

SMART CLOSET



Smart Closet



Table of Contents

I. Advertising Team Profile.....	Pg 1-2
II. Marketing Review	Pg 3
III. Situation Analysis.....	Pg 4-5
IV. Research Foundation.....	Pg 6-15
V. Questionnaire Write out.....	Pg 16-19
VI. Proposed Target Consumers.....	Pg 20
VII. Advertising Objective.....	Pg 21-22
VIII. Budget.....	Pg 23
IX. Media Plan & Schedule	Pg 24-26
X. Sales Promotion.....	Pg 27
XI. Creative Rationale.....	Pg 29
XII. Creative Supplement.....	Pg 30-34
XIII. Conclusion.....	Pg 35

Advertising Team Profile

Aminata- I'm a student at New York City Tech. My major is Fashion Marketing. My goal after graduating from college is to work with many fashion houses such as Laquan Smith, Calvin Klein, Ralph Lauren, Pyer Moss, and Versace. After working with these brands, I would love to start my own fashion brands and become an author down the line. My role in this advertising project is to be an Account Executive. The Account Executive is responsible for the advertising campaign and the completion of the project. In addition, makes sure each of the team members does their job.

Karen- I'm a student at New York City College of Technology. My major is Fashion Marketing. My goal after graduating is to start my own clothing brand and have my own business. My role in this advertising project is Media Planner/Media Buyer. I am responsible for choosing the most appropriate advertising media to promote the service among our selected Target Market. I am also responsible for creating a media schedule.

Debbie- I am a student at New York City College of Technology. I major in Business and Technology of Fashion. My goal after graduation is to work in the

textile industry and own a fashion company. My role in this advertising project is the Media Market Researcher, I am responsible for gathering and analyzing all of the necessary product, competitive and market research data required to complete the advertising campaign.

Amber- I'm a student at City Tech. My major is Fashion Business. My goal after graduating is to work in a magazine as a fashion stylist or build my own company as a Stylist. My role in the marketing project is the graphic artist, which is responsible for all graphic materials such as the layouts of the project.

Andrea- I'm a student at New York City College of Technology. My major is Marketing Management and Sales. My goal after graduating is to have my own business of shoes and clothes. My role in the Advertising project campaign is the copywriter, who does the writing for the campaign, including the words for magazines, newspapers, television and radio commercials/Advertisements.

Marketing Review

Our agency will be representing Smart Closet. Smart Closet is a virtual styling app, where it allows the consumers to style clothes as a visual board and share their styling skills on the app and other social media platforms. The great thing about Smart Closet is it allows you to purchase clothes, jewelry, shoes and bags in different price ranges. You can purchase items on different retailer sites and have selections of brands. Smart Closet hit the App Store on February 26, 2017. Since the app came out recently it went through trials and errors to advance their software to interest the consumer. Smart Closet helps consumers find their styles, organized their virtual closet, allows them to save their clothes, create a profile that allows them to post their styling skills, in addition to allowing them to shop. Since the app came out 2 years ago, it received positive feedback.

Situation Analysis (Advertising History)

Virtual Styling has been in the market for some time now. Since the use of technology has expanded, many people are using technological resources to expand their business in styling. By choice, you can meet with a stylist or you can contact them through your device. Virtual Styling can also be a hobby which is how many consumers use it. In Virtual Styling, you can be your stylist and decide what will look right on you. You have selections of brands and prices you can choose from. Smart Closet has now been in the marketplace for 3 years now. When it was first introduced they had their first advertising campaign on Youtube. In the ad, they gave a demo on how to use Smart Closet. Many consumers were looking for a virtual styling app that will be similar to Polyvore. Before Smart Closet was in the picture, Polyvore was a big hit. Since Polyvore has sold to Ssense, many consumers were looking for a replacement for Polyvore. Smart Closet came into the picture and decided to create an app that was similar to Polyvore and allow the consumer to develop a virtual style.

When Smart Closet entered the marketplace their operating system was not so well done, which caused friction between them and the consumer. Through many trials and errors, they were finally able to fix the app. Even though Smart Closet just came out recently, they have been receiving great reviews from consumers. Like

any other brand, you will always have competitors who also wants to please the consumer. Since Virtual Styling is very big in the fashion community, we have many styling apps that are similar to Smart Closet.

Research Foundation

Survey Questions

1. What is your age?
 - a. 16-25
 - b. 25-32
 - c. 32-40
 - d. Above 40

2. Do you like Fashion?
 - a. Yes
 - b. No

3. What is your price range when shopping?
 - a. \$50- \$99.99
 - b. \$100- \$199.99
 - c. \$200- \$500
 - d. Above \$500

4. Do you like high-end fashion or affordable fashion? (Please choose only one)

- a. High-end fashion
- b. Low-end fashion
- c. Both

5. Do you prefer shopping online or at the mall? (Please choose only one)

- a. Online
- b. Mall
- c. Both

6. What's the difficult part about shopping?

7. Do you like to follow trends?

- a. Yes
- b. No

8. What is your style? (Please choose all that apply)

- a. Vintage
- b. Bohemian
- c. Chic
- d. Casual
- e. Artsy
- f. Sexy
- g. Casual
- h. Sophisticated
- i. Tomboy
- j. Other: (Please Specify) _____

9. Has your style changed throughout the year?

- a. Yes
- b. No

10. Do you take fashion risk?

- a. Yes
- b. No

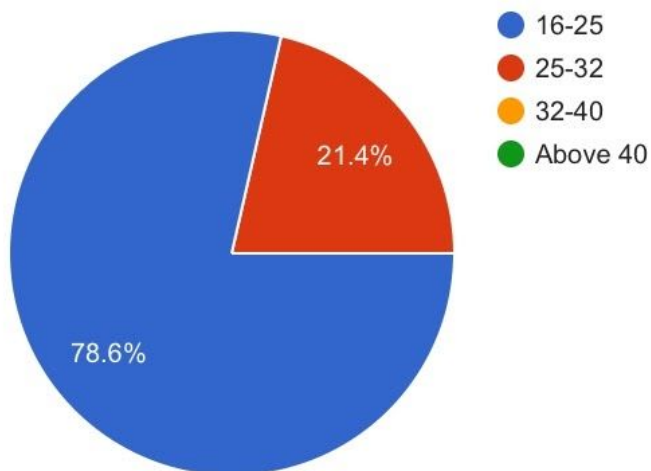
11. What is the difficult part about styling for yourself?

12. Have you thought about getting a Virtual Stylist?

13. If you were to get a Virtual Stylist, and approve of the style they gave you, would you recommend to others?

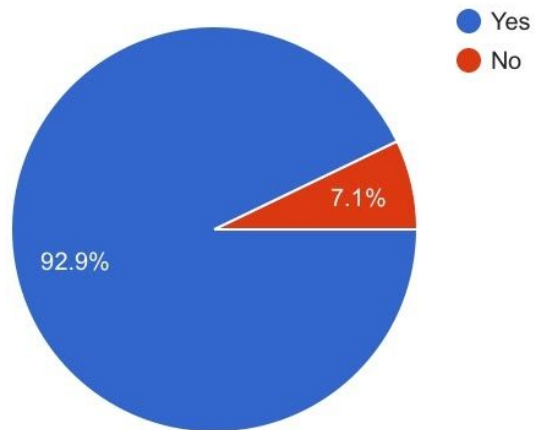
What is your age?

14 responses



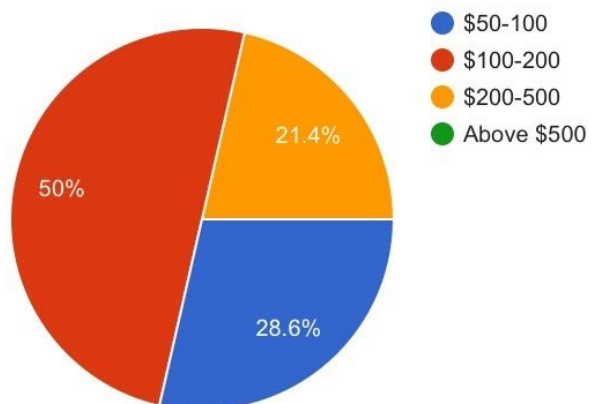
Do you like fashion?

14 responses



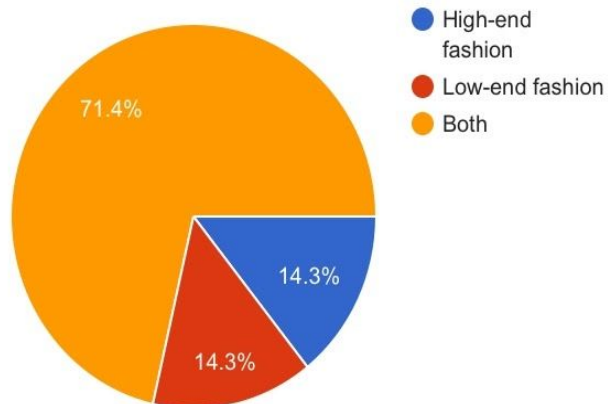
What is your price range when shopping?

14 responses



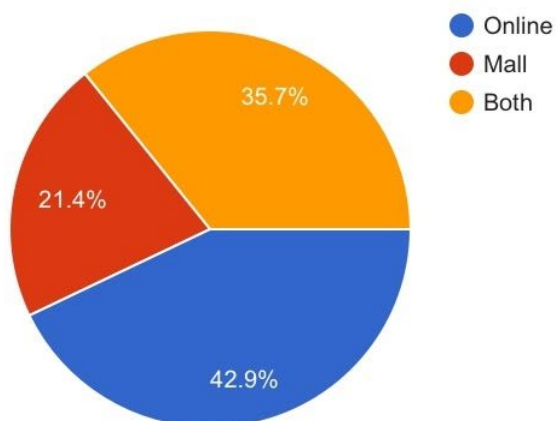
Do you like high-end fashion or affordable fashion?

14 responses



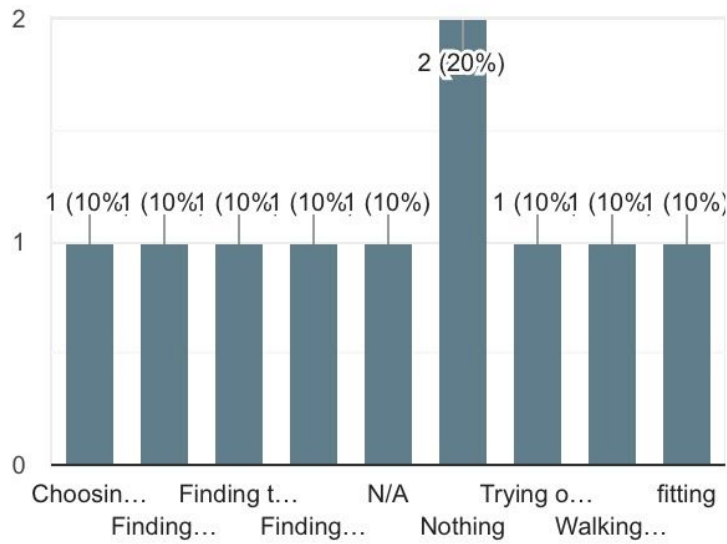
Do you prefer shopping online or at the mall?

14 responses



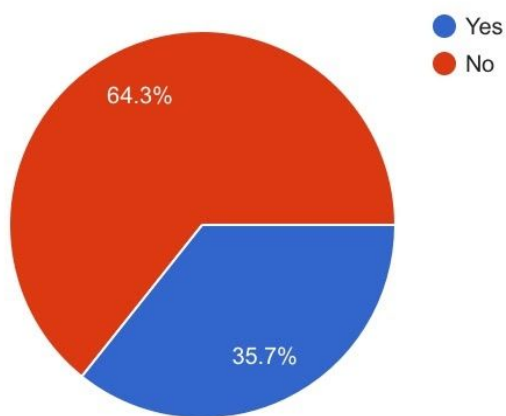
What's the difficult part about shopping?

10 responses



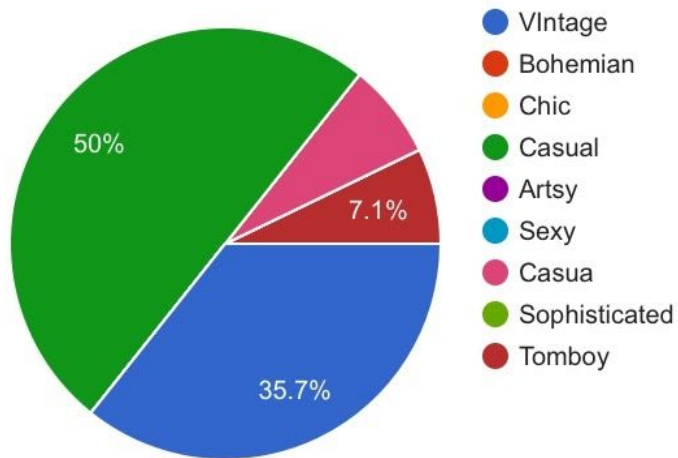
Do you like to follow trends?

14 responses



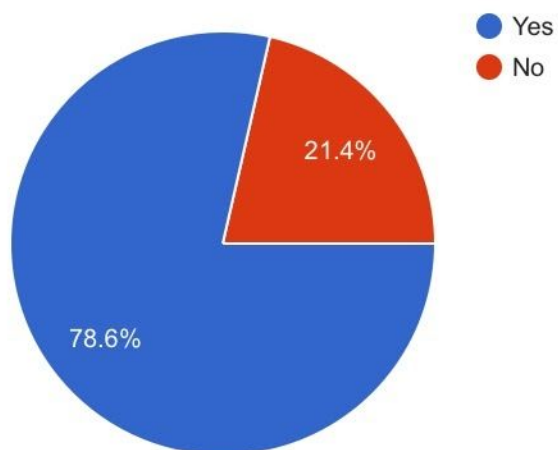
What is your style?

14 responses



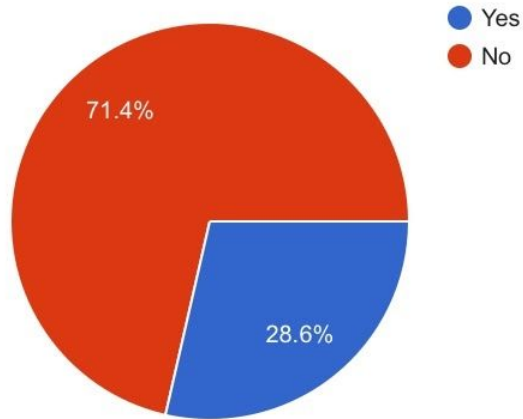
Has your style changed throughout the year?

14 responses



Do you take fashion risk?

14 responses



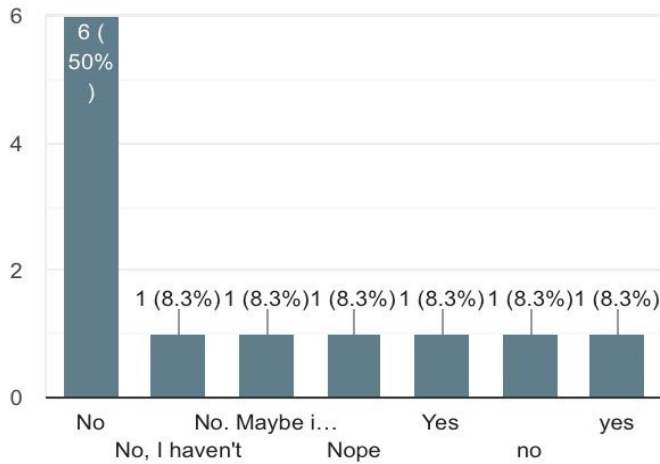
What's the difficult part about styling for yourself?

10 responses

Not applicable
matching my mind what what I have in person.
Where and how to stand out
I end up changing my mind
Taking risk, being afraid to wear certain things
Finding what I Like
N/A
Finding Clothes
nothing
I'm Picky

Have you thought about getting a virtual stylist?

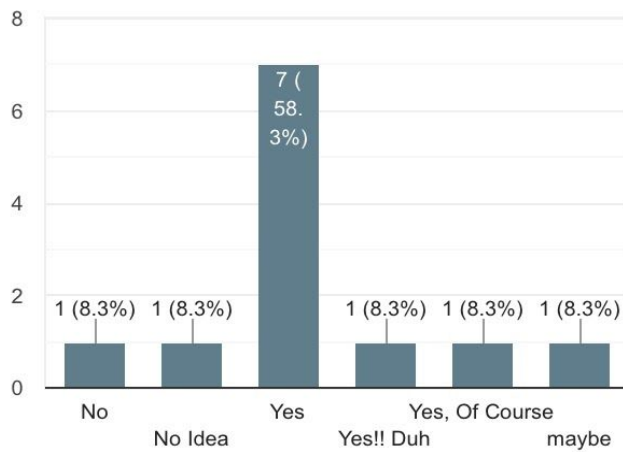
12 responses



If you was to get a virtual stylist, and approve of the style they gave you, would you recommend to others?



12 responses



Questionnaire Findings Write Out.

Question #1: What is your age?

Eleven respondents, seventy-nine percent (79%) were between the of ages sixteen to twenty-five, three respondents, twenty-one percent (21%) were of ages twenty-five to thirty-two. Fourteen respondents in all.

Question #2: Do you like Fashion?

It is safe to say that the majority of our respondents like fashion. Thirteen respondents, ninety-three percent (93%) said yes, only one respondent said no. Fourteen respondents in all.

Question #3: What is your price range when shopping?

Four respondents, twenty-nine percent (29%) shop within the price range of fifty to hundred dollars (\$50-\$100), seven respondents, fifty percent (50%) shop within the price range of hundred to two-hundred dollars (\$100-\$200), and the remaining three respondents, twenty-one percent (21%) shop within the range of two hundred to five hundred dollars (\$200-\$500). Fourteen respondents in total.

Question #4: Do you like high-end fashion or affordable fashion?

According to our data, Fourteen respondent, two respondents each for both high-end fashion and low-end fashion, fourteen percent (14%), the remaining respondents, seventy-two percent (72%) prefer both high and low-end fashion.

Question #5: Do you prefer shopping online or at the mall?

Based on our survey, Six respondents like to shop online, which is forty-three percent (43%) of the respondents, three respondents, twenty-one percent (21%) prefer to go to the mall, five respondents, thirty-six percent (36%) would rather do both.

Question #6: What's the difficult part about shopping?

Three respondents, thirty percent (30%) said they have no problems with shopping, while the following difficulties had one respondent each:

Finding what I like: choosing the right outfit: walking around from store to store: fitting: finding the right size: trying on outfits: finding clothes: nothing, seventy percent (70%). Ten respondents in total.

Question #7: Do you like to follow trends?

According to our data, the majority of our respondents do not like to follow trends, precisely nine, sixty-four percent (64%), the remaining thirty-five percent (35%) like to follow trends. Fourteen respondents in all.

Question #8: What is your style?

Based on our survey, fifty percent (50%), eight of our respondents just prefer a more casual style, seven percent (7%) like tomboy style and thirty-six percent (36%) five respondents, have a more vintage style. None of the respondents

picked Bohemian, chic, artsy, sexy, or sophisticated as their style. Fourteen respondents in total.

Question #9: Has your style changed throughout the year?

Many of the respondents have had a change in style throughout the year, out of fourteen respondents, precisely seventy-nine percent(96%), three respondents have not had a change in style throughout the year, twenty-one percent(21%).

Question #10: Do you take fashion risk?

Fourteen respondents, a good amount of them do not take fashion risks: seventy-one percent (71%), four respondents, twenty-nine percent (29%) do take a fashion risk.

Question #11: What's the difficult part about styling for yourself?

Ten respondents had different answers to this question, which include:

Not applicable, matching my mind what I have in person, Where and how to stand out, I ended up changing my mind, Taking risk being afraid to wear certain things, Finding what I Like, N/A, Finding Clothes, nothing, I'm Picky.

Question #12: Have you thought about getting a virtual stylist?

Half of our respondents fifty percent(50%) have not thought about getting a Virtual Stylist, three respondents, twenty-five percent (25%) have not thought about it at

all, but one respondent, eight percent(8%) may be in the future two respondents, seventeen percent (17%) have given it a thought. Twelve responses in total.

Question #13: If you were to get a Virtual Stylist, and approve of the style they gave you, would you recommend to others?

Majority of the respondents, fifty-eight percent(58%), would recommend to others, seventeen percent (17%) would definitely recommend the stylist, eight percent (8%) will not recommend, another eight percent (8%) might recommend, and nine percent (9%) have no idea if they will. Twelve responses in total.

Proposed Target Consumers : Demographics

Based on our survey, our Target Market is ranging between the ages of 16 to 32. Majority of our target consumers are young women and girls, who are currently going to school. Each of our target audience has a similar taste in style. For their price range, they like to shop between \$50-\$200. Majority of our target audience likes a mixture of high-end and low-end fashion. Majority of our target consumers like to shop either online or actually go to the store and wear the clothes and see if they fit right. Some of them are in need of help, to find clothes that will look right on them. Many of our target consumers will not mind having a Virtual Stylist, that would give them styling tips, give out a price range that will not hurt the consumer's budget. In, addition consumers can be their own stylist, create a visual board and test out clothes that they see themselves wearing. Young women and girls want to be able to challenge themselves when it comes to styling, in addition, upgrade their wardrobe.

Advertising Objectives

Our agency is called DKTripleA. The purpose of our agency is to help fashion customers companies reach their goals in the marketplace. Our agency wants to help specifically small fashion companies to meet new consumers, supply their consumer needs and help the companies grow. One of our clients that we are helping is Smart Closet. Smart Closet wanting our help was the best thing they ever did. The great thing about Smart Closet wanting to work with us is everything is digitally based. Our agency works with advancing the software of fashion companies to reach their consumer needs, have tasks being completed faster and most importantly reaching our consumers as quickly as possible. Our objectives while advertising for Smart Closet is to help women and girls find their fashion sense that will make them feel comfortable and happy, in addition, give them a price range that will not break the bank when deciding to purchase clothes.

Majority of our target audience will be young girls and women in America. Since Smart Closet is a small app and has entered the marketplace recently, we will promote the app on many social media platforms such as Instagram, Twitter, and Snapchat. Have the ads being published in magazines, newspaper, tv, radio and

have it be seen on billboards to reach our demographics. We would also have testimonials from consumers who have used the app and state how Smart Closet changed their lives in the push of one button. While working with Smart Closet in the ad campaign we will be surveying young women and girls and discovering their issues with finding what's right for them. We will also set recommendations for Smart Closet consumers who will be finally getting a hint of what styles they like. In addition, we allow the consumer to create a virtual closet to save clothes and create collages of their styling skills and have them posted on their page and other social media platforms.

Budget

Social Media- \$2,170,800

Billboards- \$34,032,000

Magazines- \$39,061,765

Total Media Cost- \$75,264,568

Production Cost 15%- \$12,046,059

Total Media Cost plus Production Cost- \$92,353,124

Sales Promotion- \$4,617,656

Sales Promotion plus Production Cost plus Total Media Cost- \$96,970,780

Talent- \$3,029,220- Normani- \$1,514,610, Justine Skye- \$1,514,610

Contingency Fund- \$5,042,497

Total Media Cost plus Production Cost plus Sales Promotion plus Total-
\$100,000,000

Media Plan and Schedule

Social Media

Platform	Cost for year	Frequency	Total
Instagram	\$48,000	9	\$432,000
Facebook	\$60,000	9	\$540,000
Snapchat	\$43,200	9	\$388,800
Twitter	\$90,000	9	\$810,000
			= \$2,170,800

BillBoards

Locations	Frequency	Cost/4 Weeks	Total
Soho,NY	6 Times	\$4,752,000	\$28,512,000
Miami,FL	5 Times	\$528,000	\$2,640,000
Santa Monica,CA	5 Times	\$576,000	\$2,880,000
			=\$34,032,000

MAGAZINES

Name	Cover/Page	Frequency	Cost	Total
Instyle	4th Cover	7 Times/YR	\$314,300	\$2,200,100
	Full Page	6 Times/YR	\$224,500	\$1,347,000
	$\frac{2}{3}$ Page	5 Times/YR	\$181,100	\$905,500
Vogue	4th Cover	7 Times/YR	\$225,446	\$1,578,122
	2nd Cover	6 Times/YR	\$216,413	\$1,298,478
	Full page	5 Times/YR	\$180,324	\$901,620
Essence	4th Cover	7 Times/YR	\$197,200	\$1,380,400
	2nd Cover	6 Times/YR	\$182,600	\$1,095,600
	Full Page	5 Times/YR	\$146,100	\$730,500
Harpers Bazaar	4th Cover	7 Times/YR	\$227,605	\$1,593,235
	2nd Cover	6 Times/YR	\$175,080	\$1,050,480
Marie Claire	4th Cover	7 Times/YR	\$218,020	\$1,526,140
	Full Page	6 Times/YR	\$174,410	\$1,046,460
	$\frac{2}{3}$ Page	5 Times/YR	\$139,550	\$697,750
O	4th Cover	7 Times/YR	\$231,920	\$1,623,440
	Full Page	6 Times/YR	\$142,740	\$856,440
	$\frac{2}{3}$ Page	5 Times/YR	\$114,140	\$570,700

Elle	4th Cover	7 Times/YR	\$241,470	\$1,690,290
	Full Page	6 Times/YR	\$185,740	\$1,114,440
	$\frac{2}{3}$ Page	5 Times/YR	\$141,160	\$705,800
Ebony	Full Page	7 Times/YR	\$32,260	\$225,820
	Half-Page	6 Times/YR	\$16,800	\$100,800
	Quarter Page	5 Times/YR	\$8,800	\$44,000
Cosmopolitan	4th Cover	7 Times/YR	\$423,600	\$2,965,200
	2nd Cover	6 Times/YR	\$400,000	\$2,400,000
	Full Page	5 Times/YR	\$313,750	\$1,568,750
People	4th Cover	7 Times/YR	\$544,000	\$3,808,000
	2nd Cover	6 Times/YR	\$503,700	\$3,022,200
	Full Page	5 Times/YR	\$402,900	\$2,014,500

Sales Promotion

Many women and young girls struggle to find a style that best suits them. Get 5% off once you decided to have a personal Virtual Stylist on the virtual styling app SmartCloset. By helping these young women and girls they can finally have a new style that will make them feel confident in addition to updating their wardrobe. There would also be coupons available via email when the customers subscribe. Bonus packages also, that offer the consumer an additional amount of service free, stamps and continuity plans are made available to customers when you have used a Virtual Stylist after a particular period of time.

Your Choice

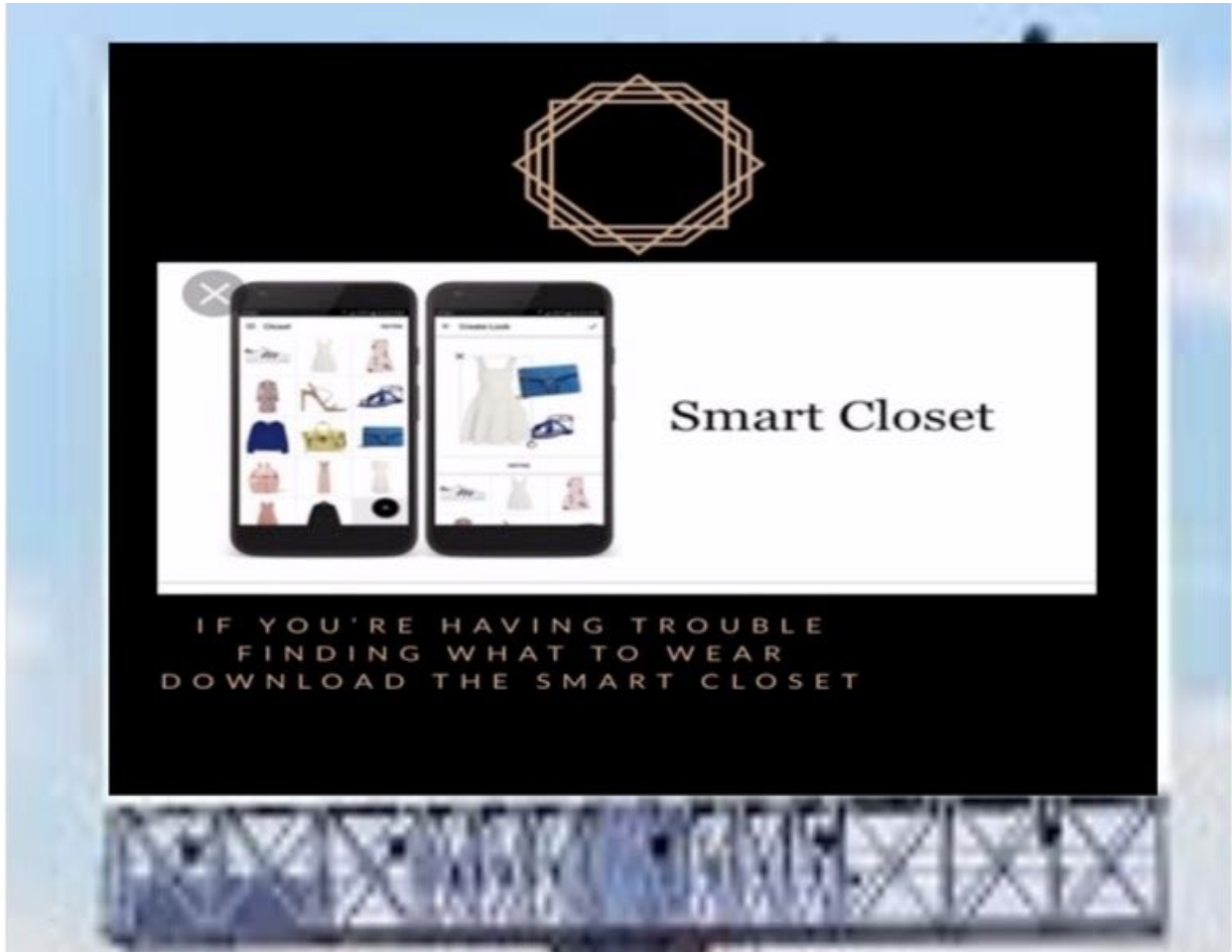
In the virtual styling app, you can choose 2 services. The first service is for free. You are given the opportunity to be your own personal stylist, select clothes that will suit you, in addition, create a collage and share in other social media platform, in addition, you can shop through the app. The second service is where you have to pay. In the paid service you will receive a personal stylist, that will give you tips, and create a virtual closet for you.

Creative Rationale

“You Want it, We Found It” perfectly defines what Smart Closet is mainly about. You want a piece of clothing or accessory they find it for you and you can purchase it with just one click. Smart Closet allows you to post your styling skills and also shop for other items you may like that other people post. If you’re having trouble finding a specific piece of clothing you have seen someone wear just hop onto Smart Closet and you just might find it there.

Creative Supplement

Billboards



Magazines



JULY
2018

ISSUE 10

ELLE

FASHION VULTURES / NY



YOUTH

NORMANI REPRESENTS THE
NEXT BEST THING.... THE
SMART CLOSET

H A P E R
B A Z Z A R

Canva

*Create your
own style...
even manege
your own closet*

SEPT
2016
\$3.00



smartcloset

*The best
new
closet is
the smart
closet*

C O S M O P O L I T A N

Featuring an exclusive



smartcloset

ISSUE 21

| Manage your own closet
Build your own style
Share your closet with others

SMART CLOSET

Conclusion

Having Smart Closet wanting to work with DKTripleA Ad Agency was the best decision that they ever made. We were given \$100,000,000 to create an ad campaign that would tap into the Target Market which were young women and girls who were between the ages of 16-32. Not only, did we reach our target consumers, but we also gained new consumers who were interested in having a Virtual Stylist, in addition, gain new profits. We were able to utilize different forms of media to present our ads such as billboards, magazines, and social media. The purpose of Smart Closet was to help young women and girls find a style that will make them happy and make them feel confident. We also gave the consumers the opportunity to be their own personal stylist, create collages and showcase their skills to different social media platforms.