



**SOUTHERN
TREND
CLOTHING
CO.**

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FALL 2023



TRENT PRO

PURPOSE

The purpose of this client strategy book is to propose a new advertising and marketing strategy for Southern Trend Clothing. The client is a local Fayetteville shop with a great reputation, but it lacks proper audience targeting and generating awareness.

OUR CAPABILITIES

A new creative strategy that includes advertisements (not just social media posts) that target a new market as well as specific customer needs was creative exclusively for Southern Trend.

This semester-long project was completed as a component of a Creative Strategy course at the University of Arkansas



CLIENT RESEARCH

Southern Trend Clothing aims to sell casual t-shirts and apparel with unique and trendy designs, featuring the Arkansas Razorback, nature spots in the Northwest area, and more.

The client prints their shirts in the store, the print shop being directly connected to the retail floor. They also fulfill wholesale orders and print custom shirts and merchandise for many local businesses and groups such as JJ's Grill, Fayetteville Youth Baseball, and Bikes Blues & BBQ.

This place has a great, local, reputation. Their biggest competitors are most likely the university and Dickson bookstores as well as boutiques in the Fayetteville area like Houndstooth Press, B-Unlimited, and Stache, all who identify themselves as custom t-shirt stores or clothing stores.



CURRENT ADVERTISING

The client advertises solely through Instagram and Facebook. Most of these advertisements are pictures of models wearing the products or images of them on display. They advertise their Razorback merchandise most often and post graphics advertising sales for big weekends like tax free, Labor Day, and back to school.



SWOT



STRENGTHS

- Personal customer service
- Trademarked designs and logo
- Print products on site
- Quality
- Community ties



OPPORTUNITIES

- Press/media coverage for company
- Marketing to new customer persona
- Cater to on-campus groups and trends
- Brand advocate outlets



WEAKNESSES

- Advertising
- Takes a while to print and fulfill larger orders
- Limited colors/selection
- Social media presence



THREATS

- Similar storefronts more top of mind
- Not as close to campus as other stores
- Fast fashion

CONSUMER PERSONA

BROOKS MASON

Brooks is a Sigma Alpha Epsilon fraternity member at the UofA, pursuing his bachelors degree in supply chain management. He is very social and outgoing and likes playing intramural sports with his friends.

DEMOGRAPHICS

21 YEARS OLD

LITTLE ROCK, AR

UNIVERSITY OF
ARKANSAS

HOBBIES

- Tailgating
- Attending Razorback games
- Partying with his friends
- Hunting and fishing
- Going to the gym

FAVORITE APPS



Instagram



Snapchat



LinkedIn

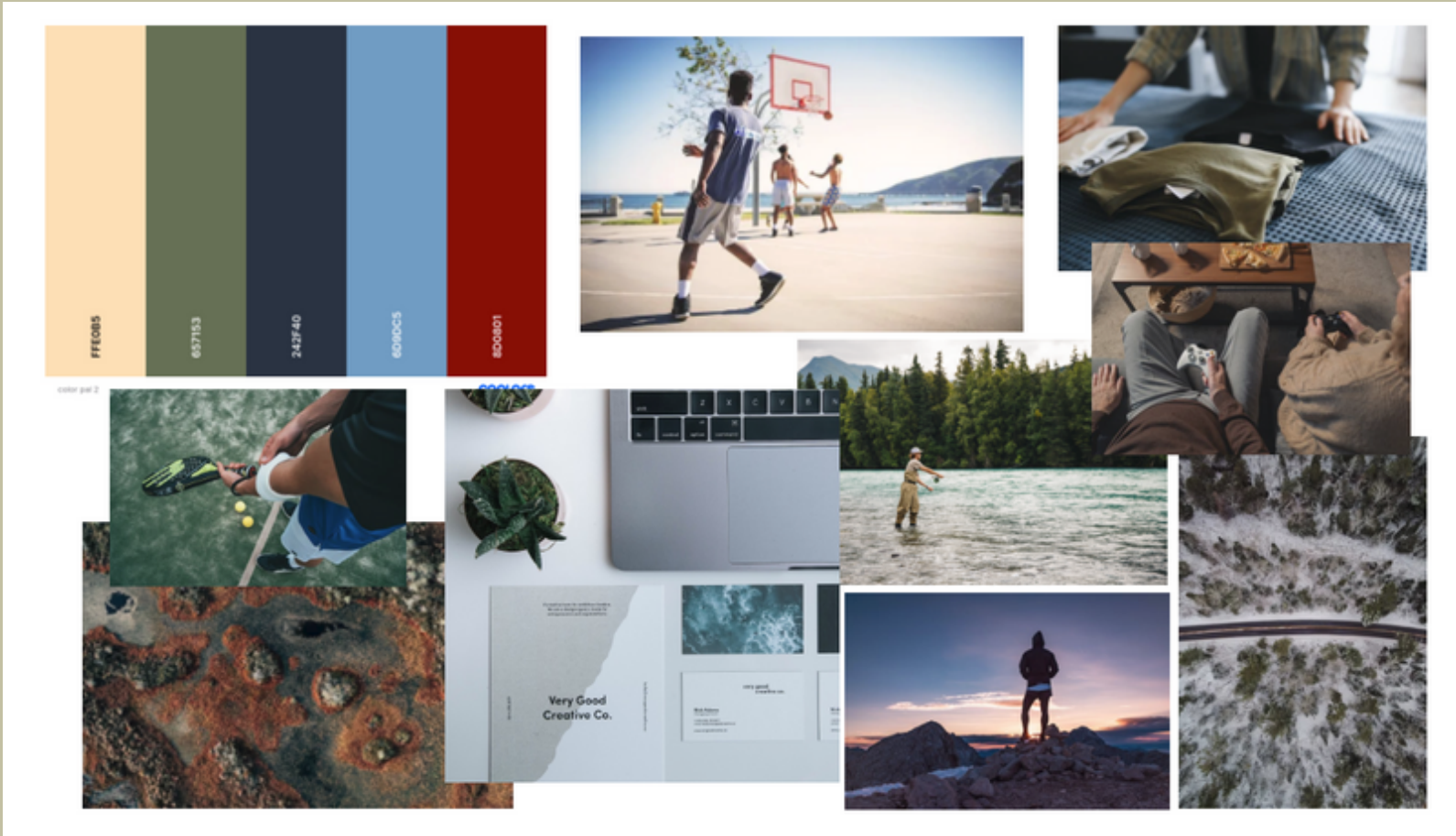


TikTok

BUYING HABITS

- Very picky and methodical about fit and color of t-shirts
- Almost exclusively buys Comfort Colors brand
- Often too lazy to drive to a physical store when shopping for clothes
- Relies heavily on friend recommendations for apparel

SOUTHERN TREND



MOOD BOARD

CLIENT LOGO

VECTOR IMAGE



SOUTHERNTREND

— *CLOTHING* —

I found this logo on the client's website and used Adobe Illustrator to convert it from a raster to a vector image.

The vector version should be used in all advertising materials as it will keep its quality and detail while being scaled to any size.

STRATEGIC AD IDEAS

generic claim

This ad would convey an atmosphere of closeness for spending exciting moments together. A mom, college-age daughter, and grandma are sitting, squished together in the stands at a packed Razorback football game, illustrating the claim that the client makes shirts to last. **“Get styles that last to make memories that last longer.”**

brand image

This ad creates a calm but adventurous atmosphere reflected by outdoorsy-feeling designs provided by the brand. A man standing knee deep in a calm, but rushing stream, with the Ozark mountains in the horizon and lush trees around him is fly-fishing. **“Explore more. With style that fuels your passion.”**

product feature

This ad highlights the client’s unique styles; various Arkansas coaches and popular players are standing next to each other, sporting the client’s merchandise. A dark background with the red vignette to mimics the teams’ professional “hype” photos **“Styles so good, they’ll become your uniform.”**

CUSTOMER NEEDS/SELLING STATEMENTS

Elevating tailgate fashion since 2012

Affiliation: by wearing Southern Trend t-shirts and apparel, customers will show school spirit and Razorback pride as a part of the northwest Arkansas community. The local shopping experience and partnerships with local groups and businesses create a more intimate relationship with customers.

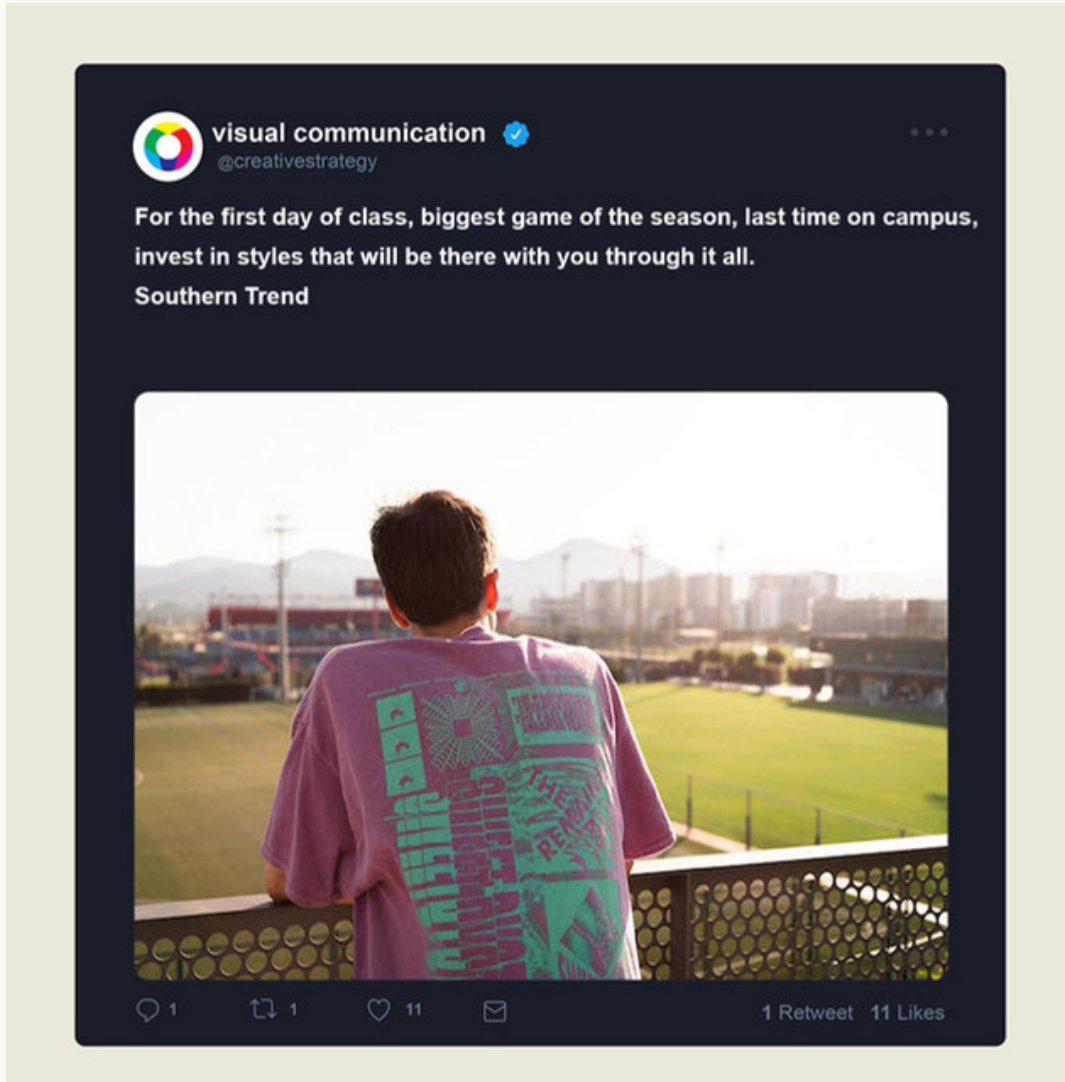


Styles made to last

Consistency- Southern Trend has a wide variety of shirts and accessories that are all high quality. They incorporate new products and trends into the classiness and nostalgia of the south that first inspired their products.



CLIENT STORY



This client short story was created for social media to highlight the long-lasting quality of its apparel throughout the college experience, as illustrated by a pairing with an appropriate image.

HEADLINES & TYPOGROPHY STYLES



Finish

STYLES SO GOOD THEY'LL BECOME YOUR UNIFORM

Sonar sans Medium

You can be on a budget without dressing like it.

The Bold Font

WOO PIG SOOTHING: STYLE THAT SCREAMS COMFORT

Kranto Black Italic

Good style is always better than a cheesy pickup line.

HyperSuper Italic

HARDLY A HAIL MARY. STYLES YOU CAN COUNT ON.

CREATIVE STRATEGY STATEMENT



We seek to position Southern Trend as the best in the game for men's graphic tees in Northwest, Arkansas.



This new strategic approach will target college-age males who seek quality and comfort in graphic tees and Razorback apparel and to express themselves.



Addressing affiliation with the NWA and Razorback communities, independence in outdoorsy, novel designs, and consistency in quality that will last forever, advertisements will empower individuality and freedom in trendsetting and accessibility of comfort.



Selling crucial product features and their benefits via digital platforms, print posters, and others' example will fuel this strategy.



DESIGN BRIEF

CREATIVE STRATEGY STATEMENT

I seek to position Southern Trend as the best in the game for men's graphic tees in Northwest, Arkansas by targeting college-age males who seek quality and comfort in graphic tees and Razorback apparel.

Addressing affiliation with the NWA and Razorback communities, independence in outdoorsy, novel designs, and consistency in quality that will last forever, advertisements will empower individuality and freedom in trendsetting and accessibility of comfort, via digital platforms, print posters, and others' example.

PROBLEM

The client's current advertising focuses on simply posting on social media, not necessarily advertising, or addressing needs. There is an untapped market who are already on social media, but the kinds of posts from the client most likely drive them away.

CUSTOMER INFO

The target customer market is young adult males aged 18-25, particularly those in college at the U of A. The design execution will target independence, affiliation, and consistency needs. We are solving the basic problem of men not wanting to shop retail by providing our products as a solution, defined by simple, strong product features.

OBJECTIVE

The ad execution will seek to emphasize product features and display how the consumer can implement the product into their lives. Advertisements will show leaders and trendsetters wearing the product to influence the target market to do the same, to exhibit independence and affiliation. Consistent product feature highlighting will in turn highlight consistency as a key feature of the client's product.

tone STATEMENT

The target audience will not be swayed by descriptive or flowery language, so the tone of advertisements will be casual yet straightforward. They may use allusions in language or visuals to sports, tailgating, hunting, or beer, as these are typically enjoyed by the customer. Advertisements will utilize motifs from the early modern design style, emphasizing asymmetry or heroic realism.

MANDATORIES & LIMITATIONS

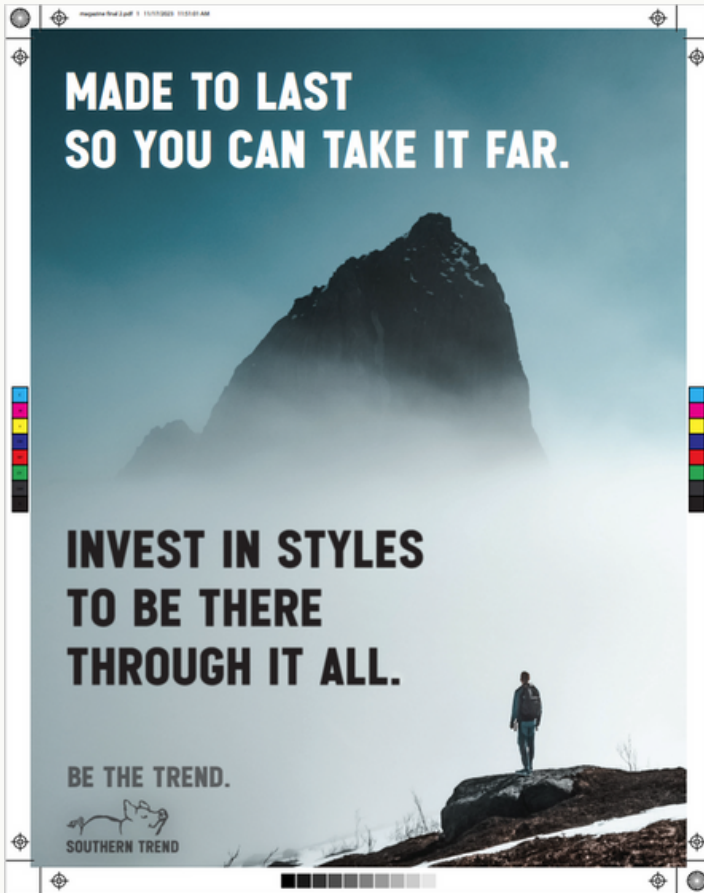
The brand name and location must be included in the ad executions. Ads may vary visually but must adhere loosely to the color palette from the mood board.

POSTCARD

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MAGAZINE



DIGITAL AD SERIES



This social media ad series was created to be compatible with the specs required for Twitter posts.



DIGITAL AD SERIES



All designs and mockups were created with the early modern design era in mind, using Adobe Illustrator and Photoshop.

SUMMARY



This client strategy book was completed using an overarching early modern design style to cater to a new, targetable audience of college-age, sports and adventure-loving males. As a local small business, Southern Trend provides exceptional consistency in the quality of their products and stylish affiliation with the Razorback community. Utilizing the strategic approaches, mood board, SWOT, vector logo, and design style, an effective advertising campaign can be created to bring awareness of the brand to an underserved audience.