

# ALLSAINTS

SPRING | SUMMER

MARCH 2022

SUB-BRAND

*Saints*

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STRATEGIC  
CONCEPT  
BRAND  
REPORT





**“  
CREATE A SUB-BRAND  
TO AIM AT A YOUNGER  
TARGET MARKET  
”**



# EXECUTIVE SUMMARY

Our report outlines the key brand issues arising from All Saints' current operations through an internal and external analysis. A series of recommendations as listed must be adopted by All Saints in order for them to gain a competitive advantage in the premium high street retail industry, and gain market share over rivals. It is key for All Saints to implement a sub-brand strategy in order to re-attract and target their younger consumer market in order increase profitability long-term.



## BRAND ISSUES



**NO CLEAR TARGET MARKET**



**OUTDATED SHOPPING  
EXPERIENCE : ONLINE AND  
OFFLINE**



**OUTDATED IN-STORE  
ENVIRONMENT**



**GAP OF PRICING AND  
PRODUCT EXCLUSIVITY**

## RECOMMENDATIONS

- Using digital enhancements to create a seamless omni-channel shopping experience
- Social media campaigns and the use of influencer marketing
- Create product with accessible pricing
- Improve the in-store environment with innovative technology
- Improve sustainability



# Strategic visualisation

ALLSAINTS

Should AllSaints take a new creative direction?

AllSaints asks landlords for rent cut to avoid going bust

SUB-BRAND

AIMED AT 21-35

BRANDING

NEW ENERGY NEEDED

“TO RE ATTRACT **GEN-Z**, UTILISING A SUB-BRAND STRATEGY, FOCUSING ON **MODERNISING BRAND AESTHETICS TO MATCH TARGET CONSUMER**”

## BRANDING OBJECTIVES

1

BRAND AWARENESS

2

POSITIVE CONSUMER PERCEPTION

3

INCREASED SALES

4

INCREASED ENGAGEMENT

The proposal will depict several visual **brand elements, aesthetics and communications** which the new sub-brand “Saints” will undertake. It will be shown within a **brand booklet** completed by an **external creative agency**, who will work cohesively to create the launch of the **brand story**.



# Research



## KEY TAKEAWAYS

Y2K & 90S  
NOSTALGIA

1

MINIMALISM

2

SUSTAINABILITY &  
TRANSPARENCY

3

SANS SERIF FONT

4

M O T E L URBAN OUTFITTERS  
& other Stories WEEKDAY

## TRENDS



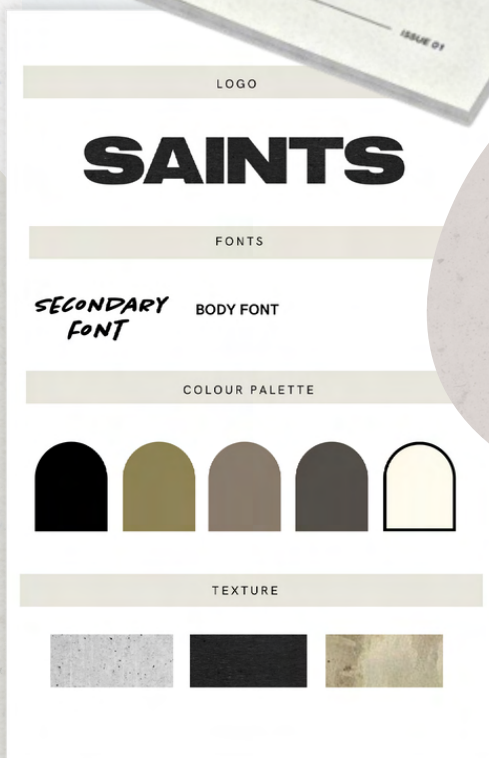


# Concept

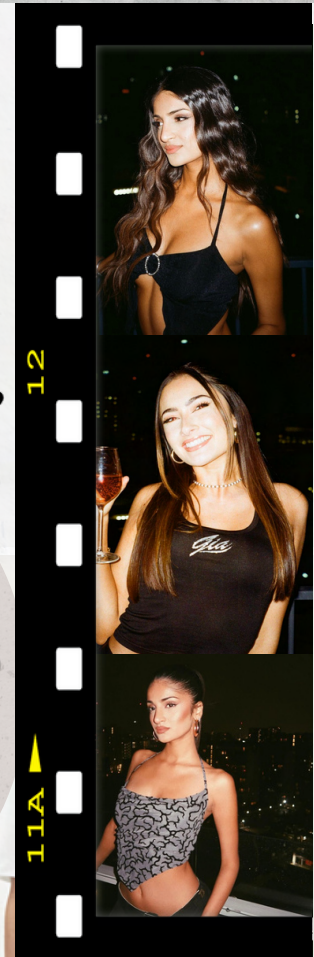
## BRAND AGENCY



## BRAND BOARD



## AESTHETICS



## PACKAGING

## SAINTS BRAND MISSION AND VALUES

Saints is the substitute to parent brand AllSaints offering a **youthful** solution to **minimal pieces** with an influence of **updated grunge**. The mission is to provide a curated collection of **timeless** pieces for the **edgy**, young consumer which are **accessible in price** yet will be **enduring and everlasting**. Collections will be slower but carefully considered to have **longevity**, as basics will be **elevated** yet **sustainability** at the forefront of the brands mind.



# Justification



The branding created has been directed to a **clear target market** by completing a **full analysis** on both cohorts. The issues highlighted with AllSaints have been rectified to **attract engagement to the brand**. The sub-brand aesthetics align with **competitors, trends** and **the consumer** and Saints mission statement.



## NO CLEAR TARGET MARKET

AllSaints believed target consumer isn't engaging with the brand



# MOBILE APP DEVELOPMENT

Kimran Mann  
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## SUMMARY

A key issue drawn from the overarching recommendation for All Saints is the **outdated online shopping experience** resulting in a poor omnichannel shopping experience. To support of the overarching strategy it is suggested for All Saints to:

"CREATE AND DEVELOP A MOBILE APPLICATION DEDICATED TO SUB-BRAND SAINTS"

The aim of this mobile app strategy it to innovate the e-commerce experience and to act as a **pivotal platform** for Saints to communicate products/information with their consumers.



## STRATEGY OBJECTIVES

- 1 To boost brand **engagement** between the brand and consumer
- 2 **Attract new customers** with an aim to maintain and **increase customer loyalty**
- 3 To **increase sales**



"CONSUMERS ARE CHOOSING TO DIRECTLY  
SHOP WITH COMPANIES SEEKING MORE  
TAILORED & PERSONALISED EXPERIENCES"

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## CONSUMER & MARKET RESEARCH

Research into market expectations and consumer needs sees the following as the most important factors impacting the development of a mobile app.

- App usage highest amongst **Gen Z & Millennials**
- Increasing need for **reachability, ubiquity and convenience** with mobile apps
- Consumers seeking more **personalised & tailored experiences** with brands
- Impact of Covid-19 increasing consumers' **need for adoption of new technologies**

## KEY TAKEAWAYS

- 1 Crucial to implement innovative technologies e.g. **Virtual Reality Try On, Augmented Reality, Artificial Intelligence**
- 2 Utilise consumer data to personalise marketing e.g. **in-app promotions, push notifications**
- 3 Blend online experience with offline shopping experience e.g. **in-store app features for omnichannel shopping journey**

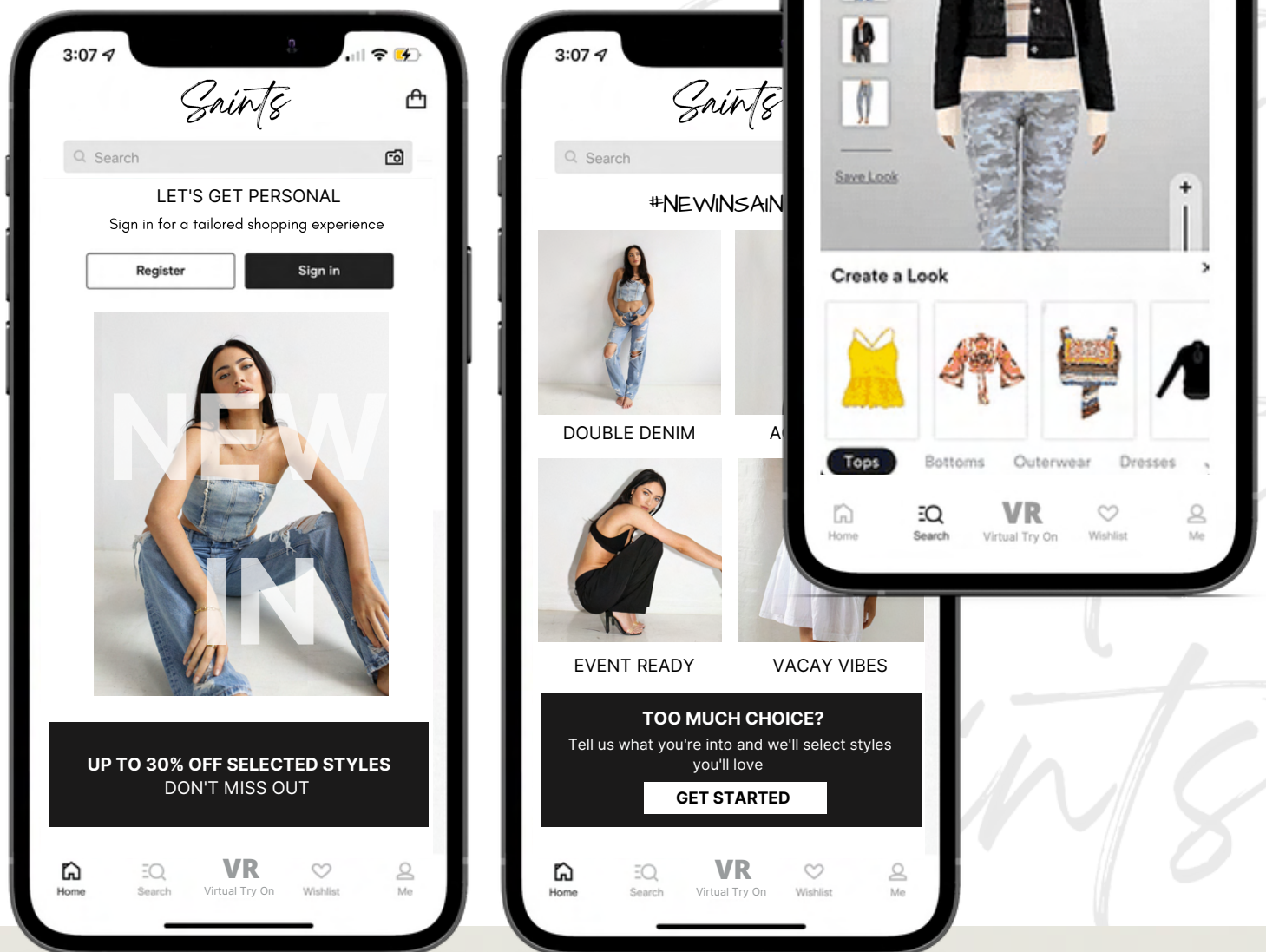
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# RESEARCH & CONTEXT



# CONCEPT VISUALISATION

The mobile app visual concept has been developed to include crucial app design elements, functionalities and technologies that are necessary to create an app that contributes to a **convenient, personalised and tailored experience** for the **21-25 year old target consumer**.





# Saints

The mobile app for Saints have been developed to support the sub-brand launch in order to allow for All Saints to specifically 're-attract and target' their younger consumer of 21-35 year olds. The key issue of an 'outdated online shopping experience' has been combated through the creation of the Saints mobile app which focuses on innovation, convenience and personalisation to increase engagement and ultimately increase sales. The innovative mobile app will contribute to creating a holistic omni channel shopping experience across all platforms.



**OUTDATED SHOPPING  
EXPERIENCE : ONLINE AND  
OFFLINE**

## ALL SAINTS

# JUSTIFICATION



# SOCIAL MEDIA

Nicole Lane

CAMPAIGN

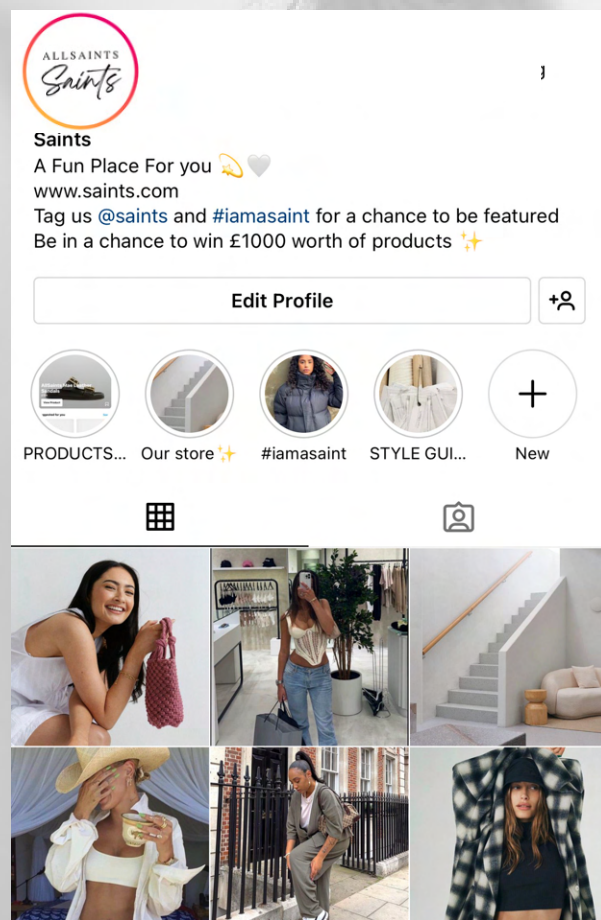
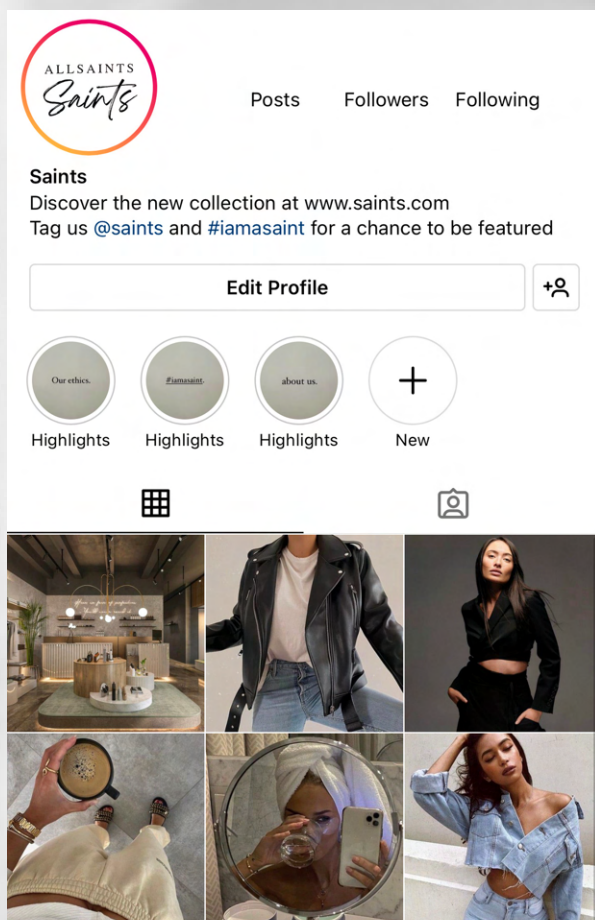
*Saints*

10430313

A **social media campaign** on Instagram for AllSaints' sub-brand '**Saints**' has been implemented as a marketing strategy to rectify the issues recognised: an outdated online shopping experience alongside not taking advantage of **promotional activities** on social media such as **user generated content via influencers**.

## Campaign objectives:

- Re-attract the younger market
- Increase brand awareness and engagement
- Drive s-commerce and in-store sales
- Create customer loyalty



ALLSAINTS



# RESEARCH & CONTEXT

## Saints consumer.

meet alicia.



who. alicia.  
27 years old.  
fashion journalist.

interest. clothes.  
reading.  
yoga.  
socialising.

Research conducted found that the consumers are: **digital natives** that craves originality, authenticity and creativity; prioritises **experiential interactions**, alongside an **ethically sensitive generation** who utilise social media to 'escape' reality.

Therefore, the social media campaign will warrant engagement strategies to meet the campaign objectives.

“Photoshoots create a buzz”

## Competitor Research

#JUSTDOIT  
#AYSAUCE

### Competitor Research

Key Social Media Findings:

- Story highlights to educate the consumer
- Sells 'aspiration'
- Celebrity endorsement and influencers used
- Video content via reels, inspirational photos, styling videos
- Taglines, slogans and hashtags
- Gamification on stories
- Story highlights

“80% of Gen Z use  
instagram 'very often'”



# CONCEPT VISUALISATION



INSTAGRAM &  
INFLUENCERS



PHOTOSHOOT



DRESSES VS SHORTS?

Dresses 📈

Shorts 📉



ENGAGEMENT





# JUSTIFICATION



The social media campaign is a **short term strategy** with a hope of **long term use** which can be adapted over time. From extensive research conducted, the campaign development has been crafted to not only **meet consumer expectations** but **exceed what current rivals** are doing to obtain a **USP**.

The campaign allows for AllSaints 'Saints' to **effectively target their consumers in an interactive manner** which allows for consumers to be **successfully engaged**. In turn, this will allow for **brand loyalty** to occur due to a 'community' feel, as a result, the campaign will drive not only s-commerce but also the footfall in-store via aesthetic photos of the concession store.

- 1 Engage with consumers interactively via communication & engagement strategies
- 2 Captivate the new market via user generated content



Sophie Smith  
10468639

# PR LAUNCH EVENT: FASHION SHOW

Saints is a sub-brand of AllSaints, created to recapture a younger consumer and cater to a new audience. In Celebration of the new sub-brand, Saints will hold a **FASHION SHOW** to showcase the new products and generate a **BUZZ** for the launch.

## DETAILED PLANNING:

- Decide location/venue
- Plan logistic e.g., hire infrastructure and equipment
- Create guestlist and invites
- Create PR boxes for attendees
- Plan wardrobe
- Choose and book models, makeup and music
- Recruit staff
- Plan promotional activities
- Health and safety assessment

## FASHION SHOW OBJECTIVES:

- Create **brand awareness** for the new sub-brand
- Reattract a **younger** cohort of **consumers**
- Increase **sales** and drive **traffic** to Saints platforms





# RESEARCH & CONTEXT

## GEN Z CONSUMERS

Key Findings

1

DIGITAL NATIVES

2

THE IMPORTANCE OF  
SOCIAL MEDIA

3

DESIRE TO BE  
ENTERTAINED

More **high street brands** are holding **fashion shows**, as a **practical tactic**, that enables the brand to **showcase** and **promote** their new products (Chilver, 2013).

## FASHION SHOW EXAMPLES









# JUSTIFICATION

Fashion shows still **influence** how consumers **dress** and **buy**, however they are increasingly focusing on how they can **translate these events across social media** through the use of **influencers**, to allow their customers to enjoy the experience.

As the target audience for Saints (**Gen Z**), are **tech savvy** and embrace **social media** as a source of information, a fashion show will be an optimum way to **recapture a younger cohort of consumers** whilst adding to a more **entertaining shopping experience**.

## ALLSAINTS KEY BRAND ISSUES



**NO CLEAR TARGET MARKET**



**OUTDATED SHOPPING EXPERIENCE : ONLINE AND OFFLINE**

## INTENDED OUTCOME:

**1**

ENGAGE WITH THE NEWLY DEFINED TARGET AUDIENCE

**2**

GENERATE FUN AND ENGAGING CONTENT FOR CONSUMERS

**3**

USE INFLUENCERS AS A NON-ORGANIC FORM OF WORD OF MOUTH



# EXPERIENTIAL RETAIL CONCESSION SPACE

To support the launch of the **'Saints'** sub-brand launch, it is suggested that AllSaints innovate and **improve the in-store environment and shopping experience**, specifically aiming to generate brand awareness and consumer engagement surrounding the new sub-brand and the younger target consumer.

In order to support the sub-brand launch, an experiential concession retail space has be conceptualised. The concept explores the proposition of a designated area within the existing AllSaints store, dedicated to the sub-brand, encompassing multiple **experiential retailing** elements.

Saints





# RESEARCH & CONTEXT

GLOBAL  
RETAIL  
TRENDS

PHYSICAL  
PERSONALISATION  
EXPERIENCE

CONSUMER  
RETAIL  
VALUES

HEDONIC  
RETAIL-TAINMENT  
ESCAPE

“

EXPERIENTIAL RETAIL IS THE FUTURE. CREATING MEMORABLE SHOPPING EXPERIENCES AND LASTING IMPRESSIONS

”

ASPIRATIONAL  
COMPETITOR  
STRATEGIES

GUCCI

*& other stories*

INTERACTIVE ACTIVITIES  
INNOVATIVE SPACES  
COMMUNITY  
DIGITALISATION

## RETAIL SPACE DESIGN FORECAST

RETAIL SPACE DESIGN FORECAST  
KEY TRENDS ALIGNING WITH SAINTS:



KEY TREND ELEMENTS:  
PRODUCTS ARE ARTWORK  
BRING THE OUTDOORS  
GREENERY  
FRESH SCENT  
WOOD AND CONCRETE  
TEXTURAL LAYERING  
A SENSE OF CALM

futuristic minimalism.



material  
simplicity.



nature-infused.



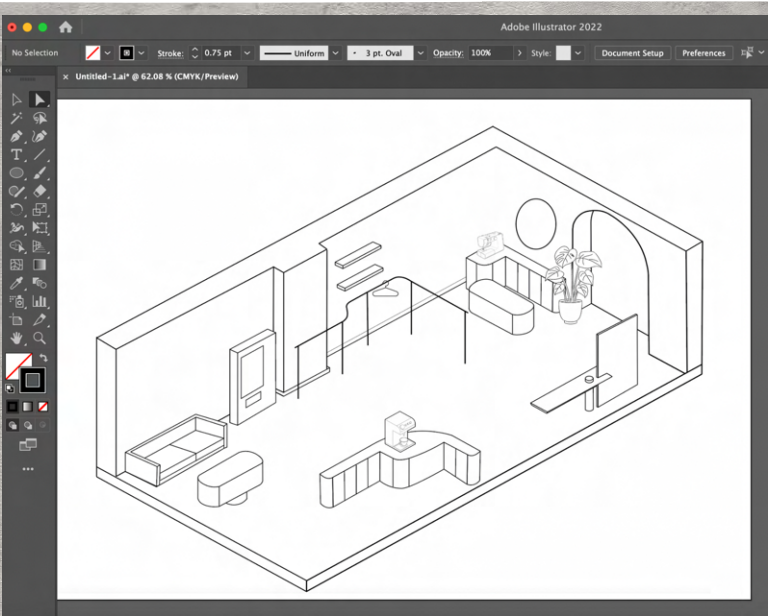
The retail space research methods include: **academic** and **theoretical background**, **industry reports**, **consumer surveys**, **interviews**, **in-person competitor positioning**, and **investigation**.

Once key trends, elements and opportunities were explored rigorously, the experiential retail concession space was designed and visualised.




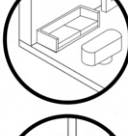
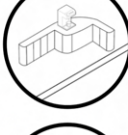
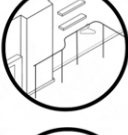

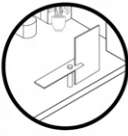
# OUTPUT VISUALISATION

Visual outputs were crafted via Adobe software, from blueprinting, to mock-ups and mood boards.



the experience.

KEY FEATURES - PART 1



**INTERACTIVE SMART TOUCH SCREEN**

DESIGNED TO SEAMLESSLY BRIDGE THE ONLINE AND OFFLINE GAP, AN INTERACTIVE SMART TOUCH SCREEN WILL ENABLE CUSTOMERS TO ACCESS PRODUCT INFORMATION, WEBSITE, PLATFORM, SOCIAL MEDIA AND THE APP.

**PERSONALISATION STATION**

THE PERSONALISATION STATION WILL MAINLY FEATURE THE ELEMENT OF EMBROIDERY, A SUSTAINABLE AND PERSONAL TOUCH OF CUSTOMISATION TO A SAINTS PRODUCT FOR THE CUSTOMER.

**SHOWROOM-STYLE DISPLAYS**

ON-TREND, TACTICAL DISPLAY AND VISUAL MERCHANDISING OF BRANCOLO, SHOWROOM-STYLE PRESENTATION, WITH AN ART GALLERY FEEL, THE ALLOWING MORE PRODUCT TO BE SHOWCASED, WITH STOCK CATERED FOR BEHIND THE SCENES.

**MICRO CAFÉ BAR**

CUSTOMERS WILL BE REFRESHED WITH A ALL-NEW HOSPITALITY MARKETING TOOL. CUSTOMERS CAN CHOOSE FROM A RANGE OF HOT AND COLD DRINKS, COMPLEMENTED BY SPECIALLY DESIGNED SAINTS BRANDED PACKAGING. THIS CONCEPT WILL ALSO SERVE AS A KEY MARKETING TOOL FOR CUSTOMERS TO SHARE ONLINE AND RAISE AWARENESS TO VISIT TO 'GRAB A SAINTS COFFEE'.

**CALM LOUNGE AREA**

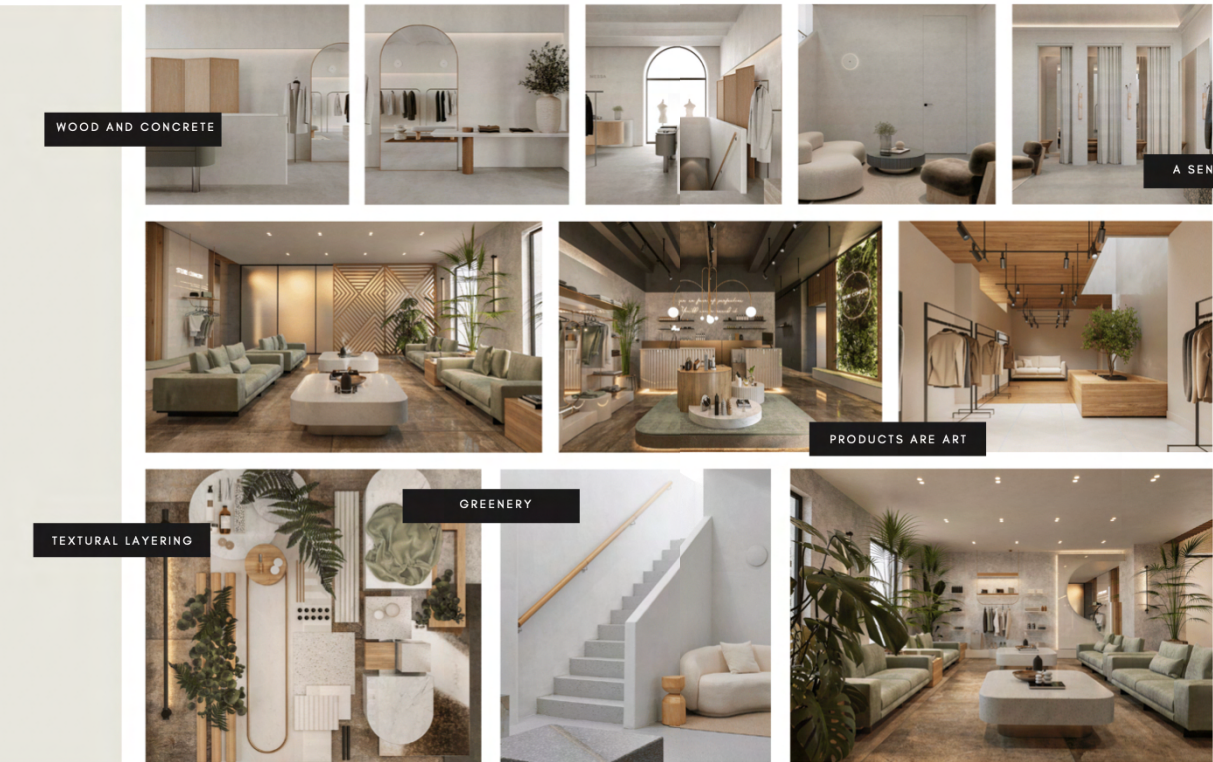
CUSTOMERS CAN RELAX, AND TAKE A MOMENT OUT OF THEIR EVERYDAY LIFE, WITH SAINTS, THE LOUNGE AREA WILL SERVE MULTIPLE PURPOSES, FROM AESTHETIC PLAYGROUND, A PLACE TO SIT AND IMMERSE, OR A SOCIAL HUBSPOT FOR MEETING THE SAINTS COMMUNITY.

**VENDING MACHINE**

THE SAINTS VENDING MACHINE WILL OFFER AN EXCITING AND ACCESSIBLE RETAIL STRATEGY THAT OFFERS CONVENIENCE AND NOVELTY ENTERTAINMENT FOR THOSE ON THE GO. THE VENDING MACHINE WILL FEATURE SMALLER PRODUCTS, SUCH AS THE SAINTS FRAGRANCES, FOR THE TARGET CONSUMER.

## the space design.

AESTHETICS



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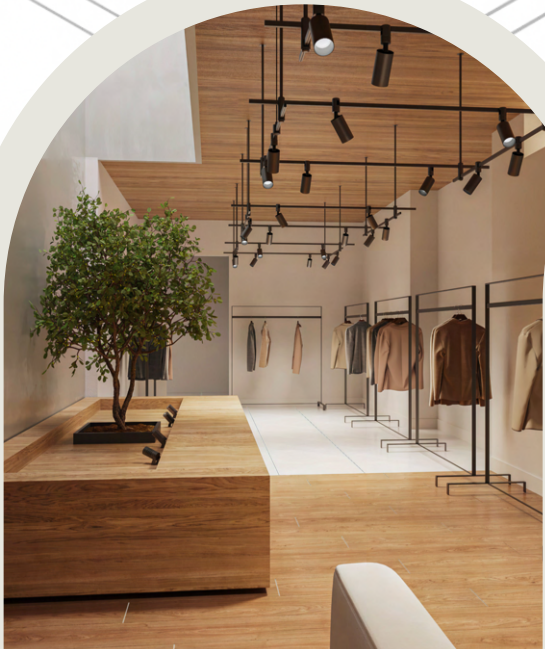
# JUSTIFICATION

The experiential retail concession space encompasses the key themes of **digitalisation, experience and personalisation**, through innovative and concise design via the research and planning. These themes are key to **generating and boosting brand awareness and engagement** with the **younger target consumer** for Saints, and achieving the overall objectives:

## 1 IMPROVE IN-STORE ENVIRONMENT

## 2 IMPROVE IN-STORE EXPERIENCE

Despite the influence of industry trends and forecasting, the strategies were carefully aligned with AllSaints' brand roots, and the new aesthetic of Saints. This ensures an efficient, innovative and successful strategy.





ALLSAINTS

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