



PULSE

MARKETING PORTFOLIO REALISTATION

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WHATEVER
IT TAKES.

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THE CONCEPT

The PULSE range concept is a developed product line for the female sportswear sector that accommodates the growing need for consumer control through tracking technology. Launched by the industry **powerhouse Nike** who remain dedicated to pushing the boundaries of their product designs. The new range will allow for deeper market penetration by accommodating the needs of consumers not targeted by other tracking product brands. PULSE will **engage wearers** and challenge them to reclaim their bodies by tracking core bodily functions; enabling **women to harness their fitness potential.**

PULSE

TRACK.
LEARN.
IMPROVE.

THE UNIQUE SELLING POINT

OF THE PULSE

RANGE

The unique selling point of the PULSE range is the level of tracking the garments can accommodate. Garments within the range have **inbuilt sweat and hydration tracking systems**. The garments also feature heart rate monitoring systems that track electrical signals passing through your body during physical activity. These attributes will elevate standard fitness garments from being a passive choice that does not impact the fitness session, to an active one that **assists in the development of the wearer**.

PULSE will be the first comprehensive sportswear line that accommodates the **shift into more conscious fitness regimes**. Choices made within sports apparel are currently unrelated to goals and aspirations the consumer sets. The range will bridge the gap between clothing and activity, making the **routine feel grounded** in the apparel that is supporting you both physically as well as technologically.

Take control back and

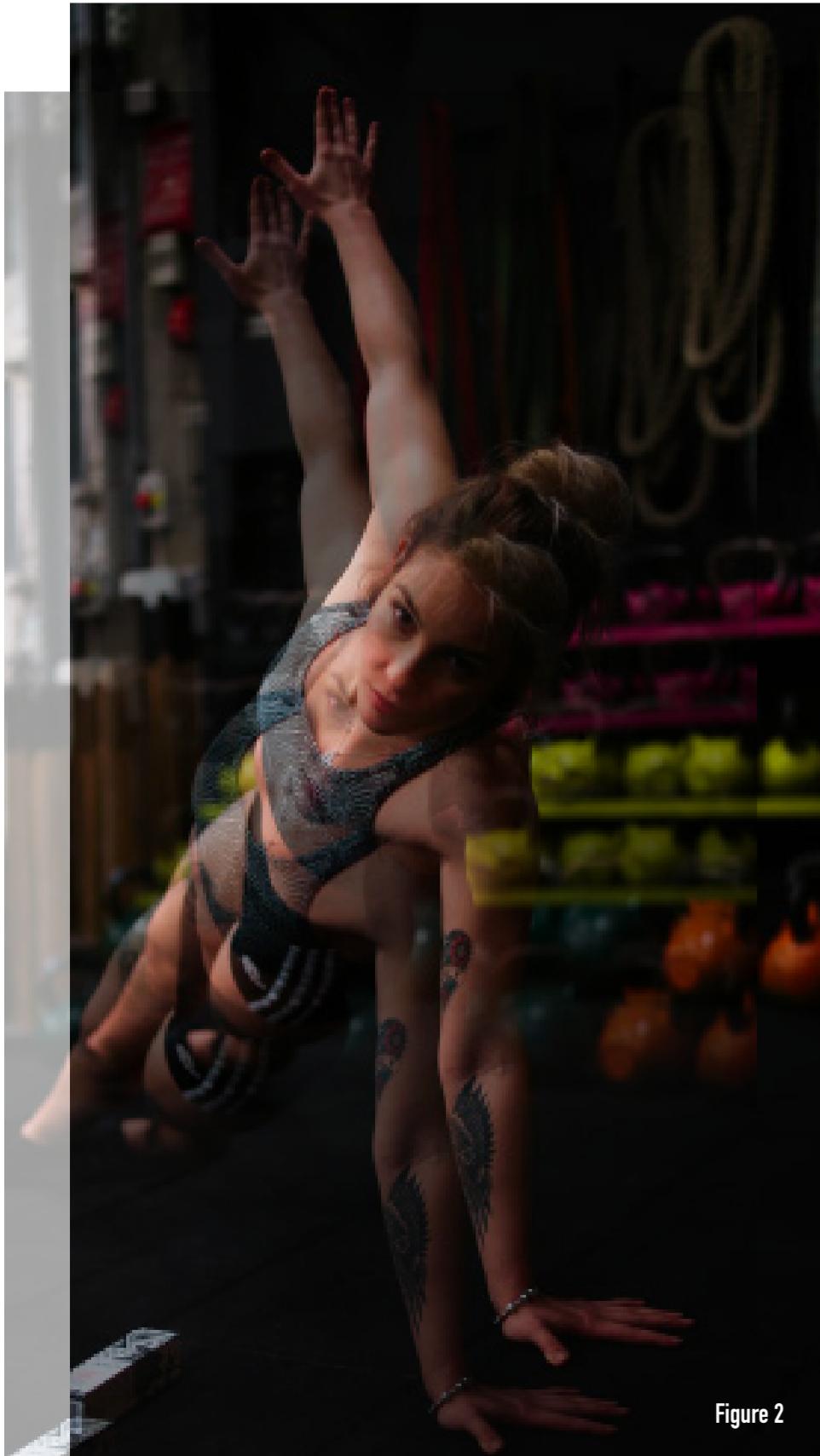
unlock your bodies' potential.

Physical activity cannot be the primary focus of everyone's life, **there must be balance**. This balance will be accommodated by the range as it promotes efficiency with time. Time is not a commodity that all can afford to waste and so maximising the productivity and progress made within the time used is essential. The more effective the time spent the increased likelihood of the product be used continually. **The range perpetuates the need for itself by proving its worth with each use**. The line holds more value than the profit it can make, as it has the ability to benefit the consumer long term. The core of the product is improvement through education and understanding.



Figure 1

LOVE THE GYM SKIN YOU'RE IN.



AIM

The aim of the range is taking advantage of the market gap for wearable tracking technology where smartwatches dominate currently. **Smart clothing is more accurate and has measuring capabilities** with larger ranges currently offered on the market (Larkin, 2018). The product range will allow for more efficient time usage for the busy modern women, who needs **control over her activities**. The range will prioritise performance and the optimisation of oneself, allowing users to work in unison with the clothing.

1st Year Objectives

1.

Establish the PULSE range in the sportswear sector, the collection is at the forefront of innovation and technology usage in clothing.

2.

Sell over 15,000 units across the range. This is the number of units the direct competitor Fitbit sold in the last fiscal year (Statista, 2020).

3.

The Nike X PULSE range begins market itself through effective use of inclusive social media campaigns.

3rd Year Objectives

1.

Increase social media following by 18% across different platforms. This is a direct reflection of the average social media growth the brand receives after effective advertising campaigns (Ravi, 2018).

2.

Penetrate a large fraction of the Nike market by releasing a male PUSLE range.

3.

Expand the range outside of the UK after seeing it firmly grow and establish itself within the automated apparel sector. Use flagship Nike store in Manhattan as a pop-up to test American response to products.

WHY NIKE?

Given the technological innovation needed to create a product line that accommodates tracking software a start-up brand was not feasible to create the collection. The PULSE range – in order to meet its full potential – needs financial and experienced support. Nike have always been at the forefront of the sport wear sector, holding 20.2% of the entire market share (Euromonitor, 2019). Jones contends that a product line will be more well received by audiences when coming from a **brand they already trust** (2004, p.157). When delivering a brand extension, trust from the consumer is paramount to the success of the launch, using Nike ensures that consumers will trust the product as the brand already has a good reputation. The Nike Sport Research Lab will be the hub for product development to ensure the line accommodates the needs of the consumer.

The target consumer of Nike is not as confined as it is for smaller businesses; therefore, new ranges must focus on one segment of the market to target them proficiently. Nike's Women's Training sector grew faster than the men's in the last fiscal year (Oberoi, 2019). Nike is consequently the **optimum choice for the line to be developed as the product fits well with the current trajectory of the brand's consumer growth**. The range aims to optimise and support females which aligns with the brand identity who aim to show the importance of women taking part in sport (Daziger, 2019). Nike will therefore subsequently benefit from this range release by elevating the current growth they are experiencing and pleasing the segment of the market responding the most to them currently.

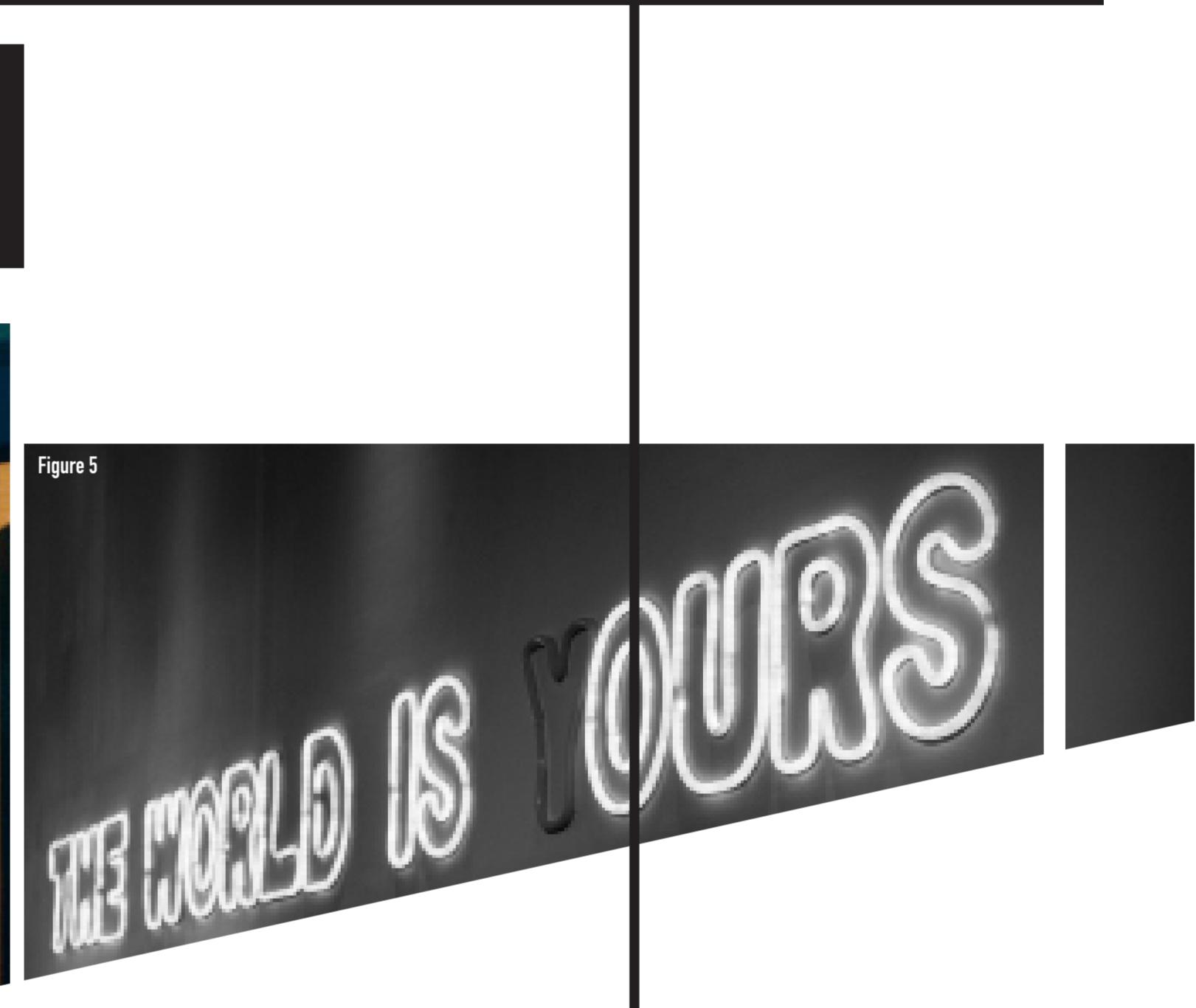


Figure 3

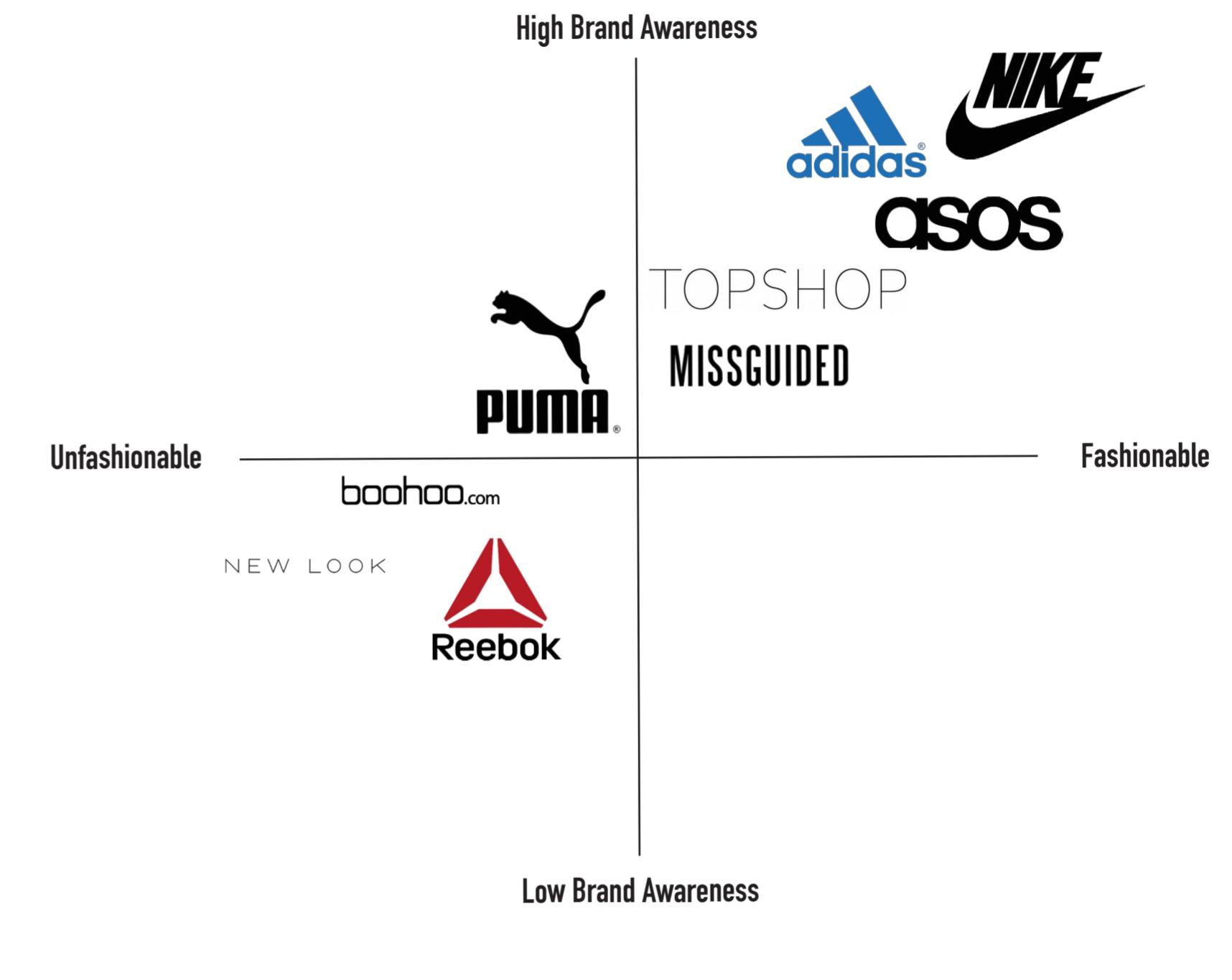
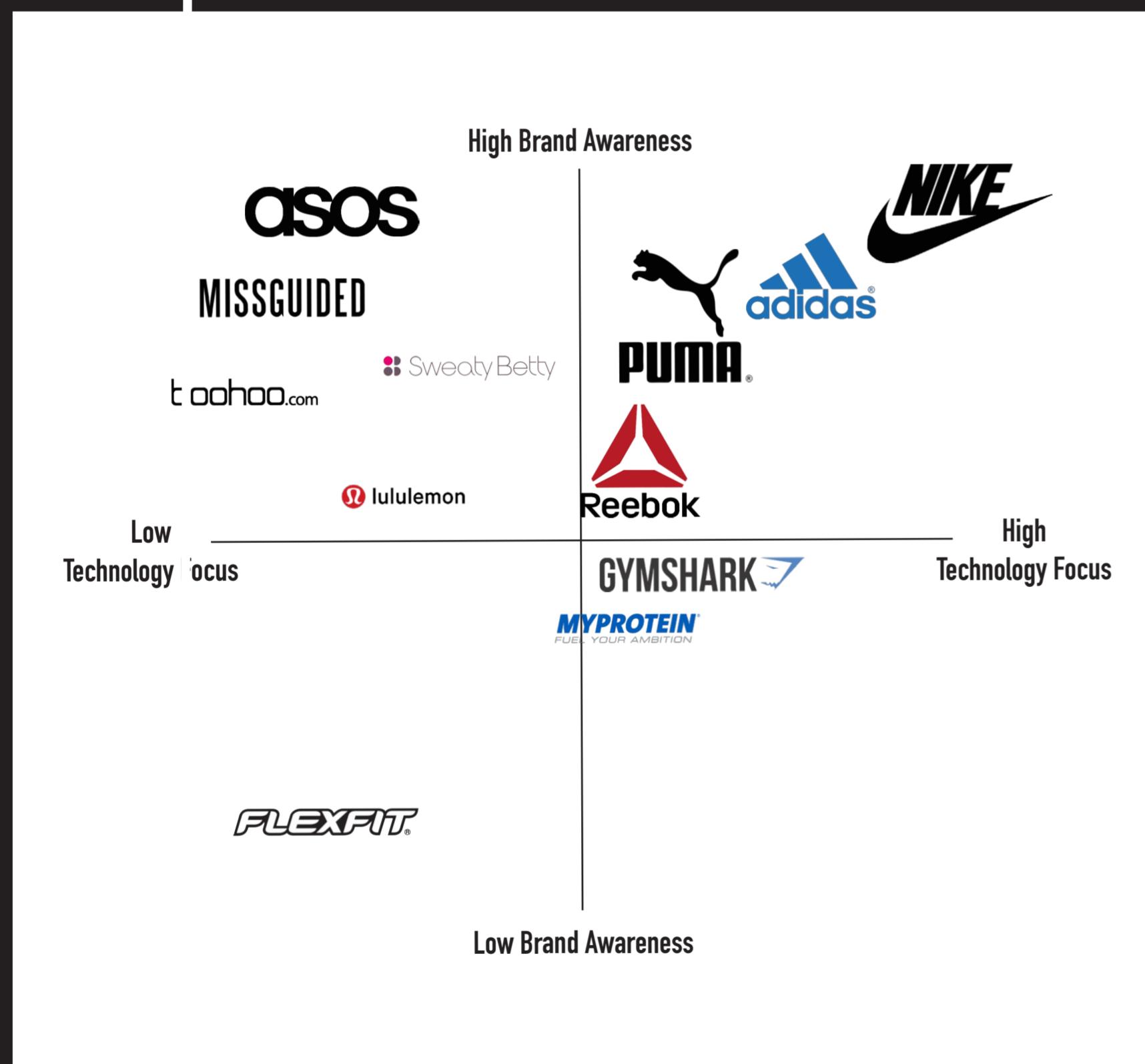
“Everything possible to expand human potential”. (Nike, 2019).

ETHOS

The ethos of the brand is **inclusivity** based, supporting everybody in their ventures, no matter the age, gender or ability level. Every opportunity the brand can give to help the consumer excel and improve upon their capabilities is taken.



POSITIONING STRATEGY



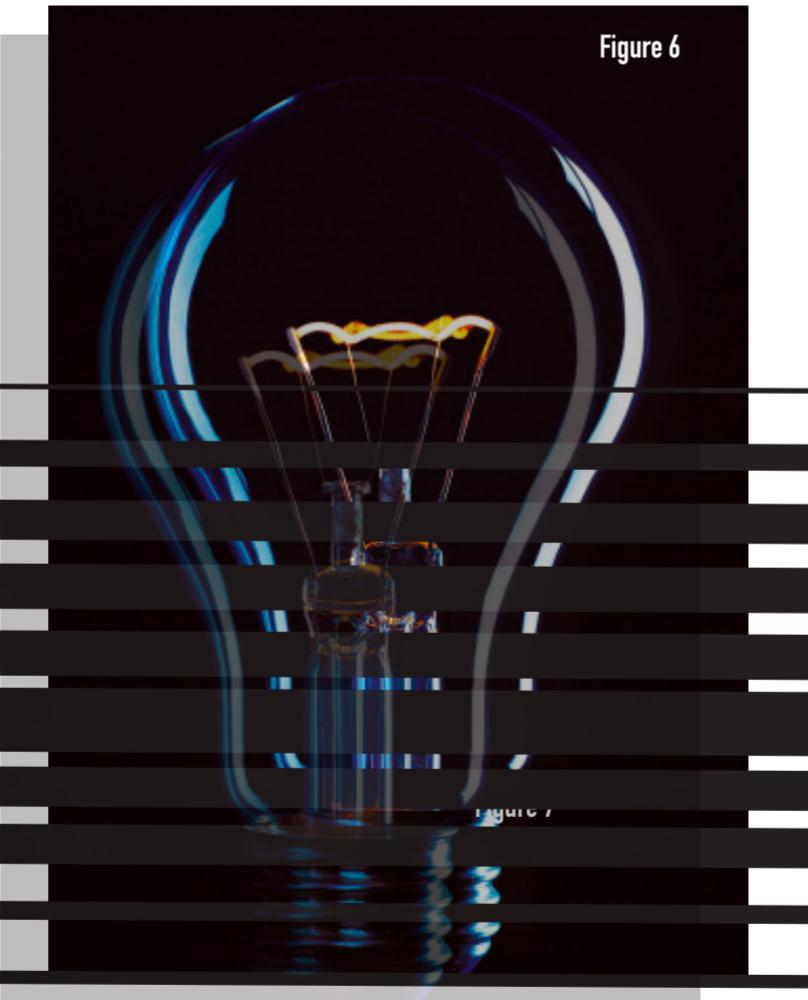
One of the brand's key attributes is innovation and this is therefore what helps the brand stand out amongst competitors in the sportswear sector. Highly functional pieces are more appealing to the market than ones that focus solely on design – a feature that Nike do also accommodate. Nike will be positioned at a **competitive price against other sportswear** as well as a **lower price point than its indirect competitors in the tracking field**.

THE PROBLEM

Over half of people who purchase fitness trackers stop using them after the first year (Gonzalez, 2017). Though the market is large, products within it do not firmly hold the consumers interest. The smartwatches and other alternatives lack the continual support for the user who quickly grows unmotivated whilst the product remains passive. Tracking capabilities at a novice level are limited in what they track and how accurate the data captured is, they are not vital to the improvement of the user. There is little personability with the current market, leaving users feeling disengaged which leads to lack of improvement and eventual discarding of the product.

THE SOLUTION

Combining advanced technology and activewear to produce a product line that has more efficient data collection capabilities. Improved tracking will be more beneficial to the user, positively promoting fitness growth on the path to achieving goals. Creating a product that actively supports the users and guides them along their fitness journey, becoming a more solidified component of their activities. Personalised support and feedback is imperative as McGregor and Smith point out that verification of oneself greatly improves consumer satisfaction (2018). The products will be integral to fitness growth.



THE CONCEPT

Passive tracking is a thing of the past. The PULSE range will support you not only through the data collection but with tangible product extensions that help create a supportive and informative environment around the product. Users will gain an understanding of their bodies and be given personal advice on becoming stronger athletes. The activewear will be a core part of their routine providing efficiency and stability.

Supporting
you doesn't end
after
purchase.
We're with
you every
step of the
way.

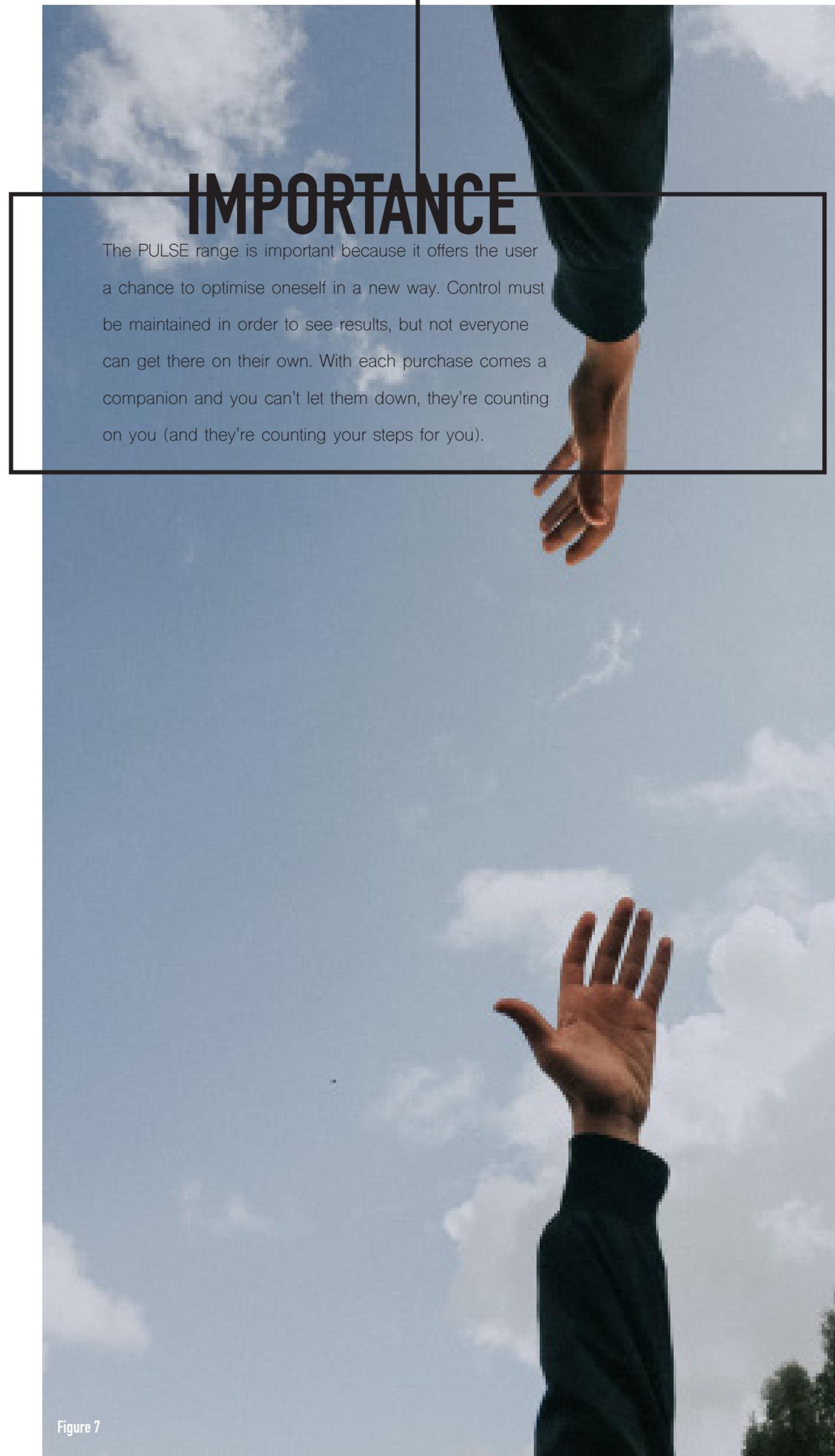


Figure 7

TARGET MARKET

In order to gain a clear understanding of trends effecting consumers a macro and micro environment analysis was undertaken (see appendix). Trends – once understood – can help shape an idea in order to align with consumer desire (Bakar, 2014, p.11), making this analysis essential to product success.

Health and fitness has seen massive industry growth, becoming a large player in consumerism being worth £100 billion (Biron, 2019). **To accommodate the new fitness boom there has been lots of development across different sectors in the industry**, from apparel to app development, all with the focus of making the consumer enjoy their activity to the fullest. A **shift towards certified wellness and automated apparel** can be seen with the growing interest from consumers.

Certified Wellness – Transparency has become a key concern for consumers. Products need to show tangible benefits and results from usage. The market is so saturated with content that customers do not know where to turn for results. In order for a product to become successful it has to be able to produce tangible benefits (McGregor and Smith, 2018). **Consumers are more likely than ever to question the data they are given** so a focus on credibility of information is vital to ensure trust (Hill, 2017).

Automated Apparel – Wearable technology is a sector that has been growing, consistently being a top fitness trend, that few companies have yet to fully participate in. The trend is slowly being adapted into the mainstream and so it is important to take advantage of the emerging trend by becoming a front runner and provider in the market. Currently apparel with a secondary function has a slight negative stigma surrounding it. **Nike can transform the opinions of the masses** by redesigning what the public think of automated apparel and in doing so with solidifying the innovative ethos of the brand itself.

“Consumers expect not only to have more, but to be more”.
(Dumitrescu et al, 2015, p.9)



Figure 8

CONSUMER PROFILE

Brands have to create products that target a certain group of people, thereby able to take advantage of the information they know about said group in order to make the product most effective. Design and function can be determined by the needs of the chosen consumer (Brown et al, 1998, p. 156).

Demographic	Psychographic	Behavioural	Geographic
<p>The PULSE target market will be aimed at millennials aged 25-40 and will target females, a growing sector for Nike. She has a solid yearly salary but does not have the budget to buy advanced sporting equipment and so is therefore drawn to the range.</p>	<p>The consumer is new to technology incorporated in a fitness regime and is therefore looking for a trustworthy brand to support her needs easily. It is of paramount importance the product be functional and simple to use as to accommodate this inexperience. The consumer has many aspirations for themselves and wants products that allow for growth, this is a product of the wellness generation who are focused on self-improvement.</p>	<p>The consumer values efficiency above all else. They have a busy schedule and therefore need to maximise the impact of each activity they chose to spend their time with. They are not knowledgeable to a great extent of technology and prefer simple apps and websites. They place a lot of trust with online personalities and this is where they tend to base purchase on.</p>	<p>PULSE will target consumers who live or work in cities. The pace of life here is faster and therefore need is greater for a product that helps optimise time usage. Traditional forms of media are most prominent here and this creates competition for the new range to stand out, different approaches should be taken in order for the product range to stand out.</p>

BUYING PERSONA

Name: Annabelle Brown

Gender: Female

Age: 33

Location and housing: Nottingham, renting a flat.

Occupation: Journalist

Annual Income: £33,000



Figure



Figure 10

FUNCTIONAL DRIVERS



Figure 11

Budget-

The day-to-day desire to spend is rapidly decreasing, as more consumers are choosing to save where they can (Gov.uk, 2019). **The lower price point is imperative to the line's success.** This consumer does not want to invest in the most expensive tracking products. The product should be affordable but not lacking in quality. As shown in the positioning strategy the PULSE range will fall alongside Fitbit in pricing – the current lowest price point tracking technology. However, the PULSE range has functions beyond what Fitbit offer so it should not pose too much of a market threat.

Quality-

Nike have a good reputation in the sportswear sector, shown by their large market share. The consumer is looking for a product they can count on, especially because exercise can sometimes be taxing on garments that are not thoroughly crafted. The brand will not struggle to deliver this.

Ease of use-

Figure 3

As the consumer is not versed majorly in technology, they desire products that are straightforward to use. The **elements of the product and its extension must be fluent with each other and be simple to navigate** for those who are not used to similar software. The products will be developed with this in mind. The consumer must feel at ease with the product for them to benefit from them the most.

Improvement-

The purchase decision was made by the consumer because they want to see positive change in their activities. They want to track themselves and **understand the mechanics of their bodies more.** The product has to deliver assistance in improvement, or the consumer will lose faith in the range.

Trust-

Due to the newly instated Data Protection Act, brands have to be more transparent than ever, and be careful about the information they store about clientele (Gov.uk, 2019). Tracking products must therefore instil trust in the user, and **not overstep boundaries legally or emotionally.** Consumers will need to be ensured their data is not being shared or shown to third parties.

Confidence-

Personalised service is important to ensure that the consumer feels they are being directly catered to. This will in turn create brand loyalty (Technogym, 2019). The consumer needs to feel they **individuality** is being accepted and responded to by the product, as this is essential to allow for behavioural change (Hritz et al, 2014, p.132).

EMOTIONAL DRIVERS



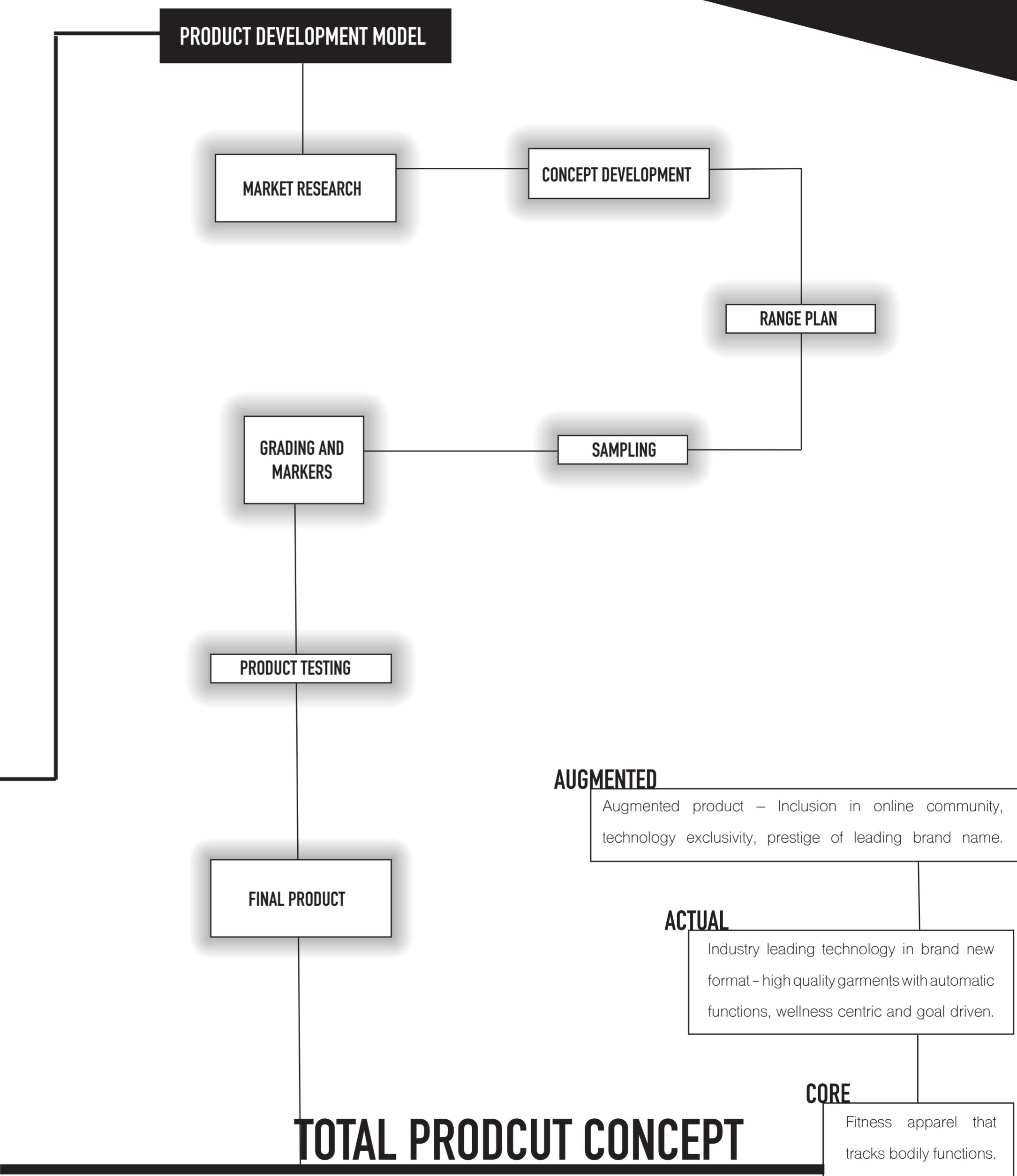
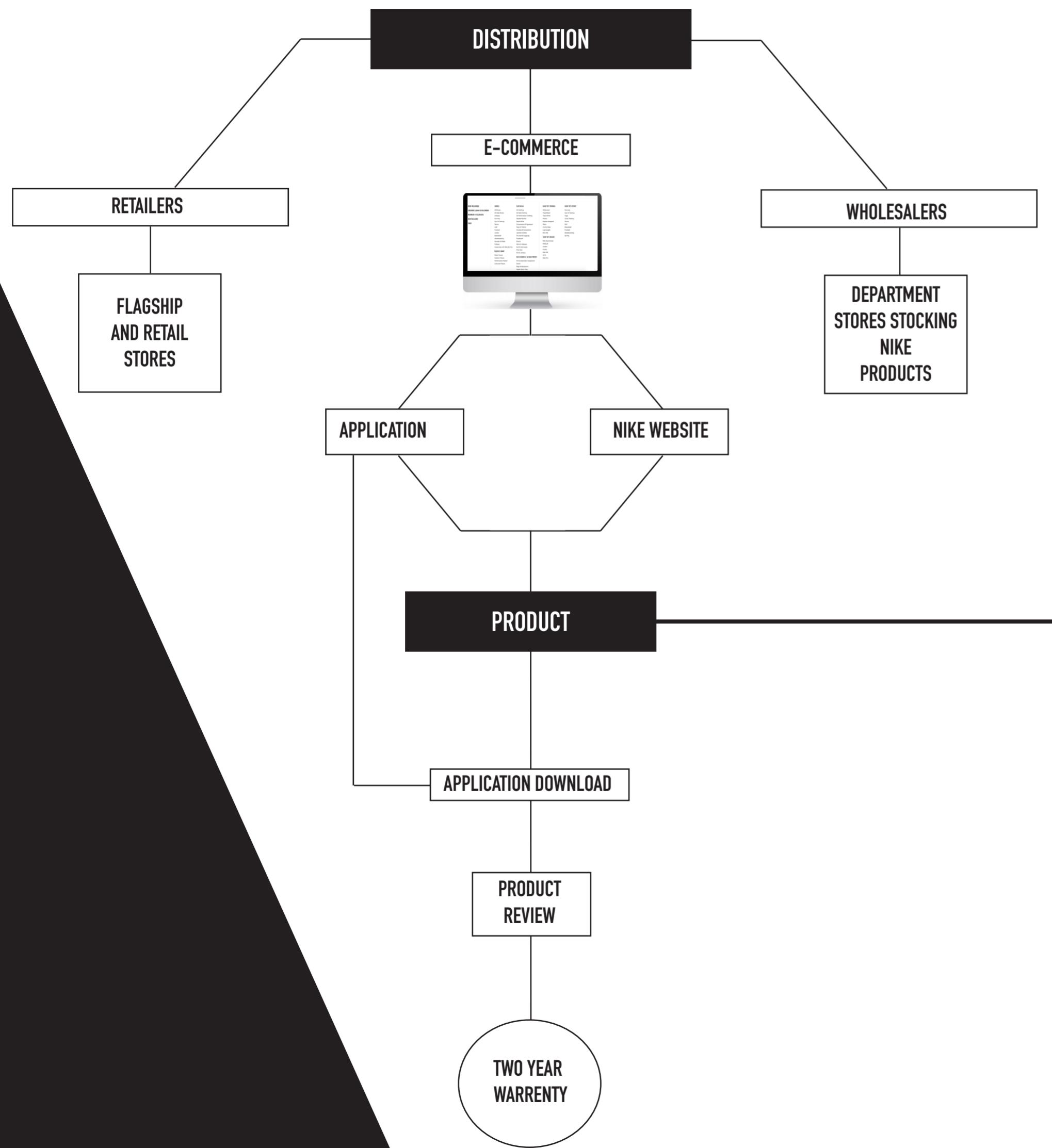
Figure 12

“Exercise is more rewarding when they can see the numbers in black and white”. (Livingston, 2016).

Consumers will choose us over others because we are targeting those who need the guidance that tracking products offer. Keeping active is important to them but they lack the need to spend excessive time on it. Their primary need is a product that will optimise the progress they can make by telling them how to improve and giving them support from a variety of channels. This will ensure continued usage of the product because they will begin to rely on the product and the product extensions to alter their lifestyle habits once they see positive change. This positive association is lacking in competitor products that remain passive.

BUSINESS MODEL

As the distinctive feature of the range is technological innovation the business model accommodates focus on product research. The products will be distributed through existing Nike channels primarily online, brick and mortar stores and wholesalers. There will be a focus on online features as campaign choices will allow consumers to be linked directly to the website. The marketing mix promotes a community of consumers and so the app will be at the forefront of the business model.



TOTAL PRODCUT CONCEPT

INTEGRATED MARKETING STRATEGY

The product and the campaign allow interaction and engagement from the consumer that mirrors the products benefits. The campaign will focus on **building a community for product users and ensure trust is created as this is vital for a brand extension.**

They will not only get support from the product and its benefits, but they take control of certain aspects of the campaign. There will be interaction between brand, influencer and consumer to help perpetuate the community feel and the inclusivity and reiteration that the consumer is supported. The product will be personalised and aided by the input of those targeted. Traditional print media forms have not been focused on because the industry is so saturated it will be harder for the product lines to stand out and radiate a personal feel. These forms of advertisement are not as effective as they once were (Katz, 2010, no pagination); **the communication strategy has been developed to utilise more modern types of marketing.**

1. PRODUCT DEVELOPMENT

PULSE range designed to accommodate technological advancements in-built to clothing whilst not compromising aesthetics. Will show the ability for sportswear to optimise functionality and style. Made to accommodate the growing athleisurewear trend that will ensure maximum usability for consumers.

2. APP DEVELOPMENT

Will be the basis of the new range, a safe haven for all consumers to share, learn and grow beyond what the product itself can give you. The app personalises the tracking experience and makes consumers feel validated and special, imperative to the continual use of the products – unlike its competitors. Developed with a simplistic style to accommodate lack of technological ability amongst the target demographic.

3. VIDEO

One main campaign video will be shot to create desire in the consumer with regards to the AIDA purchase hierarchy. It will perpetuate the ethos of the brand and the vision of the range. This will appeal as it is a more traditional form of media and advertisement. Effective and powerful videos are synonymous and expected from the Nike brand, so the PULSE range should be no exception.



Figure 14

4. SOCIAL MEDIA CAMPAIGN AND COMMUNITY GROWTH

A final push to create a community feel to the new products that really elevates the tangible benefits of the product. Online advertisement will maximise the breadth of the products impact and make all users feel included and welcome. Sharing success promotes continued growth which aligns with the motivational aspect of the product. The product will then begin to self-market itself as outlined in the initial product objectives.

Figure 13



18 MONTH TIMELINE

CHANNEL	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9
PRODUCT DEVELOPMENT	Product research. Initial concept meeting and ideas. Launch approval received from Nike.	Market research undertaken. Target consumer profile and needs. Solidified concept development. Technological development begins.	Range plan created. Colour theory designed. Pattern samples (without technological additions).	Technology developed. Garments prototypes developed. Phase one of product testing. Market feedback.	Feedback implemented. Nike sign off on product range. Range manufacturing begins.	Product allocation to retailers, wholesalers and online warehouse. Nike website prepared for product launch and order demands.	Product launched and sales begin. Monitoring of website capability. Measure sales and allocate more products where needed.	Second wave of manufacturing begins based on first month of sales. Monitor product reviews from website.	Replenishments of stock. New unit allocation based on popular sales data.
WHOLESALE		Examination of current Nike wholesalers.	Decision on wholesaler use after approval from Nike. Allocation meeting.	Allocation decisions finalised and wholesalers prepare for new product type.	ETA confirmed and manufacturers receive product orders and begin production.	Sell through process initiated, units are delivered to wholesalers.	Product launches in wholesalers.	Performance investigation determining the most successful stores.	New stock sent to wholesalers based on need.
APPLICATION DEVELOPMENT			Initial concept for the PULSE application.	Competitor applications reviewed. Target consumer research for application features.	Design layout conceptualised. Application production begins. Industry product testing.	Target consumer beta testing. Changes implicated and finalised app created.	Close monitoring of application ensuring no bugs thanks to influx of usage from product launch.	Close monitoring of application ensuring no bugs thanks to influx of usage from product launch.	Major application flaws changed (possibly unknown until consumer feedback and use).
EMPLOYMENT	Hiring of staff to work at the Nike Lab on technological elements of PULSE.	Creative team finalised ready for product development.	Software engineer team constructed to begin work on the application.	Video team constructed from Nike employees who work in content production.	Technology development staff make changes necessary to product after phase one of testing.	Website monitors initiating a busy launch period. Social media team hired or allocated.	Software team on hand to work on fixing any issues that arise.	Teams on hand to implement changes or correct problems relating to all projects.	Teams on hand to implement changes or correct problems relating to all projects.
VIDEO				Initial idea meeting. Storyboard completed. Actors hired. Locations booked.	Filming takes place. Allowed extra time for re-shoots. Editing begins. Song rights acquired.	Images taken from filming showing candid garment shots. Video post production. Teaser released.	Video launched across all Nike platforms	Feedback from video and views monitored.	Feedback from video and views monitored.
SOCIAL MEDIA					Initial plan across three channels. Distinction of channel information type. Accounts created.	Analysis of current channels. Implementation of product teasers on existing channels.	Channels see an influx of following post launch. Key content posted to show brand ethos.	Influencers chosen. Product bundles sent and content published. Content created by social media team.	Candid shots from video process scattered.
FUTURE							Monitoring of interest in product outside of the target market. In-store consumer questions to gather feelings about the range.	Sales information analysed.	Reviews from both e-commerce and brick and mortar stores reviewed.

18 MONTH TIMELINE

CHANNEL	MONTH 10	MONTH 11	MONTH 12	MONTH 13	MONTH 14	MONTH 15	MONTH 16	MONTH 17	MONTH 18	
PRODUCT DEVELOPMENT	Sales continue in-store and through e-commerce channels.	Sales continue in-store and through e-commerce channels.	Third phase of manufacturing begins.	Sales continue in-store and through e-commerce channels.	Sales continue in-store and through e-commerce channels.	Sales continue in-store and through e-commerce channels.	Product manufacturing slows down consistent with sales figures.	Sales continue in-store and through e-commerce channels.	Manufacturing blended with current Nike activity as product range becomes permanent Nike collection.	
WHOLESALE	Sales figures monitored and stock replenished where needed.	Sales figures monitored and stock replenished where needed.	Sales figures monitored and stock replenished where needed.	Indepth sales analysis after 6 month product launched period.	Cross examination of target consumer layout analysed and re-organised based on popular product sales.	Wholesale store layout analysed and re-organised based on popular product sales.	Sales figures monitored and stock replenished where needed.	Sales figures monitored and stock replenished where needed.	Sales figures monitored and stock replenished where needed.	
APPLICATION DEVELOPMENT	App community monitored. Response to features seperately analysed. Reviews taken on board.	App community monitored. Response to features seperately analysed. Reviews taken on board.	App community monitored. Response to features seperately analysed. Reviews taken on board.	App community monitored. Response to features seperately analysed. Reviews taken on board.	App community monitored. Response to features seperately analysed. Reviews taken on board.	App community monitored. Response to features seperately analysed. Reviews taken on board.	App community monitored. Response to features seperately analysed. Reviews taken on board.	App community monitored. Response to features seperately analysed. Reviews taken on board.	App community monitored. Response to features seperately analysed. Reviews taken on board.	
EMPLOYMENT	Teams on hand to implement changes or correct problems relating to all projects.	Teams on hand to implement changes or correct problems relating to all projects.	Teams on hand to implement changes or correct problems relating to all projects.	Teams on hand to implement changes or correct problems relating to all projects.	Teams on hand to implement changes or correct problems relating to all projects.	Teams on hand to implement changes or correct problems relating to all projects.	Teams on hand to implement changes or correct problems relating to all projects.	Teams on hand to implement changes or correct problems relating to all projects.	Teams on hand to implement changes or correct problems relating to all projects.	
VIDEO	Feedback from video and views monitored. Examine click-throughs and product purchases through video channel.	Feedback from video and views monitored. Examine click-throughs and product purchases through video channel.	Examine click-throughs and product purchases through video channel.							
SOCIAL MEDIA	Consistent feedback and questions from products published on Facebook.	Adapt content to what is performing well in terms of interaction and engament.	Visual moodboard and planning for second wave of creative content. Plan and product content visuals.	Future influencers planned and contacted. Trends analysed and content adaption Tik Tok.	Second wave of influencer bundles sent and content published.	Push second wave of content across channels. PowerPULSE hashtag analysed.	Interaction from brand account to active members of the PULSE social community.	Monitor and measure performance, engament, interaction, follows and mentions.	Monitor and measure performance, engament, interaction, follows and mentions.	
FUTURE	Sales information, app data and reviews compiled.	Market interviews and research groups outside of target consumer.	Concept meetings to explaynd current PULSE range.	Extensions to the range basic plan outline, depending on 12 month range perfomance.	Extensions to the range basic plan outline, depending on 12 month range range perfomance.	Sample creation and initial product testing.	Concept meeting about range development for male market.	Market pentration effectiveness anaylsed through market research.	Market extention well received, production and development process proceeds.	

1. PRODUCT DEVELOPMENT

CONCEPT

A range of garments that are at the forefront of tracking technology that instil a confidence in the consumer. The support is built into the products through the use of high-quality fabrics and construction methods that are synonymous with Nike itself. The clothing design and silhouettes reflect the target consumer, a powerful working woman who has progression in her future. It is of paramount importance that the range is something the target consumer wants to put on in order to begin the process of positive reinforcement the continual use of the garment will give her. In order to do this the, target consumers lifestyle and trends surrounding her were examined to develop a product range that will secure purchase. This is important because **this product range is the first of its kind, it needs to reflect the innovativeness of the brand and keep the brands reputation protected.**

BE
BOLD.
CONFIDENT.
POWERFUL.

OBJECTIVES

SPECIFIC:

To launch a comprehensive PULSE product range that accommodates the needs of the consumer and the growing trends surrounding sportswear.

MEASUREABLE:

Sell 15,000 units in the first fiscal year through all distribution channels, matching the competitor sales in 2019.

ACHIEVABLE:

Supported by the brand Nike who are at the forefront of technological innovation, the product design is unlikely to fail, as well as targeting the currently largest growing target consumer for the overall brand.

REALISTIC / RELEVANT:

Demand for a product that offers more than currently available will be received well. Consumers being targeted have yet to be directly marketed towards by competitors which should increase interest.

TIMELY / TIME-BOUND:

Six month product development process. Continued monitoring across the twelve months post launch.

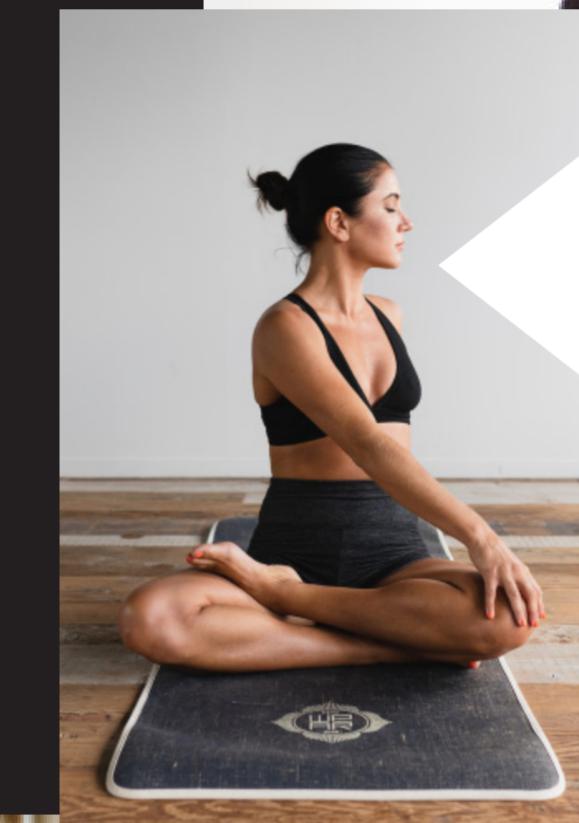
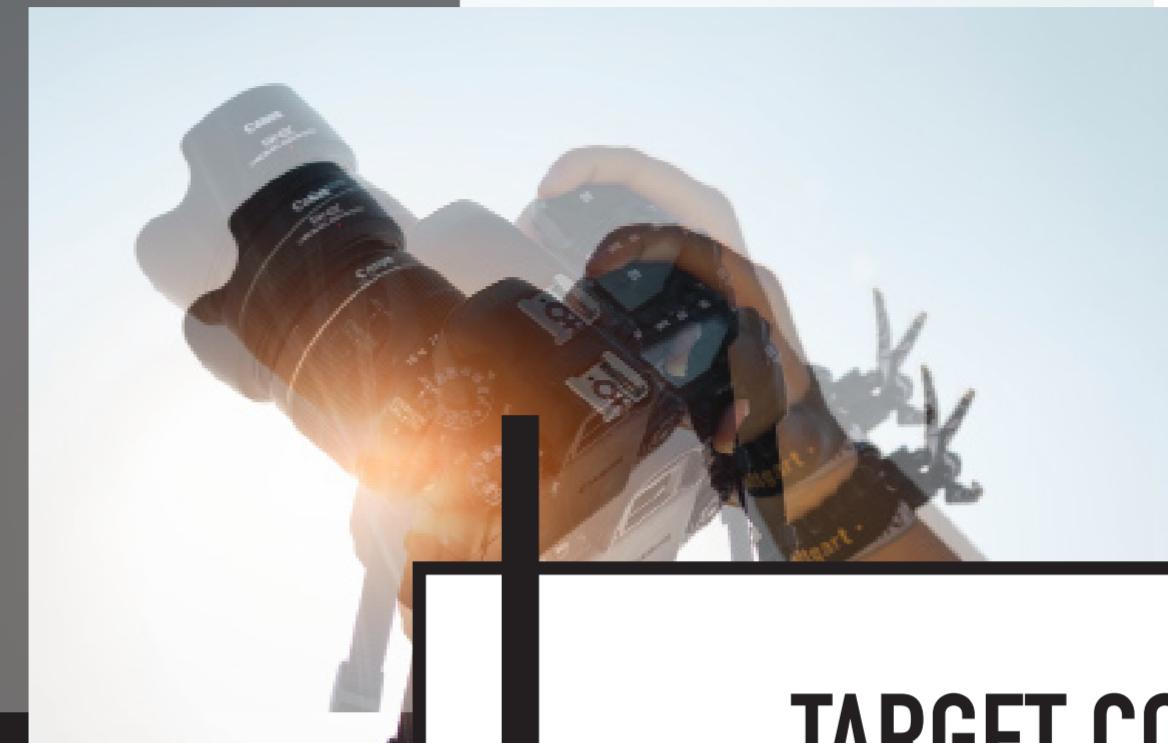


Figure 15

TARGET CONSUMER

Name: Sara Kline

Age: 29

Location and housing: Birmingham, renting a flat.

Occupation: Graphic Designer

Annual Income: £26,000

Interests: Spends a lot of time socialising with friends, is very creatively inclined and does a lot for art and photography.

Lifestyle: Maintains a healthy and conscious diet. Likes to shop at popular businesses and is up to date on the latest trends.

Social Media: Active mostly on Instagram and Twitter.

A collection of images has been collected show the themes of the range.

Given the lifestyle of the consumer – always on the go and busy – the

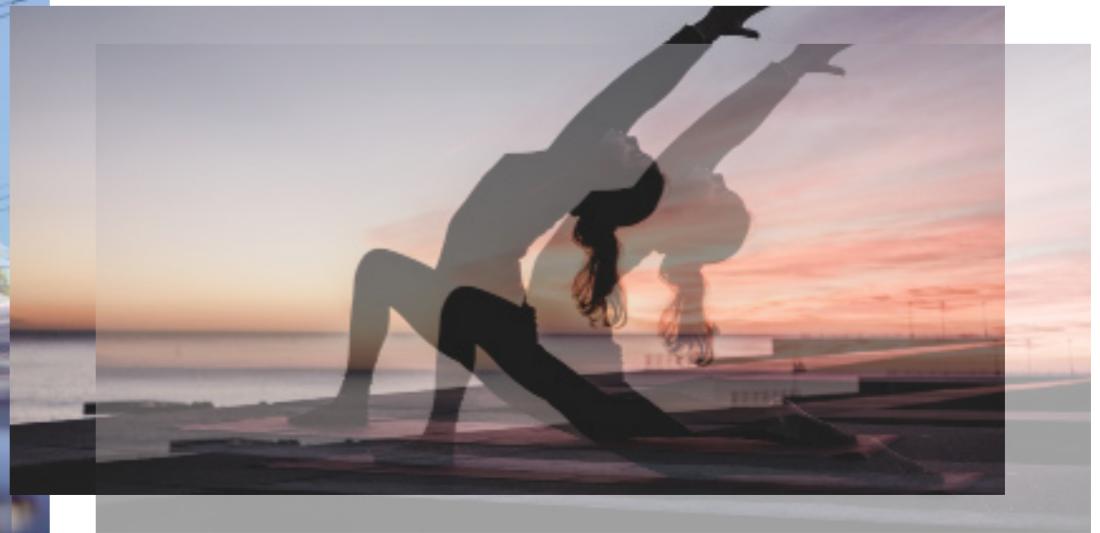
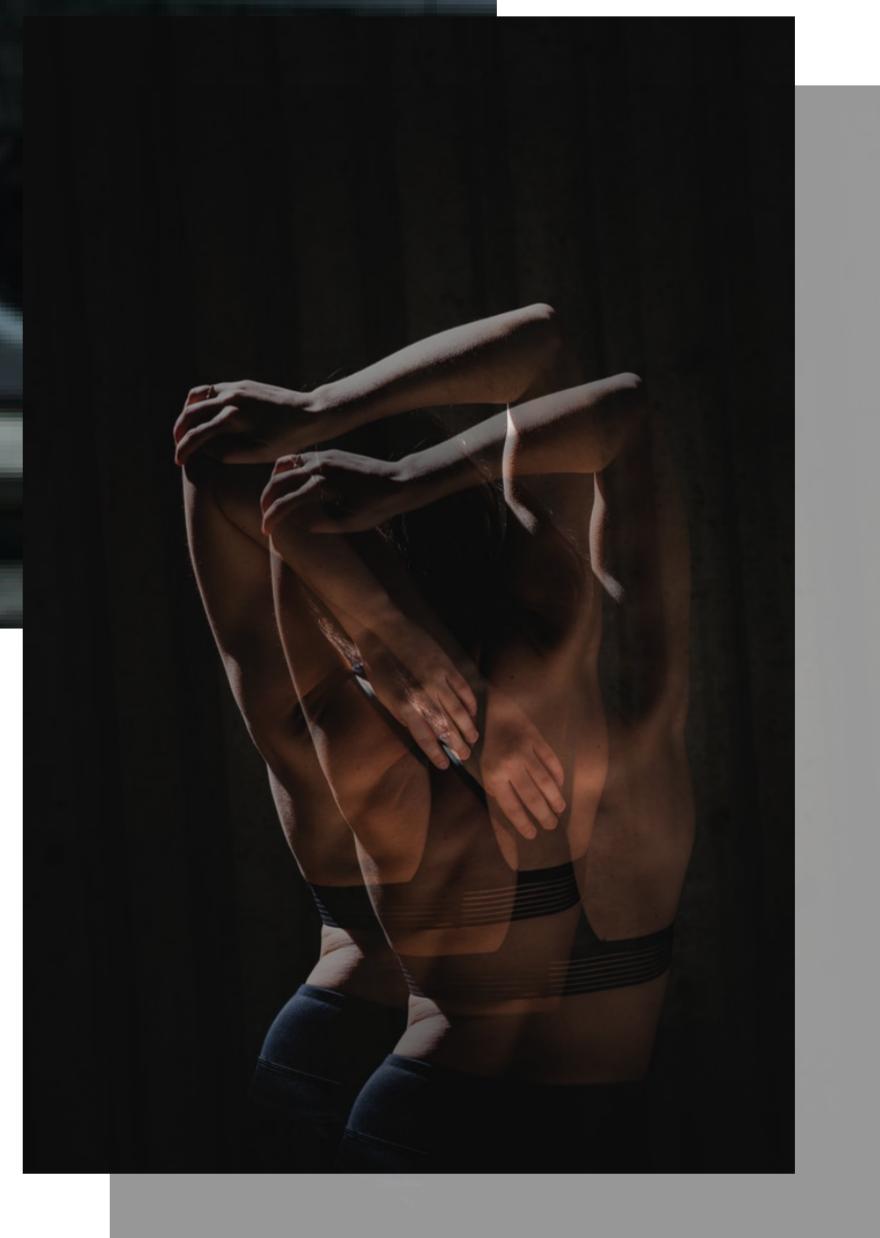
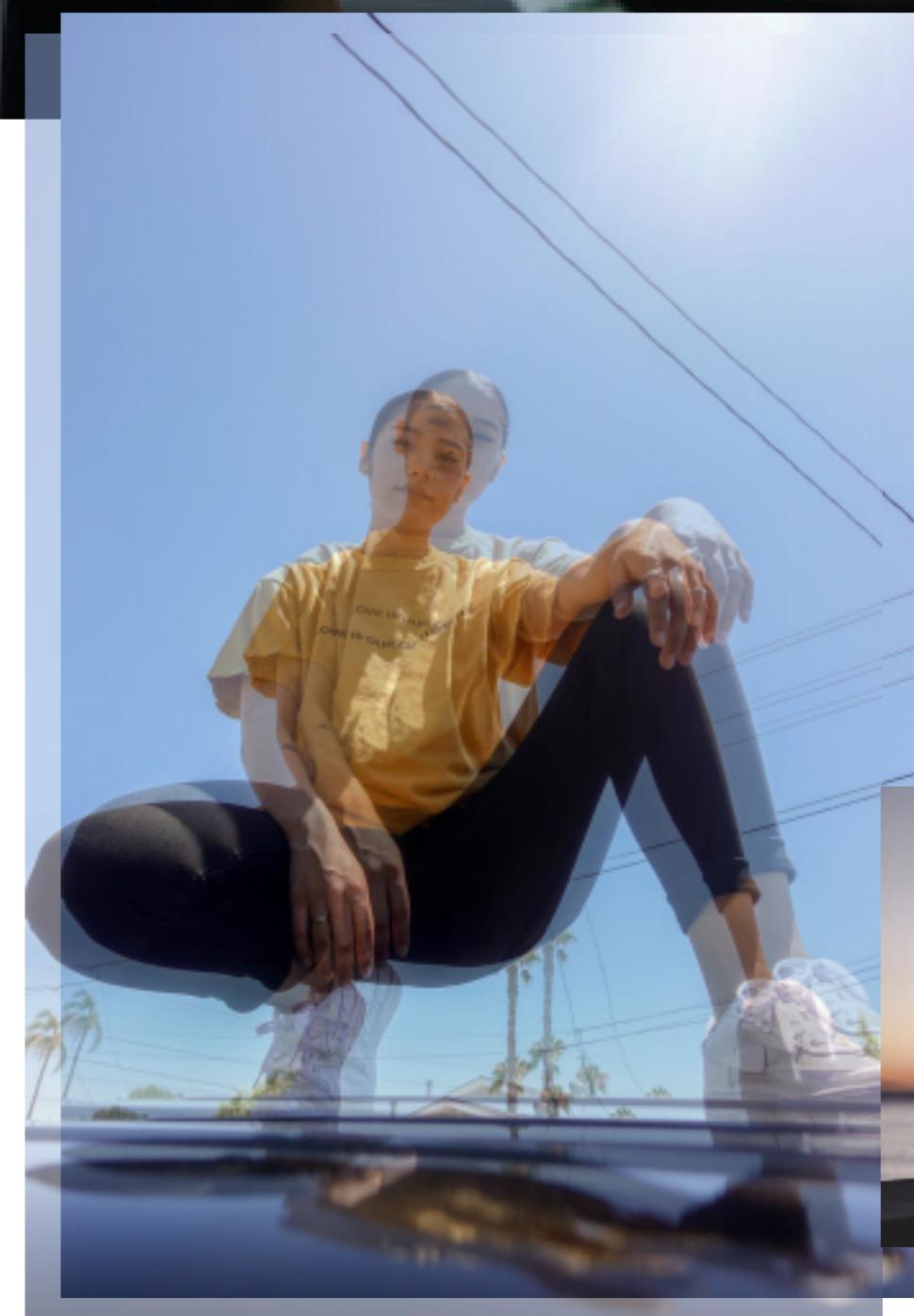
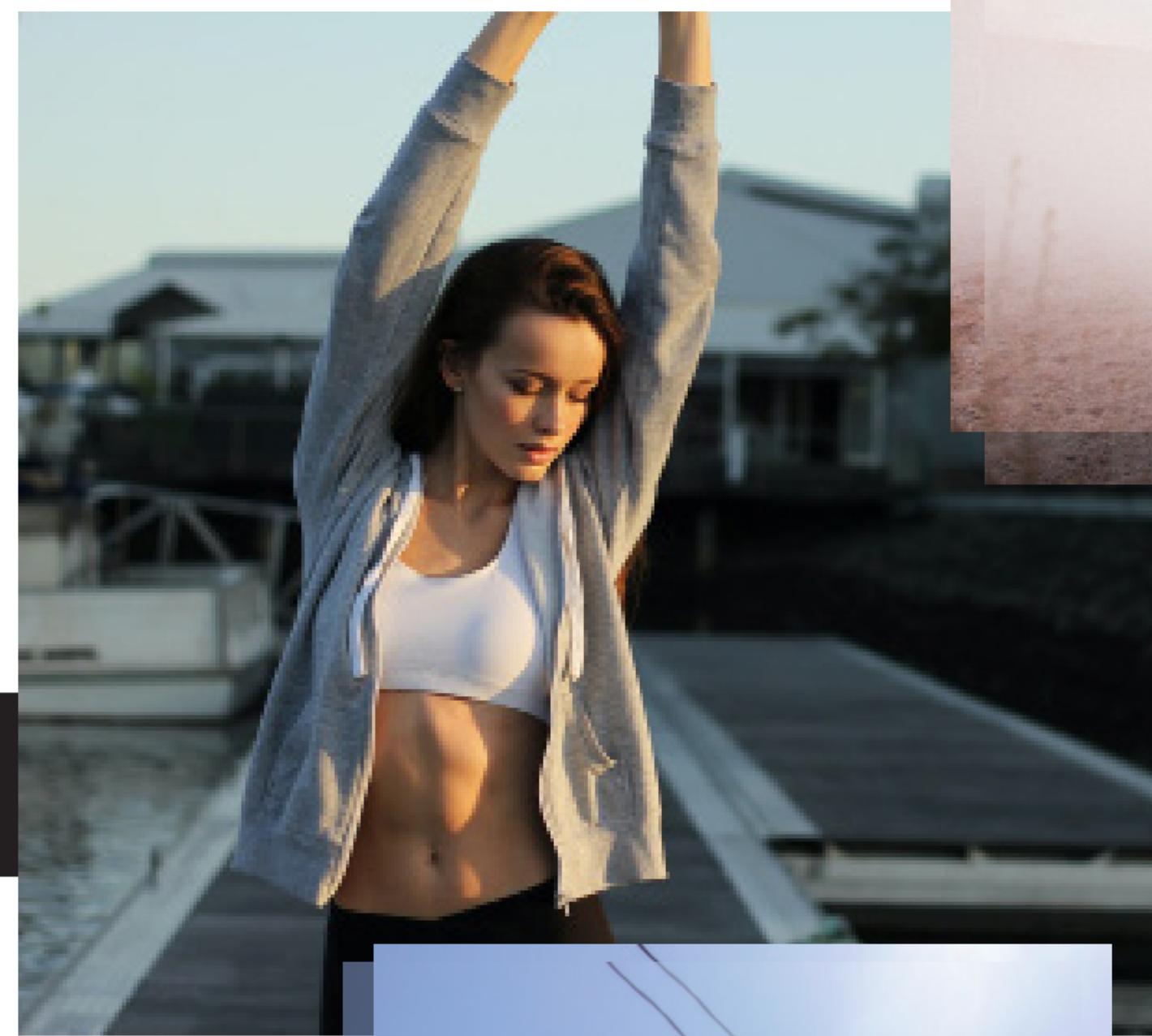
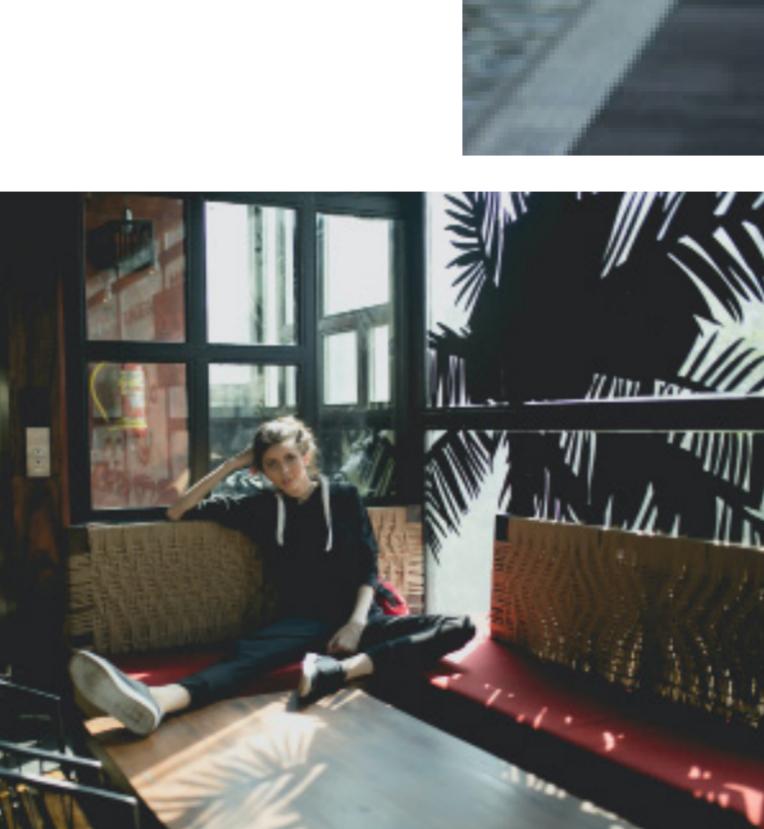
PULSE range should be **convenient and also suitable for wear outside of intense exercise.** The consumer is walking from the gym to meet for lunch

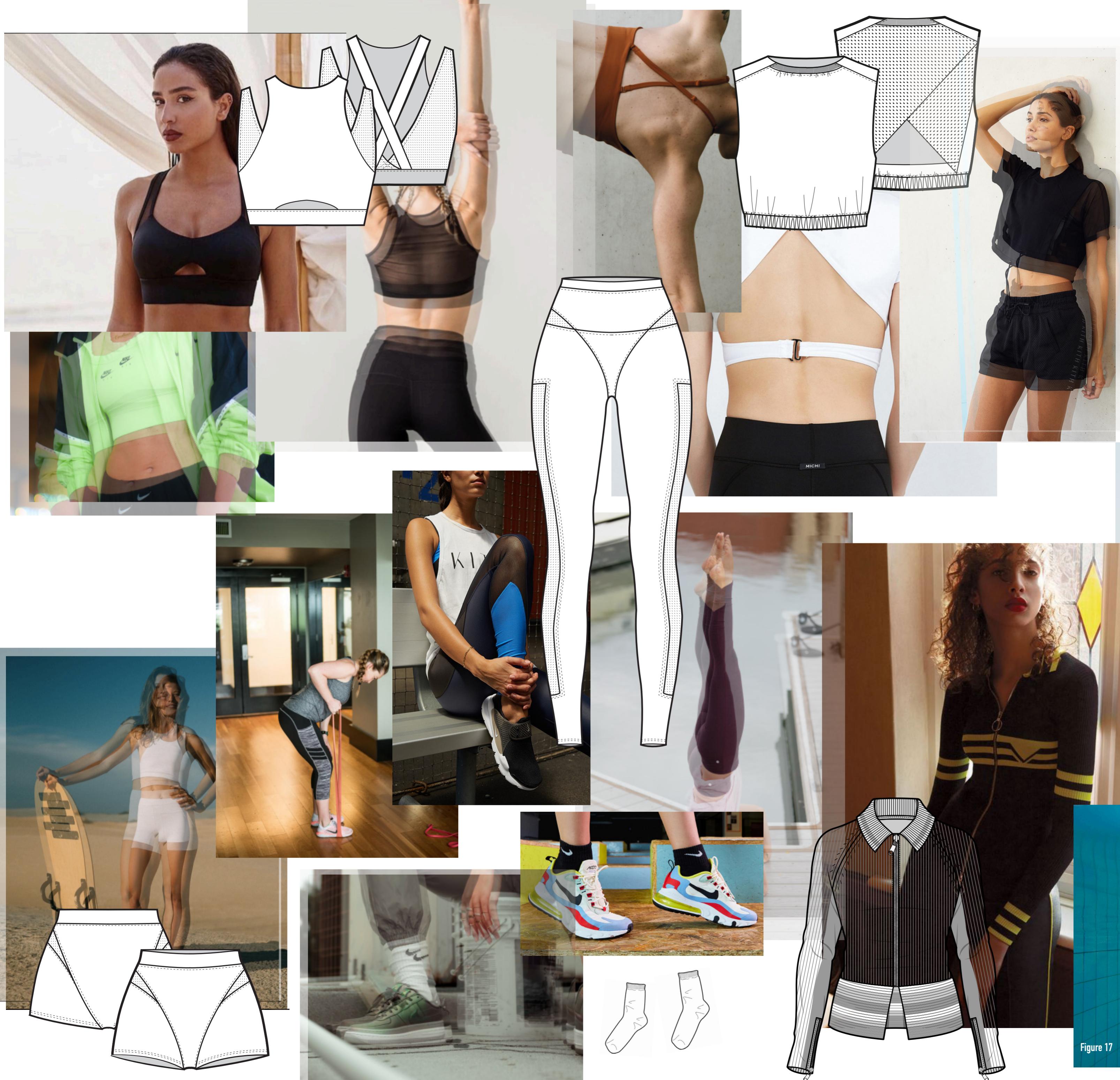
with her friend she can keep the pieces on without feeling out of place.

The trend of athleisure has been contended by Drapers writer Harriet Brown as embedded into the consumer lifestyle, set to become the leading sector in retail (2019). Now however, this puts pressure on the design process as consumers expect more from their clothing with regards to technical and detail focused products.

PRODUCT AESTHETIC

Figure 16





Cohesion between aesthetics and the message behind the range will elevate the products. The silhouette choices are bold, they reflect the very nature of taking control of your own activity. There are sharp, clean lines to help reflect the strength users have within themselves whilst also making the garments easy to wear on a day to day bases. Not only are these silhouettes functional but they are also personal; they are inspired

by the consumers surroundings, buildings and aspects of nature.

Though initially looking androgynous, this style is appropriate for athleisure (WGSN, 2018) as it is easy to pair and match pieces with each other and other garments consumers may own. These clean and stylish cuts have a harshness to them that is empowering perfectly matching the PULSE branding and message.

SILHOUETTES

Figure 17

DESIGN

Versatility of garments is of great importance to the target consumer as more people are choosing to partake in a large range of activities along with day to day activity (Brown, 2019). This therefore must be reflected in a flexible fabric choice that is equipped to deal with a range of consumer needs.

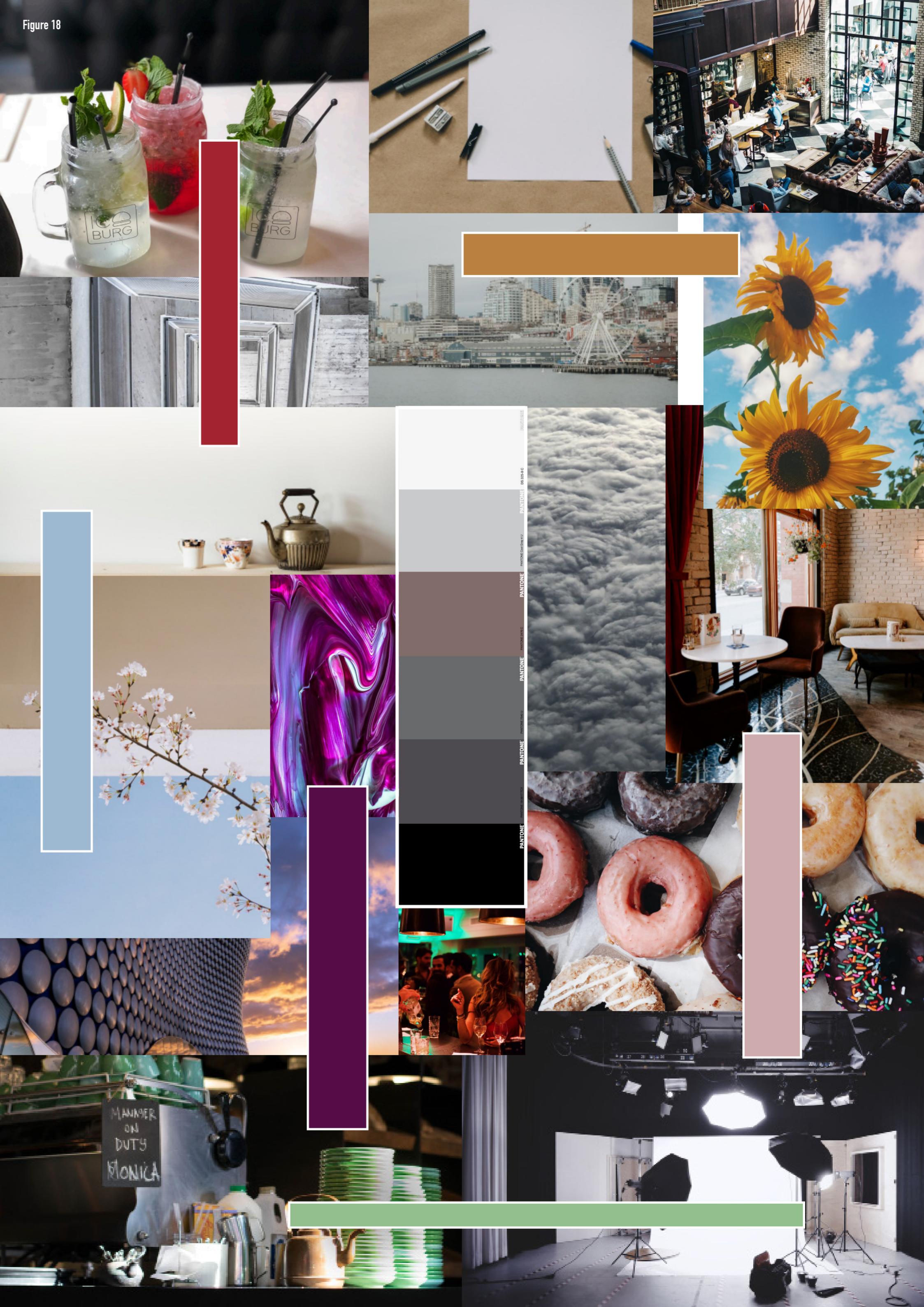
Patterns have therefore been avoided in the design choices; this will accommodate consumer confidence levels. **The PULSE range should empower and secure the consumer and not be a garment they are afraid to wear.**

The colours of the range feature a lot of neutral, Best explaining that garments with more muted tones are less affected by changes in colour trends ensuring garment longevity (2017, p. 300). However, there is a shift towards the use of bright colours within garments that has been continually growing, accent colours are helpful to accentuate the other design choices (Boddy, 2018). For this reason, there will be subtle uses of colour

within the collection to allow for maximum range appeal.

The target consumer's lifestyle was examined from colour inspiration, in order to make choices more personal. In this way the consumer will feel as though their clothes reflect their life and fit well – encouraging use psychologically. On the right is a visual mood board with core colours at the centre and accent colours being drawn from their image inspiration.

Figure 18

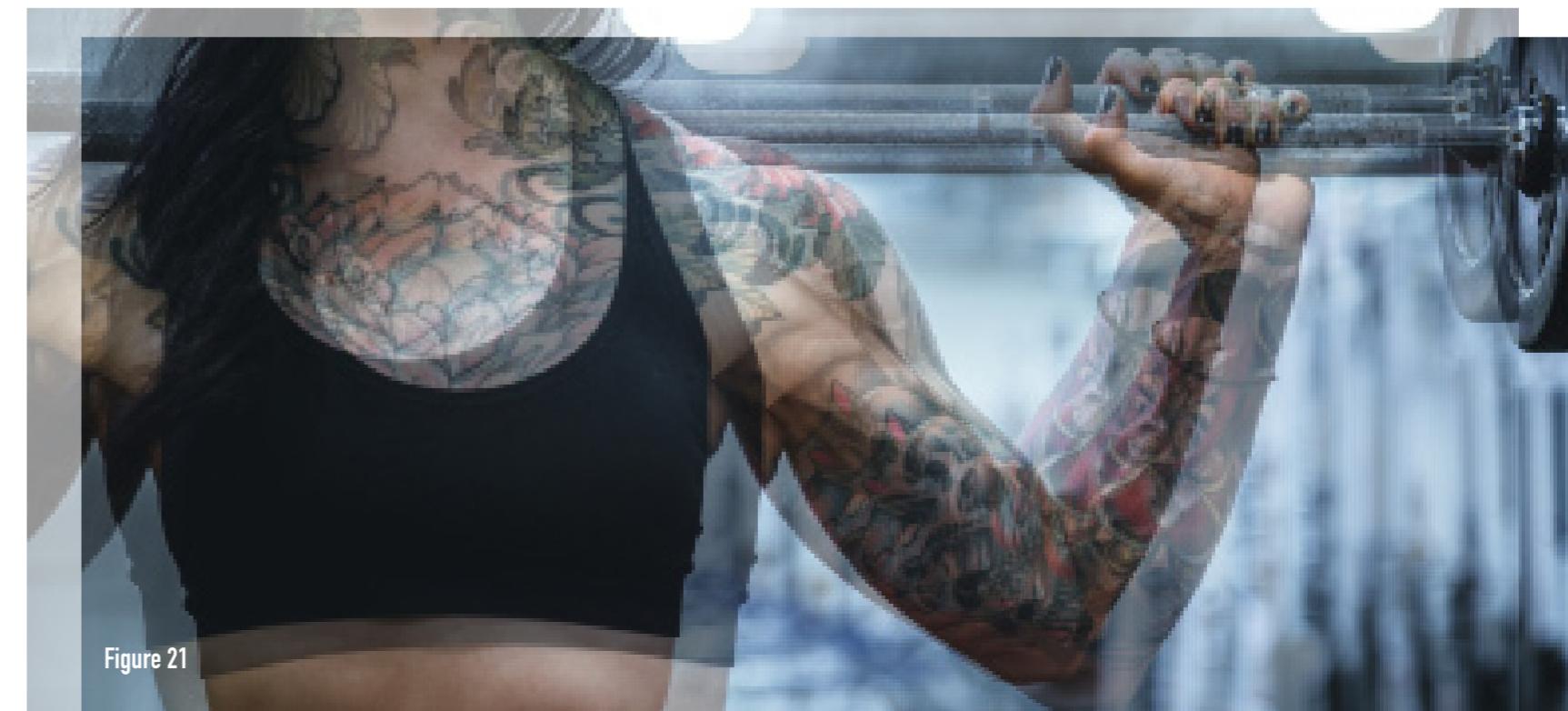
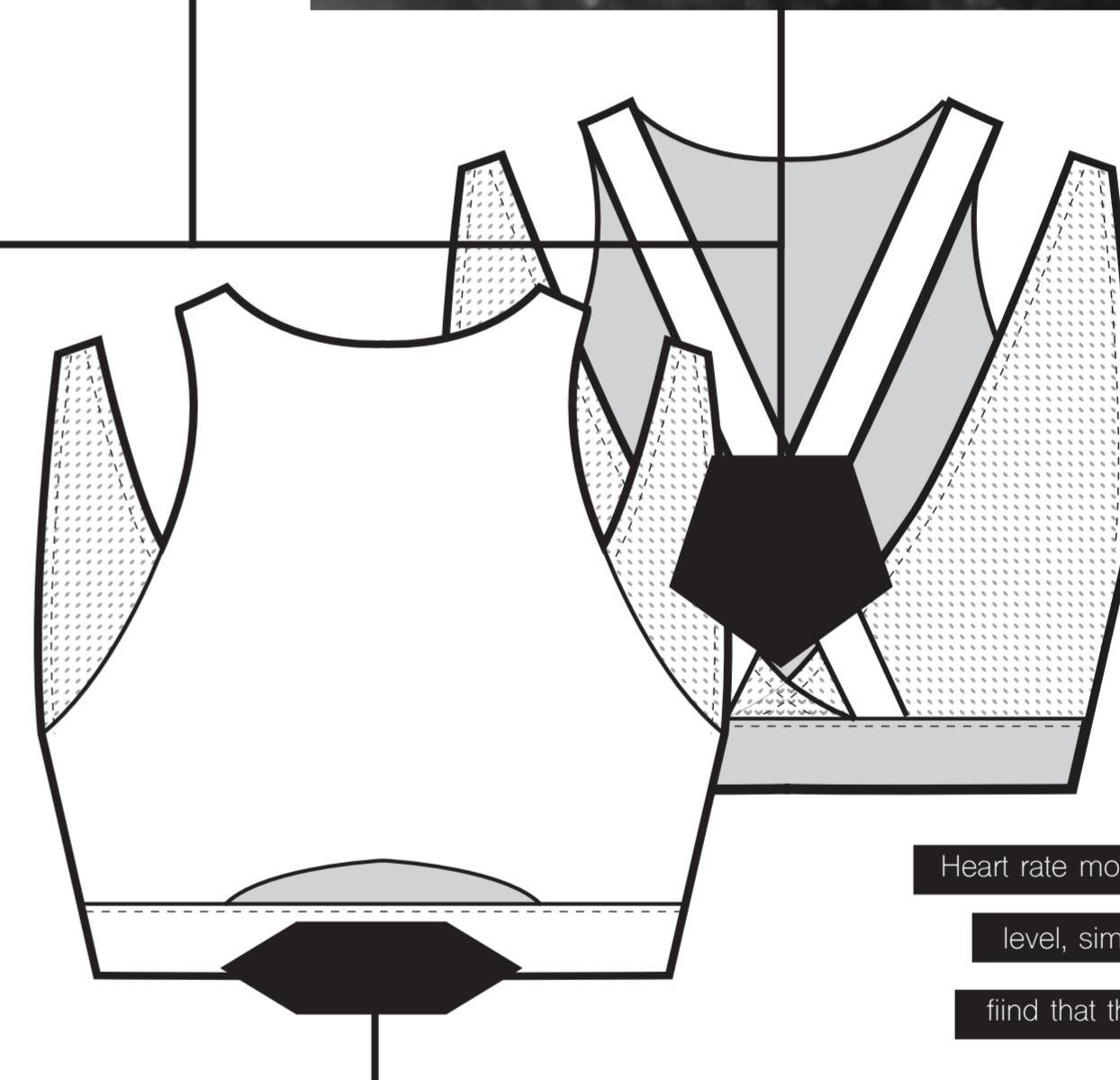


TECHNOLOGY

New research by Costanzo et al has been developed into technology that can determine the composition of sweat from the wearer (2010, p. 1557). Sweat and hydration monitors that measure electrolytes in sweat molecules (Nathan, 2019) will be developed. This will be incorporated with a heart rate monitor that can calculate calorie related data. The technology is water proof to accommodate not only swimming but all weathers – consumers have complete freedom with usage choices, important for fitting into a busy schedule without reducing choices or preference. Due to involvement of technological elements the product will receive a two year warranty.

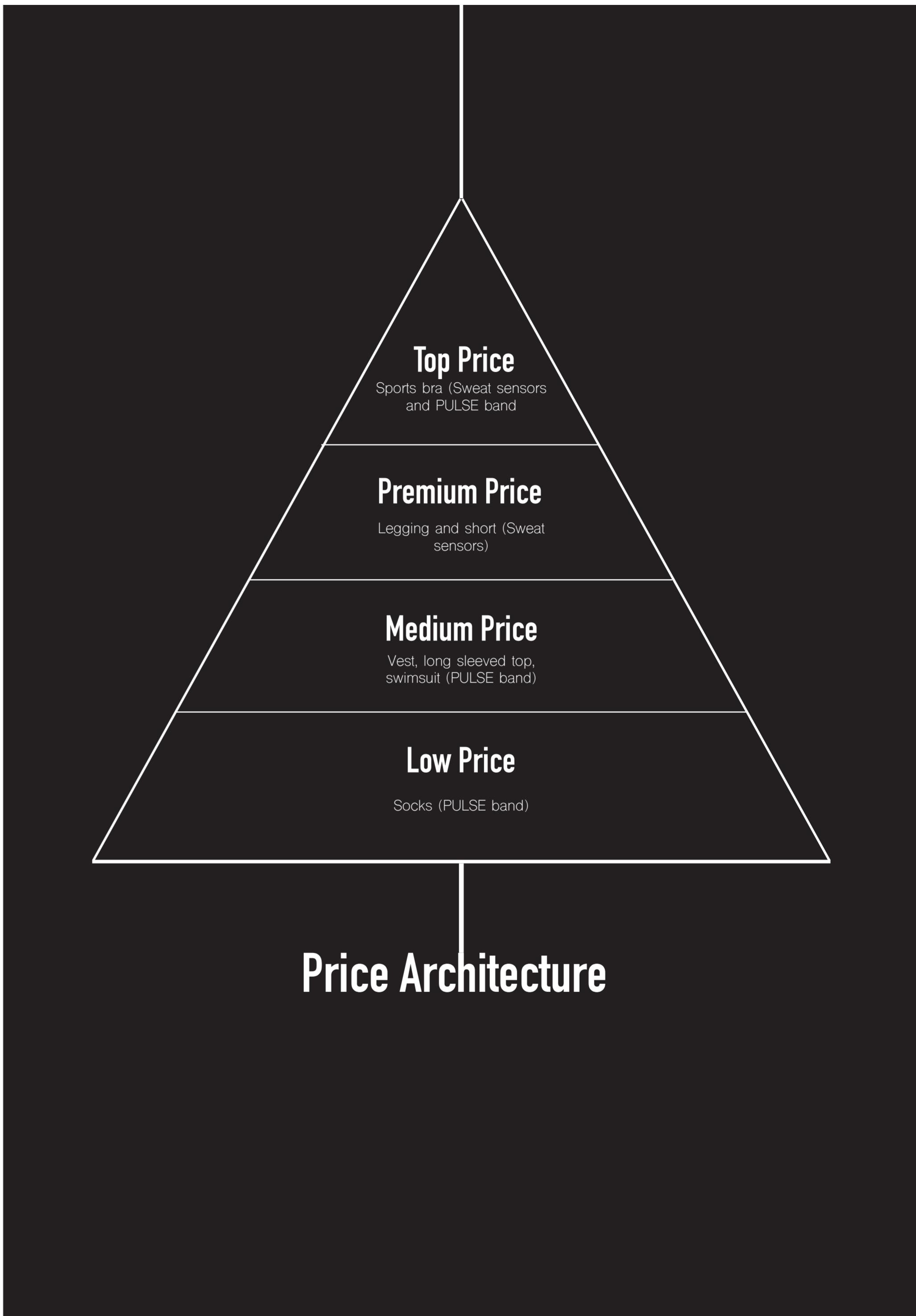
Activewear brand director Colette Lever comments that the consumer expects the two elements of design and technology to seamlessly fit together within the garment. Extra care has been taken to show how the technology will integrate and work within the garment range.

Sits right between the shoulder blades on the back. Research showing this is an invasive high sweat area.



PRICING PLAN

Price skimming will be used as the product range will be the only mainstream offering of automated apparel featuring the monitoring capabilities found in the PULSE range. The majority of garments from the collection are still being priced below their cheapest competitor to optimise chances of consumers choosing the range. A mark-up value of 2.5 has been added to the garments, however, with the price skimming strategy this can be lowered once more direct competitors enter the market. The **price will not continue to drop past a certain point because the product being offered is of high quality and coming from a brand with a very good reputation**. These factors will ensure the continued purchase of the line at the solidified price point.



STRATEGY

Raise awareness of the new product line and what it entails – the first stage of the AIDA hierarchy.

TACTICS

There will be a heavy focus of technological research and development to ensure products meet a high standard, not matched within the industry. Lead up and endorsement of the application and the augmented product consumers will be receiving.

CHANNELS

Use of existing retailers and wholesalers as well as e-commerce that directly links with the social media aspect communications strategy.

MEASURMENTS

What-

Successful product line launch and acceptance into the tracking market.

How-

Comparison of range units sold and standard Nike lines, close observation of sales when other aspects of the campaign are released to see spike in sales.

When-

Bi-monthly post launch.

	Process	Cost		
Sports Bra	FABRIC	£6.75		
	SWEAT SENSOR	£14.50		
	ELECTRICAL PULSE BAND	£7.89		
	CUT, MAKE AND TRIM	£3		
	SHIPPING	£0.20		
	TOTAL PER UNIT	£32.34		
			£9.70	PROFIT WHOLESALE
	30% WHOLESALE MARGIN	£42.04		
	X 2.5 MARKUP	£105	£99.99	RETAIL PRICE
	PROFIT PER UNIT	£67.65		
Legging	Process	Cost		
	FABRIC	£10.75		
	SWEAT SENSOR	£14.50		
	ELECTRICAL PULSE BAND	£2.50		
	CUT, MAKE AND TRIM	£2		
	SHIPPING	£0.26		
	TOTAL PER UNIT	£28.01		
			£8.40	PROFIT WHOLESALE
	30% WHOLESALE MARGIN	£36.41		
	X 2.5 MARKUP	£91.02	£89.99	RETAIL PRICE
	PROFIT PER UNIT	£61.98		
Short	Process	Cost		
	FABRIC	£5.25		
	SWEAT SENSOR	£14.50		
	ELECTRICAL PULSE BAND	£7.89		
	CUT, MAKE AND TRIM	£2		
	SHIPPING	£0.20		
	TOTAL PER UNIT	£21.95		
			£6.59	PROFIT WHOLESALE
	30% WHOLESALE MARGIN	£28.54		
	X 2.5 MARKUP	71.25	£69.99	RETAIL PRICE
	PROFIT PER UNIT	£48.04		
Top	Process	Cost		
	FABRIC	£4.22		
	ELECTRICAL PULSE BAND	£7.89		
	CUT, MAKE AND TRIM	£2		
	SHIPPING	£0.26		
	TOTAL PER UNIT	£14.37		
			£4.31	PROFIT WHOLESALE
	30% WHOLESALE MARGIN	£18.68		
	X 2.5 MARKUP	£46.70	£44.99	RETAIL PRICE
	PROFIT PER UNIT	£30.62		
Wet	Process	Cost		
	FABRIC	£3		
	ELECTRICAL PULSE BAND	£7.89		
	CUT, MAKE AND TRIM	£1.50		
	SHIPPING	£0.36		
	TOTAL PER UNIT	£12.75		
			£3.82	PROFIT WHOLESALE
	30% WHOLESALE MARGIN	£16.57		
	X 2.5 MARKUP	£41.43	£39.99	RETAIL PRICE
	PROFIT PER UNIT	£27.24		
Swimsuit	Process	Cost		
	FABRIC	£9		
	ELECTRICAL PULSE BAND	£7.89		
	CUT, MAKE AND TRIM	£3		
	SHIPPING	£0.20		
	TOTAL PER UNIT	£19.82		
			£5.95	PROFIT WHOLESALE
	30% WHOLESALE MARGIN	£25.77		
	X 2.5 MARKUP	£64.45	£59.99	RETAIL PRICE
	PROFIT PER UNIT	£40.17		
Soda	Process	Cost		
	FABRIC (yarn)	£1.50		
	OPTICAL PULSE BAND	£4.28	x2	
	CUT, MAKE AND TRIM	£1		
	SHIPPING	£0.20		
	TOTAL PER UNIT	£11.26		
			£3.34	PROFIT WHOLESALE
	30% WHOLESALE MARGIN	£14.60		
	X 2.5 MARKUP	£36.50	£29.99	RETAIL PRICE
	PROFIT PER UNIT	£18.73		

FINANCIAL CONSIDERATIONS

Technological development: £200,000

Garment design: £35,000

Distribution, storage and transportation: £150,000

Employment: £120,000

CONCEPT

2. APP DEVELOPMENT

An application is to be produced that works seamlessly with the technology found within the PULSE range, it is **the hub of consumer improvement**; primarily it will be where the consumers can examine their own data. It will be a safe place consumer to receive feedback and encouragement, **the success of the PULSE range depends on the quality and execution of the application**. It will also represent the core of the brand – community and inclusivity. Users should feel welcomed, supported and confident using the application and interacting with other on it, ensuring continued used of the PULSE range.

The augmented product needs to be interesting and well thought out, the product itself is not enough. (Bojanic and Reid, 2009, p.284).

OBJECTIVES

SPECIFIC:

Launch the application that proves effective when working alongside the products themselves. 75% of purchases have led to continued activity on the app.

MEASUREABLE:

Monitor the number of accounts made on the application each month and see if that matches the number of units sold.
Keep track of user activity on the different features of the app.

ACHIEVABLE:

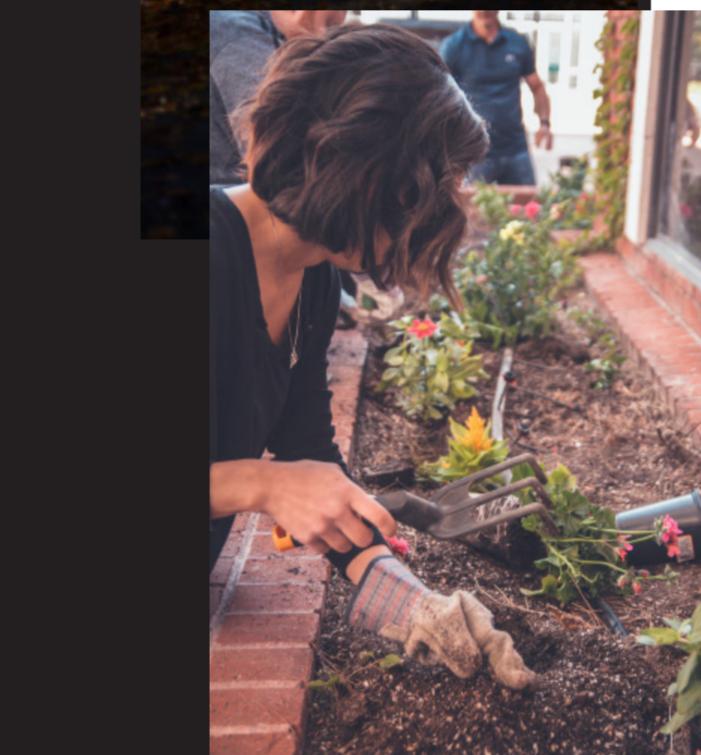
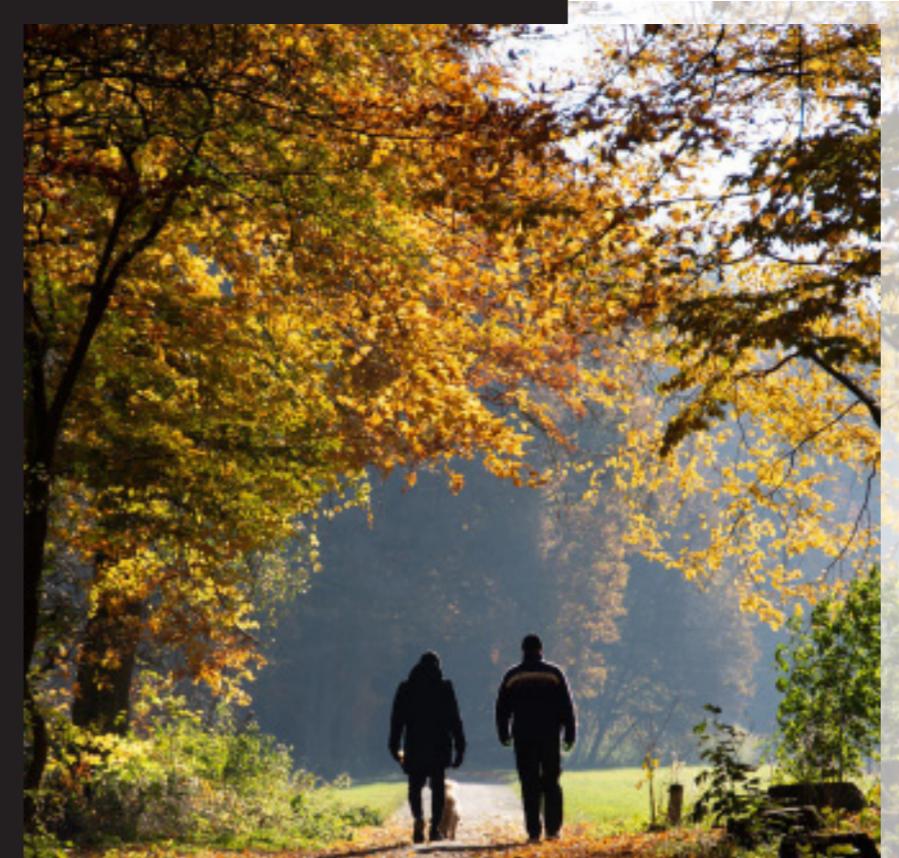
75% takes into account people who will decide to purchase the products and use the tracking features but choose to not engage as much in the rest of the community.

REALISTIC / RELEVANT:

The application is of great importance for the consumer to get the most from their product. The tracking software needs to operate through the application so users are highly likely to download it, and most will therefore explore and use the app's other features.

TIMELY / TIME-BOUND:

Four month development process. Team on board monitoring and fixing problems post launch for twelve months.



TARGET CONSUMER

Name: Linda Haven

Age: 35

Location and housing: Outer boroughs of London (commutes to work) and owns her own house.

Occupation: Publishing Executive

Annual Income: £41,000

Interests: Enjoys different types of crafting and spends a fair amount of time outdoors, whether that be activities or gardening.

Lifestyle: Has a long-term partner but no children. Has lots of free time to attend local groups she has interest in.

Social Media: She only uses Facebook but loves the online communities she's a part of there.

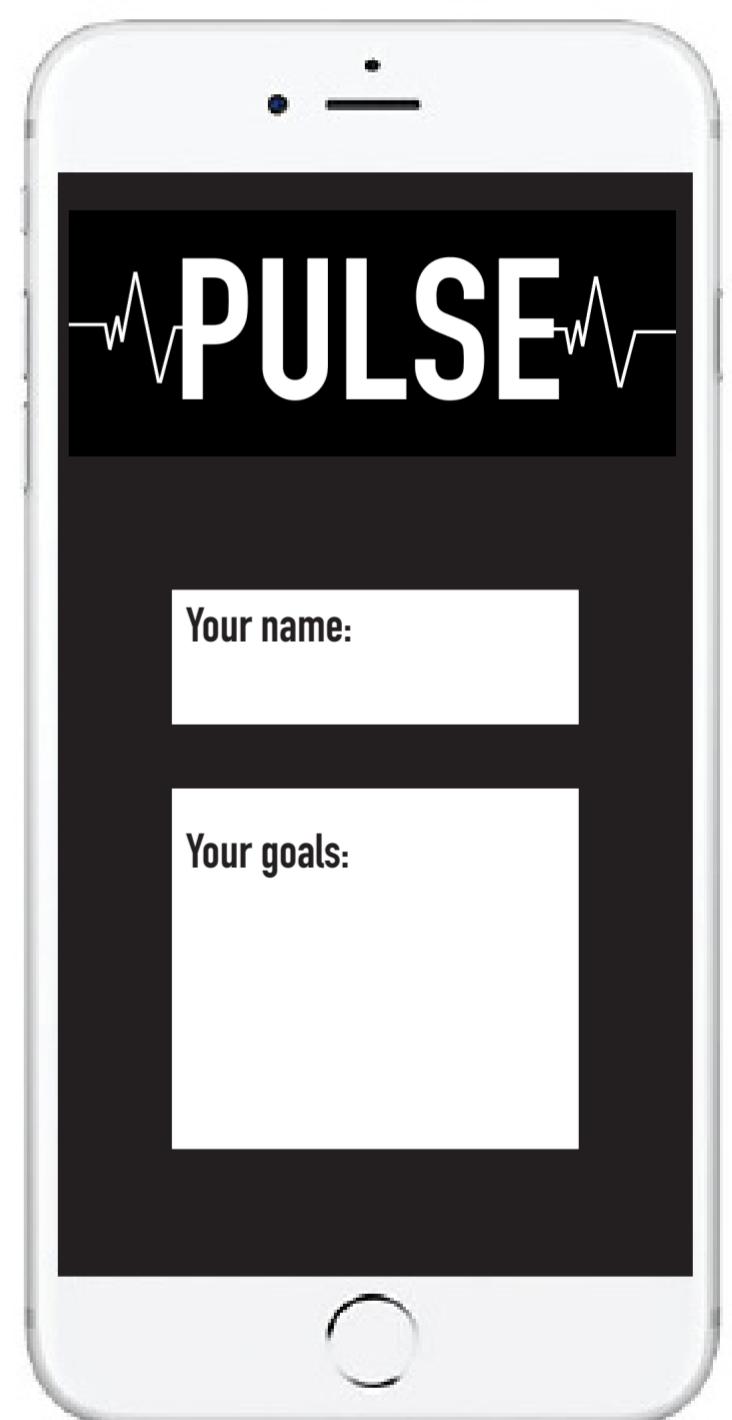
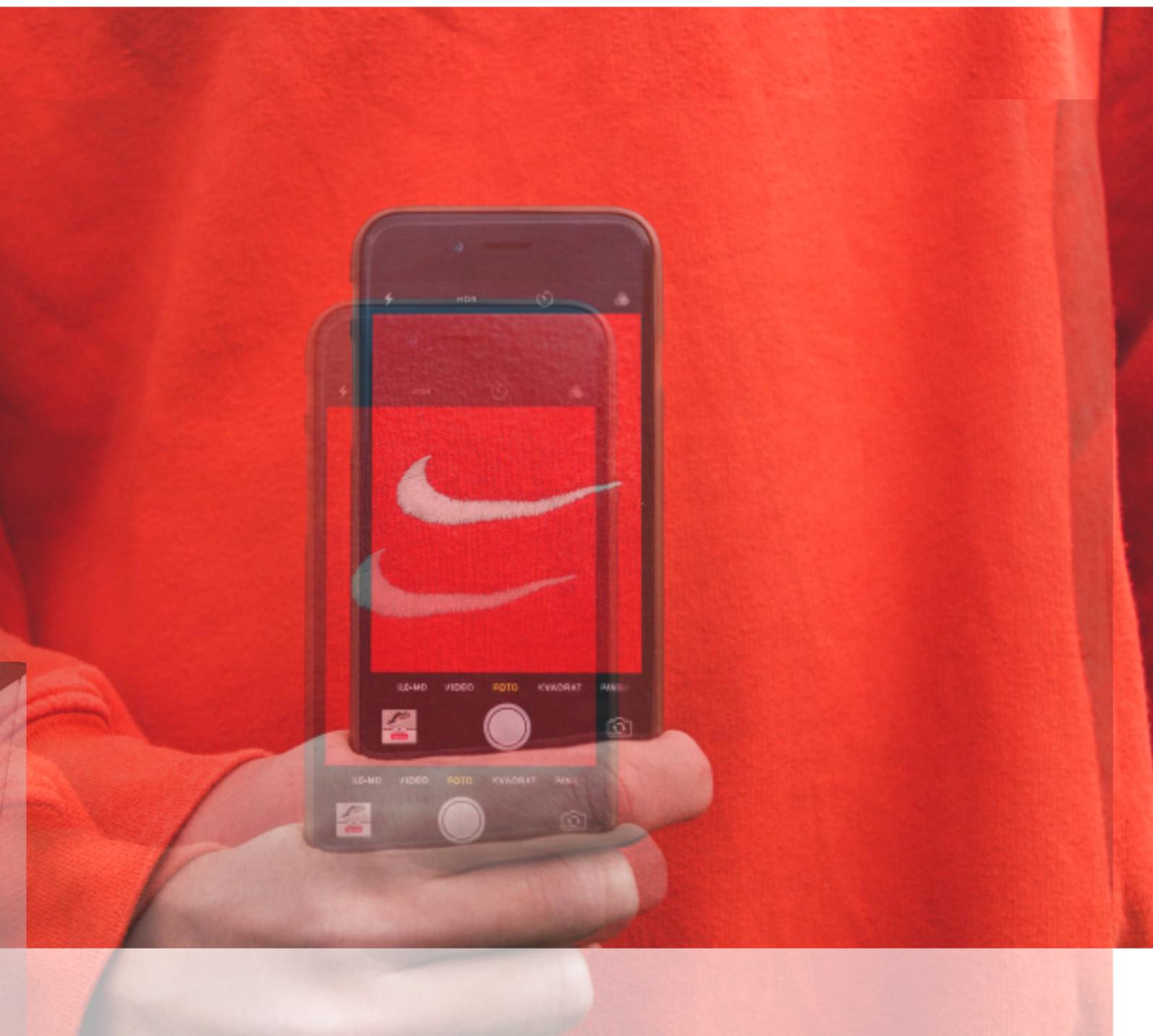


In order to appease the target consumer, the application will be very simple and clean looking (reflecting the clothing development choices also). Ease of use is of paramount importance as the primary consumer is not always well versed in aspects of technology. **The transition into using the PULSE technology should be as seamless as it can be.**



Figure 23

DESIGN



FEATURES

TRACKING AND DATA

Information based on activity whilst wearing the garment will be presented in a variety of forms to educate the consumer

on their habits. It will **update while the garment is being used and notify users of any immediate changes it feels should be**

implemented. After workouts users can check the application and see weekly, monthly, yearly progress being made in

the form of different charts, as seen below:



Support, feedback and suggestions will be given in a less scientific manner than the data itself is presented. This will help make those who are unclear of what the data collected means. This information is the key to the range success because here consumers will learn exactly what their body needs. It is a USP of the product – a personalised service. This will build trust in the new product range.

GUIDANCE

FEATURES

SOCIAL



This will be a place where people can post pictures of themselves using the products (this will directly link to other social media so it's easy to share across more than one channel if the consumer chooses to). There will also be a feature where people can ask questions, share experiences or give feedback. **Software for specialised in the sporting sector is often received well as people who use it tend to be enthusiastic** – this is the case for platforms like Strava.



Consumers can place orders for more Nike products here or be directed to the website. By including a specialised shopping area, **it will increase gratification** of the consumer who can easily access more products if she enjoys the service.

SHOPPING AND REVIEW

“Support networks [are]

highly effective

at increasing physical activity in unmotivated adults”.

(Gonzalez, 2017).

COMMUNITY

The application will promote a community of PULSE users by creating a space where only those using the products can share.

This intimacy is a unique selling point because it helps promote trust for the consumer, who will want their data and information

protected. **They will have confidence that the people they are interacting with are genuine and this will help increase usage.** A key part of the consumers lifestyles is enjoying group engagement, and this tends to be in private Facebook groups, the PULSE application will harness this idea to ensure consumer satisfaction.

STRATEGY

Create a community of users on the application that will reinforce the benefits of the PULSE range and give it longevity.

TACTICS

CHANNELS

Links to the application download to be placed on the Nike website and scannable on a tag with any purchase of a piece from the PULSE range.

MEASURMENTS

What-

Easy to use and helpful application launch.

How-

Track downloads against unit sales, look at user enjoyment numbers by analysing post/likes and other ratings within the app.

When-

Weekly in the first three months of product launch and then monthly following as initial rush of product sales will be more important to monitor closely at first.

How Much-

Product development: £50,000
On hand maintenance salary: £29,000



Figure 24

3. VIDEO

CONCEPT

The concept for the video is inclusivity. It will showcase the extent the PULSE range wants to accommodate and can help all kinds of women. **Women are powerful and strong, and they can harness this by taking control back of their bodies and learning scientifically how to improve.** The video will cut across a range of women, doing a range of activities. The women themselves will be highly diverse in order for the video to comply with the inclusivity message of the brand and product range. A storyboard has shown the video content, it will be one minute long.

“If you have a body, you are an athlete”. (Nike, 2020).

OBJECTIVES

SPECIFIC:

Release one campaign video in conjunction with product development to create desire within the consumer with regards to the AIDA model.

MEASUREABLE:

Monitor the views the video has received on different platforms, reach over 5 million.

ACHIEVABLE:

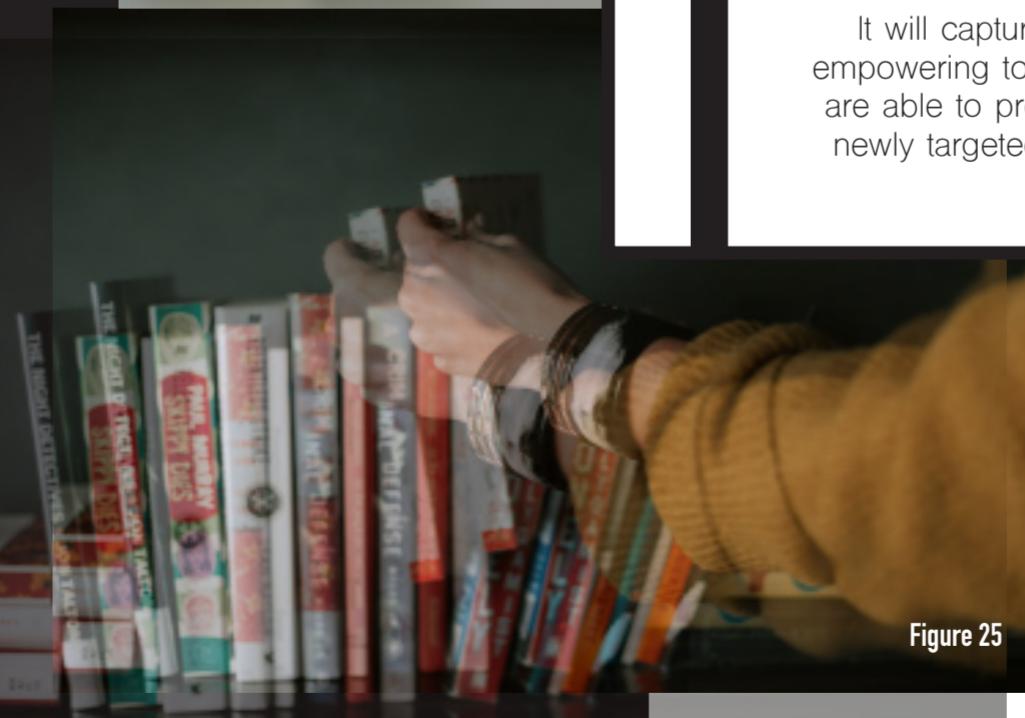
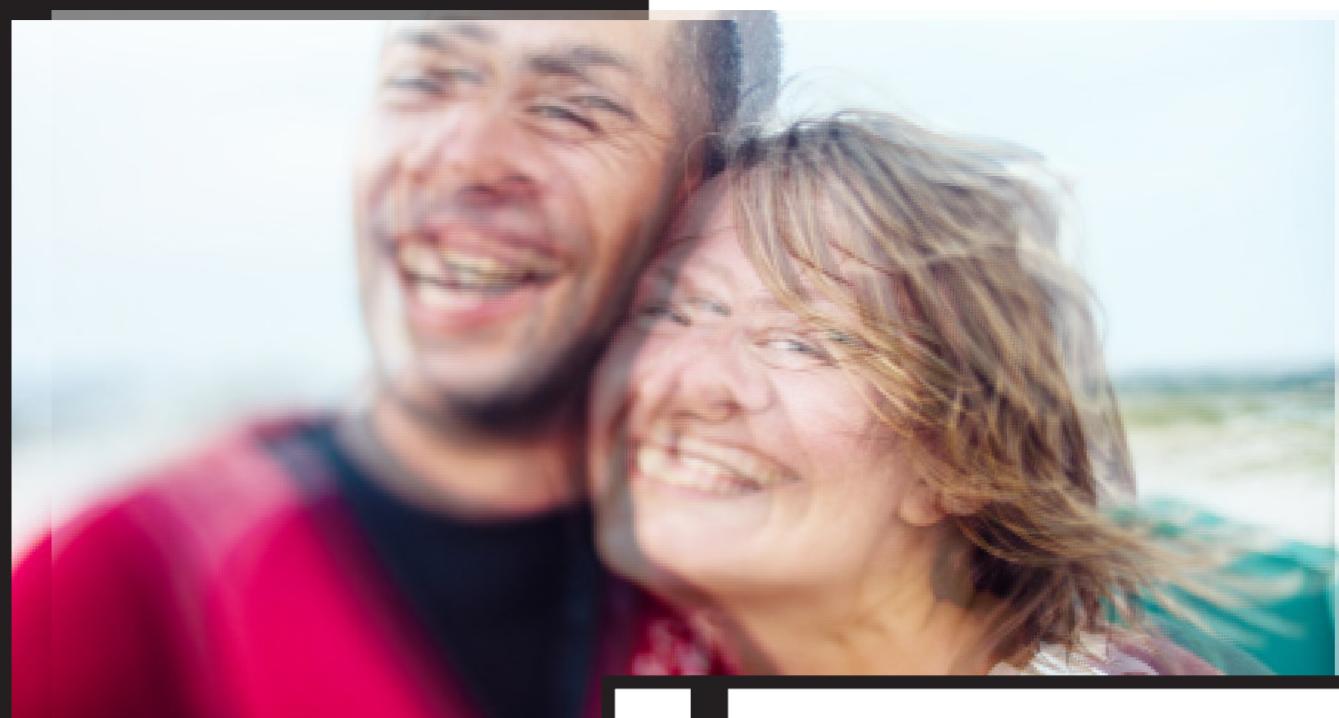
Current Nike advertisement videos have a similar number of views as the target. A new product range from a large brand name Nike will receive a lot of attention because the built in following the brand already have. It also features a prominent

REALISTIC / RELEVANT:

Nike are experiencing massive growth in their female sector and so a video campaign targeting this demographic will feel warranted and accepted by the consumers.

TIMELY / TIME-BOUND:

Four month production process. Followed by another four months monitoring the video's performance, expecting a decline in overall view growth post this time period.



TARGET CONSUMER

Name: Niamh Smith

Age: 39

Location and housing: Brighton, town house in the town centre.

Occupation: Secondary school English teacher, and head of year.

Annual Income: £52,000

Interests: Reading and writing where she can.

Lifestyle: Has two older children who have now started to be independent, she has started going out with friends more as she's settled into her career more.

Social Media: Uses Facebook and Instagram, well versed in technology thanks to her students but is still not completely trusting in the new wave of influencers.

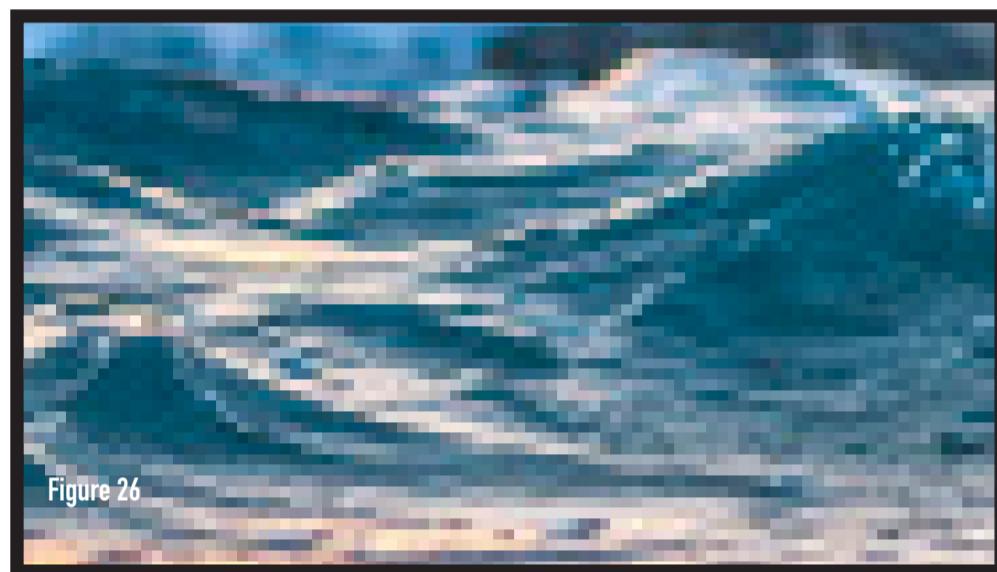
It will capture the target consumers attention because it will be empowering to see a product range aimed specifically at them. Nike are able to promote just causes in their promotional material, but a newly targeted video will ensure a peaked interest for consumers.

Figure 25

STORYBOARD

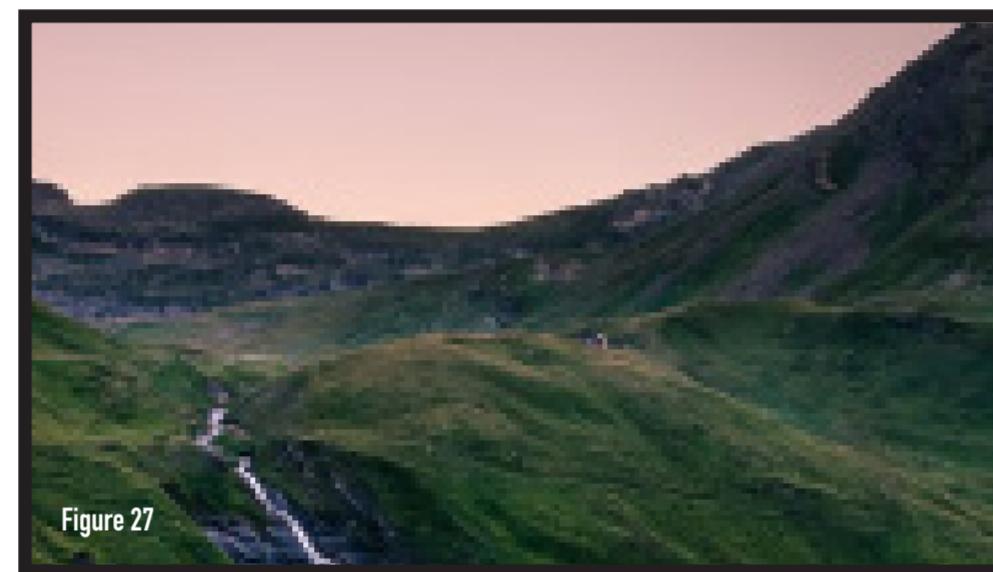
Sounds of waves crashing.

Two seconds.



Sounds of birds chirping and wind.

Two seconds.



Sounds of a shoe sliding along astro court.

Two seconds.



Sounds of bike wheel turning.

Two seconds.

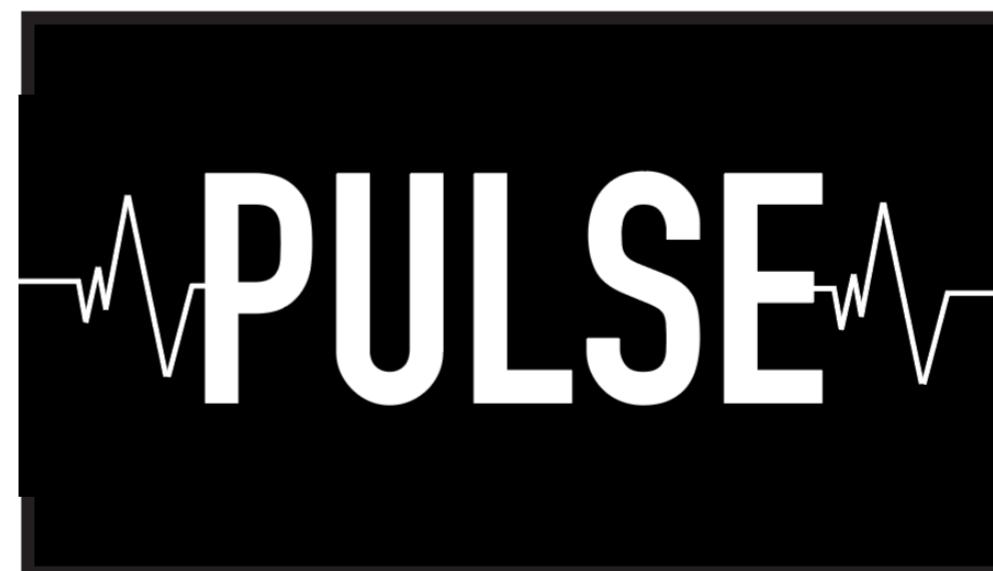


Sounds of a football being dribbled.

Two seconds.

Sounds of an ice skate moving along the ice.

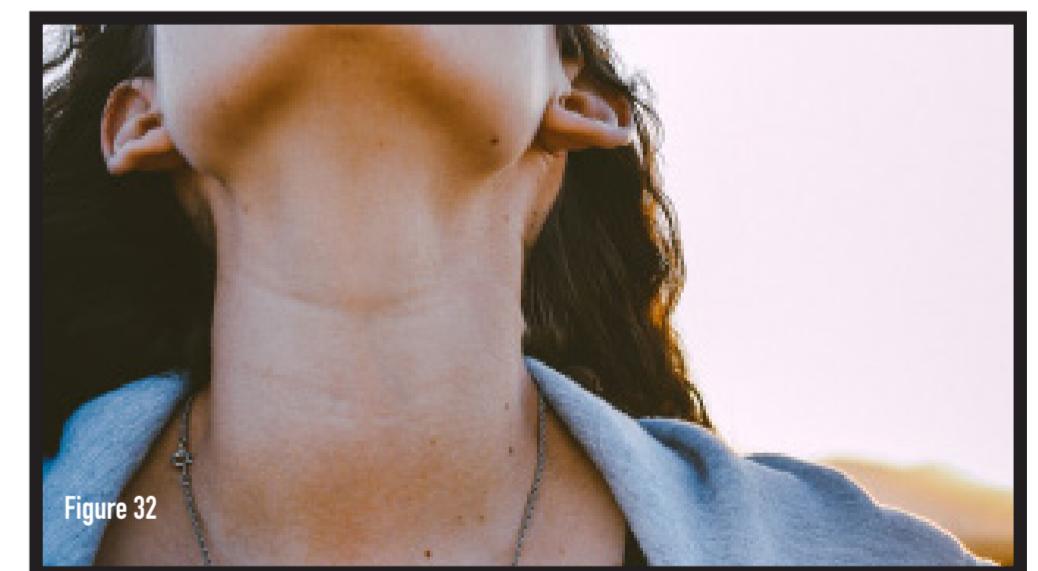
Two seconds.



PULSE logo appears along with a heartbeat sound

accompanying the rest of the video.

Three seconds.



Close up of upper body, can see the chest moving up and

down, deep inhale and release.

Club Foot - Kasabian (starts at 22 seconds in).

Five seconds.

STORYBOARD

Women swimming in the same ocean.

Three seconds.

Women on a hike.

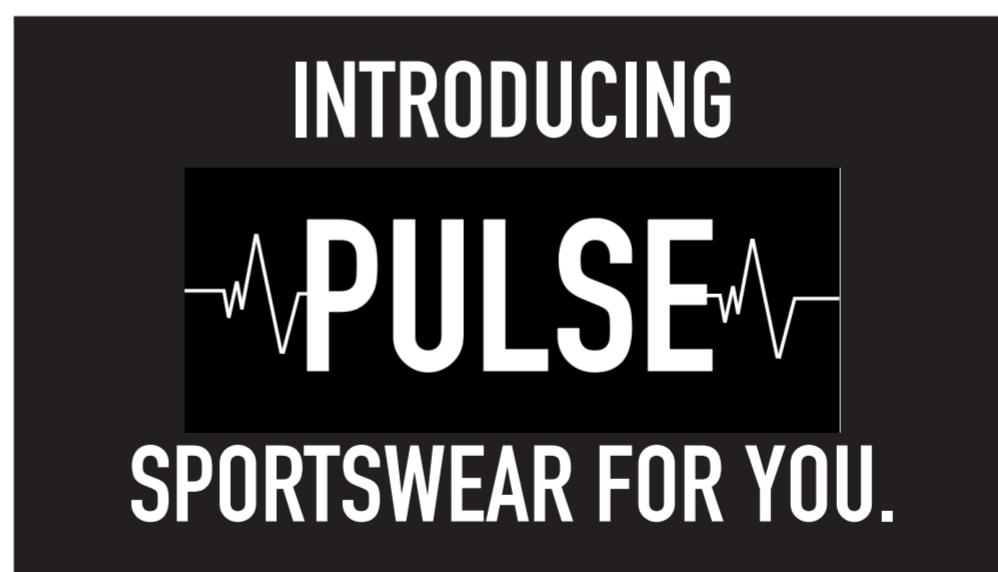
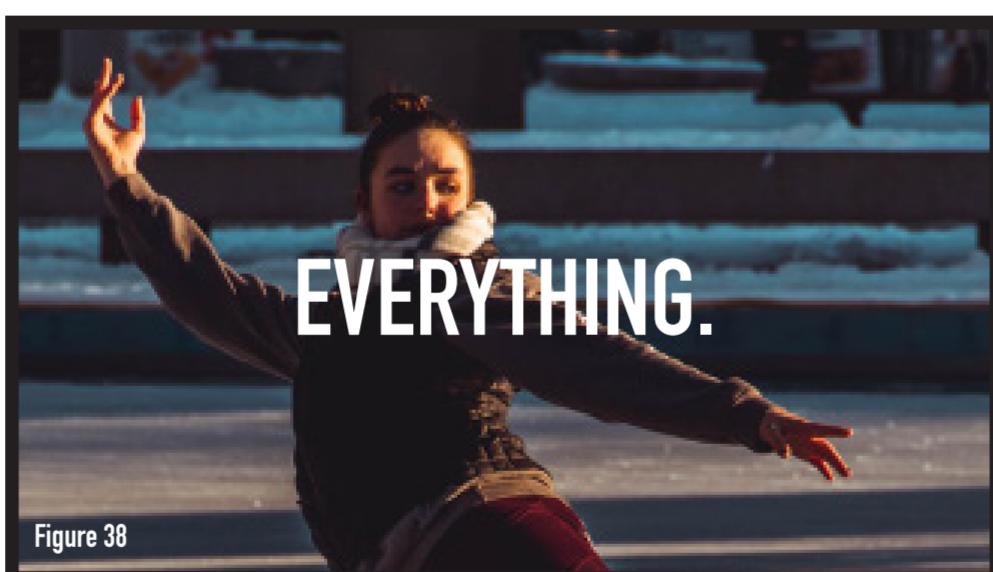
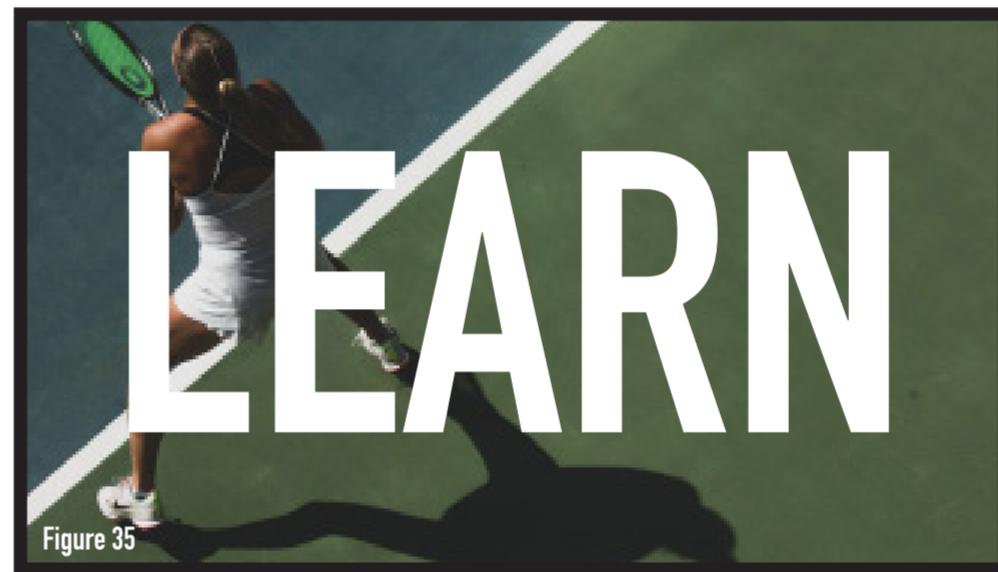
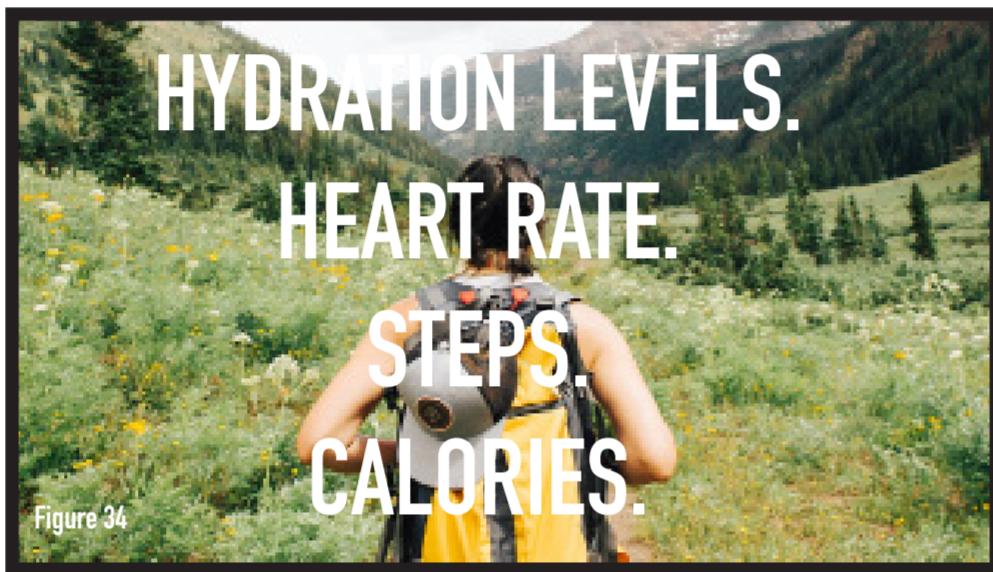
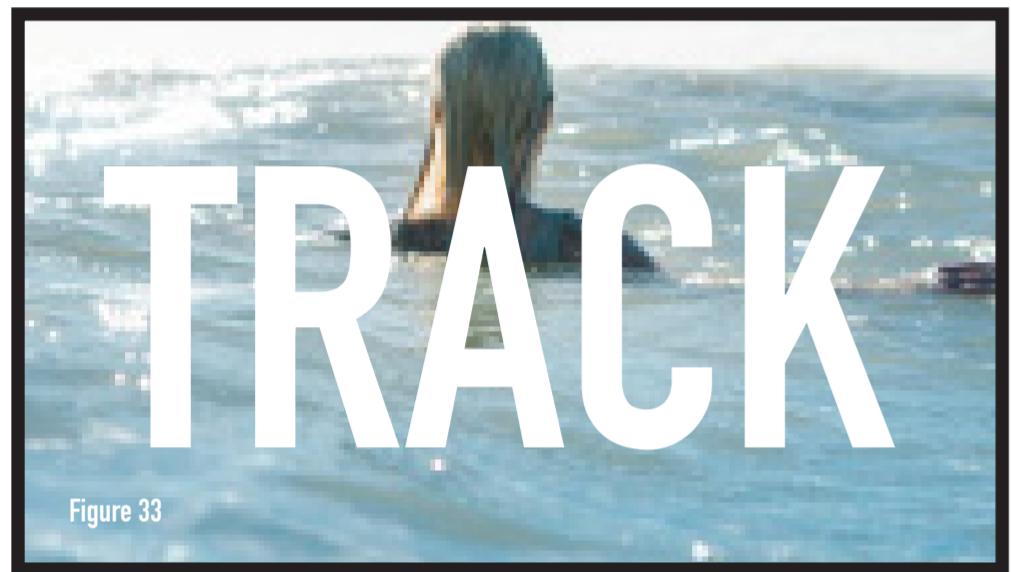
Three seconds.

Women takes a big serve.

Three seconds.

Women cycling through a city.

Three seconds.



Women saving a goal.

Three seconds.

Women landing an ice skating jump.

Three seconds.

More information will appear at the bottom of the screen

directing people to the range and social channels.

Six seconds.

Six seconds.

STRATEGY

Improve the online reception to the brand, ensuring purpose of the line is thoroughly presented.

TACTICS

Promote video across different earned media and share with influencers featured in project four.

CHANNELS

Video posted across social media channels and television for a period of time specified in the timeline.

MEASURMENTS

What-

Consumer conversion from the video link across social platforms to purchase.

How-

Monitor user purchase rates, rates and click through rates, shares, subscriptions and the amount of follows the accounts receive.

When-

Weekly through the course of the project length.

EXPECTED RESULTS AND IMPACT

- Increased exposure of brand leads to increased awareness of PULSE range.
- Over 5 million views on each social channel, with over 10% click through rate from viewership.
- PULSE range has an online presence ready for community aspects of communications plan.
- 8% increase of followers across platforms shared on thanks to positive message promoted thanks to specific group targeted who now feel involved in the Nike brand.

FINANCIAL CONSIDERATIONS

Pre-production plan, concept and development: £2000

Shooting space hire: £15,000

Cast: £5000

Equipment: £12,000

Staff: £25,000

Post production: £4,500

4. SOCIAL MEDIA COMMUNITY AND CAMPAIGN GROWTH

CONCEPT

Social media platforms all serve slightly different roles in the landscape today. It is therefore **imperative to utilise many of them to achieve decent exposure of all aspects of the PULSE range**. This will also ensure growth across all Nike platforms as users will gain different information and content from each, encouraging them to follow all – beneficial for the brand. **information, visuals and entertainment are the three focus points of this project to ensure that the consumers get as much out of the campaign as they can**. These focus points provide a clear and efficient spread of data that will be easier for the target consumer to navigate as the range is new, a complicated split of content could prove disengaging. Original content will be created for all of them , prepared for the twelve month project length.

The question is “not whether to include social media as part of the communications mix, but how much to use it”.(Solomon and Tuten, 2017).

OBJECTIVES

SPECIFIC:

Create an omni-channel social media campaign that signifies the beginning of the PULSE community.

MEASUREABLE:

Increase following across Nike's female social accounts by 10% across the eighteen-month campaign.

ACHIEVABLE:

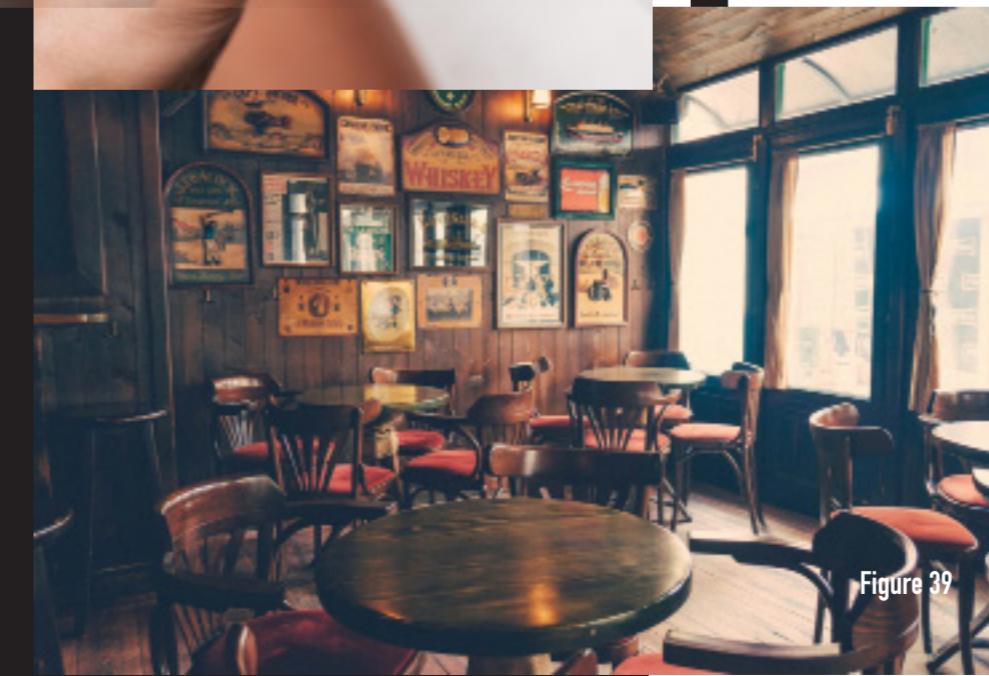
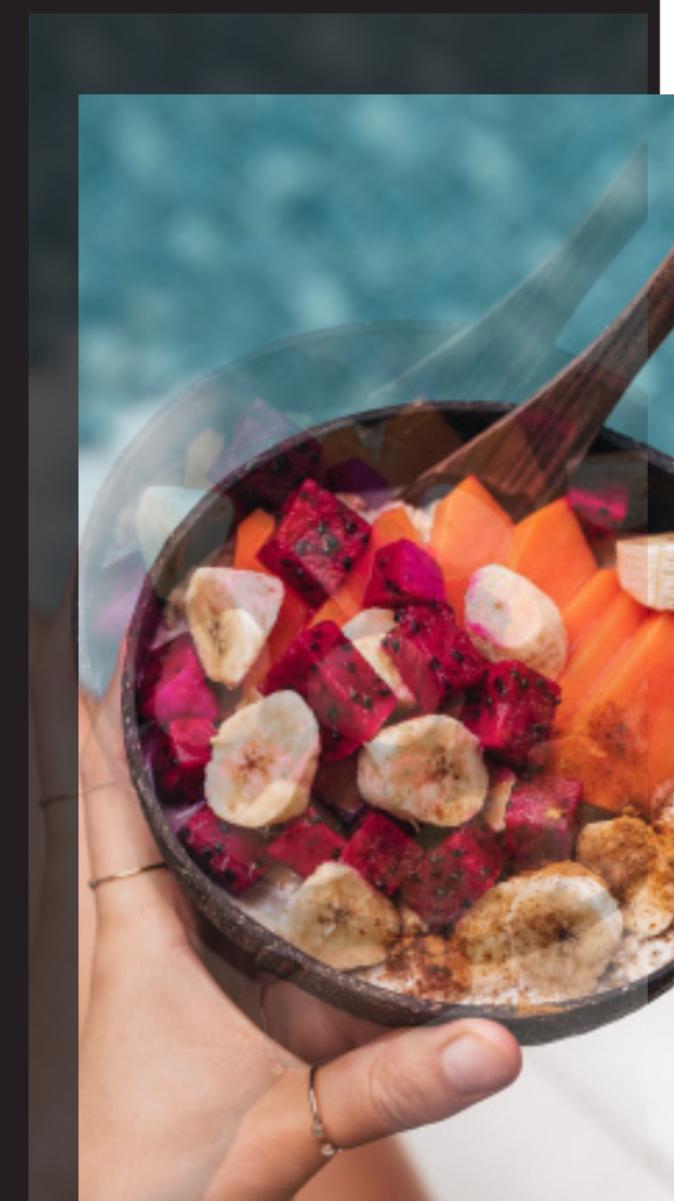
Social media is fast becoming the most effective forms of advertising for brands; target consumers are active across the direct channels being utilised and are likely to be exposed to the branding.

REALISTIC / RELEVANT:

The PULSE range perpetuates the idea of community and growth; social media is a massive part of building this as it helps groups together categories of people who want the same things.

TIMELY / TIME-BOUND:

Two month content plan, followed by a twelve month consistent posting and interaction plan.



TARGET CONSUMER

Name: Cleo Anderson

Age: 25

Location and housing: Manchester, lives in a flat with her boyfriend

Occupation: TV producer assistant

Annual Income: £24,000

Interests: Has her own small blog and is very creative, hopes to create her own television show in the future.

Lifestyle: Socialising takes up most of her time. Eats out a lot and partakes in a vegan diet.

Social Media: Instagram, Twitter and Tik Tok are all used very frequently and is active on all of them. Also has other accounts like Blogger and YouTube.

“Consumers have always valued others”
(Gauberghe et al., 2017, p. 800).

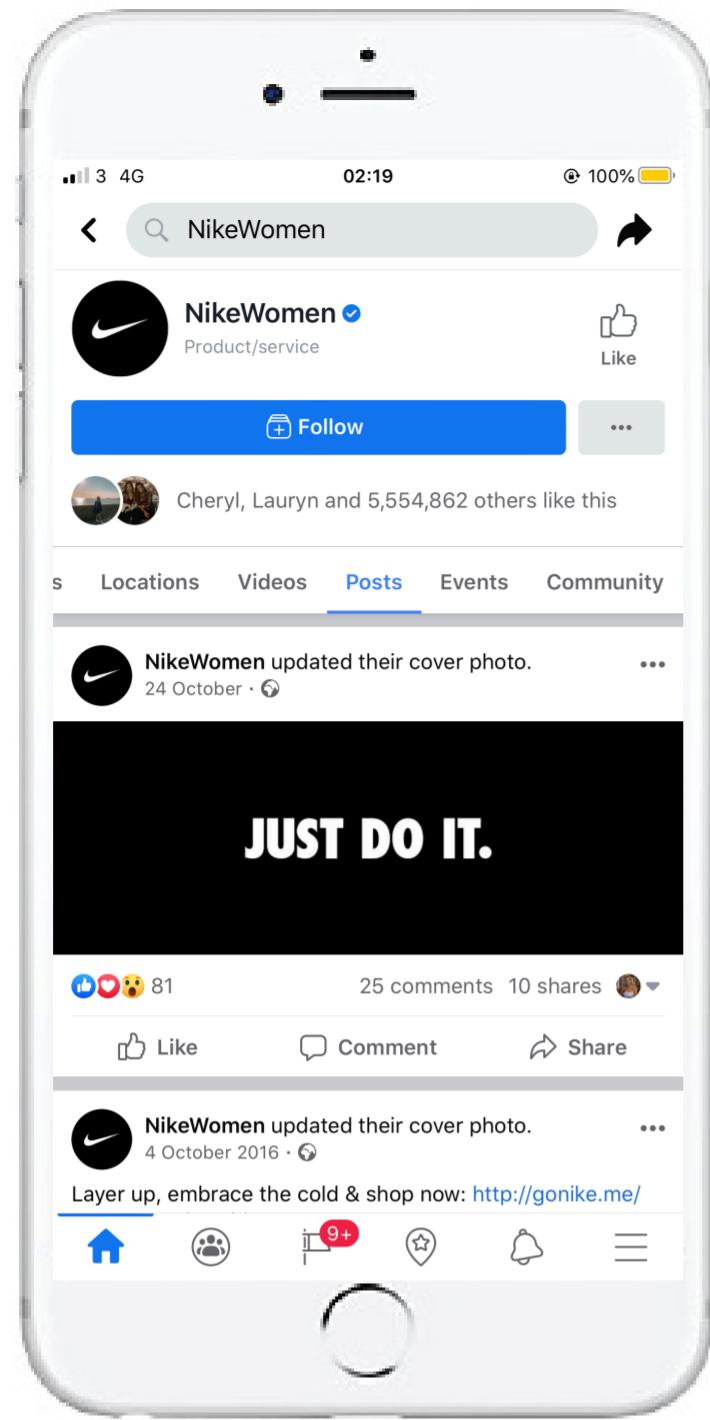
COMMUNITY



#POWERPULSE

All channels will be linked with the hashtag PowerPULSE that promotes the brand message that any woman can be powerful when she takes control using the product.

FACEBOOK (INFORMATION)



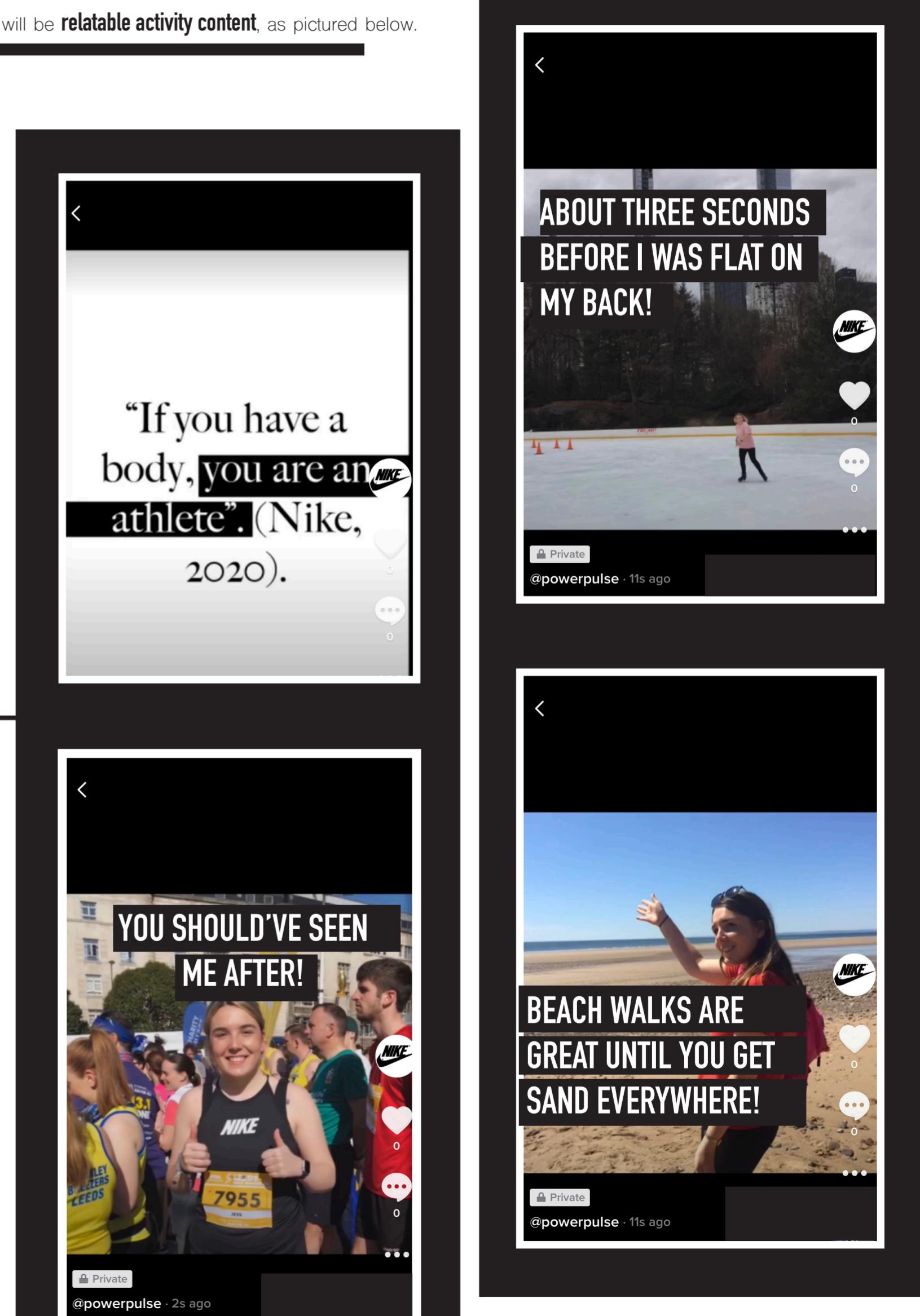
A primary social media platform used for the target market of the PULSE range; Facebook has a lot of power when it comes to sharing information quickly. **It is more informative than other platforms because it prioritises words over images.** Here will be the hub for all questions and user interaction (outside of the application). It will be the focused platform for **press releases, product updates and information** – **it has the largest reach and is very trustworthy**, so this makes it the optimal place to do this.

TIK TOK (ENTERTAINMENT)

The platform of Tik Tok has seen rapid growth over the past year, worth an estimated billion, with over 738 million downloads in the last year alone (Iqbal, 2020). It is quickly becoming one of the most popular social media platforms and is helping bring exposure to new businesses and products. It is therefore a focus of this campaign because of the **raw potential and following the app has the power to create**. A team shall be put together to create content with the ability to trend in order to gain exposure.

This will capture the attention of the target consumer because it will be on channels that they respond to most. They will feel positive towards the community aspect and trust the influencers who are helping them to understand the product.

Some of the posts will be informative but mostly it will be **relatable activity content**, as pictured below.



INSTAGRAM (VISUALS)

A platform known for the visuals will be harnessed through a collection of influencer-based content in order to begin the online community. A range of carefully chosen influencers will ensure product trust and help the PULSE range gain the exposure necessary for a successful and long-term launch. Endorsement from known figures receives positive responses from consumers (Leslie, 2011, p.45), and so will be an efficient tactic employed here. As posts and videos are shared more users of the products will share their content too. **Instagram will be the most important channel to meet the self-marketing objective.**

Here are some media mock ups that would be executed ready to publish across PULSE and Nike social channels to sell the message to the consumers and make them feel empowered. This is essential to inciting action from consumers.

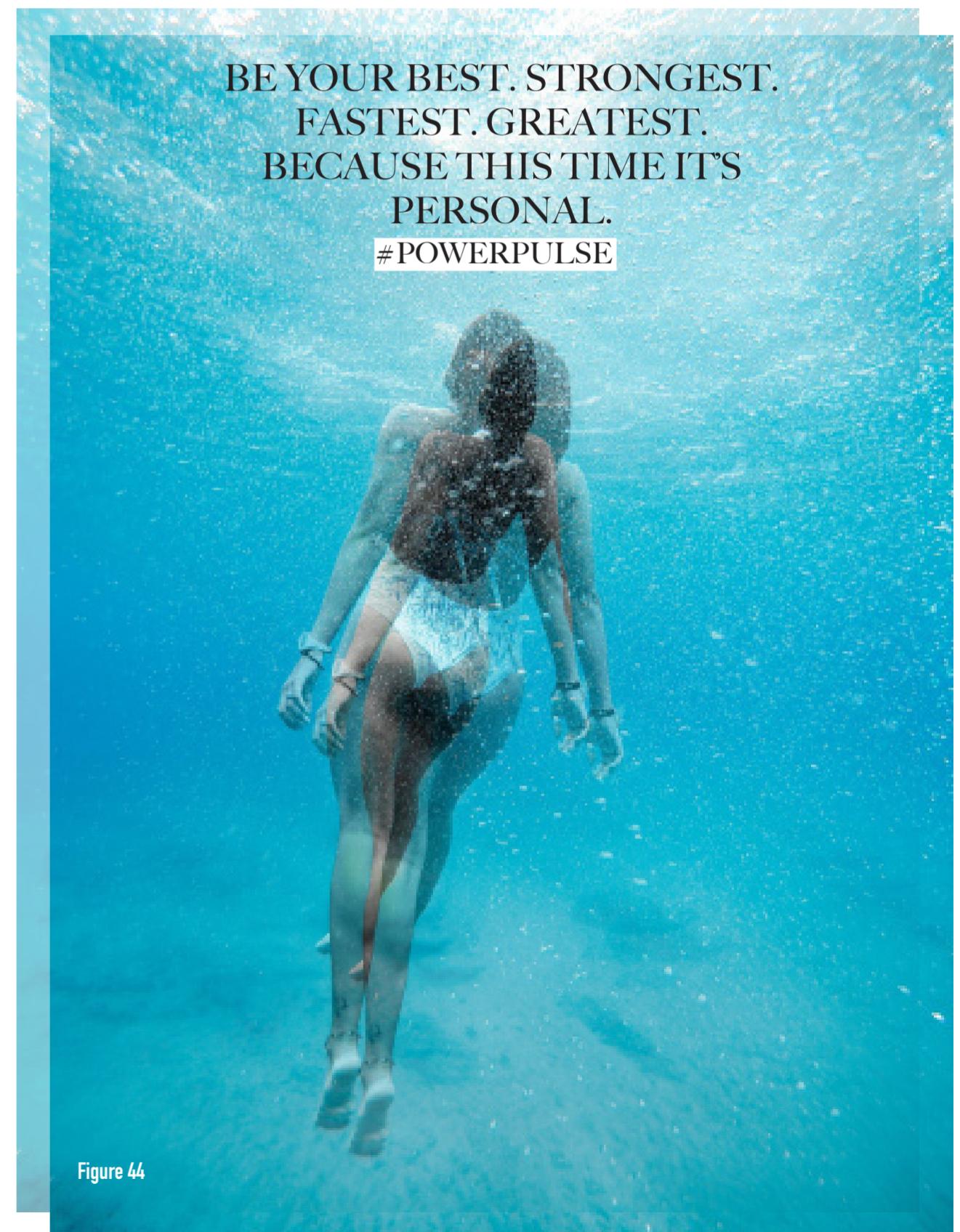
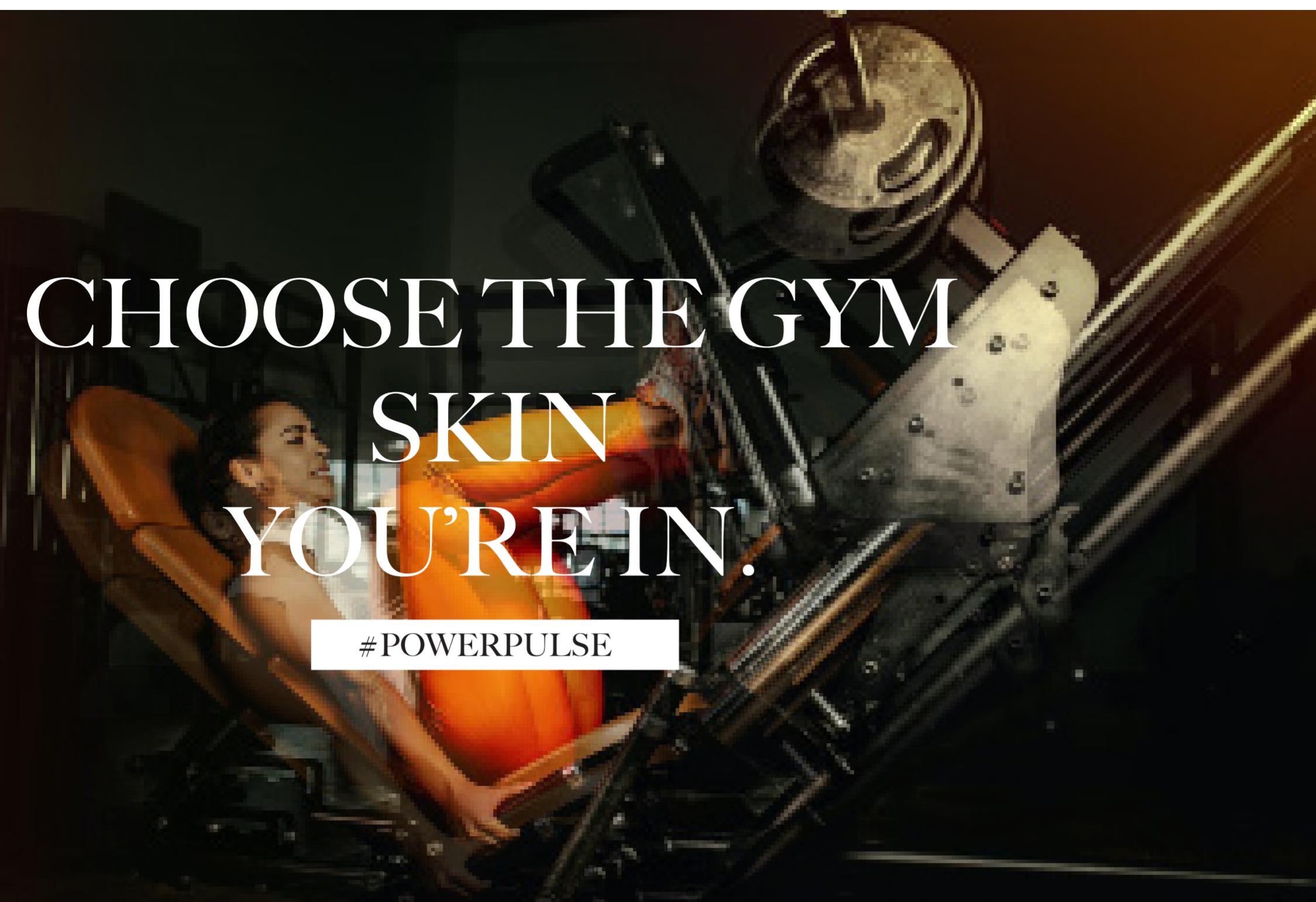


Figure 42



emmarectangle
1,931 Posts, 53.1 k Followers, 807 Following
EMMA JOHNSON Video Creator
Contact: paul@optimustalent.co.uk
Depop: @itsemmasrectangle
Merch: <https://emmas-rectangle-store.myshopify.com/>
www.youtube.com/user/makeupbyPemsieJ
Followed by lilyhoughton, charlotteemilyprice and 4 others

gracebeverley
Posts Follow
gracebeverley London, United Kingdom
3,835 Posts, 719 k Followers, 1,582 Following
CHESSIE KING your big sister/bestfriend 🌸🌟
Breaking up your perfect feed 🌸
Presenter | Doula | School speaker
Andrew@84world.com
getit.it/chessie-in
Followed by lilydenishill, ameliakiddx and 31 others

chessiekingg
Follow
gracebeverley London, United Kingdom
3,835 Posts, 719 k Followers, 1,582 Following
Inspirational sustainable business owner who is self made. Big following for fitness content – very relatable.

icovetthee
Posts Follow
icovetthee London, United Kingdom
1,931 Posts, 53.1 k Followers, 807 Following
Mature content posting, aspirational twenty-something who promotes balance.

Shares a lot of fitness content, promotes body positivity, recent weight loss and success in improving fitness.

Instagram.

INCLUSIVITY VISUALS

It is important that PULSE attracts all types of women, **no matter their race, background, age**

or beliefs. The 'face' of PULSE will be one boldness and colour – these photos were highly edited in order to achieve this perception from the public. A face of a brand or range is usually someone the consumer knows, but the point of PULSE is inclusivity so it links with the whole ethos of the brand to use someone new and exciting. Layering has been used to symbolise

motion and therefore change – exactly what PULSE can do for the consumer.

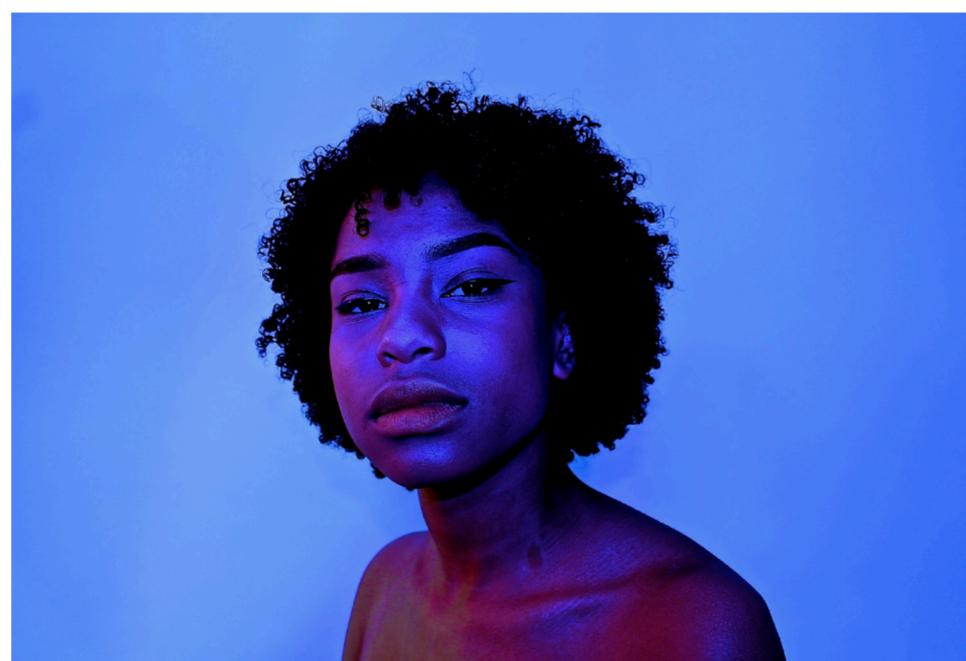
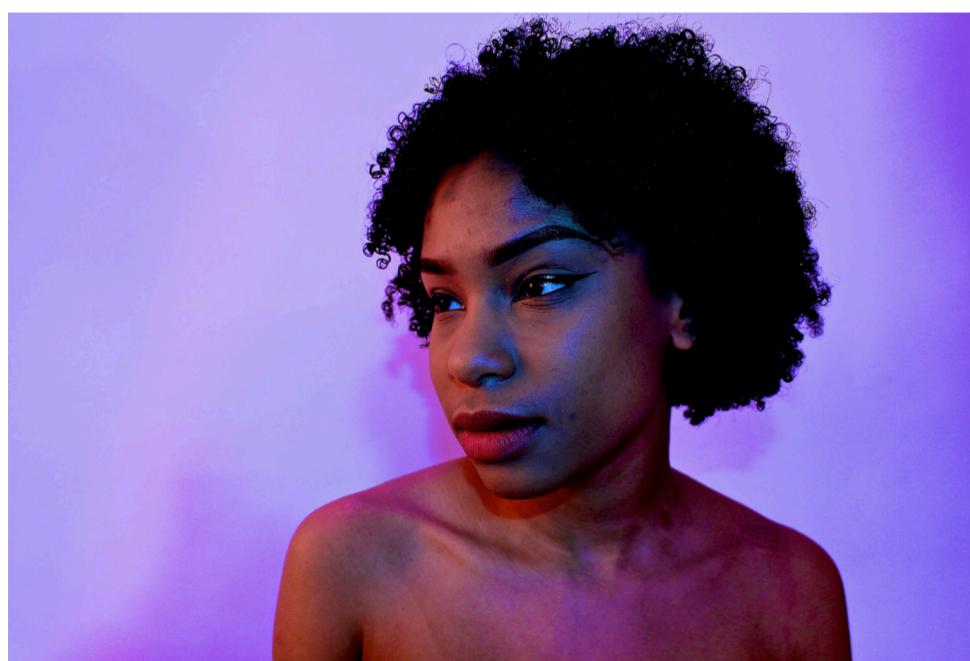
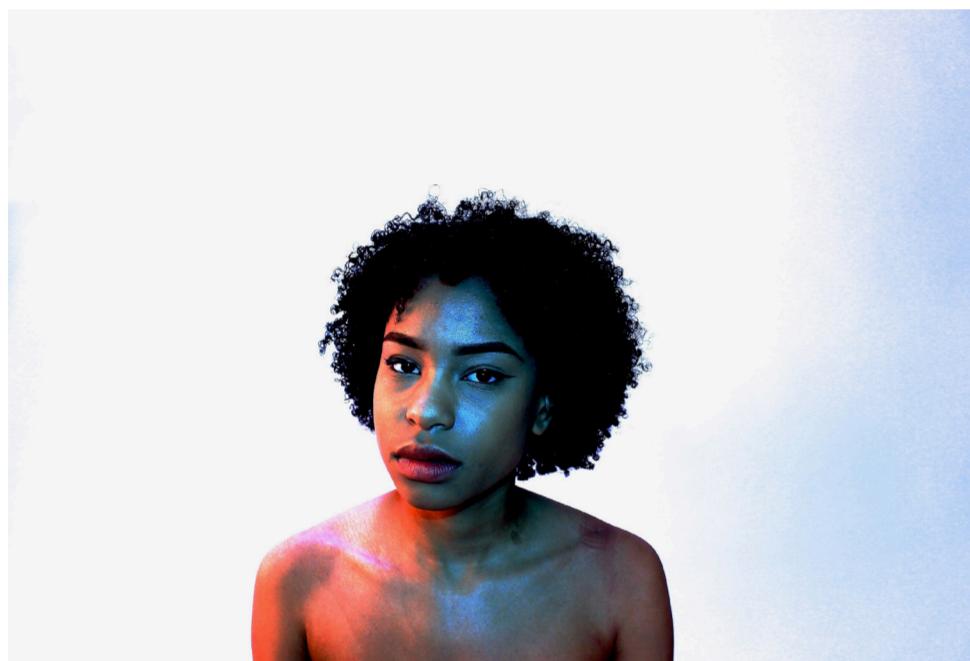


Figure 45



Figure 46

STRATEGY

Interactive social media campaign establishing the PULSE community.

TACTICS

Use of influencer posts creating brand exposure, and direct selling to the consumer with incentives to purchase.

CHANNELS

Instagram, Facebook and Tik Tok.

MEASURMENTS

What-

The number of times posts are shared that feature the brand and the products.

How-

Use of Google Analytics in order to measure the usage of the hashtag PowerPULSE to see how the platforms are accommodating and performing in terms of the community.

When-

Monthly checks to ensure that each platform is performing well.

EXPECTED RESULTS AND IMPACT

- Improved engagement with the Nike Women pages.
- Positive response to community through comments, follows, likes and shares.
- Click through from social media channels will be increase.

FINACIAL CONSIDERATIONS

An interview was undertaken with a marketing assistant at Coty Inc to get a more accurate price point for working with influencers. Here a figure of £3000 was given for one grid post and three story posts.

Influencer gift bundles: £20,000

Influencer involvement: £30,000

Content creator salary (18 months): $(1.5 \times £24,000) \times 3 = £108,000$

Campaign visuals: £20,000

CONCLUSION

This thorough communications strategy should create a developed brand extension for Nike, ensuring company growth. **The PULSE range will be technologically innovative and appeal whilst appealing to the untraditionally targeted consumer.** The application and online presence will ensure organic growth for the product and the community, ensuring the ranges success. As shown across the eighteen month timeline this range has the capability to expand beyond the current target consumer, which will only have beneficial impacts for the Nike brand and the PULSE ethos.



PULSE

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Figure 10
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Figure 11
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Figure 15
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Figure 16
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Figure 17
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Figure 18
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Figure 21
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Figure 22
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Figure 23
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Figure 24
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Figure 26
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Figure 38
Costa, J. 2019. Ice skater legs. [Online]. Accessed on 27/4/20. Available from: <https://unsplash.com/photos/lv7XtajNk2w>

Figure 39
McCarrick, J. 2020. This study. 4 – target consumer.

Figure 40
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Figure 41
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Figure 42
Borba, J. 2019. Woman leg pressing. [Online]. Accessed on 27/4/20. Available from: <https://unsplash.com/photos/JD6RMKGwSCQ>

Figure 43
McCarrick, J. 2020. This study. Instagram collage.

Figure 44
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Figure 45
McCarrick, J. 2020. This study. Original photography collage.

Figure 46
McCarrick, J. 2020. This study. Inclusivity image.

Appendix

Initial market research and PESTLE analysis.

Political – The unstable landscape is leading to strain upon resources, trading difficulties, cost fluctuation and subsequently economic strain on companies (Laker and Roulet, 2019). This heightens the need for adaptive businesses and products that fulfil consumer need, as to limit the risk that could prove damaging for a business in this climate.

Economic – The desire to spend is decreasing; people have a less positive outlook on their own financial situations, and this is leading to worse economic outlooks (Gov.uk, 2019). This incites the need for more affordable purchase choices.

Social – LSN Global state that brand and consumer is declining through over exposure to these channels (Hawkins and Stott, 2019), transparency triumphing is negatively impacting brands who do not disclose all information. Brand reputation and trust is paramount.

Technological – Increase in fitness popularity mirrors the advancements being made in this area. A range of technology is now offering the consumer data and services that can help their activities by anticipating and providing for their needs (Friend and Maxwell, 2018), in turn helping them reach their goals. This convenience is a new development, indicating a gap in the market for product offerings (Curley, 2019).

Legal – The Data Protection Act in 2018 updated the systems in place to secure information would remain safe in the new digital age (Gov.uk, 2018). Brands have to be more thoughtful about personalisation and app design as to not overstep the new boundaries set in place.

Environmental – Shift towards conscious consumerism filters down into a more active, dietary aware individual (Forbes, 2015); this trend is only continuing to grow. Climate change incites personal change leading, public transport being preferred to other, more damaging modes of transport (Barry, 2019); activity is increasing.

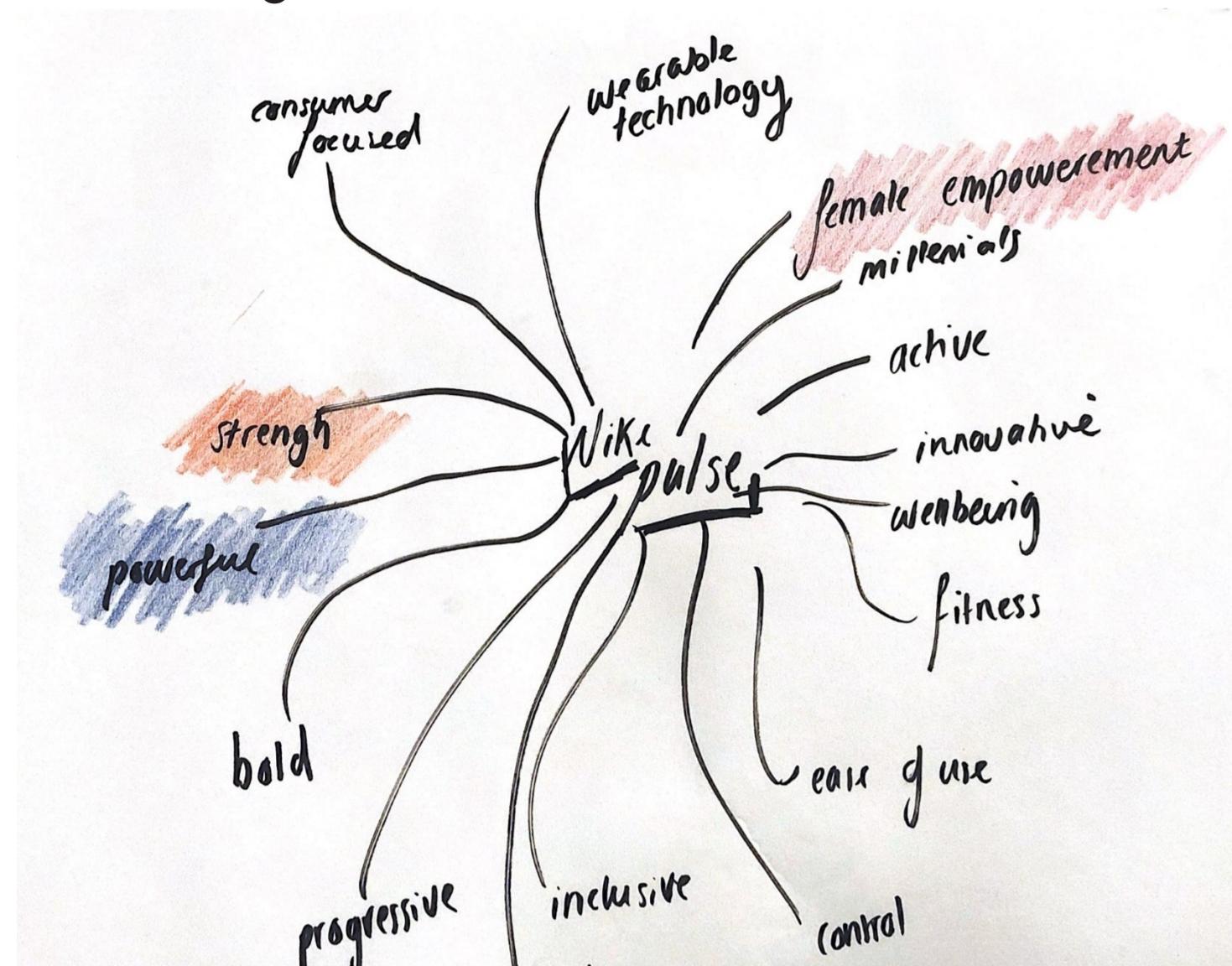


After examining the macro environment, I noticed some trends surrounding health and wellbeing. I decided to examine these more in-depth which is how I began to develop a concept surrounding fitness. This topic has always been really important for me. It stemmed from my father Anthony McCarrick who regularly took part in running races as I was growing up. This soon led to my peaked interest in physical activity. I have completed Triathlons and half marathons over the last few years of my life and become a really big gym user – weight training is my training of choice. Since this became a major part of my life, I started to invest in gym wear and started looking for tracking products. I eventually decided on an apple watch; however, I have found that when attending the gym with a friend who uses a Fitbit that our calorie usage is vastly different. I did not know which product to trust – if any of them. So, I began looking at alternatives; they were all very specialised and a lot were expensive. It felt as though there was no product that was truly right for me – at least none I could find with ease. I would by no means say I'm a serious athlete and felt put off by equipment, I lacked confidence – which I felt a lot of others would be feeling also.

This led me to the initial idea of PULSE, a range that was more accurate than wrist trackers but more accessible than specialised equipment. It was help women especially feel like they could track their workouts without having to do a lot of research. Most people are put off by the idea because they don't feel they exercise enough for it to be worthwhile, but even tracking a daily walk can give people information they didn't know they needed.



Branding



DIN Condensed

Power – thick, sturdy and dense.

Shree Devanagari 714

Strength – situated, spacious.

Big Caslon

Female empowerment: Feminine, rigid, sharp.



In one of the first seminars we were asked to pitch our concept to the person next to us and then they would draw a mind map with words and phrases they felt embodied the concept. This was very insightful because it allowed for a fresh outlook to be given on the project. As well as this it was a good indicator of how our brand would be perceived if it was only given around a minute of attention from the consumer – which is likely.

The words that stood out for me that were drawn are coloured in the left. These three things are what I decided to take forward for PULSE. This is where the ethos of the range originated. These I then took forward to help get branding started.

Narrowed down to three fonts that I felt embodied the three highlighted words. Wanted to experiment with other logo elements before making the next decision so I put together a mood that showcased a lot of images that physically represent the word PULSE. This advice was given during our guest lecture with Paul and I found it helpful to move onto my next steps of branding.

From the mood board I felt visually drawn to the heart rate line. Branding should be simple and to the point, able to be understood. All other imagery was slightly too complicated, and I felt it wouldn't work in a logo. Paul remarked in his lecture that a brand needs to tell a story and have a presence because that is what adds longevity to a product

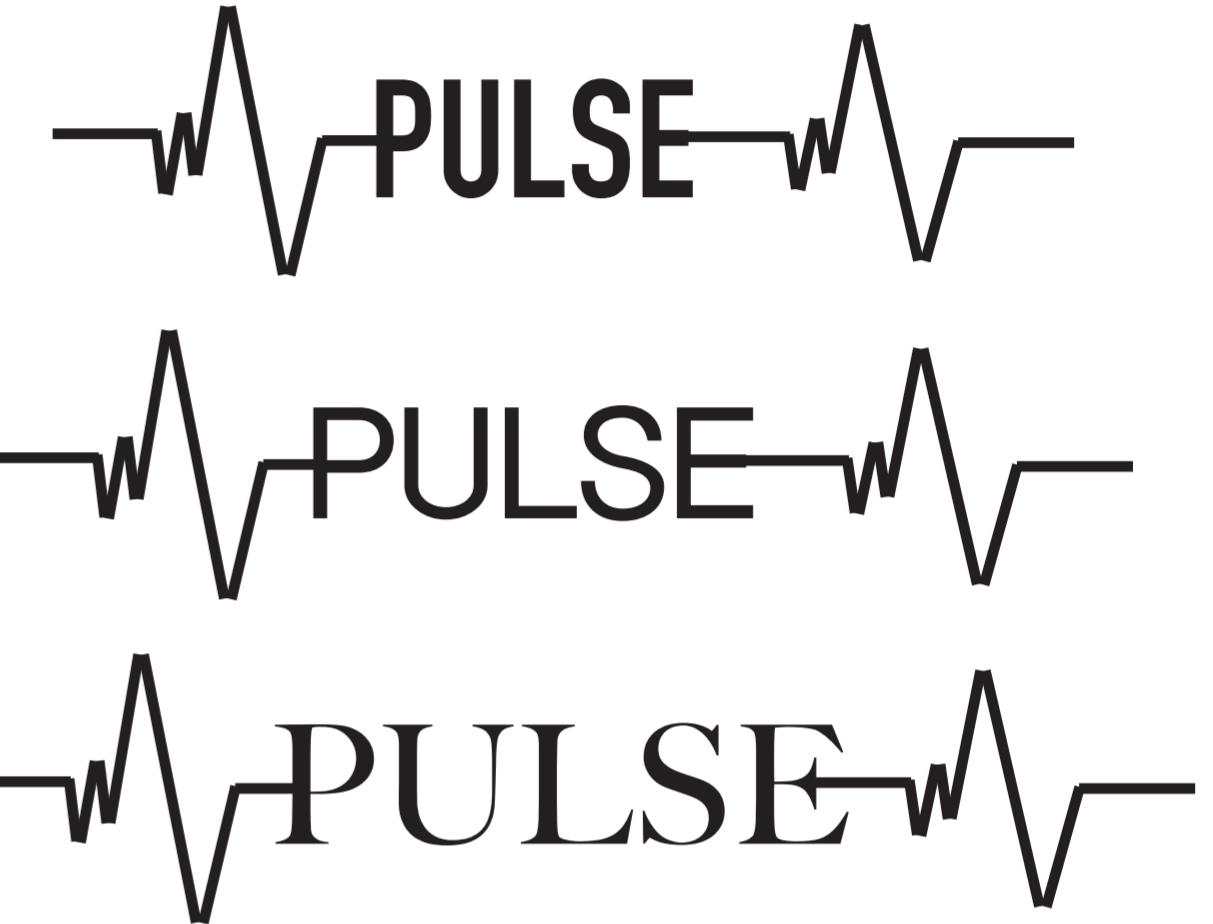
Guest Lecture

What did I want PULSE to represent? How would the concept last with just the logo or visuals? Was my message clear enough? If not, what was the best way to make it clear. I felt it best to

go with the most simple and sharp of the structuring as this exemplified power and strength for the heart rate line. Clean edges and a sharp line exemplify the story I am trying to tell with my range. Power from within and above all else, life and exceptional improvement.

I drew up some logo options with my three chosen fonts. To visualise which embodied the words as a whole. Shree Devanagari lettering was too far apart, it looked like the tension was released from the word and didn't suit the addition of the heart line. However, I did choose to use this font as the main body of my text as it was clear and modern, with sharp lines just like the brand. Big Caslon was the worst of the three options by far, it did not match the heart line because of the embellishments of each letter. I used this font for quotes in the PULSE portfolio because of its feminine qualities, the quotes feel more personal.

Below are two full size versions of the logo with reverse colours. The brand extension is for Nike, and these colours match their branding. Also black and white is simple, it resembles the clear cut qualities of the range. Black was chosen because it is more intense and striking.



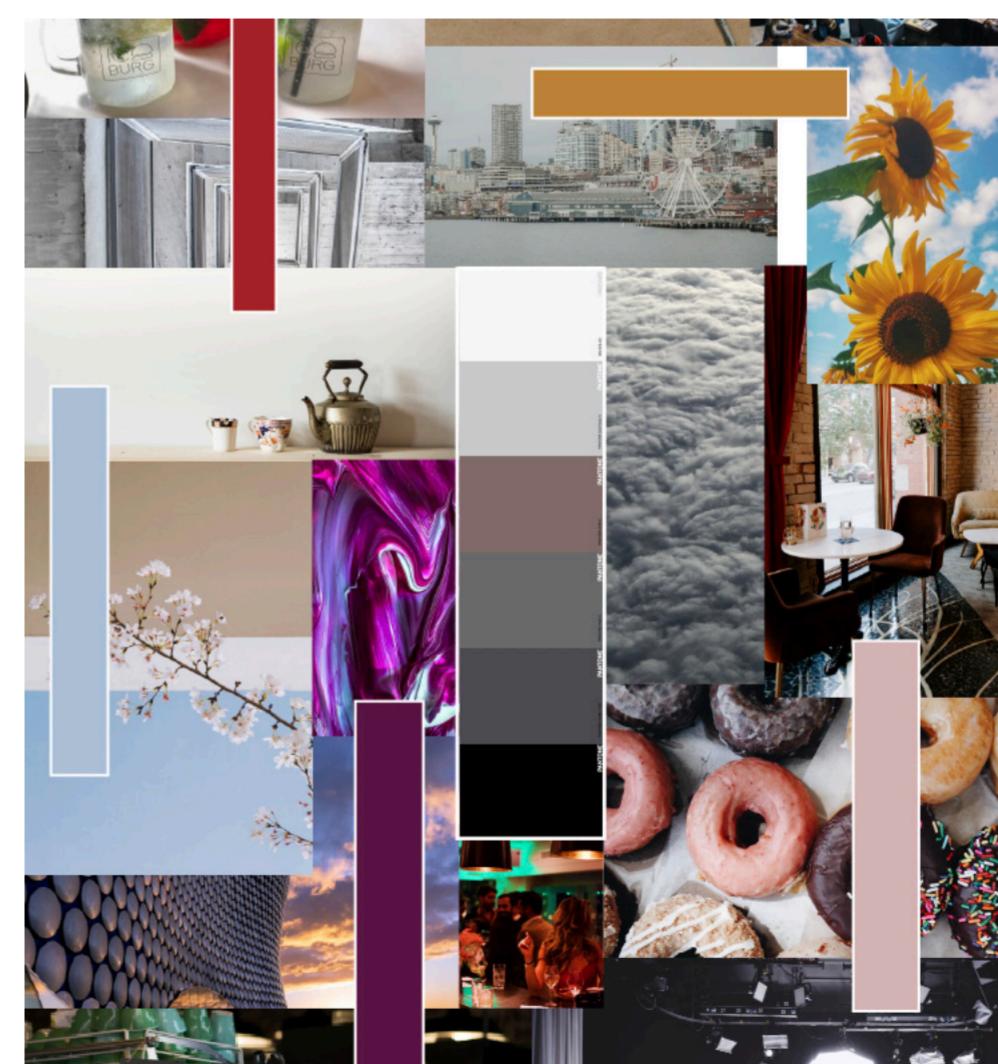
Communications

Due to the situation in the country i was only able to complete one photoshoot for my visuals and was unable to create my video as planned.



I knew that I wanted the visuals to be a little different to standard campaigns. I felt they should feel alive – linking with the name PULSE. I experimented with a lot of different layering of images to see which looked most effective. I spent time resizing and altering the opacity of the images – I found setting opacity between 40–55% is the most effective. I felt that the images should be the same size otherwise the body looks like its morphing into something unrecognisable – not aligning with concept. When the body is the same size but slightly moved away it looks the most like movement. I have circled my favourite overlapping image and it features prominently in my portfolio.

Overlapping Visuals = Movement = Change = PULSE



Photoshoot plan:

Camera settings:
Mode – Portrait
Shutter speed – 1/100 or higher
Flash – Yes
ISO level –

Placement:
Time – 2:00pm
Setting – Studio (white)
Lighting – One flashlight, 3 studio lights
Props – N/A

Model:
Clothes – N/A
Makeup – Natural
Hair – Natural
Pose – Head facing a variety of angles

Due to the nature of the branding I felt as though campaign images should be more colourful. I took inspiration from the mood board I created for the range plan – this helped link the two projects together also and add some cohesion to the communication strategy. I drew the brightest colours and bought some coloured sheets of plastic that when held over the flash of the camera as a tinge to the skin. There is a before and after of the editing process where the colour can be brought out quite significantly.

Before Editing



After Editing

