



# *Portfolio*

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**MARKETING & COMMUNICATION DESIGN**  
**class J**

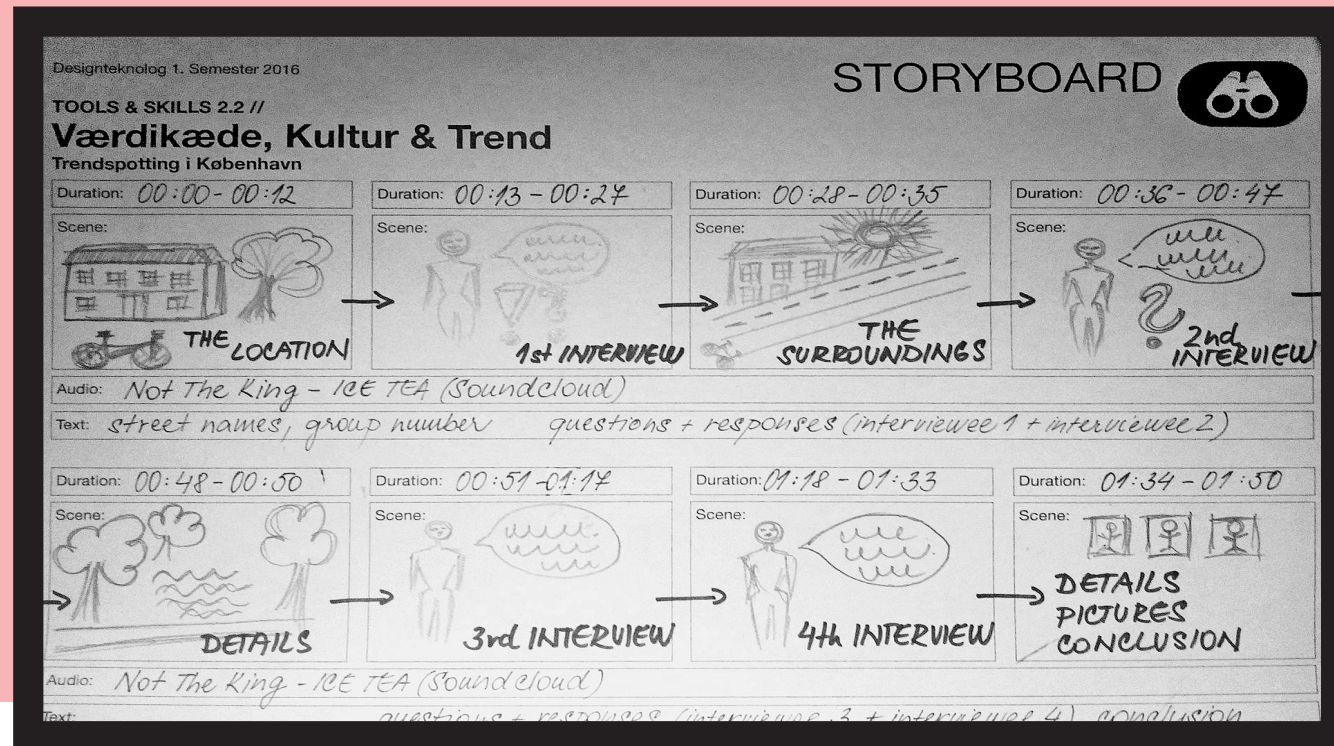
# TABLE OF CONTENTS

PORTFOLIO INTRODUCTION.....	1
TABLE OF CONTENTS .....	2
Tools & Skills II.....	3-5
Tools & Skills III. ....	6
Tools & Skills IV. ....	7-9
Tools & Skills V.....	10-12
Tools & Skills VI. ....	13
Tools & Skills VII.....	14
Tools & Skills VIII. ....	15

# HALMTORVET & GASVÆRKSVEJ



<https://youtu.be/1j9u0L5pQkk>



**I**N ORDER TO EXPLORE THE CURRENT FASHION TRENDS, we spent half of a day on a given location - Halmtorvet and Gasværksvej - situated in the hip area of Vesterbro, Copenhagen. A day before, we had created a story board that worked as a guide and a backbone to our whole project.

Firstly, we started observing the surroundings of a given area to absorb the atmosphere as well as the unique bohemian vibe. A couple of notes were written down in order to remember the first impressions and feelings.

After an hour, a research phase started when we focused on the people passing by, noticing the trends they were wearing and the spirit they were carrying.

The group was split into two halves running the location separately not to miss any interesting styles. The content was gathered using cell phones, notebooks, recorders and cameras.

Subsequently, a group debate was thrown and a gathered material was shared to make sure that we were all on the same track.

The last part of the observation and research process were interviews themselves. We picked a couple of interesting respondents who had caught our eye due to their original and unique fashion attitude.

A short filmed interview was done asking previously prepared questions about fashion, originality, preferred fashion brands and related terms of style and personal fashion approach.

All the collected material was used to create a video in iMovie with additional notes on current fashion trends.

### CONCLUSION

The area of Vesterbro declares itself as a unique location full of fashionable people who do not like following the actual trends yet prefer creating their own original style. However, we were able to spot many floral patterns which were considered trendy by that time.

## PROCESS AND RE-SEARCH PHASE



# HISTORICAL COSTUME ASSIGNMENT

**LE SMOKING**, an Yves Saint Laurent and Helmut Newton collaboration was controversial in its shocking message turning popular views of femininity upside down. Seen in the black and white photograph, the model is standing in a masculine like pose with one hand in her pocket and the other holding a cigarette.

Throughout history and in present day there are countless examples of artists challenging what defines a man, what defines a woman, and a more modern approach of the two styles becoming one. Especially in the world of fashion.

Nowadays it isn't unusual for clothing brands to design for a unisex audience. This is a very modern and in one way revolutionary to the way our world has been working for the majority of history. In recent times we have seen many gender crossovers of trends and today more than ever it is normal to see men and women wearing some or all of the same styles.

It all started with the Women's rights movement and fashion was one of the most observable changes that came along. It was highly controversial but it caught on to popular culture and the evolution still continues today.



*LE SMOKING, Yves Saint Laurent by Helmut Newton, Paris, 1975*

### PORTER'S FIVE FORCES

**MARKET:** toy market based on building and construction

#### BUYERS:

- children and adults
- individuals and companies buy the product

#### SUPPLIERS:

- LEGO holds supporters to high standards

#### THREAT OF ENTRANTS

- digital world
- other toy producers

#### SUBSTITUTES

- electronic gadgets
- children get bored quickly with new innovations

### STRENGTHS

- easy to use
- long lasting tradition
- strong brand recognition
- large customer base
- still doing business in country of origin which creates goodwill

### WEAKNESSES

- unsuccessful digital designer program
- lack of sustainability
- gender dividing

### OPPORTUNITIES

- expanding further into clothing and movie industry
- smartphone apps and games

### THREATS

- digital expansion (potential lack of customers in the future)
- saturated toy market

### PRICE SETTING (per unit) DKK LEGO ARCHITECTURE (new product)

#### RETAIL

Buying price	75,00 DKK
+ delivery costs	
freight (5%) - standard transportation fee	3,75 DKK
customs (12%) - fee on imported Chinese goods	9,00 DKK

Cost price	87,75 DKK
+ profit margin (520%) (VAT included)	456,30 DKK
MSRP (suggested selling price)	499,00 DKK
- product cost	87,75 DKK

Gross margin	411,25 DKK
Gross margin % (VAT excluded)	65,93 %

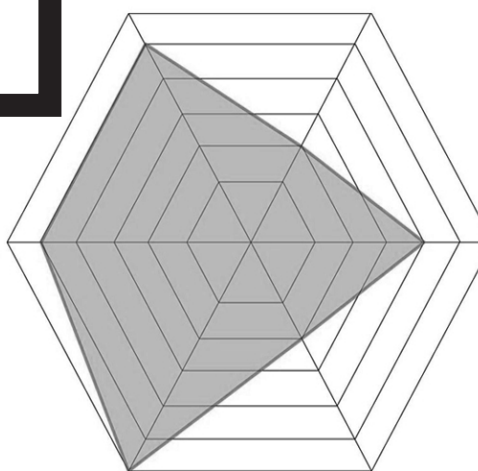
### BUDGET FOR THE INITIATIVE DKK LEGO ARCHITECTURE

Q2	April	May	June	Q2 Total
Online	25,000	15,000	20,000	60,000
Magazines	10,000	12,000	10,000	32,000
Catalogues	8,000	10,000	7,000	25,000
Television	55,000	60,000	50,000	165,000
Outdoor ads	20,000	15,000	25,000	60,000
Total spent in Q2	118,000	112,000	112,000	342,000
Company sales total in Q2	1,570,000	1,290,000	1,420,000	4,280,000
Marketing as % of sales	7,51 %	8,69 %	7,88 %	7,99%

#### QUALITY SUSTAINABILITY

#### BRAND REPUTATION

#### PRICE



#### INNOVATION/DESIGN EDUCATION

#### STAR:

#### LEGO Friends LEGO StarWars

- movies/comics based brick sets
- big market share and big market growth because of the general popularity of the movie

#### QUESTION MARK:

#### LEGO Sports LEGO AngryBirds

- products that are in a growing market, but they do not have a high market share

#### CASH COW:

#### LEGO Duplo LEGO City

- strongest selling products of LEGO of all times (with constant big market share)

#### DOG:

#### LEGO Bionicle

- movies or comics based brick sets that already lose their popularity



# PERSONAS

## TARGET GROUP



### KAREN-MARIE THE SOCIAL ROYALTY



active life  
horse riding



sleepovers  
Instagram



girlfriends  
wide social life

# PERSONAS

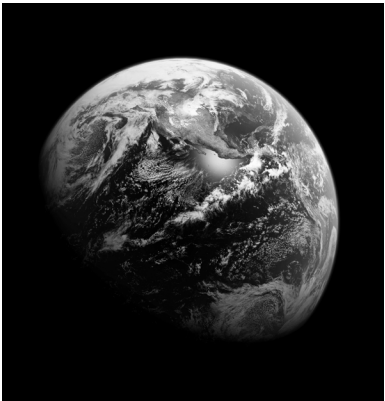


## MATHILDE THE WALLFLOWER

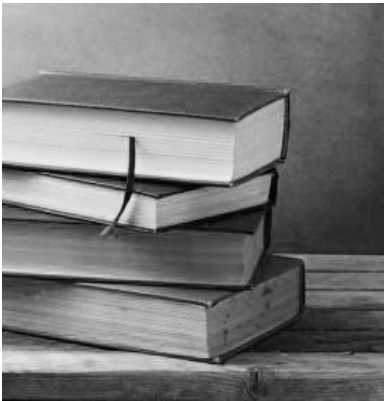
Mathilde is a 12-year-old girl from Aarhus. With all her interests and hobbies she perfectly fits into the wallflower group of young people.

Her introvertive world is very rich, she appreciates knowledge over fun and her classmates describe Mathilde as shy yet very interesting and innovative girl. Mathilde is deeply interested in the Universe, she constantly reads books and watches documentaries on this topic. Books create a remarkable part of her life. She has developed a special liking for fantasy and science-fiction literature genres.

During her free time, she admires spending time surrounded by nature. Together with her family they often go for walks or travel abroad to ski during wintertime.



deeply  
interested in  
the Universe



introvertive  
yet passionate  
about books



nature  
admirer



# MARKET RESEARCH

## JOE & the JUICE

### **PHASE 1 – formulation of the problem/hypothesis**

Tweens don't use social media that much, so advertising there isn't that effective.

### **PHASE 2 – choice of research design**

Starting with the broad topic of tweens as a target group for the Joe & the Juice, moving to more detailed deconstruction of the given problem (from exploratory to descriptive analysis).

Consumer Unit - thirsty and hungry people.

### **PHASE 3 – data collection methods**

Both primary and secondary data were used. However, since most of the secondary data found in online databases such as Euromonitor International lacked the relevance, the main focus was on the primary data.

### **PHASE 4 – selection of respondents, segmentation criteria**

With the focus on tweens, the selection of re-

spondents was based on geographic criteria (urban areas, apartment housing), demographic criteria (tweens, both genders) and psychographic criteria (buying behaviour based on current trends and opinions of other peers).

### **PHASE 5 – data collection**

Qualitative data collection method based on passive observations and in-depth interviews with both individuals and groups of tweens. Subjective and intuitive opinions were collected.

Quantitative data collection method based on a broad variety of respondents answering a questionnaire with general questions regarding the usage of social media and the frequency of café visits. From the collected statistics, charts and graphs were created.

### **PHASE 6 – data analysis**

All collected material was analysed and put into correlation with the Joe & Juice company

philosophy and needs. A PowerPoint presentation was created.

### **PHASE 7 – conclusion**

The gathered information helped us to find out that the most preferred social media platforms among tweens are Instagram and Snapchat.

Since tweens tend to visit Joe & the Juice accompanied by their parents, these might be a potential target group for the company offering catering or customized birthday celebrations.

# MOODBOARD



Katarina Bradacova, Marketing & Communication Design



## MOSCHINO – FRESH COUTURE

- Italian fashion brand established in 1983 by Franco Moschino
- product range varies from clothing, cosmetics, fashion accessories to jewelry perfumes or watches
- website (+ e-shop): [www.moschino.com](http://www.moschino.com)

### THE FRAGRANCE

Launched in winter 2015, the fragrance Fresh Couture by Moschino is a real excess, a real “dichotomy of high and low”.

A hilarious part of the product is the eye-catching perfume bottle which recalls a regular window cleaner used daily in almost every household. As a renaissance of the pop art movement, the perfume bottle refers to an item so common and ordinary yet turned into a work of art due to its filling – a luxurious fragrance.

**keywords:** kitschy, extravagant, ironical, eccentric, innovative

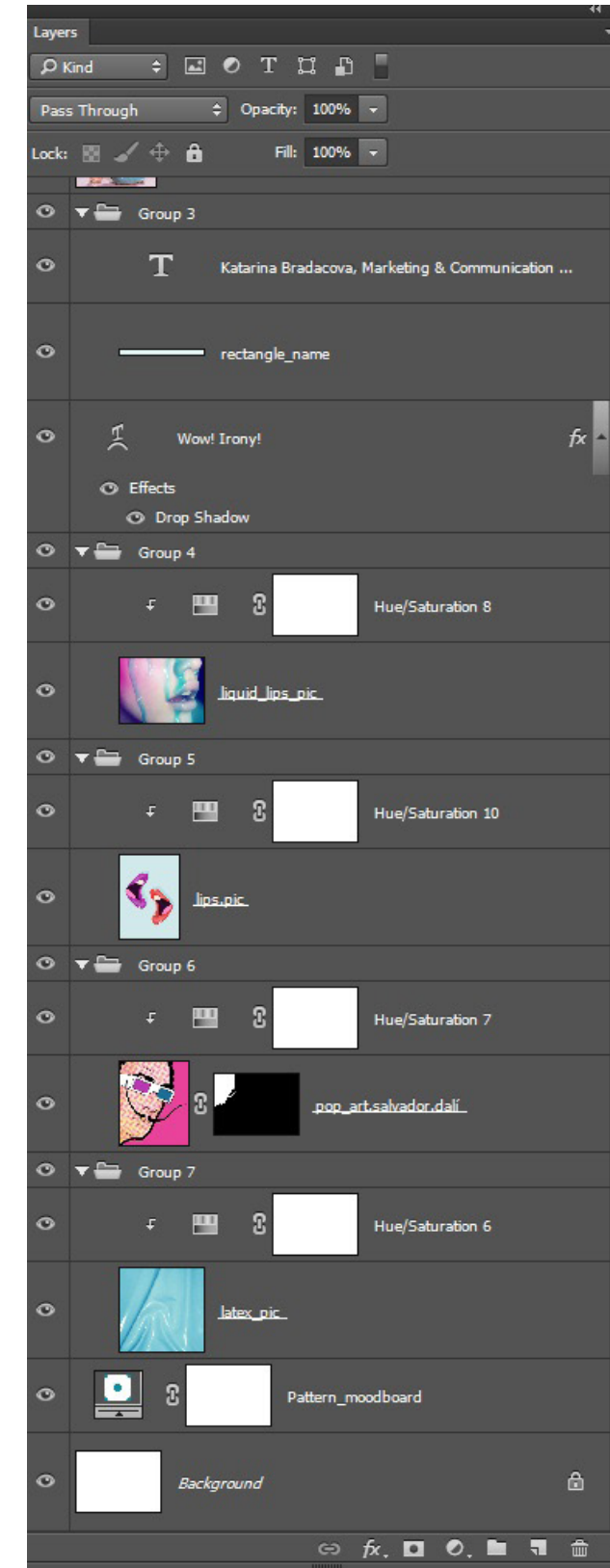
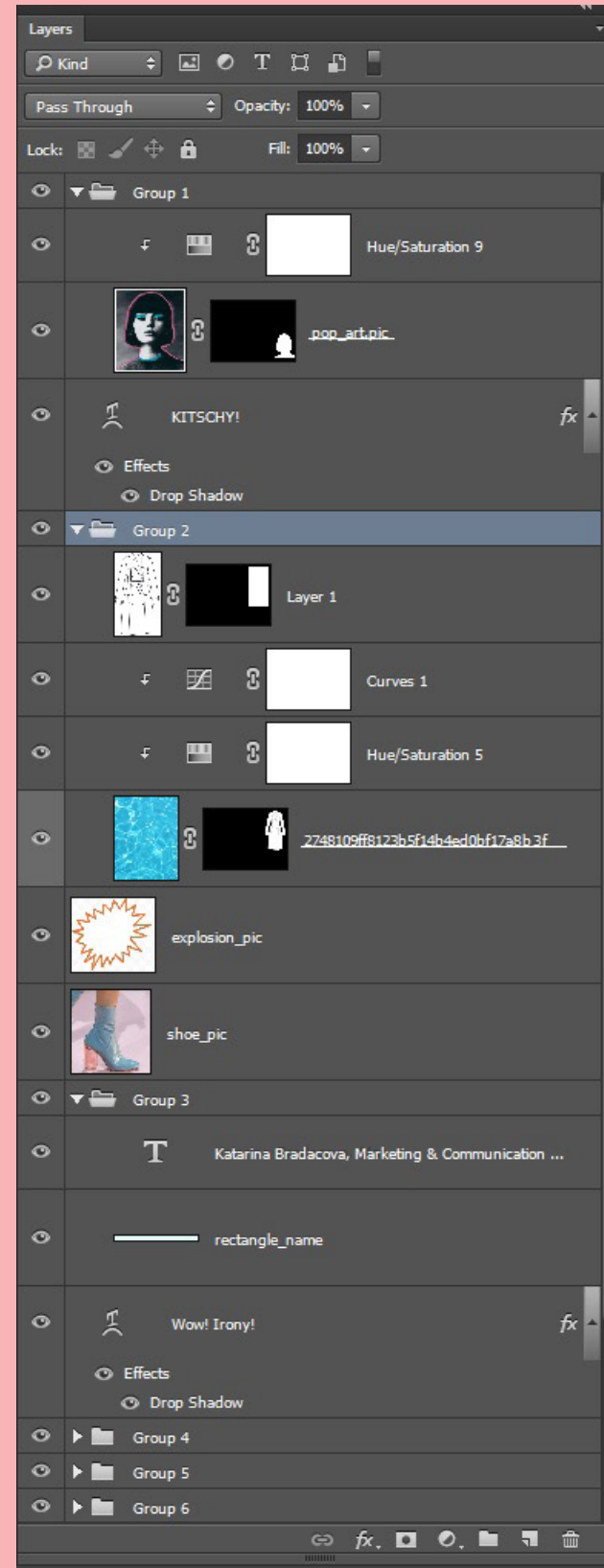
### VIDEO CAMPAIGN LINK

<https://www.youtube.com/watch?v=ppYAar8Mba4>

## MOODBOARD ARGUMENTA- TION



# PHOTOSHOP SCREENSHOTS





## **CORPORATE SOCIAL RESPONSIBILITY - CONCLUSION**

- more and more companies are getting involved in a corporate social responsibility by accepting their role on the market, as well as developing closer contact with their customers
- CSR initiatives are both advantageous and disadvantageous for the company
- from the advantageous point of view, the companies can differentiate from their competitors, publicly raise awareness about particular environmental or social problems, develop a good image on the market
- from the disadvantageous point of view, some of the initiatives can get very expensive leading to financial instability of smaller companies
- final consumers tend to actively participate in further decisions of the company by making preferred choices and supporting /or rejecting/ its products
- the moral and social responsibility customers feel directly affects the behaviour of the company in regards to its ethical and environmental awareness
- the CSR model varies greatly among various countries, mentalities and decisions made by the governments

## VOX POP

### Do you think H&M is sustainable? Why?

Well part of it is, but the biggest part of their sortiment isn't sustainable. That's the way I see it at least. (CHARLOTTE, 28)

Oh, no. There's a lot of stuff they do - like the coloring of the clothes that is not too good. And I want to say that their organic cotton isn't good. (JAKOB, 31)

I've heard they have the thing where you can give your old clothes, which I didn't know was permanent. But turned out to be, so that's pretty sustainable. (NINA, 33)

**IDEA:** In Touch with H&M is a new mobile initiative to engage and entertain the public, by providing an amusing and educational platform.

**TARGET GROUP:** The main focus is on environmentally-conscious people who don't know much about the H&M sustainable initiatives (both men and women, 18-40-years old, young families).

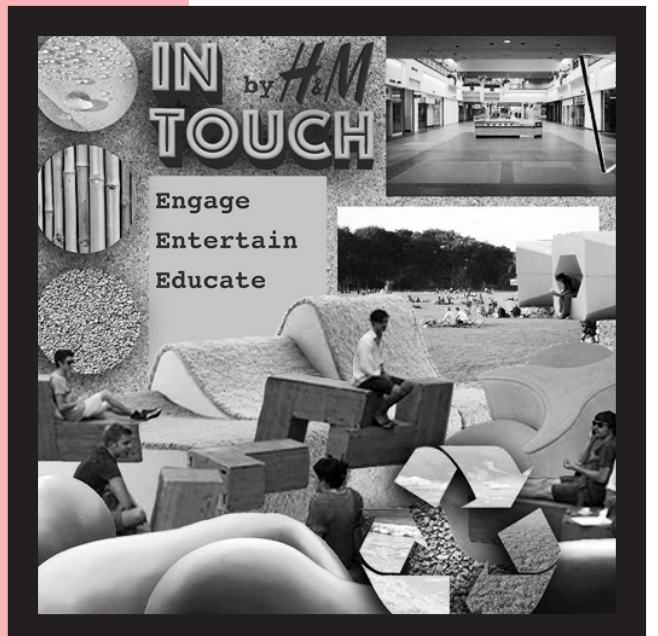
**PRODUCT DIMENSIONS OF THE CONCEPT:** Our concept builds on a new way to change the perception of H&M in a sustainable context. Instead of the recycled clothing being collected, we will use it to form a public educational space (interactive modules stuffed with clothing, floor made out of recycled tyres, ceiling made out of recycled tent fabrics). Subsequently, informative recycled glass panels will be applied in order to inform the public about the message.

**INSIGHT AND SCREENING:** The Vox Pop showed that most of the people lack the information about H&M's programmes on sustainability.

**VALIDATION OF IDEA:** The ideate phase gave us a lot of insights into people's perceptions and opinions about H&M as a fast fashion chain. Since environmentally-aware people don't consider the brand sustainable in any way, an educative place which would directly engage people would change these opinions and perceptions.

**VALIDATION OF CONCEPT:** A group type interview was applied. The process was very helpful since respondents inspired each other's ideas and became highly curious and passionate about our concept.

**THE ABC ANALYSIS:** The potential A group consumers will be young families with children, whereas tweens would be the B group and random pedestrians the C group.



## CONCEPT DEVELOPMENT

KATARINA BRADACOVA

# PROTO-TYPING

## COMMUNICATION PLAN

### THE TARGET GROUP

- men and women, 18-40-years-old
- people who don't know much about the H&M sustainable initiatives
- young people, young families who are environmentally-conscious

### COMMUNICATION OBJECTIVES:

- to inform, educate and entertain in a playful yet broad way
- tools & strategies: posters/signage around the space, information about materials used in the space, see-through materials to ensure that people can see the interior filled with recycled clothes, in-store brochures informing about the installation, social media marketing

### KEY MESSAGE:

- to engage, entertain and educate the public
- H&M's commitment to sustainability via an amusing and interactive mobile installation

### CHOICE OF MEDIA:

- the primary focus on social media, especially Facebook
- using the tools which Facebook offers (official page for the initiative, organized events, advertisements, hashtags)
- the aim is to inform the people and inspire them to visit the interactive installation and educate themselves about the topics of sustainability

