

A woman with blonde hair and blue eyes, wearing a dark pinstriped blazer, is holding a large, round chocolate cake. The cake is decorated with chocolate shavings and has a bite taken out of it. The background is a soft, out-of-focus landscape with pink and blue hues.

COS

A
BETTER COS

**STRATEGIC
CONCEPT
BRAND
REPORT**

Executive Summary



BRAND ISSUE

Limited Brand Awareness and Visibility

Despite having a loyal customer base, COS may face challenges in expanding its reach and increasing brand awareness, particularly in new markets or among younger demographics.

Perceived Lack of Brand Differentiation

In a crowded market, COS may struggle with differentiating itself from competitors offering similar minimalist aesthetics and quality craftsmanship.

Lack interaction with consumers

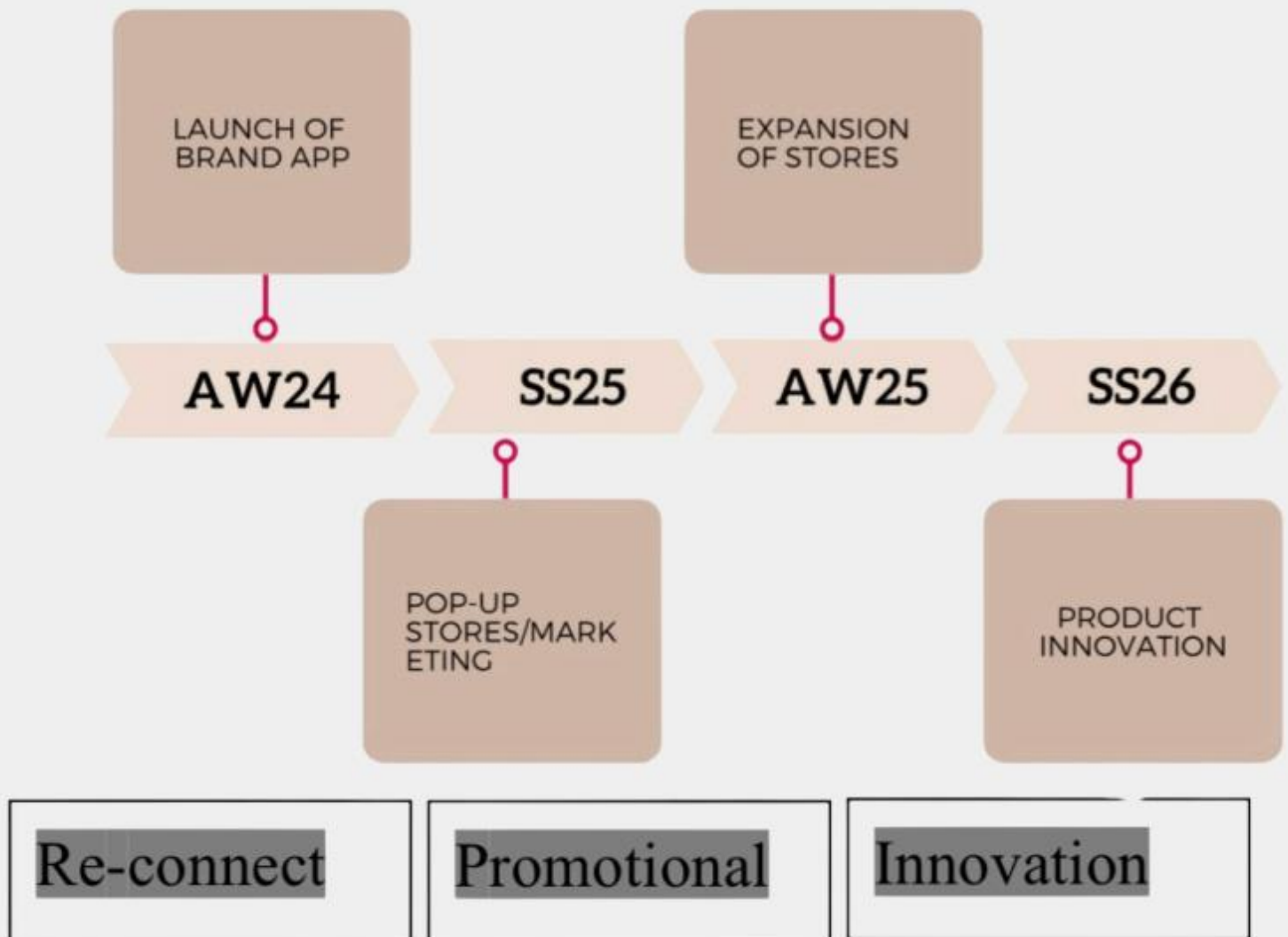
Comparing with other brand , COS has less interactive action with their consumer both on internet and in-store environment. Only 14 stores around the UK, mainly based in the London. Potential consumers may not have the chance to explore the brand.

Innovation and Adaptation to Market Trends

Staying relevant in a rapidly evolving fashion landscape requires continuous innovation and adaptation to emerging trends, which may pose challenges for COS



A comprehensive marketing strategy is necessary to address the branding issues facing COS. New markets and younger demographics can be effectively reached through social media platforms and collaboration with influencers. Continue to fulfill the concept of sustainability. Increasing interaction with consumers, implementing online chat support, and expanding the number of stores outside of London can provide consumers with more opportunities to connect with the brand. And in order to adapt to changing consumer preferences, COS also needs to conduct regular market research, attend fashion events and collaborate with designers.



Since the H&M Group established the COS brand in 2007, the company's success has been driven by its pursuit of excellent quality and simple modern style, which has resulted in a large market presence. However, in recent years, scenario studies have highlighted a number of difficulties that point to a potential loss of brand identity. These issues include fewer physical stores, product homogeneity, and increasing competition. To preserve the brand's vitality and attractiveness, COS must regularly examine itself and take efforts to rebrand in response to market developments and obstacles.



DEVELOPING MOBILE APP



(Zwieglinska, 2022)

COS (Collection of Style) is a high-end brand of Hennes & Mauritz AB (H&M) group, which is famous for its simple and trend-setting aesthetic design in Europe. COS has been having a good market development since its inception, however, with the development of time, COS will be thrown out by the times if it doesn't provide consumers with a more innovative, convenient and comfortable shopping experience.

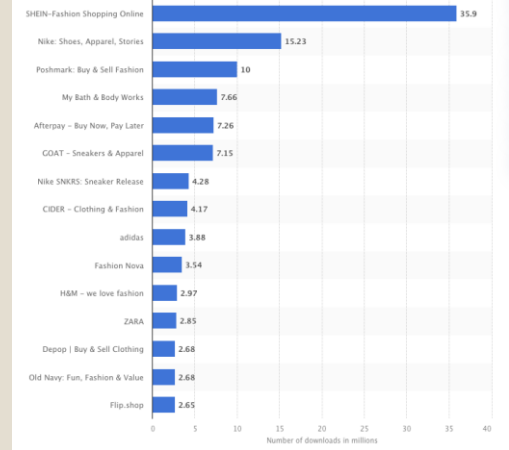
Mobile App can be a direction for COS to work on, especially in the background of millennial and z-generation dominated consumption, Mobile App can help COS to build a better relationship between the brand and consumers.



FASHION ECO

For fashion brands to continue to gain the favor of young consumers, it is not enough to rely solely on the product itself. More and more brands are emphasizing interaction and experience with consumers, trying to create a content-rich, interactive brand ecosystem to immerse consumers in a comfortable, fun and fashionable space.

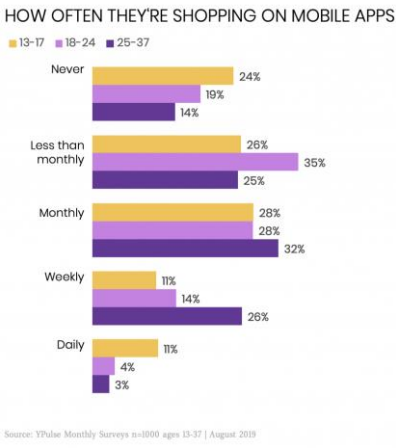
Best-selling products and advertising campaigns are only the first step in bringing in new users, but it's a series of unique experiences that really form user loyalty. (Statista, 2024)



Fashion and beauty shopping apps with the most downloads in the United States in 2023 (in millions)

Creating rich communities, utilizing digital technology to enhance the integration of online and offline experiences, interpreting the brand's spirit and philosophy for consumers, and establishing a deep connection between them and the brand's world are the key driving forces for the success of the brand's eco-system. This is the key to the success of the brand ecosystem.

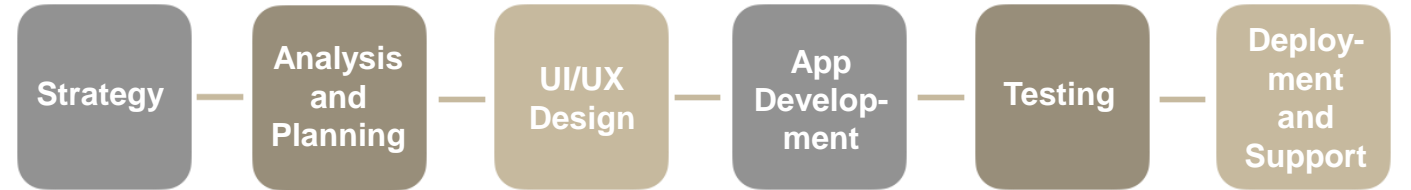
(Harris Poll, n.d.)

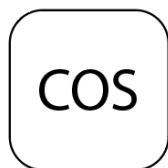


(YPulse, 2021)

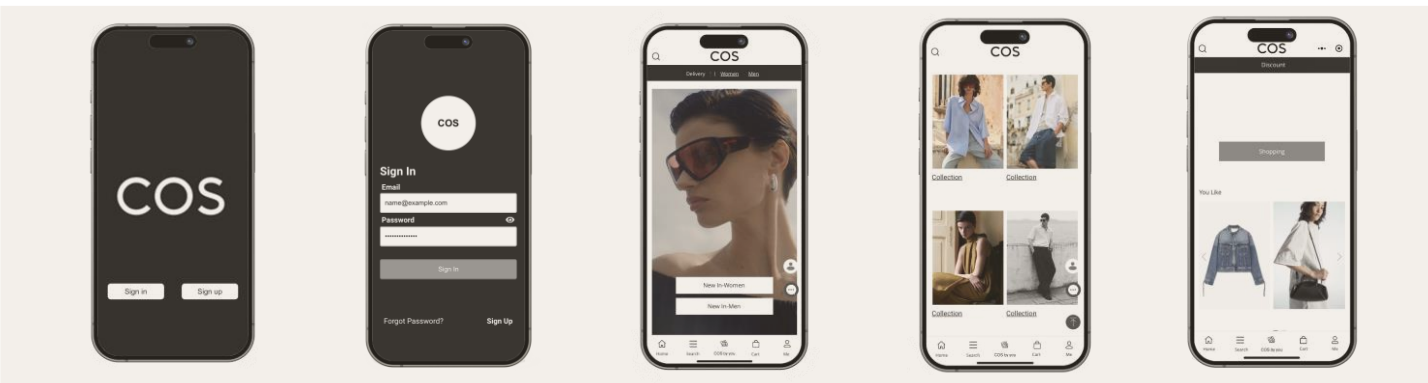
The ultimate experience weaves a new ecosystem for the brand, and injects new vitality into the fashion and luxury consumption of the younger generation.

PROCESS MODEL





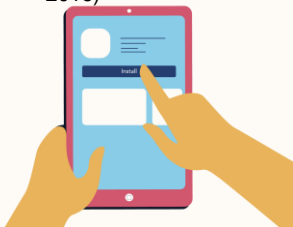
OUTPUT VISUALISATION



COS app can provide consumers with a shopping experience anytime, anywhere. In the app, consumers can see the latest styles of each season, 24-hour customer service, daily push the latest fashion trends, fashion show review, matching guide, clothing recommendation Based on big data algorithm, it provides the most accurate and comfortable service for consumers.

JUSTIFICATION

(GCF Global, 2016)



• Enhancing brand image

Developing APP for COS can enhance brand image and awareness. A well-designed and functional APP can leave a deep impression on users and increase their trust and goodwill towards the brand. (creativeideaz, n.d.)

• Providing a better user experience

APP provides a better user experience than web pages or other forms of applications. Through APP, users can access information, interact and complete operations more conveniently, increasing user satisfaction and loyalty. (creativeideaz, n.d.)

• Expanding the user base

The popularization of mobile devices makes APP become one of the main channels for users to obtain information and interact. Developing APP can attract more users, especially young people and mobile users, and expand the user base and market share. (retaildive, n.d.)

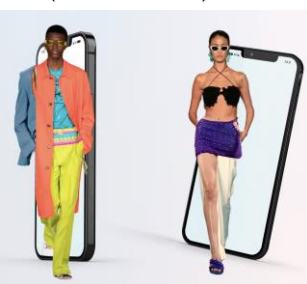
• Improving sales and profitability

Through APP, COS can directly propose products or services to users and realize online sales and transactions. At the same time, the APP can also be used for accurate user targeting and personalized recommendations to improve sales conversion rate and profitability.

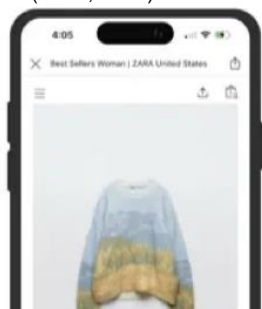
• Collecting User Data and Analyzing

Through APP, user behavioral data and preference information can be collected for data analysis and user insights. These data can help enterprises better understand user needs, optimize products and services, and enhance competitiveness. (retaildive, n.d.)

(3DLOOK, 2023)



(Anon, 2023)





COS'S BRAND COMMUNIC ATION STRATEGY

COS

COS strategic brand concept for marketing communications emphasizes "Elevating Everyday Elegance" via integrated messaging and visuals. Drawing on the Integrated Marketing Communications (IMC) model, Brand Equity theory, and process model development, the concept reinforces COS's brand identity attributes of modernity, simplicity, and quality. The assessed model recognizes the importance of the activity to strategic success in fashion.

Various stages are carried out in the time allocated. The process model depicts a universally applicable, complete process of activities to develop a range of apparel products. Technical development and design processes will be performed to illustrate the application of this project. The strategy targets discerning, fashion-conscious consumers seeking versatile, high-quality apparel by aligning messaging and visuals with COS's commitment to minimalist, timeless designs. Through coordinated efforts across advertising, social media, events, websites, and magazines, COS aims to enhance brand visibility, engagement, and loyalty. The strategic visualization further illustrates these key elements, providing a comprehensive overview of COS's marketing communications strategy.



COS's Brand Messaging Strategy

COS: "Elevating Everyday Elegance". The brand transcends fashion trends with its timeless, minimalist line, which manifests sophistication and the highest quality. This is the main point of our concept, which is based on discrete luxury with a taste for simplicity.



Advertising

I present visual mock-ups of print and digital ads depicting the intended message through vivid imagery and concise copy.



Social Media

COS leverages Facebook as a vital social media platform, strategically placing its products in lifestyle settings to resonate with followers.



Events

Furthermore, COS appears active in experiential marketing, including destination activations to mark store openings, fashion shows, and pop-ups, increasing its visibility.



Website

COS's website is beautifully designed to accomplish this by blending in the branding message, product imaging and the kind of user interface/experience design that fosters interaction.



Magazines

Page spreads sent to the fashion magazines approval to consent the COS brand identity and display the future look of the product.



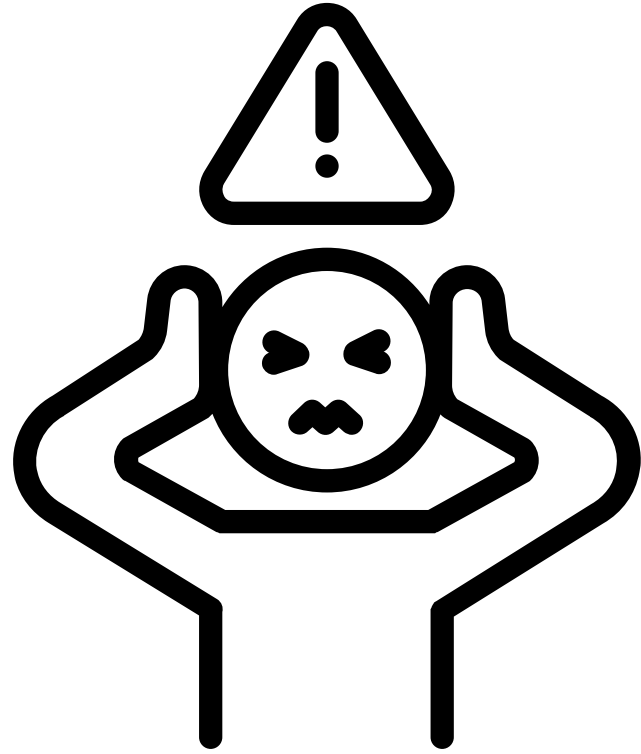
Executive Summary

Brand issues

- Lack innovation
- Lack interaction with consumers
- Perceived Lack of Brand Differentiation
- Limited Brand Awareness and Visibility



brand identity



Proposed Target Customers



By focusing on the 24-35 year old demographic, COS can tailor their products and marketing strategies to better resonate with this specific age group. Streamline their product offerings and enhance customer satisfaction. It's a smart strategy that can lead to increased loyalty and growth for the brand.

Strategics Objectives Focused On:



**Expanding
Market
Share**



**Enhanced
Sustainability**



**Increase
Brand
Awareness**



**Driving
Product
Innovation**

The range plan for the COS brand was created with the goal of keeping the company unique and competitive in the market. As a fashion brand pursuing minimalist, high-quality design, COS needed to address the lack of innovation and brand differentiation identified in the strategy report by demonstrating uniqueness and style in its product portfolio. The program focused on market trends, consumer preferences, and competitor analysis to develop a product portfolio in line with COS's style.

Sustainable Product Development

Introducing a 100% sustainable capsule women's collection for COS's Conscious Clarity range. The collection will present more stylish and sophisticated products using materials with a lower environmental impact and incorporating WGSN's trend forecasts for the AW/25 season (WGSN, 2024). Designs focus on durability and versatility to meet the needs of the modern consumer for sustainable fashion.



COS



Building Brand on Social Media

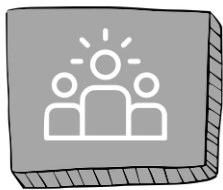


the state of COS on social media

- Low engagement, poor brand story communication, and other issues are obstacles that companies encounter on social media.
- According to data, Cos brands are much less visible and receive less user interaction on social media than those of their rivals.
- Rivals employ storytelling marketing and captivating content to draw in more users and increase user engagement.
- Social media platform algorithmic changes have also made it more challenging for Cos to share its material, necessitating a more calculated approach to interaction and content dissemination.
- These difficulties have made it difficult for Cos to succeed on social media, but they also present chances for companies to get better.

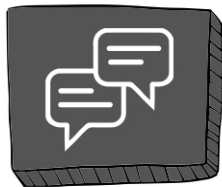
Innovative strategies: a program for social media reform at COS

- The goal of the new social media strategy is to raise user interaction and brand awareness for Cos across all key channels. Create engaging content and tailored interactions, such prize-based interactive campaigns and user-generated content competitions, to draw in users and increase user attention and engagement.
- Provide innovative tools and technology for marketing, including augmented reality filters and virtual fitting rooms, to improve user experience and engagement. This will boost user involvement and brand visibility.
- In order to improve brand image and user stickiness, the implementation plan called for frequent content updates, online marketing, and user interactions. Data analytics was used to refine the approach and provide better results.
- By putting these tactics into practice, the Cos brand will increase its visibility and user loyalty on social media by attracting more attention and engagement.



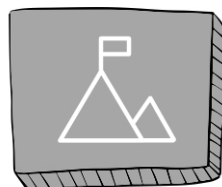
01.Content Creation and Distribution

- Create content, including photos, videos, text, etc., that matches the brand's style and image.
- Determine the frequency and timing of posting to keep the content consistently updated and active.
- Customise content across different social media platforms to suit the users and characteristics of each platform.



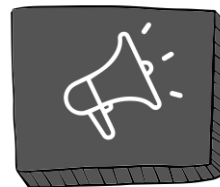
02.User interaction and response

- Respond to user comments, questions and private messages in a timely manner to build good user relations and communication channels.
- Encourage user participation, for example through polls, surveys or user-generated content.



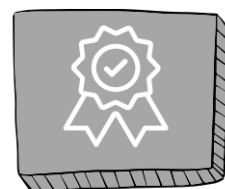
03.Data analysis and optimisation

- Collect and analyse social media data, including user interaction, post performance and other metrics.
- Adjust content strategy and posting plan based on data results to optimise brand performance on social media.



04.Community Management and Branding

- Actively participate in relevant communities and discussions on social media to build the brand's authority and reputation on social media.
- Cultivate a loyal fan base and promote interaction and sharing among users.



05.Co-operation and Event Planning

- Find partners that match the brand's values and target audience to jointly drive the brand's communication and influence on social media.
- Plan online and offline activities to increase user engagement and brand exposure.

Specific measures taken on various social media platforms:



- Instagram:** - Share stylish images and videos of the newest looks in apparel and styling advice.
- Post behind-the-scenes videos, product demos, or user experiences on Instagram experiences and IGTV to boost user interaction and engagement.
 - To improve post visibility and exposure, make use of geolocation features and relevant hashtags.



- Facebook:** - Make a Cos brand page to post brand stories, deals, and the newest products on a regular basis.
- Create engaging surveys, polls, and quizzes to interact with fans and find more about their tastes and opinions.
 - Take part in pertinent forums and communities, offer insightful commentary and guidance on fashion, and establish the brand's authority on Facebook.



- Twitter:** - Share up-to-date brand news, industry trends, and fashion information to engage followers instantly. Make use of popular subjects and popular hashtags to boost the visibility and shares of your posts.
- Address fans' inquiries and feedback to foster positive user interactions and a positive brand image.



- TikTok:** - Make imaginative and entertaining short films that highlight stylish pairings and details of Cos apparel.
- Take part in trending hashtags and challenge events to draw in more users and participation.
 - Work together with well-known TikTok creators to boost brand recognition and influence on the app.



- Pinterest:** - Create aesthetically pleasing boards showcasing Cos brand products, style inspirations and fashion trends.
- Use keyword optimization to increase search visibility and traffic to posts.
 - Encourage users to share their ensembles and shopping lists to increase user engagement and loyalty for the brand on Pinterest.

POP-UP SHOP STRATEGY



COS is a fashion retailer. It is owned by the H&M Group and is the sister brand to & Other Stories, Afound, ARKET, Cheap Monday, H&M, Monki and Weekday. It was founded by H&M Group in 2007 as a concept store on Regent Street and has grown to 264 stores in 48 markets around the world.

Pop-up shops are a strategic tool for brands, and they interact with customers directly and test the reactions of the market without long-term commitment of a traditional retail outlet. These temporary retail spaces bring strong brand awareness and a feeling of urgency to customer that lead to immediate sales. Also, pop-up stores offer unique, immersive experiences that help foster customer loyalty and support online retail strategies.



Increasing brands visibility



Low-cost investment



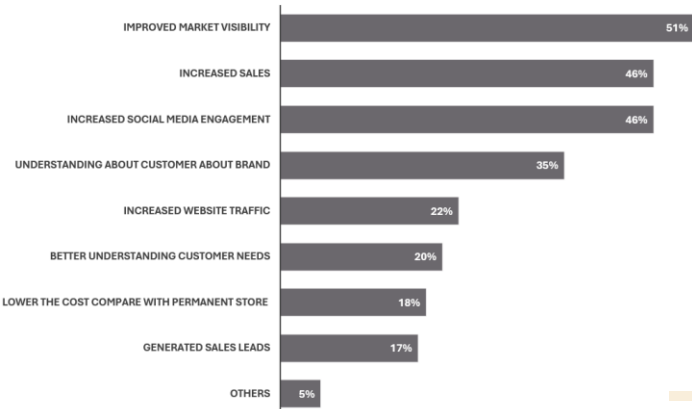
Prompts customer to make a quick purchase

Why choose to opening Pop-up shop?

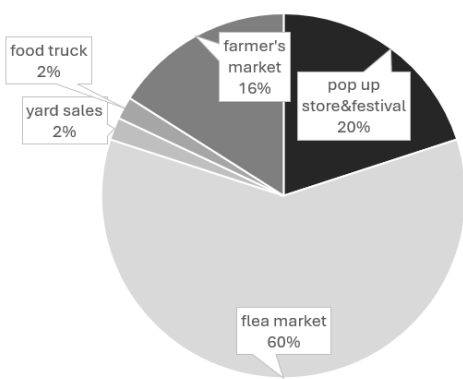
Pop-up stores which often contribute no less than 20% to the total sales profit of the clothing industry, have become a powerful income-generating tool for brands. This exiting performance is mainly yielded through various determinants. One of the key features that increases foot traffic at pop-ups is the accessibility of the store. This gives consumers a sense of urgency and prompts them to make a quick purchase in an attempt to catch the limited time offer in these pop-up stores.

In addition, pop-up can act as a marketing means increasing brands visibility. By carefully placing these storefronts in places with many people are seen and, if applicable, having them included in certain events, brands can greatly boost their customer count.

Top Results of Pop up shops for global retails professions

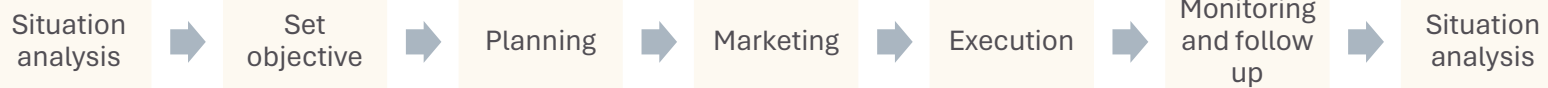


Total temporary retail revenue distribution



The major benefit of pop-ups against traditional store model in this regard is that they do not require huge financial investment and give a great freedom to allocate the budget for online advertising and product development. Having used this strategic shift, a brand will benefit more compared to financial aspect and growth of the company.

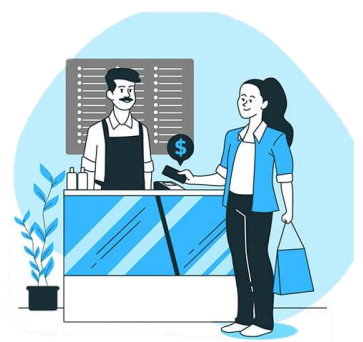
Pop up shop process model



Customers who enter a pop-up shop are offered a limited time and special shopping experience that includes fresh and niche products as well as activities designed to entertain them. It does this purpose of creating excitement and community atmosphere which results into the tie with the brand and making purchases as memorable as possible.



1. **Brand Awareness and Exposure:** The fact that COS has generated visibility in this way, among even a broad mass audience, can help in establishing it as a major player in the fashion industry.
2. **Creating Buzz and Excitement:** Unlike in traditional shops, pop-up shops offer a product or service that is available, which gives it a feeling of urgent and unique.
3. **Testing New Markets:** Pop-up shops are an optimum strategy for COS to try out new areas of target and evaluate the feasibility of these locales.
4. **Enhancing the Shopping Experience:** Pop-up stores grant an opportunity to COS which stands for COS retail network to mark the exemplary presence with immersive and memorable experience for the customer.
5. **Promoting New Collections or Product Lines:** Pop-up shops is a comprehensible communication instrument for COS, are perfect to launch and exposition of latest collections.
6. **Fostering Community Engagement:** Pop-ups shop not only connect COS with its client but also create something of community-minded platform as well.



Retailer Event: Pop-ups

The H&M Group's COS is a renowned fashion brand that is recognized for producing **sophisticated** clothing items. As the preferences of Generation Z consumers continue to shape the fashion industry, various novel trends are emerging. To appeal to this burgeoning consumer base, COS can launch more **pop-up events**. The pop-up will enable the brand to swiftly establish a unique identity among young consumers.

Structured Plan

- Goal Identification
- Target Audience
- Concept Design
- Location Scouting
- Teaser Event & Media Participation
- Technical Setup
- Feedback Collection
- Impact Assessment

Pop-ups Goals

- Engagement and Interaction:** Encourage attendees and viewers to share the event on social media.
- Customer Loyalty:** Enhance customer loyalty by providing a positive brand experience.



Output Visualisation



- Innovative retail involves trying out new technologies, like adding **interactive elements** and **digital experiences** that combine online apps with offline pop-up shops.
- Try out pop-ups to **test new products**
- Integrate COS into the **local cultural scene** by collaborating with local artists, as well as city-specific themes.

Justification

The pop-up provides COS with a scenario to connect with consumers, increasing consumer **stickiness**. Fashion brands adopt **dynamic marketing** methods to balance online and offline marketing strategies in the Internet era. The pop-up is a typical example of an immersive offline experience, which can be combined with online strategies as part of COS offline strategies. To attract new consumer groups, the first thing to do is to change consumers' impression of COS's lack of innovation. Many tech-savvy Generation Z are attracted to the novel retail activity of pop-ups and may establish strong connections with brands in the future.

The brand issues of COS include a lack of **innovation** and a lack of outstanding **brand awareness**. Launching more pop-up activities may help COS stand out from other brands.

Brand Issues

- Lack innovation
- Lack interaction with consumers
- Perceived lack of brand differentiation
- Limited brand awareness and visibility

COS

Xiang Meng 10909061

Mengze Xiang 10925506

Guanqi Qiao 10751994

Zhen Ren 10936228

Canran Liu 10917172

Rujia Chen 10692336

CC