

A Study on Marketing Strategies of the Young Casual Brands -Focused on 5 Big Brands on Sales Amount Volume in L Department Store-

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I. Introduction

This study were tried to suggest the future effective marketing strategies by analysing marketing strategies of five brands which were selected by sales amounts and the rate of extension among young casual brands in the L-Department Store from 2001 to 2002.

The scope of this study limited on 5 brands which gross sales amounts and rate of growth were highly ranked among the women's young casual brands in the L-Department Store during last year.

The methods of this study were to consider theoretical background about general marketing strategies and women's young casual markets by theses, magazines and internet portal sites, and to select 5 brands by gross sales amounts and the rate of expansion among young casual brands in the L-Department Store from 2001 to 2002.

II. Marketing Strategy Analysis of Each Brands

1. Marketing Strategy of 'Banila B'

1) Creation of 'BB family'

'BB family marketing' is to make a brand image which targeted the taste of new trend setters.

2) Star Marketing for 'BB Family'

It is a kind of strategy providing an opportunity to buy 'Banila B Red T-shirts' with back number of famous soccer stars.

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3) Kidult Image Marketing for BB Family

'Banila B' has dealt in T-shirts with cute character pattern, leather straps, lace and child-like clothing decorated with metal chains.

4) Online Marketing for 'BB Family'

The home page of 'Banila B' raises the emotional satisfaction for BB family by applying situational costumes which were appropriated on the City-Hall, theaters, billboards etc. in the imaged streets.

2. Marketing Strategies of Joe & Luices

1) Core Marketing

This is a strategy to fix an imaginary person and to propose his practical lifestyle scene. 'Joe & Luices' is a new brand which was mixed man and woman's name to stress soft and feminine feeling.

2) Cultural Marketing

'Joe & Luices' has supported the Group Rollercoaster's clothing for their concerts. 'Joe & Luices' has sold T-shirts printed 'ROLLERCOASTER By theres' on the concert day and then, promoted brand's cultural value.

3) Kidult Marketing

'Joe & Luices' has dealt in T-shirts printed girl's character, Kang-Kang skirts, flower decorated shoes and a fat cow character etc. for consumers to enjoy child-like spending culture.

3 Marketing Strategy of Egoist

1) Charisma Marketing Strategy

This is a new marketing strategy to directly transfer brand's image and products to consumers by sales consultants, 'charisma'.

2) Cooperation Marketing

It is a marketing strategy that 'Egoist' and L-Department Store have cooperated each other in promotion and distribution.

3) Consumer Calling Strategy

It is a strategy to call consumers by a mileage system for regular consumers and agent's fashion show for vitalizing of road shops.

4) A.S.A Strategy

It is an abbreviation of 'after service advertisement' and an after service advertisement strategy. It does not mean to create new costumers but to repay amusement of advertisement for 'egoist' purchased persons.

4. Marketing Strategy of 'Miss Sixty'

1) Movata Marketing

'Miss Sixty' initially attempted 'mobile marketing' with SK-Telecom among fashion companies and operated 'Avata world' in the wireless home page.

A customer could make his own 'Avata' using 'Miss Sixty' clothings and accessories on the web site and then he could down-load it on his cellular phone.

5. Marketing strategy of 'A6'

1) Game Marketing

On-line game company, 'GV', runs a collaboration marketing with off-line fashion company 'A6'. They have an event which finds out wrong icons about 'A6' company with an online game 'Search eye Online'. This collaboration marketing strategy drives a great synergy effect to both companies.

III. Results

The results grouped the analyzed strategies into several classes, culture-marketing, emotional-marketing, cooperation-marketing, online-marketing, propose-marketing and so on.

The Culture-Marketing were 'BB group-Marketing, Star-Marketing, Core-Marketing, Experience-Marketing'.

The Emotional-marketing was 'Kidult Image-Marketing' which was affected from recent fashion trend, 'cute concept'.

There were 'the Charisma Staff-Marketing' concerted with a distributor, 'the Movata-marketing' cooperated with a mobile company, and 'the Game-marketing' concerted with a game company in the cooperation-marketing.

Additionally there were 'the Consumer calling-marketing', 'the ASA-marketing' which was after-service advertising for purchasers, 'the QR-marketing' for quick responses, 'the discrimination marketing on web site' and 'the Logo-marketing'.

The suggested future effective marketing strategies were as follows;

1. Loyalty Maximization Strategies

- ① loyalty maximizaion by fashion consulting.

- ② loyalty increasing through system development to cross-coordinate diverse brands within a distributor.
- ③ incessant after-service advertisement for purchased persons.
- ④ development of either party communication programs for VIP.
- ⑤ providing better upgraded services through cooperation with welling-being related companies.
- ⑥ maximization of the domestic and foreign customer's loyalty and brand globalization through brand extension.

2 Consumer Calling Strategies

- ① consumer calling strategy through diverse cultural experiences.
- ② consumer calling strategy for customer attraction through one-stop shopping chance by provide series of products for each segment group.
- ③ consumer calling strategy through the development of concept road-shop to make possible cross-coordination in a same street.

3 Distinguished Strategies of the Online Contents

- ① development of distinguished contents to specify internet shopping mall 'visitor' and 'products'.
- ② provide practical and useful informations which were company's own products, world fashion trends, the cautions for washing, effective management methods and products characters.
- ③ provide useful fashion information with each province and weckend's weather forecast via letter-message services of cellular phone and e-mail.

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