

## Creative Product Development Exercise

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### What product are you marketing? Include imagery.

The product I am marketing are women's low rise jeans, a trend from the late 90's and early 2000's that has re-emerged in recent years. More specifically my product is going to be baggy low rise jeans in a light blue color.



### Consumer analysis

In 2020 a Gen Z would have been anywhere from 8 to 23 years old and they are the most educated generation so far. They are more likely to not drop out of high school and to continue their education by attending college. Gen-Z has an estimated \$44 billion buying power in the United States, and in 2018 they influenced \$600 billion of their parents' spending. 98% of Gen-Z own a smartphone and 55% of them use their smartphones for 5 or more hours a day. 40% of consumers are Gen-Z and these consumers look for brands that are eco-friendly and socially responsible. They like to see brands that are aware and take action on current events, and will often prefer to shop at stores that hold the same values as they do. The overall target market is women between the ages of 16 and 25, have an interest in fashion and the latest trends, and care about sustainability in fashion.

### **Marketing Activation**

I would market this product through social media, because it is popular among my target audience and is an effective way to communicate directly to them. I created two examples of something that could be posted on the company's Instagram story. The posts include images of the product and a link that will direct shoppers to the company website with the product. The posts also remind shoppers that all the clothing is sustainable which is what our target market looks for. To do this I added a small recycling logo in the corner and next to it the statement "always made sustainably." Besides Instagram stories I would also use social media apps such as Tik-Tok which is extremely popular with the consumers I am trying to reach. Creating a few videos on the app could help to attract customers to the product and overall to the company.





