

# Diesel Analysis



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# About the Brand

- Diesel is an Italian retail company.
- Produces a wide- ranging collection of jeans, clothing and accessories for men, women and children.
- Known for their surreal advertising campaigns.
- These campaigns tackle politics, religion, sexuality, and race.
- One of their controversial advertising campaigns Include two male sailors kissing as their shipmates celebrate the end of WW2 (Figure 1).



Figure 1: Finally it all makes sense  
(Diesel Adverts 1991-2001)

# What Diesel Stands For

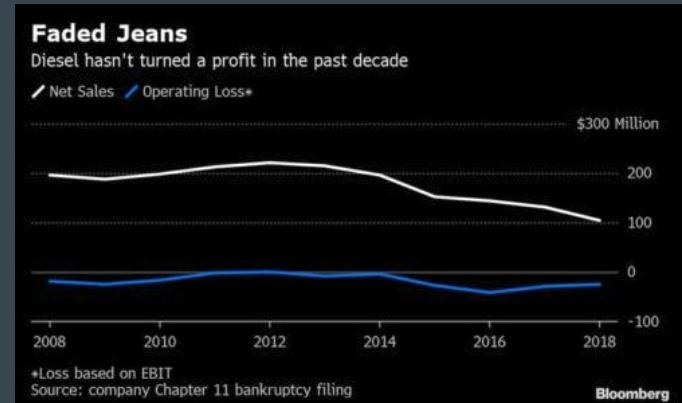
- Besides its' controversial advertising, the brand Diesel stands for passion, individuality, and self expression.
- Its' mission statement is “ to create an apparel line perfect for individual people who follow their own unique path in life and for those style makers who express their individuality by the way they dress”(Diesel, 2018).



Finally It All Makes Sense: (Diesel Adverts 1991-2001)

# Brand Audit

- Filed for bankruptcy on March 5th, 2019 due to plummeting sales, pricey leases, fraud, and theft (Kary, 2019).
- The biggest turning point of the brand was the recession in 2008.
- The company was unable to recover even after attempting to make improvements in 2011.
- Wholesale numbers went down from \$61 million in 2014 to \$19 million in 2018.
- Unable to make a profit in the past decade.
- Poor customer service based on reviews.



(Bloomberg 2019)

# Competition

## SCOTCH + SODA

- Scotch + Soda focuses on making garments that suits every individual
- They emphasize the quality on their products, the richness in detail, and their affordability
- They are a brand that people would gravitate towards because of the value they are getting for the price that's being paid.



(Publicis 133, 2017)

# Competition

## G-STAR

- Pharrell has taken up part of their ownership back in 2016.
- Relevance and hype among the brand.
- G-Star's main focus is their denim.
- The people who wear G-Star are mainly after a fashionable, edgy look.
- G-Star recycles and uses raw organic materials towards the creation of their products.



(G-Star RAW, 2016)

# Competition

## DSQUARED2

- Lifestyle brand that market themselves as fun and creative
- Focuses on celebrity endorsements
- These celebrity endorsements do in fact give Dsquared2 a competitive advantage over Diesel.



(Saks 5th Ave, 2017)



# Target Market

- Millennials and centennials between the ages of 18 and 35 who are part of the upper and upper-middle class
- Conscious about branding, image, and fashion.
- Targeting the groups that have interests in relation to the image and lifestyle we market, for example; Pop, Rock, Punk, and Hip Hop celebrities.
- Our target market will be consumers who are after garments that have character and will symbolize a carefree lifestyle.



(Diesel, 2019)



# Repositioning

- The brand will be positioned as a value pricing brand
- Value pricing brands are more affordable and still produce great quality clothing.
- This co-branding partnership will sit between budget and luxury segments.
- There will be a balance between cost and quality.
- Diesel will be co-branding with Levi Jeans to increase sales and to bring in new customers.



# Growth Strategy (Co-branding)

- By co-branding with Levi Jeans, we hope to provide exposure to a new audience.
- The cost of our jeans will be affordable in order to match Levi Jeans customers needs.
- People that are designer conscious would be interested in purchasing high-end brand jeans at a lower cost.
- \$575,000 of our budget will be going towards a one year contract endorsing Lil Uzi Vert and Kid Cudi. We chose Lil Uzi Vert because his image and lifestyle can be correlated with the image we are looking to market. We also chose Kid Cudi because he does have influence in fashion but is not as expensive.
- \$250,000 will be going towards our F/W 2020 fashion show which will feature our endorsed celebrities.
- The remaining \$175,000 will be strictly for macro-influencers like Luka Sabbat, Bloody Osiris, Ian Connor, and more. This is simply to spread out our marketing and reach a broader audience.

# Communication Channels

- Diesel will be modernizing their campaign.
- Instagram, Twitter, and other social media platforms will be the communication channels to help promote our message.
- We will be collaborating with the rapper Lil Uzi Vert, Kid Cudi, Harry Styles.
- Diesel will be enhancing their denim collection for female customers while co-branding with Levi Jeans.

