

Shreddz a Clothing Brand:
Creating a Marketing Plan Through Social Media and Traditional Marketing Research

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Abstract

! The following research is dedicated to working with the clothing brand Shreddz to analyze marketing data and create a marketing strategy. Using scholarly findings as a literature source this campaign will help develop a direction to relaunch the Shreddz brand. Analyzing the diffusion theory will determine how people process and accept new information. Different forms of marketing including branding, social media and guerilla marketing will be used in trial form to gather data to present to the clothing company. The effectiveness of each trial will be measured in order to supply Shreddz with a new strategy. All of the trials will be conducted in the most inexpensive way possible since Shreddz has a small budget. The research also addresses consumer behaviors within their target audience.

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Chapter 1

Introduction

Statement of the Problem

! Many businesses come from ideas with the hopes that the idea flourishes into a profitable situation. Today many brands attract a target audience and the audience develops a certain loyalty to that brand. Whether the brand is for electronics, food products, or clothing, most people stick to a brand because of how the brand represents itself. To attract the preferred target audience one must first define what it is that they will be representing. In this case, the clothing brand Shreddz is a business that believes in creating a fun-loving, creative lifestyle. Businesses tend to develop an idea without a plan or strategy of marketing in mind. The Shreddz clothing company was created in 2009 by two entrepreneurs, Bob Klaidman and Tommy Endres. They originally designed a shirt with their Shreddz logo, along with a website and Facebook page. At the start they had high hopes to create a viable brand but had no plan to market.

The goal is to inexpensively mix social media and traditional marketing to relaunch a brand toward business viability.

Background of the Problem

! Although social media is a huge factor in today's marketing world, it is uncertain as to how effective this type of marketing is. Most businesses today have social media sites to represent the company they manage. Business owners create social media accounts to keep up with this rising trend. Social media accounts are crucial to present accessibility in today's on line driven world but simply creating a social media site does not cut it anymore. Businesses have to be consistent and ahead of the game to give the consumers a sense of authenticity. Neglecting

social media updates will give followers a reason to un-follow which loses faith with the business.

Purpose of the Study

! The purpose of the study is to determine what type of consuming habits the target audience has and how to market toward them. This includes in-person and online surveys as well as research from scholarly literature. The data will provide an opportunity to create a well-developed marketing strategy and public relations plan.

Setting of the Study

! This study will be completed as a California Polytechnic State University San Luis Obispo, Senior Project. It will be dedicated to working with the small and relatively new clothing brand Shreddz. This research will analyze and implement a marketing plan based on the data found from the marketing trials and surveys. Since the target market is late teens to early twenties the guerilla marketing tactics will be conducted directly at the university. In this study guerilla marketing is marketing on campus through classroom pitches and in-person advertising. The surveys will also be answered by this demographic.

Research Questions

! The research questions listed below will determine how consumers in the late teen early/twenties demographic think about their purchasing habits. The questions were created to analyze the use of social media and the attitude toward brand loyalty.

1. How can a target audience be reached?
2. ! How effective is social media branding for small businesses?
3. ! How effective is traditional marketing for small business?
4. How can the success of a brand be measured?

5. How can social media and traditional marketing be combined to benefit a brand?

Definition of Terms

! Brand: a type of product made by a particular company. (Cambridge Dictionaries Online, 2013)

! Guerilla Marketing: any form of marketing that is original, unusual and not expensive. (Cambridge Dictionaries Online, 2013)

! Viability: able to exist, perform as intended, or succeed. (Cambridge Dictionaries Online, 2013)

Organization of Study

! Chapter one includes an introduction, statement of the problem, background of the problem, purpose of the study, setting of the study, research questions and definition of terms.

Chapter two includes an academic review presenting research that has previously been conducted and pertains to the topic. Chapter three includes the methodology in which the project was coordinated. Chapter four includes the analysis of the data that was collected from the trials and surveys. Chapter five includes further discussion and recommendations to the client.

Chapter 2

Literature Review

! The review of literature focuses on existing literature on brand loyalty, social media marketing and guerilla marketing pertaining to brand development.

Diffusion Theory

! Diffusion Theory is a way people process and accept information (Grunig, 18). The theory says that an idea is accepted only after going through five steps first. The steps include:

1. Awareness- the individual is exposed to the idea
2. Interest- the idea has to arouse the individual
3. Evaluation- the idea has to be considered potentially useful
4. Trial- the individual tries the idea on others
5. Adoption- the idea is successful after all steps about are completed

! In an article, “Diffusion Theory and Instructional Technology,” Surry and Farquhar (1997) explain that disciplines ranging from agriculture to marketing have used diffusion theory to increase the adoption of innovative products and ideas. The key to adopting a new idea is that the person must perceive the idea as innovative (Roger, 1962).

Loyalty to a Brand

! Loyalty to a brand is something that has existed and transformed for many years now. Whether it is Coca-Cola versus Pepsi, Nike versus Adidas, every brand has an identity and attracts consumers. The consumers define their loyalty for a number of reasons. It could be because of personal experience with effective customer service. It could be because of familiarity or upbringing with a particular brand. It could be because of no other reason than personal preference. For some reason consumers become attached to a brand and rarely stray from the

brand unless some significant change in their life occurs. Brands must have a certain strategy to attract and keep their audience (Harrington, 1989). Ty Harrington of the Wall Street Journal says, “When it comes to breaking entrenched brand loyalty, a total marketing-communications approach is required.” A suggestion to keep in mind regarding brand loyalty is to have swift management response both to media and the marketplace. Another suggestion is to maintain a perception of quality and connectedness. Commitment to consumers garners loyalty.

Social Media Marketing

! According to an Arbitron Inc. and Edison report 48 percent of people 12 or older currently have at least one social networking profile. This is a way to reach millions of potential customers. The first step is determining the target audience. In this case Shreddz has a target audience of teens to mid twenties. The ages are approximately 16 through 25. The owners Bob Klaidman and Tommy Endres define the Shreddz brand as a fun-loving, creative lifestyle. Donaldson suggests that when a business uses social media to brand it is wise to go “better not bigger.” There is no need to be on every single social media site because this will overwhelm the consumer. However, it is important to be consistent and present what your target audience is drawn to without overwhelming the buyer. One of the biggest mistakes that businesses new to social media make is that they ask to get more followers without caring who their followers are. Donaldson says that the most important aspect for a business to remember is that, “a successful digital strategy has to be integrated into your traditional marketing strategy.” Traditional marketing cannot be substituted by social media marketing, and social media marketing cannot be overlooked.

Branding

! Today branding is a crucial activity for the survival of a newly established business (Bresciani, S., & Eppler, M. J. 2010). Branding is the key to finding and maintaining customers given the new company's lack of resources. According to Nation's Business in an article titled "Making your mark through branding," branding is the hottest concept in the marketing world today. Increasingly business owners are embracing branding. The experts at Nation's Business suggest that there are five main points to establish a brand. First is to establish your uniqueness. Without uniqueness the consumer will not seek out or recognize your brand because they are bombarded with brands every day. Second is to stay within your core. This is important so that the consumer can feel connected to the brand. Branching out too far in the beginning can be overwhelming for a small business and aid to loss of focus. Third is leverage your brand. Investing in your brand is a step that is hard for some businesses to commit to. Many start with the idea and fall short when it comes to investing in their idea because the payback is not immediate. Fourth is dominate a geographic or niche market. Dominating a niche market is important to for a brand to keep a focus. Fifth is embrace the unusual. There is no way to predict how a brand will adjust to the market and connect to their target audience.

Guerilla Marketing

! Often new businesses fail due to lack of appropriate marketing. In this case Shreddz has been a business since 2009 but the lack of knowledge on marketing has put their brand on the back burner. The idea of the potential brand is fully developed but a marketing strategy is underdeveloped. A marketing method that will have to be is guerilla marketing. Shreddz was lacking consumer response to their product so this type of marketing will give the brand an in person response. According to Cary Hatch of ABA Bank Marketing guerilla marketing is a way to advertise to consumers unconventionally. Consumers are now accustomed to seeing

advertisements on a daily basis through different mediums. Hatch states that, “The element of surprise may well be guerilla marketing’s greatest asset.” Guerilla marketing is a way to gain audience feedback on a tight budget. As of now various marketing strategies are ruled due to the budget.

Chapter 3

Methodology

! The methodology chapter focuses on the methods used to formulate the direction of the campaign and collect data for the study.

Project Proposal

! The project is a social media campaign and contest. The idea is to create a contest where the Shreddz shirts are marketed to encourage the target audience to creatively take a photo with the shirt. When a photo is taken with the shirt they can then tag Shreddz on Facebook, Twitter, or Instagram. The business is then notified by the social media sites and we can then decide if the photo is entered into the contest. For the first round all applicants will be entered into the contest. The participants have from May 1st to June 1st to tag Shreddz in as many photos as they want. The first method of marketing was to connect all social media sites to create consistency. The social media sites, Facebook and Twitter, were in use but out of date. An Instagram account was created to keep up with this new social media trend.

Promoting the Brand: Creating a Flyer

! First a draft for a flyer was created. Before printing, feedback from the client was received on the first draft. The first draft was rejected because the content was too bold for readers. The owners wanted the contest to be called the “WTF” photo contest. To focus on this theme “WTF” slogans were added throughout the entire flyer. This was later thought to be too much as the “WTF” contest was designed to be more mysterious for participants to encourage a more creative approach. The owners of Shreddz gave approval on the second draft. The flyer has all the contest information, along with contact information. The flyer is very bright with the

majority of it red. The flyer presents the colors of the brand but red was also chosen because it is very eye catching. Now that the flyer was complete the marketing process could begin.

Promoting the Brand: Connecting Social Media Sites

! The next step in the project was to connect all of the social media sites to develop a cohesive theme. All profile pictures were made the same for each site. The main photo for these sites is the Shreddz logo which is the “Shreddz Head.” The “Shreddz Head,” is the cartoon design of a face that is printed on every t-shirt. This is the main photo because this is the logo they wish to be eventually recognizable to their target audience. Next the Facebook, Twitter and Instagram was updated with the newest information about the company. A photo of the flyer was posted on each site to let followers know about the contest. There was also an explanation about the flyer posted in the comment box on each site. Now that the social media sites were connected the next step was implemented.

Promoting the Brand: Class Pitch

! In order to reach our target audience, college aged students, faculty at Cal Poly was contacted first. After speaking with several professors about pitching the contest to their classes in the beginning of class, a proposal was developed agreeing to only take up five minutes of class time or less to pitch the contest. Two professors allowed the presentations. The first classroom had a total 21 students. The second classroom had a total of 42 students. The pitch was the same for both classes. First the presentation started with an introduction. Next the audience was engaged by writing down the Shreddz Instagram profile on the board. Instagram was chosen as opposed to Facebook or Twitter because Instagram is the most newest social media trend among college students today. It would be important to gauge the effectiveness of the pitch by starting with a site that had no previous followers. To now engage the audience further the students had

an opportunity to earn a free Shreddz shirt by being the first person in the room to follow the Shreddz Instagram profile. As the notifications of the new followers added up the rules of the contest were explained. At the end of the pitch the first follower was revealed and the winner earned a free Shreddz shirt. A flyer was also hung in the classroom. The winner of the shirt was asked a few questions to collect data regarding the contest. This will be addressed later.

Promoting the Brand: In Person Trial 1

! The next type of approachable marketing strategy used was guerilla marketing. Which is a low cost unconventional way of marketing. Cal Poly's Dexter Lawn was the location to market the Shreddz shirts and to promote the photo contest. Dexter Lawn is the social center of campus at Cal Poly. Dexter Lawn is a place where students gather for a number of reasons. Campus groups such as fraternities, sororities, clubs, and community groups set up here to promote information to students. The busiest hour is 11 am so a small table was set up at this time on Dexter Lawn. The the flyers were located on the table and shirts were available to buy. Between the hours of 11am-2pm students were given a similar pitch that was given to the classrooms. Most students were very responsive when it came to learning about what the contest was and how it could be improved. During the trial on Dexter Lawn a small in-person survey was conducted. After a the first trial a large number of students questioned if some of the proceeds were going to a charity. To measure the attitude of consumers toward a charity this question was included in a social media survey which will be analyzed later.

Below is a sample of the survey:

Shreddz Questionnaire
1. How likely are you to follow a product brand on a social media site?
2. How likely are you to join in a social media contest with the chance of a prize?
3. How willing are you to buy a brand you did not know previously?

Table 1

Promoting the Brand: In Person Trial 2!

! After this first trial the second trial was similar with a slightly different approach. The second attempt was scheduled on a much busier day. During the Spring Quarter a protest was scheduled on Dexter Lawn from 11am-2pm. The turnout out of students was much larger than the first trial. Refreshments were also offered to entice people to come to the table to speak. There was a lot of positive feedback about the free refreshments. However, most of the students were preoccupied with the protest. The protest brought in about two hundred students along with camera crews and other media personnel. Since the protest was bringing an audience it was possible to speak to a lot of students but only for a brief amount of time. Compared to the first trial it was difficult to present a full pitch about the marketing goal and contest.

! To measure the effectiveness of the different marketing strategies all social media statistics were recorded before starting the process.

	Facebook Friends	Twitter Followers	Instagram Followers
Original	17	7	0

	Facebook Friends	Twitter Followers	Instagram Followers
After connecting all sites	17	7	52
After first classroom presentation	17	7	62
After second classroom presentation	17	7	74
After first trial on Dexter Lawn	20	7	75
After second trial on Dexter lawn with free otter pops	20	9	78

Table 2

Chapter 4

Data Analysis

! The data analysis chapter presents the trials, research questions and answers used in the study to gather information. The data will be presented in the form of table with exact numbers from the survey.

Clothing Brand Survey Questions

! Below are the questions asked in a survey created by Survey Monkey and distributed through Shreddz social media sites.

1. What influences you when buying clothing?
2. How loyal are you to the brands you purchase?
3. In terms of social media (e.g. Facebook, Twitter, etc) how connected are you to the brands you purchase?
4. In your opinion what is an acceptable price for a t-shirt?
5. How likely are you to buy clothing if you know a portion of the proceeds will go to charity?
6. Where do you look to browse for clothes/clothing brands on the internet?
7. If you had to pick one where would you go first to look for clothes/clothing brands on the internet?
8. How willing are you to buy new brands for clothing?

! All of these questions and the following answers are vital in determining how to promote to the chosen target audience. All of the questions ask in various forms how consumers develop particular purchasing habits.

! Upon the first trial to market the Shreddz shirts on Dexter Lawn the amount of people who had a similar question to ask was overwhelming. “Do any of the proceeds to go a charity?”

This element was put into the survey. Since most of the college age students continued to have this question it was vital to research this." How does a connection to a charitable cause affect the consumers purchasing pattern. Prior to beginning this project my client and I had never discussed donating a portion to charity. After my survey I presented the information found by the data.

Clothing Brand Survey Responses

1. What influences you when buying clothing? Check all that apply. Table 3

Answers!	!	!	!	!	Responses			
Friends!	!	!	!	!	40.63%!	!	!	13
Family !	!	!	!	!	40.63%!	!	!	13
Price! !	!	!	!	!	81.25%!	!	!	26
TV! !	!	!	!	!	18.75%!	!	!	6
Magazines!	!	!	!	!	18.75%!	!	!	6
Facebook!	!	!	!	!	9.38%!!	!	!	3
Twitter!!	!	!	!	!	0%!	!	!	0
Instagram!	!	!	!	!	0%!	!	!	0
Pinterest!	!	!	!	!	15.63%!	!	!	5
Total Respondents!	!	!	!	!	!	!	!	32

2. How loyal are you to the brands you purchase? Table 4

Answers!	!	!	!	!	Responses			
Very Loyal!	!	!	!	!	0%!	!	!	0
Loyal !!	!	!	!	!	28.13%!	!	!	9
Neutral !	!	!	!	!	34.38%!	!	!	11
Somewhat Loyal!	!	!	!	!	18.75%!	!	!	6
Not Loyal!	!	!	!	!	18.75%!	!	!	6
Total Respondents!	!	!	!	!	!	!	!	32

3. In terms of social media (e.g., Facebook, Twitter, etc.) how connected are you to the brands you purchase? Table 5

Answers!	!	!	!	!	Responses			
Very Connected!	!	!	!	!	0%!	!	!	0
Connected!	!	!	!	!	18.18%!	!	!	6
Neutral !	!	!	!	!	18.18%!	!	!	6
Somewhat Connected!!	!	!	!	!	21.21%!	!	!	7
Not Very Connected!	!	!	!	!	42.42%!	!	!	14
Total Respondents!	!	!	!	!	!	!	!	33

4. In your opinion what is an acceptable price for a t-shirt? Check all that apply. Table 6

Answers!	!	!	!	!	Responses			
Under \$10!	!	!	!	!	42.42%!	!	!	14
\$10-20!!	!	!	!	!	81.82%!	!	!	27
\$20-30 !	!	!	!	!	15.15%!	!	!	5
\$30-40!!	!	!	!	!	3.03%!!	!	!	1
\$40 and above!!	!	!	!	!	0%!	!	!	0
Total Respondents!	!	!	!	!	!	!	!	33

5. How likely are you to buy clothing if you know a portion of the proceeds will go to charity?

Table 7

Answers!	!	!	!	!	Responses			
Very Likely!	!	!	!	!	24.4%!!	!	!	8
Likely!!	!	!	!	!	39.39%!	!	!	13
Neutral !	!	!	!	!	21.21%!	!	!	7
Somewhat Likely!	!	!	!	!	15.15%!	!	!	6
Not Very Likely!	!	!	!	!	0%!	!	!	0
Total Respondents!	!	!	!	!	!	!	!	33

6. Where do you look to browse for clothes/clothing brands on the internet? Click all that apply.

Table 8

Answers!	!	!	!	!	Responses			
Company Websites!	!	!	!	!	90.63%!	!	!	29
Ebay! !	!	!	!	!	9.38%!!	!	!	3
Amazon!	!	!	!	!	21.88%!	!	!	7
Pinterest!	!	!	!	!	21.83%!	!	!	9
Facebook!	!	!	!	!	6.25%!!	!	!	2
Twitter!!	!	!	!	!	0%!	!	!	0
Instagram!	!	!	!	!	3.13%!!	!	!	1
Total Respondents!	!	!	!	!	!	!	!	33

7. If you had to pick one where would you go first to look for clothes/clothing brands on the internet. Table 9

Answers!	!	!	!	!	Responses			
Company Websites!	!	!	!	!	87.88%!	!	!	29
Ebay! !	!	!	!	!	6.06%!!	!	!	2
Amazon!	!	!	!	!	3.03%!!	!	!	1
Pinterest!	!	!	!	!	3.03%!!	!	!	1
Facebook!	!	!	!	!	0%!	!	!	0
Twitter!!	!	!	!	!	0%!	!	!	0
Instagram!	!	!	!	!	0%!	!	!	0
Total Respondents!	!	!	!	!	!	!	!	33

8. How willing are you to buy new brands for clothing? Table 10

Answers!	!	!	!	!	Responses			
Very Willing!	!	!	!	!	21.21%!	!	!	7
Willing!	!	!	!	!	57.58%!	!	!	19
Neutral !	!	!	!	!	12.12%!	!	!	4
Somewhat Willing!	!	!	!	!	6.06%!!	!	!	2
Not Very Willing!	!	!	!	!	3.03%!!	!	!	1
Total Respondents!	!	!	!	!	!	!	!	33

Chapter 5

Discussions and Recommendations

Findings

! The results from the surveys suggest a number of different indications that Shreddz can use to market their business. Starting with the questionnaire, the college age audience presented a lot of feedback. The majority of students agreed that they tend to follow brands on social media sites when the brand posts interesting content. Although the brand may be marketing a product it is rare that they actually buy the product posted on the social media site. Although the students questioned seemed to think the contest was a fun idea, most students said they probably would not join in the contest. Internet contests tend to give a stigma that there is some sort of catch. This stigma turns students away from any contest. Most students during the in person interviews agreed that they were more than willing to buy new brands. In fact, most students look for new brands.

! The internet based survey also presented a number of indications that will provide Shreddz with a new way to market. The first table indicates that approximately 81 percent of the people surveyed believe that the price is the most influential when purchasing clothes. The second table indicates that the majority of people are neutral when it comes to brand loyalty. The third table indicates that 42 percent of people are not at all connected to the brands they buy through social media. The fourth table indicates that approximately 82 percent of people believe that an acceptable price for a t-shirt is between 10 and 20 dollars. The fifth table indicates that more than half of the participants are either likely or very likely to buy a product if they know that a portions of the proceeds goes to charity. The sixth table indicates that 91 percent of people go straight to the company website to browse for clothing. The seventh table indicates that 88

percent of people would choose the company website to browse for clothing if they only had one option. The eighth table indicates 58 percent of people are willing to purchase new brands.

Recommendations

! From the survey there is an overall conclusion that most people surveyed between the ages of late teens to mid twenties, agree that they are willing to find and buy new brands. This is a positive sign for Shreddz because they are a new clothing brand. People will be curious to find out what they have to offer. To appeal to their target audience it is important to maintain a price between 10 and 20 dollars. College aged students tend to be on a budget and a price higher than 20 dollars will turn them away from the brand. The target audience surveyed also concluded that having a company website available to purchase clothing is the most significant way to sell clothing. Although the budget at the time was the cause of the shutdown of the Shreddz website, it is clear that the site needs to be re-opened. Brands need to be easily available for the target audience to purchase.

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Shreddz Public Relations Plan

Introduction and Mission Statement:

- ! Shreddz is dedicated to bringing inspiration, creativity and extremity through the outlet of a clothing brand. Our vision is to empower people to live life to it's full potential.

Situation Analysis:

- ! Shreddz is a clothing brand developed in 2009 and currently has one t-shirt design available for purchase. Shreddz has two creative directors who also founded the company. Shreddz initially developed a website to sell the shirts, however due to low income Shreddz cancelled the website and put the shirts for sale on e-Bay. Shreddz also has a Facebook page and a Twitter. These social media sites were being under utilized from the beginning. Updates were not consistent and they were unable to increase their number of followers for either site. Since 2009 when the shirts were printed to sell, the founders have not been able to produce a solid marketing strategy.

SWOT Analysis:

- ! Strengths: Shreddz's number one strength is that they have a brand that is unique and promotes a creative lifestyle. They also have a design that has received positive feedback from their target audience so far.
- ! Weaknesses: Shreddz lacks a public relations plan and marketing strategy. Since they are a relatively new company they lack a solid budget. They have some exposure from their social media sites but not nearly enough to represent a viable brand.
- ! Opportunities: Shreddz is a brand that can utilize social media outlets on a small budget.
- ! Threats: Shreddz is in competition with clothing brands that are much larger and more established.

Target Audience:

- ! The primary target audience is late teens to mid twenties.

Goals:

- Consistently update and connect all social media sites.
- Develop a marketing strategy.

- Determine what influences their target audience to buy clothing.
- Create a solid brand concept.

Strategy:

- ! Develop a solid plan of action for a new branding direction to present to Shreddz based on the trial marketing strategies, survey data, and in person feedback.

Tactics:

- Update the Facebook profile and Twitter account.
- Create an Instagram account.
- Create a social media photo contest.
- Design a flyer explaining the photo contest.
- Pitch contest to classes with professor's consent at Cal Poly San Luis Obispo.
- Host several different marketing trials on Dexter Lawn at Cal Poly. Including a table set up, t-shirts available for purchase, and refreshments.
- Create an exit survey for the students at Cal Poly who are interested in the brand and contest.
- Create a Survey Monkey survey to post on the social media sites to analyze data about clothing brands and consumers' purchasing patterns.