

A woman with short dark hair, wearing orange-tinted wrap-around sunglasses and an orange quilted puffer vest over a matching top, stands in a desert landscape. The background features a hazy sky and jagged, light-colored rock formations. The text "GENTLE MONSTER" is overlaid in large, bold, black capital letters across the center of the image. The entire composition is framed by a thick, textured orange border with a splatter effect.

GENTLE MONSTER

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BRAND'S OVERVIEW

- Executive Summary
- Introduction
- Product Line
- Mood board

Executive Summary

With China's economy continuing to develop, there are more opportunities for fashion industries. The speedy development of China's economy has prompted an increase in popularity in the Chinese fashion market. Chinese men and women are becoming bored with stiff styles and unfashionable designs, and they want to have more choices in their purchase. **The accessory as an initial part of the industry, is accessible for urban customers, which can show their distinctive personality and individuality.**

GENTLE MONSTER is an eyewear brand from Korea, attracting lots of people's attention through its exquisite designs, unique shapes, innovative colors, and strong brand image.

Therefore, the **behind the scenes** campaign that I made for this project not only to stimulate sales or increase awareness, but **also highlight brand personality and spirit**, as well as **satisfied customers with their diverse demand**.



Introduction



GENTLE MONSTER is a Korea eyewear brand founded in 2011 by Hankook Kim. They release exclusive Large Frame and Low Bridge, which is a remarkable trait of the brand. On the basis of Asians' symbolic facial contour, they are continuing to provide innovative design to show brand creation.

GENTLE MONSTER has collaborated with lots of fashion magazines, TV series, also popular among celebrities, such as Gianna Jun, Fan Bingbing, Kris Wu.....Besides, Tilda Swinton, a famous British actress, had collaborated with Gentle Monster in February 2017, releasing three different style of sunglasses and participating in the video shooting of the campaign.

Brand Features: Large Frame and Low Bridge, exquisite shape and innovative designs, strong visual presentation

Price Range: £118 - £ 584 (CNY1,030-CNY5,080)

Category: Eyeglasses, Sunglasses

Retail Stores: 19 countries, 160 boutiques (5 boutiques in mainland China)

Online Shopping (China): Website, T-mall

Product Line



WOOGIE 02(V)
CNY 1,880.00



MA MARS G1
CNY 1,670.00



BONBO 03
CNY 1,880.00



AFIX 02(K)
CNY 2,080.00



LAKERS M01
CNY 2,080.00



MIDNIGHT SUN 02(GR)
CNY 1,680.00

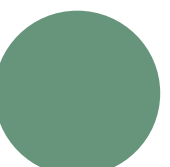
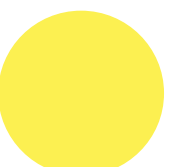
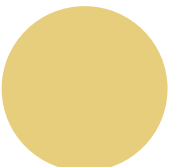
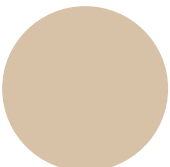
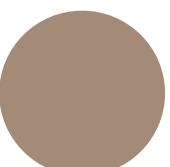
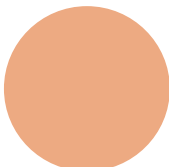
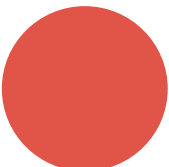
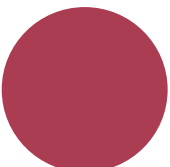
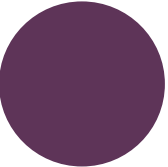
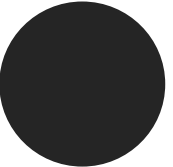
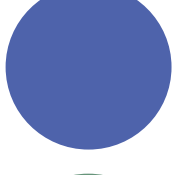
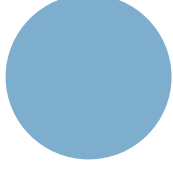
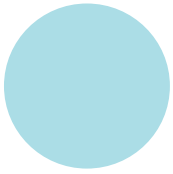
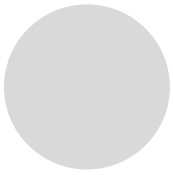
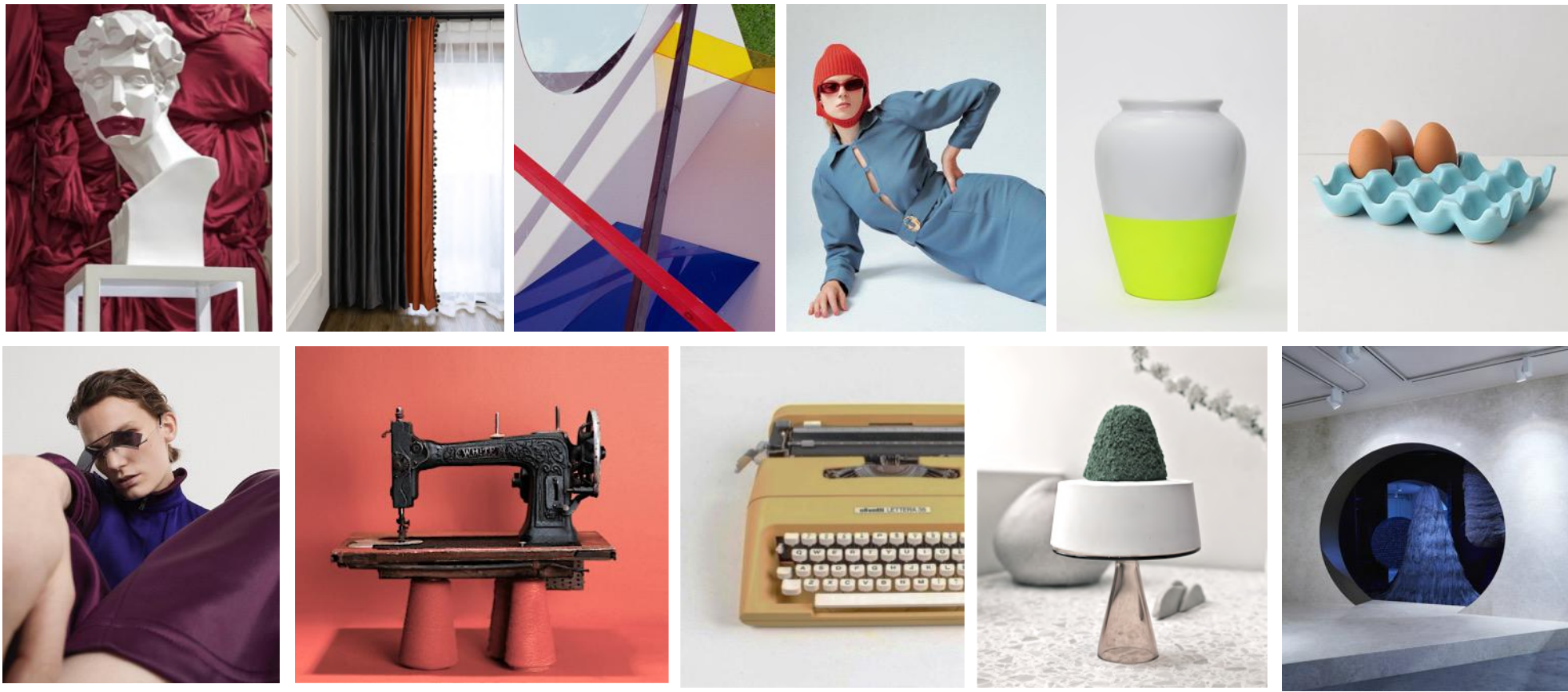


RANNY RING 02(P)
CNY 1,740.00



AMI ADAM 02(Y)
CNY 1,670.00

Mood Board



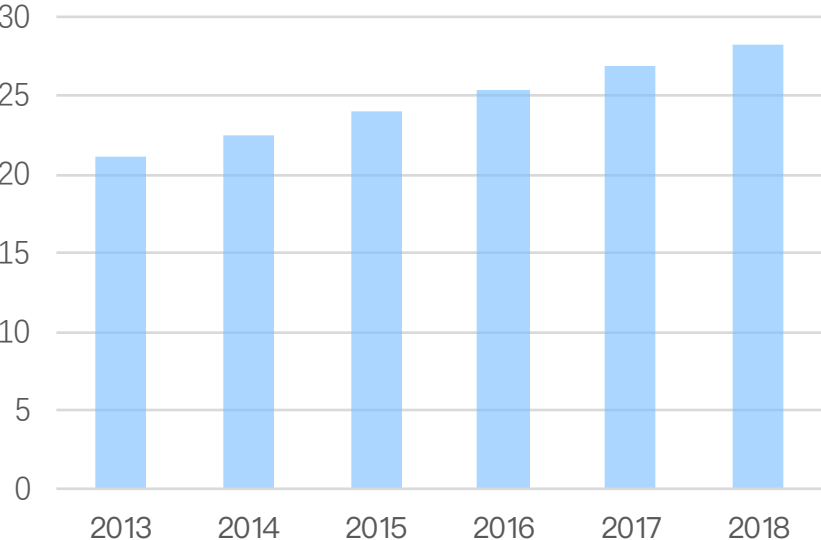


MARKET RESEARCH

- Global Industry Analysis
- Chinese Industry Analysis

Global Industry Analysis

The Retail Sales Worldwide From 2013 to 2018
(in trillion U.S. dollars)



Data source: Statista

According to the retail sales from 2013 to 2018, **the worldwide retail industry is continuing to grow and evolve.** In 2017, the global retail sale is projected to amount to 26.83 trillion dollars, and will predict to reach 28.3 trillion dollars in 2018.

Market Size Projections 2012-2025 (Billion Dollar)

Region	2012	2025	CAGR*
China	150	540	10
EU-27	350	440	2
United States	225	285	2
India	45	200	12
Japan	110	150	2
Russia	40	105	8
Brazil	55	100	5
Canada	30	50	4
Australia	25	45	5
Rest of the World	75	195	8

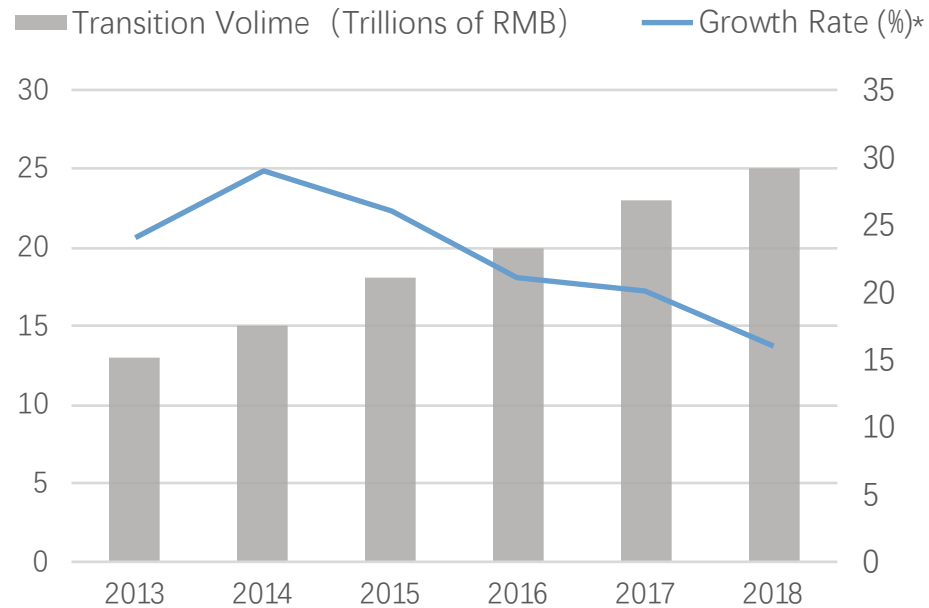
Data source: Statista

CAGR: Compound Annual Growth Rate

The market size of the global apparel industry from 2012-2025 shows an increasing growth. In the next decade, the market size not only will **continue to increase** in developed countries, but also in developing countries **especially China**.

Chinese Industry Analysis

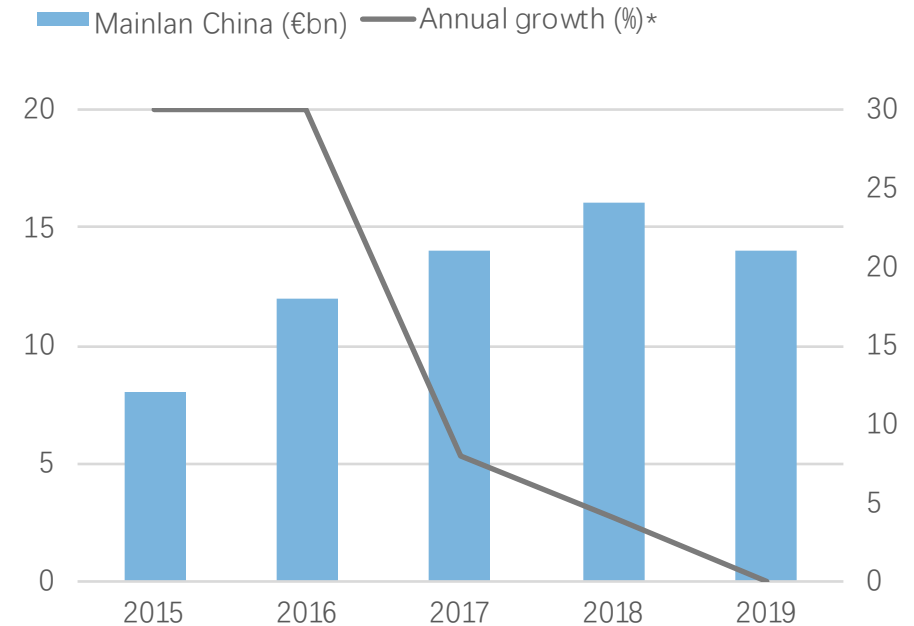
China Retail Sales Growth



Data source: Mingtiandi

The retail sales of China's steadily increase year by year. According to the Mingtiandi's report 2018, during 2013-2018, China's retail sales shows a positive increase, which is expected to develop sustainably at least 20 years.

Luxury Spend Slows In Mainland China



* At constant currency

Data source: Exane BNP Paribas

Even though China is the biggest luxury market in the world, the sales of luxury products has unexpectedly decreased. People in China is not crazy about luxury products anymore due to the increased price and diverse choices. They are willing to seek out more playful design and trendy style proactively.



TARGET ANALYSIS

- Target Customer
- SWOT Analysis
- Positioning Comparison

Target Customer



Primary Aged: 25-38

Income: £17,350 - £ 28,900

What they like: Yoga, film, concert, travel, drinking

Education: Bachelor or Master Degree

Occupation: students or working specialist in creative field

Features: confident, fashion lovers, emotional shoppers, logo fatigue, independent



Secondary Aged: 18-24

Income: £9,250 - £ 13,850

What they like: music festival, art exhibition, clubbing

Education: College Degree

Occupation: students

Features: energetic, social experts, online shoppers, trend followers, free spirits



Tertiary Aged: 39-45

Income: £28,900 - £ 57,800

What they like: gallery, reading, watching movies, healthy lifestyle

Education: College Degree

Occupation: working specialist in creative fields

Features: sophisticated, picky, individualistic, pursue high quality product with comfortable using experience

SWOT

- creative styles and unique designs with high quality
- wide range of designs offering various choices
- strong store visual presentation attracting more customers to visit
- perfect location brings more foot traffic

- opening Chinese online store such as T-mall is a good opportunity to bring more sales
- collaborate with new technology could drive the brand to continue developing
- China's fashion market was predicted to continue increasing in 10 years.
- less demand for luxury goods

- low brand awareness, new and little experience in the Chinese market
- limited promotion channels
- expensive cost for rent

- aggressive competition of domestic and international eyewear brands
- labor costs is becoming higher in these years
- fake products bring the negative influence of the brand

Positioning Comparison



Direct Competitors :

MOSCOT

Oliver Peoples

JIMMY N

Indirect Competitors :

PRADA

GUCCI

Ray-Ban



KEY VISUAL

- Description
- Visual Presentation

Description and Visual Presentation

Behind The Scenes features an inner design of the deepest part of people's hearts. People can pretend to be sophisticated, professional and other normal characters that adapt to the urban life, but only eyes can tell the story of the real personality. This campaign makes color decoration on the eyewear, which highlights the differentiation in an interesting way and appeals to a diverse, healthy optimistic lifestyle.





MARKETING STRATEGY

- Marketing Goals
- Marketing Channels
- Collaborated Campaigns

Marketing Goals

Goal1

(Revenue and sales)

Total sales increased 20% for this season compared with the same period of last year

Goal2

(Brand Awareness)

10,000 people aware of Gentle Monster through the *Behind the Scenes* campaign

Goal3

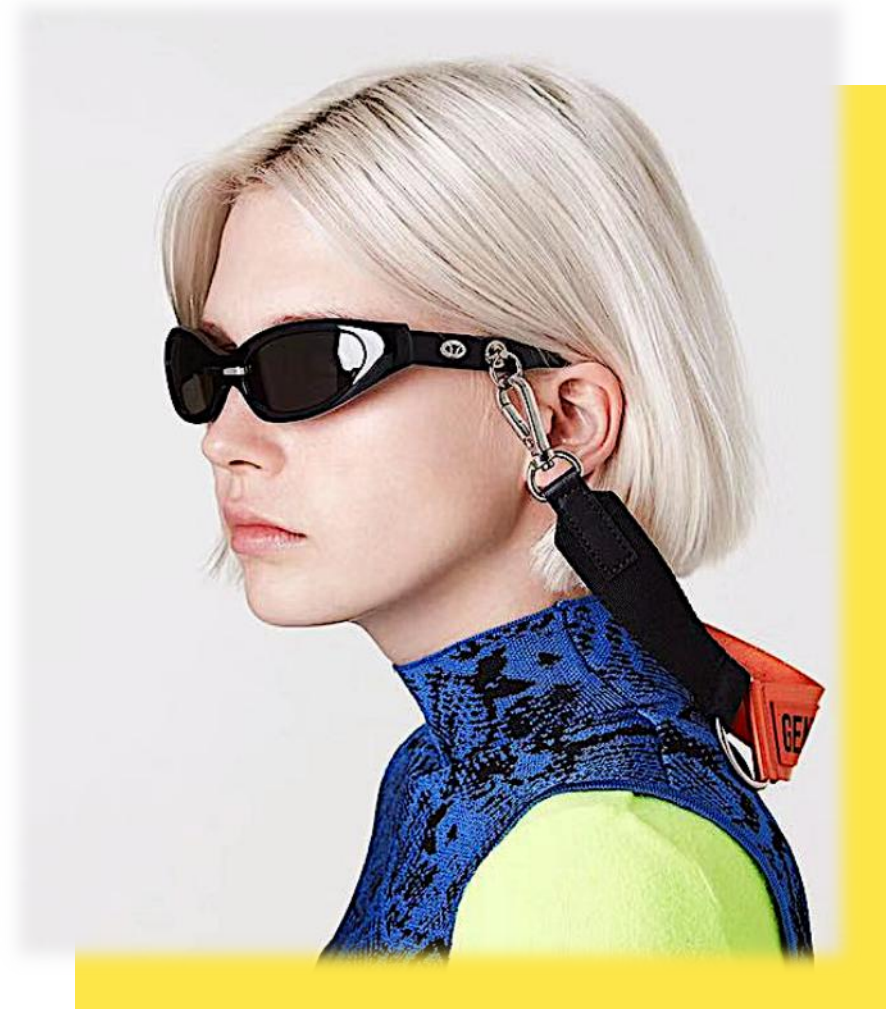
(Brand Awareness)

Newly increased 10,000 people in total on *Wechat* and *Weibo* platform

Goal4

(Customer loyalty)

1,000 customers register membership on the website.



Marketing Channels

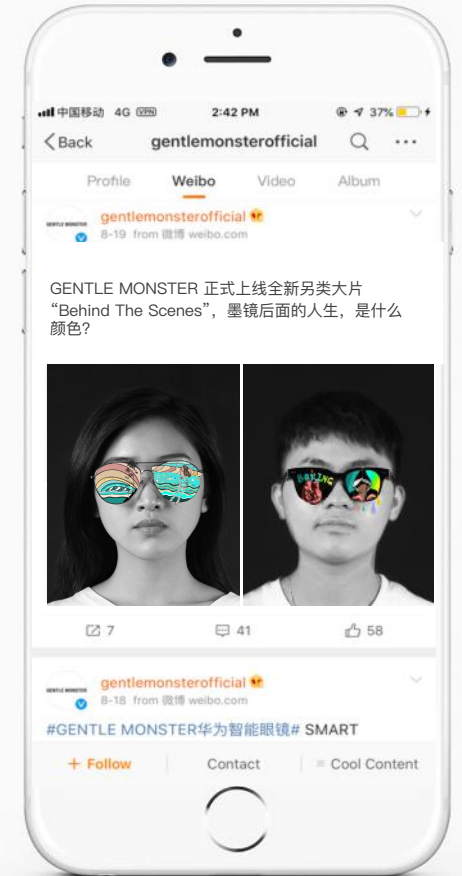
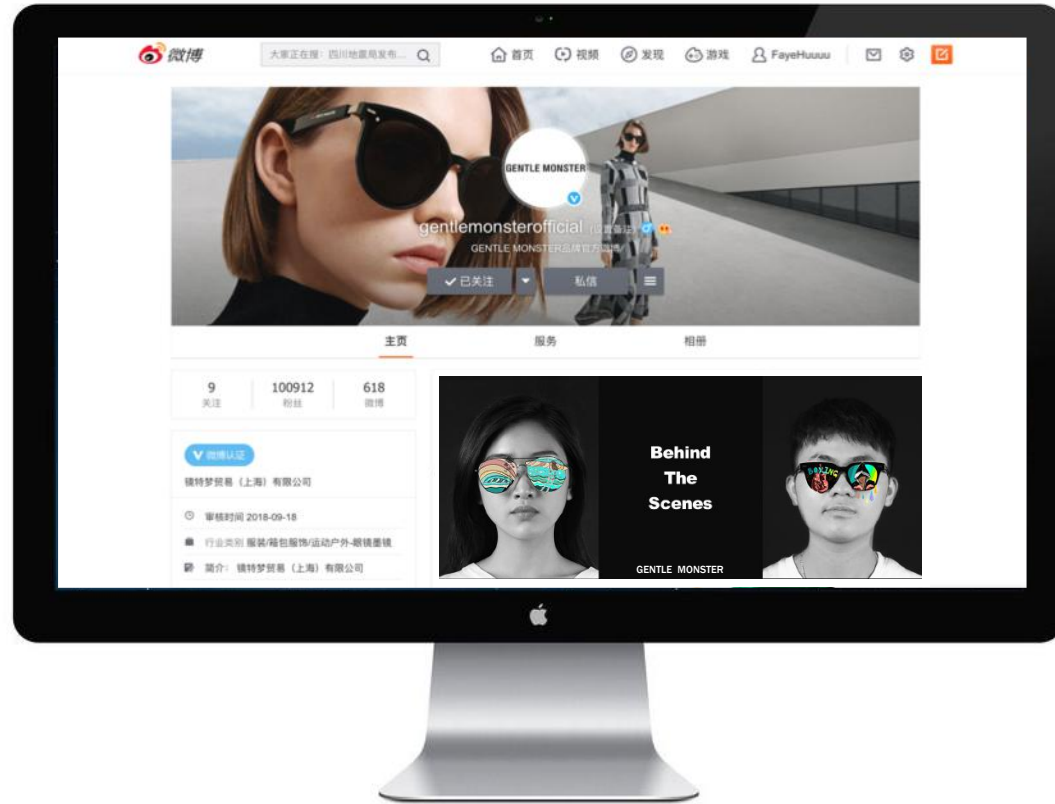
Social Media | Weibo

Sina Weibo is the most popular social media platform in China, which is similar to Twitter's function. According to Weibo's annual report of 2018, there are more than 3.5 million users registered and 2.3 million users being active every month.

Moreover, there are many celebrities, fashion bloggers and stylists using Weibo as their important social platform, who have millions of followers to encourage people notice Gentle Monster.

Weibo as an open platform for public, can help Gentle Monster to target more potential customers, and show brand image and insight directly.

Also, Fensitong, a paid advertising service, is a good method to gain more followers, which can promote brand's posts to other users who are not follow.



Marketing Channels

Social Media | Wechat

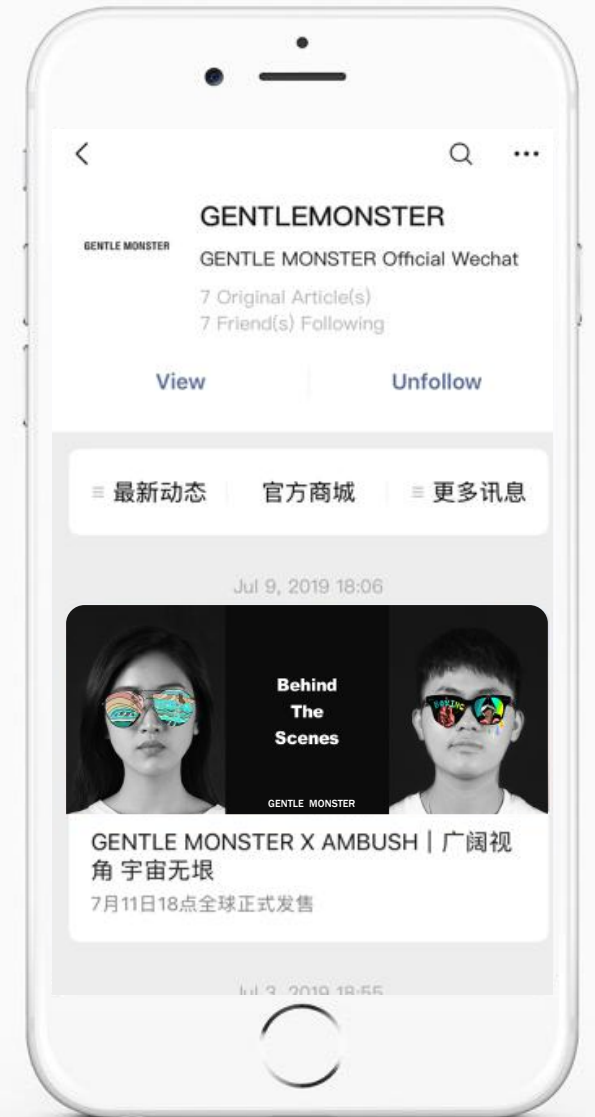


Wechat is the NO.1 communication app in China. It is used to free texting, voice call, and photo sharing..... Nowadays, more and more luxury brands have Wechat official account such as Prada, Gucci, Dior.

By the end of 2018, Wechat had 8 million users and 7 million users have being active every month. It is rare to find a luxury brand that does not have a Wechat official account.

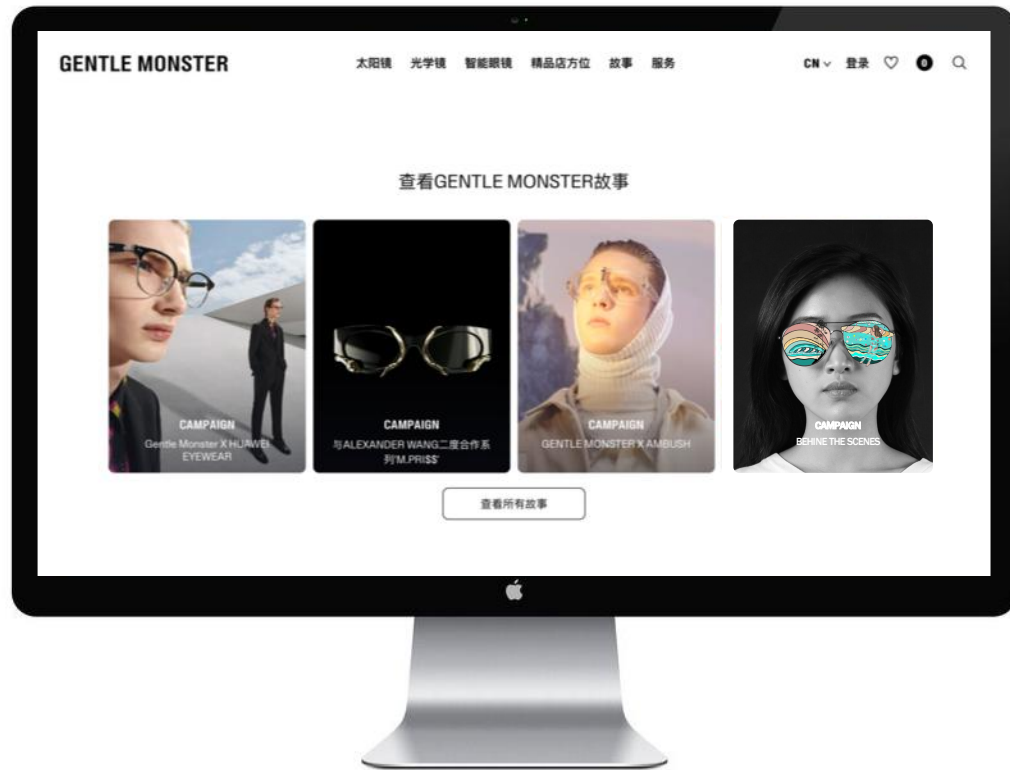
For Gentle Monster, Wechat is not only a media platform to convey brand's core insight, it is also a useful tool that interact with flowers.

Promoting the new campaign on the Wechat platform is a good way for GM to build its luxurious brand image. As well as the gain more social buzz on this platform.



Marketing Channels

Official Website



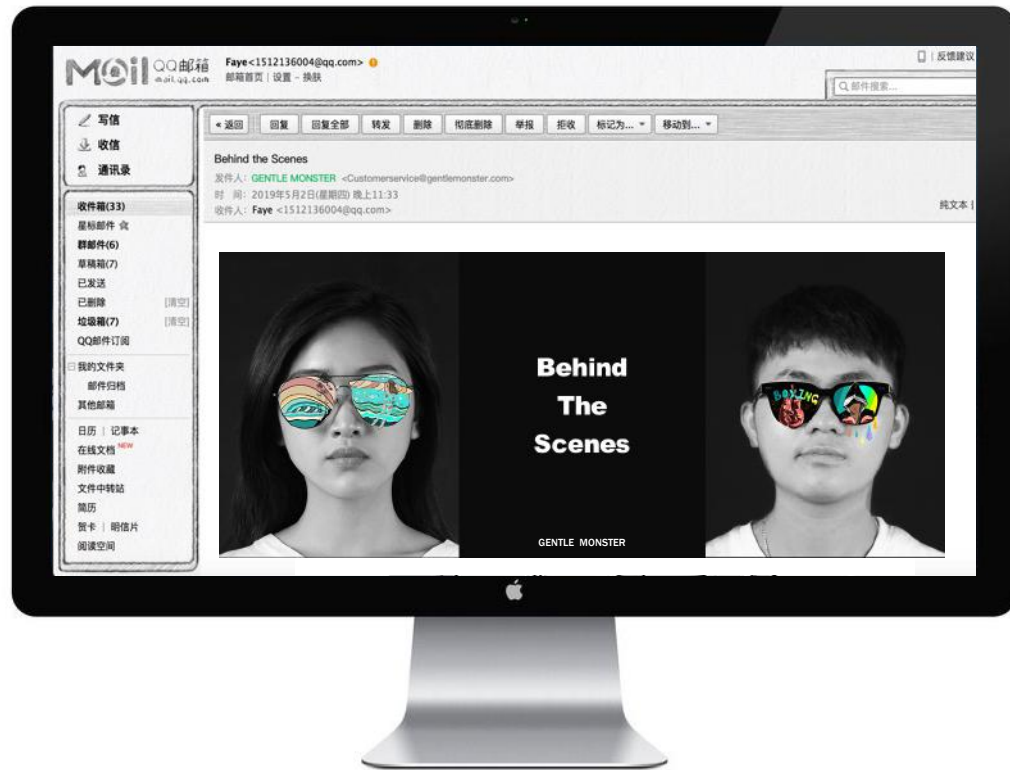
Official Website is an important channel to let customers know the brands directly. Having an official website is an essential step to brand promoting their product.

On GM's homepage, there are four categories: Sunglasses, Eyeglasses, High-tech glasses, Collaborations.

Customers can choose to subscribe on GM's website to receive the newest information about the brand, thus they could receive a new promotion, event invitation and new arrivals of Gentle Monster conveniently. **Behind the scenes** will also be posted on the website, showing the brand new image and attitude to the public.

Marketing Channels

Email



Email is an effective way to make connection between customers and brands. Selecting this digital way as Gentle Monster main marketing channel because **it is faster, flexible and reliable as well as cost-effective.** According to previous research from Tencent, Chinese office employees check e-mail two or three times a day, which **can target customers more effectively.**

Gentle Monster sent e-mail to customers about the newest information, such as new arrivals, promotion and events, which are helpful for further purchase. Also, **e-mail** is good for the brands to develop and improve themselves **through quick feedback and response from customers.**

There are many ways to collect email addresses of Gentle Monster. Customers can sign up or subscribe on GM's website, And they can choose to receive digital receipts instead of printed, that is another way to collect e-mail addresses.

Marketing Channels

Direct mail



Direct mail is a effective way to show the brand's sincerity and distinguished service. Even though today's life is full of multiple digital media, direct mail as one of the most traditional media is irreplaceable, because it can be personalized, for example, when you receive a card from the brand that has your name on it, you are more likely to read the content. Moreover, direct mail can be delivered to customers' hands, which is virtually guaranteed to read and regarding the content as reliable due to the physical touch.

Gentle monster uses direct mail to inform the VIP members about the information of event and promotion.

Marketing Channels

SEM+SEO

SEM, Search Engine Marketing is a paid approach that gaining traffic and visibility to the brand. **SEM will help build brand awareness and attract potential customers to check us out in the store.**

Baidu is the most widely used search engine in mainland China. Gentle Monster and other luxury brands are currently using Baidu as the only search engine to promote in China.

GM pays for Baidu to make their brand information listed on the top of the page advertising. Some words such as sunglasses, Gentle Monster, Korean brand, fashion sunglasses brand, I choose that keywords that people can see the relevant information about the brand as long as they search these words.

SEO, Search Engine Optimization is a common way to earn traffic through unpaid or free listings. GM uses SEO to let their content and links be seen by more people, also it is easy to built customer trust. **SEO helps brands achieve better ranking in search engine pages.**



Marketing Channels

Magazine



GM maintains a good relationship with fashion magazines, who can promote the brand to Chinese fashionistas.

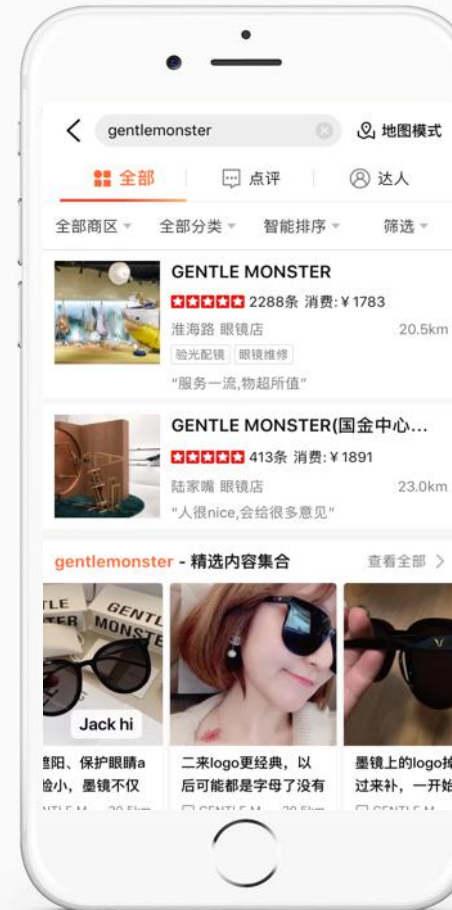
Collaborating with worldwide magazines like Vogue or ELLE would greatly enlarge the brand awareness; reaching to local magazines such as YOHOGIRL and Modern Weekly are help for saving the budget.

Marketing Channels

Dianping

Dianping is known as China's tripadvisor, it contains thousands of restaurants, shops, entertainment places, galleries with accurate information. People could find store's location, telephone number, open hours, and relevant photos easily, as well as customer feedbacks. Therefore, **Dianping is a useful tool to guide people find what they want.**

We will continually upload pictures of the product, shopping environment, and activities on the Dianping website, and keep active on this platform to make sure everything is up to date.



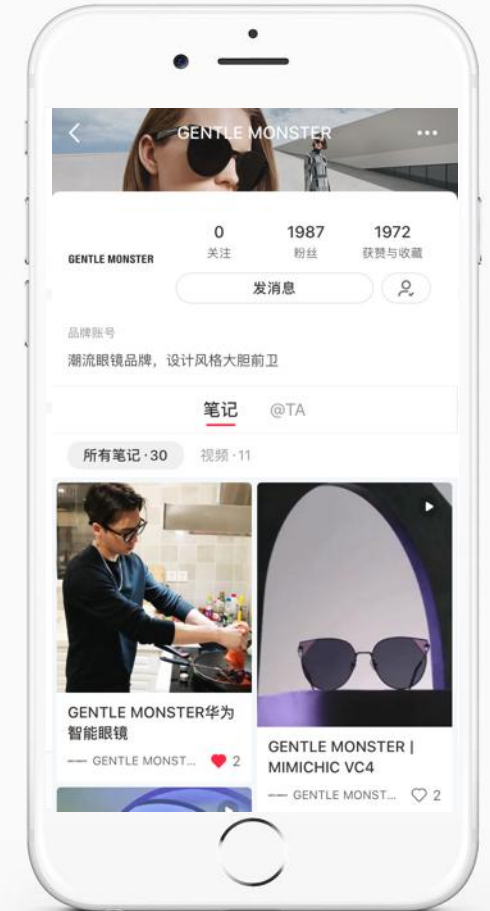
Marketing Channels

RED

RED is an entrance of a lifestyle platform. Users remark the happiness and satisfaction of life by sharing words, photos, and videos about the product they use. It has more than 20 million users so far, and 70% of users are millennials.

RED attracts lots of luxury brands by its sharing function. Those brands usually create RED's official account to show the new product directly or sending their product on the most influential account.

Gentle Monster could collaborate with celebrities and KOLs on their RED page to display more interesting content and showing brands' attitude and styles.



Marketing Channels

Billboard

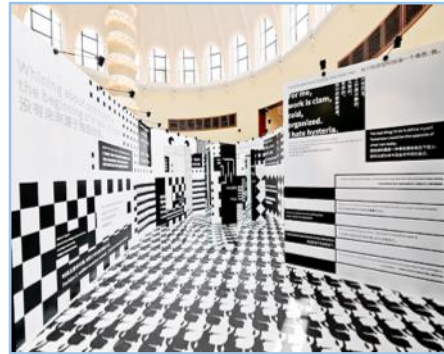


Billboard is a useful tool building up brand image, as well as increase brand awareness directly. Gentle Monster has launched their billboard where have a large flow of people, such as subway station, bus stop, and shopping center.

Comparing to a busy shopping center of the city, the art zone, and niche fashionable street can be good places for Gentle Monster to launch the billboard, which not only can highlight the artistic tone to the brand but also show the passion and desire to fashion & art.

Collaborated Campaigns

Trade Show



In recent years, joining a global trade show is a better way for brands to be known by the public in a short time.

Fashion Zoo is widely anticipated to be the hottest new show in China, which held at the Shanghai Exhibition Center every year. It will build more than a hundred pop-ups onsite and serve as ambitions and innovative trend-leader in the consumer goods industry, offering a unique global perspective on fashion, art, technology and culture trends for the younger generations.

By renting a booth at fashion zoo, Gentle Monster could display their product and show the dedicate craftsmanship to the people, as well as increase brand awareness by huge traffic.

Collaborated Campaigns

Pop-up store



Pop-up store is a short-time sales spaces that last for days to weeks before closing down. Nowadays, Pop-up store has been an increasing trend for the brand to build interest in their product or service, and seed their product with cultural influencers.

The pop-up store is a good way for Gentle Monster allowing the brand to create a unique environment that engages their customers and generates a feeling of relevance and interactivity.

K11 Shopping Art Center has a core focus of integrating the 3 elements of arts, humanity, and nature into the shopping experience, which is a perfect location for Gentle Monster to launch a pop-up store, which has proved to be popular. This shopping center is located in the popular upmarket shopping area of Huaihai Road. The area is about 40,000 square meters and monthly traffic is about 1,000,000.

Collaborated Campaigns

Exhibition



Collaborating with exhibitions, gallery and artists is a trend for luxury brands. Gentle Monster could participate in some of the contemporary exhibitions to attract more attention.

LABELHOOD is an independent showcasing platform under Shanghai fashion week and a fashion incubator for young Asian designers and new talented designers. LABELHOOD launches a big exhibition every year that provide a platform for younger designers and artists to show their artworks.

Gentle Monster could sponsor for the exhibition in 2019 to highlight the brand's artistic tone.



Thank You