



MARKETING RESEARCH BOOK

An insight into Veja and the Retail
Landscape in which it Operates

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©Desailly, 2019



INTERNAL ANALYSIS OF VEJA

- Veja: An Introduction
- Veja Brand Essence Mood Board
- Veja's Brand Identity Model
- Touchpoints
- SWOT Analysis
- Product Overview
- Pricing Pyramid
- Key Stockists
- Veja's Total Product Concept
- Customer Profiles
- Social Media Presence
- Veja's Media Pillars
- Instagram Content
- Current Content Analysis
- Imagery Style and Aesthetic

VEJA: AN INTRODUCTION

- Veja is a French footwear brand, founded by Francois-Ghislain Morillion and Sebastien Kopp in 2004 (Veja, 2020).
- They wanted to make an ethical product that was reflective of the 90's generation, that being sneakers, so decided to pursue their business idea into what we know as Veja today (Veja, 2020).

Mission

Creating a **transparent product** with a **positive impact**

Values

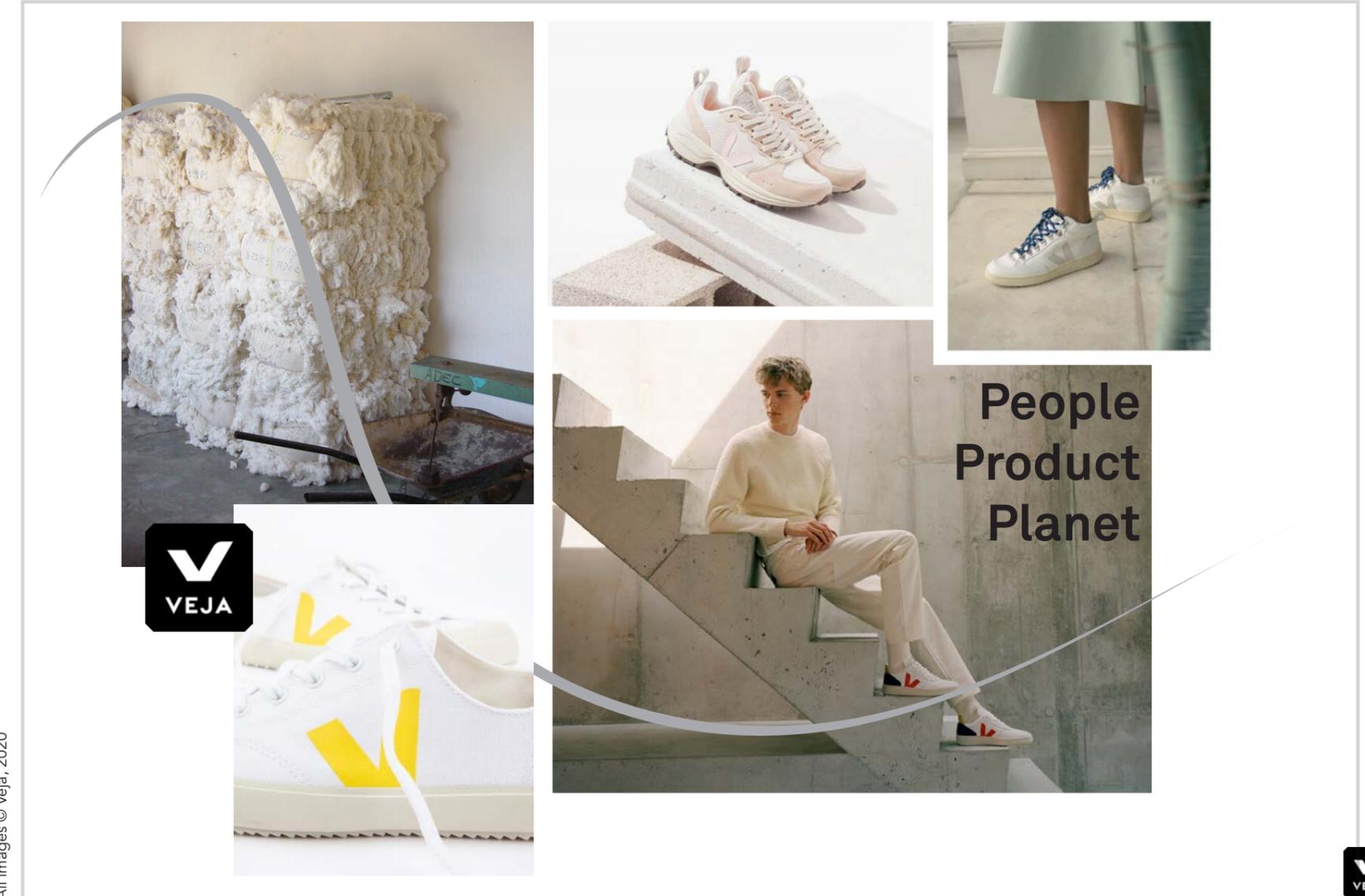
Fair Trade
Transparency
Responsibility

USP

Selling **ethical** and **authentic footwear**, making a **difference** both **socially** and **environmentally**



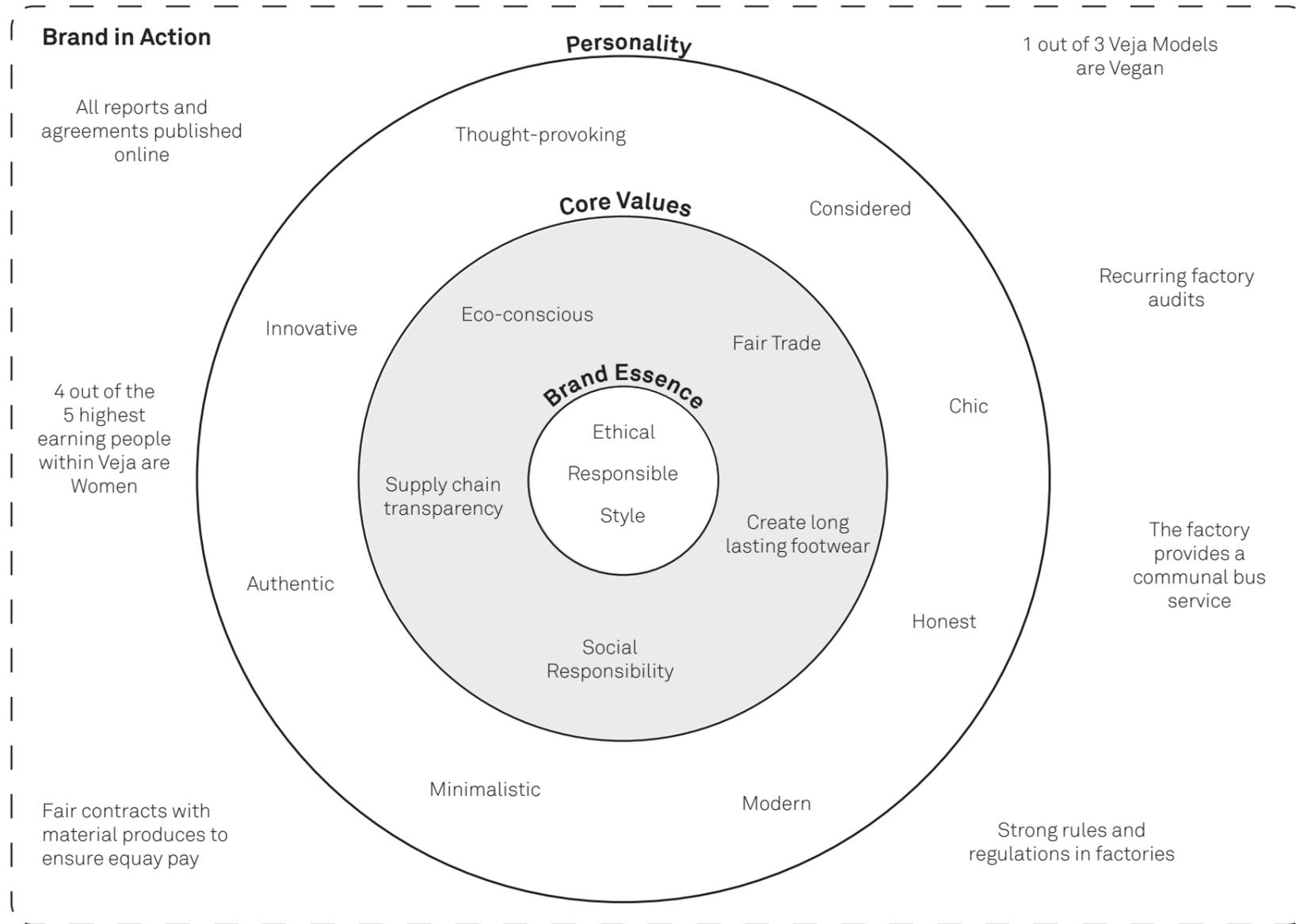
VEJA BRAND ESSENCE MOOD BOARD



All images © Veja, 2020



VEJA'S BRAND IDENTITY MODEL



Adapted from Posner, 2015



“
The idea behind a pair of VEJA: standing up with one foot in design and the other in social responsibility.

© Veja, 2020



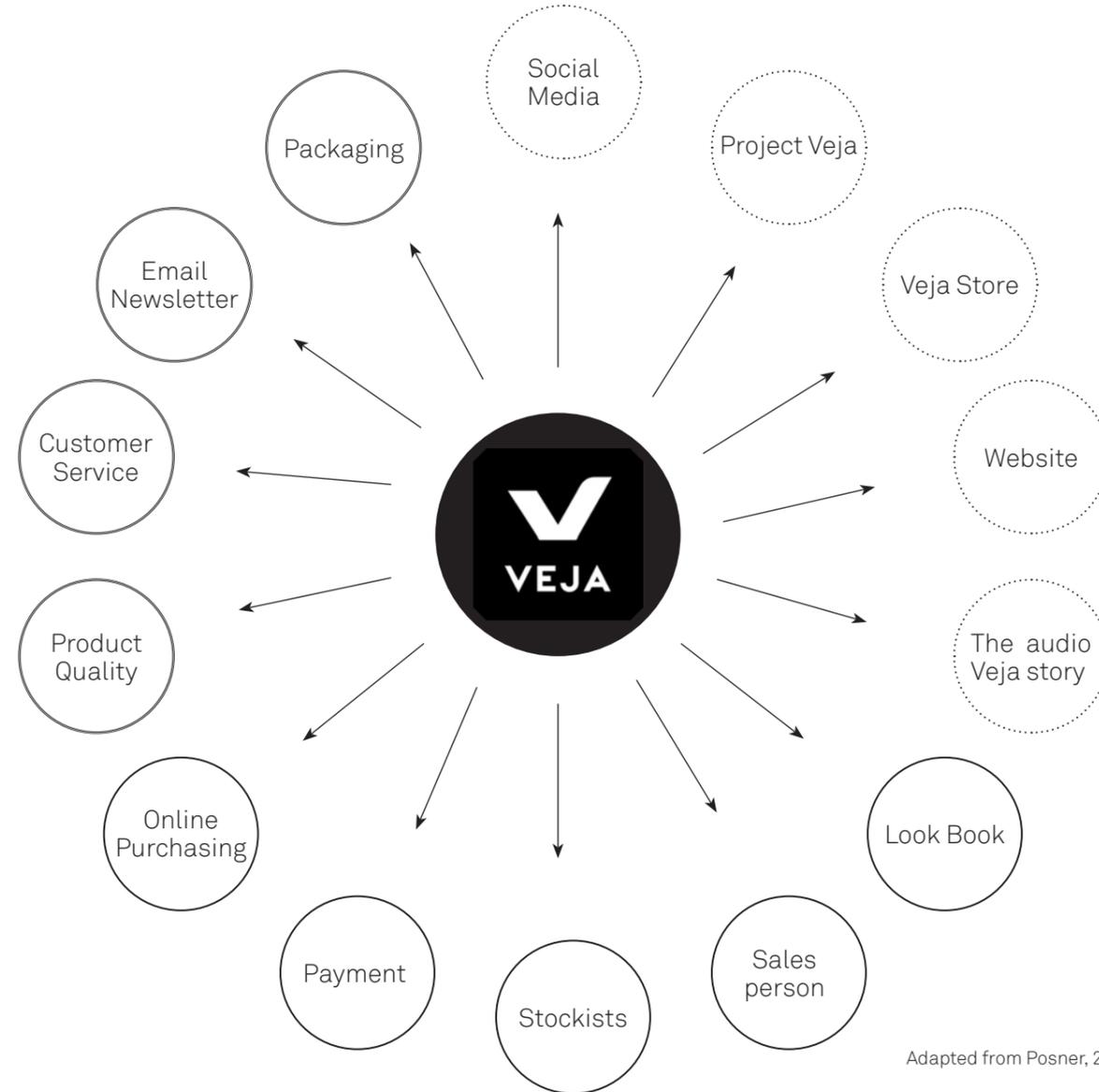
BRAND TOUCHPOINTS

KEY



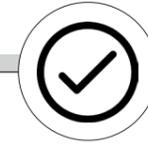
Key Takeaways:

- Due to lack of paid advertising, there are few pre-purchase touchpoints. This could be improved by harnessing digital technologies in order to build more connections with the customer
- The product itself is a key touchpoint, with Veja priding themselves on quality and ethical materials
- All touchpoints carry forward the branding and identity of Veja, giving a coherent look



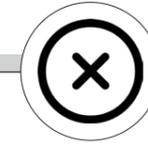
Adapted from Posner, 2015

SWOT ANALYSIS



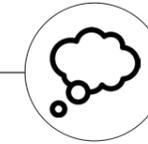
Strengths

- Strong ethical values and morals aligning with the current and future customer
- Clear brand identity and aesthetic
- Simple yet effective imagery that aligns well with the brand's identity
- Good quality shoes that are designed and made to a high specification



Weaknesses

- E-commerce imagery is very simple - basic product shots and no videos or moving image to convey how the product wears
- Lack of innovation when it comes to promoting Veja - content is not very engaging and no evidence of using digital technologies



Opportunities

- Experiment with more creative content creation. This could be through harnessing different digital technologies in order to convey Veja as a more young, exciting brand who are willing to take risks and be a part of the growing media landscape.
- For example, the use of Blockchain to showcase more of their supply chain transparency, or create Veja AR filters for social media use



Threats

- Close competitors such as Allbirds show high levels of engaging content on their social channels, which is more appealing to the customer
- Not participating in paid ads could be seen as a threat due to the current digital marketing landscape dominating the advertising industry today - Veja could easily get lost



VEJA is Portuguese for “look”, looking beyond the sneakers, looking at how they’re made.



© Carême, 2016

PRODUCT OVERVIEW



V10



V12



Esplar



Campo



Rio Branco



Nova



Condor



Roraima



V-Lock



Venturi



SDU



Nova Vegan

All images © Veja, 2020

Veja boasts a range of styles and designs for Men, Women and Kids. Models vary in both colour and material, with a third of styles being vegan (Veja, 2020).



PRICING PYRAMID



Key Takeaways:

- Veja's pricing closely aligns to those of competitors
- The construction and materials of the shoe highly effects the price
- There is room for Veja to expand into a higher price category

This pricing pyramid captures the price range of Veja shoes. Overall, there is a small price range from £80-£140 and therefore Veja sits at a mid-market level. Variances in price occur due to the style and material of the shoe. For example, the shoes which are made from Cotton Canvas such as the Nova shoe are priced lower, compared to the Venturi which are made from a variety of different materials to build a more hard-wearing shoe, and therefore are priced higher.

KEY STOCKISTS

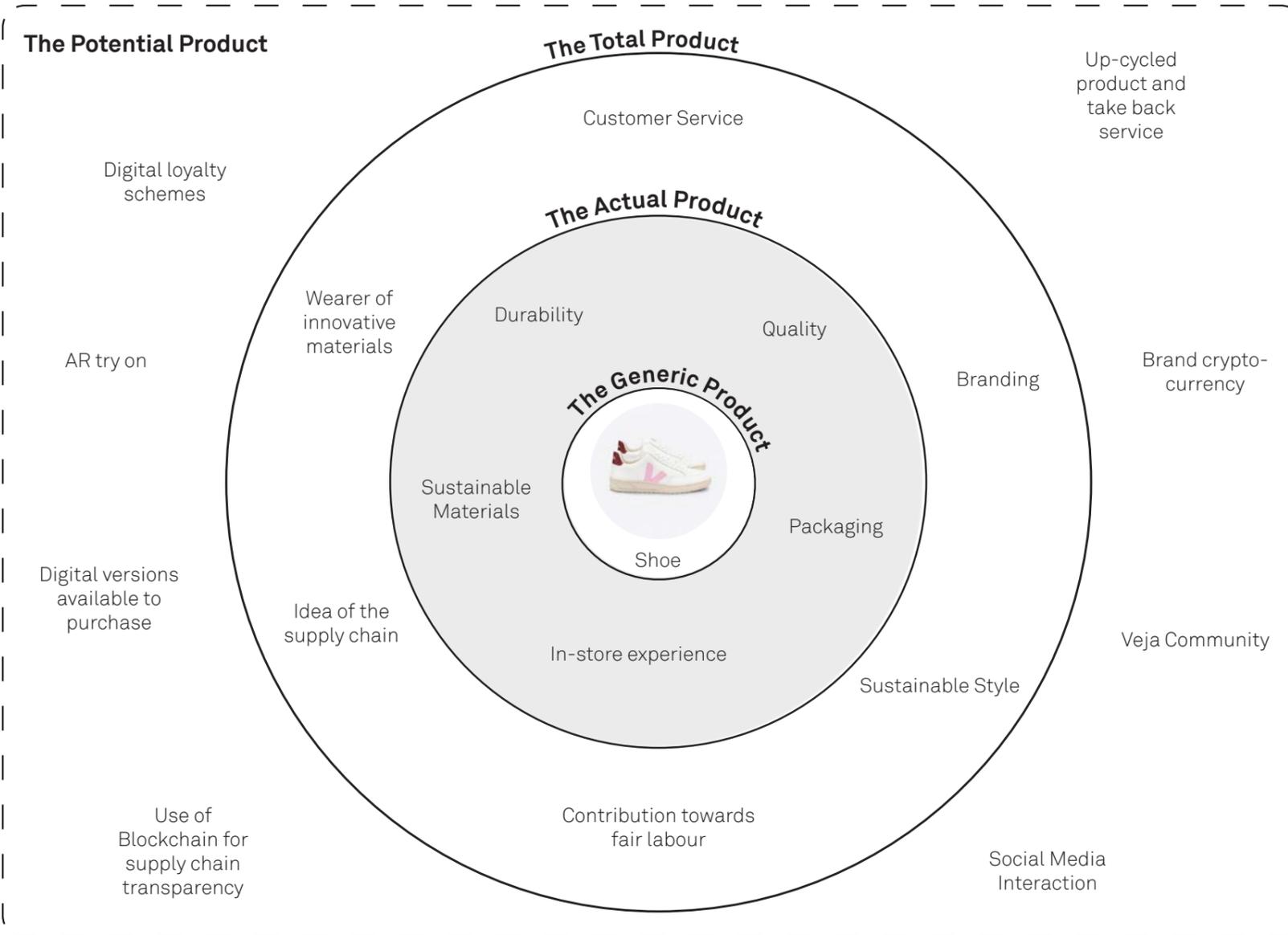


Key words associated with these brands:

Stylish | Chic | Alternative | Fashionable | Unique | Accessible



VEJA'S TOTAL PRODUCT CONCEPT



This Total Product Concept model shows both the tangible and intangible attributes of Veja, through the four different categories.

'The Potential Product' is the most valuable section, showing Veja's product potential. These are likely to align with some of the campaign strategy tactics, in order to really push Veja to a new digital level, staying ahead of competitors.

- Key Takeaways:**
- Veja has a lot of room for product and brand experimentation, and could greatly benefit from having more digital elements.

Adapted from Posner, 2015

“ Since 2005, VEJA has been making sneakers differently infusing each stage of production with a positive impact.



©Desailly, 2019



CUSTOMER PROFILES

Demographic

- Female
- 21 years old
- Gen Z/ Millennial
- Full time art student at UAL
- Well educated
- Low income from selling one off art pieces on Etsy

Jasmine



© Rosey, 2020

The Art Student

Geographic

- Lives the student life in London (urban) but returns to home in the outskirts of Bath (rural) in university breaks
- Often moves between locations in London - from student halls to living with friends
- Lives in a temperate climate in the UK

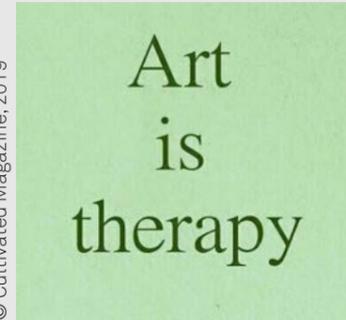
Psychographic and Behavioural

- Laid back, artistic lifestyle. Appreciates the small things in life
- Down to earth and casual
- Often visits art exhibitions on the weekend to gain inspiration
- Loves to go out for brunch and meet with friends
- Only buys clothes when necessary and therefore not a lover of fast fashion
- Uses art as a way to express herself
- Dresses in a minimalist way, using key branded pieces to add an edge to the outfit

Usage and Benefit

- Values practicality from products and appreciates good design
- Strongly considers cost per wear before purchasing
- High environmental morals, being brought up into the current environmental crisis
- Will spend more on good quality, eco-friendly items
- Brand loyal when a product suits her needs and therefore would return to gain the same benefit
- Sells clothes on Depop when not wanted anymore
- Gets to know brands through a variety of touchpoints including engaging with brand experiences

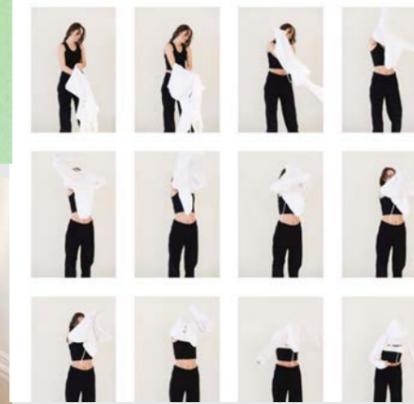
© Cultivated Magazine, 2019



© Rosey, 2020



© Gore, 2020



© Rosey, 2020



© Wilkinson, 2020

Technological Engagement

- Overall, strong technological engagement
- Uses Pinterest to gain artistic inspiration
- Instagram is used in a number of different ways: to promote her own artwork, to connect with friends, to find niche and unique brands, to speak up about social and environmental issues
- Open minded and likes to experiment with new technologies in her spare time, such as using AR and VR
- Appreciates the aesthetics of brands that display themselves in a visual way on social media
- Occasionally uses Tik Tok to learn about new art techniques
- Shares content with friends
- Appreciates a frictionless shopping experiences - shoppable content on social media is a strong appeal



Personality: Quietly motivated and a diligent student. Jasmine is an introvert but is lively around friends

Motivations: Aims to make a difference to the world and teach her future children about the importance of looking after the planet

Core needs: Brands that are trustworthy and reliable. She knows what she wants.

Pain Points: Sales in shops and brands mistreating the environment



CUSTOMER PROFILES

Demographic

- Male
- 26 years old
- Millennial
- Freelancer in the film industry
- Previously studied at university in Brighton
- Middle income

Psychographic and Behavioural

- Busy work lifestyle, completing commissions and working with brands
- Travels to meet clients so wears comfortable and practical clothing
- Likes to take part in team sports in his spare time
- Conscious of his carbon footprint so tries to take this into consideration when working on projects
- Laid back lifestyle at the weekend, but during the week often feels stressed and under pressure
- Fashion purchases are often influenced by friends

Logan



The Freelancer

Geographic

- Lives on the outskirts of Brighton, UK, so can easily travel into London to meet with clients
- Lives in a small studio apartment with a house mate
- Appreciates the surrounding landscapes
- Likes the contrast of the beach and the inner city buzz

Usage and Benefit

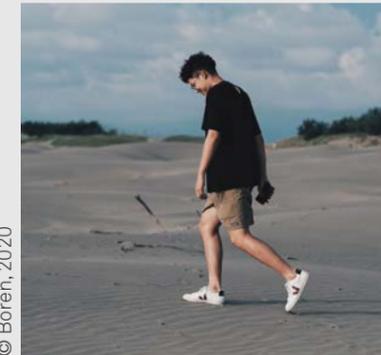
- Tends to purchase in bulk which will last him a while
- Price sensitive and carefully considers before purchasing
- Very brand loyal
- Tends to up-cycle old fashion products, by either making them into something new or uses them for a project
- Values shoe practicality and reliability



© Lau, 2020



© London Gov, 2020



© Boren, 2020



© Ray Ban, 2020

Technological Engagement

- Uses a number of different digital channels to get to know a product. He does this to ensure that the purchase is right for him and that it is reliable. This could be through engaging on social media polls, messaging brands, website research etc.
- Utilises AR functions to try on products virtually due to often not having time to go out shopping.
- Uses Pinterest, Instagram and Youtube to get inspiration for his film work, such as looking at short films and stop motion animation
- Uses Twitter as a way to get instant news and responds well to new product launches or updates on Twitter
- First point of awareness is social media
- Email newsletters can cause frustration if they're not carefully curated and personalised to his needs. Too much targeting can be extremely off putting.



Personality: Career driven and focused. Extremely sociable, family orientated and always up for a challenge - his positive personality enables him to try new things.

Motivations: Career success. Hopes to start a family one day.

Core needs: A stable work-life balance. Also, brands that can really enhance his life and make shopping easier.

Pain Points: Unappreciative people and people that complain



CUSTOMER PROFILES

Demographic

- Female
- 32 years old
- Millennial
- Single
- Traveller and freelance journalist and blogger, reporting about different locations and cultures
- Middle income

Nadia



© Shutterstock, 2020

The Globe Trotter

Geographic

- Based in London, but is mostly away visiting and travelling around countries all over the world
- Stays in hostels and camper vans when travelling
- Loves exploring both urban and rural areas
- Switches between hot and cold climates due to travelling often

Psychographic and Behavioural

- Doesn't often go shopping
- Looks for durability and practicality from clothing
- Has a capsule wardrobe so values clothes and accessories that are multi functional and can be worn with many outfits
- Tries to live a zero-waste life and is conscious of her carbon footprint when travelling
- Has strong social values and tries to make the world a better place
- Appreciates local cultures

Usage and Benefit

- Values products that are hard wearing and can be used for all occasions
- Spends more money on quality and sustainably made products
- Very brand loyal but can be sensitive to price
- Values great customer service and brand experiences
- Likes to be educated about products and looks for good brand CSR
- Only buys what she needs and donates old clothing to charities or people who are more in need than she is



© Veja, 2020



© Sandland, 2019



© Condé Nast Traveller, 2020



© Sandland, 2019



© Desalily, 2020

Technological Engagement

- Uses social media to pass time when travelling
- Can respond well to targeted advertisements when they are personalised and relevant
- Likes the concept to technologies unveiling more about a products supply chain
- Uses Instagram and Pinterest to research travel locations, and therefore is normally the first point of awareness of locations as well as fashion products
- Uses Twitter as a way to promote her thoughts on the current environmental and societal landscape, engaging and commenting on posts from key people in this field
- Likes interactive content which she is likely to share with friends
- Often does Instagram quizzes and polls to pass time
- Uses Facebook to share her travel writings and to connect with family. Also uses Facebook to hear more about what brands are doing environmentally, such as through news and updates.



Personality: Talkative and engages well in conversation. She is an extrovert and is always keen to learn.

Motivations: Travelling in the most eco-friendly way possible and sharing her experiences to inspire others

Core needs: Reliable brands who sell practical yet stylish products

Pain Points: Overpriced products for no reason and selfish, self-centered people



SOCIAL MEDIA PRESENCE

Veja are present on numerous social media channels.

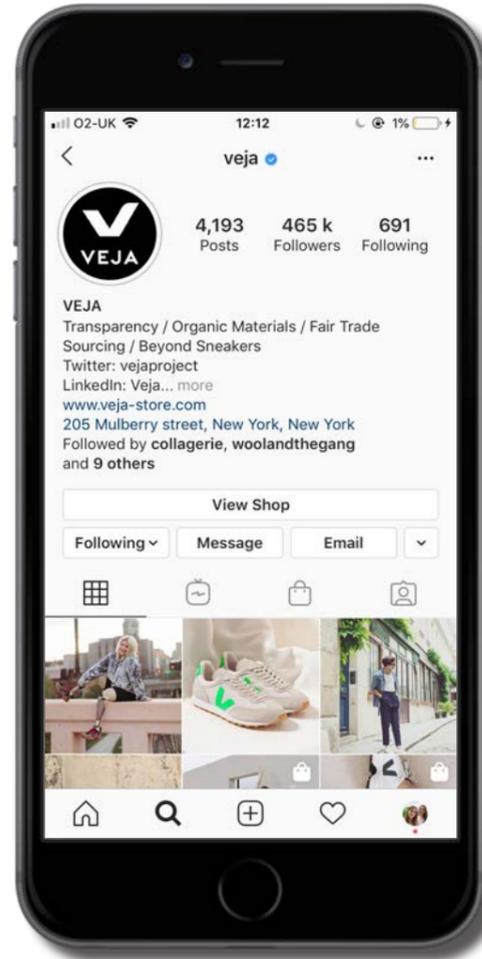
Instagram, Facebook and Pinterest channels are all heavily image based, capturing the brand identity and style of Veja.

Veja's **YouTube** channel visualises the element of brand transparency, providing behind the scenes content such as interviews with the founders, inside the manufacturing process and looking into the supply chain.

Veja's **Twitter** account is used to help promote new launches, back in stock items and sharing interesting environmental articles.

Key Takeaways:

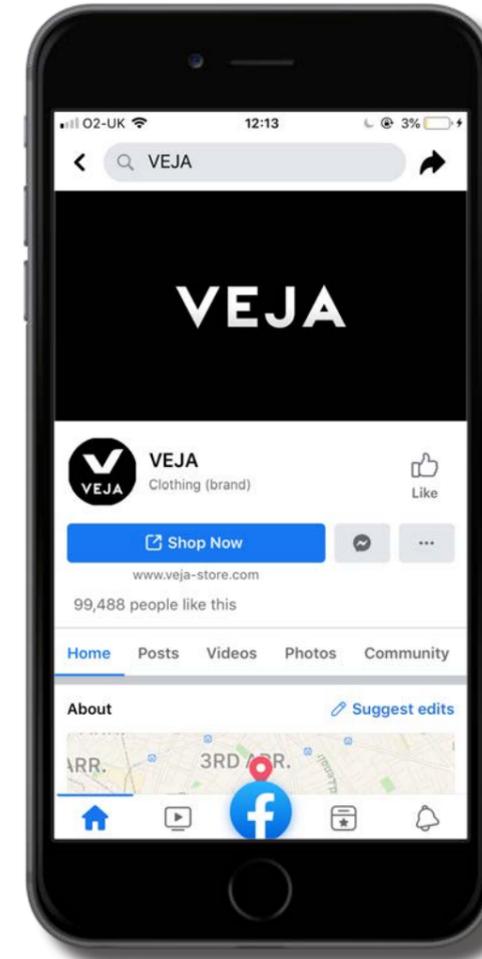
- Veja is present across several social media channels but does not use them in the most effective way. For example, there is a lack of creative content and sometimes channels are not kept up to date with regular posting, e.g. Youtube



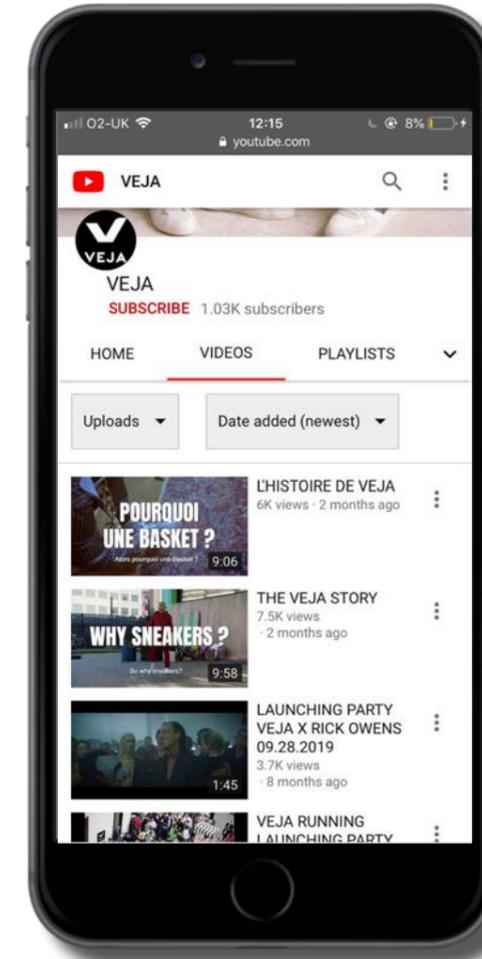
 @veja



 VEJA



 VEJA



 VEJA



 @vejaproject

VEJA'S MEDIA PILLARS



Paid Media

- Veja currently do not spend any money on paid advertising. They state that 70% of the cost of a normal big sneaker brand is related to advertising (Veja, 2020), and therefore would rather spend this money researching into innovative and sustainable materials rather than shouting about their products.
- It costs up to 7 times more to make a pair of Veja (Veja, 2020) compared to a regular shoe from a large brand, and therefore do not use paid media so they can align their product prices better with competitors.



Earned Media

- Veja's earned media comes from a variety of sources. User Generated Content is featured on their social media channels, as well as social influencers and bloggers writing reviews.
- Veja has gained earned media in several publications, such as a write up in The Guardian, The New York Times, Vogue and features in Grazia Daily's shopping page; to name a few.
- Celebrities have also been seen wearing Veja shoes, such as Meghan Markle and Reese Witherspoon.



Owned Media

- Veja has limited owned media outlets, but are present on several social media channels and have their own website.
- Veja's 'Project' section on their website is similar to a blog, which shares the back story to the brand and also gives details on their transparency, such as publishing their documents and contracts.

Key Takeaways:

- Veja's lack of advertising could put them at risk further down the line in the future due to close competitors using paid advertising and the fact that the footwear market is becoming increasingly crowded
- Veja have a good coverage of earned media, which really represents them as an honest and authentic brand
- Veja's Owned Media channels could be expanded on and also experimented with further, however they are currently minimalistic due to them not participating in any form of paid media. Therefore, their social channels act to promote their minimum viable product.



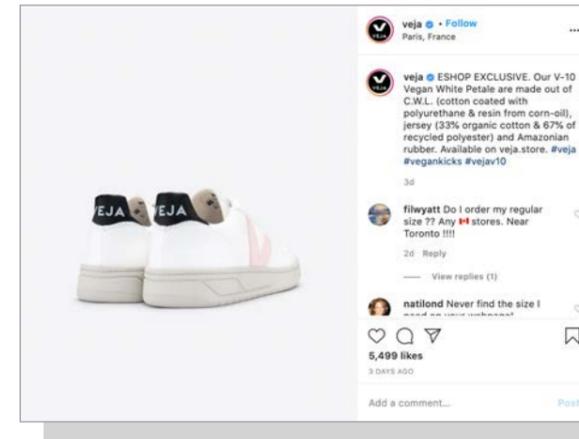
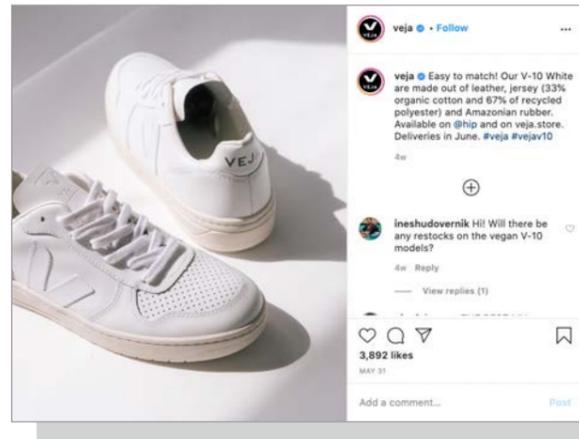
© Veja, 2020

“

VEJA is based on a very simple observation: 70% of the cost of a normal big sneaker brand is related to advertising.



INSTAGRAM CONTENT

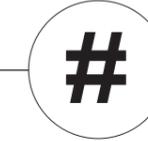


CURRENT CONTENT ANALYSIS



Tone of Voice

- Casual
- Factual
- Honest
- Promotional
- Product-focused



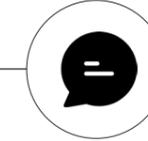
Hashtags

- #veja
- #vegankicks
- #veja(name of shoe)



Content Type

- Still Images
- Not interactive
- Not shoppable
- No moving image/GIFs/Video



Key Messaging

- Veja are all about sustainable materials that are not environmentally damaging
- Veja shoes are easy to wear

Key Takeaways:

- Veja has a simple approach to its Instagram content, using some still life and some worn products. Some of the images are also User Generated Content
- Messaging is consistent and is very product focused, with most captions explaining the breakdown of materials. This is key to the Veja brand, but they could experiment with more exciting and relatable captions.
- Veja could be more experimental in the following areas: post moving imagery and GIFs, use more unique and meaningful hashtags, create more engaging content for their followers such as through memes and quotes and create shoppable content for a more frictionless shopping experience.

IMAGERY STYLE AND AESTHETIC

ECOMMERCE



© Veja, 2020

Simple, still life imagery. Different product angles shown, but nothing creative. Fits well with the clean, minimalistic style of the brand.



© Veja, 2020

Some of the product shots are complimented by model shots or campaign imagery, to give a different dimension.

Key Takeaways:

- Imagery style, especially e-commerce images are very basic and minimalistic
- Lookbook imagery is more creative and the shoes look good shot on location - this imagery would benefit from being featured more on social media channels and on the Veja website

SPRING SUMMER 2020 LOOK BOOK



All images ©Desaitly, 2020

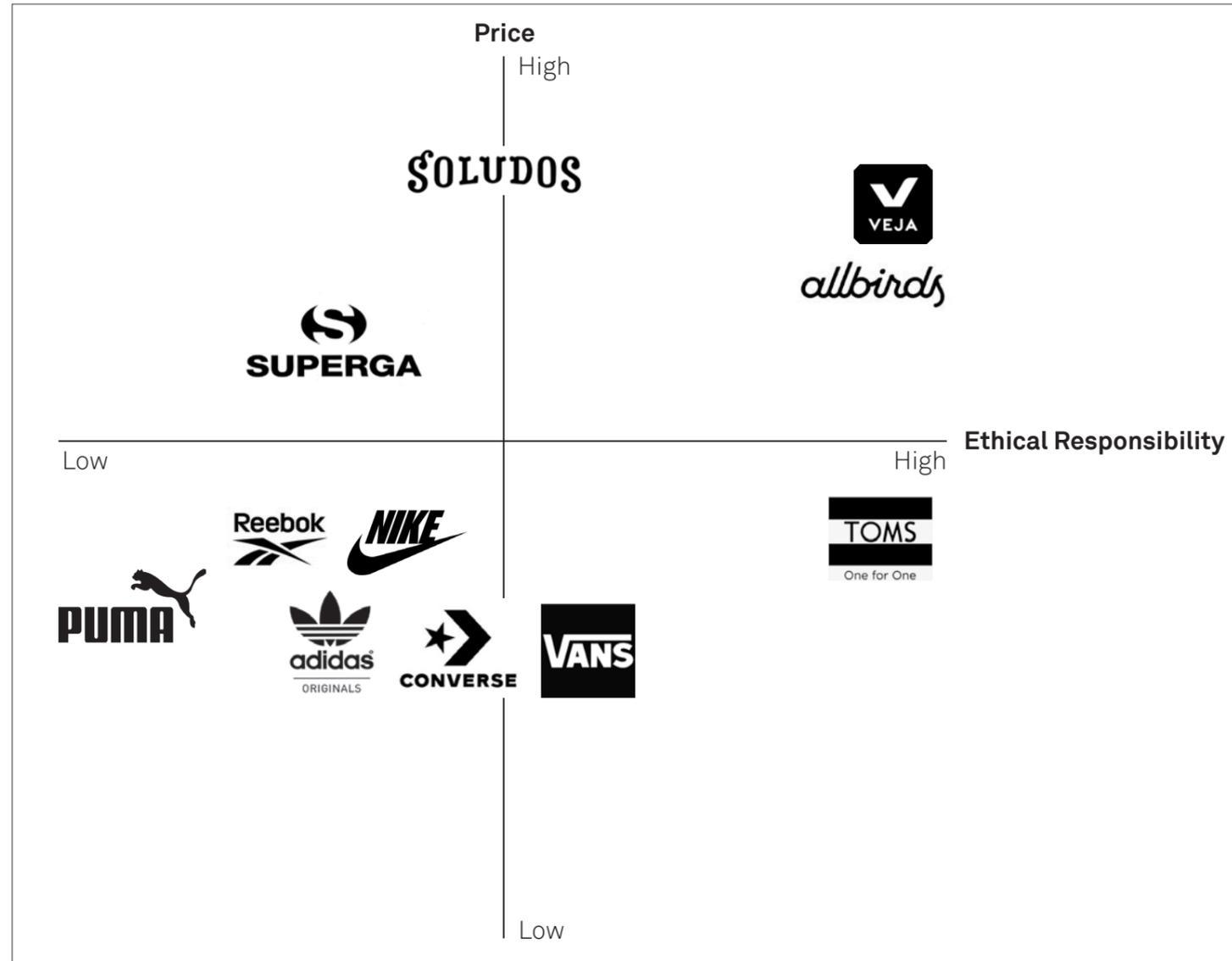
Shot in the South West of France, this SS20 imagery conveys and captures Veja's laid back lifestyle look. Use of light is juxtaposed with shadows, as well as soft and more angular shapes merged to draw your attention to the shoe.



VEJA IN THE RETAIL LANDSCAPE AND THE EXTERNAL ENVIRONMENT

- Positioning Map of the Footwear Retail Landscape
- Comparative Shop
- Porter's Five Forces
- Footwear Market Overview
- Macro Factors affecting the UK Footwear Market
- Use of Digital Technologies by Brands

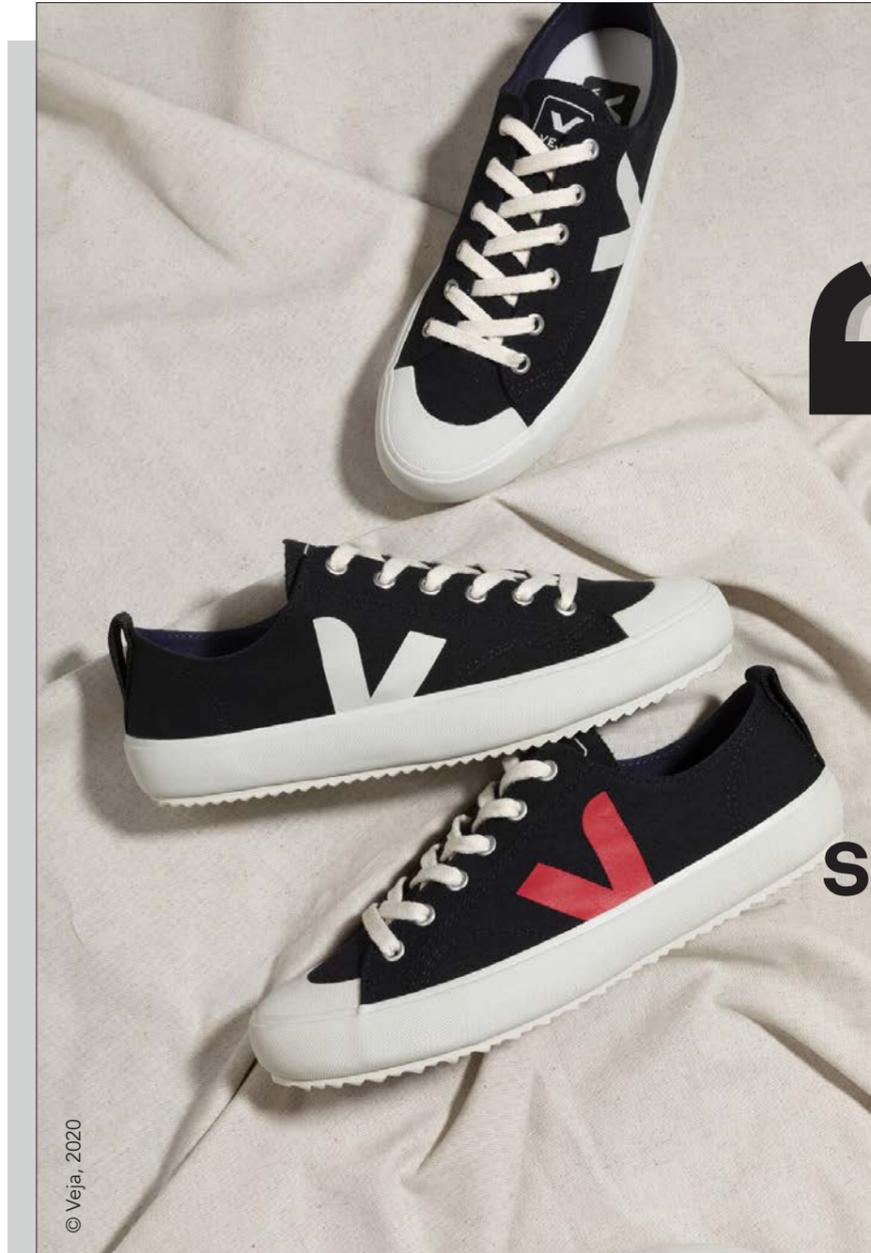
POSITIONING MAP OF THE FOOTWEAR RETAIL LANDSCAPE



This Brand Positioning Map positions Veja next to some of its competitors, using the axis of Price and Ethical Responsibility.

Key Takeaways:

- Veja is a leading footwear brand in terms of ethical responsibility
- Vejas closest competitors are Allbirds and Soludos, both taking ethical responsibility seriously
- Naturally, brands with higher ethical responsibility have a higher price point
- Veja must be aware that with no current advertising, competitor brands have an advantage and more pulling power over customers
- The market for higher ethically responsible brands is less crowded compared to cheaper and less ethically responsible brands



“ The goal of our design studio is simple: create sneakers that will stand the test of time. ”

© Veja, 2020



COMPARATIVE SHOP

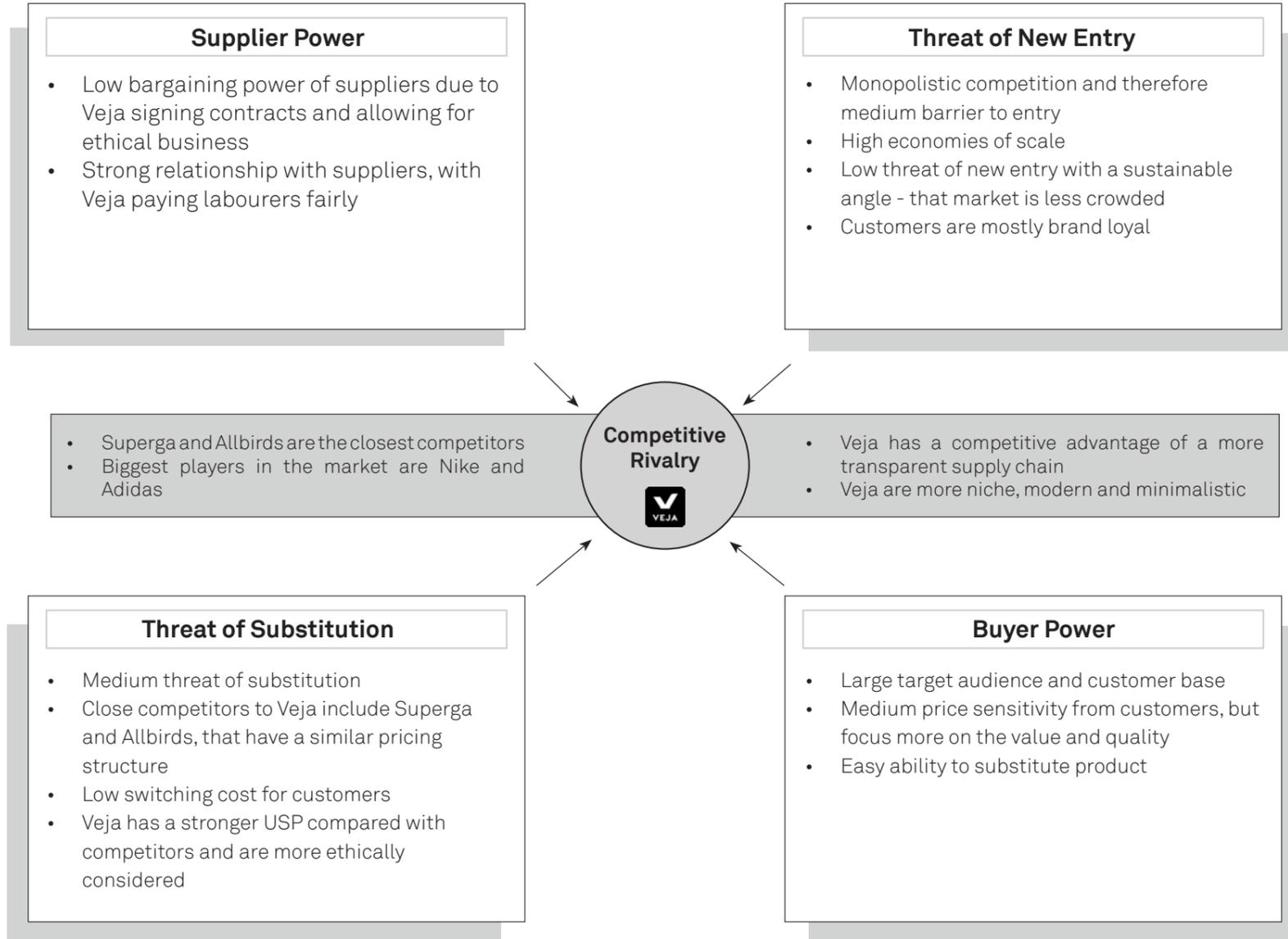
Brand Name	Brand Logo	Example of Product Sold	Product Range	Price Range	Ethical Responsibility	Key brand messaging	Target Customer	Level of Creative Promotion
Veja			Sneakers, running shoes	£80-£200	High - use innovative sustainable materials and are highly transparent	Shoes which are made ethically and responsibly. Made with both the planet and people in mind. Chic and minimalistic.	who dresses minimalistically but likes to add style through the shoes they wear. Appreciates the great outdoors and has a creative background.	Low - mostly still life shots, with some shot on location. No interactive imagery on social media.
Allbirds			Running shoes, sneakers, slip ons, flats, boat shoes, high tops	£95-£130	High - strong consideration of the materials used	Shoes made for practicality. Considers the lifestyle of the customer, with shoes made to respond to their needs. Cares for the environment, using the most responsible materials.	Aged 40-65, nature explorer, looking for comfort and practicality in a shoe. They enjoy walking holidays and are aware of their carbon footprint.	Medium - some moving image on social media, along with shoppable content. Good videos and content on the website.
Soludos			Sneakers, wedges, heels, espadrilles, sandals, boots	£75-£150	Low/Medium - use organic cotton, but not much transparency	Unique shoes using colours and patterns to brighten your day. Relaxed and beachy vibe, for a laid back lifestyle.	Aged 20-40, easy going lifestyle with an interest in the arts. Likes to dress according to their personality.	Medium - good lifestyle imagery but could be much more creative e.g. with gifs.
Superga			Trainers, espadrilles, slides	£25-£150	Low - no mention of ethical actions	An easy everyday wear. Adds a sense of style to your look, reflecting your personality.	Aged 25-55, looking for shoes that are practical yet chic. They act as a wardrobe staple and are a go-to for both rural and urban outings.	Low - not a very sleek website design and lacking personality on social media channels.
Toms			Espadrilles, Sandals, Sneakers, Boots, Flats	£30-£115	High - complete supply chain transparency and working towards social change	An easy-going shoe brand existing to make a positive social and environmental impact.	Aged 16-30. Relaxed personality with a capsule wardrobe. Someone who wants to contribute towards social change.	Low - basic social media and ecommerce imagery. Lack of moving image and interactive content.

This Comparative Shop positions Veja next to its competitors, to gain a better understanding of competitor values, messaging, promotion, customer, prices and products.

Key Takeaways:

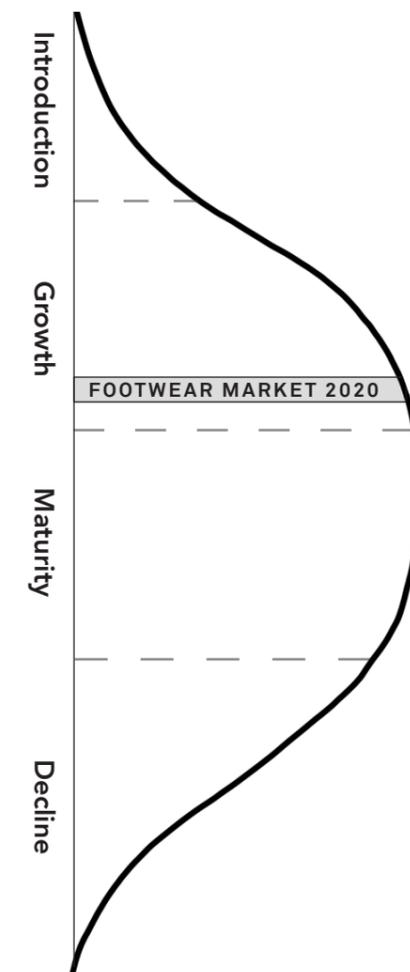
- Allbirds, Soludos, Superga and Toms are Veja's closest competitors, all providing footwear ranges in the lifestyle category.
- Prices are relatively low; high street based.
- There is a consideration of ethical responsibility by the brands, something which strongly aligns with the target customers.
- Overall, competitors show a reasonably low level of creative promotion. A lot more could be done using more creative imagery and using GIFs, moving image and shoppable content.
- Veja could differentiate themselves by: creating much more creative and interactive content, aligning with their creative target customer. This could be by harnessing digital technologies such as AR

PORTER'S FIVE FORCES



FOOTWEAR MARKET OVERVIEW

Positioning of the Footwear Market



Adapted from Sethna & Blythe, 2019

US\$14 Million

Revenue in the UK Footwear Market in 2020 (Statista, 2020)



Customisation
A key driver of the footwear market (Business Wire, 2020)



Leather footwear is the largest sector in the UK footwear market (Statista, 2020)

Organic Leather

Rising demand for footwear made from organic leather (Business Wire, 2020)

9%

The growth of the global athleisure market in 2019 (Cheng, 2019)



Adidas are tapping into the sustainable footwear market by recycling ocean plastic (Adidas, 2020)

Preferred Brands in the Footwear Segment

Adidas 15%		Nike 15%	
Zara 5%	Converse 5%	H&M 10%	
Ralph Lauren 5%	Calvin Klein 5%	Levi's 10%	
Others 30%			

Adapted from Statista, 2020



MACRO FACTORS AFFECTING THE UK FOOTWEAR MARKET

Tucker, 2018



Material Innovations, such as making leather from Pineapple Leather - Pinatex (Tucker, 2018) is disrupting the footwear market and is becoming more aligned to the modern customer needs

H&M, 2020



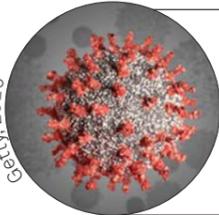
Changing cultural attitudes towards more sustainable consumerism and purchasing. Customers are now more conscious about what they buy, a shift in behaviours led by Gen Z (Cheng, 2019).

Pruis, 2019



AR Technology allowing you to try on shoes before you buy and interact with a brand through a virtual experience.

Getty, 2020



Coronavirus Pandemic affecting high street sales and increasing consumer uncertainty

Caramei, 2016



Pressure on Environmental Resources - many natural sources are at risk of deforestation and therefore need protecting brands like Veja can still produce their products

NHS, 2020



Health Benefits of exercising are encouraging more people to be more active and therefore increasing sales of shoes in the sports/athleisure market

Business of Fashion, 2019



Digital Media such as Social Media and Ecommerce allows for easier sharing and promotion of products

Shutterstock, 2020



The UK Climate Change Act and Pollution Act puts pressure on footwear brands to meet the required standards (Legislation.Gov, 2020)



© Veja, 2020

“

It's only interesting if you don't hide anything, you show everything, including failures and limits. The things we don't do well enough yet, but we know full well we need to learn how to do better.



USE OF DIGITAL TECHNOLOGIES BY BRANDS

ARTIFICIAL INTELLIGENCE

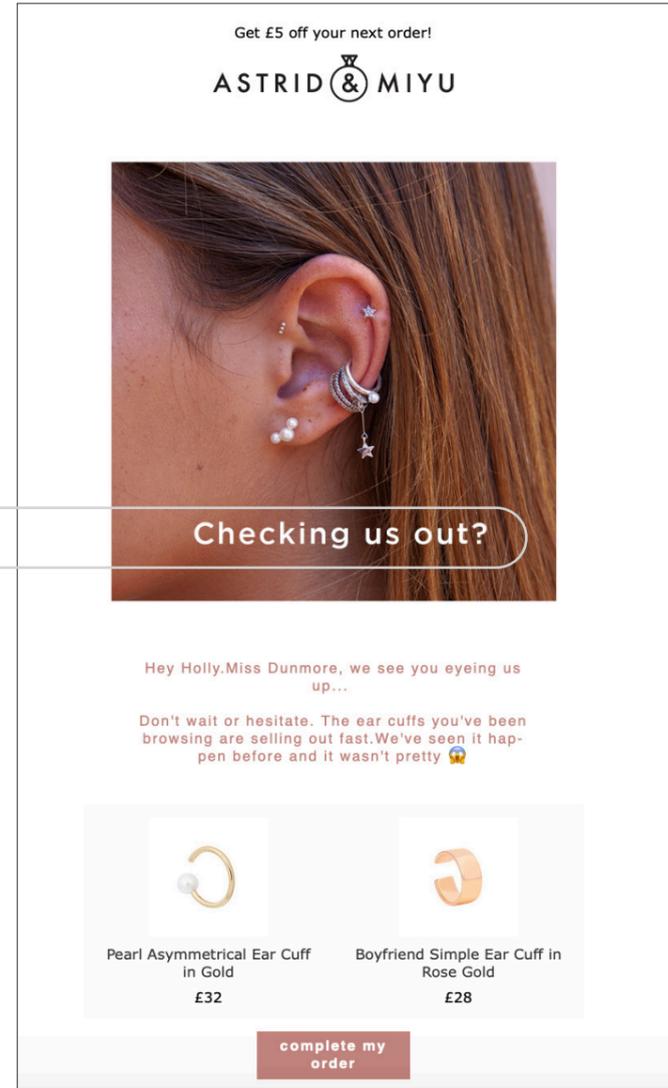
Many brands are using Artificial Intelligence to create hyper-targeted, personalised and sponsored advertisements to try and draw in customers.

Primary research into the way that customers respond to these are mixed, with many people finding it off-putting. However, primary research shows that Gen X customers stated that if there is an offer involved, more often than not it would lead to a purchase.



Heuritech are a market intelligence platform using AI for image recognition on social media, revealing key insights and data about products and customers (Heuritech, 2020). This type of AI uses algorithms to help predict future trends and therefore can help prepare a business for future growth (Heuritech, 2020).

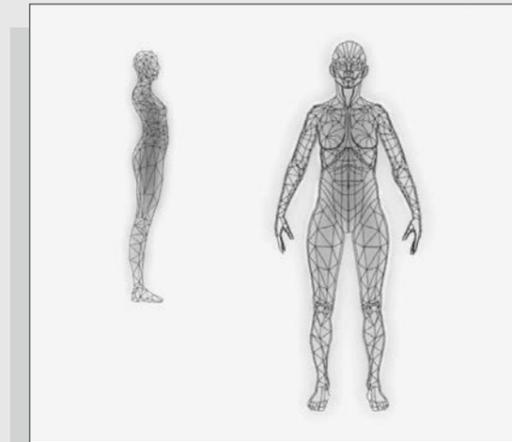
This kind of language highlights the use of AI to produce hyper-personalised emails based on previous searches, which can be off-putting for customers



Email from Astrid & Miyu, 2020



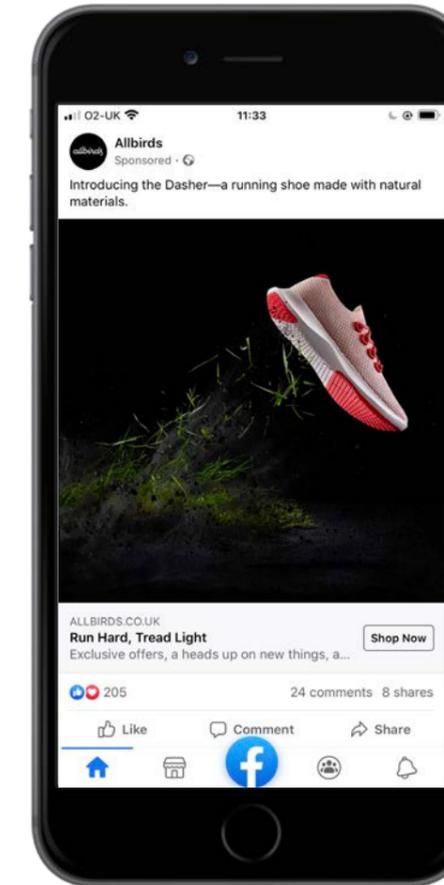
© Zeekit, 2020



© Zeekit, 2020

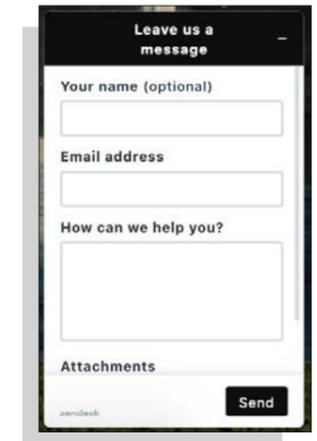
Zeekit is a platform transforming the process of virtually trying on clothing online. Using patented technology and deep learning, the customer can become the model to see what the clothes will look like on them before they purchase (Zeekit, 2020). This type of technology could be used for any fashion product, including footwear, to give a more interactive experience.

Competitor Allbirds using sponsored ads on Facebook



Veja and Artificial Intelligence

- With Veja not participating in any paid ads, they do not use AI as a way of targeting their customers.
- With an increasingly crowded market, this is something that Veja might have to tap into in order to stay aligned with their competitors



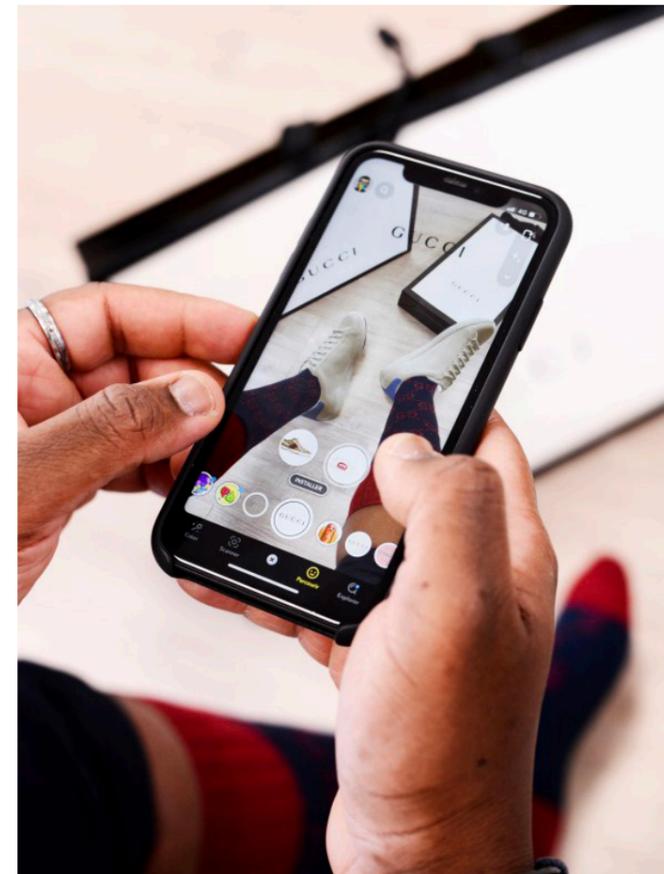
Veja having a similar service to an AI-powered Chat Bot, but responses are not immediate and instead acts as an easily accessible email function

USE OF DIGITAL TECHNOLOGIES BY BRANDS

AUGMENTED REALITY

Augmented Reality (AR) is increasingly being used by brands to extend and enhance the customer experience, by creating a branded interactive function. Brands using AR often make it accessible for customers via social media channels and act as filters that can be shared with friends.

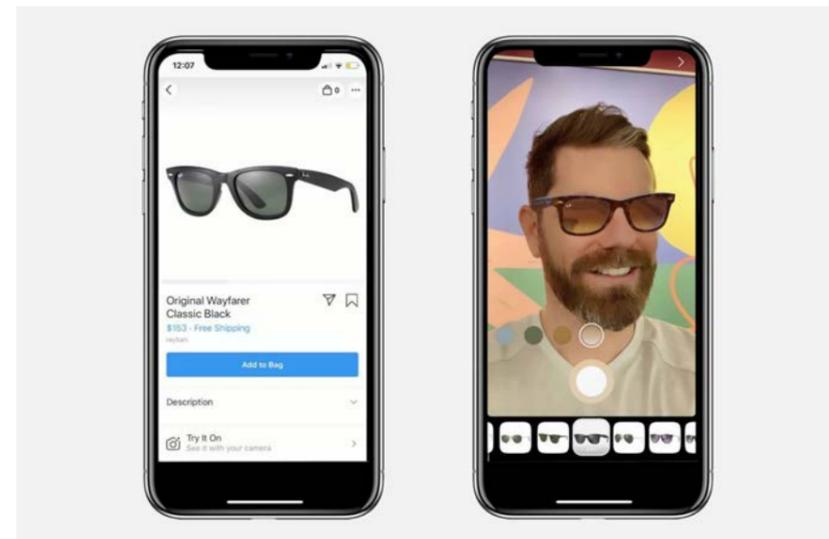
AR filters can also be used to give the effect you are virtually trying something on, or have a product appear like it is sitting in front of you.



Gucci's AR try-on filter, available on Snapchat

© Ad News, 2020

Ray Ban's AR try-on filter, available on Instagram. A number of different styles can be tried on to see which pair suit best. Primary research states that 40% of people say that they often use AR filters on social media when taking a picture, therefore proving to be a strategy that will work and relate to the customers.

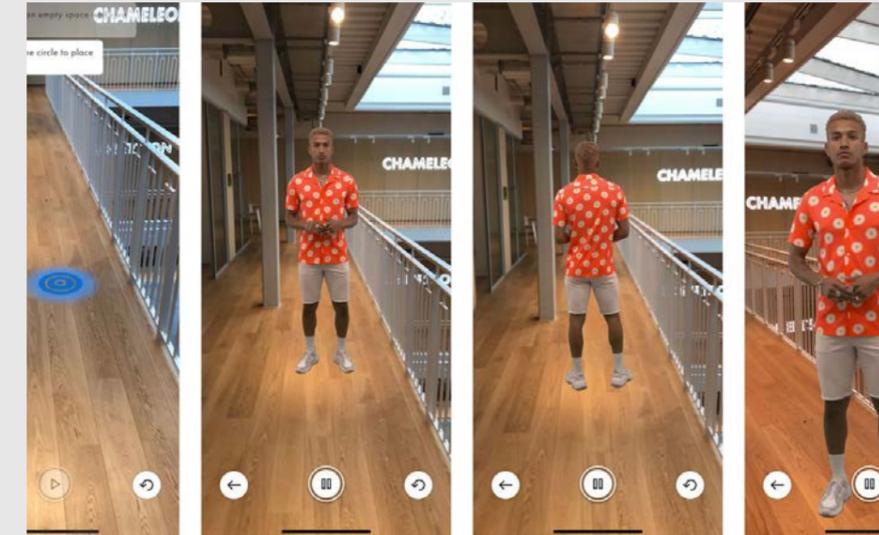


© Ray Ban, 2020



© Rebecca Minkoff, 2020

Rebecca Minkoff using AR to place 3D products in real life. Using 3D models like the example above are believed to increase conversion rates by up to 250% (McDowell, 2020), and therefore benefit both the brand and the customer.



© ASOS, 2019



© Zara, 2018

Above: ASOS and Zara using AR as a way to show virtual models wearing their clothes.

Veja and Augmented Reality

- Veja do not currently use AR as an extension of their brand and competitors are not known to use it either.
- AR could be used by Veja to enhance the brand-customer relationship by providing a more immersive experience for their customers
- Examples of how it could be used include: a campaign filter, an AR filter integrated with Blockchain, used to try on different shoes and to personalise shoes on 3D renders

USE OF DIGITAL TECHNOLOGIES BY BRANDS

BLOCKCHAIN

Blockchain is a forward thinking technology opening up the world of supply chain transparency. It is described as “the exponential technology of record keeping” (Diamandis & Kotler, 2020) and gives products a unique identity, working in both the physical and digital spheres.

Blockchain is increasingly being used in the fashion industry and can be used in a number of different ways, such as to establish the authenticity of products, share supply chain information and to transfer ownership of digital clothing (McDowell, 2019).



© Provenance, 2020

The app-based platform Provenance uses Blockchain technology to give customers more insight into the supply chain of the brands that they shop at. Platforms like this align well to today’s consumer views towards buying better, which are overall formed by macro-factors of today’s current climate crisis.



© Gabriella Hearst, 2020

Use of Blockchain by Gabriella Hearst in physical clothing, to show the garment journey



© Levi Strauss, 2019

Levi’s use Blockchain to measure the wellbeing of workers, contributing towards their ethical and sustainable values



© Boudet, 2019

The Fabricant used Blockchain in the first digital couture dress, described as being a “traceable, tradeable and collectible piece of digital art” (The Fabricant, 2020). This highlights the importance of using blockchain in virtual and digital clothing, as well as physical products.

Veja and Blockchain

- Veja could easily integrate Blockchain into their brand, as it strongly aligns with the brands values of being ethically aware and considered. Blockchain could open up their supply chain transparency to a deeper level, allowing the customer to gain a further insight into the production process.

USE OF DIGITAL TECHNOLOGIES BY BRANDS

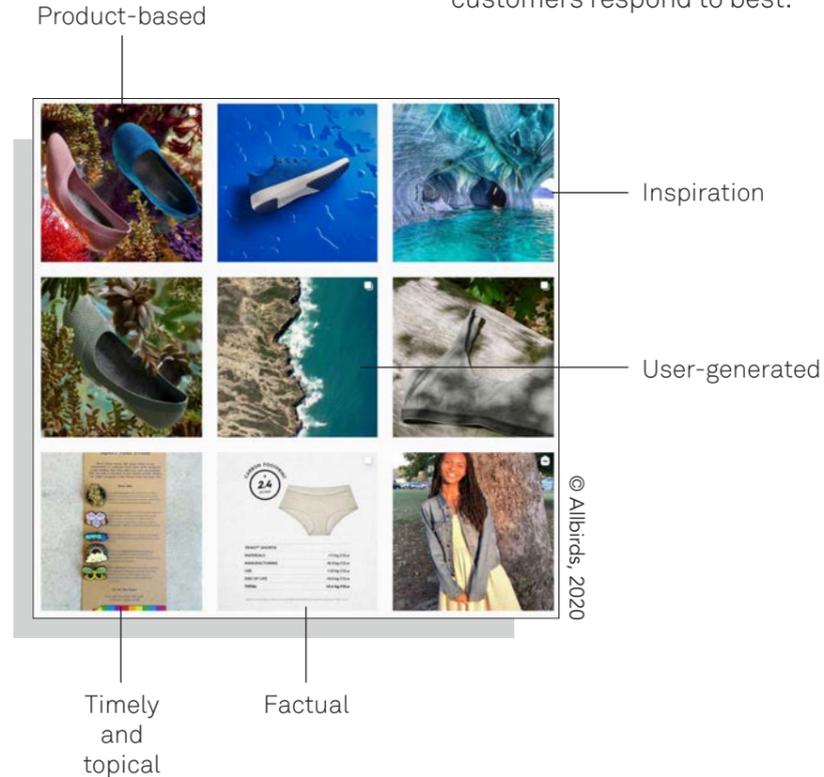
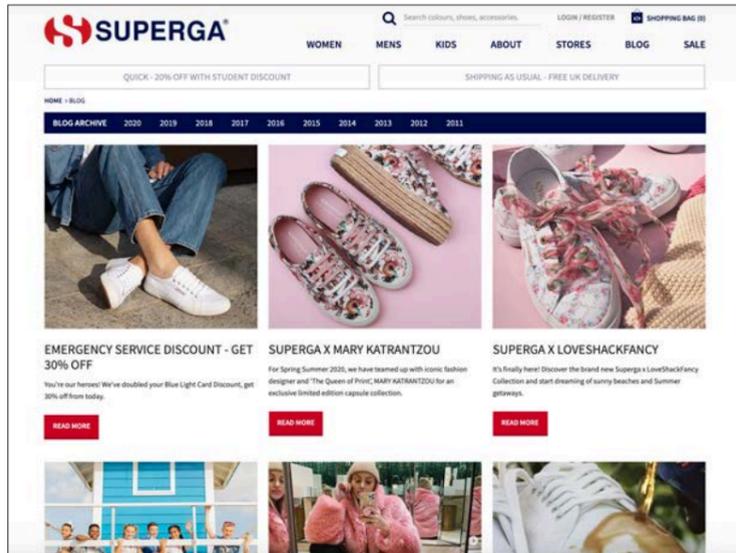
DIGITAL MEDIA

Digital media channels such as social media, e-commerce and online editorial content such as blogs are a key way for brands to promote themselves in the digital sphere.

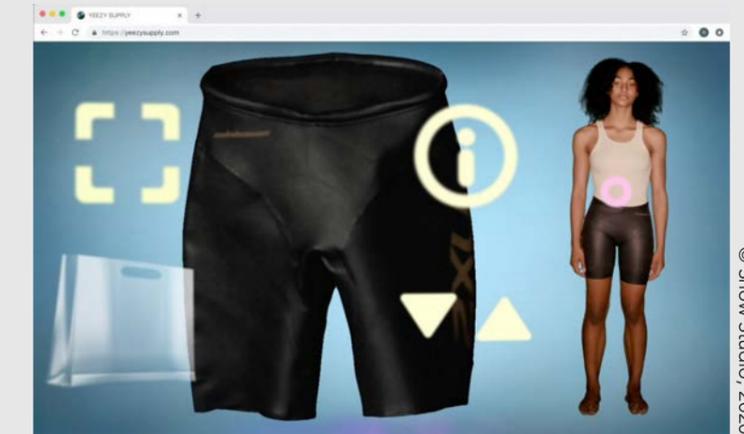
Primary research shows that nearly 40% of people say that social media is their first point of awareness of fashion brands and therefore is a core channel for brands to grab their customer's attention. Social media today is a point of convergence of many digital technologies such as AR and VR, giving the customer a rich experience in which to engage with their customers.

Analysing how Allbirds uses their Instagram feed to showcase a range of different content for their followers. Primary research shows that videos, GIFs and memes were content types that customers respond to best.

Superga's Blog page on their website, showcasing timely content as well as their latest drops and collaborations



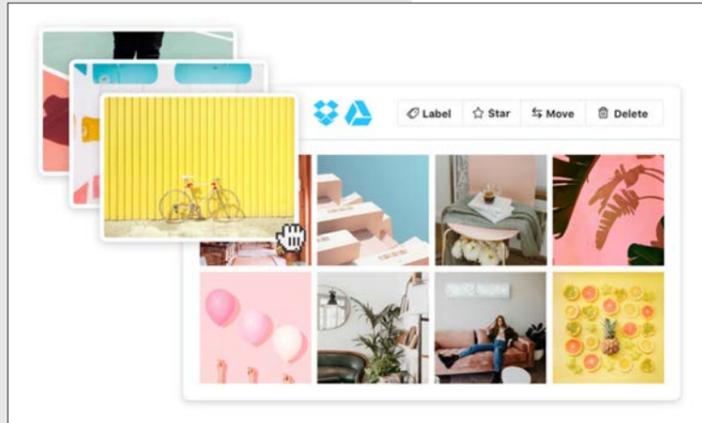
© Show Studio, 2020



© Show Studio, 2020

Nick Knights collaboration with Kanye West to build a creative, immersive and experiential e-commerce site for the ZYZ SPLY platform. This is an example of brands really pushing the boundaries of e-commerce and experimenting with new ways to connect with the customer.

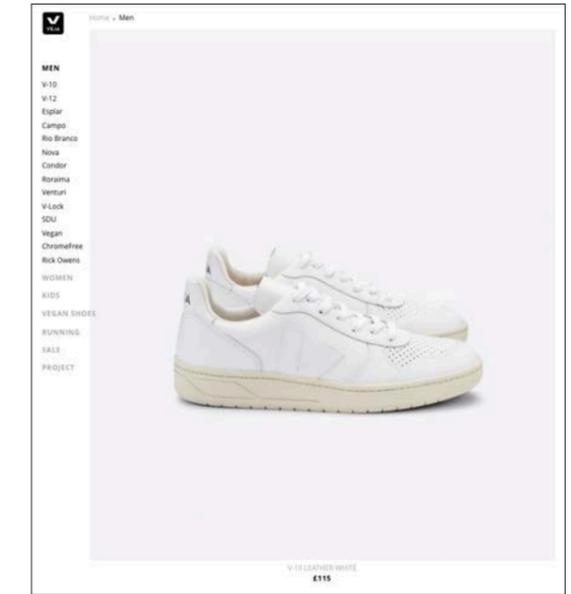
Planning and scheduling is key for brands to have a successful social media strategy, in order to post the right content at the right time.



© Later, 2020

Veja and Digital Media

- As previously explored, Veja use Social Media channels and their E-commerce platform as ways to connect with their customer
- Veja's digital media channels could be more experimental and creative, using content creation as a way to sell the brand and products in a more exciting way



Veja's Website with drop down menu



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