

“ Successfully launch the new collection of Gill Marine apparel as a legitimate shorewear brand ”

First Mates Wholesale Boating Supply Company

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TheCaseSolutions.com

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Agenda

- Outline Goals of campaign
- Highlight the preliminary insights and challenges
- Present an integrated interactive marketing campaign strategy for UK and international markets
- Provide an implementation timeline and budget for 6 months (march to September)

Goals

- Increase sales through key wholesale and distributor accounts
- Secure additional business from existing loyal consumers through e-commerce
- Move brand to shorewear range of clothing
- Change perceptions of suitability
- Create a fashionable 'must have' brand
- Increase brand loyalty and awareness
- Ensure saturation of brand in specialist field
- Investigate opinions of current distributors
- Investigate financial structure viability
- Validate training concepts and guidance tools
- Investigate past performance as well as growth projections
- Already a successful technical marine apparel brand
- Cross sell and upsell, change perceptions and take consumers on a 'journey' of ship to shore
- Create a premium 'must have' brand of adventure and leisure clothing
- Already loyal consumer base, brand advocates and minor celebrity following
- Competitor and territorial market success
- Complete financial transparency and tiered support
- Provide stable support and professional training to sell in new market
- Promote testimonials, current track record of success