetic;
- In a small scope has a specific fan base;
- Personal values are in tune with the brand.

A Preview of the Instagram Event

- Fan interaction
- Bloopers
- Fashion trailers
- Influencers posters

Final Video

- Collecting marketing results and analysis

March 1 – April 1

April 1 – May 1

May 1 – August 1

July1 – September 1

- Ambiance
- Poster
- Interview with a designer
- Series intro

Process Follow-up

- Viral
- Live brand
- Retweet
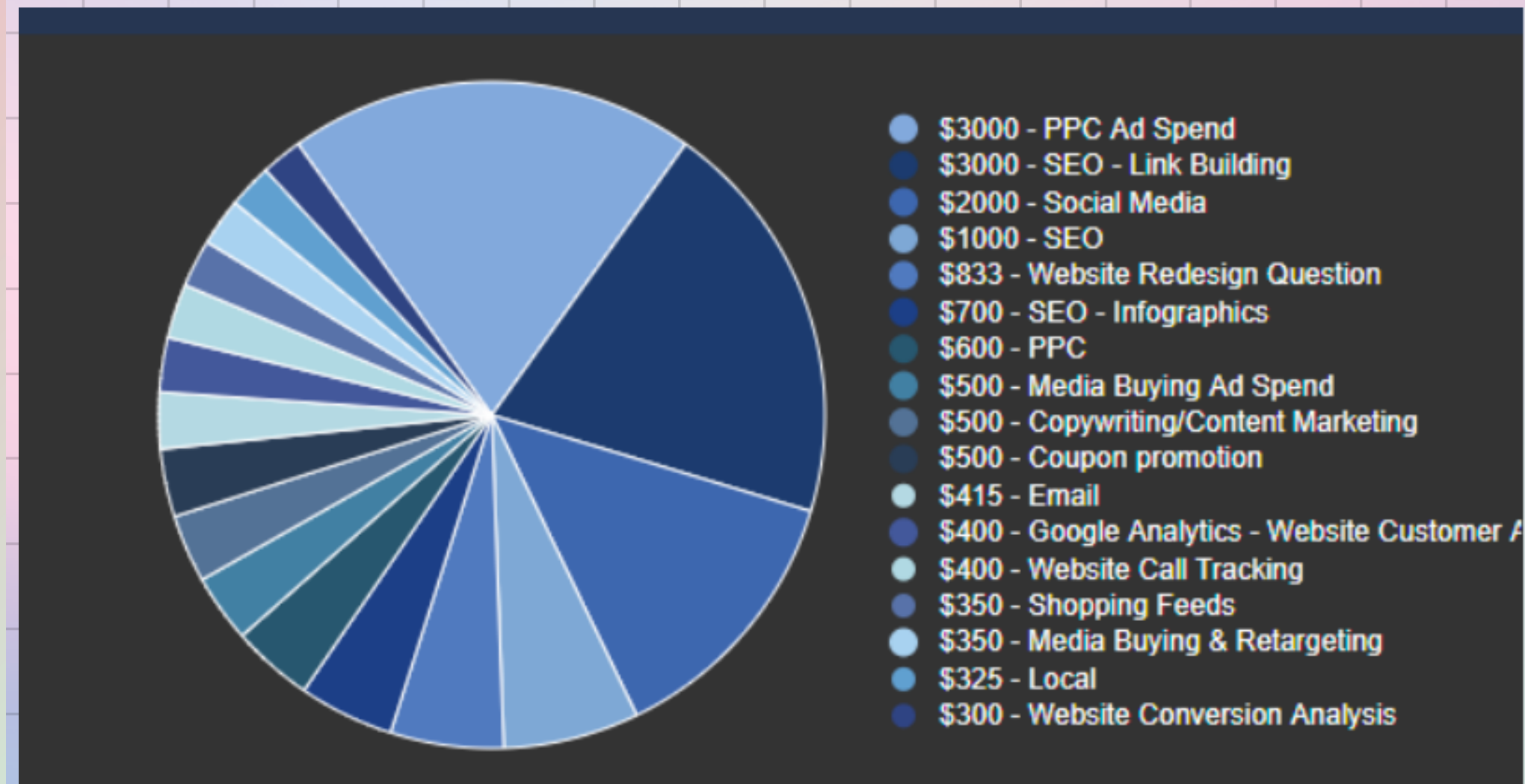- Fan communication

Data Collection and Analysis

Timeline

Budget Allocation

We plan to use six key points to set our marketing budget:

1. Establish our sales cycle.
2. Know our outside costs. Some outside costs we need to consider: operational costs (creating products, shipping them), costs for employing staff, Costs for running your business (electricity, water), and more.
3. Determine our business's goals. Such as earning more sales, increasing leads, earning more subscribers, and increasing brand awareness.
4. We need to know where you fit in our market to build an effective marketing budget plan. When we understand how we stack up against our competition, we can better establish which strategies we need to use to compete with them.
5. Get an idea of what strategies we want to use. For example, we would like to use some digital marketing strategies. For example, Social media marketing, which enables us to connect with our audience one-on-one and deliver informative content to them.
6. Research strategy prices. The cost budget for our social media marketing: $10,000 per month.

- $3000 - PPC Ad Spend
- $3000 - SEO - Link Building
- $2000 - Social Media
- $1000 - SEO
- $833 - Website Redesign Question
- $700 - SEO - Infographics
- $600 - PPC
- $500 - Media Buying Ad Spend
- $500 - Copywriting/Content Marketing
- $500 - Coupon promotion
- $415 - Email
- $400 - Google Analytics - Website Customer A
- $400 - Website Call Tracking
- $350 - Shopping Feeds
- $350 - Media Buying & Retargeting
- $325 - Local
- $300 - Website Conversion Analysis

Public Relations

Objective:
- To plan a complete campaign,
- Improve brand image,
- Increase brand exposure

Task:
- Contact fashionable personage for brand promotion;
- Finding the right public face;
- Planning and fan interaction activities;
- Write press releases and official announcements;
- Control the exposure time and exposure point of the event.

ROI measurement approach：Supervisor Assessments
This approach judges PR's work primarily by senior executives examining customer service, teamwork, task completion, and task complexity. (3)

Cost: $3000/mo

3. Jonathan Deller, "5 Easy Ways to Measure the ROI of Training," last modified Feb 1st, 2020, https://kodosurvey.com/blog/5-easy-ways-measure-roi-training.

Event Marketing

Objectives
- Complete every step of the project,
- Focusing on the art aesthetic and social media push.

Tasks
- Advance publicity preparation, such as making posters;
- Production follow-up, such as positive and sidelights shooting;
- The results were collected, and data tables were made
- Manage social media platforms, push regularly.

ROI measurement approach:
Create an impact study
This method is based on customer feedback, market data collection, and sales statistics. You can also calculate the number of project participants, time, and cost to reach your goals.

Costs
$5000/mo

Viral Marketing

Objective

To achieve the maximum advertising coverage and the highest advertising rate possible.

ROI measurement approach

Create an impact study

Tasks
- Supervise the regular push of advertising campaign;
- Testing the quality of advertising;
- Finding the right marketing tool;
- Statistical results plus data analysis.

Costs

$3000/mo

Influencer Collaborations

Tasks:
- Forwarding brand events to your social media platform;
- Writing scripts that benefit the brand;
- To present the product in a way that is accessible to the people.

Objective:
To control costs based on maximum diffusion of brand influence and increase the number of fans

ROI measurement approach：
Create an impact study

Costs：
$2000/MO

Creative Ideas

Topic:

Movie Memory

Content:

Montage through the existing means of fashion design works and familiar with the film and television theater scene combination. The second creation of familiar objects is through splicing or animation. Some ordinary film and television scenes arouse people's new understanding of Chinese culture, especially the Chinese sub-culture.

Execution Tactics

Content creation:
- Write scripts and draw storyboards
- Organize the required scenes and design images
- Looking for professionals to shoot and edit

Join the conversation:
Professional interview or client interview

Win-Win Cooperation:
Have influential people, such as opinion leaders or Loybrand alists, distribute ads

Word of mouth marketing:
Increase brand discussion by amplifying buzz and increasing visibility

Part 6:
Final Presentation

Executive Summary

The project is primarily a new film cut from an existing clothing line. This new video mixes the original catwalk video with original illustrations and video scenes. In this advertisement, we chose The famous 1999 Chinese film, The Road home. We think there are several reasons for the success of this project. First of all, as the primary audience of this brand, we comparatively understand the curiosity psychology of contemporary young people. Therefore, this kind of mixed video format will attract more people. Second, we choose the film and television drama scene with a huge fan base to attract many potential customers. Third, we are confident in the style of the original illustration because it conforms to the brand image and creates a dramatic conflict with the scene. Finally, the project team cooperation is harmonious, between the team members have a high tacit understanding and relatively consistent aesthetic.
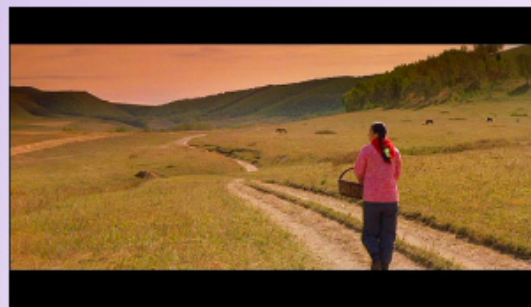
Marketing Material

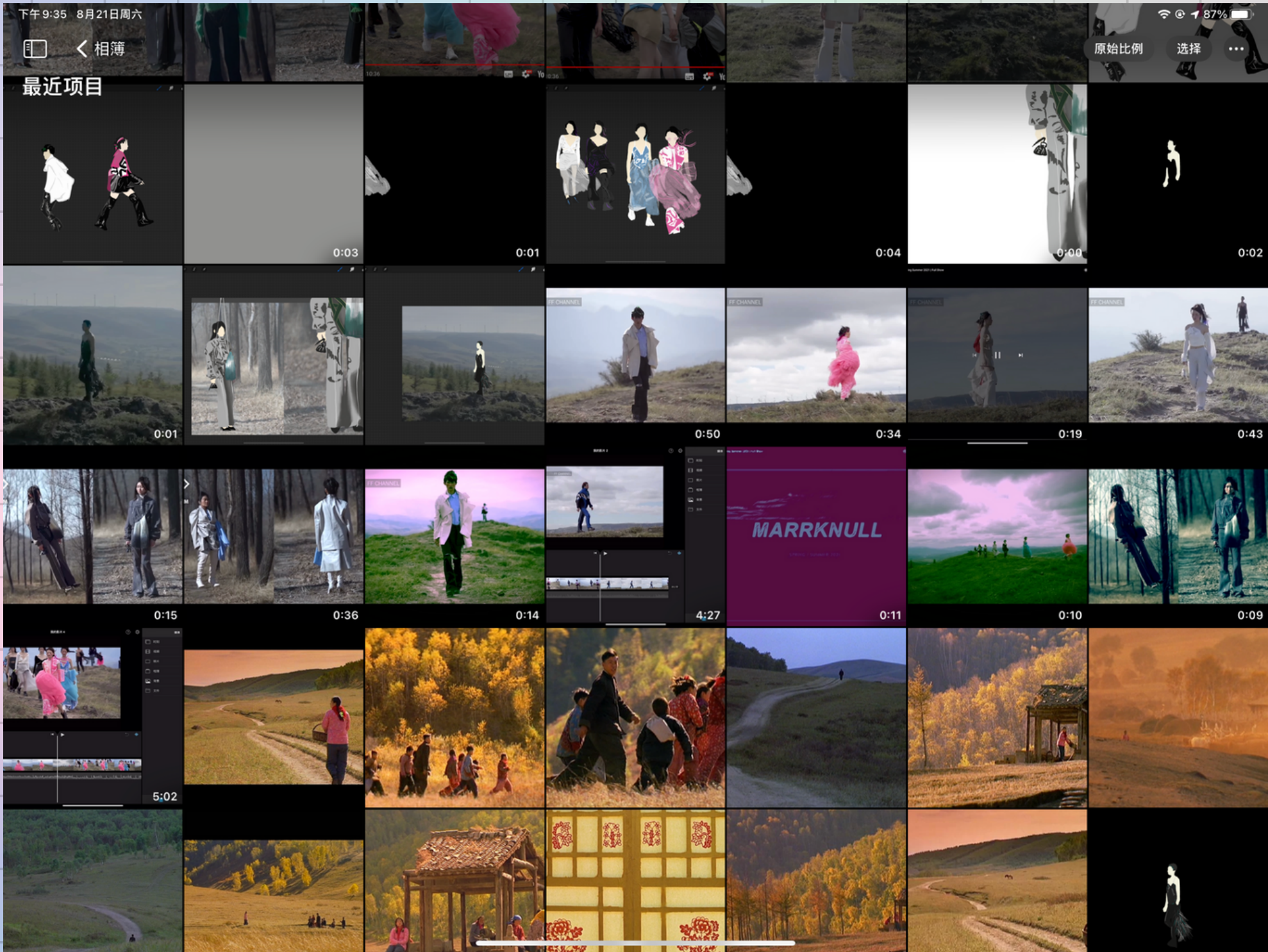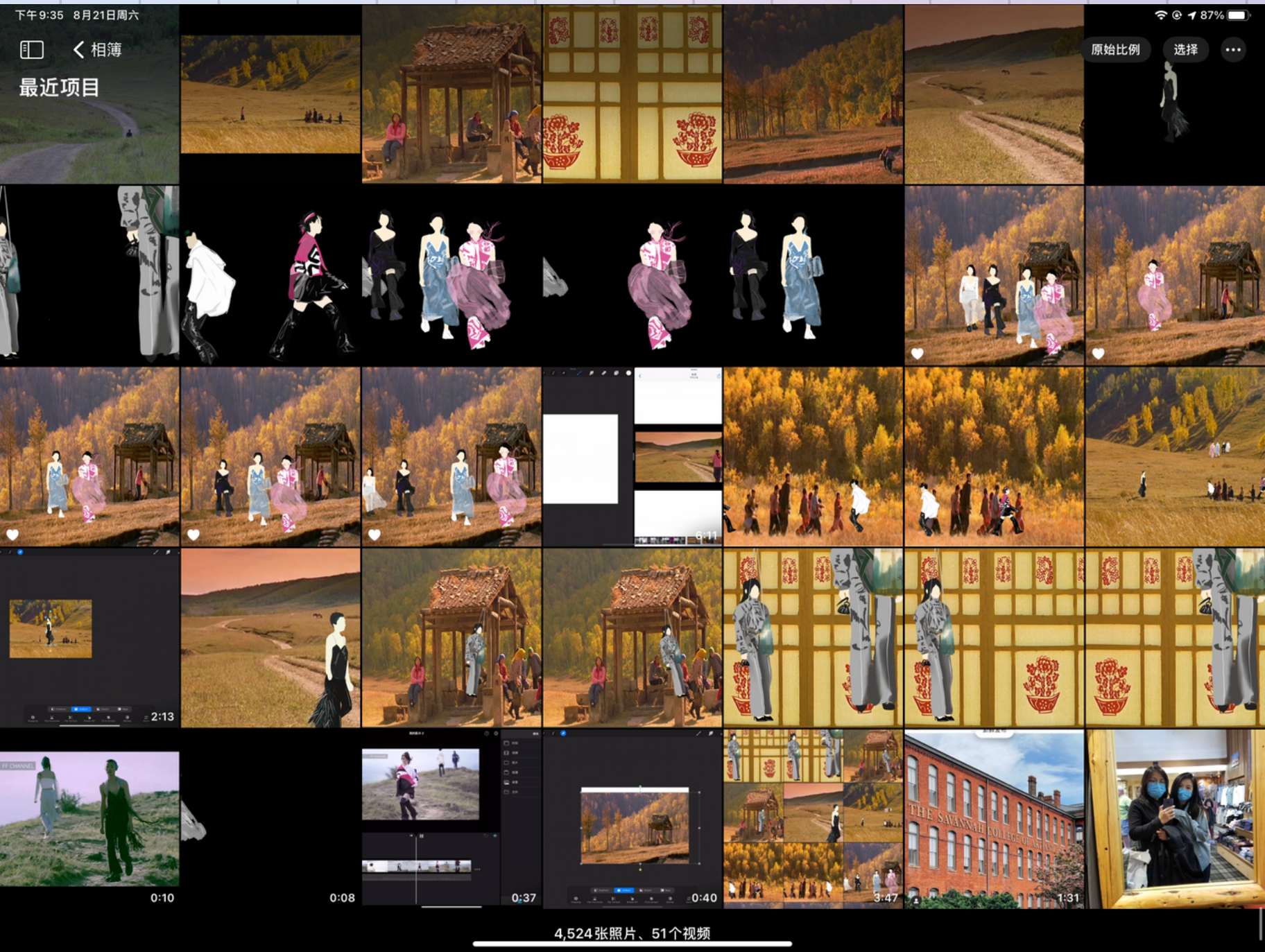The Road Home
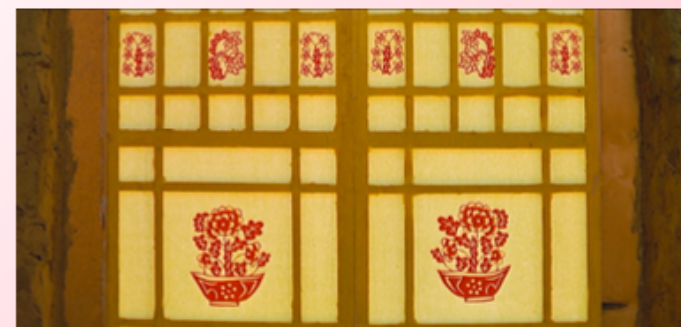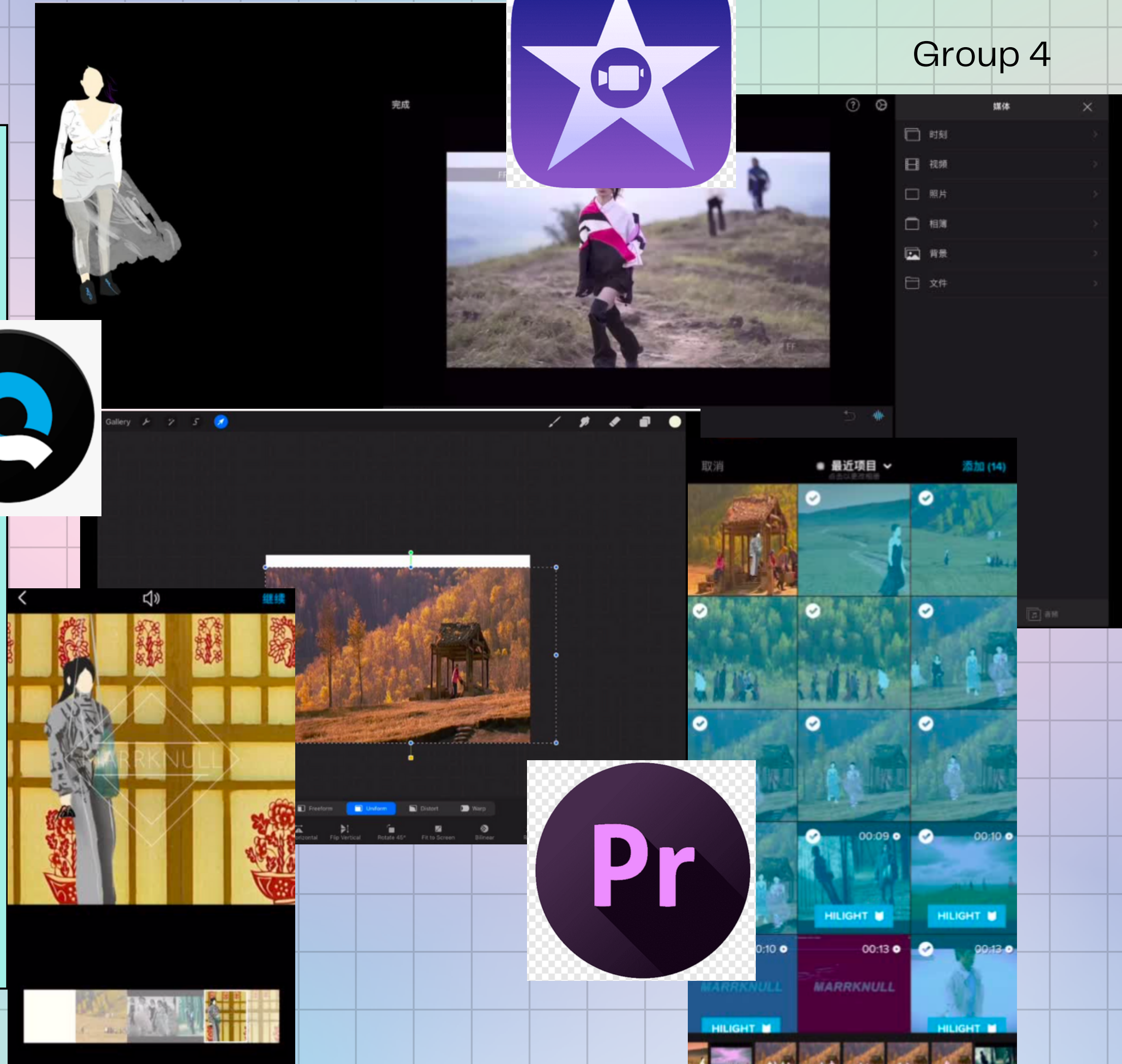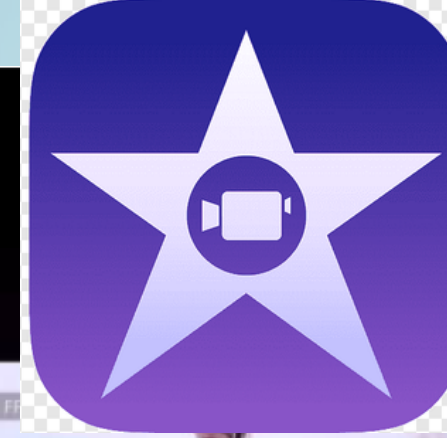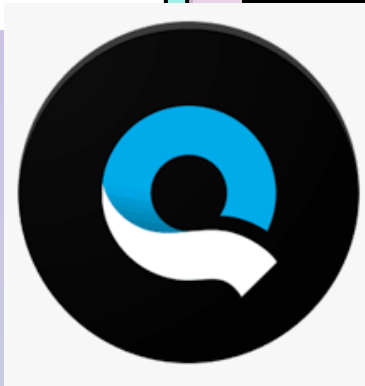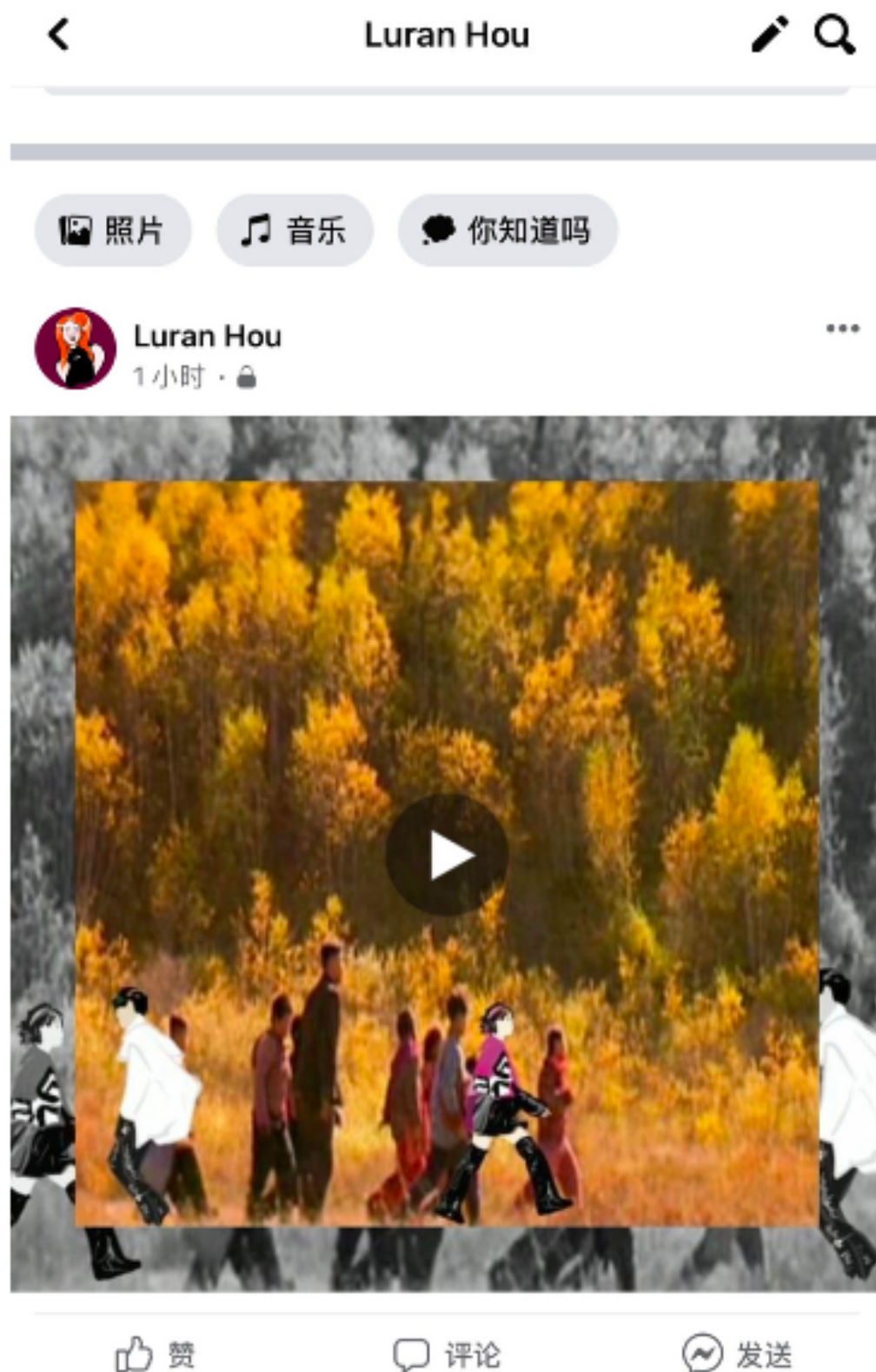
Video Tidbits

- Original illustration

- Snippets

- Photo editing

- Full video clip

- Uploading social media

The Chosen Social Platform

Luran Hou

照片　音乐　你知道吗

Luran Hou
1 小时

赞　评论　发送

FACEBOOK

LULU_HOU_
帖子

lulu_hou_

0:31

7人观看 · yiyiyiyiyiko 赞了
1 小时前

INSTAGRAM

Measure Campaign Success

Campaign Tracking Techniques and Timing

- Our team will use continuous tracking for this event, and we will choose to use the single source panel. However, it costs a lot of money and time to get lots of feedback from different people. So a more practical approach would be to randomly sample the brand's target audience -- say, ten niche independent designer brand buyers per week. Please give them a few quick interviews about the event. Then, by combining the early team's self-predictions with a timely response to the ongoing activity tracking as a unit of analysis, you can create a bar chart to identify the target audience and continuously collect their feedback and behavior changes.
- In terms of time, it is divided into pre-prediction, continuous observation, and post-summary.

Ad Diagnostics

For the campaign to strengthen brand memory and extrapolate subsequent sales and market share accordingly, we need to run some advertising diagnostics.

The first diagnosis is to examine whether brand awareness increases over time. Marrknull does not have a large consumer base other than a very knowledgeable and focused consumer audience for independent designer brands as a new brand. So in this event will be well-known movies and fashion shows interspersed, resume people's associative memory, promote Marrknull public familiarity.

Marketing Metrics

Because this advertisement is mainly through the social network platform to spread, the studio will work principally for network data analysis when tracking the effect of advertising. First, analyze the total traffic to the social platform. As time goes by, watch the data change and develop a public relations plan to face the crisis at any time. Second, statistics retention rate. The primary endpoint of this section is to observe new visitors and return visitors. Third, the statistics page stays on time. The duration of the stay gives better feedback on the quality of the ads. Finally, the number of reprints or downloads. This data can effectively monitor the spread of advertising and audience.

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