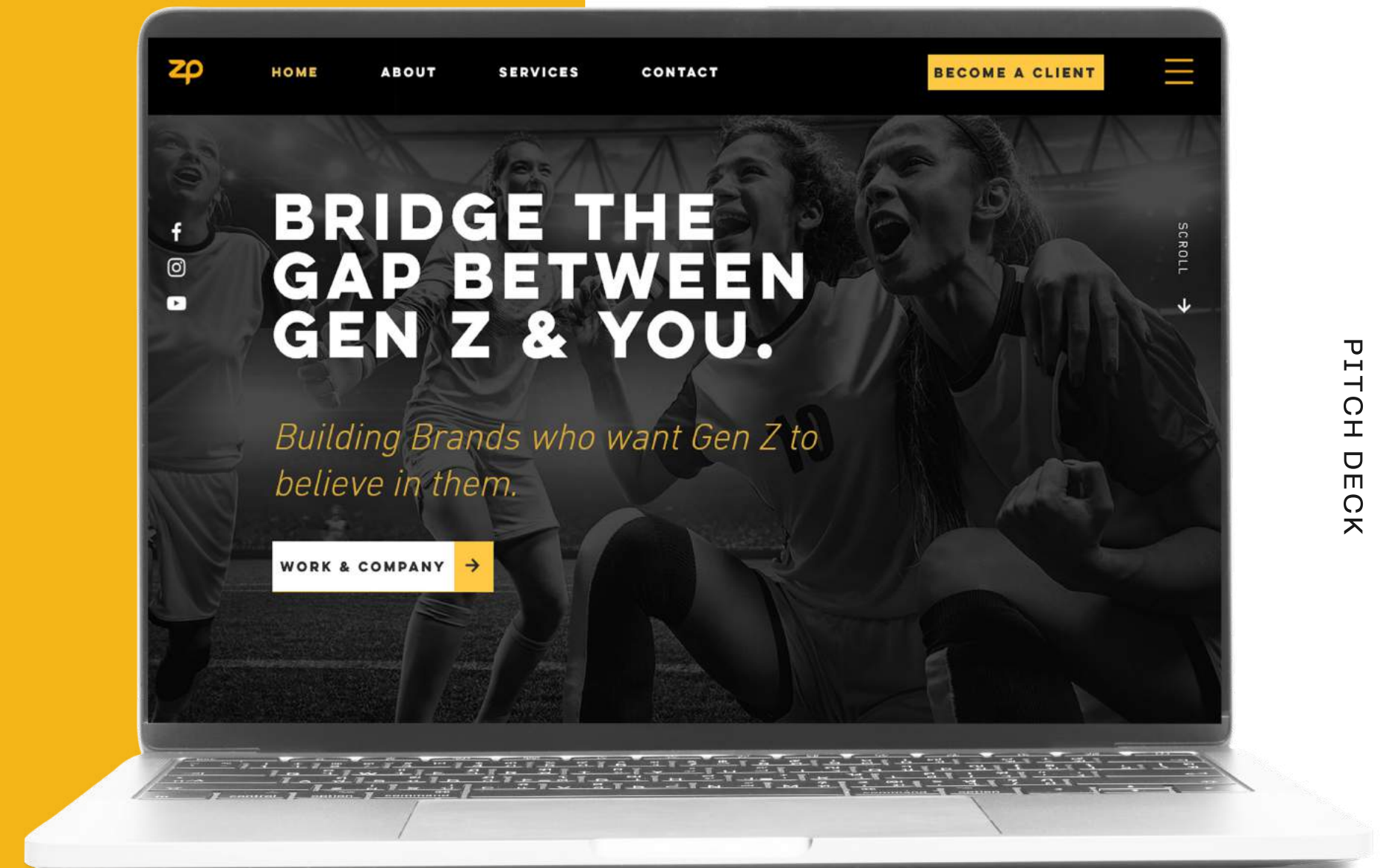




MA FINAL PROJECT-DESIGN MANAGAMENT

Zoomers Project

NEELESH RANJAN



PITCH DECK

My Past in Fashion

Roles

- Visual Merchandiser
- Fashion Designer(Menswear & Kidswear)
- Brand Designer
- Graphic Designer





Problem 1

- Born between 1996–2012, Generation Z is the first generation of digital natives and tech addicts.
- Its members contradict the previous generation..

GEN ME VS. GEN WE



Problem 2

- Generation Z—people aged roughly 7 to 22—already accounts for a quarter of the global population.
- They are even a contradiction among and within themselves. These contradictions have vast implications for companies, from both an employee and a customer perspective.



Source: YouTube original
Source: YouTube original

Gen Me



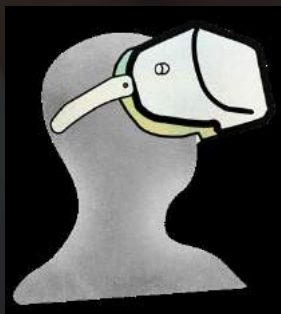
Competition



FOMO/Follower Focused



#ootd



Escapism



Reaction

Gen We



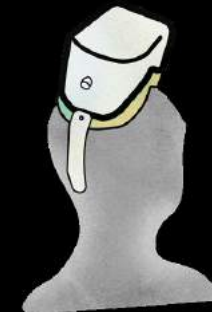
Collaboration



Feelings Focused



#blacklivesmatter



Optimism

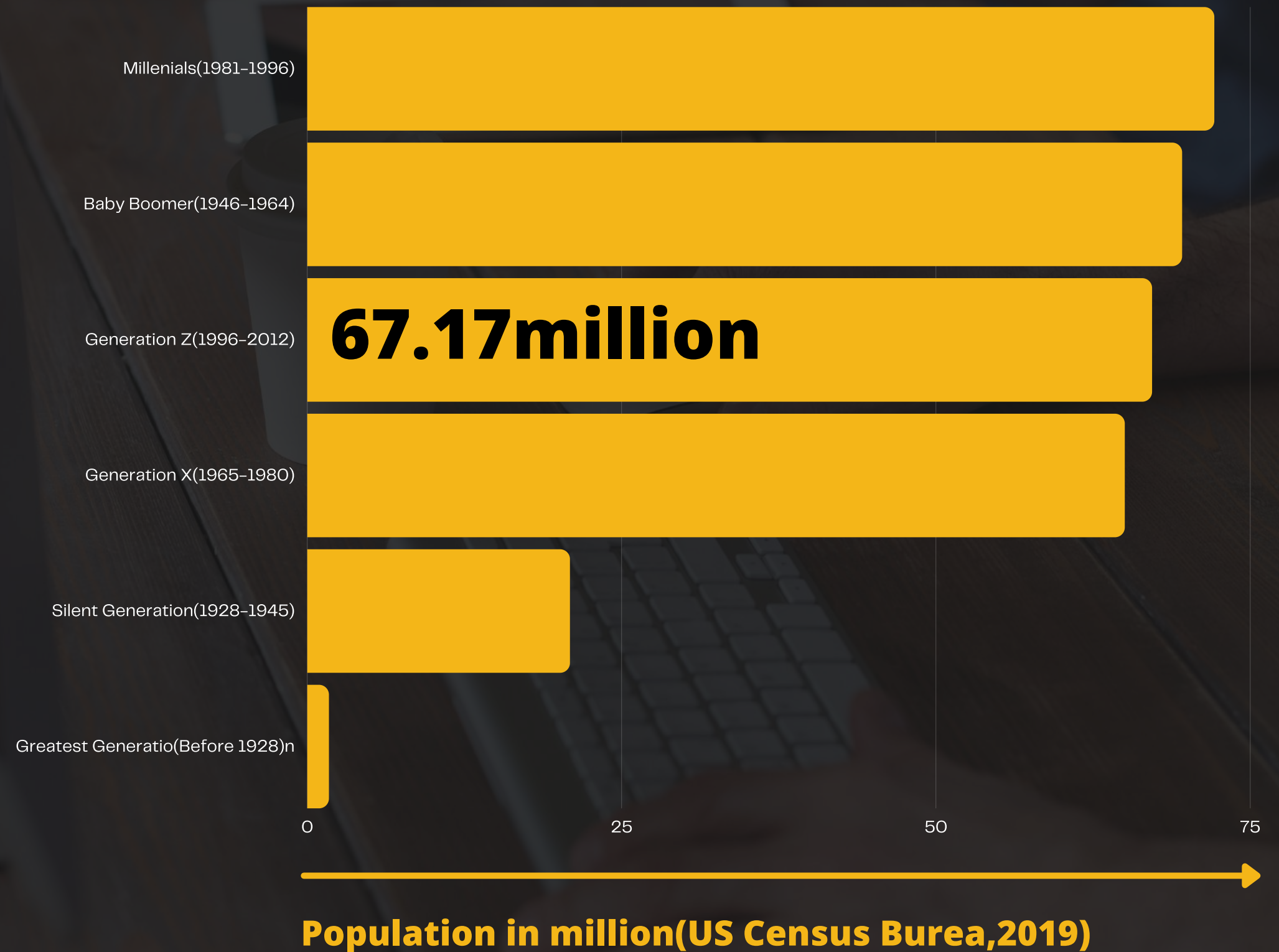


Action

Gen Z Population

2019

The global population of Genz has already surpassed Millennials with an estimate of 2.47 Billion. In United States itself, the population is rising at a fast pace with almost 20% of population



Forever 21's downfall happened when it failed to win over Gen Z, experts say

Bethany Biron Oct 5, 2019, 10:32 AM



Forever 21 launched a Cheetos-inspired line of clothing. Forever 21

Problem 3

- The fluidity and self-starting philosophy of Generation Z is seen as troubling by many in fashion and media.
- While this may and should be a cause for concern for established fashion brands

HMW STATEMENT

How might we use design management methodologies to develop a brand strategy for fashion brands to solve the challenges of marketing and design to Generation Z?

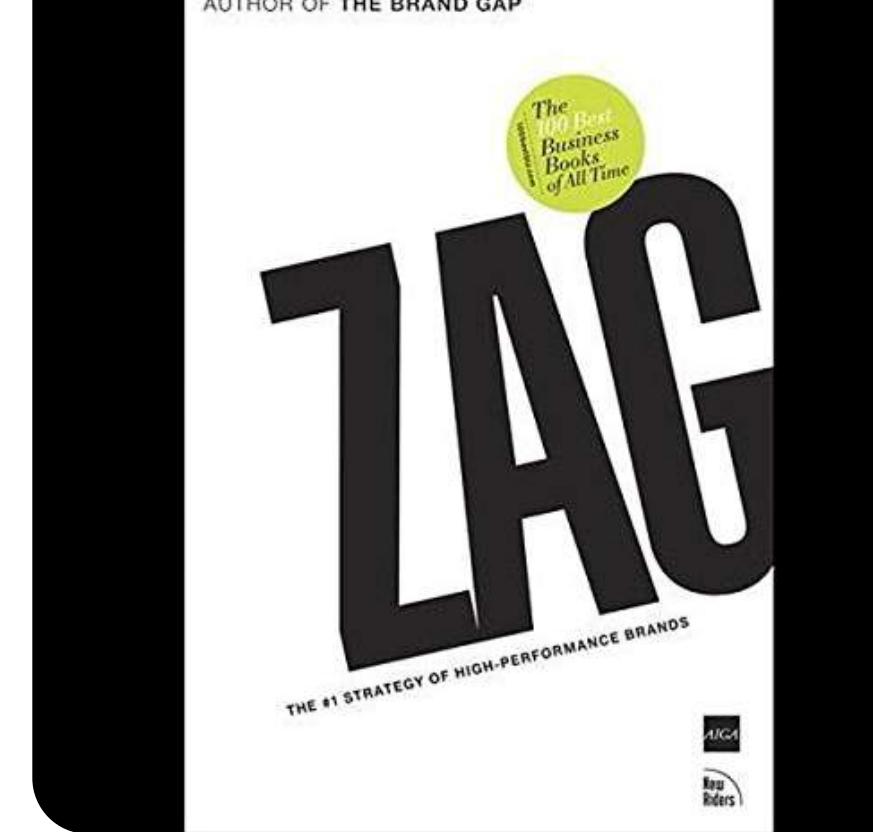
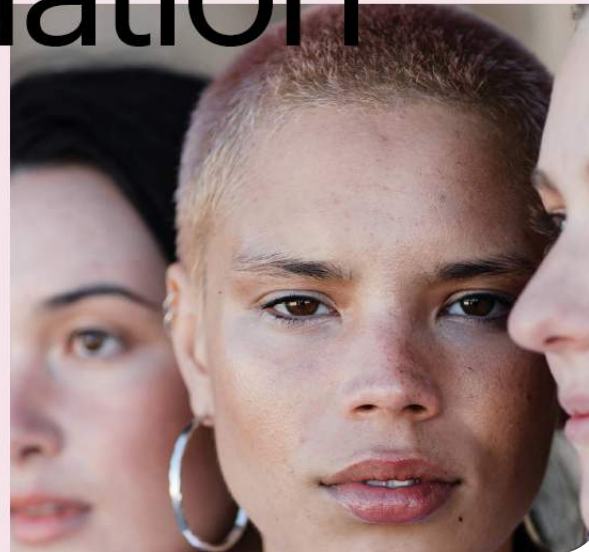


The Gen Z equation

SN project

h Owen,
Senior Editor,
Media & Marketing

a Napoli, Associate Editor,
Media and Jemma Shin,
Editor, Consumer Insight



Interview Quotes

" Fashion is a form of personal expression"

" Fashion is something which changes with time"

-Gen z

"Market is actually moved away from buying products to buying experience actually."

"Levis is one brand which focus towards genz with its heritage alive"

"Branding is basically your communication of how you can get your customers emotionally understand your brand."

-Fashion Experts

"In US even the slow fashion is like fast fashion so would wait for the products to get on discount"

"Influencer promoting brand make me want to see myself in that kind of clothing"

"I'm not like that i'm possessive or consistent with my brand i'm all over the place."

-Gen z

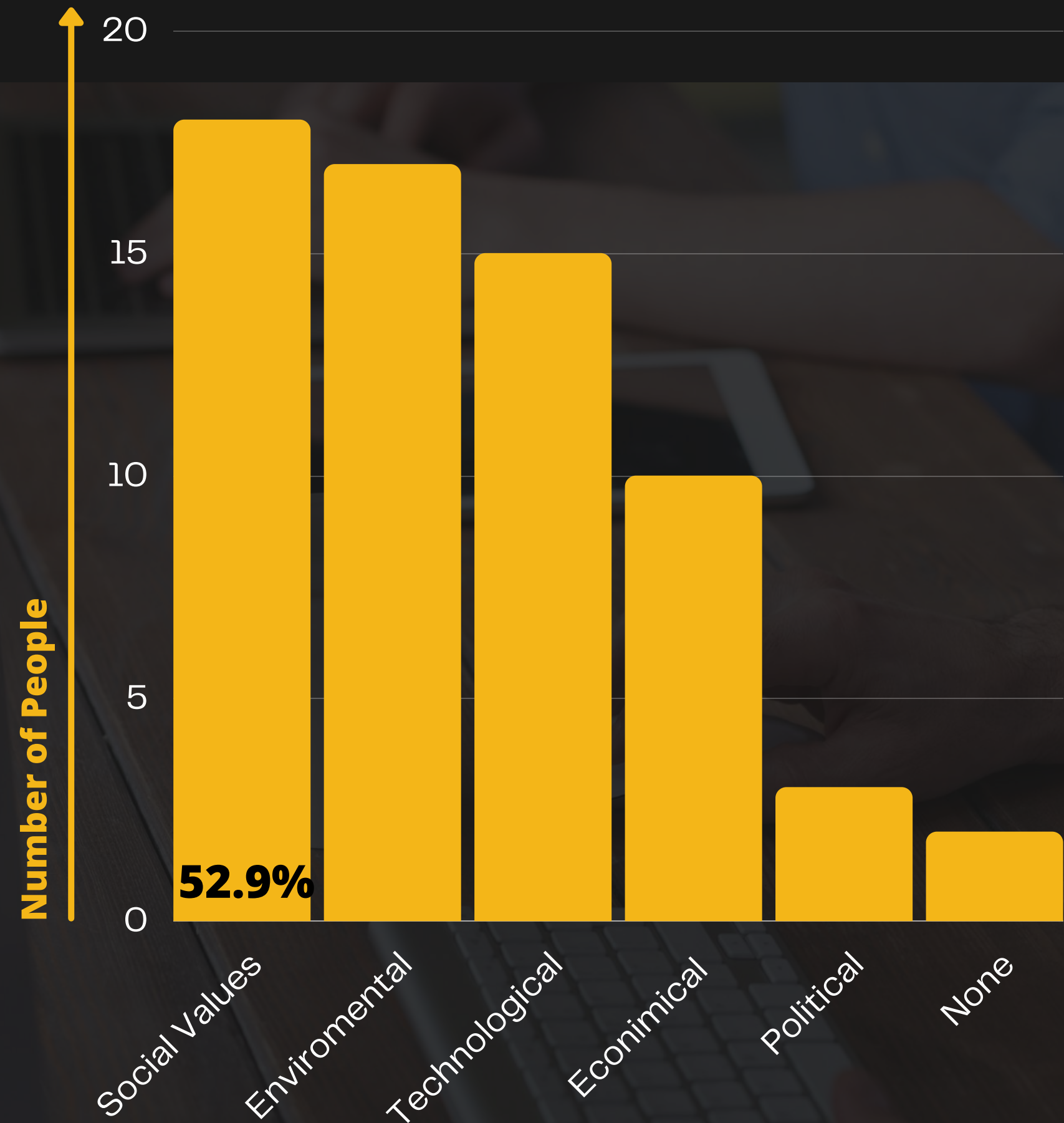
"I would love to see a gender-neutral/gender-fluid collection in the market"

Survey Results

52.9% of Gen Z consumer prioritize social values as the most important factor affecting their shopping decision.

In these Social Values/Factors again –

- **Brand Experience** comes the first priority.(73.5%)
- **Diversity** comes next with 38.%
- **Peer Feedback** also comes in the race with 35%





Gen z Must Haves

- **Gen z value diversity. Gen Z is made up of multiracial, multi-ethnic youths.**
- **Gen z wants an exceptional brand experience. They believe in innovation and are curious about the story behind the brand.**
- **Gen Z is the savviest generation. they are updated about other brands collection.**
- **Gen z shoppers demand sustainable retail.**
- **Gen z consumers prioritize social justice**

Gen z Should Haves

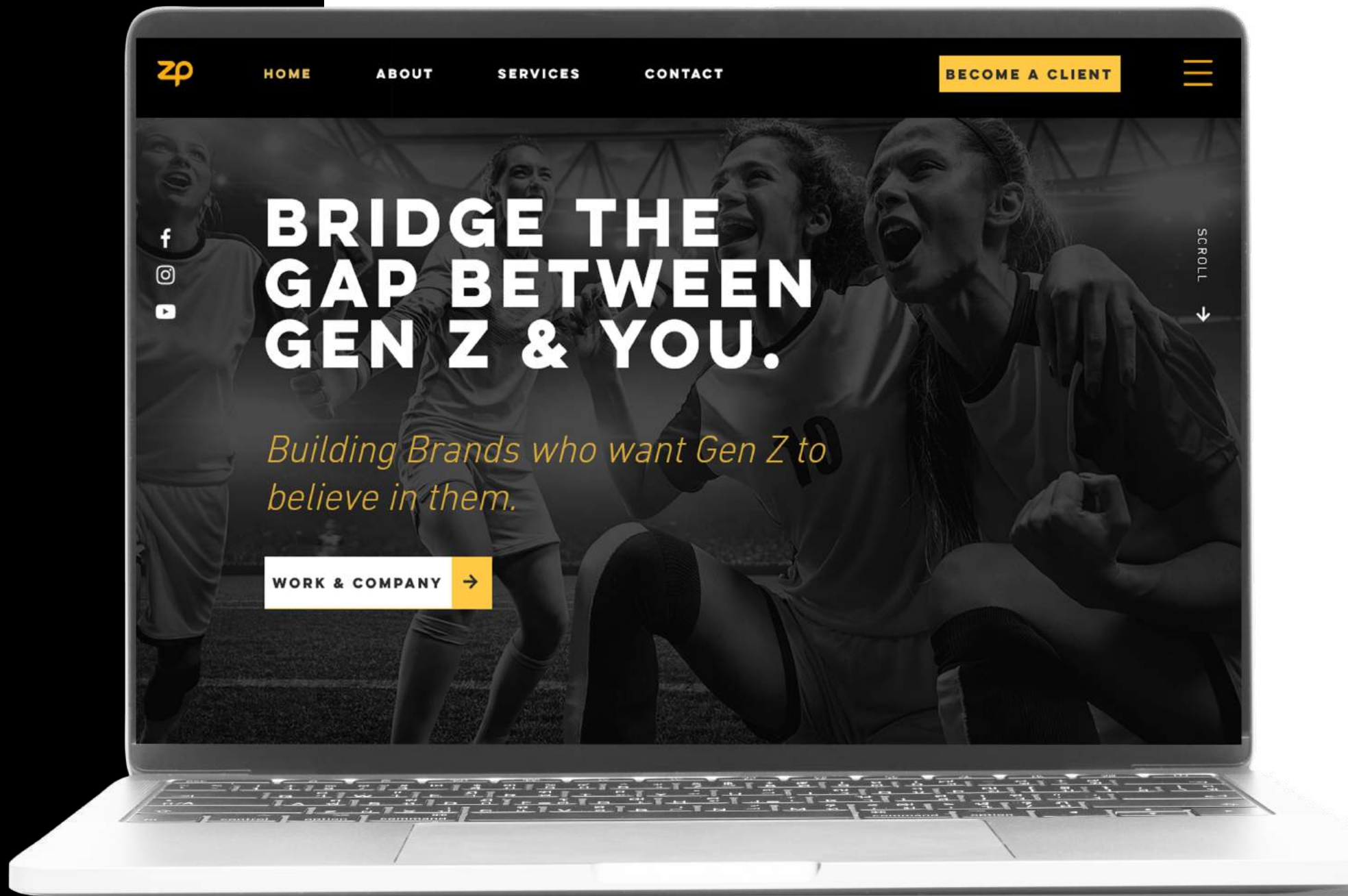
- Gen z consumers are phigital. They crave for themed in-store experience while having simultaneous interaction with their digital devices.
- Genz is mobile everything generation. Gen Z prefers brands to interact with them via mobile apps
- Gen Z is known for having a short attention span. They have highly evolved eight-second filter and love to interact through videos, symbols, gifs, memes





Gen z Nice to Haves

- Gen z is a budget-conscious generation. They value money and will prioritize essential products and services according to their needs.
- Gen z has a personal brand mindset. They really want to show their true selves and what they are doing at present.
- Gen z prioritizes time over money. They want simplified and systematic payment methods



Zoomers Project

**Strategic Brand Agency
providing services in
brand/product experience
focussed towards Generation Z
through remote collaborations.**

Zoomers Project is purpose-built to quickly deliver brand experience solutions for your brand, to create long-lasting relationships with your customer.

Key Partners



Key Activities



Key Resources



Key Propositions



Consumer relationships



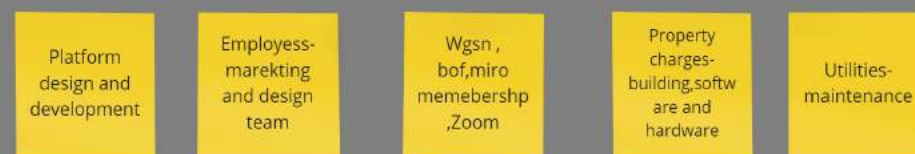
Channels



Customer segments



Cost Structure



Revenue Streams



Business Model



Zoomers Project Services

Brand /Product & Consumer Research

We provide solid competitor analysis and audience personas based on the demographics and psychographics.

Brand/Product Strategy

We provide an internal brand. product strategy, unique positioning strategy, and frameworks for brand/product messaging and storytelling.

Brand/Product Identity

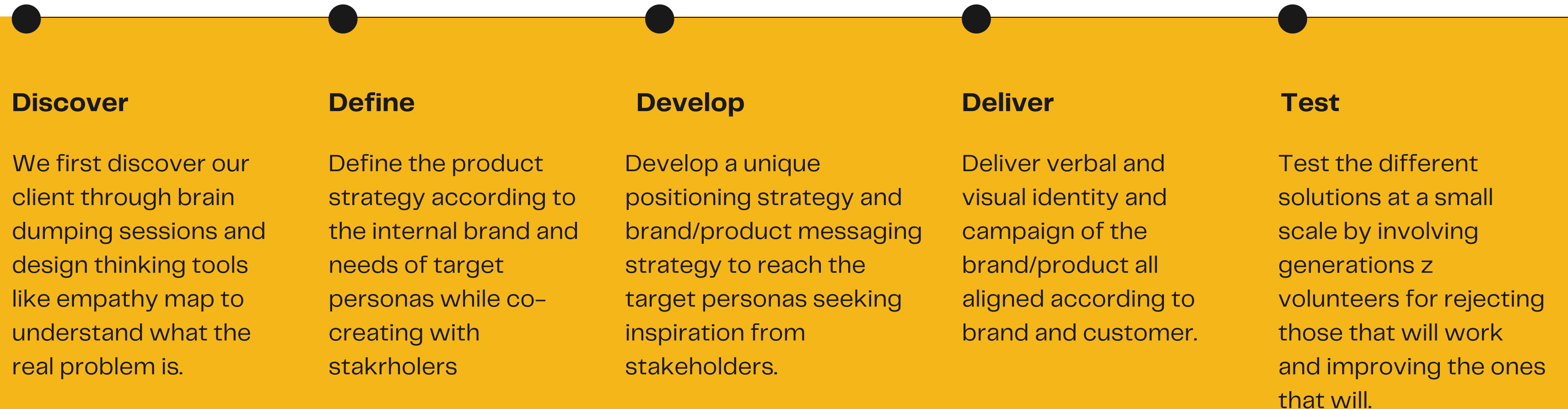
We provide Brand identity guidelines including logo, color, typography, and Brand Marketing campaign development.

Our Approach

We call it Cocreation and Design thinking approach, a powerful and agile approach that gives you a competitive advantage in a time of rapid change.

"YOUR ZAG SHOULD BECOME YOUR DECISION FILTER"-MARTY NEUMIER

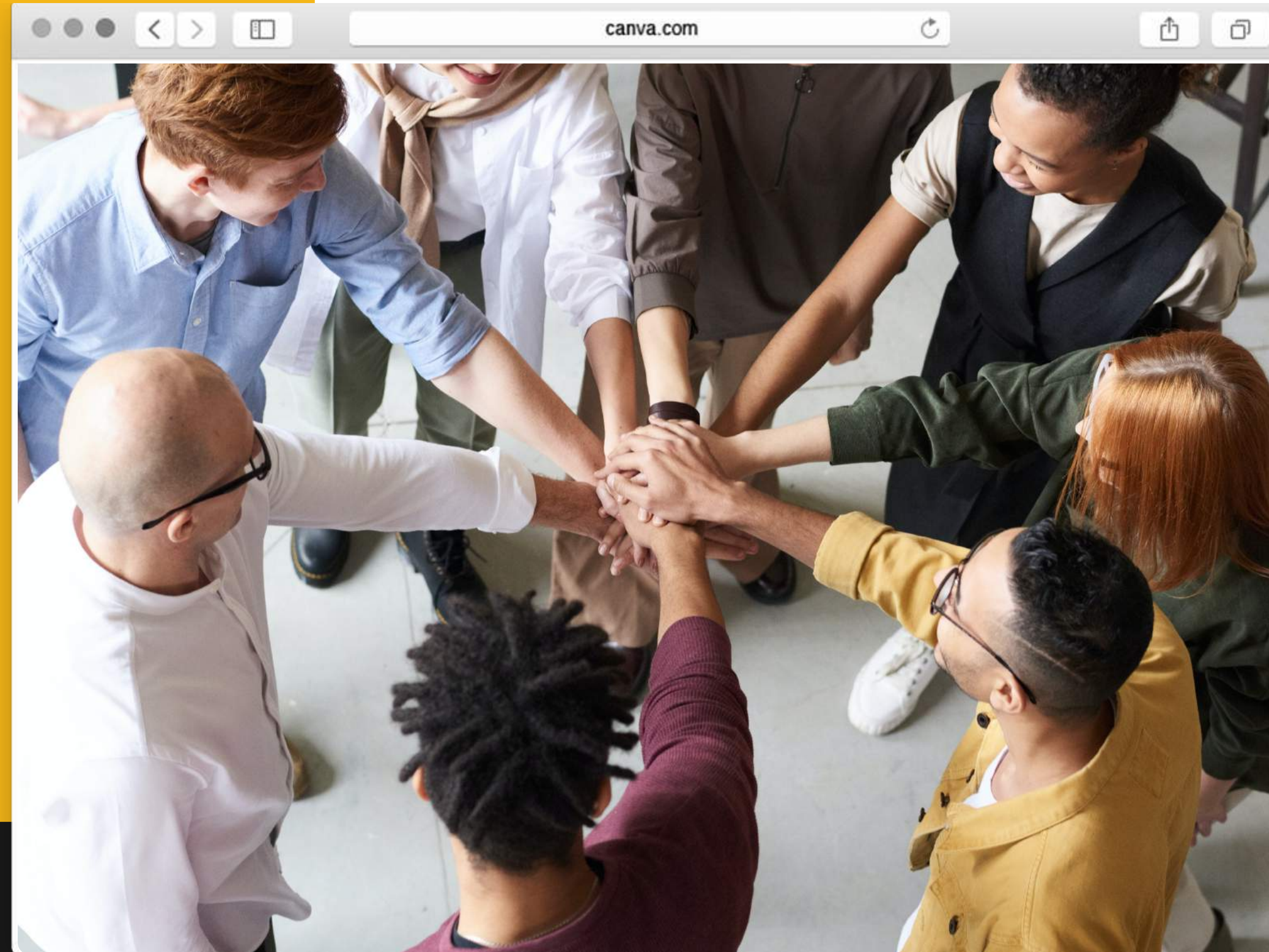
The first step even before our service start is providing our clients valuable information about Generation Z.



Why is it essential?

With the help of co-creation workshops, it is easy to align our thinking and priorities with the brand requirements, shrinks the timeline, and lead us to strategic results.

Design thinking involves an abductive sensemaking approach. The tools used in this process helps in organizing complexity and finding clarity in chaos.



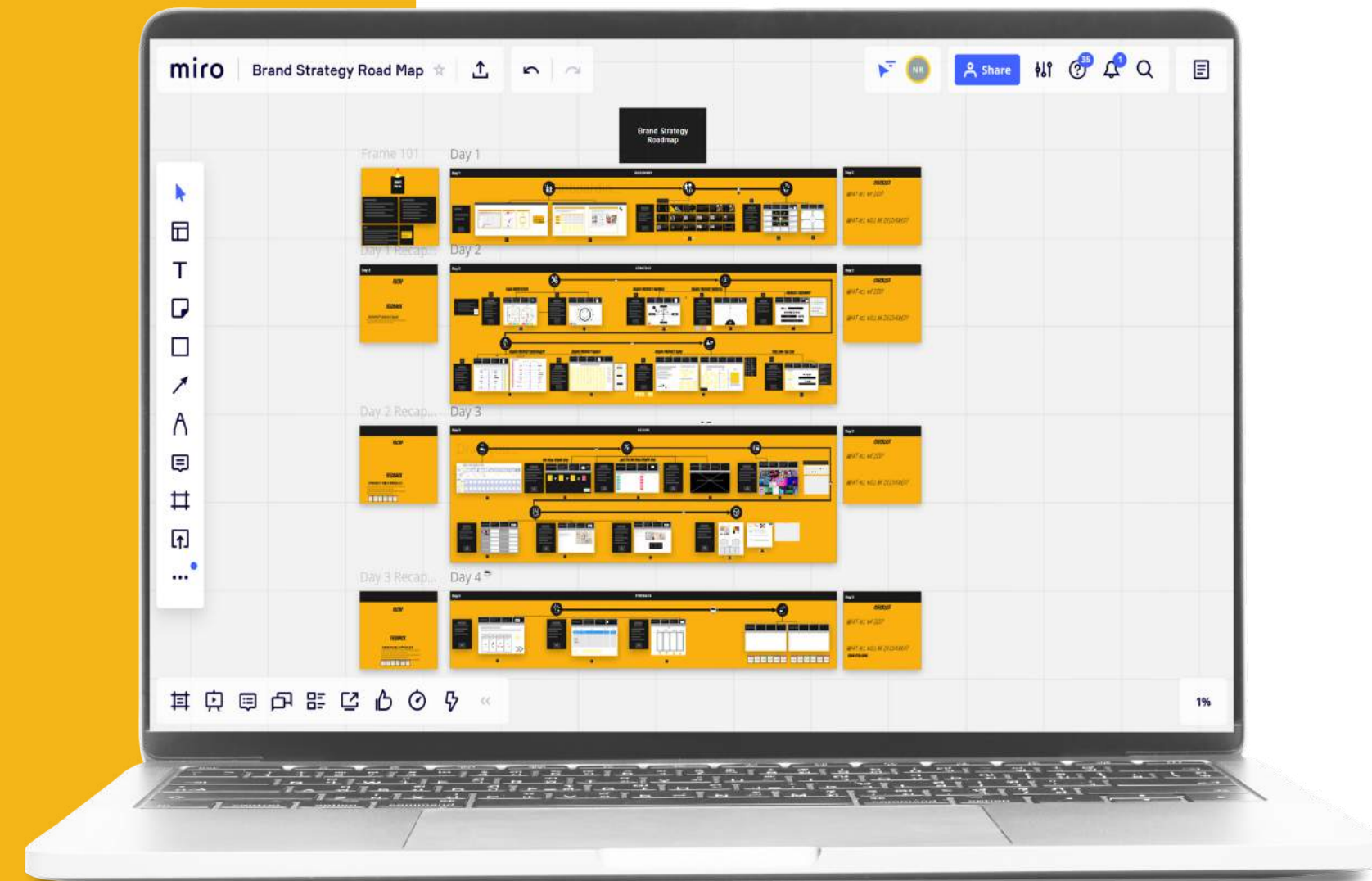


Our Tool

Brand Strategy Road Map

Brand Strategy Road Map is an agile toolkit made up of quick iterative modules, curated from industry-leading design thinking practices and frameworks on the remote collaboration whiteboard platform called Miro.

Our goal is to combine collaboration and design thinking tools aligned towards research, strategy and design to create truly gen z first brands.



https://miro.com/app/board/o9J_IQjsMKc=



Road Map in Detail

Day 1: Discovery

The session is really important both for the client as well as the agency as it gives clarity towards competitors and the target audience.

Day 2: Strategy

Once the target audience and competitors have got decided developing a strategy is the next step to create clear and consistent communication.

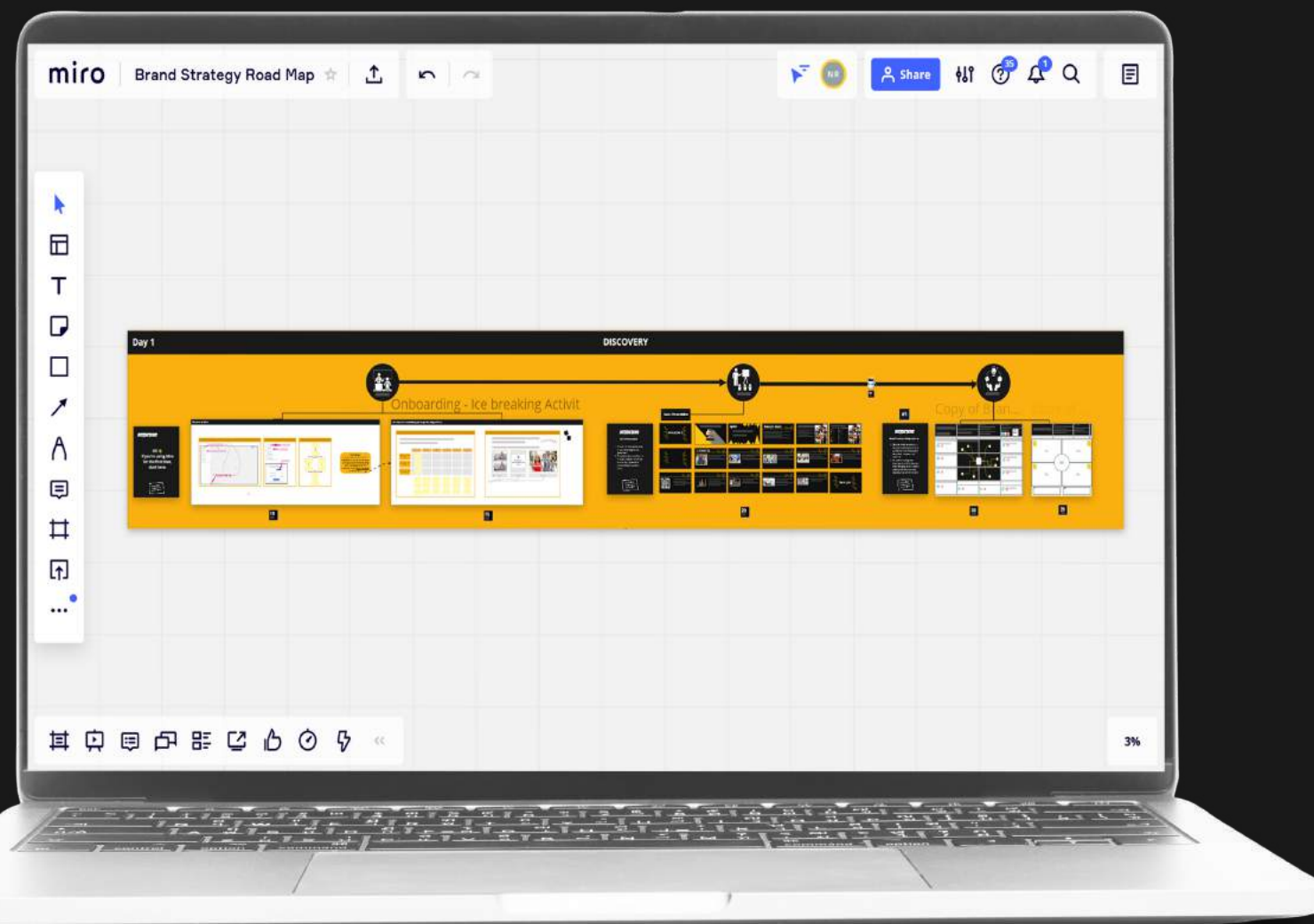
Day3: Design

Designing the Big ideas is one of the major steps to connect a brand with its target audience. the directions/path to a successful big idea requires time and will be emphasized in this session

Day4: Feedback

Feedback on deliverables happens at every step of the workshop especially at the starting of the workshop.

Discovery



Day 1

Discovery Workshop is divided into 3 different parts–



Introduction to Miro



Generation Z Presentation



Discovery session

How?



**10
min**

Introduction to Miro

**15
min**

Ice Breaking Activity

**20
min**

Generation Z Presentation

**30
min**

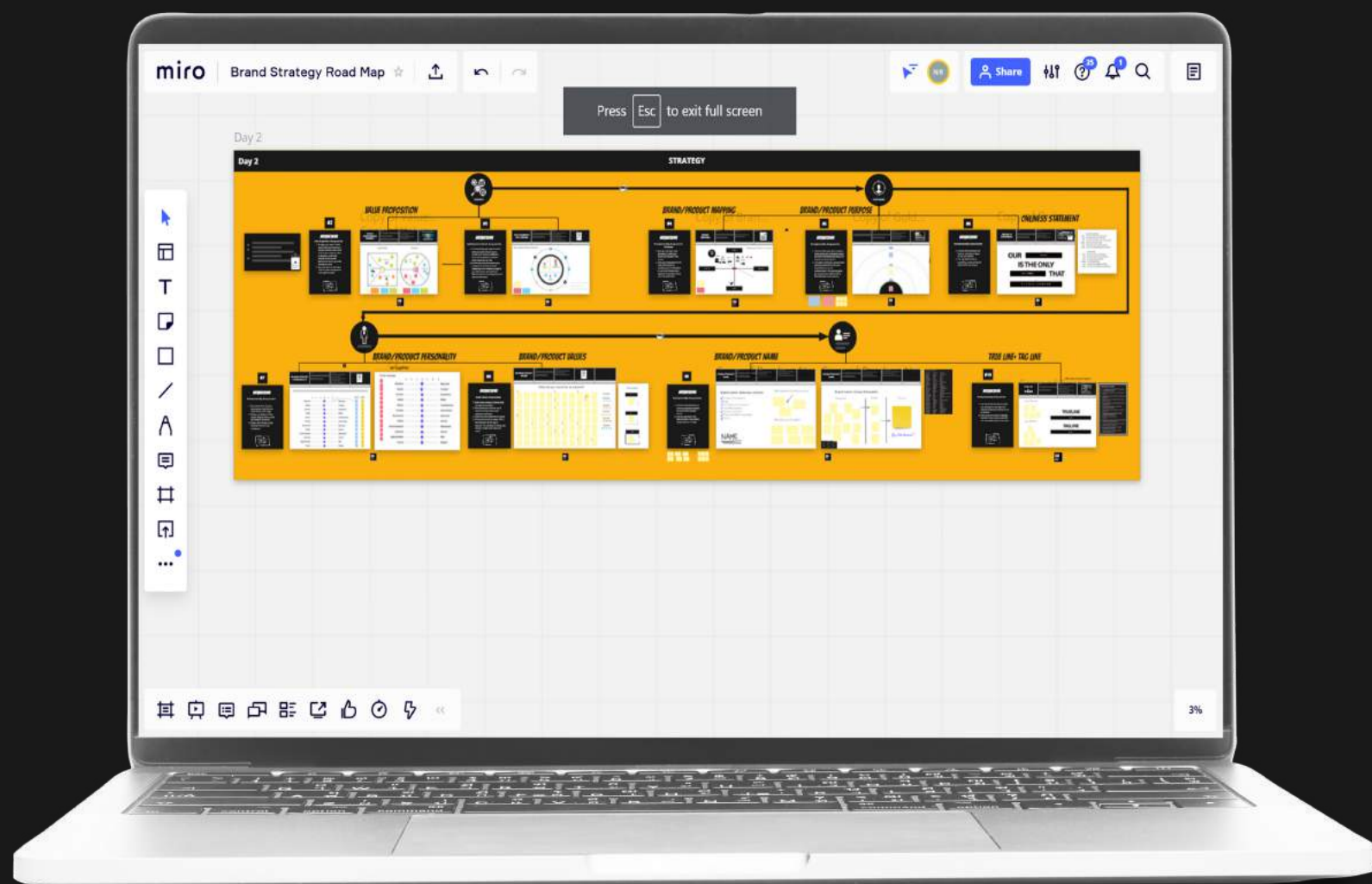
Information Mapping

**30
min**

Empathy map

- In the starting, there will be a recap of what happened in the last session and feedback on our deliverables
- Tea breaks will be given after every 45minutes

Strategy

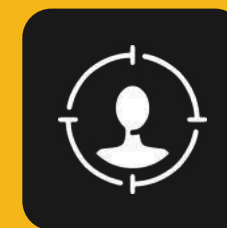


Day 2

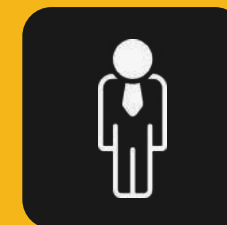
Strategy Workshop into 4 different parts–



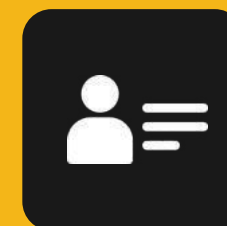
Research on Key Elements



Brand/Product Positioning



Brand /Product Personality



Brand/Product Name

How?



- In the starting, there will be a recap of what happened in the last session and feedback on our deliverables
- Tea breaks will be given after every 45minutes

20
min

Key Elements of a Brand

30
min

Value Proposition

20
min

Golden Circle–Who,Why& What

30
min

Online Statement–ZAG

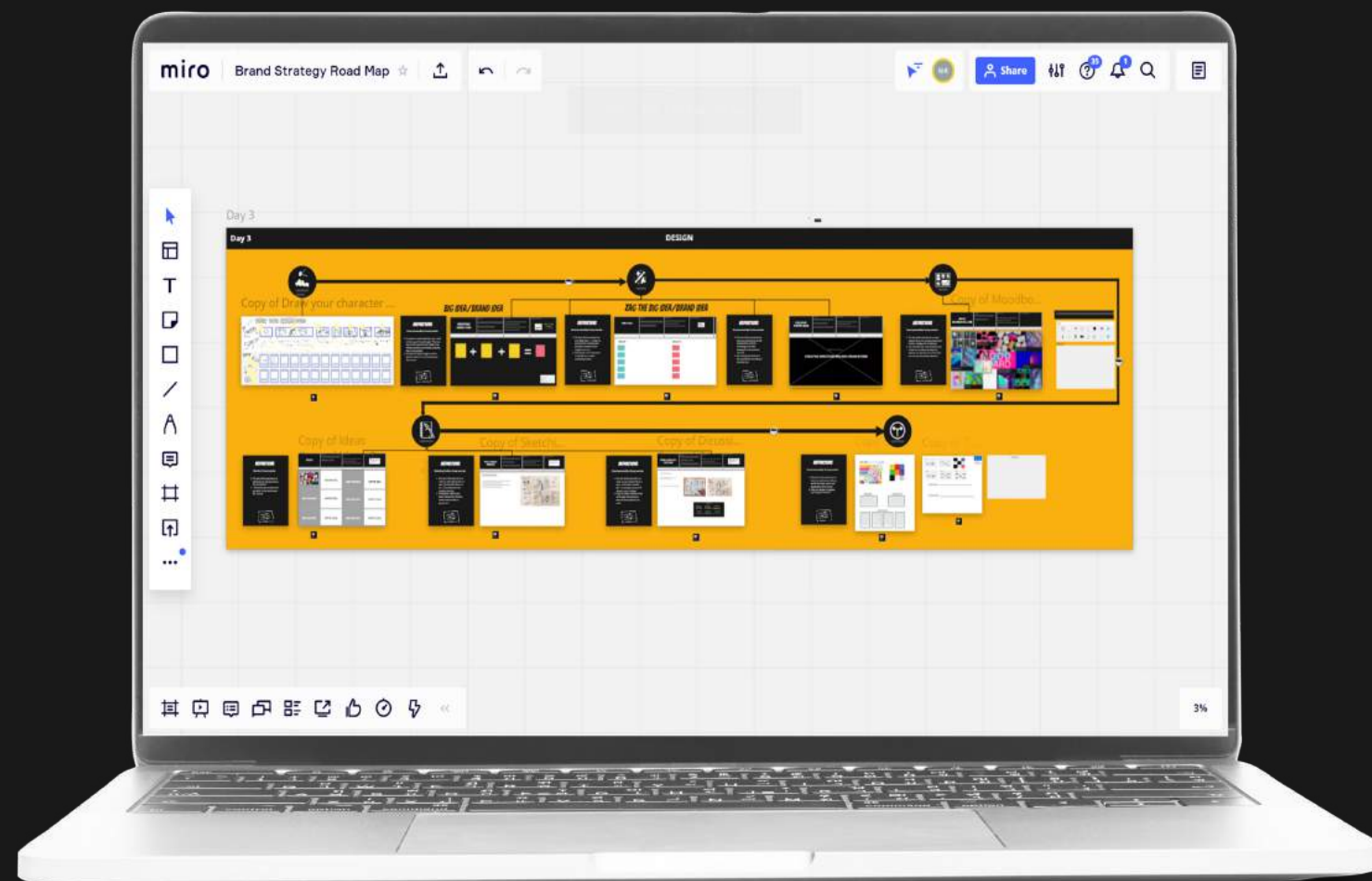
30
min

Brand Personality

30
min

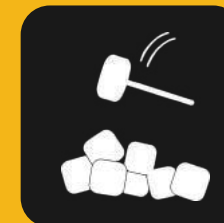
True line& Tagline

Design



Day 3

Design Workshop into 5 different parts–



Ice Breaker



Creative Direction–Big Idea



Moodboard development



Sketching/Doodling the Outline



Color and typography Direction

How?



- In the starting, there will be a recap of what happened in the last session and feedback on our deliverables
- Tea breaks will be given after every 45minutes

20
min

Ice Breaker

20
min

Big Idea Creative Direction

20
min

Zag the Big Idea

30
min

Moodbaord

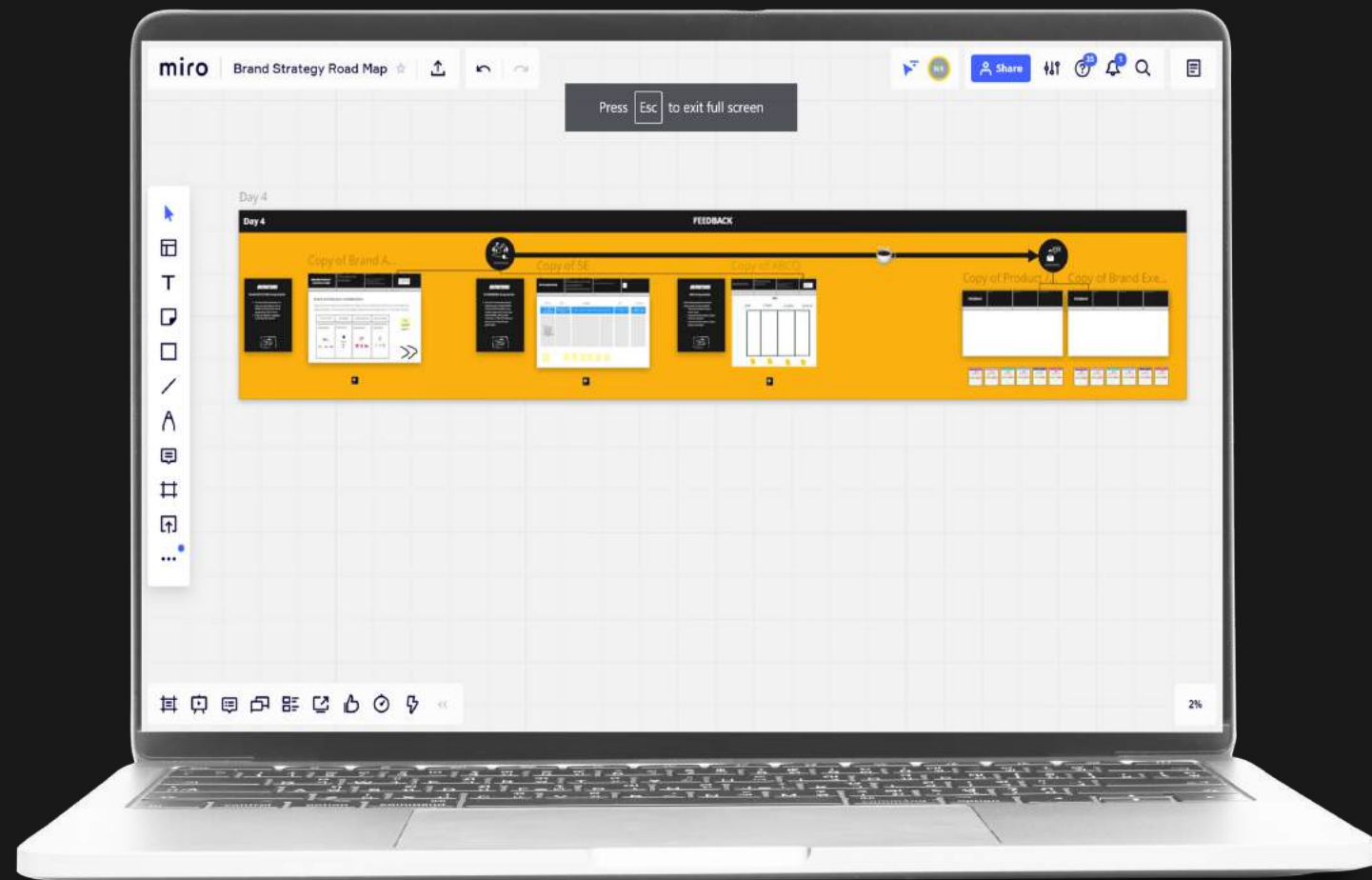
30
min

Sketching/Doodling

30
min

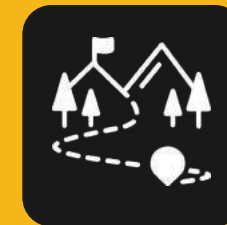
Color &Typography

Feedback

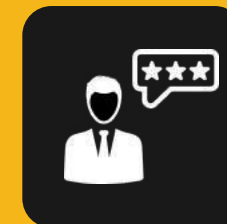


Day 4

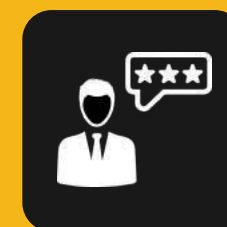
Feedback Workshop is divided into 3 different parts–



Closing Steps

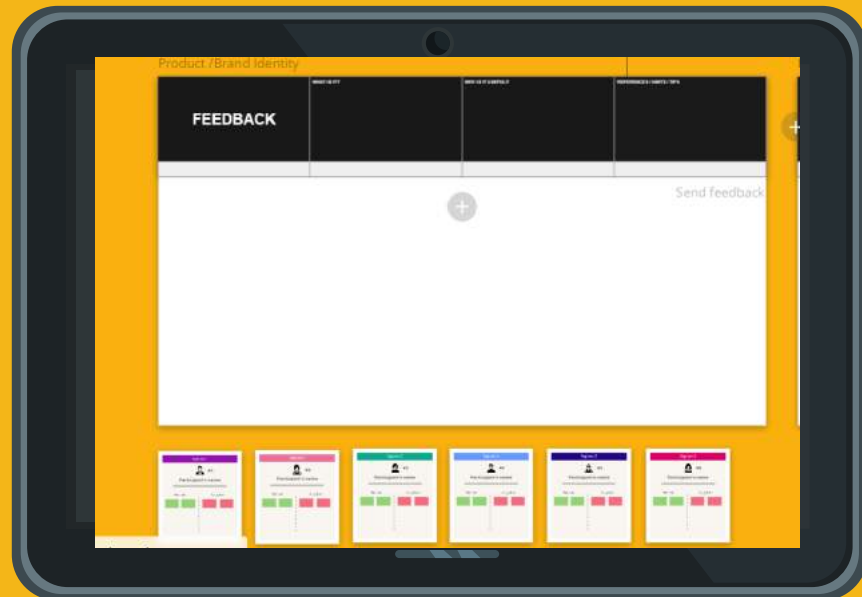
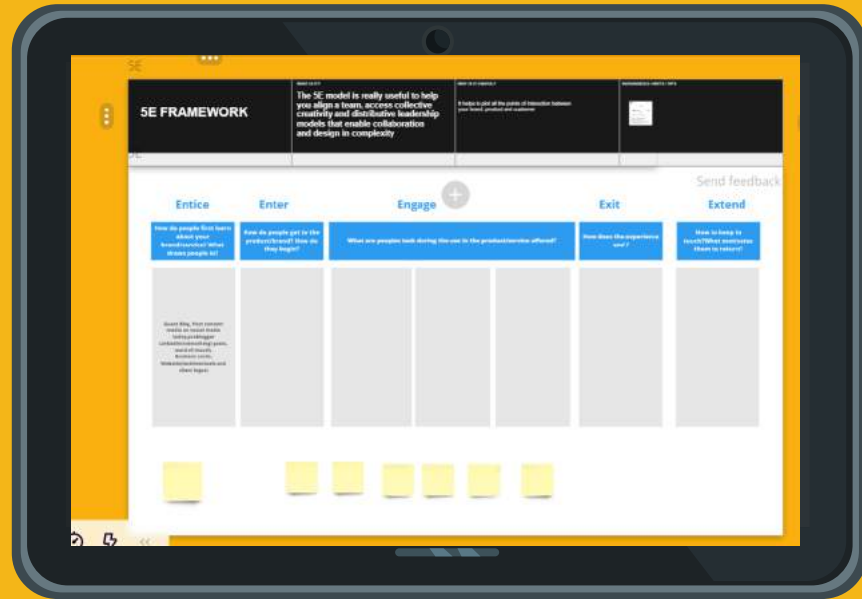


Brand Identity Feedback



Brand Execution Feedback

How?



- In the starting, there will be a recap of what happened in the last session and feedback on our deliverables
- Tea breaks will be given after every 45minutes

**20
min**

Brand Architecture

**25
min**

5E Framework

**20
min**

ABCQ

**30
min**

Product/Brand Identity Feedback

**30
min**

Product/Brand Execution Feedback

Feedback



Sundeeep Ramadu

Design Head, Arvind
Fashion Limited(Levi's)

"The workshops are pretty systematically designed, the only constraint is the time gap between these workshops. Try to give the participants a week gap in between"

"There is a lot of back and forth between the big idea and the final execution of the campaign Give examples while generating. the big idea and lay stress on the feedback of the campaign"



Arun Gopidas

Founder & Chief Creative
Officer, Red Baton Design Studio

"Ice Breaking sessions should be designed in a way so that you can conduct with a new client as in a professional setup"

"Nice work on the discovery session and Big idea direction. Try to involve all stakeholders in a collaborative that they answer questions together manner "



Kshanika Patel

Design Strategist, PARK

"Discovery session has a lot of questions, give your participants the freedom to answer them but try to capture as much as data possible"

"Love the concept of taking feedback from stakeholders at each step"

"Try to give the most completed frameworks from your side and just ask them to co-create/advise them "

Why are we worth the investment?

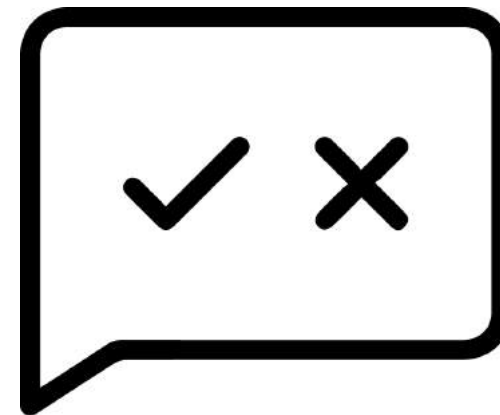
Development We help our clients develop their brand/product knowledge according to the market by providing them valuable insights about Gen z.	Transparency We provide transparency to our clients at every step of strategy and design development process	Engagement We involve stakeholders right from the start when we start aligning the brand with the targeted customer by conducting co-creation workshops
Feedback We incorporate the lean startup philosophy by providing feedback from Generation z consumers and iterate it till the time it gets approved to launch in the market.	Agile Our approach is powerful and agile which gives the brand/product a competitive advantage. Quick and user-friendly workshops provide great insights in developing the strategy.	Gen z We are a group of researcher, strategist, and designers who have done in-depth research on generation z through both qualitative and quantitative methods and are still updating ourselves as this generation evolves.

Next Steps

After the feedback and suggestions made by expert,we want to add these features to improve



We think that our solution would provide even more benefit to our clients if we provide them with our services even after product launch.



We even think that our solution will need big masses of generation z consumers for feedback by using market research tools available in market.



In order to create brand experiences fearlessly, it is important to measure the deliverables of our organization,we think of partnering with companies who can provide us data about the purchasing behavior of clients when before launching in the market.



**"When everybody zig, you
should zag."**

Marty Neumeier

Thank You

