The Quincy Brand

Jessica Pelton

Graphic Communication Department

College of Liberal Arts

California Polytechnic University, San Luis Obispo

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Abstract

The purpose of this study was to find how to effectively brand the Quincy brand by designing multiple platforms that will communicate the company’s intended message to the consumer. After researching the Western industry, designs were created for the brand based on the company’s target market and intended product. Designs were created for a logo, package, and website. A survey was conducted to determine which designs most effectively represented the company and appealed to the consumer. The results of this study can be used to develop Quincy into a distinctive and established brand in the marketplace.
Chapter 1

Purpose of the Study

*Quincy* is a company that designs and manufactures extraordinary boots, apparel, and horse tack within the Western fashion industry. Within the Western fashion market, high-end boots are a twenty-four million dollar market. The boots within this market lack any type of additional design beyond the boot itself. The average age for boot designers today is 53 years old, while the average age of consumers buying these products is 18 to 30 years old. From experience and research, we have found consumer interest in the unique products we have to provide. While existing boot designers continue to provide the same designs they have in past, *Quincy* will take advantage of the available niche in the market by providing extravagant designs to the quality cowboy boot. This will give our company many opportunities and strengths above our competitors.

In order for *Quincy* to competitively enter the marketplace, the company must develop the *Quincy* brand through extensive research and marketing. In order to accomplish this task, the company must define the consumer and determine the most effective ways of communicating with that group. Within the use of marketing, the company will benefit from various forms of market communications. These may include the development of a website, social media, and packaging. By creating a logo and brand, *Quincy* will become recognized in the marketplace as a distinctive and creative provider of Western fashion.
After viewing a few of the products, I was immediately drawn to the distinctive designs unlike anything on the market. The creator behind these products is Quincy Freeman. Quincy is a fellow Cal Poly student from the College of Agriculture with a dream to create her own Western fashion company. After designing boots for one of the largest and international manufacturers of riding boots for five years, the time has come for Quincy to start a business of her own. Her enthusiasm and passion for Western fashion is a driving force for the company that motivates everyone involved. After placing first in the Cal Poly Elevator Pitch competition, Quincy advanced to the CEO National Pitch Competition in Chicago. Being a finalist in the CEO National Pitch Competition was not only a first for Cal Poly, but Quincy received first place overall. Although this recognition has brought tremendous attention to the Quincy brand, as well as multiple interested investors, we still need to take strategic steps towards building the brand. With my design experience and interest in Western fashion, I believe that I could be a great addition to the company by developing the Quincy brand in the marketplace.

Although the outcome of this company is unknown, the journey will expand my knowledge of starting a new business. With a team consisting of a Graphic Communication student, two Entrepreneurship students, and an Agricultural Communication student, we will share and collaborate our knowledge from each of these industries to establish Quincy brand. Not only will our broad educational backgrounds benefit the development of the Quincy brand, but each of us will benefit through the experience and improvements made by our fellow team members. I value the opportunity to share my knowledge as well as gain knowledge from my teammates and
mentors. To be able to experience a start up company in a real-life example is an opportunity that can only expand my knowledge gained from Cal Poly.
Chapter 2

Literature Review

An Introduction to the Company

*Quincy* is a Western fashion brand that offers specially designed boots, horse tack, belts, and apparel. As a company, *Quincy* strives to bring new styles into the Western fashion industry, as well as build strong brand equity. *Quincy* will provide the consumer with a variety of Western fashion products unique from others in the industry. Boots are the dominant product that will represent our brand throughout the industry. Within the boots category, we will provide both utility and fashion characteristics within our products. The boots will provide great strength and comfort for those actively riding horses, as well as a stylish design that will target to those that are passionate about Western fashion. Below is an image of the boots (Fig. 1).

![Figure 1. Three examples of Quincy boot designs.](image-url)
Although our main product is boots, we are striving to expand within the Western fashion industry. For example, *Quincy* will provide belts that are unique and personalized. *Quincy* will also provide a line of apparel that represents the Western fashion industry. These additional products will provide unique designs with the addition of embroidery, embellishments, and printing, which will add value to the product. Below are images of the apparel and belt (Fig. 2).

Figure 2. An example of a *Quincy* belt and jacket

*Quincy* has positioned itself in a niche market. The market that the company is entering consists of high quality cowboy boots with stylish designs. *Quincy* is taking the traditional cowboy boot and adding design elements to differentiate its product from
other companies. The products will provide exceptional value through their unique designs and be purchased at a luxury item price. By focusing on a niche market, Quincy can reach the targeted consumer’s needs by providing exceptional Western fashion products.

One challenge to reaching its goal is brand presence in the marketplace. Quincy will benefit from a logo and brand appeal that will communicate the company’s values to its target market. In addition to branding, the company needs extensive marketing development. Sources of marketing will include social media, a website, and a package design. All of the designs must be cohesive and relate to the company’s intended message, and at the same time leave opportunities for further expansion within the company (Q. Freeman, personal communication, October 21, 2013).

Another challenge for Quincy to enter the fashion industry is the establishment of a company message that expresses the company’s values. Since the fashion industry is highly competitive, it is necessary to clearly communicate that message across all aspects of the brand. This will allow the customer to acknowledge and remember the company name, as well as build a relationship with the brand. Whether it be the website, packaging, or social media, the consumer must hear the same message. One way to do this is to pick colors that will be used across all platforms to create consistency in the design. Although it is important to change or refresh designs for new seasons, the company must keep the underlying message present at all times (D. Jones, personal communication, November 15, 2013).
Branding the Company

A brand consists of a name, sign, symbol or design, or a combination of them, and it allows the consumer to identify the goods and services from other companies (Herman, n.d.). A brand must differentiate the company from its competitors with the use of creative and strategic efforts. A successful brand must deliver the company’s mission clearly to the consumer. It must confirm that the company is credible and reliable. Also, it must target the defined market and create an emotional connection. A brand must motivate the consumer to take action within the company, and it must consistently solidify the customer’s perception of the company as a whole (Herman, n.d.).

The Quincy brand must express the company’s mission and value statements. It must also showcase the benefits and features of each product. By creating a central logo and theme for the company, we will create a brand that will be recognized throughout multiple sources of media. Our objective is to focus on each touch point between the customer and the company. These touch points will include a website, logo, social media, and packaging. Managing these touch points is key for the business to build trust and credibility within its customers (Porter, 2011).

Applying Graphic Communication to the Company

A main source of branding will come from a company website. A well designed website will allow consumers from around the world to easily find information and interact with the company. The website must relate to the company’s values and help to build brand recognition throughout the Internet. A website is a cost effective method of
marketing and branding, especially when updating company or product information. Through analytics, a company can retrieve demographic data from a website that can enhance the marketing and research processes.

Social media marketing is another source for branding Quincy. Social media combines technology, social interaction, and content creation so that people can connect via the Internet. Within social media, users can meet people, join groups of similar interest, edit or comment information, share photos, and share content (Herman, n.d.). Companies can use this information about their customers to enhance their products or services to better benefit the market’s needs.

There are many forms of social media that can benefit the company. Social networks connect people of similar interests or backgrounds by creating profiles and groups. Bookmarking sites allow the user to explore, organize, and manage various websites and items from the Internet. Social news services allow users to post items from the news onto a central site where users can vote on importance or relevance of each article. Media sharing allows users to upload and share forms of media such as videos and photos. Microblogging allows the user to share and post short updates that are available to users that are subscribed to the user who posted (Admin, 2013).

The use of social media can have many benefits for the company. The cost of social media is low compared to other forms of marketing. It can also provide an insight to customer preferences by accessing their profiles and activity, as well as allowing the consumer to voice their opinion and provide immediate feedback. The company can also save on research and development costs by focusing on groups of similar interest that correspond with the company’s products and services.
Although there are many advantages to social media marketing, it is important to evaluate the risks before establishing your company on one of the social media platforms. Before you engage in any type of social media, it is important to understand the time commitment and knowledge it will take to successfully market a company. Since social media is available to everyone, all of the information posted about the company must be accurate and current. One error can damage a company’s reputation in the market.

Another challenge is the risk of negative reviews or remarks about a company. Once a comment is posted, the whole community can see and can drastically change the perception of a company. However, if the company takes the time to manage and organize each social media account efficiently, then it may lead to advancement towards developing the brand (Sandilands, n.d.).

Packaging is another form of branding. A product’s package acts as a source of communication to the consumer. The package must not only stand out on the shelf, but it must also communicate the company’s values, build consumer loyalty, and make a lasting impression on the viewer (Walczyk, 2001). The technical qualities of a successful package are to contain, protect, preserve, and store the product, while the marketing qualities consist of communication, promotion, display, inform, and motivation for the consumer. All of these aspects must be taken into consideration when creating a package for the brand.

The packaging for Quincy will be a shoebox. The box must be large enough and strong enough to protect and store the product without any damage. The visual effects on the package must represent the brand and provide information about the product. Necessary information may include the brand name, boot style, boot size, boot color, and
a UPC code. The box will be made of corrugated paperboard to provide the strength to protect the boots. Also, it will be laminated to provide better printing quality and give the image of a higher quality product. The box will be innovative in that it will incorporate a handle for the customer to carry the boots, and by applying engaging graphics to the package, it will communicate the perception of quality and value to the consumer. It will be necessary to find the point at which the price of the packaging and the added value are at a balancing point.

*Quincy* is a brand evolved around the goal to provide a source of fashionable boots and products to the Western industry. By defining the target customer, the company can research and focus on fulfilling the customer’s needs within the market. Since brand awareness is lacking, the company must work on brand development and marketing. Through various sources of branding, the company must establish a brand that is recognizable and desirable to the target market. Once the brand is established, the company must continue to communicate its values across all forms of media.
Chapter 3

Methodology

The goal of this study was to find the most effective and successful way to promote the Quincy brand through the creation of a package, a logo design, and a website. Before entering the competitive Western fashion market, the brand needed to develop a narrative that would communicate the company’s values to the consumers. It is vital that this message is clearly established throughout all sources of communication in order to build a brand presence and relationship with their consumers. The objective of this study was to:

- Find how to effectively brand the Quincy brand by designing multiple platforms that will communicate the company’s intended message to the consumer.

Data Collection Plan

The three primary uses of branding were an innovative package, a logo, and a website. It is important that each of these channels provide the same message that corresponds with the company’s theme and overall message to the consumer. The content from these channels was shown to a group of random participants. They analyzed the design aspects and decided whether or not they corresponded with the intended brand message and if the overall design was attractive.
Data Analysis Plan

The results from the surveys were quantified and noted. The data from each channel was used to determine whether or not they were effectively designed to communicate the brand message, as well as be appealing to the consumer. The results and recommendations were presented in a tabular form showing the effectiveness of each design and future recommendations given from the participants. Novel responses were also noted.
Chapter 4

Results

A pool of fifty-five random volunteers was asked to evaluate each design for the Quincy logo and package design. Comments were provided to give reasoning to their choices. Overall, the majority of people preferred the second logo choice and the first package design choice. Below are two images of the chosen logo and package design (Fig. 3 and 4).

![Quincy Logo](image1)

Figure 3. The most preferred logo design.

![Quincy Package](image2)

Figure 4. The most preferred package design.

Individual surveys were given to participants that were completed and filled out. These surveys were given randomly to volunteers at the San Luis Obispo Farmer’s Market. The pool of participants varied in age, gender, and interest in Western fashion. Below are the questions asked of the participants, followed by images of the designs provided in the survey (Fig. 5 and 6).
1. **What is your age?**

Participants were asked to select the age range that they belong to. The ranges consisted of under 15, 15-19, 20-30, 31-40, 41-50, 51 and above. The majority age group consisted of 20-30 years of age.

![Age of Participants](image)

2. **What is your gender?**

Participants were asked to choose whether they were female or male. The majority of the pool was female.

![Participant's Gender](image)
3. Do you own a pair of cowboy boots?

To determine the participant’s interest and familiarity with the Western fashion industry, they were asked to determine whether or not they owned a pair of cowboy boots.

![Yes/No chart]

4. Which logo do you believe best represents Quincy Designs?

After receiving a brief description of the business, participants were asked to choose the best-fit logo for Quincy Designs. Four choices were given, but only one could be chosen. The second logo was the most preferred out of the four choices. Participants that chose the second logo stated that it had a unique, Western look and feel.

![Logos]

Figure 5. The designs given for the logo category.
5. Which package design do you believe best fits Quincy Designs?

For the last question, participants were asked to choose which package design they believed was the best fit for Quincy Designs. Three choices were given, but only one could be chosen. The most popular package design was the first design. Participants stated that they chose this design because of its simplicity and effective connection with the brand. Many believed the roses well represented the Quincy brand.
Figure 6. The designs given for the package design category.

- **Package Preference**
  - 1: 16%  
  - 2: 33%  
  - 3: 51%
Chapter 5

Conclusions

The purpose of this study was to find how to effectively brand the *Quincy* brand by designing multiple platforms that will communicate the company’s intended message to the consumer. In order to accomplish this goal, multiple designs were created for the new logo and package. A static design for the website was also created to ensure that the brand would look consistent among all levels of communication. By applying various elements into each design, it was possible to determine which elements best represented *Quincy* and which was preferred among the consumers. Overall, consumers value a Western theme among the designs, as well as simplicity.

This conclusion was drawn from a study that involved the research in branding a Western fashion company. A survey was given to a random pool of people to determine which designs were most preferred among the public, as well as which designs best represent the *Quincy* brand. Before taking the survey, participants were able to interact with Quincy and view some of the *Quincy* products. Participants were also given a brief description of the company and its values. This allowed the participants to better understand the brand in order to evaluate each design in regard to the company values. Although the survey was given randomly, majority of the participants fall into the target market, females between the ages of 20-30. This assures that the conclusions drawn are relevant to *Quincy*’s target market.

The first design evaluated was the logo. Four designs were given, each unique from one another in terms of font and design. Overall, participants preferred the second
logo choice. Of the female population, 47% of participants preferred the second logo choice. Participants stated that they liked the Western font and thought that it was the most unique design given. The logo represents the Western values of the brand that *Quincy* needs to communicate. This concludes that consumers find the Western font and cowgirl graphic appealing and representative of the company and its underlying values.

The second design that was evaluated was the packaging that the boots would be placed in. This consisted of a standard corrugated box. Three different designs were given, each with differing and defining characteristics. The first package design was the most preferred amongst the designs given. Of the females surveyed, 44% chose the first design as the most effective and appealing. Respondents stated that they liked the simplicity of the design, as well as the rose graphics. Although *Quincy* products are seen as vibrant and decorative, this does not mean that the packaging has to be bright and busy as well. The rose graphics were added to represent the brand since it relates to the Western values that the company possesses. By incorporating the roses into the design, consumers can easily recognize the *Quincy* brand through the packaging. It was also stated that this package could be easily reused, which is another value added to the consumer. Overall, the first package design is the most effective due to its visual appearance, simplicity, and reusable factor.

In conclusion, *Quincy* should focus on creating designs that will communicate the company’s values amongst all forms of interaction with the consumer. It is important to keep consistent graphics and colors within each design to develop a brand image in the industry and throughout the consumer base. *Quincy* is a Western fashion brand that values Western heritage roots as well as a unique source of fashion with high value. With
the use of Western–style graphics and fonts, the brand can form an image that consumers will relate to. It is important to note that although the products may be bright and decorative, these characteristics are not highly valued in the designs that are communicated with the consumer. Attributes that are valued consist of Western themed, simple, and reusable. By focusing on these characteristics, Quincy can produce designs that will effectively communicate the company’s values, as well as be appealing to the consumer.

Limitations and Recommendations for Further Study

If time permitted, it would be useful to survey more consumers that are familiar with the Western fashion industry. From the results, it would be useful to change designs based on the feedback, and determine whether or not the changes were successful in effectively communicating the brand. Aside from the female demographic, it would be useful to study the male population. This would give Quincy information if the company decides to sell products intended for males. If the company is planning on selling products to males, it should determine whether or not the attributes concluded from this survey relate to those of the male population. To continue this study, a recommendation would be to expand the pool of surveyed participants, as well as additional designs with regard to the comments given in this survey’s results.
References


Appendix A.

Quincy Designs Survey

What is Quincy Designs?
Quincy Designs is a Western fashion brand started by Quincy Freeman. Quincy is a soon to be Cal Poly graduate with a passion for rodeo and fashion. She started designing boots and apparel for Ariat International in 2010 and is now hoping to follow her passion by starting her own brand, Quincy Designs. With her proven success through Ariat International, Quincy and her team are working hard to collect necessary information in order to get this company off the ground!

Instructions: Please select from the given information below. For each design, please select your favorite by placing an X in the designated box. Provide feedback for each design on lines provided below. Feel free to circle or comment on the designs themselves!

What is your age?
- [ ] Under 15
- [ ] 15-19
- [ ] 20-30
- [ ] 31-40
- [ ] 41-50
- [ ] 51+

What is your gender?
- [ ] Female
- [ ] Male

Do you own a pair of cowboy boots?
- [ ] Yes
- [ ] No

1: Logo

[ ] QUINCY
[ ] QUINCY
[ ] Quincy
[ ] Quincy

Why I chose this design:
__________________________________________________________

__________________________________________________________

Flip to the backside.
Thank you for participating in this survey!

Why I chose this design:


Thank you for participating in this survey!