POP BOUTIQUE

RE-BRAND

INTORDUCTION & CONCEPT

Final major project consisted of a self-initiated brief, where I combined my interest in vintage clothing and creative skills in order to re-brand Pop Boutique's ecommerce platform. Due to the growing interest in vintage/second-hand fashion amongst younger consumers, alongside the increase of consumers purchasing items online and through social media, the basis of this project aimed to increase engagement throughout Pop Boutique's online platforms amongst their 18-26 year old target audience and enable the brand to reposition themselves as a strong contender within the vintage clothing market. Social media and digital communications play an increasingly important part in the promotion of a brand, especially as consumers are becoming less influenced by traditional marketing techniques so Pop Boutique having an interactive and engaging ecommerce platform is paramount when it comes to building relationships with their target audience.

The project included the execution of a digital communications plan, website and Instagram feed in order to seemingly establish the re-brand in time for the spring/summer 2021 Pop Boutique clothing drop, through the use of vibrant and engaging content, carefully curated to represent the brands retro character. The reason for this being, primary research found that 100% of the 48 survey participants advised that they are more likely to follow a brand on social media if they find the content they produce aesthetically pleasing and 93.8% of consumers advising that liking the content a brand posts on their social media makes them more likely to purchase products.

COMMUNICATIONS PLAN

The communications plan for this project was the main written component, curated in order to establish the aims and objectives and seamlessly launch the re-brand of Pop Boutique's ecommerce platforms. The report outlined the specifics of the re-brand, establishing the brand values and focusing on the marketing strategy and promotional methods that would be utilised by Pop Boutique throughout the re-brand. The report was supported by the necessary market research, investigating the appeal that vintage/second-hand clothing has amongst younger consumers, and the most effective promotional methods that would enable Pop Boutique to connect with their desired consumer base.

WEBSITE

The Pop Boutique website will launch to be fully functioning, enabling the purchase journey for consumers to be seamless. The site home page has been designed to be eye catching, whilst also representing the Pop Boutique branding and giving customers an insight into the products that Pop Boutique have to offer. The website will make the shopping experience easy, yet effective for consumers and displaying images of Pop Boutique's latest collection on the home page will help push sales when consumers visit the site.

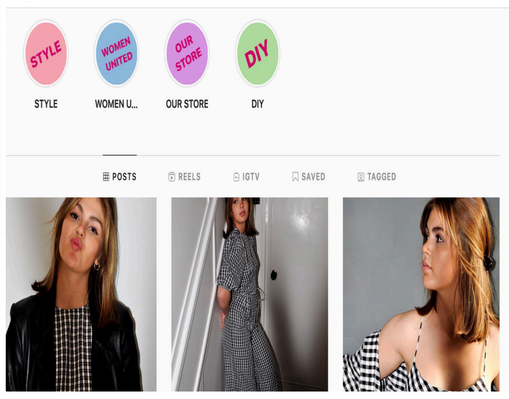
DEVELOPMENT

The development of this project required extensive research into the vintage/second-hand clothing market, consumer shopping habits regarding online purchasing and the desires of Millennials and Generation Z. The reason for this was to establish how Pop Boutique would cater to their target audiences' desires, enabling them to fit into their lives and build lasting relationships. Research was conducted into the kinds of digital marketing techniques that are valued by Millennials and Gen Z to establish whether techniques such as celebrity endorsement and hashtags would be successful in helping increase engagement long term.

The creative vision for the re-brand was established gradually throughout the development of the project, however, was derived from the vintage heritage of the brand. The aim was that the re-brand would represent Pop Boutiques character through provoking a collaboration between retro and modern elements, combining Pop Boutiques vintage character with a new age society

INSTAGRAM

The Pop Boutique Instagram feed was designed in order to promote the new SS/21 range, featuring photoshoot images for the collection, whilst also complying with the creative vision for the re-brand. The feed was designed to encapsulate the brand values and character through vibrant content. In order to build engagement amongst consumers the Pop Boutique feed utilised all available features, in the form of Reels, IGTV's, highlights, stories and standard posts in order to appeal to their target audience.



FINLAYE HUTCHINSON
finlayekathrynh@gmail.com