



MAIN HOMIES

MIZZEN+MAIN

— Campaign 2016 —





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EXECUTIVE SUMMARY

THE COMPANY

Mizzen+Main was created to not just revolutionize the dress shirt, but the way men live their everyday lives. Supporting veterans and manufacturing in the USA are how the company differentiates itself from competitors. The American spirit is reflected in their clothing and throughout their brand image.

THE PRODUCT

Mizzen+Main has been focusing on one particular market segment, the athlete, but research shows that these dress shirts offer attributes that appeal to broader markets. Ease of care, moisture wicking, four-way stretch, and superior fit can intrigue a wider range of consumers.

THE CHALLENGE

The main objective for this campaign is to expand preference and awareness for the brand Mizzen+Main amongst specific target audiences without dependence on paid advertising.

THE TARGET

The target market consists of men within the ages of 20-45, specifically within three key audiences: the business executive, the young professional, and the fitness enthusiast.



"We believe in pushing past limitations and challenging the norm to encourage ambitious and active lifestyles."

THE STRATEGY

The media strategy is heavily focused on online advertising and content marketing, with support from traditional and nontraditional media. Three different concepts explored are: "be free," "your hardest working shirt," and "lifeproof." These concepts are implemented throughout the campaign.

RESEARCH

The purpose of the research performed was to determine target markets with the highest potential, to which the campaign is directed. Moreover, where and how to reach the target market in order to receive the greatest ROI.

SECONDARY RESEARCH

1 CURRENT CUSTOMERS

We researched Mizzen+Main's Facebook Page and blog to find out what current customers think of the company as well as their needs and wants.

KEY INSIGHT

Broader Product Offerings

Current customers want broad product offerings and a higher product inventory. They feel that there are not enough styles offered by the brand.

2 CHUBBIES CASE STUDY

Research was done on Chubbies, another American made start-up. They sell short-shorts for men, mainly college students and frat guys. We examined how they successfully used content marketing to grow and engage customers with the brand on social media.

KEY INSIGHTS

Make the Customer the Hero

Users email photos or tag Chubbies to their Social Media. Then Chubbies adds a clever caption or headline, and post it on their feed. They even add user generated content on the checkout page, showing real customers modeling the product you are about to buy. This has proven to increase conversions and credibility, since customers can see what the product looks like on a "real person."

Don't be Salesy

Chubbies does not spam or overkill their social media followers in attempt to sell a product. They go about selling the company's image as an energetic and fun brand.

PRIMARY RESEARCH

1 FOCUS GROUP

We conducted a focus group with college seniors. The objectives were to determine their potential as a target market given their budget constraints, and understand their shopping and media habits.

2 MALL INTERCEPTS

Potential consumers and their partners were interviewed in strategically chosen places at Northpark Center, with the objective of understanding their shopping and media habits, as well as the role their partners played in choosing their clothes.

3 ONLINE SURVEY

The survey was sent out to males of all age groups to compare their responses to others with questions encompassing price ranges, the type of recreational activities they engage in, social media usage, and online shopping habits. By using cross tabulation analysis, the correlation between different variables was determined uncovering surprising results:

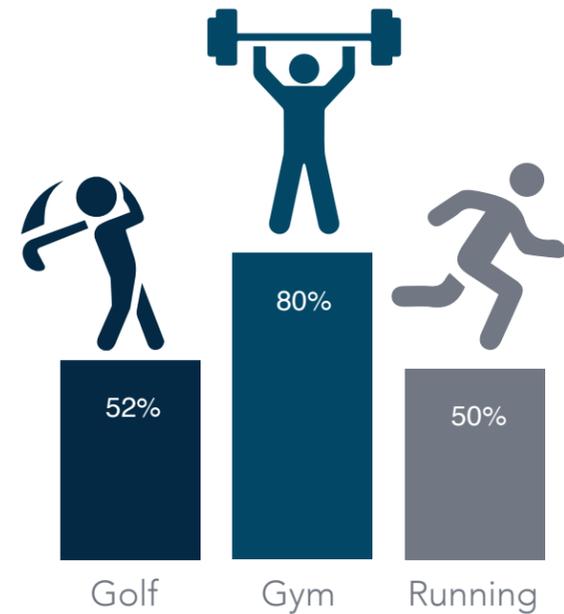
- Golf was among the top 3 recreational activities. Over 50% of the respondents included that they engage in this sport.
- All age groups were equally likely to shop online, having over 70% of respondents in each age group being online shoppers.
- There is no difference between the price range of dress shirts bought by 18-25 year olds and 45+ year olds. 14% of the youngest age group chose the highest price range (over \$140), while 4% of the oldest group fell under this price range.
- Over 90% of males aged 18-35 consume social media, while less than 50% of respondents over 35 do. The latter age group is more likely to watch TV (Over 80%) and listen to the radio (Over 70%).



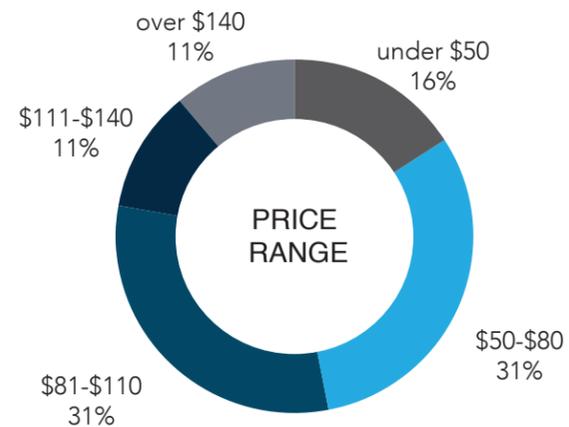
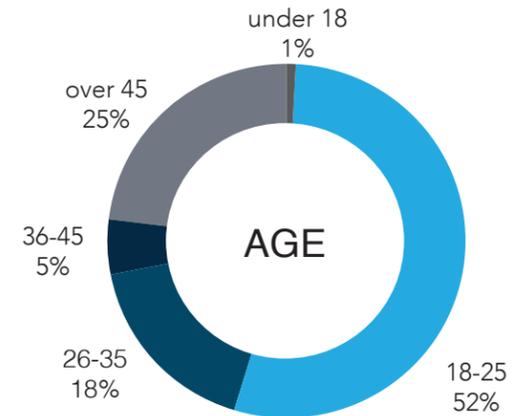
ONLINE SURVEY

STATS AT A GLANCE

90% are unaware of the brand



142
Respondents



KEY INSIGHTS

Highest ranked issues with dress shirts among potential customers are: hassle of dry cleaning, ironing and sweat stains, all of which M+M solves.

Most popular store men shop in is Nordstrom, while the most popular brands were Ralph Lauren and Brooks Brothers. Interesting, since over 75% of respondents chose a price range below \$110. This dichotomy is likely due to brand prestige playing a role in consumers' minds, making it worth the higher price.

Respondents dislike their dress shirt fit. They can never find a size that fits perfectly. For this reason, many consumers end up spending extra money to get their shirts tailored.

Consumers feel they are not getting what they pay for. They expect impeccable quality given the amount of money spent on dress shirts. Their expectations are not met when they find the cuffs shrinking over time, buttons falling off, and color fading out rather quickly.

General lack of awareness not only about M+M, but the whole concept of a performance fabric dress shirt. This presents a visual challenge for the brand; consumers fear a Dri-Fit dress shirt will not look professional.

Discontent with variety; consumers complain it is hard to find unique designs and styles.

PROBLEMS AS OPPORTUNITIES

LACK OF CONCEPT AWARENESS

People are not aware of the existence of performance fabric dress shirts.

PRICE POINT CONSIDERED HIGH

The majority of respondents thought the product was too expensive and expected to pay less than \$100.

SMALL PRODUCT INVENTORY

There is a lack of variety within product lines, and customers would like more variety in dress shirt design.

NICHE TARGET MARKET

Current advertising only targets the athletic built male, alienating the average built professional. Even though this is the type of person that the brand wants to be associated with, it constrains the broader appeal the brand could potentially have.

CLAIM LEADING POSITION

Mizzen and Main has the opportunity to take the lead and be "the original" in the category.

EASE OF CARE TO OFFSET PRICE

Emphasis on no dry-cleaning to prove it is a worthwhile inversion and ends up being cheaper in the long run.

EXPAND OFFERINGS

Offer a wider range of products, such as adding pants, and more choices within product categories such as more patterns and styles.

TARGET A WIDER AUDIENCE

Reach out to younger demographic and the average businessman. Through research we discovered there is not a significant difference between the price range of dress shirts bought by 18-25 year olds and 45+ year olds. Furthermore, the younger demographic is the most tech-savvy and the heaviest consumer of digital and online media. This age group is more receptive and enthusiastic about sharing content. Given M+M's inclination towards online marketing, targeting this demographic would be cost effective.

COMPETITIVE LANDSCAPE

Brand	Non-Iron	Machine-wash safe	Moisture Wicking	Distinctive Advertising	Stretch	High Brand Awareness	Retail Store-Front
M+M	✓	✓	✓	✗	✓	✗	✗
Ministry of Supply	✓	✓	✓	✓	✓	✗	✓
Lululemon	✓	✓	✓	✗	✓	✓	✓
Brooks Brothers	✓	✗	✗	✗	✗	✓	✓
Ralph Lauren	✓	✗	✗	✗	✗	✓	✓

DIRECT COMPETITORS

Ministry of Supply and Lululemon specifically offer performance fabric dress shirts. Ministry of Supply has an advantage over having distinctive advertising; the campaign was featured in the Advertising Annual of the Magazine Communication Arts. Lululemon on the other hand, doesn't spend much on traditional advertising, yet they have high brand awareness and increasing popularity among men. Both brands have lower beginning price points, starting at \$110 and \$108 respectively. In addition, they have their own retail store-fronts.

INDIRECT COMPETITORS

Brooks Brothers and Ralph Lauren on the other hand, are incredibly popular. They have no distinctive advertising, looking like every other fashion ad. Among their biggest advantages is their extensive and international retail distribution. Both brands start offering dress shirts at lower price points than M+M. Overall, retail distribution and price point are M+M's weakest competitive points, given every other competitor has a retail store-front, wider distribution, and lower price points.

MARKETING OBJECTIVES

- 1 To increase total sales by 20 % by the end of 2016
- 2 To drive Web traffic up by 30% by the end of 2016
- 3 To achieve an annual growth rate of at least 10%

ADVERTISING OBJECTIVES

- 1 To establish brand awareness to 20% among our target market segments
- 2 Increase Search Engine Optimization by 20% by the end of 2016
- 3 To establish brand loyalty among 15% of current customers by the end of 2016

TARGET MARKET PROFILE

YOUNG PROFESIONAL

Michael is a 22-year-old, majoring in finance, entering his senior year in college. Landing a job and finishing school is at the top of his priority list. With schedule packed weeks consisting of interviews and study sessions, time management becomes vital. He does not have the time or money for ironing or dry-cleaning. He is ready to make an investment into his future with a shirt that can take him there.



FITNESS ENTHUSIAST

Rick, 31, eats, sleeps, and dreams fitness. He works out in the morning and plays basketball late afternoon everyday. After showering at the gym, he needs a shirt he can pull out of his bag to be instantly ready for work. He bikes to work and needs to show up ready to impress his boss.



BUSINESS EXECUTIVE

Mark is a 42-year-old man living in the densely populated, highly commuted, and stress filled city of New York. As company president, he gives presentations and needs to look fresh and confident. Wrinkles and sweat marks do not make the cut in his presentation. During his free time he can be found checking up on Sports Illustrated or playing with his kids outside. He needs a shirt that can take him from work to play.



MESSAGING PLATFORM

TARGET	YOUNG PROFESSIONAL	FITNESS ENTHUSIAST	BUSINESS EXECUTIVE
MOST COMPELLING BENEFIT	Ease of Care	Fit	Comfort
POSITIONING STATEMENT	To the Young Professional, M+M is the worry free dress shirt that saves them time while providing a professional look.	To the fit guy, M+M is the dress shirt that is sweat resistant and flexible to adapt to their athletic build.	To the Businessman, M+M is the dress shirt that provides a professional image combined with all day comfort.
PROOFPOINTS	Moisture Wicking Dry Clean Free Non-Iron	Moisture Wicking Slim Fit 4-way Stretch	Moisture Wicking Dry Clean Free 4-way Stretch

TO PERFORMANCE-DRIVEN MEN,
MIZZEN+MAIN IS THE
ALL-ENABLING SHIRT THAT
 TACKLES THE INCONVENIENCES OF FORMAL WEAR
 WHILE PROVIDING **A PROFESSIONAL LOOK.**

CREATIVE EXECUTIONS

STRATEGY

The idea is to position Mizzen+Main as the all-enabling shirt. It allows customers to experience life without limitations. The strategy is brought to life in three different concepts.

1 LIFEPROOF

The first tagline used is "Lifeproof." It is designed to show the capabilities of the shirt in action, emphasizing the non-iron, dry clean free, moisture wicking, and four-way stretch abilities of the shirt.

"LIFE PULLS YOU IN MANY DIRECTIONS"

The first execution shows a kid pulling on a shirt, emphasizing the 4-way stretch feature. It is juxtaposing how life can be hard on your shirt, but Mizzen+Main is made to withstand life's little inconveniences.



"SUITED FOR TRAVEL"

The second execution shows a suitcase with clothes crumpled and wrinkled from the traveling process. The Mizzen+Main shirt remained wrinkle-free. In this sense, Mizzen+Main is fit for travel because it will not wrinkle.



2 BE FREE

Our second concept uses the tagline "Be Free." It is capitalizing on the American-made aspect of the shirt, while emphasizing the freedoms you have while wearing it. In essence, the wearer can be free from sweat stains, ironing, dry cleaning, and limited mobility. It's the worry free shirt.

"SWEAT STAINS ARE FOR ROOKIES"

The first execution shows a man at a baseball game, with his arms up behind his head. Additional copy states "sweat free, iron free, dryclean free." This suggests the freedom the man has to enjoy the game without worrying about sweat stains.



"BIKE TO WORK?"

The second execution is a bike rack that looks like dry cleaning hangers. The logo is on the ground facing the biker with the be free tagline. On a wall behind the bike rack it states "Bike to work?" "Dry clean free performance dress shirts."



GUERRILLA

The third execution will be placed on the backs of subway chairs. It will be a printed vinyl sticker that looks like someone's back with sweat stains. It would include the tagline "Be Free" and the company logo. Additional copy reads "Sweat Free," suggesting the moisture wicking capabilities of Mizzen+Main dress shirts.

BANNER AD

The fourth execution shows a red, white and blue dress shirt with the tagline "Be Free." Additional copy underneath each shirt reads "Iron Free," "Sweat Free" and "Dryclean Free."



GUERRILLA

The final execution shows a shirt on the stairs so it appears wrinkled. The Mizzen+Main logo is on the stairs with the tagline as well. Additional copy reads "Wrinkle-Free performance dress shirt."

3 YOUR HARDEST WORKING SHIRT

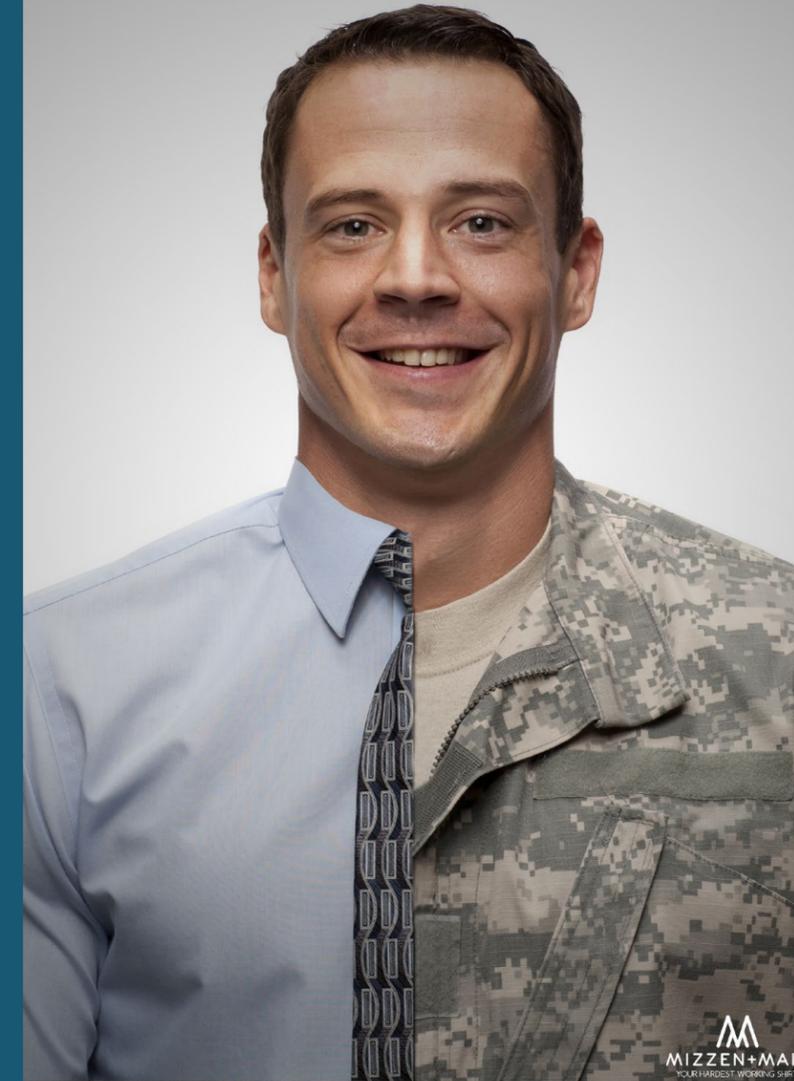
The last execution uses the tagline "Your hardest working shirt." This concept shows models of hard working individuals in their professional uniform, split with that of a Mizzen+Main shirt. This juxtaposition along with the tagline communicates the idea that these hard working people have high expectations and the shirt works equally as hard for them.

EXECUTION #1

Headline: "Tackles whatever life throws at you"
Tagline: Your hardest working shirt



GEARED FOR THE DAILY BATTLES.



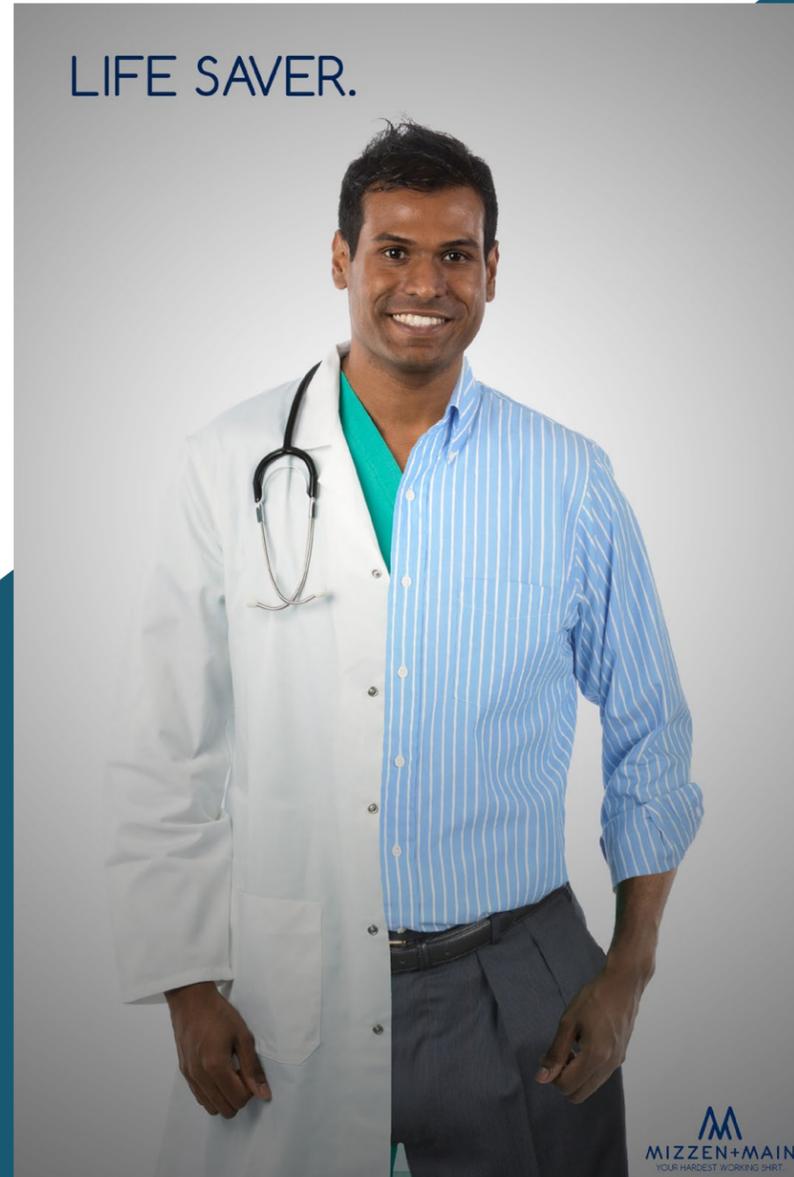
EXECUTION #2

Headline: "Geared for the daily battles."
Tagline: Your hardest working shirt.

EXECUTION #3

Headline: "Life Saver."

Tagline: Your hardest working shirt



GUERRILLA

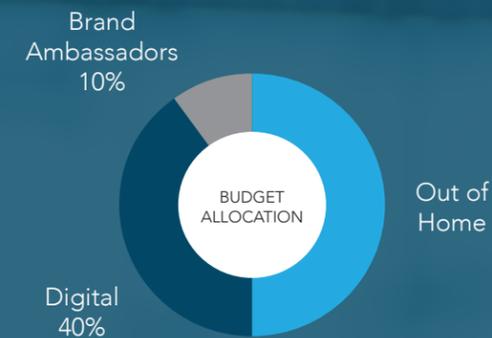
The final execution would be Mizzen+Main shirts placed on mannequin torsos, posing as if they were working out. It would be surprising and viewers would be able to physically engage with the shirt.

The tagline and logo would be placed on the ground by the mannequin, along with additional copy supporting its moisture wicking, wrinkle free, dryclean free, and 4-way stretch capabilities.

MEDIA & IMC

STRATEGY

Our campaign will be heavily focused on Online Marketing for cost-efficient reach, with the support from some out-of-home advertisements in order to create a brand presence outside of the computer. The idea is to increase findability, credibility and sellability in the most cost-efficient manner possible.



DIGITAL

WEBSITES

Based on our research, we have selected the most popular websites among our target market to place banner and display ads. These are ESPN, SB Nation, Yahoo Sports, Bleacher Report, Sports Illustrated, and NBC Sports.

SOCIAL MEDIA

Banner and display ads will also be placed on Facebook and Instagram, as well as sponsored posts that show up on users' news feed for higher visibility. LinkedIn can target ads based on location, industry, job titles, skills, ages, etc. This way retailers' buyers can be targeted.

SEO

Keywords targeted will be 'iron free dress shirt,' 'non iron dress shirt,' 'Dri-Fit,' 'easy care dress shirt,' 'wrinkle free dress shirt,' 'business casual,' 'slim-fit dress shirt,' 'machine washable dress shirt.'

EMAIL

Email blasts will be sent out to current customers and people who are subscribed to emails.

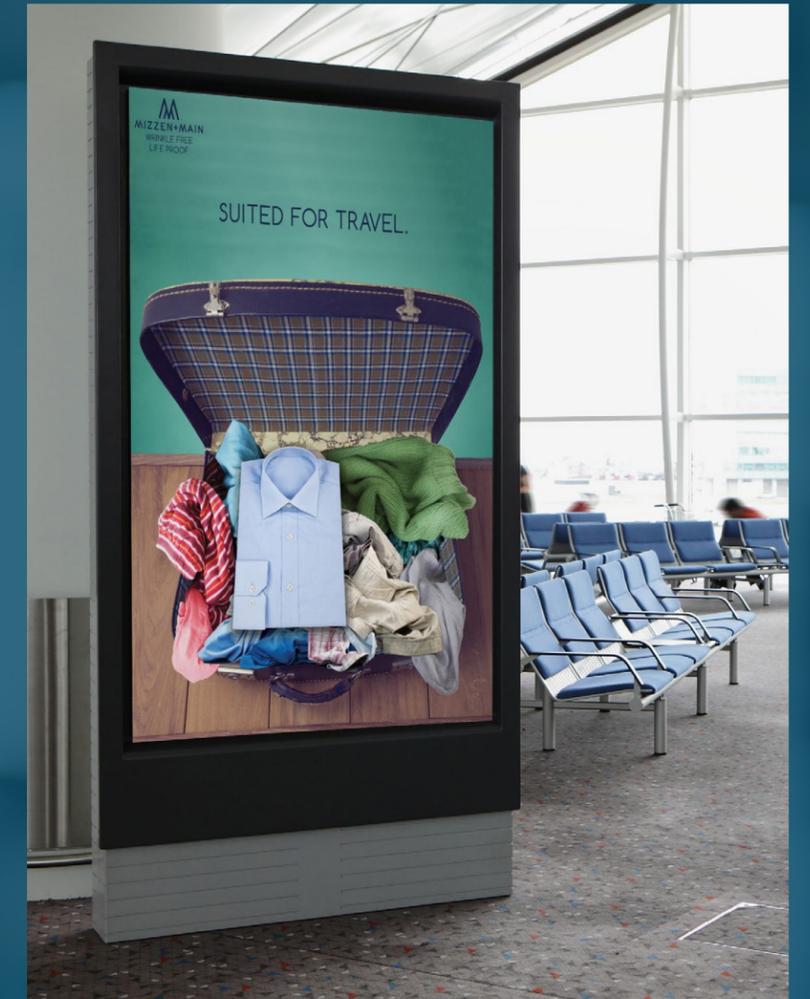
NON TRADITIONAL

TRANSIT

Advertisements will be placed on transit cars, like the New York Subway. They will also be placed in high traffic airports in terminals like Delta and American Airlines.

OUT-OF-HOME

Additional executions will be placed in areas that cleverly communicate the creative concept to be implemented. For example, the wrinkled shirt on the stairs with the copy "Wrinkle Free," or the hardest working shirts on mannequin's torsos working out at the gym.



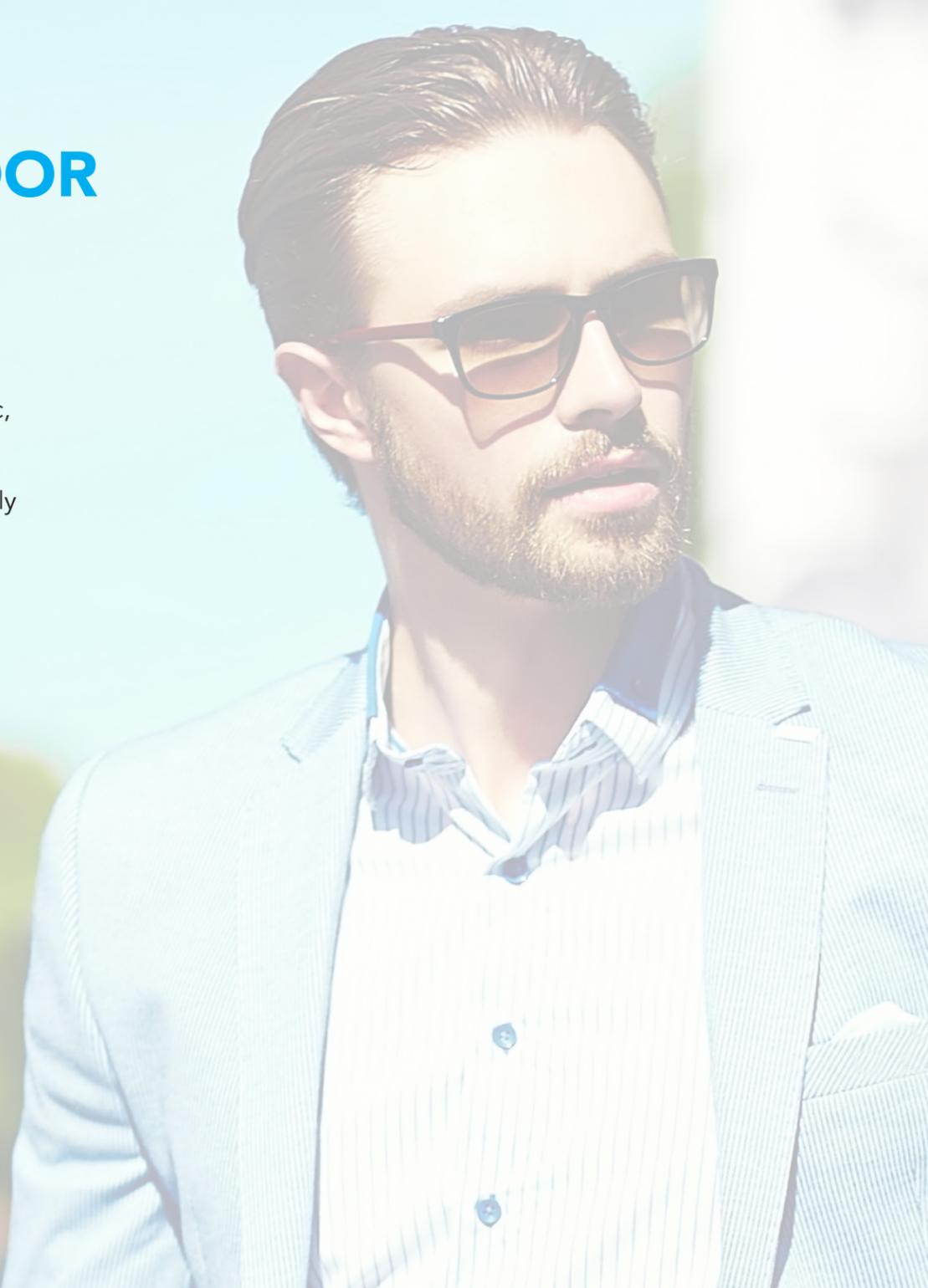
BRAND AMBASSADOR PROGRAM

GOAL

The Goal is to reach out to the younger demographic, focusing specifically on male college students. In order to apply to become a brand ambassador, Mizzen & Main would encourage the students to apply on their main online website. Overall objective is to promote the brand to their classmates and peers creating more awareness to young adults and college students.

PROMOTION

The accepted brand ambassadors will be responsible for wearing the shirts around campus and at events. They must post on social media wearing the shirts or mentioning the Mizzen & Main brand regularly. The brand ambassadors can host a tailgate tent or event sponsored by Mizzen & Main. If the brand ambassador is in a fraternity, they'll be asked to present the product during chapter hours and provide samples for people to try on. Brand ambassadors will submit blog post drafts each month to be featured on M+M's blog. Mizzen & Main will filter the posts that they want to display.



CONTENT MARKETING STRATEGY

1 DON'T BE SALESY

Think of your social media accounts as actual people. Social media is supposed to be social. No one is on Facebook or Instagram to look at advertisements, you are there for entertainment. Share experiences, jokes, videos, pictures of your customers wearing your product with a clever caption.

2 BE A WEB GEMOLOGIST

This means to dig for web "gems" or articles and links from other websites that are relevant to your customers. This way you become a hub of information and people start to rely on you and go to you as the authority. This strategy also helps with findability and SEO because your post will pop up when people are searching for the original post. Examples of content appropriate to share would be BuzzFeed's relatable lists, such as "21 problems only sweaty people will understand," viral videos of veterans coming back home, etc.

3 VIDEO IS KING

Because Google owns YouTube, videos will pop-up first, improving findability. It is also a great way to see it and believe it; show how the material works. Create videos showing the shirt's performance in extreme situations, showing its "Lifeproof" quality. Post videos created by customers using their M+M shirt in particularly American events.

4 PROVIDE VALUE

Increase the number of email subscribers by telling them what value they get from opting in. Communicate the type of content, specifically what you are trying to get people to subscribe. This way you get a larger number of IDEAL customers to your list. "Get the main scoop" doesn't tell me anything; I don't know what's in it for me if I opt in. In addition, look for ways to segment your customers by intent, or purchase history, and send them unique messages based on the target.



MEASURING SUCCESS

- 20% increase in sales would be measured by number of units sold
- 30% increase in web traffic would be measured by website hits or by measuring the number of unique website visits
- 10% annual growth rate would be measured by comparing previous ROI with new ROI
- 20% brand awareness among target market would be measured by survey and brand recall/recognition tests.
- 20% Increase in SEO would be measured by observing the increase in organic search traffic, the ranking, and conversions
- Brand loyalty among 15% of current customers would be measured by how many repeat purchase an individual makes.

FINAL SUGGESTIONS

INCREASE PRODUCT INVENTORY

Product and Fashion Suggestions

- More patterns, designs, darker colors, pockets.
- Custom sizing feature for a higher price; eliminates the need for tailoring.
- Patterns inside for sleeves so when they are rolled up they show a fun accent.
- Slots for collar stays; many comments on wanting stiffer collars and cuffs.
- Visible logo to spread awareness. If not desired on the dress shirts, put on the polos and comfortware.
- New products: short sleeve button downs, shorts, pants and golf shirts.
- Consistent complaint: products frequently out of stock; keep higher inventories.

EXPAND DISTRIBUTION

- To increase number of retailers selling Mizzen+Main, possibly big department stores.

DISTINGUISHING FEATURE

- A different distinguishing feature besides the blue buttonhole. It is hard to notice and could easily be covered by a tie.

POP-UP STORES

- Pop-up Shops to raise awareness for the concept of the shirt. The main concern interviewees had was how the type of fabric would look and fit as a dress shirt; this allows them to physically engage with the product and try it on. It would drive product trial, rather than relying on an explanation of how the fabric works



MAIN HOMIES

Nick Hidalgo
Sydney Maners
Hallie Medders
Diana Oteiza
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Katie Smith
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