

BRAND OVERVIEW

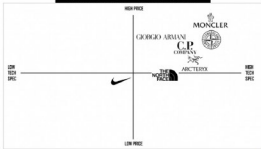
STONE ISLAND

MISSION STATEMENT:

"Destined to become a symbol of extreme research in fibres and textiles, applied to an innovative design, it is known as the brand that's redefined the common understanding of sportswear." (Stone Island, 2021)

"Stone Island has developed a solid product and brand identity, ranking it as the company most oriented toward the development of new technologies and innovations, consequently enabling it to establish long-lasting relationships with customers" (Jin and Cedrola, 2018)

PERCEPTUAL MAP – MARKET POSITION



(Strategic Brand Report, 2021)



BRAND STRATEGY

The Ansoff matrix model (1957) has been utilised to develop approaches for a variety of growth strategies e.g., the diversification strategy which has the highest risk but could also hold the greatest reward. (Strategic Brand Report, 2021)

ANSOFF MATRIX APPROACHES

MARKET PENETRATION	PRODUCT DEVELOPMENT
<ul style="list-style-type: none"> Develop a new marketing strategy to encourage more customers to engage with the brand - focusing on future profitability or revenue such as customer lifetime values (CLV) (Blattberg et al. 2008) Introduce a loyalty scheme to maintain relationships with older consumers - firms are embracing customer relationship management to survive in the competitive environment by retaining and developing their valuable customers (Morisada et al. 2019). Buy a competitor market, particularly in mature markets - Gaining market share on acquisition could increase the brands pricing and eliminate the price pressure currently faced (Shandish, 2020). 	<ul style="list-style-type: none"> Extend the products by producing different variants or re-design packaging for existing products - Paul et al (2020) study found that the financial rewards are lucrative: 91 of the 93 retailers that grossed over \$5 million were line extensions. Test out new products through sample sales or pop-up shops to increase brand awareness - the current economic climate, evidenced in a downturn in the retail sector, present an opportunity for pop-up stores to stimulate demand for brands and test the market with new products (Overleek & Warnaby, 2020).
MARKET DEVELOPMENT	DIVERSIFICATION
<ul style="list-style-type: none"> Use the marketing mix to gain an understanding of how to reposition products that currently don't sell well in markets where demand is characterised by discrete concentrations of consumer demand (Mollahi et al. 2010). Use different sales channels such as online or through app - the size of the online fashion market is continuously growing, the value of e-commerce reached \$200 billion (Morisada et al. 2019). 	<ul style="list-style-type: none"> The luxury goods industry is expanding rapidly due to supply chain globalisation, business digitalisation and other recent trends, extending the brand into a different country and adopting the products to new consumer demands could increase market share and reduce the risk of grey marketers (Huang et al. 2020).





BRAND CONCEPT IDEA

Influencer Marketing Using Male, Female & Couples

Stone Island's strategic brand development recommendation is the continuous use of Social Media Influencer (SMI) and gifting through the use of male, female and influencer couples, to broaden the consumer demographic and edge into the womenswear market.

Influencers are a useful source of communication between brand and consumer on social media, with the ability to "generate word-of-mouth advertising, allowing users to constantly share and recommend promotional postings via tags and likes" (Lee and Kim, 2020). This results in customer purchases, potentially driving repeat business in the future.

Stone Island must find brand ambassadors that appeal to its target consumer and "attempt to understand the nature of each community and the role that the influencer has within that community" (Brown and Fiorella, 2013).

This recommendation will achieve customer intimacy through creating relationships with consumers, particularly more female consumers, through influencer marketing.

(Strategic Brand Report, 2021)

