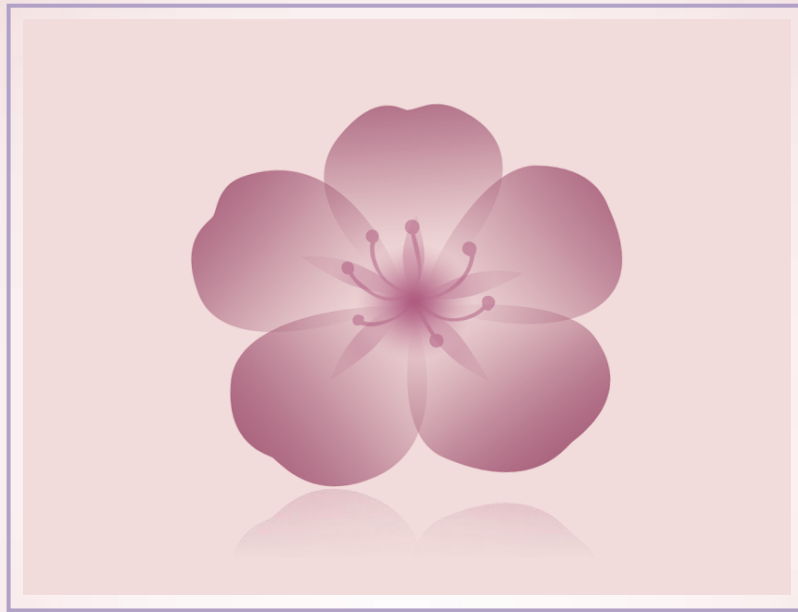


THE WANNABE BCBG GIRL



PERSONIFYING BCBG MAX AZRIA



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Executive Summary

The Wannabe BCBG Girl is the ultimate package, a website that combines blogging, trending styles, and tutorial videos. This website was constructed as a way to include the women of BCBG in the creative process of the brand and present the company in a way that is both personal and intimate. The Wannabe BCBG Girl is confident, stylish, and friendly. This portfolio includes the key components that make up The Wannabe BCBG Girl website. The research conducted supports the direction of the project, the tactics propel the project to be both effective and efficient to the company, and the goals keep The Wannabe BCBG Girl on track.

Introductory Statement

BCBG Max Azria is an independent company that was started by a French designer, Max Azria. The Max Azria group has 20 different brands that are all part of the company. This project focuses only on BCBG Max Azria. Max Azria coined the term “Chic Bon, Chic Genre” meaning good style good attitude. Thus BCBG was attached to Max Azria and the whole love affair began. The clothing industry is highly competitive. There is a big strain on finding the next “big thing” or developing a new trend/style that will capture the audience. Since DKNY is one of the BCBG Max Azria’s competitors there were a lot of similarities found. One thing that was distinctly different between BCBG Max Azria and its competitor was the personifying effect that DKNY, Oscar de la Renta, and so many other brands have done. DKNY has the DKNY Girl who gives consumers inside information on trends, styles, and clothing. She is your everyday, modern, chic, and stylish New Yorker who lives, breathes, and eats DKNY. Based on the research conducted from fashion bloggers and the competition to BCBG Max Azria. This project was formulated as a way to provide a new outlook for BCBG and a way to reinvent their personality and make them more approachable to consumers As a result a Website was made and a new personality was constructed “The Wannabe BCBG Girl.”

The Research

Background on BCBG:

BCBG Max Azria Group was created by Max Azria. BCBG Max Azria Group houses more than 20 brands and its owner, Max, is based in Los Angeles. He started his career in France where he began to design women's clothing for over 11 years¹ BCBG Max Azria is an independently owned company. The name B-C-B-G comes from the Parisian quote Bon Chic, Bon Genre meaning good style, good attitude. Max started BCBG in Los Angeles. The famous baby-doll dress was the item that first caught the fashionable audience. Currently BCBG has 65 boutiques in the USA, Asia, and Paris. Since it is a private company all the statistics are locked. BCBG has many competitors. The one that this project was modeled after and focused on was DKNY.

The fashion industry:

The fashion industry is broad and forever growing. It spreads beyond the realms of one country. There is Fashion Week in NYC, London, Milan, Sweden, France, and many more. The fashion industry employs millions and produces products that are later added to the GDP because of their market value. It is a growing and ever developing industry, because people will always need to wear clothes and stores will provide them. As of 2006, 40 million people are currently employed in the fashion industry and account for \$20 billion in revenue². The competition that is stemmed from the fashion industry is the up and coming trends, seasonal colors, patterns, and the brand exposure. Clothing brands use social media as a way to tap into their target market, as seen

¹ http://www.fragrancex.com/products/_bid_max--azria-am-cid_perfume-am-lid_m__brand_history.html

² <http://www.statisticbrain.com/fashion-industry-statistics/>

by DKNY, Oscar de la Renta, and Aldo, and increase the flow of e-commerce and in store buying through promotional sales, codes, etc. Social media, blogs, and websites are also a good way for brands to develop new ideas using their audience's interest. Brands will often times send a product to an influential blogger for a chance to be featured and attain a greater market. By tapping into the lives of their target market they can adhere and shape their products to fit the needs and wants of their target market. The fashion industry is growing and will continue to grow each year.

{The analysis that were orchestrated in order to formulate the most effective plan of action}

- As part of the research a thorough analyzing process of BCBG's top two competitors was needed in order to assemble the "big idea." The two companies that were analyzed were DKNY and Oscar de la Renta. Since Oscar produces mainly gowns the main analysis was focused on DKNY PR Girl.
- A second analysis was constructed to evaluate the fashion blogging industry in order to make a website that would be appealing, interesting, and captivating to the fashion blogger audience.
- The third analysis was conducted on the different social media outlets that BCBG currently has, their implication, their effect.
- The fourth analysis was focused on the impact of social media and the effect that personifying a brand has on its consumers.

DKNY

Twitter, Facebook, YouTube, Pinterest and Tumblr

Fan base for:

1. Twitter: 439,425
2. Facebook: 1,006,408
3. YouTube: 1,856
4. Pinterest: 12,268

She is linked directly to the DKNY website

Similarities to BCBG:

1. Like BCBG, DKI which is part of Donna Karen International has many different brands but the focus of this analysis was on one specific brand, DKNY
2. Chic and styled for the everyday fashionable girl.
3. Higher end clothing

Top Fashion Bloggers:

Keiko Lynn - <http://www.keikolynn.com/>

Type of blog: Blogger

Sections: home, about, outfit, make-up, links, F & Q, sponsor, and contact

A basic summary of the blog: The Blogger, Keiko Lynn, models different outfits and showcases the outfits on the webs she also answers questions about different styles and trends.

Her style: Retro, vintage, bright color, and interesting patterns

Fashion Indie - <http://fashionindie.com/>

Type of blog: tidal (allows the blogger to be connected to well known brands, publishers, and many different connections)

Sections: Beca's picks, fashion, outfits, beauty, living, arts & leisure, men's, giveaways, and about

A basic summary of the blog: Beca has a voting system for each article that he posts. Viewers are able to vote on whether or not they like the content. She also focuses on fashion news and trends and is more of a urban rocker, in BCBG terms.

The Sartorialist - <http://www.thesartorialist.com/>

Type of blog: Wordpress

Sections: home, search, archives, press, biography, contact, books

A basic summary: A basic blog that possesses all the basic elements but is still one of the most popular blogs in fashion. The Blogger concentrates on photography as a means to showcase fashion through visual everyday life.

Who, What, Wear - <http://www.whowhatwear.com/>

Type of blog: Bloglovin, Clique Media, Inc.

Sections: Fashion trends, how to, celebrities, street style, blogs, fashion news, and beauty

A basis summary: This blog is more corporate based. The focus is to drive advertisement, to talk about different trends, and to make money. The Blogger utilizes a lot of marketing and PR tools to draw in the audience.

BCBG Max Azria – Social Media

Twitter: 7,161

Facebook: 342,889

Pinteret: 30,061

Youtube: 621

They also have a tumblr

According to the research found in the scholarly articles there is a direct effect of personification when it comes to consumers buying or not buying products. Consumers formulated a like or dislike to a product when it was associated with a personality as opposed to being an object. Consumers are able to relate to the company as a person and not as a product. The selling tactics are thus more approachable.

The Market Target Public Profiles:

The market target for this project was very broad. Since working at BCBG I have been able to shed some light on a few important factors. BCBG is a company that tries to adhere to all women, of all ages, of all body types. For this project I chose my target audience to be women between the ages of 20-40. Since I constructed a website, having an audience in their middle correlates with the ages of prominent internet users.

SWOT:

<p>Strength:</p> <ol style="list-style-type: none"> 1. Working at BCBG allows me full access to their clothes, inside information, clients, experience, and company outlook 2. They already have many social media platforms. Allows me to gain followers by following people who are into BCBG, connect to their social media outlets, and explore new options. 3. As an independent company there is a lot of room for growth 4. Their clothes are easy to promote because they are fashionable and trendy and provide a unique and sophisticated look for women of all ages. 	<p>Weakness:</p> <ol style="list-style-type: none"> 1. DKNY has twice or at times three times more followers on their social media links 2. DKNY already has an established DKNY PR Girl 3. I am not involved with BCBG on a corporate level and thus do not have access to many things 4. Time constraint this project was only help for 3 months, it takes at least 6 months to make a significant difference
<p>Opportunities:</p> <ol style="list-style-type: none"> 1. Create a new personality for BCBG called “The Wannabe BCBG Girl” 2. This personality is the everyday, chic, diva who loves all things BCBG 3. To get audience familiar with all the new and exciting things that are going on at BCBG 4. To gain at least 300 views on the website 5. To create a website that showcases BCBG, people who love BCBG, and all that BCBG has to offer 	<p>Threats:</p> <ol style="list-style-type: none"> 1. Competition from DKNY 2. Distractions 3. Home life 4. Internet difficulties 5. Weather 6. Time restriction

Media Audit:

Magazines:

The Wall Street Journal – BCBG Max Azria in Vientiane³

Vogue - Review of BCBG Max Azria Fashion Week Show⁴

Fashion Site:

Style.com – BCBG Max Azria spring 2013 ready to wear⁵

wwd.com – BCBG Max Azria Collection⁶

nymag/The Cut – BCBG Max Azria Fall⁷

Bloggers talk BCBG:

Fashion Bomb Daily – Spring 2013 Style Inspiration: What to Wear to a Big Hat Brunch⁸

The Hoot Blog - Bohemian Vibes: BCBG Max Azria⁹

Ria Michelle – It's just the way that I feel¹⁰

Who, What, Wear – BCBG Fall Show¹¹

T magazine blog – Photos of the Moment/ BCBG¹²

Core Problem:

The Core problem with BCBG Max Azria is that it is not seen as an everyday blogger worthy post. It's low social media fan base suggests that the company lacks a connection with its consumers. After doing a media audit of BCBG content most of the articles were reviews over

³ <http://blogs.wsj.com/scene/2013/04/17/scenestyle-bcbg-max-azria-in-vientiane/tab/slideshow/#slide/1>

⁴ <http://www.vogue.com/fashion-week/fall-2013-rtw/mcbcg/review/>

⁵ <http://www.style.com/fashionshows/review/S2013RTW-BCBG/>

⁶ <http://www.wwd.com/runway/fall-ready-to-wear-2013/review/bcbg-max-azria>

⁷ <http://nymag.com/thecut/fashion/shows/2013/fall/new-york/rtw/bcbg-max-azria.html>

⁸ <http://fashionbombdaily.com/tag/bcbg-max-azria/>

⁹ <http://www.hootmag.org/blog/2013/02/08/bohemian-vibesbcbg-max-azria-fallwinter-2013/>

¹⁰ <http://riamichelle.com/?tag=bcbgmaxazria>

¹¹ <http://www.whowhatwear.com/blogs/www/show-of-the-day-bcbgmaxazria-f-w-2013>

¹² <http://tmagazine.blogs.nytimes.com/2013/02/07/photos-of-the-moment-bcbg-max-azria-2/>

the Fall or Spring fashion show lines. Although BCBG has their own blog, Bon Chic, it is lacking a sense of personality and often only demonstrates commercial wants and needs. The Wannabe BCBG Girl is a Website that addresses the need for personality and intimate connection between BCBG and its fan base. It illustrates the trends and the people who use the trends, the “everyday girls.” The main problem with BCBG is that it is often portrayed for a specific type of girl when in fact its goal is to adhere to all women. This project aims to change the perception that people have toward BCBG and to strengthen a connection with its fan base.

Planning and Programming

Problem Summary:

BCBG Max Azria low social media presence compared to its competitors illustrates a lack of connection with its consumers. This project was formulated to bridge the gap between BCBG consumers and the brand by personifying the brand. Studies suggest that personifying a brand helps consumers form relationships with a product and in turn increases in sales occur. Having taken the DKNY Girl as a model for this project, The Wannabe BCBG Girl's target is to formulate that same kind of relationship with its consumers.

The PR Plan

Objectives:

The over all objective of The Wannabe BCBG Girl is to bridge the gap between BCBG Max Azria and its consumer market base.

Goals:

1. To gain 30 followers of Twitter account
2. To gain 20 followers on Facebook Fan Page
3. To gain a viewership of 300

Tactics:

Utilize the **Facebook Fan Page** to increase Webstie and Blog readership through impressions. Impressions are counted by the friends of friends of fans, which means that not only are fans of The Wannabe BCBG Girl reading the blog and looking at the Website, but so are the friends of fans of The Wannabe BCBG Girl.

<https://www.facebook.com/TheWannabeBcbgGirl?ref=hl>

Likes: 18

The **Twitter Page** allows for the blog and website to be disseminated on the Twitter newsfeed and show up on 30+ newsfeeds. To support the goal of attaining followers @wBCBGgirl followed PR Girls, BCBG workers/fans, fashion bloggers, and different fashion magazines. To

support The Wannabe BCBG Girl website, an additional social media tools were created to drive the traffic to the website.

@wBCBGgirl

1. 29 Followers
2. 99 Tweets
3. 97 Following

The Avatar was created as the face for The Wannabe BCBG Girl to act as the stylish, trendy, friendly face of BCBG and make the brand more approachable and engaging.

The cover photo was designed to incorporate the black and white dominate color of the BCBG logo but pink was added to soften the label and make it more consumer friendly and inviting.

Reward the current BCBG Girl Fans, the BCBG Girl of the Week blog. This tactic strengthens the connections between the BCBG fans and the BCBG brand. It also provides an incentive for women to become or continue to be BCBG Girl fans.

The BCBG Girl Blog was created as a fun way to introduce different fashionable pieces, styles and trends to the public. The blog utilizes pictures as a way to draw in consumers and intrigue new fans by fun and colorful pictures. The blog uses catchy phrases and descriptive words to tantalize readers and make them want more.

The Trends are a link educates readers on new fashion trends, increases viewership to the BCBG YouTube page and helps introduce the new things that are going on with BCBG. Since BCBG YouTube has such low subscriptions and views as opposed to its competitors, the trend link is an effective way to reach a wider market.

The Quiz is a tactic used to engage consumers that are on the website. It is a fun way to show how multifaceted BCBG is with all its styles that adhere to any kind of woman. Whether you are an urban rocker, connoisseur, socialite, or visionary.

Be Our Guest is a tactic used to draw new clients to BCBG. At BCBG Max Azria implements a Guest mentality for all the people to walk through the BCBG door and they call each shopper a client. Clients are then put into a book and each BCBG employee is presented as their own personal stylists. We call them for appointments to get them to come back into the store to form a stronger relationship with our market.

In support of the PR Plan a calendar was created for the next 6 months:

MARCH (Sample Calendar)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1	2	3
4 Blog	5	6	7 Blog	8 BCBG Girl of the Week	9	10 Blog
11	12 Blog	13	14 Blog	15 BCBG Girl of the Week	16 Blog	17
18	19 Blog	20	21 Blog	22 BCBG Girl of the Week	23	24 Blog
25	26 Blog	27	28 Blog	29 BCBG Girl of the Week	30 Blog	31

The Key Messages

BCBG is a versatile brand appropriate for all age and body types

BCBG loves and appreciates its consumers

BCBG cares about its fan base

BCBG is trendy and stylish and a must have brand for the 2013 year for all seasons for all occasions

Driving traffic to the website:

1. Facebook and Twitter
2. Personal Instagram
3. Fashion Communities online
4. Register on Google and Bing
5. Embedded tags into your blog posts

Evaluation:

The Website as of April 30 has 501 views

The Facebook page has 22 likes

People have become more curious about BCBG asking me about upcoming sales, trends, and recommended pieces.

This project differed from workshop, because it forced me to implement what I was saying. As a result I was able to attain views and get people excited about BCBG.