



**Associate Degree of Fashion Merchandising
AD013**

Digital Strategies for Fashion (GRAP2445)

Assessment 1: Digital Brand Report

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EXECUTIVE SUMMARY

The main purpose of this report is to analyse the current digital performance of the fashion brand, All About Eve through evaluating the challenges in its digital strategy elements. It will then proceed to suggest recommendations suitable to deliver a successful brand digitisation.

Examination of the brand's digital activities suggests that relative to competitors like Sportgirl, Glassons and MinkPink, All About Eve is still under utilising their digital platforms and failing to build a strong brand positioning in customers' lives. Studying the seven key digital elements, there are key issues identified with a list of realistic and potential solutions All about Eve may choose to implement. Issues and recommendations include:

- **CONSUMERS:** Failure to sell a lifestyle and building connection with customers require the brand to establish channels of communication, incorporate relevant social movement and transparency in activities.
- **IDENTITY:** Struggling to establish a brand-self through visual imagery and online activities, the brand must use colours, taglines and champion a customer-focused approach.
- **COMMUNICATION:** Language, tone and brand voice unappealing to the youth market which may be solved through a friendly and open manner.
- **PASSION:** Campaigns reflecting passion that are not well promoted must be brought to customers attention.
- **PLATFORMS:** Poor engagement due to features not used maximally calls for special campaigns across all social media accounts.
- **INNOVATIONS:** Doing the bare minimum with digital innovations, the brand must opt for personalisation of digital services.
- **RELEVANCE:** Unable to relate with customers' personal lives, the brand must venture on to non-fashion related content and more.

The ability for the brand to reflect on these highlighted problems and implement appropriate digital fixes could assist them in delivering a unique brand experience to customers through all their digital platforms.

ALL ABOUT EVE

Australian-established youth fashion brand, All About Eve was first founded in 2003 by the fashion wholesale-retailer, Stage II. From staples like camis and denim to fur coats and oversized shackets, the brand targets females between 15-25 year old, offering a selection of street-festival outfits that are drawn from global fashion trends. With a relatively affordable price range between \$20-\$150, their tech savvy customers are able to access the brand through own brand website, online through retailers such as The ICONIC, Myer, General Pants and through selected physical stores across Australia, New Zealand, Canada, South Africa and Europe. Due to the zero barrier to digital market entry, All About Eve faces intense rivalry from domestic fast-fashion retailers like Sports Girl and MinkPink but also foreign competitors such as Missguided and Boohoo, just in Australia alone. The brand also lives by the motto "(to) empower, understand and celebrate diversity and individuality" (All About Eve, 2019). Envisioning their 'Everyday Girl' to cultivate a sense of trust, confidence in the self, are believers of effortless, natural beauty and nurture their youthful spirit, All About Eve strives to provide goods and conduct digital activities that supports these brand values.

ALL ABOUT EVE'S CURRENT DIGITAL STRATEGIES

As a business that operates primarily online, All About Eve has selected a website/ blog, Instagram, Facebook and email to communicate and trade. Their social media accounts are updated daily with visual content pulled from the latest campaign shoots, a few outfits styling ideas and on occasion, influencers' featured posts. Their e-commerce site function as a channel for direct selling to customers with the lack of control over price, promotion and branding being trade-offs in wholesaling to retailers like The ICONIC and General Pants. But the website is also the archive to All About Eve's' past campaigns and non-fashion related activities. For examples are the 2019 'All About Me' lookbooks starring girls with various backgrounds from musicians to NFL player (refer to appendix 1d) and the 'One Girl' social campaign, donating a margin of profit to girls' education in developing countries (refer to appendix 1c) (All About Eve, 2019). These forms of digital activities accessible through the site provide deeper insight into the brand's core values and beliefs, vital in building a personal bond with the 20th century customers.

DIGITAL LANDSCAPE (FEMALE-WEAR)

In online shopping, fashion category has become the powerhouse of its growth, proven from purchases made from pure fashion retailers representing 26.5% of all online orders (Australia Post, 2019). The growth in online fashion was driven by the female fashion wear category, growing 43.8% in Australia whereas male fashion wear is at 26% (Australia Post, 2019).

As the number of consumers with access to the internet grows, more investment from retailers drives that is put to adapt to the change has driven the growth of online retailing. In Australia, internet retailing continued to increase its value share in apparel and footwear, driven by Australia's high penetration (128.9% of the total population in 2017) of mobile phones internet and the growing number of consumers opting to shop and browse for products on their mobile phones (Ragtrader, 2017). As consumers drift from the traditional way of shopping, brands are starting to look for ways to create experiential shopping and personalisation to gain consumers' attention. For example, Australian e-commerce player Showpo has incorporated artificial intelligence (AI) to make personalised recommendations to its shoppers online. Retailers have started to rethink their online-offline mix and have reacted to this trend by improving their online presence. With consumers' adoption of digital platforms and raised expectations of convenience, online retailing is projected to grow rapidly. The Iconic as an online retailer have also raised the bar in the industry by providing same day delivery in some parts of Australia. Connected consumers around the globe has stated that they research and compare fashion wear products online rather than in-store, showing online engagement and communication is crucial when forming brand's strategies (Ragtrader, 2017).

COMPETITOR ANALYSIS

SPORTSGIRL

Founded in 1948, Sportsgirl is a beloved Australian brand specialising in fashion, accessories and beauty. An all rounded retailer who branch into 120 retail locations and rigorously innovating digitally, a large proportion of their target market include 12-25 year olds who are up-to-date, unafraid to experiment with global trends and are invested in the brands' culture of sisterhood (Sportsgirl, 2019). Arguably, Sportsgirl is an iconic Australian pride for youth fashion.

While in-store activities remains consistent, and alluring, Sportsgirl also has an extensive portfolio of digital strategies that has proven victorious. Constantly refurbishing their web page, the brand has added unique features such as the 'Trending' page that compiles the latest fashion trends to 'Style Hub' page that catalogues behind the scenes, past campaigns, collaborations, beauty how-to and loved travel destinations (Sportsgirl, 2019). Between 2009 and 2012, the brand also jumped quickly on the digital revolution, creating accounts on Twitter, Facebook, Youtube, Pinterest, Vine to cultivating a 460,000 following on Instagram by 2019. In 2017, the brand even created a separate Instagram beauty account, managing to immerse in the industry then valued at over 530 billion USD globally (Reuters, 2018). Sportsgirl then took it further with the launch of their own mobile app and capture Australia's attention with the introduction of QR code shopping, delivering a new shopping experience to customers.

Sportsgirl is also a brand that live by their values and is heavily involved in social work outside of a tunnel vision on fashion. The campaign 'Be That Girl' include raw film interviews of female struggles, in response to research results such as one conducted by the ABC suggesting 50% of girls worried about being different and a greater 65% concerned about their body. In partnership with a non-profit, The Butterfly Foundation, Sportsgirl also raised \$3.2 millions to support Australians with eating disorder through treatment programs and promotes inclusivity by providing a wider range of sizes (6-16). Activities such as these often goes unnoticed but the brand ensures customers are well informed through in-store campaign information and regular announcements on their social media accounts. Sportsgirl is a perfect example of a retailer that has successfully established and maintained a strong identity off and online, communicating with clear values and keeping customers at the forefront of their mind.

GLASSONS

Glassons is a New Zealand-based heritage female wear retailer, known for its daring and effortless style. Similar to All About Eve who targets millennials, the brand delivers a daring, vibrant and youth-feel brand identity, with wild and free spirited looks that is consistent throughout their product ranges, digital styling and in-store layouts featuring a warm, woody tone and orange tints. Since it was founded in the early 1900s, preceding the digital era, it is no shock that Glassons started with brick and mortar stores, explaining its success in operating 30 retail outlets in Australia alone. However, what the brand has done well is its ability to synchronise both in-store and digital operations, creating a solid brand look with clear omni-channel strategies.

Utilising Facebook, Instagram, Twitter to Youtube and Pinterest, Glassons digs their presence on top social media platforms and actively involves customers in the process. For example, the brand created their own hashtag, #Glassons, to feature customers' photographs on Instagram and own website with the chance of winning a prize. Specially allocated page for Instagram features include a sub-page for 'browse & buy the look' to ease the shopping experience. Giveaways are done on a weekly, encouraging customers to tag friends on Glassons' posts. The thousands of responses suggest the popularity of this strategy which aid in brand exposure and increased market share. The brand also provides even more incentives and ease through partnership with Afterpay, Laybuy and UNIDays, offering discounts for their

young core customers with less disposable income. Glassons' all-in approach with social media utilisation has played a key role in their online expansion and so digital success.

MINKPINK

The Australian fashion brand , MinkPink, launched in 2005, catering to the fun, fearless and modern females of Gen Z (MinkPink, 2019). From weekly new arrivals of street fashion, movie-inspired collaborations, swimwear to sunglasses, MinkPink is loved for being highly innovative, trend forward yet remaining pocket-friendly. Similar to All About Eve, the absence of any physical retail stores in Australia means MinkPink has been operating predominantly on the digital landscape, relying on own brand's website and fashion retailers such as Glue Store, ASOS and even TOPSHOP as channels of distribution (MinkPink, 2019). Their success in the domestic market has even facilitated the expansion of MinkPink abroad with lifestyle retailers such as Urban Outfitters and Primark stocking the brand in the United States and Europe.

Due to their reliance on the online market, Minkpink places itself across all the popular social media platforms frequented by its target demographic including Facebook, Twitter, Youtube and primarily Instagram as an effective visual communication tool. The brand is highly active on social media with regular posting schedule, maximising the use of platform features and successfully built a strong online following. Furthermore, the fourteen years of experience enabled MinkPink to sculpt the ideal brand identity they wish to project. Standing out with the choice of pink hues and keeping the uniformed colour scheme that is vibrant, girly yet unapologetically bold, their brand identity is crystal clear across all platforms including the brand's logo, Instagram story highlights and website graphics. Product promotion, announcements or special releases such as the recent 'Disney's The Lion King x MinkPink' is also informed to all the digital users. Relative to All About Eve, MinkPink's unique personality and content consistency has not only enable them to create a strong positioning in the highly saturated fast fashion market but also build a loyal customer following across their digital platforms.

SEVEN DIGITAL ELEMENTS

1. Consumers

ANALYSIS

Brand failing to translate values to action

In this technological age where the market is saturated, consumers now easily shops around, compare brands & product details and considers reviews before making a purchase. Customers now demand brands that reflects their identity and attaches themselves to brands that possess values alike. Embracing individuality and free spirit, All About Eve lacks material that relates to this core brand message of female empowerment, with content shared on Instagram solely focused on fashion and features of their product. Secondly, claiming to welcome diversity, the brand still strictly features campaign models and fashion influencers making it hard for customers to relate to their heightened 'beauty standards' and so appear to be contradicting themselves (refer to appendix 1b). The steps taken by All About Eve creates conflicting brand perception and sends an indirect message to customers that they fear commitment to being 100% real and authentic self. This is particularly risky as the modern youth now only seek real and raw relationships with brands, reducing the likelihood of brand connection and loyalty (Boogard, 2018).

Failing to sell customers a 'lifestyle'

Another weakness of the brand's digital strategy is omitting the opportunity to not just sell products but a lifestyle. As mentioned, All About Eve's social media platform, especially Instagram is exclusively utilised for product promotion. On the contrary, MinkPink creates a four-dimensional brand identity through posting non-fashion content such as pictures of travel, quotes and brunch for their fun, modern and fearless girls (refer to appendix 1b). This competitor is not only implanting a unique brand identity but more importantly selling the lavish lifestyle dreamed about by their customers, a point missed by All About Eve. In correlation is not taking the benefits of employing role models on Instagram or Twitter such as opinion leaders and influencers who are adored for their ability to sell the dream life customers aspire to have for themselves (Kozłowska, 2019). Attracting and retaining customers is different now, "... instead of focussing on selling them products, focus on the result and lifestyle that comes along with them" (Stewman, n.d).

Attempt to connect with customers failed by poor execution

Although the brand engages in activities that could potentially showcases their effort to represent customers through the 'All About Me' campaign (refer to appendix 1d), communication was not maximised with Instagram only showing nine posts of the campaigns' shoot. Furthermore, instead of sharing the real stories of the featured girls, the Instagram posts were merely describing the products worn by these girls. The full campaign story is also stored in an archived page instead of being exposed on the brand's homepage for optimal exposure (refer to appendix 1a). This is because they lack the understanding that customers desire participation and to be kept in the loop at all times. Sportsgirl on the other hand, successfully delivered the story of their "Butterfly Project" through every channel, providing transparency to their customers and engaging them through holistic approach. Religiously updating their customers on achievements and progress of the project, customers are kept in the known and invited to celebrate their milestones with the brand. Continuous collaboration with customers shows Sportsgirl are committed to their cause and value their customers as members of the brand itself.

Missing the opportunity to build trust with consumers

Brand trust is more important than ever with research suggesting, 94% of customers seek to brands with good transparency and 56% upping the stake with commitment to such brands

for life (Harvey, 2018). With more expectations placed on brands, customers now require extra information once deemed as 'extra' such as where the products are sourced from and corporate responsibilities like impacts on the environment and people. The absence of these must-haves data could strongly lead to dropped inclination for brand trust. All About Eve has yet to embrace this trend despite targeting the highly impressionable youth market who are highly concerned about such social cause. None of their digital platforms suggest which countries the products are manufactured in nor the external impacts of production, an alarming concern for consumers of brands that adopt a fast-fashion approach. Although this step is not an obligation, transparency is crucial in nurturing brand trust which could go a long way.

RECOMMENDATION:

The Genderless Special Campaign

When it comes to brand's engagement with customers, feeling received and included in the brand is key to developing a personal connection. What All About Eve could potentially take a small risk by employing not just girls but boys in their special campaign called 'Eve's for Everyone'. With the rise of LGBTQ+ is also the growing popularity of male stars that believes make ups that has heavily focused for women, and clothing, are genderless. This special campaign will employ girls and boys from their core consumer dressing the way they like in All About Eve's collection. The message is that everyone, regardless of gender, deserves to be themselves confidently. Adding the inclusivity of LGBTQ+ and body positivity values will trigger an emotional response that creates a feeling of acceptance within the brand's personality so that "by buying a fashion brand similar to the consumers actual personality, he/she is communicating something about him/herself" (Ismail & Spinelli, 2011).

Body Positivity Movement

Having exclusive content other than just posting fashion content on Instagram will also help attracting customers attention. Consumers nowadays are way more informed, they want involvement to the brand's journey in applying their values and they want real life content. The example could be taken from the success of H&M Conscious campaign video that is explained in under Platforms who featured people from all races, sizes, and age. The result is as stated by Gilliland, 2018, "by creating a buzz around the campaign, it ensured that its message of sustainability was heard". Emotionally connected consumers are 52% more valuable to a brand than those who are just satisfied (Otley 2016). Presumably, emotionally attached consumers are a brand's highly profitable market segment (Rossiter and Bellman 2012). Being the current topic, All About Eve should create 'Love The Skin You Are In' to encourage and empower women to be comfortable in their own skin. The campaign features diverse models and opinion leader from various of size and height, to encourage audience's confidence by portraying real life image they can relate. The featured models and opinion leaders then talks about their insecurities and how they overcome it, which then be shared throughout All About Eve's channels, which includes Facebook, potentially a YouTube Video, Instagram, and putting in on the homepage on their website which leads to the blog post specifically with the 'Love The Skin You're In'.

Two Way Communication with Consumers

The brand should also maximize their use of the platform to communicate with customers instead of just selling their product. The Glossier, for example, has successfully created a community where even the customers advocate the brand voluntarily. What people say to

Glossier or, even better, about Glossier to others is more important than what Glossier says to them.

To make it work, All About Eve could utilize their facebook and/or instagram discussing current event/issue where then consumers reply to each other. For example, with also utilizing monthly trends, at valentine season, create a Q&A talking about self love before anything else and asking what the audience do to treat themselves. All About Eve then shares the answers public to attract more response. The relationship formed through the conversation will create a personal connection to the brand and the people involved, creating a community within the brand.

Providing Transparency & Responsiveness

Transparency is a tool to utilize when a brand is regaining customer's trust. The brand should have balance for the realness of business so the consumers can connect with. The success was achieved by Patagonia by sharing company's belief and sticking to it. They released a Fair Trade campaign with the aim to get consumers thinking where clothing is made in order to create stronger demand for Fair Trade products. The video campaign received 107,000 facebook views, 1,400 likes, and 62 comments in 1 week (Milbrath, 2019). When incorporating transparency on their practice, All About Eve is showing more to their consumers hence the opportunity to gain their trust. All About Eve should create a campaign about their corporate responsibility, making the most of a video to deliver information that they do not do harm in their supply chain.

The campaign idea is titled 'One for All', showing that every purchase made means helping a worker creates a living for their family and providing a clothes that lasts for shoppers. Moreover, adding responsiveness to their communication service is enhancing the connection between brand and consumers. When having this in the brand's practice, the engagement that leads to trust will be increased thus creating loyal consumers. This could be applied by adding a chat tab on the website where consumers could ask for style recommendations with the All About Eve's clothing and the admin would response, also by simply replying to comments and responding to consumers who use their #EveGirl hashtag to form more meaningful connection with the audience.

2. Identity

ANALYSIS:

Lacking Aesthetic Appeal and Visual Elements' Effectiveness

Although a similar colour scheme is identifiable across All About Eve's social media accounts, consistency alone proves insufficient in standing out amongst the tens of thousands of online fashion retailers in Australia. The brand's logo is kept simple with a standard typography, coloured in plain black-white with the absence of any unique graphics or symbols (All About Eve, 2019). A good brand logo must hit the sweet spot between clarity through uncomplicated design and uniqueness that allow instant brand identification (Jones, 2014). The oversimplicity of All About Eve's logo means it is harder to recognise, memorise and recall by customers which makes distinguishing itself on the digital landscape challenging (Business Blog, 2019).

Minimalistic theme is also carried through the website dominated by the black-white palette and scarce presence of pink tones (refer to appendix 1a). This colour palette fits perfectly with retailers such as ASOS and The ICONIC who houses multiple brands and must show both versatility and neutrality. The monochromatic look also complements global sports apparel labels like Nike and Adidas who values performance and professionalism, portrayed through

the sleek and timeless colour choices. However, the theory of colour psychology suggests that a black-white designs may also convey conservatism, conformity and lack of creativity to customers (Artitudes Design Incorporated, 2018). Through choosing these colours, minimal graphics, simple layout and standardised fonts, All About Eve is showing a misalignment between their visual identity and their core brand beliefs of originality and courage in being different. All these choices combined fails to deliver a clear brand message to customers and in evoking the desired emotional reaction of excitement and female empowerment the brand claims to possess.

Two-dimensional Brand Identity

Brand identity not only constitutes tangibles like logo and platform looks but also what the brand stands for. With emotional connection and self-image congruity driving millennials' brand preferences, it is important that brands are able to clearly relate their morals and standards to customers (Redmond, 2017). All About Eve has kept their value statement consistent on both their Instagram profile and website's About Us' page, stating, "We are a brand that empowers, understands and celebrates diversity and individuality". On the other hand, Glassons has chosen a more memorable catchphrase with "What's new, What's trending?" and MinkPink ensuring that customers are immediately exposed to the brands message to "Be bold, be brave, be free" upon the first point of contact on their website's home page and Instagram. In comparison to its competitors, All About Eve's marketing efforts appear to be less effective and memorable enough to keep the brand in consumers' minds.

A brand's identity must also be apparent through their activities. All About Eve's 'All About Me' campaign attempted to showcase the brand's celebration of individuality and self-love. However, it was poorly communicated online with insufficient Instagram posts (refer to appendix 1b) dedicated to this campaign and the isolation of this product range's announcement into a single blog post only. Meanwhile Sportsgirl has successfully executed a similar digital strategy through their '#BeThatGirl' campaign whereby the brand releases a series of personal stories of 2019 females from Sammy the idolised Youtuber, Jo-Anne-Lous' simple story on sisterhood to Tykara's struggle on eating disorder (Sportsgirl, 2019) (refer to appendix 2d). Not only has Sportsgirl been diverseing the females chosen to represent all their customers, they are also intensively updating the specially allocated campaign's page on the weekly and bringing it through Facebook and Twitter. Sportsgirl commitment in proving their stated values through action gives them the leverage over All About Eve to connect with customers on a personal level, creating trust, commitment and the sought-after loyalty (Danna, 2017)

RECOMMENDATIONS:

Find a winning brand colour

All About Eve could benefit from revamping their appearance by selecting colours and graphics appropriate for the younger target demographic. Choosing a standout colour like MinkPink would improve recognisability, enhance customers' experience but is also a visual element that enstate the brand's values. All About Eve could select pops of orange and or magenta, which are repeating colour hues found on their collections. Exuding passion, excitement, confidence and self-expression, they are much more suited for young adults and reinforces the brand's identity (Lischer, 2019). Preserving the clean black-white background, subtle changes could be made on the website such as using the bright colours for menu tabs, drop down menu lettering, website's banner and footer and of social media icon links. Elements of the new colours could also be inserted as a symbol or graphic on the brand's logo and Instagram highlight covers to create uniformity. This small tweak could inject more life and energy that enhances the brand's aesthetic while creating a point of difference.

Use a brand tagline

It is also important that All About Eve revisit their vision statement and come up with a short but unique brand tagline. While a logo is a visual symbol of the brand, a tagline is the audible representation that triggers brand recollection (Prater, 2019). A suggested tagline could be “Free You, Be You”, a simple phrase that reflects the message of authenticity and confidence in an Eve Girl. This catch phrase would complement the brand logo on social media profile photos and can even be inserted under future digital campaigns to further engrain the brand in customers minds .

Champion diversity through brand representatives

All About Eve must also learn to create depth of personality by choosing actions that support their brand statements. Believing in the celebration of diversity and individuality, they could consider featuring females of different skin colours, races, ethnic backgrounds and sizes for future digital campaigns instead of the stereotypical runway models they often opt for. Proving that they ‘walk the talk’ of inclusivity, shows brand integrity and would strengthen their identity simultaneously.

‘All About Story’ of customers


Consistency is also key to reinforce this and a possible strategy is to introduce a customer inclusive, prolonged campaign named ‘All About Story’. This involves customers submitting stories and moments where they are embodying the spirit of an Eve Girl that is care-free, unapologetic and constantly pushing boundaries. With chosen stories featured fortnightly on Instagram, not only would the brand be building bond through customer collaboration, they are also encouraging girls to own up their less-than-perfect moments and sharing it with others, which is another step the brand is taking to advocate for female empowerment.

3. Communication

ANALYSIS:

Disengaging language and poor information delivery

Generic language and a voice that lacks personality is apparent through All About Eve’s digital communication. A standard format used on their Instagram involve one campaign photo with a simple product statement such as, “An essential for every wardrobe- the Hendrix Shearling Denim Jacket” (All About Eve Instagram, 2019). Although shorter sentences are straightforward and easy to digest, the language used is dry, non persuasive and lacks information. Effective brand communication should prompt a certain emotional response or initiate customer action. However, this statement comes across as flat toned, low energy and lacking creativity, unlikely to achieve the aims of brand-customer interaction.

Modern customers, especially youth, also seek personalisation and this includes communication that is authentic, relevant, varied and intimate (Sullivan, 2019). Found on Instagram, one of MinkPink’s posts, “Hands up if you’re craving an adventure  @garazi.gonzalez wears our Emerald Fields Midi Dress - tap to shop or click the link in our bio” (MinkPink Instagram, 2019), is a great example on how the brand sends clear product message, provide direction of purchase and even involves customer post features as part of their digital activities (refer to appendix 1b). The example also shows Sportsgirl humanising themselves by suggesting a similarity of mindset with customers and emotions which fills the gap of personal touch often missing in many digital brand interactions. Choosing to talk-with instead of talk-at customers is a crucial element missing with All About Eve’s digital strategy.

RECOMMENDATIONS:

Speak to the customers like friends

Friends-like communication suggest genuine intentions and will help All About Eve achieve trust and brand devotion in the long run. Firstly, the brand may take the #EVEGIRL further and start referring to customers with this nickname in every possible digital interaction from brand announcements to daily product promotions. Just as popular bands label their following, fashion brands are able to create a brand following and culture through the same method. This would also contribute to overall brand equity as speaking in the first person makes people feel valued, seen and heard (Pfeiffer, 2014).

Youthful language and tone

It is also pivotal that All About Eve select the language and tone apt with their upbeat, vigorous and wild brand personality. A feasible option is to insert humour in their communication to reflect how the brand does not take itself too seriously. Ted Baker generously uses light humour in their campaigns and is a living proof that even luxury fashion brands could benefit from showcasing a comical side of themselves. Without being frugal or inappropriate, the brand indulges in light-hearted communication, announcing a business expansions with statements like “Ted, meet Turkey” or welcoming customers with warm greetings like “How lovely to see you! Click here” (Cummings, 2019). As a brand that invites youth to live freely and be true to self, All About Eve will benefit from using casual sentences, cheeky statements, smart jokes and selective use of slang, forming a unique charisma that could even aid in strengthening their digital brand identity.

Ask customers for their opinion

Parties in any relationship wish to be heard and this is the same with All About Eve's customers. The brand might decide to use open-ended questions as part of their creative content through posts or digital activity such as Instagram polls. This could consist of questions such as customers' feedback on recently launched products, what items they hope to see in the next collection or a simple post on their choice between two All About Eve's jumpers. Additional to opening a passage of communication, the brand is also able to express their wit and curiosity, an extension of identity through communication.

Facilitate three-way communication

Public sharing of feedback is also possible through ratings systems where Glassons enable customers to 'like' a specific item and access this information (refer to appendix 3e). All About Eve could also feature a customer feedback service where customers are able to use a 'Five-Star Rating System' on important product features; namely, material, style, comfort and overall money worth. Most popular items would then be automatically featured on the website home page as 'Eve Girls' Picks of the Week'. An extra step is adding a product comment section, open for elaboration on feedback and complaints. Now not only is All About Eve listening to their customers, facilitating conversations between customers themselves harness a sense of community and transparency. Emily Weiss, founder of the infamous beauty-makeup brand, Glossier stated, “It doesn't matter anymore what a brand says... it matters what the customers say about the product” (Maras, 2018). Hearing suggestions from fellow customers is effective as it appears genuine, non-forceful, credible and so more convincing than an elaborate marketing scheme.

4. Passion

ANALYSIS:

Lack of explanation

All About Eve is providing three T-shirt designs to their customers, once they sold a T-shirt from this range, they will donate 10 dollars to 'One Girl Campaign', a non-profit organisation that helps educate girls in Sierra Leone and Uganda. Like many other fashion brands does, All About Eve manages their brand while raising awareness by focusing on charities and spreading positive energy in the industry. All About Eve's online shopping website is unique and clear, but as customer's view, there's no information about One Girl Campaign can be seen in the website, except when visiting their Blog, there is a short article about this donation and following with three T-shirts' buying links. This setting highly reduced the possibility of customer purchase those items that will not reach the expected result.

Unlike All About Eve, Australian fashion brand 'Sportsgirl' as their competitor, is also supporting a non-profit organisation 'Butterfly Foundation' (refer 2a). The collection is constantly being updated, so their customer would put attention in this range and keep up with the new pieces. Sportsgirl raised over \$3.2 million dollars, and this wouldn't be made without their advertising for this project. When Sportsgirl's customers go to their website, there is a bold, eye-catching section at the bottom, with an individual page to explain the project. Even in Sportsgirl's social media page, this collection has been mentioned many times and can be seen in most of their social accounts.

RECOMMENDATIONS:

One Girl Campaign Story Highlight & 'Live Count'

All About Eve should bring forward the existing idea of One Girl campaign as this may be seen as a missed opportunity to showcase their passion to customers. This could be done through creating a series of Instagram stories such as the campaign activities in Uganda to show customers the result of their contribution. Pinned on their Instagram profile, new customers are able to access this information of this ongoing project, a much better result than storing it as a website post. Furthermore, the brand could also create a website feature that shows the 'live count' of the t-shirt bought that contributes to their overall donation, placed on the home screen. Updated by the day, this creates a sense of contribution for customers and may even encourage them to share this campaign with friends and families.

Release a special 'Eve Cares' Collection

All about Eve could release a unique range of clothing to customers with the difference being the range is completely made by females in developing countries who are unemployed or unable to afford higher education. Providing employment and work opportunities to mothers seeking extra income, the brand also vouch to ensure fair wage and treatment of employees. Similar to the 'One Girl' campaign, the brand will do video and post follow-ups to ensure customers are well informed of where their products come from and how they are helping others through the purchase.

Working with Influencers

As previously mentioned, influencers can greatly influence the young demographic and deliver brand messages in a genuine and authentic way. All About Eve could potentially work with influencers like Anita Sarkeesian, a Canadian-American female media critic, blogger and public speaker passionate about female empowerment. Founder of Feminism Frequency, a website that hosts videos and commentary analyzing portrayals of women in popular culture,

the brand could use sponsored posts on the 'Eve Cares' collection and seeking her advocacy to support the social cause the brand is pursuing. The coherent theme between the product, digital activities and spokesperson shows All About Eve is fully invested in this passionate cause.

5. Platforms

ANALYSIS:

Platform features not maximised in use

The All About Eve is using 3 platform for their brand, a website which includes a blog, Facebook, and Instagram. The issue is none of the channel are maximised in use.

i) Website

Their website, as mentioned in identity analysis, looks basic and does not reflect how the brand describe themselves. Like MinkPink and Sportsgirl, All About Eve also has a blog, however, it is not exposed enough to gain readers. Sportsgirl for example put their blog cover in their homepage at the top, all visitors would see it before scrolling down to see the products they sell. MinkPink is also successfully attracting customers using the blog by linking posts from other reputable websites such as PopSugar and Cosmopolitan that is of interest to target customers. From the strategic business perspective keep the platform varied, without needing to create own content. These brands pushing blog content to keep updated show the effort in providing service to customers.

ii) Facebook & Youtube

Recent survey shows that the top three social media with highest users are facebook with 15,000,000 monthly active Australian users, followed by Youtube at 15,000,000 unique australian visitors per month, and Instagram having 9000,000 monthly active australian users (Cowling, 2019). In regards to the brand's use of Facebook, their page is updated daily, however, the contents are all very similar, they do not post non fashion related content and not use it as a media to communicate with their customers. From the page, it is apparent that the content do not engage or impress consumers. Being the 2nd largest platform on the list, YouTube is yet to be utilized by All About Eve, whereas Glassons uses it to share their campaign short clips to gain more exposure.

iii) Instagram

Similar to what the competitors are using, All About Eve also uses Instagram to deliver their content, yet they hardly engage their customers through their posts. The brand All About Eve features are dominated by their campaign photos and fashion content and lacking consumer involvement (refer to appendix 1b). The Instagram features such as Instagram Story and IG TV are not used too despite the great impact when used to reach out to customers. When it comes to the Instagram page, MinkPink goes beyond to get the consumer involved, they created a second Instagram page purely dedicated to feature customers. Sportsgirl, not only posting photo, they also do stories of style inspo, creates non-fashion related Q&A session and let their consumers join the conversation. Glassons also utilize the feature of IGTV to share their mini clips about lifestyle and styling inspo to get the most engagement through the platform.

RECOMMENDATIONS:

Keep the customers on the website longer

With fast growth to move towards digital, a recent study shows that online purchases were up by 19.2% in 2017, after an 11.5% rise in 2016 (Australia Post, 2019). As competition grows, more brands are incorporating features to meet customers expectations, creating seamless shopping experience, yet maximising the personal connection to the brand itself. Looking at the success of All About Eve's competitors, the brand should optimise the use of their blog to post non-fashion related content on the weekly Topics such as 'Top Five Travel Destination of 2019'. 'Best Places to Eat in Melbourne', '2020 Festivals You Must Attend' are potential subjects of interest to customers and are still relatively easy to compile. To further expose these articles, the brand should then link them to Facebook and Instagram to maximise exposure. Keeping the website interesting not only create deeper understanding of the brand but potentially increases the likelihood of purchase.

Optimizing Platforms to Gain Exposures and Engage with Consumers

Facebook Videos

Facebook is the largest social media network, the platform shapes user's opinion of the world and has a large influence on consumer habits (Gadzhibalaev, 2018). Facebook is versatile, the content shared could be written, visual (such as photos and videos), linked, or a mix of everything. The comment and share features also an opportunity to gain exposure and engagement. Dove achievement with their facebook content was done through a meaningful video they post body positivity instead of commercial video. They also asked the audience to tag those who means the world to them which creates exposure. To gain exposure and building connection with audience, All About Eve should create a content that relates to their core consumer. Keeping it consistent, All About Eve could use this opportunity to market the 'Love The Skin You're In' project that is mentioned under Consumer recommendation. The short clip made could be the result of compiled videos from people sharing their journey battling their insecurities to encourage audience to accept themselves the way they are and be confident by themselves.

Youtube series: "One for All"

YouTube has over 1 billion unique visits to YouTube each month with visitors watching over six billion hours of video (Baker, 2015), the potential of having high exposure is to be maximized, as a video sharing media, YouTube could be used as an opportunity to engage longer with consumers as videos convey more information in a short time. The opportunity in online video for brands is a big one. More than 3 billion videos are viewed per day on the web's largest video-sharing platform, YouTube, whose monthly traffic hovers around 800 million unique visitors (Indvik, 2011). H&M optimizes the use of video to deliver the most from their H&M Close The Loop. Aiming to promote sustainable fashion, it created one of the most diverse advertising that ever existed. The video features plus size model Tess Holliday and Muslim model Mariah Idrissi and gained a massively positive response for its celebration of various cultures to fashion. within 30 seconds clip which reaches to more than 70.000 viewers.

All About Eve could utilize this platform for their next campaign to gain higher exposure and reaching more consumers as a media to emphasize their values and what makes them different from other brands, as consumers nowadays are looking for brands that reflect their values. Creating a youtube series for their project "One for Everyone" is a way to deliver the message they want to share. The series will be uploaded each week with a video of the worker's family that's been impacted by the purchase made from consumers. By making it a

series rather than just one video, consumers will look forward to the update that is going to be made by the brand, hence the chance of forming stronger connection.

Instagram customer features & 'Ask Eve Girls' section

To develop personal connections and trigger emotional response to customers, user generated content is recommended to be posted on All About Eve's Instagram page, for example, utilizing the #EveGirl hashtag for customers to get featured on the page. To start the trend of using the hashtag, All About Eve could create an event as a way to give incentives to their consumers, for example, the lucky consumers who uses the tagline receives gift card and gets featured. To help with the exposure, the brand could partner with opinion leaders, such as micro influencers, as they have more engaged followers, who reflect the same values as the brand has got. @Jennifer__chong fits the role as her free spirited and young traits align with the brand's identity

Secondly, using the Instagram creatively, the brand could feature a section called 'ask eve Girls'. Users could direct message the brand a question and twice a week, all about Eve would post selected question on their story, asking for their followers' response. Answers of the other Eve girls would then be shared as a mean to show connection, communication and support of one another.

6. Innovations

ANALYSIS:

Playing safe with innovation

Despite being restricted to operate digitally, All About Eve has not taken any extra measures to stand out digitally. Taking the safest route to online trading, social media accounts are simply used to promote products while the brand's website facilitate the simple browse-to-purchase process and communication strategies chosen remain within the traditional marketing model. However, this approach no longer works for the modern buyers as they have surpassed the product-base approach and now expects a holistic brand experience (Craig & Simpson, 2018).

All About Eve's lacks is evident in relative to competitors like Glassons who is offering a 'Visual Search' feature (refer to appendix 3a), delivering product recommendations through customer-uploaded picture. The brand also followed the footsteps of ASOS, offering video instead of photographs to display product fit on models. Being able to position themselves in the life and not just customers' mind is an indispensable approach for fashion brands to survive in the digital age.

RECOMMENDATIONS:

Engage customers with styling videos of weekly favorites

Although high-investment innovations such as H&M's virtual closet try out may be unreasonable for a brand like All About Eve, there are simple improvements the brand can employ to create an edge over others primarily through personalising the shopping experience. To complement the communication strategy of 'Eve Girls' Weekly Favorite', the brand will release a weekly video on how to style the chosen pieces where stylists would

create a complete look including hair, makeup and accessory recommendations. Not only are videos a more engaging media form, customers are simultaneously able to assess product fit and felt engagement with the brand through constant feedback and reply process.

Offer personalised online wardrobe, the 'Eve Closet'

All About Eve could also launch a new website feature named 'Eve's Closet' which is a customised digital wardrobe. Serving the primary purposes of a private customer account with order tracking services, wishlist to notify sales and update product status, it is upgraded in functions based on the concept of personalisation. Research suggests a 65% likelihood of online purchase from online brands who knows their purchase history and 58% likelihood for brand-recommended products (Accenture Interactive, 2016). Utilising customer insights they already own, All About Eve could recommend similar products of interests and store images of the purchased items on a virtual closet so customers can mix-match them with the recent website's new arrivals, digitally styling an outfit before committing to the purchase.

Customise recommendations

Customers also have the choice to create a fashion biography, logging in personal style such as size, favorite colours and selecting keywords that best describe their personal style like chic, comfort, experimental. The website would then filter down recommendation options for customers based on their preferences. Providing ease and customisation of service which is suggested to drive up not only sales revenue but also impulse purchases, minimise return and boosts likelihood of future purchases (Hyken, 2017).

7. Relevance

ANALYSIS:

Lacking Content to Attract Consumers and Remain Relevant

As the younger generation live on their smartphones and are adept to multitasking, capturing their attention is highly challenging. Despite All About Eve creating daily posts for Instagram and Facebook, simply popping up on the pages' timeline frequently is not enough. Their social media accounts' lack of non-fashion related content means the brand is easily dismissed and deemed irrelevant in the day-to-day life of customers (refer to appendix 1b). On the contrary, competitor, Sportsgirl, creatively utilises Instagram to spark intimate conversations such as posing the question, 'What positive affirmations do you tell yourself?'. Brands that are able to show genuine interest in customers and talk about topics relatable to them forges a relationship that keeps them relevant in customers' lives outside of fashion.

RECOMMENDATIONS:

Incorporating Female Empowerment to Connect with Consumers

As mentioned in Communication Analysis, friendly communication indicates genuine trust. It creates a feeling that brands do care with their consumers. Being 'a friend' to the consumers is the key to be relevant in keeping up with them. All About Eve, as consumer's friend, could talk about female empowerment, how the world has changed more positively because of it and empower the girls through it. All About Eve could utilize the Instagram live-session of to collaborate with Susan Janet Carland, an Australian academic, author, feminist who fights for Muslim Women's rights (ABC, 2018) to do Q&A session. The activity brings new meaning and add more values of a brand to their consumer while also maintaining relevance outside

the fashion industry. The emotional connection that is formed through the discussion also adds the loyalty of consumers to the brand All ABOUT Eve.

Collaborations to Remain Relevant

The younger generation, as mentioned, are multitaskers, with an eye still on Netflix and scrolling through Instagram while confirming their online order. Whatever it is, their digital attention is split apart. However, creative brands have managed to benefit from this behaviour such as Missguided. Partnering with 'Love Island', they dressed the TV show participants in Missguided items. Modelling the clothes on audiences' favorite models proved effective with sales increasing by 40% from this collaboration (Brooks, 2019).

All About Eve could do similar partnership with bands or musicians that is of the similar identity with their target market and provide their collection for their music videos such as Amy Shark. Amy Shark is an Indie Australian Singer who won ARIA award. Her free spirited nature and independency aligns with All About Eve's identity making her fits the role. With her fanclub made up of females both young and adults, the exposure reaches the right target market. This strategy would result in higher exposure, possible market-share, while also captivating consumer's attention for longer and remaining relevant in their day-to-day life.

Incorporating Social and Environmental Consciousness

Leading fashion brands namely H&M, Asos, and Jigsaw has set a benchmark for specifically for female fast fashion on social and environmental consciousness. These brands have incorporated the values more and more consumers are demanding to add to their practice. H&M with their H&M conscious; sustainable and ethically made clothes with closed loop system encourages shoppers to prolong garment's life, Jigsaw with their Jigsaw's Love Immigration; campaigning openness, acceptance, and celebration of diversity (Gilliland, 2018), and Asos with their body positivity; providing wide range of sizes and silhouettes, featuring unedited models of all sizes, giving realistic portrayal of women. These brands successfully creating a distinguished brand message that can target a specific group of customers, they formed a bond with their consumers for they are giving more than just a product, but also noble values consumers appreciate.

As mentioned under Consumer recommendation, All ABOUT Eve should emphasize on inclusivity on their next campaign of "One for All" as mentioned under the Consumer Recommendations, sharing their corporate responsibility as a brand to add deeper meaning to the consumer.

CONCLUSION

When analyzing the elements in which All About Eve is not optimized, it can be concluded that the main issues are the lack of engagement with consumers, lacklustre identity, generic content, and the use of digital platforms that is not maximised. These problems then leads to poor communication, inapparent passion, and irrelevance to the current market.

The solution is to make the brand 'eye-catching' to the consumer through visual makeover so that the identity spoken is clear. To form relationship and emotional connection with the consumer, the brand could benefit from emotional branding by creating campaigns that values body positivity and diversity, and special campaign of genderless collection, to speak louder about brand's values, then creates two way communication to include their consumers within the brand's journey. The brand should also evolve as the big competition in the market makes consumers less inclined to trust a brand easily by incorporating transparency as well as being passionate when it comes to social & environmental consciousness. The recommendation is to create a campaign that is aimed to deliver corporate responsibility that is done by All About Eve. These activities is then to be delivered consistently using All About Eve's tone and friendly language. When applying this to their practice, it is expected that positive response will be apparent with more consumer engaged to the brand as the contents delivered has more values than just a product, thus building a loyal consumer base that potentially uplift All About Eve's sales.

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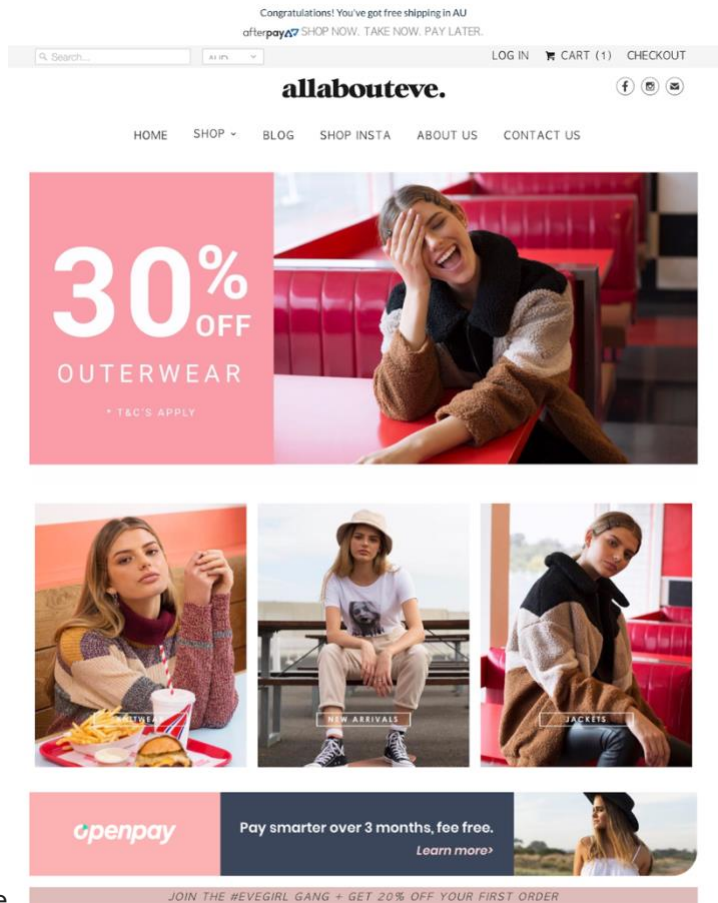
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APPENDIX

Appendix 1: All About Eve



Appendix 1a) All About Eve' Website



allabouteveclothing

Follow



2,772 posts

50.2k followers

1,175 following

All About Eve

We're a brand that empowers, understands and celebrates diversity and individuality.

Share your style #allabouteve @allabouteveclothing 🥰🥰

allabouteveclothing.com

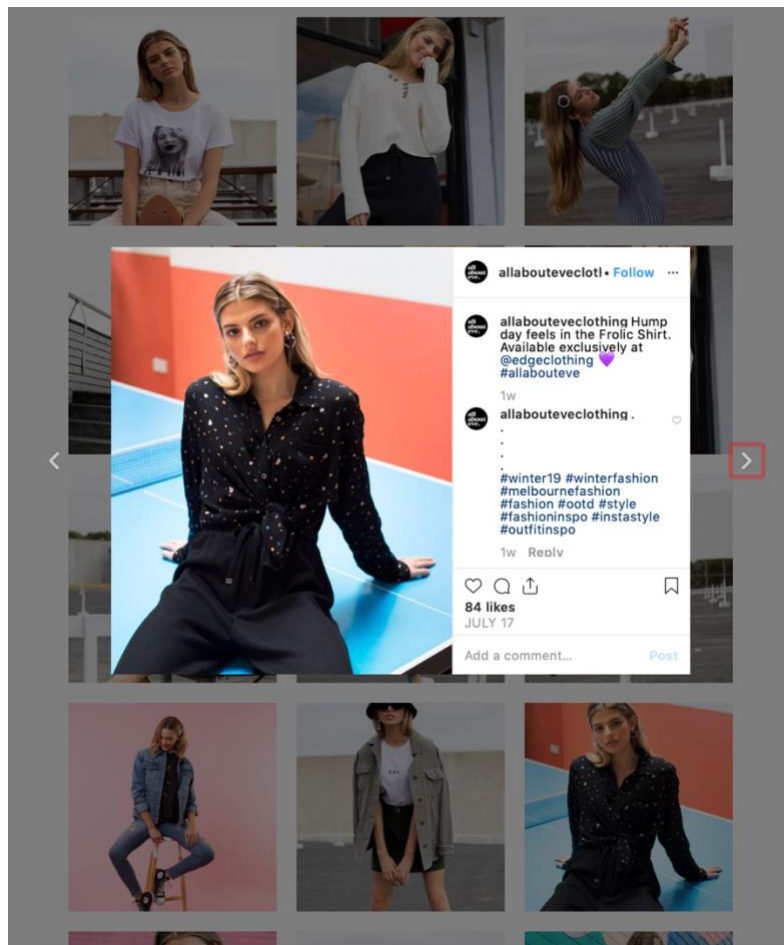


One Girl

POSTS

TAGGED





Appendix 1b) All About Eve's Instagram

Appendix 1c) 'One Girl' Campaign on the

February 21, 2019

PROUDLY SUPPORTING
ONE GIRL

Edge Clothing & All About Eve is proud to support One Girl, a non-profit organisation that harnesses the power of education to drive change for girls in Sierra Leone and Uganda. Because education is the key to eliminating gender inequality, to reducing poverty, and to creating a sustainable planet.

Right now 130 million girls around the world aren't in school – simply because they were born a girl. But One Girl is working to change that.

One Girl believes that EVERY girl has the right to an education, no matter where she's born, how much her parents earn, what her culture says, or what religion she adheres to. Every girl has the right to grow, learn, and be the best she can be.

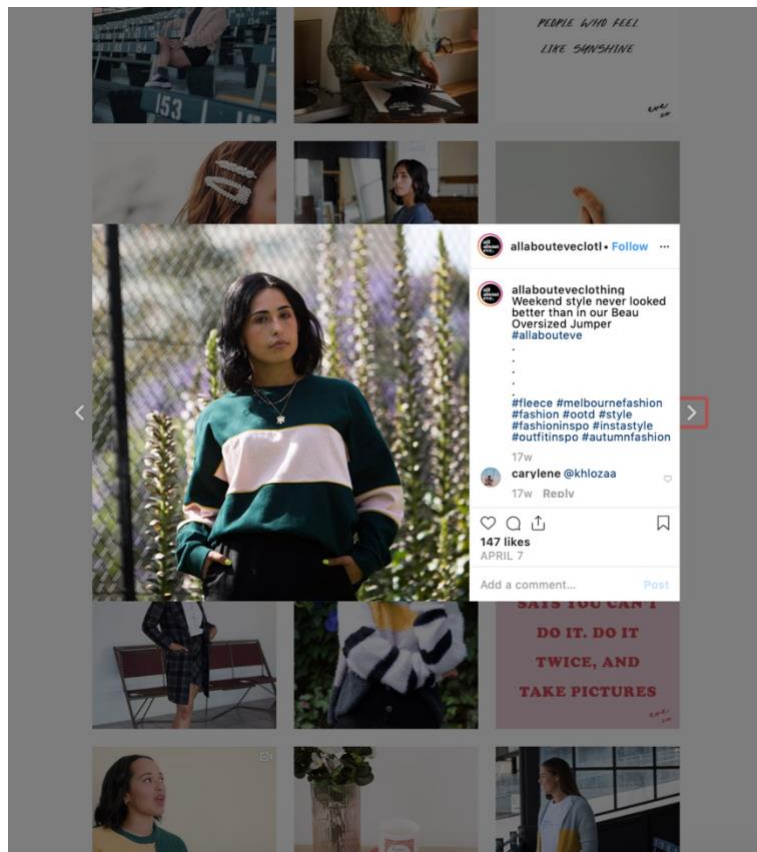
Together with One Girl, we're changing the world, one girl at a time.
Find out how One Girl is empowering girls at www.onegirl.org.au



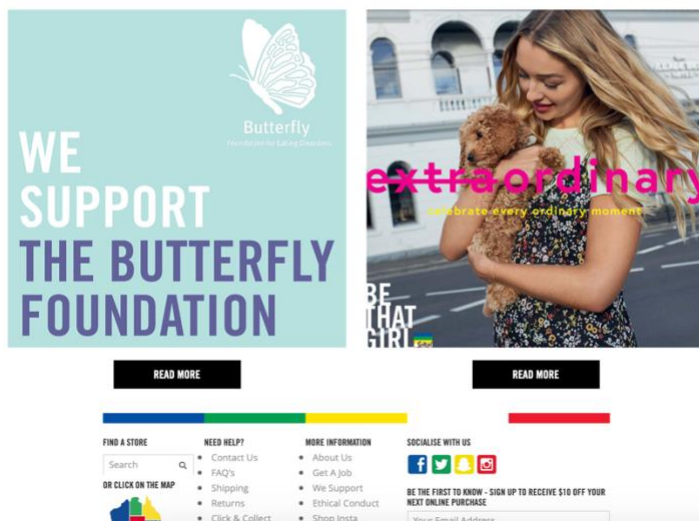
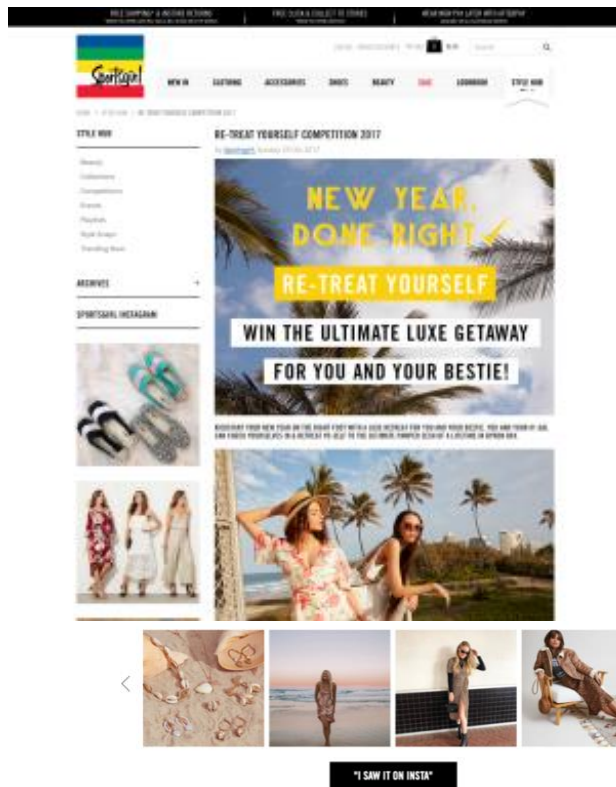
These tees are changing lives

\$10 from the below tees goes toward providing education for girls in Sierra Leone and Uganda.

website



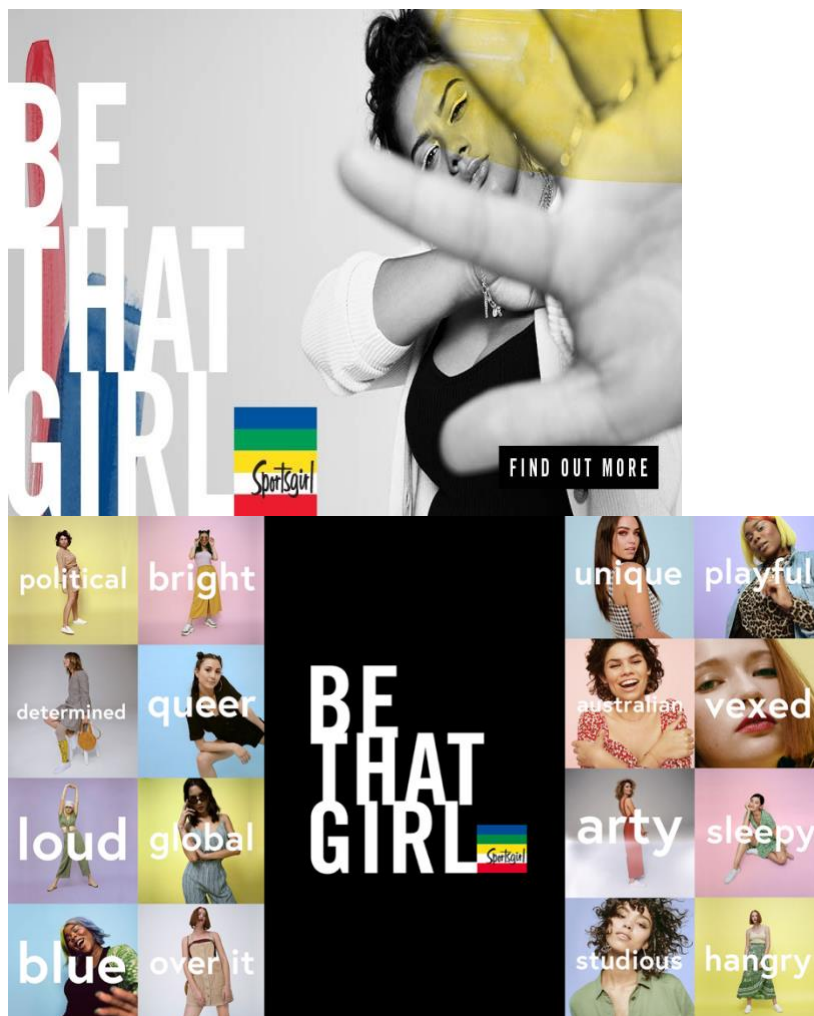
Appendix 1e) 'All About Me' Campaign on Instagram
Appendix 2: Sportsgirl



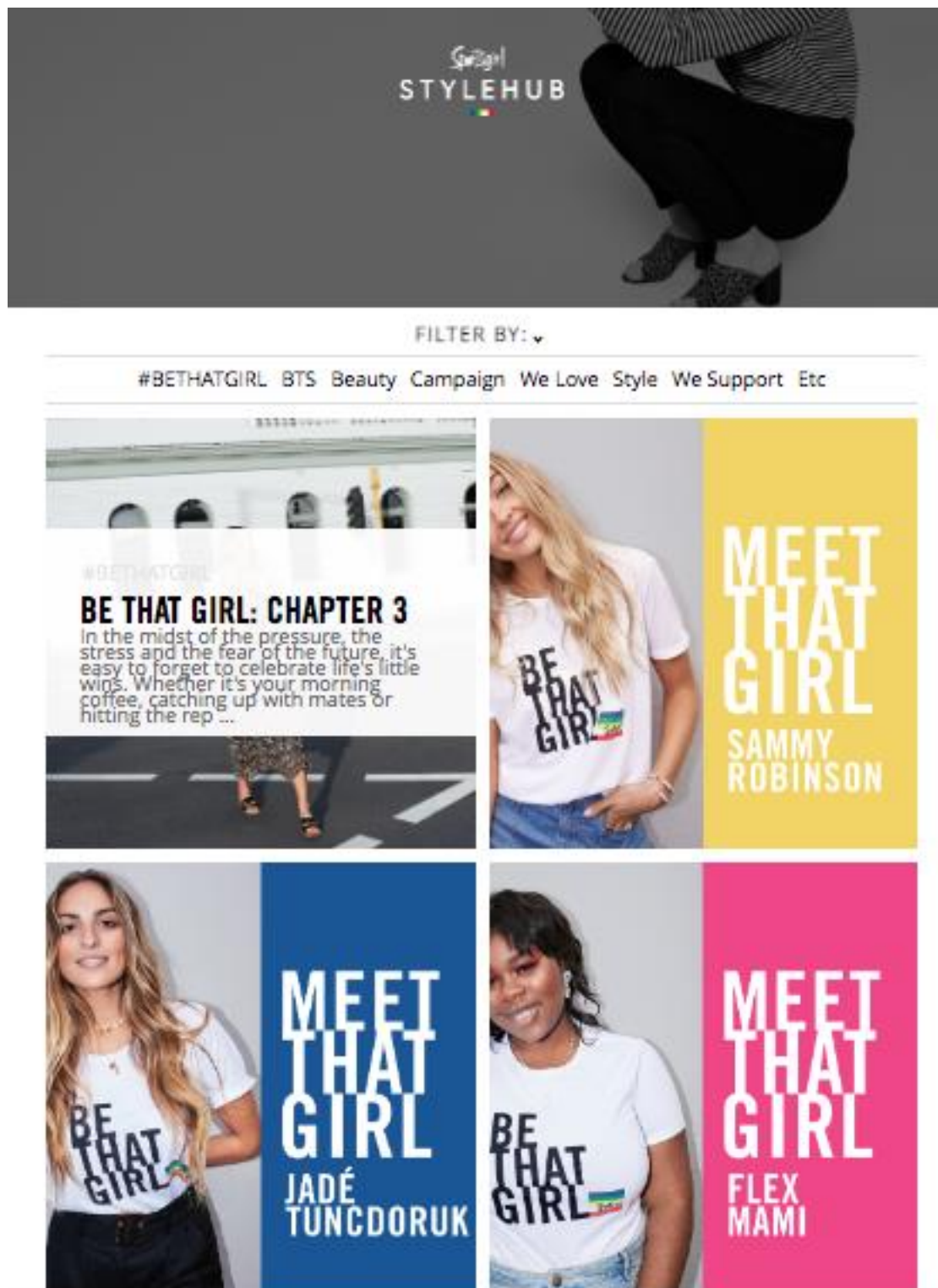
Appendix 2a) Sportsgirl's website



Appendix 2b) Sportsgirl's Instagram



Appendix 2c): Be That Girl Campaign



Appendix 2d): Stylehub & 'Meet that Girl' campaign

Appendix 3: Glassons

Glassons Student Discount!

Get a 10% student discount with UNiDAYS!

Verified by
UNiDAYS


STUDENTS! GET 10% OFF

That's right, students can benefit from 10% Student Discount - and it couldn't be easier.

For instant access to this discount simply join now and verify your student status with UNiDAYS.

[JOIN NOW](#)[LOG IN](#)

[Terms and Conditions apply](#)



© UNiDAYS | [About](#) | [Support](#) | [Privacy Policy](#) | [Cookie Policy](#) | [Terms of Service](#) | [Contact](#)[Change country](#)

We use cookies. If you use the site we assume you accept our [Cookie Policy](#).

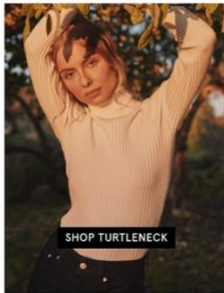
GLASSONS

NEW CLOTHING SHOES & ACCESSORIES OFFERS SALE DENIM MERINO COMING SOON


Search

MY ACCOUNT


CART 0




SHOP TURTLENECK




SHOP NEW



Knitwear Now
\$29.99
SHOP NOW





















Merino Now
\$29.99
SHOP NOW



Long Sleeve Tops
2 for \$30
SHOP NOW

YOUR #GLASSONS

We LOVE to see your style! Hashtag #glassons your glassons outfits on Instagram or twitter & you'll go in the draw to win!



UPLOAD PHOTO

VIEW GALLERY

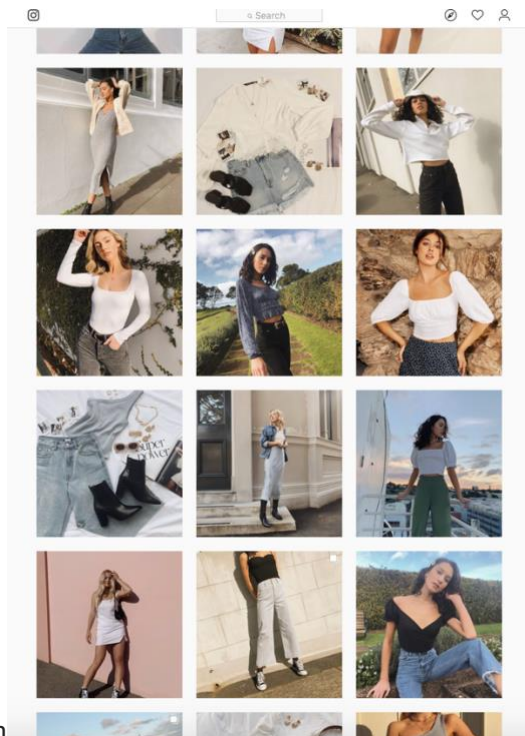
SIGN UP FOR EMAILS & GET 20% OFF

Email Address

JOIN

Glassons is a womens fashion company, proud to be based in New Zealand & Australia and ship internationally. Founded in the early 1990's, Glassons has grown up with you! We have our own branded womenswear, including dresses, jeans, t-shirts, blouses, shoes, knitwear, and a lot more.

Appendix 3a): Glassons' Website



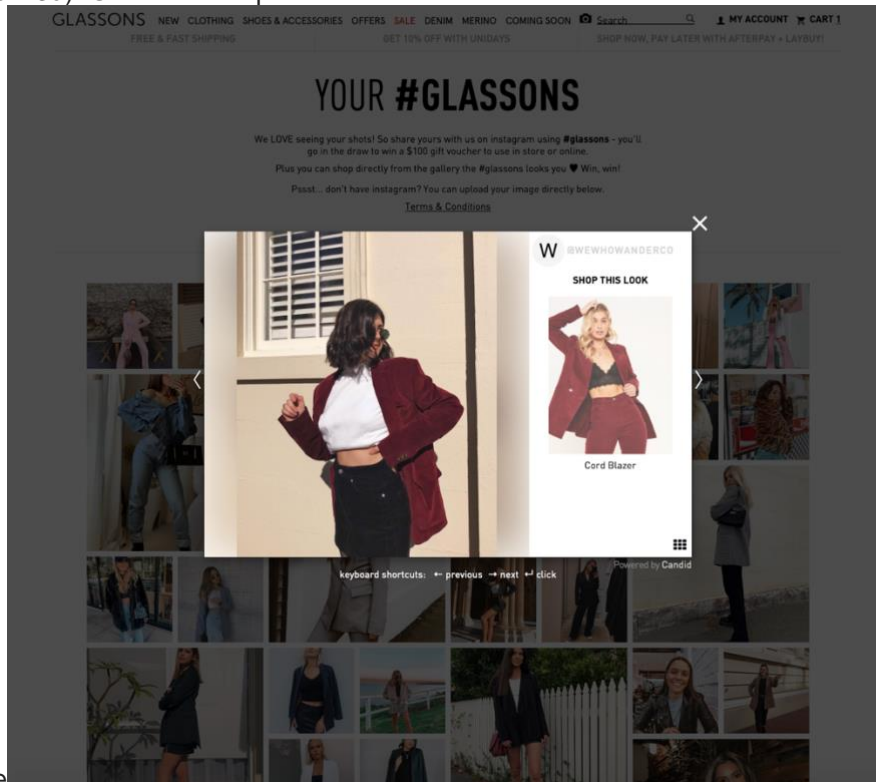
Appendix 3b): Glassons' themed Instagram

Appendix 3c): Glassons' Store showing a consistent theme on and off-



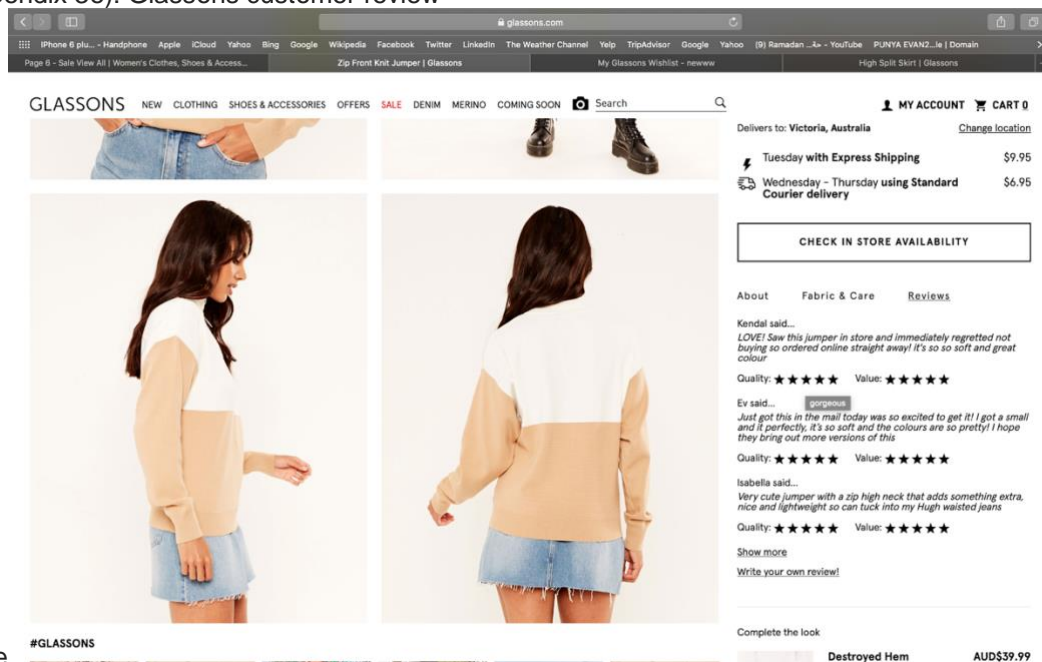
line

Appendix 3d): Glassons' shop this look on their



website

Appendix 3e): Glassons customer review



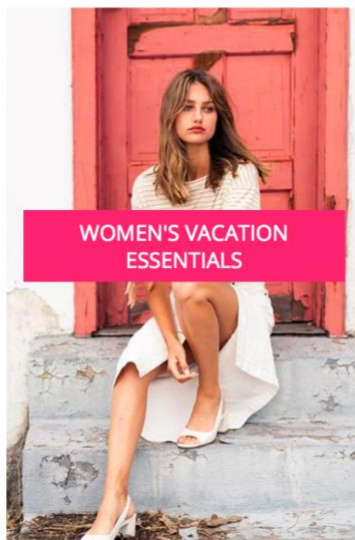
page

Appendix 4: MinkPink

Our Collections



WOMEN'S OCCASION WEAR

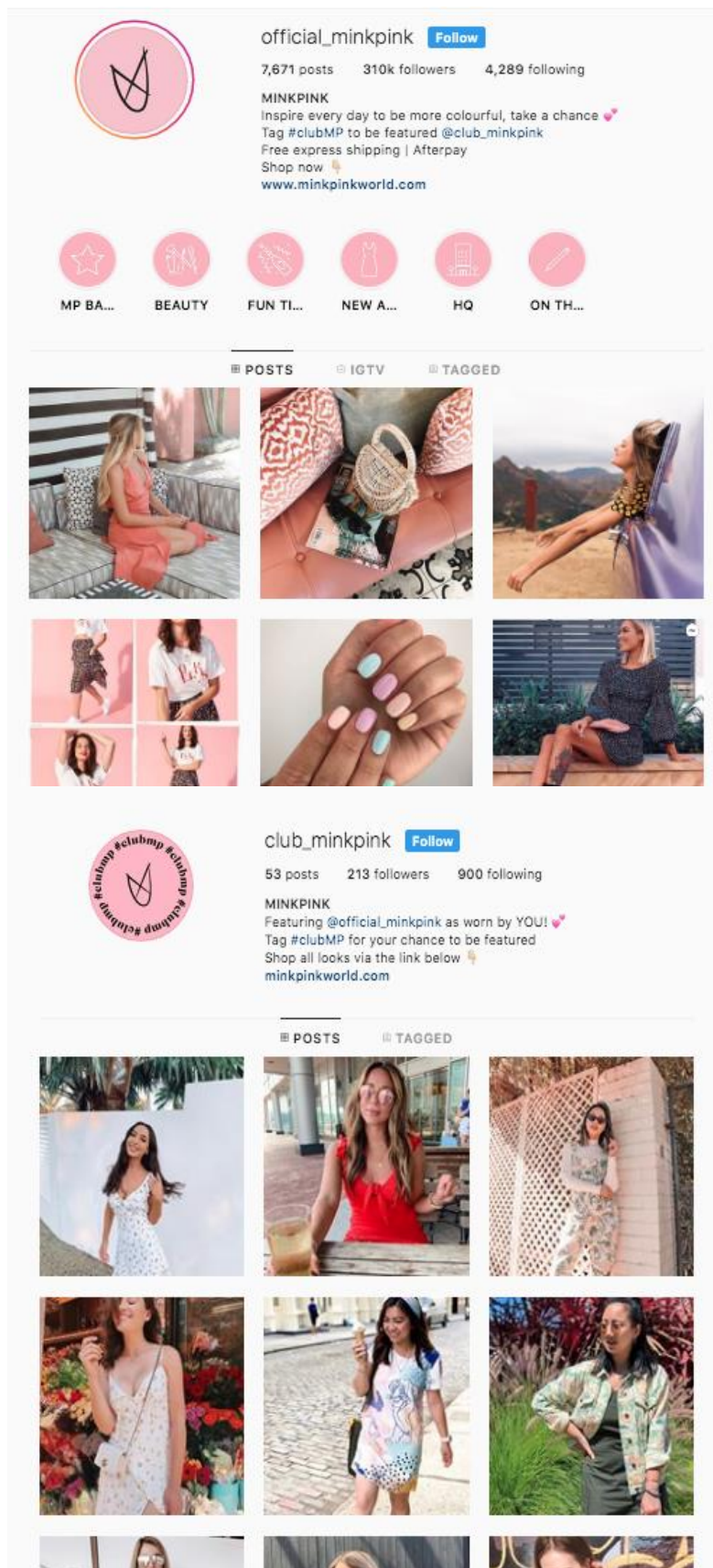


WOMEN'S VACATION
ESSENTIALS



WOMEN'S DRESSES

Appendix 4a): MinkPink's Website



Appendix 4b): Minkpink's two Instagram accounts

