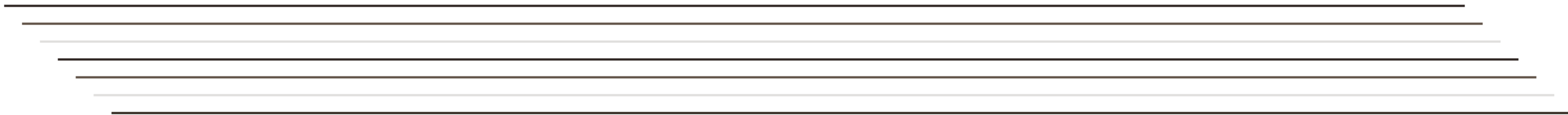
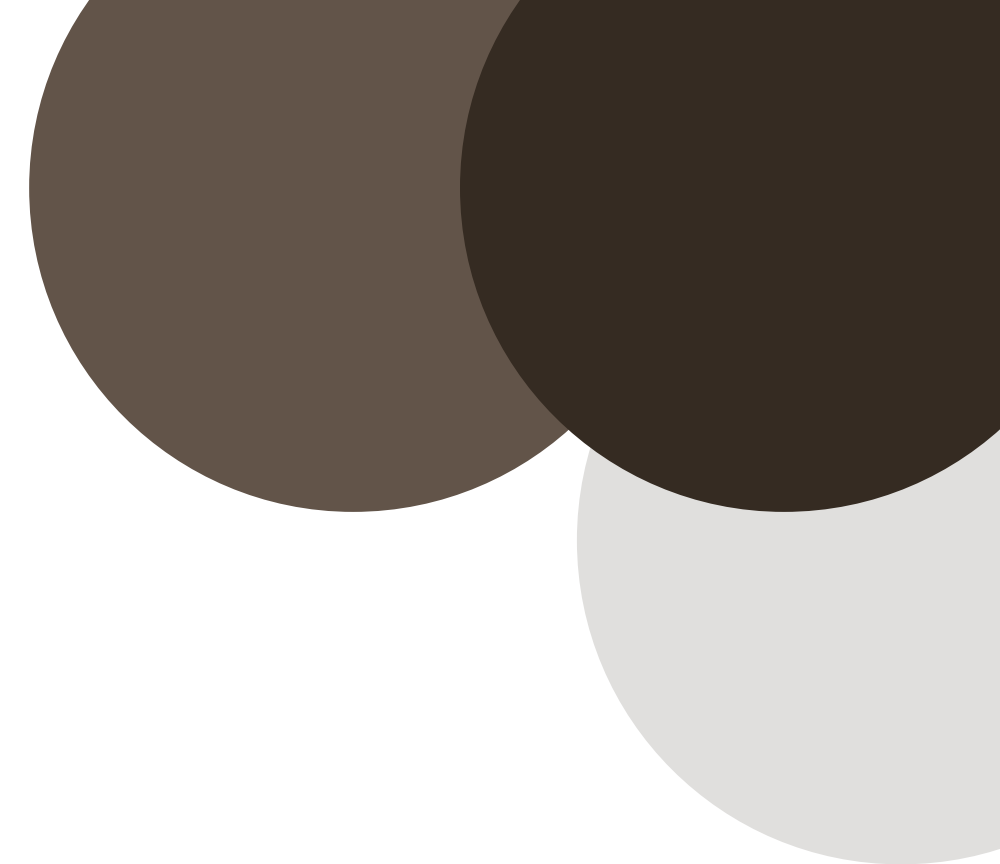


COM CM 443

PRODUCT LAUNCH STRATEGY

SKINNS





FOUNDER KIM KARDASHIAN AT SKIMS NORDSTROM LAUNCH

BRAND OVERVIEW

- CO-FOUNDED IN 2019 BY KIM KARDASHIAN AND FASHION MOGUL JENS GREDE
- INITIAL LAUNCH RESULTED IN A \$2 MILLION PROFIT (SOLD OUT IN 10 MINUTES)
- PART OF TIME'S 100 MOST INFLUENTIAL COMPANIES IN 2022
- AS OF JANUARY 2022, VALUED AT \$3.2 BILLION
- COLLABORATIONS:
 - US OLYMPICS TEAM: BRANDED ATHLEISURE AT SUMMER 2020 AND WINTER 2022 GAMES
 - FENDI X SKIMS: CAPSULE COLLECTION OF SHAPEWEAR, LEATHER DRESSES AND SWIMSUITS
- FREQUENTLY IMPLEMENTS INFLUENCER MARKETING BY HAVING CELEBRITIES AND SOCIAL MEDIA PERSONALITIES WEAR THEIR PRODUCTS



BRAS



PANTIES



LOUNGEWEAR



SOCKS

PRODUCTS



FITS EVERYBODY SCOOP NECK BRA



SOFT LOUNGE LONG SLIP DRESS



SOFT LOUNGE LONG SLEEVE DRESS



COTTON JERSEY SCOOP BRALETTE

SITUATIONAL ANALYSIS

- PRICES OF SKIMS ARE HIGHER THAN COMPETITORS ACROSS ALMOST ALL PRODUCTS
- ESSENTIALLY EQUAL DISTRIBUTION BETWEEN SIZES FROM XXS TO XXXXL
- OFFERS A WIDE VARIETY OF DIVERSE SKIN SHADES ACROSS THEIR UNDERWEAR PRODUCTS
- UNDERWEAR ACCOUNTS FOR ABOUT 50% OF THE PRODUCTS SOLD
- POSSIBLE EXPANSION TO "HIMS BY SKIMS"

COMPETITORS



YITTY

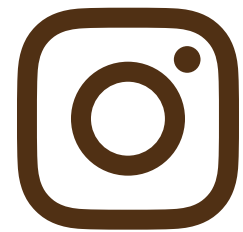
SPANX

SAVAGE
X FENTY

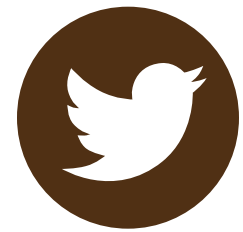
AERIE

VICTORIA'S
SECRET

COMMUNICATIONS AUDIT



4.5 MILLION FOLLOWERS



92.8K FOLLOWERS



896.8K FOLLOWERS



34.7K SUBSCRIBERS

SKIMS' MAIN SOCIAL FOLLOWING IS ON THEIR INSTAGRAM. THIS IS WHERE THEY RECEIVE THE MOST ACTION, AND ALSO WHERE THEY ARE MOST ACTIVE. THEY ARE GROWING RAPIDLY IN THE TIKTOK SPACE, HOWEVER, AND ARE ALSO ACTIVE WITH COMMENTING ON TIKTOK USERS WHO FEATURE SKIMS IN THEIR VIDEOS. THEY HAVE ALSO DONE MULTIPLE BIG-NAME COLLABORATIONS WHICH HAVE HELPED THEM ON SOCIALS BY BREAKING INTO DIFFERENT DEMOGRAPHICS (SPORTS, OLDER-AGED WOMEN, YOUNGER-AGED WOMEN)

AUDIENCE

BRAND'S VOICE AND TONE

- SKIMS' TONE AND VOICE IS FRIENDLY WHILE ALSO BEING EMPOWERING. LOTS, IF NOT ALL, OF THEIR MESSAGING CENTERS AROUND EMPOWERING WOMEN TO FEEL CONFIDENT WITH THEIR BODIES. THEIR POSTS ARE LIGHT HEARTED BUT ALSO SEND A CLEAR, CONCISE MESSAGE ABOUT THEIR VARIETY OF PRODUCTS. ON THEIR WEBSITE, WHEN DISCUSSING A MORE SERIOUS MATTER SUCH AS ACCESSIBILITY, THEY USE A MORE SERIOUS TONE AND EXPRESS THEIR DESIRE TO KNOW HOW TO BETTER IMPROVE THEIR WEBSITE AND OTHER PLATFORMS TO BE ACCESSIBLE TO ALL.

BUYER PERSONAS

- SKIMS' BUYER PERSONA IS MAINLY WOMEN RANGING FROM THE AGE OF 18-24 IN THE UNITED STATES. THEIR SECOND MOST REACHED AGE DEMOGRAPHIC IS 25-34. THEY HAVE A SMALL MALE AUDIENCE, HOWEVER THEIR IDEAL BUYER WOULD BE A COLLEGE-AGES FEMALE LIVING IN THE US. THEIR CLOTHES ARE ALSO ON THE MORE HIGH-END PRICE SIDE, WHICH ALSO AFFECTS CLIENTELE TO A EXCLUSIVE GROUP OF FEMALES.



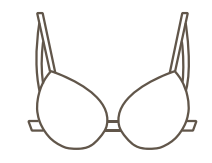
<https://skims.com/pages/about>

SKIMS VALUE



VISION

“Consistently innovate on the past and advance our industry for the future.”



MISSION

“SKIMS is a solutions-oriented brand creating the next generation of underwear, loungewear and shapewear.”

STRENGTHS

- FOUNDER IS EXTREMELY INFLUENTIAL
- DEFINED BRAND IDENTITY
- STRONG SOCIAL MEDIA PRESENCE
- INCLUSIVITY (SIZE AND SKIN TONE

WEAKNESSES

- NEGATIVE BRAND REVIEWS
- CUSTOMERS WITH BIAS AGAINST FOUNDER
- NOT GENDER INCLUSIVE

OPPORTUNITIES

- TARGET BIGGER AUDIENCES
- PARTNERSHIPS
- EXPANSION BEYOND SHAPEWEAR

THREATS

- SPANX
- YITTY
- VICTORIA'S SECRET
- ASSOCIATION OF BEING FEMALE-ONLY CLOTHING

CONSUMER RESEARCH

POTENTIAL CUSTOMERS (MEN AND WOMEN 18-30) SAID THAT SKIMS IS:

- "CLEAN LOOKING"
- "EXPENSIVE"
- "NICE LOOKING"

EXISTING CUSTOMERS (WOMEN 18-24) SAID THAT SKIMS IS:

- "GOOD QUALITY"
- "OVER-HYPED"
- "WORTH IT"



SOCIAL LISTENING



dësy

@scorpio3queen

I desperately want skims

12:38 AM · Nov 27, 2022 from Corona, CA · Twitter for iPhone



zo

@zox2001

Replying to [@KimKardashian](#) and [@skims](#)

one thing i love ab skims is the body positivity. all bodies are beautiful ❤️

10:33 PM · Oct 16, 2021 · Twitter for iPhone



1022

@D2BDVay

If you like her buy her skims & flowers

10:30 PM · May 26, 2022 · Twitter for iPhone



kk!

@kaedunham

the fact that Tyra Banks had to be talked into doing the skims campaign and then had her body photoshopped to hell... appalling honestly, [@KimKardashian](#), isn't ur brand all abt body positivity and inclusivity?

5:36 PM · Apr 6, 2022 · Twitter for iPhone



PseudoScholar84

@PseudoScholar84

Replying to [@kattenbarge](#)

When they promoted skims, they went for the body positivity / body inclusive branding, but then they themselves are having surgery for impossible body types...and their faces!!!!

7:58 PM · Apr 8, 2021 · Twitter Web App

WHAT DO PEOPLE THINK OF SKIMS?

kardashian
lounge photoshop
celebrity simple
comfortable sleek neutral
tight clean quality durable
basics high-end expensive

PROBLEMS TO SOLVE

CLOTHING ONLY MADE FOR WOMEN

- RIGHT NOW, SKIMS ONLY SELLS CLOTHING AND ACCESSORIES FOR A FEMALE AUDIENCE.

PHOTOSHOP CONTROVERSIES

- KIM KARDASHIAN IS KNOWN FOR PHOTOSHOPPING HER POSTS ON SOCIAL MEDIA. SKIMS, MORE SPECIFICALLY, SHARED AN AD THAT INCLUDED A PHOTOSHOPPED CLIP.

- [HTTPS://GRAZIAMAGAZINE.COM/US/ARTICLES/KIM-KARDASHIAN-SKIMS-PHOTOSHOP/](https://graziamagazine.com/us/articles/kim-kardashian-skims-photoshop/)

SIZING ISSUES

- SOME CUSTOMERS HAVE SHARED ISSUES WITH SKIMS' SIZING, NOTING THAT SOME OF THE PRODUCTS, ESPECIALLY SOME OF THEIR UNDERWEAR, ARE MADE FOR SLIMMER BODIES DESPITE HAVING A WIDE SIZE RANGE.

- [HTTPS://NYPOST.COM/2021/12/29/KIM-KARDASHIANS-SKIMS-SHAPEWEAR-SLAMME D-OVER-TROUBLING-SIZING/](https://nypost.com/2021/12/29/kim-kardashians-skims-shapewear-slamme-d-over-troubling-sizing/)



GOAL

**INCREASE INCLUSIVITY ACROSS
THE SKIMS BRAND**

OBJECTIVES

01 INCREASE REVENUE BY 15% BY Q3 OF 2023

**02 INCREASE SOCIAL MEDIA CONTENT AND
ENGAGEMENT ON ALL PLATFORMS BY 20%
BY Q3 OF 2023**

STRATEGIES

OBJ 1: INCREASE REVENUE BY 15% BY Q3 OF 2023

LAUNCH A MENSWEAR LINE WITHIN THE NEXT FOUR MONTHS AND CREATE AWARENESS ABOUT EXPANSION OF BRAND TO MENSWEAR

OBJ 2: INCREASE SOCIAL MEDIA CONTENT AND ENGAGEMENT ON ALL PLATFORMS BY 20% BY Q3 OF 2023

- START POSTING CAMPAIGN REGULARLY ON SOCIAL MEDIA**
- START MOVING AWAY FROM SHOWCASING SOLELY FEMALE-DRIVEN PRODUCTS TOWARD MEN'S ONES AS WELL**

TACTICS

COLLABORATE TO CREATE SOCIAL MEDIA FOR #HIMSBYSKIMS

- **COLLABORATIONS:**
 - CHRIS OLSEN (TIKTOK STAR) (LGBTQ+ COMMUNITY)
 - JIMMY GAROPPOLO (NFL QUARTERBACK)
 - MAKEUP BY MARIO

LAUNCH PODCAST WITH CAMPAIGN INFLUENCERS

- KIM INTERVIEWS DIFFTERENT MALE INFLUENCERS
- DISCUSS IMPORTANT TOPICS LIKE MEN'S MENTAL HEALTH AND INCLUSIVITY
- FEATURED ON SPOTIFY

#HIMSBYSKIMS

INSTAGRAM



418,934 likes

skims 🧐 coming soon... #HIMSbySKIMS

View all 16,354 comments

skims Add a comment...

January 11



377,432 likes

skims happy v-day everyone! #HIMSbySKIMS is now available for pre-order so make sure to grab some for yourself or that special someone... ❤️❤️❤️

View all 11,264 comments

skims Add a comment...

February 14



510,629 likes

skims Now everyone can indulge in reliable comfort. #HIMSbySKIMS is out now.

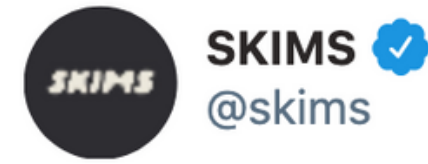
View all 17,345 comments

skims Add a comment...

March 10

#HIMSBYSKIMS

TWITTER



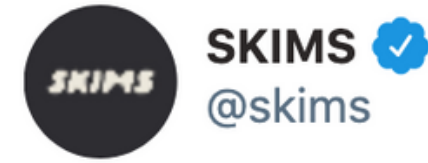
boxers or briefs...? [#HIMSbySKIMS](#)

10:00 AM · Jan 06, 2023 · Twitter for iPhone

10486

1547

598



Just dropped: [#HIMSbySKIMS](#). Our men's collection is out now, complete with comfy boxers, briefs, undershirts, and much more... All available at [skims.com/himsbyskims](https://www.skims.com/himsbyskims)

09:15 AM · Mar 10, 2023 · Twitter for iPhone

10227

823

552



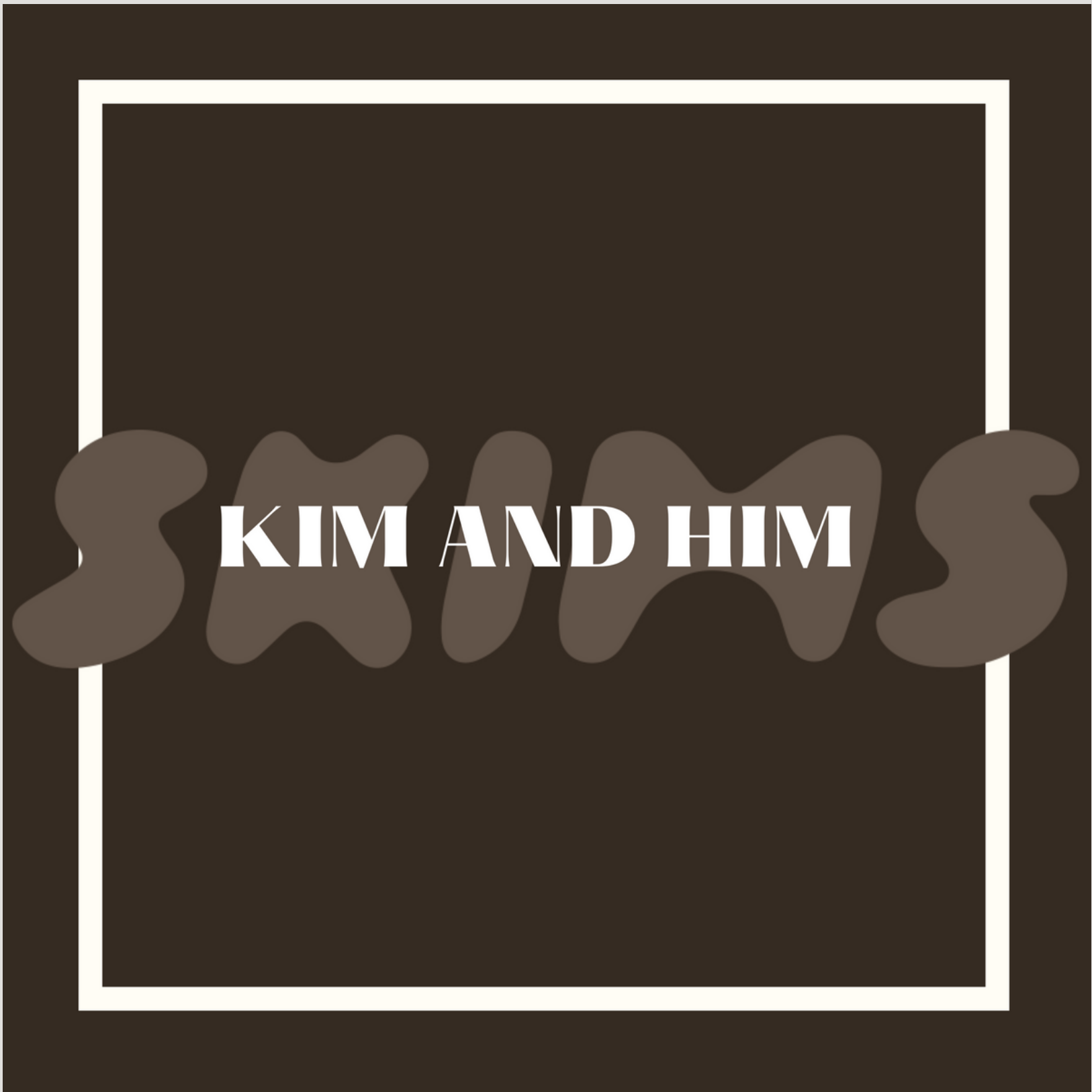
Never know what to get him? Make it easy on yourself and buy him [#HIMSbySKIMS](#).

04:22 PM · Mar 21, 2023 · Twitter for iPhone

8847

789

273



●●●○ SKIMS LTE 4:43 PM 75%

< Messages KIM & HIM Details

Thank you so much for having me on, Kim!

Of course Mario! How long have we known each other now... 15 years? 20?

It's definitely been a long time. I love that SKIMS is officially expanding into menswear because I think it's so important to represent all types of people when it comes to a brand. That's what you helped me do with Makeup by Mario.

Mario Dedivanovic
Makeup by Mario

●●●○ SKIMS LTE 4:43 PM 75%

< Messages KIM & HIM Details

For people who follow me on TikTok, they really get to experience my full range of emotions.

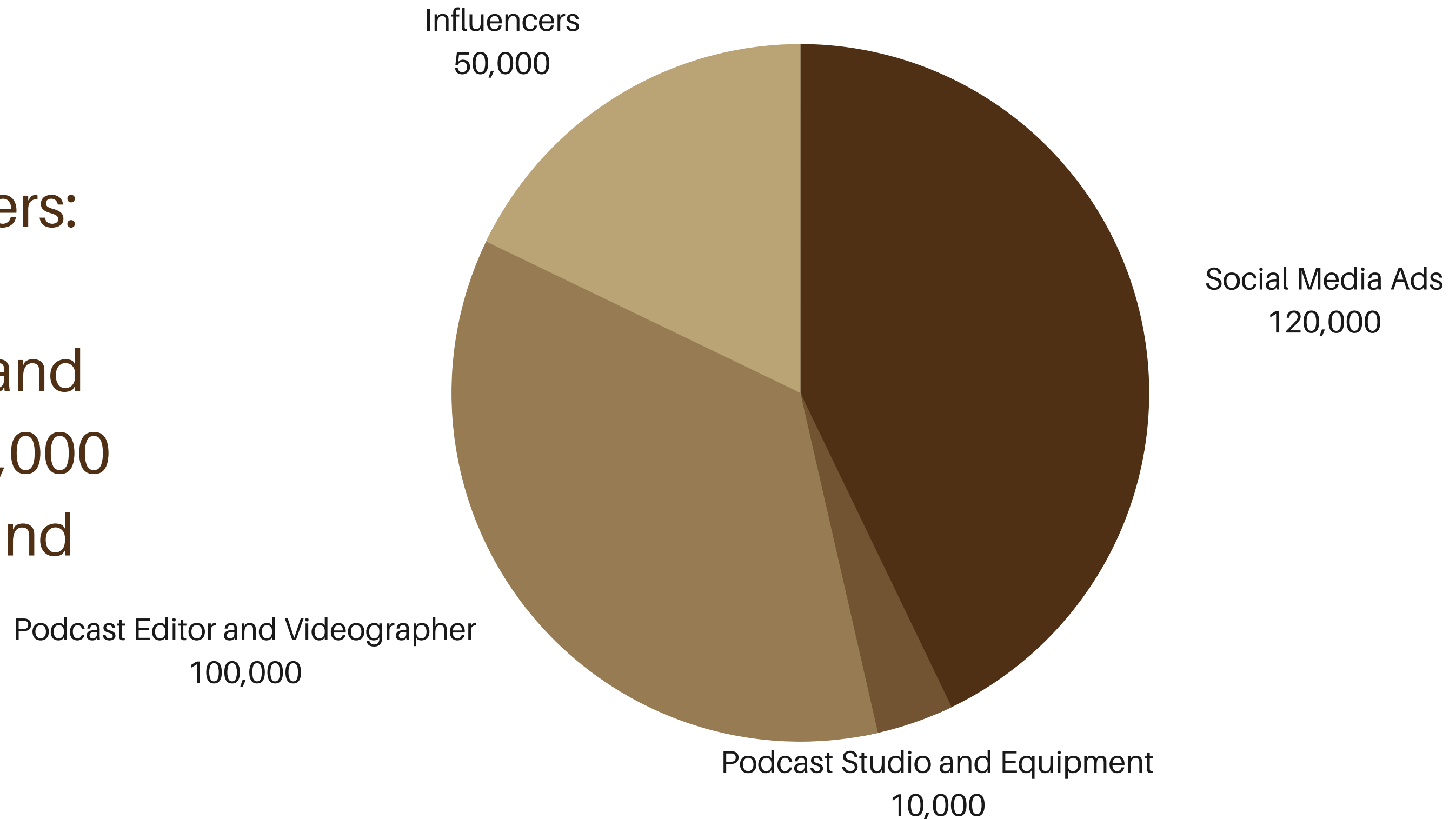
How do you mean?

I love sharing my life with them by being silly and not taking anything too seriously, but I am human, and sometimes that also means being transparent about the mental health issues I face as a member of the LGBTQ+ community and as someone who has gone through significant trauma.

Chris Olsen
TikTok Influencer

TOTAL BUDGET: \$280,000

- Sponsored ad space on social media: \$120,000
- Paying influencers: \$50,000
- Podcast studio and equipment: \$10,000
- Podcast editor and videographer: \$100,000



EVALUATION: MEASUREMENT/ROI

WE WILL TRACK THE FOLLOWING THROUGHOUT AND AT THE END OF THE CAMPAIGN SO THAT YOU CAN ADJUST THE TACTICS AND TARGETS SHOULD THE RESULTS BE LESS THAN EXPECTED:

- SOCIAL MEDIA ANALYTICS
 - FOLLOWERS
 - MENTIONS
 - LIKES, SHARES, COMMENTS
- GOOGLE ANALYTICS
 - CLICK-THROUGH-RATE
 - WEBSITE PAGEVIEWS
 - WHERE VIEWERS ARE COMING TO OUR WEBSITE FROM
 - VIEWER DEMOGRAPHICS (AGE, GENDER, ETC.)
- SOCIAL LISTENING
 - MONITORING BLOGS, SOCIAL MEDIA, AND OTHER FORUMS FOR OPINIONS

TIMING RECOMMENDATIONS

TEASING THE LINE WILL BEGIN IN JANUARY 2023

CUSTOMERS WILL BE ABLE TO PRE-ORDER THE NEW PRODUCTS ON VALENTINE'S DAY. ONCE PEOPLE ARE ABLE TO HAVE A FIRST GLANCE AT THE NEW PRODUCTS, OUR PLANNED COLLABORATIONS AND PARTNERSHIPS WILL BEGIN PUBLICIZING THEIR OWN EXPERIENCE WITH #HIMSBYSKIMS THROUGH THEIR SOCIAL MEDIA PLATFORMS, GENERATING BUZZ IN TIME FOR THE OFFICIAL LAUNCH IN MARCH 2023.

BY LAUNCHING THE MENSWEAR LINE BY THE END OF Q1, WE HOPE TO SEE RESULTS BY Q3 OF 2023.



QUESTIONS?