Launch campaign communication plan
Basics do not need to be basic
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American brand Gap is known for their basics and denim. They have earned an iconic spot within the American history of popular culture with their individual take on uniform dressing, which they popularized in the 90’s.

Gap sees basics as the essential foundation to every modern wardrobe, functioning as a blank canvas to help construct unique and individual style. Gap believes in individualism by being effortless and optimistic, taking on a supporting role when relating to their consumer.
American Effortless Supporting Optimistic
As the industry landscape started to change during the late 90’s, fast-fashion retailers took a big leap out of the mid-segment market, producing on-trend styles at a much faster pace and at a cheaper price point.

Generation X grew out of Gap’s target demographic which slowly began to get infiltrated by a new generation of millennial consumers who behave differently when it comes to consumerism and engagement.

As a response to decreasing sales, Gap tries to cater to everyone with everything. They offer on-trend fashion styles to keep up with general fast-fashion consumer needs. At the same time, they try to stay true to their roots by translating these fast-fashion trends into their framework of basics.

This results in a brand that is seen as a 'try hard'. Gap consumers describe the brand as typical, generic and predictable which does not resonate well with the millennial generation's need for experience over product and individualism over collectivism.

Gap became the 'basic bitch' of fashion.
Cognitive objective
Gap needs to be seen by 65% of the American millennial generation as a brand that values individual style within a year after the launch of the campaign.

According to a recent American study quoted by TheStreet.com, only 35% of American millennials stated that they think of Gap positively, with 65% of the respondents thinking of Gap negatively.
Edit by Gap will target the millennial tribe: ‘uniform dressers’. Uniform dressers are fashion-forward individuals between the ages of 20 to 35. They are tech-enthusiasts that spend a great amount of time on their phones, getting most of their style inspiration from interacting with influencer’s and brands that they trust through visually orientated social media channels like Instagram.

‘Uniform dressers’ pride themselves for not being swayed by fast-fashion trends. They prefer to spend time on meticulously curating their wardrobe with pieces that represent their own unique style. In stead of complimenting their individuality through on-trend silhouettes, slogans and prints, they differentiate themselves with pieces that stand out in the details. They understand basics as something that is not defined by others, but as something that will have longevity because it connects perfectly with their personal style. They will spend a great amount of money on a product that they can curate themselves by choosing less predictable materials, colors, trimmings and finishes to emphasize their individuality.

Furthermore, the millennial generation is known for their nostalgia towards the eighties and nineties and ‘uniform dressers’ are no exception. They prefer a casual and effortless fit, translated into over-sized, shapeless and gender-neutral inspired silhouettes.
Focus on influencer's

The campaign will focus on a more fashion-forward and influential part of the target audience. Since Gap has a negative brand image that they need to improve, communication to influential users who this target consumer already trusts increases the chances of Gap regaining that same trust from consumers.
Uniform dressers and Gap see the concept of a basic similar. They both believe that having a strong foundational wardrobe is essential in the creation of individual style.

However, every millennial ‘uniform dresser’ considers different style elements as part of their foundational wardrobe. The color pink, frayed hems or baggy jeans can all be considered as someone’s basic.

The key to Gap getting their ‘spirit of individuality’ back and to loose their image as the ‘basic bitch of fashion’ is to embrace the idea that basics are not limited to a fixed product of black, white and gray t-shirts.

In short: basics do not need to be ‘basic’.
Message
Basics do not need to be basic.
Edit by Gap is a capsule collection featuring a series of genderless basics that can be personalized in material, color, trimmings and finishes. The process of personalization takes place via a micro-site or mobile app, turning the creation of a foundational wardrobe in a personal and accessible online experience.

**Plan of approach**

1. The main goal of the campaign is to inspire consumers with the insight that basics can be more than just black, white and gray t-shirts.

2. The campaign needs to make people curious towards what different kind of combinations they can create with this collection.

3. The campaign needs to encourage consumers to start individualizing their own basics.

4. The campaign needs to motivate consumers to share their creations on Instagram.

**Communication style**

The main opportunity of this collection lies in the product, which has a refreshing message that plays in on the need of individualism that the millennial generation considers to be important. Because the product is completely personalized, the chances of consumers sharing their uniquely created product will be very high. Therefore, a hashtag and social media campaign will greatly increase the success of the collection, being able to moderate, curate and communicate the creations of users and use this to further promote the collection.
Mobile app and micro-site

Print campaign

#editbygap

Instagram

Don’t be basic
Campaign flow

Edit by Gap has high potential in earned media attention. The physical product is completely personalized by the consumer, meaning that a high percentage of purchases will have value for the consumer to be shared on social media channels. This creates an immense amount of exposure for both the brand and the campaign.

The goal of the campaign is to guide the consumer to the micro-site or mobile app. This is where a purchase can be made and where the consumer will encounter the product and brand as an experience. There are three main media channels that will help guiding the consumer to the micro-site or app: the Gap Instagram account (@gap), the #editbygap used by influencer's and an offline print campaign.

Most of the media channels also interact with each other. @gap will not only guide the consumer to the micro-site or app, but will also mention #editbygap and vice versa. Some consumers will need the inspiration from #editbygap to increase the chance of them making an actual purchase. Others might need to see more of Gap first, before being convinced to start using the app or micro-site successfully. However, a link to the micro-site or app is necessary at all times, reducing the risk of losing consumers that needed to search for the actual web address.
Edit by Gap will be launched on the Gap Instagram account. This account currently has 1.5 million followers (mainly North-American) and features product and style posts by both brand and influencer's.

The capsule collection will be launched with one image of a graphically altered basic garment that will be enlarged over 9 tiles. The photo will fill the Instagram entry page completely, emphasizing its focus on the new capsule collection. When clicking on a tile, users zoom in on one part of the image which shows a stop-motion movie of different alterations changing at a fast pace.

The goal of the Instagram campaign is to make consumers curious towards what different combinations can be made by showing a more conceptual and abstract translation of the editing process. The Instagram campaign will primarily redirect consumers to the Edit by Gap micro-site. This is where users can start creating their own garments and where sales will be made.

The Instagram campaign will be used at the launch of the collection and will be repeated occasionally in smaller, singular stop motion movies. Captions will always start with: Don’t be basic, followed by a small caption and ending with a link to the micro-site and #editbygap.
Don't be basic.

Stop-motion image

2.024 vind-ik-leuks

gap

DON'T BE BASIC | Start creating your own foundational wardrobe with Edit by Gap: a new line of customizable basics. Visit http://editbygap.com or download the app #editbygap

26 MINUTEN GELEDEN · VERTALING BEKIJKEN
Next to brand communication, Gap will also select 50 North-American Instagram influencer’s that will promote their own creations through their personal Instagram profiles.

A month before the launch of the campaign, the selected influencers will already get access to the micro-site and app where they will start to create their own foundational wardrobe. They will get two items for free on the agreement that they will make two style posts featuring the garments. Posts must include #editbygap, @gap and a link to the micro-site or app.

A time schedule will be made to make sure that not all influencer’s will share their garments in the launch week. Furthermore, linking influencer’s to a personalized product enables continuous sharing, since influencer’s will be triggered to create multiple variations. This will prevent Edit by Gap to become just a weekly hype and will increase longevity.

The goal of linking Edit by Gap to influencer’s is to gain trust from a more fashion forward part of the target audience. The main goal of the collection is to engage with a new generation of millennial consumers and targeting the influencer’s that they trust most will increase chances of gaining that same trust from these new consumers. Another goal of working with influencer’s is to show a more realistic representation of what users can actually create. This tool will work as an important inspirational trigger for consumers that want to create, but are not yet sure on what that is going to be exactly.

Influencer’s include singer Olly Alexander (@ollyyears) from the electronic pop band Years & Years, fashion model Gizele Oliveira (@gizeleoliveira), image consultant Aleali May (@alealimay) and stylist Jennifer Grace (@thenativefox). All these profiles share a sense of authenticity and casualty, which resonates well with both the aspirational target audience as the image that Gap, as a brand, wants to portray.
Print campaign

The role of the print campaign is to produce general awareness. Gap Inc. is the 4th biggest fashion company in the world and the innovative appeal of the new capsule collection could generate a lot of media attention from both the fashion industry and the technological industry.

The benefit of a print campaign is that it strengthens all the earned media attention that this new capsule collection will generate. Both the direct target audience and the indirect target audience will be confronted by Edit by Gap in various ways, increasing the chance that they will actually download the app or visit the micro-site, if only to experience what all the fuzz is about.
‘Uniform dressers’ spend a lot of time on mobile devices. Therefore, the actual process of creating and editing takes place within a mobile app or micro-site. The app is available for both iOS and Android devices (phone and tablet) and can also be accessed through a normal web browser on both phone, tablet and desktop computers.

Using the app and micro-site is free of charge. The consumer will only be charged with the price of the garment once they decide to order. There is an opportunity to sign in with Facebook, Twitter or Google+ to save drafts for later or to re-order/alter garments that have already been purchased.

#editbygap also has a role within the app and micro-site. There will be a discover tab available for consumers that need a little bit more inspiration and might have missed the hashtag when hearing about the new capsule collection. The discover tab will be curated by Gap, meaning that not all designs tagged on Instagram with the hashtag will be shown.