

an / da



Define elements of brand equity to differentiate brand, product/service
for effective branding materials to reflect the target customer

Introduction

Aiming for affordable luxury, 'an/da' was created in 2021 aiming to influence its customers the versatility of a suit. 'an/da' is a women empowerment brand made for women.

Brand Meaning:

'an/da' means 'you' in Indonesian language to symbolise the importance of satisfying our customer's needs and wants. The brand name will link back to our Indonesian roots and heritage.

Brand Concept (overview):

- The brand focuses on selling suits infusing Indonesian batik patterns for our suit linings and some clothing designs.
- The brand will focus on using natural fabrics such as wool, cotton, and cashmere as well as recycled fabrics such as recycled polyester.
- Our company also shows importance on corporate social responsibility
- 'an/da' will provide customers with styling options on our social media accounts to inspire the community for fashion inspirations and personal style.

Core ideas:

1. To create a collection for a capsule wardrobe
2. Made by women for women
3. Versatility use of suits through different styling, fabrics choices and silhouettes
4. To inspire and educate others through Indonesian culture

Brand mission:

To provide women with timeless and versatile use of suits for every occasion with sustainability in mind.

Brand vision:

To change people's view of suits- not just for work wear but as a lifestyle.



Target Customers

Primary target customer:

The primary target customer should be someone between the age of 22 and 32, who wants to build a capsule wardrobe. They want a formal suit in their wardrobe for work yet stylish enough to wear for dinner after work.

Secondary target customer:

The secondary target market should be someone within the age of 33-43. The secondary target customer purchases products not for style but for the versatility of the clothing pieces. The suit is a versatile piece for wear and also as a weekend outfit.

Tertiary target customer:

The tertiary target customer is someone within the age of 44-54. These types of customers have a lot of disposable income and are looking for products that are comfortable enough to wear throughout the day. Furthermore, customers are looking to find classic wardrobe essentials that transform a classic black blazer into a unique silhouette with a priority on comfort.





Brand Guidelines:



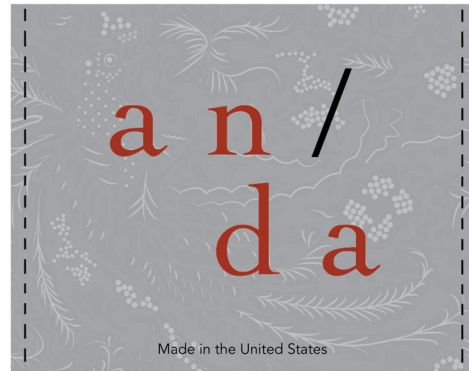
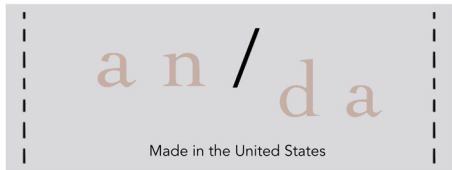
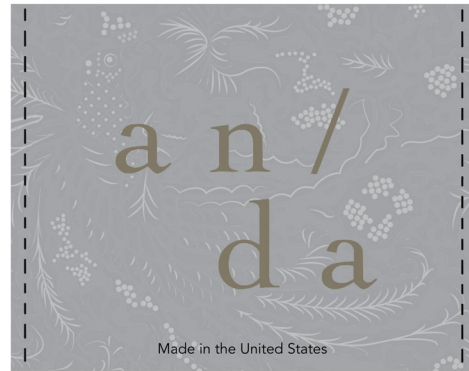
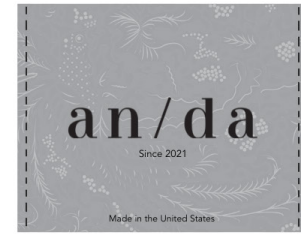
L: 16.5"
H: 9.5"



General clothes tags

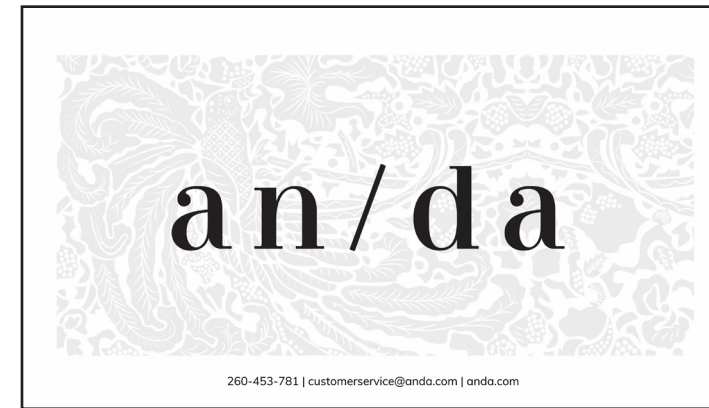


Coat/Blazer Tags



Clothing tag (coats)- 2" x 1.5"

Clothing tag- 1.75" x 0.75"
Cotton tags



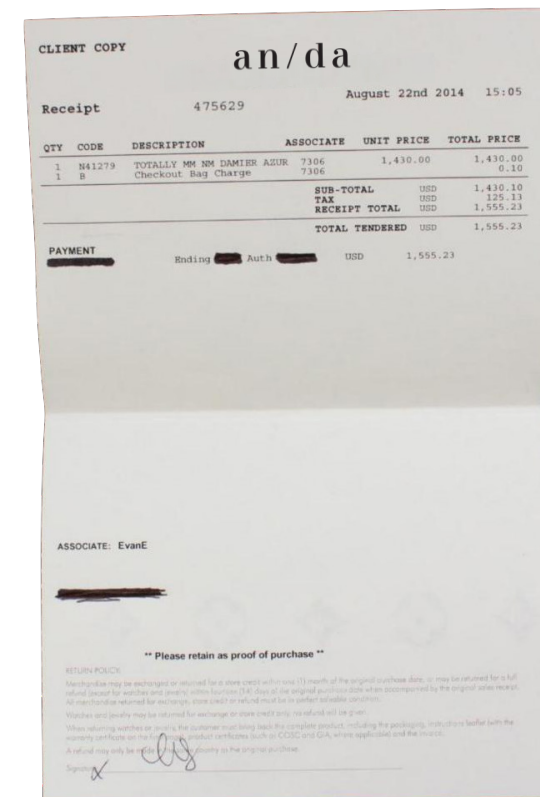
Business card- 3.5 x 2"



Envelope for the receipts and business card
5 1/4" x 7 1/4"



Thank you card (online shopping)-
4 x 6"

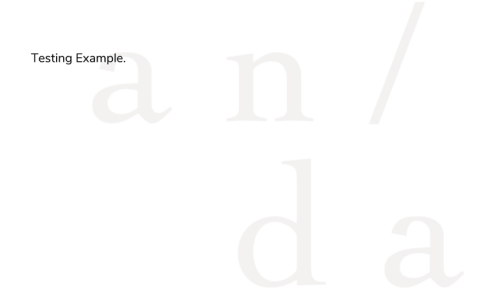


Organisation

Date

To Whom It May Concern;

Testing Example.



Sincerely,
Callista Faustine
Founder of an/da

Shipping box: (brown cardboard box)- suits & coats



M: 4.5" x 10"



L: 6" x 12"



XXL: 8" x 15"

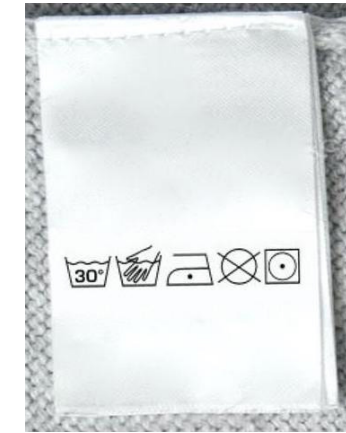
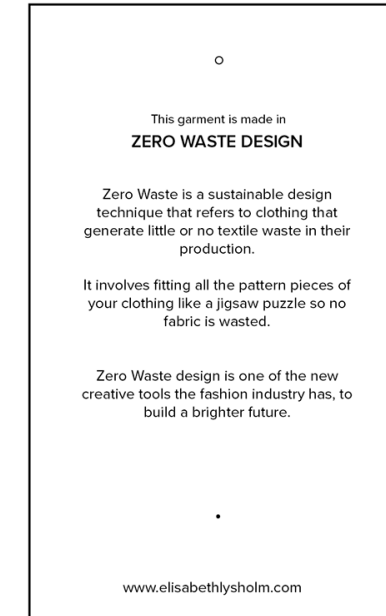
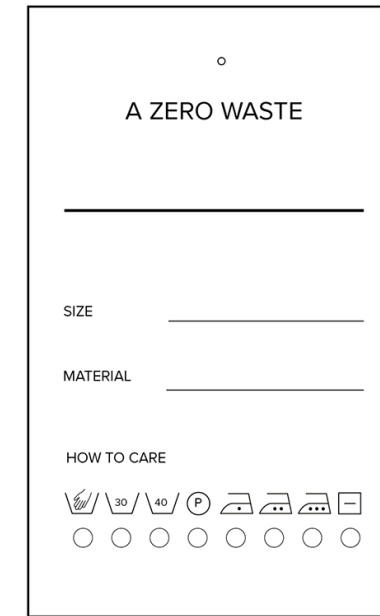


Plastic shipping for items that do not need to be wrinkle free when shipped- t-shirts, sweaters, shirts



Size- 10" x 13"
Material- 100% Post-Consumer Recycled Plastic

Size 6" x 9"
Material- renewable bioplastic derived from corn starch



Sustainable tags- 2 1/4 x 4"

Store paper bag:



Recycleable paper bag- 16 x 6 x 12"
White paper bag - coloured logos



Size 9x6x3"
Grey box and white on the inside

Define the USP (unique selling point)

Infusing our suit designs with the Indonesian Batik lining for a unique touch enables customers to style one suit into multiple outfits suitable for different occasions.

Competitive advantages (differentiation factors) for your brand.

- Made by women for women
- Versatility of one suit
- Indonesian inspired batik patterns for suit linings to increase cultural values

Identify three (3) direct competitors

- Jil Sander- minimalist fashion that aims to give working women a wardrobe that fits with their fast-paced lifestyle through feminine and functional clothing pieces. Their stores all have a similar interior design that attracts minimalists.
- Toteme-curated wardrobe that transcends trends and backs its purpose. Their minimalistic products give customers a capsule wardrobe through neutral colors and classic silhouettes.
- Acne Studios- ready-to-wear items with a focus on timeless products. They are popular for their pink branding color and are used in all of their packaging and stores- their stores usually have stainless steel designs and colored furniture or walls.

(3) indirect Competitors:

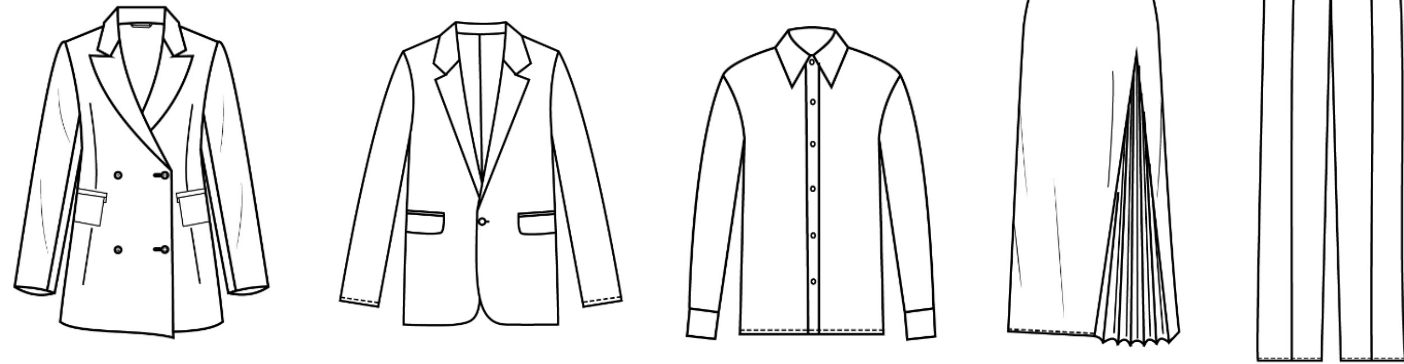
- Frankie Shop- affordable luxe-looking basics (lowered price items, offering basics and colorful options adapting to trends)
- Jacquemus- changing the way tailoring is made through sculptural shapes and unusual details taking center stage (Unique and playful silhouettes, not the classic tailoring), family-oriented, and conceptual. Jacquemus always adds a personal touch to all their collections bringing their customers closer to the brand. The brand also uses interesting fashion show places to showcase its collection.
- Gabriela Hearst- sustainable, refined, and thoughtful fashion — with an undeniably cool, artsy bent (improving classic pieces into trendy pieces)

Brand Positioning



Merchandise Plan:

- Tops (Woven tops, Blouse, Shirts)
- Knits (Sweaters, Cardigans)
- Blazers
- Bottoms (Pants, Skirts)
- Coats (Wool coats, Trench coats)
- Bags (Modern Satchel bags, Top Handle bags)
- Accessories



Pricing Strategies: Premium Pricing- setting high priced quality products to customers creating an exclusive and luxury brand image.

Print points: (About \$200-1300)

Tops: \$200-\$500

Knits: \$300-\$700

Blazers: \$600-\$900

Bottoms: \$300-\$600

Coats: \$990-1300

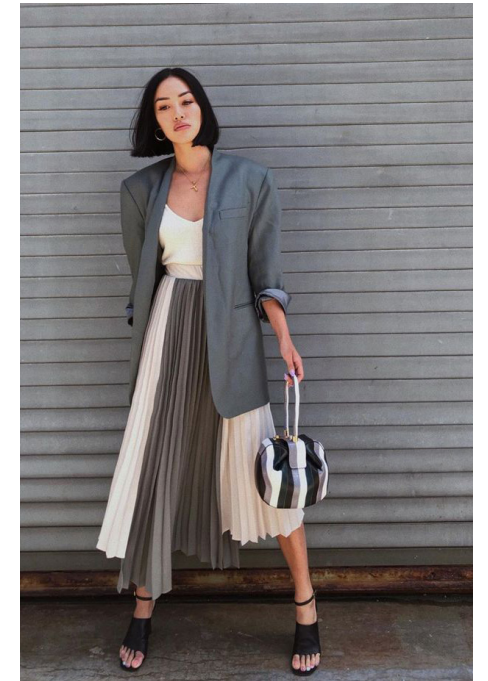
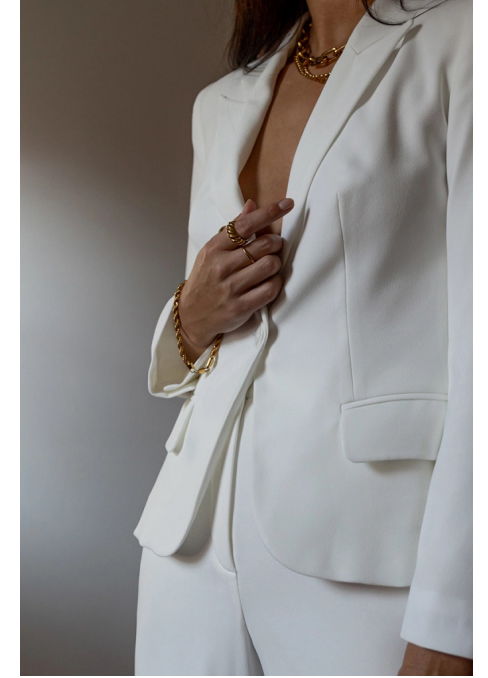
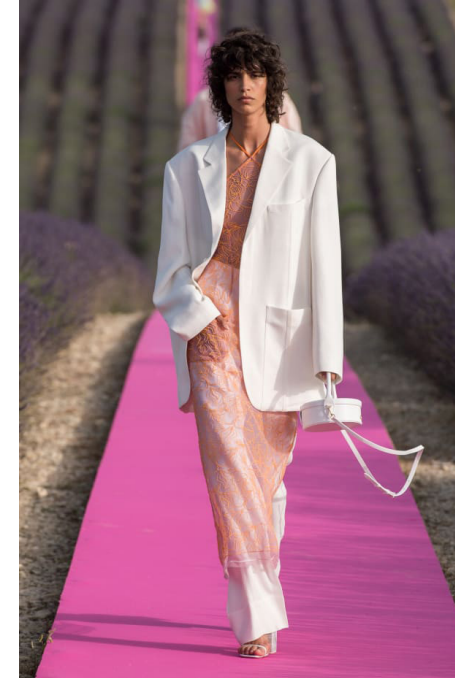
Bags: \$450-\$1050

Accessories (scarf, jewellery) : \$100-\$200

Service level:

choices of buttons for the suits, provides pants alternations (2-4 days work not including weekends), longer returns and exchanges within 40 days, wardrobe consultations online or in-store by appointment.

Core Product Idea



We want to say that suits are an essential item in your closet, especially if you want to build a capsule wardrobe.

Distribution strategies:

Exclusive distribution strategy- only offering our products to high-end boutiques in urban areas within the United States

Distribution channels:

- Website at 'anda.com' (easiest way to track the customer)
- Local boutiques (help to sell our products)
- Instagram (social media is very popular right now and the brand will lose out if we do not take this to our advantage)
- Own retail store (another way to track customer spending, customer conversion, and Average order value)

Flagship location:

New York- one of the fashion centers in the world, located close to factories
The location would probably be in East Village.

East Village is popular for its boutiques and is the perfect location for an/da to open our first retail location. The area is relaxed as there are a lot of coffee shops, parks, and restaurants in the area. Since there is a large number of people who are not US-born, people are more culturally educated and would want to see what's in for them from an/da's new retail store.

There are not a lot of competitors in the area as most of the stores are located on Fifth Avenue. High-end boutiques include Love Only NYC and DUO NYC.



Secondary Research

East Village Population Demographics

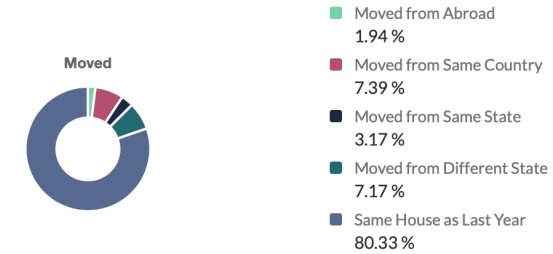
		Y-o-Y Change
Total Population	65,101	0.0%
Male Population	31,185	1.2%
Female Population	33,917	-1.1%



		Y-o-Y Change
Median Age	35	0.0%
Citizen US Born	47,032	-0.9%
Citizen not US Born	11,080	7.8%
Not Citizen	6,989	-5.1%



		Y-o-Y Change
Moved from Abroad	1,253	-6.1%
Moved from Same Country	4,777	1.2%
Moved from Same State	2,050	6.2%
Moved from Different State	4,639	2.2%
Same House as Last Year	51,955	-0.3%

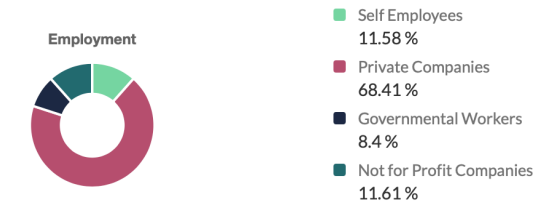


Occupational Employment in East Village

		Y-o-Y Change
White Collar	35,112	-1.2%
Blue Collar	1,472	6.8%

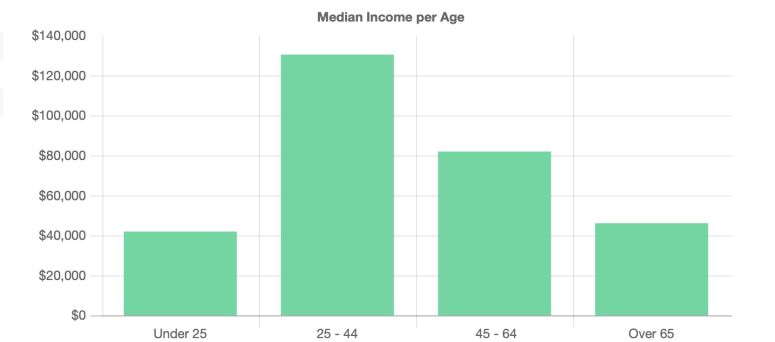


		Y-o-Y Change
Self Employees	4,238	-13.7%
Private Companies	25,028	0.0%
Governmental Workers	3,072	0.4%
Not for Profit Companies	4,247	7.9%



Median and Average Income in East Village

		Y-o-Y Change
Average Household Income	\$130,326.83	3.4%
Median Household Income	\$90,939.00	4.7%
People below Poverty Level	11,767	1.9%
People above Poverty Level	48,905	-0.5%



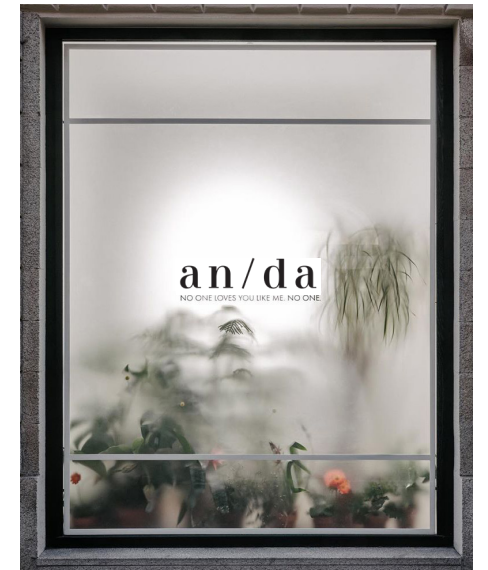
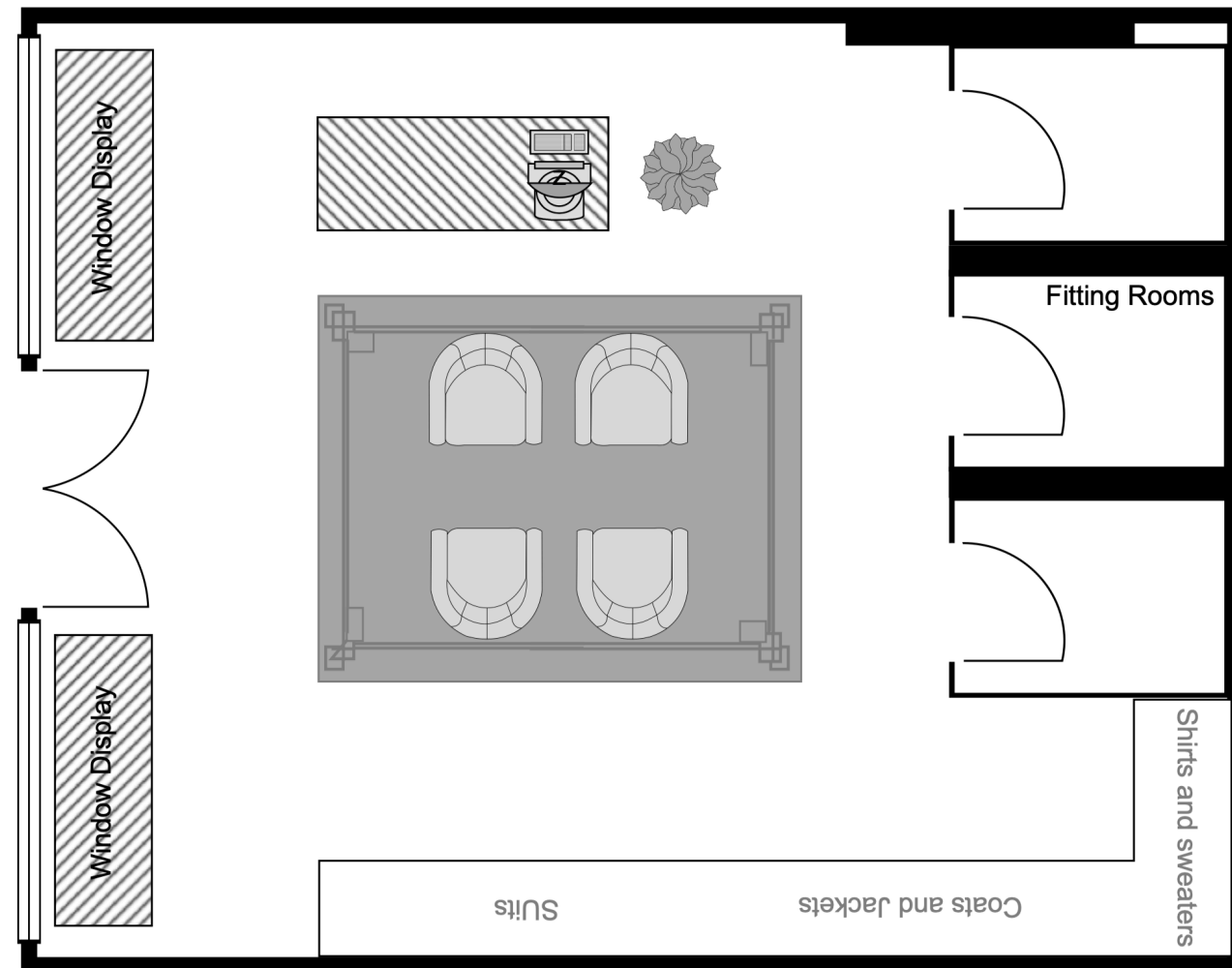
Based on the secondary research, East Village suits the primary and secondary target customer very well. The household income also suits the high price of an/da. There is also a larger number of people who are employed as a white-collar than the blue-collar. White-collar workers can purchase a higher-priced items.

Store concept

The store decorations will have Indonesian details for their furniture items. Indonesia is popular for its Rotan furniture and its crafts on wooden tables. The store is going to have white walls with wooden fixtures around the store to represent the Indonesian heritage. The outer part of the store will have large glass windows to let the sun in to make the store bright and clean. The fitting rooms have rounded tops to create a modern yet unique look staying away from the usual rectangular rooms.

The accessories will be displayed on the wooden tables and there will be seatings in the middle of the room if people are waiting for someone in the fitting room. A peaceful, soft background music playlist will be playing in the background to suit the mood of the store. There will be diffusers around to make sure that the store smells good.

Floor Plan



an/da Campaign Idea

Campaign title:

10,128 miles

(Explanation: The distance between New York and Bali, Indonesia)

Campaign description:

After the pandemic, people are not able to travel and while things are going back to normal, people inevitably want to get out of the city or country. an/da aims to connect western and Asian cultures for potential customers for lifestyle and work-life about our products, silhouettes, and fabric.

‘How different people use suits in their life’

Campaign goals and objectives:

This campaign aims to increase brand awareness not just online but also in their New York location. The campaign should reflect the target audience’s style for them to feel interested in the brand. This campaign will lead to a 10% increase in our online website and a 5% increase in-store traffic.

S- Fusing cultures through different advertising methods and designs

M- Analytics

A- 10% increase in online traffic, 5% increase in-store traffic

R- To increase brand awareness

T- Within 6 months

The “big idea” of the campaign:

The idea of the campaign is to show the versatile use of one suit in many different ways.

Campaign Mockup



Creative Brief

1. Why are we advertising?

To increase brand awareness about the new brand that we're coming out.

2. Who are we talking to?

Women who live in the United States, particularly in New York.

3. What do they currently think?

I need something versatile- something that can be worn multiple times in many different ways.

4. What is the single most persuasive idea we can convey?

Sustainable use of fabric to create a collection fusing Indonesian culture into the garments to create a capsule wardrobe.

5. What would we like them to think after seeing our message?

I need to buy that suit for versatile wear maximising the use of one garment

6. Why should they believe it?

Workable and versatile use of suits

7. Are there any creative guidelines?

Batik and Indonesian interior design fixtures

Big Idea

“Bridging Indonesian and American culture to promote the versatility of suits. Wear the suits anywhere and style it in a lot of different ways to suit the weather and occasion.”

Guerilla Marketing

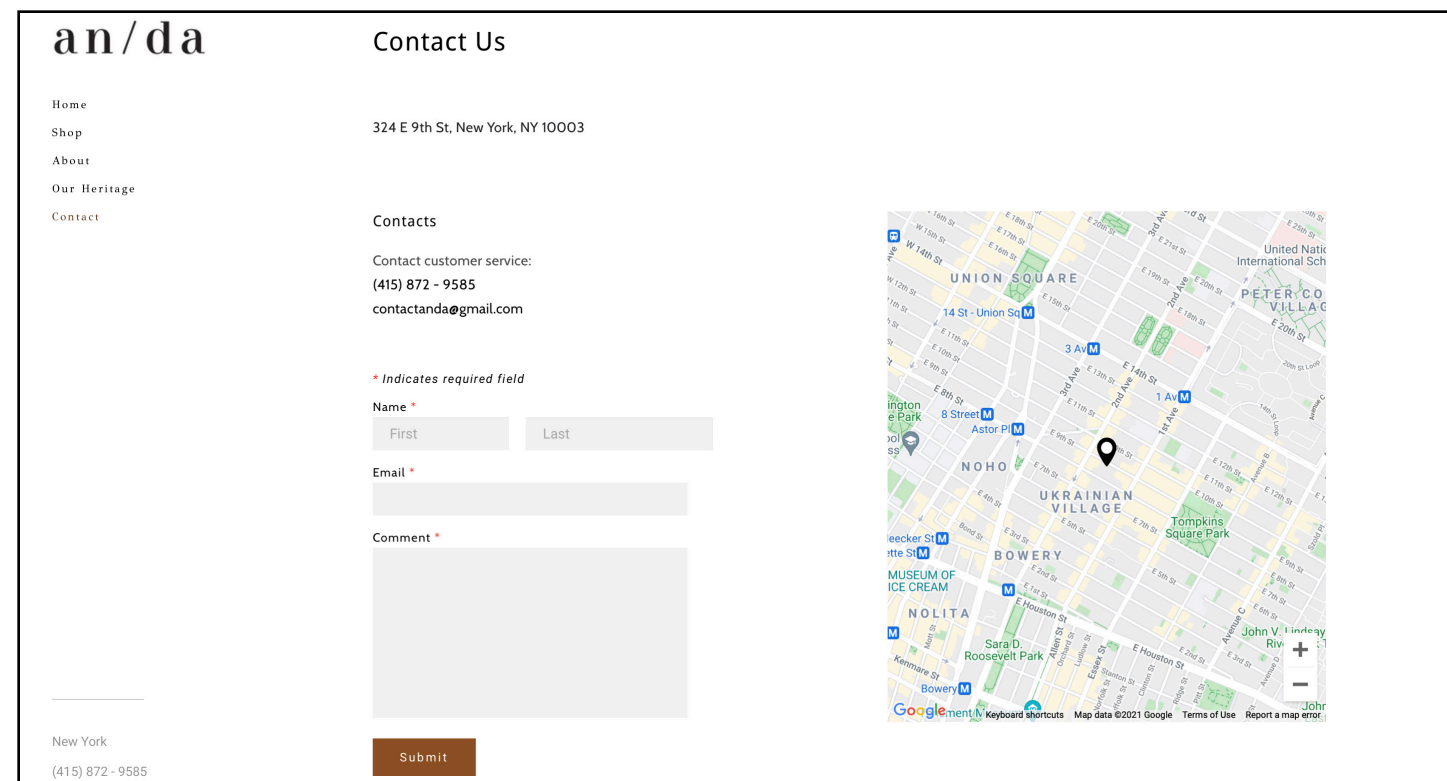
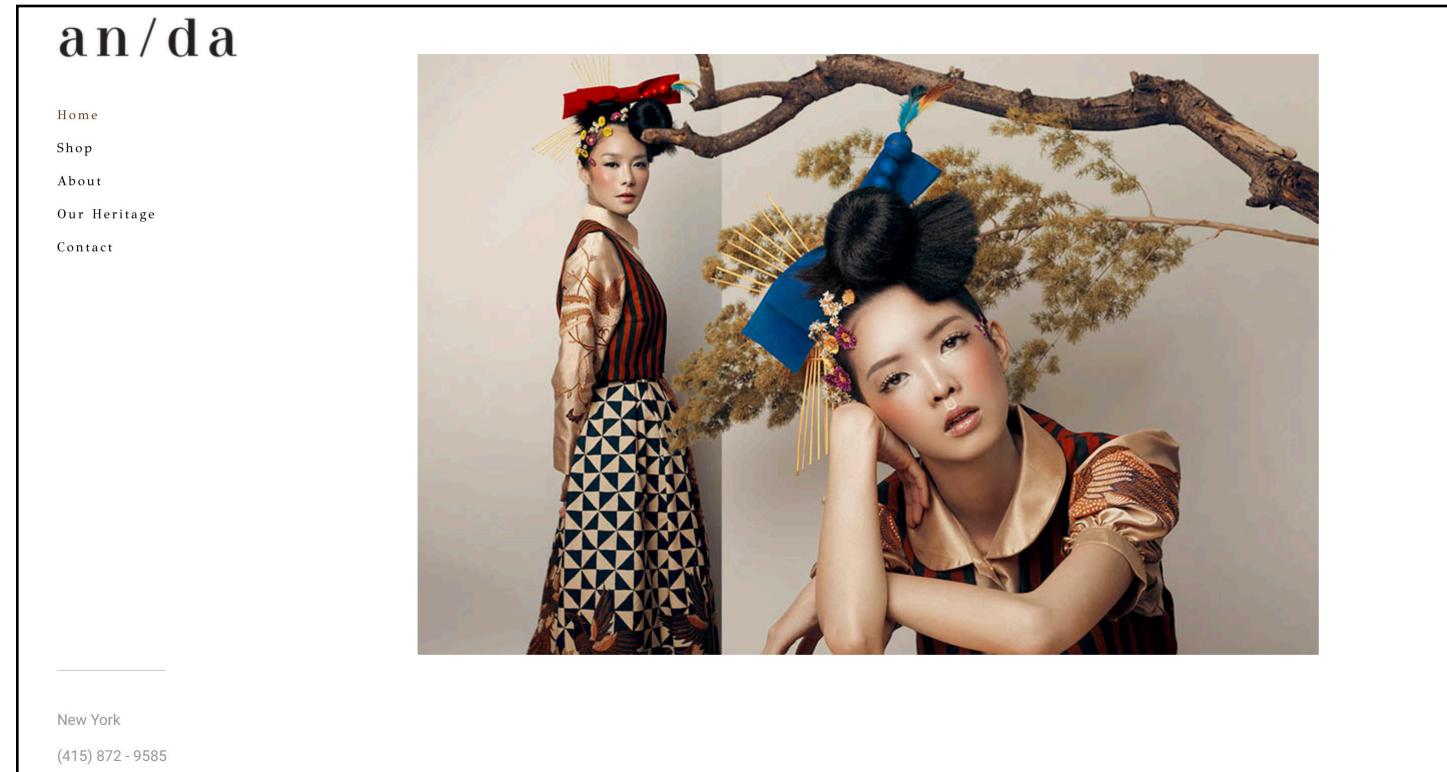
an/da will hire people to walk around the neighborhood with our clothing products. The outdoor fashion show aims to grab people's attention and increase brand awareness. Each of the models will carry an/da's recycled plastic bag to promote the brand. The models are going to be wearing similar outfits for the customers to distinctly see that it's an intentional promotional method. The end goal is to let passersby share what they see on social media and share it on their social media accounts.



Personal Selling

Sales Associate inside the store is trained to give customers the best treatment that can lead to a sale. Our associates are trained to provide in-store styling services so customers are able to style our suits in multiple ways and in different styles. It is important for associates to have good fashion tastes and to have their opinions when customers ask them questions about any recommendations about an outfit or style. Customers are also able to seek assistance online for a stylist for a fee.

Brand Website



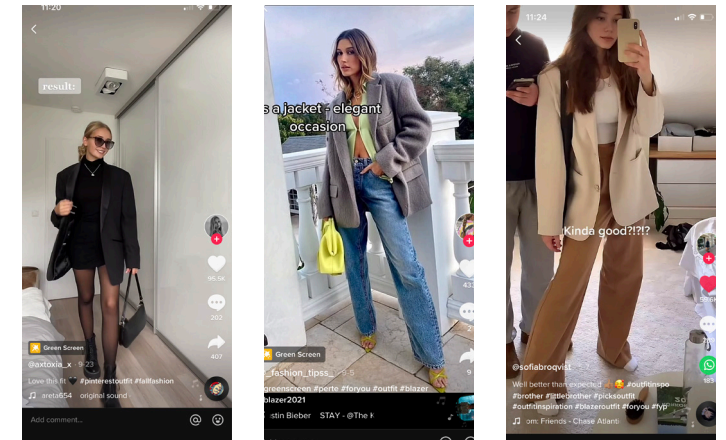
<https://andastudio.weebly.com/contact.html>

Brand Social Media Channels



TikTok

TikTok is a short-form video generated by social media to showcase different genres from dance, jokes, and entertainment. Users can use hashtags to create challenges for people to re-create such as outfit challenges, styling tips, and styling one skirt with different outfits.

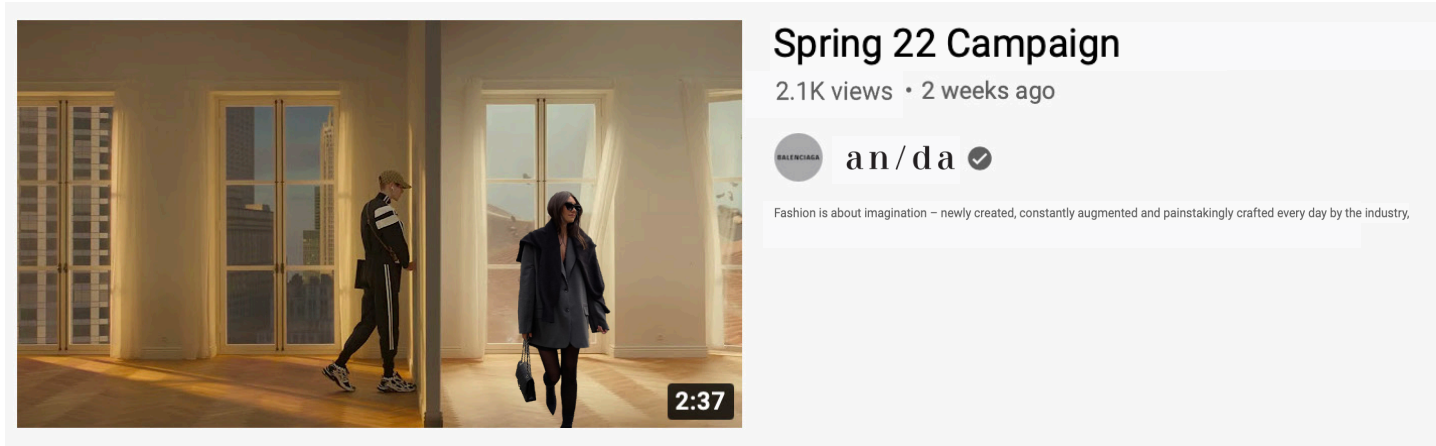


Instagram

Instagram is going to feature editorial pictures from photoshoots, using the 'shop' option on Instagram for an easy transaction, re-posting customer's Instagram, answer questions on the comment section of the photo.



Youtube

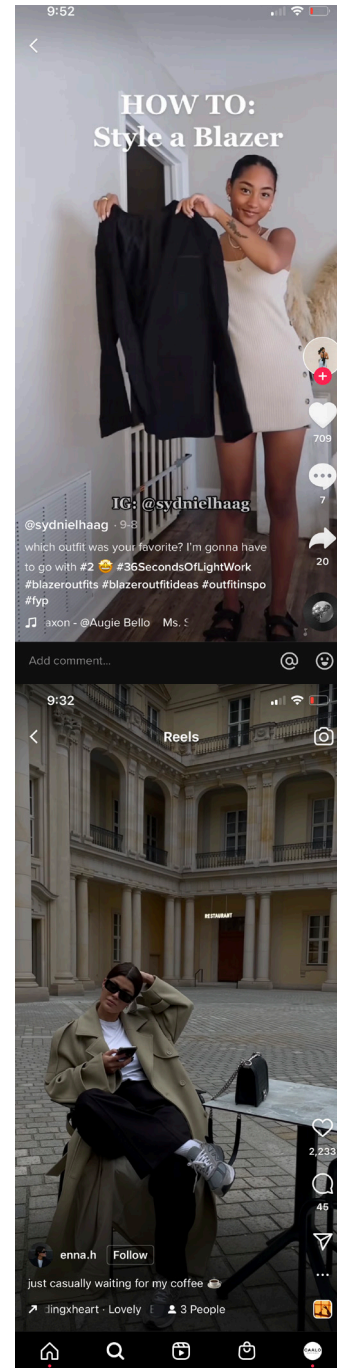


Viral Content

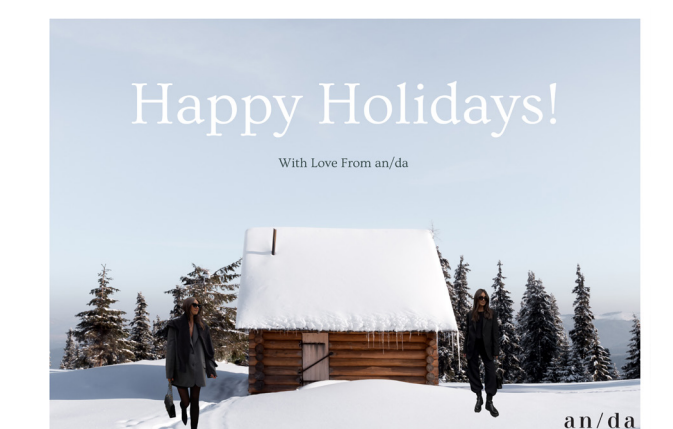
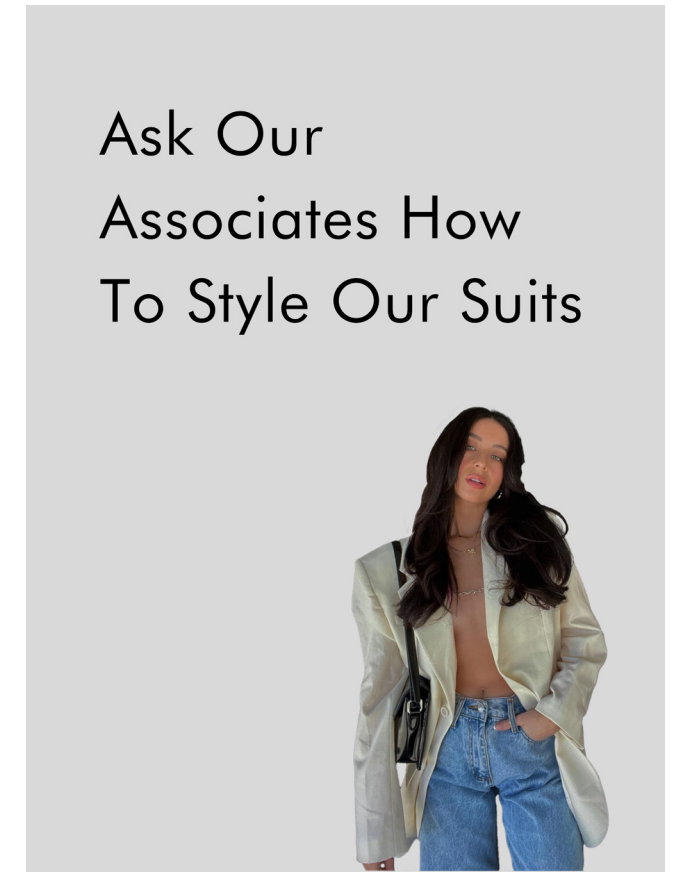
The viral content will promote the functional use of the suits and why it is an essential piece for their lifestyle. The goal of viral content is to help potential customers or customers understand how one suit can be used in many different ways and is convinced that suits are an essential item in their closet.

Hook:
an/da will produce a video content showing customers styling options depending on their fashion style and the occasion; day or night.

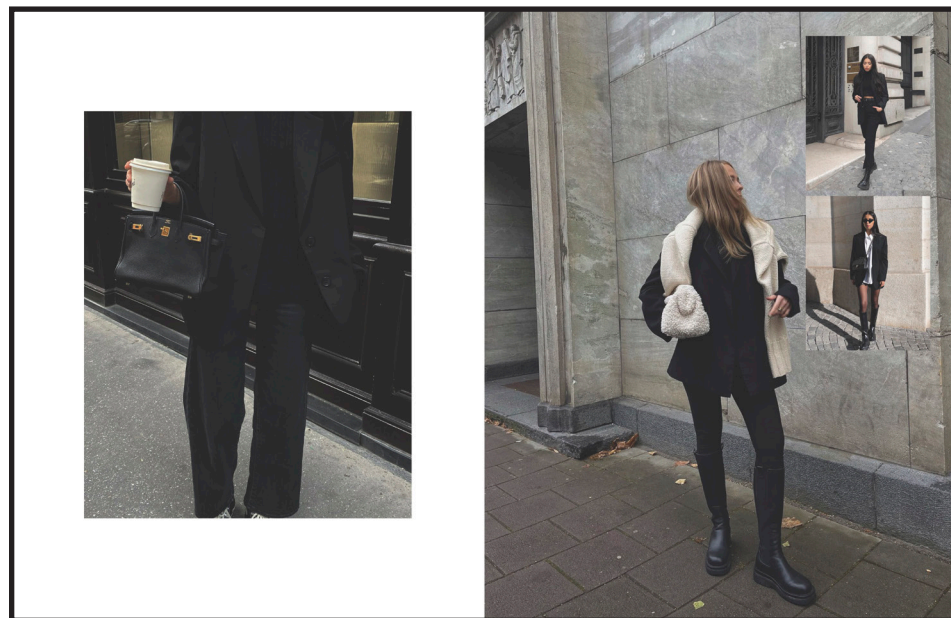
Medium:
The medium is going to be images and videos posted on an/da's social media accounts- Tiktok, Instagram, and Youtube. All three of them will post different types of videos so customers do not have to see repeated videos.



Poster & Postcards



Lookbook



Expected Outcomes

KPI

Conversion rate- The goal is to increase income and the objective is to increase purchases in-store through personal styling services and store designs/interior. We want to increase the conversion rate up to 4%. It is to be measured daily and weekly to set goals for the following week and to determine the highest day for the conversion rate.

Online traffic- The goal is to increase brand awareness and the objective is to increase purchases for an/da's online website. We can measure the success of the objective by measuring the traffic, which is just the number of store visits. We want our store traffic to get 1000 website visits every day. It's to be measured weekly and monthly to determine the change in online traffic every month.

Carbon footprint- finding ways to improve and reduce the impact of the carbon footprint on the environment to increase sustainability efforts. an/da will find local factories to work with and make sure that the impact on the environment is as low as possible. It is measured bi-yearly and yearly to determine the change and efforts the company has made.

