SKIMS PROJECT

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SOCIAL MEDIA

Definition of Social Media

- •**WHAT IS SOCIAL MEDIA?**

- - Social media is a trend where people get connected to each other on the internet. It is for communicating with people all over the world.

- •**WHY SOCIAL MEDIA?**

- - Interact or connect with people

- - Place to belong

- - People allow to reach, nurture, and engage with a brand's target audience
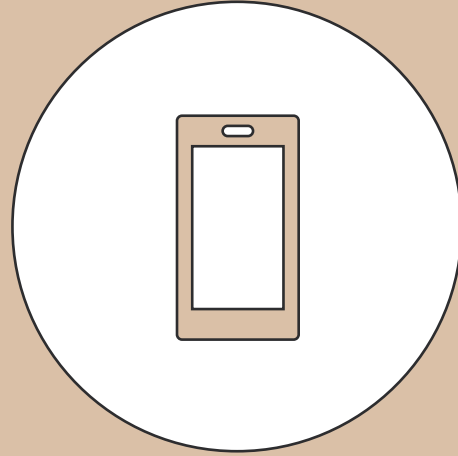
ZEITGEIST

- Social media (Facebook, Instagram, Twitter, Pinterest and YouTube)
- Influencers
- Smart phones
- Online Shopping
- Place to belong/secure

Trigger

- Growth of the internet
- Desire to seek a welcoming place

Driver of change

· Smartphones have become essential for people in this era

· They seek for a community where they can share thoughts and information with each other

Emerging customer

· Easy access to the internet
· Love to communicate with
each other through the internet

SKIMS

SKIMS is an underwear brand produced by Kim Kardashian. In addition to a wide range of sizes from XXS to 5XL, there are a wide variety of color choices to match your skin color.

SKIMS sets new standards by providing solutions for all bodies. From technically constructed shapewear that emphasizes curves to underwear that doubles in size, SKIMS's statement is to constantly innovate the past and move the industry forward into the future.
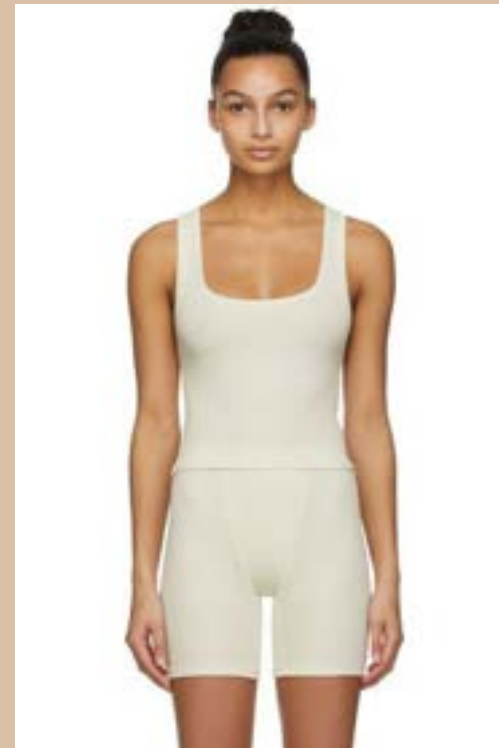
MARKET SEGMENTS

Age: 18-45
Education: College Graduated
Income: Around 70,000 $
Job: Fashion designer, not limited
Gender: women
Race: Not limited
Nationality: Not limited

Geographic Segmentation:

- Downtown, urban area
- City region with shopping mall
- Crowded area with large traffic
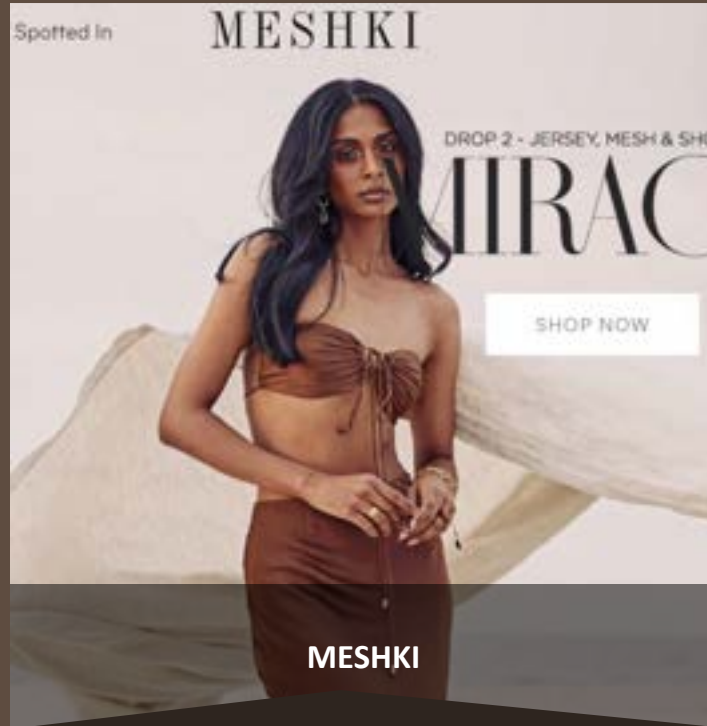
Psychographic Segmentation

- People who love sports
- Require both fashion and Functionality
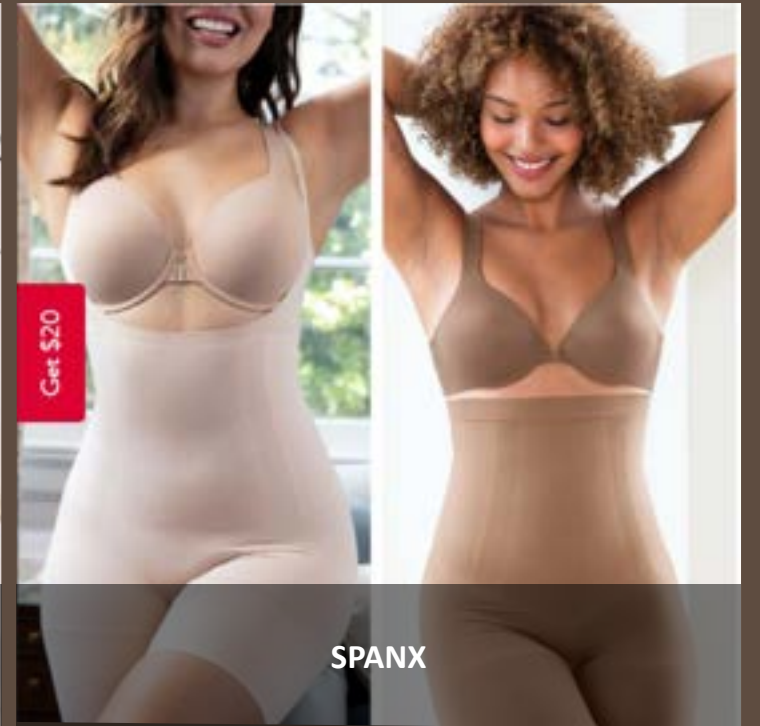- Wants to wear comfortable
- Fair price
- Popular trend

COMPETITORS

Thirdlove

MESHKI

SPANX

SAN FRANCISCO

- Where it all started

- The most and second largest traffic social media – Facebook and Instagram

- Major social media companies located

- Creative and Innovative on existed social media

BEIJING

- The uprising star – TikTok
- Driven trend among new generation
- Pushing the increase and emerge of social media
- Unstoppably developing

LONDON

- Adapting to the new trend
- Created the most influencers
- Active on new social media

BRAND INNOVATION IN UP COMING SEASON

- New campaign is Customers who posted to start a Tik Tok trend of people dancing in their Skims and put #DancewithSKIMS has a chance to get 50% off coupon. Participants can wear any skims they have and do whatever they want to the Skims sound. They could show their morning routine, dance, a photoshoot they did in them, multiple poses, walks, outfits they put on top of their skims.

BRAND INNOVATION IN UP COMING SEASON

• Create a SKIMS mobile app gives more information, coupon and campaign to customers.

• Create Paid Media

• - Kim will kick off the campaign with an ad post where she shows her morning routine, does a little dancing around, and then asks: do you feel good in their Skims? Show me by hashtaging #Feelinggoodinmyskims and we will repost our favorite videos!"

CITATIONS

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