

BRAND COMMUNICATION STRATEGY EXAMPLE

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INTRODUCTION

Threadwell makes t-shirts with a message. The following is our brand communication strategy for Phase 1.

COMPANY NAME

Threadwell

AUTHOR

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DATE

11/19/20XX

STRATEGY OVERVIEW

Write a concise summary of your complete strategy, highlighting its key strengths and weaknesses, its major goals, and the primary techniques you plan to employ.

Summary

This communication strategy focuses on releasing our first product offering. With this launch strategy, we hope to increase brand awareness and lay a foundation for becoming the leading high-quality activewear brand for outdoor enthusiasts. We will deliver Phase 1, evaluate our strategic efforts, and shape and implement Phase 2 based on the results of Phase 1.

Strengths

We have received positive feedback from our test audience. We can benefit from the rising trend of using wool and natural fibers for activewear. We can also capitalize on the uniqueness of our product offering by marketing activewear as a subtle luxury item.

Weaknesses

The product's newness and lack of brand recognition are its primary weaknesses.

Major Goals

Our main goal is to raise awareness of the product.

Primary Tactics

We will accomplish this goal by conducting an active social media campaign, directing traffic to our landing page, and promoting our brand story to new consumers in order to create a foundational customer base.

COMMUNICATION ANALYSIS

Analyze how you are currently communicating with your target audience.

INTERNAL FACTORS	
STRENGTHS +	WEAKNESSES -
Threadwell is uniquely positioned as the only activewear brand that's both stylish and functional. Early testing indicates that people like the product.	The company is in its early stages, so awareness of the brand is low. During this first phase, we need to concentrate heavily on raising brand awareness.
EXTERNAL FACTORS	
OPPORTUNITIES +	THREATS -
Currently, few activewear manufacturers use high-end wool; thus, we're entering a growing specialty market at an early stage.	The luxury apparel market's growing use of wool and natural fibers means we're entering an already competitive marketplace.

SWOT Analysis Summary

According to our market research, our test audience rates Threadwell's initial value proposition highly. This result suggests that consumers will like the product. We must capitalize on the trending interest in natural-fiber-based activewear and wage a compelling initial awareness campaign before devising our next strategic phase.

IDENTIFY SMART (Specific, Measurable, Achievable, Realistic, and Timely) OBJECTIVES & METRICS.

Pre-Purchase: Raise Awareness

- Increase the product-specific social media activity by 150% within two weeks.
- Increase the website traffic and t-shirt inquiries by 80% within two months.

Purchase: Increase Conversion Rate

- Sell 30% of the product inventory through online purchases within two months.

Post-Purchase: Build Brand Loyalty

- Get 2,500 customers to subscribe to our customer loyalty programs in the first quarter.
- Increase the email campaign clicks to a 30% open rate in the first quarter.

COMPETITOR ANALYSIS

How are your competitors communicating with their audience? What is working or not working?

Apparel is a highly competitive market. Threadwell's current online competitors range from those who sell a 100% wool t-shirt (and market it as an activewear base layer) to those who sell a t-shirt with a merino wool count of less than 150 (and market it as a high-quality fashion item). This range leaves a marketing gap that we can fill: We will market our product as a t-shirt that can seamlessly transition from high-end everyday wear to highly functional activewear.

TARGET AUDIENCE

Describe the target audience that you want to influence.

The target audience focuses first on high-quality gear. This audience wants a functional and stylish piece of apparel that transitions seamlessly between the home, a casual dinner, and an outdoor athletic activity. Our primary demographic is men, age 18–35, who have easy access to hiking and other outdoor-based athletic activities. They frequent outfitter stores in person and follow pro athletes involved in activities like climbing, trail running, snowboarding, through-hiking, etc. This target audience also supports local initiatives and frequents places like craft breweries. This group values experiences over keeping up with the Joneses and looks for comfort with style.

BRAND POSITIONING

How do you want customers to perceive you?

We want to emphasize the performance of our 100% wool t-shirts as easy to care for, durable, and casually stylish. The logo placement needs to be subtle: This is a group that values superb design rather than a bold, noticeable logo.

UNIQUE SELLING PROPOSITION

What unique selling proposition are you offering to customers?

We're your new closet staple because we make the most versatile, breathable, stylish wool t-shirts that you never knew you needed. Until now.

BRAND PERSONALITY

Describe the voice, look, and feel of your brand that you want to consistently communicate in marketing materials.

Active

Versatile

Stylish

COMMUNICATION CHANNELS

What communication channels will you use to reach your audience? For example, social media, email, web content, PR, and paid advertising.

Social Media

Email

Web Content

PR

Paid Advertising

EVALUATE

Based on your metrics, evaluate how successful you are at meeting objectives.

We will evaluate our success post brand communication and brand execution.

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