

Body Glove Harvard Case Solution & Analysis



The Ultimate Watersports Brand



TheCaseSolutions.com

Current Issue
Expanding Market
Domestically
Internationally

Objectives
Increase sales by 20% over 3 years
Increase international sales by 15% within 2 years
Increase brand awareness in the 'heat' market of Asia and Oceania
Increase market leadership in the US

Creative Strategy
Position Body Glove as the ultimate watersports brand
Use emotional storytelling to connect with consumers
Leverage social media and influencers to reach target audiences
Develop targeted advertising campaigns for key markets

Brand Position / USP
Body Glove is an innovative brand, which offers customers high-quality wetsuits.

Key Promise / Benefit
Body Glove offers high performance wetsuits that are designed for comfort.

WHY?

- Increased income
- Increased demand
- Target Affluent Consumers
- Coastal towns are more expensive

Manufacturing / Limitations

Low cost
High quality
Fast turnaround
Ethical manufacturing

Media Consideration

Internet:
Social Media, VRK, videos, etc.
Print:
Men's Health, Men's Fitness, Women's Fitness, and Traveler (Encouragement with outdoorists)

Brand Director
Project and the execution of the brand strategy

Team:
Vice President, Sales, and Finance

Primary Strategy:
The message strategy will center on the brand's core values of innovation, quality, and customer service.



Body Glove in JAPAN

Objectives

Marketing Objective:
Increase sales by 20% over 3 years in the US and 15% internationally

Message Objective:
Position Body Glove as the ultimate watersports brand in the US and internationally

Current Issue

- Expanding market into Japan
- Marketing Challenge
- Customer Growth
- Subsidiary Expansion
- Global
- 30 Years of Success
- Expansion into Challenge
- Big differences between north and south
- Price all
- Price benefits

Brand Position / Unique Selling Proposition

Body Glove is the ultimate watersports brand. We are the only brand that offers high-quality wetsuits that are designed for comfort. We are the only brand that offers high-quality wetsuits that are designed for comfort.

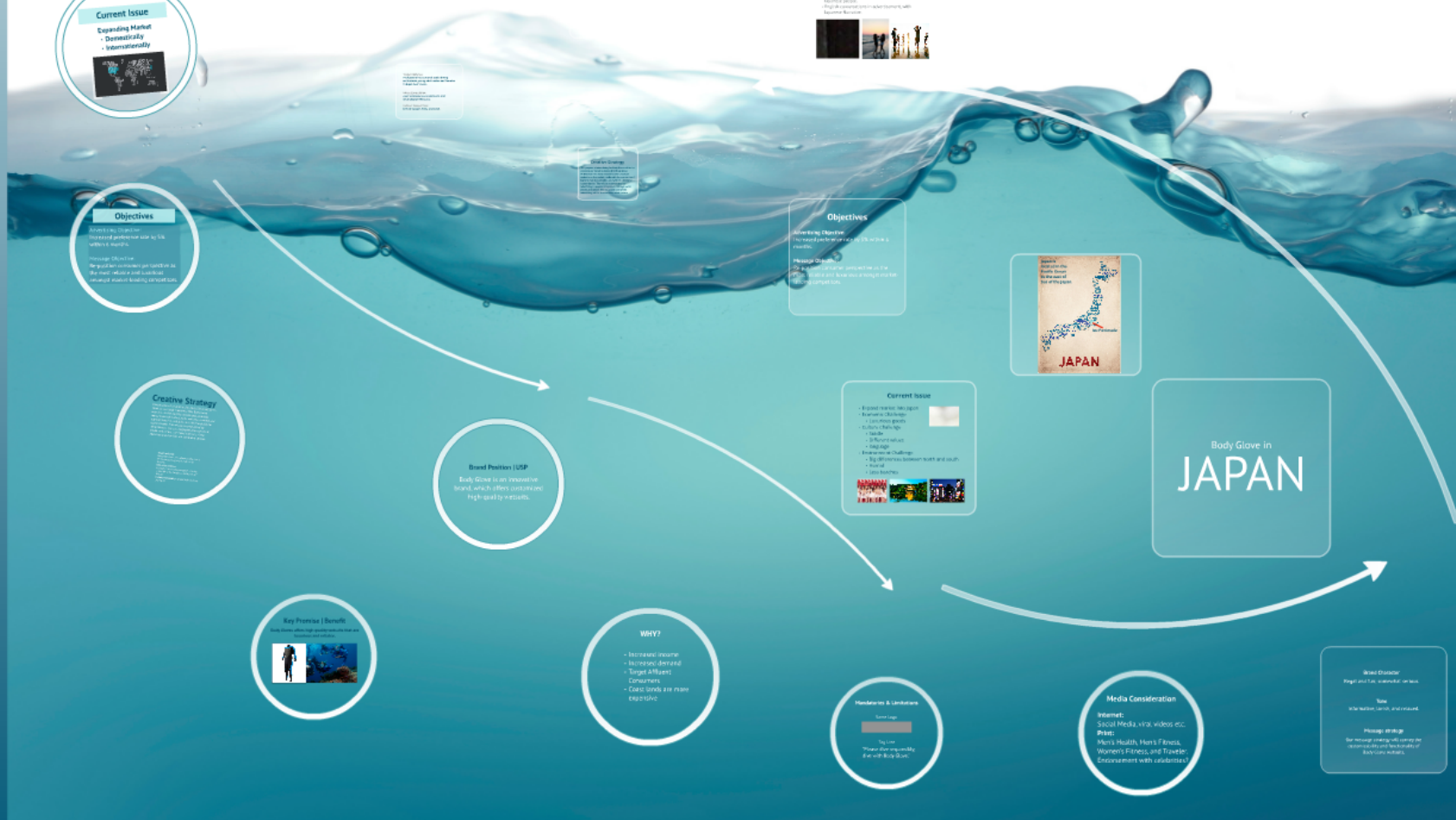
Key Promise / Benefit

Body Glove offers high performance wetsuits that are designed for comfort.

WHY?

- The growth of watersports activity in Japan
- The growth of watersports activity in Japan
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Body Glove



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Objectives

Advertising Objective:
Increased preference rate by 5%
within 6 months.

Message Objective:
Re-position consumer perspective as
the most reliable and luxurious
amongst market-leading competitors.

Creative Strategy

The purpose of advertising for Body Glove will be to convince our target audience that Body Glove wetsuits are the most functional and luxurious wetsuits on the market, made with the warmest and lightest material available, and with the ability for customization. This will be accomplished by advertising in popular magazines, through social media, and online. The mood and tone of the advertising will be fun and somewhat serious.

