

Brand Management
MATS21402

MARKETING COMMUNICATIONS PLAN FOR E.L.V DENIM

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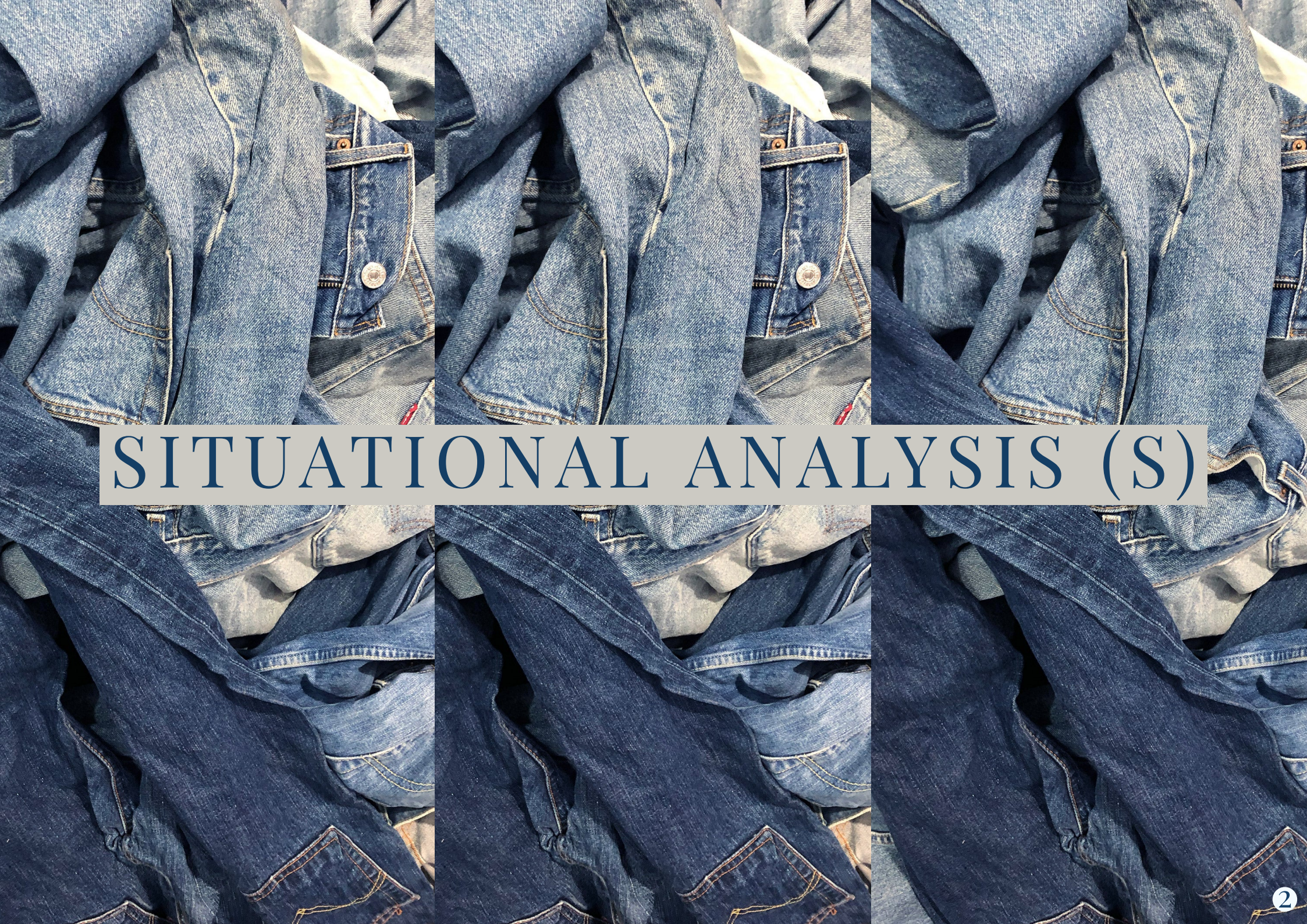
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INTRODUCTION

E.L.V Denim is a **sustainable** denim brand based in London. The company was founded in 2016 with sustainability and **ethical practises** at the forefront of its identity. However, consumer **buying habits** have evolved over time; they are more aware about the impact their purchases have on the planet, and overall, demand more sustainable and ethical fashion pieces. In response to this **shift in consumer demands,** both new and old fashion firms (for example H&M) are undergoing transformations with new **business models** and **sustainable supply chain practices** (Khandual and Pradhan, 2019). Therefore in order to maintain a strong position and compete with new brands entering the sustainable fashion marketplace, E.L.V has to pursue **differentiation** and create **innovative USP's** to give the brand a **competitive advantage.** This will be done through a **service offer extension;** according to the customer-based brand equity model, one ideal impact of a brand extension is that it may strengthen and clarify the brand's **key associations** and **values,** improving the overall favourability of an existing brand while also enhancing the brand's image (Keller, Apéria and Georgson, 2012, p.645). E.L.V will establish a service extension in which a monthly jeans hire subscription service will be offered on all standard range mens and women's jeans, including free repairs and the option to purchase after 1 year. When jeans are returned, the customer will receive a new pair of jeans. All jeans returned will be resold as second hand and up cycled on the ELV main website.

A **SOSTAC framework** will be used in this marketing communications plan to enable E.L.V Denim to launch the sustainable service offer extension. The report will take into consideration the key characteristics of the **target consumer,** the **SMART objectives** for the service offer extension, the **communication strategy** and **tactics** and a detailed **action timeline** for implementation before considering the effectiveness of the plan.





SITUATIONAL ANALYSIS (S)

CONSUMER ANALYSIS

Pre-existing customers of E.L.V may already share some of the same characteristics, values and interests of the consumers targeted by the service offer expansion, such as being fashion forward and having an interest in eco-friendly fashion. However, there are also some differences between these two consumer groups, which will be discussed in this section of the report using segmentation strategies.

Demographic Segmentation

E.L.V targets both women and men from their website (2023), which sells clothing pieces for both genders and also declares that it is "gender-neutral and is meant to be shared, loved, and worn by everyone". Therefore, aligning with the brand's values, the target consumer's gender for the brand extension is not exclusive and can include both men and women.

The brand service extension will mainly target Millennials and Generation Z consumers, as these age groups are generally known for being more eco-conscious and placing a great significance on sustainability (Yamane and Kaneko, 2021), which aligns with the values of the service offer extension. The service offer could also be advantageous in attracting new consumers outside of this age range who are looking for more cost friendly, innovative, and sustainable ways to experiment with their style.

The demographic for E.L.V's monthly jeans hire subscription service offer extension may also differ from their existing consumers in terms of income level - with the average price of a garment on their website (2023) costing £312 their usual consumers would normally come from an affluent background. The target demographic for the service offer expansion, however, will also target more price-sensitive middle-class professionals who are interested in sustainable fashion but may be hesitant to make a full purchase before trying the item out.

Behavioural Segmentation

Consumers targeted by ELV denim's monthly jeans hire subscription service offer extension will have a strong interest in sustainability and this will heavily influence their purchasing behaviours and attract them to the service extension.

As E.L.V targets (busy) working professionals some of the target consumers will prioritise convenience when shopping, thus preferring the subscription-based and hassle-free model offered by the service extension rather than having to constantly buy new jeans. Additionally, the free repairs and option to purchase the jeans after a year adds to the convenience of the service.

The service is centred on a monthly membership; thus it is more suited to normal wardrobe demands like testing new designs and replacing outdated apparel rather than for special occasions.

Psychographic Segmentation

The target consumer for the subscription is fashion forward and experimental consumers who want to try new styles, brands and keep up to date on new trends without necessarily committing to a full purchase. Therefore, on Rogers' adoption curve (1995), it is likely that the target consumers would belong to the innovators and early adopter's groups.

The subscription service will also attract and target consumers who are environmentally and socially conscious and value sustainability.

Geographical Segmentation

As E.L.V is UK-based brand (E.L.V Denim, 2023) the service offer will primarily attract consumers in the UK, however the service may attract some other consumers from other regions.



OBJECTIVES (O)





SMART OBJECTIVES

Some key goals for the sustainable brand service extension have been established based on the situational analysis. The objectives are intended to direct marketing efforts and assess the performance of the brand and its service extension. They are Specific, Measurable, Achievable, Relevant, and Time-bound (SMART).

1) Gain brand awareness and social media engagement

Within the next three months increase brand awareness among the target audience by increasing social media engagement by 30%.

Social media is an important part of the marketing plan; it will keep consumers engaged (thus increasing brand loyalty), increase positive word-of-mouth engagement, increase sales and attract new consumers to the brand and service offer extension.

2) Increase the conversion rate of website visitors to consumers

Within the next three months increase the conversion rate of website visitors to subscribers by 15%.

The goal is to increase subscribers to the service extension, thus increasing the amount of sustainable shoppers (which is a key goal/value of the brand) and increasing revenue and the amount of long-term consumers.







STRATEGY AND TACTICS (S&T)

COMMUNICATIONS STRATEGY AND TACTICS

Because E.L.V Denim is a relatively small firm with limited resources, they will concentrate on fewer (but cost-effective and efficient) **communication mix elements.** Taking into consideration the **target consumer** and the **SMART objectives,** the primary objective is to develop a marketing strategy for the sustainable brand service extension that builds upon and emphasises the brand's dedication to producing **high-quality, sustainable fashion pieces** (E.L.V Denim, 2023). The marketing message will also highlight the **innovative** features and benefits of the brand extensions and sell this as a **differentiator** in the market.

As seen in the **consumer analysis,** the marketing strategy will aim to attract **fashion forward consumers** who value **sustainability,** as well as consumers who want to experiment with their style in an **innovative** way, and who may be slightly more **price-sensitive.** Consumers typically associate the term **"ethical product"** with **fair working conditions,** a **sustainable business strategy, ecologically friendly materials and ingredients,** and **transparency.** Therefore, it is critical that these are addressed effectively in the marketing communication message (Berger-Grabner, 2021, p.133).

Social Media Marketing and Partnerships

According to the American Marketing Association (2019), when it comes to younger age groups (e.g., **Generation Y and Z),** who are typically concerned with how they are perceived by their peers, targeting **opinion leaders** is likely to be effective when it comes to influencing **buying behaviour** and choices. For this age group, social media is very significant. Therefore, **social media campaigns** promoting the sustainable brand extension and ethical consumer behaviour with **role models** and **opinion leaders** may enhance interest in sustainable fashion and E.L.V's sustainable brand extension (Berger-Grabner, 2021, p.133).

Social media platforms like **Tiktok** and **Instagram** can be used to effectively showcase the brand extension. Sharing aesthetically appealing content, such as before-and-after photos of repurposed jeans and **behind-the-scenes** footage of the company's eco-friendly activities can help to **connect the brand with the target market.** Collaborating with influencers who are enthusiastic about sustainable fashion and have a large following among the targetconsumer demographic (for example, Venetia La Manna; a sustainable fashion advocate) can help to spread the brand's message and **generate attention and legitimacy** for the sustainable brand expansion.

The success of this marketing technique can be measured through various **analytics and metrics;** for example, follower growth, website traffic, reach and impressions can be tracked and monitored.

Personalised Email Marketing and Discounts

Personalised email marketing is used to increase **consumer loyalty** and inform them about new products, brands, or offers (Berger-Grabner, 2021, p.383). E.L.V will deliver **tailored** messages to email subscribers that emphasise the **innovative** and **sustainable features** of the brand extension and offer an exclusive **discount code** offering 15% off of their first month of subscription. This personal and promotional approach should inform and provide consumers with an **incentive** to try the subscription service.

The success of this marketing technique can be evaluated by tracking how many consumers use their unique discount code for the subscription.



ACTION (A)

ACTION TIMELINE

1 Month 1

-Before the release of the subscription service, market research will be conducted in order to make sure the marketing tactics are appropriate and efficient.

-Launch the service extension on E.L.V's official website, making sure it is optimal, efficient and enticing for consumers.

-Implement social media marketing; create engaging content to increase brand recognition and awareness of the new service extension, educate and interact with the intended audience, and increase website traffic.

2 Month 2

-Begin establishing connections with potential sustainable fashion influencers in preparation for future partnerships.

-Launch email marketing campaigns with promo codes to ELV Denim's current customer base to introduce the service expansion and persuade them to try the new subscription service.

-Analyse key metrics and make data-driven adjustments to the marketing campaign in order to increase ROI and consumer acquisition.

3 Month 3

-Continue to engage with consumers on social media; sharing user-generated content, replying to comments etc to increase positive WOM.

-At this point the subscription service should be running effectively and any issues should be eliminated. Respond to feedback for continuous improvements.

-Collaborations with sustainable influencers should be established to attract more consumers by highlighting the service expansion and its eco-friendly attributes.

-Establish performance monitoring tools; assess the campaign and marketing efficiency by measuring website traffic, social media engagement, email open rates, and conversion rates.

By the end of Month 3 the SMART Goals should be achieved:
-Social media engagement increased by 30%
-Conversion rate of website visitors to subscribers by increased by 15%.


CONTROL (C)

CONCLUSION AND EVALUATION

Social media marketing initiatives and influencer collaborations enhanced brand awareness and engagement on platforms such as Instagram. The usage of sustainable influencers assisted in aligning the brand with eco-conscious consumers and boosted the brand's market position. Overall, this lead to increased social media engagement and more people visiting E.L.V Denim's website. The SMART objective to increase social media engagement by 30% by month three was met successfully.

The brand's message and offers were effectively delivered to the consumer base via email marketing campaigns, resulting in improved website traffic and conversion rates, meaning that the SMART Goal to increase conversion rates by 15% was also met.

Key performance indicators such as website traffic, social media analytics, and sales data were measured and demonstrated improvements and growth. The introduction of distinct SMART objectives clearly directed the marketing plan.

Despite meeting the SMART Goals and receiving positive feedback, the marketing plan evaluation found various opportunities for optimisation and development. For example, a more extensive tracking and measuring system could be put in place to better evaluate the impact of each campaign and determine its return on investment (ROI). This would provide more actionable insights and help with more efficient allocation of resources in the future. In the fast-paced fashion sector, continuous improvements and adaptations are essential; E.L.V Denim should continue to explore ways in which they can provide innovative yet sustainable USP's to keep ahead of the competition, improve client relationships, and achieve long-term success.

To summarise, the marketing plan for E.L.V Denim's sustainable service extension was successful in leveraging multiple marketing channels and methods to meet the SMART goals. The company's distinctive and innovative selling proposition and emphasis on sustainability resonated effectively with the target audience, resulting in increased brand awareness, customer engagement, and sales. Continuous monitoring and analysis of important variables will be required to optimise and enhance marketing activities. E.L.V Denim is well-positioned for long-term success in the sustainable fashion sector, due to their focus on sustainability, loyal consumers, innovative USP's and strong business model.

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