

REDEFINED

A menswear range by *oh*
POLLY



STRATEGIC BRAND CONCEPT REPORT

REDEFINED

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Executive summary

REDEFINED is a menswear range that will enable the diversification of Oh Polly's brand portfolio. It creates a new customer base and taps into the growing menswear market. By showcasing innovative and versatile designs tailored for fashion-forward men, REDEFINED will not only capture attention but also strengthen Oh Polly's competitive edge in the fashion industry. This strategic expansion promises revenue growth and increased brand visibility, improving Oh Polly's market presence and paving the way for sustained brand expansion.

Pain Points of *oh* POLLY :



Limited Product
Range

Key brand issue
that will be
focused upon



Lack of Sustainability and
Transparency



Lack of Physical Presence



Mid-Range Price Point



Limited Size Range

“The menswear market will grow faster than
womenswear over the next four years, expanding to
£420 billion by 2026” (BOF, 2023).

DIVERSIFICATION

TARGET MARKET ALTERATION

PRODUCT LINE EXPANSION



Strategic Direction

EXPANSION

Expanding their brand presence by exploring new demographics.

INNOVATION

Prioritise creating a unique product range to differentiate from competitors.

ENGAGEMENT

Focus on building strong relationships with customers through social media interactions.



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Strategic timeline

Launch Website
& Social Media

Launch website for the new co-brand, along side launching social media accounts, such as Instagram and Tik Tok. Create targeted promotions and utilise influencer marketing while simultaneously collecting data on which type of consumer is engaging with their content.

A/W 24

Pop Up Stores
& New
product range

Pop up stores in major cities, promoting the mobile app and gaining brand exposure. Launch of a new product range for S/S 2025 after analysing the success of the first launch.

S/S 25

Consider
expanding to
new markets

Depending on the success of the co-brand, Oh Polly could consider expanding into new markets such as other countries globally. They could do this by collaborating with foreign content creators on social media to engage with consumers in different areas.

A/W 25

Executive summary

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Pain Points of *oh* POLLY :

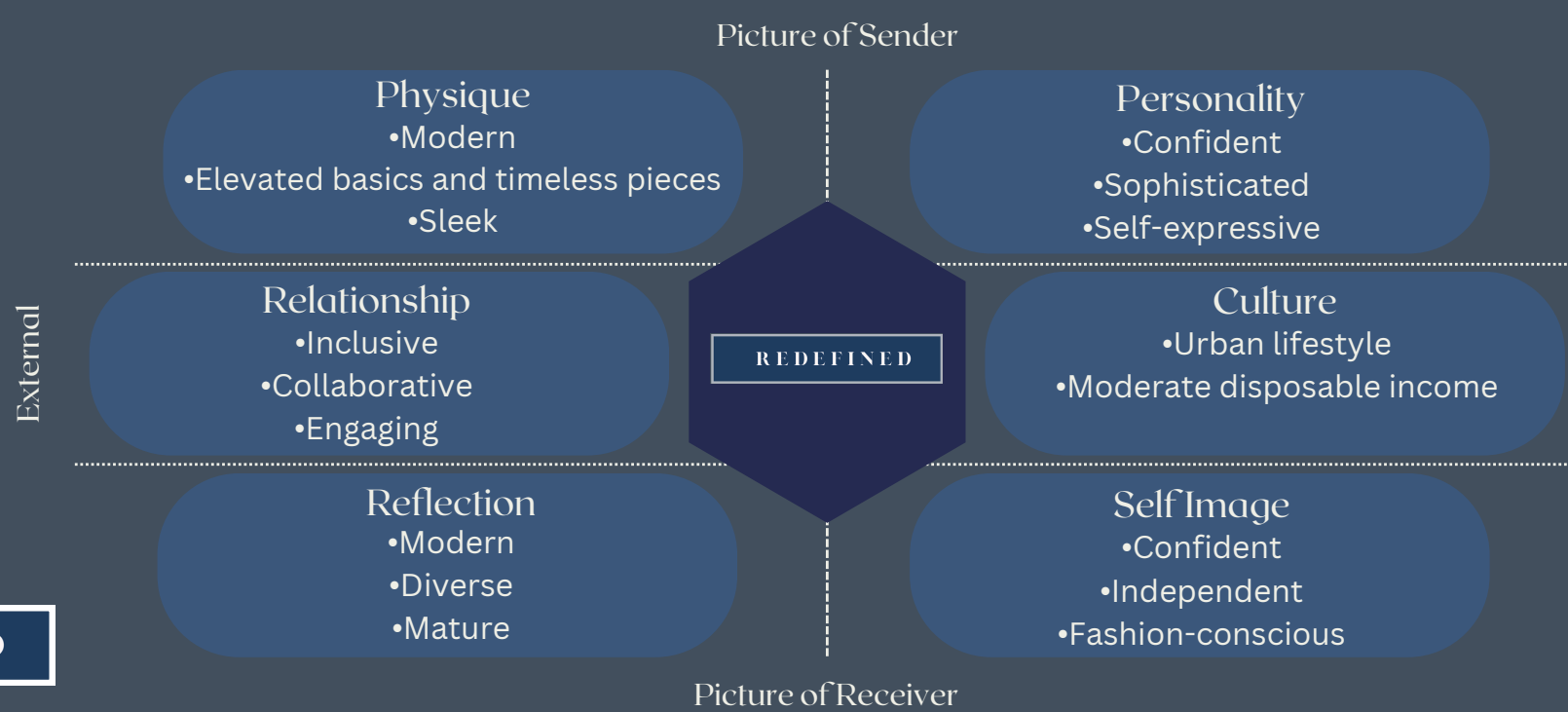


Target consumer



- 20-35 years old
- Interested in fashion, music and socialising
- Place the most value on style, comfort and accessibility
- Financially stable with an enjoyable & successful career
- Open to trying new brands with no brand loyalty to rivals
- Follower of timeless trends (Old money & Stockholm style)
- Influenced heavily by social media (influencers, trends, ads)

“The menswear market will grow faster than womenswear over the next four years, expanding to £420 billion by 2026” (BOF, 2023).



Strategic Direction

EXPANSION
Expanding their brand presence by exploring new demographics.

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ENGAGEMENT
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SPECIFIC	Achieve brand awareness and a strong brand image for Redefined with the increase of sales.
MEASUREABLE	Achieve a 20% increase in website visits and a 15% increase in sales within the first 6 months.
ACHIEVABLE	Develop a versatile range of high-quality, trendy menswear products that align with the target audience preferences.
REALISTIC	Implement targeted marketing campaigns on social media by collaborating with content creators.
TIME	Aim for all goals to be attained within one year of launching redefined to achieve profit and global presence.

REDEFINED

Spring/Summer 25 range

<p>Simon smart jacket</p>  <p>£60</p>	<p>Noah knit sweater</p>  <p>£40</p>	<p>Bradley buttonless polo shirt</p>  <p>£30</p>	<p>Tyler T-Shirt</p>  <p>£25</p>
<p>Samson shorts</p>  <p>£38</p>	<p>Sawyer shorts</p>  <p>£38</p>	<p>Boston button down shirt</p>  <p>£35</p>	<p>Calvin casual blazer</p>  <p>£70</p>
<p>Spencer smart sneakers</p>  <p>£45</p>	<p>Timothy tote bag</p>  <p>£15</p>	<p>Thomas trousers</p>  <p>£45</p>	<p>Justin jeans</p>  <p>£45</p>

Materials used within the range:



Average price:

£15 £42.5 £70

Logo sewn into the pieces:

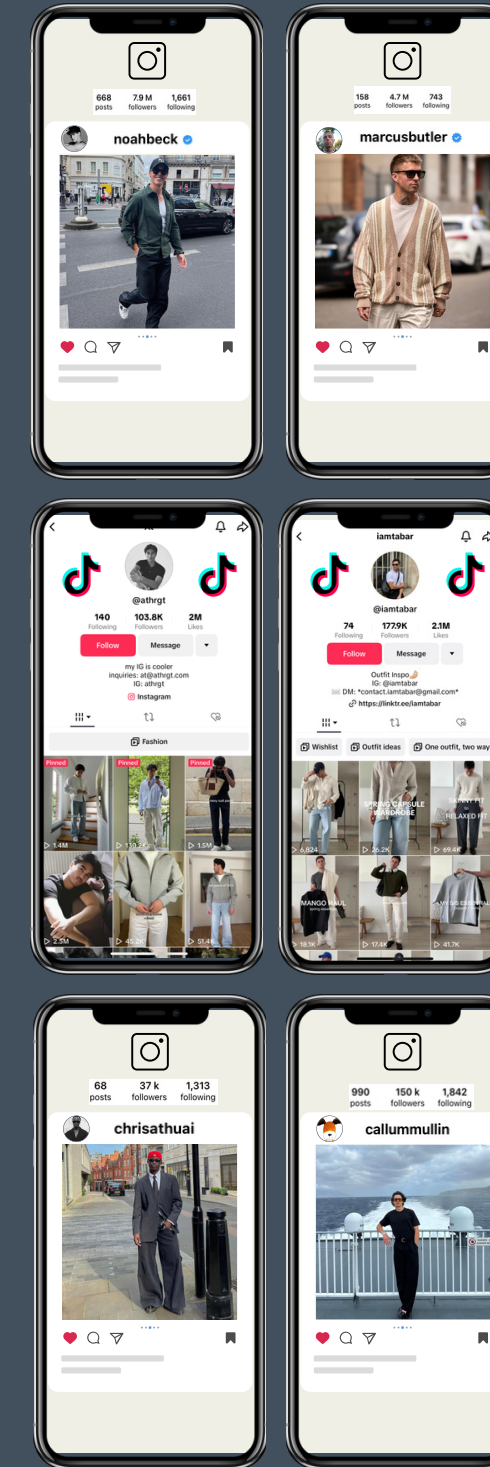
REDEFINED

Influencer Marketing

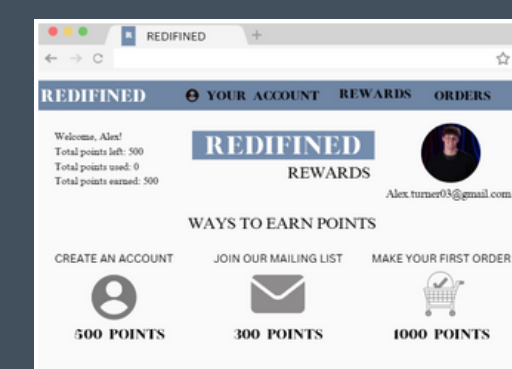
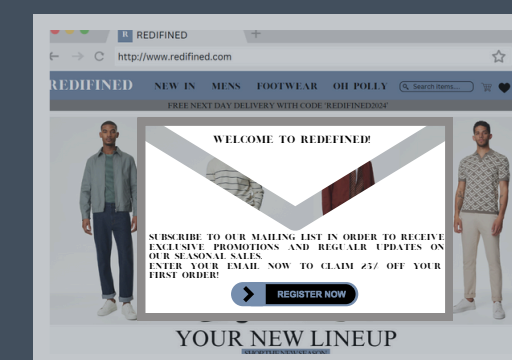
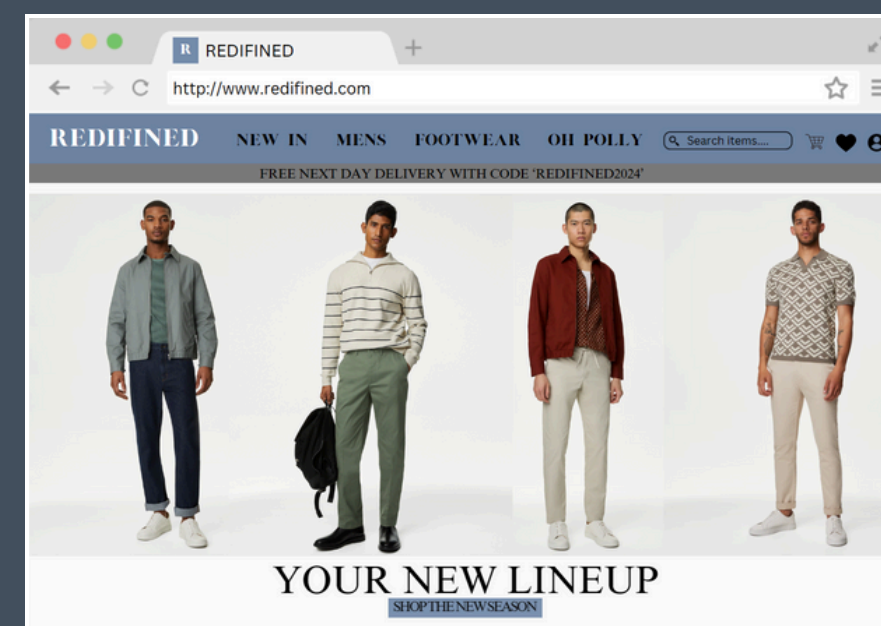
Redefined's influencer marketing strategy aims to capture and capitalise on the brand's target demographic of fashion-conscious males aged 20-35. By collaborating with influencers whose styles and values are consistent with Redefined's. The company hopes to convey authenticity and develop trust with potential customers. Both macro and micro influencers will be used to increase brand visibility and build genuine connections with the intended audience.

The goal is to utilise influencer marketing to:

- 1 Increase Brand Awareness
- 2 Drive Traffic to Website
- 3 Generate Buzz and Engagement



Website



YOUR PAYMENT:

TOTAL: £37.00

(Excluding delivery)

PAY BY CARD:

MasterCard VISA

OR...

PAY WITH INSTALLMENT PLAN:

Pay £9.25 for 4 months

Pay £9.25 for 4 months

Pay £9.25 for 4 months



Supply Chain

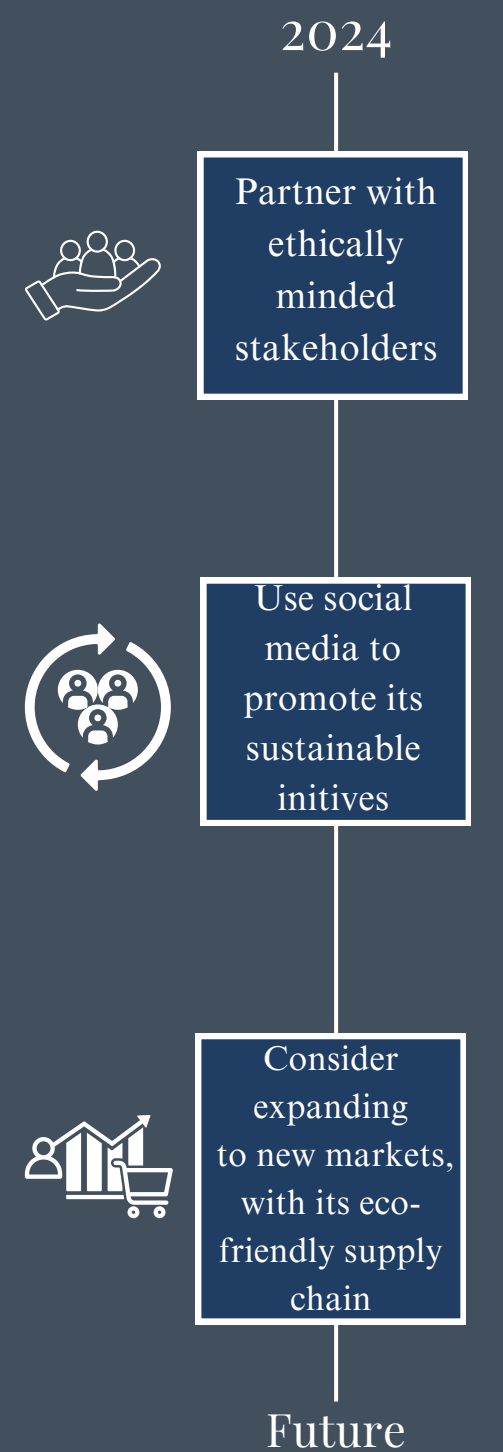
The strategy of the more eco supply chain will increase consumer loyalty, as the brand focuses on being transparent with its production processes, which creates a sense of trust and assurance between the new consumers and the brand, this may lead to increase in consumer retention purchases, leading to increase profits and capital for the business.

Justification

Having a partnership with ethical suppliers that can manufacture all REDEFINED range from renewable materials can re-script the brand into an entire eco-friendly business. as this achieves the objectives of:

1. Improved product range
2. Improves transparency and sustainability efforts.

Supply Chain Timeline



By implementing sustainable practices, the company attracts a growing market of environmentally conscious consumers. Due to the improved supply chain reducing costs associated with waste management and raw materials sourcing. Additionally, positioning the brand as innovative and socially responsible, can enhance their reputation and attract partnerships and collaborations. These may have positive economic impacts such as profitability, market positioning and long-term growth

SUSTAINABLE SUPPLY CHAIN MANAGEMENT

To support Oh Polly sub brand launch REDEFINED. It is suggested that Oh Polly need to enhance the product range and physical presence to expand its target market. Specifically, improving their **brand image** through creating a **sustainable** supply chain, to maintain competitive edge in the fashion industry. This is done by focusing on conducting eco-friendly business operation, with keeping sustainability and transparency as core values for the company. By managing three key aspects called the triple bottom line, which involves social, economic and environmental factors, helps undergo sustainable actions. Through doing this it will aid the business to generate popularity as the business directly targets the gen Z environmental demands, as this market are informed consumers and driven to make greener purchasing choices.

The strategy of the more eco supply chain will increase consumer loyalty, as the brand focuses on being transparent with its production processes, which creates a sense of trust and assurance between the new consumers and the brand, this may lead to increase in consumer retention purchases, leading to increase profits and capital for the business.

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Supply Chain Timeline.

2024



partner with ethically minded stakeholders



use social media to promote its sustainable initiatives



consider expanding to new markets, with its eco-friendly supply chain

Future

Research Method Used

The reports conducted research through internal and external analysis to gather insights where Oh Polly current strengths and weaknesses lie in order to draw conclusion on development of the strategic supply chain. from the results of the analysis Oh Polly supply chain has room of improvement on transparency, sustainability, cost, social responsibility and digital innovation.

internal analysis: value chain, swot, marketing mix, adoption curve

external analysis: PESTLE ,Porters 5 forces

SUPPLY CHAIN VISUALISATION

JUSTIFICATION

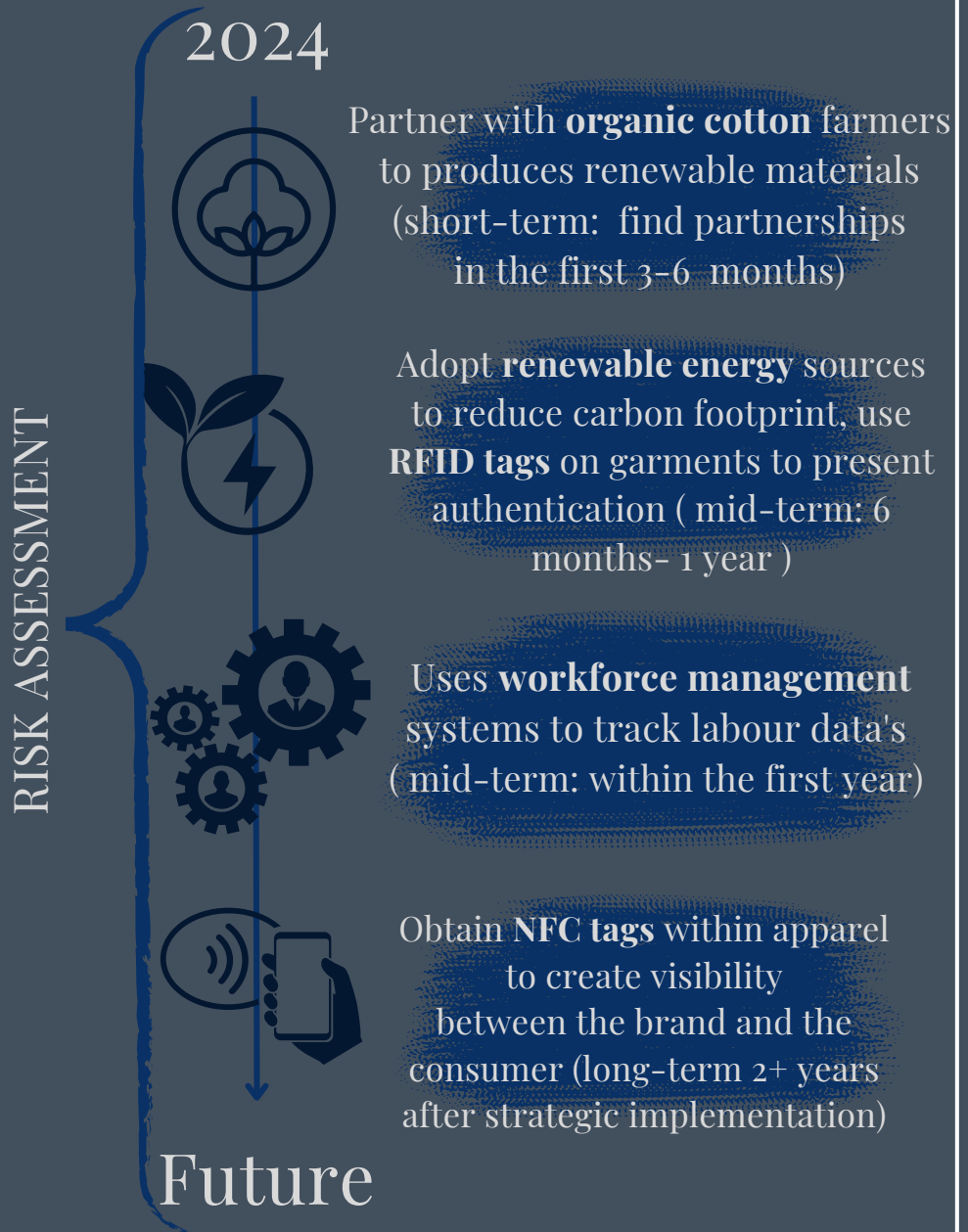
Oh Polly has recently implemented resourceful materials through collaborating with the supplier that produce TENCEL™ Modal fibres derived from renewable sources. However, due to the company launching a new sub-brand, it is obvious that the brand should expand its product range. Therefore, having a partnership with ethical suppliers that can manufacture all REDEFINED range from renewable materials can re-script the brand into an entire eco-friendly business. as this achieves the objectives of:

1. **Improved product range**
2. **Improves transparency and sustainability efforts.**

By implementing sustainable practices, the company attracts a growing market of environmentally conscious consumers. Due to the improved supply chain reducing costs associated with waste management and raw materials sourcing. Additionally, positioning the brand as innovative and socially responsible, can enhance their reputation and attract partnerships and collaborations. These may have positive economic impacts such as profitability, market positioning and long-term growth

OUTPUT VISUALISATION

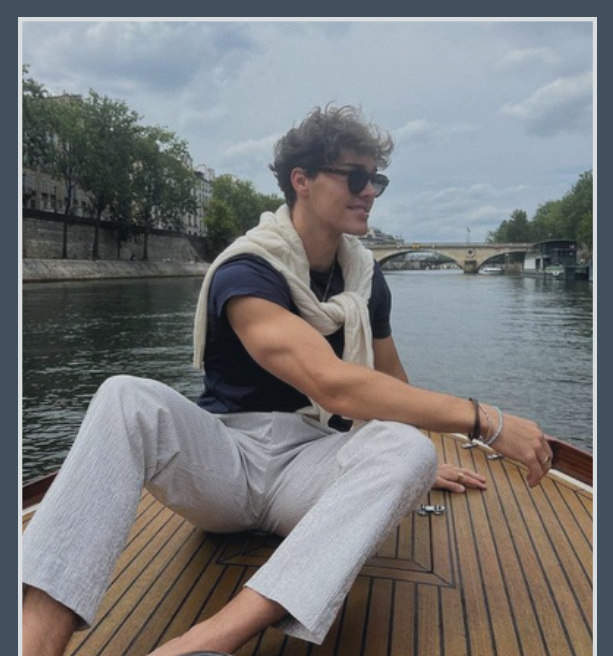
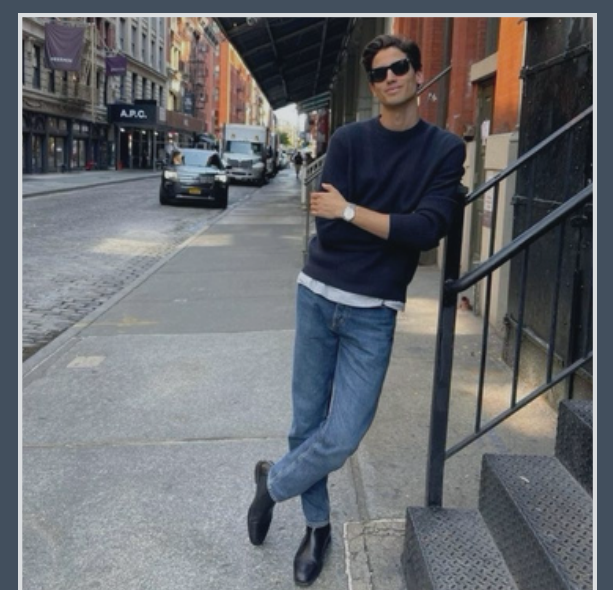
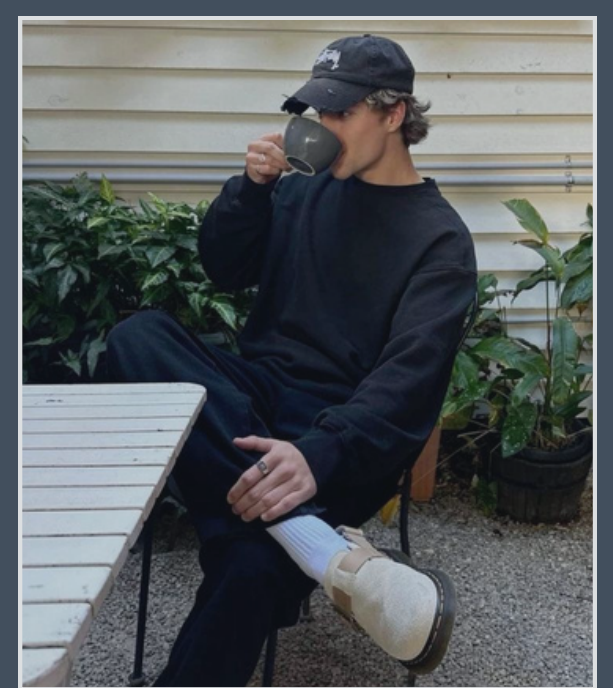
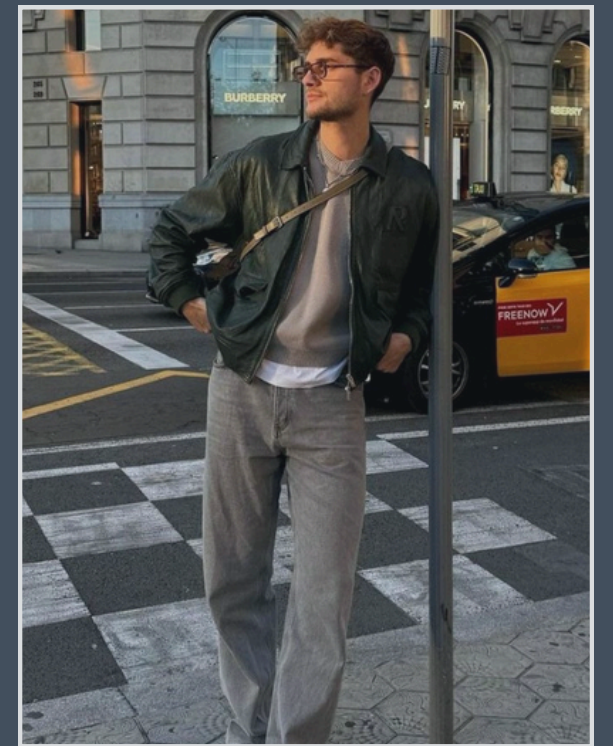
Specific time-line to overcome these issues, when moving to the menswear market.



TARGET CONSUMER

This is 'Alex'

As a 25-year-old financially stable individual who studied business management at university, he has a successful career which he enjoys. His main interests outside of work include fashion, music, and spending time with his friends whose opinions heavily influence his everyday lives. He would describe his style to follow timeless trends including the old money and Stockholm style which is currently a very popular and trendy style on social media apps including Instagram, TikTok and Pinterest. Influencers, ads. Posts on these platforms have swayed his tastes significantly and shown him new styling ideas that he is always keen and open to trying. Although he is eager to express himself in an individual and unique way, he cares deeply about what others perceive of him and likes to purchase basic garments that he can elevate using exclusive accessories to add his own touch. Alex is very loyal to the brands he purchases accessories from, like his caps which he exclusively buys from Ralph Lauren to fit the aesthetic he is striving for. In terms of garments, he has several retailers he gravitates towards when purchasing new clothes, however, isn't particularly loyal to any of them and is open to trying new brands. He cares more about style, comfort, and accessibility than quality since his preferences change constantly.



Online shopping is his preferred style of purchase since he can do it in the comfort of his own aesthetically designed two-bedroom flat in the city centre, but he does enjoy occasionally going shopping with his girlfriend who is also into fashion and shops at Oh Polly frequently for date night outfits. He cares most about his girlfriend's opinion, so is always finding new ways to impress her like buying from shops she recommends. She recently mentioned a new sister brand called REDEFINED by Oh Polly, which he knows she loves, so he is keen to try out their new launch of spring summer clothes that will come out in March 2025. Alex doesn't gatekeep where he gets his clothes from, so he will spread good word of mouth for all brands, big or small, dependent on whether the clothes suit his style.

INFLUENCER MARKETING

As Redefined enter the competitive menswear market they will require strong marketing strategies to separate themselves from existing competitors and catch the attention of target consumers. Influencer marketing, in particular, has evolved as an effective brand promotion technique, utilising social media influencers' credibility and reach to connect with consumers and increase brand visibility. Building upon the success of influencer marketing in promoting Oh Polly, Redefined can also use this technique to effectively engage with its target audience, establish a relationship with consumers, and drive growth in the menswear market.



Strategic Goals

- 1 Increase Brand Awareness
- 2 Drive Traffic to Website
- 3 Generate Buzz and Engagement

Justification

In recent years, there has been a significant shift in the landscape of influencer marketing, with male fashion influencers gaining popularity. This trend indicates a rising number of males who actively showcase their lifestyles and personal styles whilst also looking to others on social media for inspiration (LTK, 2021). As the menswear industry grows, fashion labels have found that engaging with male fashion influencers improves social media visibility, drives sales growth, and broadens their reach to new audiences.

Influencer marketing aligns with Redefined's target consumer base, which consists primarily of fashion-conscious males aged 20 to 35 who desire smart-casual clothing with a Scandinavian flair. This demographic is active on social media platforms, especially Instagram, where they look for fashion inspiration and trends. By collaborating with influencers whose style is consistent with Redefined's simple yet refined aesthetic, the business can effectively use their influence to gain the attention of their target audience.

When used effectively influencer marketing can:



Increase the brand's reputation, credibility and consumer trust.



Create long term relationships with consumers and increase brand advocacy.



Increase brand visibility and social media presence.



Drive traffic to the brand's website and increase revenue.

Picking the Right Influencer

As a sub brand of Oh Polly, Redefined can leverage the resources and established network of its parent company to afford influencer marketing campaigns. Multiple factors have been considered to ensure the influencers align with Redefined's brand values and target audience:

Relevance:

The influencer's content, style, and audience closely align with Redefined's brand identity and target demographic, including their fashion preferences, lifestyle, and values.

Engagement:

Evaluation of the influencer's engagement metrics, including likes, comments, and shares; high engagement rates indicate an engaged follower base.

Authenticity:

Influencers who authentically incorporate sponsored content into their feed and maintain a genuine connection with their followers. This is key to building trust and credibility with the viewers.

Reach:

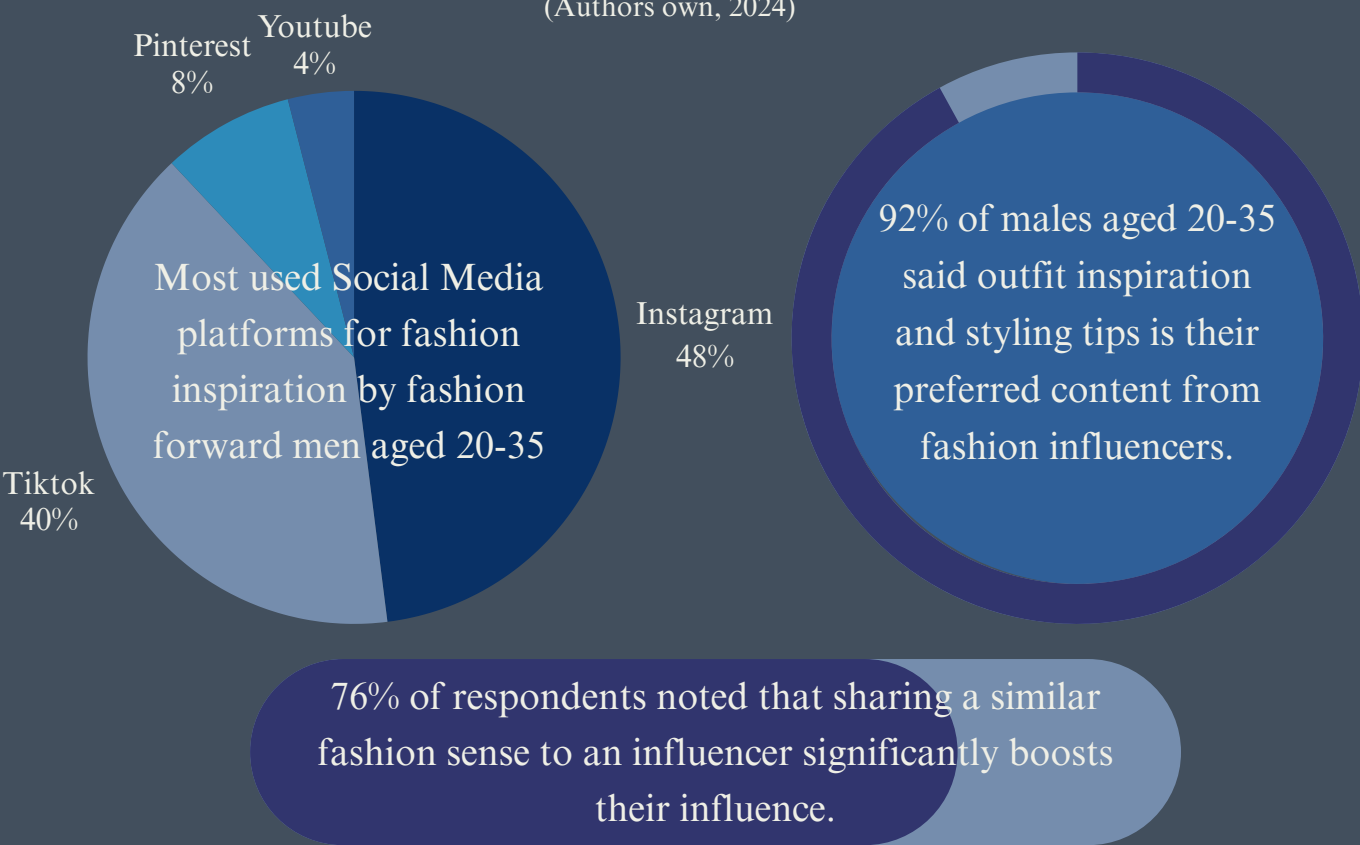
Macro influencers will be utilised to enhance brand visibility and reach a wider audience, while micro influencers will be leveraged to foster connections and engagement with niche segments of the target market.

Other Factors Considered:

Other factors such as the age of the influencer, where they are based, their reputation and content quality are also important factors that have been taken into account.

Primary Research

(Authors own, 2024)

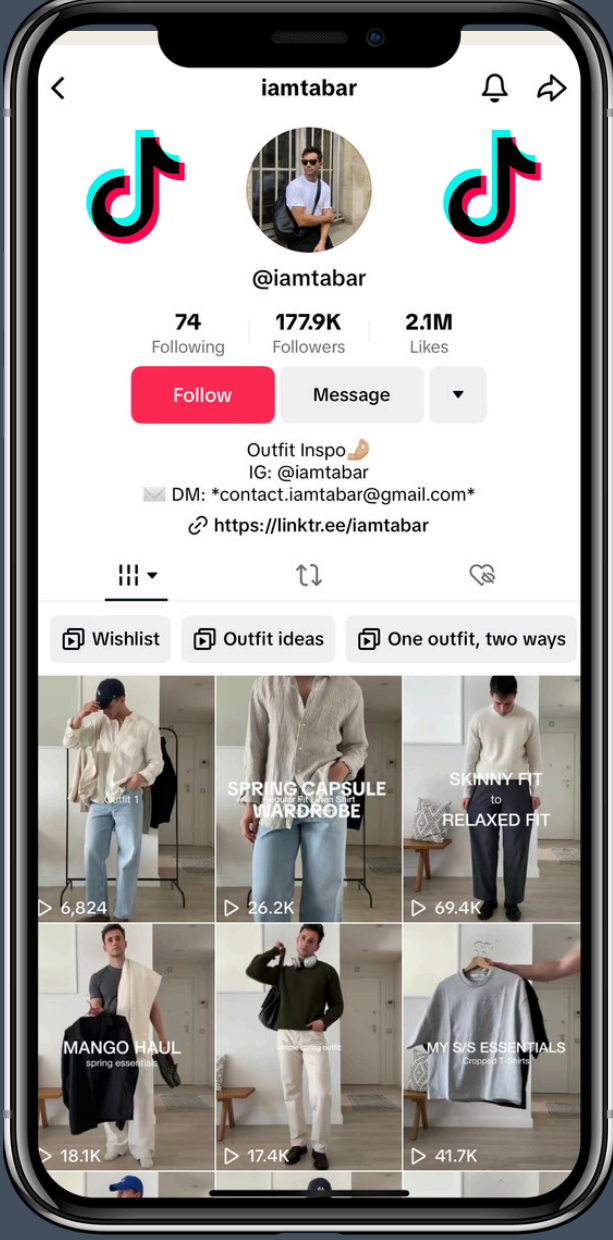
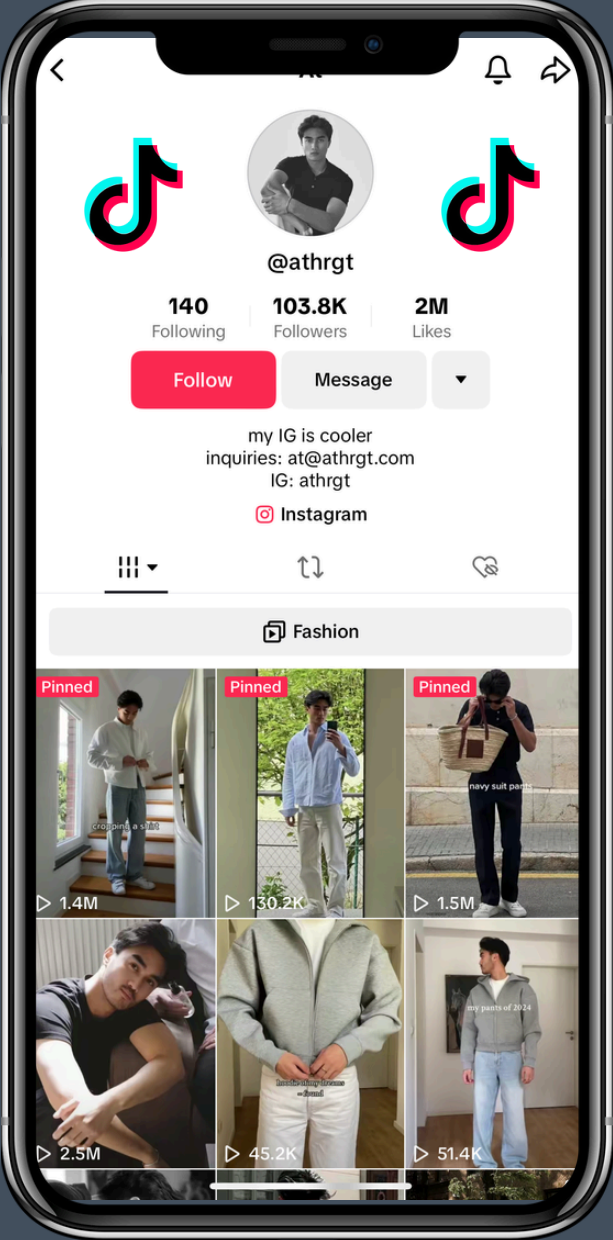


Output

MACRO INFLUENCERS



MICRO INFLUENCERS



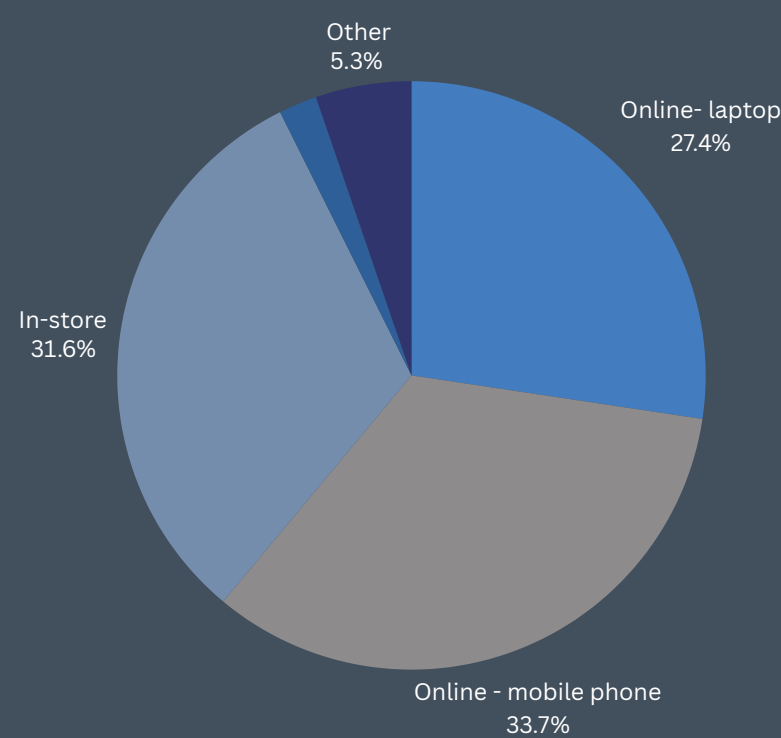
CONSUMER BEHAVIOUR AMONGST MEN



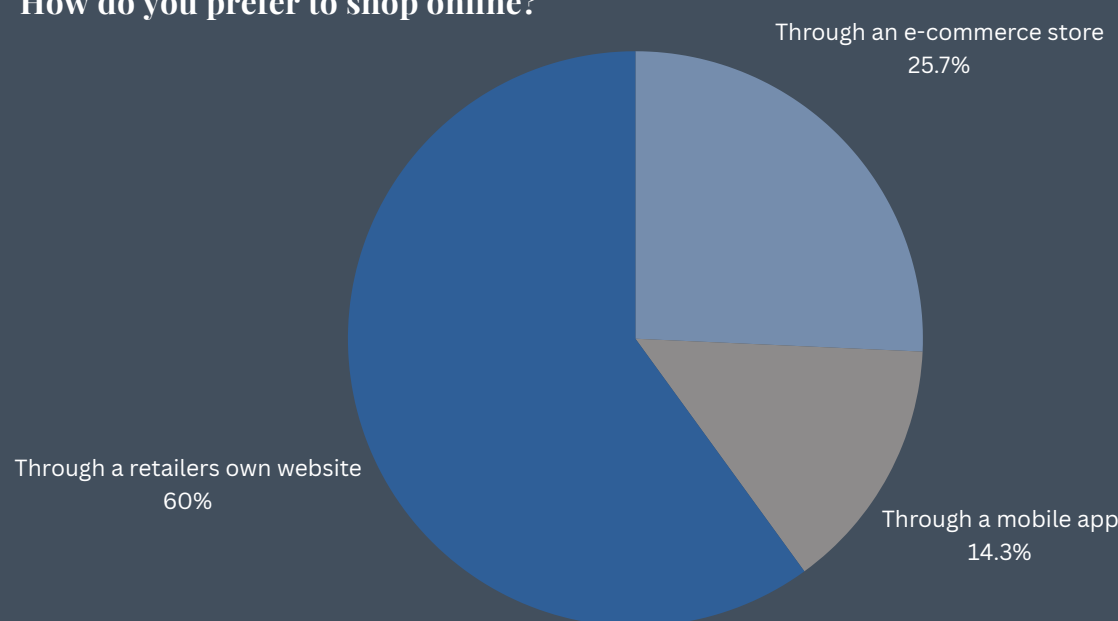
When analysing men's spending behaviour, there are a few key trends to consider. Firstly, they tend to prioritize quality and durability when making purchases, leading to fewer purchases than women as they invest in garments that will last them. Continuing from this they value practicality and functionality, this refers to clothing garments but also shopping techniques, i.e. a simple, easy to navigate e-commerce.



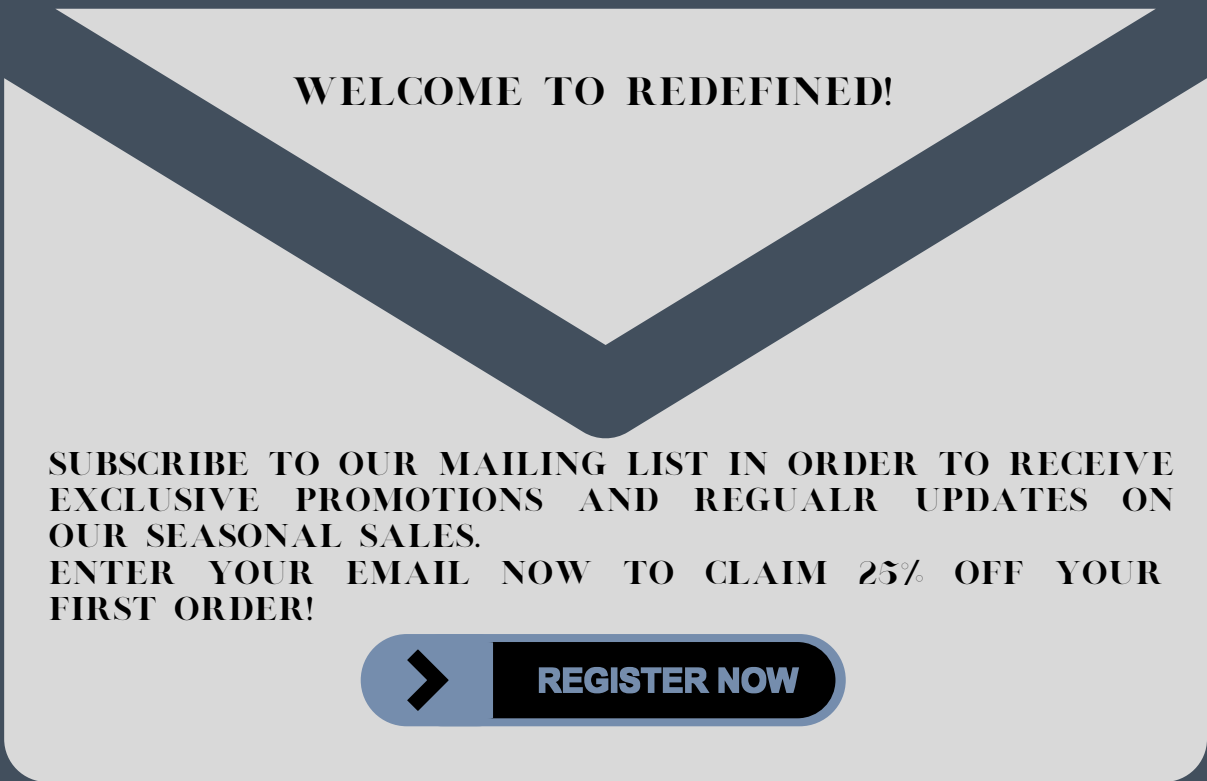
What is your preferred method to make purchases?



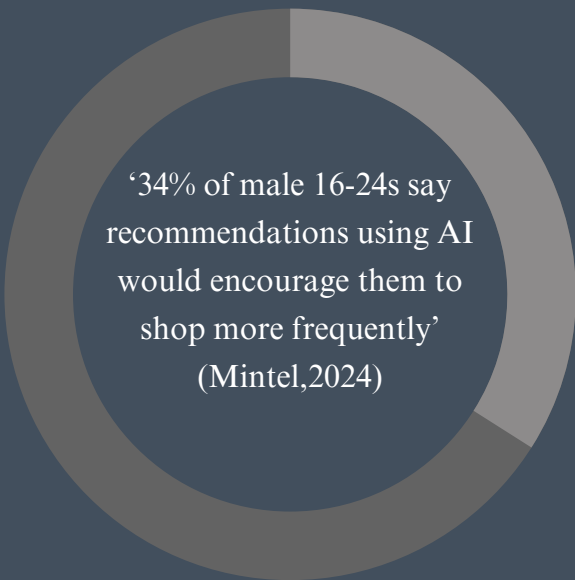
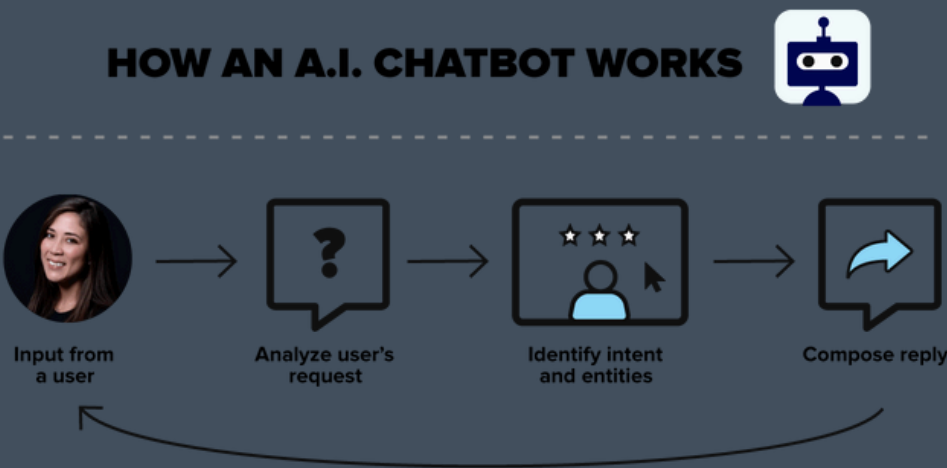
How do you prefer to shop online?



It is believed that men enjoy finding the best deals and discounts when shopping for fashion items. The cost of living crisis has affected everyone's personal spends and has encouraged the use of buy now, pay later schemes, for example Klarna, allowing people not to spend large sums at once but still able to make purchases for themselves.

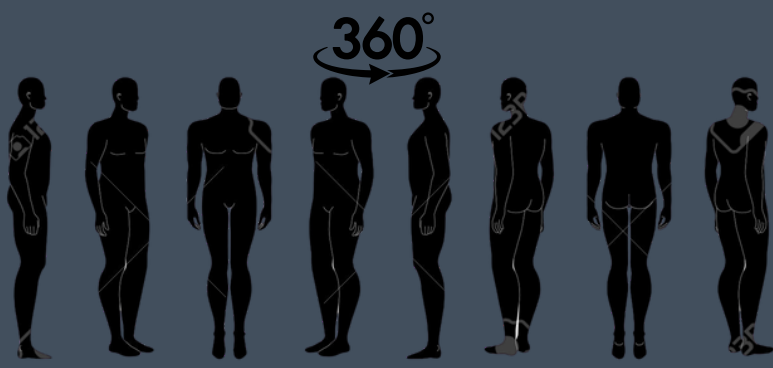


HOW AN A.I. CHATBOT WORKS

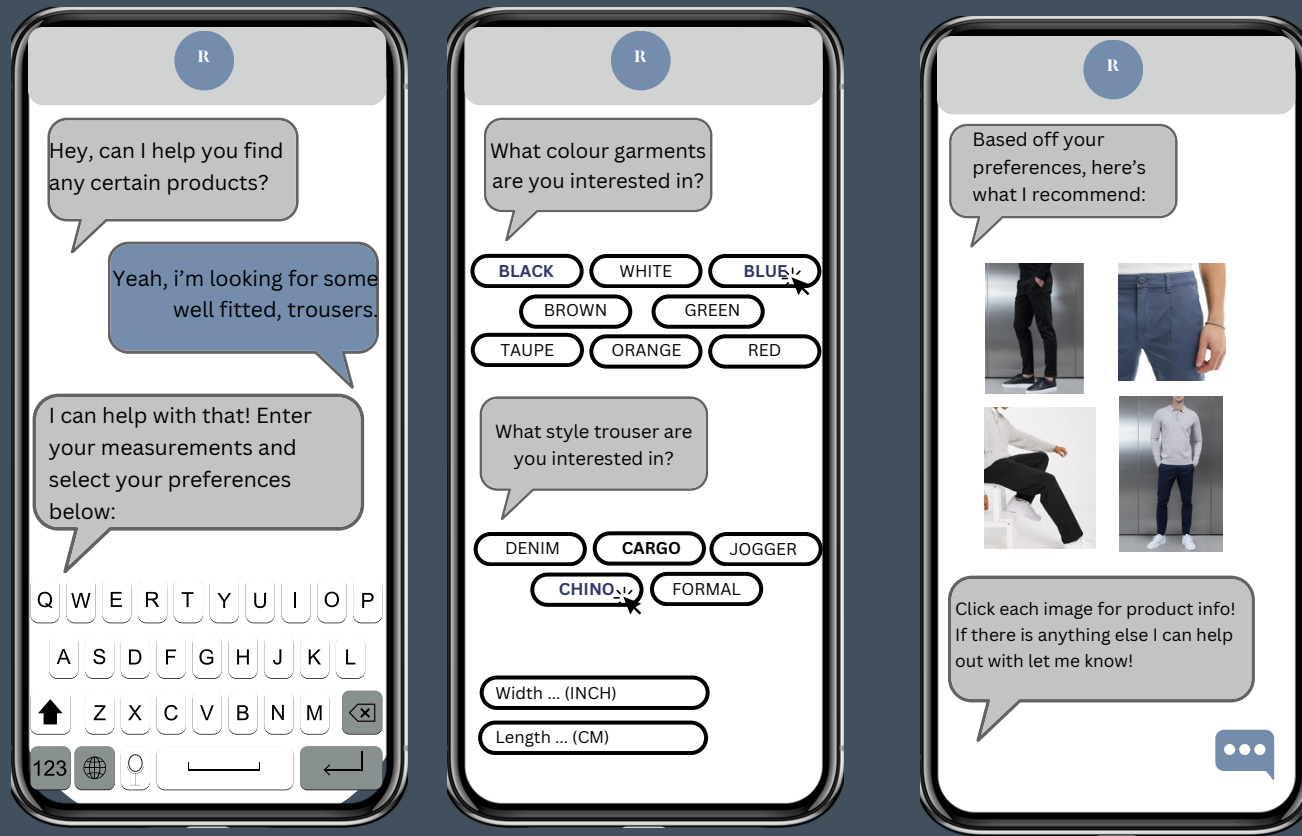


AI technology helps improve the shopping experience for men by using ChatGPT, to give recommendations and help create the perfect size guide. This helps create a personal touch, creating strong rapport between the brand and consumer.



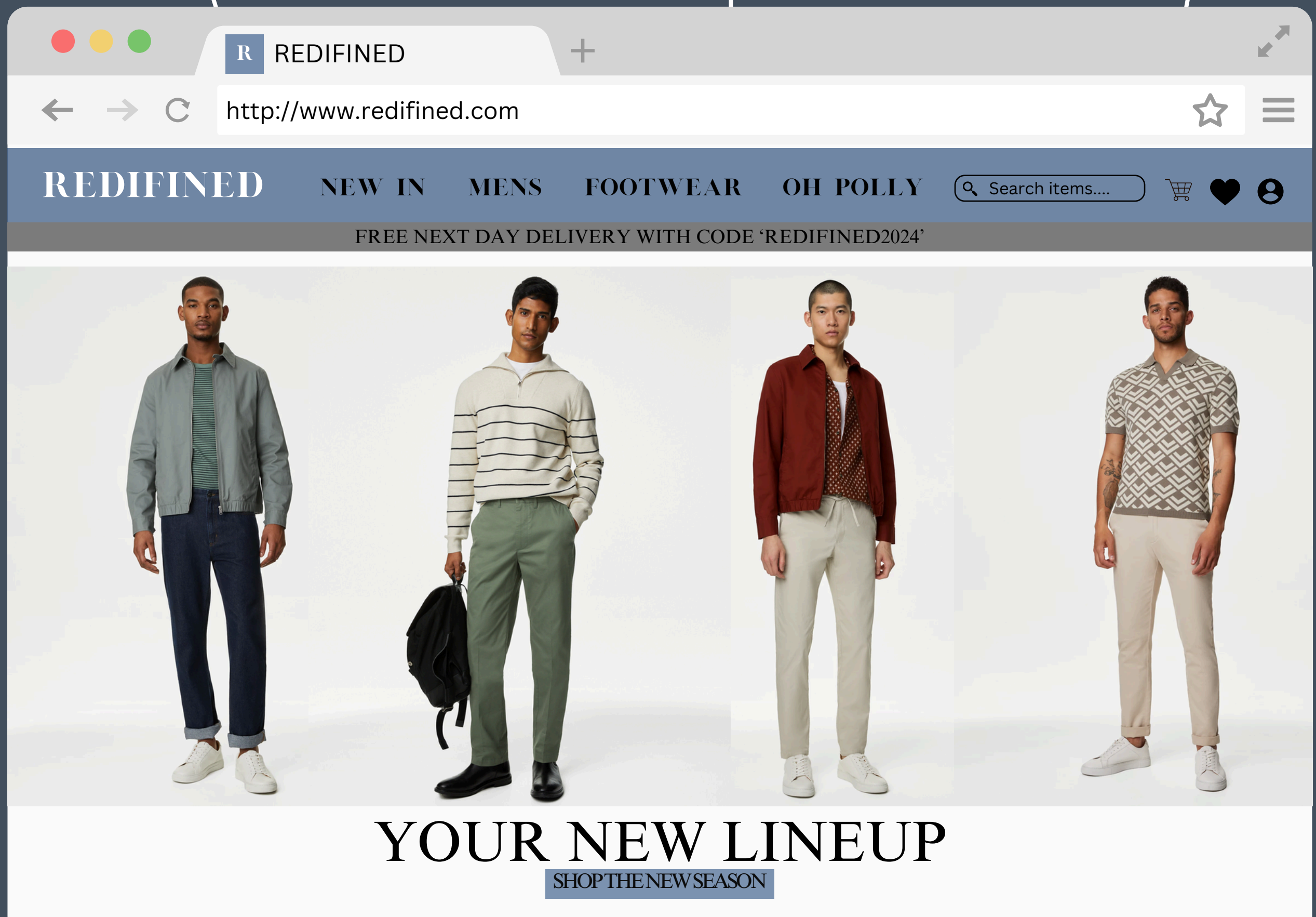


AR 360 VIEW OF PRODCUTS

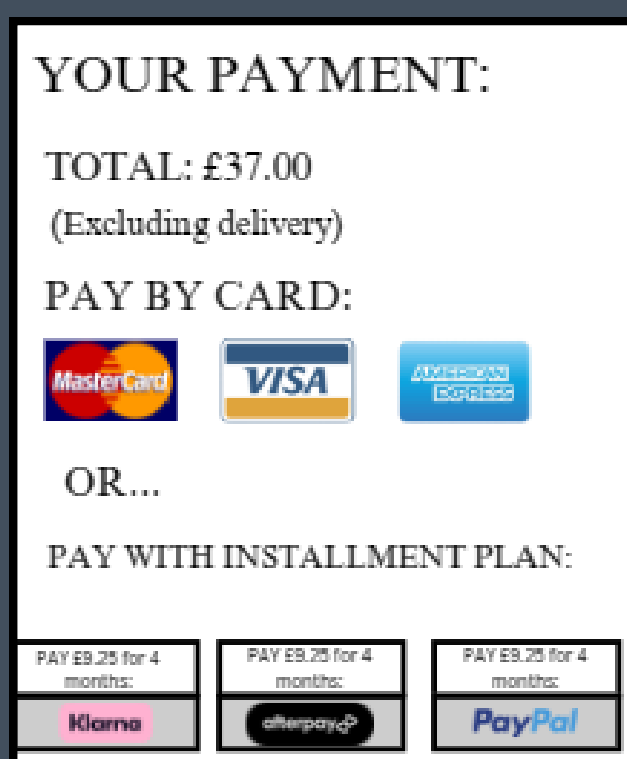


AI VIRTUAL ASSITANT

'BUY THE WHOLE LOOK'

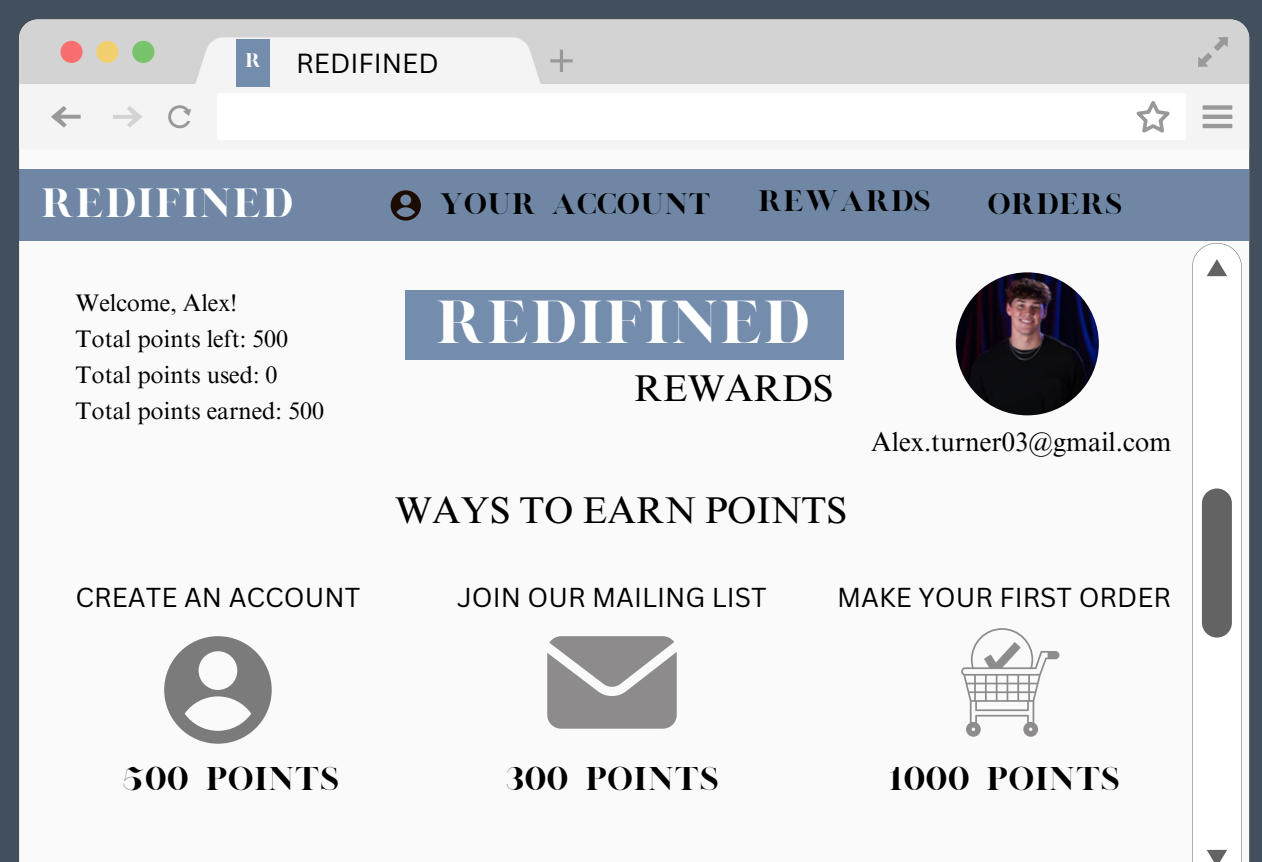


BUY NOW PAY LATER



AI RECOMMENDED SIZING

LOYALTY REWARDS ACCOUNT



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Lena Siller: 10838144

Jade Tomlin: 10884256

Emily Pollington: 10910126

Brodie Perkins: 10869592

Group 10