

Running Head: BRANDING  
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Brand Image Marketing

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Branding

Final Project

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## **Create a brand characteristic strategy that emphasizes the value and importance of the brand**

### **Audience focus**

The primary characteristic of the brand is its emphasis on catering to the needs and preferences of its target audience. The fashion brand's attempt to cater to a diverse range of audiences may not lead to success in its intended market. The fashion brand ought to concentrate on the audience segment that holds the highest value for its brand (Islam & Rahman, 2016). To establish a strong brand strategy, the fashion brand ought to commence by crafting personas that encompass fundamental details regarding its target audience, thereby anchoring its brand strategy in audience insights. To successfully engage with the target audience, it is imperative for the fashion brand's communication strategy to incorporate a distinctive value proposition that aligns with the audience's motivations (Islam & Rahman, 2016). Subsequently, the fashion brand must maintain the interest of its audience and secure its allegiance by harmonizing its mission and values with its convictions.

### **Consistency**

The consistent approach of the fashion brand will showcase its focused strategy and assurance to its target audience. The audience can be assured of consistent quality service throughout the duration of the relationship (Islam & Rahman, 2016). Establishing regular engagement with its clientele can aid the fashion brand in cultivating patron confidence and allegiance. Maintaining consistency can facilitate the development of brand recognition within the market. The reinforcement of the brand's positioning vis-à-vis its competitors and the capture of audience mindshare are anticipated outcomes.

### **Simplicity**

Simple and direct concepts generally form the basis of effective brand strategies. They are not hard to understand. If the fashion brand cannot be summed up in a single sentence, it has to be simplified and refined (Islam & Rahman, 2016). Building a brand around a single concept simplifies the company for consumers and makes it easier for them to connect with it.

### **Detail**

Concentrating the idea of a fashion brand on a fundamental concept provides ample space for meticulous implementation (Islam & Rahman, 2016). There exist various components that a brand can utilize to animate its brands, such as personality, tone, and voice.

#### **Application of different facets of branding for fashion apparel**

**Luxury product offerings** – The fashion label will sell high-end leather goods, ready-to-wear garments, footwear, accessories, and more.

**Quality and craftsmanship** – The brand will prioritize quality and skillful artistry, and its merchandise will be promoted as opulent commodities with elevated price points.

**Direct-to-consumer sales** – The fashion enterprise intends to engage in direct-to-consumer sales through a combination of brick-and-mortar retail outlets, online commerce channels, and collaborations with department stores (Islam & Rahman, 2016).

**Collaborations** – The brand intends to engage in collaborative efforts with other high-end brands and designers to broaden its range of products and increase its market reach.

**Marketing and advertising** – The fashion brand intends to allocate resources towards marketing and advertising endeavors to establish its brand identity and prestige, thereby solidifying its standing as a frontrunner in the high-end merchandise sector (Islam & Rahman, 2016).

**Innovation** – The fashion brand will endeavor to innovate and maintain a competitive edge in the upscale merchandise sector, whether it pertains to product conception, production methodologies, or dissemination channels.

### **Develop a brand communication strategy**

#### **I). Social media marketing**

The fashion brand's media coverage will entail implementing a digital communication strategy that leverages social media marketing channels, such as Twitter or blogs, as opposed to investing in television advertising to effectively reach its target audience and enhance brand recognition. According to Power and Hauge (2018), the utilization of social media can serve as a significant catalyst in reducing the marketing expenses of fashion brands and establishing a direct link with prospective clientele. By utilizing Twitter, the fashion brand can effectively disseminate information to a wide audience, thereby enhancing brand awareness and fostering stronger brand allegiance (Valaei & Nikhashemi, 2017). The fashion brand's tweets have the potential to garner attention from both clients and followers, thereby enhancing the brand's popularity, credibility, and recognition. The significance of social media marketing for fashion brands lies in the potential impact of brand and product references on clients' emotions and attitudes within social media platforms (Valaei & Nikhashemi, 2017). Furthermore, the purchasing decisions of individuals' acquaintances within their social networks are also subject to influence.

#### **II). Advertisements**

The fashion brand intends to promote its products by employing combination of focused mass communication channels. Illustrative instances comprise full-page advertisements in upscale fashion publications like Elle and Vogue, and billboards strategically positioned in

prominent urban centers (Valaei & Nikhashemi, 2017). The promotional campaigns will be directed toward the demographic of youthful and stylish female adults, which constitutes a substantial portion of the brand's consumer base. The advertisements, frequently showcasing renowned personalities like Uma Thurman, will communicate a brand identity of sophistication and opulence that the targeted demographic will aspire to imitate.

### **III). Word-of-mouth marketing**

For the fashion label to be successful and widely known, word-of-mouth promotion is crucial. The fashion industry may save a significant amount of money thanks to this advertising tactic. The fashion label's limited marketing resources need the development of innovative approaches that are yet very effective (Valaei & Nikhashemi, 2017). Demand for the fashion brand, and therefore its sales, is increased via word-of-mouth advertising. These cost reductions will fund brand-critical R&D and manufacturing initiatives that will boost competitiveness and name awareness.

#### **Branding plan based on social media technology**

The apparel company will invest heavily in using cutting-edge technology to improve the in-store and online shopping experiences of its customers (Valaei & Nikhashemi, 2017). This encompasses the integration of technologies like AI to provide customers with more realistic and tailored experiences. The premium garment retailer plans to aggressively expand its online presence to provide an online shopping experience on par with its brick-and-mortar stores. The fashion label will also make use of digital platforms to introduce its wares, convey its narrative, and interact with its target audience.

The brand will use an advertising approach that will benefit from endorsements from famous people. Sponsoring significant athletic events like motorsport and yacht racing, the

fashion label will also participate in high-profile campaigns (Valaei & Nikhashemi, 2017). The fashion label intends to market itself primarily at high-society events. Managing high fashion commercials that seem personal, the events will create a direct connection with the target demographic to raise product awareness and exclusivity. The fashion company will also be able to market and promote its content and products on more platforms.

### **Positioning and Brand strategy**

Every brand has to employ positioning as part of its overall marketing plan. It permeates the vital marketing mix procedure, giving an organization an upper hand in the marketplace and a substantial slice of the pie. Because of this, it is crucial to keep it in mind while you craft your marketing plan (Kim & Sullivan, 2019). In addition, positioning is both a kind of creative expression and a strategic tool for attracting and retaining clients. Products are often shelved by the needs and wants they most commonly fulfill, or the benefits they most usually provide.

The fashion label will arrange its goods following current fashion and fads. goods from the fashion label will be developed with the most recent market trends and current styles in mind, giving customers access to cutting-edge styles and goods (Kim & Sullivan, 2019). The company's products will be of the highest quality and designed to provide users with lasting satisfaction.

The brand will market itself as a high-end label that makes apparel, footwear, and accessories. The firm will have the cachet of a luxury fashion label, but it will always be pushing the envelope by trying out new things and incorporating unexpected elements (Kim & Sullivan, 2019). The company will highlight its innovative and creative company culture as a key differentiator. According to the company's definition, the brand combines "eclectic, modern, and

romantic elements" (Kim & Sullivan, 2019). Famous people wearing Gucci both at promotional events and in their daily lives contribute significantly to the brand's image.

The key marketing tactic of the fashion label will be to highlight its history in various media (such as tales and fashion documentaries). The company will increase its profile on the most widely used social media platforms. Consumers' aspirational values will be reflected in the fashion label's content strategy (Kim & Sullivan, 2019). The brand's digital media strategy will center on the brand's iconic monogram as well as the company's illustrious history of collaboration with the fashion sector, sports, lifestyle, and heritage. The brand's promotions will feature celebrities at frequent intervals and include the uploading of branded video material. The fashion brand's social media strategy will have its share of technological difficulties, but the excellent quality of its content and its refined approach will help it succeed (Kim & Sullivan, 2019). The fashion business, like any other luxury brand, will have to deal with the difficulty of preserving its status as an exclusive brand while also boosting its online audience's loyalty and participation.

## References

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