Integrated Marketing and Advertising Campaign

DylanNICOLE

"Authentically You"

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Executive Summary

DylanNICOLE was founded by Karen Hansen and first opened its storefront on Franklin Avenue in Oct. 2021. DylanNICOLE is a women's boutique with articles of clothing and accessories inspired by creative and artistic people.

Through primary and secondary research, our team discovered the preferences of customers when deciding to shop at a boutique rather than a department store. Through this research, we created a campaign to help DylanNICOLE reach its goals.

The goals of this campaign are to raise location awareness, increase foot traffic, successfully target college women and increase engagement on social media.

Within the campaign, we have included an in-depth analysis, creative strategy, set goals and objectives, provided examples of advertisements through multiple forms of media and created a potential budget for the client.

DylanNICOLE website: https://www.dylannicole.com/
DylanNICOLE Instagram: www.instagram.com/shopdylannicole/
DylanNICOLE Facebook: www.facebook.com/shopdylannicole
DylanNICOLE TikTok: https://www.tiktok.com/search?q=shopdylannicole&t=1651202337740

Situation Analysis

Company Background

DylanNICOLE is a locally-owned women's boutique in Waco for the creative spirit. Founded by Karen Hansen, the first storefront was opened in Oct. 2021. Karen has always had a passion for clothes and wanted to create something new and exciting for the Waco community.

Before starting DylanNICOLE, Karen worked in advertising for 24 years doing media buying but wanted to work for herself, so she quit her job.

It originally started as a few boutique items merged with Karen's T-shirt business, but then grew from there. DylanNICOLE is inspired by the look and feel of Anthropologie, Urban Outfitters and Free People.

Karen started the company with her daughter, Dylan Nicole, who is now at college. She also helps occasionally with the store. The store's aesthetic is inspired by creative, artistic people. DylanNICOLE prioritizes fun and relationships with customers rather than selling an item just to sell it.

Measured Milestones

DylanNICOLE's Successes

- Has stellar customer service.
- Keeps in-demand inventory stocked.
- Creates a unique shopping experience.
- Sells clothes and educates customers on styles. Offers advice and encouragement.

Measurable Results Jan. 2022

- Instagram: 314 followers.
- Likes and views on Instagram per post: 10 - 50; average: 30.
- Facebook: 302 likes.
- Ambassadors: 6.
- Customers on the newsletter mailing list: 140.

Measurable Results April 2022

- Instagram: 362 followers.
- Likes and views on Instagram per post: 15 - 90; average: 35.
- Facebook: 320 likes.
- Ambassadors: 0.
- Customers on the newsletter mailing list: No longer doing email lists.

Main Competitors

Mainstream Boutique
- 600 Franklin Ave., Suite 100 E, Waco, Texas 76701
- Mainstream Boutique is one of DylanNICOLE's main competitors because of its location. However, Mainstream caters to a different target market.

Firefly
- 804 Austin Ave., Waco, Texas 76701
- Firefly, formerly known as Adorn, is also a competitor based on location.

Fox & Gray
- 300 S 6th St., Unit D, Waco, Texas 76710
- Fox & Grey and DylanNICOLE cater to the same target market of college women and women in their 40s/50s, including Magnolia Tourists. Their clothing is cute but simple, and has a subdued Urban Outfitters feel, similar to clothing sold at DylanNICOLE.

Other Competitors

Roots
- 201 S Second St., Waco, Texas 76701
- Markets well to college women through cohesive design and a consistent aesthetic, seen in the website photos and colors.

Coreopsis
- 300 S Second St., Unit 4, Waco, Texas 76701
- They have a trendy and cohesive website that organizes different looks. For example, there are collections for “sorority must-haves” and “out on the town.”

Pretty in Pink Flamingo
- 611 Washington Ave., Waco, Texas 76701
- They have a really strong website with a consistent tone; great use of brand colors throughout the website and media. Their social media consists of appealing pictures that fit the tone and mood of the brand and its audience.

Spice Village
- 213 Mary Ave., Waco, Texas 76701
- They have diversity in items; lots of options for consumers and are well-known by tourists and Waco tour companies.

Apricot Lane
- 2444 W Loop 340 Frontage Road Unit 14, Waco, Texas 76711
- Named the No. 1 Women’s Fashion Franchise; is the leading fashion boutique retail franchise. They are a well-established brand in Waco and have a strong cohesive website with an upscale tone.

SWOT Dylan NICOLE

ANALYSIS

STRENGTHS

- Specific target market.
- Unique items found only at Dylan Nicole.
- Benefits the local economy.
- Flexible to changes.
- Less expensive than other boutiques in Waco.

WEAKNESSES

- Not well-known.
- Local boutiques get similar clothing from same vendors.
- Narrow range in sizes.
- Incohesive social media.
- Poor SEO.

OPPORTUNITIES

- The brand is unique.
- Not like other boutiques in Waco.
- Large potential market
- Expand target markets by including a variety of sizes.
- Growth of social media.

THREATS

- Well-known clothing brands, department stores and retail shops.
- Lower prices at department stores.
- Trends in thrifting.
- More accessible boutiques.
- Results of the pandemic.

Campaign Objective

Objectives

Increase the awareness of DylanNICOLE and its location.

- Create a sign to go in front of the store.
- Create flyers to put up in popular tourist locations.
- Increase foot traffic to DylanNICOLE by using an infographic map on social media to map from Union Hall to DylanNICOLE.
- Raise awareness of DylanNICOLE's location by targeting Union Hall customers with signs and arrows.

Improve social media, the website and increase engagement.

- Increase the number of stories and limit posts to one to two times per day.
- Use aesthetic Lightroom filters for Instagram posts.
- Improve photography by changing up the photoshoot locations and simplifying the background of shots.

Successfully target college women.

- Market to female Baylor students.

Effectively showcase best-sellers.

- Use Instagram and social media to highlight best sellers.
- Display best sellers in more open areas around the store.

Effectively restructure ambassador programs and increase social awareness.

- Refraining from hiring an influencer until the ambassador program is refined.

Increase model diversity.

- Include posts with multiple girls.
- Increase number of models for DylanNICOLE that all have different looks.

Target Market Profile

Karen Hansen, DylanNICOLE owner, enjoys connecting with customers, providing an experience and growing genuine relationships. She values authenticity; because of this, she defines her target audence primarily by personality, not age.

DylanNICOLE fosters a personable, relationship-focused environment. They welcome customers in, offer help and encourage their customers as they find the right look. DylanNICOLE sets themselves apart by interacting with customers in a friendly, warm manner.

DylanNICOLE's target audience includes Magnolia tourists, college women and local Waco women. These women participate in frequent social events, belong to the middle class or upper-middle class, have disposable income and are able to spend extra money on marked-up boutique items.

Their target audience values unique, quality items not found in typical clothing stores. These women look to stand out and make a statement -- incorporating creativity and artistic expression into their wardrobes.

Customer Persona

01 COLLEGE WOMEN

- Age
  - 18-24 years of age
- Gender
  - Women
- Race
  - According to Data USA, “students enrolled at Baylor University in full-time undergraduate programs are most commonly White Female (37.1%), Hispanic or Latino Female (9.42%). Students enrolled in full-time Graduate programs are most commonly White Female (33.2%) and Hispanic or Latino Female (7.27%)” (Data USA, 2019).
  - Predominately White Audience
- Lifestyle
  - College-aged student; sorority girl; attends many events; enjoys shopping
- Personality
  - Unique; bold voice; artistic; fashionable
- Geographic Location
  - Waco, Texas
  - Near Baylor University's campus
- How to Target
  - Social media: Instagram and TikTok
  - Emphasize clothing options for students in organizations
  - Increase campus presence

02 MAGNOLIA TOURISTS

- Age
  - 30-59 years of age
- Gender
  - Women
  - May include men’s clothing later on
- Race
  - Multiracial
- Lifestyle
  - Likes to travel; stays up to date on fashion trends; has disposable income
- Personality
  - Adventurous; creative
- How to Target
  - Social media: Facebook and Instagram

03 WACO LOCAL

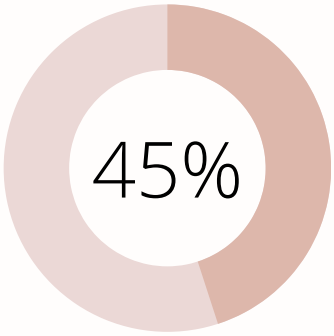
- Age
  - 20-50 years of age
- Gender
  - Women
- Race
  - According to Data USA, “the five largest ethnic groups in Waco, TX are White (Non-Hispanic) (43.3%), White (Hispanic) (27.2%), Black or African American (Non-Hispanic) (20.8%), Other (Hispanic) (3.14%), and Asian (Non-Hispanic) (2.03%)” (Data USA, 2019).
- Lifestyle
  - Enjoys shopping at boutiques; has disposable income; spends time in downtown Waco
- Personality
  - Fashionable; creative; unique; stays up to date with fashion trends
- How to Target

Target Market Profile

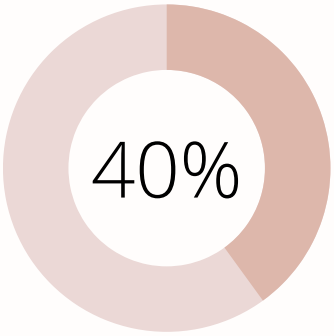
Qualtrics Survey Data

For primary research, we conducted a survey through Qualtrics to find statistics on why people shop at boutiques and what they are most likely to purchase. We sent the survey to female students at Baylor and to DylanNICOLE's email list. We compiled over 80 responses.

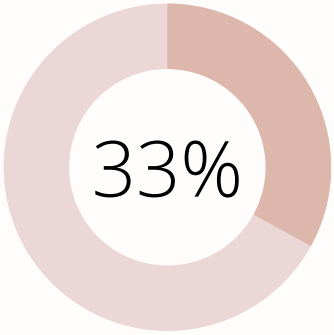
Below is a summary of our findings:



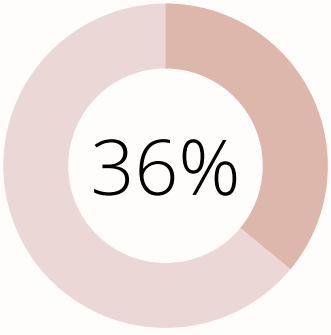
45% get a new outfit for events.



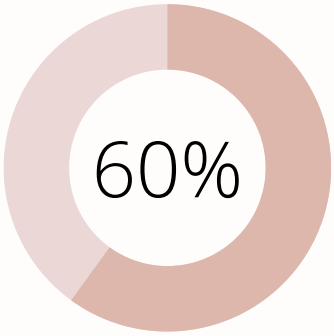
40% are most likely to purchase a dress from a boutique.



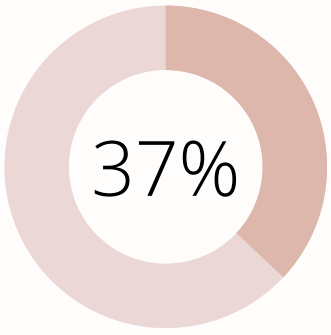
33% shop at a boutique once a month.



36% use social media to do research for products at boutiques.



60% have never heard of DylanNICOLE.



37% are most likely to purchase a shirt from a boutique.

DYLANNICOLE

PRIMARY RESEARCH DATA

41% *SHOP ONLINE*

45% *GET A NEW OUTFIT FOR EVENTS*

MOST LIKELY TO PURCHASE FROM A BOUTIQUE

40% DRESS

37% SHIRT

METHOD OF RESEARCHING BOUTIQUE CLOTHING

36% SOCIAL MEDIA

VISIT STORE **33%**

MOST **INSPIRATIONAL** WHEN PURCHASING BOUTIQUE CLOTHING:

52% SEEING SOMEONE WHO LOOKS LIKE THEM WEARING THE CLOTHES

Creative Strategy

Overview

Our team's objectives to help DylanNICOLE

- Update and improve their social media platforms.
- Discover techniques to increase engagement on social media.
- Develop a loyal customer base, effectively increase word-of-mouth recommendations and target college women, increasing brand awareness.
- Effectively direct relevant consumers to DylanNICOLE, increasing location awareness.

Product/Personality

DylanNICOLE's products are inspired by the look and feel of Anthropologie, Urban Outfitters and Free People.

Creative Guidelines

- Inclusivity in sizes and demographics.
- Use various locations for photoshoots.
- Emphasis on texture in both design elements and benefits of the clothing.
- Inviting, welcoming, encouraging mood.
- Focus on bold statement items of clothing.
- Simple, feminine, natural color scheme.
- Position clothing as a fun, social, unique, artistic statement.
- Prioritize fun and meaningful, genuine relationships with customers.
- Advertise clothing in an aesthetically consistent way on social media.

Creative Strategy

Social Media Guidelines

- Consistent color palette. Neutral colors help products to stand out. Sticking with one color palette will bring unity to the platform.
- Prioritize Instagram and TikTok. The majority of college women use these two platforms over anything else.
- Using Lightroom filters, bought from Etsy, will boost aesthetics. College women are attracted to Instagram profiles that are consistent in style.
- Follow Baylor sororities on Instagram.
- It is about showing off the outfits. Make sure to have solid backgrounds instead of busy backgrounds. Busy is not better.
- Diversify models on Instagram. College women want to see models that look like themselves.
- Use Canva for Instagram stories.
- Soft filters in the fall and winter.
- Bright filters in the spring and summer.
- Create interactive stories through Instagram.

Color Palette

We chose this color palette, because each color means something different. Green represents growth and renewal. Pink represents feminine, sweetness, good health and innocence. The colors are also in a more neutral tone. This is a good place to start when advertising clothing to stand out. Colors can be made brighter for the summer and spring.

Creative Brief

Background

The competition with well-known clothing brands, department stores and other Waco-local boutiques is high. Consumers have easy access to lower prices at department stores and through thrift shopping.

The locations of competing clothing stores and boutiques are more accessible and noticeable than that of DylanNICOLE. Results of the pandemic, including shifts in consumer trends, threaten the success rate of boutiques.

Campaign Slogan: “Authentically You”

At DylanNICOLE you can be authentically yourself when you walk into the store. You are surrounded by bright colors, different textures and an array of outfits for any occasion. Bring out your inner fashionista and be authentically you at DylanNICOLE.

Our advertising plan includes a photography shoot of best-sellers, revamping the website, picking brand colors and a cohesive design, using a social media calendar to raise engagement and positioning DylanNICOLE’s brand as unique, creative, relational and artistic.

To do this, our slogan was created after identifying three words that uniquely describe DylanNICOLE: texture, encouraging and statement. This slogan ties in with the underlying tones of each of these words.

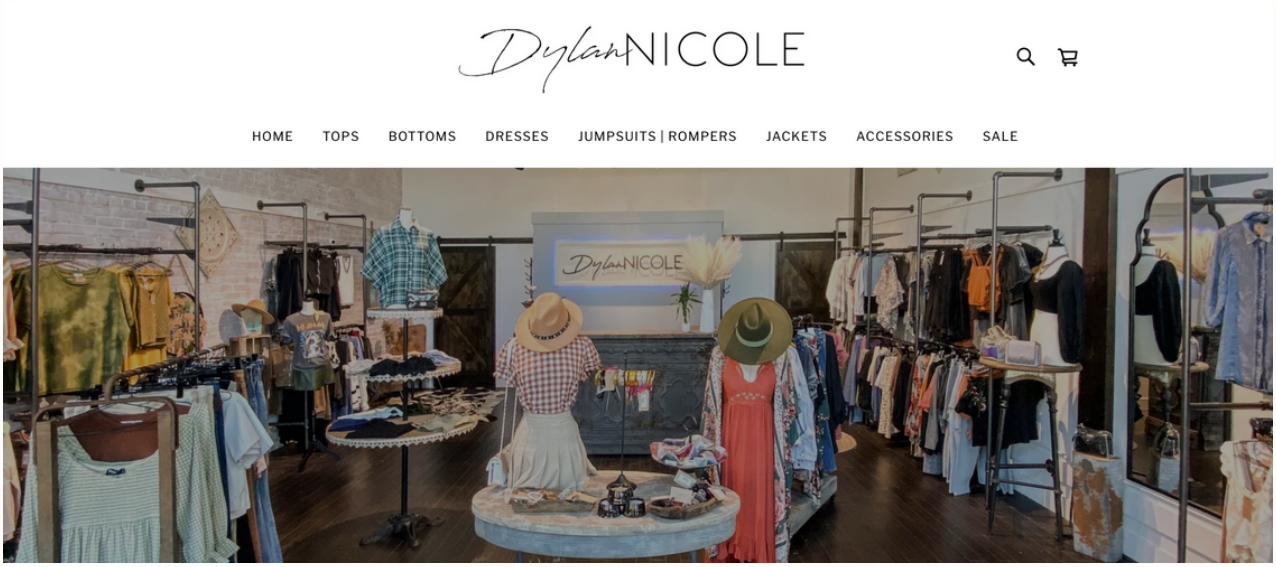
DylanNICOLE's clothing has unique textures, allowing customers to create unique styles. Karen Hansen, the owner of DylanNICOLE, focuses on encouraging customers while they try on clothing.

Her intentionality to develop authentic relationships is reflected in this word. The word “statement” easily characterizes every item in DylanNICOLE and reflects the authenticity of the clothing. Every article can be used to make an authentic statement.

Authentically You

Consumer Insights

- Target audience: College women, Magnolia tourists and Waco-local women.
- This market relies mainly on social media and the website in order to gain knowledge of products before going to DylanNICOLE.
- Consumers want to see lifestyle photos and clear depictions of the products online.
- Priorities of the target audience: inclusive environment, affordable prices, easy access to products, aesthetic social media platform, organized storefront and consistent inventory turnover to match trends.
- Consumers want to see the clothing advertised in an authentic/real way while still being aesthetic and unique.
- Trending colors to reach the target audience: shades of pink, lavender, bright summer colors, shades of blue, green, gold and neutral tones. Colors should change with the season.
- Top reasons for purchasing: sorority events, formals, brunch with friends, date nights, holiday events and vacation.



Substantiation/Support

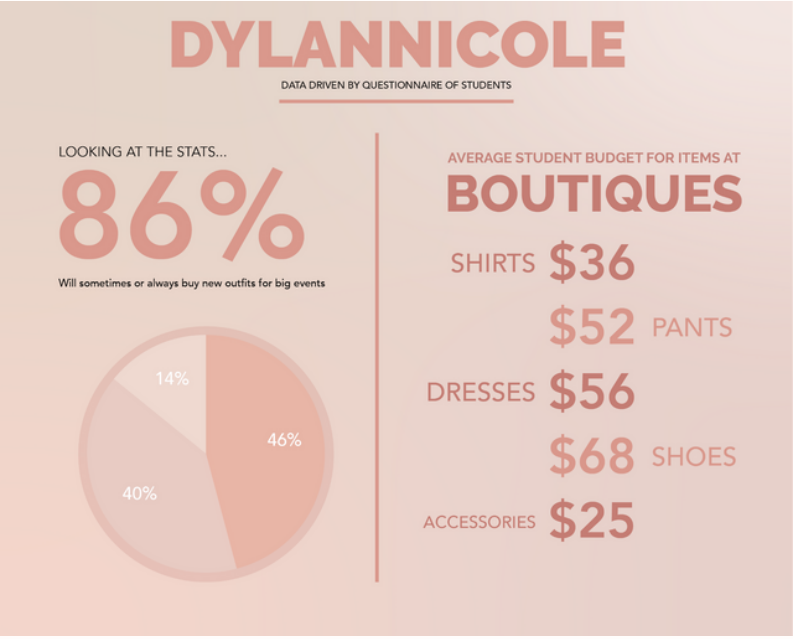
- College women, DylanNICOLE's target market, use social media predominately to find out about new stores in Waco and get information.

- Online shopping has only increased in the last two years. As a result, website design and tone is crucial to gaining online traffic.

- DylanNICOLE is in an advantageous location. It's beside Union Hall and near Magnolia. If we are able to effectively alert customers of DylanNICOLE's location, we can increase foot traffic and effectively use the benefits of the location.

- The customer's first exposure to DylanNICOLE's products is often through social media or the website. In order to have an effective first exposure to the product and send the right message, DylanNICOLE's photography needs to be updated.

- Customers go to boutiques for unique articles of clothing they can't find elsewhere. Positioning DylanNICOLE as creative, unique and artistic meets this consumer need.



Support

- Karen Hansen, the owner of DylanNICOLE, is focused on connecting with customers and developing meaningful relationships.
- DylanNICOLE not only offers quality products but also provides styling advice and assistance to all customers.
- As a team, we've experienced Karen's hospitality, and encouragement and have seen the way she authentically interacts with her customers.

Creative Executions

linktr.ee/dylan_nicole

Includes: Radio Ad, TV Ad, Podcast and links for promotional product pricing.

Social Media

Instagram Story 1

Instagram Story 2

HAPPY FRIDAY!

Share Here!

What is your big win this week?
Feel free to share!

Instagram Stories

fashion trends bingo

with DylanNICOLE

FLORAL PRINT	TULE	CLAW CLIPS	FLARED PANTS	RUFFLES!
POLKA-DOTS	TIE SLEEVES	HAIR SCARF	FEATHERS	PEARL DETAILS
MATCHING SETS	PASTEL TONES	Bold Patterns	CROCHET TOPS	PUFF SLEEVES
THE LEATHER JACKET	COLOR CLASHING	SILK FABRIC	OVERSIZED ANYTHING	ANIMAL PRINT
PLAID	SPARKLES	BRIGHT COLORS	GOLD JEWLRY	ATHLETIC CROP TOP

In-Store Handout

DylanNICOLE

SUMMER PACKING CHECKLIST

CLOTHES

- ○ Underwear
- ○ Socks
- ○ Sleepwear
- ○ T-Shirts
- ○ Tops
- ○ Shorts
- ○ Dresses
- ○ Swimsuit
- ○ Workout Clothes
- ○ Skirts

TOILETRIES

- ○ Toothbrush
- ○ Toothpaste
- ○ Floss
- ○ Soap
- ○ Deoderant
- ○ Shampoo
- ○ Conditioner
- ○ Face cleanser
- ○ Face lotion
- ○ Sunscreen
- ○ Moisterizer
- ○ Razor
- ○ Contact Lenses
- ○ Feminine products
- ○ Nail clippers
- ○ Hand sanitizer
- ○ Sunscreen

ACCESSORIES

- ○ Hats
- ○ Sunglasses
- ○ Belts
- ○ Purses
- ○ Jewelry

SHOES

- ○ Flip flops
- ○ Sandals
- ○ Flats
- ○ Heels
- ○ Tennis Shoes

MEDICATION

- ○ Prescriptions
- ○ Pain Relief
- ○ Birth Control
- ○ Allergy Medication
- ○ First-Aid Kit
- ○ Insect Repellent
- ○ Vitamins

BEAUTY

- ○ Makeup
- ○ Makeup remover
- ○ Hair dryer
- ○ Hair straightener
- ○ Curling Iron
- ○ Hairbrush

TECH

- ○ Phone
- ○ Laptop
- ○ Watch
- ○ Headphone
- ○ Tablet
- ○ Phone charger
- ○ Laptop charger
- ○ Travel Speaker
- ○ Portable Charger

TRAVEL DOCS

- ○ Passport
- ○ Required Docs
- ○ Driver's License
- ○ Rental Car Papers
- ○ Trip Itinerary
- ○ Money (Cash & Cards)
- ○ Emergency Contacts

COMFORT

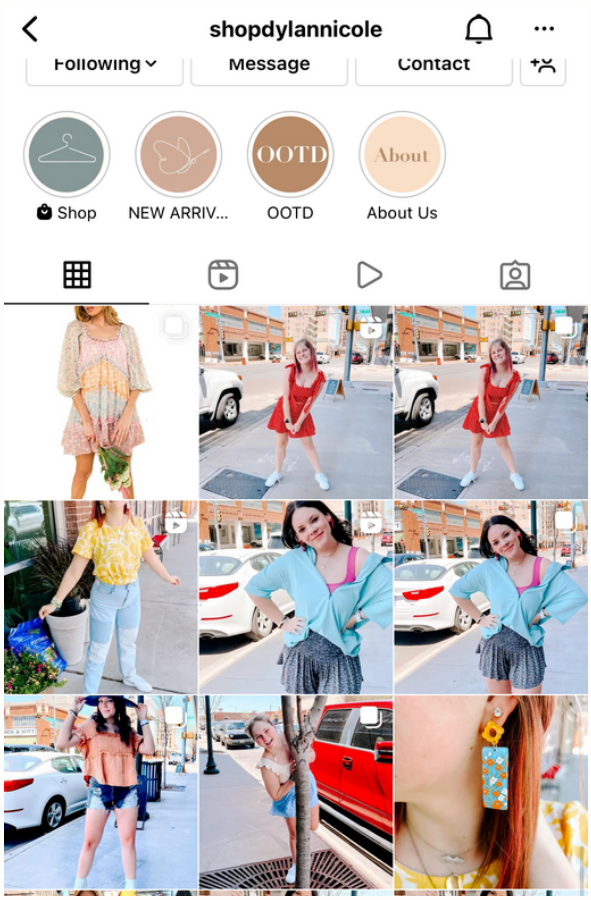
- ○ Travel Pillow
- ○ Sleeping Mask
- ○ Water Bottle
- ○ Travel Blanket
- ○ Earplugs

A-Frame Print Ad

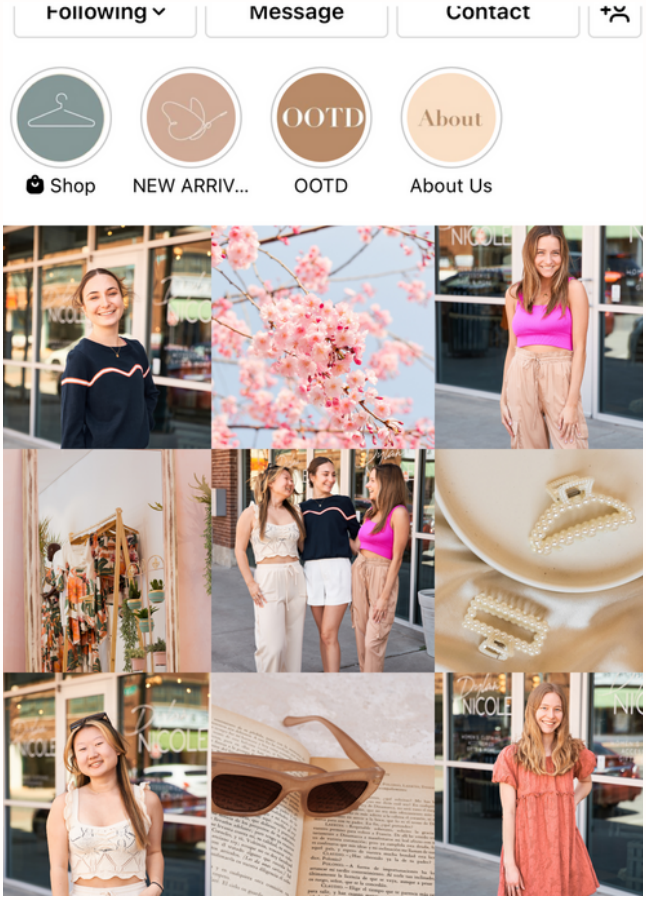
A-Frame Print Ads

Instagram

Current Feed



Potential Feed



Hashtags to include in social media posts:

#dylannicole #boutique #wacolocalboutique #clothing #shopping #waco #baylor #magnolia #newarrivals #springshopping #online #spring #authentic #fashionable #trendy #authenticallyyou #lookswelove #ootd #dressup #onlineboutique #taptoshop #style #inspo #smallbusiness #summeroutfit #weekendvibes #shopwithus

Other boutiques in Waco use similar hashtags to attract their target market. DylanNICOLE does include hashtags in its posts, but Karen, the owner, wanted us to do research on which hashtags would be the best for her to attract her target market.

To increase awareness for students, we also recommend following incoming freshmen women throughout the summer. This will help bring awareness of DylanNICOLE to the incoming class. In order to increase engagement further, we encourage investing in sponsored posts on all social media platforms. The best way to find them on the following Instagram pages:

- @baylor.2026
- @baylor_class_of_2026

Tik Tok:

DylanNICOLE recently created a TikTok account and we believe if they start to post regularly on the platform they will be able to reach a larger audience. TikTok has grown exponentially as a platform in the last two years and it has been shown that you can reach a larger audience on TikTok than on other social media platforms. TikTok is a great way to reach a market outside of Waco and can eventually grow its online store.

TikTok inspiration: Apricot Lane Waco https://vm.tiktok.com/ZTdQbDq7T/

TikTok video ideas:

- New arrivals.
- Outfit of the day.
- Video of current trends.
- Day in the life of an owner of a boutique.

TikTok example: https://www.youtube.com/shorts/3X8Oq9u0vOA

Social Media Calendar

MAY 2022

SUN	MON	TUE	WED	THU	FRI	SAT
1 One post Minimum three stories	2 One post Minimum three stories; One 30 second to 3 minute video	3 One post Minimum three stories	4 One post Minimum three stories	5 One post Minimum three stories; One 30 second to 3 minute video	6 One post Minimum three stories	7 One post Minimum three stories
8 One post Minimum three stories	9 One post Minimum three stories; One 30 second to 3 minute video	10 One post Minimum three stories	11 One post Minimum three stories	12 One post Minimum three stories; One 30 second to 3 minute video	13 One post Minimum three stories	14 One post Minimum three stories
15 One post Minimum three stories	16 One post Minimum three stories; One 30 second to 3 minute video	17 One post Minimum three stories	18 One post Minimum three stories	19 One post Minimum three stories; One 30 second to 3 minute video	20 One post Minimum three stories	21 One post Minimum three stories
22 One post Minimum three stories	23 One post Minimum three stories; One 30 second to 3 minute video	24 One post Minimum three stories	25 One post Minimum three stories	26 One post Minimum three stories; One 30 second to 3 minute video	27 One post Minimum three stories	28 One post Minimum three stories
29 One post Minimum three stories	30 One post Minimum three stories; One 30 second to 3 minute video					

Continue the pattern of one post and three stories on Instagram and at least two TikToks a week.

Sorority Competition

Women in Baylor sororities are among DylanNICOLE's target audience. To attract more of this market, we believe having a competition between sororities will bring in new customers. A DylanNICOLE employee will get in contact with each sorority to talk during their chapter meetings. At the chapter meeting, they will announce the rules for the week-long competition and the reward for the winner, a donation to their philanthropy.

Sorority competitions always create a lot of engagement and it's the perfect way to reach the target audience. We will also advertise this event through DylanNICOLE's social media. We will evaluate the success of this competition by counting how many sorority members come to shop and keep track of how much they spend.

Water Bottle Sticker

The sticker will be designed to appeal to both college women and Magnolia tourists. It will include the DylanNICOLE Instagram handle. “Authentically You!” will be the main focal point of the stickers to grab attention.

Based on our research, both of these audiences like to buy stickers and place them on their water bottles, laptops and other items.

Customers will get a sticker with any in-store purchase at DylanNICOLE. We can also advertise the stickers on an Instagram story. We will evaluate the use of this promotional product by counting how many people take a sticker and how many people come back to shop again.

Uprinting.com | Uprinting.com® Official Site

Canvas Tote Bag

Since our target audience is college women, we decided to create a tote. These bags are currently trending and are also very useful for going to a coffee shop or a library to study or work. This item is sought out by our target audience.

In order for a customer to obtain a tote, they will need to spend over $100. If a customer spends over $100, they will get their items in the tote bag instead of the DylanNICOLE brown paper bag. Our tote bag will have pertinent information on it, such as the boutique's Instagram and slogan. This will help guide new customers to the store's website or storefront. We will advertise this promotional product on Instagram stories as well.

We will evaluate the use of this promotional product by keeping track of purchases over $100 and how many customers are willing to spend this amount for the tote. We will keep track of how many tote bags are given away and how many of those customers come back.

discount mugs.com | DiscountMugs® Official Site

Budget for Promotional Products

Product	Quanity	Cost
Sorority Competition	1	$1,000
Water Bottle Sticker	250	$62.02
Tote Bag	50	$369.00

In-store Promotion

Dylan NICOLE
BOUTIQUE

SAVE THE DATE

Spring has Sprung

You are invited to come SIP & SHOP!
Enjoy champagne, discounts at checkout
and our new spring collection!
Use the QR code to RSVP.

APRIL | FRIDAY 22 | 2022

Store Hours	Storefront
Monday - Saturday	700 FRANKLIN AVE.
11 a.m. - 6 p.m.	SUITE B, WACO, TX
Sunday Noon - 5 p.m.	76701

Budget Overview

	Rates	Quantity	Cost
Advocacy			
Sorority Competition	$1,000.00	1	$1,000.00
Sip and Shop Event	$500	1	$500.00
Internet/Social Media	CPM (cost per 1000)	(In thousands)	
Instagram	$6.70	20	$134.00
TikTok	$6.46	20	$129.20
Print			
Flyers	$0.28	500	$140.00
Out-of-Home			
Stickers	$0.25	250	$62.02
Sign	$150.00	1	$150.00
Tote Bags	$7.38	50	$369.00
Total			$2,484.22

Evaluation Plan

To conclude our campaign, our team plans to implement ways to evaluate the effectiveness of the campaign. The best way to analyze reaction and engagement through social media platforms is to focus on the insights page for DylanNICOLE's Instagram account.

Instagram offers a free platform within the account for users to follow their likes, shares, comments and new followers. Currently, DylanNICOLE has 362 followers and our team wants to set a goal of new 700 followers by the end of 2022. We believe this can be done by an updated Instagram feed showcased on page 20.

Another way we are going to evaluate our campaign plan is the increase in Baylor women coming into the store. A couple of ways to enact this plan is to create sorority competitions to attract a large audience at once. Establishing a relationship with this target market will make DylanNICOLE a staple boutique in the Waco area.

With these tools, we will be able to track the campaign’s effectiveness and give DylanNICOLE the ability to become a more well-known and successful boutique in Waco.