



Create effective digital marketing
strategies through social media, SEO,
SEM, blogging and user-generated
contents

FOUNDED IN NEW YORK

... ALL IN A DAY'S WORK ...

THOM
BROWNE
NEW YORK

THOM BROWNE.
NEW YORK

About the brand



Thom Browne is an American designer, who opened his brand in 2001 and made his clothing line to be made-to-measure. He had no financial backing and had to do his marketing by guerilla marketing as he wore his designs around the city and through word of mouth marketing. He was then able to showcase his collection in New York Fashion Week in 2004. In 2006, Browne then built his first retail store in New York and collaborated with Brooks Brother, which was a successful collaboration that they decided to do another collaboration in 2007. He also did another partnership with Moncler called the Moncler Gamme Bleu in 2009 for 8 years up until 2017. Thom Browne did a lot of collaborations, not only in the fashion industry but also in different categories. In 2020, Thom Browne did collaborations with Nordstrom, Samsung, and FC Barcelona.

In 2016, Rodrigo Bazar was elected as the CEO of Thom Browne which brought the brand into new horizons as it has expanded Browne's store locations from only 16 stores to 60 stores around the world such as London, Seoul, Shanghai, and Tokyo. It's also planning to open 15 new stores. Ermenegildo Zegna acquired 85% of the company leaving Browne with the remaining 15% of the shares. Zegna, as a leading high-end menswear brand focusing on suits, matches with the vision of Browne's brand. The brand will help Thom Browne with fabrics, manufacturing, and networking.

Ways to Improve Interactive Marketing

Social media is always a useful tool for marketers to communicate with the target audience. It's more important for Thom Browne to use the area's most used networking platform. For example, people in China use Weibo, and people in Japan use Line, so I think it's important for the brand to expand its social media to communicate with a larger customer group.

Thom Browne did not use any display advertising or traditional advertising since it relates to its brand identity as a more traditional brand. However, there are ways to improve their marketing such as the use of guerilla marketing since it's inexpensive and correlates to their branding. The brand can hire people to walk around the streets with uniformed outfits or unique clothing pieces Thom Browne. Guerilla marketing is part of interactive marketing as people can post the videos they take online- viral videos.

In this proposal, I will maintain its branding as a traditional brand while focusing on ways to improve and effectively communicate its brand to their customers.



Website:
<https://thombrownemarketing.weebly.com>

FALL 2021 COLLECTION



DISCOVER

PAST CAMPAIGNS

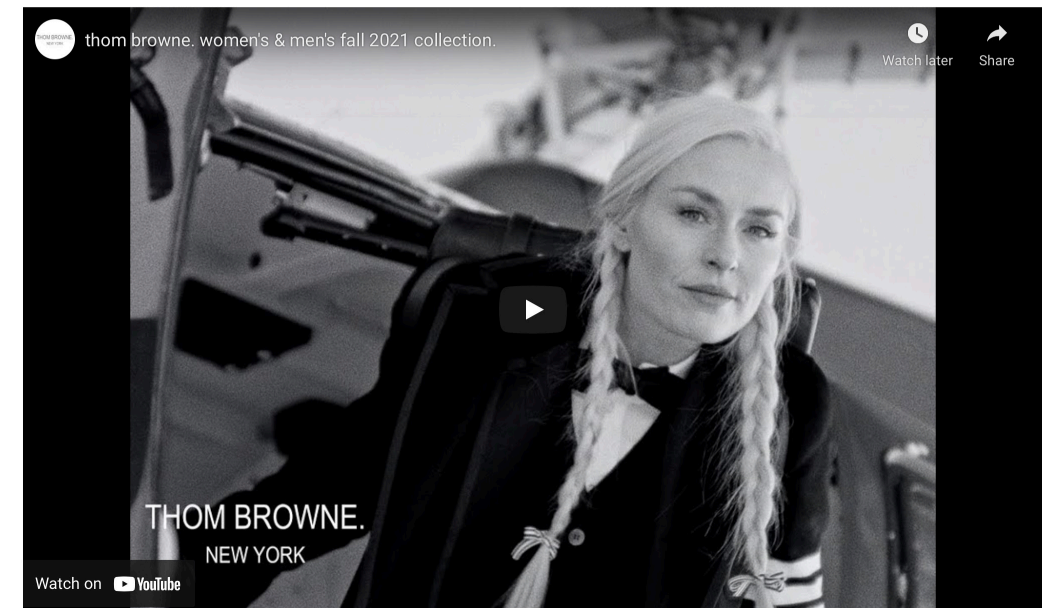


Homepage and navigation menu. The first thing you see is the recent video trailer that come out for their F/W 2021 collection. I match it with what their website is showing. The homepage will serve as a general overview of the campaigns shown in the website as a first impression.



... ALL DAY IN THE OFFICE ...

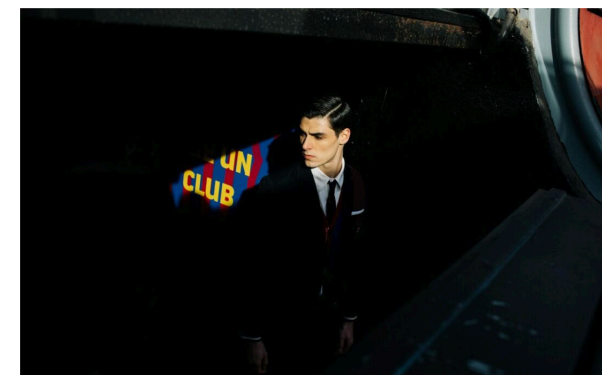
COLLECTIONS



I added a 'Collection' site which is where Thom Browne uploaded their newest and past campaigns.

A link will be added to the pictures to bring customers to a specific marketing campaign page to show a detailed view of what the campaign is about.

The pictures added are in black and white to create a similar aesthetic as the main page.



THOM BROWNE X FC BARCELONA

First campaign

The first campaign is a branding campaign.

The campaign will be a short video showing the different occupations of different Thom Browne customers. They would be portrayed with a suit, and with the classic typewriter instead of a laptop.

Most of Thom Browne's campaign videos are very simplistic, I want to make this video with a similar concept. This time, the concept is called 'workplace uniform'. It will show how different workers can style Thom Browne's products according to their occupation, such as an athlete, businessman, or lawyer. The concept could be delivered as a video or photographs.

Moreover, we can also use the opportunity to promote this campaign for labor day. (usually held on the first Monday in September). Labour day is an important national holiday because the people in history have risked their lives to fight for their working rights.

Goals for the marketing campaign:

The first goal is to gain awareness of Thom Browne as a brand and its products. The first goal is to increase sales by 7%.

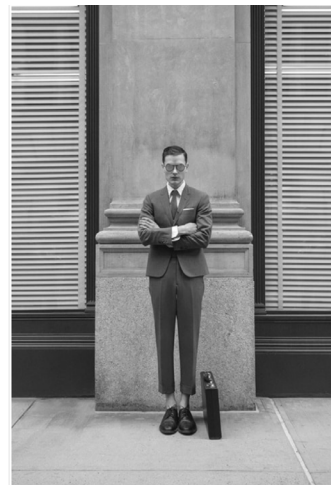
We want to build a positive image for Thom Browne and create an impact for the American people to understand the national holiday and honor the efforts of the workers who fought for our working rights.

The second goal is to increase website traffic by 12%.

We want to attract people of all occupations to recognize Thom Browne as a brand and a brand of choice to buy suits.



... LABOUR DAY ...



WORKING HARD ...
LABOUR DAY 2021

TODAY,
WE THINK OF THE HEROES OF THE PAST,
THOSE WHO DARED TO GO AGAINST,
AND RETALIATE TO FIX THEIR FUTURE,
AND THE FUTURE GENERATIONS TO COME ...

THE FIGHTING FIERY INSIDE THEIR BODY,
FIGHTING BACK TO LET OTHERS RECOGNIZE THEIR ACHIEVEMENT,
AND IN NEW EXCITEMENT,
FINDING A NEW CHAPTER IN THEIR LIFE,
WHERE ONE'S DREAM START TO TREMBLE ...

PROUDLY,
WE PRESENT A HUNDRED YEARS OF HISTORY,
THE WORK OF THE AMERICAN LABORERS,
FOR THEIR OWN FREEDOM AND THEIR CONTRIBUTIONS TO HELP THE SOCIETY,
TO FIGHT FOR EQUAL EMPLOYMENT,
FOR SOCIAL AND ECONOMIC DEVELOPMENT OF THEIR COUNTRY ...

CELEBRATING THROUGH PARADES AND PARTIES,
THE FIRST MONDAY
IN THE MONTH OF SEPTEMBER,
CELEBRATING LABOUR DAY WEEKEND,
(AND ALSO A DAY TO MARK THE END OF SUMMER),
WITH THOM BROWNE ...

HONORING THE EFFORTS OF THE AMERICAN WORKERS,
PROTESTING AND FIGHTING FOR THEIR HUMAN RIGHTS,
AS THEY DREAMT THAT ONE DAY,
THEIR OPPOSITIONS WOULD HELP OTHERS ...

SHOP OUR CLASSIC MEN'S GREY SUIT,
OXFORD SHIRTS AND BUTTON DOWN COLLAR SHIRTS,
OUR CLASSIC EVERYDAY WEAR,
AND OUR REPRESENTATION OF A MODERN AMERICAN UNIFORM,
A MULTIPURPOSE USE FOR FORMAL WEAR,
A WARDROBE ESSENTIAL PICTURED AS TIMELESS AND EFFORTLESS,
YET POLISHED AT THE SAME TIME ...

DISCOVER THE AMERICAN LABOUR UNIFORM

... ALL DAY IN THE OFFICE ...

The campaign page will follow the format of the main website of Thom Browne.

There will be a big picture on top, a text on the bottom left, a picture on the bottom right and more pictures underneath.

2nd campaign

The second campaign is a charity public relations campaign. The idea of the campaign is for Thom Browne to create a good image for the public. Thom Browne doesn't do a lot of marketing since he likes to create designs that can already gain a lot of attention. However, in this campaign, Thom Browne as a brand could support students in need or invest in the future generation for the future generation to relive the classic American suits. It is inspired by traditional boarding schools. Uniforms are great because uniforms allow people to feel united and it makes people look neat. Thom Browne could put out a new collection related to school uniforms to highlight children.

This campaign will be in collaboration with 'Scholarship America' to support the future generation of Americans (students). Scholarship America is a non-profit organization founded in 1962 that helps students in the United States to pay their college tuition fees. Since Scholarship America is only for American students, Thom Browne could also partner with 'Save the Children'. Save the children is a nonprofit organization that helps children through healthcare and education. Examples of other partnerships with the organization include Johnson & Johnson, Ikea Foundation, Google, and Facebook.

The collection for men will include a black blazer with matching shorts or trousers (without the stripes). Women's collections will include the same black blazer and grey (short or long) skirt. The campaign will be held in the summer in June so the profits raised from the campaign would go towards children's education for the fall in August.

Sample collection:

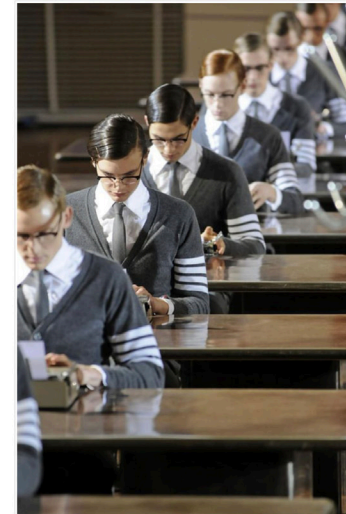




The model we're going to use is a younger model that could represent youth, motivated, and educated. The first model is Han Hyun Min, a South Korean-African model. He was born in 2001 and he's one of the most popular models in South Korea. He's able to balance school and his work as a model, which could be a good example for a lot of students. As the concept of this campaign is education, he could represent the college students.

The goal of this campaign is to increase the image of the brand and awareness towards unfortunate students who are not able to pay their tuition fees; raising \$1M to donate to charity. The second goal is to achieve a 10% increase in sales and a 25% increase in visitors to their website.

... THE FUTURE GENERATION OF US.
SCHOLARSHIP AMERICA/SAVE THE CHILDREN
FOR OUR FUTURE GENERATION,
WE DEDICATE OURSELVES,
WORKING WITH THE MEMBERS OF AN ORGANIZATION,
TO OPEN BARRIERS,
OF OPPORTUNITIES,
TO EDUCATION THROUGH SCHOLARSHIPS.
FOR THE UNFORTUNATE,
UNABLE TO PURSUE THEIR EDUCATION,
LET US ALL HELP,
TO HELP THOSE IN NEED TO CONTINUE THEIR DREAMS,
NOT ONLY FOR A STUDENT,
BUT FOR STUDENTS ...



THOM BROWNE DEDICATES ITSELF,
TO HELP GIVE QUALITY EDUCATION,
FOR THOSE WHO WANT AND NEEDS IT,
EMBRACING THE DIFFERENT PERSPECTIVES OF THINGS IN OUR LIFE,
THROUGH DIFFERENT EYE VIEWS AND OPINIONS OF OTHERS ...
SCHOOL IS A PLACE TO LEARN,
WHAT IS RIGHT, GOOD AND JUST,
ACQUIRING DIFFERENT KNOWLEDGES,
AS A MAJOR PATH TO SUCCESS,
A PLACE TO FIND AND MAKE NEW FRIENDS,
TO FIND OUR CHARACTER,
PREPARING US TO FIGHT FOR THE REAL WORLD,
BY THE AID OF TEACHERS AND FACULTIES MEMBERS ...
SHARING KNOWLEDGE IN THE CLASSROOM,
GETTING CAUGHT UP IN THE FUN,
PLAYING AND LAUGHING WITH FRIENDS,
ON THE HALLWAYS WHERE WE COLLECT OUR MEMORIES,
ON A CONCRETE FIELD,
REMINISCING,
ENJOYING OURSELVES IN THE ABYSS OF HAPPINESS ...
OUR NEW COLLECTION,
A REPRESENTATION OF STUDENT UNIFORMS,
WITH PLEATED SHIRTS,
BUTTON DOWN SHIRTS,
CARDIGANS OR TAILORED BLACK BLAZER ...
DISCOVER THOM BROWNE SCHOOL UNIFORM



The second campaign idea is 'Scholarship America'.

The page contains the information on why education is important for individuals and how the brand can help people get the appropriate education.



https://www.instagram.com/h_h_m0519/

Customer service

CLIENT SERVICES
THOM BROWNE CLIENT SERVICE IS AVAILABLE MONDAY TO FRIDAY, 9 AM - 6 PM EASTERN STANDARD TIME.
THOM BROWNE US
+13479836348
THOM BROWNE UK
+4401858452488
EMAIL US: CUSTOMERSERVICE@THOMBROWNE.COM

STORE NEAR YOU
VISIT STORES TO FIND YOUR NEAREST STORE DETAILS: LOCATION, OPENING HOURS, AND DIRECT CONTACT INFORMATION.
SEARCH: WWW.THOMBROWNE.COM/US/STORES

PRESS INQUIRIES
PRESS@THOMBROWNE.COM

CAREERS/INTERNSHIPS
WE ARE ALWAYS LOOKING FOR GREAT TALENT. FOLLOW OUR LINKED IN PAGE TO KEEP UP-TO-DATE WITH COMPANY CULTURE AND ACTIVITY; VIEW AND APPLY FOR ALL OPEN POSITIONS HERE: THOM BROWNE CAREERS.

* Indicates required field

NAME *

First Last

FIRST LAST

EMAIL *

COMMENT *

SUBMIT

... ALL DAY IN THE OFFICE ...

THOM BROWNE

CAMPAIGN

LEGAL

CONTACT US

SEM Objectives

SEM Marketing is paid advertising internet marketing by promoting websites while customers are typing and searching for the specific products they want to purchase.

Thom Browne's goal for SEM marketing is to bring a 20% increase in website visitor clicks through popular average monthly keywords. This SEM marketing will also promote our Labour day campaign as well as our charity public relations. We also want to increase visibility in the search engine with the right keywords.

Location: United States

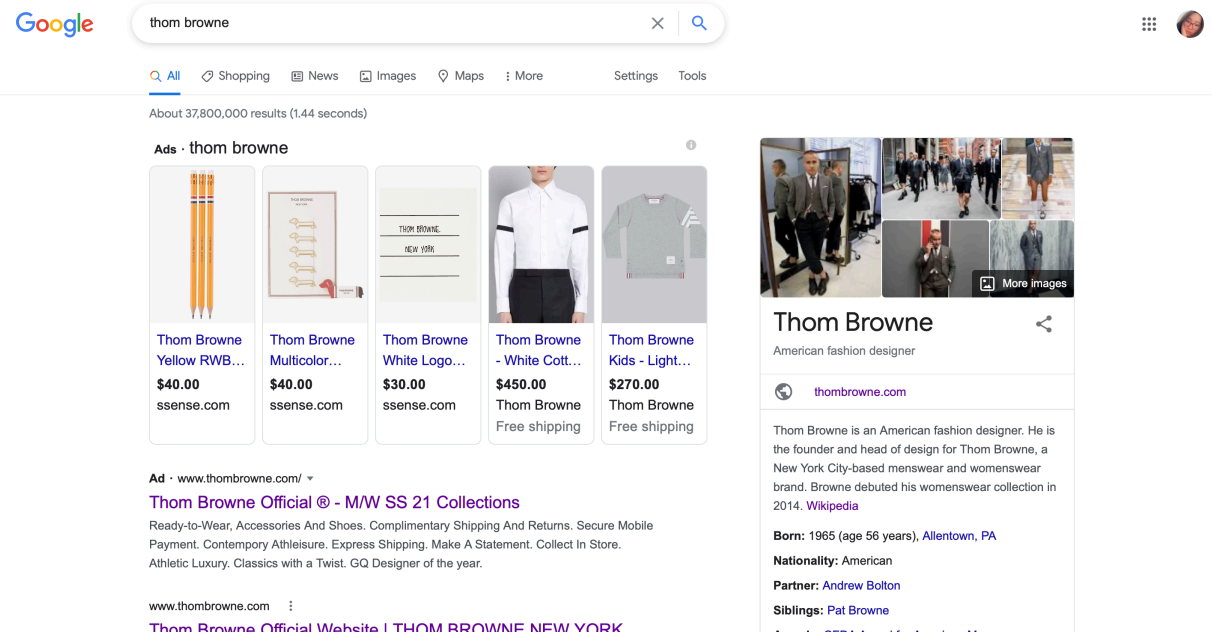
Daily budget: \$900

Monthly budget: \$27,000

	Avg. Monthly searches	Top of page bid (Low range)	Top of page bid (high range)
(Suit)			
- Short suit men	1K-10K	\$0.61	\$2.26
- Mens suit	100K-1M	\$0.59	\$2.70
- womens suit	10K- 100K	\$0.43	\$1.43
- Designer suit	1K-10K	\$0.49	\$3.27
- Made to measure suit	1K-10K	\$1.24	\$14.41
- Seersucker suit	10K-100K	\$0.39	\$0.72
(Occasion)			
- Business casual clothes	1K-10K	\$0.87	\$8.95
- Casual blazer	1K-10K	\$0.50	\$1.59
- Mens office wear	100-1K	\$1.05	\$9.80
- Work clothes men	10K-100K	\$0.67	\$4.20
- Work from home clothes	1K-10K	\$0.72	\$3.80
(Bags)			
- Briefcase for men	10K-100K	\$0.75	\$2.48
- Animal bag	100-1K	\$0.68	\$5.10
- Canvas tote bag	10K-100K	\$0.66	\$2.99
- Designer gym bag	100-1K	\$0.70	\$1.85
- Mens pouch	1K-100K	\$0.60	\$2.14
(Thom Browne products)			
- Gender neutral perfume	100-1K	\$0.61	\$1.41
- men skirt	10K-100K	\$0.52	\$2.17
- sport coat	10K-100K	\$0.56	\$1.84
- men grey blazer	100-1K	\$0.56	\$2.16
- shirt dress	10K-100K	\$0.53	\$3.34
(Campaign related keywords)			
- Scholarship America	1K-10K	\$1.06	\$6.39
- Preppy mens clothes	1K-10K	\$0.76	\$4.48
- Education campaign	100-1K	\$2.00	\$5.21
- Labor day 2021	100K-1M	\$1.00	\$2.00
- Right to work	10K-100K	\$1.40	\$3.66

Contact us page for extra information on Thom Browne's services taken from the original website.
<<https://www.thombrowne.com/us/contact-us>>

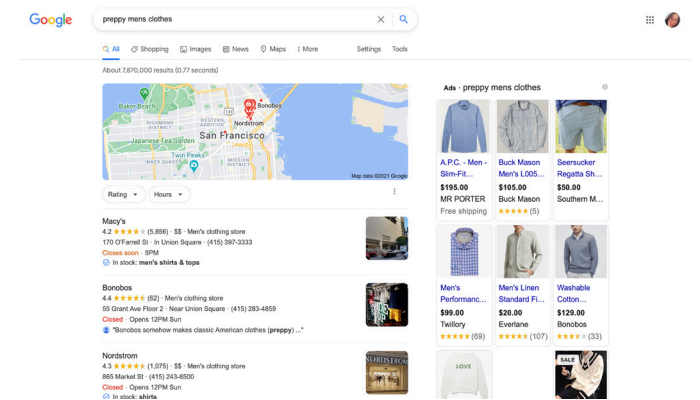
On this website, people can contact Thom Browne through the message box, either for more information, services, or questions regarding employment. I'm also going to add all the social media accounts at the bottom of the page, and also subscribe to Thom Browne's newsletter.



Group 1 Keyword: Campaign related keywords

Since my campaign is about education, I wanted to add keywords such as preppy men's clothes or education campaigns.

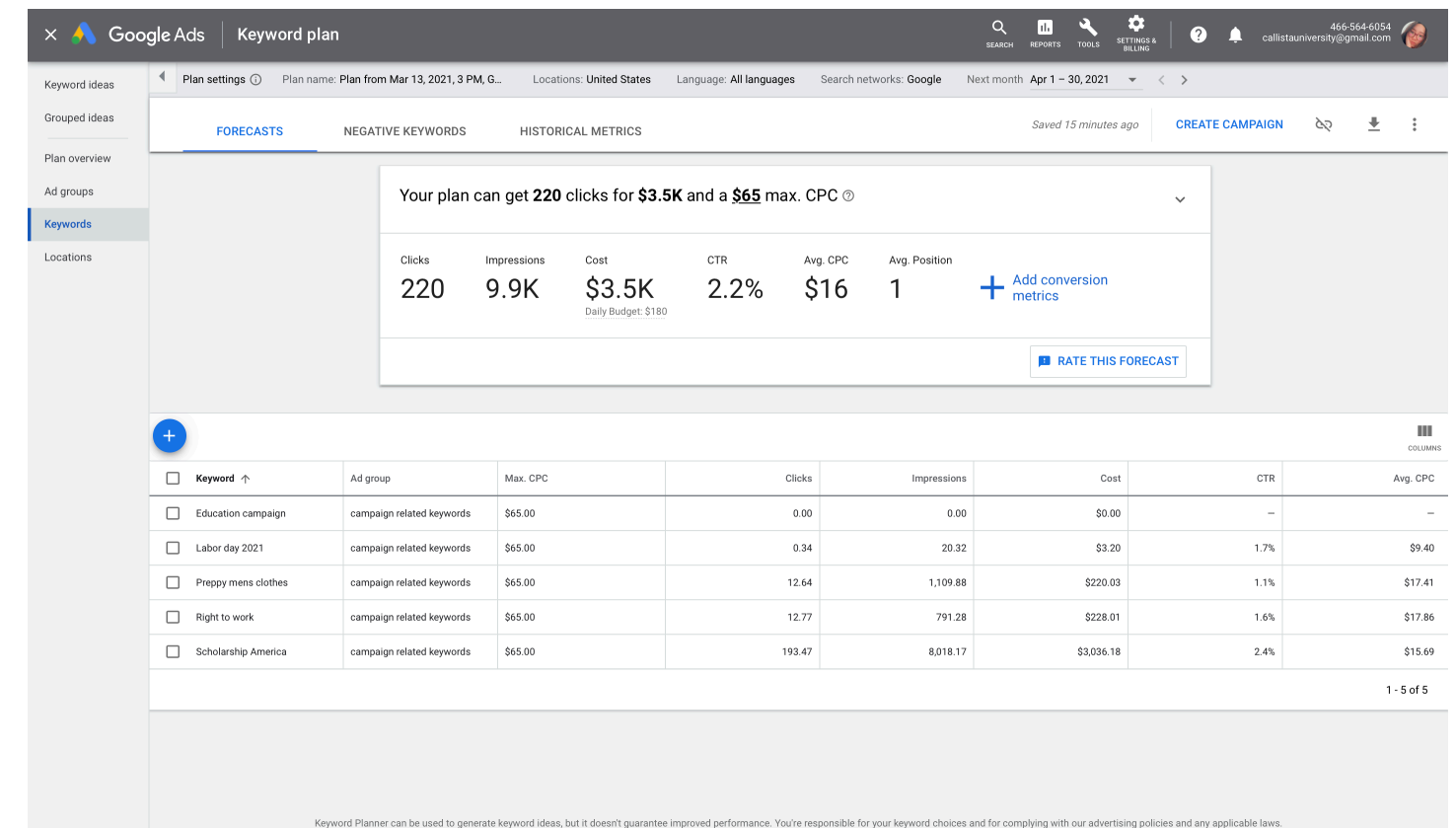
- Keywords:
- Scholarship America
 - Preppy men's clothes
 - Education campaign
 - Labor day 2021
 - Right to work



The advertisement/SEM that come out after searching 'Thom Browne' is their Men and Women S/S 2021 collection. Some other websites/retailers are also using Thom Browne as part of their SEM marketing.

Other keywords that I want to use but are not the best choice:

- Everyday suit (lack of average monthly search)
- Business casual women (too expensive)
- Athleisure clothing (Search Engine would prioritize athletic clothing brands)
- Basic suit or simple suit (no keyword result)
- Formal wear (Thom Browne doesn't want to associate much of its products with the term formal wear)
- Uniform clothes (Search engine will come out with scrubs)



Ad · thombrownemarketing.weebly.com/

Thom Browne Official Campaign | Scholarship America

Discover our uniform collection and shop now to contribute to our future generation. Complimentary Shipping And Returns.

Ad · thombrownemarketing.weebly.com/

Thom Browne Official Campaign | Our Future Generation

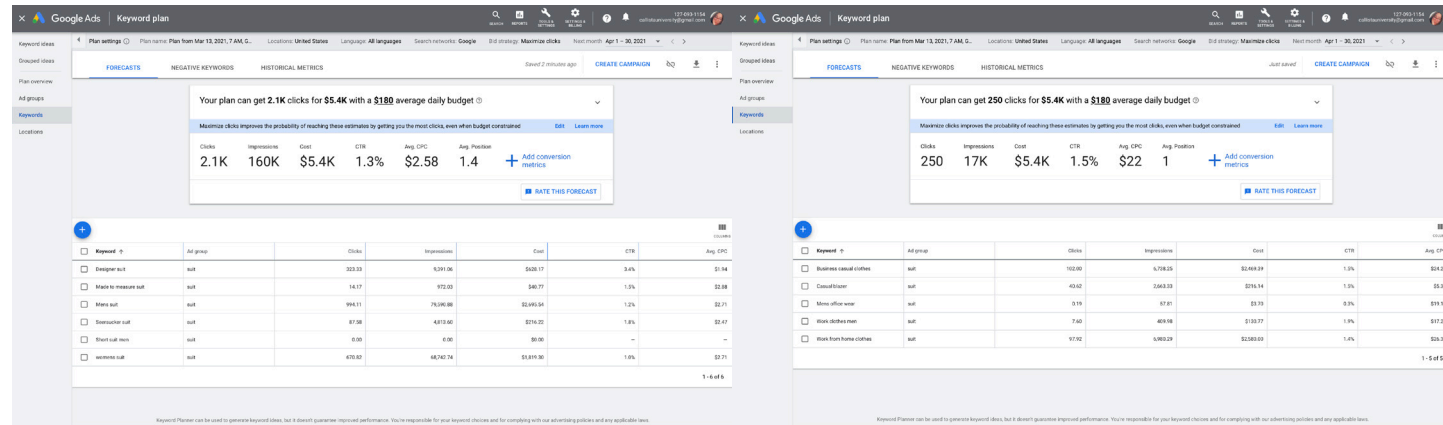
Discover our new uniform collection. Stay in school and stay preppy. Complimentary Shipping And Returns.

SEO Objectives

SEO is an organic search engine result in which we have to organize the keywords on what we think is the best to increase the chance of appearing on the search engine.

We want to decrease our marketing budget by using SEO marketing, which also builds credibility as people would trust organic searches better than paid searches. By increasing our backlink profile, by including the link to our website from quality websites, readers are more likely to believe the writer and increase clicks to Thom Browne's website. Moreover, by using the right keyword that describes the campaign and/or the page, the search engine will be able to filter for the right product for customers.

On both of the campaigns, I provide descriptions of the campaign with descriptive words and informative sentences with the keywords included on the page.

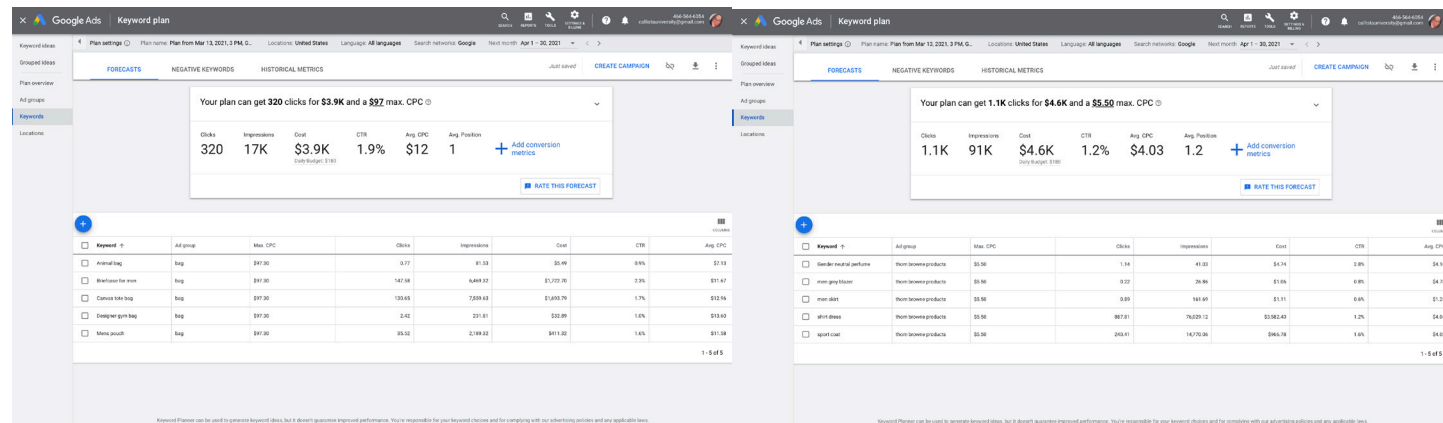


Group 2 Keyword: Suit

Group 3 Keyword: Occasion

- Keywords:
- Short suit men
 - Mens suit
 - Womens suit
 - Designer suit
 - Made to measure suit
 - Seersucker suit

- Keywords:
- Business casual clothes
 - Casual blazer
 - Mens office wear
 - Work clothes men
 - Work from home clothes

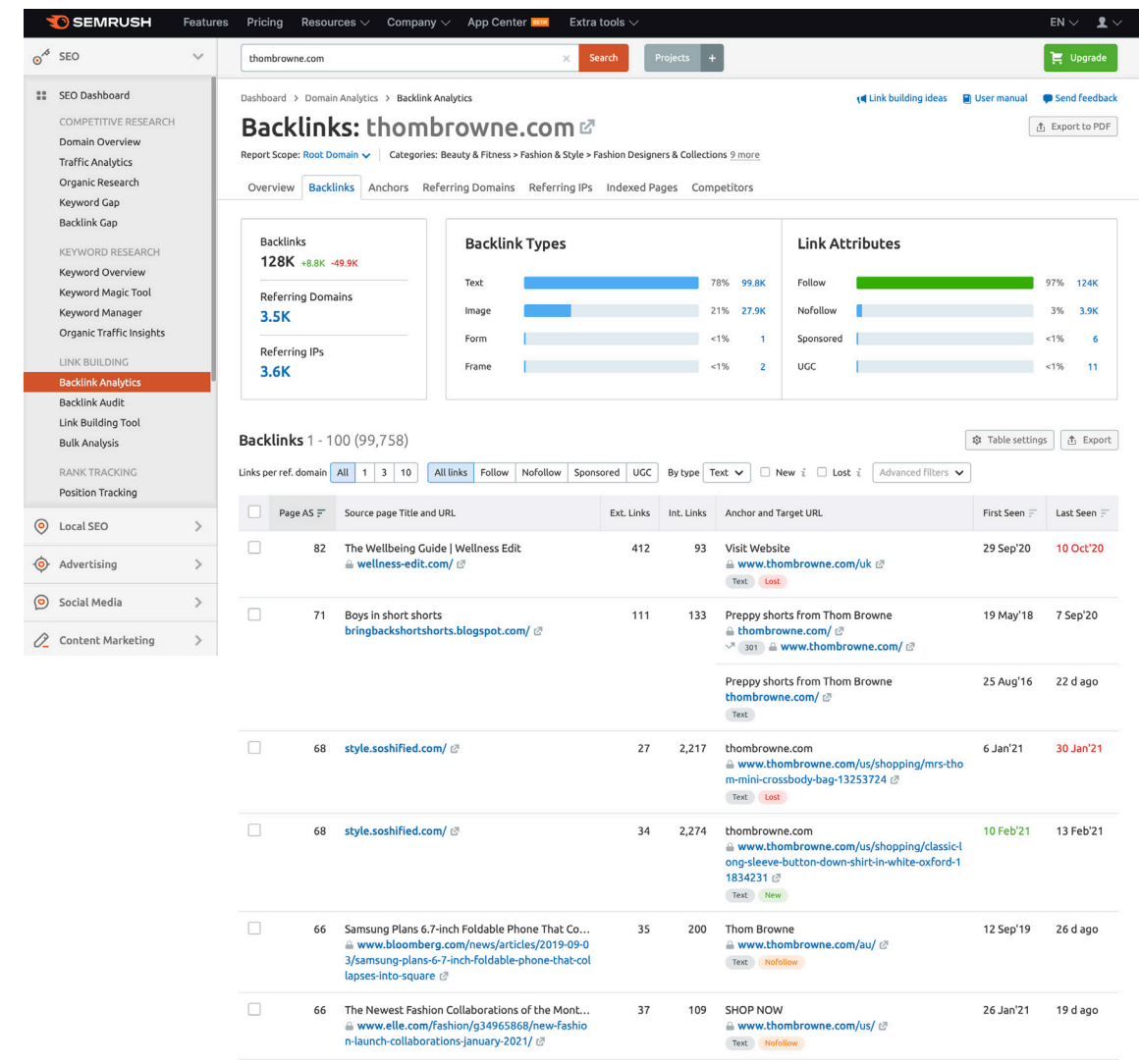


Group 4 Keyword: Bag

Group 5 Keyword: Thom Browne Products

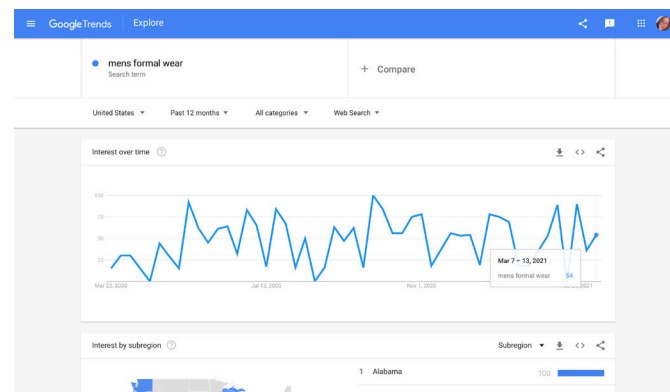
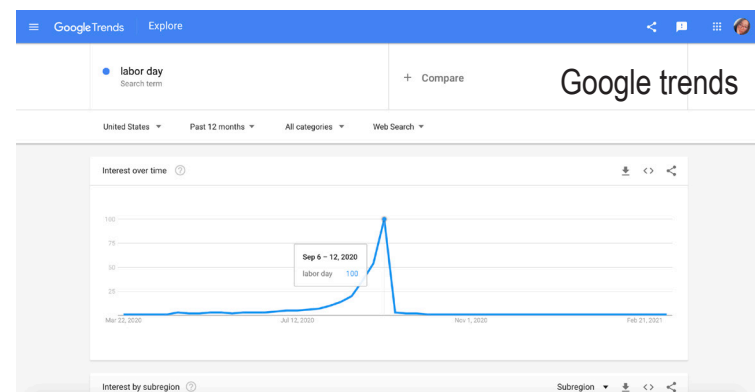
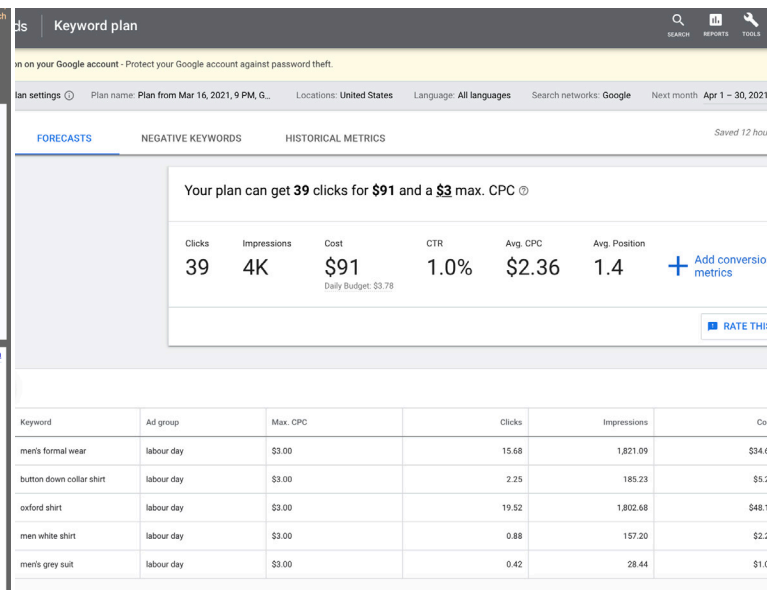
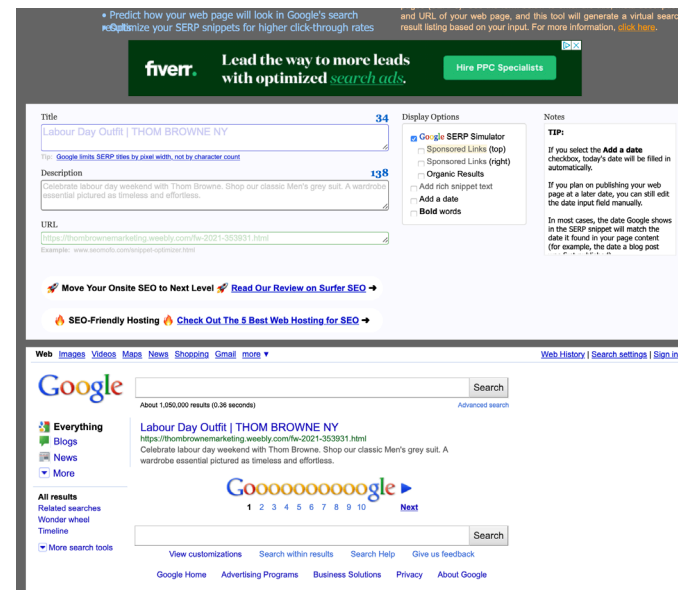
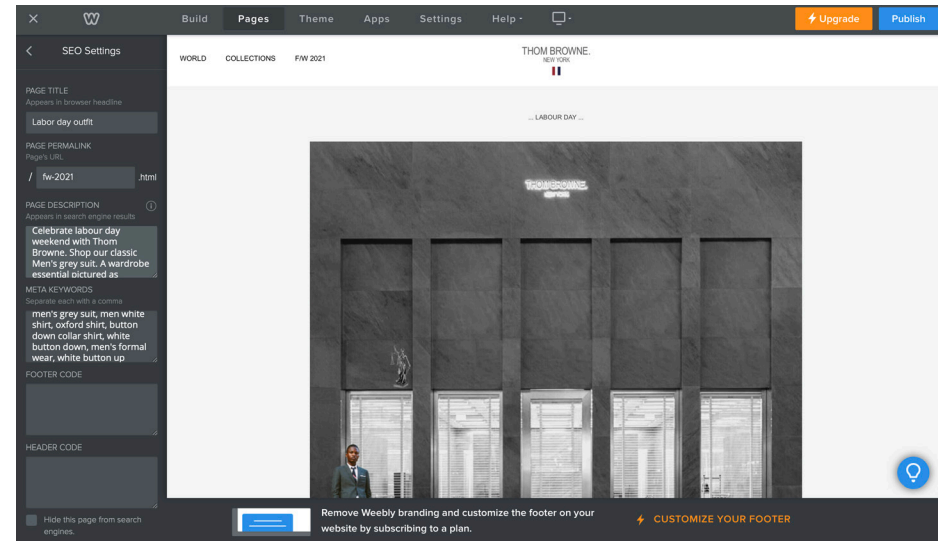
- Keywords:
- Briefcase for men
 - Animal bag
 - Canvas tote bag
 - Designer gym bag
 - Men's pouch

- Keywords:
- Gender-neutral perfume
 - men skirt
 - sport coat
 - men grey blazer
 - shirt dress



SEO #1

Oxford shirt is always a part of their collection. Moreover, their grey suit is always promoted by the founder, Thom Browne who would wear it out outside as a lifestyle suit or a formal suit for interviews. Their grey suit is their classic piece, which speaks out about their brand. Moreover, suits are garment classics, which a man wore in the late 19th century and the 20th century, which was the start of the labor day celebration.



Backlink- Men's magazine article and lifestyle publisher

< <https://www.dmarge.com/best-suit-brands> *edited

This article matches Thom Browne's business DNA. DMARGE is a quality men's platform for fashion, health, and travel. This article links directly to Thom Browne's website. I have added keywords such as classic American suit, tailored suits, and formal wear into the description that match Thom Browne's SEO choice of keywords.



COOL SUITS & THE BRANDS DOMINATING TODAY'S SARTORIAL GAME



LAST UPDATED Friday 1st January, 2021



SCROLL TO READ & SEE MORE



Thom Browne

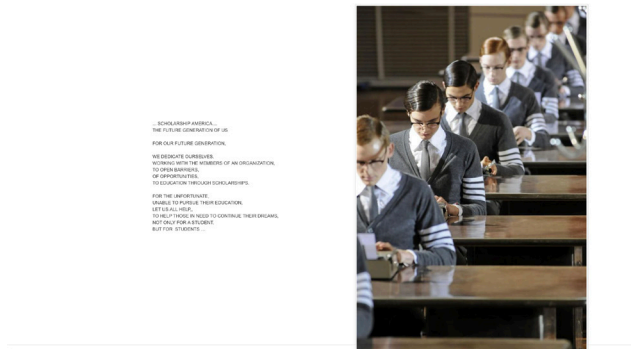
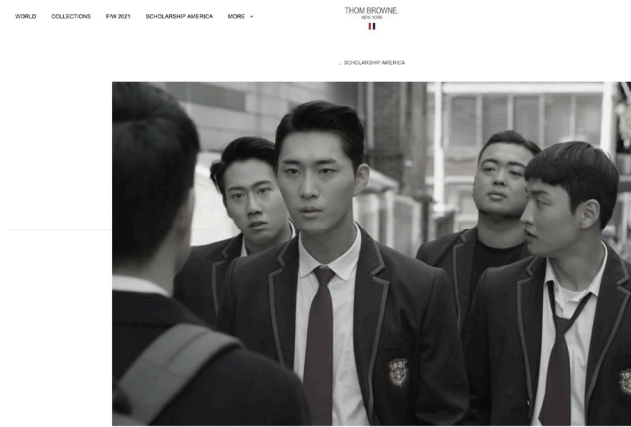
New York based brand founded in 2001, Thom Browne is a designer specialising in modernising the classic American suit. Thom Browne specialises in high quality wool tailored suits. He wanted to make suits as an everyday wear, not just formal wear.

Shop Now

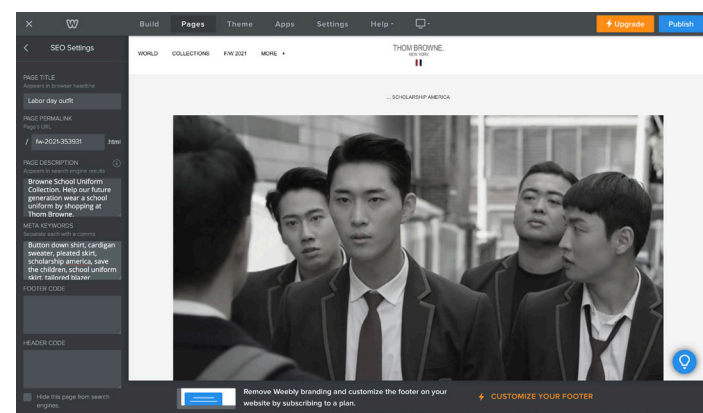
SEO #2

There are not a lot of people who are fortunate enough to be able to get an education. Thom Browne will partner with Scholarship America and/or Save the Children to donate their profits to these charities.

The keywords that I'm going to choose are pleated skirt, scholarship America, and a button-down shirt. (Other keywords involve school uniform skirt, save the children, tailored blazer, and a cardigan sweater.) A pleated skirt is a basic need for a preppy outfit inspired by school uniforms. Scholarship America is an organization that helps individuals with their tuition fees through scholarships; it's the main part of the campaign. A button-down shirt is also essential for the classic American wardrobe, which can be worn with skirts or pants. Another important keyword is the cardigan sweater, which has the most impressive and predicted clicks.



Link: <https://thombrownemarketing.weebly.com/fw-2021-353931.html>



Backlink- Cashback deal website- a blog post writing about companies that support education, which matches our campaign idea. Although Going Assistant is not a magazine, there are a lot of people who trust its website's capability. It also matches the campaign idea of supporting education. <<https://blog.givingassistant.org/companies-that-support-education/>> *edited



If you buy a product or service through the links found on The Giving Assistant blog, we may earn an affiliate commission.



Home » Nonprofits » Awareness Campaigns » Shop These 7 Companies That Support Education (2021 Review)

Shop These 7 Companies That Support Education (2021 Review)

Last Updated Feb 9, 2021 by Julie Gniadek

Most of us were taught that "sharing is caring" and "knowledge is power." However, through the years, it seems that it has become increasingly difficult for children to get access to quality educational resources.

Thankfully there are a number of brands and companies who care deeply about supporting children and education. We've made it easy to turn your shopping habits into charitable actions. Here are seven companies that support education.

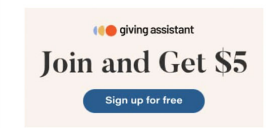
Corporations That Are Giving Back to Education in 2021

1. Thom Browne



Thom browne offers a variety of clothing items providing for men, women and children wear, while also promoting gender neutral through clothing products and marketing campaigns. From tailored blazers, button down shirts, pleated skirts and cardigan sweaters, which can be used in a variety of situations.

Give Back to Scholarship America/Save the Children organization when you [shop Thom Browne School Uniform Collection](#).



Latest Posts

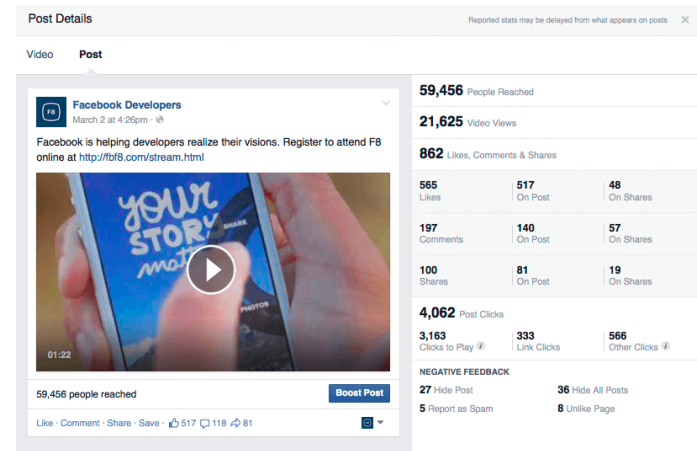
- Best Spring Sales 2021: The Home Depot, Forever 21, Eaze CBD & More
- 35 Books by Black Authors to Read in 2021
- 21 Black-Owned Beauty Brands to Shop Now (2021)
- Get Fast, Free Shipping with Vistaprint Custom Face Masks (2021 Review)
- Top 10 Best Generators (2021 Review)
- Top 10 Best Patio Heaters (2021 Review)

Social Media

Goals

Thom Browne has always used consistent format to post their contents.

- Increase 10% likes/impressions on Social Media posts
- Increase 6% followers on Social Media accounts
- Increase customer interactions; finding a way to post customer's pictures on Facebook and through the introduction of Line



Social Media platforms:



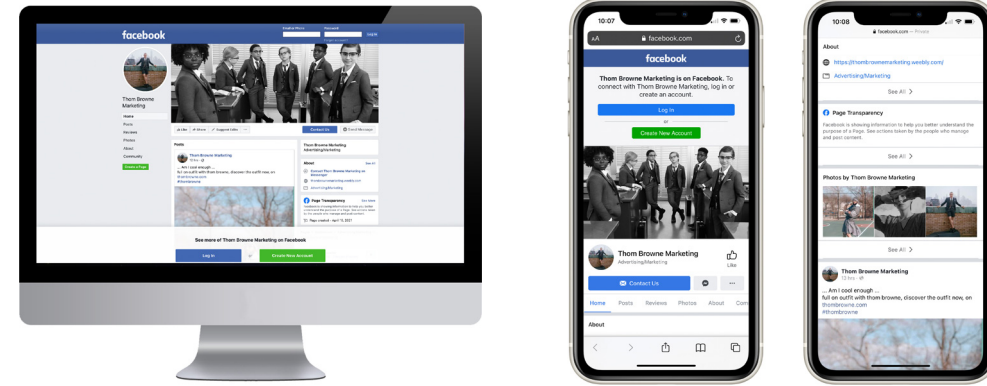
Instagram, Twitter, Facebook, Youtube, and Line. Thom Browne has not used Line as their marketing option, but I believe that using Line will be a good choice as one of Thom Browne's main target market is Japan.

Content plan with five unique types of content you can post on social media:

- Most of the content posted on Thom Browne's social media account is about 'Discover now, on thombrowne.com.' and so Collection pictures are very important to each brand
- (Re)Posting customer's editorial pictures that match Thom Browne's aesthetic; usually, models are shown in a stiff posture
- Reposting celebrity pictures for runways, magazines, press to attract attention from potential customers
- Supportive of important issues in the community; LGBTQ+ stance/Pride month, StopAsianHate, BlackLivesMatter through messages, pictures. We can also link nonprofit institutions that relate to these issues.
- Photos of fittings of the tailored suits or to have interactions with customers through questions of comparison which products customers like better.
- Promote the brand campaigns possibly through interesting photographs or interesting styling

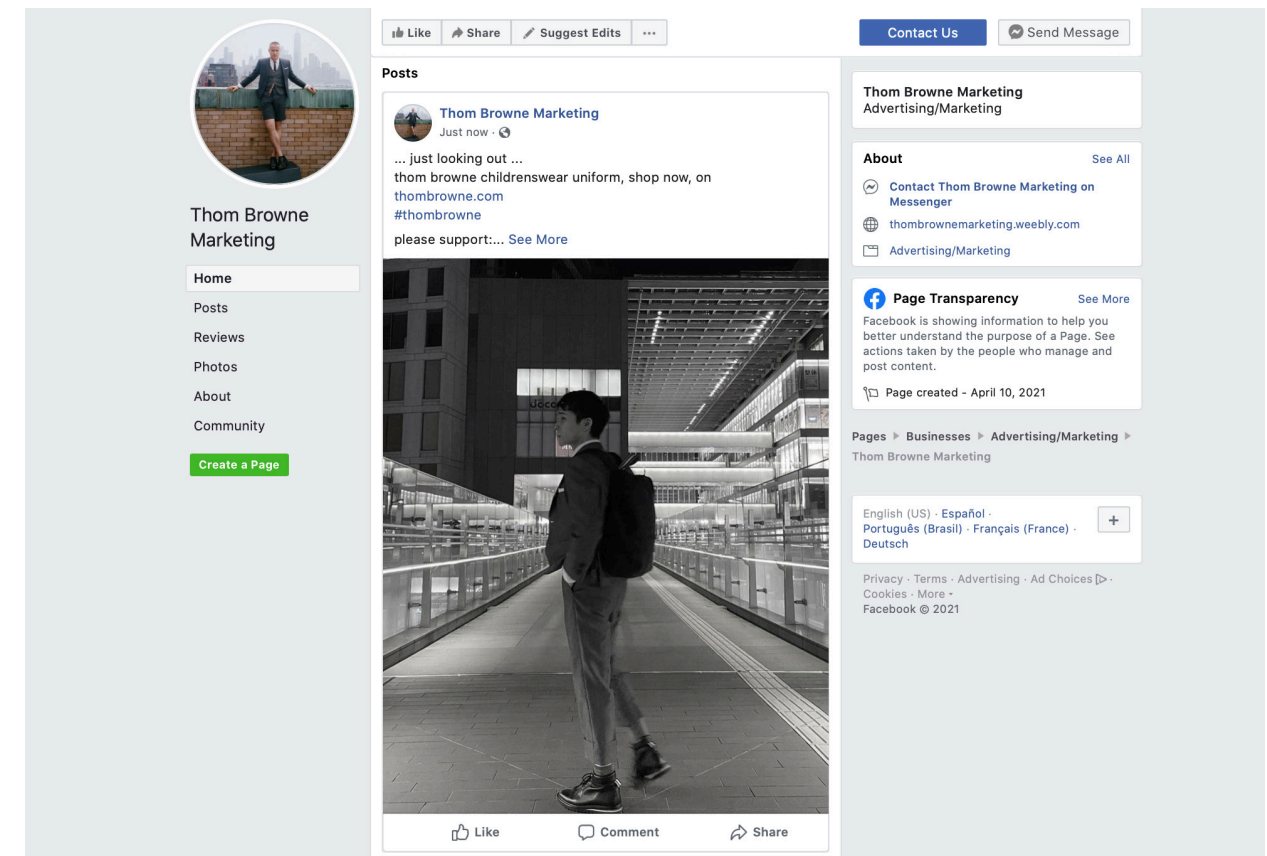
Facebook Page

Link: <https://www.facebook.com/Thom-Browne-Marketing-104658305072891/>



Overall Marketing Goal through Facebook ads

The overall goal is to increase traffic to Thom Browne's website and to reach as many people as possible within the target market to increase brand awareness. Thom Browne is going to use image ads to increase traffic by using campaign images that will speak out about the brand's image and products. The Second campaign would use a video to give an overall idea of how customers could wear Thom Browne as a lifestyle and leisure wear not just formal wear.



Promote the brand through campaigns or models

Thom Browne Marketing
Just now · 🌐

... bring out the shorts ...
discover the uniform now, on thombrowne.com
Photo by: @a.k.a_bambi

Like Comment Share

Thom Browne Marketing
Advertising/Marketing

About See All

Contact Thom Browne Marketing on Messenger
thombrownemarketing.weebly.com
Advertising/Marketing

Page Transparency See More
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.
Page created - April 10, 2021

Pages > Businesses > Advertising/Marketing > Thom Browne Marketing

English (US) · Español · Português (Brasil) · Français (France) · Deutsch +

Privacy · Terms · Advertising · Ad Choices > · Cookies · More > · Facebook © 2021

Customer's pictures

Thom Browne Marketing
4 mins · 🌐

... press ...
Actor Bong Tae-gyu, wears a thom browne uniform grey suit with a matching grey pleated skirt, 4 bar mid calf black socks, black loafers and black glasses
#thombrowne #bongtaegyul #press

Like Comment Share

Thom Browne Marketing
Advertising/Marketing

About See All

Contact Thom Browne Marketing on Messenger
thombrownemarketing.weebly.com
Advertising/Marketing

Page Transparency See More
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.
Page created - April 10, 2021

Pages > Businesses > Advertising/Marketing > Thom Browne Marketing

English (US) · Español · Português (Brasil) · Français (France) · Deutsch +

Privacy · Terms · Advertising · Ad Choices > · Cookies · More > · Facebook © 2021

Reposting celebrity pictures for press

Thom Browne Marketing
1 min · 🌐

... happy pride ...
Spring 2020
#thombrowne #pride

Like Comment Share

Thom Browne Marketing
Advertising/Marketing

About See All

Contact Thom Browne Marketing on Messenger
thombrownemarketing.weebly.com
Advertising/Marketing

Page Transparency See More
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.
Page created - April 10, 2021

Pages > Businesses > Advertising/Marketing > Thom Browne Marketing

English (US) · Español · Português (Brasil) · Français (France) · Deutsch +

Privacy · Terms · Advertising · Ad Choices > · Cookies · More > · Facebook © 2021

Supportive of important issues in the community

Thom Browne Marketing
Just now · 🌐

... fittings ...
Thank you Ashlyn Harris for coming to our New York atelier for a custom tailored suit
#thombrowne #AshlynHarris

Like Comment Share

Thom Browne Marketing
Advertising/Marketing

About See All

Contact Thom Browne Marketing on Messenger
thombrownemarketing.weebly.com
Advertising/Marketing

Page Transparency See More
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.
Page created - April 10, 2021

Pages > Businesses > Advertising/Marketing > Thom Browne Marketing

English (US) · Español · Português (Brasil) · Français (France) · Deutsch +

Privacy · Terms · Advertising · Ad Choices > · Cookies · More > · Facebook © 2021

Photos of fittings of the tailored suits

Campaign #1

The objective is to increase traffic to the website by targeting men and women to purchase the Thom Browne school uniform collection and donate to affiliate organizations. The name of the campaign will be 'Supporting the Future Generation.'

In the first image, we're showing the Thom Browne uniform collection and the caption is to help support different organizations for people who want to start or finish their education.

In the second image, we want to spread awareness of how important education is for children. The link will be sent to people to the education campaign to the campaign website.

The target audience would be people between the age of 18 and 48, who lives in the United States. It is more likely to target parents for childrenswear from the age of 26-38.

Daily Budget: \$25 (for 2 months)

\$25 x 61 days = \$1525

Click bid cap: \$3

Ad Preview 1 of 1 Ad Desktop News Feed 2 of 24

This is an example. View More Variations

Thom Browne Marketing Sponsored · Help us give our future generation a chance to pursue their dream. Explore the Thom Browne uniform. See our partners.

THOMBROWNEMARKETING.WEEBLY.COM
Thom Browne School Uniform
... Find out how to help ... [Learn More](#)

Like Comment Share

Campaign #2

The objective is show different ways how customers can wear Thom Browne's products in different occasions. The first video is showing different products while the second video is showing one person wearing the garment going to multiple places. It can be worn to the office as a formal wear, worn out to meet your friends, go play football at night after work or casual wear to go get coffee.

The target audience would be people between the age of 18 and 48, who lives in the United States. It is more likely to target parents of childrenswear from the age of 26-38.

Daily Budget: \$20

\$20 x 100 days = \$2000

Click bid cap: \$3

Ad Name Thom Browne Everywhere ID: 23847454419640246

Facebook Page Thom Browne Marketing

Instagram Account Use selected Page

Format Image and Video

Website URL <https://www.thombrowne.com/us> Edit

Ad Preview 1 of 1 Ad Desktop News Feed 2 of 17

This is an example. View More Variations

Thom Browne Marketing Sponsored · ... where should I go next ...

THOMBROWNE.COM
Thom Browne Everywhere
discover now [Learn More](#)

Like Comment Share

Ad Name Thom Browne Everywhere ID: 23847454419640246

Facebook Page Thom Browne Marketing

Instagram Account Use selected Page

Format Image and Video

Website URL <https://www.thombrowne.com/us>

Ad Preview 1 of 1 Ad Desktop News Feed 2 of 17

This is an example. View More Variations

Thom Browne Marketing Sponsored · ... where should I go next ...

THOMBROWNE.COM
Thom Browne Everywhere
discover now [Learn More](#)

Like Comment Share

Viral Marketing Plan #1- Guerrilla Marketing

Name: Hector on the streets

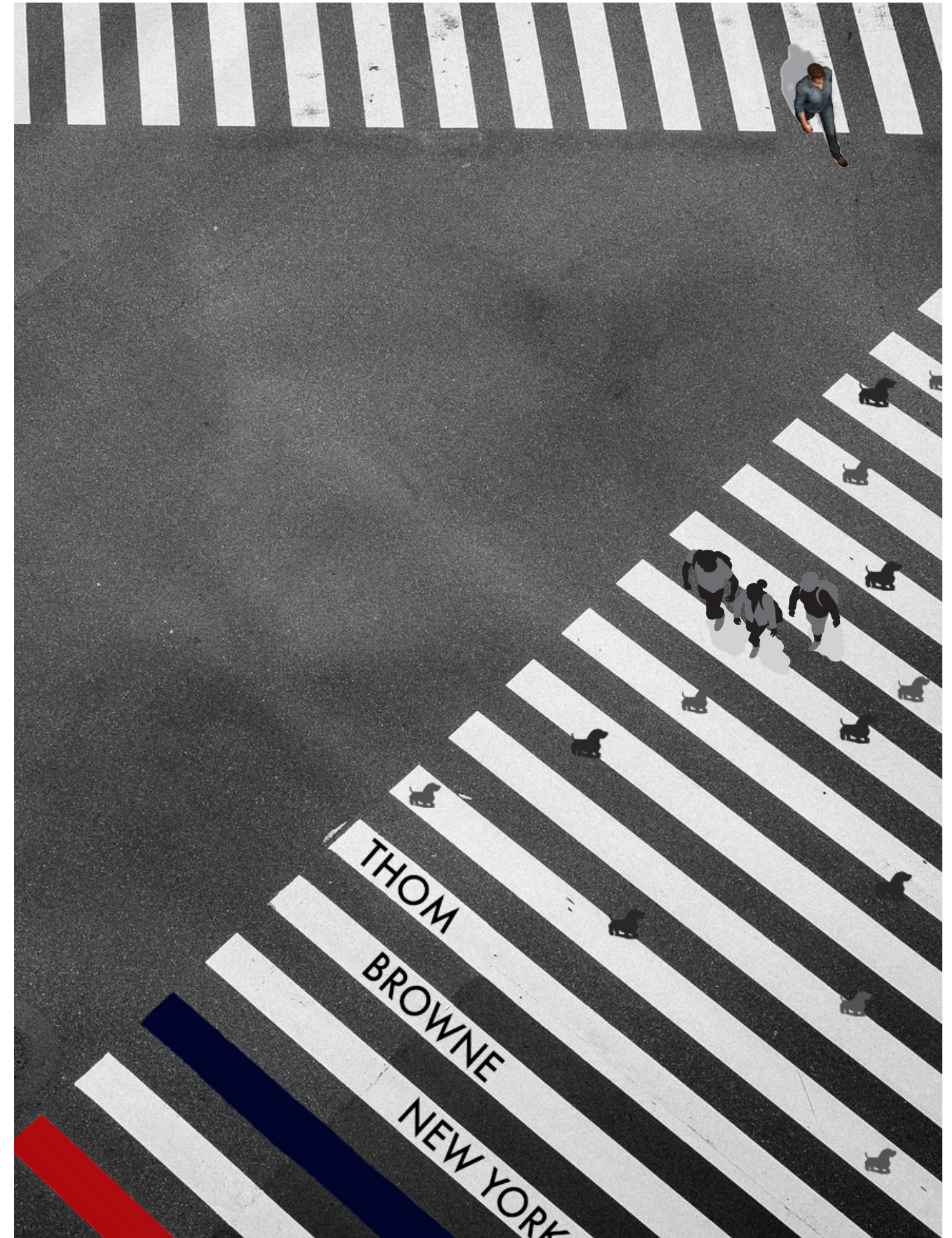
Description: Uncommon marketing plan that fits with the unique distinctive features of the brand, Thom Browne. Since Thom Browne is not trying to popularise the brand through advertising and traditional media, Thom Browne said in an interview for WWD that the garments are preferred to be seen not heard. Moreover, Guerilla marketing could also bring back memories for Browne as walking around New York City with his designed garment was his first method to make sales.

Goal: The goal is to create awareness of the brand and create hype. The brand will take advantage of social media such as Youtube and Instagram to post the event.

Hook: Instagram post about the result of the design on the zebra cross

Transmission: Guerilla marketing; changing the color of the zebra cross into the flag color of Thom Browne, adding the brand name, as well as the brand icon, Hector throughout the zebra cross as if they're also crossing the road.

Seedling: Passerbys would most likely post pictures of the unique marketing plan because guerilla marketing is used to surprise the customers through unconventional methods to market the brand and/or products. Thom Browne could show the unique garments from their runway shows to attract people's attention. Thom Browne could also ask people to use the hashtag #Thombrowneonthestreets to get the customers be involved in creating awareness for the brand.



Viral Marketing Plan #2- PR event

Name: Suits on walls

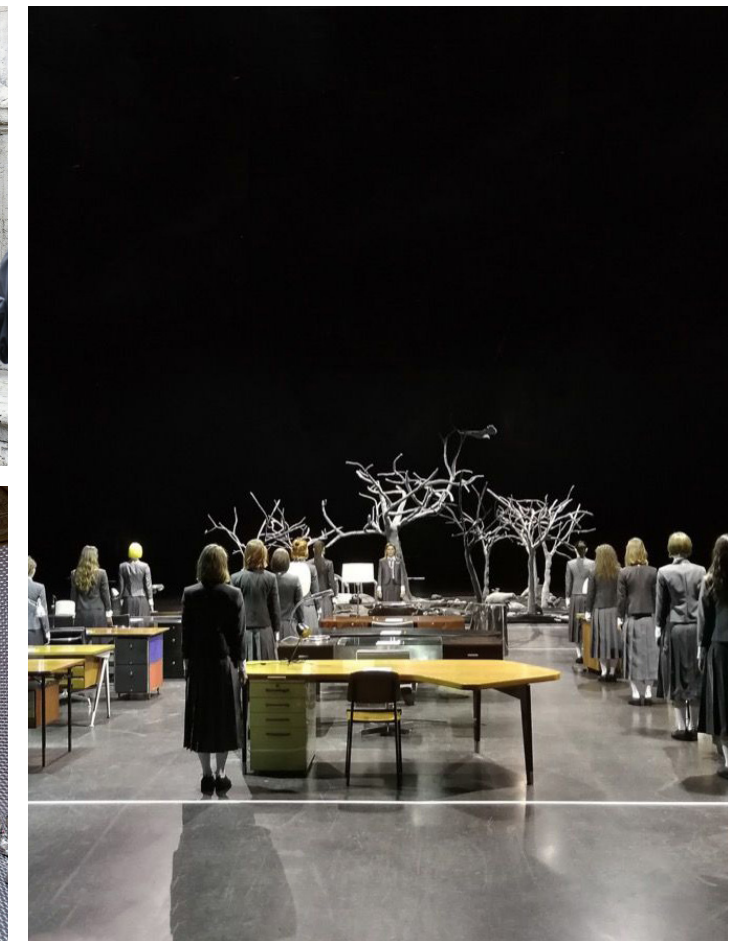
Description: The event will include influencers, buyers, as well as customers with high loyalty shop to experience the event. The event is able to attract people's attention on social media because of the unique decorations on the wall.

Goal: The goal is to increase sales and attract buyers into the event and increase the sales of the suits. The event also creates a relation of the brand's support of gender equality, which can be used as an important message for marketing uses.

Hook: The event is going to have free embroidery for people who are able to attend the event. The finished product is mostly going to be advertised in their social media account, which will attract attention.

Transmission: Thom Browne is using PR event to have a 2-in-1 use; for sales and brand awareness. Thom Browne might promote their new collection or put up their unique or most popular suits on the wall to attract people's attention. The floor can be Thom Browne's shoes designs as a wallpaper or put shoes art installations spreaded out on the floor. The middle of the event will showcase the brand's way of styling the clothes, also showcasing their classic suits as well as showcasing their unique garments.

Seedling: Attendees of the events are most likely going to post pictures about the events, livestreaming the event on Youtube and posting clips on IGTV would also be helpful to popularise the brand. Thom Browne could use #suitsonwalls hashtag to promote the brand.



Display Advertising Strategy

Goals of the campaign:

The goal of the campaign is to appeal to the customers with the multipurpose use of the products in which customers can use the products for work to the office or work-from-home outfit for meetings, or as a lifestyle suit to dine with friends.

A campaign name:

Wear Your Suits Everywhere

Targeting settings: location, audience, demographics, and content topics:

Location: United States

Audience: Impressions 500M - 1B

Demographics: Age: 25-54, Income range: Top 10%-40% (need to be able to afford and is willing to purchase Thom Browne's products)

Content Topics: Thom Browne, men's custom-tailored suit, business wear women's clothes, Weekly

Ads using audience targeting must comply with the [Personalised advertising policy](#). Sensitive keywords will serve contextually only, or may not serve at all. All campaigns are subject to the Google Ads advertising policies and must not contain any inappropriate content. [Learn more](#)

Audience name: Thom browne

Include people with following interests or behaviors

People with any of these interests or purchase intentions

People who searched for any of these terms on Google
Only on campaigns running on Google properties. On other campaigns, terms will be used as interests or purchase intentions.

thom browne mens custom tailored suit business wear women's clothes

Add Google search terms

Expand audience by also including:

- People who browse types of websites
- People who use types of apps
- People who visited certain places

Audience insights
United States, English, Display

Weekly impressions
500M - 1B

Gender
69% female

Age
21% 55 - 64

Parental status
62% non-parents

Topics
Apparel, Suits & Business Attire, M...

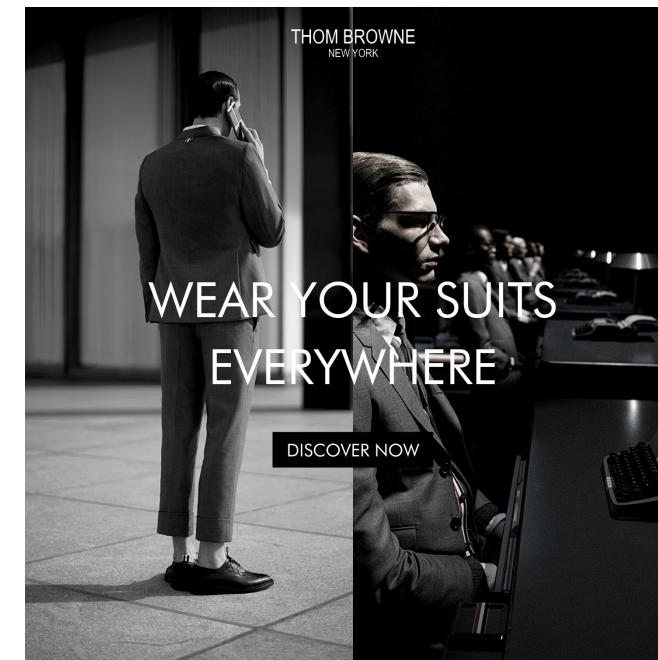
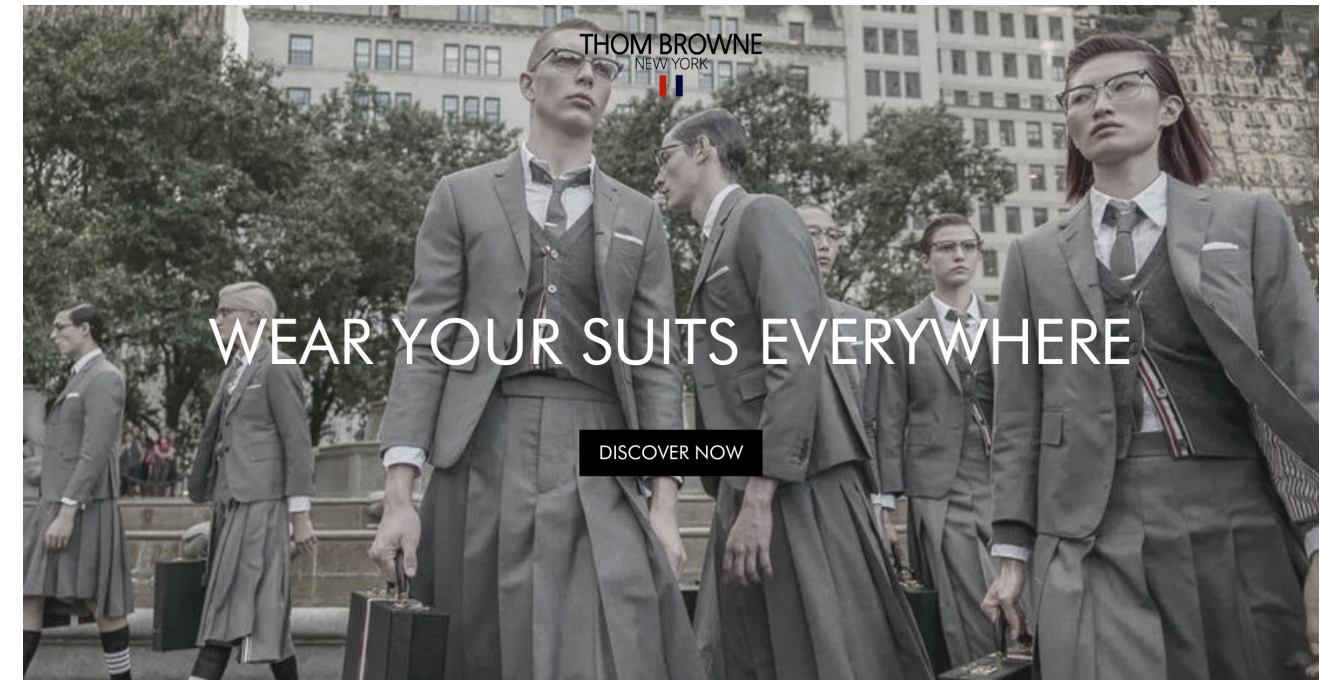
Budget and CPC bid:

Budget: \$40,000

CPC Bid: \$0.64

The first ad displays people wearing suits outside of the office, however, they are all together in one place which can indicate that they are getting off work.

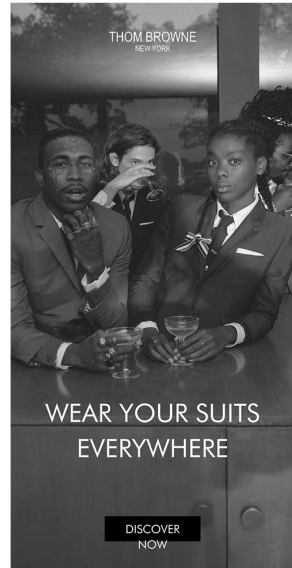
The second one show someone on the streets as well as people in the office, which matches the title of the campaign.





Courtesy of Thom Browne

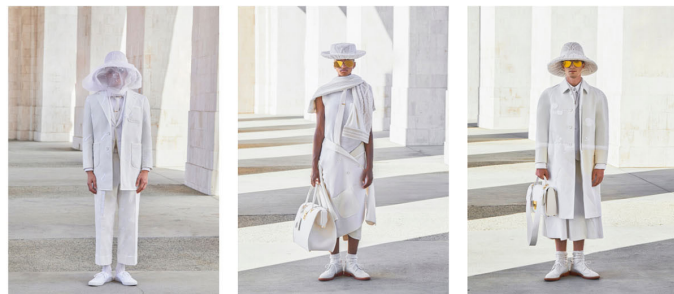
ADVERTISEMENT



GQ is an American men's magazine, offering articles on Fashion, Lifestyle, Sports, Culture, as well as Grooming.

GQ is a good choice for display advertising because of its target audience. Their audience has an average age between 35-40, with 73% readers men and 27% readers women.

Browne has been one of the leaders in gender-fluid fashion—his men's skirts are strong sellers—and started showing his men's and women's collections together back in March. He's fond of saying that tweaking the suit just a bit drives people wild because it's such a conservative form. But this collection felt less subversive and more serene. Is it that our eyes are adjusting to the image of men in skirts and dresses, or has something about Browne's approach changed? In part, he said, referencing the androgynous shapes of the 1920s made the shapes less suggestive—women's slim-lined skirts and dresses from that era fell on the body almost like men's tailoring, so this iteration of gender fluid fashion just looks less wild than, say, *Marie Antoinette's boned and sculpted pre-Revolution frocks*.



Courtesy of Thom Browne

Courtesy of Thom Browne

Courtesy of Thom Browne

Metrics

1. Conversion Rate
2. Engagement
3. Audience
4. Acquisition
5. Demographics

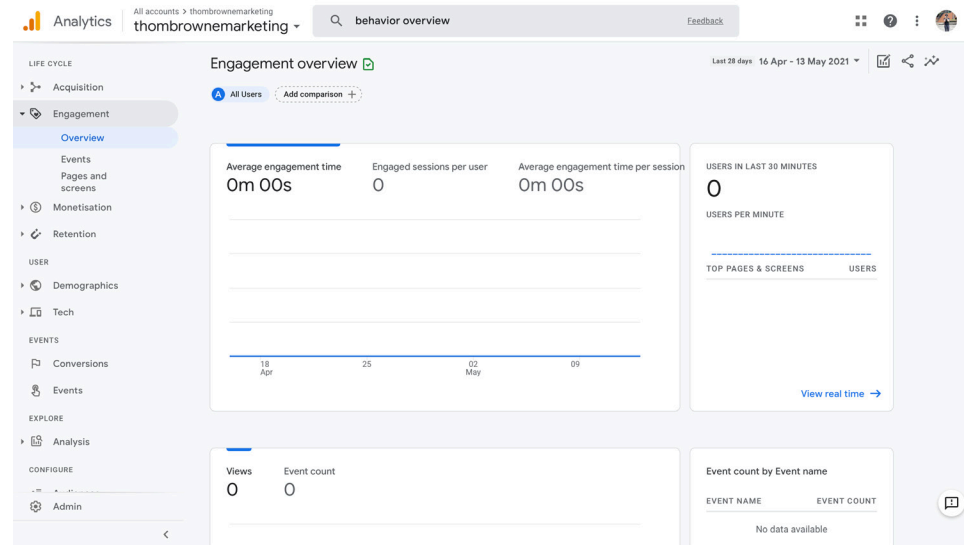
1. Conversion Rate

Conversion rate is very important for a business because it allows the business to identify the activity of their customers. Conversion rate can be calculated through measurable actions such as a click on one of the campaigns or mediums in the website that could be counted as conversions. The formula is $(\text{conversions} / \text{total visitors}) * 100\%$. A low conversion rate could mean that the campaigns are not working well. Moreover, Conversion rate should be measure after the campaign have been implemented to see the performance of each campaign to see their success and which type of campaign they should put up longer.

2. Engagement

Engagement is very important for Thom Browne because Thom Browne should look into what is the average engagement per customers on their website. Engagement can also calculate how effective a recent social media post is. For example, a recent post on social media gets higher likes and Google Analytics would catch that so that the brand could identify the cause of the higher statistic.

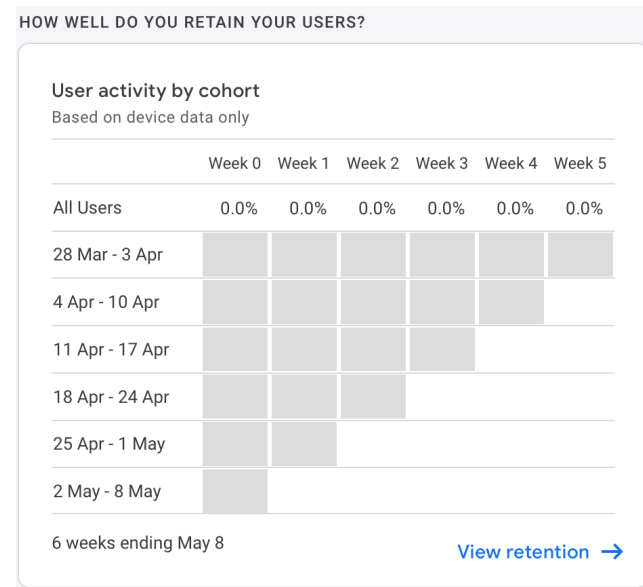
Thom Browne could identify which page gets the highest views to know customer's interests and intention on what type of product customers want to purchase.



3. Retention Rate

Thom Browne can know what type of platform their customers are using. Audiences can calculate how many users are there, the sessions, and their conversions. Thom Browne could also see how many came back to Thom Browne's website.

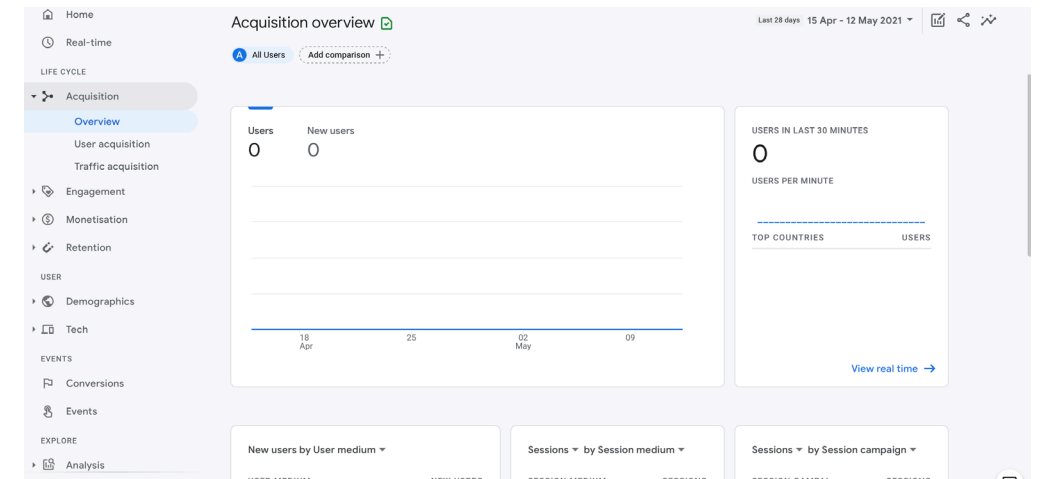
Sessions could measure the number of people who visit the website without taking into account returning customers.



4. Acquisition

Acquisition is important for Thom Browne because google analytics can measure the traffic; measuring active users and new users. Acquisition measures their engagement rate in each sessions per user. Acquisition also measures the effectiveness of their social media and other traffic such as emails, organic search, paid search, and display ads.

We can measure how effective our email marketings for the month and which title catches the most attention to our customers. Organic search and paid search are important to know which keywords are most successful in increasing clicks to the website.



5. Demographics

Thom Browne can see where their customers are located by country or by city, their gender, age group, interests, and language. Thom Browne can also separate their users either by new users or returning users. Each category can be separated based on sessions and their engagement rate.

The brand should identify their customer groups where customers open their website. For example, if there is an increase in customers location from Singapore, the brand could potentially research the market and open a new store. Moreover, looking up into the age group could help with the design of Thom Browne for the new season that could attract that particular age group.

