

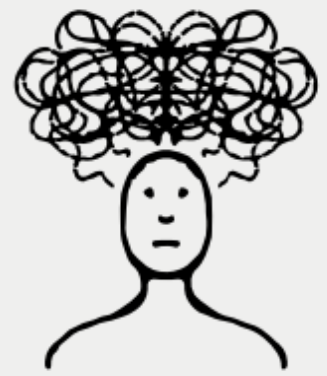
A woman with blonde hair and blue eyes, wearing a dark pinstripe suit, is holding a large, round chocolate cake. The cake is decorated with chocolate shavings and has a bite taken out of it. The background is a soft, out-of-focus landscape with pink and blue hues.

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

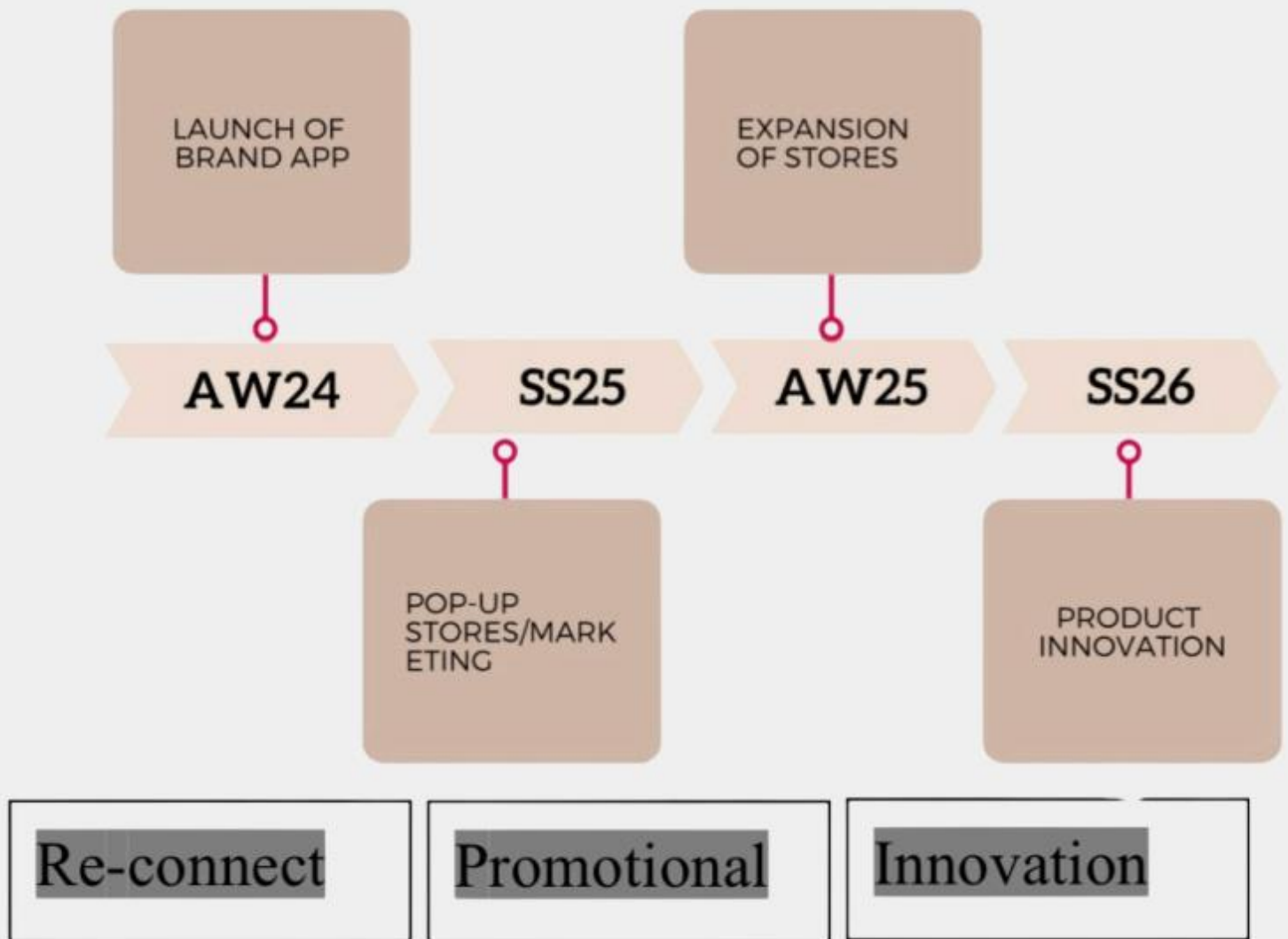
Comparing with other brand , COS has less interactive action with their consumer both on internet and in-store environment. Only 14 stores around the UK, mainly based in the London. Potential consumers may not have the chance to explore the brand.

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.





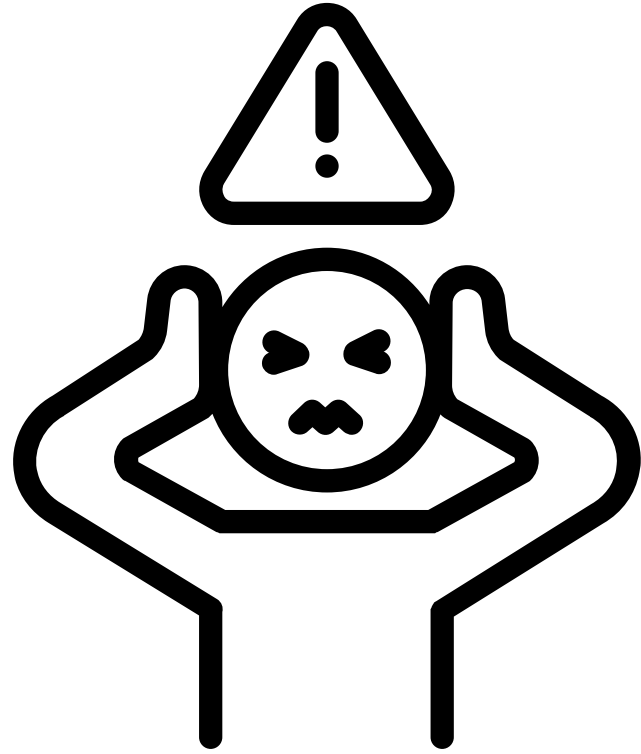
Executive Summary

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

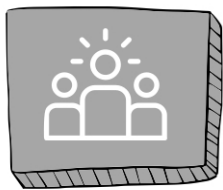


the state of COS on social media

- 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.

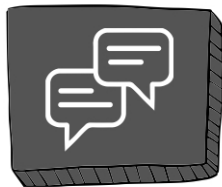
Innovative strategies: a program for social media reform at COS

- 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.



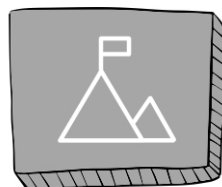
01.Content Creation and Distribution

- 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.



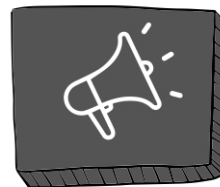
02.User interaction and response

- 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.



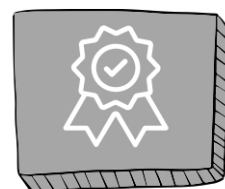
03.Data analysis and optimisation

- 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.

COS

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