WHAT TO EXPECT
WHAT CONTENT COVERS THIS PUBLISHING PLAN

1. INTRODUCTION & BACKGROUND

2. DESCRIPTION
   • THE CONCEPT
   • THE BRAND
   • THE TARGET AUDIENCE
   • THE MAINSTAYS

3. EXTERNAL ANALYSIS

4. S.W.O.T
   • STRENGTHS
   • WEAKNESSES
   • OPPORTUNITIES
   • THREATS

5. MARKETING STRATEGY & MARKETING MIX
   • STRATEGY & GOALS
   • MARKETING MIX

6. QUANTITATIVE INPUT & ESTIMATE OF EXPLOITATION

7. TECHNIQUE
A LITTLE INFORMATION ABOUT SUITSUPPLY

Suitsupply is a men’s fashion brand specialised in tailored suits founded in 2000 by Fokke de Jong in Amsterdam. Suitsupply’s headquarters are located in Amsterdam and they also have offices in New York and Shanghai. With over 50 stores in 11 different countries and a webshop servicing worldwide, they are showing enormous international growth.

Suitsupply is well known for their photography and campaigns. Carli Hermes has been shooting all the Suitsupply campaigns since 2004.

Apart from their website and different social media, Suitsupply also has a printed magazine that is available in stores for free. The magazine is published bi-annually and the content covers the lookbook and extra content such as interviews.

With the enormous international growth in mind, the time has come to launch a tablet version of the magazine. This tablet version will have a much bigger reach. Next to this it will be accessible, faster, technologic, sustainable and it will be a tool to inform and entertain the Suitsupply audience.

The Suitsupply iPad magazine will be a new tool to create brand awareness, to inform and entertain the Suitsupply audience. It will be an extension to the already existing printed magazine, which is available in stores for free. Therefore, it will be published bi-annually like the printed magazine. This iPad magazine is more accessible as you can simply download it whenever you want, wherever you want. This will result in a much bigger reach and more brand awareness. Next to the lookbook aspect, it will cover much more extra content. This so the Suitsupply audience can orientate themselves and get familiar with the new products, and can get entertained at the same time.
MISSION
Suitsupply offers good quality suits for affordable prices, where the service towards the customer is central.

VISION
As vision, Suitsupply has created a philosophy

‘Suitsupply is a market defining brand showing strong international growth.

We are pioneers at everything we do, and we work hard to keep it that way. Our pioneering spirit generates a contagious energy, which is what enables us to keep putting new ideas into practice.

Our strength lies in our formula: straight, to the point and still personal. Fast and effective. Combining craftsmanship with flair.

There are few things that distract us. This approach enables us to create an environment in which our customers feel that we only have eyes for them. We are there for people who want to be seen.’

TONE OF VOICE
Sophisticated
Direct
Fun

VISUAL LANGUAGE
Outspoken
Fun
Sexual
SUISUPPLY IS TARGETING 4 DIFFERENT MEN:

THEIR MAIN TARGET GROUP: YOUNG PROFESSIONALS
Here you also find a group of students. As during their studies they start orientating, which makes them young professionals already.
- They are men between the age of 20 and 35.
- They mainly shop in the evening or during the weekend.
- They are higher educated (HBO / University)

THE MORE EXPERIENCED BUSINESSMAN
- Men between the age of 36 and 50
- They are higher educated (HBO / University)
- For work, he wears a suit on a daily basis

THE PRICE-FOCUSED MEN
- Indistinguishable by age
- Most important reason to purchase a suit is the price
- Doesn’t wear a suit on a regular basis

THE TREND-SENSITIVE MEN
- This man follows the latest trends and that is their main reason to purchase
- Indistinguishable by age
- No price limitations

INSIGHTS

PRELIMINARY RESEARCH
- Young professional men are the people who own tablets and read most digital magazines

INDEPTH RESEARCH (INTERVIEWS)
- These men orientate themselves Online before purchasing
- These men have little time and are looking for a tool that both informs and entertains them
- They like to read Algemeen Dagblad, Financieel Dagblad, Elsevier and Voetbal international
- They like to watch Suits, Madmen, Entourage and House of Cards
- They like to drink a cold beer in the park, a nice wine during dinner and a good whiskey with friends
- These men are looking for an app with easy usability, the right combination of serious and funny with not too much interactivity.
- An app is easily accessible. They can download it whenever they want, wherever they want instead of going to the store for the printed version
The main focus of the iPad magazine will be the look book. The most important aspect, is for the Suitsupply audience to get familiar with the products so that they can orientate themselves in what they prefer to buy in the actual store. This target audience is located online for orientation, but buy their clothes offline. Next to the look book, you will find extra content for entertainment.

A FEW EXAMPLES ARE:
- The new campaign
- Look book images
- Product images
- Styling tips / dress code tips / washing tips
- Interview with a Suitsupply employee
- Interview with a businessman / famous person. For example Macklemore.
- The event: for example the pool party or the rooftop party
- Funny facts
- Audio & video for interactivity

THE RATIO WILL BE
70 % SUITSUPPLY – 30 % ENTERTAINMENT
Suitsupply is quiet unique in the way they operate. They offer high quality clothing for an affordable price this in combination with excellent store service. They launched the ‘Suitschool’ to train their employees and you can adjust your suit with the travelling tailors.

Of course there are other brands that offer suits to this target audience, but never with the same quality / price combination.

A FEW COMPETITORS ARE

- Oger
- Hugo Boss
- Armani
- Corneliani
- WE
- Zara
- TOPMAN
- H&M
S.W.O.T.

STRENGTHS
• Strong brand image. This because their strong marketing campaigns and the modern international name.
• The combination of high quality products for affordable prices.
• Higher educated staff – good service. This because of their ‘suit school’

WEAKNESSES
• Most of Suitsupply’s audience isn’t familiar with their printed magazine.
• They only reach a small group of their target audience with their campaigns.
• They can get so much more out of the different social media.

OPPORTUNITIES
• Upcoming media tools will make all communication easier. This will create more brand awareness.
• Investing in digital area. This is where the Suitsupply audience is located.
• Using a new media tool like the tablet shows that they are modern and are willing to grow on an international level.

THREATS
• There are a lot of well-known brands that offer suits. A lot of competitors – they are not in the same price range but the brands are known by the Suitsupply audience.

MARKETING STRATEGY

STRATEGY & GOALS
Suitsupply is well known for their combination of affordable, easy availability and good quality clothing. Because Suitsupply is both a producer as a retailer, they have created a supply chain that ensures low prices. Their strategic development direction is growing by means of market-development, with a new formula: Conquer new markets with existing products.

ORGANISATIONAL GOAL:
‘To open 500 stores in the Netherlands and abroad within 10 years’

MARKETING GOAL:
‘To create a feeling or atmosphere so the target audience will think of Suitsupply as a strong and quirky brand’

What service offers Suitsupply?
1. Quality: When a suit isn’t of good quality, you can return the suit and chose a new one.
2. Complete service: They offer custom adjustments to suits in store, travelling tailors and corporate service.
3. Affordable prices
4. Professional staff: They have created the ‘suit school’ to train their employees.
5. A broad collection
MARKETING MIX

PRICE
Suitsupply is positioned in the low end market for dressed up products. They sell suits from €199,-

PLACE
A Suitsupply store is never located in a busy shopping street but always somewhere ‘around the corner’. The first stores were located next to the highway (A4), but the stores are getting closer to the city centre these days. At these locations, they can reach the target group better, which will lead to more brand awareness and potential customers.

PRODUCTS
Suitsupply suits, tailored suits, travelling tailors, shirts and accessories. Quality plays the most important role. Every year, they launch new shapes and products and use new fabrics. This is all based on the fashion trends.

PROMOTION
Promotion plays a really important role within Suitsupply. They want to differentiate themselves from their competitors by means of outspoken campaigns.
Other examples of promotion:
• Social media: Facebook, Instagram, Pinterest & Twitter
• Their website
• Short Youtube films
• The Jort Kelder collection

PERSONNEL
Suitsupply believes in good service and therefore they started the ‘Suitschool’. Here all store employees get educated about sizes, fabrics, fittings, tailoring etc. Here they teach how to act professional and give the best service possible.
### THE CORPORATE MAGAZINE

**The iPad Magazine is available online for free and is published bi-annually.**

The total budget for the printed magazine is €200,000 per issue.

**Included:**
- Look book photography
- Product photography
- Interviews
- Other content
- Printing costs
- Paper costs

**Excluded:**
- Campaign photography
- Graphic design – designer in house

For the iPad version you will need an additional €50,000. Most content is covered as it is copied from the printed magazine, so is most of the photography. When it comes to extra content, you will need to create from scratch.

### THE BUDGET

**Tablet Magazine Budget: €75,000**

**Editorial Department**

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<td>Interviews</td>
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<td>Photoshoots</td>
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<td>Videos</td>
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**Creative Department**

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**PR Team**

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**Other Expenses**

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**Total:** €75,000
THE IPAD MAGAZINE
The iPad magazine will be an ‘app’ and therefore there is no printing or binding technique needed. Both the printed magazine as the iPad magazine will be fully designed in-house. The printed magazine has always been designed in-house by the graphic team. The iPad magazine will be a collaboration between the graphic and the digital team.
PUBLISHING PLAN