



# Ego Salutem

accessories

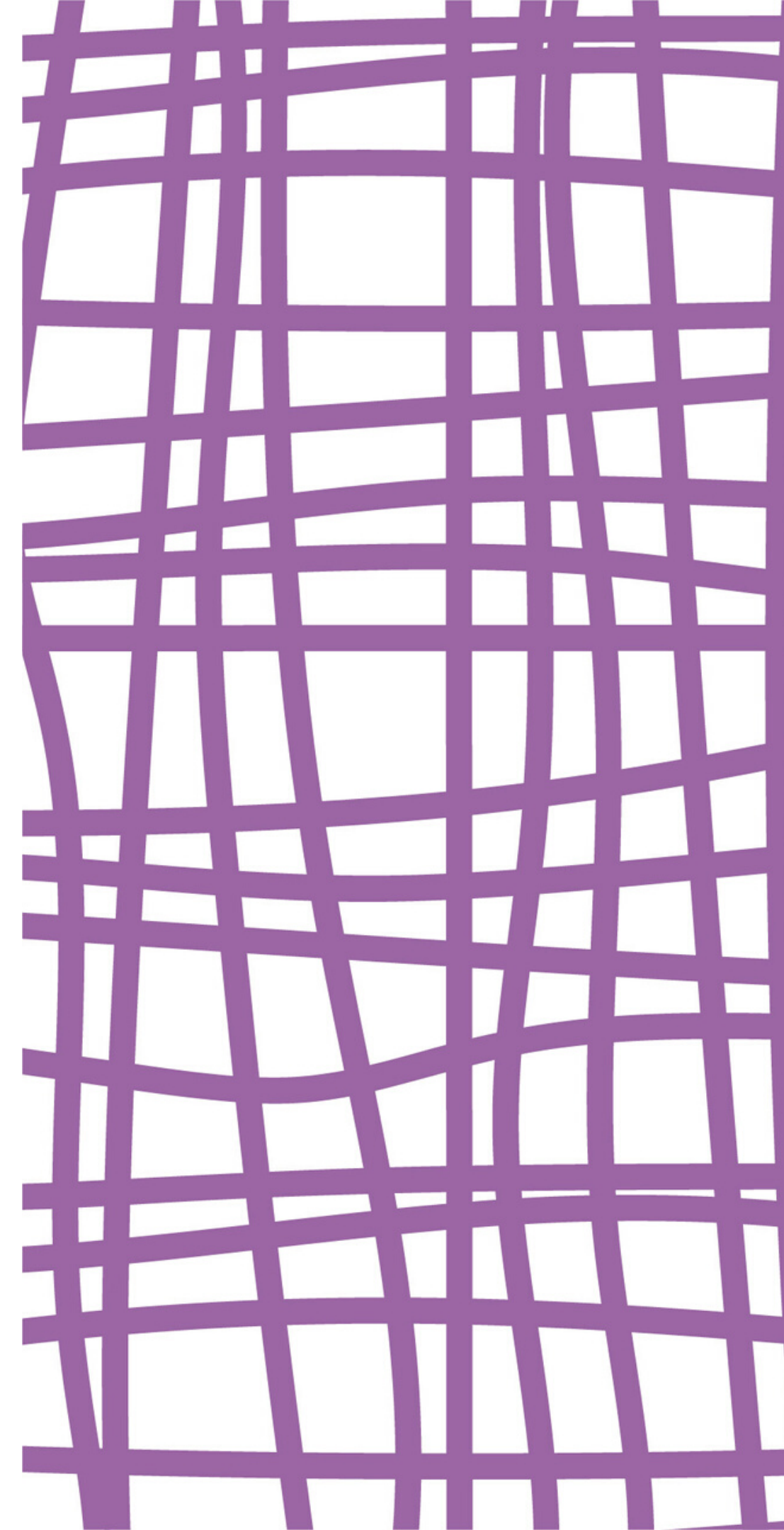
2020

Madison McQueeney  
Tingting Shi

LXFM504  
project3part2

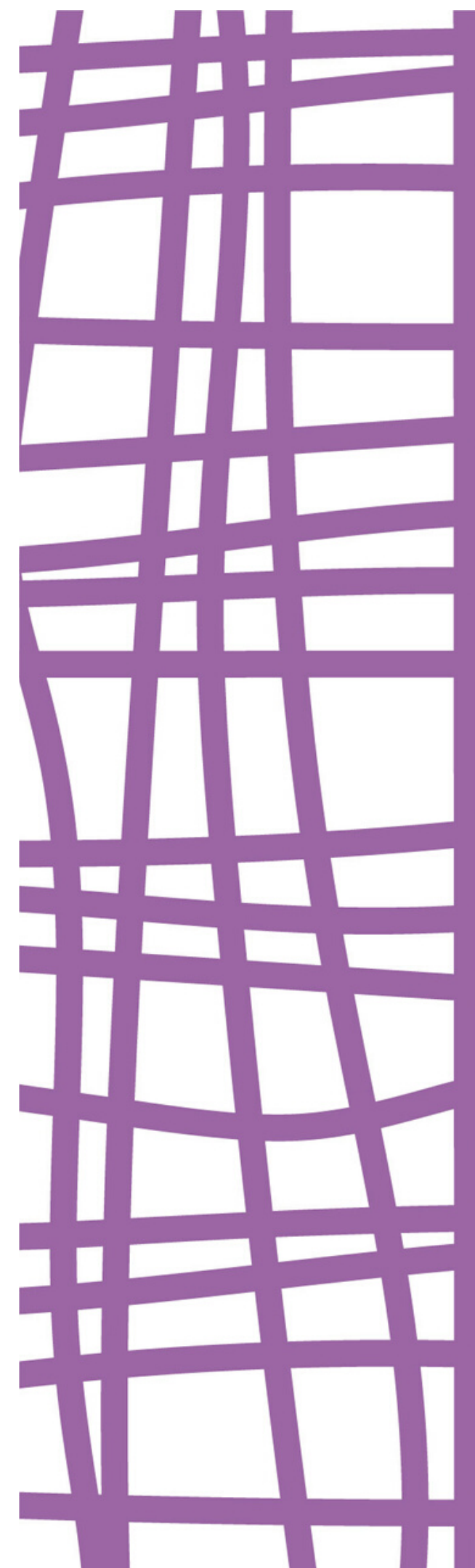
# Marketing Strategy

- The global pandemic's shutdown of offline retail channels has pushed digitally inept fashion companies to the brink. With no or limited avenues to recover lost sales, purely offline players whose revenues hinge on brick-and-mortar sales have been hit the hardest. Almost overnight, the global fashion industry's reliance on digital channels has accelerated faster than anyone could have anticipated prior to the crisis.
- Evidence from China suggests that consumers have increasingly embraced digital solutions for shopping, entertainment and communications thanks to the response of brands and retailers who quickly enhanced their digital capabilities by launching or improving innovative new channels. Nike — whose digital sales in the region grew 36% in the third quarter ended February 29th — leveraged Taobao livestream bloggers during lockdown in China, while local fashion group Peacebird grew retail sales as a result of innovative customer engagement on their WeChat channel, which featured over 100 live broadcasting sessions with influencers and drew over one million consumers. According to a McKinsey survey, almost a quarter of US and European consumers expect to increase their spending via social channels in April 2020. As the crisis also pushes 13% of European consumers to browse online e-tailers for the first time, brands should take the opportunity to become not just more digitally adept, but to become digital frontrunners. ( BOF )
- While accessories — handbags, shoes and eyewear — can be a highly profitable business, with margins often far wider than apparel, scaling isn't so easy. That's because the once-reliable wholesale channel is contracting. (BOF)



# Overview:

- The marketing goal of our brand "Ego Salutem" (Latin for "self care"), is inspired by social news. It's like these accessories are our feedback for current news. For example, a pair of earrings with miniature hands are inspired by the COVID-19 crisis, which appeals to people often washing their hands. Or, the image of our “toilet paper” earring is a playful accessory inspired by the shortage of toilet paper that affected the U.S. in 2020.
- The best platform for “Ego Salutem” is social media; for example Instagram or Wechat, etc. The main reason is that the global fashion industry’s reliance on digital channels has accelerated faster than in the past. Especially, after this epidemic digital channels will become more and more important. Our brand is also about being playful and social media is the hub of all things jokes or things to laugh at. Many of our marketing campaigns will involve humour to allow people to cope with the social and current news. We wish to bring joy and laughter to everyone viewing our campaigns. Along with social media, Ego Saultem will also have a website for marketing and sales.



Logos:



accessories



accessories



*Not just an accessory, an attitude*





# Primary Audience/Personas:



## **TARGET CUSTOMER**

AGES 22-45

INCOMES: \$70-\$100K+

LIVES IN URBAN OR SUBURBAN  
AREAS

POSSIBLE JOBS: TEACHER,  
NURSE/DOCTOR, STAY AT HOME  
MOM, SERVER, PHOTOGRAPHER

HOBBIES: KNITTING/CROCHETING,  
MAKING ART/CRAFTING,  
VOLUNTEERING

DOESN'T TAKE THEMSELVES TOO  
SERIOUSLY

HAS CHILDREN OR PETS

ENJOYS LIFE TO THE FULLEST



Name: Anna Sheppard

Age: 20

Location: Atlata

Education :Currently major in B.A  
Illustration design of Savannah college  
of art and Design

Marital status: Single

Income: \$50,000/year

Interests: Anna is interested in unique  
accessories. She enjoy collecting  
different kind of vintage style dress.

Shopping ways: Hanging out with  
friends and shopping in mails, like  
Lenox Square. Also like shopping online  
is there is free shipping.



Name: Nina Lee

Age: 25

Location: London

Education :Currently major in fashion  
design M.A of Kingston University London  
Marital status: Single

Income: \$90,000/year

interests: Nina follows more than 500  
fashion brands and magazines on  
Instagram; she thinks that everything could  
be her new inspiration for the next project.  
And she also likes to show her own options  
with people. "Dressing is the best way to  
show your attitude".

Shopping ways: online shopping or  
franchised stores.



Name: Anne Wang

Age: 30

Location: Shanghai

Education : M. A Textiles for Fashion of  
Central Saint Martins

Occupation: Chair of Fashion Marketing

Marital status: Single

Income: \$120,000/year

interests: taking care of the news of  
society. Particularly, the fashion industry  
news that very important. Following the  
new trend and information is very crucial  
for Fashion. She has an outgoing  
personality and also like humorous and  
playful artworks.

Shopping ways: online

# Tone and Imagery:

- Ego Salutem is about not taking yourself too seriously, in life and with your accessories. We want to emphasize the humorous and playful tones of the brand in our marketing campaign. And of course remain true to our core, as a feminine and classic accessory. The voice of the marketing campaigns will be silly, to ease the stress that current events can put on people. The style will always be light, joyful, bubbly, and sparkling. We will avoid heavy, controversial, or provocative tones and styles.



*feminine*

*humorous*

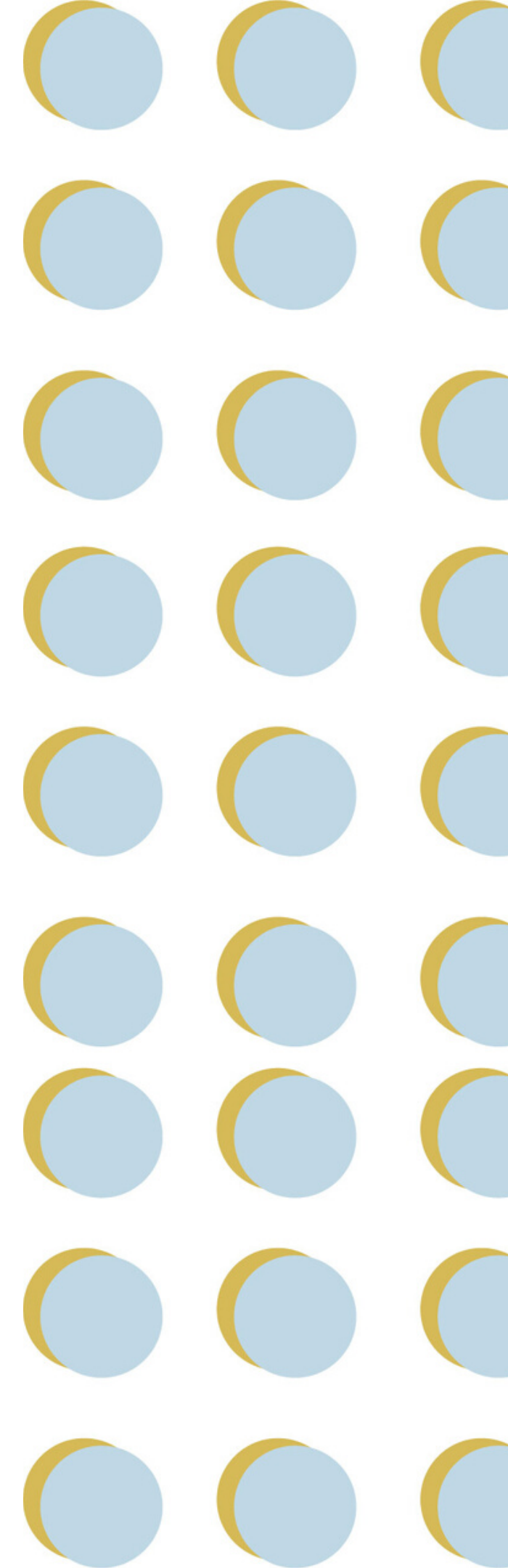
*nostalgic*

*timeless*



# Business' s story

- Ego Salutem is a fashionable commentary on current events. It was started in Atlanta, GA by two girls, Madison McQueeney and TingTing Shi who had the idea of making accessories inspired by the COVID-19 crisis that changed their lives. In 2020, the girls quickly realized that the corona virus was going to alter the fashion industry as they knew it. In response, and after much research, “Ego Salutem” was born. The brand will make you laugh, it will make you think back on old times, but perhaps the most enriching thing it can offer will be teaching you the importance of caring for YOU! Ego Salutem is unique because there is no other jewelry/accessories brand whose narrative is to specifically create products based on news, and current events. Our products will be different because when you purchase one, it will be special to you based on what you are going through. But if you look at it again in a few years, it will mean something completely different to you. You may even ponder on old times or rethink certain situations.







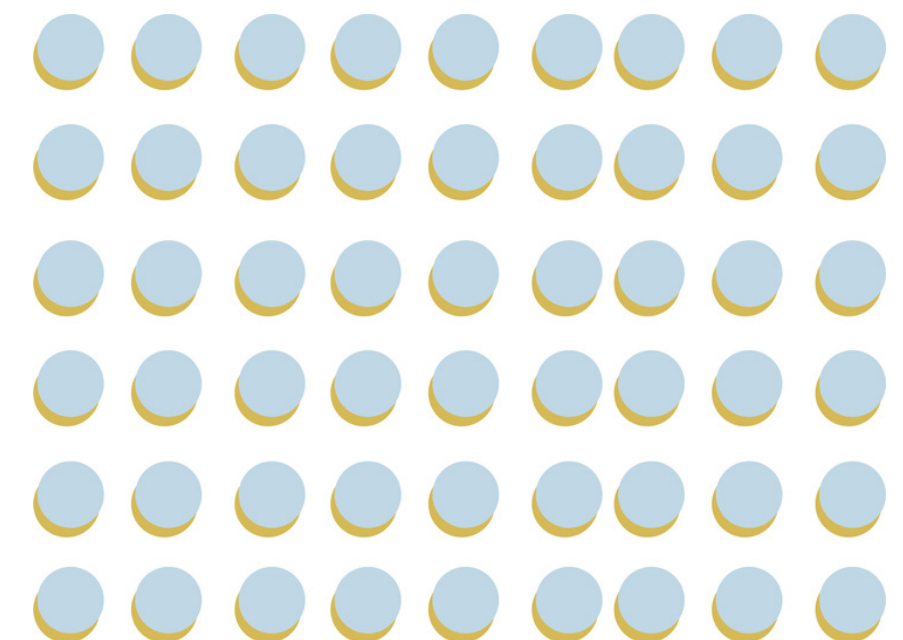
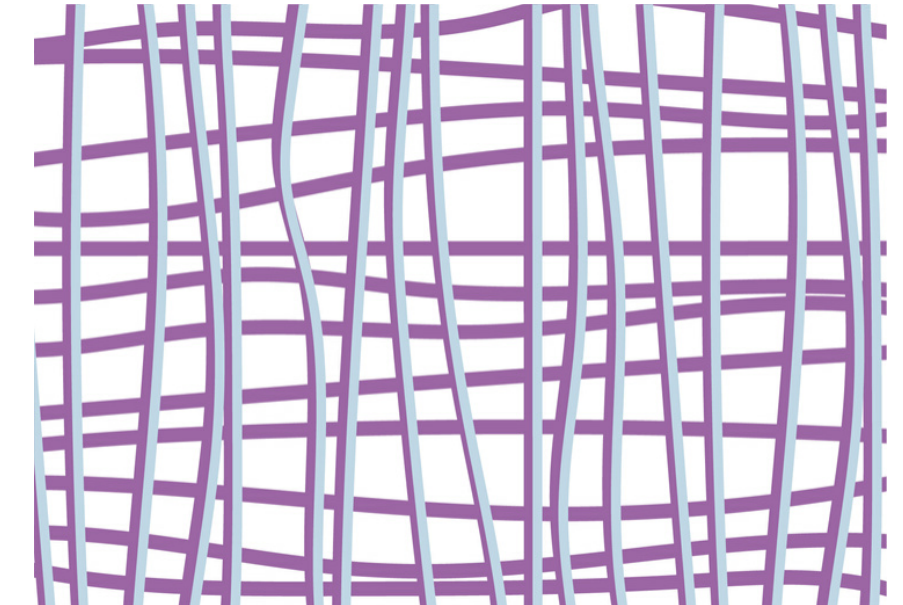
INTRODUCING LUXURY BRAND.....

# EGO SALUTEM

EGO SALUTEM, LATIN FOR "SELF CARE" IS THE NEWEST LUXURY ACCESSORIES BRAND ON THE MARKET. IT WAS LAUNCHED IN THE MIDST OF A WORLDWIDE PANDEMIC AND IS A FASHIONABLE COMMENTARY ON CURRENT EVENTS.

## Mood Board & Color Scheme:

# patterns





# Marketing Items or Media:

Bus Shelter Ad(Madison McQueeney)



Jewelry Cleaner(Madison McQueeney)



## Instagram Posts(Madison McQueeney)

EGOSALUTEM.COM

### ESSENTIAL HEROES GIVEAWAY

NOMINATE A HERO YOU KNOW!



EMAIL THE NAME OF A HERO YOU WANT TO NOMINATE WITH A SHORT BACKGROUND STORY TO [HELLO@EGOSALUTEM.COM](mailto:HELLO@EGOSALUTEM.COM)

EGOSALUTEM.COM

### GIVEAWAY!



LIKE THIS POST, TAG 2 FRIENDS AND SHARE ON YOUR STORY FOR A CHANCE TO WIN THIS LIMITED EDITION HEADBAND!

EGOSALUTEM.COM

### QUARANTINE SALE!

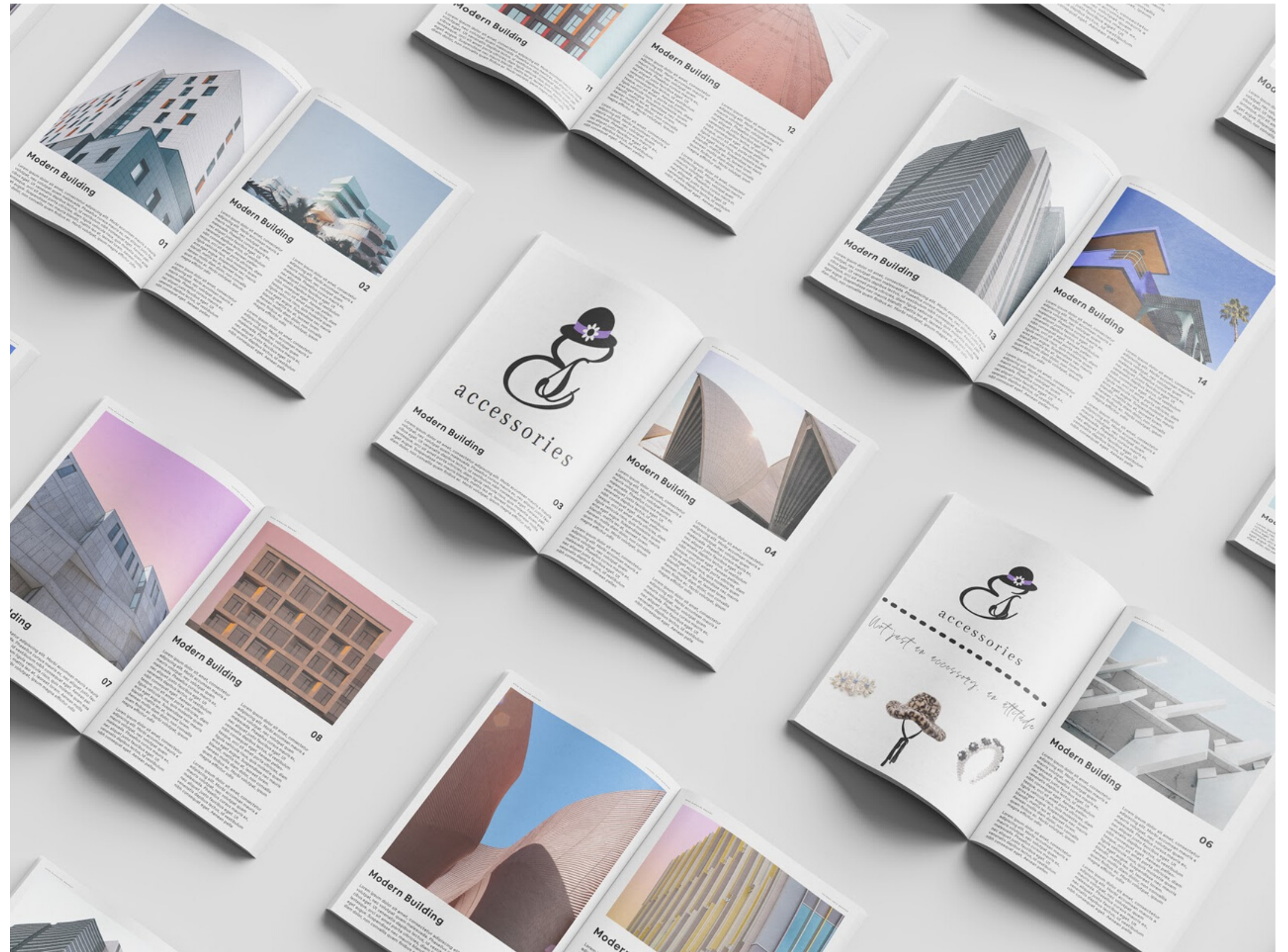
GET ACCESSORIZED FOR THAT DATE WITH YOUR PLANT



CODE: HOMESWEETHOME

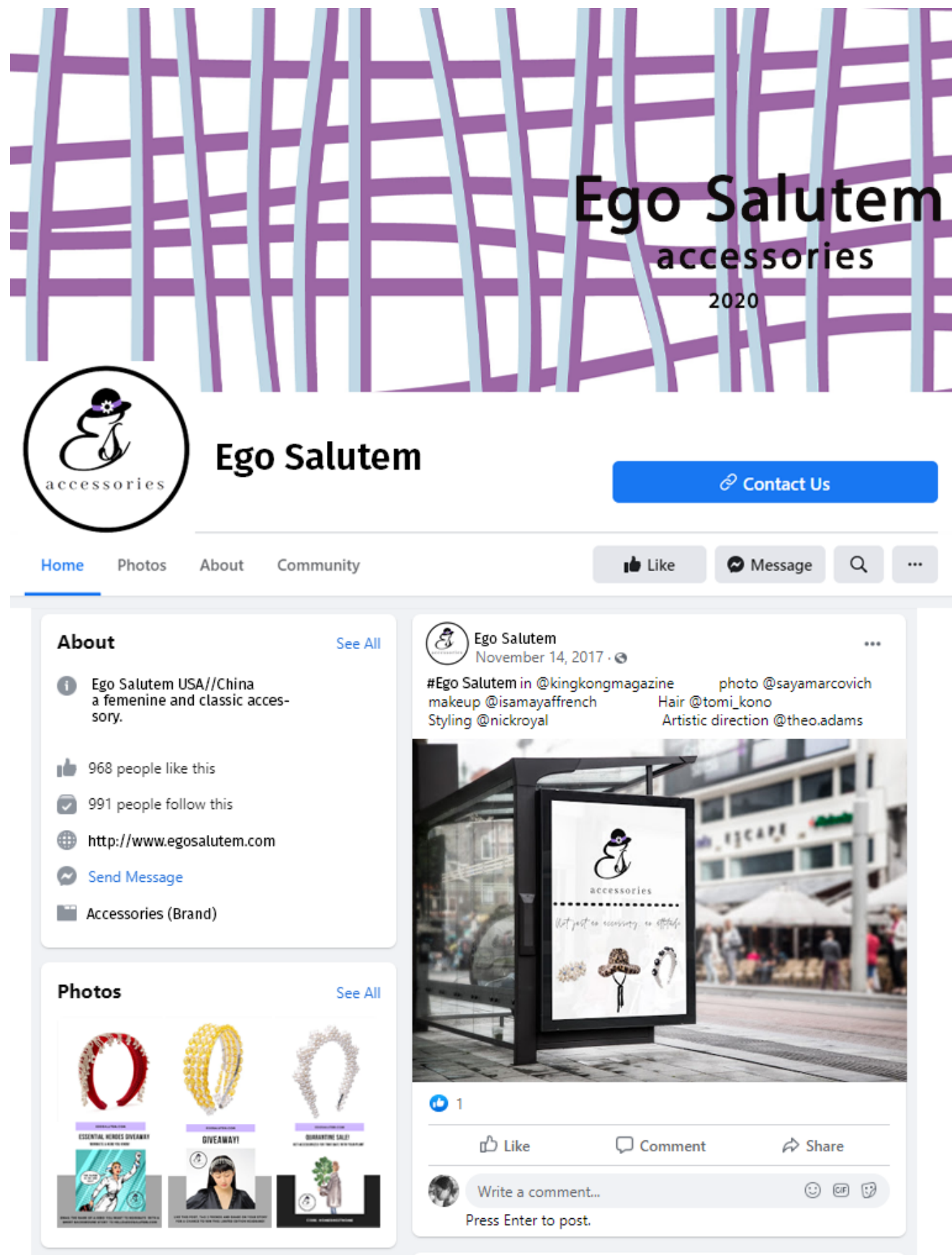


## Magazine Ad(Madison McQueeney)





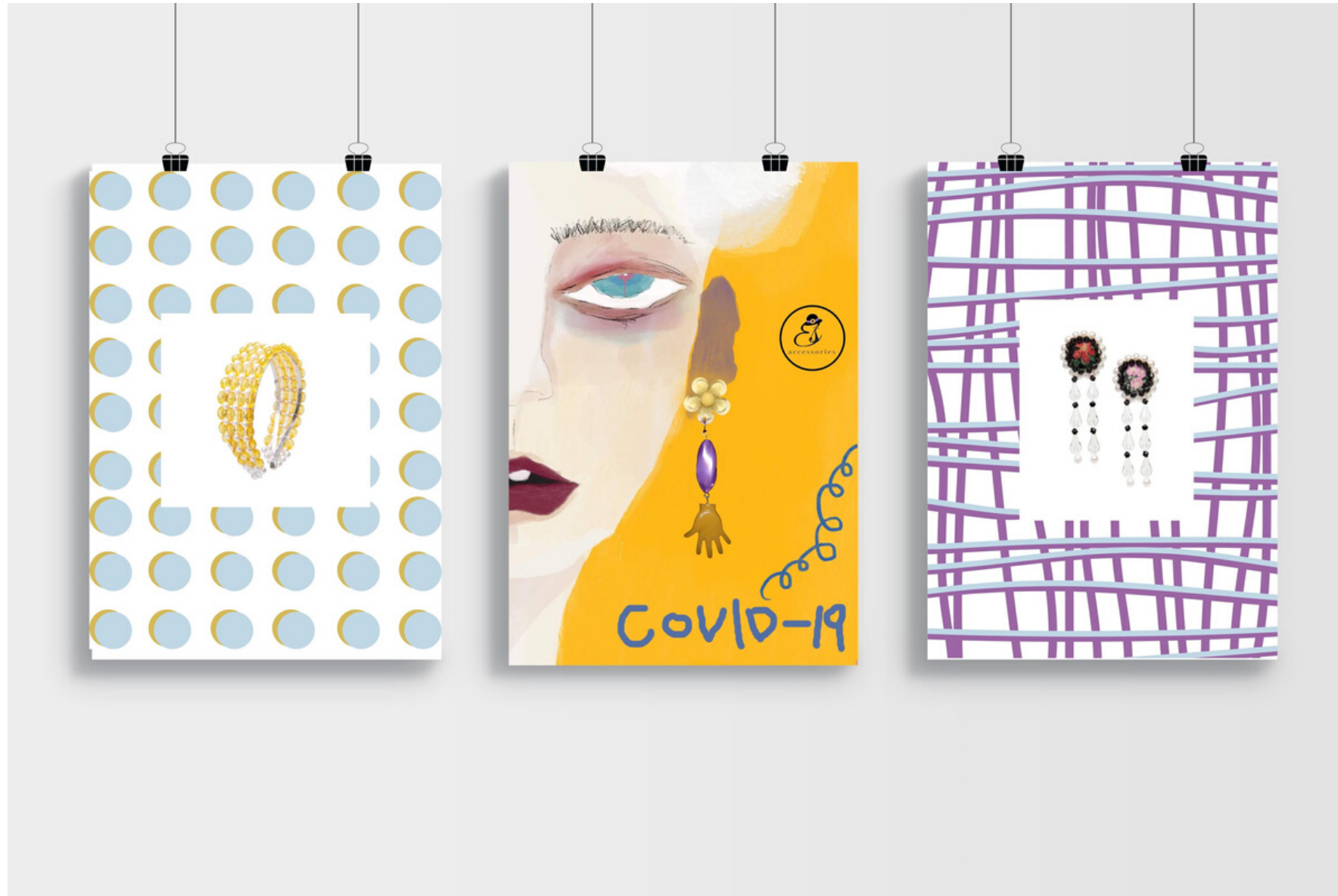
## Facebook(Tingting Shi)



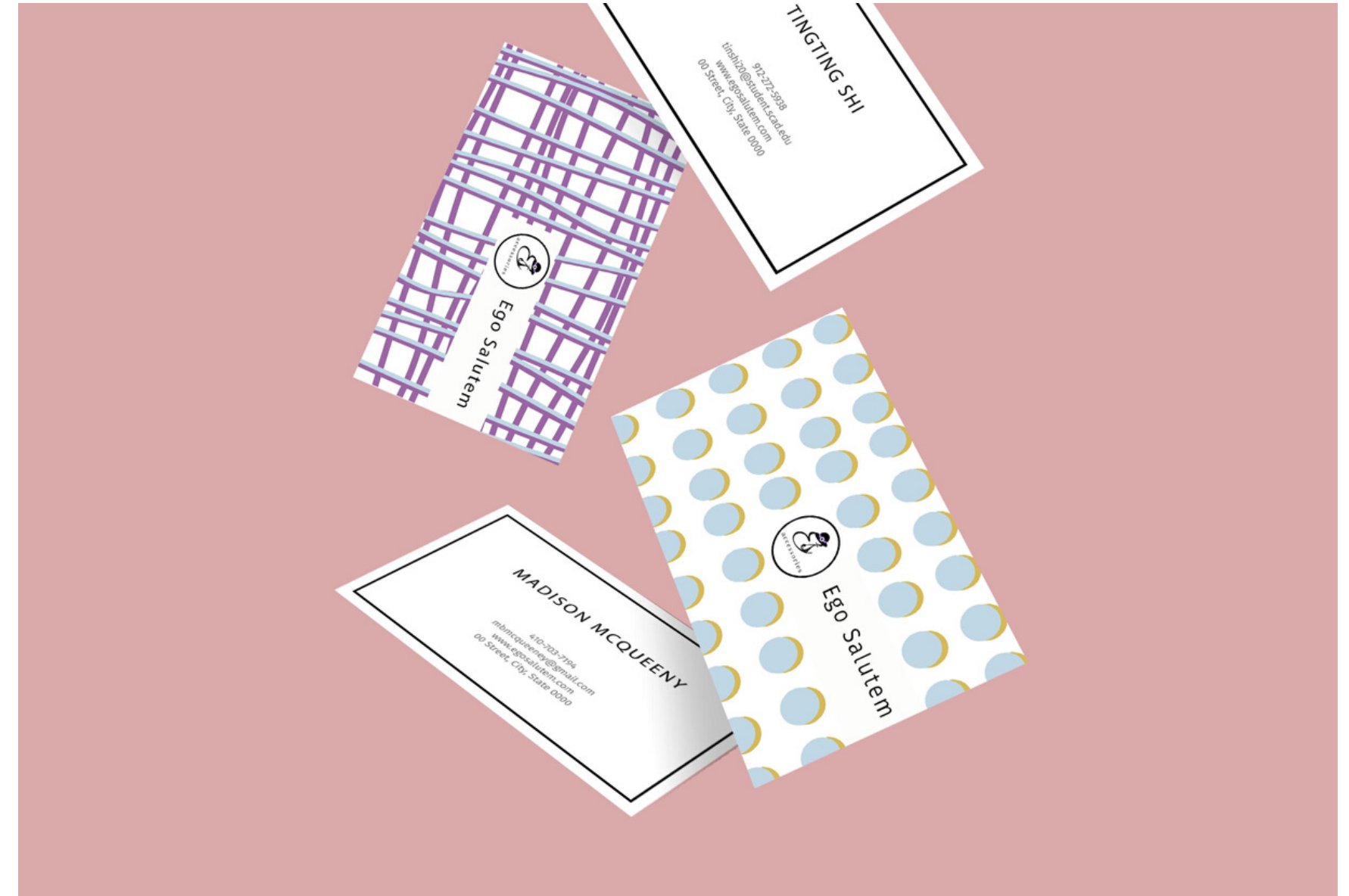
## bag(Tingting Shi)



## advertising campaigns(Tingting Shi)



## business cards(Tingting Shi)





car(Tingting Shi)



online campaign(Tingting Shi)





# References:

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