

GROUP 9

# BRAND DEVELOPMENT REPORT



**THE WHITE COMPANY**  
LONDON

# Executive Summary

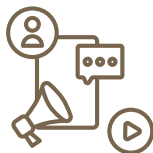
The White Company has a reputation for **high quality** and **elegant design**. Due to macro and micro factors, the current forced low price and discounting strategy threatens to **blur its identity** as a high-quality, light luxury brand, while the limited product line has become unpopular due to changes in the target audience (Gen Z and Millennials). Therefore, the **rebranding** and **innovation** aspects are crucial for the brand's future growth. As shown in the analysis below, TWC is in a stable economic situation and can well secure the subsequent strategy.

2024



## Increase product offerings

Short-term 1: Within the first 6 months of strategic implementation



## Rebrand to create an exclusive community

### Use storytelling to build deep emotional connections

Short-term 2: Within the first 6 months of strategic implementation



## Increase brand awareness in target countries

Short-term 3: Within the first 6 months of strategic implementation



## Invest in sustainable development projects and enhance innovation in digital technology services

Mid-term 1: Within the first 1-2 years of strategic implementation



## Formal development internationalization

Long-term 1: 3+ years post-strategic implementation

## Re-connect

- Attention on adult product line
- New promotion

## Innovation

- Technology
- Sustainability

## Evaluate

- Cost
- Internationalization

Future



Limited apparel product offering



Lack of digital technology innovation



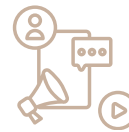
Kids' collections may face potential risks



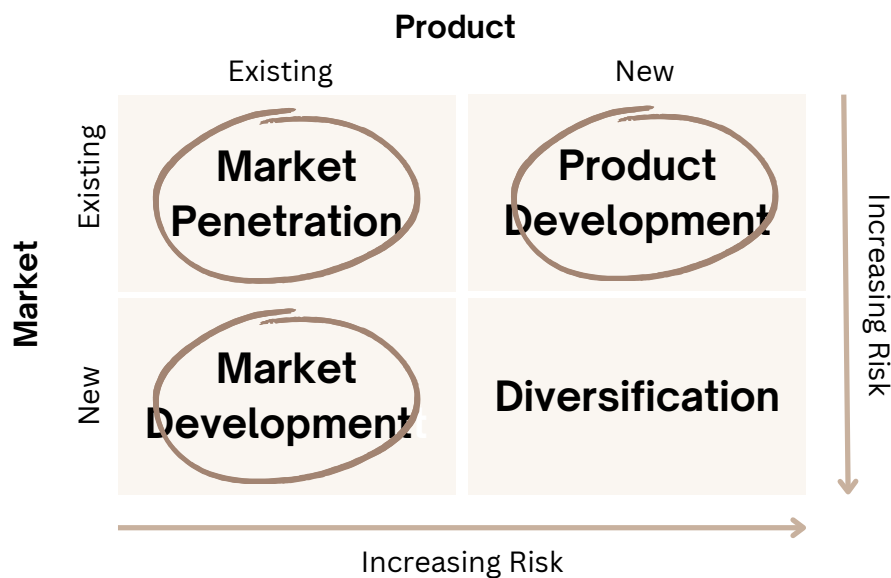
A gap between brand's current sustainable practices and objectives



Overdependence on the UK market



Insufficient marketing activities



The strategic brand report (2024) has followed the systematic analytical process to provide a comprehensive analysis of the brand and made effective recommendations accordingly.

In the following reports, we aim to address the urgent brand's issues through the proposed strategy:



Marketing Communications



Internationalization



Co-branding Concept



Supply Chain Innovation



Mobile App Creation

# Internationalization to Australia

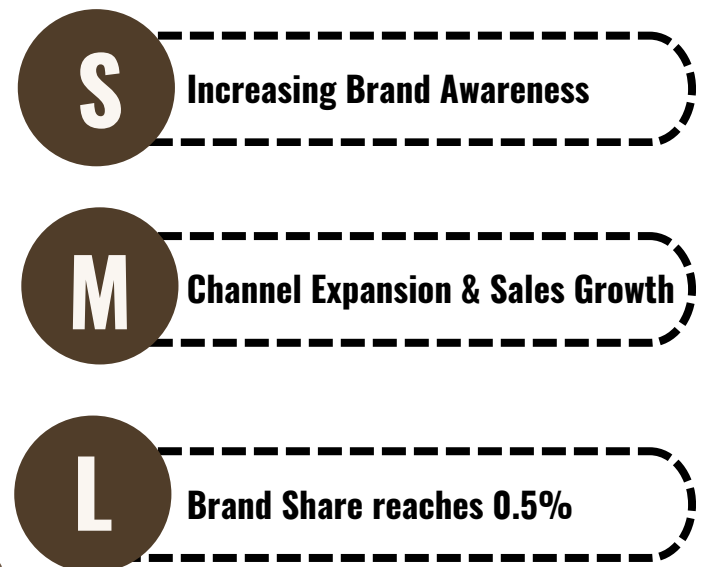
## Introuction.

According to the group report, TWC's growth in the UK market has slowed down and is nearing saturation. Moreover, the UK market is expected to recover slowly over the next five years. Finding new growth opportunities and spreading risks to other markets is urgent. Driven by the motivations to "sell more" and "escape" (Cuervo-Cazurra and Narula, 2015), TWC intends to enter a new country.

## Main Challenges.

- Lack networks, experience, and local knowledge of Australia
- Low brand awareness and exposure in Australia
- High Competition in Australia Market

## Objetives.



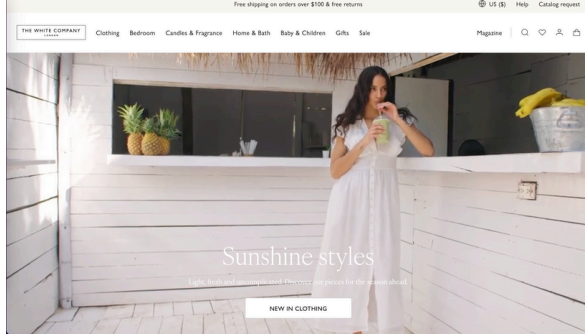
## Jusitification.

The internationalization process is path-dependent and gradual.(Johanson and Vahlne, 1977). Investigations based on Push&Pull Factor (Alexander, 1997), Eclectic Paradigm (Dunning, 1988), and CAGE Distance Framework (Pankaj, 2001) show that Australia's CSAs and high similarity to the home country, Pull TWC into Australia.

However, since TWC lacked sufficient FSAs. For entering Australia with minimal risk incrementally, the internationalization plan is divided into three stages (corresponding to short, medium, and long-term objectives), and addresses all main challenges in the first two phases.



## Australia Website



## Social Media



## Stage 1

### Pop-up Shop



## Stage 2

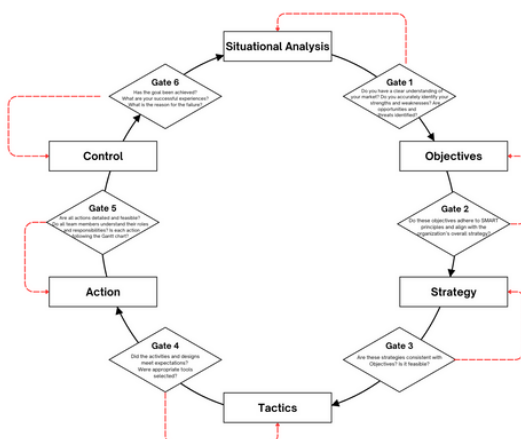
The successful internationalization of REISS can be attributed to two key factors: franchising and **infrastructure**.

TWC will build its warehouse and technical infrastructure through outsourcing in the first and second phases to reduce costs and improve efficiency. Considering the factors of Resource Commitment, flexibility, and capital investment, WTC adopts franchising to complete the rapid expansion.



## Stage 3

TWC will continue to use the SOSTAC Framework to continually monitor the Australian market and assess business performance, adjusting the plan each quarter based on the results to increase market share.



# Supply Chain Innovation

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Lockdowns during the pandemic have made consumers more willing to invest indoors and in themselves (Mintel, 2024). TWC, as a **lifestyle brand**, has welcomed a rapid **increase in demand** since the pandemic, especially on online platforms (Retail Gazette, 2021). However, since 2021, the **global supply chain** has continued to be disrupted under the influence of the epidemic. Along with the bullwhip effect, natural disasters, geopolitics, and many other factors, upstream factories have brought several humanitarian crises to brands, such as labor abuse, quality issues, and transportation disruptions (BOF, 2023).

The supply chain innovation strategy aims to integrate traceable technologies, including RFID, IoT, and Blockchain, helping TWC improve its practices in sustainability through a fully transparent supply chain, while also increase its corporation performance internally. Overall, technology innovation enables TWC to engage with its future consumers in the digital realm and effectively communicate the brand's image of being inventive, sustainable, and authentic.

## Objectives

### Looking Outwards - Sustainability

- Sharing full record of the product life cycle on brand website
- Intergrate with Thrift Program (Re-Sale program)
- Increase the in-store efficiency

### Looking Inwards - Efficiency

- Increase inventory accuracy
- Lower the shipping error
- Reduce the discount rate thus preventing the brand dilution.



#### Re-connect

- Attention on adult product line
- new promotion

#### Innovation

- Technology
- Sustainability

#### Evaluate

- Cost
- Internationalization

## Product Identification Program



*The Product Identification Program intends to make each TWC product traceable by attaching **RFID** tags. Through this technology, the origin and landfill of a product are no longer a mystery for consumer. TWC's full transparency enables it to improve its sustainable development while also allowing its employees to respond to more supply chain issues in real time.*

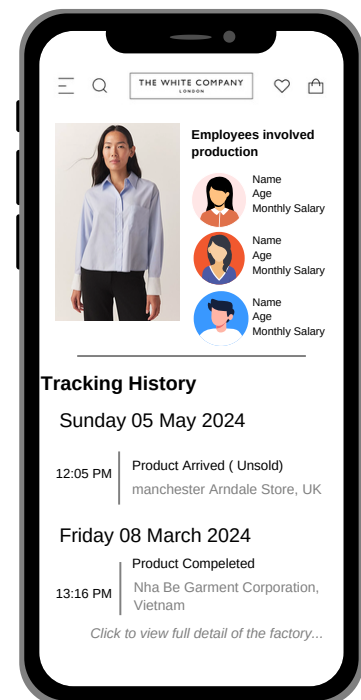
### Staff Side (Inwards)



Employees scan items in batches with handheld devices. With RFID dock door portals, the route of products will be automatically updated in the backend system.

### Consumer Side (Outwards)

The customer puts the phone close to a product tagged with the RFID logo, and TWC's web page will pop up automatically after asking for the customer's privacy agreement. Full details of manufacturing factories and workers involved in production are traceable.



## Justification

As discussed in Strategic Brand Report (2024), economic, geopolitical, and climate instabilities continuously expose the risk of unethical practices in the fashion supply chain, putting TWC at risk of losing competitiveness when unable to deliver traceability in the supply chain. By adopting the Product Identification Program, the challenges of TWC can be rectified through fully transparent information about the product's whole life cycle.



# Marketing Communication

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LONDON

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TWC utilizes strategic marketing communications to enhance brand loyalty and expand its market presence, aiming to attract future consumers. By integrating digital marketing and social media tactics, particularly on platforms like TikTok, TWC effectively conveys its brand narrative and crafts engaging content. These strategies are specifically designed to enhance consumer interaction and deepen connections by offering unique experiences, such as temporary pop-up shops, which significantly augment brand perception and visibility.

## Social media

- **TikTok's Appeal:** Offers dynamic, creative engagement, especially attractive to GenZ.
- **Instagram's Role:** Crucial for driving sales with highly curated content.
- **TikTok's Reach:** Expands brand reach and awareness through diverse content.
- **Dual-Platform Strategy:** Effectively leverages TikTok's vibrancy alongside Instagram's sales-driven approach for comprehensive marketing impact (G&M Fashion, 2020).

## Pop-up shops

- **Pop-Up Shop Strategy:** Strategic move for established businesses like TWC to expand footprint and customer base (Forbes, 2023).
- **Customer Involvement:** Involving customers in product development fosters shared ownership, transforming them from an "audience" to a "community".
- **Long-Term Sustainability:** Approach enhances sustainability over the long term (Storefront, 2018).

### Pop-up Theme: "White Sanctuary"



**Concept Overview:** Combines the brand's signature minimalist white color palette with a calm, welcoming atmosphere. The theme fits TWC's aesthetic and creates a unique environment that stands out from the busy urban environment.

#### Interactive Stations:

1. **Customized Stamp Station:** Customers can choose a custom stamp to personalize their purchases.

2. **Aroma Experience Area:** Create a sensory station where customers can experience and customize their own aromatherapy products.

"White Sanctuary" will enhance the TWC brand experience through personalized interactions and attract new customers by offering unique, customizable products in a beautifully designed environment.



## Marketing communication's Strategic goals:

1. Enhance brand loyalty and customer experience
2. Expanding markets to embrace future consumers

### Goals For Social Media Platforms:

Focus on utilizing digital marketing strategies to enhance consumer interaction and communication. By leveraging TikTok's engaging environment, the brand effectively communicates its story and values through creative storytelling content, fostering a loyal and engaged community and demonstrating the effectiveness of its strategies.

### TikTok Strategy

- 1. Enhanced Engagement through Creative Content:** Enhancing video narratives with popular music and trends and showcasing product versatility.
- 2. Brand Collaboration and Influencer Marketing:** Finding TikTok influencers who resonate with the brand's style in fashion and lifestyle sectors.
- 3. User-Generated Content:** Through prize challenges and #HashtagChallenges helps foster a community feeling.
- 4. Live Interaction:** Utilizing live features for product showcases promotes deeper user engagement.

Influencer 1:



@lydiatomlinson

TikTok content focuses on fashion and high-end lifestyle, and she often showcases her everyday outfits and home staging tips, in line with TWC's brand image.

Influencer 2:



@monikh

London-based fashion and lifestyle blogger whose style is both modern and elegant, perfect for TWC's clean aesthetic.

### Instagram Strategy

- 1. Visual Storytelling:** Employ Instagram's visual strengths to present high-quality images and videos, showcasing product details and the brand's elegance, while enhancing the brand story through posts and stories.
- 2. Community Engagement:** Use features like Q&A to increase interaction, and create exclusive groups for unique content.
- 3. Cross-Platform Promotion:** Share TikTok content on Instagram to engage followers across platforms, enhancing visibility and overall engagement.

### Goals For Both (especially for Pop-up Shops):

Through pop-up shops, aim to enhance sales and brand awareness by leveraging targeted marketing campaigns on social media platforms for broader reach and interaction, and by offering unique shopping experiences through temporary pop-up shops to deepen consumer engagement and enhance brand perception.



# TWC x Sea Shepherd Collection

## Introduction:

TWC's main issues include a **weak sustainability stance** and a **lack of innovation**. With **Gen Z** are seen as a **high-value target market** for TWC to focus on. They stand out for their **concern for social issues** and their **strong demand for personalization and fashion needs**.

This report recommends that TWC adopt a **differentiated strategy** by **partnering with Sea Shepherd**, a marine conservation organization, to launch a **TWC x Sea Shepherd Collection** line of products. This collaboration will **highlight TWC's commitment to sustainability** and solidify its position in the market. Additionally, the design incorporates oceanic elements to **inject innovation** into the product, thereby enhancing TWC's brand image and appealing to its target audience.

## Co-branding Objectives:



1. Demonstrate TWC's commitment to sustainable development

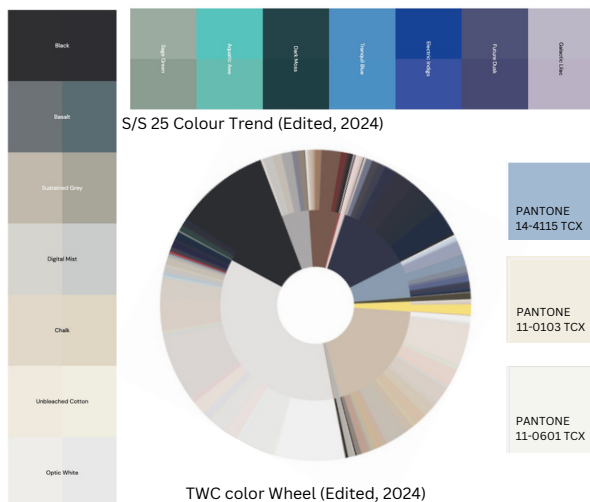


2. Re-focus brand identity & clarify brand image



3. Meet future consumer needs

## Research & Development



WGSN states that **color trends** for the S/S 25 will highlight the importance of **connecting with the natural world**, so **earth tones** and **shades of the natural environment** will be preferred (Marina, 2023). This also fits with TWC's primary color palette. TWC's signature **white color palette** will be retained in the design of the co-branded products, aiming to highlight the brand's classic style and unique character. Also **blue elements from nature's oceans** will be incorporated to emphasize TWC's close partnership with Sea Shepherd.

WGSN's color trends for S/S25 and TWC's branding were combined, and the choice was made to use **TWC's existing blue color palette** to ensure that the new co-branded products would be in harmony with TWC's existing product palette. In the end, **three colors** were decided upon that **retained TWC's unique brand identity** while **demonstrating TWC's strong support for nature and the environment**.

According to WGSN's S/S 25 core updates, **simplicity** is the dominant trend, with an emphasis on **comfortable, versatile and wearable denim pieces** (Giustino, 2023). This is in keeping with TWC's usual brand tone: a focus on **simplicity** and **understatement**.

Trend Visualization (WGSN, 2024)



Above are **six basics** have been chosen for the co-branding, which combine **high-quality materials**, **timeless** and **basic silhouettes**. The materials continue to be **sustainable organic cotton**, which is currently used by TWC. Such design choices are **in line with current fashion trends** while **highlighting TWC's brand image**, infusing the TWC and Sea Shepherd co-branded products with an added sense of practicality and comfort.



Embroidered element



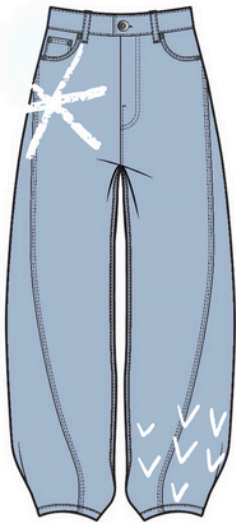
Stripes element

Images adopted from @TWC  
Instagram (2024)

## Product Development



Product Visualization  
Example



Shoal of Fish



Seahorse



Starfish



coralline



Sea Wave

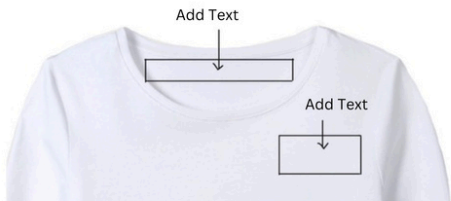


whelk

Commitment to sustainable development and taking a stand, adding innovation.

Considering the strong desire for **personalization** of the target market Gen Z (Francis & Hoefel, 2018), the concept of **customization service** was introduced at the sales stage. In addition to offering a basic selection of styles, colors, patterns and sizes, customers are offered a customization service that allows them to **customize the product with embroidery on the cuffs or neckline**.

This means that consumers can add their name, motto or other personalized elements to their clothing according to their personal preferences. Through this personalized and customized service, we are able to meet the needs of our target market and enhance the uniqueness of TWC's customers, thereby achieving the goals.



Meet the needs of future consumers and add innovation.

## Justification

Guided by the Brand Strategy Report (2024), TWC realized the importance of targeting the high-value market of Generation Z. Therefore, in order to address the current ambiguity of the brand's identity, TWC partnered with Sea Shepherd as a way to **communicate its commitment and stance on sustainability**, and in turn, **establish a clear brand identity**.

The second key consideration for this partnership was the **target market's desire for innovation and personalization**. To this end, TWC chose a non-profit marine organization that is not directly related to the fashion industry and incorporated **marine elements** into the product design for **added innovation**. Also, the co-branded products **offer personalization** to meet the needs of the target market. These strategic initiatives are intended to help TWC remain competitive and attract new audience segments to further strengthen its position in the market.



# Mobile App Creation

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LONDON

The app creation strategy aims to assist TWC in improving its digital touchpoints via the incorporation of innovative technology. As TWC shifts the focus to their future consumers, GenZ and millennials, the app will prioritise four key characteristics: customer-centricity, convenience, personalisation, and innovation (Figure 1). The AR and AI-powered tools will enable an immersive shopping experience while addressing environmental issues arising from excessive product returns. The community and loyalty programme aims to drive customer engagement and resonate with them emotionally to encourage repeat purchases. The mobile app will also serve as a direct channel for collecting valuable data on customer behaviour, allowing TWC to provide more personalised experiences while gaining insights to improve overall brand operation. Furthermore, in order to enhance the convenience and flexibility of the brand's omnichannel approach, the mobile app will be seamlessly integrated with the brand's in-store operation. All the technology employed is aligned with customer requirements and the brand's strategic objectives (Figure 2).

Smartphone fashion purchases are most prevalent among customers belonging to the Gen Z and Younger Millennial demographic but also remain powerful among older Millennials (Mintel, 2023).

AI and AR have emerged as the most effective tools for fashion firms to enhance consumer engagement and convenience, while mobile apps have the potential to provide customers with more tailored experiences and foster long-lasting relationships (WGSN, 2023).



Figure 1: 4 Characteristics of the App

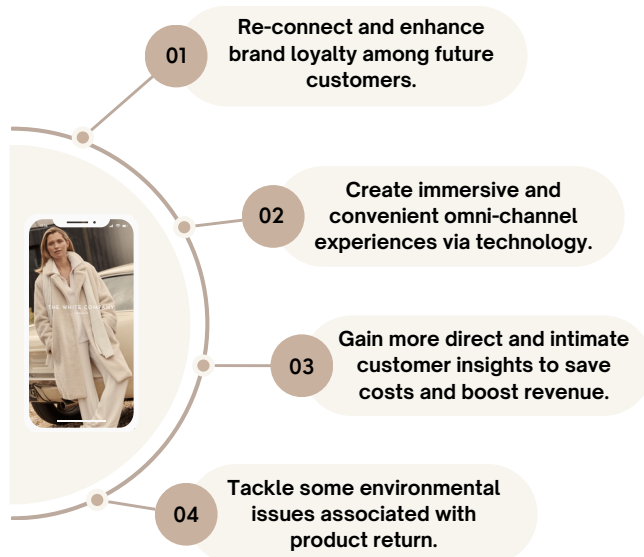
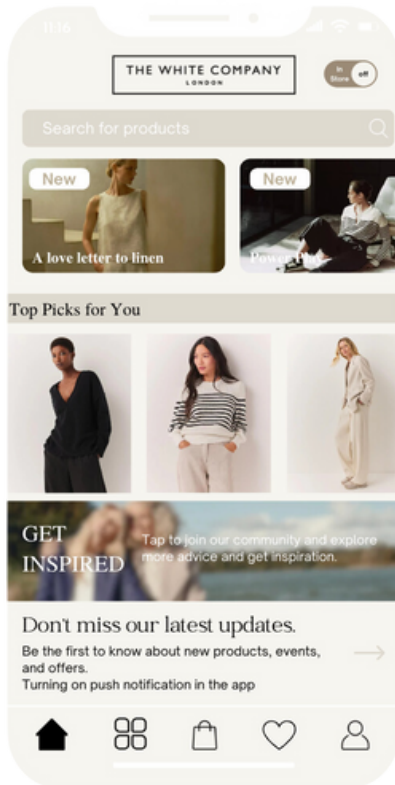


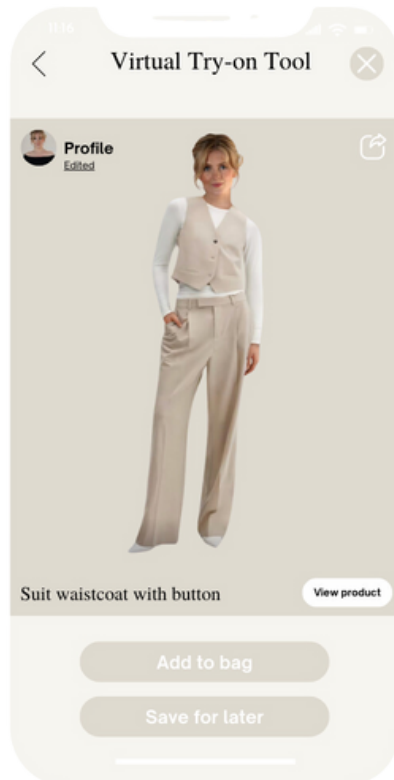
Figure 1: Objectives to be achieved

The proposed strategy is inspired by current market trends, aligns with the values and expectations of its future customers, and fits with the brand's overarching strategic direction. By further integrating with a range of effective marketing and promotional activities and consistently monitoring, evaluating, and updating the app, it can be expected that TWC will differentiate itself from competitors and reinforce its market position shortly. Moreover, TWC can successfully re-capture the attention of the brand's future customers and develop a stronger bond with them by maximising this opportunity, thus further helping the brand respond more efficiently to risk and attain sustainable growth.

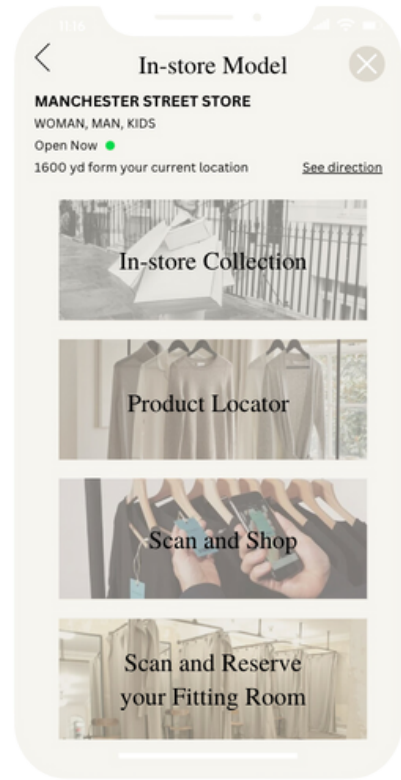




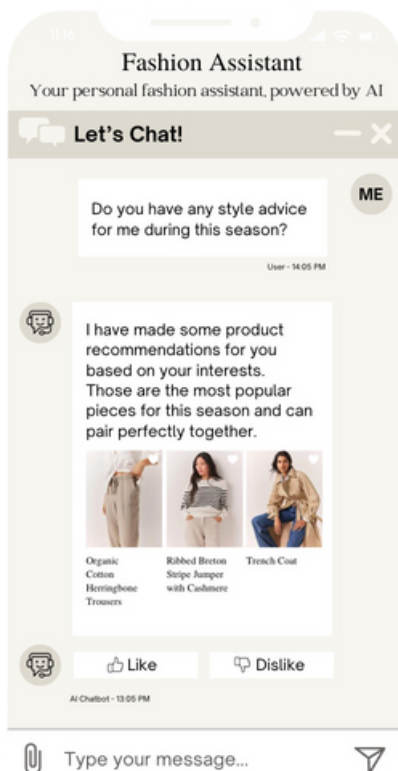
- The interface is clear and logically structured, reflecting the brand's simple and elegant style. The home page is designed based on the customer's own shopping preferences, with tailored product recommendations and immediate calls to action to stimulate customers.



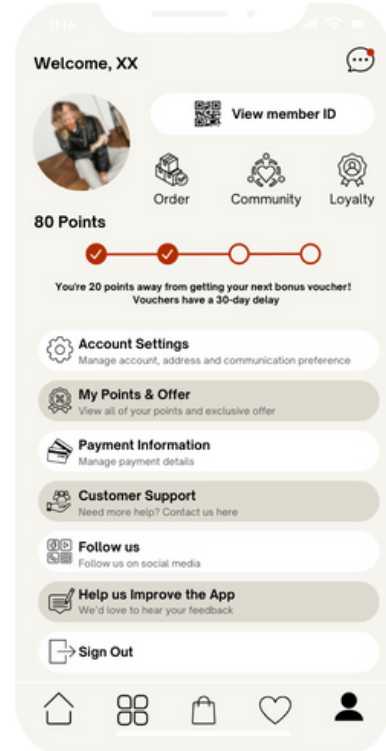
- The sizing tool can assist consumers in determining the most accurate size, while the virtual try-on tool allows customers to customise and see how items will fit on their own body or on other body types and skin tones, using models as examples. This reduces environmental impact and costs by lowering return rates.



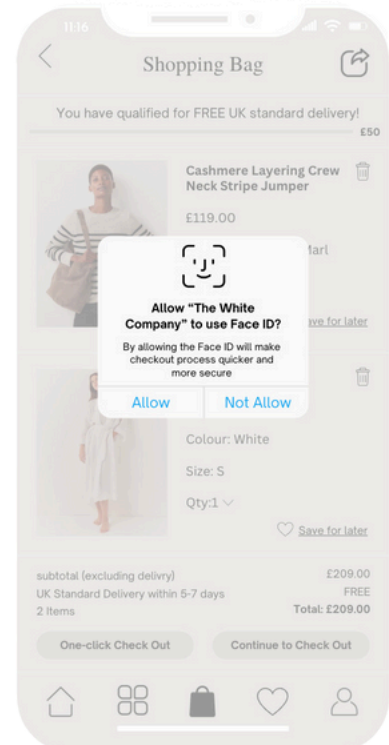
- The in-store model is packed with multiple features to cater to convenience-driven shoppers; customers can use QR code scanners to locate products and discover more product information, providing them with quicker and frictionless shopping experiences.



- AI-powered personal fashion assistants can provide customer style tips and make personalised product recommendations by harnessing customer data insights.



- The community and loyalty programme aims to build two-way communication and drive customer engagement while fostering a feeling of belonging to promote repeated purchases.



- Permission-based data collection and storage to enable more frictionless and personalised shopping experiences while also increasing transparency and building trust with the customers.



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