

The Champion logo, featuring a stylized 'C' with a red and blue split and the word 'Champion' in a dark blue script font.

X

# URBAN OUTFITTERS

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# RATIONALE/MISSION

In Rochester, NY, three members of the Feinbloom family got together with a desire to start a fresh, interesting sportswear company and that's how Champion was born in 1919.

The world's first engineered sweatshirt was created by Champion in 1938 to overcome the shrinkage that came with frequent washing of sports. The reverse Weave sweatshirt prevents shrinkage and was quickly picked up by the sports teams across the us. For the time, Champion's now famous "C" emerged and was permanently pinned to the left sleeve of each sweatshirt. Champion would become known for this logo and placement. In 1968 Champion transformed women's athletic market by introducing stylish, mix-and-match wears. Starting in the late 80s and 90s, celebrities and musicians were embracing Champion in record numbers.

To mark the 60th anniversary in 2012, Champion patented the Reverse Weave Sweatshirt. After the built on the success of almost a century of heritage, Champion establishes itself by opening flagship store in London in 2017. As a testament to champion's rich heritage, The Reverse Weave Hoodie was exhibited in the Museum of Modern Art (MoMA). 2019 was the year where Champion marks its 100th birthday with a celebration of the teams.

Furthermore, there is no doubting that the brand's resurgence is linked to the popularity of vintage clothing. Vintage labels from the 1980s and 1990s have recently resurfaced in the fashion spotlight, generating attention and assisting these firms in regaining traction. Fila, Tommy Hilfiger, and Guess are among these labels, with Champion being the most talked-about.

Champion has resurrected its stardom because to a mix of old and new designs, the love of vintage clothing, and several partnerships. Champion is unquestionably at the top of its game right now! After years of failure and decline, Champion has resurfaced, leaving us to ask if other companies are on their way back to glory.

Champion needs a rapid rise back to being cool again.



# PEST ANALYSIS

Analysing a constantly changing market is extremely important for the brand to keep in touch with the changes happening. A PEST analysis allows for a brand or company to look at the specific trends that they will plan their next promotion, release, or next step in their plan. A PEST analysis consists of political factors, economic factors, social factors, and technological factors.

Starting with the market as a whole. The fashion market is changing all the time, especially the streetwear market that Champion are now currently operating in. The political aspects of the market are Covid and Brexit. Covid has obviously affected everybody in the last 2 years so Champion aren't an exception. The pandemic has meant that the rules of the UK and everywhere in the world were different and changing week to week. Depending on where you are in the world, shops would have had to have closed due to staff and financial problem, as well as this travel has been very restricted so travelling to and from places in which a brand could've collaborated with as well as advertising and promotional campaigns being put on hold. Brexit has had an impact more on the production side of brands, it has been harder to trade with foreign countries since Brexit happened, importing has become harder and more expensive so the cost of these activities will have increased.

Economically, the pandemic has had an effect on brands and the consumer, starting with the brand, most companies have taken a big financial hit during the pandemic, this has led to staff losses and store closures everywhere. Income reductions will affect every brand big or small which could lead to change in materials used for garments which will decrease quality and therefore leading to unhappy consumers. On the other hand, the pandemic has worked in two ways for the consumer. On one hand there isn't much else to spend money on during the pandemic, so a lot of garments were bought. Contrary to that a lot of people became more conscious of how they spent their money and decided against spending a lot on garments and more on experiences.

Social factors can be considered the most important influences on a brand's decision. In 2022 sustainable fashion is one of the biggest trends across the industry. Making sure a brand is doing the best they can to ensure the materials they use are well sourced, they pay their staff and treat them right. Being sustainable is very important in a world that cares so much about saving the planet and it can really make you gain or lose consumers. Inclusivity in a brand is a must, including people of different races, different sizes and disabilities can promote a loving and caring brand and an inclusive brand will attract more consumers also. And finally, a brand being transparent is key in 2022 a must, a consumer loves to see into the brand how garments are made and into the mind of the designers and this can be done in promotional videos, or even social media.

Technology is ever evolving and isn't going to stop any time soon, the rise of technology can help a brand create exquisite promotional videos, or even look at designs early. The use of virtual reality you can design a set for a shoot and see what it will look like before creating, you can see clothes on a person with a green screen to see how they fit. The metaverse is getting exponentially bigger and being in the metaverse can be a huge advantage in a competitive market and can create a lot of hype around a brand while doing so.

With the competition having winners that will be in the same room maybe be the only political issue there is due to covid. By the time the winners are announced or when they can partake in the prize, there may be a lockdown where people can't travel to and from where they live. As well as this, positive covid cases for one of the winners would mean they wouldn't be able to attend, and it would ruin the experience for them. Something to bear in mind also is that if someone from abroad is a winner of the competition then being able to fly them over and not being able to travel from place to place can hinder the date of the prize for the competition winners.

The competition includes a starting video on influencers channels that includes them creating a creative video on how they would style their champion garments, this would have a small economic effect for sending them over the champion garment and then the fee for their promotion. As well for the winners, the price of travel for them to get to the travel to the headquarters and depending on where they live could be expensive. Hand crafting a one-of-a-kind winner's garment as well as a stand-alone cost for the winner would have a cost affect, however only being a small one. A positive economic affect will be the number of new consumers that champion will gather from the competition and from the influencers they use, their fans will want to be involved with the same thing their favourite celebrities are also involved in, so sales would increase for the competition.

Using TikTok as a promotional resource is key for 2022. TikTok has been the most popular social media app since the start of the first lockdown in 2020, it is still growing exponentially and shows no signs of slowing down, the average age of a TikTok user is 18 – 24 so for the target audience of the competition it is a perfect social media for maximum engagement with the market consumers. Engagement is appreciated by consumers in a competitive market, if the consumer feels a connection between them and a brand then they will be more inclined to purchase again from the brand and will therefore become a favoured brand for that one consumer.

Technology factors for the competition will be the power of social media, the traction the competition will get and the snowball effect of people sharing it around will decide the success of the promotion and targeting under 25's. Also, creating the creative video of the garment for the competition, using TikTok or any other software for editing videos is the main part of the whole competition and there will be certain people who have had more experience with the software's in which they will use and that will give them an advantage over others which will be a factor to bear in mind.

# THE NEW 4 Ps

## Purpose –

Both millennials and Gen z are a higher consciousness generation, that are very inclusive. Champion is able to create targeted and engaging promotions and advertises for the brand and collection if they relate to what their target consumer values. The target market for Champion is the 18 – 25-year-old age range which falls into the Gen Z generation. Gen Zers in general value inclusivity and sustainability this may be because of the ‘trend’ of sustainability, green washing, and inclusivity. 69% of Gen Zers say they are more likely to buy from a company that supports social causes (Pilewski, n.d). There are other values that are important to this generation, however these values are personable and differ from person to person. One value that Champion will convey through this campaign is inclusivity. The collaboration with Urban Outfitters will help Champion execute this accurately, instead of looking as though they are including different models for the sake of it. Champion's Instagram page from first glance looks inclusive to extent with different body shapes and skin tones. However, once you go onto the website, it becomes very mundane and the same shaped women, with a sprinkling of different skin tones. Urban Outfitters on the other hand, makes their product photos look interesting while also using a range of skin tones and body types, despite this they could always do better. In addition to this we believe that Gen Zers value power. Power in their identity and power of the messages that are being portrayed by the brands. The personalisation side of the Champion competition on Tik Tok aligns with the power of their identity and being able to express themselves. In addition to this, the competition being open to all of the public and in some cases the brands posting some of the participants on the social media should open up the brands to be inclusive and show people “from the real world” wearing Champion.

## Positioning –

The way that Champion positions themselves in the market is very important especially in the age group 18-25. Champion in this instance will be targeting the Gen z age group. Gen z's crave content, this can be translated in all different forms over different platforms and also in store and customer experience. Gen zers are extremely tech savvy and watch multiple forms of content on multiple different devices every day. Therefore, Champion need to use a multi-channel approach to get to Gen z's from all angles (Keyworth, 2021). Champion will achieve this by using popular social media platforms such as Tik Tok, Instagram and through the more common uses of market (e.g., emails, website banners etc). by the majority of the competition being on TikTok and Champion sending pieces of the collection to big Tik Tok stars that have a following of the target market, this not only means that it will be a lot of what Gen z's see on their feed but also something that people can talk about and get involved in when it comes to the personalisation competition side. A perk of the collaboration with Urban Outfitters means that the social media posts and marketing will be coming from two brands, therefore the reach for consumers is maximised. In addition to this, Gen Zers are more likely to have an affinity with brands that are authentic (Keyworth, 2021). Gen Zers, while liking something and talking about the brand if they enjoy or agree with the marketing, are also just as likely to dislike a brand if they do not align with their values and seem authentic. Champion believes that by collaborating with Urban Outfitters, a brand that many Gen zers can connect to and feel aligned with, they will position themselves in the right bracket when targeting 18–25-year-olds.

## Personalisation –

Champion are focusing on personalisation in this campaign, and this is because of the many benefits of personalisation in the fashion industry. Firstly, as Champion are trying to attract more of an audience in the 18-25 age range, the use of a Tik Tok competition means that the promotion is personalised to this age range. As well as that Champion have decided to send some PR to 10 big social media stars such as Olivia Neil and other influencers. This in turn would mean that it would reach the target audience while also creating buzz about the competition. The Tik Tok competition in question is where the users of Tik Tok are to be as creative as possible with Champion clothing or anything of their choice as long as it includes Champion, and the best 10 Tik Toks will get a few pieces of limited-edition garments from the Urban Outfitters collaboration sent to their nearest store. This not only creates hype and buzz around the brand and collection, but also gets people involved with the brand, while getting creative. Personalisation has huge benefits for a brand, for example 58% of people are willing to pay more for personalised items, and 48% of people are willing to wait longer for a personalised item to arrive. In addition to all these benefits, people in the age range of 18-25 like to express themselves and are into a multitude of unique fashion trends. Therefore, making the collaboration and collection more personalised means it will relate to them a lot more.

## Partnerships –

A partnership of brands or companies, benefits both brands and customers. By brands partnering up it means that they are able to reach easily reach a market that they may see as unobtainable, and they can be shown in a new light depending on the partnership. Champion through the years have done many collaborations, many that have impacted them as a brand, and many that haven't. Despite this, Champion has chosen to partner with Urban Outfitters in this campaign to gain the attention of 18–25-year-olds. Urban Outfitters have grown by 20% since pre-pandemic era (Team, 2021). This is because of a multitude of reasons, one of them being Urban's eye for trends. “Their athleisure Movement line shows strength with 138 percent year-over-year growth along with a digital sales lift of 150 percent. Additionally, Urban is in an expansion mode for its stand-alone Movement stores and predicts the brand will grow to \$250 million by 2024.” (Stein, 2021). An insight found from our group is that consumers are more likely to purchase Champion from other suppliers such as Urban Outfitters or vintage stores. This may be because of the monotone layout of the Champion website or the control that companies such as Urban Outfitters have over their consumers. In addition to this, “Urban Outfitters target young adults aged 18- 30 who are self-expressive and sophisticated” (Ali, 2018). In turn this not only is evidence that partnering with Urban Outfitters would bring in more 18–25-year-old customers, but also the personalisation aspect would resonate with their “self-expressive” consumers. This is why Champion believes that partnering with Urban Outfitters in this project would not just be any normal partnership, it would be one to elevate them as a brand and showcase them to the 18–25-year-old market.



# TARGET AUDIENCE/MARKET

The consumers' needs and wants are a vital part of a brand's survival. The relevance of establishing the target market is a crucial part of the marketing of products. Understanding the demographics and psychographics of the target market, being 18-25 year olds, will give the brand an insight into generation Z's audience requirements and deliver them.

Consumers have more choices within this day and age than ever; therefore, creating a relationship with consumers and answering their desires is a vital part of target marketing. In the book *Marketing Strategy*, Ferrell O. C & Hartline M.D (2011) write about the target marketing categories. The targeting category that we will be the most relevant within the branding of Champion X Urban Outfitters would be the Single-segment targeting; this strategy focuses on a niche market, this being Gen-Z (18-25 year olds). Within this age gap, most people are students, and you can see from primary research in figure 1 and 2 from my primary research, the responses are aged 17-22, with 93.3% being students. The Champion X Urban Outfitters collaboration is targeting this niche group of people; this shows who we need to appeal to and understand students' values and interests. According to a servant by IBM, 75% of Generation Z selected a mobile phone as the most device (shown in figure 3). This enforces that social media is the way to catch 18-25 year olds attention.

Within the primary research survey, the most used platforms are Snapchat and Tiktok (shown in figure 4). Tiktok only became popular in 2019; it has become the most popular app among young Americans overtaking Instagram, according to a survey by Forrester. 63% of Gen-Z youth use Tiktok daily, compared to the 57% who use Instagram. Last year, Instagram led by 61%, while Tiktok was at 50%. Tiktok will be part of the Digital Marketing campaign. In conclusion, social media apps are the way to reach the target audience.

According to my primary research, the clothing shops most people shop from is Urban Outfitters as this was repeated the most when asked the question of 'What shop do you frequently buy clothes from'.

## Looking globally

Figure 5 only shows within the U.K; however, Urban Outfitters is extremely popular globally. According to *statista.com*, the United States has over 500 Urban Outfitters stores, Europe has over 80, and Canada has over 34. The survey website *YouGov America* shows that only 58% of America likes Champion and ranked 340 top brands in America. As Champion has become less relevant within recent years, the collaboration of Champion X Urban Outfitters will benefit Champion by bringing more attention to the brand, making it more favoured due to the boom of Urban Outfitters globally. Therefore, this is a global opportunity for Champion and their vintage collaboration with Urban Outfitters. Urban Outfitters is known for vintage-style clothing, which has boomed over the last three years, and introducing this to Champion will increase sales and brand identity globally.

As a result, from all the market research I have gathered, both primary and secondary, the target market will respond to social media platforms the best, especially Tiktok. The target audience is 18-25 year old students interested in vintage-style clothing. Urban Outfitters is one of the most popular clothing stores shopped by young adults today; this collaboration will benefit Champion.

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## Creating a audience profile

While researching the target market, I have created an audience profile of what a Champion X Urban Outfitters consumer would be like this, including demographics consisting of age, gender, and education. In addition, psychographic information covers the target markets' values and beliefs and the consumer's personality. According to my survey, the demographic information includes 18-25, employed age, and 53.3% being employed (shown in figure 6). According to the study, psychographic information indicates that Gen-Z cares for the environment. This is one of their values, with 73.3 % (figure 7&8) carrying for climate change, and they would appreciate brands taking more action. Furthermore, 53.3% pay most attention to the quality of clothing when purchasing. This is something Champion X Urban Outfitters will focus on as they release a limited amount of products.

## What 18-25 year olds are searching for

Gathering data from other shopping sites such as Depop gives information to what 18-25 year olds are realistically searching for. Depop is a platform with over 21 million users, and 90% are under 26. It is the 10th most-visited shopping platform for Gen-Z; the Strategist polled teens in 2019 and found that Depop was their favourite resale website. The Depop app within the search bar has the most popular searched for words and brands relating to clothing. As seen in figure 9, the top two most searched folk things are 'vintage' and 'Urban Outfitters'. This shows what is trending today and what our target market/ audience are seeking. Champion X Urban Outfitters will be delivering this through the vintage clothing collaboration. (Fig. 9 & 10)

## Target market interests within Champion X Urban Outfitters

Whilst researching the target market, the campaign Champion X Urban Outfitters needs to appeal to the consumer and gather their feedback on the idea of selling vintage-style clothing. According to the survey taken, 86.7% are interested in vintage-style clothing. Furthermore, 66.7% would purchase Champion vintage style clothing, as shown in Figures 11 and 12. Therefore, we can forecast that the campaign will succeed within the target market, and it is answering the consumer's desire.

## Background/ peak of Champion

As reported by *printfull.com's* article 'Champion Brand Clothing: Origins and Revival,' the Feinbloom brothers initially established Champion as a wholesale clothing company but soon realized a lack of quality clothing for athletics developed a line of comfy and durable sportswear. In addition, the University of Michigan football team, the Wolverines, became the first college sports team to notice and wear Champion sweatshirts. This was the first recognition of Champion's clothing brand as the clothing then reached other colleges across America. This resulted in athletes wearing the garments and non-athletes, as seen in figure 13. Since then, the popularity has not stayed the same. To conclude from this information, Champion's peak was when university students had an interest, and Champion was answering their desires. Focusing on clothing for students, the Champion X Urban Outfitters collaboration towards students aged 18-25 would increase the brand's popularity and reputation, as this has been done before.

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How old are you?

15 responses

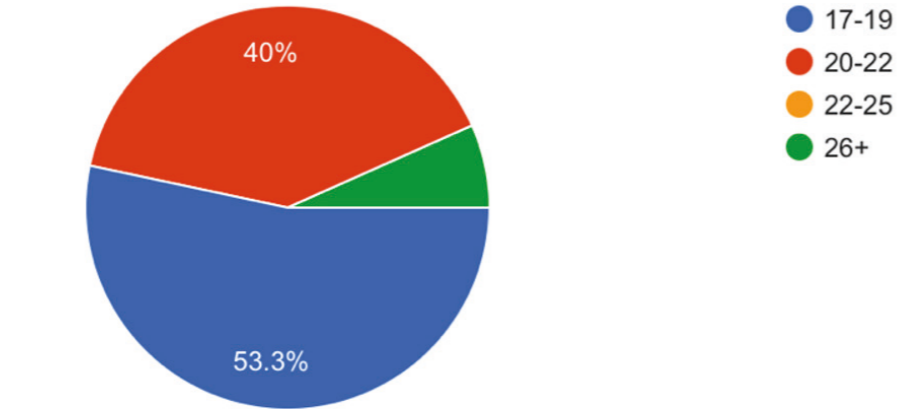


Fig 1.

Are you a student?

15 responses

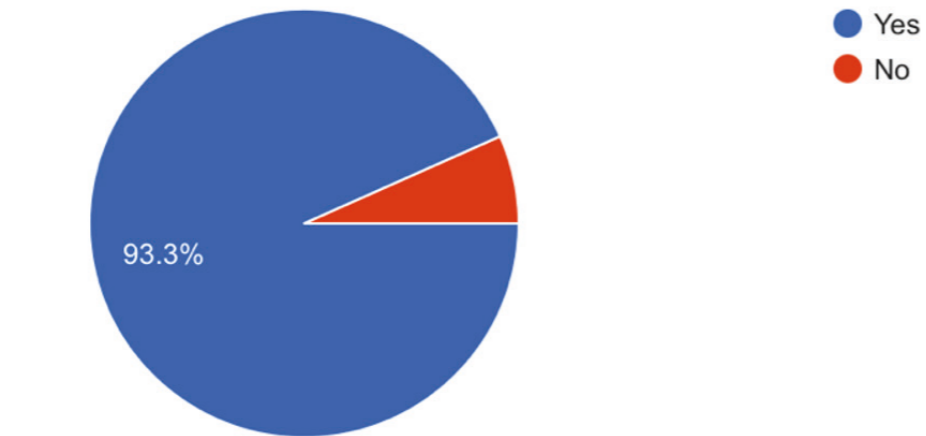
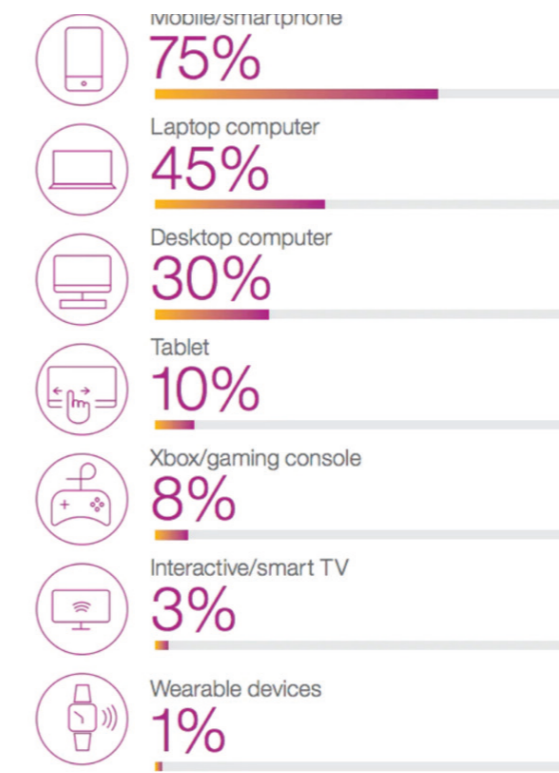


Fig 2.



Question: What are your most frequently used devices?

Fig 3.

Which social media platform do you use most frequently?

16 responses

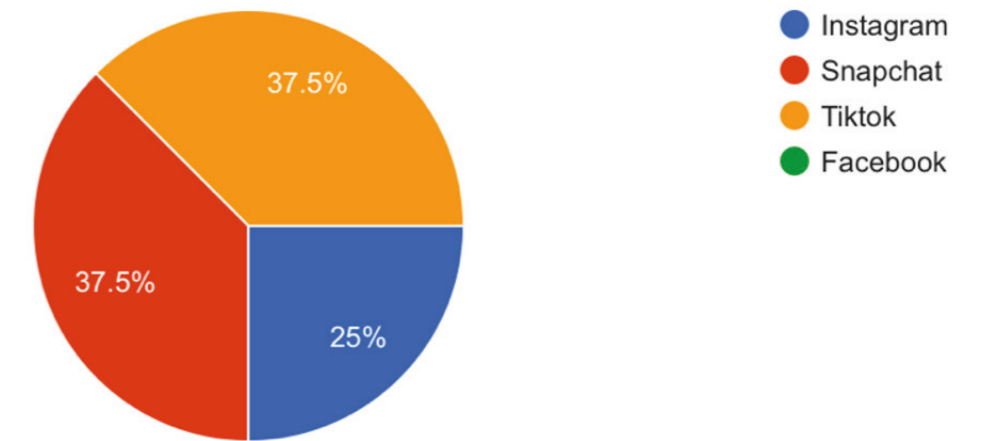


Fig 4.

What shop do you frequently buy clothes from?

16 responses

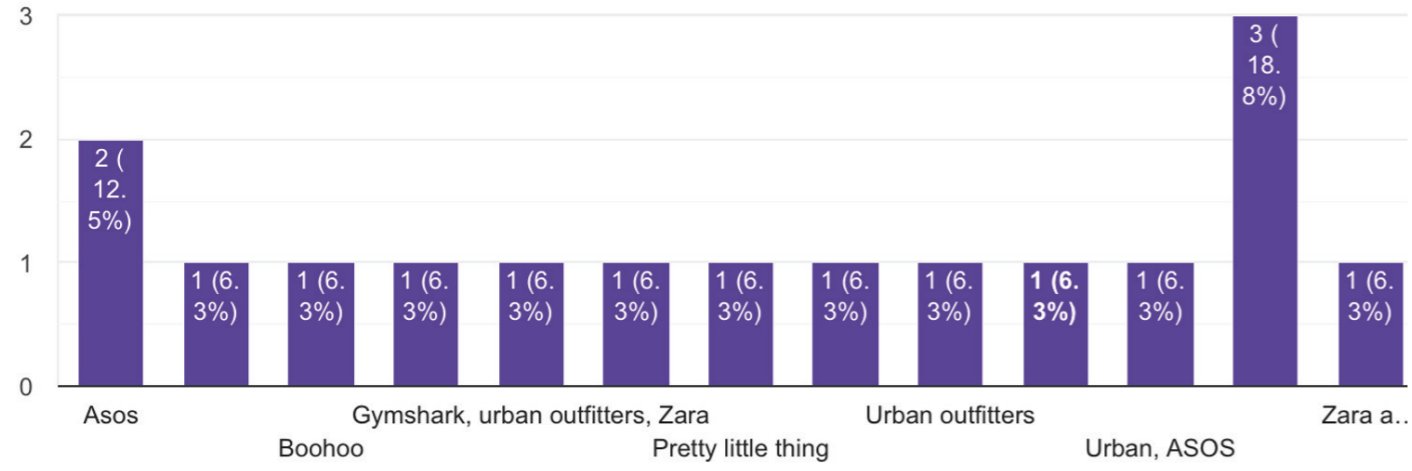


Fig 5.

Are you employed?

15 responses

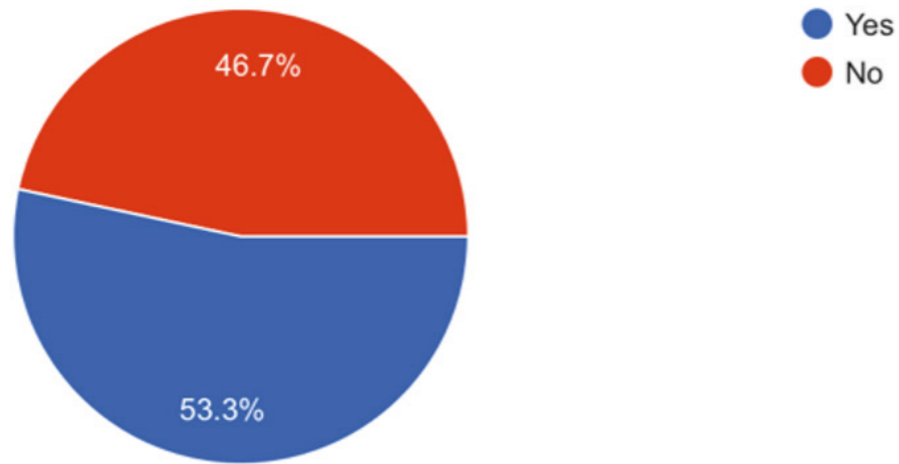


Fig 6.

Are you worried about climate change?

15 responses

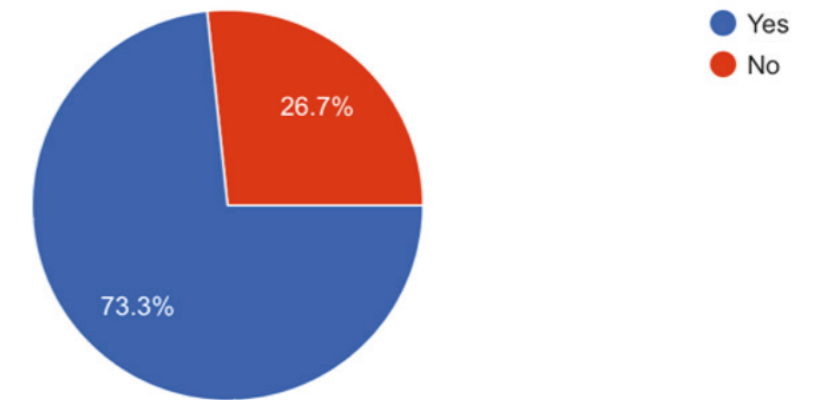


Fig 7.



If you are worried about climate change what would you like to see Champion do to help

12 responses

- Yes definitely
- Yes and if they did an ethical, sustainable section
- Yes
- Less plastic packaging
- Reduce waste
- Plant trees from proceeds, make sustainable clothing
- Give donations
- Sustainability campaigns/ clothing lines
- Recycled materials for clothing

Fig 8.

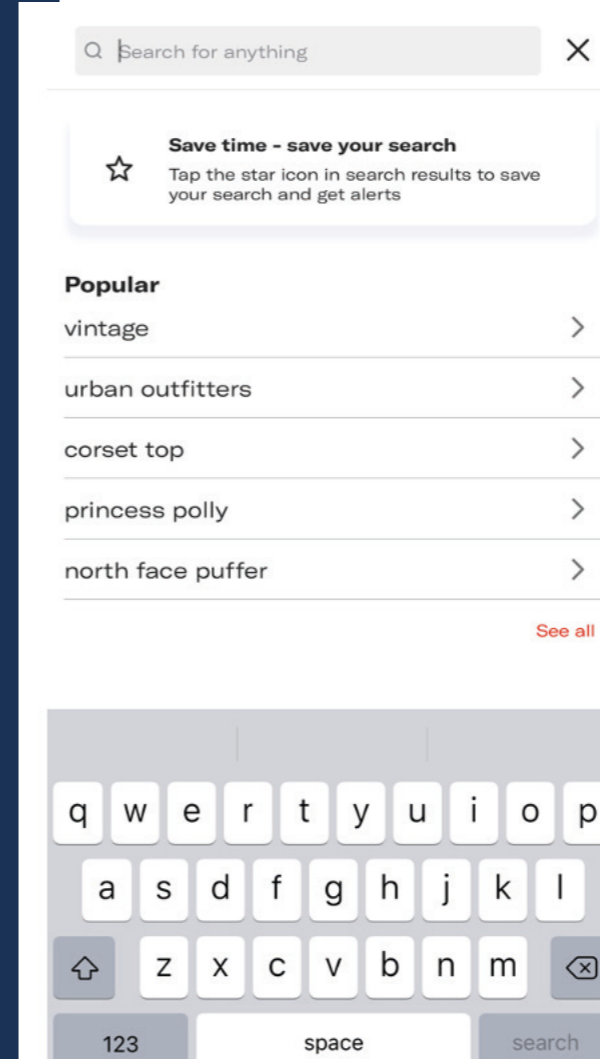


Fig 9.

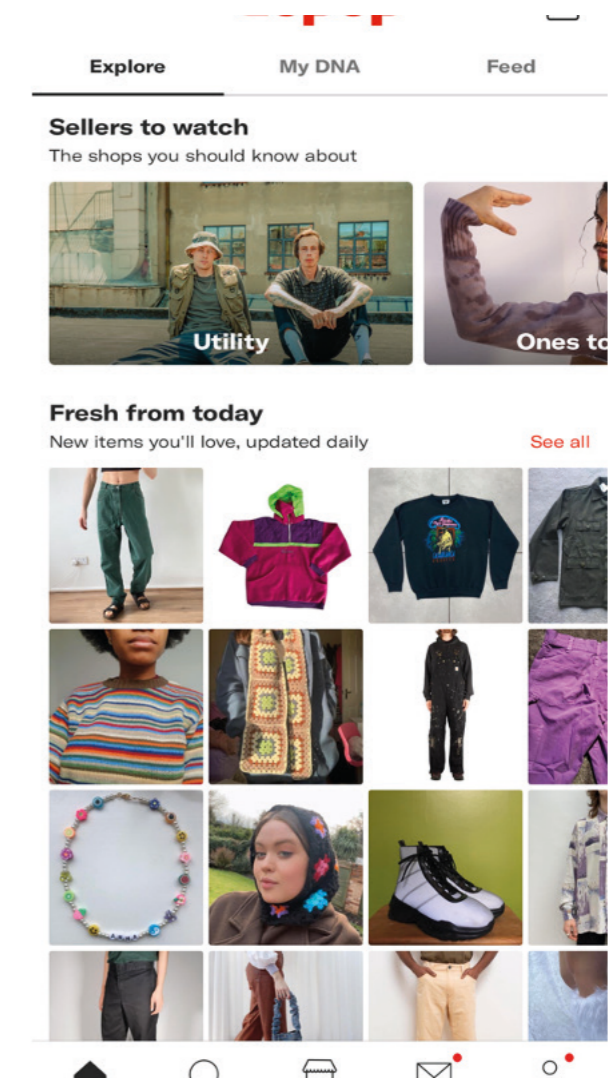


Fig 10.

Are you interested in vintage style clothing?

15 responses

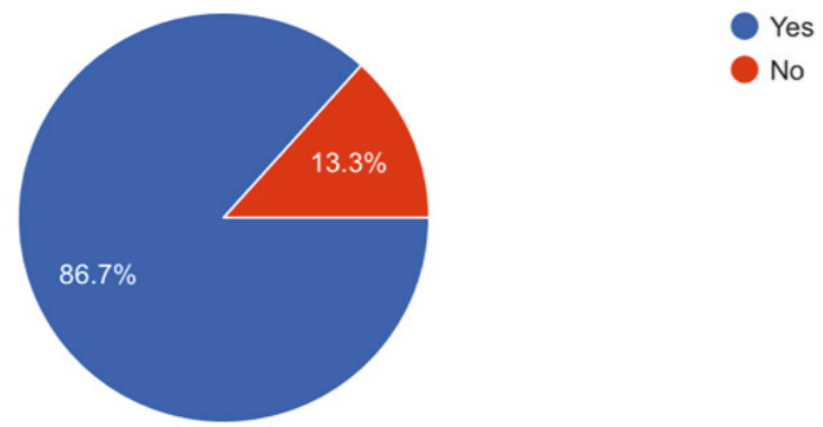


Fig 11.

Would you purchase vintage style Champion clothing if available?

5 responses

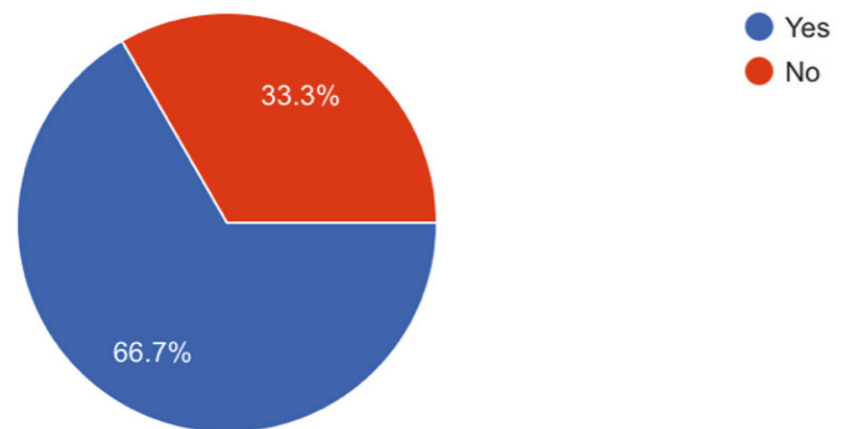


Fig 12.



Fig 13.



# CONCEPT OVERVIEW

## Concept Overview

The concept is comprised of two sub-concepts which are linked together through advertising and help promote one another. The two sub-concepts are; a collaboration between Champion and Urban Outfitters to release a small selection of clothes (5-10 pieces), and a TikTok competition which rewards the 10 most creative videos (using any Champion merchandise) with a limited-edition piece of 'Champion X Urban Outfitters' merch.

The clothing collaboration will be advertised on social media and on both of the brands website home page, however, the merchandise will be sold exclusively on the Urban Outfitters website and app.

The TikTok competition also will be advertised social media and on both of the brands website home page. The hashtag '#championXurban' will be displayed on all forms of advertisement, which will lead the audience to the TikTok competition where they can find more information. The competition will also be promoted using a small group of fashion influencers who display the type of content that they are looking for in a competition. The submission videos must contain some element of the Champion brand, for example: clothing redesign, composing an outfit, transforming clothes into different items, etc.

## Purpose of Concept Parts

### Clothing Collaboration:

The vast majority of Champion's merchandise released within the past few years has been sportswear which is almost always plain apart from their logo. However, vintage Champion clothing is high in demand and can be considerably more expensive than Champions already high prices. Champion have exhausted the sportswear market and moving into the vintage clothing market would be beneficial to the company and give new light to the brand image.

Urban Outfitters are a massive clothing brand in America and Europe with over 600 stores worldwide. They are a growing brand with a vintage style, and already sell a small selection Champion merchandise in their stores. The collaboration will attract customers interested in both brands.

The clothing collaboration is the main source of revenue from the campaign and will help fund the other forms of advertisement. The advertisement for the collaboration will also advertise the TikTok competition.

### TikTok Competition:

TikTok is a massive social media platform with over 700 million users and is targeted towards the younger generations. The competition will be advertised not only on the brands outlets but on fashion influencer outlets as well as from submission videos. Any of these videos will also help promote the new clothes features in the collaboration, if the audience is unaware.

The fashion influencers TikTok videos will increase the audience reach as well as spark interest in the fashion community. This will be paid advertisement and a compilation of their work will be posted on Champion and Urban Outfitters outlets. The video submissions will serve as free advertising as these will be shared with the contestants following.

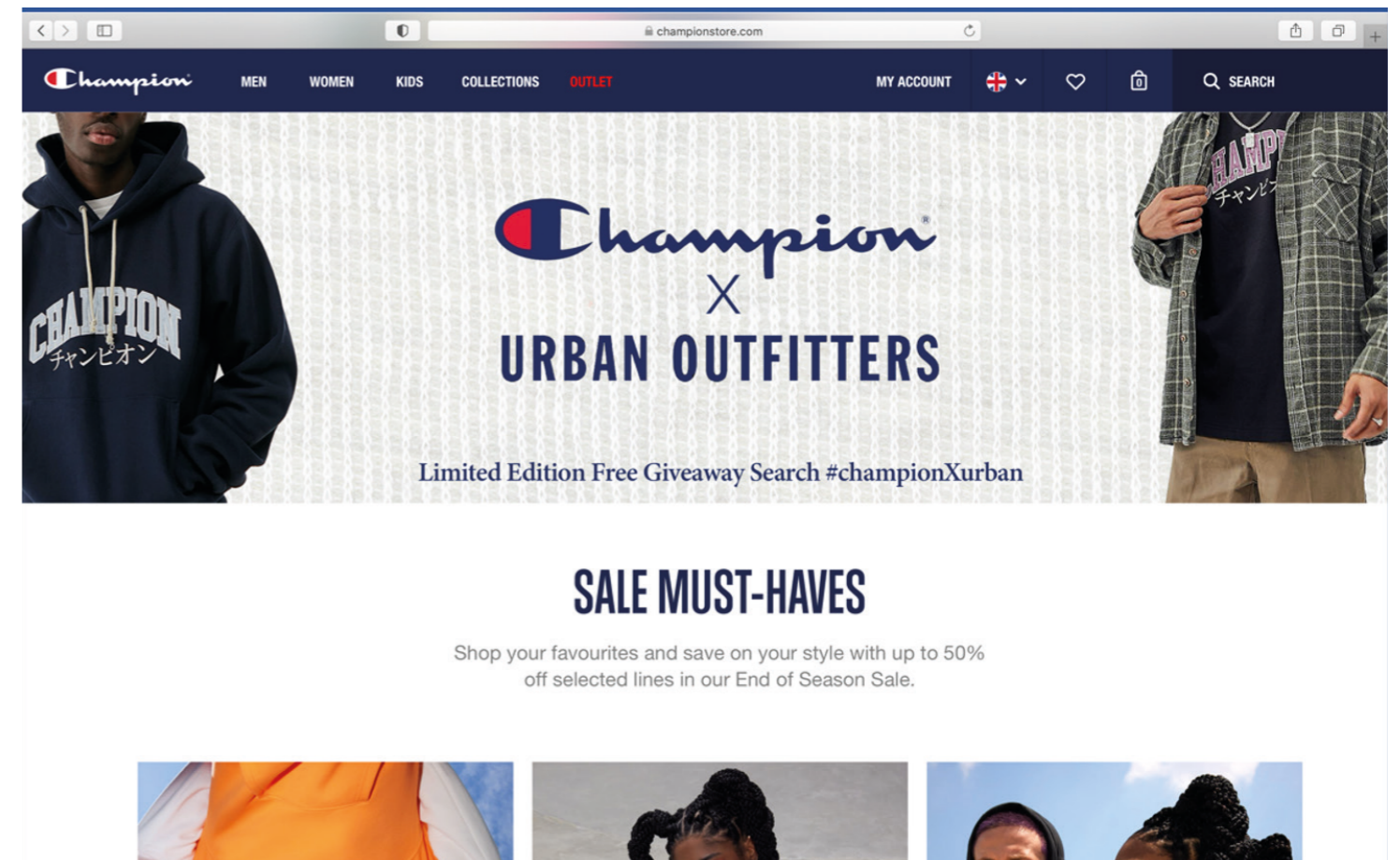


Fig 1.



## Clothing Collaboration – Website Interface

Champion and Urban Outfitters will display a large interactive banner on their front page (fig. 1) (fig. 2) to inform the audience of their collaboration. This is a rough representation of how they will appear as they must include: a title, examples of collaboration, and info about the giveaway including the '#championXurban'. The banners will fit with the existing themes of the website and when clicked will take the customer to Urban Outfitter's catalogue of Champion merchandise.

The design of the mobile website (fig. 3) and the mobile application (fig. 4) will be a simpler design using the same themes as the desktop website. They will also be on the front page and take the customer to the selection of Champion products.

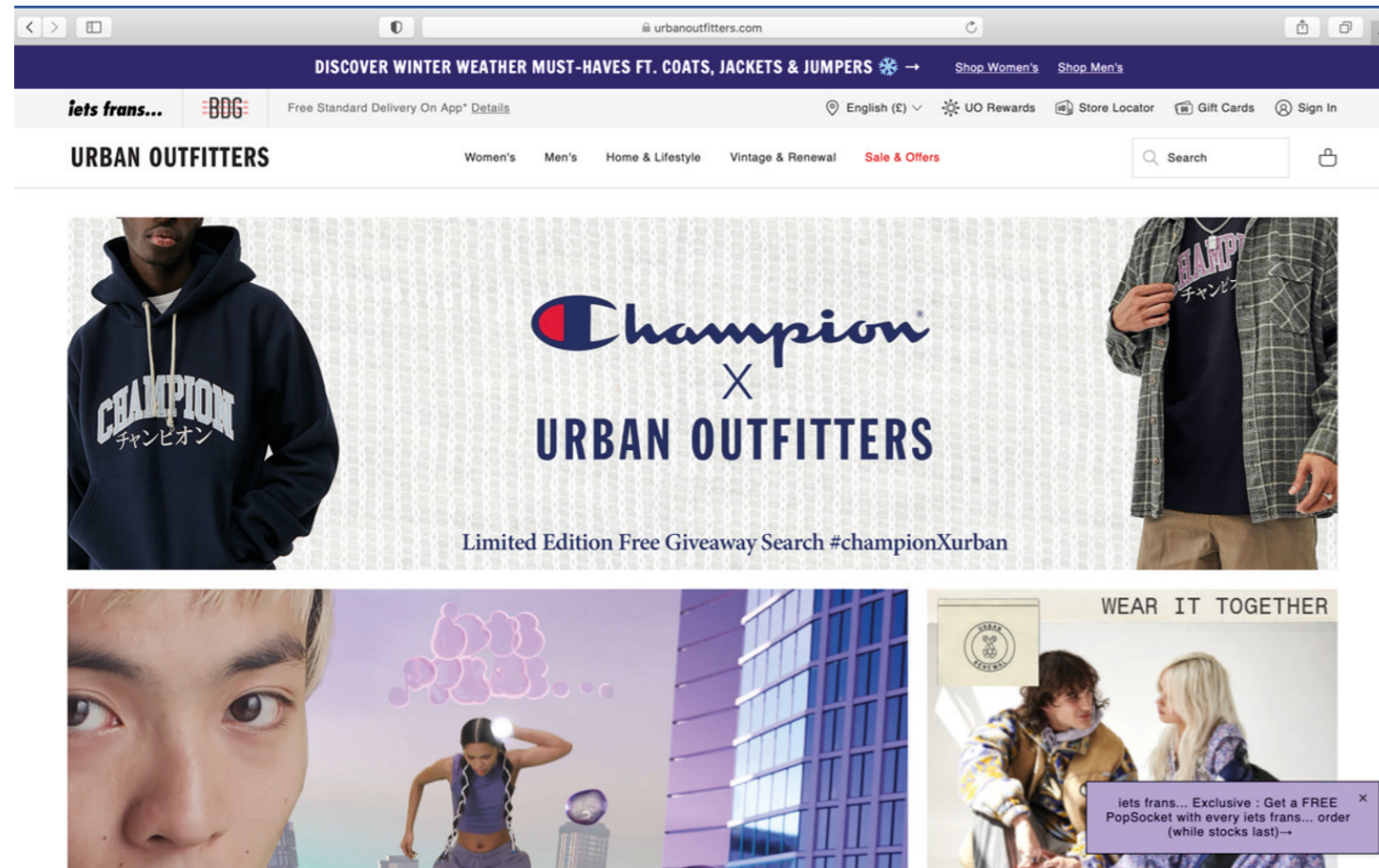


Fig 2.

## Clothing Collaboration – Product

Clicking any of the banners will lead the customer to the selection of 'Champion X Urban Outfitters' clothes (fig. 5), the layout of this will change depending on the viewing platform of the customer but it will be consistent with Urban Outfitter's appropriate interface. This page can also be found by searching 'Champion' into the search bar in the top right.

By clicking on a given clothing piece; the customer will be brought to a purchasing page (fig. 6). This will show the product in more detail and allow the customer to purchase the item, this will also match the layout of any other existing purchasing pages on the website.



Fig 3.



Fig 4.



## Social Media Advertisement

The collaboration will be promoted on Instagram on both Urban Outfitter's (fig. 8) and Champion's (fig. 9) main pages. Both have substantial followings and the content would reach a very large audience.

The post itself would be a video showing off the clothes released from the collaboration and also mentioning the TikTok competition (fig. 10). The video will also include snippets of the TikToks made by the fashion influencers as well as including '#championXurban' in the caption. This post will allow the audience to engage with either the products that are being sold as well as engage with the TikTok competition making it the most valuable form of marketing. The post will also be sponsored meaning it will appear on the main pages of Instagram accounts that do not follow either brand, increasing the size of the audience. This will be promoted for 1-2 weeks on Instagram but the posts will remain after that.

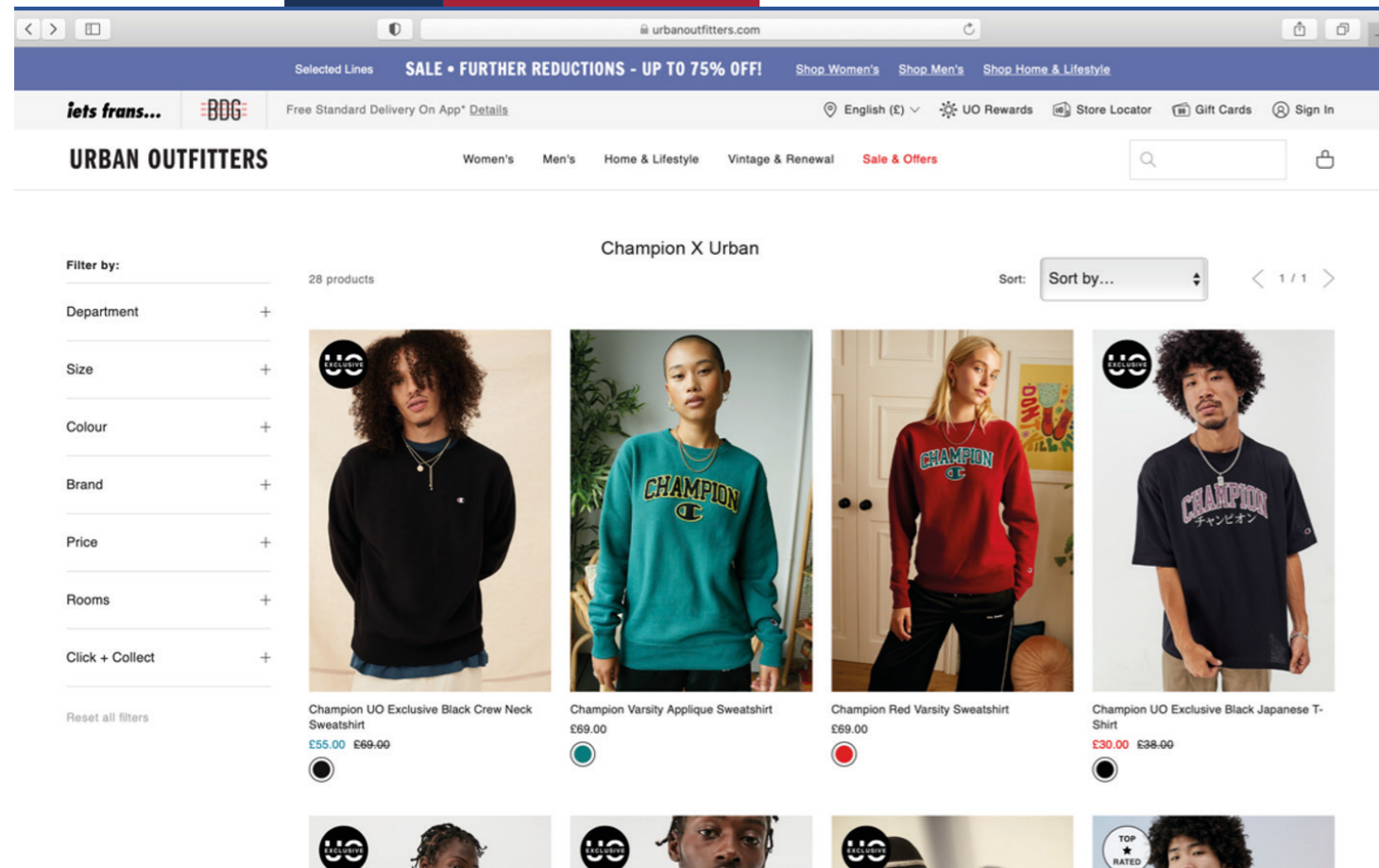


Fig 5.

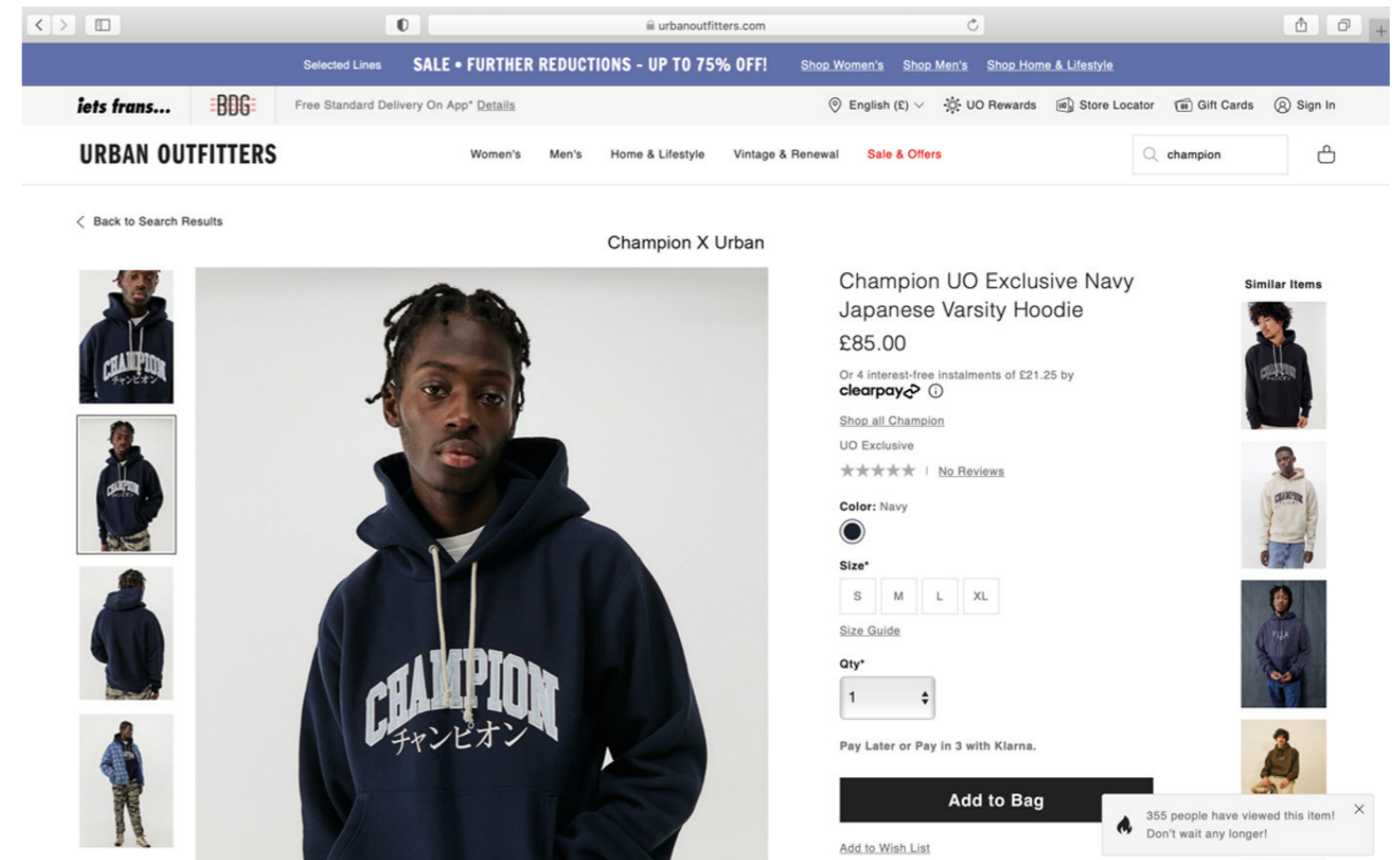


Fig 6.

## TikTok Competition

The TikTok competition will be primarily held on Champion's main account (fig. 11) and will be a video showcasing fashion influencers take on the competition brief. The brief of the competition is to produce the most creative video possible using Champion clothing or the Champion brand. This could be: tie-dyeing champion clothing, printing a design on champion clothing, upcycling champion clothing into a bag... its completely up to the audience to decide what is the most creative and inspiring video.

The video on Champion's main page will promote, and be captioned with, '#championXurban' (fig. 12). In the video there will be a deadline date of 3 weeks from the videos release to create urgency amongst the audience and start a brief trend. The video will also explain that there are 10 winners to the competition.

The videos created by the fashion influencers (fig. 13) will also be shared on their pages as paid promotion which will increase awareness of the competition. The videos made by the audience will serve as free advertising for not only Champion but also the competition.

The competition will be announced at the same time as the collaboration clothing release and after 3 weeks the competition will end. At this time a team of people will go through all the submission videos and decide which ones are the most creative regardless of likes. The 10 winners will be contacted and arrange for the limited-edition clothing to be sent to their nearest Urban Outfitters store. When the 10 winners collect their limited-edition Champion X Urban Outfitters merchandise; it will be recorded as content for a celebratory video. This video will show the 10 winners collecting their prizes and the creative videos they made to put them in the top 10.



When we are looking at the success of our concept there are a range of different areas of information and metrics that we could look at or measure in order to determine this and some of these areas will also help to highlight any potential areas that need improvement which will be helpful for the future development of the concept.

The first and most obvious area that we will track to measure the success of the collaboration has been, is to look at the number of sales from the Champion x Urban Outfitters exclusive range as we can tell from this how well our marketing strategies have worked by looking at how they have driven sales on the collection.

Secondly the other part of our concept which was the TikTok competition can help us to see how successful the collaboration has been as we will be able to look at the number of entries to the contest to see how many people have taken an interest in the collaboration and wanted to enter the competition as the more entries there are also means the more exposure the collaboration is getting through other people seeing the entry videos that have been made who might not have seen the original promotion posts from the brands own TikTok account.

Both these areas that I have identified that we will measure will give us a range of quantitative data that we can use to measure how successful our concept has been however it is also important to not just look at numbers but also look at consumers opinions on the concept as this will give us an even more detailed picture of the collaboration and competitions success and this is also very important when we are looking to find any potential areas that we could improve as opinion based data will highlight any specifics therefore, another way that we will measure the success of our concept in relation to the TikTok competition which looks at more qualitative data unlike the other two measurements I have previously identified which is to look at the comments on the TikTok promotion posts as well as the comments on entries as well, this will give us an idea of consumers opinions on the collaboration and competition, also looking at the comments on promotion posts on other forms of social media as we have decided the collaboration will be advertised on both brands social media channels therefore looking at the comments on all of these will also give us an idea of the overall opinion from consumers on the collaboration. Looking at this data will also help us to identify any areas that potentially need improving as it is important to look at any criticism from our consumers and develop our concept in response to this so that we are always improving on what we are doing.

Another way we will be able to look at consumers opinions on the collaboration and competition order to determine the success of each of these concepts is to look at social media mentions of the collaboration across multiple platforms. One way of doing this is by using the website brandmentions.com and tracking the usage of the #ChampionxUrban hashtag as this website allows you to track how many times the hashtag has been used as well as allowing you to see all the mentions of it which will show how much the collab is being spoken about and what people are saying which also relates back to highlighting areas for improvement as this also allows us to track any negative mentions of the collaboration which can as I previously mentioned help us to develop and improve our concepts in line with this.

Using brandmentions.com also would give us many other tools too track how successful the collaboration and TikTok competition have been as we can look at statistics such as how many people as visited the Urban Outfitters website at the time of the collaboration being launched and since as we can look at how much this went up around the time of the launch and how it has gone up or down since as this will indicate how the collaboration has had an affect

on people visiting the website and how successfully the competition and social media promotion has driven people to the website to view or buy the products therefore this would be a very helpful website for us to use and be vital in determining the success of our concept.

## URBAN OUTFITTERS





## Eco friendly concept

What could help champion in the future Champion as a brand are not doing the best for there sustainability and how eco friendly they are in 2020 they were rated not good enough this is due to them using few eco friendly goods, there target is to reduce there green house gas admissions this was set in 2020 and has yet to be updated on there website to whether they achieved this or no. There labour rating is also not good this is due to the limited information on there living wage, gender equality or freedom of association this could really impact the business as there are factors people will look into before buying especially in a generation where being eco friendly and gender equality is a big deal. There animal rating is also in the not good enough rating due to them using wool, leather and exotic animal hair and there being no evidence of animal welfare policy. Champion brought in the champion eco soul from this we know they are working to being more sustainable and eco friendly however this was done in 2020 and no more has been seen from this so How can they improve and be better in the future as this is information that will possibly be researched before purchase the company will need to work on this this could be by using alternative fabrics and rebranding/reintroducing the eco soul collection alternatives to leather and wool that are more eco friendly and sustainable. They should work on releasing how there brand works behind the scenes to be more sustainable and works with the labours and staff. Not only will this make the brand look better it could draw in more customers around the age range that we are branding for as you can see from the research, I have done you can see that gen z who are the target audience for the brand will take into consideration the sustainability of the brand and will make changes based on this which means being less sustainable means they can be deterred from buying from the brand. A marketing plan on how they will be more sustainable will be released and this will have goals on how they will achieve this along with working towards it this will included the as fore mentioned changing products that aren't as friendly on the environment and reducing their greenhouse gas emissions not only will this draw in more customers who are looking for a more sustainable brand it will overall make the business better for the environment.

## Student deals

Students are a big market with the brand especially with the idea of collaborating with urban outfitters. Urban outfitters offers a seasonal and promotional discounts for students champion offer a 15% discount for students this is found on there website this works well for them as usually students are on a budget with the collaboration I would suggest in the future for urban outfitters to also offer this discount on there website when buying the collaboration items. They would be best working with apps such as uni days and student beans as these are free, they are the most popular apps for student when looking for discount when looking at the apps there is often pages to go to such as fashion refresher like this (refer to image one) this will show you the latest fashion discounts. On this it would be beneficial to work with the student apps to draw in more student customers. This will work well as by statistic 90% of people are more likely to buy when they have and know about discounts and if these discounts are easier to find people will be guided to the website easier through the app. Offering free shipping also draws in more consumers to buy so this would be worth offering to students a discount on shipping or free shipping. As they already offer free shipping for over £35 on normal orders offering students free shipping would persuade them to buy more often. Collaborating with urban outfitters and student offers will draw in the younger audience and the age range the brand want to target with future collaborations this will also be an easier way for them

to find the website and offers they have which is more appealing to the consumers wanting to buy there products. And will draw in more students that are looking to wear champion clothing but stick to there budgeted lifestyle.

## New collaborations and limited offers.

Collaborating with more relevant brands to the age range they are branded for 18-25's this could be done through customer input the brand they are collaborating with are ones that are popular then but they need to think about what customer want to see in the future this could be done by when ordering asking to fill out a little questionnaire or emails that have this on them. Bring social media into this as well as this will be where they reach their targeted audience more by doing polls on Instagram and tik tok due to these being the more popular apps this could be where you find the best results, when doing this they will have to make it all about the customer. What do you want to see for future items? who would you want us to collaborate with by making it personal and giving them a choice will make them feel like the brand is actually listening to them and want to work towards that and will make the customer more satisfied with champions outreach?

As fore mentioned personalisation is also very popular this means that the brand could offer personalisation as a limited offer they could work with a smaller business as this is very popular and on the rise by doing this they will be helping the growing economy and they would offer an embroider or printed words on the items these will cost slightly more but as we have found people are willing to pay extra for personalised goods if we do this as a limited amount for limited time this will draw more customer in as they will want to have one of these limited items. This idea will cost more to make and manufacture which is why there is only limited and will take longer to be received due to the extras added but this will all be included into the price of the item.

**ECO SOUL  
COLLECTION**



**OUR MISSION IS TO CREATE A BETTER WORLD AND PAVE THE WAY FOR CHAMPIONS OF TOMORROW.**

We work relentlessly to produce responsibly-made apparel.

The Eco Soul Collection is created with the EcoFRESH Yarn™, a kind of innovative greige heather yarn that has an extraordinary environmental-friendly performance, consisting of a thread that undergoes a dyeing treatment that allows to save and recycle the 90% of the water needed for dyeing, reducing even energy consumption.

ECO-SOUL UNIQUE ADVANTAGES

- Eco-friendly
- Sustainability
- Humanity

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