REDEFINED

MENSWEAR LINE by oh POLLY



Strategic Brand Concept

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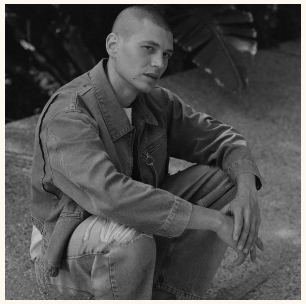
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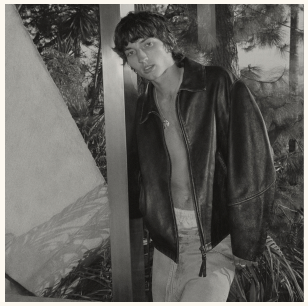
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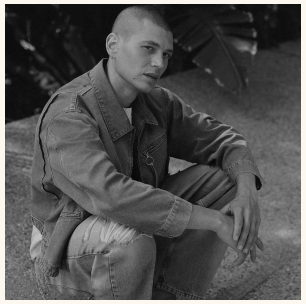
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Section 1

Executive Summary

Strategic Concept:

Redefined will utilise influencer marketing to leverage the reach and influence of social media influencers to effectively engage with their target audiences, cultivate brand awareness, stimulate buzz and interest in their products, and ultimately drive sales and brand advocacy.

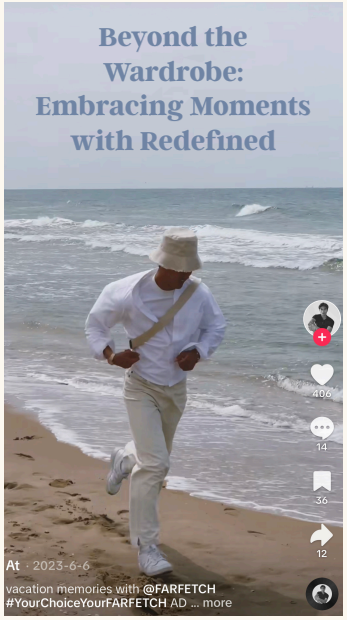
In response to the evolving landscape of digital marketing and the need for effective consumer engagement (Kotler et al., 2019), this report provides a comprehensive influencer marketing strategy for Redefined, a smart-casual sub-brand of Oh Polly with Scandinavian flare targeting fashion-forward men aged 20-35.

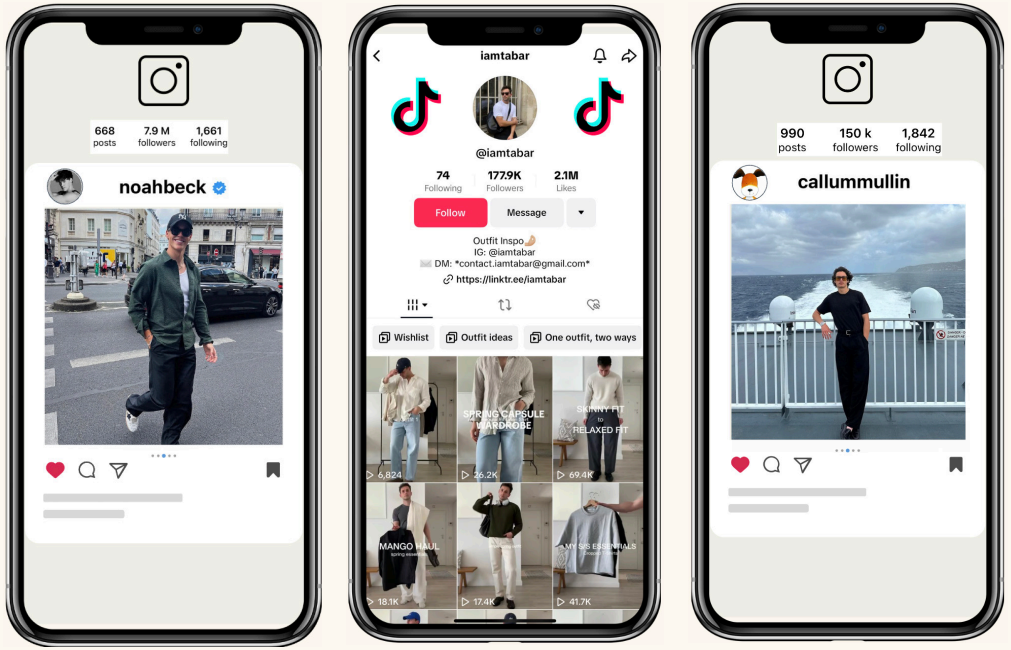
In recent years, there has been a prominent shift in the landscape of influencer marketing, with male fashion influencers becoming more popular. This trend suggests an increase in the proportion of males who actively promote their lives and personal fashion styles while also seeking inspiration from others on social media (LTK, 2021). As the menswear market evolves, fashion brands have discovered that collaborating with male fashion influencers is an effective way to boost brand visibility, increase sales growth, and expand their reach to new audiences.

Objectives:

1. **Increase brand visibility and recognition.**
2. **Engage customers, create buzz and increase word-of-mouth marketing.**
3. **Generate traffic to Redefined website, ultimately increasing revenue.**

A diverse range of influencer types will be utilised to maximise reach and engagement among different segments of the target audience. Micro-influencers , with their highly engaged followings, will create authentic content fostering genuine connections with niche communities. Mid-tier influencers offer broader reach while maintaining engagement while Macro and Mega-influencers, with large followings, will amplify brand visibility and reach. This diverse approach ensures Redefined's message reaches the right people through relevant channels, driving and brand awareness effectively.





Collaborations with influencers on relevant platforms utilised by the target consumers, such as Instagram and TikTok, will broaden Redefined's reach and engagement, improving traffic to its online store and conversion rates. Redefined strives to differentiate itself in the industry by harnessing influencers' storytelling ability and creative material.

The content creation strategy is based on the objective of finding a balance between promotional and engaging yet organic storytelling content. While influencers will be encouraged to showcase Redefined's products in their material, they will also be given the creative flexibility to effortlessly integrate the brand into their own narratives. This strategy insures that the content feels genuine and relatable, which enhances the brand's image and values whilst building stronger relationships with their consumer base.

When used effectively, male fashion influencers can:

- Increase brand awareness and visibility within the male demographic.
- Provide authentic product recommendations and reviews, enhancing consumer trust.
- Amplify the brand's presence on social media platforms, reaching a wider audience.
- Drive traffic to the brand's website or through affiliate links or promotional codes.
- Foster long-term relationships with loyal followers, leading to repeat purchases and brand advocacy.
- Enhance the brand's credibility and reputation within the fashion industry.
- Facilitate direct communication between brands and their target audience.



Section 2
Introduction

2.1. Oh Polly: Brand Overview

Reknowned for its bold and trendy clothing lines aimed primarily at fashion-forward young women, Oh Polly has become a major player in the online fashion industry. Claire Henderson and Mike Branney founded the brand in 2015 (Oh Polly, 2023), and it quickly became well-known for its dresses, swimsuits and sportswear that embody modern and trendy fashion. Central to Oh Polly's success has been its adept utilisation of digital platforms and influencer marketing to engage with its audience, forging meaningful connections and enhancing the brand's popularity and credibility.

This conceptual report outlines the strategy for Oh Polly's potential entry into the lucrative menswear segment, utilising the power of social media and influencer marketing to create a strong brand identity, increase customer engagement, and foster long-term loyalty among the target demographic.



2.2. Pain Points

Oh Polly's Strategic Brand Development Report (2024) identified crucial issues/ areas for improvement that require attention. These concerns shed light on the factors influencing and limiting the brand's performance. The following overview outlines these key issues:



2.3. Strategic Development

After a thorough analysis of Oh Polly's pain points, a Diversification strategy was recommended (Ansoff, 1957) with a primary focus on addressing the issue of Oh Polly's limited product range and their heavy dependence on a niche demographic in the women's fashion market. Therefore, a strategic decision was made to create a menswear sub-brand called 'Redefined' to introduce Oh Polly to the menswear market (Strategic Brand Development Report, 2024). This will reduce the brand's dependency on a single target market whilst increasing their market exposure. Furthermore, the strategic move into menswear is consistent with forecasted growth potential, as indicated by a 3% annual growth rate for this market (Mintel, 2023). By prioritising this strategic goal, Oh Polly is positioned to not only bridge the gap in its product offers, but also to generate new revenue streams and strengthen its competitive position in the fashion market. Redefined, positioned as Oh Polly's sister brand, aspires to exemplify the same ethos of sophistication, style, and inclusivity as Oh Polly, catering to fashion-forward men seeking contemporary and stylish wardrobe options.

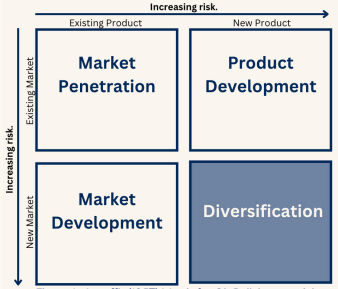


Figure 1: Ansoff's (1957) Matrix for Oh Polly's potential strategies (Strategic Brand Report, 2024).

2.4. Objectives

The following SMART objectives outline the aims of Oh Polly's menswear line, 'Redefined':

1. **Market Expansion**: Establish 'Redefined' as a prominent player in the menswear market, capturing market share and expanding Oh Polly's customer base beyond its current demographic. Gain atleast 5% market share in the UK menswear segment within the first year of launch. Utilise targeted marketing campaigns and strategic partnerships to attract diverse customer demographics and enter the new market effectively.
2. **Revenue Growth**: Generate £2 million in revenue from the sales of 'Redefined' products within the first year of launch. Achieving this target will require the implementation of robust pricing strategies, effective marketing campaigns, and efficient distribution channels.
3. **Customer Engagement**: Foster strong relationships with customers by delivering high-quality, trend-setting menswear products that resonate with their preferences and lifestyle. Aim to achieve a customer satisfaction rating of 4.5 out of 5 within the first six months of launch, this will demonstrate the brand's ability to meet customer expectations effectively. This objective will be attainable through continuous feedback monitoring, product refinement based on customer input, and personalised marketing initiatives.
4. **Enhance Brand Visibility**: Utilise marketing campaigns across various channels to increase brand awareness and engagement for 'Redefined', resulting in heightened customer interest, strengthened brand loyalty, and increased sales. Aim to achieve 70,000 social media followers and generate atleast 200,000 website visits within the first six months of launching. This objective is achievable through strategic content creation, influencer collaborations, and targeted advertising campaigns.

These strategic objectives are designed to align with the brand's overarching goals and vision, successfully executing them will be crucial in achieving the desired outcomes and ensuring the brand's success in the competitive menswear market.



Redefined's mission statement is to disrupt the men's fashion landscape by producing timeless and versatile designs that appeal to fashion-conscious men. Through strategic marketing campaigns, we hope to build a community of style-conscious individuals who value innovation and originality in their wardrobe choices. Our dedication to leveraging influential collaborations and compelling storytelling will propel Redefined as a leader in redefining men's fashion, encouraging individuals to express their individuality with confidence and flare.

2.5 Project Proposal and Relevance

In today's highly competitive market, simply offering quality products is not sufficient to ensure success. Instead, effective marketing strategies are essential for building brand awareness, attracting target audiences, and fostering strong brand-consumer relationships (Kotler et al., 2019). As such, marketing will play a pivotal role in achieving the objectives set forth for Redefined.

Oh Polly's marketing approach for "Redefined" will primarily focus on influencer marketing. Leveraging its established success and expertise in influencer partnerships within the women's fashion industry, Oh Polly recognises the power of influencers in shaping consumer perceptions and driving purchase decisions. This will play an integral part in Redefined's marketing strategy and will help to achieve the brand's SMART goals.





By collaborating with influencers who resonate with Redefined's target demographic, the brand aims to:

1. **Increase brand visibility and recognition.**
2. **Engage customers, create buzz and increase word-of-mouth marketing.**
3. **Generate traffic to Redefined website, ultimately increasing revenue.**

These goals closely align with the SMART goals in section 2.4, therefore influencer marketing can help the brand work towards reaching its overall goals.

When used effectively, male fashion influencers can:

- Increase brand awareness and visibility within the male demographic.
- Provide authentic product recommendations and reviews, enhancing consumer trust.
- Amplify the brand's presence on social media platforms, reaching a wider audience.
- Drive traffic to the brand's website or through affiliate links or promotional codes.
- Foster long-term relationships with loyal followers, leading to repeat purchases and brand advocacy.
- Enhance the brand's credibility and reputation within the fashion industry.
- Facilitate direct communication between brands and their target audience.

By strategically aligning influencer-generated content with each stage of the AIDA model (Figure 2), Redefined can create engaging narratives that guide consumers through the decision-making process and ultimately drive conversions and sales.

Attention

Capture the attention of the target audience by collaborating with fashion influencers who have a strong presence and engagement on relevant social media platforms.

Utilise eye-catching and aesthetic visuals, short form videos and compelling storytelling to catch the interest of potential customers and draw them to Redefined's brand.

Interest

Using influencer-generated content, highlight the unique features, aesthetic, and value proposition of Redefined's smart-casual clothing in order to capture the relevant audience's attention.

Highlight the versatility, value for money and fashion-forward appeal of Redefined's clothing, enticing viewers to learn more about the new brand.

Desire

Cultivate desire for Redefined products by leveraging influencers to show how the brand's clothing items fit the target audience's lifestyle, personal style, and values.

Showcase influencers that genuinely incorporate Redefined items into their daily life, exhibiting how they improve personal style and elevate fashion choices, instilling a desire to emulate and purchase.

Action

Facilitate action by including links to Redefined's website in influencer posts, prompting users to browse product collections and make purchases.

Redefined could also Implement trackable links, discount codes, or exclusive offers in partnership with influencers to incentivise rapid action and increase conversions

Figure 2: Aida Model for Redefined's Marketing Strategy (Adapted from Strong, 1925)



Section 3

Literature Review

3.1 Marketing Communications

Marketing communications, a subset of marketing, focuses specifically on the messages and platforms utilised to reach and influence customers; effective communication is essential in all marketing strategies (Ailawadi et al., 2009). While marketing communications historically depended on direct interactions, currently, it is more complex due to the effects of globalisation and technological advancements. For example, the introduction of a new brand or product can often require a comprehensive communication strategy that combines both traditional and digital media (Eagle et al., 2021, p. 23). Therefore, Integrated Marketing Communications (IMC) should be used to ensure consistency in messages across various media platforms (Kitchen and Burgmann, 2010).





According to Arya, Paul, and Sethi (2021), efficient communication is more than just a means of distributing information; it is also essential for achieving business goals, such as increasing brand recognition, influencing consumer behaviour, boosting sales, building brand equity, and maximising shareholder value. However, the marketing communication landscape is changing dramatically in the digital age. Digital marketing tactics are revolutionising the way marketing communications are delivered by presenting new innovative ways to reach, inform, engage, add value, and increase customer sales (Dwivedi et al., 2021). Ko (2019) highlights how digital platforms are at the forefront of this technological transformation, radically changing how marketers and businesses interact with their target audiences. Additionally, Kim, Kang, and Lee (2019) emphasise that digital marketing strategies are not only beneficial but are essential for the survival and expansion of new businesses. These strategies are imperative for increasing sales, reaching larger audiences, and establishing a strong online presence. Therefore, the incorporation of digital marketing into corporate strategy is crucial for achieving success in the current competitive business landscape.

3.2 Digital and Social Media Marketing

Advertising dynamics have developed and changed overtime due to advancements in digital marketing communications, which has been greatly affected by the development of Web 2.0 technologies. Kelly-Holmes (2016, p. 212) highlights this shift by pointing out that customers now have more influence over businesses due to electronic word-of-mouth and their active involvement in brand co-creation. While Kelly-Holmes (2016) emphasises the increasing power of consumers in digital advertising, Kelley and Sheehan (2021, p. 16) highlight the necessity for marketers to embrace this shift towards interactive advertising, arguing that it is no longer enough to just do advertising; it must evolve into a dialogue rather than a monologue. While traditional forms of marketing communication follows a "one-to-many" model, the interactive nature of the internet facilitates dialogue with and among consumers more effectively (Bakker, 2018). Consequently, businesses need to utilise digital marketing techniques to foster more direct and meaningful interactions with their target audience. This approach strengthens consumer relationships, enhances brand legitimacy, and ultimately fosters customer loyalty and long-term engagement (Kannan and Li, 2017).



Furthermore, leveraging social networks presents significant opportunities for businesses to globally communicate their messages at low costs through Web 2.0 tools like websites and social media platforms (Rivera-Trigueros et al., 2020). Social media platforms, including Instagram, Facebook, YouTube, and TikTok, have become an efficient way for marketers to establish communication with their consumers (Hosen et al., 2021). Brands can improve their marketing communications by embracing these platforms into their marketing strategy (Fiore, Stašys, and Labanauskaitė, 2020), in a dynamic and continuously evolving environment. The ability of brands to integrate diverse digital media into their marketing strategies with agility enables them to remain ahead of the curve and relevant (Rakshit et al., 2022). This adaptability, often characterised as the "ability to innovate," is not only essential for staying competitive but also for driving sales and fostering long-term success in the marketplace.

However, while the potential benefits of digital marketing are significant, the influence on the brand is also dependent on how well digital platforms are utilised. Success is not guaranteed by simply being present on social media platforms or using Web 2.0 tools; it involves strategic planning, meaningful content creation, and active engagement with the target audience (Kim, Kang and Lee, 2019). Furthermore, the rapid pace of technological advancements requires brands to constantly innovate and evolve to remain relevant; failure to do so risks falling behind competitors and losing market share.

3.3 Influencer Marketing

Millennials and Gen Z, as digital natives, have revolutionised consumer behaviour, prompting a wake-up call from the traditional advertising industry. Trust in brands has diminished, giving rise to "influencers" whose followers can range from thousands to millions (Glenister, 2021). According to Ki and Kim (2019), a social media influencer (SMI) is an individual who possesses the ability to influence others through social media platforms. Glenister (2021) claims that influencers share two key traits: authenticity and the ability to engage with their audience effectively. The global influencer marketing market reached £17 billion in 2023, having more than tripled since 2019 (Statista, 2024). As the industry continues to mature, the size and value of influencer marketing platforms continue to expand annually, making collaborations between brands and creators more profitable than ever (Dencheva, 2023). Furthermore, as ad blockers become more prevalent, businesses are increasingly relying on SMIs to promote their brands (Liu and Zheng, 2024).

Research indicates that influencers form deeper and more trusting connections with their followers compared to celebrities (Johnstone and Lindh, 2022). Lou (2021) asserts that the difference between traditional celebrities and SMIs is that the former are "regular" people who have become digital celebrities through their unique content creation on social media platforms. These influencers build loyal and engaged followers by showcasing their expertise in their respective fields and regularly release insightful information on social media (Venciute et al., 2023). However, businesses looking to use social media influencers to promote their goods or services must understand that success in this strategy is not solely based on the size of the influencer's following; influencers must also fit the brand's niche and be able to connect with the target market effectively across a variety of media (Varsamis, 2018).





Section 4

Process Model

4.1 Process Model Relevance

In today's dynamic business environment, organisations must be able to respond fast to changes in consumer behaviour, industry trends, and technological advances (Kotler et al., 2021). Business process models serve as valuable tools in addressing this challenge (Figure 3). A business process model is a visual representation that depicts the sequence of tasks, activities, and workflows required to complete a certain business process or achieve a particular business goal (Curtis, Kellner and Over, 1992). It gives an organised structure for understanding how different aspects of a process interact, in what order they occur, and the inputs and outputs involved in each stage. Business process models assist organisations in analysing, optimising, and streamlining their operations by finding inefficiencies, obstacles, and opportunities for improvement (Wojno, 2022).

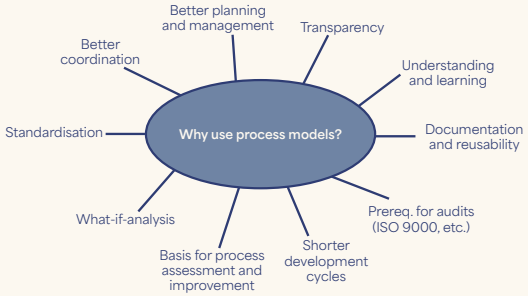


Figure 3: Process Modelling Advantages (Adapted from Negele et al., 1999)

4.2 Process Model Analysis

Using the right process model requires understanding the analysis's purpose and being familiar with available process modeling techniques and tools (Aguilar-Savén, 2003). Organisations can acquire insights into different methods and strategies by studying various process models, allowing them to make more informed decisions and develop more successful and specialised process models based on their specific needs and goals.

Piercy and Giles (1990) Strategic Marketing Process Model (Appendix A: Model 1)

Piercy and Giles (1990) proposed a strategic marketing process model to help organisations design and implement effective marketing strategies. They wished to challenge the pervasive, conventional, sequential model of strategic marketing planning, and instead suggested that a structured, but iterative, planning process offers more advantages (Piercy and Giles 1990). Their model is divided into several stages, including market analysis, strategic planning, and implementation.

One of the advantages of this model is its comprehensive approach, which incorporates both strategic planning and tactical execution. The model is also easy to understand and follow and has decision points strategically placed within each step of the model, creating an iterative cause-and-effect loop.

However, Piercy and Giles' model has faced criticism, one notable weakness is its simplicity, which may fail to represent the complexities of today's marketing and business environment. Developed before the widespread adoption of digital channels, the model does not fully address the unique challenges and opportunities associated with online marketing strategies (Chaffey and Ellis-Chadwick, 2019).

While Piercy and Giles' strategic marketing process model provides a valuable framework for marketing strategy development, it has numerous limitations. Organisations such as Redefined should supplement it with insights from more recent literature and adapt it to suit their specific needs and goals. By doing so, businesses can leverage the strengths of the model while addressing its weaknesses to develop a more effective marketing strategy process model.

Marketing System Process Model (Daniel et al., 2003) (Appendix A: Model 2)

The Marketing Systems process model proposed by Daniel et al. (2003) offers a value driven process model for understanding and managing marketing activities within a business. In contrast to the model propsed by Piercy and Giles (1990), which provides a more linear view of strategic marketing processes, this model adopts a cyclical approach where operations are constantly recycled and improved.

The four major stages in the model are as followed:
(1) define markets and understand value;
(2) create value proposition;
(3) deliver value; and
(4) monitor value.

The level of analysis required by Daniel's model exceeds that of Piercy and Giles' (1990), allowing for a more thorough strategic plan. This enables organisations to gain a deeper understanding of market dynamics, competitive landscapes, and internal capabilities. Decision-makers can therefore identify opportunities and challenges more effectively as they have a greater awareness of the strategic environment.

However, in contrast to Piercy and Giles' (1990) model, Daniel's (2003) model lacks checkpoints for reviewing progress before advancing to the next stage. Without established review points, organisations may struggle to recognise and address issues or deviations from the intended strategy path in a timely manner. As a result, this could lead to a higher risk of strategic errors or inefficiencies, as there may be fewer opportunities to course-correct or optimise strategies based on continuous performance feedback.

Additionally, both Piercy and Giles' (1990) and Daniel's (2003) overlook the element of time within their process models. They do not utilise time-sensitive milestones or timelines which could potentially result in challenges and ineffeciencies related to project scheduling, resource allocation, and deadline management.

4.3 Process Model Development

Learning from past process models, valuable insights have been drawn to create Redefined's process model which is focussed on their strategic use of influencer marketing (Figure 4). As expemlified by the models discussed in Section 4.2, it is clear that having a holistic understanding of the market environment, competitors, and internal capabilities, is vital in the process and will facilitate more informed decision-making, therfore this is one of the first stages taken in Redefined's model. Similar to Piercy and Giles' (1990) model, checkpoints are frequently incorporated into the process to enable continuous progress review and feedback. These checkpoints allow the brand to periodically assess its progress and adjust its strategies as needed, ensuring alignment with its overarching objectives. As the implementation phase progresses, the model emphasises the importance of monitoring and evaluation, where the effectiveness of the marketing activity is assessed. Unlike the models analysed in Section 4.2, Redefined's process model takes into account timelines to enhance efficiency and resource allocation whilst ensuring that marketing initiatives are executed within designated timeframes.

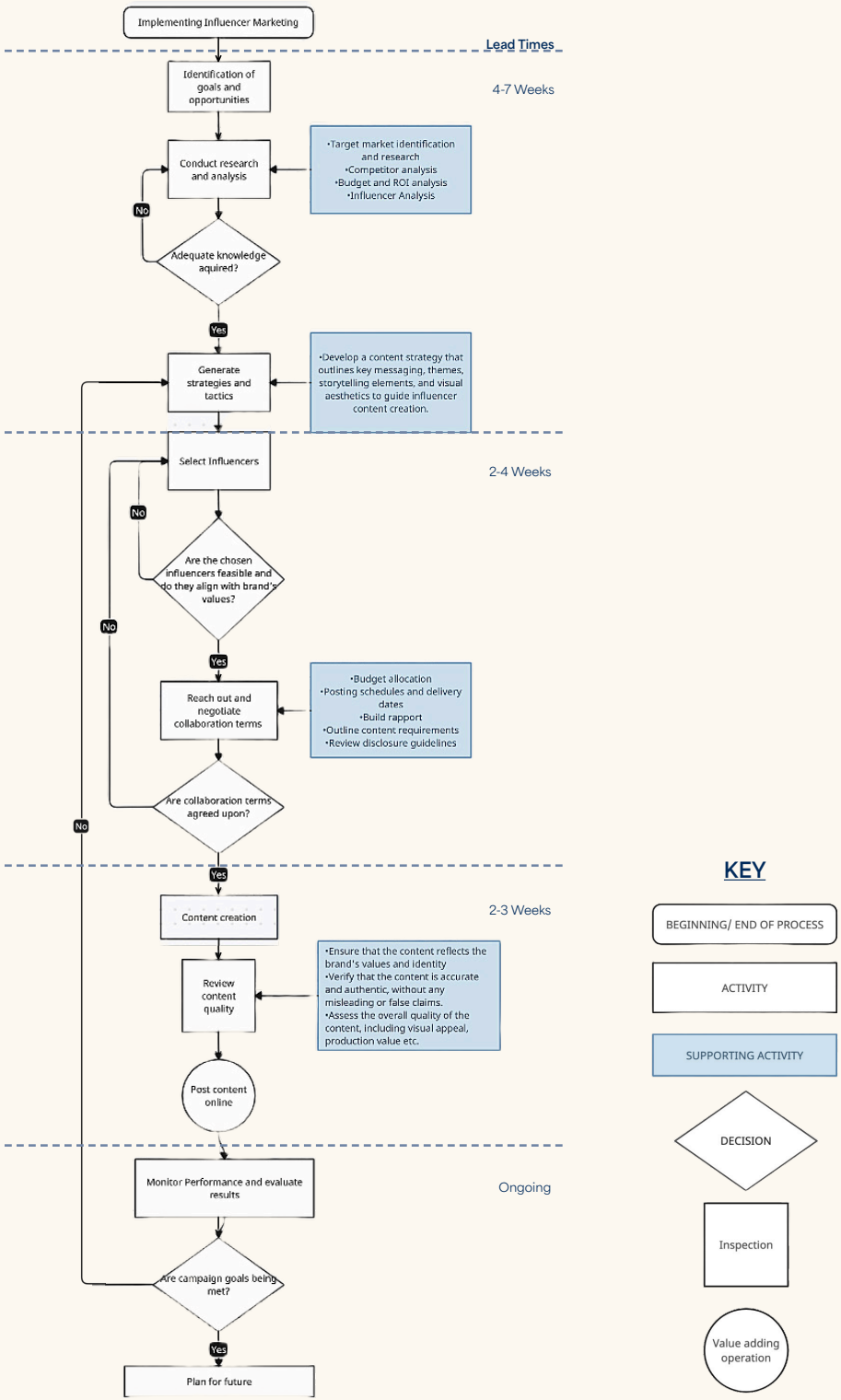
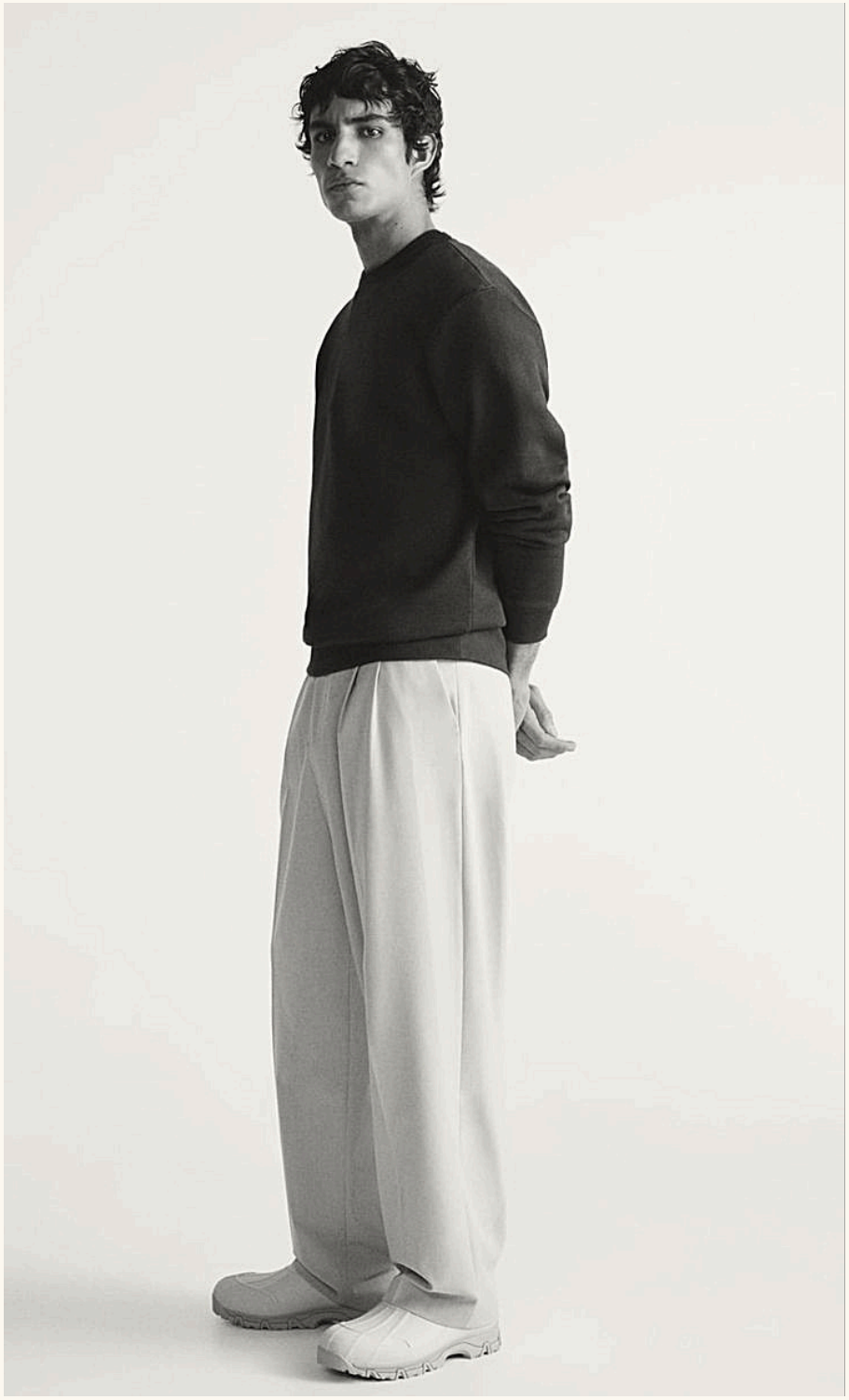


Figure 4: Redefined's Influencer Marketing Process Model (Authors Own, 2024)





Section 5

Context Analysis and Research

5.1 The Target Consumer

Identifying a target market is important for both general marketing strategies as well as influencer marketing. Understanding the demographics, preferences, and values of the target market allows businesses to effectively pick influencers that resonate with and impact that group (Hubbard, 2019). This alignment improves the success of influencer marketing efforts because influencers can better connect with and engage the desired audience, resulting in increased brand exposure, trust, and conversions.

Therefore, it is essential to identify and analyse Redefined's target market. This analysis provides a deep understanding of Redefined's target consumers which will enable Redefined to spend resources efficiently, picking influencers who are most relevant and likely to engage and connect authentically with the target market, ultimately increasing brand visibility and helping to achieve their marketing objectives.

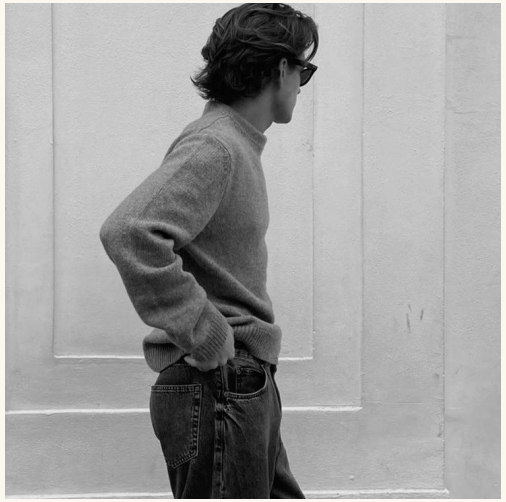
5.1.1 Consumer Segmentation

Consumer segmentation is critical for Redefined because it will allow the company to better understand the different preferences, values and needs of its target audience (Jolaoso, 2023). By utilising customer segmentation, Redefined may tailor its marketing techniques, such as influencer collaborations, to better engage with different consumer categories. This will not only increase brand exposure but also enhance the effectiveness of influencer marketing initiatives

Demographic

Redefined, as a sister brand of Oh Polly, shares similarities with its target demographic, which was extensively researched in the Strategic Brand Development Report (2024). Redefined, like Oh Polly, is primarily aimed at the fashion-conscious demographic ranging in age from 20 to 35. However, in contrast to Oh Polly's female consumers, Redefined is targeted at the male market. Additionally, Redefined's minimalist and versatile designs could also appeal to non-binary people and those looking for unisex apparel, thus expanding the brand's appeal.

Redefined will have a similar price range to Oh Polly, averaging around £45. As such, young professionals and University students are anticipated to be major targets within this demographic.



Young professionals with a moderate disposable income may seek smart-casual attire for work and social events. Students, on the other hand, may prioritise affordability without compromising style, making mid-range brands like Redefined particularly appealing to this demographic.

However, due to the timeless pieces and elevated basics offered by Redefined, the target consumer base could potentially extend beyond these categories, attracting various individuals seeking versatile and timeless pieces that are appropriate for all ages.

Further analysis of this demographic has been conducted in SECTION 4.2 to gain a better understanding of their opinions towards influencer marketing.



Geographic

Redefined, like its parent company Oh Polly, will use an online-only retail strategy, making itself accessible to clients on a global scale, however their headquaters will be located in the UK. While a global brand, it is anticipated that a large proportion of Redefined's clientele will live in urban areas within the UK, mirroring the demographic trends observed by Oh Polly. Cities like London, Manchester, and Birmingham are ideal for Redefined to target because of their broad consumer demographics and dynamic fashion scenes.

Leveraging influencers who are based in or have a strong following in these urban areas could amplify Redefined's brand message and increase visibility among the desired demographic. This localised approach can enable more personalised and relevant content that is likely to resonate with urban consumers, driving higher levels of engagement and generating buzz (Hiner, 2024).

Psychographic & Behavioural

Redefined's target customer is fashion-forward and likes appearing put together; they value versatility and therefore like elevated basics, minimal pieces, and smart-casual attire. While they may occasionally embrace trendy pieces, their overall preference leans towards timeless elegance and basics that can be styled in multiple ways.

These consumers emphasise functionality and comfort without sacrificing style, preferring apparel that can go from work to leisure. A lot of the target consumers lead busy lives, balancing job commitments and personal interests, and therefore value convenience and versatility in their wardrobe choices.

While these individuals may not actively seek sustainable fashion, ethical techniques and responsible production are compatible with their principles. They are active on social media, particularly platforms such as Instagram, which they often use for fashion inspiration.



Redefined's influencer partnerships should reflect its consumers' values and personal styles to effectively engage the target audience and build brand loyalty. Therefore the influencers chosen shouldn't excessively promote FADs and should instead showcase more minimal, smart-casual and versatile outfits.

5.1.2 Pen Portrait

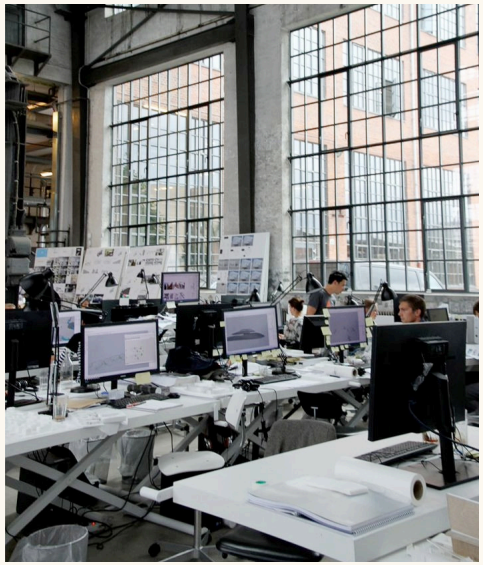
Harvey is a 26 year old male living and working in London as a management consultant for a successful firm. His job requires him to be precise, flexible, and detail-oriented–qualities that also extend into his personal life and fashion choices.



Harvey's style is smart-casual with a Scandinavian touch. He likes clothes in neutral colours and muted earth tones and appreciates minimal silhouettes, subtle accents, and versatile outfits that can easily transition from the office to after-work events. While Harvey values timeless fashion, he isn't afraid to add subtle trends or contemporary touches to his wardrobe to keep his appearance modern.

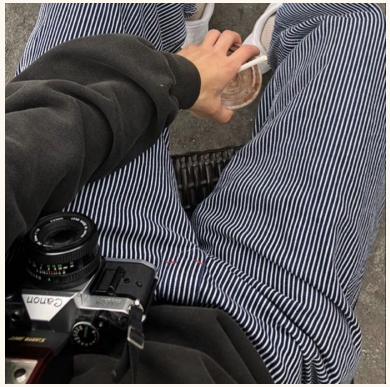




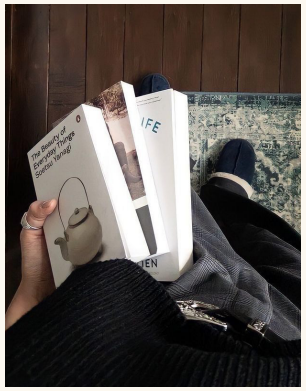


While he appreciates quality, he's mindful of his budget and seeks value for money due to his moderate disposable income. Harvey's wardrobe consists mainly of basics from retailers like H&M, Zara and Uniqlo. However, he very occasionally indulges in pieces from Reiss and AllSaints, adding a touch of luxury and sophistication to his wardrobe.

While Harvey supports sustainability and ethical practices in fashion, he recognises that his favourite brands may not always prioritise these values. He believes in making thoughtful choices wherever possible, but admits that affordability and style frequently take precedence in his purchasing decisions.



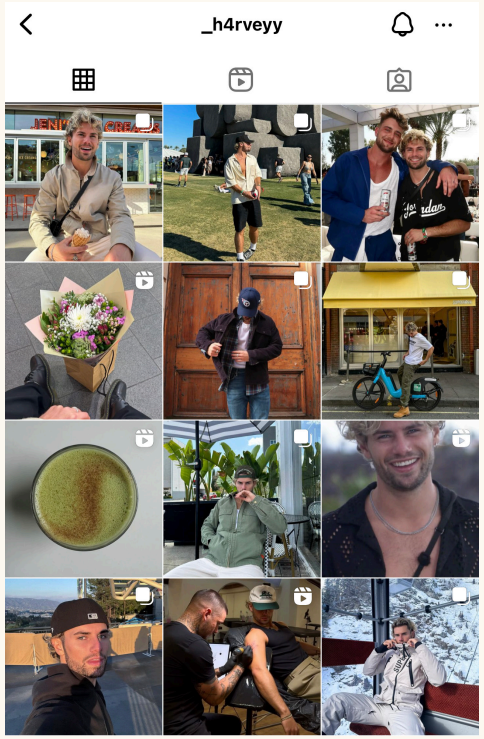




Harvey spends his free time visiting art galleries, museums, and taking pictures of the city and its people on his camera, which fuels his creativity and passion for aesthetics. Harvey also appreciates moments of relaxation, such as reading books and meeting up with friends for coffee or drinks. Through social media platforms like Instagram, he shares glimpses of his everyday life and outfits, showcasing his style and creative flair to an engaged audience.



Harvey actively uses social media platforms such as Instagram, Pinterest and Tiktok to find fashion inspiration. As a fashion-conscious individual, he values original material and influencer endorsements that are similar to his own personal style. Influencers that honestly provide genuine suggestions have the greatest influence on Harvey's purchasing decisions, their posts serve as a valuable source of inspiration, influencing his fashion choices and keeping him up to date on current trends.



5.2 Consumer Insights and Analysis

In marketing, it is critical to adjust your approach to suit different consumer segments. This is particularly important when targeting men rather than women, as their preferences and how they engage with and react to marketing content can differ greatly (Zhontsa, 2023). This is important to consider in Oh Polly's expansion into menswear, as they will be targeting a new demographic (discussed in Section 4.1).

5.2.1 Male Shopping Habits and Social Media Usage

Since the beginning of online influencer marketing, female influencers have dominated the sector. However there has been a notable shift in recent years, with male fashion influencers gaining prominence. This pattern is a reflection of the growing number of males who now actively share their lifestyle and personal styles online, whilst looking to others for inspiration (LTK, 2021). As the number of menswear brands grows, collaborating with male fashion influencers has shown to be an efficient strategy to increase brand visibility, boost sales, and reach new audiences.

Men exhibit higher brand loyalty compared to women, with 41% of male consumers prefering familiar and trusted brands, in contrast to 22% of female consumers (Rizvi, 2021). This presents both opportunities and challenges for Redefined. While this demonstrates that once a male client connects with a brand they are more likely to remain loyal and make repeat purchases, it also implies that Redefined, as a new entrant in the menswear market, will have to work harder to win over loyal male customers from their competitors. This emphasises the importance of effectively identifying influencers who not only resonate with the brand but also effectively convey its value proposition to their target audience.

Furthermore, Redefined may need to invest in methods that focus on differentiation and highlighting unique selling points to encourage male consumers to move their loyalty from more established brands to Redefined. If Redefined is successful in winning over these clients, it could create a base of loyal consumers, leading to long-term customer retention.

According to Rizvi (2021), men are more likely to utilise social media for product searches than women and show a greater receptiveness to offerings presented through their feeds by trusted brands and influencers. This further reinforces the importance of selecting the appropriate influencers in Redefined's marketing strategy to ensure alignment with the intended audience and to increase their resonance and effect.

Compared to 30% of women, 70% of males search for products numerous times before making a purchase (Robinson, 2022). This further highlights the importance of influencer credibility and authenticity for Redefined's influencer marketing strategy, since male consumers are more likely to value influencers who provide sincere recommendations based on genuine usage of the products they advocate.

> **"Social media engagement is revolutionising brand relationships. With increased male participation on social media channels, consumers are discovering new brands and products they might not have found on their own, leading to purchases they would not have considered otherwise. This trend emphasises the importance of social media as a source of inspiration and purchasing intent among male consumers."**
>
> - Senior Director of men's lifestyle site The Manual - Wolfman (2021).



5.2.2 Gen Z and Millenial's Shopping Habits and Social Media Usage

In addition to researching men's purchasing behaviours and social media usage, Redefined must also gain insight into the shopping habits of Generation Z and Millennials, given that its target consumers range from 20 to 35.

Millennials and Generation Z use social media frequently, both actively and passively. Almost half of both generations use social media numerous times per day, with more than one-third of Gen Z users spending over two hours per day on these platforms (McKinsey, 2023). This offers significant opportunities for influencer marketing strategies. With these groups spending a substantial amount of time consuming social media content, influencers have an increased chance to reach and resonate with them.

As digital natives, both millennials and Generation Z are extremely tech savvy, According to The Influencer Marketing Hub (2023), 97% of Gen Z consumers rely on social media as their primary source of shopping inspiration. However, their preferred social media networks differ slightly. Millennials are more active on Instagram, Facebook, and Twitter, whereas Gen Z prefers video and visual-based platforms such as TikTok, Snapchat, and YouTube (Mailman, 2023).



Additonally, Gen Z tend to value brand authenticity and transparency, and they prefer to shop cautiously, relying primarily on social media and distrusting traditional advertisements (Clopeck, 2024). Therefore, when targeting Gen Z, it's critical to fit with their values by creating honest, genuine, and visually appealing material in short-form formats. In contrast, millennials enjoy more informative content that emphasises product benefits (Mailman, 2023). This shift in platform preferences and content expectations requires personalised influencer marketing tactics, ensuring that the content appeals to their specific preferences and values.

Both Generation Z and Millennials value peer recommendations and user-generated content (Giancaterino , 2023). Influencer marketing can boost user-generated content by actively engaging with their followers and encouraging them to share their experiences with the brand or product. Influencers can post content that encourages their followers to take part in challenges, contests, or user-generated campaigns. Furthermore, influencers can utilise features such as polls, Q&A sessions, and interactive stickers to collect feedback and reactions from their audience, promoting more user-generated content. Overall, by encouraging genuine connection and interaction between influencers and their followers, influencer marketing can effectively drive the creation of user-generated content.

This demonstrates the importance of social media in impacting Gen Z and Millenials purchase decisions and brand discovery process. Understanding these behavioural trends is critical in developing the marketing approach for Redefined. Integrating influencer marketing campaigns into social media platforms can help to build trust and credibility among these consumers by using the influential power of influencers.



5.2.3 Primary Research: Target Consumer's Shopping Habits and Social Media Usage

	Survey Results	Implications for Redefined
Social Media Usage	Majority of respondants spend between 1-2 hours a day on social media.	This emphasises the value of social media as a means of reaching and engaging with the intended demographic of fashion-forward males. Given the amount of time spent on these platforms, they provide many opportunities for marketing and brand promotion.
Influential Social Media Platforms	Instagram and TikTok are the most influential platforms for fashion purchases.	Understanding the influence of various platforms enables "Redefined" to effectively direct its marketing efforts. By prioritising content creation and engagement on these platforms, the brand can increase its visibility and engage with its intended audience.
Influence of Influencers	Many respondents find social media influencers moderately to slightly influential in their clothing purchasing decisions.	While influencers play a role in influencing purchases, the moderate impact suggests that "Redefined" should carefully select influencers who resonate strongly with its target demographic to ensure effective marketing campaigns.
Influencer's Driving Consumer Purchases	Over half (52%) of respondents have made purchases based on influencer recommendations at some point in their life.	This reinforces that influencer marketing can be an effective strategy for "Redefined" to drive sales. By collaborating with influencers trusted by its target audience, the brand can leverage their influence to encourage purchase decisions.
Factors Increasing Trust and Likeability in Influencers	Respondents highly value influencers who share a similar fashion sense, prioritise authenticity and relatability, and deliver engaging content.	For Redefined, this emphasises the importance of collaborating with influencers who align with the brand and their target consumer's aesthetic and values, as well as establishing genuine connections with their audience. Creating engaging campaigns that align with consumer preferneces can further strengthen Redefined's influencer marketing strategy.
Preferred Content from Fashion Influencers	The majority of respondents prefer outfit inspirations and styling tips from fashion influencers.	By catering to this preference, Redefined can effectively engage its target audience and establish itself as a valuable source of fashion inspiration. Incorporating such content into influencer collaborations can help increase brand awareness, attract new consumers, and build a loyal and engaged consumer base.
Preference for Disclosing Sponsored Content	A significant portion of respondents prefer sponsored content to be clearly marked as advertisements.	Redefined should ensure transparency in its influencer marketing campaigns to maintain trust with its audience. Clearly labeled sponsored content can enhance credibility and authenticity, fostering positive relationships with consumers.
Most Effective Marketing Strategies	Word-of-mouth recommendations was voted the most influential form of marketing followed by influencer marketing.	Influencer marketing could potentially amplify word-of-mouth recommendations. For Redefined, leveraging influencer partnerships can not only enhance brand visibility but also stimulates organic conversations and recommendations among consumers, thereby fostering a network effect and driving brand advocacy.
Role of Influencers in Brand Discovery	Many respondents either often or sometimes discover new brands through social media influencers.	This indicates that social media influencers could play a significant role in brand discovery of Redefined. By strategically collaborating with influencers, Redefined can leverage their reach and credibility to introduce its brand to potential customers who may not have otherwise discovered it, ultimately expanding its customer base and market reach.

Figure 5: Analysis of Survey Results (See Appendix A).

5.2.4 Key Takeaways

The consumer insights completed in Section 5.2, alongside the analysis provided in Figure 5, highlight the key elements that will improve the effectiveness of Redefined's influencer marketing approach. Overall Redefined should consider these key facrors in ther influencer marketing campaign:

1. **Authenticity:** Ensure that influencers authentically resonate with the target market and embody the brand's values.

2. **Content Variety:** Tailor content to cater to the preferences of both generations, focusing on informative and useful content for Millennials and authentic, visually appealing short-form content for Gen Z.

3. **Platform Relevance:** Select influencers who are active on platforms preferred by the target market, such as Instagram and TikTok.

4. **Peer Recommendations:** Utilise influencer partnerships to encourage user-generated content and peer recommendations, which holds significant value for Gen Z and Millennials.

5. **Engaging Storytelling:** Collaborate with influencers who can effectively communicate brand stories and values in a compelling and relatable manner.

6. **Consistency:** To strengthen brand awareness and trust among the target audience, maintain consistent messaging and brand identity across influencer partnerships.

7. **Measurement and Analysis:** Make use of strong analytics to monitor influencer campaign performance and make adjustments to plans in response to real-time information.

5.3 Competitor Analysis

For Redefined's influencer marketing strategy to be successful, a competitor analysis is essential as it offers insightful information on the market competition and helps identify areas for improvement and differentiation (White, 2024). A thorough competitor analysis is essential for Redefined to develop a strategic and effective influencer marketing strategy that resonates with its target audience whilst setting itself apart from competitors.

Figure 6 depicts the key competitors that Redefined will face, as well as their present positions in the menswear sector, both online and offline , ZARA Men, H&M and Topman emerge as the main direct competitors as their product offerings are similar to Redefined and their price points are similar.

Therefore, as these brands are expected to appeal to a similar consumer base, it is importantfor Redefined to analyse their influencer marketing strategies thoroughly in order to distinguish itself.

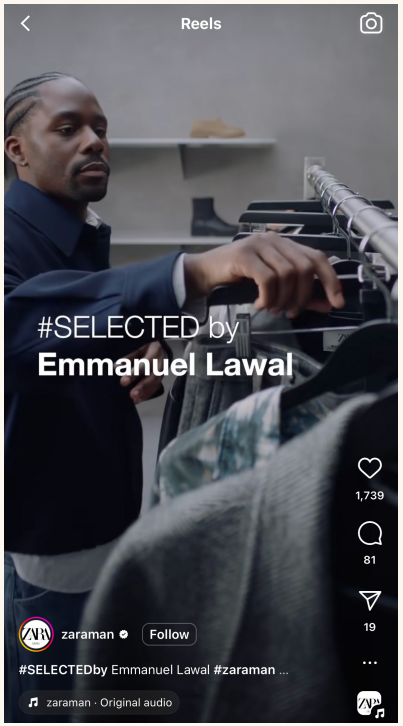


Figure 6: Redefined's Brand Positioning (Strategic Group Report, 2024)

Zara Men

•Zara Men's Instagram account, @Zaraman (2024), effectively uses Instagram Reels to showcase short videos of various influencers and celebrities creating outfits from Zara's range. These engaging clips provide glimpses into these influencers' own styles and styling preferences. Through this strategy the brand develops an aspirational but relatable image that appeals to its target audience. Furthermore, these videos have gained a large reach, demonstrating their effectiveness in obtaining attention and engagement from their consumers.

•There is also a significant amount of Zara men related content on TikTok, however the distinction between user-generated content and influencer-promoted posts is not always clear. While some influencers may not clearly disclose paid content, their efforts add to the general buzz surrounding Zara's menswear, but could potentially diminish trust with their followers.





Overall, Zara's emphasis on visually appealing content and storytelling provides valuable insights for Redefined in creating compelling narratives around their products.

However, the lack of clarity around Zara's sponsored content can create concerns about transparency and authenticity, which could undermine customer trust. On the other hand, because it is an established company with strong brand recognition, their reliance on influencer marketing may be less pronounced compared to emerging brands such as Redefined. Redefined recognises influencer marketing as a critical strategy for increasing brand awareness, establishing trust, and interacting with their target audience in a crowded market landscape where brand recognition is still developing.

H&M Men

•H&M Men's influencer marketing strategy is characterised by creativity and visual appeal, as evidenced by their highly engaging short videos featuring trendy and engaging music.

•Instagram emerges as their primary platform of choice, with a focus on Instagram Reels.

•While H&M primarily engages with micro-influencers, it does occasionally partner with more well-known influencers such as Regan Walker.

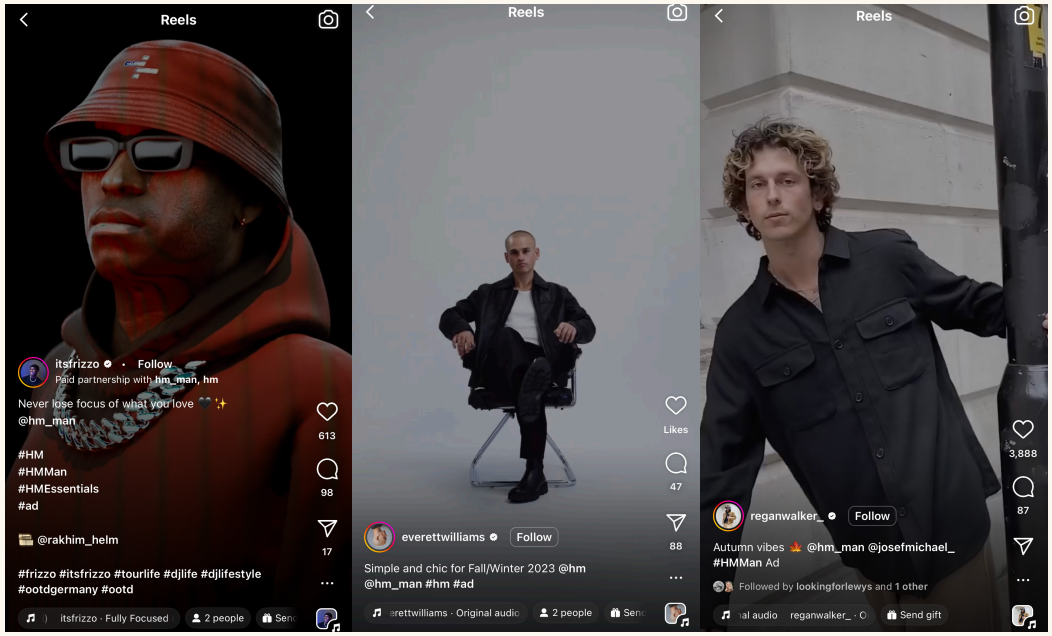
•For the H&M 2021 Fall Men collection, they strategically created a local influencer marketing campaign in Columbia. They collaborated with four influencers with the goal of bringing together a diverse group of men through fashion and exploring their everyday style to create a bond with the audience. The influencers were asked to remember their childhood and Fall memories to share with their followers in a sincere and honest video (Samy , 2022). The campaign had impressive interaction metrics including:

-23% Engagement Rate
-2.5m Reach
-3k Swiped up to the store



H&M's influencer marketing strategy demonstrates the power of localised influencer partnerships and authentic storytelling. By acquiring inspiration from H&M's initiatives and adjusting them to their specific brand identity and target market, brands like Redefined can maximise the impact and growth of their influencer partnerships.

However, one significant flaw in H&M's marketing strategy is its underutilisation of platforms such as TikTok. By not completely capitalising on the significant popularity and engagement potential of TikTok, especially among younger viewers, H&M is missing out on opportunities to successfully reach and interact with a broader demographic.



Topman

•Topman's 2022 campaign, "Topman Without Walls," showcased effective influencer marketing by collaborating with a variety of influencers and celebrities, including Sonny Hall, Tom Moutchi, and James Massiah (Asos, 2022). Topman effectively used their reach and influence to communicate with a variety of audiences. They also interviewed them about creativity, styling, and other topics, which was published on Asos's website (2022), this added depth to the campaign to improve the brand's connection with its consumers.

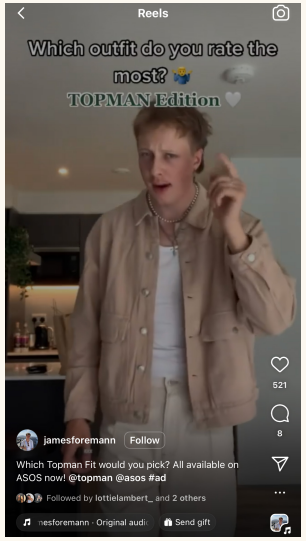
•Likewise to their competitors, Instagram and instagram Reels is their most utilised platform for influencer marketing content.

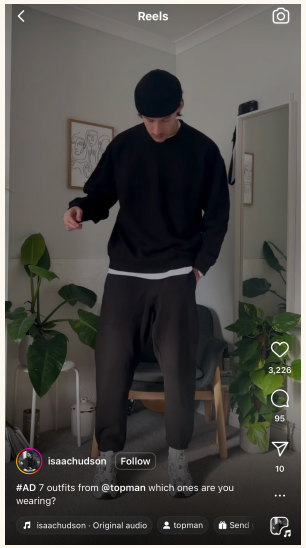
•They colaborate mainly with micro influencers such as James Foreman and Isaac Hudson for example.

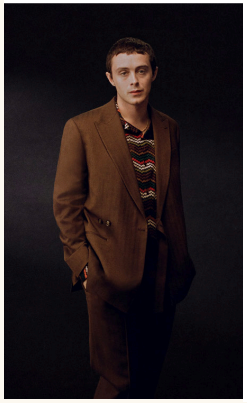
•Their influencer marketing content predominantly features short styling videos.

Overall, Topman has effectively leveraged influencer marketing to create captivating storytelling and engaging short videos that resonate with their target audience and showcasing their brand in an authentic and relatable manner.

By observing Topman's approach, Redefined can gain insights into effective ways to connect with its target audience through influencer partnerships, such as collaborating with micro-influencers and creating authentic storytelling content.







SONNY HALL

Sonny started out as a model, but found a new creative outlet while he was in rehab in 2017. After posting poems on Instagram to huge acclaim, he self-published a book of his work, then co-founded independent publishing house Blue Beggar Books. With the backing of some fashion heavyweights – Nick Knight, Kate Moss (he's signed to her agency) and Christopher Bailey, to name a few – Sonny has proven he's much more than fashion's It-boy, with a second poetry collection on the way.

When did you first discover your creative talent?

I first discovered my creative talent – poetry primarily, but painting too – when I was in a desperate place. I needed some sense of release. It was a gift that came when I wanted an escape from what I was experiencing.

Cuts

Although Cuts is not a direct competitor to Redefined, they have had success in their influencer marketing schemes and are therefore a good case study to discuss.

Cuts is a contemporary fashion brand known for high-quality menswear. Cuts, founded in 2016, encountered difficulty in reaching a larger audience and developing brand recognition,. To overcome these difficulties and compete in the highly competitive menswear market, Cuts recognised the need to leverage influencer marketing (Schwartz, 2023).

GOALS:

•Build a team of creators to produce high-quality, brand-specific content.

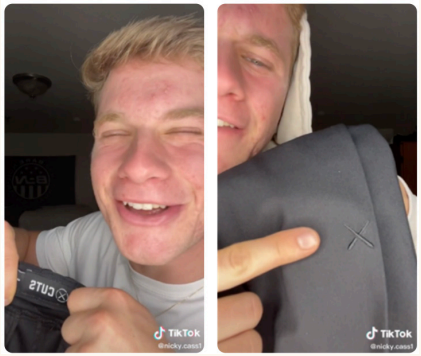
•Increase Cuts' brand awareness on TikTok.

•Establish a sustainable "content farm" of micro-influencers.

•Increase engagement rate.

PLANNING:

• Research focused on niches with male viewers, older audiences, and high-income audiences, as well as influencer engagement rates, prior partnership performance, high-performing TikTok ad content from other companies, and influencers willing to exchange content for goods.



CAMPAIGN

•Partnerships involved macro and celebrity influencers, these initially lasted three months, with 2-3 monthly videos and creative freedom, often extended afterward.

•Paid media campaigns enlisted nano and micro influencers, with 1-2 videos monthly per influencer following specific campaign briefs.

•Paid media influencers had product selection flexibility in exchange for monthly content.

•Nano and micro influencers operated on a one-month trial basis, with extensions contingent on campaign participation and execution.

MONITORING AND IMPLEMENTATION TOOLS

Affiliate Links : Monitored revenue generated by each ambassador and assess the ROI of the campaign.

Product Seeding: Facilitated the shipment and tracking of products exchanged for monthly posts by creators.

Campaign Briefs: Provided clear guidelines for creators on the content required for sponsored posts.

Email Templates: Standardised communication with prospects and ensured all relevant information was included during outreach.

Influencer Analysis: Used to evaluate creator engagement rates and metrics to identify suitable partnerships.

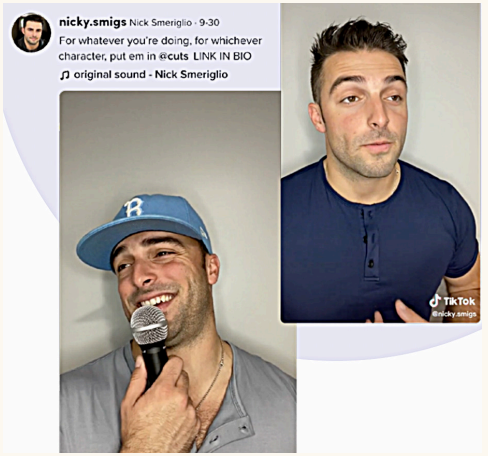
RESULTS

Created a team of over 35 micro and macro influencers who produce 1-2 monthly videos with little to no lift from the brand's end.

Under $120 USD Cost per acquisition (CPA) - indicates efficient customer acquisition relative to marketing expenditure.

10%+ Engagement rate on sponsored content.

Incorporating insights from Cuts' influencer marketing strategy can assist and guide Redefined in it's marketing strategy and achieving its marketing goals. Setting clear campaign goals, investing in a range of influencers, using performance metrics to effectively monitor results as well as affiliate links, product seeding, and detailed campaign briefs can assist in the creation of relevant and compelling content.







5.4 Types of Influencers

Over time, the influencer marketing landscape has been divided into different categories: mega-influencers, macro-influencers, mid-tier influencers, micro-influencers, and nano-influencers. While it may appear that the only difference between these groups is the amount of their following, the nuances are much deeper, and each type of influencer offers a different set of advantages and disadvantages (Ismail, 2023). Understanding these differences is critical for businesses like Redefined entering the influencer marketing space in order to select the most appropriate influencers, develop effective strategies and maximise campaign impact.

The analysis in Figure 7 highlights a key distinction: while nano and micro-influencers, with their small followings, excel at creating genuine connections with consumers, influencers with larger followings have more power in increasing brand visibility. Recognising this, it is clear that Redefined can enhance its marketing strategy by utilising a variety of influencer types to capitalise on their various strengths. Section 5.3 shows how competitors also use a range of influencers to their advantage, emphasising the need for Redefined to take a similar approach in order to remain competitive and effectively engage with their target market.

Type of Influencer	Who are they?	Advantages	Disadvantages
Nano (1k-10k followers)	Nano-influencers are your everyday social media users, they aren't professional "influencers" and the majority of their posts feature typical content like photos of their family, friends, memes etc (Ethos, 2020).	•**High engagement:** Often have close-knit communities, leading to incraesed interactions. •**Authenticity:** Their small following allows for more personal connections, enhancing authenticity and credibility. •**Cost-effective:** Typically charge low rates and will often promote products on their social media platforms for free if they get to keep the products for free (Ethos, 2020). •**Potential for growth:** Many mega-influencers started as nano-influencers.	•**Limited reach:** Their small following generally results in less overall exposure for brands. •**Narrow niche:** Their influence may be limited to a specific niche or locality, reducing potential reach for broader campaigns. •**Scalability challenges**: Scaling campaigns with nano-influencers can be time-consuming due to the need to work with multiple influencers to achieve significant reach. •**Potential for less professional content:** May lack the resources or experience for polished content creation.
Micro (10k-100k followers)	Micro-influencers typically have their own niche, and the majority of the content on their social media accounts focuses on their specialised area of interest (for example, fashion). As a result, their followers will regard them as an expert or authority in that area (Moore, 2023).	•**Niche expertise:** Micro-influencers often have specialised knowledge in their niche, allowing for targeted marketing efforts. •**Strong engagement:** They often maintain meaningful connections with their followers, resulting in higher engagement rates. •**Cost-effective:** Like nano-influencers, micro-influencers typically charge lower rates than larger influencers, offering good value for smaller brands. •**Potential for local or regional influence:** They can wield significant influence within local or regional communities, offering localised marketing opportunities.	•**Scalability:** Tracking the performance of 10 micro-influencers is more work than partnering with just one macro-influencer (Zalani, 2022). •**Limited reach:** While larger than nano-influencers, micro-influencers still have smaller audiences compared to mid-tier, macro, or mega-influencers. **Quality Control:** Micro-influencers can vary in terms of content quality, brand alignment and professionalism (Dwyer, 2023).
Mid Tier (100k-500k followers)	A mid-tier influencer sits in the middle of the influencer scale of collective followers. They might not be world-famous, but they still have a large enough following to be considered influential in their niche.	•**Balanced reach and engagement:** Often have a good balance between audience size and engagement rates. •**Diverse audience:** They often appeal to a broader audience compared to nano and micro-influencers, making them suitable for campaigns targeting multiple demographics. •**Scalability:** Working with mid-tier influencers allows for more scalable campaigns compared to nano and micro-influencers. •**Experience**: Have more experience in working with brands and content creation than micro and nano influencers.	•**Relatability and connection with followers**: Some mid-tier influencers may struggle to maintain relatability and interaction with their followers due to their larger audience size. •**Cost**: While less expensive than macro and mega-influencers, mid-tier influencers may still have higher collaboration fees than nano and micro-influencers.
Macro(500k -1m followers)	Macro-influencers are social media stars that have built their reputation online and capitalise off of their reach. They have a large following among a broad population and are widely regarded as professionals in the field of influencer marketing (Zalani, 2022).	•**Wide reach:** Their following offers greater broad brand exposure and increased visibility. •**Established credibility:** Their larger audience size often translates to perceived authority and credibility within their niche or industry. •**Professionalism**: Many macro-influencers have experience working with brands and agencies, making collaboration processes smoother and more efficient. •**Diverse appeal:** Can appeal to a wide range of audiences, offering versatility for marketing campaigns. •**Perceivied exclusivity**: since they have the internet's celebrity status – they're essentially your edge against competitors (Zalani, 2022)	•**High costs:** Collaborating with macro-influencers can be expensive due to their larger reach and influence. •**Decreased authenticity:** they generally have less trust among their followers because of low relatability and a staged product appearance (Zalani, 2022). •**Inaccessibility:** Many macro-influencers are busy people and work with management teams, which can complicate communication and collaboration processes (Zalani, 2022). •**Risk of overexposure:** Overexposure to sponsored content from macro-influencers may lead to decreased engagement and trust over time.
Mega (1m+ followers)	Mega influencers are are public figures who have established a significant presence on social media platforms. They are globally recognised and their status is similar to traditional celebrities.	•**Massive reach:** Their vast followings offers unparalleled brand exposure and visibility. •**Popularity:** Often globally known and bring prestige to collaborations. Can generate buzz and even attract media attention for brands. •**Global influence:** Often have international appeal, making them suitable for brands with global reach or ambitions. •**Access to exclusive events and opportunities:** Mega-influencers may have access to exclusive events, premieres, and other high-profile events that can enhance brand partnerships. •**Halo effect:** They can create and influence global trends (Conde and Casais, 2023). •**Content quality:** have a large team managing their social media producing high-quality content	•**Extremely high costs:** Requires an extremely high budget. •**Potential for backlash:** Can face intense scrutiny, any controversies can result in significant backlash, potentially influencing the brand's image. •**Limited authenticity:** May struggle to maintain genuine connections with their large audience, leading to questions about authenticity and engagement levels. •**Low availability:** Often busy and in high demand. They can therefore be time consuming to work with and less reliable. • **Diverse audience**: Can make it harder to target a specific customer segment for your influencer marketing campaign.

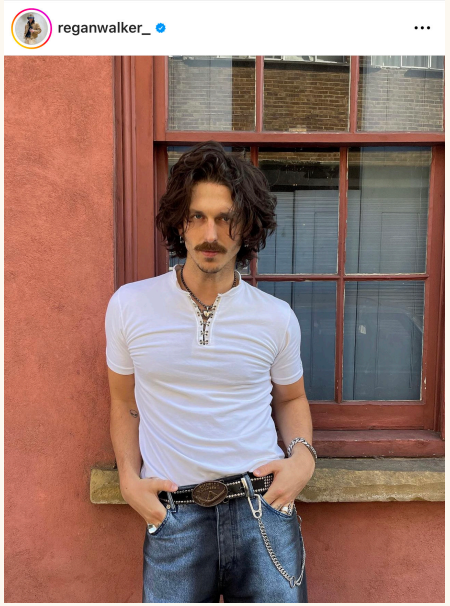
Figure 7 : Types of social media influencers (Authors own, 2024)

5.4.1 Influencer Cost Analysis

As a sub-brand of Oh Polly, Redefined has the opportunity to utilise its parent company's financial resources to fund influencer marketing campaigns. Oh Polly reported revenues of £113 million and £11.2 million in profit before tax in the year ending 30th April 2023 (Drapers, 2023). This suggests that they have the financial capability to fund various marketing initiatives, including influencer marketing, to promote their brands such as Redefined. Collaboration between Redefined and Oh Polly's marketing teams can optimise resource allocation and ensure that influencer marketing efforts are consistent with both businesses' overall strategy.

Using Oh Polly's financial backing can provide Redefined more freedom and resources to spend in influencer collaborations, allowing them to expand their reach and increase brand recognition more efficiently. However, Redefined must ensure that capital is used wisely and in accordance with Redefined's specific marketing goals and objectives. Assessing the cost of influencer marketing is important for Redefined to ensure effective resource allocation and maximum return on investment (ROI), as well as making informed budget allocation decisions, choosing cost-effective influencers and managing spending.





Factors that can impact influencer rates (Geyser, 2024):

1. **Influencer's Reach and Engagement:** Influencers with larger followings and higher engagement rates typically charge more for their services.
2. **Type of Content:** The complexity and format of the content desired, such as images, videos, long-form content and audio.
3. **Duration of Partnership:** Longer-term partnerships may come with discounts or negotiated rates compared to one-off collaborations.
4. **Complexity:** How much effort it will require from the influencer can influence their costs.
5. **Agency Fees:** If the influencer is with an influencer marketing agency there may be additonal fees.
6. **Platform/s Used:** Influencers across different platforms charge differing rates, often aligned with the content type; YouTube tends to have higher rates, while Twitter typically offers more budget-friendly options

Influencer Rates (per post)

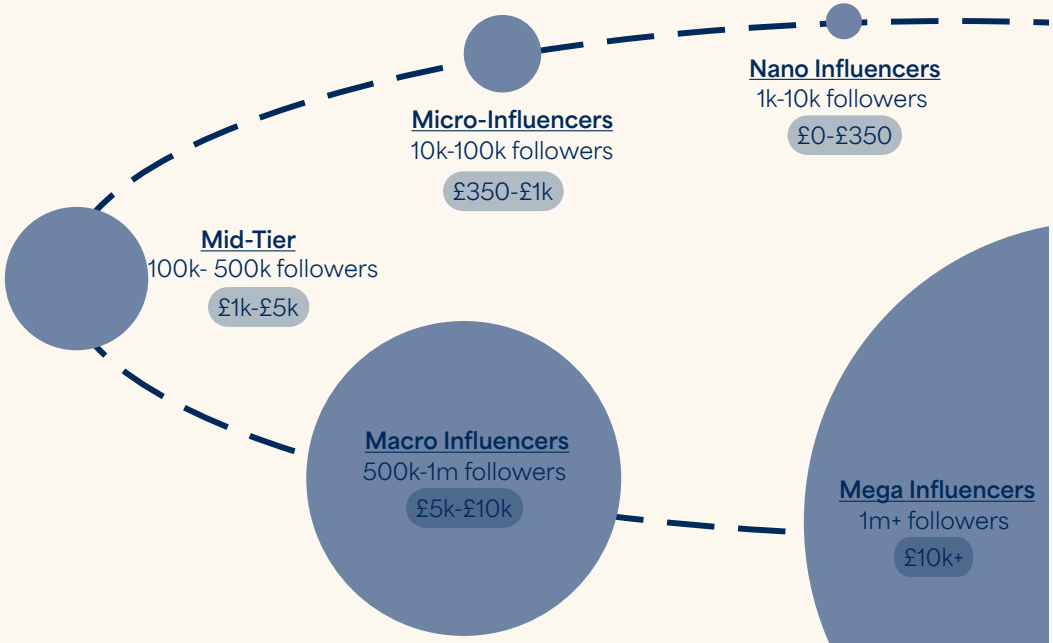


Figure 8: Average influencer rates per post (Adapted from Influencer Matchmaker, 2024)

Figure 8 illustrates the average costs of influencer marketing posts based on the influencer's follower count. However, it's important to recognise that these figures are approximate estimates; actual rates vary based on numerous factors as discussed previoulsy not just the influencer's follower count. It is also important to consider that 42% of brands on average pay the influencers a percentage of any sales made by their marketing rather than a flat rate. This trend underscores a growing demand among brands for tangible evidence of influencer marketing effectiveness (Geyser, 2024b).

Surprisingly, despite the popularity of influencer marketing, most firms devote relatively small sums to this channel, with the majority spending less than £50,000 on average. However, almost 15% of firms invest more than £500,000, demonstrating the different levels of commitment and investment in influencer marketing activities (Geyser, 2024b). Understanding these industry trends and expenditure patterns can help Redefined make effective budget allocations.

Moreover, while macro and mega influencers command higher fees, their ability to deliver substantial return on investment (ROI), as elaborated in FIGURE _, should not be overlooked. Oh Polly strategically allocates the majority of its influencer marketing budget to macro and mega influencers (see Appendix C), with some allocated to mid-tier and micro influencers. This investment indicates a comprehensive understand of audience reach and engagement potential at various influencer levels. This strategy provides Redefined with valuable insights into the potential effectiveness of prioritising higher-tier influencers within its influencer marketing budget, while also taking into account the value of engaging mid-tier and micro influencers to maintain a balanced and comprehensive strategy. This also indicates a large influencer marketing budget. As a sub-brand, Redefined can access similar resources, enabling a diverse and impactful influencer strategy.

5.5 Social Responsibility And Ethics In Influencer Marketing

Social responsibility and ethics in influencer marketing are critical for building trust and credibility with audiences, as well as assuring transparency and authenticity in brand collaborations. It is critical to maintain ethical standards in order to uphold fair advertising methods, and protect against consumers against misleading selling tactics, resulting in long-term and more trustworthy relationships with clients (Kuzminov, 2023).

Transparency:
Honesty is foundational for influencers and is pivotal for building trust with their audience. While transparency is crucial, some influencers compromise integrity to impress brands, risking fines and legal bills whilst eroding consumer trust. Regulatory bodies like the ASA and CMA mandate honesty in influencer marketing (ASA, 2023), highlighting the importance of ethical practices and disclosure of sponsored content for long-term success.

Stereotypes:
The Committee on Advertising Practice (2019) has implemented regulations prohibiting the portrayal of men and women in marketing materials based on stereotypes. Advertisements must refrain from using gender stereotypes that have the potential to cause offense or harm to a significant portion of the audience (Kuzminov, 2023).

Maintaining a positive brand image:
Ethical influencer collaborations involve partnering with influencers who share the brand's values, prioritise transparency, authenticity, and social responsibility. By aligning with such influencers, brands can effectively connect with their target audience, building trust and fostering enduring relationships.

Diversity and Inclusion:
Ensure representation and diversity in influencer partnerships to reflect the broader audience demographics and promote inclusivity.

Accountability:
Hold influencers accountable for their actions and content, providing guidance and support to ensure compliance with ethical standards.

Monitoring and Evaluation:
Regularly monitor influencer content to ensure adherence to ethical guidelines and evaluate the impact of campaigns on brand reputation and consumer perception.

Verification:
Perform thorough research of influencers before partnering with them to ensure they are real people who don't have fake followers.





Section 6

Outcome

6.1 Influencer Selection Criteria

Drawing from the insights gained in Section 5, an influencer selection criteria has been created to inform the decision-making process. While maintaining flexibility and adaptability is important, it remains crucial that the chosen influencers resonate with Redefined's brand ethos and values.

Alignment with Redefined's Aesthetic: Influencers personal style and content must align with Redefined's smart-casual and Scandinavian-inspired aesthetic (See Figure 9)

Target Demographic: Influencers audience demographics must closely match Redefined's target consumer profile of fashion-conscious males aged 20-35.

Diversity and Inclusivity: Embrace diversity and inclusivity by partnering with influencers from diverse backgrounds, to resonate with Redefined's diverse audience and foster inclusivity.

Content Quality and Visual Appeal: Look for influencers who produce high-quality, visually appealing content that complements Redefined's sophisticated brand image.

Platform Relevance: It was discovered that Instagram and TikTok are the most effective and preferred platforms for influencer marketing, therefore chosen influencers must have an active and engaged audience on these platforms.

Geographic Considerations: Consider influencers with localised influence in key urban areas such as London, Manchester, and Birmingham.

Diversity and Inclusivity: Embrace diversity and inclusivity by partnering with influencers from diverse backgrounds, to resonate with Redefined's diverse audience and foster inclusivity.

ROI: Influencers must demonstrate potential for strong return on investment (ROI).

Long-Term Partnership Potential: Influencers open to long-term collaborations to cultivate sustained brand advocacy and loyalty is preferred to one-off partnerships.

Authenticity: Influencers must authentically disclose sponsorships and paid ads in order to remain transparent and gain consumer trust.

Creative and Engaging Content: Analysis showed that storytelling and short form videos are effective at engaging with the target audience as well as building more meaningful relationships with clients.

Engagement Rate:
Less than 1% = low engagement rate
Between 1% and 3.5% = average/good engagement rate
Between 3.5% and 6% = high engagement rate
Above 6% = very high engagement rate.

Type of Influencer: Likewise to Oh Polly, a range of influencers will be used, with a small amount of mega and macro influencers as well as some mid tier and micro influencers.



Figure 9: Redefined's Range Plan (Strategic Brand Visualisation, 2024)

6.2 Influencer Selection

Noah Beck



Age:
23

Style:
Smart-casual and sophisticated but still embraces trendy and sporty elements from time to time.

Following:
Has an engaged following of 7.9m followers on Instagram and 33m on TikTok, making him a mid-tier influencer.

Platform:
Has an active presence on both Instagram and TikTok but primarily showcases his style on Instagram.

Experience:
Has worked with other brands before such as Michael Kors, Tommy Hilfiger, American Eagle and more.

Content:
The majority of his posts are lifestyle and fashion related.

Metrics:
Has a 1.62% engagement rate on Instagram (average) and 1.7m views per post on average on Tiktok.

Location:
Despite being based in the United States, his content has attracted a global following



Justification

Noah Beck is a a strong contender for Redefined's influencer marketing strategy, aligning well with the brand's target consumer base as a fashion-conscious 23 year old male with a smart-casual style.

As an established fashion influencer, Beck has an extensive following across multiple social media platforms, most notably Instagram and TikTok, where he actively connects with a primarily Gen Z audience. This means he can effectively target this segment of Redefined's target market.

His huge following and popularity provides broad and global reach which can effectively be utilised to increase consumer brand knowledge of Redefined on a global scale and drive traffic to their website.

Beck has collaborated with other brands and has a talent for creating high-quality content, by collaborating with Redefined he would not only raise the brand's visibility, but also strengthen its reputation.

While Noah Beck has a large following and is an appealing candidate for Redefined's influencer marketing strategy, there are certain aspects to consider.

Beck's 1.62% Instagram engagement rate on instagram is within the average range (Alain, 2023), indicating just moderate engagement from his audience. However, given Beck's broad reach, his influence goes far beyond his engagement rate. It's worth mentioning that mega influencers often have lower interaction rates than smaller influencers, but their broad reach can make up for this.

Furthermore, being a highly sought-after influencer, obtaining Beck's involvement could require tough negotiations and higher collaboration costs.

While Beck's collaboration will have greater expenditures, the potential return on investment (ROI) in terms of improved brand recognition and audience reach is positive. Ultimately, Noah Beck's fundamental value stems from his enormous reach and promising potential to increase Redefined's brand visibility

Callum Mullin



Age:
24

Style:
A mix of smart-casual outfits and streetwear.

Following:
Has an engaged following of 150k on Instagram and 239k on TikTok, making him a mid tier-influencer.

Platform:
Has an active presence on both Instagram and TikTok.

Experience:
Has worked with other brands before such as Schuh, Barbour, Calvin Klien and more.

Content:
The majority of his posts are lifestyle and fashion related, often posting short fashion videos on tiktok.

Metrics:
He has a 3.87% engagement rate on Instagram (above average) and has gained 7.3m likes overall on TikTok.

Location:
Is from London, UK.



Justification

Callum Mullin, a 24 year old fashion conscious male, embodies the target demographic for Redefined, with preferences for a mix of smart casual and streetwear styles.

As a mid-tier influencer he has a following of 150k on Instagram and 239k on TikTok, which provides an ideal blend of reach and engagement. His active participation on social media platforms, notably Instagram and TikTok, provides Redefined with access to a large audience, ensuring that the brand receives widespread exposure.

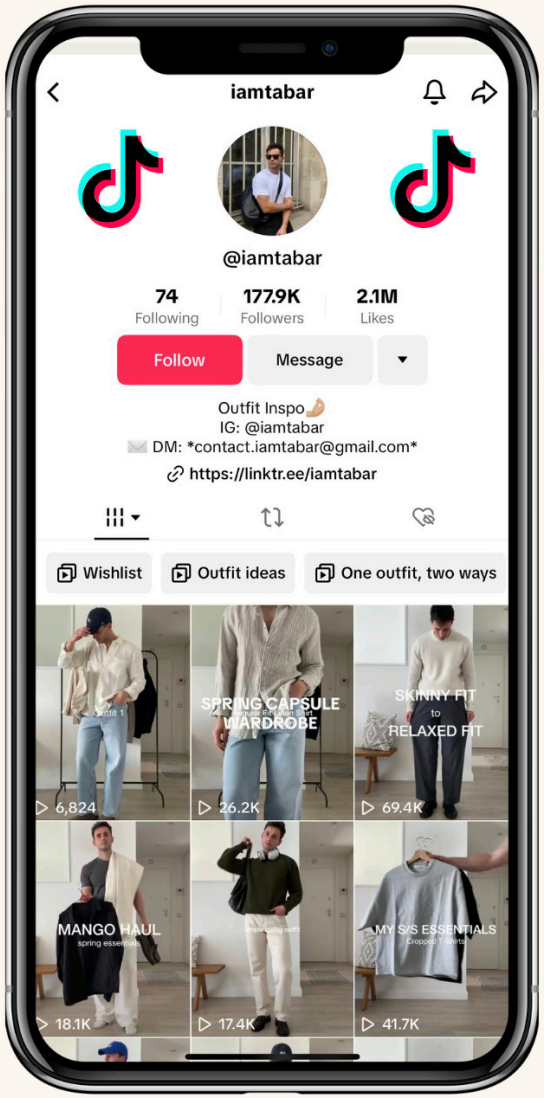
Mullin's recent experience working with major companies like Schuh, Barbour, and Calvin Klein highlights his reliability and skill in the influencer space, instilling trust in possible partnerships with Redefined.

Furthermore, Mullin's content approach, which includes lifestyle and high quality fashion-focused pieces, is consistent with Redefined's brand identity and target consumer's tastes. His ability to create engaging short fashion videos on TikTok increases his appeal as an influencer partner for Redefined. Mullin's engagement rate of 3.87%, which is considered above average (Alain, 2023), demonstrates his ability to generate meaningful interactions and engaging content.

However, Mullin's previous collaborations with other brands may cause issues about exclusivity. If Mullin's audience considers him to be advocating too many products at once, his endorsements for Redefined may lose their authenticity and credibility. Furthermore, Mullin's expertise working with larger, more recognised brands may result in higher payment expectations or specific contractual demands . Negotiating a mutually beneficial partnership agreement that addresses exclusivity concerns and compensation expectations can help foster a positive and productive collaboration.

A thoughtful and strategic approach to collaboration can leverage his strengths while addressing any potential drawbacks.

Alberto Tabar



Age:
30

Style:
Minimal style built around classic and timeless pieces.

Following:
Has an engaged following of 90.3k on Instagram and 177k on TikTok, making him a micro to mid tier-influencer.

Platform:
Is extremely active on both Instagram and TikTok.

Experience:
Has worked with other brands before such as Arket, Noyoko and Uniqlo.

Content:
His posts consist of fashion inspiration photos and videos as well as styling tips and fashion hauls.

Metrics:
He has a 4.5% engagement rate on Instagram (very good) and 5.6% on TikTok, with over 2m likes in total.

Location:
Is based in Spain and has a mainly European following.



Justification

Alberto Tarbar is an ideal influencer for Redefined's campaign due to his niche fashion-conscious audience, consistent engagement rates, compelling content and personal style that aligns perfect with Redefined's aesthetic. His age of 30 places him as a mature influencer with refined taste, which fits effectively with the millennial segment of Redefined's consumer base.

He works as a legal advisor which heightens his relatability and authenticity to his audience, which he frequently engages with in his comment sections and by doing Q&As on Instagram.

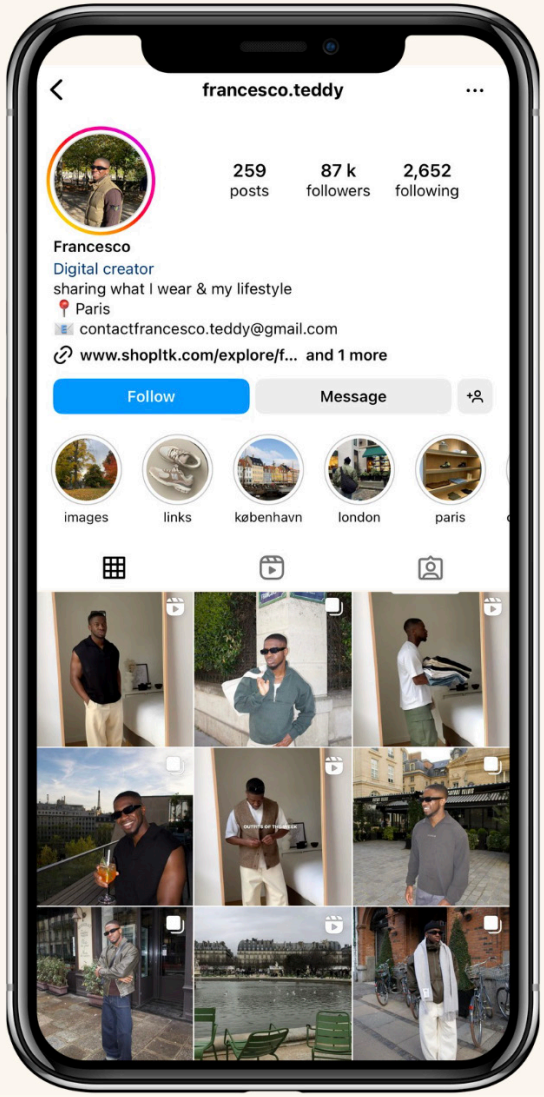
Tarbar's Instagram and TikTok followings (90.3k and 177k, respectively) places him as a micro to mid-tier influencer, striking a balance between audience reach and engagement. He has a loyal audience that is responsive to and resonates with his content, evidenced by his 4.5% engagement rate on Instagram and 5.6% on Tiktok, which is considered above average (Alain, 2023).

Prior partnerships with recognised brands such as Arket and Uniqlo demonstrates his expertise and trustworthiness in the fashion industry. These collaborations not only demonstrate his ability to generate captivating content, but also highlight his established track record of boosting brand exposure and engagement. Furthermore, Tarbar's content strategy, which encompasses a mix of fashion inspiration, styling tips, and hauls, resonates with Redefined's brand narrative, offering valuable context and relevance to potential collaborations.

However, Tarbar's location in Spain may present logistical issues for localised activities or regionally specialised events. Nonetheless, this regional diversity provides chances for Redefined to capture the attention of consumers in European countries.

Overall, Alberto Tarbar's authenticity, above average engagement, engaging content, credibility and personal style makes him a compelling choice for Redefined's influencer marketing strategy. He is positioned as a valuable asset in amplifying Redefined's brand presence and driving consumer engagement.

Francesco Teddy



Age:
28

Style:
Classy and smart-casual, occasionally incorporating trendy pieces.

Following:
Has an engaged following of 87.3k on Instagram and 5.1k on TikTok, making him a micro-influencer.

Platform:
Is extremely active on both Instagram and TikTok.

Experience:
Has worked with other brands before such as Size, Colorful Standard and Represent.

Content:
His posts consist primarily of fashion inspiration photos and reels as well as styling tips.

Metrics:
He has a 3.1% engagement rate on Instagram (good) and 4.8% on TikTok.

Location:
Is based in Paris and has a mainly European following.



Justification

Francesco Teddy, as a 28 year old fashion conscious male aligns with the millenial target segment of Redefined's target market. His style, characterised as classy and smart-casual, mirrors the overall aesthetic of Redefined's fashion line, suggesting a natural fit for collaboration.

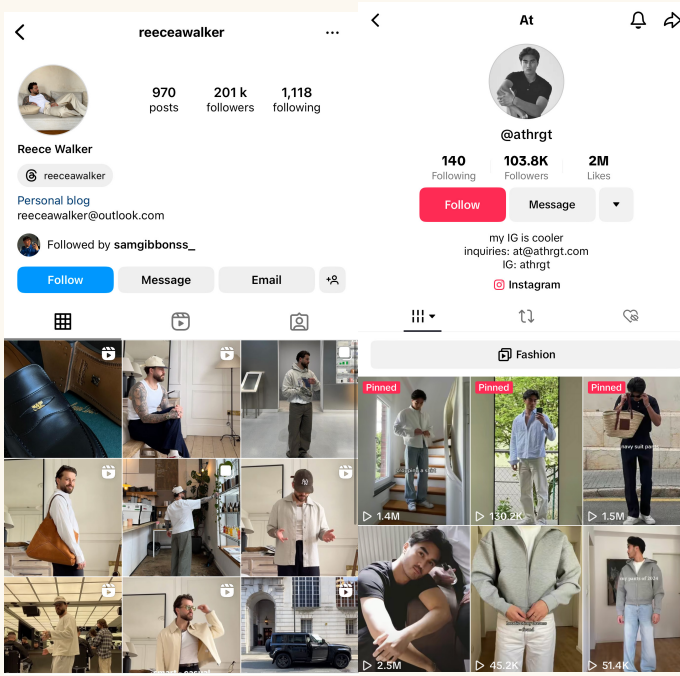
With afollowing of 87.3k on Instagram and 5.1k on TikTok, Francesco qualifies as a micro-influencer. While his following may be smaller compared to macro-influencers, micro-influencers often boast higher engagement rates and foster more authentic connections with their audience. Francesco's active presence on both Instagram and TikTok offers versatility in content distribution, allowing Redefined to reach its target demographic across different platforms.

Francesco's previous collaborations with brands like Size, Colourful Standard, and Represent demonstrate his professionalism and effectiveness as a brand partner. His content, which includes fashion inspiration photos and reels, and style suggestions, is engaging and useful for viewers and could possibly influencer their purchasing decisions.

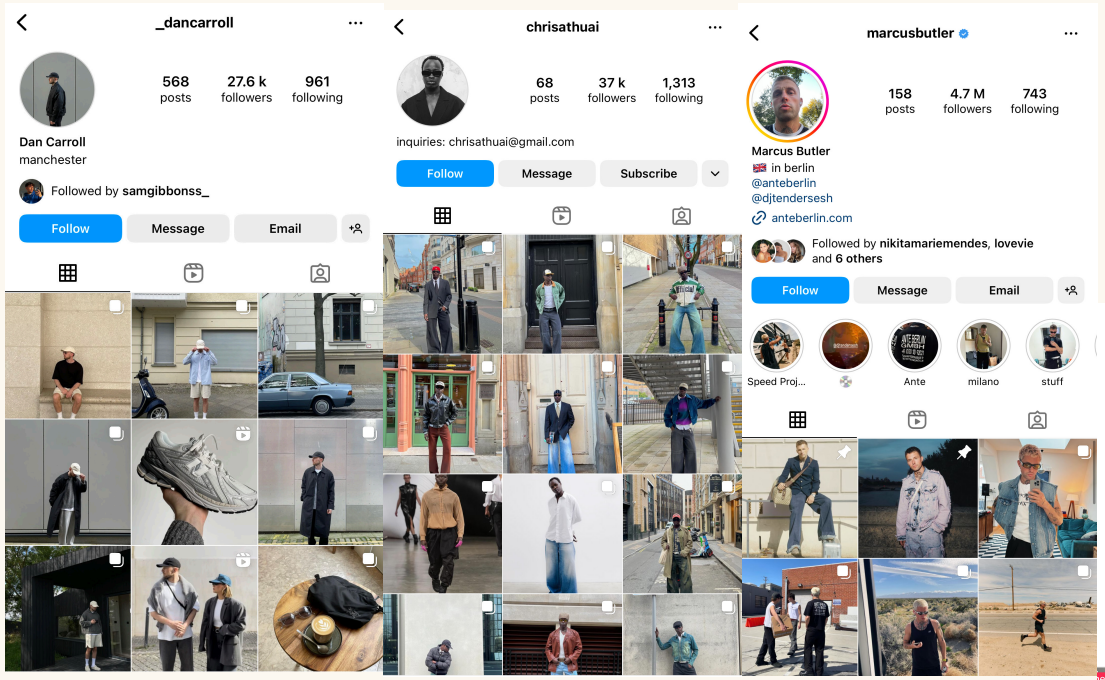
Analysing his metrics, Francesco demonstrates a good engagement rate of 3.1% on Instagram and 4.8% on TikTok, indicating a strong connection with his followers. While his following may be smaller on TikTok, the higher engagement rate suggests an active and responsive audience, potentially translating into effective advocacy for Redefined's products.

Overall, while his reach is much smaller comapred to macro and mega-influencers he has a more engaged audience. His content aligns well with Redefined and he shows potential in influencing his followers purchasing decisions, presenting himself as a promising influencer for Redefined.

Given Redefined's considerable influencer marketing budget, there is flexibility to expand beyond the influencers previously analysed, as long as they correspond with the specified criteria (Section 6.1). Additional influencers who meet the requirements and are compatible with Redefined's brand and target demographic include:

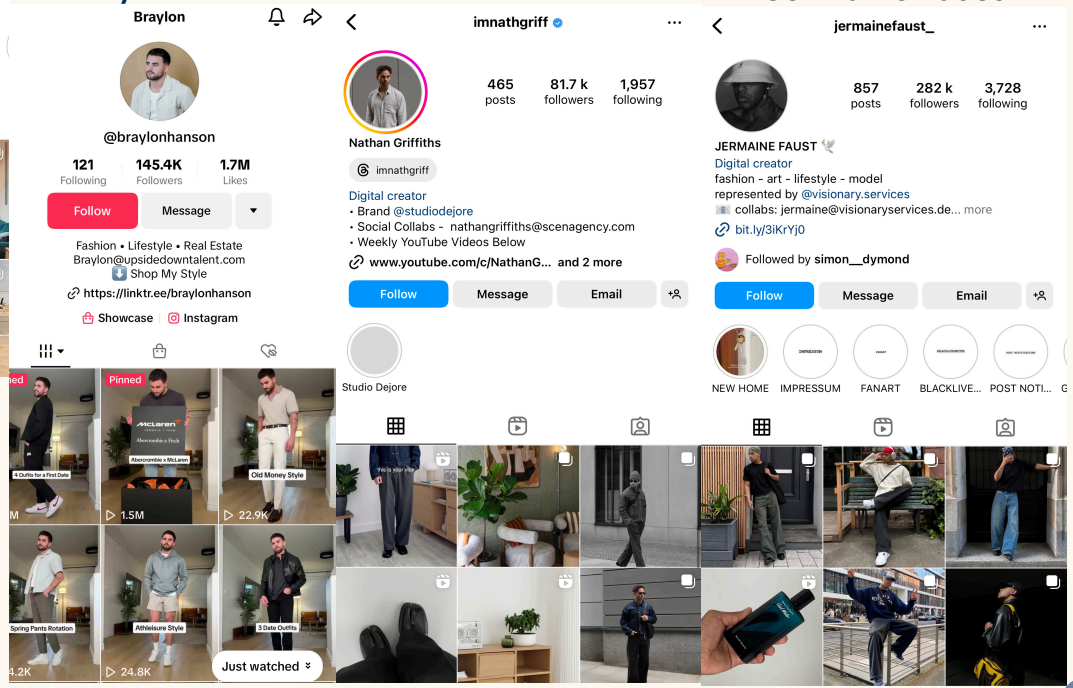


Reece Walker At Hergett Jack Henderson



Dan Carroll Chris Athuai Marcus Butler

Braylon Hanson Nathan Griffiths Jermaine Faust



6.3 Content Strategy

While Redefined values its influencers' originality and creative input, some guidance will be provided to ensure alignment with the brand's vision and messaging. Influencers will be free to incorporate their own style and voice into their material, but they will also be given clear guidelines and campaign briefs to help drive their creative direction. This collaborative strategy seeks to create a balance between creative expression and brand consistency, resulting in material that appeals to consumers while consistently conveying Redefined's values.

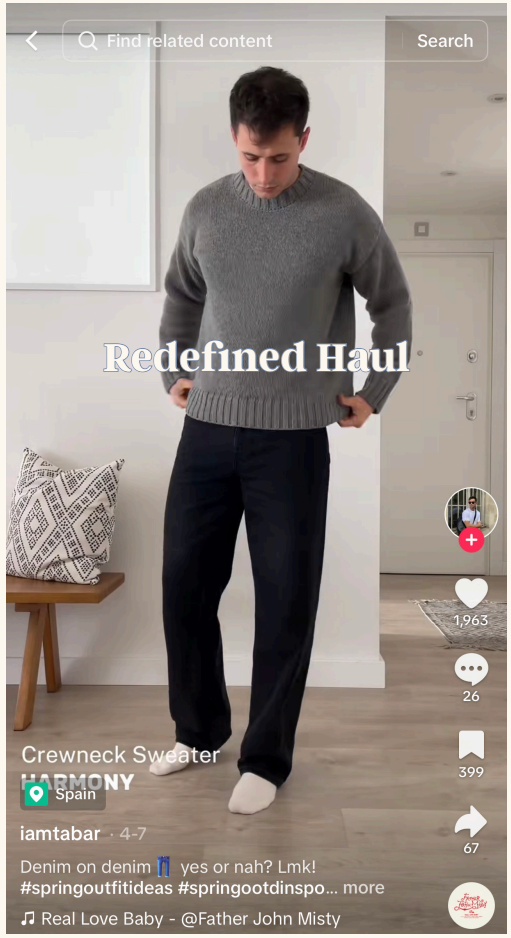
As previously established, Redefined's target consumer as well as the influencers in Section 6.2 are most active on Instagram and TikTok therefore content and effort will be directed towards these platforms.

6.3.1 Short-Form Videos

As previously discussed, short form videos are generally the best at engaging Redefined's target consumer base. According to HubSpot's (2024) Social Media Trends Report, short form videos yield the highest ROI for social media marketing. These videos generally last between 15-90 seconds and are easily digestible content for viewers scrolling through social media feeds (Macready, 2023). These videos can be created and posted on TikTok and Instagram Reels and they offer a dynamic way for influencers to showcase Redefined's products in a concise and engaging manner.
Some suggestions for content include:

•Fashion hauls
•Styling tips
•Outfit lookbooks
•Behind-the-scenes footage of photo shoots or fashion events starring Redefined.

Engaging and trending music should be used over the videos where applicable in order to further increase the reach of the video whilst keeping viewers entertained and engaged. Hashtags should also be used, this is further discussed in Section 6.3.3..



6.3.2 Visual Storytelling

Visual storytelling is a powerful tool that influencers should utilise to effectively communicate Redefined's brand narrative and to connect with their audience on a deeper level.

Visual storytelling helps to build emotional connections and therefore drive engagement and loyalty. By sharing personal experiences, influencers can create a deeper bond with their audience, this can therefore mutually benefit Redefined as well as the influencer.

Authentic storytelling also reinforces the genuineness of the influencer's endorsement, enhancing the credibility of the brand message.

A compelling narrative can also make a Redefined more memorable, increasing the likelihood of recall when it's time to make a purchase decision (Influencer Marketing News, 2024).

Strategies for effective storytelling can include:

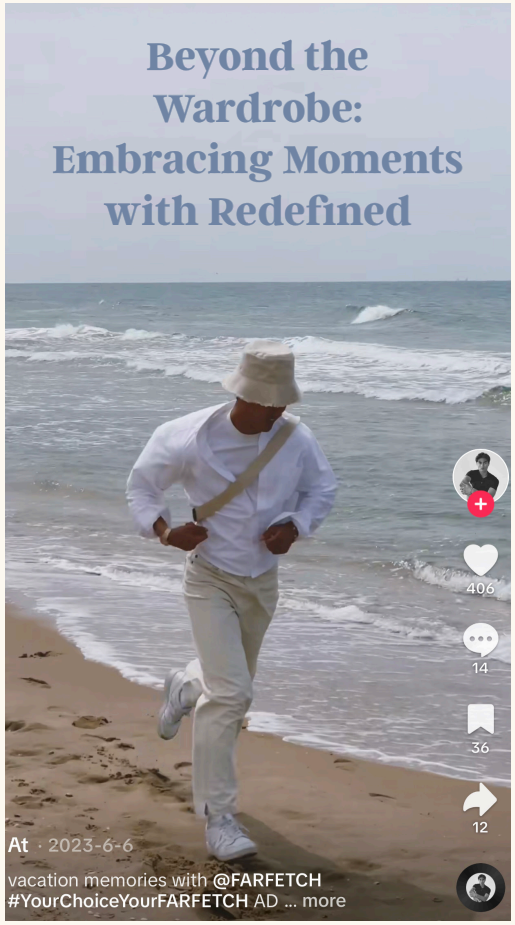
•The most effective narratives appear spontaneous and effortless. Influencers should incorporate Redefined's items into their accounts in a way that feels natural to the story being told, rather than as an awkward addition.

•Influencers can share stories about the importance of self-expression, confidence, or personal growth, which are values of Redefined. They could talk about the Oh Polly's strong support to The Brannerson Foundation which supports philanthropic initiatives in Cambodia (Strategic Brand Development Report, 2024).

•Encourage the audience to share their own stories to make storytelling more interactive. This can be achieved through comments, social media challenges, or user-generated content, which adds to the narrative's richness and diversity as well as increasing reach and engagement.

"Storytelling in influencer marketing is about weaving brand messages into the fabric of real-life experiences, making them relatable and memorable. It's the difference between telling an audience why they should care about a product and showing them through stories that reflect their own lives and values."

-Influencer Marketing News (2024)



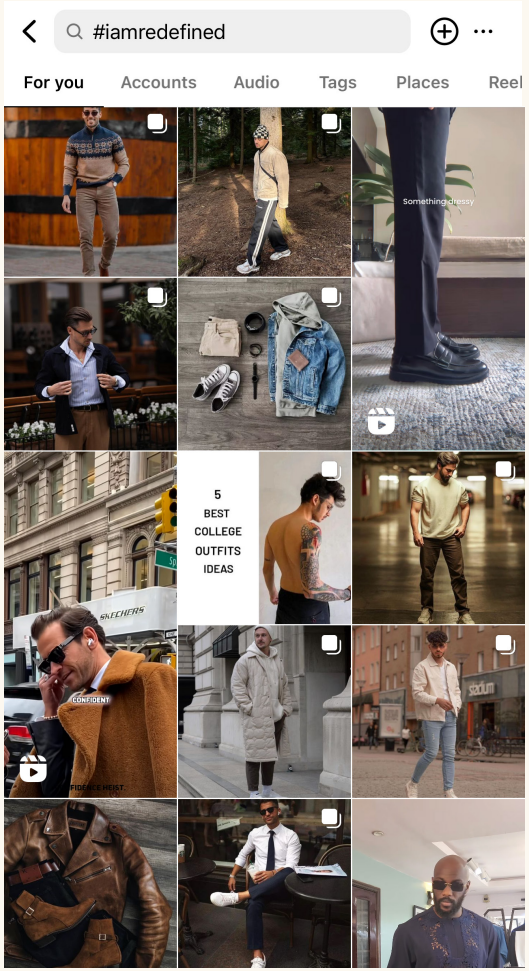
6.3.3 Hashtags and Mentions and Links

Influencers collaborating with Redefined should use a combination of branded hashtags, industry-related hashtags, and relevant mentions to maximise the visibility and impact of their content.

Encourage influencers to use branded hashtags specific to Redefined, such as **#IAmRedefined**. This hashtags will help create a cohesive brand identity and make it easier for audiences to discover and engage with Redefined's content across social media platforms while also encouraging consumers to add their own images to the hashtag. Additionally, branded hashtags can be used for campaign-specific promotions or to track the performance of influencer-generated content.

Encourage influencers to use popular industry-related hashtags relevant to Redefined's products or target audience. Examples include #MensStyle and #StyleTips. By leveraging industry-related hashtags, influencers can reach a larger audience interested in similar topics, and enhance the discoverability of their content.

Influencers must mention and tag Redefined's official social media accounts (@IamRedefined) as well as a link to their website (http://www.redefined.com) in their posts and stories. This will increase traffic to the brand's website facilitate seamless access to Redefined's products.



6.3.4 Interactivity

Where possible, actively engaging with and involving the influencer's following would be beneficial for Redefined's influencer marketing strategy as it helps to foster a sense of connection and community among followers. Additionally, encouraging audience participation can result in the creation of user-generated content (UGC), which enables followers to share their own experiences, stories, or styling ideas related to Redefined products. UGC provides legitimate social proof and can be leveraged by Redefined for future marketing campaigns.

Some examples of interactive content for Redefined's influencer marketing strategy could include:

•Q&A sessions or live streams in which influencers answer audience questions about Redefined's products, styling suggestions etc.

•Contests or giveaways in which followers can enter by uploading their own creative content utilising Redefined products.

•Interactive polls or quizzes on Instagram stories based on Redefined's products (for example 'this or that' polls), encouraging followers to vote and participate.

•Reply to comments on sponsored posts where possible.



6.3.5 Transparency

Transparency and disclosure of advertisements and sponsorships are critical for building trust and credibility with the audience. Redefined's influencers should explicitly discolse any paid collaborations or sponsored material to guarantee transparency and adherence to advertising standards. This can be accomplished by incorporating hashtags like #ad, #sponsored, or #partnership into captions or stories, or by clearly announcing the partnership in a transparent manner. Influencers who disclose business affiliations display honesty and authenticity, build a favourable and trusting relationship with their audience.

Influencers working with Redefined should also prioritise honesty and sincerity in their content. Influencers must offer authentic opinions and experiences with Redefined's goods, even when sponsored, in order to maintain credibility and trust with their audience. This includes giving unbiased and transparent reviews that highlight both the items' benefits and any drawbacks while avoiding misleading or exaggerated claims. Influencers that prioritise honesty and authenticity can strengthen their connections with their audience and increase the success of their Redefined promotional activities.





Section 7

Evaluation and Conclusion

7.1 Monitoring Progress

As the influencer marketing campaign advances, it is critical to establish a strong monitoring framework to measure performance and ensure alignment with Redefined's goals and objectives. Engagement metrics, such as likes, comments, shares, and saves on influencer posts, are vital to monitor. These metrics provide useful information about the level of audience interaction and interest in the content promoted by influencers.

Additionally, tracking follower growth on Redefined's social media is critical for assessing the campaign's effectiveness on extending Redefined's social media presence. A consistent increase in followers suggests that the campaign is reaching the intended demographic and drawing new clients to the brand.

Conversion tracking is another important factor in determining the performance of the influencer marketing campaign. Redefined can use tracking tools to measure website traffic, referral links, and campaign-related conversion rates.

Furthermore, gathering feedback and reviews from customers who discovered Redefined through influencer marketing provides useful information about consumer satisfaction and brand impression. Positive reviews and testimonials are signs of the campaign's success in improving brand perception and increasing customer involvement.

Finally, performing a thorough ROI analysis is critical for determining the campaign's overall success and profitability. By comparing the campaign's cost to the generated income or other predetermined goals, Redefined may calculate the ROI of its influencer marketing efforts and make data-driven decisions to improve future initiatives.

7.2 Suggestions for the future

Maintaining a culture of continuous evaluation and adaptation is critical for keeping agile and responsive to changing trends and consumer preferences. By frequently analysing campaign effectiveness and modifying strategies when necessary, Redefined can ensure that its influencer marketing initiatives remain effective and influential in the long run.

In the future, Redefined could collaborate with influencers to build dynamic and innovative virtual try-on experiences for Redefined's apparel collection. This can be accomplished via augmented reality (AR) filters on social media platforms or specific virtual try-on apps. Not only would this engage followers in a fun and immersive way, but would also decrease barriers to online shopping by allowing shoppers to see how the garment fit before purchasing.

Furthermore, Redefined can launch co-creation campaigns with influencers to include them in the product development process. This strategy improves relationships with influencers and could create enthusiasm and buzz among their target audience, thus increasing interest in Redefined's products.





Section 8

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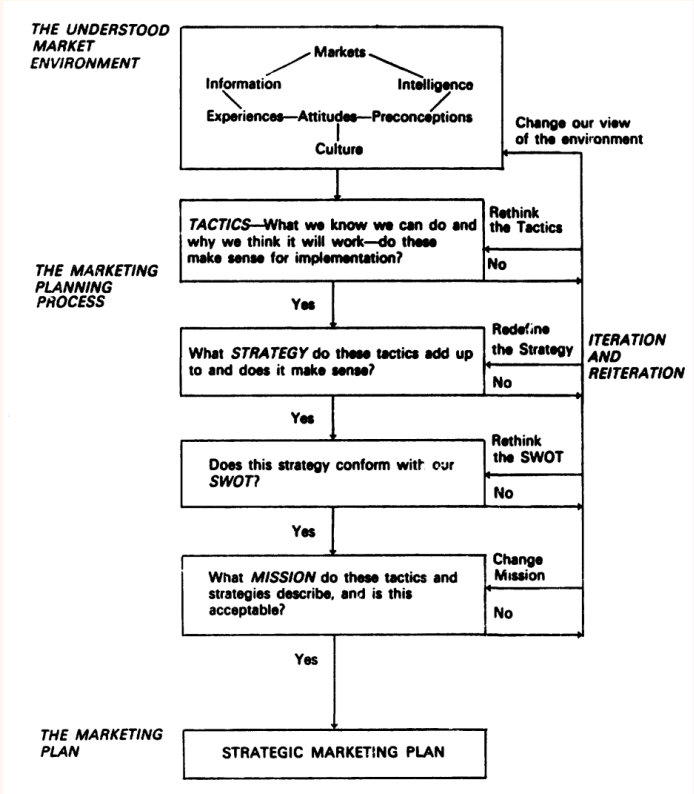
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Section 9

Appendix

Appendix A - Process Models



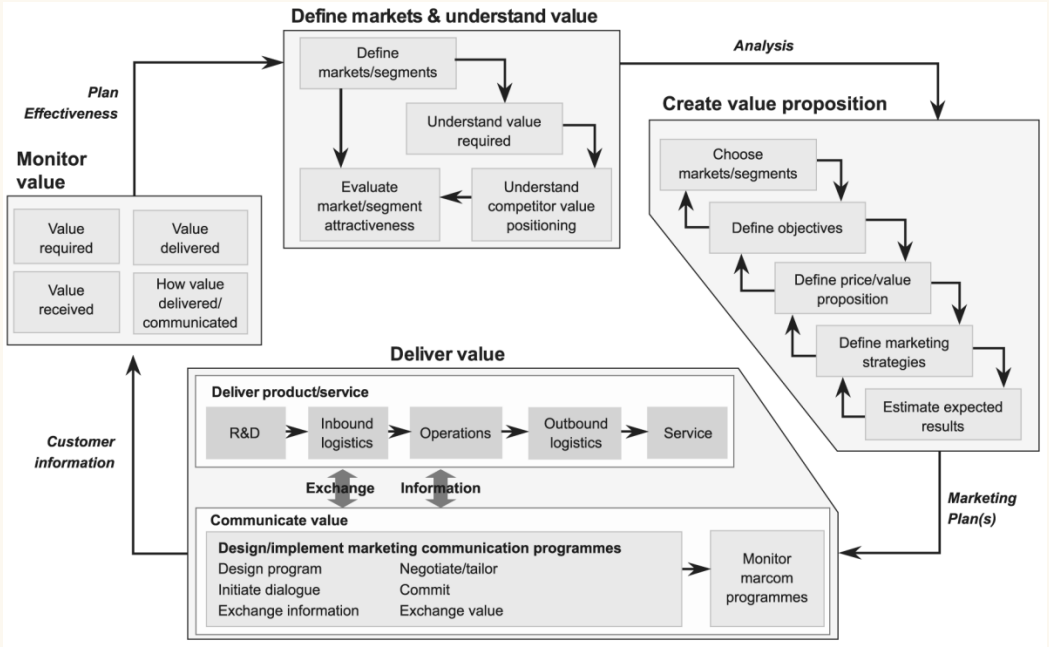
Model 1: Strategic Marketing Planning (Piercy and Giles, 1990).

PROS:

- Simple and easy to follow.
- Decision points are strategically placed within each step of the model, creating an iterative cause-and-effect loop.

CONS:

- Is outdated and over simplifes the complexity of strategic marketing, particularly in today's dynamic and digital-driven business environment.
- The model's rigid structure may hinder organisations from adapting to unexpected changes or challenges in the market landscape.
- Does not take into consideration time and deadlines.
- Does not include the marketing plan.



Model 2: Marketing System Process Model (Daniel et al., 2003).

PROS:

- Comprehensive framework covering various aspects of marketing activities.
- Emphasis on systems thinking, highlighting interconnectedness of marketing elements.
- Has a cyclic process.
- Value driven.

CONS:

- Resource-intensive implementation may pose challenges for organizations with limited resources.
- Lack of checkpoints for progress review may hinder strategic oversight and adaptability.
- Absence of time considerations could lead to difficulties in project scheduling and deadline management.

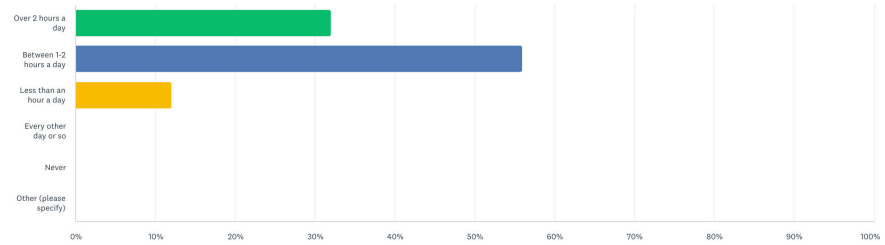
Appendix B

(Authors own, 2024)

Primary data was collected in the form of a survey to find out more about fashion forward male's opinions towards fashion marketing strategies, paticularly influencer marketing. The respondents were people who fit Redefined's target consumers: males aged between 18-34 who have a strong to moderate interest in fashion.

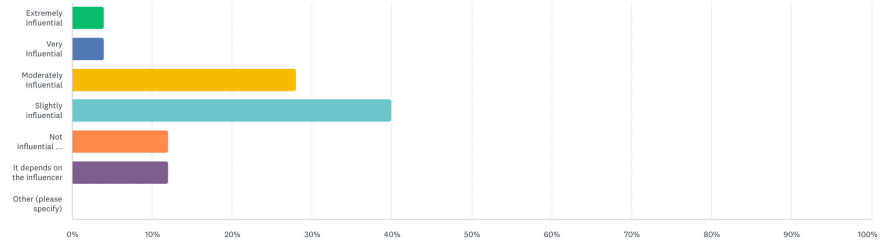
How frequently do you use social media platforms like Instagram, Facebook, TikTok, etc?

Answered: 25 Skipped: 0



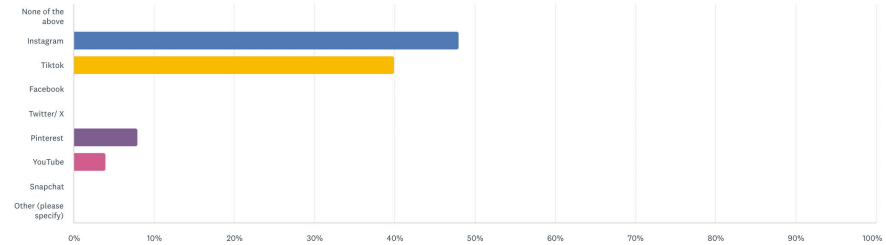
How influential are social media influencers in your clothing purchasing decisions?

Answered: 25 Skipped: 0



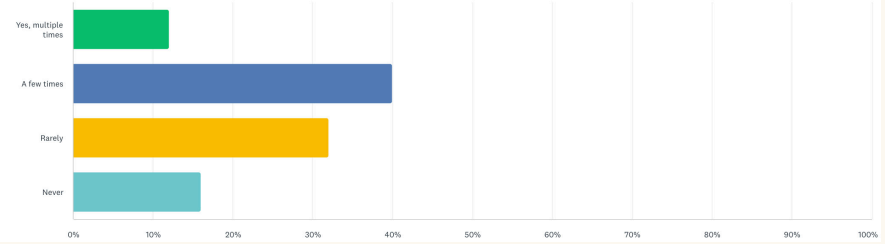
Which social media platform most influences your fashion purchases?

Answered: 25 Skipped: 0



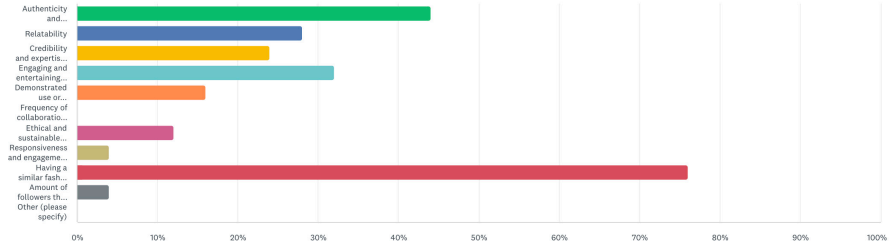
Have you ever made a purchase based solely on a recommendation or endorsement from a social media influencer?

Answered: 25 Skipped: 0



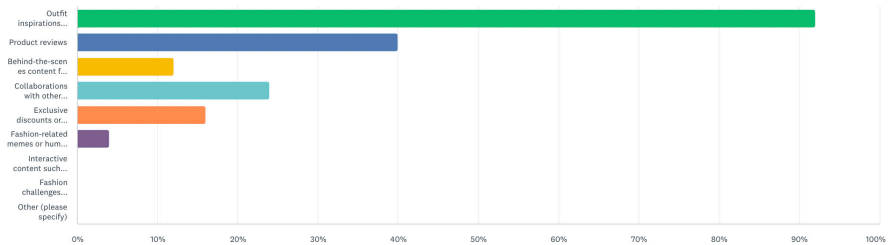
What factors increase your trust or likability of influencers when it comes to promoting clothing items? (Select all that apply)

Answered: 25 Skipped: 0



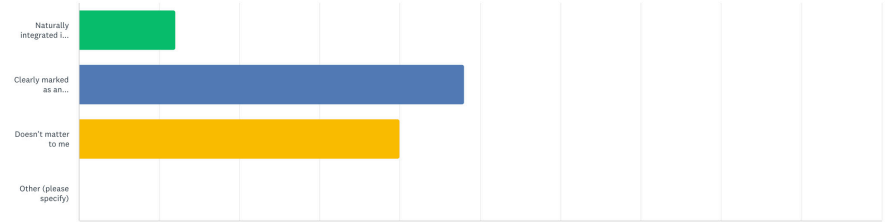
What types of content do you prefer from fashion influencers on social media? (Tick all that apply)

Answered: 25 Skipped: 0



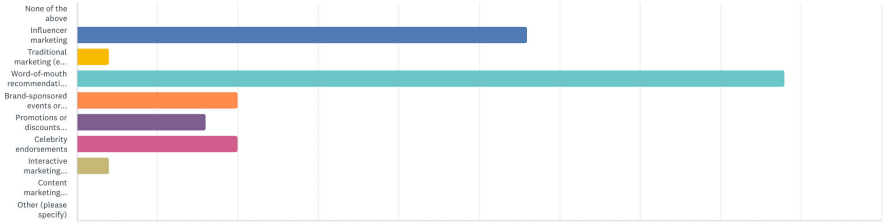
Do you prefer sponsored content from influencers or celebrities to be integrated naturally into their content or clearly marked as advertisements?

Answered: 25 Skipped: 0



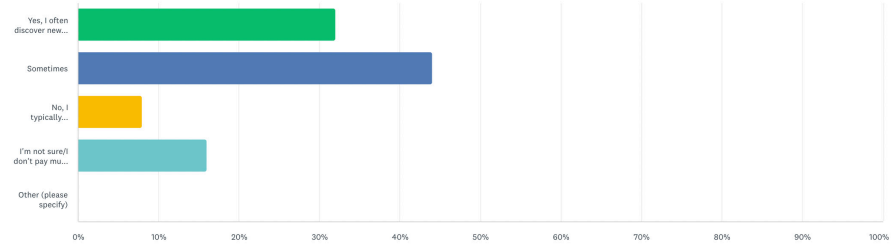
Which of the following forms of marketing has the most influence over your purchasing decisions?

Answered: 25 Skipped: 0

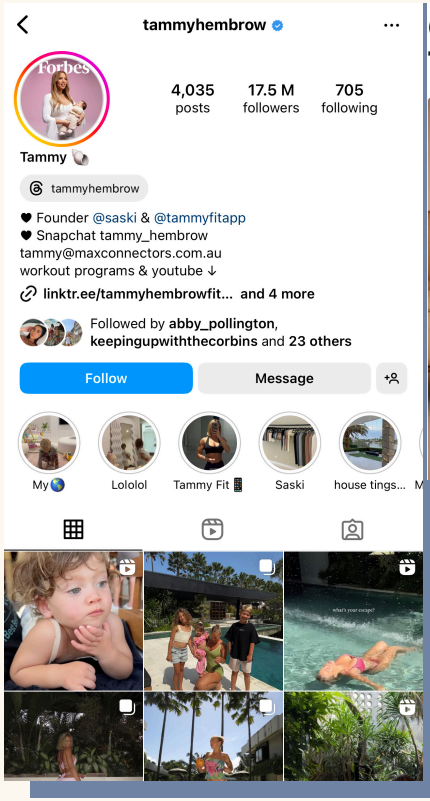


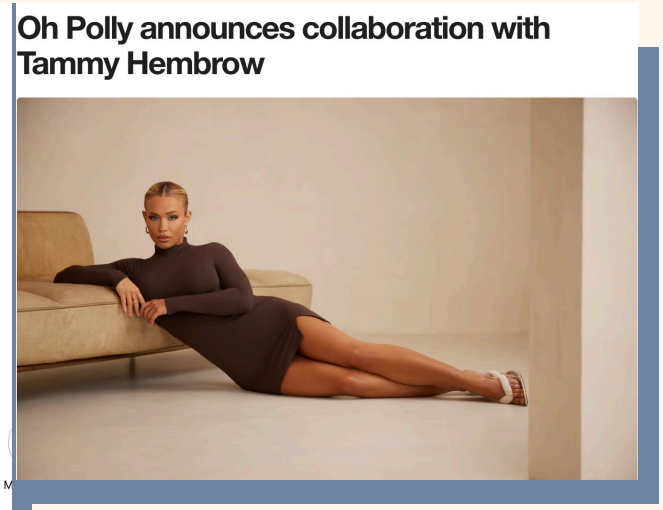
Do you believe that social media influencers can play a significant role in introducing you to new brands?

Answered: 25 Skipped: 0

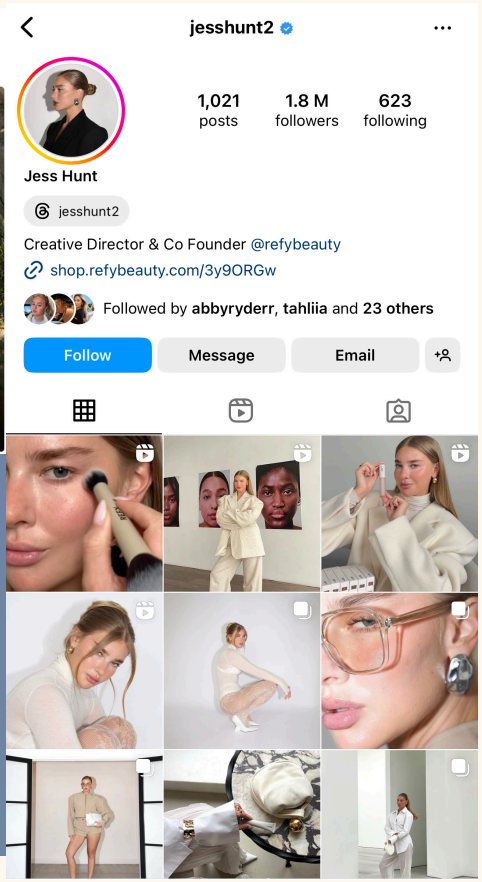


Appendix C - Examples of Oh Polly's Influencers









This page provides insight into Oh Polly's influencer marketing strategy. A notable observation made is the prevalence of macro and mega influencers, with less mid-tier and micro-influencers represented. Furthermore, TikTok is the most popular site for sponsored posts, with Instagram coming in second.

