



# Jack Wills

EST. GREAT BRITAIN

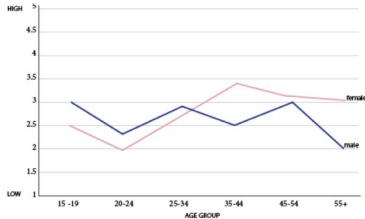
## Brand Overview

Jack Wills was founded in Salcombe, Devon in 1999. The brand targets upper-middle class teens selling preppy medium/high quality garments at mid-market prices. JW customers placed extremely high value on the well-known logo's as well as the pink and navy striped branding in the early 2000s. When compared to other preppy clothing retailers such as Tommy Hilfiger and Ralph Lauren, Jack Wills' prices were more accessible. (Retailgazette.com,2019) Jack Wills is a heritage brand that uses British iconography and conservative styles.

The aim of this portfolio is to generate a holistic Sustainability concept for Jack Wills to adopt in order to regenerate the brands overall image, improve consumer perception of the brand and to gain a competitive advantage which will in turn drive sales.

## Brand Issues

Extensive market research and analysis have enabled inferences to be made regarding the rapid decline in sales at Jack Wills over the last decade. The preppy brand has not evolved since its major success in the early 2000s, which has resulted in a damaged reputation, low value proposition and unclear market penetration (Strategic report,2021). The brand have stated that they are 'Ever-evolving to support all aspects of youth lifestyle' (Jack Wills, 2021), however it is clear that the Jack Wills consumer has grown up, crucially, this has been during the age of fast fashion consumerism. The firm have not evolved along side their TGM to deliver value-added or differentiated product offerings. Whilst the fashion market has changed rapidly, Jack Wills have remained using the same strategy, resulting in major losses, store closures (Nazir, 2020), and a reduced brand perception. In terms of fashion, questions have been raised as to whether Jack Wills' signature "preppy look" is still in trend, regardless of price, due to the change in consumer behaviours (retailgazette.co.uk,2019) JW have an unclear market position and when considering Porter's generic strategies, JW currently are 'stuck in the middle'(Porter,1980).



## Industry Insights

One source close to Jack Wills believes a change in wider fashion trends had hampered the brand: "The product itself isn't very distinctive – it's the lifestyle that gives it that appeal. But there's much less of that audience now than there was. The preppy look has declined" (drapersonline.com,2019). The firm must implement a fresh strategy in order to regain the loyalty of its lost TGM.

## Survey Findings

Participants were asked to rate 7 characteristics of JW and how well they think JW execute it:

1. The data has revealed extremely low perceived **Fashionability** for JW. This needs to become a main strategic focus.
2. **52.4% of women** aged 15-34 have shopped at Zara and/or ASOS in the last 6 months.
3. **46% of participants** thought JW has **low Advertising/Marketing** characteristics. A focus on promotion must be adopted
4. There is a clear trend in the graph for the consumer group including males and females aged 20-24, who have voted JW **medium/low** in terms of **desirability**. (Strategic report,2021).

## New Strategy and Individual Brand Concept

Through the adoption of a successful sustainability concept, the firm stand a greater chance of regaining popularity in the UK fashion market. Research and analysis has shown that delivering products with a more sustainable approach to Jack Wills TGM provides promising return of equity and competitive advantage. Strategic implementation of a holistic sustainable approach over time will reshape JW existing identity, in turn, revitalising the popular brand image that has seen a rapid decline.

This project covers business aspects and creative outlets that Jack Wills can harness in order to present a sustainable brand image to consumers. Including **Sustainable material sourcing** for later product development stages, **Sustainability Certifications/ Accreditations**, A **mission statement** and **logo redesign**, and **social media content creation** relating to the sustainability concept. Implementation of the above practices within the firm aims to alleviate the threat of competition in the UK fashion market , whilst facilitating successful development of a competitive advantage for Jack Wills.



Sustainable materials sourcing



Accreditations/ Certifications



Brand Mission Statement redesign



Sustainability Range Logo design



Sustainability Social media content



## Group Strategic Report – Executive Summary recommendations relating to the new strategy.

1. Marketing has a large impact on brand image and **consumer perception**. Through a higher presence on **social media**, particularly TikTok and Instagram, Jack Wills can target their digitally orientated audience. Influencer marketing has proved to increase engagement rates substantially, whilst PR campaigns and well designed promotional material can clearly advertise the key messages of quality, Fashionability and **sustainability**.
2. **Sustainability** is a key trending driver to consumer behaviour (Mintel, 2021), so is important to incorporate into the business model. This could not only be implemented in **product development**, but also through the **supply chain**. Research shows that consumers state a willingness to pay more for sustainability.
3. To attract the new generation of fashion conscious consumers we propose Jack Wills to develop new ranges that are more trend-led. This, along with quality, **sustainable materials** and size inclusivity will create enough differentiation to compete in the saturated market and provide an appropriate value-cost ratio. (Strategic report,2021).

# The Process: Sustainability implementation/ Product development

This model focusses on implementing sustainable processes and practices into JW to receive physical outputs such as sustainable branding designs, content creation and new sustainable fabrics to incorporate into later garment production. The model takes a holistic approach covering multiple areas of sustainability implementation so that the brand is able to project this new image to customers quickly and efficiently.

