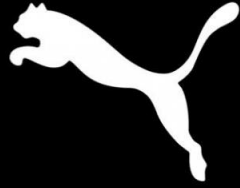


PRIDE

X

PUMA

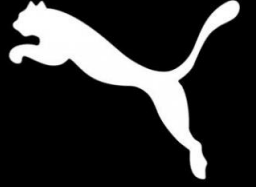
ALL PEOPLE



Overview

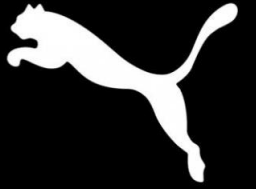
- Team roles & responsibilities
- RBU description
- Retail store
- Target customer
- Promotional campaign
- Timeline
- Determining promotional success

Team Roles



- Nicholas Williams- Identify retail store, assess store's brand image, customer profile, styles and price points in comparison with PUMA, why/how PUMA fits well
- Michaella Warner- Introduction, identify RBU, presentation design
- Emily McVey- Promotion campaign timeline
- Gianna Scancarello- mood board, identify target market
- Alyssa Shindel- Promotion detail, tracking success of promotional campaign

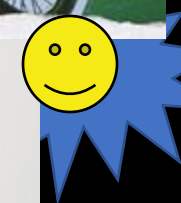
RBU – ATL Specialty



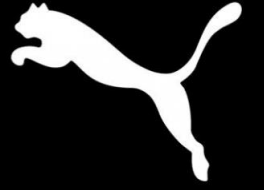
URBAN OUTFITTERS



FOREVERFASTER.



URBAN OUTFITTERS x PUMA



- Urban Outfitters - This retailer sells on trend clothing that is appealing to fashion forward individuals, but also tends to stray away from the typical retail set up.
- Both PUMA and Urban Outfitters pride themselves in being dedicated to the unique needs of each individual customer through brand ambassadors and innovation through social issues.



Target Customer Expectations –

- Urban Outfitters is a mid level/mass market fashion retailer, with pricing in the “better” category.
- Stylistically, the target customer expects trendy, but well-made clothing.
- The retail environment is expected to be upbeat, trendy, and bright, staying true to Urban Outfitters.



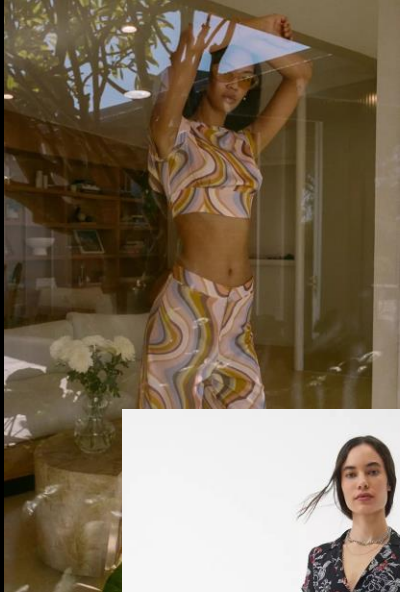
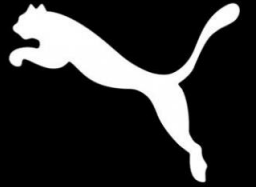
Thermal Cropped Tee - \$39.00



Cropped Top - \$79.00
Bike Shorts - \$77.00



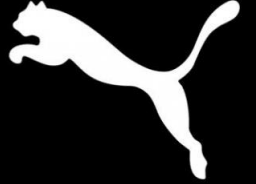
URBAN OUTFITTERS



Target Market

- 16-22
- Becoming comfortable and confident in their own skin and in their style
- Can but also cannot be part of the LGBTQ+ community
- They like to be trendy, stylish, and unique all at once
- Creative minds that like to create their own clothing
- Still working in their HS/college jobs but make enough to spend on clothes that they use on a day to day to update their wardrobe
- Not fully responsible for all of their bills
- Want to get ahead of the trend curve and get on top of trends before they're actually out there





PROMOTIONAL STUNT

Where?

- NYC, Times Square

Who?

- Models – all shapes, sizes, races & LGBTQ+

What?

- Flash runway show; models in all white and people splattering paint and glitter on them
- Promote on Instagram leading up to that day but do not give it away

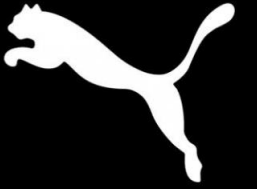
When?

- Pride week (end of June)



Madison Bailey

- Our ambassador is Madison Bailey because she is a current celebrity on the hit Netflix series, *Outer Banks*. She identifies as pansexual which is perfect for our campaign. She also embodies the style of both Urban Outfitters and PUMA and would be a great face for the campaign because of her ability to draw in our target market and promote the newest season of her show coming up in the next few months.



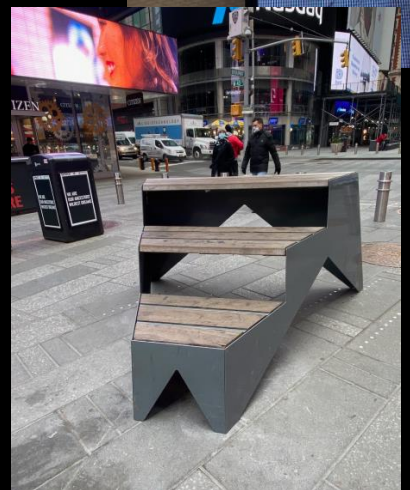
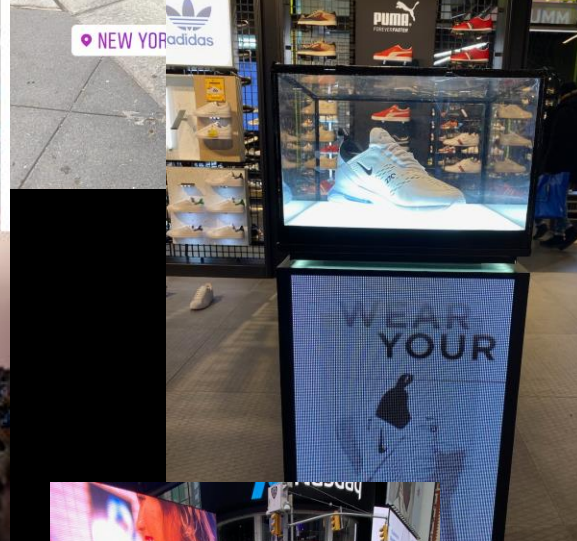
Measuring our Promotion:

- Pop-up shop at our promotional stunt in Pride Week at Times Square
 - Use the plain PUMA tops from the City Lights Collection (gender neutral tops) and customize them by splattering neon paint!
- Track success in \$:
 - We start off with having 300 fanny packs, and with each shirt sold by our audience they get a free exclusive fanny pack with Madison Bailey's signature
 - Calculation: Amount of fanny packs sold X the price per customized shirt (\$45)
 - By the end, we will all know how much we made in total \$



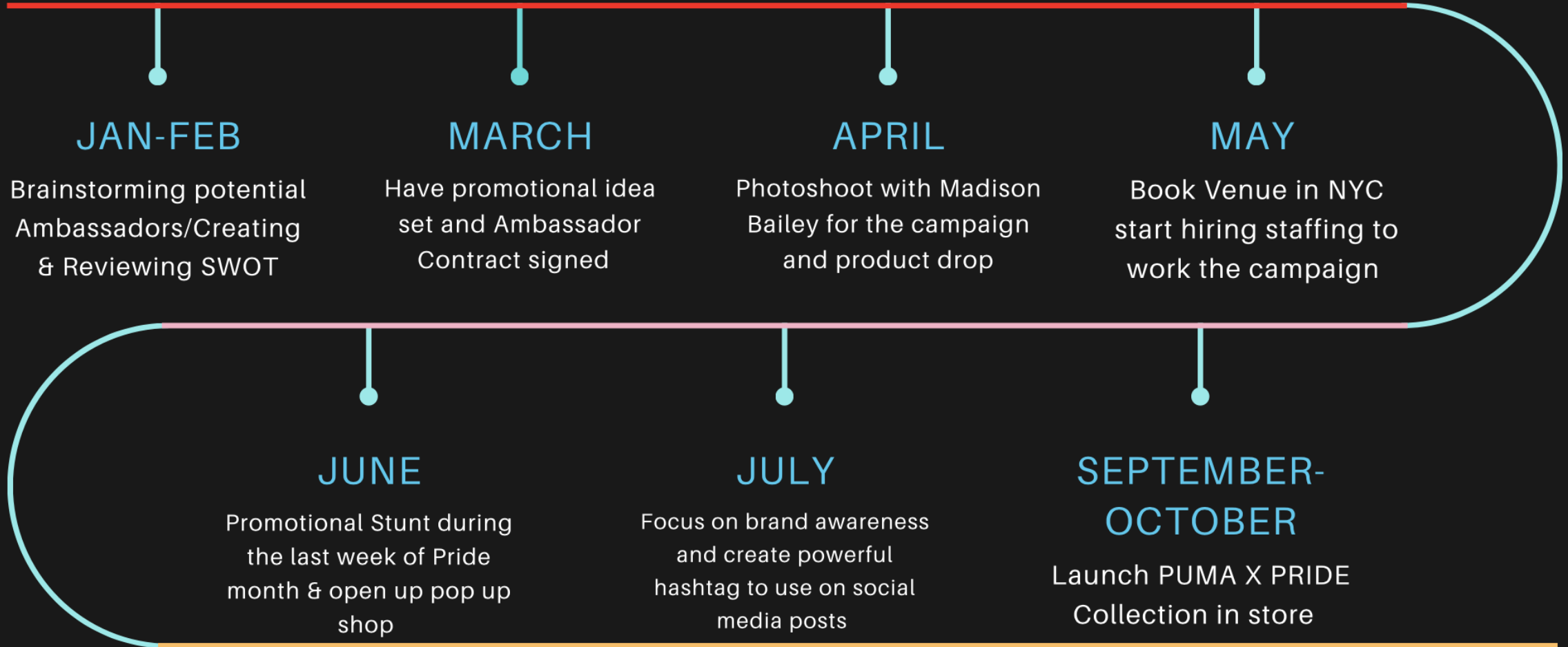


FOREVERFASTER.



PUMA X PRIDE

ALL PEOPLE



References

How to conduct fashion market research like a pro. (2021, January 29). Retrieved March 19, 2021, from <https://resources.pollfish.com/market-research/how-to-conduct-fashion-market-research-like-a-pro/>

Lang, B. (2017, April 10). Fashion digital marketing: 12 ideas to market your brand. Retrieved March 19, 2021, from <https://uhurunetwork.com/fashion-digital-marketing/>

Newsroom. (2018, October 04). Newsroom. Retrieved March 19, 2021, from <https://marcommnews.com/new-report-on-16-24-year-olds-reveals-the-startling-challenge-ahead-for-brands-to-remain-relevant/>