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Strategic Message Planner: Lonely Ghost's Dailys Loungewear Collection

1. Advertising/ Campaign Goal

The goal for my campaign is to establish Lonely Ghost as a desirable and trendy street wear, fashion brand for young women aged 16-22.

2. Client: Key Facts

- Lonely Ghost is a Utah based, primarily online fashion retailer (lonelyghost.co).
- The brand was created as Indy the Label in 2019 by Indy Blue Severe. The brand was cofounded by Bronson Christenson (lonelyghost.co).
- Products range from streetwear, loungewear, swimwear, homewear, accessories, and children's clothing. Items range in price from \$7 to \$139 (lonelyghost.co).
- Severe describes the inspiration for the brand as "I wanted to create something that everyone could participate in. Clothes that made you feel good about yourself. Phrasing that welcomed positivity and interaction" (DeAcetis, 2022).
- Lonely Ghost was featured in Forbes as a brand that influences Gen Z fashion in manufacturing and retail (DeAcetis, 2022).
- The brand sells its products on their website. However, the brand opened a physical location in Provo, UT. Ghost Grocery, the store is designed to look like a "Instagrammable grocery-themed clothing boutique" (Lauren, 2021).

3. Product: Key Features

What Is the Product?

- Lonely Ghosts 'Dailys' collection of lounge and streetwear. This collection includes trendy, flattering, staple pieces designed to fit everyone and every style.
- The collection offers a range of items including sweatshirts, sweatpants, leggings, tees, and tanks.
- The collection offers pieces in sizes XS through 4X. The hoodies and sweatpants are available in sizes S through 4X. The ribbed tanks and flare yoga pants are available in sizes XS through L. The daily's short sleeve tees are one size. The daily's basic tees are offered in sizes S through 2X.

- Prices for the collections range from \$24 for the ribbed tanks to \$89 for the hoodies.

What Is the Purpose of the Product?

- Items from Lonely Ghost's 'Dailys' collection create trendy takes on the basics and wardrobe staples that should be in everyone's closet.
- This collection is appealing to consumers as streetwear has taken over today's fashion trends.

What Is the Product Made of?

- The hoodies, sweatpants, tees and tanks in this collection are all made of 100% cotton.
- The Basic Tees are made up of 95% cotton and 5% spandex.
- The Flare Yoga Pant is made up of 75% nylon and 25% spandex.
- The entire 'Dailys' collection was made with custom developed color. (lonelyghost.co)

Who Manufactures and Distributes the Product?

- Lonely Ghost does not use a wholesaler. The brand has a team of in-house designers responsible for creating each original and unique design.
- Lonely Ghosts manufacturing and distribution warehouses are located in the U.S.. Products are made in Los Angeles and Salt Lake City.
- Lonely Ghost ships worldwide and offers secure tracking through Route for \$0.98 per order.

4. Marketplace Trends

Streetwear and casual clothing are taking over the fashion landscape. Studies from Strategy& and Hypebeast estimate that streetwear makes up about 10% of the global apparel and footwear market at \$185 billion in sales (*Streetwear: The new exclusivity*). The streetwear market is young with roughly 60% of surveyed consumers being under the age of 25.

Consumers of streetwear cite social media as their main source of influence with their peers coming in second in level of influence (*Streetwear: The new exclusivity*). This works to Lonely Ghosts advantage as a primarily online brand. The brand boasts over 260,000 followers on Instagram. The brand's main source of marketing is digital content. Consumers connect with brands both online and in-store.

Young consumers of streetwear are also environmentally and socially conscious. Surveyed consumers valued social awareness and sustainability in the brands they support. Lonely Ghost continues to improve their own sustainable practice efforts. The brand has a

collection called ‘Ghosted Garments’ that is made entirely of repurposed and second hand clothing.

Streetwear consumers on average have an income of less than \$40,000 which means they value affordability. Reports found that despite having a lower income, most consumers were willing to spend money on brands they liked. On average, 56% of consumers were willing to spend between \$100 and \$300 on a single item (*Streetwear: The new exclusivity*). Lonely Ghosts items fall well within that range with their higher priced pieces landing under \$150. The majority of the brand’s pieces fall under \$100 making them an affordable brand for many.

The streetwear market is expected to grow with 76% of surveyed industry respondents predicting positive growth over the next five years (*Streetwear: The new exclusivity*).

5. Target Audience

The target audience for this specific collection is young women aged 16-22 who value online community and enjoy streetwear fashion. These women are millennials and gen z who are drawn to online marketing campaigns that promote sustainability and positivity.

The average age of consumers in this demographic is 19-20. These consumers are mostly college students or work in a lower income level job. These women are mostly unmarried and live on their own, at home, or with other female roommates. With earning lower wages, affordability is very important to these consumers.

Gen Z and millennials value sustainability. Reports show that Gen Z consumers are willing to spend more on sustainable products (Apptus, 2022)

These women use social media regularly. These women use social media to discover new brands, promote, and connect with their favorite brands. Reports found that 60% of US consumers that fall within Gen Z use Instagram to find new brands, products, and services (Apptus, 2022). The target audience responds well to digital content campaigns and enjoys engaging with brands on various platforms like TikTok and Instagram.

6. Product Benefits

- The ‘Dailys’ collection is versatile. All of the pieces are basics and minimalistic in design. They complement any wardrobe and can be styled in many different ways. The collection can be styled up or down, fit for any occasion. The collection makes for endless outfits when paired together or with pieces from other collections.
- The collection is comfortable to wear. The pieces are all high-quality and created with comfort in mind when selecting materials.
- The collection is available online and in-store allowing access for all consumers. This collection is also regularly restocked allowing everybody an opportunity to purchase.

7. Direct Competitors and Brand Images

- **Off White**

- Off White is one of the leading competitors of streetwear. The brand has a wide variety of styles and pieces. Their clothing ranges in price from \$275 for their Basic Tank Top to \$3,835 for a leather cargo jacket.
- The brand is considered a luxury fashion brand.
- The target audience believes Off White offers trendy and versatile pieces but worries about their affordability.

- **ShadowHill**

- ShadowHill is a Los Angeles based streetwear brand that seeks to create comfortable and trendy staple wardrobe pieces.
- Their clothing ranges in price from \$35 to \$385.
- The target audience believes that ShadowHill offers comfortable, stylish, wardrobe basics and is committed to becoming more sustainable in their practices. However, the target audience worries about the affordability of the brand with most pieces landing at over \$100. They also worry about the inclusivity and quality of the items with many styles being similar and unclear material descriptions.

8. Indirect Competitors

- **Purchasing wardrobe staples from department stores**

- The target audience believes that wardrobe staples from department stores can be just as versatile and even more convenient – but wonder if the convenience comes at the cost of quality and style.
- The target audience believes that clothing from department stores is more affordable and better fits their budget. However, they wonder if these products are both sustainable and affordable.

- **Wearing Athletic wear**

- The target audience believes that athletic wear can be just as comfortable as streetwear. However, the target audience wonders if athletic apparel is as stylish and trendy as streetwear.
- The target audience wonders if athletic apparel is as socially acceptable to wear out and about as streetwear is.

9. Product Brand Image

- Current Brand Image: The target audience likes the trendy styles, affordability, versatility, and quality of Lonely Ghost's 'Dailys' collection. However, many have doubts about the inclusivity and availability of the collection.
- Desired Brand Image: Lonely Ghost's 'Dailys' collection is stylish, versatile, high quality, available in a large size range, and constantly restocked.
- Brand Image Challenge: The target audience is unaware that this collection is restocked regularly both in-store and on the brand's website.

10. Strategic Message

Lonely Ghost's 'Dailys' collection offers a trendy take on wardrobe staples without compromising quality, convenience, inclusivity, or breaking the bank.

11. Supporting Evidence: The Proof

- Lonely Ghost's 'Dailys' collection is minimalistic in color and design with neutral color ways and limited wording.
- Products in this collection are made with cotton, nylon, and spandex. All dyes are custom developed. They are lightweight, breathable, and supportive.
- The collection is size inclusive with pieces ranging in size from XS to 4X.
- All of the items in this collection are under \$100, putting them well within the target audience's budget and spending goals.
- Lonely Ghost is online and ships worldwide.

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