



# **COMPLETE BRAND-LAUNCH PROJECT**

**BOO**





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# 01

## **BRAND INTRODUCTION**



# 1 BRAND INTRODUCTION

## BOO COMPANY

- Founded in 2009, BOO is a **youth-oriented streetwear** brand with 40 stores nationwide & 3 brands: BOO, BOOLAAB & BOOZILLA.
- **Vision:** to become Vietnam's **leading streetwear brand** & globalize.

## THE BOO BRAND

- BOO differentiates itself on **cultural-inspired** & **sustainable** products.
- Rebranded in 2019, BOO aims to strengthen its position as a **cultural brand while harmonizing with modern trends.**

(Trung 2020; BOO n.d.)



## THE 6 HIGHEST POTENTIAL COUNTRIES





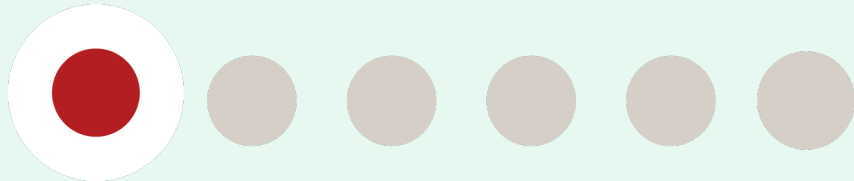


# 02

## ***CULTURAL INSIGHT HIGHLIGHT & MARKET COMPARISON***



## 2.1 CULTURAL INSIGHT HIGHLIGHT - JAPAN



### OPPORTUNITIES

### PROBLEMS

#### ECONOMIC- GEOGRAPHIC ENVIRONMENT

- The government's efforts to **attract more trading partners** with **beneficial policies** (e.g., low tariff barrier) (Diep 2022).

- **Long geographical distances** & **long transportation times** that is worsened by recent fuel spikes (Jackman 2021).
- More **economical spending**.

#### SOCIAL-CULTURAL ENVIRONMENT

- **Youths** are **more individualistic** but **partially collective**, thus looking for brands that are both unique & loved by the public.
- Japanese's **widespread advocacy of sustainability** (Kersey n.d.).

- **An aging population** (Statistics Bureau of Japan 2022).
- Need **valid reason-to-purchase due to more economical spending**.
- Prefer **domestic** products (Kerney n.d.).

#### POLITICAL-LEGAL ENVIRONMENT

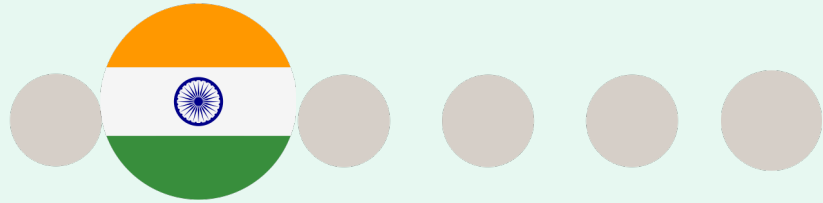
- Extensive **policies** in **protecting the environment** (Kanagawa et al. n.d.).

- **High tax** fees.
- Recent conflicts in Ukraine & the pandemic led to **rising prices** & **lower purchasing power** globally (Deloitte 2022).



## 2.2 CULTURAL INSIGHT HIGHLIGHT - INDIA

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### OPPORTUNITIES

### PROBLEMS

#### ECONOMIC- GEOGRAPHIC ENVIRONMENT

- The world's **fastest economic growth** rate in 2021.
- The long **coastline** for **the import & export convenience** (Trading Economics 2019).

- **Infrastructure limitations** due to inadequacies in the investment fund allocation (Tyagi 2022).

#### SOCIAL-CULTURAL ENVIRONMENT

- Has a **young** population (Subrahmanyam 2019).
- The world's **2nd largest population** (Statista 2014).
- **Diverse** in culture & tradition, with great **influence** from **Western** countries (Statista 2014).

- **Complexity** in **religious** institutions leads to social conflicts & **strict clothing requirements** (Maqbool & Zamir 2019).

#### POLITICAL-LEGAL ENVIRONMENT

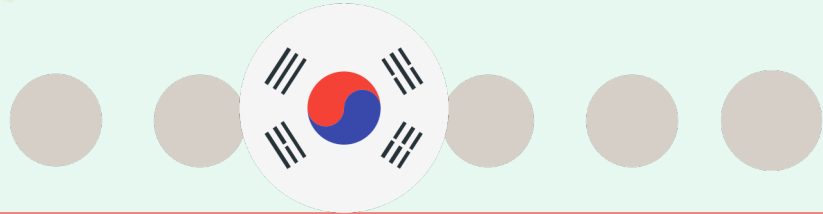
- **Free Trade Agreement** with ASEAN & Vietnam (WTO Center 2016).
- Strategic **partner** of many **developed countries** (Dyson, Cassen & Visaria 2005).

- **Bureaucracy** in the management apparatus (Transparency International 2021).
- **High corruption rate** due to duplicate management (Transparency International 2021).



## 2.3 CULTURAL INSIGHT HIGHLIGHT - SOUTH KOREA

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### OPPORTUNITIES

### PROBLEMS

#### ECONOMIC- GEOGRAPHIC ENVIRONMENT

- **GDP & fashion industry** are **recovering** post-pandemic (OEC n.d.).
- Vietnam is Korea's **2nd biggest apparel** supplier (Hoon 2021).

- Demand for **seasonal clothes** due to **diverse weather conditions** (Britannica n.d.).
- **Unstable fuel price** drives inflation amid Russia-Ukraine war (Roh 2022).

#### SOCIAL-CULTURAL ENVIRONMENT

- **High rate** of urban population (Worldometer 2022).
- **Eco-friendly materials** are preferred in fashion (Song 2021).
- **Individualistic youths** prioritize **self-expression** & product **performance** (Park 2022).

- An **ageing population** (Worldometer 2022).
- **Moderate** level of **English proficiency** (58%) (Yerim 2020).

#### POLITICAL-LEGAL ENVIRONMENT

- The world's 5th **easiest place to do business** (Yoon 2021).
- Low level of bureaucracy & **trade freedom**.
- Vietnam-Korea FTA **deduces 95% of tariff lines** (Kumar 2016).

- Korea Standard Association policy **requires certain levels of safety & quality** for foreign apparel (International Trade Administration 2022).



## 2.4 CULTURAL INSIGHT HIGHLIGHT - THE PHILLIPINES



### OPPORTUNITIES

### PROBLEMS

#### ECONOMIC- GEOGRAPHIC ENVIRONMENT

- Increasing **GDP, CCI, & clothing expenditure post-pandemic** (Gatpolintan 2022, The Global Economy 2021; Statista 2021).
- **Young** people have the **highest income** (Euromonitor International 2020).

- Interisland **transportation hardship** (UNDP 2022).
- **Natural disasters** damage inventory (FutureLearn 2021).
- **Outdated** & insufficient **infrastructure** (IMF 2020).
- **32%** population are still **offline** (Kemp 2022).

#### SOCIAL-CULTURAL ENVIRONMENT

- **Green-conscious Gen Z** population (Wong 2021).
- **High English proficiency** (70%) (EF 2021).
- High **foreign brand adoption** regardless of high national & cultural pride (Rivas 2018; Croissant 2018; Katz 2017).

- Buying new clothes is discouraged due to the "Ukay-Ukay" culture – **buying old clothes to protect the environment** (Biana 2020).

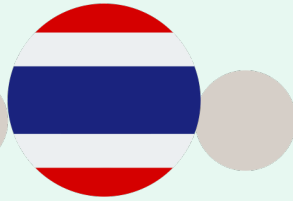
#### POLITICAL-LEGAL ENVIRONMENT

- **0% apparel importing tariff** for Vietnam with ASEAN Trade in Goods Agreement (ASEAN n.d.).
- Shifting towards **sustainable fashion** (Wong 2021).
- High **IP protection** (ITA 2021; Attorney 2016).

- Among the **highest corporate tax worldwide at 25%** (Bray 2021; ORBIS 2021).



## 2.5 CULTURAL INSIGHT HIGHLIGHT - THAILAND



### OPPORTUNITIES

### PROBLEMS

#### ECONOMIC- GEOGRAPHIC ENVIRONMENT

- **Close proximity** to reduce shipping costs (Invest in ASEAN 2022).
- Tropical climate for **basic & convenient style** – linen fabric (Bangkokrecorder 2018).
- Digital **infrastructure robust development** (Oxford Business Group n.d.).

- Intense competition with **strong local brands** (Mordor Intelligence 2022).
- The economy has **yet to recover fully** (The World Bank 2022).

#### SOCIAL-CULTURAL ENVIRONMENT

- Open to foreign cultures, thus **welcoming international brands** (Sangvanich & Chuppunnarat n.d.).

- An **ageing population** (World Population 2022)
- **Culture** is being **neglected** (Sangvanich & Chuppunnarat n.d.)

#### POLITICAL-LEGAL ENVIRONMENT

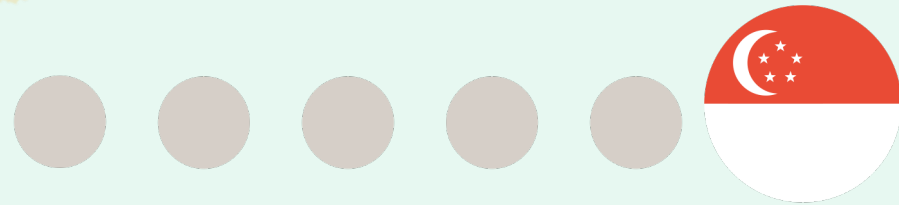
- The world's **21st place for business ease** (Trading Economy 2021).
- **Eliminate** intra-ASEAN import duties on **99.65% of tariff lines** (Invest in ASEAN 2022).

- **Frequent protests** due to democratic changes (Vietnam Briefing 2021).



## 2.6 CULTURAL INSIGHT HIGHLIGHT - SINGAPORE

VIDEO HERE



### OPPORTUNITIES

### PROBLEMS

#### ECONOMIC- GEOGRAPHIC ENVIRONMENT

- **Close proximity** for low-cost shipment (M&P n.d.)
- **Similar climate** to Vietnam for consistent clothing design (World Data.info 2021).
- **Strong disposable income** & **clothing demands** post-Covid (Euromonitor International 2022).
- The world's **best infrastructure** in 2021 (CMS 2022).

- **Apparel sales** are **yet to recover fully** from pre-Covid (Euromonitor International 2022).

#### SOCIAL-CULTURAL ENVIRONMENT

- **Multi-cultural** with rich cultural sources (DOS 2022).
- Devoted to **sustainable** & cultural, demand "**everyday multiculturalism**" (Mathews 2022; SKM 2022).
- **English** is the **main language** (Sim 2016).
- Rising **preferences for casual streetwear** clothes, especially via e-commerce (Euromonitor International 2022).

- An **ageing population** (DOS 2022).
- "**Saving face**" in business (Katz 2017).
- **Support local businesses** more due to COVID-19 (Statista 2020).

#### POLITICAL-LEGAL ENVIRONMENT

- The world's **best** place to **start a business** (EDB 2022).
- **Zero tariff lines** thanks to CPTPP (MOIT n.d.).
- **Advanced** reputable **IP protection** framework (EDB 2022).

- IP works on a "**first-come, first-serve**" basis (IPOS 2021).



# 2.7 MARKET COMPARISON









- **Singapore (8.5):** Strategic location with similar climates enables consistent designs while high disposable income guarantees demand.
- **Thailand (7.5):** Despite close proximity & similar climates, Thailand's environment is slightly weaker due to strong local competition.



- **Singapore (8):** Strong support for sustainable & casual fashion aligns with BOO's values.
- **The Philippines (7.5):** The nation's young population with strong adoption of foreign & sustainable brands, though prefer second-hand clothing.



- **Singapore (8.5):** World's best place for businesses with no tariffs & strong IP protection.
- **South Korea (7):** World's 5th place for business ease with low tariffs, though strict quality checks are required with high standards.

						
	JAPAN	INDIA	SOUTH KOREA	THE PHILLIPINES	THAILAND	SINGAPORE
Economic – Geographic	5	6.5	5	5	7.5	8.5
Social – Cultural	6.5	5	6	7.5	5.5	8
Political – Legal	6	6.5	7.5	6.5	7	8.5
Total	17.5	18	18.5	19	20	25





# 03

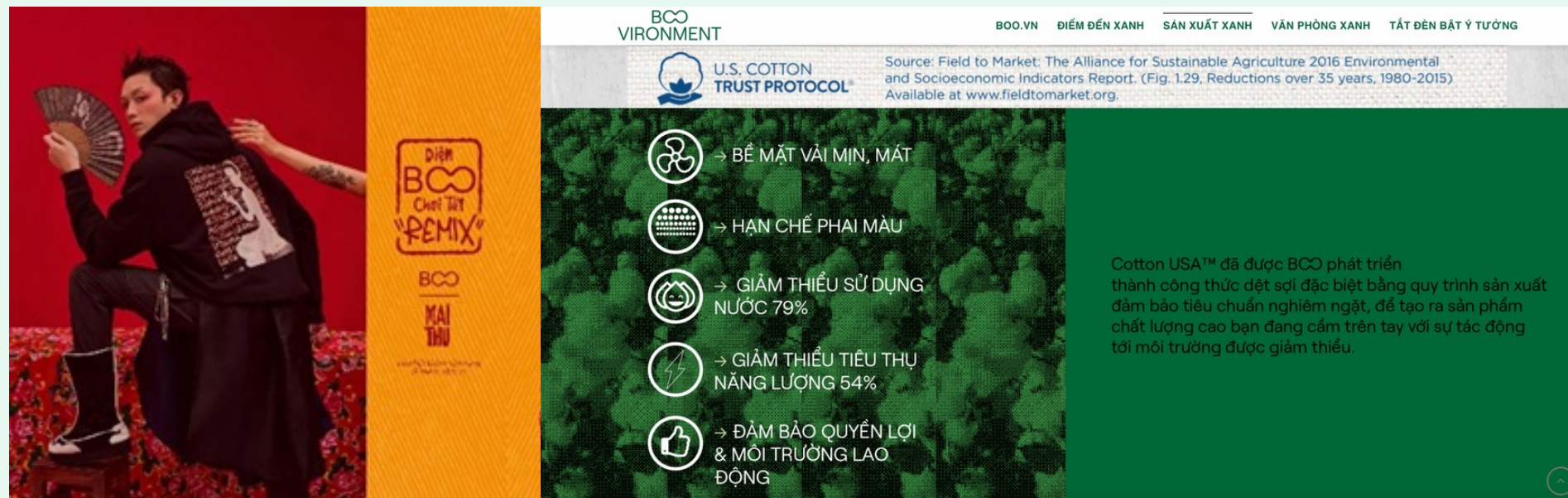
## ***BRAND'S STRENGTHS, VULNERABILITIES & OPPORTUNITIES ASSESSMENTS***



# 3.1 BRAND STRENGTHS & VULNERABILITIES

## Strengths

- **Good public image** thanks to **ethical** business values (sustainability) & efforts in preserving the **local cultures** (BOO n.d.).
- **Brand values & image** are strongly **aligned** with those of the **young generation** – social contribution & cultural interests.
- **Experienced** in franchise management.



## Vulnerability

- Intense competition with domestic & international brands (Euromonitor International 2022).
- Lack of experience in new market penetration.
- Foreign brands are less preferred due to Singapore's strong collectivism in COVID-19 (Muller 2022).



## 3.2 OPPORTUNITIES ASSESSMENT



- **Geographical proximity** with similar **tropical climate** to Vietnam.
- Recovered **purchasing power** with high **disposable income**.
- **National pride** rose with Singapore's success in overcoming Covid-19, expressed through high demand for "**everyday multiculturalism**" (Lin 2021).
- **Top-notch infrastructure, advantageous business policies & intellectual property** to welcome foreign businesses.
- 91% of young Singaporeans are **willing to pay more for sustainable wear** (Cheng 2021).
- Singaporean Gen Z **prefers fashion brands** that embrace **local cultures & lifestyles** (Hui 2021).





**04**

**BRAND LAUNCH  
STRATEGY**



# 4.1 CUSTOMER PERSONA

Target segment: **Gen Z** Singaporeans **10-26**  
(PewResearchCenter 2020)

## Personality & Beliefs

- Want to **stand out** while also **accepted by society** (Giselnan 2022).
- **Proud & define** herself with **Singapore's** various cultures – **multiculturalism** (Ipsos 2020; Akasha 2021; Lifintsev et al. 2019).
- **Open** to changes & **foreign brands** (Sregantan 2017).
- **Environmental-conscious** & easily **influenced by KOLs** (Tan 2021; Statista 2022).

## Consumption Patterns

- Shifting to **shop online** & dependent on **mobile devices** (Lodorfos et al. 2021).
- Expressive purchases – prefer brands with **similar values**, especially **social impacts** (from words to actions) (Pollack n.d.).
- **Seeks sustainable brands**. Prefer **casual & streetwear** clothing styles (Wood 2022; Euromonitor International 2022).
- Attracted to **sales promotions** & discounts (Hirschmann 2021).

## Reason-to-buy

- BOO's aligned value: strong **social commitment** with **real actions** (sustainability).
- BOO is **representative** of her unique & diverse identity.

## Brand Barriers

- New to the market – **low awareness**.
- **Strong competition** from renowned domestic & foreign brands.

Appendix 1

Appendix 2



**JANE HUANG**

**Age:** 20

**Occupation:** college student, part-time worker

**Social class:** middle

**Location:** urban Singapore

**Lifestyle:** active, digital & self-expressive


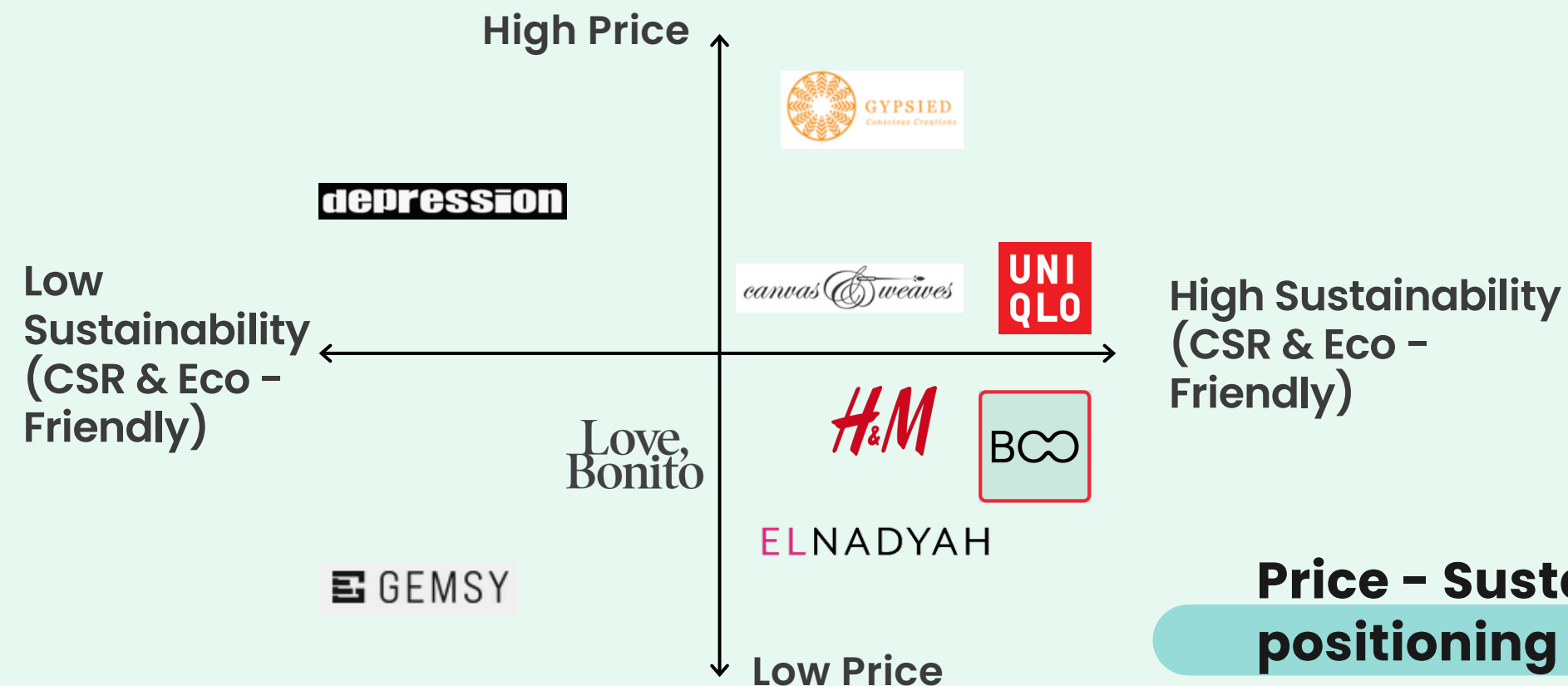
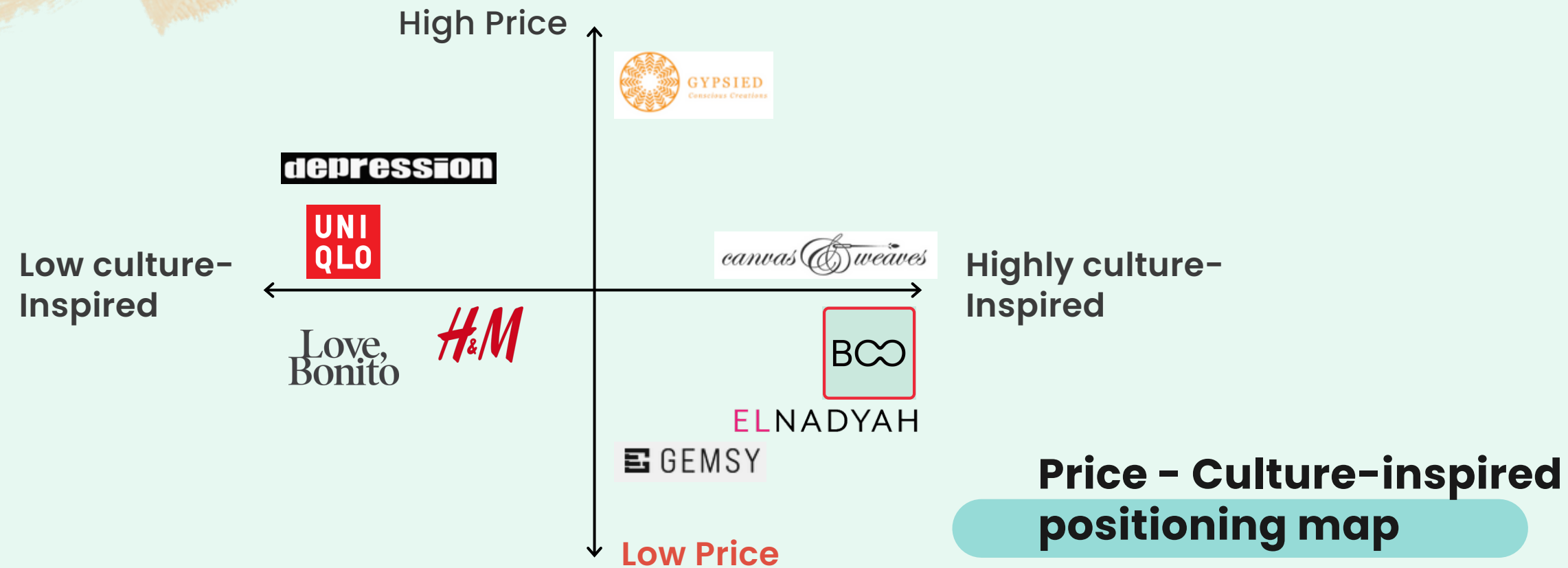
**Active channels:** Facebook, Instagram, TikTok



## 4.2 BRAND POSITIONING

Appendix 3 

\*Measured by the number of collections/activities that include cultural, eco-friendly & sustainable attributes



A red arrow points from the BOO logo to the "More for The Same" cell in the table below.

More for More	<b>More for The Same</b>	More for Less
		The Same for Less
		Less for much Less

BOO offers products at the **same price** but with **higher cultural values** & social commitment.

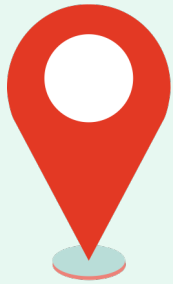


# 4.3 BUSINESS OBJECTIVES



## Lauching location: Singapore

**Population:** ~5.9 million, ~12% are Gen Z (~725,000).  
**Density:** among the world's highest - 8,358 km (people/km^2) & 100% urban density (Worldometer 2022).



High **urban density** allows BOO to benefit from **high customer** base & **demands**.



## First store at Bugis Junction

Appendix 5

- Located in the **Central Business, Civic & Cultural District** (CapitaLand 2022).
- Close to Bugis metro station (**MRT**).
- Popular for **affordable** goods & **vibrant lifestyle** among young shoppers.

**Strategic location & easy accessibility** enable BOO to gain significant awareness from young shoppers, especially those interested in cultural values.

Appendix 4

Appendix 6

Appendix 9

	Short-term (6 months) (Year 1)	Middle-term (next 6 months)(Year 1)	Long-term (next 12-24 months) (Year 2&3)	Total after 3 years
Phase	Reach & Act	Act & Convert	Convert & Engage	Engage
Market share	+ 0.03%	+ 0.03%	+ 0.06%	0.12%
Awareness	+ 20%	+ 15%	+ 30%	65%
Physical store	+ 1	+ 0	+ 1	2



## 4.4 SHORT-TERM OBJECTIVES

VIDEO HERE

### BUSINESS OBJECTIVES

- Attain **~0.03% sales** (~550,000USD) with the **Singapore Mosaic Collection's release** & **existing items** through **e-commerce & physical sales** in the first **6** months.
- Open **1 physical store** in Bugis Junction within the first 6 months.

### COMMUNICATION OBJECTIVES

- Introduce BOO's **brand name, vision & mission** into the Singapore market.
- **Emphasize** BOO's **cultural & sustainable image** by utilizing the diverse Singaporean society.
- Build **emotional bonds** between BOO & customers based on shared values for loyalty.

### MARKETING OBJECTIVES

- Attain **~20% awareness** (reach) through **offline & online promotion** within the first 6 months.
- Increase **traffic** to BOO's social media & website by ~15% with **effective cross-channel tactics** within the first 6 months.

### CAMPAIGN OBJECTIVES

- Attain ~470.000USD (**~0.02%**) in sales with the Singapore Mosaic Collection through e-commerce & physical sales (~4% conversion rate) during the first 4 months.
- **Attract** & relate with Singaporeans through BOO's cultural & sustainable image. **Encourage purchase & brand adoption.**
- **Acquire ~15% awareness** among Singaporean youth through the campaign on online & offline channels.



# 4.5 MARKETING STRATEGY

## Standardization & Adaptation Strategy

- **Standardization**: culture-inspired designs, sustainable acts (products, production & CSR).
- **Adaptation**: price, place, promotion & integration of Singapore's multiculturalism into its designs.

→ Utilize **culture** to **balance standardization** & **adaptation**.

## 4Ps Strategy



### PRODUCT

- **Cultural-inspired** & **sustainable products** (organic cotton & recycled package).
- Production is **transparent** & **carefully** checked for **consistent quality**.
- Smooth customer journey.
- **Cultural** & **social commitment** image.



### PRICE

- **Value-based** & **cost-based** pricing: more expensive due to additional costs (location, transportation, etc.).
- **Discounts** to encourage trials.



### PLACE

- Purchasing channels:
  - **Online**: BOO's website, e-commerce platform (Shopee, Lazada).
  - **Offline**: physical store (Bugis Junction).



### PROMOTION

- **Focus**: BOO's **cultural-inspired** designs while **sustainability** will be focused via CSR.
- Active & synergic online & offline promotions:
  - **Online**: SEO, SEM, e-commerce, social media, email, display ads.
  - **Offline**: OOH displays, physical store, CSR activities.
- Utilize **KOLs** for enhanced awareness.



## 4.6 CUSTOMER INSIGHT

VIDEO HERE

### CONSUMER TRUTH

As a Singaporean youth, I strongly **resonate** & **identify** myself with the nation's **multicultural society**. In fact, I value "**everyday multiculturalism**" & want to **express** my "multicultural" self in everyday life (IPSOS 2020).

### CATEGORY TRUTH

Brands targeting Singapore youths tend to focus on **speed**, **modern aesthetics & sustainable values** while forgetting about their demand for **cultural expression** (Yin 2017).

### BRAND TRUTH

Aside from **modern aesthetic** & **sustainability**, BOO also seeks to fulfill the needs for cultural expression by placing **the nation's cultural values at the heart of its designs** (BOO n.d.).

As a young person, I want to **express myself via fashion**, especially my multicultural background as a Singaporean youth. However, fashion brands in Singapore generally focus on "**modern**", "**lifestyle**" & "**sustainable**" **values while forgetting about the nation's "everyday multiculturalism"** that I strongly resonate with. Therefore, I look for a fashion brand that can **deliver these values and deeply embrace multiculturalism to satisfy my expression needs**.



## 4.7 BIG IDEA

VIDEO HERE

# Big Idea

# Many Cultures, One Identity

### Key Message:

As a brand of the Singaporean youths, BOO wants to be the closest **representation** of their **identities** – their **manifesto for identity expression**: no matter which culture we are, we are **proud to be united as one on our beloved Singapore land**.

### Hashtag:

#ManyCultures #OneSingapore #BOOSingapore



# PHASE 0: PRE-LAUNCH

30/05 - 03/07/2022

## Design Contest: A Touch of Singapore



**Overview:** Singaporean artists are encouraged to create designs representing their views on the Singapore identity.

**Purpose:**

- Collect local inspirations for BOO's Singapore collection.
- Generate awareness in the Singapore community.

**Prize:** Cash + BOO's designer position offer.



# PHASE 1: TRIGGER

04/07-31/07/2022

## Photo Contest: What makes your Singapore Identity?

**Overview:** Singaporeans will upload daily moments reflecting their Singapore identity on Facebook.

**Purpose:** Attract Singaporean youths' attention & motivate interaction.

**Prize:** Opening day's vouchers for all + Lucky draw gifts (limited collection designs, soap, earbuds, iPhone).

## E-commerce Pre-Order:

**Platform:** Shopee & Lazada

**Overview:** Preorder to kick-start campaign with limited designs as gifts.



## OOH

OOH displays at malls and transits:

- **Trigger curiosity** (3 weeks) (Phase 0 & 1).
- **Introduce campaign** & pre-order promotion (3 weeks) (Phase 1 & 2).



# PHASE 2: ENGAGE

01/08-28/08/2022

## BOO's Grand Opening

### "The Singapore Mosaic" Release + Grand Opening (07/09 – before Singapore's National Day)

- The Singapore identity is a “**mosaic**” of **cultures** representing its multiracial society.
- This collection **features local artists'** designs of **Singaporean trademarks**, which will be made up of **different cultures'** trademarks with the **mosaic** technique.

**Purpose:** attract Singaporean youths with BOO's cultural value that aligns with their identities.



### Art exhibition: "Many Cultures, One Identity" (07/09 – 21/09)

- Display designs & photos from Phase 0 & 1's contest. The new collection design is also included.

#### **Purpose:**

- Promote BOO's products & cultural value.
- Encourage UGC & social buzz from youths (e.g., check-in photos).

### Exclusive discount (07/09 – 21/09)

- Check in on social media with BOO's store to receive 20% off.

#### **Purpose:**

- Raise awareness & generate sales via incentives.





# PHASE 3: AMPLIFY

29/08-02/10/2022

## CSR ACTIVITY: "BECAUSE WE ARE ONE"

### Ethical Purchase:

**Duration:** 29/08 -14/09/2022

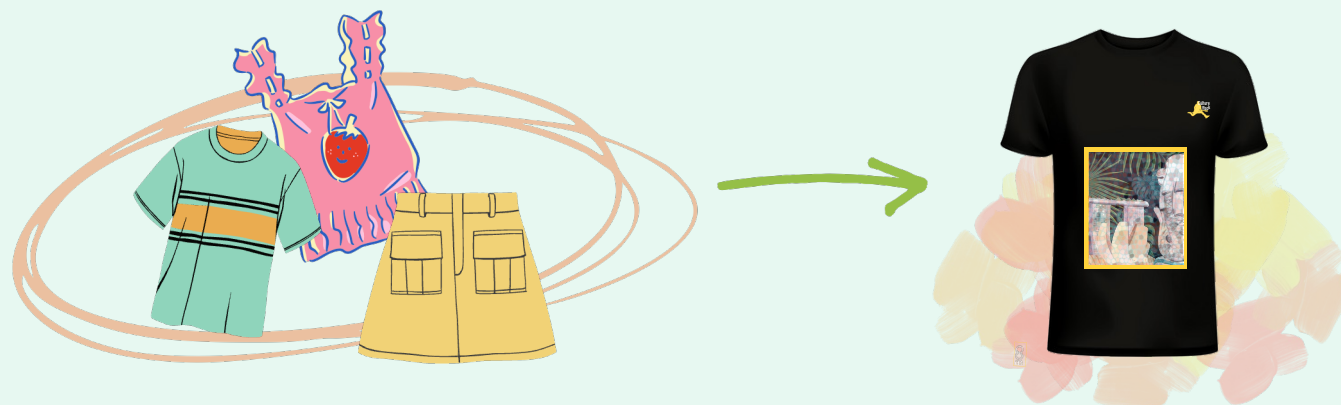
**Overview:** Donate 10% of every BOO purchase to environmental, social & cultural preservation NGOs.

### Garage Sale:

**Duration:** 18/09 – 02/10/2022 (18/09 – World Clean Up Day)

### Overview:

- Exchange 3 old clothing items with BOO to receive a new shirt from the Singapore Mosaic Collection.
- Collected clothes will be donated to charity.

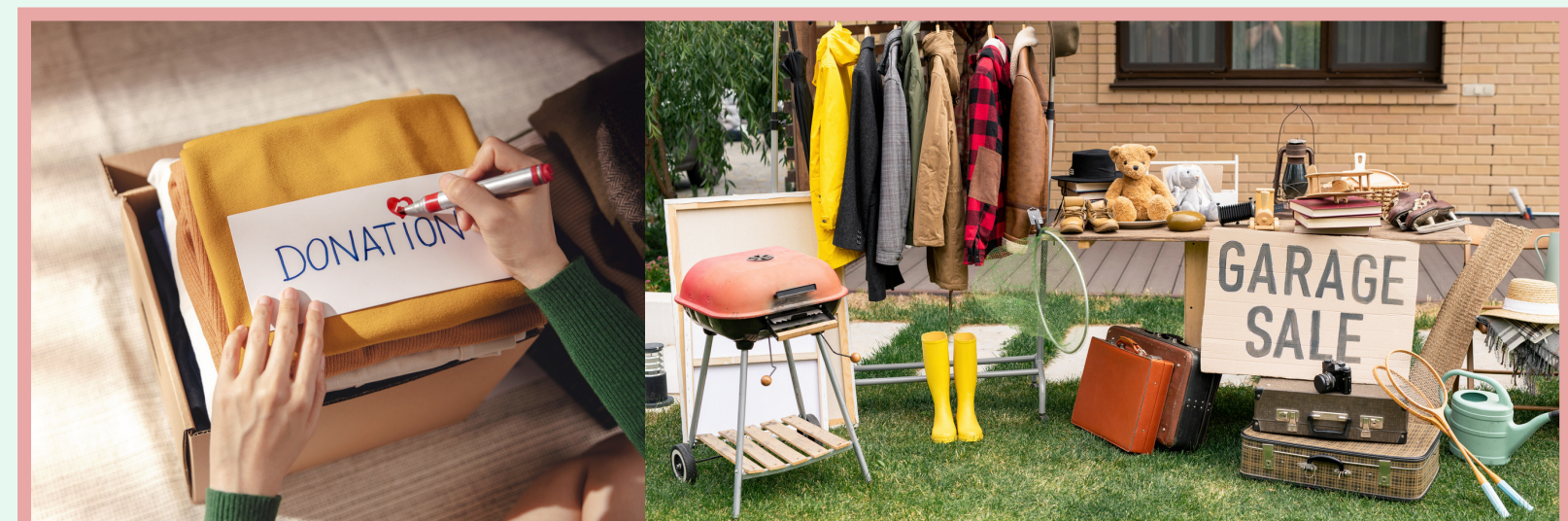


**Purpose:** Conduct social contributions to build positive brand image, gain awareness & sales.

### Message:

As a multicultural nation, **Singapore is united by differences**, which are what make up **the Singapore identity** & the Singaporeans' unique way of life. Though different, we **empathize, love & share** together.

For this, **BOO will join hands** with you to embrace & give back to this wonderful cultural union – because for all our differences, **we are one.**





# 4.8 CAMPAIGN TIMELINE

Appendix 7

Appendix 9

Appendix 8

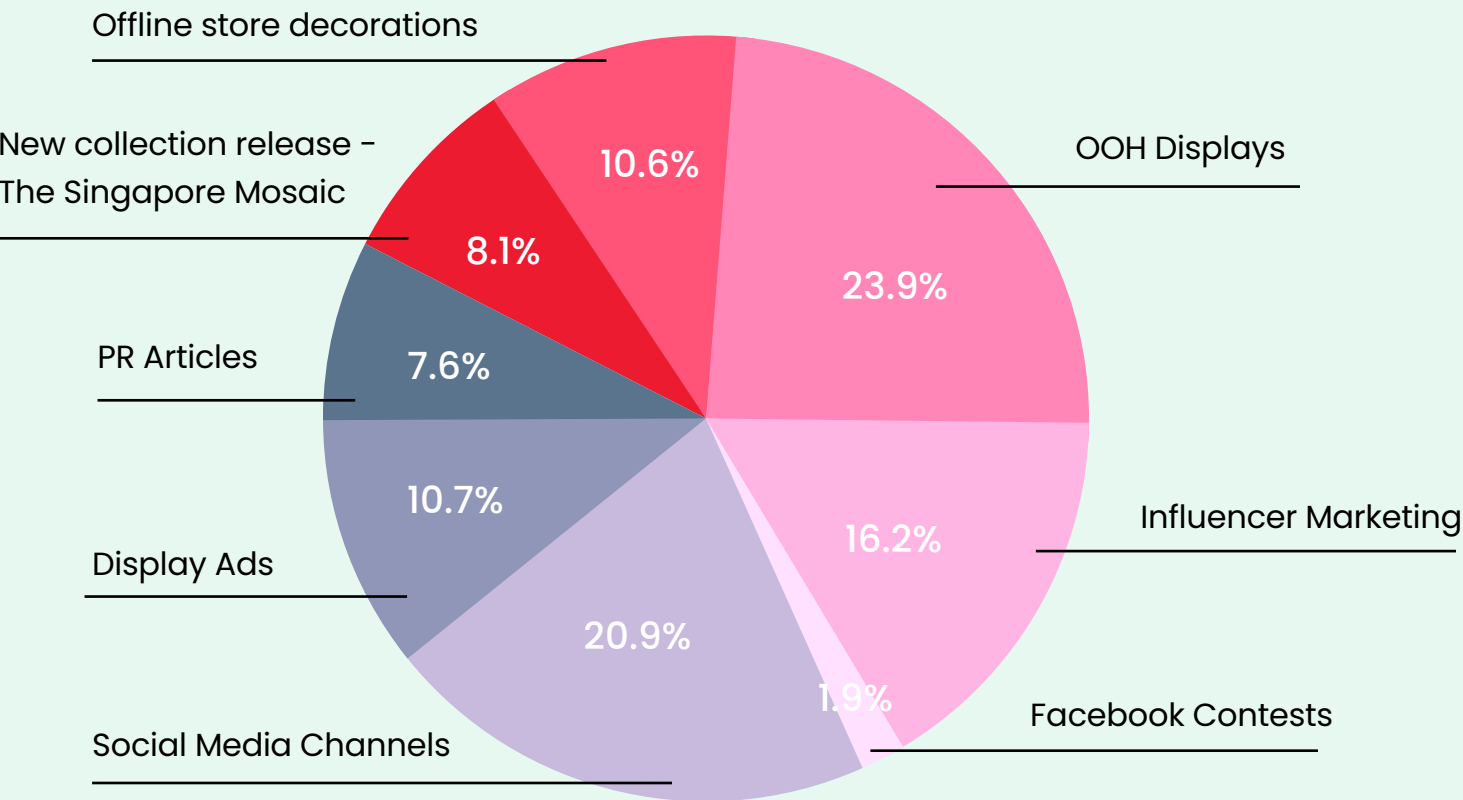
Appendix 10

PHASE	PRE-LAUNCH 30/5 – 3/7	TRIGGER 4/7 – 31/7	ENGAGE 1/8 – 28/8	AMPLIFY 29/8 – 2/10
BIG IDEA	MANY CULTURES, ONE IDENTITY			
OBJECTIVES	<ul style="list-style-type: none"><li>Gain insights about the Singapore identity for design inspirations.</li><li>Recruit native designers.</li></ul>	<ul style="list-style-type: none"><li>Raise awareness &amp; trigger curiosity.</li><li>Kick-start Grand Opening &amp; collection release.</li></ul>	<ul style="list-style-type: none"><li>Attract customers to the Grand Opening.</li><li>Continue spreading buzz, sales &amp; awareness.</li></ul>	<ul style="list-style-type: none"><li>Strengthen BOO's cultural &amp; sustainable values via CSR.</li><li>Enhance interaction and deepen customer bonds.</li></ul>
SUPPORTING TACTICS	Contests		Grand Opening	CSR activities
	Seedings	KOL posts		
		OOH displays		
	Social Media posts & Advertising			
	Website banner & blog			
	PR Articles & Display Ads			

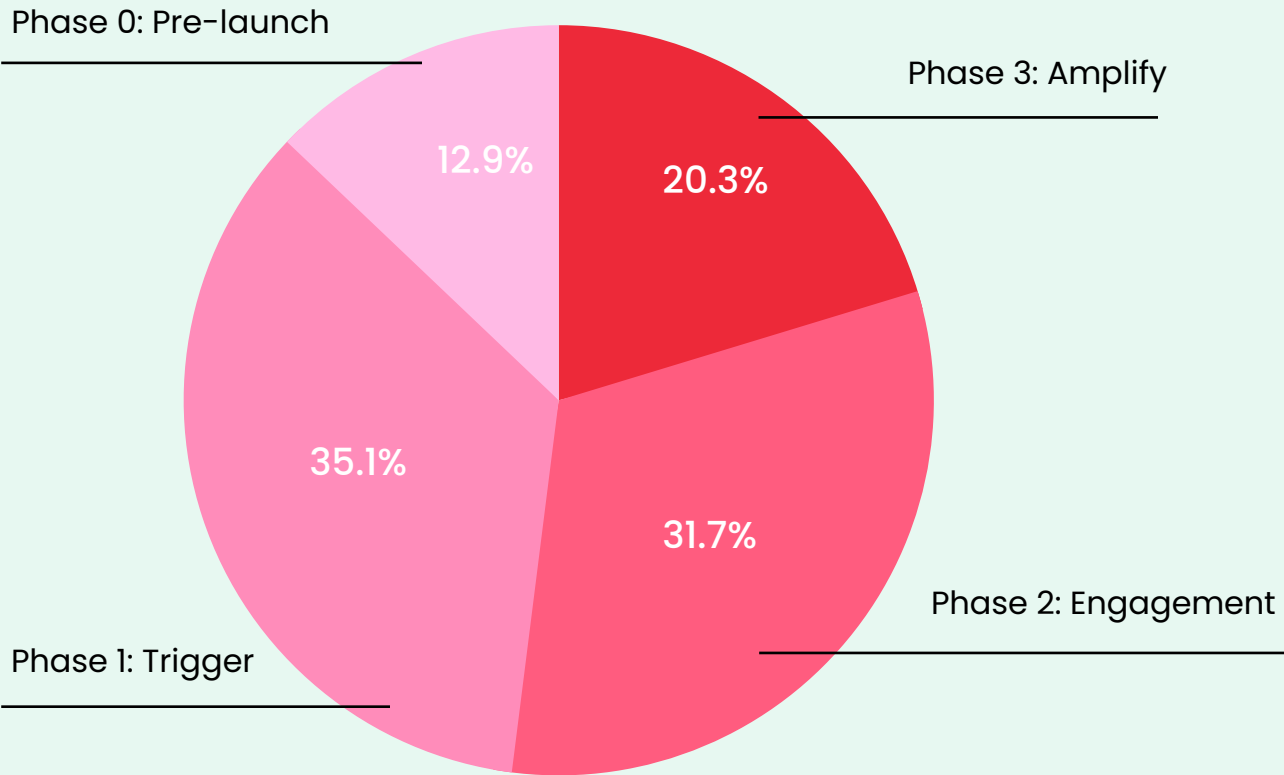


# 4.9 BUDGET

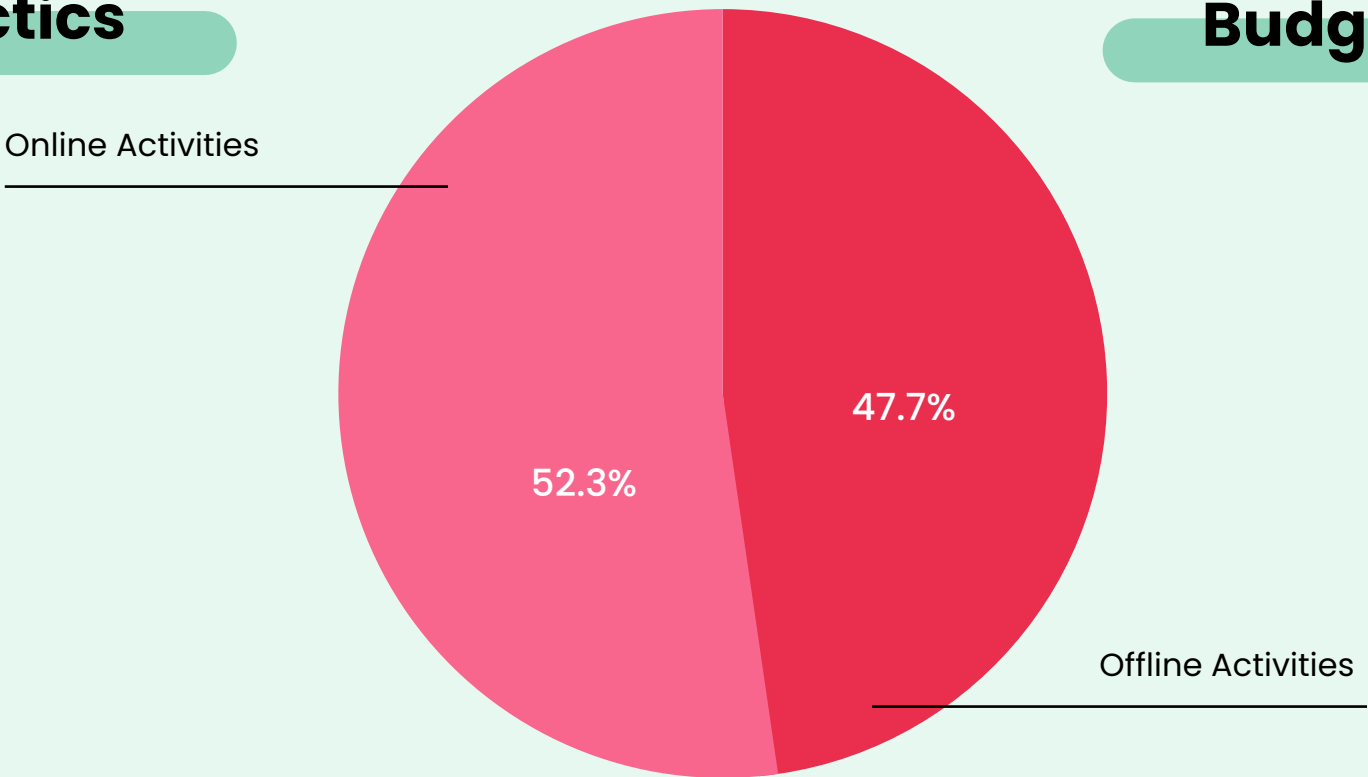
Appendix 11



Budget by tactics



Budget by phases



Budget by channels

**Total Budget:**  
**19,256,630,400 VND**  
**(~837,244.80 USD)**



# 4.10 KPIS & METRICS

CONTENT

CHANNEL

KPI

Appendix 12

REACH

- Contests announcement
- KOL and seeding posts

- BOO's Facebook/Instagram/TikTok
- KOL's social media
- PR articles & display ads
- BOO's website

- **FB ads reach:** ~700 viewers/day
- **Instagram ads reach:** ~600 viewers/day
- **TikTok ads reach:** ~520 impressions/day
- **CTR FB:** 15% (Albright 2021)
- **CTR Instagram:** 6.7% (Flick 2022)
- **CTR TikTok:** 5% (Vaeth 2020)
- **CTR Google Ads:** 7% (Chaffey 2022)
- **Website & blog view/visitors:** ~230K views
- **Positive social sentimental:** 83% (Barba 2019)

**OBJECTIVE**  
**Reach 106,200**  
**(~15%) audiences to attain 470K USD in 18 weeks**

ACT

- Contests information
- KOL contest & pre-order sharing posts

- BOO's e-commerce platforms (Shopee, Lazada)
- KOLs' channels

- **Number of contests participant:** ~3,500
- **Instagram engagement rate:** 8% (Gothivarekar 2021)
- **TikTok engagement rate:** 9% (Vaeth 2020)
- **Facebook engagement rate:** 13% (Aamplify n.d.)
- **Number of store visitors:** ~480 visitors/day
- **E-commerce visitors:** ~200K
- **Interactions on KOLs' channels reach:** ~130k

CONVERT

- Participant's designs & photos
- Exclusive discounts & vouchers
- BOO's collection
- Clothes trading

- Offline store
- PR articles
- E-commerce
- Participant's social media

- **Offline sales conversion rate:** 4.2%(Adoric 2022)
- **Online sales conversion rate:** 2.63% online (Bigcommerce n.d.)
- **Number of participants trading clothes:** ~50/day
- **Pre-order conversion rate:** 2%





05

**REFERENCES &  
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# TASK ALLOCATION

TASK	IN CHARGE
Brand Introduction	Ha
Cultural Insights Highlight	All members
Brand Strengths, Vulnerabilities & Opportunities	An
Customer Persona	Phuong
Brand Positioning & Marketing Strategy	Nhat
Business Objectives & KPIs	Phuong, N. Anh
Customer Insight & Big Idea	An, Chau
IMC Plan	An, Chau
Timeline & Budget	Ha, N. Anh
References & Appendices	Phuong, Ha, Anh, Nhat
Slide Design & Video Editing	An, Phuong







# 06

## **APPENDICES**

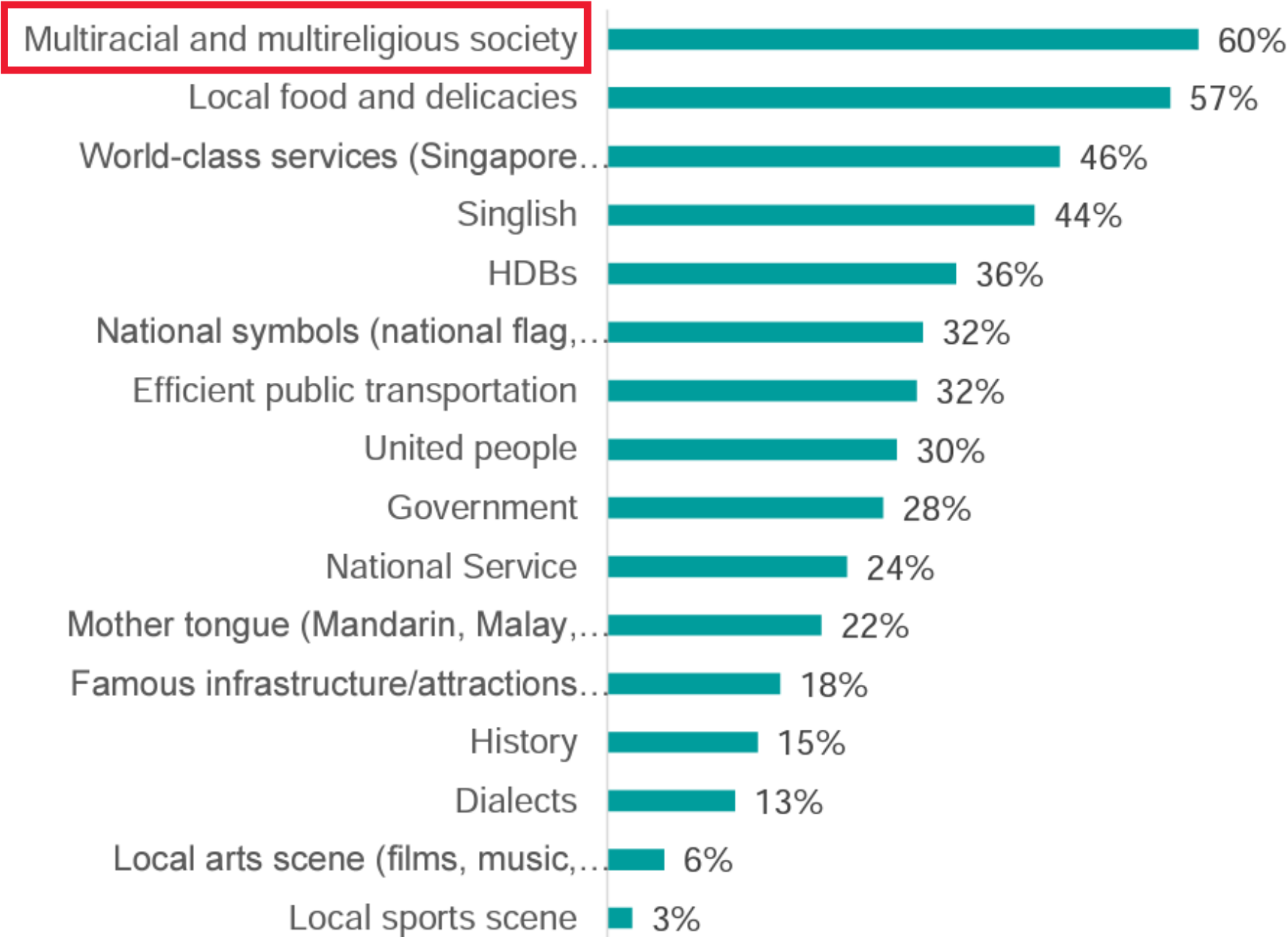




# APPENDIX 1. THE SINGAPOREAN IDENTITY

## THE SINGAPOREAN IDENTITY

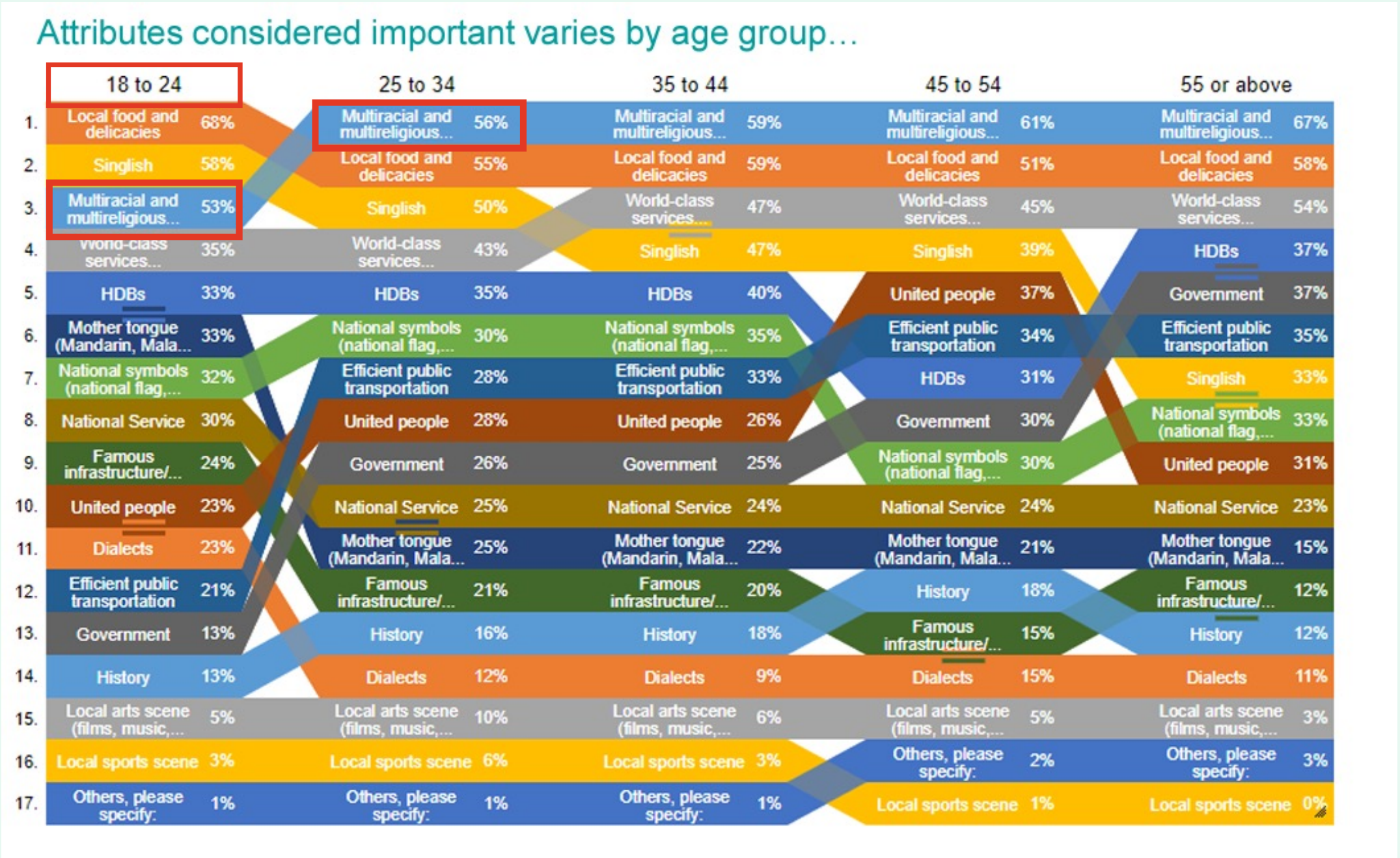
Attributes considered important to the Singaporean identity...



*Appendix 1: The Singapore identity's meaning to Singaporeans (IPSOS 2020)*



# APPENDIX 2. THE SINGAPOREAN IDENTITY ACCORDING TO AGE GROUPS



Appendix 2: Singapore identity attributes that Singaporeans considered important by age groups (IPSOS 2020)



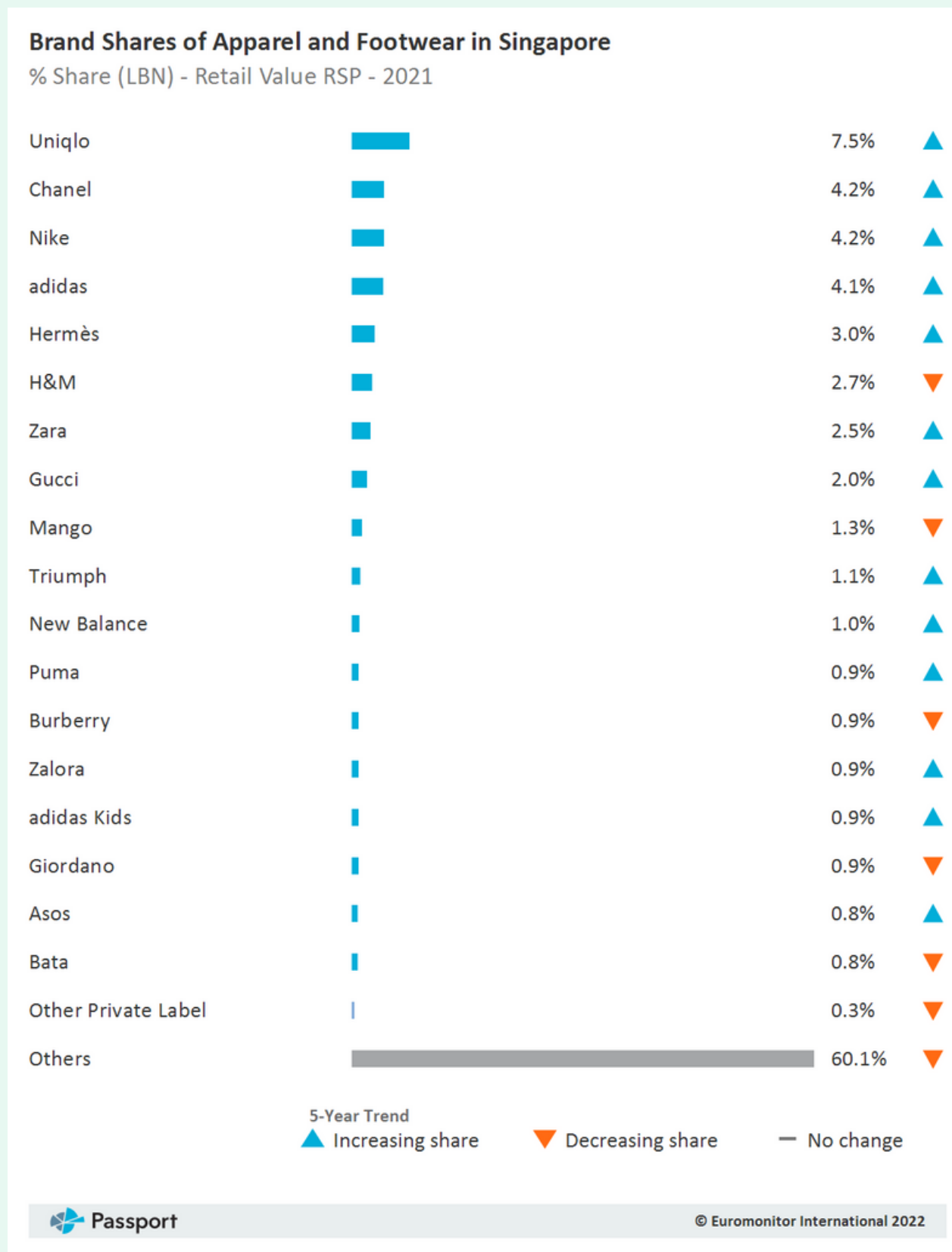
# APPENDIX 3. BOO & SINGAPOREAN FASHION BRANDS' COMPARISON

Brand	Description	Culture - inspired	Sustainability		Price (SGD) (Average)
			CSR	Eco - Friendly	
<b>Boo</b>	Wear young, live young. Maintain the streetstyle value while staying in tune with fashion trends. Offer cultural-inspired and sustainable clothes & accessories	100 % Collection	100%	100% Collection	50 SGD
<b>Canvas &amp; Weaves</b>	Bring heritage style to a global audience, curated with ahimsa philosophy and austerity.	100% Collection	60% Collection	NO	75 SGD
<b>Depression</b>	Take inspiration from emotional fragilities and turns them into wearable art.	NO	NO	NO	95 SGD
<b>GEMSY</b>	Focus on unique designs - "expect the unexpected"	60% Collection	NO	NO	30 SGD
<b>GYPSIED</b>	Transform heritage textiles (batik and handwoven) into beautiful products for a conscious lifestyle	60% Collection	NO	80% Collection	130 SGD
<b>Love, Bonito</b>	A modern fashion brand tailored to the Asian female community and empowering women	NO	YES	NO	45 SGD
<b>H&amp;M</b>	A fast fashion brand focusing on casual and modern clothing while also committing to global sustain	40% Collection	YES	40% Collection	60 SGD
<b>Uniqlo</b>	Offer responsible casual clothing and commit to preserving the environment.	NO	YES	100% Collection	80 SGD
<b>Elnadyah</b>	Pay homage to Indonesian heritage and committed to the environment	100 % Collection	NO	100% Collection	40 SGD

*Appendix 3: Comprehensive comparison of Singapore's youth fashion brands (data collected from brand sites)*



# APPENDIX 4. BRAND SHARES OF APPAREL INDUSTRY IN SINGAPORE & MARKET SHARE RATIONALES



## Market share rationale:

- Other **brands entering Singapore earlier** have an average market **share** of **~0.2%** (adidas – 2002, Nike – 1990, H&M – 2011).
- The **general growth rate for fashion brands is relatively small**. Considering **BOO's** lower global reputation & weaker financial performance, its **market share** growth is estimated to be lower at **~0.03%**.

*Appendix 4: Brand shares of Apparel & Footwear industry in Singapore (2021) indicates that brands tend to have small market share (Statista 2021)*



# APPENDIX 5. BUGIS JUNCTION RATIONALE



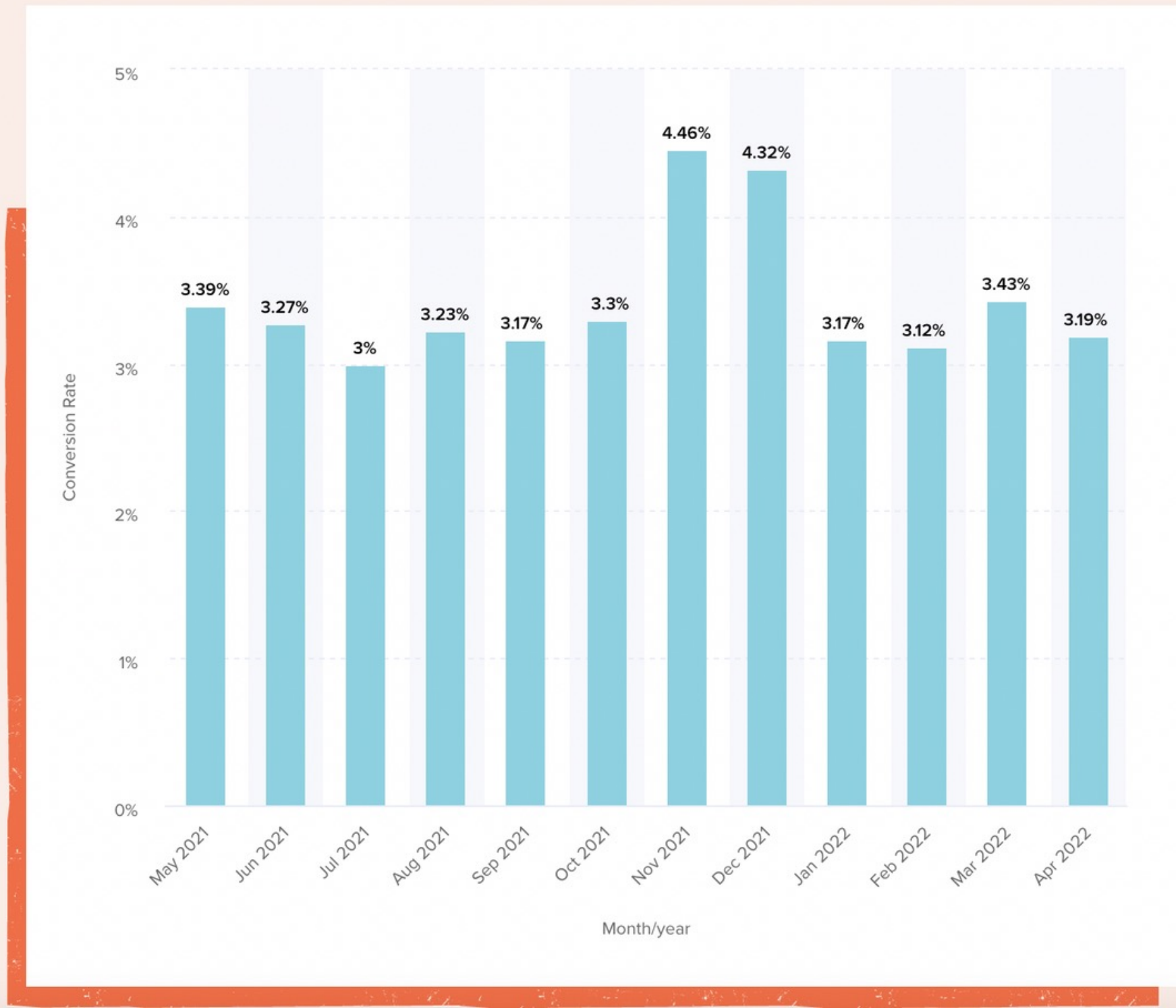
## Reasons to choose:

- One of Singapore's **top 10 Shopping Malls**.
- **Representative of Singapore's culture** with the nation's signature architecture – **romance of old shophouses**.
- Belongs to **Capital Mall** – Singapore's largest shopping mall system.
- **Frequently visited by Singaporean youths**, especially during weekends.
- **Average** daily visit of **120k visitors** (Texere 2020).

*Appendix 5: Bugis Junction's pictures for reference (CapitaLand 2022)*



# APPENDIX 6. CONVERSION RATE BENCHMARKS & RATIONALES



**Fashion industry conversion rate benchmark (e-commerce): ~4%** (DynamicYield 2022)  
→ BOO's conversion rate is expected to be approximate ~4%.

Appendix 6: Apparel e-commerce's conversion rate (DynamicYield 2022)



# APPENDIX 7. KOL CHOICES

## Fashion KOLs



- 林萱 \*Shiuannn
- Tosh Rock
- Nicole Alexa Choo

林萱 \*SHIUANNN

@1\_shiuan\_0: **338K Followers, 5.1% engagement rate** with an average of **15K likes**

**Content focus: Fashion**  
(Hype Auditor n.d.)



TOSH ROCK

@toshrock: **326K Followers, 1.8% engagement rate** with an average of **7K likes**

**Content focus: Fashion, Music, Lifestyle**  
(Hype Auditor n.d.)



NICOLE ALEXA CHOO

@nicole.choo: **160k Followers, 1.44% engagement rate** with an average of **2.3K likes**

**Content focus: Lifestyle, Fashion, Entertainment**  
(Hype Auditor n.d.)

## Reason to choose:

- These influencers are **well-known among the Gen Z group** – BOO's target audience.
- Most **popular content** such as Fashion & Lifestyle is highly relevant to BOO's USPs.
- Their **characteristics** are **appealing** to **Gen Z** Singaporeans – dynamic, stylish, trendy.



## APPENDIX 8. NEWS CHOICES

### Weekender

- **Total visits:** 21.8k
- **Audience age:** 18–24, 25–34
- **Focus content:** fashion style, entertainment fashion, local news, etc (SimilarWeb n.d.).

### THE STRAITS TIMES

- **Most-read e-news** in Singapore with 1.2 million readers, especially an **increasing number of Gen Z-ers**
- **Audience age:** 18–24, 25–34
- **Total visits:** **23.8 million** (SimilarWeb n.d.; Young 2019)

**E-News sites:** The Weekender, The Straits Times

#### Reasons to choose

- **Target Audience:** Singaporean **Gen Z** & Millennials.
- **Focus Content:** Local News, **Lifestyle**, Entertainment, **Fashion**, Business.
- Singaporean youths, especially Gen Z, **prefer online publications** for news updates.
- Are **widely read** & highly **engaging** with Singaporeans.

Widely **read & trusted** by Singaporeans Gen-Z-ers, thus enabling BOO to **gain significant awareness** & **encourage purchases** through featured articles.



# APPENDIX 8. MAGAZINE CHOICES

**Magazine:** Men's Folio (e-magazine & hardcopy), Buro (magazine) & The Female (e-magazine)

THE PROGRESSIVE WOMEN'S FASHION & BEAUTY MAGAZINE  
**FEMALE**  
SINGAPORE

- Singapore's **most-read fashion magazine** (90.4k monthly visits)
- **Audience age:** 18–24, 25–34
- **Focus content:** **fashion, beauty**, pop culture & **creative scenes** (SimilarWeb n.d.)

**BURO**

- **Monthly visits:** 16k
- **Audience age:** 18–24, 25–34
- **Focus content:** **fashion**, beauty, **lifestyle** & **culture** (SimilarWeb n.d.)

**MEN'S FOLIO**

- **Monthly visits:** 62.1k
- **Audience age:** 18–24, 25–34
- **Focus content:** men's **fashion & lifestyle** (SimilarWeb n.d.)

## Reasons to choose

- **Target audience:** **Gen Z**
- **Focus content:** **Fashion**, Lifestyle & Entertainment.
- **High engagement** with BOO's target audiences.
- **Constant updates** on fashion brands & trends.

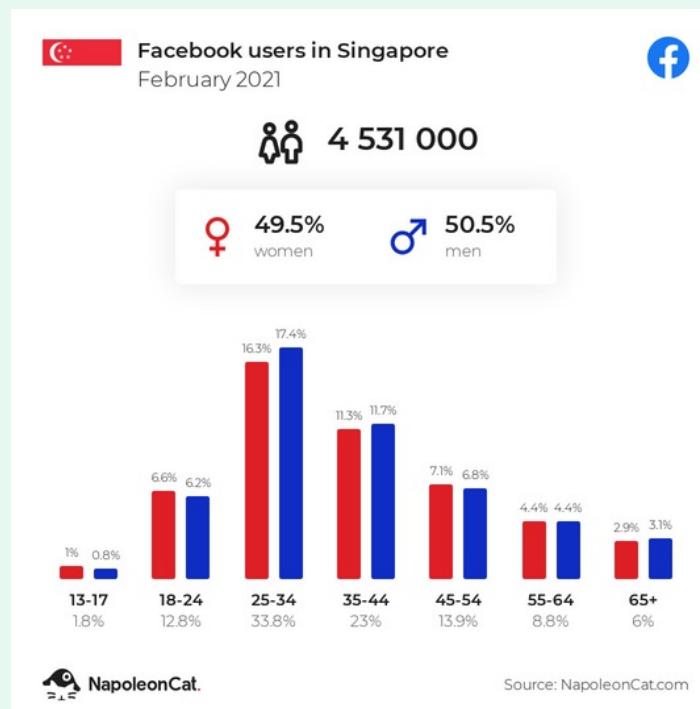
**Highly relevant** & enjoyed by **Gen Z Singaporeans**, especially those interested in **fashion, lifestyle & cultures**, which enables BOO to **attract** them with its **cultural & sustainable designs**.



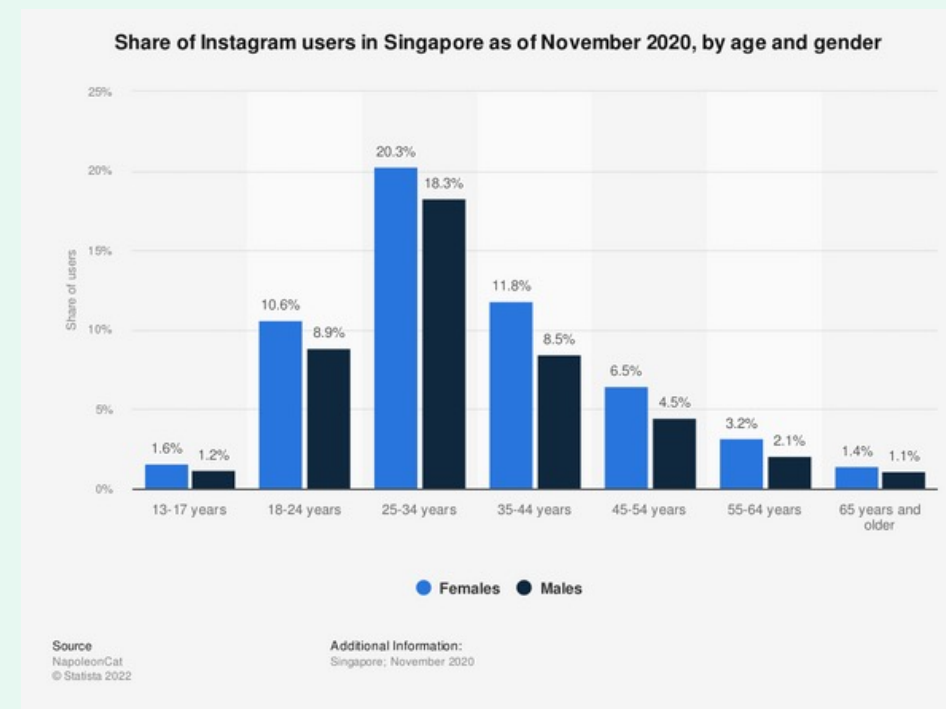
# APPENDIX 9. SOCIAL MEDIA CHANNEL & AWARENESS RATIONALE

## Singapore's digital infrastructure:

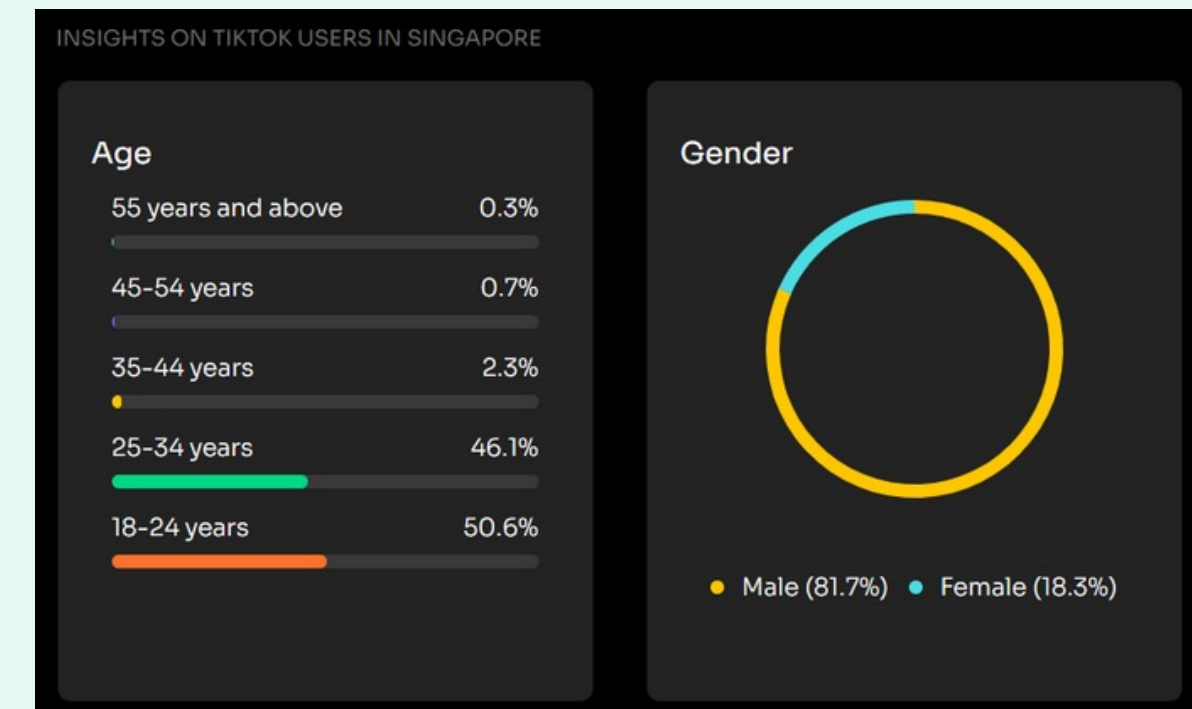
- **89.5% of the population** & **89% of Internet users** are active **on social media** (Statista 2021).
  - 79.4% of Singapore's population is active on **Facebook** with **~48.3% belonging to the 13-34 age group** (Napoleon Cats n.d.).
  - 66.3% of Singapore's population is active on **Instagram** with **~61% belonging to the 13-34 age group** (Statista 2021).
  - 44.3% of Singapore's population is active on **TikTok** with **~50% belonging to the 18-24 age group** (Start IO 2021).
- With the **majority of Gen Z-ers active** on these channels, BOO can **gain up to 15% of awareness** during the first 4 months with **intense** social media **promotion**.



(Napoleon Cats n.d.)



(Statista 2021)



(Start IO 2021)

*Appendix 9: Number of social media users in Singapore (Facebook, Instagram & TikTok) by age and gender*



# APPENDIX 10. DETAILED TIMELINE & SUPPORTING TACTICS

Phase 0: Pre-launch (30/5-3/7)						
		Week 1 (30/5-5/6)	Week 2 (6-12)	Week 3 (13-19)	Week 4 (20-26)	Week 5 (27/6-3/7)
"A touch of Singapore" design contest						
Seeding on Facebook's artist community group						
Social Media Post	Facebook					
	Instagram					
	TikTok					
Advertising	Facebook					
	Instagram					
	TikTok					
PR articles + Display ads						
OOH display for trigger						
Website blog						
Phase 1: Trigger (4/7-31/7)						
		Week 6 (4-10)	Week 7 (11-17)	Week 8 (18-24)	Week 9 (25-31)	
"What makes your Singapore identity?" photo contest						
Social Media Post	Facebook					
	Instagram					
	TikTok					
Advertising	Facebook					
	Google					
	Instagram					
	TikTok					
PR articles + Display ads						
KOL post for contest & pre-order						
OOH display for trigger & pre-order						
Website blog						

Appendix 10.1: Detailed timeline & supporting tactics for Phase 0 & Phase 1



# APPENDIX 10. DETAILED TIMELINE & SUPPORTING TACTICS

Phase 2: Engage (1/8-28/8)						
		Week 10 (1-7)	Week 11 (8-14)	Week 12 (15-21)	Week 13 (22-28)	
Grand opening & Collection launch						
Art exhibition & Check-in discount						
OOH display for pre-order						
KOL post & offline event						
Social Media Post	Facebook					
	Instagram					
	TikTok					
Advertising	Facebook					
	Instagram					
	TikTok					
PR articles + Display ads						
Website blog						
Phase 3: Amplify (29/8-2/10)						
		Week 14 (29/8-4/9)	Week 15 (5-11)	Week 16 (12-18)	Week 17 (19-25)	Week 18 (26-2/10)
Ethical purchase						
Garage sale						
Social Media Post	Facebook					
	Instagram					
	TikTok					
Advertising	Facebook					
	Instagram					
	TikTok					
PR articles + Display ads						
Website blog						

Appendix 10.2: Detailed timeline & supporting tactics for Phase 2 & Phase 3



# APPENDIX 11. DETAILED BUDGET FOR BRAND LAUNCH

Online Activities		Cost per unit (SGD)	Unit	No.	Estimated Cost (SGD)
PR Articles	The Strait Times	12,280	article	2	24,560
	Female	6,500	article	2	13,000
	Men's Folio	6,150	article	4	24,600
	Weekender	5,000	article	4	20,000
	Buro	4,550	article	4	18,200
Category Subtotal					100,360
Display Ads	The Strait Times	11,490	week	4	45,960
	Weekender	4,400	week	4	17,600
	Men's Folio	4,680	week	4	18,720
	Buro	3,410	week	4	13,640
	Female	4,950	week	4	19,800
Category Subtotal					115,720
Social Media Channels	Facebook Ads	7.80	1000 impressions	8,000,000	62,400
	Instagram Ads	8.08	1000 impressions	4,000,000	32,320
	Google Ads	5.00	1000 impressions	8,000,000	40,000
	TikTok Ads	1,000	day	91	91,000
Category Subtotal					225,720
Facebook Photo Contest	Contestant's shopping voucher	10	voucher	3500	35,000
	New collection gift	30	piece	30	900
	My Naked Bar 'Surprise Me' soap	11.5	soap bar	100	1,150
	AirPod Pro	379	item	10	3,790
	iPhone 12 Pro Max	1,790	phone	5	8,950
Category Subtotal					49,790

Appendix 11: Detailed budget for BOO's brand launch



# APPENDIX 11. DETAILED BUDGET FOR BRAND LAUNCH

Facebook Design Contest	Champion	2,500	prize	1	2,500
	1st runner-up	2,000	prize	1	2,000
	2nd runner-up	1,500	prize	1	1,500
Category Subtotal					6,000
Influencer Marketing	Shiuan	8,500	photo	3	25,500
	Nicole Alexa Choo	7,900	photo	3	23,700
	Tosh Rock	6,000	photo	3	18,000
	Micro Influencers	1,500	3 photos/ person	30	45,000
Category Subtotal					112,200

TOTAL ONLINE BUDGET	609,790	SGD
	439,049	USD
	10,098,122,400	VND

Appendix 11: Detailed budget for BOO's brand launch



# APPENDIX 11. DETAILED BUDGET FOR BRAND LAUNCH

VIDEO HERE

Offline Activities		Cost per unit (SGD)	Unit	No.	Estimated Cost (SGD)
OOH Displays	Mass Rapid Transit signage	22,400	month	1.5	33,600
	Digital screen 6 hours/day	90,000	month	1.5	135,000
	Elevator 6 hours/day	60,000	month	1.5	90,000
Category Subtotal					258,600
Offline store decorations and activities	Art exhibition decoration	5,000	week	2	10,000
	Garage Sale	30	shirt	450	13,500
Category Subtotal					23,500
New collection release - The Singapore Mosaic	Apparel production cost	20	piece	4000	80,000
	Design cost	4,000	month	2	8,000
Category Subtotal					88,000
Influencer Marketing	Jade Rasif	12,700	guest	1	12,700
	Shiuan	11,250	guest	1	11,250
	Tosh Rock	9,000	guest	1	9,000
	Micro Influencers	1,000	guest	30	30,000
Category Subtotal					62,950

Appendix 11:  
Detailed budget for  
BOO's brand launch

TOTAL OFFLINE BUDGET	433,050	SGD
	311,796	USD
	7,171,308,000	VND

TOTAL (online + offline activities)	1,042,840	SGD
Contingency Cost	120,000	SGD

TOTAL BUDGET (including contingency cost)	1,162,840.00	SGD
	837,244.80	USD
	19,256,630,400.00	VND



# APPENDIX 12. KPIS' INDUSTRY BENCHMARKS & RATIONALES

Metrics	KPIs	Benchmarks/Rationale
CTR of Facebook	15%	Facebook benchmark on 2022: ~10% (Albright 2022)
CTR of Instagram	6.70%	Instagram benchmark on 2022 ~ 5% (Flick 2022)
CTR of TikTok	5%	Tiktok benchmark on 2020: 3% (Vaeth 2020)
CTR Google ads	7%	GG benchmark on 2022 ~ 6.19% (Chaffey 2022)
Positive social sentimental	83%	Positive sentimental benchmark on 2019: 80% (Barba 2019)
Instagram engagement	8.00%	Instagram benchmark on 2021 ~7.7% (Gothivarekar 2021)
TikTok engagement	9%	Tiktok benchmark on 2020 ~7%(Vaeth 2020)
Facebook engagement	13%	Facebook benchmark on 2022: ~10% (Aamplify n.d.)
Sales conversion rate offline	4.20%	Benchmark: 4% (Adoric 2022)
Sales conversion rate online	2.63%	Benchmark: 2% (Bigcommerce n.d.)
Number of physical store visitors	480	120,000 visitors per day with 251 stores (Texere 2020)

*Appendix 12: BOO's campaign KPIs' benchmarks & rationales*





BC∞

**Many Cultures, One Identity**

***THANK YOU***