



Chapter 1: Consumers and Consumer Trend-forecasting

Analyse five current campaigns, either TV adverts or films released on social media.

Try to look outside fashion and include at least one from banking or finance and one from the food industry. Examine them for signs of trends that are already impacting on consumers. Is the advert saying anything new about the roles of gender, age or the traditional family?

Review the trendwatching.com trends (or those of any other forecasting agency) that were issued last year.

Which of these has gone on to have the greatest impact on the fashion business? Give some examples in each case of brands that have taken up these ideas.

Using a brand or brand extension idea you would like to investigate define a consumer group for the brand.

Create a socio-economic profile and a geo-demographic profile using a resource such as ACORN or MOSAIC. What VALS type would the consumer be (Psychographic profile) and what emotive motivations would they display? Use the new generational breakdowns to cross check attitudes according to age of the target market. Which method has given you the clearest definition suitable for your brand? Will you make any changes to your brand idea based on your findings?

Storyboard the most successful method using text and image and keep as a branded customer profile board.



Chapter 2: Branding for Fashion Marketing Communications

Carry out a word association game.

What would your brand be, if it was a:

- a) car
- a) book
- a) film
- a) piece of furniture
- a) musician?

Build a visual picture.

Create a brand story inspired by this exercise. Compose a visual moodboard of the different aspects that explain this brand.

Using your ongoing brand idea develop an interesting personality mix for the brand based on Jung's archetype system.

Use these elements of a human identity to help create some logo ideas for the brand.



Chapter 3: Integrated Marketing Communications

Research a social media-led fashion event or campaign that has caught your attention.

What was the role of disruption? Has this campaign genuinely changed the way something was done previously?

Research the term disruption further.

How did it originate? Why do you think it is working to capture the attention of audiences? Consider how you might use disruption in launching a brand idea.

Consider what would be the most effective channels of communication for your brand launch. Are you looking to launch a new enterprise that would have to be cost effective? Or are you looking at enhancing the consistency of an existing brand message?

Using your ongoing brand idea, set communication objectives for your brand using the SMART model.

Pay attention to timelines and how you will measure the success of each objective.



Chapter 4: Advertising for Fashion

Look at some of the adverts you receive on your social media feeds.

What are they and why do you think you have been targeted to receive this advert? What are the banner adverts you have seen recently? Have you ever clicked through and bought as a result of receiving these?

Think back to any piece of brand campaign material that prompted you to buy something from that brand. Write down where you saw this, what you responded to and how you went about purchasing. Look back over the chapter and see if your own behaviour was similar to the AIDA model, or if you responded to a strong or weak message or if any of your behaviour was consistent with O'Malley and Hall's four ways of how advertising works.

Using your ongoing brand idea for which you should now have an identity, a narrative and a customer profile imagine you have limitless budget to advertise this brand.

What would you choose; TV, cinema, magazines, billboards, online? Develop a visual rough of the campaign - would you use any of the creative techniques mentioned in the chapter; colour, scale, provocation, polysemy, emotion, celebrity, a guerrilla campaign or something else you may have seen. Explain why you think this will reach target audiences.

At this point consider your social media profile. Will you want to use organic content to spread the word of the brand or do you plan to enhance your campaign with paid for advertising on social media?



Chapter 5: PR, Endorsement and Sponsorship

Use any catwalk photographs or any brand showing at a forthcoming trade fair and write a press release for their latest collection.

Think of the tone of voice of the brand. What key descriptive words and phrases would you suggest to optimise for SEO purposes.

Compile a media list for this brand. Include magazines, bloggers, other influencers and explain why they are the right choice for this brand.

If this brand were to use product placement how and in what should they do this?

What existing PR can you find that this brand have achieved already?

Using your ongoing brand idea, develop a photographic identity for lookbook photos, online or offline ad material and the product pages of a website.

Explain how they link together but are sympathetic to each scenario.

Using the tone of voice suggested for the brand in chapter 2 write a press release to announce the launch of the brand.

What clever ideas would you use to attract media attention in terms of:

- a) celebrity gifting
- b) endorsement
- c) events
- d) unusual sponsorship?



Chapter 6: Social Media

Social media has made us demand fashion more and more quickly. Spend some time using news, trade press and industry forums to research the issues surrounding some brands' decisions to sell directly from the catwalk, and the decision of others not to do so, or to try it and change their mind.

What impact has this had on the fashion industry in terms of:

- a) timings
- b) stock risk
- c) press coverage?

Research the brands you think have an excellent social media profile and explain why this is in terms of:

- a) tone of voice
- b) how they involve you and encourage you to contribute
- c) the way their posts address a mix of marketing messages with more fun content

Using your ongoing brand idea, decide which social media platforms would be the most suitable for your objectives and create visuals of the posts you would make on each.

How do these:

- a) provide an incentive or benefit to follow the brand
- b) boost followers own profiles through following the brand
- c) provoke a follower contribution to the brand?



Chapter 7: The Digital Arena: E-commerce and Online Fashion Promotion

Give your understanding of the following terms:

- a) bounce rate (and average bounce rate)
- b) full screen and fixed screen
- c) editorial content (on a website)
- d) smart merchandising
- e) responsive design
- f) SEO

Taking some of the examples given in the chapter, what innovative methods can you suggest that would tempt visitors to contribute feedback to a new site they are not familiar with?

Using your ongoing brand idea, mock up the content of a landing page (home page) and product listing (shopping) page.

What features would you extract from the chapter and put on them? Be prepared to present this and be able to answer questions on what aspects could help aid SEO, aid with bounce rate and what will provide ease of navigation for the visitor.



Chapter 8: Personal Selling and Offline Fashion Retail

Consider your own purchasing behaviour and list the last five items you have bought. Look for instances of:

- a) webrooming
- b) showrooming
- c) boomeroming

What were your most common behaviours? What do you think are the impacts on the fashion industry?

What do you think is the future of the fashion store?

What features would persuade you to stay, shop and feel more loyal to a fashion store?

Using your ongoing brand idea, mock up a retail scenario for your brand.

Justify how this meets the issues faced by retailers and meets the requirements for an online/offline omni-channel customer experience.



Chapter 9: Direct Marketing

Consider the types of email communication you receive from a brand: teasers regarding new product, advice of discounts, other special offers, advice of events.

Take one of these types of communication and choose a brand, then mock up the content of an email considering the brand identity and tone of voice carefully. What balance of text and image would you use?

Direct mail can have a surprisingly high response rate. Are there any circumstances in which you have received a piece of direct mail and responded to it? Is there anything you can think of that would make a piece of direct mail more effective?

Using your ongoing brand idea, decide how you will start to compile a database of users.

How will you get followers to register?

Consider the creation of a piece of visual imagery that can be sent directly to the customer of your brand: this might be a catalogue, a flyer, an email or instant message. Mock this up and present it.



Chapter 10: Catwalk Fashion Shows and Trade Fairs

Either by using WGSN or Drapers or a similar trade publication, try and source a list of tradeshows/ buying calendar for the following season.

Choose any brand, one you have looked at before or one you have in mind, then decide if they are a designer label looking to be part of an International Fashion Week, or more suitable to show at a trade fair. Source the global shows they would show at and justify why a particular country. Research how many collections a year the brand shows at and if these are pre-collections as well as standard seasonal ranges.

***Using your ongoing brand idea* decide which international fashion week or trade fair your brand would be suitable for.**

How will you find the budget? Mock up a scenario of how you see this looking on the catwalk or as a stand at a trade fair.



Chapter 11: Sales Promotion and Packaging

Think of your own behaviour towards discounts.

What initiatives by brands have moved you to make a purchase?

- a) online discount codes
- b) personalised emails
- c) flash sales
- d) discount days or weekends such as Black Friday?

Do you ever consider the impacts on the fashion industry?

Choose a progressive brand and design a competition in keeping with the identity of the brand.

How will people register interest? What activities will they take part in? What prizes will be on offer? How will you maximise awareness of the competition? How will you add to the consumer experience of the brand? List other agencies you may have to involve.

Discuss if giveaways will be relevant to the same brand. What would you giveaway and why?

Using your ongoing brand idea, develop a range of packaging suitable for the brand identity and the retail environment in which you see this working.

Think about:

- a) environmental concerns
- b) collectability
- c) reuseability
- d) clever design ideas

Present these designs with a view to how you will improve the in-store/online consumer experience.

What sales promotions do you think will be relevant to this new brand? Mock up some visuals and present these.



Chapter 12: Planning, Costing and Measuring Effectiveness

Using the marketing communications plan table provided in the chapter, research all the components and analyse the current campaign of any brand.

Using your ongoing brand idea, revisit any objectives you may have begun to draft.

Check through these after reading all the issues with all the communication tools. Ensure they meet the SMART framework.

Design an integrated marketing communications plan for your brand. Ensure this is costed to your best estimate to the objective and task method.

Create visual mock-ups to accompany each stage of the communications plan.