

Juicy Couture®

'Allure in my Couture' Campaign

EDINA GREEN
FASHION COMMUNICATION - BA YEAR 1
FASHION BRANDING & COMMUNICATION MODULE
MONDAY 8TH JUNE

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Strategy Concept Statement

THROUGH THIS CAMPAIGN, JUICY COUTURE WILL RE-ESTABLISH THEIR PRESENCE WITHIN THE ATHLEISURE AND APPAREL MARKET AND RE-GAIN THEIR SOCIAL MEDIA PRESENCE THROUGH THE USE OF BOOSTING THE INTERACTIONS WITH CUSTOMERS AND INCREASING THEIR PRODUCT LINES AND DISTRIBUTION CHANNELS. THE CAMPAIGN WILL CONSIST OF THREE MAIN HASHTAGS WHICH WILL ENDORSE THE CAMPAIGN AND WILL ALLOW CUSTOMERS TO HAVE INVOLVEMENT WITH THE BRAND BY USING THESE HASHTAGS TO ENDORSE THE ACTIVITIES THEY ARE DOING IN THEIR JUICY ATTIRE - #INMYJUICY #STAYONTRACK #ALLUREINMYCOUTURE . THESE HASHTAGS WILL ALLOW A COMMUNITY TO BE BUILT AND TO BRING BACK THE NOSTALGIA JUICY HAS FROM THE 90S AND 2000S WITH THE YOUNG ADULTS AND MUMS BUT ALSO THE CURRENT MILLENNIALS WHO WANT TO RELIVE THE LUXURIOUS BUT PLAYFUL LOOK THAT JUICY PORTRAYS WITH ITS FUN AND FASHIONABLE LIFESTYLE BRAND. THIS CAMPAIGN WILL MAINLY BE PRESENT DURING THE TIME OF LOCKDOWN, BUT THE CAMPAIGN WILL FOLLOW THROUGH OUTSIDE OF LOCKDOWN RESTRICTIONS TO SHOW THAT ATHLEISURE WEAR CAN BE STYLED WITH EVERYDAY LOOKS AND BECOME A PHENOMENAL TREND ONCE AGAIN. THE CAMPAIGN WILL ALSO ENDORSE FEMALE EMPOWERMENT AND FUN-LOVING SLOGANS TO BOOST CONFIDENCE AND BRING POSITIVITY TO THE CUSTOMERS OF JUICY THROUGH THE COLLABORATION WITH ARTISTS SUCH AS FLORENCE GIVEN AND OHVERLEE. PACKAGING OF JUICY PRODUCTS WILL BE DESIGNED WITH POSITIVE AND SELF-LOVING SLOGANS BY THESE ARTISTS WHICH WILL GIVE THE PACKAGING A LIMITED-EDITION DESIGN AND BRING THE OUTGOING, POSITIVE ENERGY THAT JUICY PORTRAYS THROUGHOUT ITS DESIGNS AND PRESENCE WITHIN THE ATHLEISURE AND APPAREL MARKET.



#AllureinmyCouture

#InmyJuicy

#StayonTrack

Brand Values - Juicy Couture

THROUGH THIS CAMPAIGN, JUICY COUTURE'S BRAND VALUES WILL BE PORTRAYED THROUGH THE USE OF THE FUN, OUTGOING AND POSITIVE SLOGANS AND PRESENCE THE BRAND HAS. THE CAMPAIGN USES FEMALE EMPOWERMENT MOTIVES AND FUN CAPTIONS, THAT ENDORSES THE POSITIVE AND OUTGOING ASPECT THAT JUICY COUTURE UTILISES AS A BRAND. JUICY COUTURE'S BRAND VALUES INCORPORATE A FUN, OUTGOING, YOUTHFUL ASPECT TO THEIR BRAND WHILST INCORPORATING COMFORT AND STYLE WITH PREMIUM QUALITY PRODUCTS. THEY WANT THEIR CUSTOMERS TO BE BOLD AND EXPRESSIVE AND HAVE INDIVIDUALISM AMONGST THE ATHLEISURE CLOTHING MARKET.

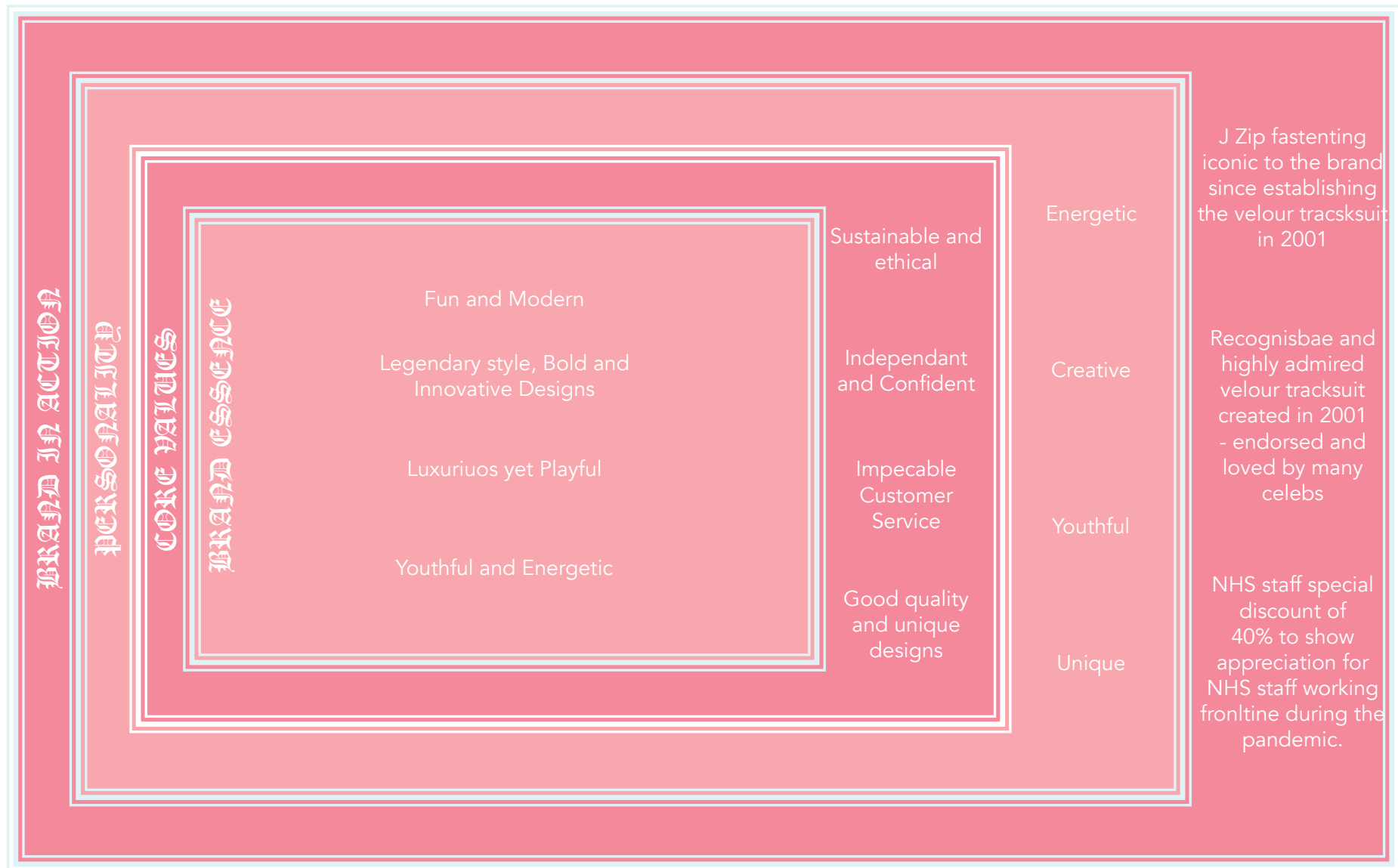


Communication Outcomes and Development of Customer Relationships

JUICY COUTURE IS A BRAND THAT BRINGS A FUN, UPBEAT AND GLAMOROUS STYLE TO THE ATHLEISURE MARKET. THEY STRIVE FOR HIGH QUALITY, PREMIUM CASUAL WEAR TO GIVE A LEVEL OF COOL IN EVERYDAY STYLES. THEIR TRACKSUITS HAVE A FUN, YOUTHFUL / SURPRISING ASPECT THAT GIVES JUICY ITS UNIQUE AND CONFIDENT STYLE THAT MAKES IT BOLD AND HIGHLY RECOGNISED IN THE MARKET. THE CAMPAIGN STRIVES TO INCREASE THEIR CONSUMER BASE, BRAND AWARENESS AND CULMINATE IN MORE SALES AND ULTIMATELY TO EXPAND THEIR COLLECTION AND DISTRIBUTION LINES. DUE TO THE INCREASED INTERACTION THE CAMPAIGN WILL HAVE WITH CONSUMERS THROUGH THE USE OF SOCIAL MEDIA AND CELEBRITY AND INFLUENCER ENDORSEMENTS, JUICY WILL GAIN MORE AWARENESS IN THE ATHLEISURE MARKET AND WILL ALSO CAPTURE THE ATTENTION OF ITS PREVIOUS CUSTOMERS IN A NOSTALGIC ASPECT. THE CAMPAIGN IS TO CAPTURE NEW CONSUMERS AS A NEW DEMOGRAPHIC AND EXPAND THEIR CUSTOMER BASE, BUT TO ALSO REIGNITE THE ATTENTION OF THEIR ORIGINAL CUSTOMERS. THE CAMPAIGN WILL CAPITALISE ON NOSTALGIA FOR THE CUSTOMERS WHO WERE IN THEIR TEENS WHEN THE BRAND HAD ITS BIGGEST PRESENCE IN THE MARKET BACK IN EARLY 2000S. THESE CONSUMERS WILL BE MATURED AND POSSIBLY HAVE FAMILIES. THE CAMPAIGN EMBRACES UPON THE TREND ON STYLING ATHLEISURE AND CASUAL WEAR FOR EVERYDAY ERRANDS BUT WITH A STYLE OF COMFORT AND IS PULLED TOGETHER WITH A PREMIUM ESSENCE. THIS WILL BOOST CUSTOMER RELATIONSHIPS AS IT WILL REACH OUT TO PREVIOUS CUSTOMERS BUT ALSO A NEW DEMOGRAPHIC WHO WANT TO RE-LIVE THE 2000S STYLE WHICH IS A TREND THAT IS BOOMING IN TODAY'S SOCIETY.



Juicy Couture Brand Onion



Communication Channels

SOCIAL MEDIA IS THE MAIN COMMUNICATION CHANNEL FOR THIS CAMPAIGN. THIS IS DUE TO THE CAMPAIGN RUNNING ALONGSIDE LOCKDOWN WHICH RESTRICTS ACCESS TO STORES, PRESS EVENTS, TRADE LAUNCH AND SHOWS. SOCIAL MEDIA WILL ALLOW CUSTOMERS TO ENGAGE AND INTERACT WITH THE CAMPAIGN AND FEEL PART OF THE BRAND WITH THE INTERACTIVE ELEMENTS THAT IS THE MAIN CONCEPT OF THE CAMPAIGN. THE FIRST WAY IN WHICH THE CUSTOMERS AND FOLLOWERS OF JUICY WILL BE INTERACTING WITH THE BRAND IS THROUGH THE HASHTAGS CREATED IN THE CAMPAIGN, THE MAIN BEING #...INMYJUICY. THIS WILL CONSIST OF CUSTOMERS UPLOADING POSTS OF ACTIVITIES THEY ARE DOING IN THEIR JUICY ATTIRE. ACTIVITIES COULD BE READING, BAKING, SUNBATHING, RUNNING, RIDING, LOUNGING AND MANY MORE. THE HASHTAG ALLOWS A COMMUNITY TO FORM AS CUSTOMERS WILL SEE THE ACTIVITIES OTHERS ARE DOING AND WILL GET INSPIRATION FROM OTHERS TO TRY NEW ACTIVITIES BUT ALSO ENGAGING WITH OTHER JUICY CUSTOMERS. THE CAMPAIGN ALSO ALLOWS FOR CUSTOMERS TO BECOME CREATIVE IN LOCKDOWN BY THINKING OF IDEAS AND ACTIVITIES THAT THEY COULD PORTRAY IN THEIR #...INMYJUICY POST. THIS CAMPAIGN ALLOWS FOR EXPANSION IN THEIR CONSUMER BASE WHICH WILL CULMINATE IN MORE SALES AS THE AWARENESS OF THE BRAND WILL BE EXPANDED ON SOCIAL MEDIA AND WILL RESULT IN MORE PURCHASES FROM NEW CUSTOMERS.



Juicy Customer

JUICY COUTURE MILLENNIAL CUSTOMER CONSISTS OF TEENAGERS AND YOUNG ADULT WOMEN WHO ARE STYLISH AND LIKE TO BE OF THE MOMENT. THEY ARE PRO SOCIAL MEDIA USER AND LIKE TO EMBRACE THE LATEST TRENDS FORMING IN THE MARKET TO STAY AS FASHION FORWARD AS POSSIBLE. THEY LIKE TO BE UNIQUE AND ENJOY WEARING BOLD, UNIQUE AND EDGY PIECES TO STYLE FOR A DAY OUT SHOPPING OR A LUNCH DATE AT THE NEW INSTAGRAMABLE RESTAURANT THAT EVERYONE IS GOING TO.



Juicy Customer

THE ORIGINAL JUICY CUSTOMER BACK IN THE EARLY 2000S WERE IN THEIR TEENS, WORE LOW RISE JEANS WITH BARDOT TOPS, SHINY LIP-GLOSS AND OF COURSE GLITTERED EYESHADOW. HOWEVER, IN TODAYS SOCIETY, THEY HAVE MATURED TO BEING YOUNG ADULTS IN A FAST PACED DAY TO DAY LIFE WITH EVER CHANGING FASHION TRENDS. DUE TO THE QUICK AND ON DEMAND LIFE THEY LIVE, THE ATHLEISURE PRACTICAL WEAR HAS BECOME THE NORM FOR THIS AGE RANGE TO WEAR WHEN RUNNING ERRANDS IN THEIR SPARE TIME. THEY CHECK THEIR SOCIAL MEDIA ON THE DAILY IN THEIR LUNCHBREAKS AND WHEN RELAXING AT HOME. THEY SOCIALISE AT WEEKENDS AND ARE ALWAYS TRYING TO FIND A HIP NEW COCKTAIL BAR OR PUB GARDEN TO SOCIALISE WITH FRIENDS.



Packaging Collaboration

- Florence Given

FLORENCE GIVEN IS AN ARTIST WHO ADDRESSES SOCIAL ISSUES AND SEXUALITY AS WELL AS SLOGANS TO EMBRACE POSITIVITY. HER WORK HAS A FUN AND FLUID STYLE WHICH SUITS THE STYLE OF JUICY WITH ITS FUN, LOVING ATTITUDE. GIVEN WON COSMOPOLITAN'S UK INFLUENCER OF THE YEAR 2019 FOR HER WORK ON WOMEN'S MENTAL HEALTH. DUE TO THE EFFECT LOCKDOWN WILL HAVE ON MENTAL HEALTH AND BE RESTRICTED FROM DOING DAILY ACTIVITIES, FLORENCE GIVENS POSITIVE SLOGANS WOULD BOOST MORAL WHEN RECEIVED BY JUICY COUTURE CUSTOMERS AND ALSO PROMOTED ON THEIR SOCIAL MEDIA PAGES.



Packaging Collaboration - Ohverlee

**SELF CARE
IS GIVING
THE WORLD
THE BEST
OF YOU.
INSTEAD
OF WHAT'S
LEFT OF
YOU.**

**YOU HAVE
EXACTLY
ENOUGH
ENERGY FOR
JUST ONE DAY
AT A TIME.
REMEMBER
THAT.**

**THIS IS
YOUR
SUNDAY
NIGHT
REMINDER
THAT YOU
CAN HANDLE
WHATEVER
THIS WEEK
THROWS
AT YOU**

**FOCUS ON
THE STEP
IN FRONT OF
YOU, NOT
THE WHOLE
STAIRCASE.**

**TODAY IS
GOING TO BE
A GOOD DAY
BECAUSE
YOU ARE YOU
AND YOU ARE
ENOUGH.**

**YOU DON'T
ALWAYS HAVE
TO BE DOING
SOMETHING.
IT'S OKAY TO
TAKE A BREAK
AND HAVE A
REST AND YOU
ARE NOT LAZY
FOR DOING SO.**

OVERLEE, CREATED BY RUTH CAWLEY IS A PINK ENTHUSIASTIC, POSITIVE AND INSPIRING ARTIST WHO CREATES SLOGANS AND DESIGNS TO BRING POSITIVITY TO YOU DAY TO DAY LIFE. HER PAGE IS DESCRIBED AS 'THE HOME OF KIND AND SELF-EMPOWERING PINK POSI WARES TO INSPIRE AND PRETTY UP YOUR SURROUNDINGS ON THE DAILY.'. WITH THE CONCEPT OF BRINGING AN UPBEAT AND FUN ATTITUDE TO THE INSTAGRAM CAMPAIGN AND ALSO ACKNOWLEDGING JUICY'S YOUNG AND AUTHENTIC STYLE, RUTH'S SLOGANS COMBINE WITH THIS STYLE AND ALLOW FOR THE POSITIVE AND UPLIFTING THEME TO COME THROUGH JUICY COUTURE'S CAMPAIGN.

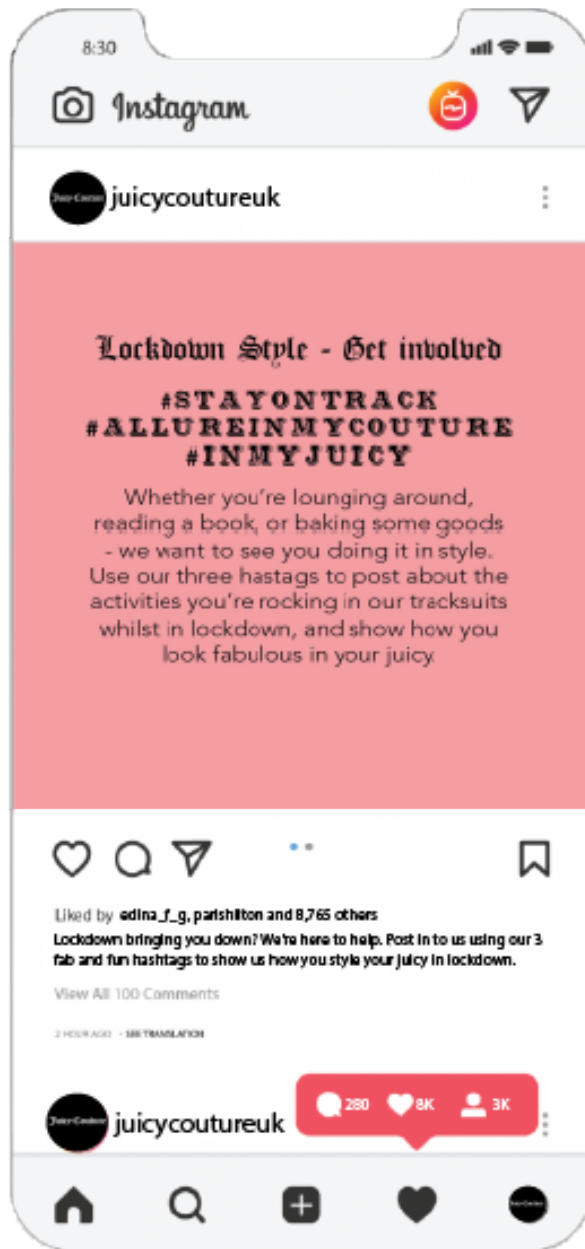
Juicy Couture Campaign Assessts



Juicy Couture Campaign Assessts

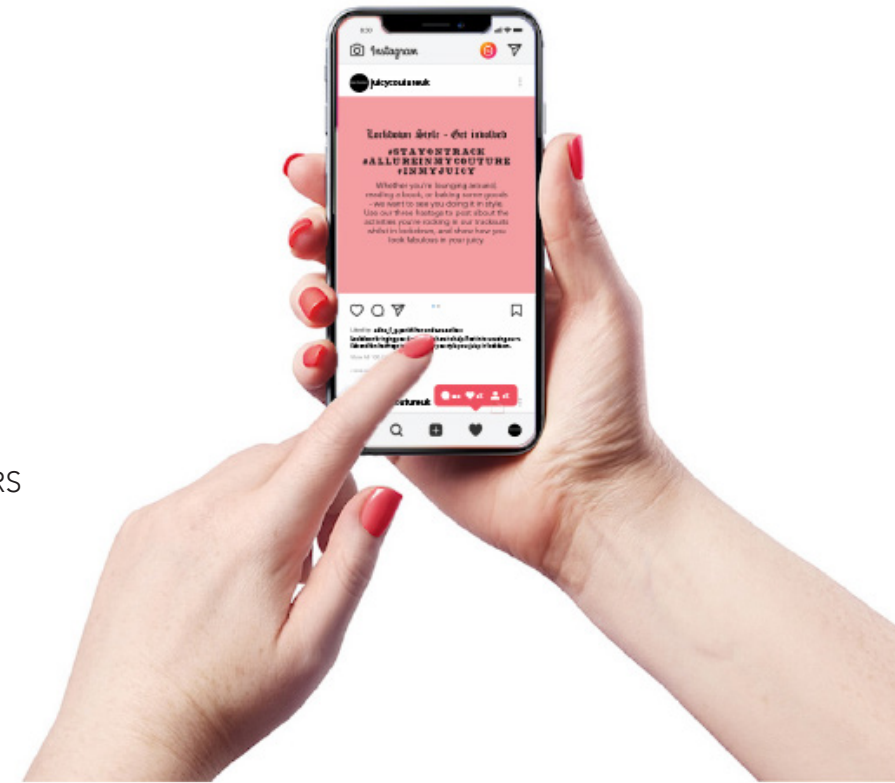


Digital Promotion



THE CAMPAIGN WILL BE LAUNCHED OVER ALL JUICY COUTURE'S SOCIAL MEDIA PLATFORMS INCLUDING INSTAGRAM, FACEBOOK, SNAPCHAT, TWITTER AND PINTEREST. THE INSTAGRAM WILL INCLUDE THE HASHTAG POSTS ALLOWING JUICY CUSTOMERS AND INSTAGRAM FOLLOWERS TO HAVE INTERACTION WITH THE BRAND BY SUBMITTING THEIR OWN POSTS OF ACTIVITIES THEY ARE DOING IN THEIR JUICY ATTIRE. IGTV CLIPS INVOLVING CELEBRITY INTERVIEWS WHO SHOW WHAT THEY HAVE BEEN UP TO IN THEIR JUICY AND STORIES THAT HAVE QUESTIONNAIRES' AND QUIZZES FOR FOLLOWERS TO INTERACT WITH NOSTALGIC QUESTIONS TO INTERACT WITH THE FUN, UPBEAT JUICY ATTITUDE.

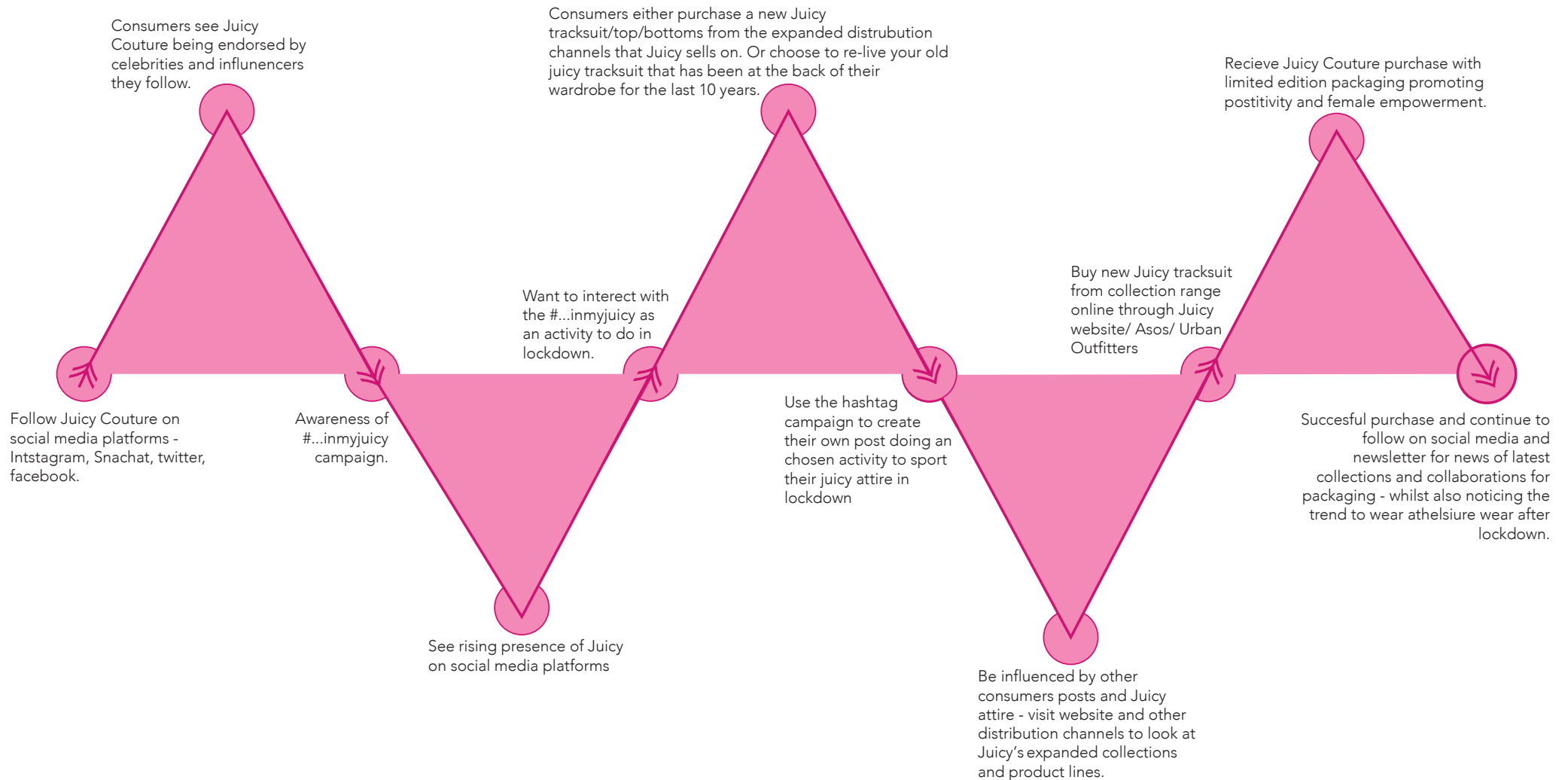
SNAPCHAT WILL ALSO INVOLVE CELEBRITIES AND INFLUENCERS WHO WILL DO 'SNAPCHAT TAKEOVERS' WHERE THEY TAKEOVER JUICY'S SNAPCHAT FOR THE DAY TO SHOW THE DAY IN THE LIFE OF THEMSELVES WANT THEY ARE UP TO IN THEIR JUICY TRACKSUITS'. PINTEREST WILL GIVE IDEAS OF ACTIVITIES TO DO AND TAKE PICTURES FOR THE INSTA HASHTAG CAMPAIGN. TWITTER WILL INVOLVE HAVING GIFS OF MOVIES FROM THE 2000S SHOWING ICONIC SCENES WITH JUICY TRACKSUITS TO SHOW THE NOSTALGIA AND POPULARITY OF THE BRAND AND HOW CUSTOMERS TODAY WANT TO RELIVE THE VIBE OF JUICY.



Digital Promotion Mockup



Customer Journey



Campaign Timeline

	JUNE 12TH	JULY	AUGUST	SEPTEMBER	OCTOBER
INSTAGRAM FACEBOOK SNAPCHAT CONTENT					
EMAIL BLAST					
SPONSORED IG AD					
INFLUENCER CONTENT					

SWOT Analysis

Strengths

Huge Celebrity backing
Premium Quality
Mid-point pricing accessible.
Millennial Aesthetic

Weaknesses

Lost fun and youthful niche brand aesthetic
Loungewear cheaper and more accessible now
Social media lacks engaging content - missing
opportunity for celebrity and influencer
endorsement

Opportunities

Reach new demographic - gen z, gen x,
millennials
Charge premium prices for niche, nostalgic
brand
Interact customers with brand for increased
brand awareness and increased customer base

Threats

Increased number of competitors in athleisure-
wear market compared to early 2000s.
Premium price too high against lower priced
competitors
Social Media influencers and celebrities promote
for high prices.

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