A ♪ BRAND MARKETING CONCEPT FOR

Seek No Further
FRUIT OF THE LOOM

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May 28, 2014
BRAND DESCRIPTION

Seek No Further is a newly launched brand initiated by 80's/90's basics classic brand Fruit of the Loom. Fruit of the Loom - still a commonly used brand in the USA - launched in Europe at the end of the 1970’s, but quit the market a little longer than a decade later due to lack of success. Now, operated under new ownership, the company has thought of a new way of entering the European market, which is through the launch of a upper segment streetwear label. The label’s product range is still basic, but cuts and colors are more fashionable, and the quality is more superior. The intent is a market position within the affordable luxury segment, comparable to A.P.C and Acne. The brand has opened two pop-up stores, one in London and another one in Paris, earlier this year.

BRAND IDENTITY

"Fruit of the Loom presents a new premium line. Inspired by yesterday’s visionaries, today's trailblazers and tomorrow's innovators, Seek No Further believes in a pioneering spirit.

Bringing together contemporary fashion, 150 years of expertise and high quality materials, offering effortless style that feels good.

Designed for work and play, for day and night, for men and women. Created with
traditional know-how and cutting-edge technology. Available at twin pop-up stores in London and Berlin.

Keep it simple. Seek No Further."

(Seek No Further, 2014)

BRAND SYMBOLS

Founded quite recently, the brand does not have a very established image among consumers yet. However, the following symbols representing the brand’s identity can be defined when looking at its current brand marketing mix:

**Intersection with avant-garde creative cultures:**

Retail Location: Torstrasse in Berlin & Red Church Street London

Retail Design
Videos and images showcasing up-and-coming artists, filmmakers, animators and photographers from Germany and the U.K on website and during launch.

*Inspired by yesterday’s visionaries, today’s trailblazers and tomorrow’s innovators, Seek No Further believes in a pioneering spirit.*

**Refined & Essential:**

**Style of Clothing**
Materials and shapes used for visual communication

“Keep it simple – seek no further”

Playful Nostalgia:

Fruit of the Loom’s origin: Nostalgia Europeans feel for an import of their youth
BRAND MARKETING GOAL

3 Year marketing vision:
To establish a renowned brand identity within the affordable luxury sector with flagship stores in Berlin, London and Paris and an online store catering to a Europe wide customer base. [...] 

One Year brand marketing communication goal:
Create brand awareness and communicate brand identity, specifically by building out social media presence. This includes the following KPI’s:

- 75,000 Facebook likes
- 30,000 Instagram followers
- Average Instagram coverage: 10 (positive) tags/day
- 25,000 Twitter followers
- Average Twitter coverage: 25 (positive) tags or mentions/day
- 5,000 YouTube subscribers
- 3,000 Soundcloud followers
- Coverage by independent lifestyle (arts/music/fashion/culture) blogs: 25/quarter

ONWARD: BRIEF DESCRIPTION

Seek No Further will a quarterly event series under the name of “Onward”, in which selected local artists will come together with more recognized niche artists for small scale concerts and gatherings in locally recognized cultural venues. The attendees will consist of local artist affiliates, interdependent online media representatives, social media ambassadors and customers. The goal is to trigger increased social media interaction of all the participating parties.

ONWARD: MUSIC MARKETING APPROACH

Scale of Musical Involvement
Seek No Further will strive to own a strategic platform in music with the creation of music marketing initiative that is operated under its own name and implemented over a longer term as a key driver of the 3 year brand marketing vision.

The music marketing approach will be initiated under the name “Onward”. Besides being the term for a type of pear (Frank P. Matthews, 2014), the word’s meaning also reflects the pioneering values of the brand. Given that the name “Seek No Further” is originally an apple brand (Trees of Antiquity, 2014), which represents the company’s fashion pillar, “Onward” ought to become the term associated with the company’s music platform.
Realizing that music is like fashion or the arts a social consumption item, the brand will pick up on the creative symbolism around its identity and aim at initiating two comparable incentives within the cultural arts factor in the future. Each of the initiatives will symbolically represent one of the four fruits of the brand’s logo.

**Approach**

Seek No Further will initiate a **music introduction** program that involves the support and introduction of locally known artists and that features upcoming artists that might be recognized internationally but are still only popular amongst a niche culture. In connection to the communication goals, the approach entails the creation of positive experiences and emotional value for attendees by connecting with each other, and for featured local artists by performing with their potential examples. Value for the brand can be co-created during the events to support the development of a perceived brand image, while attendees will be likely to further communicate the brand.

With this approach, the brand will aim at connecting communities on the one hand, and the further communication of those individuals to their own communities around the brand. The community value that Seek No Further aims to communicate is characterized through unconventional, sophisticated qualitative creativity and novelty.

**Artist Choice**

The choice for the first international artist collaboration will be **King Krule**. The artist perfectly suit the brand because:

- His music represents a similar image as Seek No Further: raw, with minimal use of instruments and celebrating the perceived qualitative acceptance that Seek No Further is striving for
- He stands in connection to creative lifestyle cultures, which is seen in for instance coverage by independent magazines such as Another, Oyster Mag or Dazed & Confused, or concerts plaid in off-mainstream venues
- Even though his follower base could be considered ‘niche’ his popularity among these communities is currently increasing. Several of his European concerts (e.g. London and Amsterdam) were sold out, and he is receiving increased amounts of social media coverage
Additionally, local artists will be given the opportunity to perform at the same concert as the internationally renowned counterpart. Local artists will be selected based on:

- Assessment of the attendees of their concerts, whether those are aligned with the communities formed are aligned with the brand values, and the scale of social cohesion of the community
- The number of attendees of their concerts
- Venues they play, whether those represent the brand values and the usual visitors of those venues
- Social media activeness and follower base of the artist
- Innovativeness of the music itself

**Channels Used**

**EVENTS:**

Events will primarily be the most important channel to be used for Seek No Further's brand marketing approach. The brand will host quarterly events under the name of "Onwards". Each of the events will be held on a smaller scale (approx. 200 people) and will showcase concerts of a selected local artist or band together with more recognized niche acts within key European cities (starting with Berlin, London and Paris). Besides the actual concerts, attendees, including local artists, will be given the opportunity to connect during drinks/gatherings before and after. The
attendees will be a select of individuals consisting of local artist affiliates, interdependent online media representatives, social media ambassadors and customers.

**ONE WAY COMMUNICATION:**

The Onwards event series will have a separate section on Seek No Further’s website, with a brief description and suitable imagery, but it will generally not be promoted outside of the participating group. With this, exclusivity is supposed to be employed in order to increase the perceived quality of the participation of the event.

To remind attendees of the brand itself, which is not that established yet, local artists, social media ambassadors, independent media outlet representatives, as well as Seek No Further affiliates will be equipped with different pieces of clothing of the current collection to wear during the events. Additionally, special attention will be paid to the visual environment that will feature similar aesthetics as Seek No Further’s retail environment.

Given that the brand’s clothing is rather basic though, interaction with the consumer will be the most important. On the one hand, the simplicity and logo-less style of the brand makes it difficult to identify, and on the other hand, the creation of emotional value around these products will be the main focus.

**SOCIAL MEDIA:**

**Onward**

The event series itself, “Onward” will have its own social media profile that will serve solely for communication with prospective attendees. The profile will be personal, as social media follower growth should be triggered for the Seek No Further accounts, as the ultimate vision is to create a wider customer base. Additionally, ‘becoming friends’ with the initiative rather than liking it is supposed to create a greater sense of community and involvement, and further encourage interaction with participants.

Invites will be sent to the invited guests in form of an album of the internationally recognized artist that serves as teaser for the event. To increase personal interaction, guests will be asked to befriend the initiative’s Facebook page. Afterwards, they will receive an exclusive event invite, as well as follow up message to that will indicate further details regarding venue, timing etc.

Onward will additionally have a Soundcloud profile in which music and playlists will be shared on a regular basis, containing a mix of artists representing the brand, with a focus on upcoming and local artists.
Seek No Further
Seek No Further will be present on Facebook, Instagram, Twitter and Youtube. In relation to the Onward initiative the company will take the following actions:

• Increased musical content generation
• Occasional content generation linking to the brand’s own platforms through various social media platforms of selected more established/upcoming artist
• Prior to the event crowd source content on Twitter through live interviews with the more established artist that will be playing during the event and by involving the artist’s, as well as Seek No Further’s follower base