



Marketing Plan

KITH
Spring/Summer 2021

1. Company/Brand

Profile/History

KITH is a multi-experiential lifestyle retail establishment. Established in 2011, it has transformed from adjoining space in contemporary urban stores to its own hotspot for sneakers, streetwear and our successful in-house label.

Mission Statement

*Our mission is to create unique shopping experiences linked to meaningful style pieces that one day bring nostalgia and feelings of prestige.
We want all to feel connected to the stories created or recaptured through lifestyle garments and their creative exposure.
This is for KITH & Kin.*

Vision Statement

To make KITH the place of buying when seeking premium curated streetwear goods.

SWOT Analysis	
Strengths	Weaknesses
Skilled staff and fashion buying	Real consumer purchases lost to bots and resellers
Opportunities	Threats
Collaborations outside fashion industry	Competitors with similar pricing



Goals and Objectives

Open additional flagship stores designed with Snarkitecture in KITH's best-selling regions by analyzing our top geographic point of sales after every quarter.

Engage with loyal customers by creating an exclusive membership program.

Offer the most exclusive array of apparel by gaining limited accounts from brands we sell.

2. Business Initiatives

Marketing Initiatives

- A. Expanding on the "Kith & Kin" written label as friends and families would be used for the next 12 months of collection's look books and social media content.*
- B. Partnerships with non-fashion brands to create unique collaborations in capsules that are released quarterly.*

Goals

- A. To publicize the extended brand name meaning of "friends & family" to create deeper personal connections that lead to helping charities and organizations.*
- B. Creating long-term pop-up shops with major brands within their industries (e.g. auto) to extend the exposure of our brand.*



Metrics

- A. *Using influencer marketing to create 1,300,000 organic page views per month with 143,000 monthly subscriptions / 131,790 social media expressions from brand and influencers involved.*
- B. *Using co-branding to create 3,606.000 organic page views per month with 252,450 monthly subscriptions / 384,000 social media expressions from all brands.*

3. Target Market

Market Segmentation

“Early Adopters”, Innovators and Trend-setting streetwear connoisseurs

Buyer Persona [Mia|Female|26|New York City]

Mia is a retail associate finishing her degree in fashion business to climb the executive ladder to a creative director position. She sees clothing as a way of visual expression and individuality. Both online and in-store shopping are enjoyed when she gets the notion the product or experience won't be seen again.

Competitive Analysis

Supreme (In-House Brand Competitor)	END. (Multi-Brand & Footwear Competitor)
Product: Box Logo Hoody \$168	Product: New Balance M991GBT \$199
Instagram Followers: 13.8 M	Instagram Followers: 2.4 M
Brand Partnerships: Influencer Marketing, Co-Branding, Native Content	Brand Partnerships: Native Content



Marketing Strategy

Brand Portfolio:

1. KITH (2011)
2. KITH Treats (2015)

Roles of Brand(s) within Portfolio:

Flanker: Kith For... (Co-Branded Products)
Cash Cow: KITH Classics (Williams, Bleecker, JFK, etc.)
High-end prestige product: KITH Shearling Coat
Low-end prestige product: KITH Treats Ice-cream Swirl, Milkshake, Cereal Box

TIME & ACTION CALENDAR



SEASON	PLAN 1	PLAN 2		
SPRING SUMMER 2021	"KITH x KIN"	KITH For BMW		
ACTION	OBJECTIVE	SETTING	DATE	RESPONSIBLE
Conduct market research on the largest customer origins	To locate possible cities and boroughs for campaign recordings	Marketing Team Locations	8-Aug	MARKETING
Conduct market research on largest and most successful BMW showrooms	To locate points of interest for pop-up shops	Marketing Team Locations	28-Sep	MARKETING
Survey: "Where To Find KIN?"	Measure genuine locations for campaign recordings	Instagram Story Ask, Online-store Pop-up, Email Newsletter	10-Sep	MARKETING
Commercial (Concept: Well-known individual with BMWs leaving KITH store)	Stir buzz behind upcoming BMW capsule collab	Instagram, Online-store Blog + Lookbook, Email to Online-store Link	30-Nov	MARKETING
Launch content for first series of " x KIN" campaign with Victor Cruz	Create buzz for extensive label name using real life representation	Instagram, Online-store Blog + Lookbook, Email to Online-store Link	20-Sep	MARKETING
Launch content for footwear drop of KITH for BMW II	Stir buzz behind upcoming BMW capsule collab	Instagram, Online-store Blog + Lookbook, Email to Online-store Link	10-Dec	MARKETING
Launch content for second series of " x KIN" campaign with Ronnie Fieg & Shir Yaakov	Create buzz for extensive label name using real life representation	Instagram, Online-store Blog + Lookbook, Email to Online-store Link	30-Oct	MARKETING
Launch content for accessories drop of KITH for BMW II	Stir buzz behind upcoming BMW capsule collab	Instagram, Online-store Blog + Lookbook, Email to Online-store Link	16-Dec	MARKETING
Launch a Contest for Submissions: "Established Kin Since?"	Engage with customers through special opportunity for participation	Instagram, Online-store Submission Page, Email to Online-store Link	4-Nov	MARKETING
Launch content for apparel drop of KITH for BMW II	Stir buzz behind upcoming BMW capsule collab	Instagram, Online-store Blog + Lookbook, Email to Online-store Link	22-Dec	MARKETING
Launch content for third series of " x KIN" campaign with flagships' location staff	Showcase the closeness of the brand and all levels of retail through involvement	Instagram, Online-store Blog + Lookbook, Email to Online-store Link	23-Nov	MARKETING
Launch content for collectibles drop of KITH for BMW II	Stir buzz behind upcoming BMW capsule collab	Instagram, Online-store Blog + Lookbook, Email to Online-store Link	3-Jan	MARKETING
Launch lookbook featuring the winner of the "Established Kin Since?" contest	Announce contest winner	Instagram, Online-store Blog + Lookbook, Email Newsletter + Online-store Link	10-Dec	MARKETING
Contest for Submissions: "Who can use a 'KITH & KIN'"	Gain knowledge on charities and organizations known to consumers who can benefit from fundings on a new series of capsule launches	Instagram, Online-store Blog + Lookbook, Email Newsletter + Online-store Link	22-Dec	MARKETING
Commercial (Visual: Adrian van Hooydonk leaving the office of a major showroom after a phone meeting turns into a formal meeting. Decides to go look for an outfit, and journeys to the KITH pop-up shop location)	Announce new shopping experience	Instagram, Online-store Blog + Lookbook, Email Newsletter to Online-store Link	12-Jan	MARKETING