

Build a direct-to-consumer brand

1. For developing your direct-to-consumer brand (DTC brand), create 4 consumer persona profiles with a minimum of 10 criteria across both demographic and psychographic criteria. Use social media research to create as close to genuine profiles as you can.
2. For your DTC brand, you have a budget of \$30K to create a pop-up retail experience. Aim to be as realistic as possible about what you can do with this budget.

	Characteristic	Creative Idea	Rationale
Type of pop-up			
Location			
Length			
Store environment			
Promotional strategy			

3. For your DTC brand, come up with an idea for a collaboration. Research and justify the following:

Characteristic	Creative Idea	Rationale
Type of collaborator		
Type of collaboration		
Reason for fit		
Length		
Marketing mix elements		

4. For two fashion brands of your choice, one high street brand and one luxury brand, evaluate to what degree their content strategy is linked together by visiting all their brand touchpoints in one day. Make notes on the style and focus of the imagery used and the message they are trying to communicate. Try to look at each of the following brand touchpoints if they have them:
 - website
 - at least 3 social platforms
 - mobile app
 - store
 - sign up for a newsletter
5. Evaluate the strength of Gucci's presence on Instagram by exploring the following:
 - How often does it post and when does it post – can you guess why this is?
 - Locate its most popular post in the last month through the number of likes versus the post with the highest number of comments – are there differences?

- Research if Gucci has responded or liked any of its audience's posts – evaluate its behavior
- What are the strengths and weaknesses of Gucci's Instagram, strategy – make sure to comment on the style of the content, its use of influencers, its links to commerce, its use of Live and Stories and its use of #
- Make 3 recommendations as to how it could improve