CREATIVE BRIEF

"Authentically You"

DylanNICOLE

Creative Strategy Overview

Dylan Nicole was launched and opened in October 2021 by founder Karen Hansen. Originally launched with minimal products and later merged with Karen's existing T-shirt business. The company grew from there over the last year.

Dylan Nicole has a physical location on Franklin Avenue in Waco, Texas, as well as an online platform.
They have two main target markets: college girls and Waco tourists.
Currently, to bring awareness about the brand, employees help run the store's Instagram by posting new arrivals. Dylan Nicole recently started an ambassador program where girls are offered a $60 credit to buy pieces to then post on their social media platforms.

Our Team's Objectives to Help Dylan Nicole:

- Update and improve their website and social media platforms.
- Improve the ambassador program.
- 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.
- Direct relevant consumers to Dylan Nicole, increasing location awareness.

The Big Idea: "Authentically You"

At Dylan Nicole, 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 Dylan Nicole.

Background on Client/Competitive Positioning

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 Dylan Nicole. Results of the pandemic, including shifts in consumer trends, threaten the success rate of boutiques.

General Competitors

- Well-known name brands; American Eagle, Urban Outfitters, Anthropology and Free People.
- The Richland Mall.
- Department stores; Kohl's, Old Navy, Sears, Macy's and Dillard's.
- Thrift Shops; Goodwill and Plato's Closet.
- Online Shopping; Amazon, SHEIN, ROMWE, Emery Rose and Stitch Fix.

Benefits of General Competitors

- Lower prices.
- More convenient.
- Well-known and have established reputations.
- More generalized and diverse products.
- More familiar to consumers.

Competitor Boutiques in Waco

- Roots Boutique
- Coreopsis
- Pretty In Pink Flamingo Boutique
- Spice Village
- Apricot Lane
- Cactus Rose
- Sironia

Product/Personality

Dylan Nicole's products are inspired by the look and feel of Anthropology, Urban Outfitters and Free People.

Words that Describe Dylan Nicole:

Key Benefits

- Products: tops, bottoms, dresses, rompers, jumpsuits, jackets, accessories
- Brand: creative, trendy, youthful, unique, positive, quality
- Emotional Benefits: prioritizes fun and relationships with customers rather than only selling an item to make a profit.
- Rational Benefits: fashionable clothing for customers to feel good in.

Problems/Needs

PROBLEMS/ NEEDS

Lack of good photography

- Find aesthetic locations for photoshoots.
- Create a consistent layout for clothing to photograph.

Lack of brand awareness

- Dylan Nicole is located next to Union Hall which gets a lot of traffic, but is not known to the general public.

Lack of cohesion

- Establish a cohesive tone, feel and look for social media.
- Find color schemes to follow; establish and correlate with positive consumer trends.

In need of better advertising on social media

- Create a social media calendar to plan to post content at specific times and days of the week to get the most engagement.

Need to update the website and improve SEO

- Include creative descriptions of clothing items on the website.
- Bridge gap between in-person and online experiences.

Increase brand loyalty

- Partner with other stores and events.
- Have sales or a loyalty program.

Client's Business Objectives for Project

- Increase the awareness of Dylan Nicole 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 Dylan Nicole by using an infographic map on social media to map from Union Hall to Dylan Nicole.
  - Raise awareness of Dylan Nicole's location by targeting Union Hall customers with signs and arrows.
- Improve social media and website and increase engagement.
  - Increase the number of stories to post and limit actual posting content to one to two times per day.
- 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.

Target Audience

Karen has created an atmosphere within her boutique that aims to target a specific audience. She is targeting magnolia tourists and college women. For this specific project, our team is focusing on the college women audience. This includes middle or upper-class college women that are able to spend extra money on boutique clothing.

We are looking to attract women who are creative, unique, and willing to make a bold stance in their everyday styles. The boutique aims to catch the attention of women who are looking to buy outfits for special occasions, loungewear and trendy outfits.

Mary Johansen

- 20 years old.
- Goes to Baylor University.
- Active in a sorority.
- Spends her free time looking at Instagram stories.
- Goes out and socializes almost every weekend.
- Attends college football games.
- Lives in a modern apartment or house off-campus.
- Enjoys keeping up with fashion trends.
- Creative taste in fashion.
- Has enough income to buy marked-up items at a boutique.
- Looks for uniqueness and quality in life and in purchases.
- Values standing out and making a bold statement.
- Seeks to be inspired by life and by others.
- Cares more about experiences than end results.

Consumer Insights

- Target audience: College women and Magnolia tourists.
- Consumers enjoy buying affordable clothing that matches their style.
- This market relies mainly on social media and the website in order to gain knowledge of products before going to Dylan Nicole.
- 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.
- The target audience is best reached through online advertising.
- Trending colors to reach the target audience: shades of pink, lavender, bright summer colors, shades of blue, green, gold and neutral tones.
- Consumers seek to find a creative feel through different patterns and textures.
- Top reasons for purchasing: sorority events, formals, brunch with friends, date nights, holiday events and vacation.
- Consumers want to see lifestyle photos and clear depictions of the products online.

Current Pricing of the Product

- Everything in the store is below $100.
- Tops: $15 - $60
- Bottoms: $20 - $80
- Dresses: $60 - $90
- Jackets: $20 - $80
- Accessories: $15 - $30

Problems

- Lack of brand awareness seen in the number of followers on Instagram.
- Lack of awareness of store location.
- Gap in the marketplace: failing to target college women well.
- Lack of engagement with consumers on social media platforms.
- Lack of visual appeal of the website and social media.
- Lack of consistent tone across communication platforms.

Major Proposition

Increase cohesiveness across all communication platforms through design and raise awareness of the brand and its location to college women.

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 Dylan Nicole's brand as unique, creative, relational and artistic.

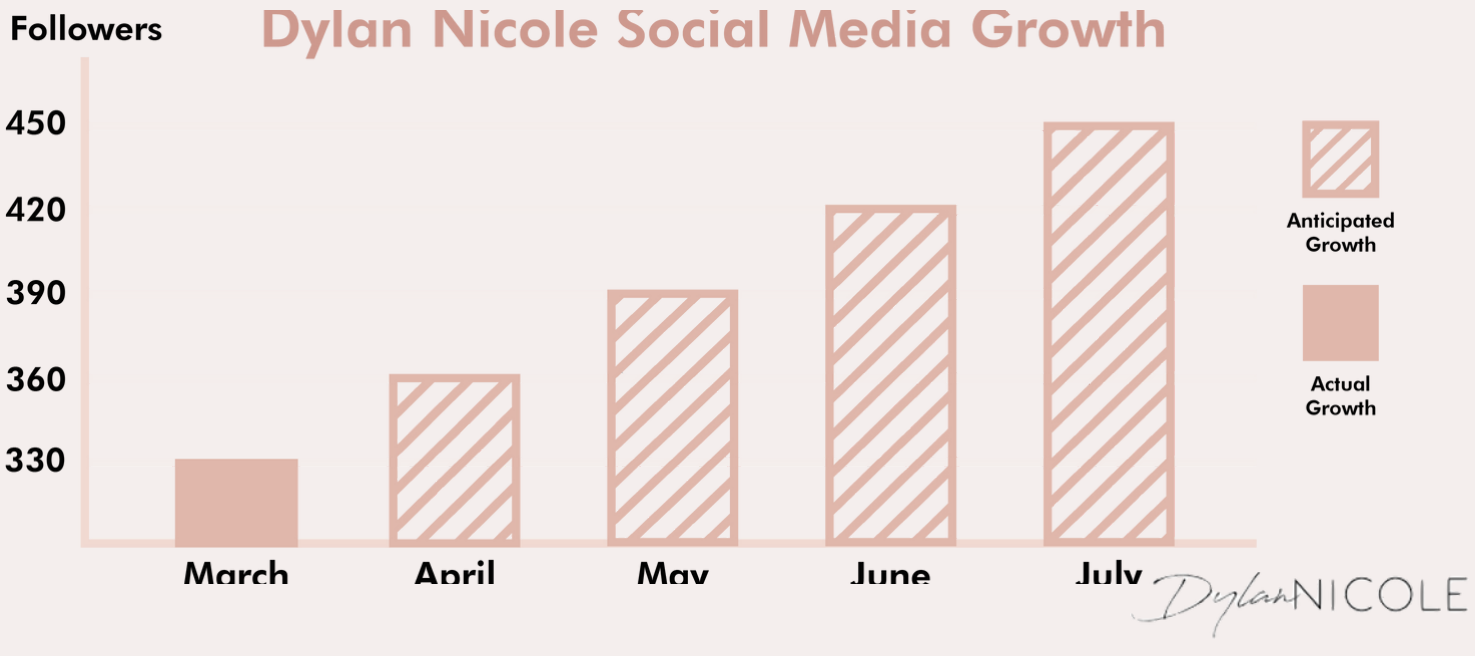
To do this, we will use these words in our communication: statement, encouraging and texture. Our slogan is "Authentically you." This slogan was created after identifying three words that uniquely describe Dylan Nicole: texture, encouraging and statement. This slogan ties in the underlying tones of each of these words.

Dylan Nicole's clothing has unique textures, allowing customers to create unique styles. Karen Hansen, owner of Dylan Nicole, 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 Dylan Nicole and reflects the authenticity of the clothing. Every article can be used to make an
authentic statement.

Evaluation

To evaluate Dylan Nicole's success we will be using Instagram's software to measure engagement through likes, shares and views. Since Dylan Nicole uses Instagram as their main media presence this will be a good resource to evaluate traffic to their website and referrals to their physical location in Waco.

Through our teams' efforts to increase Dylan Nicole's awareness to Baylor students and the Waco community, we strive to increase the customer presence by 30 customers per month from June through August.



Substantiation/Support

Substantiation

- Boutique's main avenue of communication with the public is social media. College women, Dylan Nicole's target market, uses 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.
- Dylan Nicole is in an advantageous location. It's beside Union Hall and near Magnolia. If we are able to effectively alert customers of Dylan Nicole's location, we can increase foot traffic and effectively use the benefits of the location.
- The customer's first exposure to Dylan Nicole'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, Dylan Nicole's photography needs to be updated.
- Customers go to boutiques for unique articles of clothing they can't find elsewhere. Positioning Dylan Nicole as creative, unique and artistic meets this consumer need.

Support

- Karen Hansen, the owner of Dylan Nicole, is focused on connecting with customers and developing meaningful relationships.
- Dylan Nicole 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 interacts with her customers.
- Karen is authentic in her interactions and has authentic clothing.

Mandatories

- Dylan Nicole Logo.
- Unique words to describe Dylan Nicole: statement, texture or encouraging.
- Brand colors.
- Dylan Nicole's address and the store phone number.
- Instagram handle.

Creative Guidelines

- Inclusivity in sizes and demographics.
- 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.

What Competitors Are Doing/Strategies Used

- Aesthetic photography on Instagram and on websites.
- Marketing clothing that matches mainstream trends.

What They May Have Missed

- Helping consumers with styling outfits and stylistic questions.
- Targeting a more artistic audience while still incorporating an aspect of current trends.

Communications

- Target our target audience via Instagram with aesthetically pleasing advertisements
- Establish a visual brand that is obvious to anyone scrolling the page
- Utilize strict template design on all posts
- Color scheme utilized consistently
- Remodel website and social media
- Improve website SEO through keyword research

Content Strategy

- Flat lays, photos of models with clothes, ambassador program
- Airy tone, positive and lighthearted
- Follow timeline for campaign closely
- 80% photos on the timeline, 20% videos/reels
- Market new seasonal items aggressively, starting a week prior to launch
- Minimum of 4 posts per week
- Will avoid spamming as generally turns off viewership
- Post at optimal times for college students (later in the evening after 6 p.m.)

DylanNICOLE

Client's Weekly Social Media Plan

Instagram and Facebook	
Sunday	Post (Model)
Monday	Story (Engagment)
Tuesday	Story (News Releases)
Wednesday	Post (Flat Lay)
Thursday	Story (Fun, Light hearted)
Friday	Post (Model/Other)
Saturday	Story (Promotion)

Tik Tok	
Monday	Pack an online order
Wednesday	Use trending audio and showcase new items
Friday	Incorporate a new trend in a video with merchandise

Client's Anticipated Budget for Campaign

	RATES	QUANTITY	COST
ADVOCACY			
Sorority Competition	$1,000	3	$3,000
INTERNET/ SOCIAL MEDIA	CPM (cost per 1000)	(in thousands)	
Facebook	$7.19	200	$1,430.80
Instagram	$6.70	200	$1,340
Tik Tok	$10	100	$1,000
OUT-OF-HOME			
Stickers	$0.16	2,000	$320
T-Shirts (merchandise)	$20	50	$1,000
A-frame sign out front	$150	1	$150
TOTAL			$7,747.80