

MANGO

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MATS34552 FASHION PROJECT 22/23

MATS 34552

STRATEGIC BRAND DEVELOPMENT REPORT

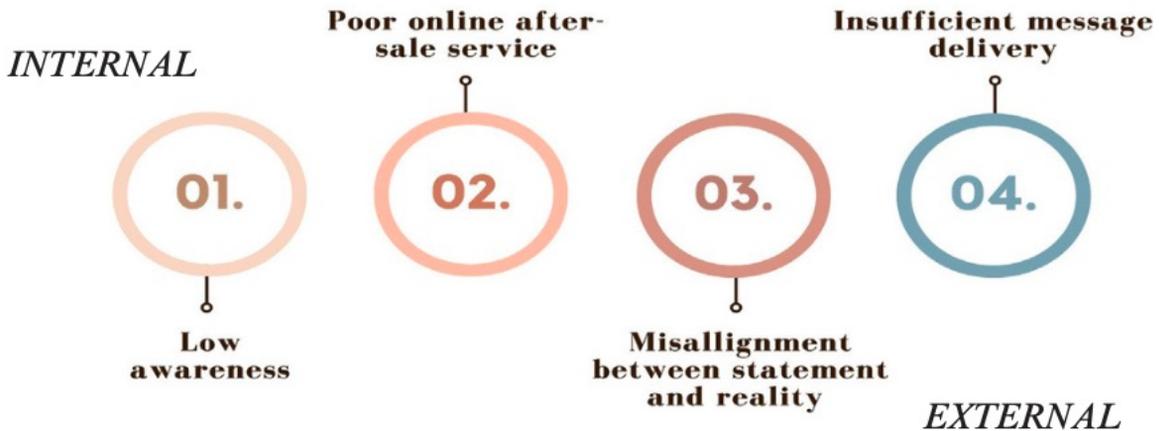
**MATS34552
FASHION PROJECT
22/23**

EXECUTIVE SUMMARY



The purpose of this report is to analyse the current operation of the fast fashion brand Mango and investigate the pain point to establish strategic direction. Utilising academic framework such as SWOT and PESTLE to analyse the brand from its Internal and external operation, thus propose recommendation for improvements. It is critical for Mango to execute new measurements, as low brand awareness and customer dissatisfaction issues will become a serious obstruct for long term development. Strategies are focusing on customer-centric direction, development on marketing penetration by brand activities and marketing communication by adopting technology are suggested.

BRAND ISSUES



BRAND FOCUS



RESEARCH METHODS USED

Internal analysis:

Value Chain Analysis
7 P's Marketing Mix Analysis
Brand Identity Prism
SWOT (SW)& TOWS

External analysis:

PESTLE Analysis
SWOT(OT) & TOWS

S

The strategies exploit the technology touchpoint that is built on the customers' needs through which enhancing customer post-purchase experiences and leading to an increased attractiveness to the younger market
-Capitalising on brand capitals in a marketing communication to effectively convey the messages to customers/consumers to better manage customer relationships raising brand awareness and strengthening brand image while reducing the threat of substitutions

A

In terms of the stakeholders' expected returns, rising brand awareness led by communication strategies may put Mango into strong exposure leading to increased purchases and ultimately gaining profits

F

Despite the inflation, the remaining increased profit and skilful internal managerial departments enable the brand to carry out the strategies effectively without concern about financial shortage as well as vacant talent.

RECOMMENDATIONS STRATEGIES:

***01 Marketing communication strategy
(Referring to issue 1&4)***

***02 Adoption of innovation technology:
Chatbot & Functional level management
(Referring to issue 2)***

***03 Measurement: Implementation
of gap analysis***

***Marketing
communication
& Technology***

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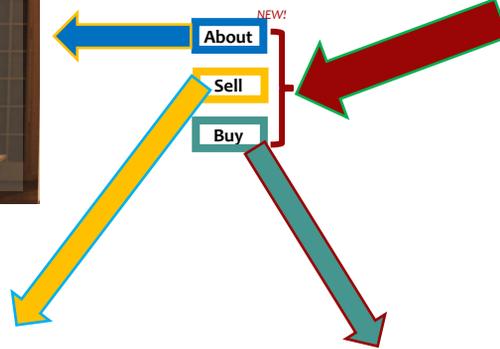
DIGITAL RESELL PLATFORM

Mango sees **sustainability** as a cross-cutting theme in its business strategy, it is an **integrated transversal axis** for the business. The brand implemented **circularity** as its goal to design 100% of the garments with circularity criteria **by 2030**. A **Digital resell platform** will be launched by Mango to be part of its circularity practice in order to **close the loop** and **build competitive advantages**.

External factors like inflation caused by global fragility may promote consumers to seek low-priced second-hand clothes. Clothes would be resold either by Mango or consumer themselves through the platform could **enhance consumer loyalty** as well as **attract green-driven customers** while **tackling greenwashing**.

To conclude, a digital resell platform would help Mango implement its circularity goals, **futureproofing** the business and **strengthening relationships with consumers** simultaneously.

SUGGESTED STRATEGY OVERVIEW



Op 1: RESEARCH

TYPE A REFERENCE OR ITEM NAME HERE...

Search for existing products, edit and upload the product.

COMPLETE ITEM INFORMATION

The pictures of the article will be published along with your name on the platform. Upload minimum 3 photos, maximum 6, on neutral background in good lighting (front, back, details). Please do not include brand images of the garment featured on models as your listing will be detected.

ITEM NAME

COLOR

CATEGORY

CONDITION

The condition reflects the actual state of the product.

DESCRIPTION

PRICE

This price doesn't include handling or shipping fee

Typing product information manually, uploading photos, and confirming products to sell.

Op 2: MANUAL



RES: 1 (0 NOT YET RATED)

THE MARINE STRAIGHT JEANS

Slim Fit - Pleated Leg - High Reach SIGNATURE DENIM JEANS High-rise jeans featuring rear patch pockets and signature name. Zip fly and top button fastening.

"Brand" new "Marine straight" jeans in floral pattern." YELLOW | ID: 24274815-5409-4412-4346-00492605540

4 NEW WITH TAGS
£15.00

BUYING POLICY
CAN WE HELP YOU?

PLATFORM OPERATION VISUALISATION

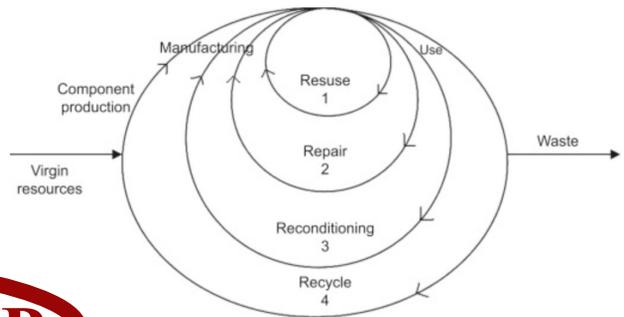
RE:



CIRCULARITY Process Map



The **circularity map** indicates the whole process of how Mango clothes operated **from production to the end of life**. The resell platform could help **close the loop** of the previous linear process, and commit Mango towards its 100% circularity goal to a certain extent. Combining the map and the figure below will illustrate circularity more intuitively.



CLOSE THE LOOP

Link to the overarching strategy

JUSTIFICATION STRATEGICALLY FIT

Strengthen sustainability practice

Launching the digital resell platform mainly for the purpose of better implementing **sustainability practices** and helping Mango's commitment to 100% circularity instead of greenwashing marketing. As external factors remain to affect fashion companies and customers, the reselling platform could navigate the problem by enabling Mango to reuse and recycle the products that no longer be used while consumers could have access to low-price products, reducing financial pressure. The resell platform could also provide customers with **novel shopping experiences** which would **attract potential green-driven customers**.

Launching of digital resell platform relates to the proposed strategy of reselling Mango's clothes to **address the problem of misalignment** with Mango's sustainability vision while could help implement Mango's goal of **circularity** by 2030.

DIGITAL MAGAZINE

A/W 23/24

Strategic analysis and research on Mango indicate that the brand is **currently performing well**, having experienced **stable sales growth**. However, Mango faces some key brand issues such as **low brand awareness and recognition**, which make its **brand positioning unclear** compared to competitors such as H&M and Zara. This lack of brand awareness has led to confusion among potential consumers and even the public. To address this issue, this project develops a **digital magazine for Mango's A/W 23/24 collection** as part of its marketing communication strategy.



Key Issues



Relatively low brand awareness and recognition



Unclear brand positioning

Campaign Objectives

- Enhance brand image and increase brand awareness
- Establish consumer trust and loyalty to the brand.
- Improve marketing effectiveness, attract more young consumers, increase sales, and drive transactions.

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Justification

Through research and planning, Mango's target audience is identified as young women aged 18-48 who are **tech-savvy** and rely on the **internet and social media** as their main sources of information. The digital magazine utilizes digital technology to make it more informative and **visually appealing** while **reducing publishing costs** and being more **environmentally friendly**. The magazine aims to express Mango's subjective intentions to consumers in a clear and concise manner, **highlighting the brand's unique angles**. This customer-centric promotional tool aims to **enhance the brand image**, **increase brand awareness**, and **establish brand loyalty**, thus improving **overall marketing effectiveness**.

Yuhan Liu
10643764

Output Visualisation

Detailed Planning

- Determine the theme and positioning of the magazine design
- Plan magazine content and design magazine style
- Determine the publishing frequency and quantity of the digital magazine
- Define distribution channels and strategies for the digital magazine
- Determine the budget and revenue of the magazine, and monitor and evaluate the results



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Intended Outcome

- Increase consumer awareness and reputation of Mango, making it a more competitive fashion brand.
- Showcase the A/W 23/24 new products in a more creative and artistic way, increase sales volume and revenue, and attract more young consumer groups.
- Display special reports on Mango's sustainability initiatives and other social responsibility efforts, increasing consumer loyalty to the brand.

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Art--Based Strategic Marketing

BE YOUR OWN MUSE

"Do Women Have To Be Naked To Get Into the Museum?"

"No, They are wearing Mango!"



To **increase Mango's brand awareness** and efficiently delivery brand messages to the affluent and middle class female, it is suggested to host a series of marketing events titled "**Be Your Own Muse**". It could be **an art exhibition in a museum** showcasing Mango's products wearing special models—statues of the goddess. It will also exhibit some commissioned artwork created by young artists. By utilizing the creative and inspiring environment of art museums, Mango can showcase their products in a more artistic and curated manner, which helps to **build a strong emotional connection with consumers**.

"Do Women Have To Be Naked To Get Into the Museum?"

"No, They are wearing Mango!"

This feminist quote also reflects the idea that every woman has the potential to inspire herself, and Mango's clothing will help them to achieve their goals. By **adding feminist and empowerment messaging** in fashion branding, it will attract a new segment of customers who want to express their individuality through their artistic taste and generate a positive impact on consumer attitudes and purchase behavior.

OUTPUT VISUALISATION

Visual outputs were crafted via Adobe software.



Everlasting classics

Simple but elegant

Art and aesthetics

RESEARCH AND ANALYSIS

By conducting market research, competitor analysis, partnership analysis, and consumer behavior analysis, the analysis showed that there is a market demand for an artistic and intelligent fashion brand, and that Mango has a unique opportunity to stand out in the market by combining fashion and art.

JUSTIFICATION

The key themes of the marketing event are art, female empowerment, and individuality. It emphasizes the brand's commitment to empowering women and promoting individuality through fashion. Also, the value of art in marketing is huge. It establishes an emotion-based model to:

1. Enhance the company's image
2. Brand a company's culture and products
3. Act as a social connector and emotional tie

By partnering with art museums to support exhibitions that promote female empowerment and social justice, Mango can also align itself with social and cultural issues that are important to its target audience. By positioning itself as an artistic and socially responsible brand that empowers women and promotes individuality, Mango can differentiate itself from its competitors.





"We want to offer customers unique and personalised experiences, supported by technology and omni-channel services."
 Cesar de Vicente,
 Mango's global retail director.

MOBILE APP DEVELOPMENT AND MARKETING STRATEGY

STRATEGIC CONCEPT

Design, creativity and technology are the centre of Mango's business model, and the brand's strategies are based on constant innovation (Forbes, 2023). The strategy is aligned with Mango's concept of development direction, aiming to utilise the development of technology on mobile app and marketing to create innovative activity, to attract and connect with consumers and the public.

Targeted brand Issue:

Low brand recognition and awareness

Narrow market share: mainly on millennials



Strategic objective:

Raise brand recognition and popularity

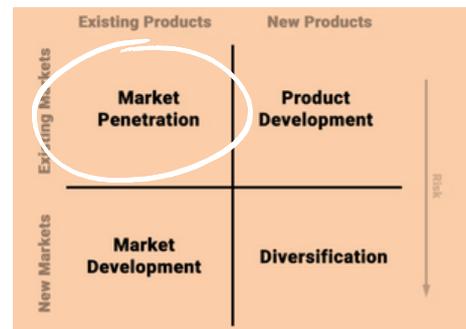
Expand market share on Gen Z

INTRODUCTION

Mango has started to aim younger shoppers (GenZ) as its targeted customers (Talya Misiri, 2020), however, the brand's main visitors are still contract by millennials. In addition, the relatively low awareness and popularity of the Mango brand among the UK fashion store customers (66 and 12%) shows the urgency of implementing a corresponding strategy (Statista, 2022).

STRATEGIC DEVELOPMENT

After analysing Mango's internal and external operation including the targeted customers' shopping behaviour and the implemented strategy with academic framework (E.g. SWOT & PESTLE), a mobile app marketing communication strategy is suggested for Mango to eliminate the above issues and increase market penetration.



(Ansoff Matrix model)

STATISTIC SUPPORT ON THE APPROACH

Rising trend of mobile app launching and its popularity within younger consumers (Apsara Raj, 2023; Heady, 2021)

Encouraged Mango to upgrade its app with additional interactive features.

Mango's positive understanding in the value of social channels (Melanie Mollard, 2020)

Supports the mobile app marketing approach and to create a social shopping app.

Only 3% of UK fashion store customers respondents had heard about Mango in the media over the past few months (Statista, 2022)

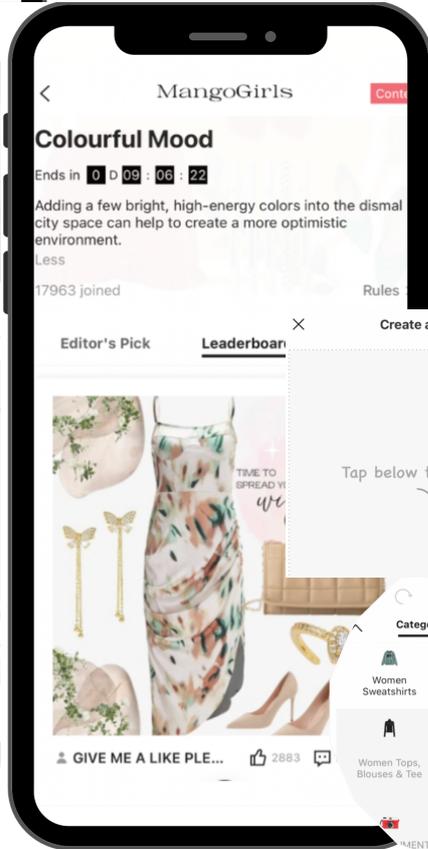
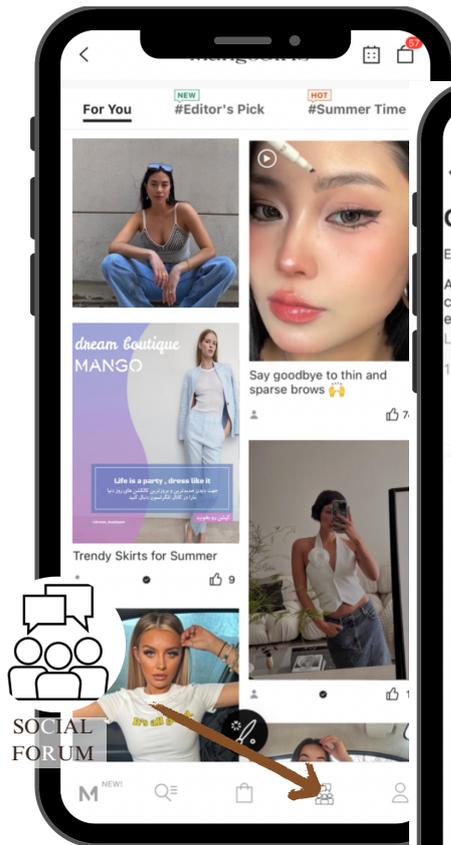
Reveals the importance of marketing strategy to raise brand's awareness and exposure.

CONCEPT VISUALISATION

MANGO APP UPDATE : CREATE SOCIAL PLATFORM Mobile App Development

THE MANGOGIRLS PAGE

OUTFIT MATCHING DESIGN CONTEST



THE MANGOGIRLS PAGE

The MangoGirls page creates a social platform in the shopping app that allows users to share and discover product haul and fashion tips, while keeping updated with the best deal and discount.

OUTFIT MATCHING DESIGN CONTEST

Customers are encouraged to engage with the brand and having chance to gain points for shopping. Joiners only need to design an outfit set with Mango's item according to the topic provided.

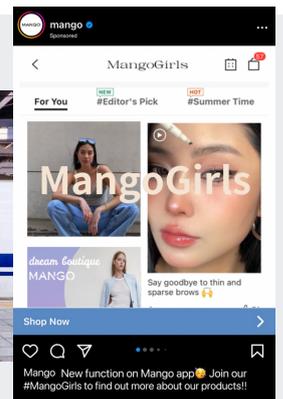
ENHANCE THE BRAND'S COMMUNICATION AND CONNECTION WITH CUSTOMERS.

TRADITIONAL AND DIGITAL PROMOTION

Mobile App Marketing

The act of **pre- and pro-launching promotion** is implemented to **increase awareness** of the brand and its app in the public, as well as **attracting digitally conscious Gen Z** to **expand the brand's customer group**. It is suggested to advertise the app and the brand in both **traditional and digital ways**, to ensure exposure.

ADVERTISEMENT ON STATION



INSTAGRAM SPONSORS POST

JUSTIFICATION

Mango understands the necessity to **raise recognition of the brand name** to sustain **high competitiveness** within the fast fashion industry, however, due to the positive revenue (Nota Prensa, 2023), the brand has overlooked the development of this basic concept.

With the **shift of purchasing power** from millennials to **generation Z** (Naji El Arifi, 2023), Mango has to expand its market into Gen Z customers group for **long-term development**. The most effective way to **raise awareness** especially to **digitally conscious customers** and is to utilise the effect of **digital technology**.

EXPECTED RESULT FROM THE STRATEGY

Increasing brand awareness and recognition

Raise popularity from Gen Z customers

Present good brand image

Provide excellent customer shopping experience to maintain brand loyalty

Achieve the ultimate goal – boost of sales.



Customers Communication Platform

"Mango Fans Club"



Strategic Objective:

- Improve online shopping service, increase consumers' online shopping experience.
- Attract potential customers who like to shop online.
- Effectively solve customer questions and improve customer satisfactions.
- Build customer loyalty.

Mango Fan Club is an online customer communication platform. Under the display page of each product, customers can ask the customers who have purchased the product information: clothing size, clothing quality, etc. Consumers can evaluate after sale and can display the upper body picture for other consumers to refer to. At the club, fans can access an official chat group set up by the Mango brand. Consumers can exchange information about products on the group, including new product discussion, second-hand trading, questions, and answers.



Output Visualisation

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#MangoCommunity



NEW NOW
Slit denim skirt £ 45.99
 Medium Blue
 Add

Product details

Upgrade Part

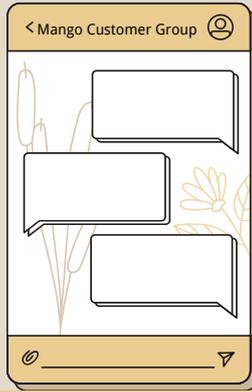
Comment (16) Mango encourages honest and helpful review

Anonymous buyer View all
 Purchased Medium Blue,Size S 17/04/2021
 "Waist 65, Hip 90, Choose Size S suitable."

ZMZ
 Purchased Medium Blue,SizeM
 "The real color is the same as the picture, I'm 164cm and the skirt goes down to my ankles."

Buyer Show (10) View all

Q&A(7) View all
 Q: How about the quality version? 3 answers
 Q: How to clean? 2 answers



Chat Group



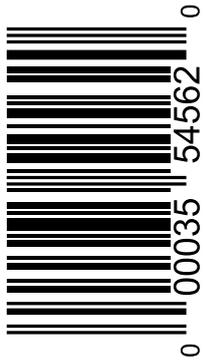
Justification

Online customer communication platform is a good communication strategy. customers can exchange the information of products, recommend products, ask and answer questions. Mango Fans Club effectively build customer loyalty. Customers will increase shopping experience and enjoy the process of consumption through the communication platform.

Mango can evaluate the comment of customers and improve themselves through chat messages in discussion groups. The communication platform is a good tool to analysis consumer preference and consumer need.

MANINGO

22/23



MAY 2023
MATS34552
22/23

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