

Visual Presentation

JIGSAW

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Brand Mission

Designs are timeless, but the style of fashion is permanent

Design inspiration

Originated from British leisure life, style positioning is dignified and elegant, low-key and simple.

Consumer group

25-35-year-old white-collar women. The clothes of this brand seem ordinary, but they are delicate and subtle. Many of them are classic models that are not easy to make mistakes.

Current situation

- With covid-19 sweeping the world, economy was in recession and many parts of Britain were locked down, Jigsaw's bricks-and-mortar stores were hit hard. So sales fell.
- jigsaw lacks distinctive products. Jigsaw does not have any unique products that can be identified by consumers in the market.
- Consumers' recognition of the brand is low
- Excessive dependence on the local market in the UK.

About jigsaw

jigsaw is a local clothing brand in the UK, founded by John Robinson in 1972, jigsaw is popular in the UK for its high-quality clothing fabrics and designs.

Jigsaw



Brand strategy



The marketing mission

Increase market share
Increase brand awareness
Increase brand profit



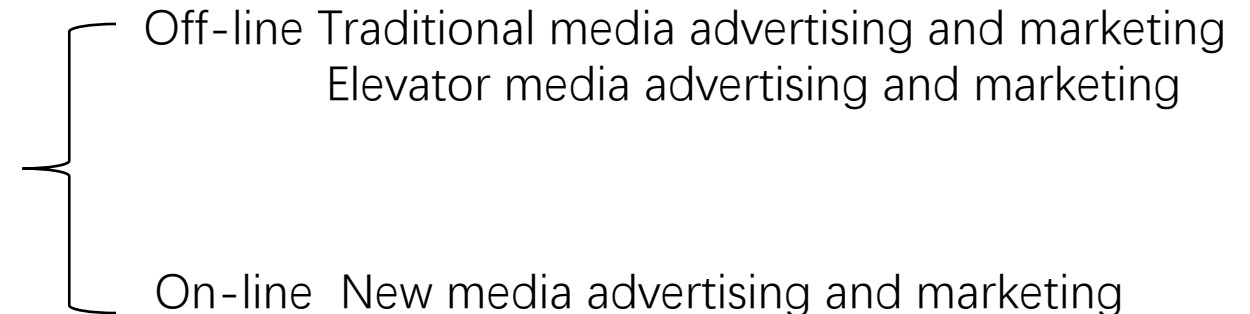
Implementation of Jigsaw

Product development
Advertising and social media
E-commerce development
Store Environment

Visual Executive Summary

- Combining these marketing strategies, jigsaw is committed to achieving market goals in the future.
- supervision department.
- increasing the advertising of jigsaw may run counter to the original brand idea, but this is a strategy to save jigsaw's sluggish sales.
- the return on investment in advertising is worthy of serious consideration by companies...

Advertising





Brand concept

Traditional media

jigsaw can choose traditional media represented by the BBC to advertise

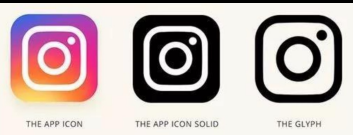



- With high coverage and high credibility
- Get public approval

Elevator media

Continuously strengthen the brand memory, so that urban mainstream people can see Jigsaw's "brand story" at every moment of their leisure.

- Elevators are the infrastructure of urban construction,
- High frequency, must pass, low interference, etc. are the advantages of elevator media over other media

jigsaw can join forces with these two major traditional media and elevator media, two major media resources, to increase sales and market and market competitiveness. Such as Residenc

Media Channels	Current Situation	Changes
Instagram: 	108.7k Followers Platform to display clothing	Do not use any style of photos (different from the official website) This style change has received positive responses from consumers
Twitter : 	11,000 Followers Weak part There is little interaction between published content and consumers	Can be focus on post some buyer shows on Forward the lucky draw Announce the new brand dynamics of jigsaw in time (such as new product launches, offline events)
Facebook : 	84904 Followers More affinity (for consumers), so more popular Diverse content	Distinguish the content Caring for global consumers Send a clear brand message to consumers
YouTube : 	229 subscriber Show fashion movies related to recent clothing promotions and collections	Short video era-short and precise Video advertising needs to be accurate

SOCIAL MEDIA

Media channels show a diversified development trend
 Low exposure



JUSTIFICATION

During the COVID-19 period, consumers spend more time on mobile phones, computers and TVs, so it is very necessary to increase investment in advertising at this time.

Notes on advertising:

1. The theme is prominent and the appeal is clear
 2. Perceive the experience and inspire enthusiasm
 3. Accurate positioning and novel conception
 4. Highlight characteristics and strengthen communication
 5. localization strategy
- The maximum benefit output with the least advertising investment.
 - Jigsaw must avoid simply putting together incompatible elements to make the audience feel blunt and uncoordinated.
 - Avoid the problem of adverts blindly pursuing click-through rate, making shoddy, imitating others, and lacking innovation, leading to serious homogeneity...
 - Jigsaw's use of advertising agencies and social media as a marketing strategy is a long-term strategy for achieving sustainable brand development.



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