

Marketing brief assignment

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OBJECTIVES CORPORATE Nudie Jeans (“Nudie”) strive to share their passion for denim with the fashion community and demonstrate socially responsible business practices. Nudie strives to deliver the best quality from material choice to craftsmanship and design coupled with a vision for change in manufacturing practices in the fashion industry. This is illustrated in their firm supporter of Amnesty International in their fight for ethical human rights practices in the garment manufacture industry. **MARKETING**

Nudie’s main objective will be to increase market share in men’s jeans amongst its competitors and increase specialist retailer distribution globally. This will not require mass marketing, but rather a more specialised and centralised approach. Nudie Jeans are really the “naked truth about denim” and there is nothing more that consumers appreciate more than honesty. This is why honesty, quality and responsibility are the principles our marketing plan are based upon. Nudie does not currently have a large public advertising campaign as they are a specialist item, but importantly Nudie Jeans thrives from word of mouth.

We do not seek to launch a large advertising campaign, however we do believe that sales would grow with a cutting-edge, small scale advertising campaign which strays from everything mainstream and communicates to the target demographic that Nudie is chic and unique. **PROSPECTS** Nudie Jeans’ core focus is on the production and sales of men’s jeans. These jeans are sold globally. Nudie has the potential to become one of the most prominent jeans label with a global cult-following. Already, celebrities such as Zac Efron, the Killers and the Kaiser Chiefs have embraced their

Nudie jeans and promoted the brand to loyal fans. By placing emphasis on delivering the highest quality whilst being socially responsible, the brand holds unique values that differentiate it from its 'cult' jeans market competitors. **MARKETING MIX PRODUCT** Nudie Jeans are not just a short-term trend, but a quality and classic item of your wardrobe that becomes part of you. The name is unforgettable and easy to recall, which distinguishes Nudie from other brands in the same market. The design of the jeans do not follow current fashion trends, but rather aim to provide the best fit as well as comfort and style .

The names of each style are also catchy and inviting to the target market. For example, the 2008 Spring Collection features the Even Steven, Average Joe and Slim Jim jeans. **TARGET MARKET** The core demographic target group for Nudie Jeans is men: ??? aged between 18 and 30; ??? who have a high level of disposable income; ??? who are individuals; ??? who live in metropolitan areas; ??? who have a very active social life; and ??? who love denim and appreciate high quality; A further segmentation by psychographic base will identify those people who will be targeted.

Nudie Jeans will target the "Look-at-Me" segment, within this demographic as they are highly fashion conscious and have a high level of disposable income. In Australia this segment makes up 8% of the population (ozco. gov. au), and this is likely to be consistent throughout the western world.

PLACE/DISTRIBUTION The current distribution is limited to certain selected fashion specialty/boutique stores. We believe that Nudie should maintain this distribution standard, but expand to more of the same stores, whilst still maintaining their 'cult following'.

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Expansion to more boutiques and specialty stores through selective retail distribution would be most effective for sales. It would probably be best to target boutiques in the ‘ fashion street’ of Capital Cities as these locations would provide the highest accessibility and visibility to the chosen target market. PRICE The current prices are based on demand and competitor prices in the same market. Nudie Jeans range will range from A\$280 to A\$500 depending on the style and jean. This is justified by the quality, the workmanship, demand from the target market and the price ‘ cult’ fashion followers are willing to pay.

Customers in this market are not looking for a ‘ bargain’, but rather an addition to their collection or a boutique item, thus price would not be envisaged as a major hurdle in gaining sales. PROMOTIONAL STRATEGY In relation to promotions we believe an Integrated Marketing Communication (IMC) strategy would be the best way to proceed. Through IMC the brand will be able to maintain a personality and attitude that communicates effectively with the target segment. It will also help to build a desirable ‘ brand image’ and relationships with consumers and distributors.

The marketing activities will be very specific. It will involve a range of communication mediums including advertising, media, public relations and sales promotion. Our Advertising strategy will include the following:- -Posters in boutique outlets; -Billboards (See Appendix 1); -Internet advertisements in addition to a website, for instance videos retracing Nudie’s origins and their objectives/vision, a wash guide or interesting experiments to illustrate the quality and durability of these jeans as a ‘ second skin’; -Fashion shows; and -Having retail staff wear the jeans regularly.

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With regard to public relations, endorsements can generate favourable public relations and free advertising for Nudie to promote the brand and its brand name. For example, support of Amnesty and human rights and Corporate Social Responsibility could generate a very positive image as well as advertising. In addition, Nudie could perhaps sponsor smaller fashion events or launches for upcoming and new designers. Our sales promotion would not be offered to consumers, but rather to retailers. For example, should a retailer exceed their target sales of Nudie Jeans in the first three months, they may receive 15% off the next stock order.

This is to maintain Nudie's already established image and ensure that customers do not see Nudie as a 'discount' brand or one that will regularly go on sale. OTHER CONSIDERATIONS The main competitors in the 'cult' jeans market would be True Religion, Seven Jeans and Ksubi (formerly known as Tsubi). These are all global brands, such as Nudie. However, Nudie differentiates themselves from their competitors based on quality of material and manufacture and their sense of responsibility. Their jeans are also unique as they are manufactured in Italy, a well revered fashion nation to all its customers.