A unique target research agency bridging the gap between mainstream Western fashion brands, and the misrepresented millennials.
#itellmystory
The youngsters of society have always been the pioneers of fashion while at the same time being are being the most misunderstood by the fashion industry. For millennials this isn’t any different. They are on the frontline of fashion and innovation, but most fashion brands don’t know how to communicate with them and represent them.

Outsider.i Agency brings the solution. We are the boldest target research agency in the fashion industry. Focusing on fashion communication and branding recommendations for Western, mainstream fashion brands. With our motto is: “Only you can tell your story”, we are giving the stage back to the millennials. For far too long have media and fashion companies tried to tell the stories of them, without knowing who they are. It’s time to give the voice back to the millennials. And looking beyond the mainstream stereotypes.

Our research is built on five pillars. Each representing a different fashion category and part of the lives of the unique millennials; work, celebration, leisure-time, sport, and intimacy.

This Brand book is meant to use internally, to keep everything on track and within our brand guidelines!
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“We believe that the upcoming pioneers of fashion are the misunderstood millennials”
“Filling the gap between brands and target audiences”
CELEBRATING

The Millennials are a extremely diverse group of younsters. Not only in terms of demographics, but in terms of size, skin colors, background, intrest, hobbies, styles, every much. We celebrate these diversities, embrace them with our arms and focus on different parts of this huge generation. By doing so we shows not only the Millennial mind-set as a whole, but go more in depth on different target-audiences, and celebrated them as a unique group withing the deverse generation.

VALUES
**AUTHENTIC**

For a target-audience that has been misrepresented for many of years it’s important to include him or her in the research and outcomes. We don’t want to make the same mistakes, as many already made. We will stay close to the audience and have a authentic approach. Most importantly this means not only working with quantity surveys, but have a personalized, in-depth research where you sit down and take the time to understand to problems, and to understand how to do it right.

**POSITIVE**

Because all our research is based around fashion, political and social related misconceptions, the topics we research might be quite heavy. We will naturally take this serious, but just as the target-audience itselfs smiles about it, and can have a good laugh about preconception, we will approach this in the same light way. We don’t want to be another person that tells you all the negative things, we show you this information from a positive side. And focus on the opportunties, instate of the mistakes.
We research different millennial target audiences. What binds them is the lack of understanding from the main stream fashion market. The miscommunication in fashion and misrepresentation in media. To give an example we have set out four different potential researches. These four pioneers will also play a key role in our introduction campaign, please go to the chapter ‘marketing’ to read more about this.
MUSLIM WOMEN

The Islamic community is the fastest growing community in the world, but yet it seems to be one of the worst represented and misunderstood communities. With over 91% of the media coverage being negative, the image of Muslim, Millennial women isn’t always so good. But why? These women are pioneers in fashion, creating a lifestyle that fits both modernity and faith. They are entrepreneurs and are on the frontline of design and fashion. These women love Western fashion but give it their own modest twist. It’s a market full of problems, but with even more opportunities.

CELEBRATING YOUR HERITAGE

With the diversity in fashion still not being a representation of the society they work in, Millennial women (and men) are creating their own platforms. Showing why being who you are is a good place to be; it’s something to be proud of and something to stand for. Millennial black women are embracing their culture and background. With culture appropriation happening to often by brands themselves it’s now more than ever important to understand what it means to be a black woman in today’s culture. And understand how these women are shaping their own world within the Western mass-culture. Showing curves and curls, telling stories and being proud of who they are!

CHALLENGING BLACK MASCULINITY

Looking at fashion, media and music videos you might think that the only black man there is is a tall, big, strong, slightly aggressive man. But the young generation of black man shows you otherwise. Although they have nothing against people fitting this type, they want to show that there is more than the stereotype. They embrace their soft and vulnerable side, they are open and transparent. They have a love for fashion, but most fashion brands seem to not get their style and mindset. They are more than the eye meets. They are creatives telling stories in poetry and music, an artist who paint or do photographing. They don’t follow the standard path of career, which is something the mass-culture don’t quick understand. They are the shapers of fashion, the pioneers on the frontline. They are outsiders and embrace it with open arms.

REDEFINING FEMALE SEXUALITY

On the front line of female empowerment is a set of women loving their bodies for what they are, cutting their hair and no longer hiding behind long locks or wearing clothes that most people would think about as a female style. As Rain Dove beautiful puts it: “When I put men's wear on my body, my tits don’t fall off. There for its women's wear, it’s my wear. [...] Tits don’t make a women; tits don’t make a man.” Young millennial women are reshaping what female-fashion means and what femininity means. They are shifting the line and throwing boxes away and creating their own path and style.
Our logo is a simple, no-nonsense design telling you exactly who and what we are. We are outsiders and we are proud of that. We also represent the outsider and bring western fashion brand closer to these pioneers of fashion. For the logo, and all our other typography, we use Avenir for the 'o and 'agency' and Coolvetica for the rest. A front loved by millennials, simple and stylish.
The color scene is a combination of millennial, soft pink. A strong, rich, powerful, open-minded purple and a clashing, bright, celebrating orange. The color form a unity, while contradicting at the same time. They represent our positive, strong, bold transparent and personal tone of voice and identity. As well as representing the different target audiences within the millennial generation we research.
For our body text, we use both online and offline Avenir (book, heavy and black). This modern, simple and youthful font is easy to read and fashionable. For print, we use this in 11pt, but online this can variate between 11pt and 15pt, depending on the body text and the placement. But as a guideline, it’s mostly used as 13pt online.
For titles, we use Ginora Sans, the same as in our logo. This font is a bit more playful and fits the style of the millennials. But it’s still modern, clean and professional. The font will only be used for titles and short quotes. Sometimes this use of typography can be combined with a white, painted looking square. For instance, on the example above. It’s important to not overuse it, and keep the balance between millennials and clients. The titles can only be written in all capitals, for quotes you may use lower scores.

For our hashtag, we use the handwritten look-alike font Vendetta. This font is quite messy and can get overwhelming easily. That is why we only use it on our merge, when we mention our hashtag. The font is used to get the attention and give the overall feeling of a more personal touch.
Our design is bold but not screaming. We dare to be ourselves and are proud of our identity, but don’t want to push it in your face. We believe in a content driven marketing and communication. Our design therefore will not be more important that the content itself. We use bright colors and bold graphic elements like text or shapes, but the text and images always have a central spot in the design.

Our clients are busy marketers, branders and communication strategists. Therefor our graphic design is clean and easy to navigate. We found a balance between the youthful style of the millennials we reach, our own boldness and the needs of our clients.
ISABEL JANSSEN
CEO Outsider.i Agency
+31 6 34515698
isabelljanssen@gmail.com
www.outsideri-agency.com
Dare to be bold
Being bold for us is about a balance between being direct and open, yet modest and not screaming. Bold reflects in the use of our word, being in line the target audiences (millennials) but with the clients in mind. We stand for who we are, we celebrate diversity and uniqueness and have a lighthearted tone of voice.

Honest and open
Our concept is built around a research of personal approach. We go deeper than any other research agency, making the research not only about the client, but also with the benefits of the target-audience in mind. We are honest and open, if we aren’t sure about something, we tell you, if we don’t believe something, we tell you. This also reflects back into a direct and no-nonsense tone of voice.

Ain’t nobody got time for that
Our clients are extremely busy marketers and/or branders in need for quick, in-depth, information. Our tone of voice is adjusted according to this. Our recommendations are easy to read, direct and short, with the possibility to click on certain hyperlinks to do deeper in the research.
Introducing you to the world boldest target research and communication strategy agency. We focus on the outcast, bring fashion brand colser to the outsider.i of fashion. Because we beleive that the outcast millennials are the pioneers of fashion. And nobody should take their stage. Because only you can tell your story! Join the movement! And tell us your story using the hastag: #tellMyStory
www.outsideri-agency.com
VISUAL GUIDES

**Documentary, realistic-style**
Because our brand is about bringing real stories from the audience themselves to our clients, we use a documentary style in our images. Capturing the audiences and their stories in a realistic way.

**The art direction touch**
We are positioned in the fashion market, making art direction a extremely important part of our visual use. Authenticity is still very important, but will well tough out art direction and working with trends we make our visual content contemporary and fashionable.

**Inspirational**
The main goals of the images and videos are to show who the target-audience is, and to inspire (potential) clients to work with us and get involved in the ‘Only you can tell your story’ movement. The images smash stereotypes and show a different perspective that makes the viewer rethink their own preconceptions.
THE RESEARCH

We have a unique research method that gives us a unique spot on the market of research agencies. We focus on a personal research method, working close with the target audiences we research on every level of the process, while focusing on quality rather than quantity.

We not only work with big surveys or social media analysis. We go more in depth, having in-depth interviews with target audiences, and working on a personal level. We believe that problems in communication can't be solved with just surveys or online analysis. In order to truly understand a misrepresented and misunderstood target audience you have to put in the afford to get close to them, to break the third wall and become a part of the community.
1.0 THE START
We start every research with a series of interviews with the target audience. We find these different potential target audiences on social media. Because of our high involvement in the millennial culture, we are always up to date with the latest development of the pioneers of fashion. The first phase is about getting to know the basics about these particular millennials. We sketch an image of what the problems are, so we can move to phase two and go more in-depth about these subjects.

2.0 CONSUMER PROFILE
The second phase is about creating a consumer profile. We focus here on quantity, sending out surveys and analyzing social media accounts and communities. At the end of this phase we have a clear consumer profile, with demographics, pioneer names, styles and other facts that shapes these millennials.

3.0 GETTING PERSONAL
Big surveys are nice, but as we sad, we believe in more. Phase 3 is the most important phase. We have a number of in-depth interviews and focus groups, making a shift from problems focused to finding solutions. We work close with the audience to create authentic ideas that match their state of mind. At the end of this phase we not only have the problems sort out?, but also have solutions for these problems.

4.0 CREATIVE TRANSLATION
Numbers and graphics are in our minds not the best way to present such inspiring target audiences. That is why every research we do is translating into a visually driven online rapport, with a short video. This rapport shows both problems, changes and solution, with images leading you through these short texts. In the last month of this 6-month research period we create a 1-minute video, visualizing the target audience by the 5 different fashion categories, which we explained in our concept.
'Outsider.i Agency' is the boldest, target agency you will find. We believe that our message: “Only you tell your story” is too important to let it sit in a black and white document. We play with design and visualization of the research. And give both insights and inspiration.

We do in-depth personal research and in this research we focus mostly on quality instead of quantity. We don’t just take information from the audience we research, but we give something back. A stage to represent themselves and become a part of our movement to fill the gap between misrepresented target audiences within millennials and western mainstream fashion brands.

We focus on the audiences that are often overlooked, but have all the potential to be the pioneers of fashion. Or sometimes they already are. Because we have a wide scaled focus within a generation we understand certain characteristics. We give the opportunities to learn more about the outsider that will shape fashion and are on the front line. To reach beyond fashion and make a social change for a generation.
Because we are new we have to make a name for ourselves in a market that has been there for many years.

We have a small team, which means we rely on a lot of outsources forces to help and create the final products.

Our budget isn’t that big, in comparison to other target-audience research agencies. Meaning we have to find creative ways of marketing and communication.

We have an important and relevant message to tell that doesn’t only relate to fashion but relates to social and political topics and culture as well.

We are young and bold, bringing a different view on research and who to process this research.

With a background in fashion, branding, research, communication and marketing we not only gather information but know how to translate this into concrete and relevant recommendations and products.

SWOT
Millennials are a hot topic right now, and for the last couple of years. This gave us a head start, because platforms are willing to post content about these target audiences.

The target audiences we research seem to be incredibly willing to participate in researches, surveys or help with the final product or marketing.

Although the market is big; the part we research doesn’t have that much competition. Especially not within the same angle of research.

There are a lot of Western fashion companies that try to work with the target audiences we research, but fail time after time, but we will show them that it is possible.

Marketers and branders spend around 80% of their time on a laptop. Making internet one of the most effective places to market our company.

Because of the social and sometimes political issue within the target audiences we research not all companies that might be willing to target them.

The negative association with the word ‘millennials’ can make it hard to show the potential of this generation to companies that aren’t close to the generation itself.

To be able to fill the gap between audience and companies, the companies have to be open and willing to change and adapt.
Our client is a marketer, brander or communication strategist working as a freelancer or for a western, mainstream fashion company. Her or she is interested in the rapidly changing millennial audience. Maybe the company wants to start communicating with a new audience, maybe the audience they already have doesn’t feel communicated with. Either way we give all the needed insights to create a communication strategy and visual language that represents the audience and reaches him or her in the right way.

Most of our clients work in the mainstream market, in the middle price range. In research we found that this is the market most millennial buy from, so working with these companies makes the most sense. But if other companies outside this range would like to know more about the target-audiences that is of course possible. The audiences are highly interesting, so we totally understand they want to know more! The use of our insight is limited to corporate use only and can only be accessed with a purchased subscription.
For our first marketing campaign we will introduce ourselves to the market of fashion, marketing, branding and target audience research. The strategy is focused on business to business.

‘I tell my story’ is a photo campaign showing four different target audiences that we will research. The photo campaign shows who they are, shows our unique vision and personal touch. The photos have a contemporary style and stand out from the other target-research campaigns because of their bold look.

The strategy is separated into two different level. The first is consumer based, getting the target audience themselves involved. It will be mostly based on our social media marketing, connecting with influencers and ending up on different millennial oriented platforms like I-D magazine, Dazed and Confused or NOWNESS. This first phase will gather awareness from the millennial themselves, and with that also pushing towards companies who are already looking into these millennials.

The second phases is business to business. This marketing strategy is a combination of traditional marketing (magazine advertisement and e-mail marketing) and social media marketing. With the hastage #ITELLMYSTORY are we creating an online community and activating the viewers (both b2b and b2c) to become a part of it.
**DAY 1 - CONTENT**
Photography campaign is created, marking the launch of our company.

**DAY 2 - SOCIAL MEDIA**
The campaign will be mostly social media driven. Making a BUZZ with our hastage #ITELLMYSTORY and creating a community of both consumers and clients. Our main focus in Instagram, which is both highly interesting for b2b as b2c. with the hastage and inspirational quotes going together with the images we show how we are and mark our unique sport in the market.

**DAY 3 - INFLUENCERS**
Different Influencers within target audiences that fit us will get involved. Telling their own story using out hastage #ITELLMYSTORY. 
DAY 6 - MERGE
After the campaign has been online for a couple of days we start launching our merge on our Instagram page. The shirts “ITELMYSTORY” will be given to influencers like Dina Tokio, Lil Tachty, Paloma Elsesser or Adwoa Aboah. But can also be bought in our online store or won with the different online social media competitions.

DAY 10 - WEBSITE TRAFFIC
The end goal of this phase is to mark our sport in the marketing, inspire both consumers and business to get involved in the movement and having companies sign up to our e-mail list.

DAY 6 - MEDIA COVERAGE
As a result of the online BUZZ, driven by millennial influencers pioneers form our target audiences we research different online platform will be noticing our content and write out us (with links to our platforms and website). Because of the high social and fashion relevance of our topics this is a very realistic marketing strategy.

A movement of millennials fashion consumers standing up and creating a space to talk about their own story and take the stage. Together with the hashtag #TellMyStory are these youngsters and the agency ‘Outsider Agency’ changing the perspective on fashion consumers.
Our marketing model content driven. We believe that in order to win the trust of (potential) clients you have to show what you got. Our motto “Only you can tell your story” will be the foundation of all marketing we do. Every six months we release a new research on our website. At the same time, we release a video and host a events where our concept comes to life.

On the event night will differed (potential) clients be invited to listen to the target audience and go in discussion with them about marketing, branding and communication within fashion towards them. This night brings “I TELL MY STORY” alive!

The main focus of the online content driven marketing strategy is our target audience video. This video challenges companies to think about their way they represent the target audience. The video ended with a activation with the hashtag #ITELLMYSTORY, showing them the community behind the video. And with the closing frame saying: “Learn more about the pioneers” with a link to our website, we lead the 9potentiol) client to our research. Landing them on our website and leading them toward a e-mail signup and subscription.
**DAY 1 - THE VIDEO**
Video about the target audience will be created in the last month of our research period.

**DAY 2 - SOCIAL MEDIA**
We release the video on social media, again with the hashtag #ITELLMYSTORY. We also focus on the most traditional b2b marketing, sending out e-mail from the mails we gather in marketing phase one, advertising in b2b magazines like Forbes and reaching out to our contacts on social media to get involved in the #ITELLMYSTORY movement.

**DAY 2-5 - INFLEUNCERS**
Different influencers within the target-audience will get involved in the hashtag. Like Dina Tokio or Habib da Silva for the Muslim, Millennial research.
DAY 10 - WEBSITE TRAFFIC

5. The goal of this marketing phase is to generate traffic to our website, and have companies signing up to our e-mail list and buying a subscription for our latest research. The website also shows different target audience will release every soon, showing clients who might not be interested in the current audience what we can offer them in the nearby future.

B2B ONLINE PLATFORM FEATURES

After the influencers and B2C magazines have noticed the video, different B2B magazines like Forbes, WGSN and Fashion Industry will follow. With the high social and fashion relevant of our concept change are high that articles will be written about the video and concept.

DAY 7 - HOSTING ‘I TELL MY STORY’

A exclusive night that brings companies and the consumers they want to communicate to together. Making the concept “Only you can tell your story” come to life, by giving the stage to the audience we research past six months, and filling the gap between brands and consumer with first-hand information.
Outsider.i Agency is very visually driven. We translate every research into a short video. This makes Instagram an important place to showcase our work and give a human face to the online agency.

Instagram has over 100 million users, making it one of the biggest and most engaging social media platforms at this moment. As a business to business company it’s a great platform for us, to show our skills to inspired (potential) clients, to tease new research, give behind the scene and tell our unique story.

While connecting to potential clients, and building long-term relation with current clients it’s also a place to create a community using hastage and engagement post toward the target research we research. On Instagram we create a BUZZ around campaigns and our website, getting influencers involved and generating traffic to our website.
Whether it is for work or personal use, every person spends some time on Facebook on a day to day basis. And with branders and marketers sitting most of their days behind laptops, Facebook is a great place for b2b marketing.

Putting our videos on our page, getting engagement our them and making them go viral, will grasp the attention of media platforms and of that potential client. Our Facebook is focused on showcasing new work and generating traffic to our website. To create BUZZ with viral videos in both consumer and businesses environments.

With Facebook ads we focus our marketing strategy on marketers, branders and communication strategist within the fashion branch. Having a content driven marketing strategy and directing the viewers directly to our website for more information and encouraging them to sign up for our e-mail list.
Twitter is a direct way to show our view on topics and to engage with clients. Twitter is an amazing place to show our latest work, comment on other people their work and engaged in the business to business community. With more than 85% of marketers using twitter for b2b research, this is the place to be for us.

Twitter is the voice of the persona of Outsider.i Agency. With short texts we show what we think, believe and stand for that which makes us unique. With hastage we spread our message and create a BUZZ around our content.
We just released our latest video about Muslim Millennial women; featuring @Zahraa_MR_ALI and many other inspiring women! Have a look at our website! And tell us your story using #ITELLMYSTORY
WEBSITE

On our website we share insights in the market that are open for everybody to read. We showcase our latest videos and have a store where you can shop our motto-merge. To get access on the research itself you have to get a subscription, which is only optional for corporate usage. This subscription gives you full access to the target audiences you signed up for.