

Team Project Part 3: Promotion

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Afterwear Athletics

Campaign Objective

To establish Brand awareness, attract social media followers, a customer email list, and ultimately, a long-lasting customer base.

We intend to achieve our promotional campaign by taking advantage of Social Media for photo contests via Instagram for an immediate buzz of excitement. We'll combine this with a Press Release and other forms of online advertising and Distributor co-operative advertising¹ for Retail stores with seasonal promotions and premium offers. This campaign will be accomplished from the Corporate Distributor channel as well as the Retail end for maximum reach of our target market.

Theme

We are combining the comfort and function of athletic wear with a touch of classic style. (Primarily in our "jacket line".) We will display photos on the website of a man and woman before and after the gym. Before with usual

¹ Co-operative advertising: When a manufacturer or major distributor of a brand/product line helps retail stores with a percentage towards an advertising budget, usually based on a % of sales volume ordered. (Tuckwell & Jaffey, 2016. P. 327)

fitness attire. After, sipping a cup of coffee at the local café, shopping, or in transition from the gym to work.

Looking classic, comfortable, and stylishly simple.

Our Profile Matching Strategy² is the demographic of ages 14-60, middle and upper class urban and suburban fitness-oriented individuals. Our appeal is emotional rather than a rational approach.

Creative Marketing Strategy

Media Choices and Advertising

Social Media with visual appeal such as Twitter, Instagram and Facebook is best, backed up by our company web site and blog. We will do an initial Press Release³ for local promotional events in conjunction with some Retail stores. We will use Instagram for a photo contest, where we post a picture of our Afterwear Athletics brand and encourage “Tag 3 friends to enter to win” a free pair of yoga pants and/or jacket from our new line. This method of sharing on social media is fast, cost-effective and helps to build followers in our Social Media network⁴. We will encourage YouTube video sharing of enthusiasts doing their favorite athletic activity, such as yoga, wearing our athletic apparel. Online advertising is our primary choice of media. This can include search advertising⁵ to supplement the initial promotional activity. With photo contests and video sharing, we can take advantage of the crowdsourcing⁶ form of public marketing of our Brand.

² Profile Matching Strategy: This description includes several demographic and psychographic aspects which require more selective media types. (Tuckwell & Jaffey, 2016. P. 303)

³ Press Release: A news type of release where the important elements of who, what, when, why, and where the events or “story” is about. It goes out to major editors or national newswire services. (Tuckwell & Jaffey, 2016. P. 331)

⁴ Social Media: Online platforms and tools that people can use to share comments, photos, opinions, experiences, photos or videos between groups of people. (Tuckwell & Jaffey, 2016. P. 333)

⁵ Search Advertising: When an advertiser’s website listing is placed alongside or with a specific search result, a keyword or phrase related to the advertiser’s topic. It’s also known as pay-per-click advertising. (Tuckwell & Jaffey, 2016. P. 307)

⁶ Crowdsourcing: Using the collective efforts of the public to carry out marketing tasks that is usually done by an advertising agency. (Tuckwell & Jaffey, 2016. P. 387)

Campaign Schedule and Sales Promotions

A Press Release and photo contests initiates our entrance into the market. We will be aggressive with online and social media for the first 3 to 6 months period. Seasonal promotions every 6 month will be offered via Distributor co-operative advertising⁷. Our Company web site, blog, and social media posts will help local Retail store promotions. For example, the former season line goes on sale, when the new lines come out, maximizing new fashion interest and sales during these seasonal promotions. Fall/Winter and Spring/Summer designs for the apparel line.

We can try a 30 % off sale or buy one get one free or half-off premium⁸ offer types of “special deals”. The Distributor can offer online customers of a minimum purchase, a discount coupon for a future purchase. We can also do contests which offer free shipping for the first 100 online sales of \$99 or more. The overall Advertising budget will be task⁹ oriented for the first year.

Events and Experiences

We will try out various types of online photo contests. For example, the sharing on Instagram one of our own professionally created photos of someone modeling our Afterwear Athletics brand. We can also promote public photo contests of customers wearing our Brand, and sharing on Social Media. A certain number of followers generated receives some “prize” such as a free pair of leggings or a jacket. The winner(s) can be published on our Afterwear Athletics Web site with a short description of the persons’ name, favorite exercise program and why

⁷ Co-operative advertising: When a manufacturer or major distributor of a brand/product line helps retail stores with a percentage towards an advertising budget, usually based on a % of sales volume ordered. (Tuckwell & Jaffey, 2016. P. 327)

⁸ Premium: When an item is offered free or at a bargain like ½ off for consumers who purchase a specific item or minimum purchase. (Tuckwell & Jaffey, 2016. P. 325)

⁹ Task: A Sales budget also known as Objective, where a manager determines the activities and strategies to complete an objective. These activities are allocated a cost to achieve. (Tuckwell & Jaffey, 2016. P. 297)

they like our Brand. The winning photos can be reprinted to be placed in any of our Retail outlets to help advertise happy customers.

We plan to involve local yoga studios and fitness centers for their own photo ops or short video contest submissions, (done online via social media sites.) This helps advertise our brand and encourages local community involvement.

Direct and Interactive Marketing

Our Afterwear Athletics web site and online sales is the main hub of direct marketing. Here we build customer profiles, likes, dislikes, habits and testimonials. Simple questionnaires suggested for online sales customers. Direct marketing to yield refined customer information. We can try loyalty¹⁰ offers for repeat online customers and retail customers.

For interactive marketing, we concentrate on Social Media buzz. We are building the Brand awareness concept, function and style. This serves to encourage brand democratization¹¹ via photo likes and comments on the brand.

Personal Selling

For retail selling, our customer service representatives will personalize sales, assisting customers to find the right size and look for their style. Helping them try on the apparel, so they feel, touch and see.

¹⁰ Loyalty Programs and Offers: Also known as a frequent buyer program. This is when consumers are offered bonus, point system or dollar amount incentive towards a future purchase. The more they buy the more they receive in loyalty points. (Tuckwell & Jaffey, 2016. P. 325)

¹¹ Brand democratization: A situation when a customer interacts with a brand giving customer control over the marketing of the brand. This occurs primarily in interactive online social media. (Tuckwell & Jaffey, 2016. P. 385)

Summary

We plan an aggressive marketing campaign our first half year, maximizing our focus with social media visuals and buzz, promoting our Afterwear Athletic brand as classic, comfortable, and stylishly simple. Our reach is local and national, retail sales advertising supported by our distributor-run website. Our e-commerce and corporate website advertising will establish direct marketing objectives, enhance sales and reinforce retail promotions. As we grow, we will build and refine our target profile customer base, as well as increase our apparel selection.

References

Tuckwell, K. &. (2016). *Think Marketing, Second Edition*. Don Mills, Ontario: Pearson Canada Inc.