



Brand Marketing

-Brief brand guideline and marketing strategy for a new wellness brand that reflects the brand identity, target consumer, and products/service.

DoWell

Wellness Boutique X Fitness Studio inspired by busy millennials and their emphasis on self-care. The brand curates all natural and unique pieces which are exclusive to the brand. It will ensure the success of one's daily self-care routine and elevate that experience into a beautiful one.

Mission

“DO WELL & LIVE HAPPY”

Serving as an ultimate space of positivity for women around the world, DoWell will curate, create, and offer unique and stylish options for women to add into their daily routines.

It will transpire the message of garments and beauty products being a source of agent for living happily and well.

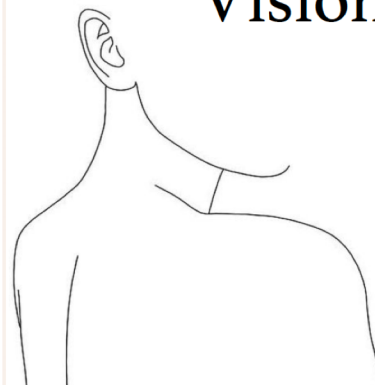
Concept

DoWell is focused on promoting a therapeutic and healthy lifestyle through uniquely curated products.

The products range from sustainable beauty products to modern work-out garments achieving both comfort and style.

The calm and modern retail space incorporates a workout studio for an ultimate experiential retail environment.

Vision



DoWell believes that self-care and sustainability in one's lives are compulsory.

Thriving for premium quality and a healthy lifestyle, the brand wishes to build a community of global women devoted to wellness.

Industry

Return of the Logos and the rise of luxury sales

Once considered the ultimate status markers, luxury handbags were all over until sneakers indisputably came into replace the bag. However, the logos are back and luxury sales are once again growing. The handbags have returned this time, with a social media friendly marketing campaigns and a little more modern update. Dior Saddle appeared last year, and Fendi's Baguette are to return.

-NPD report 2018 showed that \$19 billion fashion handbag market is decreasing but luxury handbag sales are increasing.

-Dior parent LVMH reported leather goods sales across its brands rose 15 % in 2018 to €18.5 (\$21 billion)

Nostalgia Trend

Millennials rediscovering signature look of the 1980s and the 1990s with fresh eye. Wanting style and products with history.

Growing Options in the trend-driven \$400-\$600 Range brands

Instagram-friendly and young designer brands usually promoted online is growing.

Resale Luxury Market Growing

Booming resale market is opening up old bags to new customers. Platforms like Rebag, The Real Real, and Vestiaire Collective have grown .

-Dior saddle bag on resale market price rose about 300% 12 months before its official launch. This number represents that resale market follows the trend quiet heavily.

The Wellness Crowd

The growth of wellness crowds who want a one-stop entertainment shopping venue for apparel, beauty, food, and experience ("Bandier). New breed of retailers is exploring the business potential of wellness market which has diverse products like gym clothes, face masks, and vitamin supplements.

-Overall market for health and wellness reached \$701 billion and is expected to grow by 17% of the next 5 years reaching \$833 billion by 2021 (Euromonitor).

-Expert from Euromonitor says that as the global wealth grows, people will more likely look for experiences that are different.

Retail shopping center dying – Vacant mall spaces with declining foot traffic

People who has the financial resources to do so are trying to turn the retail space into something more experiential. For those who can't afford to do so? Market your products successfully online.

-US Gap Inc. is closing down their stores into 230 locations over the next 2 years.

-J.C. Penney is closing 18 more department stores and Victoria's Secrets are also closing 53 stores. This trend is moving not just for apparel, Tesla with galleries in malls are moving 100% of their sales online. In conclusion, malls are more focused on fast fashion stores, Microsoft/apple, movie theaters, and food courts.

Increase of Vacancy Rate in Physical Malls

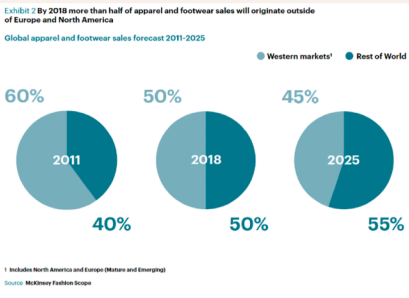
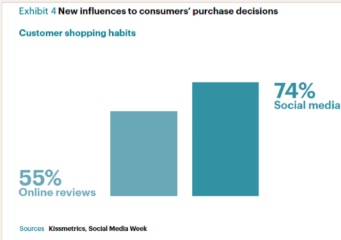
Vacancy Rate in U.S. malls reached 9% by Q4 2018. (by. Denham, senior economist at Reis Real Estate Solution). 4th quarter of 2018, landlords have been increasing their rent by 0.8%/\$0.35 per Sq Ft. They are making changes to re-develop the current space into an entertainment space, like a gym.

Reuse, Recycle, Refresh

Sustainability is perpetrating not only the garment industry but beauty industry as well. Refillable options, collectable compacts, and packaging materials with less waste is vital. Products that encourages consumers to buy better not more.

The shift of fashion market from the West.

For the first time in history, more than 50% of sales in the fashion industry (footwear and apparel) is expected to origin out of North America and Europe. The shift has been made to Asia Pacific and Latin America, meaning that there will be a lot of cultural influence coming in with that as well.



Consumer

- Consumers are increasingly focused on experiences and self-care. They value experiences that fulfills emotions and physical senses. This can be proven through the rise of interactive pop-up stores or events that retails stores plan out inviting the consumers to be a part of.

- They look for retailers who have health related items and services. To follow along with this trend, retailers are rolling out a self-care line. Lululemon for example, announced the launch of Selfcare, an edited capsule collection of products designed to replenish one after a sweat session. The line consists of deodorant, dry shampoo, basic balm, and a face moisturizer. They have "gathered insights from athletes in our communities," during the research and development process.

- Example of services they like are Saks Fifth Avenue's Face Gym (Facial workout), Ulta Beauty Gua Sha crystals, Collagen intakes, Boutique workout studios, active wear and sneakers.

- Reads nutrition label up close and find products or services that well communicates their lifestyle. They form a community of similar interests. Scientific nutritional terms are used and understood by these consumer groups.

- Consumers react to products that prove to have unique functionality and reliable consistency for the brand in general. For example, beauty brands have tried to tap into the fitness trend, but none of them had the credentials for the message they were telling through the products. Tarte came up with the happy hour athleisure essentials sunscreen and Clinique created the CliniqueFit line. This did not provide the expected results.

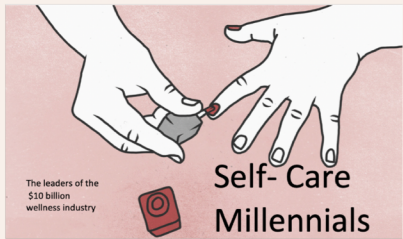
- They are being introduced to Ayurvedic beauty regimens as natural lifestyle comes into focus. This group is very much educated about synthetic materials and naturally seek products that are gentle and similar to the natural surroundings.

- According to the Pew Research Center, millennials have already started spending twice as much as their previous generation on self-care by 2015. The numbers have not stopped growing.

- 93% of millennials don't schedule preventive healthcare visits with their insurance-provided primary care physicians. They resort to online blogs and advices from self-help books. 68% of millennials use dietary supplements. 80% wants to work for companies that are environmentally responsible and choose mass transportation or ride share apps. (Forbes)

- National Institute of Mental Health has stated that estimated 31% of U.S. adults experience any anxiety disorder in their lives. Today, consumers are looking out for different ways to optimize this happening instead of trying to ignore it. This means that the wellness trend is more of a social movement that the fitness and the beauty industry can utilize to attract those in need.

- There has been 50 and 73 percent increases in the refrigerated snacks section over the past three years. The descriptor "is fresh" has become the purchase driver for millennials and iGen. People are more mindful of what they're putting into their bodies and crave items that are less-processed. (MindBodyGreen X NatureMade)



Flagship Location

Los Angeles, California

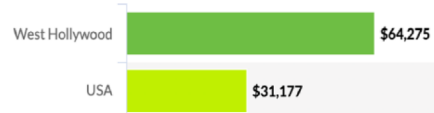
Melrose Avenue in West Hollywood is lined up with designer boutiques and luxury stores attracting women of DoWell's primary target demographic. After brunch or their workout classes women like to visit this new and hip "Rodeo Drive" in search of a new experience. Therefore, the brand will fit in well at the following location.

The advantage of establishing a flagship in this location is also related to laid-back culture of California. This aligns well with the casual wear that DoWell is selling. Athleisure has become a daily wear and it only makes sense to build a community off of such location.

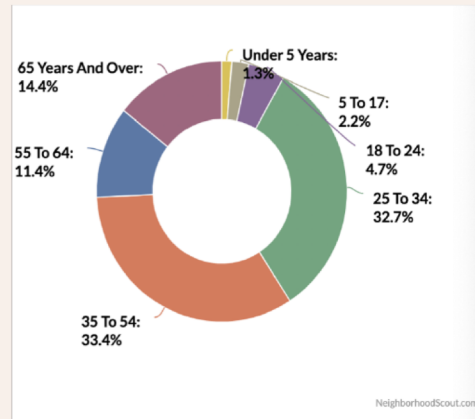
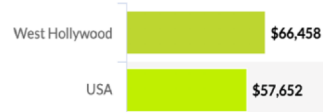
According to the Neighborhoodscout, 65.7% of the population in the area is aged between 25-54. Their income is also higher than the average income of the states. This equates with the brand's expected potential consumers. However, the biggest advantage is that Melrose avenue attracts target consumers across the state. Moreover, with the advantage of tourist exposure, the brand can slowly work towards its global expansion.

The biggest competitors in the area is Outdoor Voices flagship store and the British Athleisure store Sweaty Betty which opened their first store in 2016. Both brands are located in a form of a flagship store. While the merchandise category does align, the following brands differ immensely in terms of style and brand image. Their products are in the similar price range or a little cheaper than DoWell and focuses more on displaying the garments itself like many other retailers.

PER CAPITA INCOME



MEDIAN HOUSEHOLD INCOME



Regional Competitors

I. Outdoor Voices

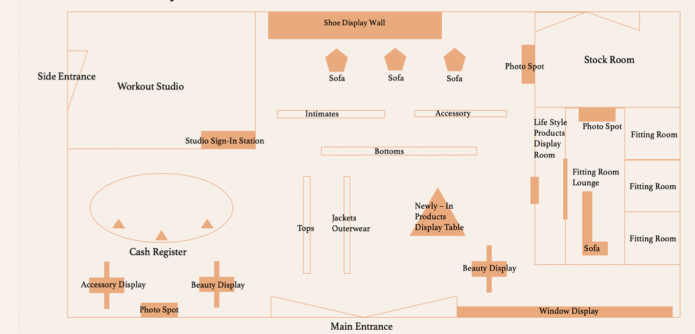


I. Sweaty Betty



Store Front/Floor Plan

Store Layout



Products

\$100-200

Active Wear
Natural Lifestyle Products
Fitness Accessories
Organic Skin Care

Premium Service
Customer Focused
Work-out fitness Class
Boutique Retail Space
Photo Zones
Styling Assistant

Services

Value



- Femininity
- Relaxation
- Quality
- Exclusivity

Distribution



Physical Retail + Online + Mobile

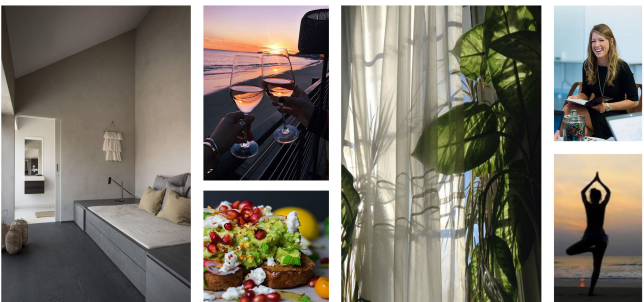
Premium Pricing Strategy

Price = Cost + Markup 53-55%

DoWell aims to target middle-high class individuals from urban cities whose lifestyle is fit and healthy. They can easily afford high brands as part of their daily routines.

DoWell takes a lead in the market as a wellness lifestyle brand lacking big competitors. Therefore, the brand will adopt the premium pricing strategy. The target customer's price perception is more focused with the brand's image and exclusivity they are giving to themselves rather than the product quality or the market value.

The pricing is similar to high-end competitors in the wellness/fitness market and came from the conclusion that lowering the prices can diminish the exclusive brand image that the brand wants to project.



Target Consumer Profile

PRIMARY



Female, 30-35, Metropolitan
Professional working women.
Financially stable.
Obsessed with self-care & wellness
Self-care millennial

SECONDARY



Female, 22-29, Metropolitan
School, fitness, dreams
Trendy
Social media
Generation Z leaders

TERTIARY



Female, 36-45, Suburban
Working mom, trendy
Anti-ageing, home interior
Exclusive, middle high class
The Cool Moms

I.



• Primary Target Persona - Kristie

Gender/Age: Female, 31

Occupation: Publicist at a modeling agency

Income: \$4000/month + Commissions from projects

Location: LA

Personality: Confident, smart, creative, out-going, sensible, bright, industrious

Hobbies: Yoga, fitness, cooking, traveling, social-media, reading

Interests/Values: Female equality, organic foods, nature, vintage, love for all, luxury products

2.



• Secondary Target Persona - Julie

Gender/Age: Female, 26

Occupation: Design intern at an established jewelry brand

Income: \$2300/month

Personality: Creative, passionate, active

Hobbies: Loves art studios and museums, photography, trying out new diets and workout trends

Interests/Values: invests in her beauty and health, has access to exclusive products, wants a successful career, loves nature, and unique goods

3.



• Tertiary Target Persona - Susan

Gender/Age: Female, 42

Occupation: Freelance food stylist after retiring from a big culinary tool retail company

Income: \$8000/month

Location: San Francisco

Personality: Down-to-Earth, trendy, friendly, confidence,

Hobbies: Eating at highly rated restaurants, working-out, spa, facials, hanging out with friends

Interests/Values: anti-ageing, exercise, education, global-warming

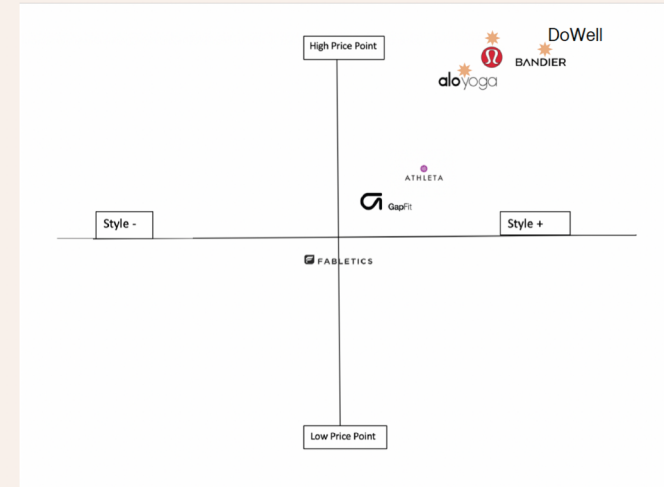
Target Consumer Persona

Objectives

- Established brand Image as the ultimate healing spot and go to store for health and stylish fitness gear.
- Being recognized by the burnt orange and the neutral brand color.
- Frequent Engagement with the consumers through merging the fitness classes within the store
- Quality of the product to achieve brand loyalty & brand advocate.
- Expand Stores globally as market share increases over time.



Market Position



Direct Competitors in the Self-care/Athleisure Market

Wellness

Community

Exclusive and Unique Garments

Fitness & Yoga Studio

Premium Pricing

Supplement for Skin & Health

Lifestyle Products

All in one self-care Island



Unique Selling Propositions (USP)

Competitors

1. 

Lululemon

- High Quality Products with innovative features
- Unique Fabrics
- Community-based marketing
- Loyal Fanbase
- Perceived as an original leader of athleisure market
- Similar Target Market
- Price Point \$30- \$100
- Exclusive branding
- Well trained staffs

STRONG BRAND NAME

2. BANDIER

Bandier

- First collective wellness concept store in the market
- \$100-200 luxury pricing
- Curates from multiple brands
- Collaborates with high-end designers to create products
- Only store available in Soho
- Maintains credible relationship with other wellness brands such as Goop, Nike, FP movement, etc.

LEADER OF THE WELLNESS CONCEPT STORE

3. alo

Alo Yoga

- Distinct "studio-to-street" clothes
- Fun & Stylish Products
- Success in social media marketing (Instagram)
- Sole focus on Yoga
- Similar price-point
- Incorporates trends with fitness

STREET TO YOGA STYLE

Brand Name

DoWell

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The brand name “DoWell” symbolizes the core idea of the brand.

It is a name to remind the audience that this is *the place* where woman can truly *do well* for themselves.

Main Logo

DoWell

Main Logo with Slogan

DoWell

DO WELL & LIVE HAPPY

Social Icon



DoWell DoWell

Fonts

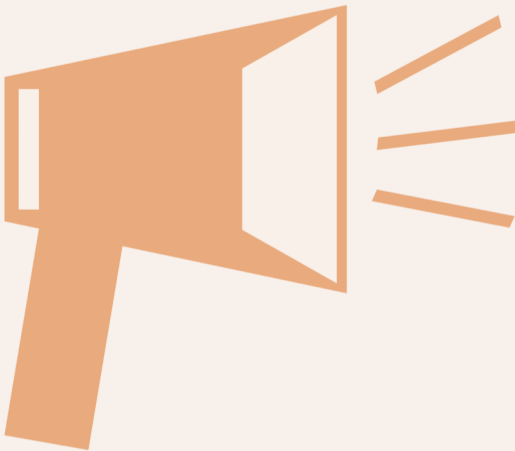
Main Logo

- Shree Devanagari 714
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography

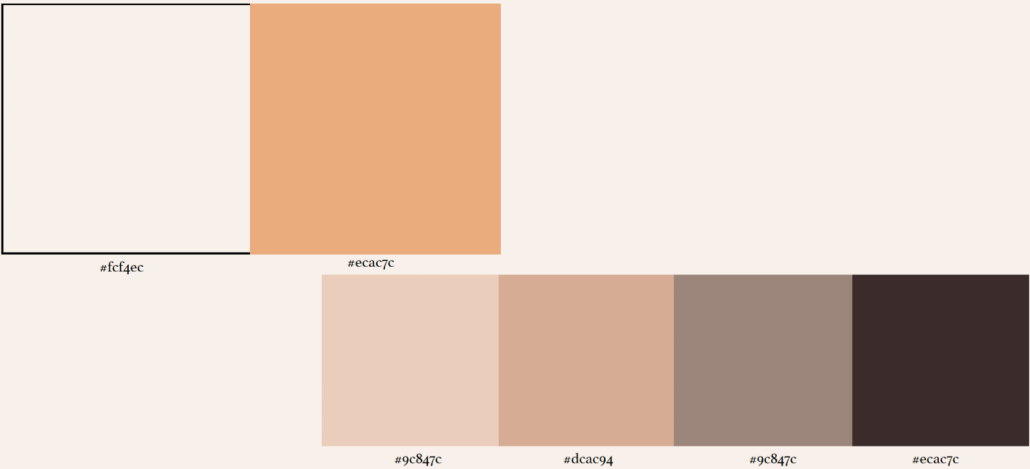
- Athelas
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Branding Voice



Friendly
Soothing
Calm
Direct
Feminine
Simple

Color Palette

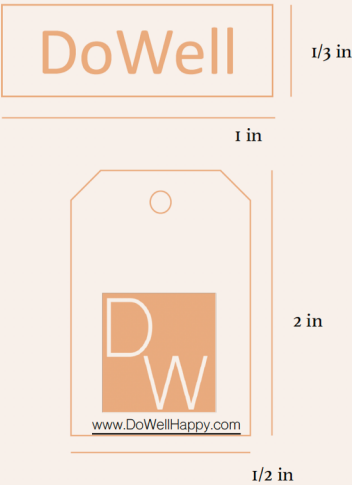


Stationary



Clothing Labels

- Sew-On 1” Woven Brand ID Label
 - Embroidered Text
 - Large and simple to read
- Bag Tag
 - Basket Weaved Durable Cotton
 - Ribbon through the hole at top



Shoe Bag

- Cotton Drawstring Shoe Bag for all shoe purchases
- Comes with a Bag Tag
- Reusable
- Easy access to gyms and workout studio



Hang Tags

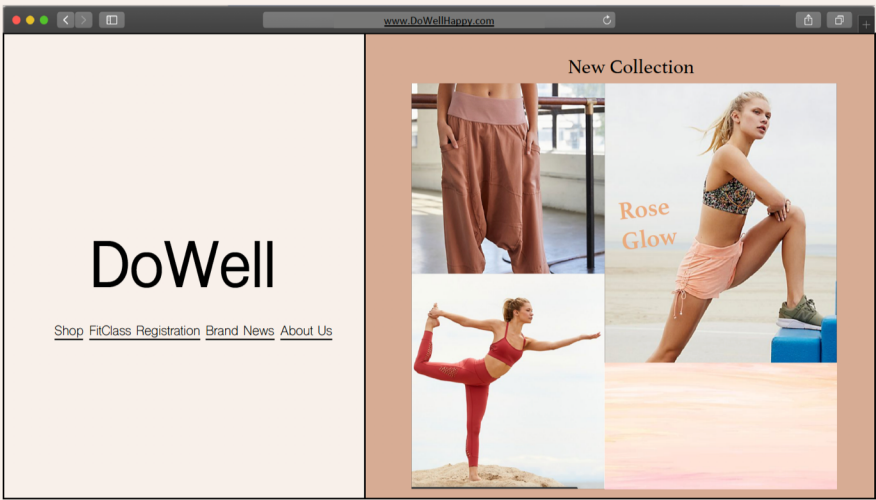


Shopping Bag

70% recycled cotton 30% gauze material



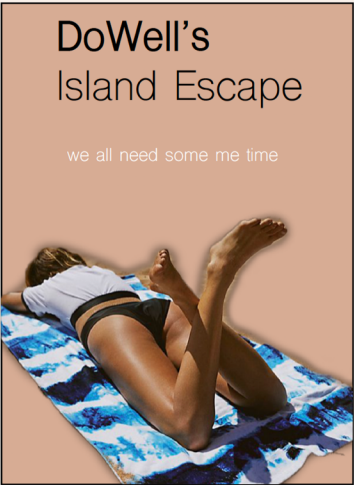
Website Layout



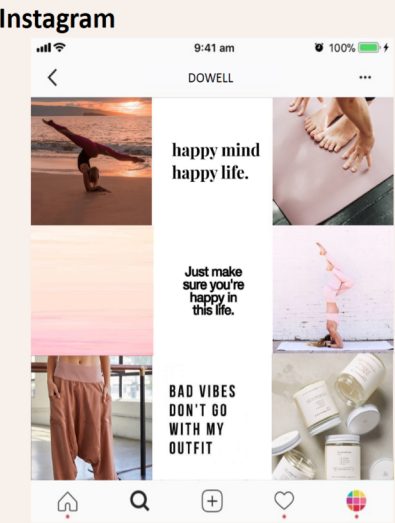
Brand Campaign - Website



Specific Message and Tone of Brand Marketing Campaign

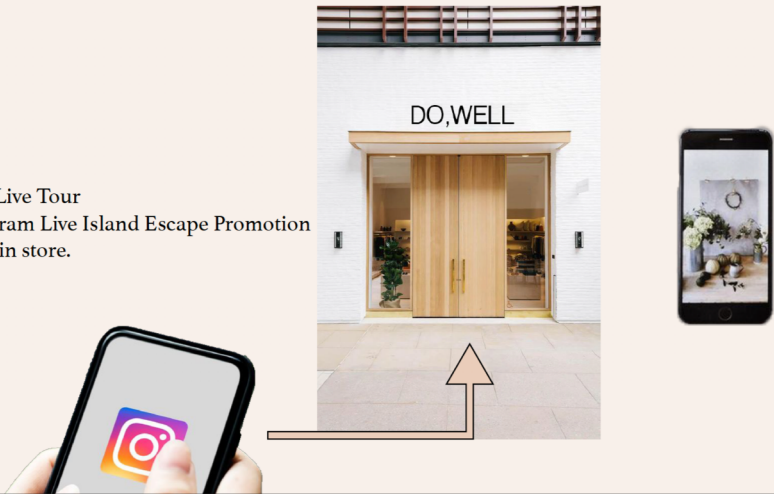


Social Media Layout

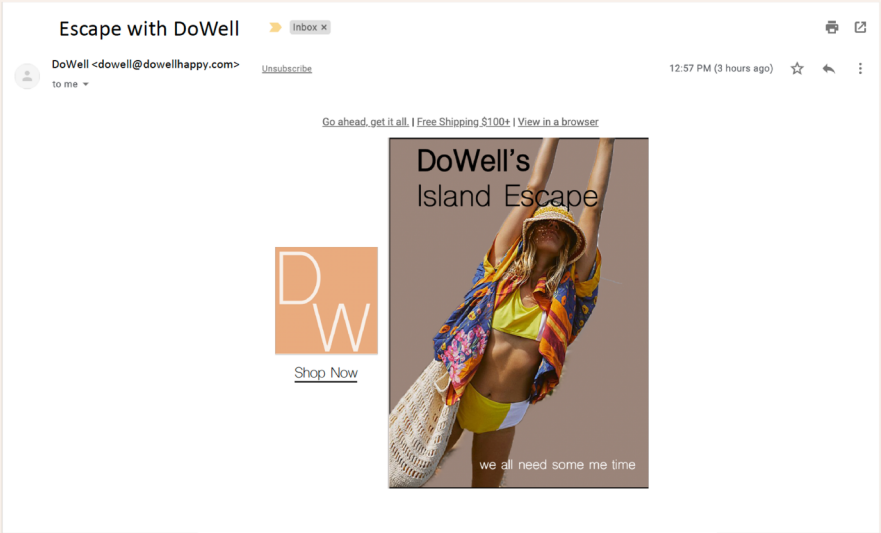


Brand Campaign – Instagram Story & TV

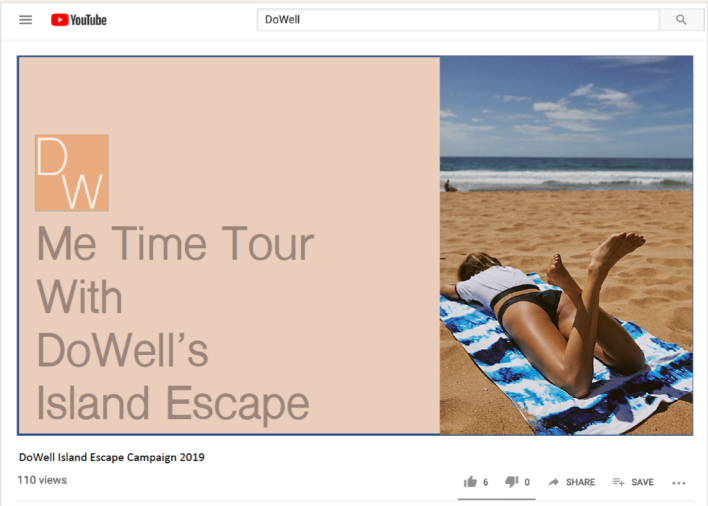
- Store Live Tour
- Instagram Live Island Escape Promotion Event in store.



Brand Campaign – Direct E-mail Promotion



Brand Campaign – YouTube



Brand Campaign – Post Cards



Measurement and Evaluation Criteria

- 100,000 new consumers signed up for the online retail site within 1 year of online retail platform launch. 70% from California and 30% from the North American Region.
- The traffic of the online site monitored and the traffic should increase by 80% after the direct e-mail promotion.
- 100 new followers on a weekly basis for the first month of promotion.
- 100,00 new followers within 4 months of the brand campaign on social media and the retail website.

Expected Outcomes

By carrying out the following strategy, DoWell first wishes to build credibility in the local region of California. With support and connection from those within this specific region, DoWell believes that subtle global expansion can be viable in the future.

During the summer, when all women are looking to let go and enjoy their lives with a refreshing view of themselves, fitness and wellness market has a great opportunity. The market growth and brand name value are expected to increase through this campaign.

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