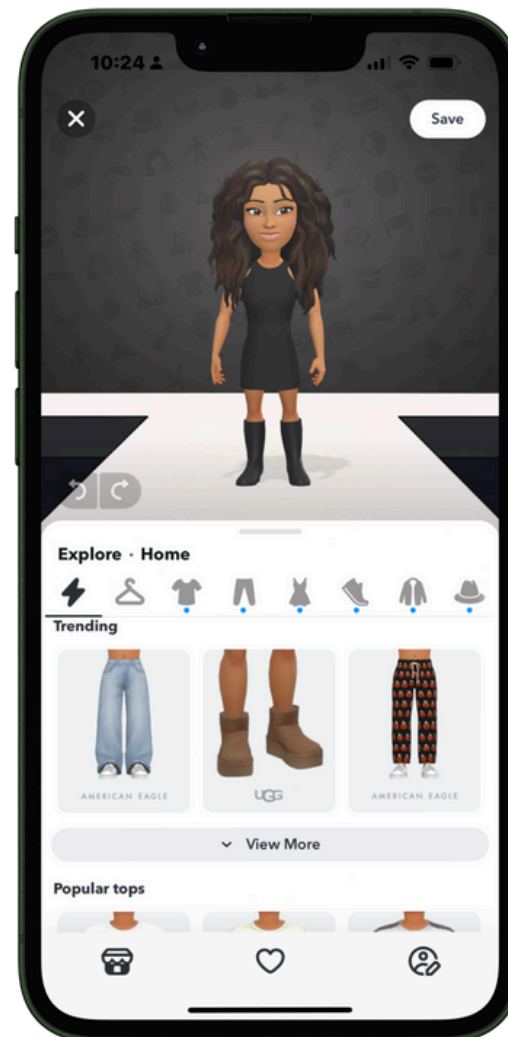# PRETTYLITTLETHING

PURPOSE OF GAMIFICATION

Gamification is incorporating game-like elements into a situation. Gamification is used as an incentive to motivate and influence people's behaviour and increase user engagement. This is done by internally motivating users with psychological triggers.

- Aim to enhance user experience, increase brand loyalty and drive behavioural changes.
- Gamification helps keep your brand Interesting helping increase brand loyalty using our KPIs

Gamification can increase:
Social Sharing by 22%
Content Discovery by 68%
Website browsing time by 30%

Pretty Little Thing is a fashion and beauty e-commerce site founded by Umar Kamani and Adam Kamani in Manchester, the brothers launched their website in January 2012. As of September 2023, Pretty Little Thing launched a worldwide campaign with Naomi Campbell leading to their global success with headquarters in Manchester and offices in London, Paris and LA.

PRETTYLITTLETHING
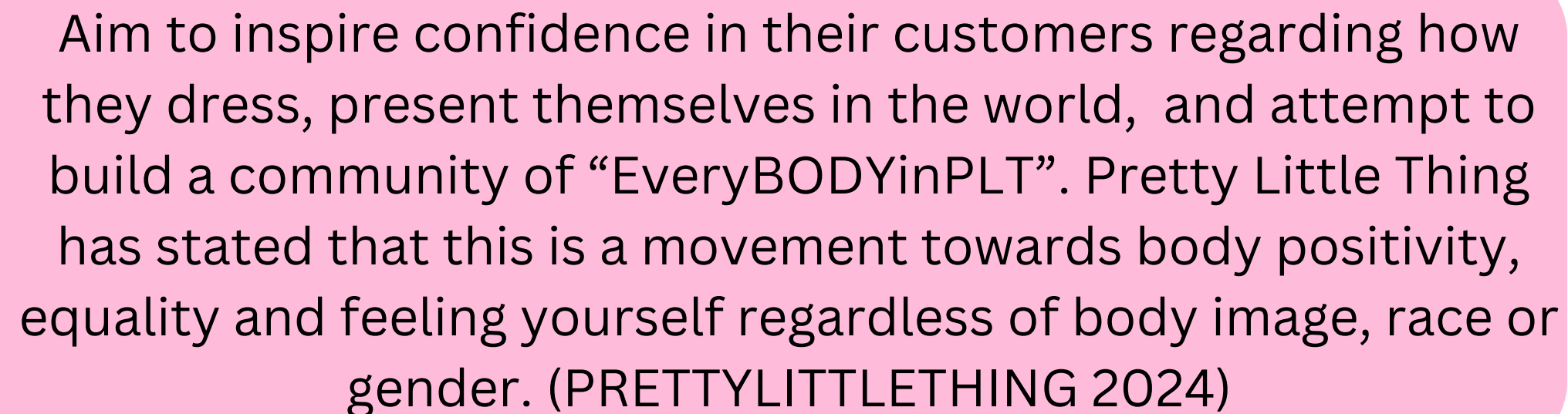
Fig.3 PLT 2024

MISSION ～～～ VISION

The mission is that style should be accessible to all, regardless of your budget. They are committed to promoting a diverse workspace, giving everyone equal opportunities.

We believe that PLT's vision is to lead the fashion e-commerce market globally, in a way that delivers for their customers, people, suppliers and stakeholders.
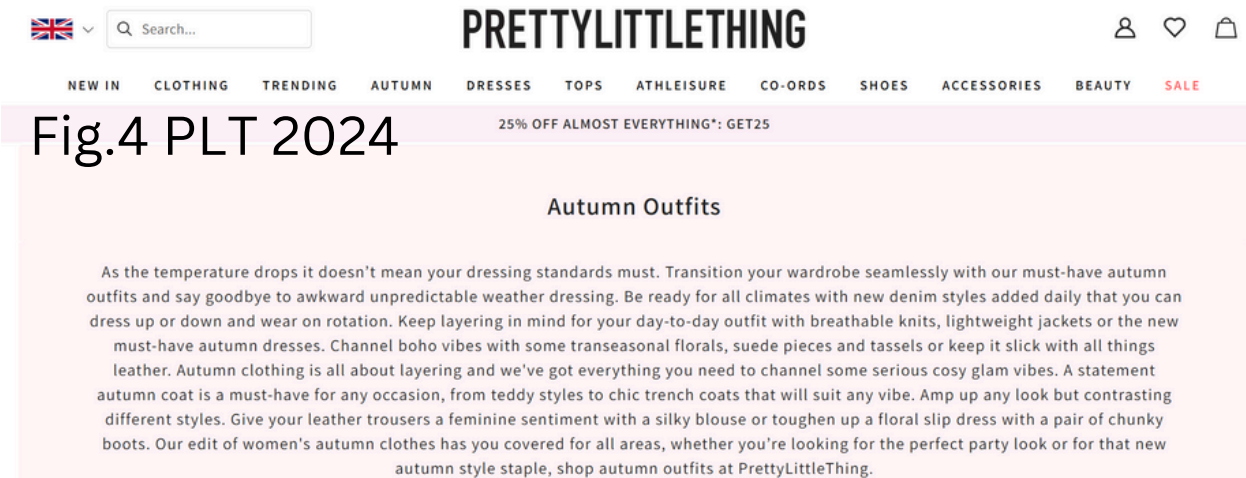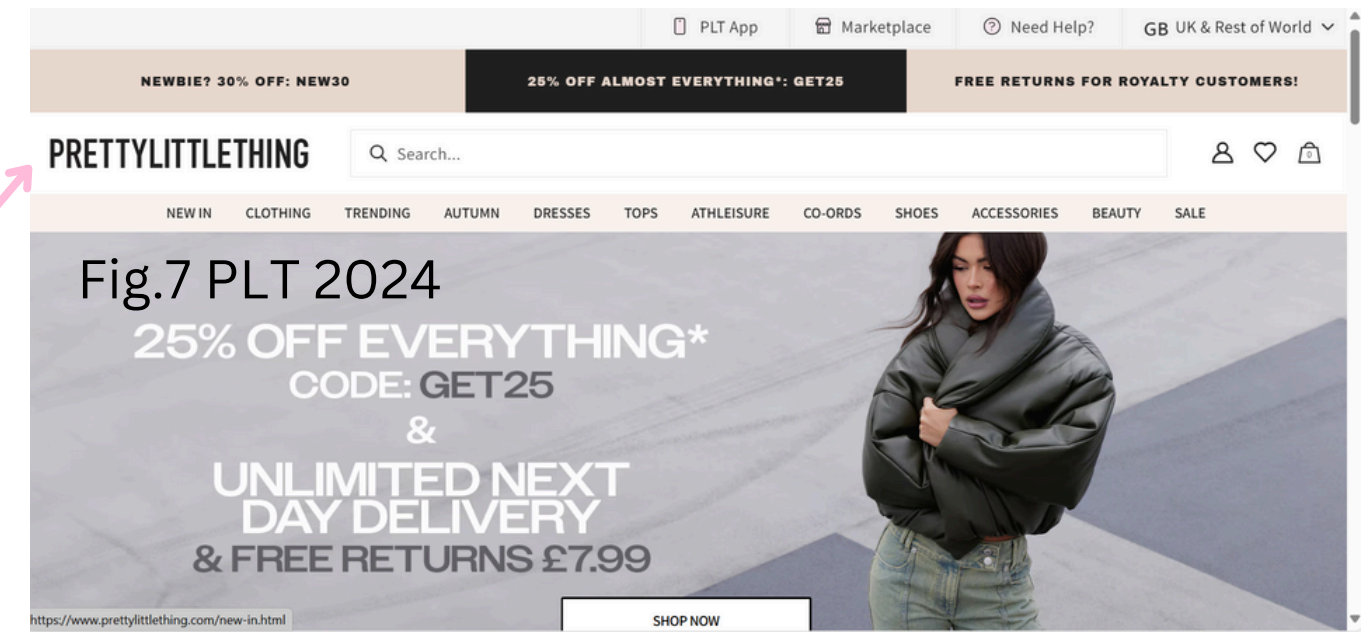
choose for presentation

Aim to inspire confidence in their customers regarding how they dress, present themselves in the world, and attempt to build a community of "EveryBODYinPLT". Pretty Little Thing has stated that this is a movement towards body positivity, equality and feeling yourself regardless of body image, race or gender. (PRETTYLITTLETHING 2024)
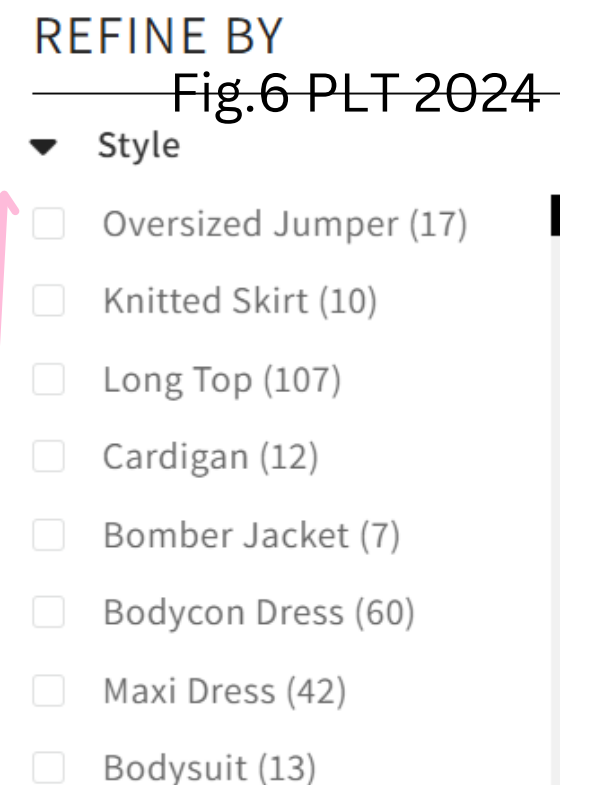
WEBSITE ARCHITECTURE

Pretty little thing logo on every page of their website shows consistency and makes it unique to them and their brand.

Fig.7 PLT 2024

NEWBIE? 30% OFF: NEW30   25% OFF ALMOST EVERYTHING*: GET25   FREE RETURNS FOR ROYALTY CUSTOMERS!

PRETTYLITTLETHING   Q Search...   GB UK & Rest of World

NEW IN   CLOTHING   TRENDING   AUTUMN   DRESSES   TOPS   ATHLEISURE   CO-ORDS   SHOES   ACCESSORIES   BEAUTY   SALE

25% OFF EVERYTHING*
CODE: GET25
&
UNLIMITED NEXT DAY DELIVERY
& FREE RETURNS £7.99

https://www.prettylittlething.com/new-in.html   SHOP NOW

PRETTYLITTLETHING

NEW IN   CLOTHING   TRENDING   AUTUMN   DRESSES   TOPS   ATHLEISURE   CO-ORDS   SHOES   ACCESSORIES   BEAUTY   SALE

Fig.4 PLT 2024

25% OFF ALMOST EVERYTHING*: GET25

Autumn Outfits

As the temperature drops it doesn't mean your dressing standards must. Transition your wardrobe seamlessly with our must-have autumn outfits and say goodbye to awkward unpredictable weather dressing. Be ready for all climates with new denim styles added daily that you can dress up or down and wear on rotation. Keep layering in mind for your day-to-day outfit with breathable knits, lightweight jackets or the new must-have autumn dresses. Channel boho vibes with some transeasonal florals, suede pieces and tassels or keep it slick with all things leather. Autumn clothing is all about layering and we've got everything you need to channel some serious cosy glam vibes. A statement autumn coat is a must-have for any occasion, from teddy styles to chic trench coats that will suit any vibe. Amp up your look but contrasting different styles. Give your leather trousers a feminine sentiment with a silky blouse or toughen up a floral slip dress with a pair of chunky boots. Our edit of women's autumn clothes has you covered for all areas, whether you're looking for the perfect party look or for that new autumn style staple, shop autumn outfits at PrettyLittleThing.

Under every category, they have a description of what to expect in this section and why they have this section making it easier to know if you will find what you are looking for or if you like the sound of it.

REFINE BY

Fig.6 PLT 2024

▼ Style

☐ Oversized Jumper (17)

☐ Knitted Skirt (10)

☐ Long Top (107)

☐ Cardigan (12)

☐ Bomber Jacket (7)

☐ Bodycon Dress (60)

☐ Maxi Dress (42)

☐ Bodysuit (13)

⊽ HIDE FILTERS   1238 STYLE(S)   SORT BY: MUST HAVES ⌄   VIEW: ▦ ▦
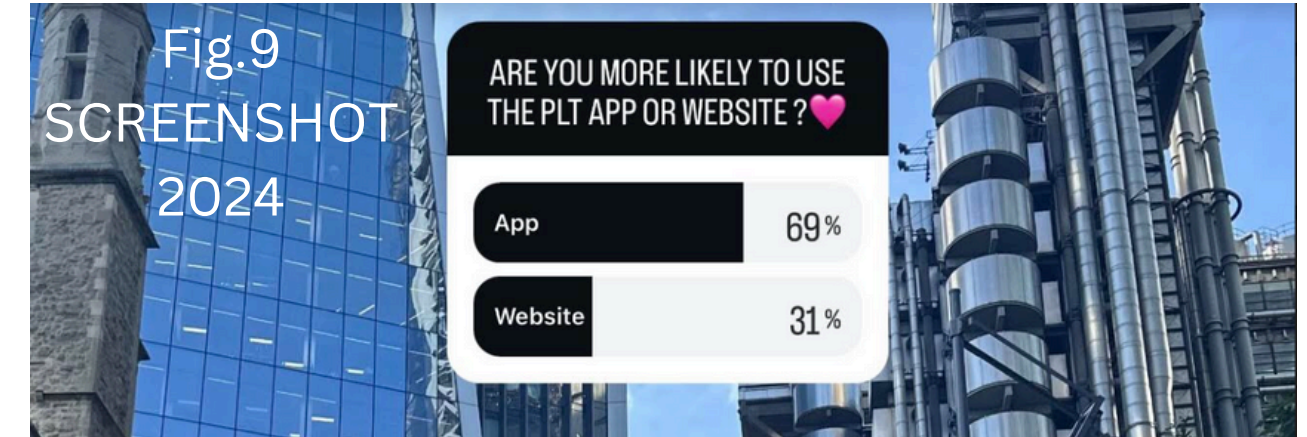
Fig.5 PLT 2024

All of the tabs and filters around the products are removable, which makes the page less busy and overwhelming, resulting in more attention being paid to the products.

Pretty Little Thing gives you the option to filter the website. For example, you can filter to jumpers or one of the many categories that appeal to you.

The mobile app is very similar to the website looks-wise. However, the app is more personalised to you. For example, you can check all your past orders and tracking history and add things to your 'wishlist' so the product is easy to find if you decide to buy it.

Fig.8 PLT 2024

Fig.9 SCREENSHOT 2024

ARE YOU MORE LIKELY TO USE THE PLT APP OR WEBSITE?💗

| App | 69% |
| Website | 31% |

I asked my followers on Instagram whether they were more likely to use the Pretty Little Thing app or the website. 69% said app and 31% said website.

PRETTYLITTLETHING

Fig.2 PLT 2024

CUSTOMER PERSONA

fig.1:PLT.2022.short dresses and mini skirts (Photo)

NAME: Bethany
AGE: 20
OCCUPATION: Part-time student and retail worker
INCOME: Minimum wage
LOCATION: Essex
GENERATION: Gen Z

Pain points:

The pain point for our consumers is that they have trouble finding affordable trendy clothes to wear, so we wish for our gamification concept to provide discounts to customers and inspiration for outfits from other users to keep up with the trends and create cool fits.

User Description: Bethany is a Uni student who lives and breathes social media, enjoys the clubbing scene, and raves regularly.

Brand Affinity/Product Usage: Bethany uses Pretty Little Thing as an easy shopping experience for both her Uni clothes and her Raving outfits, she is signed up for their loyalty program for last-minute important orders.

Family Status: She lives in her university accommodation, is single, and has both parents and a younger sister.

Benefits (Buying Motivations): Her main buying motivations are to find easy and quick-to-deliver outfits for festivals and clubs and to stay up to date with fashion trends with her day-to-day outfits.

Demographics:
Bethany is a Student and a retail assistant who is on minimum wage and a part of generation Z, this means our demographic is young adults in their mid to late 20s who enjoy fashion and the party lifestyle.

Goals:
She aims to succeed in her fashion course and aspires to be a designer and socialite. She enjoys posting on social media, and perhaps hopes to take this further someday.

Psychographics:
Her day-to-day life and mentality is always to remain positive and get the most out of life.

Lifestyle: (Hobbies and interests)
Her hobbies as said are partying, studying and social media. She has an interest in fashion and fashion design in particular.

Challenges:
She is finding high-quality clothing or staple pieces for her wardrobe for cheap which shows her style.

Geographics:
She is an Essex girl but aspires to live the more busy city life in London. She lives in her Uni dorms with five other roommates so laundry can be a problem so she would prefer a few basic pieces she can easily style differently to minimise her laundry amount.

PRETTYLITTLETHING

SMART OBJECTIVES

PRETTYLITTLETHING

SPECIFIC   MEASUREABLE   ACHIEVABLE   REALISTIC   TIME BOUND

"We aim to increase the PLT of app users by 25% through our gamification concept in 6 months"

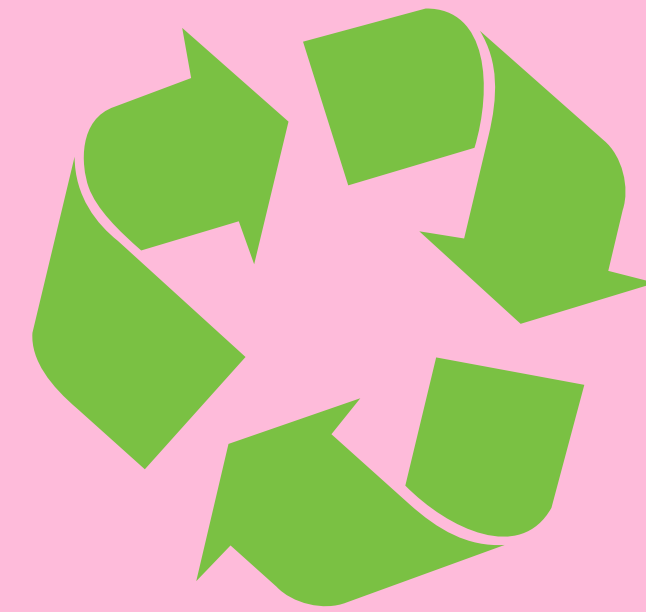"We also aim to increase click through rate of a Gen Z audience from social media to the app by 15% in 3 months"

PROBLEM IDENTIFIED   lack of eco-friendly practices

- Using harmful polyester instead of opting for more eco-friendly resources
- There is no evidence of them taking meaningful action to reduce their carbon emissions
- There is no evidence of them reducing their use of harmful chemicals
- They have not reduced their water or waste reductions

SUMMARY:

The summary is that while they may have told us of their initiatives to help the environment in the future there is currently no evidence of them following through with their goals and emitting harmful chemicals and greenhouse gases. (Good on you 2024)

How this may impact their future success:

Sustainable fashion is a steadily increasing trend, with 68% of the people shopping eco-friendly being Gen Z, and 6% of shoppers choosing environmentally friendly options, which is a number set to increase in the future. This issue is because Gen Z is the target market for Pretty Little Thing. With them flocking to more environmentally friendly options their customer base may grow the resent them as a company for their negative impact. To remain steady PLT will need to provide much better eco-friendly practices or they may find a decrease in sales and customer loyalty. (Statista Research Department 2024)

Market Insights Introduction

Gen-Z selling sustainable shows that 64% of Gen-Z are willing to pay more for sustainability clothing however still flock to discount and fast fashion labels. Currently, Gen-Z are quite young so they don't have the income to spend money on sustainable clothing so they tend to lean towards more fast fashion retailers however as their salaries grow Gen-Z customers will feel more inclined to purchase sustainable clothing which is something PLT is lacking. This could lead to a future buying decrease and maybe a PR crisis due to the eco-minded youth and expectations of companies' sustainability. (ELIZABETH 22.08.24)

Another way Pretty Little Thing could improve its market is by having more stores. Currently, the only store PLT has is a showroom based at its corporate offices in London. This could be an issue for their consumers who live far out as they may wish to visit a PLT store but can't travel that far, this is why having pop-ups could be a better idea to reach out to more consumers. An article on stores in 2024 explains how they believe that personal experiences and community building should be vital to brands to help bring back that in-person shopping experience. This can help the consumers trust the brand as it allows them to test and feel the quality of the products in person instead of risking their money for a bad quality product. We think that while PLT has a strong social media presence they should focus on marketing in person with more stores to show they are not hiding behind the screen regarding quality and the PLT community. (LAURA 18.07.23)

In conclusion, Pretty Little Thing while it may have a strong social media presence and relationship with their current customers may experience problems in the future due to their lack of sustainable practices and physical stores. This means that they may want to invest in a change for the future where they create more fun pop-up stores to create a better in-person shopping experience for the consumer and begin to plan for a more sustainable future for the company. This will help broaden the company's consumer pool and create a better image for the company.

GAMIFICATION CONCEPT

WHAT'S YOUR STYLE?

Personalised concept of having the consumer create their own bitmoji and able to style with the prettylittlething products.

Fig.12 Dress To Impress 2024
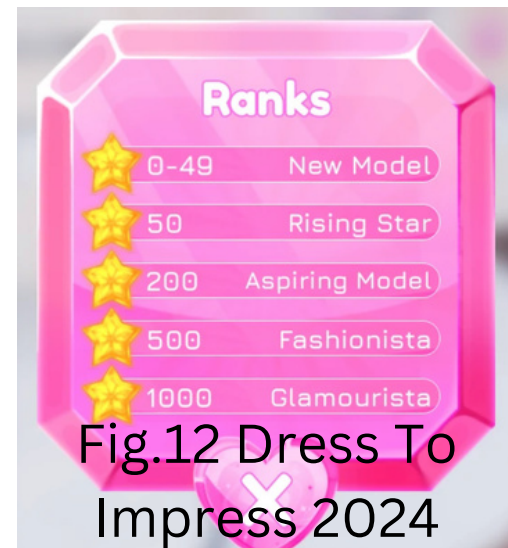
Our gamification concept is to create a styling game that collaborates with Snapchat, where users can style their Bitmoji in PLT clothes online. Each player will judge who made the better outfit through a voting process. If you win you collect points that can be used to collect on discounts or increase your wardrobe in the game. Overall, the best players will have a chance to win tickets to influencer and PLT events creating a more inclusive community.

Fig.13 PLT 2024

They are creating the best outfits where they earn points. Consumers with the best style according to the server and the biggest amount of points will have a chance to gain discounts, loyalty points, and free products and even have the opportunity to attend brand events or brand trips helping turn influencer trips into community engagements making the brand an inclusive community.

The games which inspired us to use this type of concept are Episode, Dress To Impress and Kim Kardashian Hollywood.

Fig.14: Bitmoji 2024
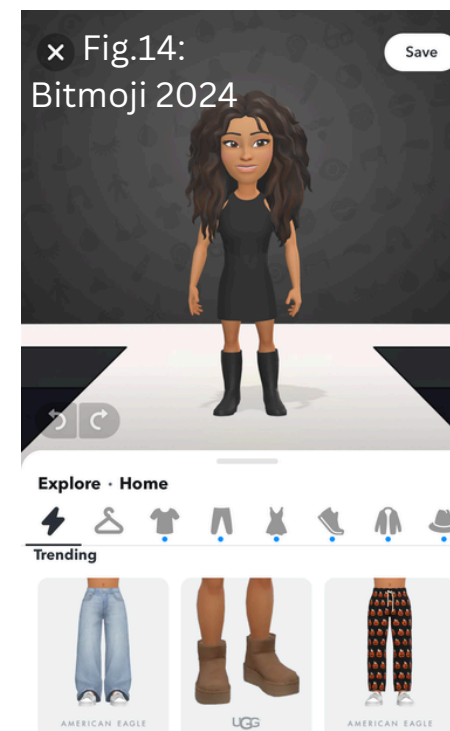
Market through the 'girls squad on tour' - virtual video pod - used at the Barbie exhibition - where you stand in front of it and will style you, advance measures body shape, height etc to show inclusivity.

Snapchat collaboration - dress your Bitmoji in PLT and try our new filter. The filter will showcase your creation with a link to the game. The game is also found on the PLT app and connected to Snapchat. Market the game through Snapchat primarily due to the Gen-Z audience and their engagement with the app.

WHAT'S YOUR STYLE?

We are ensuring fairness and inclusivity in our game by giving discounts to people who don't receive good scores. We want to ensure that our game is accessible to everyone by providing a mobile app that Apple or Android can download and is even accessible via the web. There can be risks with gamification strategies where sometimes brands manipulate audiences into spending more time or money than initially intended. Therefore we want to ensure our game doesn't possess any addictive game mechanics exploiting the consumer. To ensure this doesn't happen, we could set daily limits for users who can only make 5-10 designs a day.

To ensure that the game "What's Your Style?" stays relevant and quickly changes for our Gen-Z audience. We would match new clothing launches on the PLT app with new product launches on the game. This means new styles that match current trends, seasonal changes and celebrations.

PRETTYLITTLETHING

Fig.15 PLT 2024

INCLUSIVITY

EMPOWERMENT

DIVERSITY

We want our game to be ethically inclusive by giving each player a chance to gain an equal amount of points which allows any player to get on the leader board. We have decided to have 12 places available on the leaderboard to help make the game fair by showing players a wider perspective of designs to vote on. This voting system will be monitored by levels and healthy competition which is an ethical gamification strategy. We are committed to ensure that we don't make our game rigged in anyway which is why we want to be completely transparent with out Gen-Z audience. For example providing the audience with a minimum discount of 5% and a high of 40% due to set percentages. Were also giving our top users a chance to be invited on influencer trips or brand events turning these luxury incentives into community engagements

TEMU USING GAMIFICATION

Fig.17 TEMU 2024

Fig.18 TEMU 2024

One example of another company using Gamification is Temu, before Temu came to be, most of our online shopping was done through other platforms like eBay and Amazon but now due to their marketing strategies they have become one of the largest online shopping platforms globally. One of Temu's greatest marketing strategies was the six, short ads they posted at the American super-bowl each one costing around 5.5 million, this made their usage spike by nearly a quarter whereas their competitors dropped between 5-3 per cent. (Gruet 2024)

Fig.19 TEMU 2024
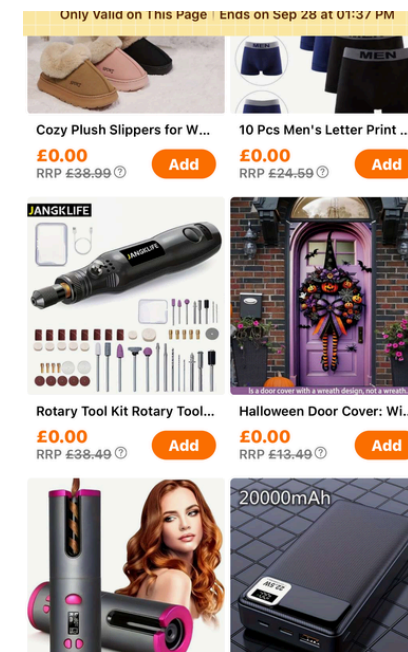
Fig.20 TEMU 2024

Even though their ads created a huge revenue their main marketing strategy is through Gamification, they do this by creating addictive mobile app games for their users to play while earning rewards and discounts. A couple of examples are the Fish Land and Coin spin games. Gamification has become popular due to the games increasing user time on the apps which increases the chance of further purchasing and appeals to the competitive side of the user with the prizes acting as a reward and instant gratification for their time spent on the app, making them feel more inclined to use their discounts through purchasing. (Temmen 2024)

TEMU USING GAMIFICATION

Ethical issues Temu could face due to their use of Gamification, there have been many research studies that show the unethical sides to Gamification stating it is a type of manipulation for the company to use to influence their consumer's way of thinking for their benefit. This means that some companies may use strategic ways to manipulate their audience against their better judgment, they can do this through grinding mechanisms, pay-to-win systems, FOMO and many more.

Due to the fear of manipulative techniques, Temu could be suspected of using some techniques to drive user engagement and purchasing. (Gruver 2024)

NIKE USING GAMIFICATION

Nike Run Club uses gamification to engage and motivate its users to achieve more. It changes running from a fitness activity to a fun and rewarding experience.

Personalised goals
Nike Run Club allows users to set personal goals based on their fitness levels. When users achieve their goals they earn badges and milestones, creating a sense of accomplishment. This boosts Nike's sales.

Global challenges
The app regularly introduces global challenges such as running a set number of miles monthly. Users can participate in these challenges alongside millions of other runners creating a sense of community within the app.
(Nike.com)

The Nike Run Club app is about motivating their users and inspiring them to do more. However, it is also a way for them to engage more potential customers. But are they ethical with their use of gamification? Inclusivity: Nike is inclusive when it comes to their app as they consider your height and weight and tailor your running plans. They are also transparent with what they will do with your data and give you the option to allow them to use your behavioural data to improve your experience by reviewing how you interact with their sites and apps. (Nike run club app)

PERCEPTUAL MAP

Key Highlights:

High Price

(Fig. 26 H&M 2024)

£2.50 - £395

(Fig. 27 ZARA 2024)

£10 - £110

(Fig 23 ASOS 2024)

£4 - £549 Autumn Line
Satisfied

High Quality

Low quality

(Fig 24 BooHoo 2024)

£3 - £75 Autumn line
Mostly great quality for the price

(FIG 25 PrettyLittleThing 2024)

£3 - £195
Poor Quality

Low Price

COMPETITOR ANALYSIS

	ASOS	BOOHOO
OBJECTIVES	- To be the world's number one fashion destination for fashion. - For customers to be free to explore and express themselves without judgement, no matter who you are or where you're from. - Giving people the confidence to be whoever they want to be. - To have an inclusive culture that encourages passion, enthusiasm, and development.	- To deliver inspirational on-trend fashion - To be a fashion-forward innovative brand - To reduce their impact on the planet - Focus on their biggest environmental impacts first then move on to their smaller issues.
STRATEGY	- Tailor-made sales and discounts for each consumer. - Mobile app - Heavy social media presence targeted at a Gen-Z audience. - Sustainability and corporate responsibility that launched in 2010	- Sales and discounts - Heavy social media presence with relatable and fun content - Their minute to win it game on BOOHOO man - Joined sustainable groups like the Sustainable apparel coalition and the microfibre consortium.

	ASOS	BOOHOO
ASSUMPTIONS	ASOS has a big environmental impact on the fashion industry however I don't believe that it will dramatically change in the future due to the constant development in fast fashion and the sheer number of brands that work with ASOS - it is hard to manage.	I think that BOOHOO is a brand of convenience, while they have many brands under their name most are sold online instead of instore so i think their strategies are going to focus mainly on the digital aspect of their brand.
STRENGTHS	• ASOS has a strong brand reputation known for its trendy and affordable products. • They thrive off their inclusivity and body positivity by catering to different cultures, body shapes and types. • Sell your label and third-party brands - something for everyone. • Global reach and globalization as they ship to over 200 countries.	Their strengths as a company are that they are known as a reliable brand with okay quality for the price, and they have a lot of initiatives for helping the planet in the future. They also have good discounts and prices for those who don't have alot of money to spend on a quality brand.
WEAKNESSES	• Even though they have a big global presence, they still depend on the UK market. • Intense competition - highly competitive • Big dependence on their third-party suppliers which could lead to quality control issues and ethical concerns. • Sustainability challenges - due to the fast fashion nature it can lead to waste and environmental damage.	Their weakness is their social media presence. While they post often and the content is good, they do not have much interaction, especially on their TikTok, a platform that is very popular for brands to engage with customers.
PREDICTIONS	In the future ASOS will expand into new markets helping develop their global reach specifically through the rapid growth of AI which can help personalise the consumer's shopping experience through incorporating new features such as virtual fitting rooms.	In the future, I predict that they will try and grow their TikTok account through either collabs, trends or original ideas to try and drive their engagement and market their products better.

(PRIMARK 2024)

	Primark
Objectives	• It aims to provide affordable choices for everyone • To make more sustainable fashion affordable • To create great retail experiences • To give clothes a longer life
Strategy	• The Primark cares strategy to engage in eco-friendly practices • Providing cheap clothes for people of every income • Engage audiences with their social media platforms like their many TikTok accounts
Assumptions	• While Primark may have the intentions of becoming a more eco-friendly brand due to the high demand of their products you could assume they will never become a lead in environmentally friendly practices and will remain to have sweat-shop accusations.

	PRIMARK
STRENGTHS	- They are a cheap brand known for their fair prices - They have a good social media presence with great traffic and engagement - They have many stores globally - They sell a lot of different products and are known for their dupes of other brands
WEAKNESSES	- No online stores which is missing a huge revenue - They have many sweatshop allegations and not have the best image - Primark stores are known for being messy and disorganised, connoting that they may be understaffed or undertrained. - Have a very negative environmental impact - Bad quality product
PREDICTIONS	- I predict that in the future Primark may wish to enter the online selling market and open a digital store - They also may try to improve their stores globally as while some major stores have great presentation other smaller stores are known to be messy - I also predict they will try to regain their image as an ethical and eco-friendly store instead of the slightly negative image they have now

BRAND LOYALTY

Whats your style will increase brand loyalty and heres why

Due to the digital products available, you can create an outfit available to buy from PLT. For example, you can create an outfit, using all PLT products, to put on your bitmoji so you can see what the outfit looks like against your skin tone, hair colour etc. If you like the outfit you have created you can then click the link which will redirect you to that product on the PLT website or app. Because the users can create the outfit vertually first it is more likely for them to like the outfit as they can see it put together which makes them more likely to buy it . As this is such an easy way to style and try out outfits people are more likely to shop from PLT and keep going back instead of going to your competitors

What's your style will give your customers and others the opportunity to create a relationship with your brand therefore increasing brand loyalty. They wont just see you as any other brand as 'What's your style' will differentiate you from your competitors. As the users use What's your style they will create so many outfits that they like and are so easy for them to buy they will be on your website more than usual and this is what will make them want to go back.

SWOT ANALYSIS

Strengths

Pretty Little Thing has strong growth in its financial performance. Since 2016 their revenue has just been increasing, in 2016 their revenue was 21.8M and in 2019it rose to 374.4M.

They have also successfully delivered their message of body positivity and equality. An example of this is shown through their models

Weaknesses

Pretty Little Thing doesn't use environmentally friendly fabrics. When describing their products it also doesn't mention using recyclable materials. Pretty Little Thing has created a new app called PLT Marketplace. This is where you can resell your clothes from PLT that are no longer useful to you. This is a step in the right direction for PLT and its sustainability journey. However, many people have accused PLT of greenwashing and this app could be trying to shift people's focus to their eco-friendly app rather than from their fast fashion and unsustainable brand.

SWOT ANALYSIS

Opportunities

Pretty Little Thing has many opportunities, such as collaborating with known personalities. Like Maya Jama when shes presented Love Island as it is such a popular show watched by PLT's target audience

Threats

Fashion trends are changing all the time, this is a threat to PLT as if they want to stay on trend they will have to do tons of research all the time and design and get the clothes made quickly before other brands do.
Also fashion retail is increasing especially online brands. So PLT will have to keep looking for fresh ideas that differentiate themselves from their competitors.

PESTELE Analysis

P ➡ Political

E ➡ Economical

S ➡ Social

T ➡ Technological

E ➡ Environmental

L ➡ Legal

E ➡ Ethical

FASHION · FASHION · FASHION · FASHION · FASHION · FASHION ·

POLITICAL

Tax Policy – PLT is a global company that must abide by all trade regulations for import and export laws.

Labour Laws – As PLT is a fast fashion brand they are accountable to scrutiny due to cheap labour specifically in developing countries this means there is much pressure towards improving working conditions and increasing wages.

International Trade Policies – Tax rates and government policies could affect the overall profitability of PLT.

ECONOMICAL

Inflation – Fluctuations and changes in interest rates or rising inflation can affect the production costs of the products and even the profitability.

Consumer spending power – Specifically with the current cost of living crisis, consumer spending habits have changed, affecting PLT as new clothing items aren't essential.

Supply chain disruptions – This can lead to delays in product availability, which can lead to stock shortages or even an increase in product prices for consumers.

SOCIAL

Influencer/social media marketing – PLT heavily relies on social media and influencers for marketing. Specifically when trying to resonate with their younger audience (Gen-Z) by setting trends and using hashtags.

Attitudes towards inclusivity – PLT is known for expanding its inclusivity through using plus size and petite models by introducing inclusive sizing helping empower women of all shapes and sizes.

Fast fashion trends – Quick thinking and adaptation to the fast-changing trends means making the products to market quickly to satisfy these trends.

TECHNOLOGICAL

Social media – Technological advancements such as mobile apps and social media using tools such as PPC campaigns to drive traffic to the PLT website, enticing more people to shop.

Sustainability innovations – Emerging tech by working with eco-friendly materials PLT means the brand can stay relevant towards economically concerned consumers.

AI – With the fast advances in artificial intelligence, PLT could use it to help create immersive virtual experiences for their customers/users. However, still ensuring they are storytelling

ENVIRONMENTAL

Pollution targets – PLT aims to decrease carbon emissions by approximately 4.7% yearly.

Energy use/Carbon footprint – PLT aims to reduce their carbon footprint but in 2022 they emitted 9.17 million tCO2e into the environment with no clear proof of improvement.
(celestin 23)

Waste management – PLT has taken a few steps to reduce their waste one being their recycled line of clothes made from scraps of materials and recycled polyester.
(Wolfe 2023)

Plastic packaging – PLT uses recycled plastic to create their packaging bags

LEGAL

Ethical labour practices – As PLT is a fast fashion brand they are accountable to scrutiny due to cheap labour, so they need to ensure that they don't violate labour standards which could jeopardise their reputation.

Advertising standards – Specifically related to influencer marketing PLT must abide by disclosure laws regarding paid partnerships and endorsements.

Data protection – Ensuring you protect customers' data to avoid legal repercussions and maintain trust between PLT and consumers.

ETHICAL

Ethical Principles –Pretty Little Thing while they say is an ethical company have faced many controversies due to it being a fast fashion brand with a significant environmental impact.

Child Labour – The PLT group expressly prohibits using workers under the minimum age according to national law and says they will continue to partner with nominated NGOs.

Data and Security –PLT has said that they only use the data given for the reason given, they will protect the data provided, and they will delete any data if it's unnecessary.

Inclusivity– PLT believes in inclusivity and has created a community of #everyBODYinPLT a movement towards body positivity and confidence regardless of body type, race or gender.

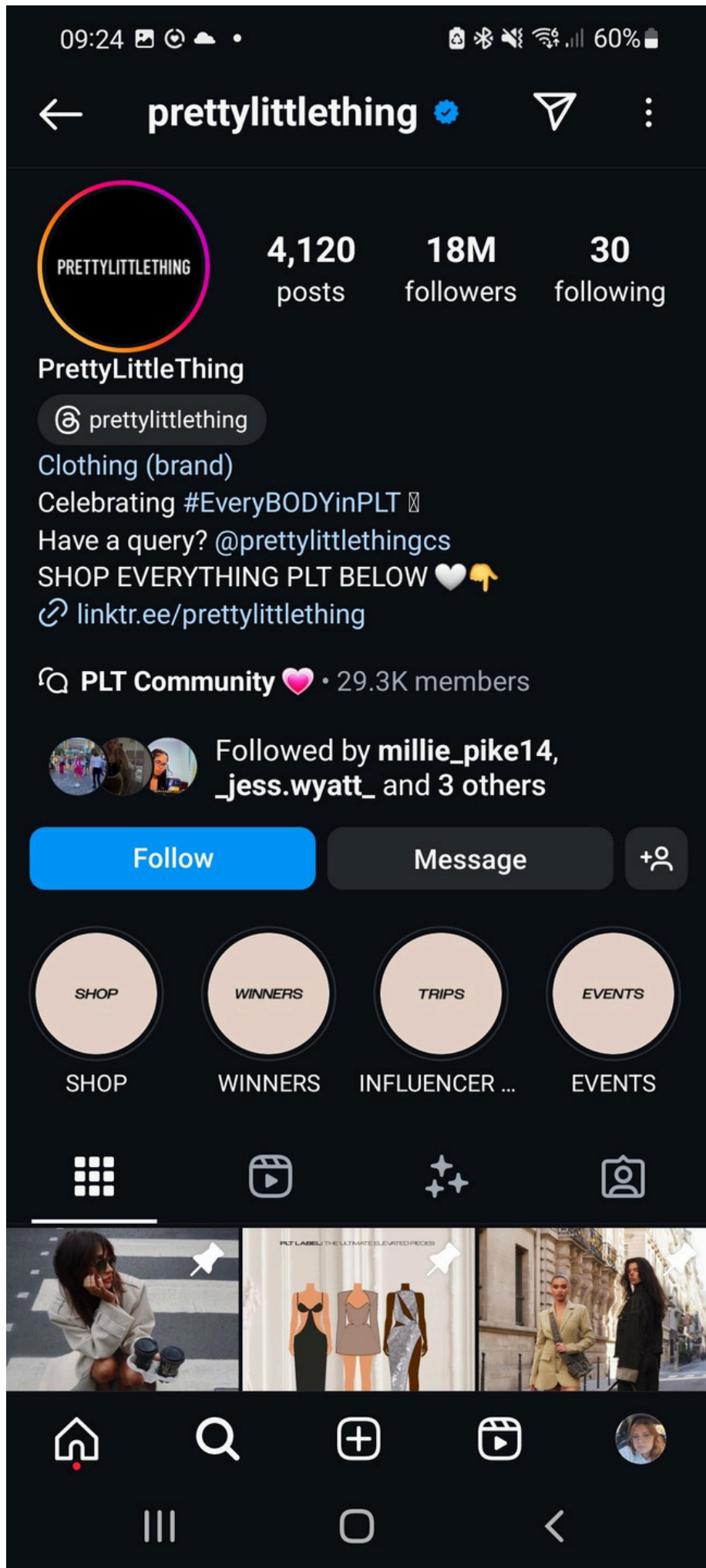# How we will implement our strategy

Our goals:
- Our goals are to increase the number of PLT app users by 25% in the first 6 months
- We also aim to increase click through rate from social media to the app by 15% in 3 months

Our demographic and their online behaviour:

1. Our Demographic is Gen Z (1997- 2013)
2. Our chosen social media platform is Snapchat

Stats: (Statista 2023)
- 56% of Gen Z use Snapchat
- 24% of the general population

Fig: 31 DLA 2024

While Snapchat will be our main platform due to the collaboration we plan to create engaging content across all platforms including Instagram, TikTok and Youtube.

(Statista 2023)
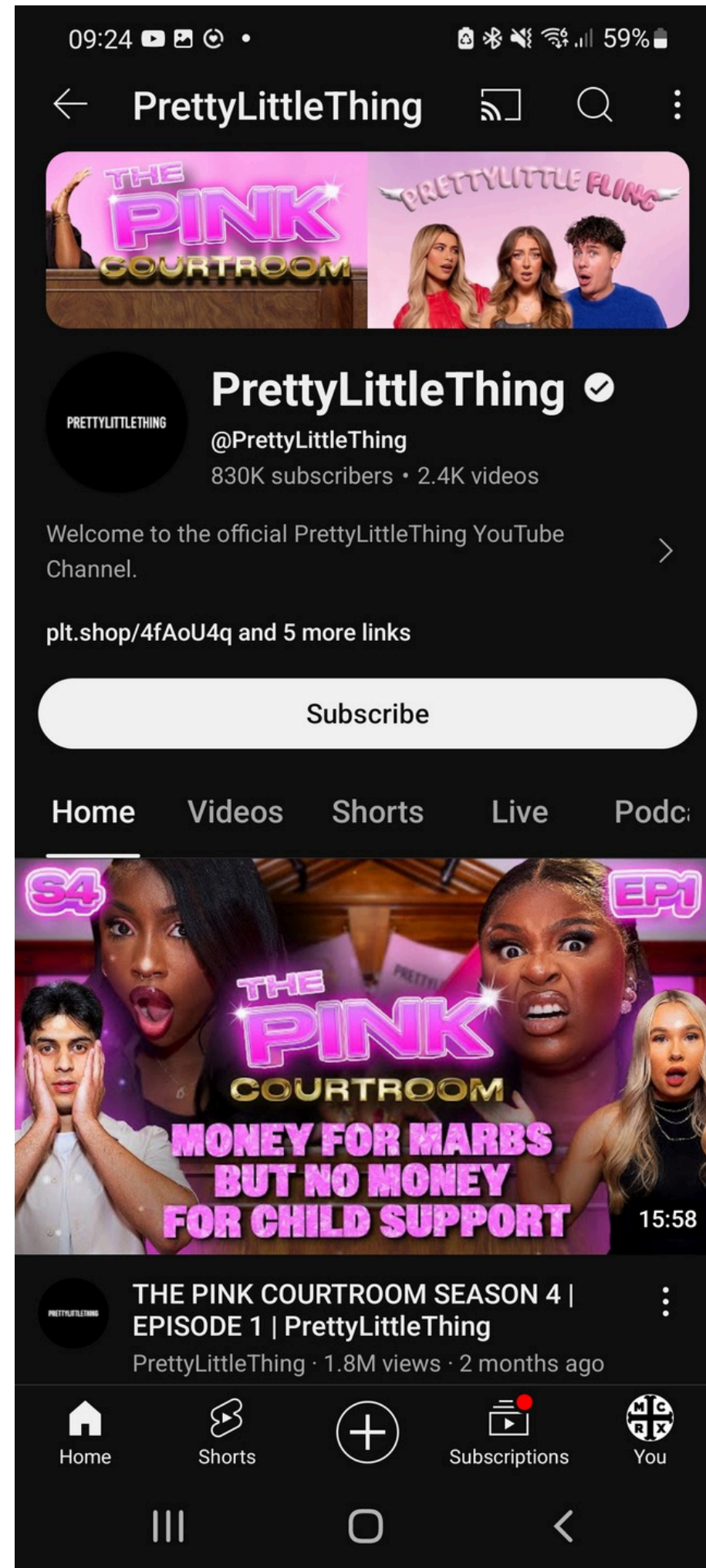
Gen Z platform usage stats:
- 96% use Youtube
- 72% use TikTok
- 69% use Instagram

(Vimeo 2024)

Creating engaging content:
Creating engaging content is very important due to the short attention span of modern-day consumers, especially Gen Z, our target demographic. When creating posts we will keep in mind the time stamp recommendations for the length of the posts for example the recommended length of a TikTok is 24-30 seconds. Most young people like to push for more relatable and personalized content favoring authenticity from brands and their online presence.

Instagram posts

Instagram is a viral platform with 69% of Gen Z using the app and PLT having 18M followers regularly engaging with their content and being informed of new events and sales through the app.

(Fig 33- PLT, instagram, image.2024)

YouTube videos

With my research concluding that 96% of Gen Z use YouTube and with PLT's very successful YouTube account featuring their show called the "pink courtroom" it would be wise to advertise the new game on the site using their influencers Ella Thomas, Nella Rose and Indiyah, who are the judges in their show to promote the app to their already huge audience of around 2.6 Million.

(FIG 34- PLT Youtube, image. 2024)
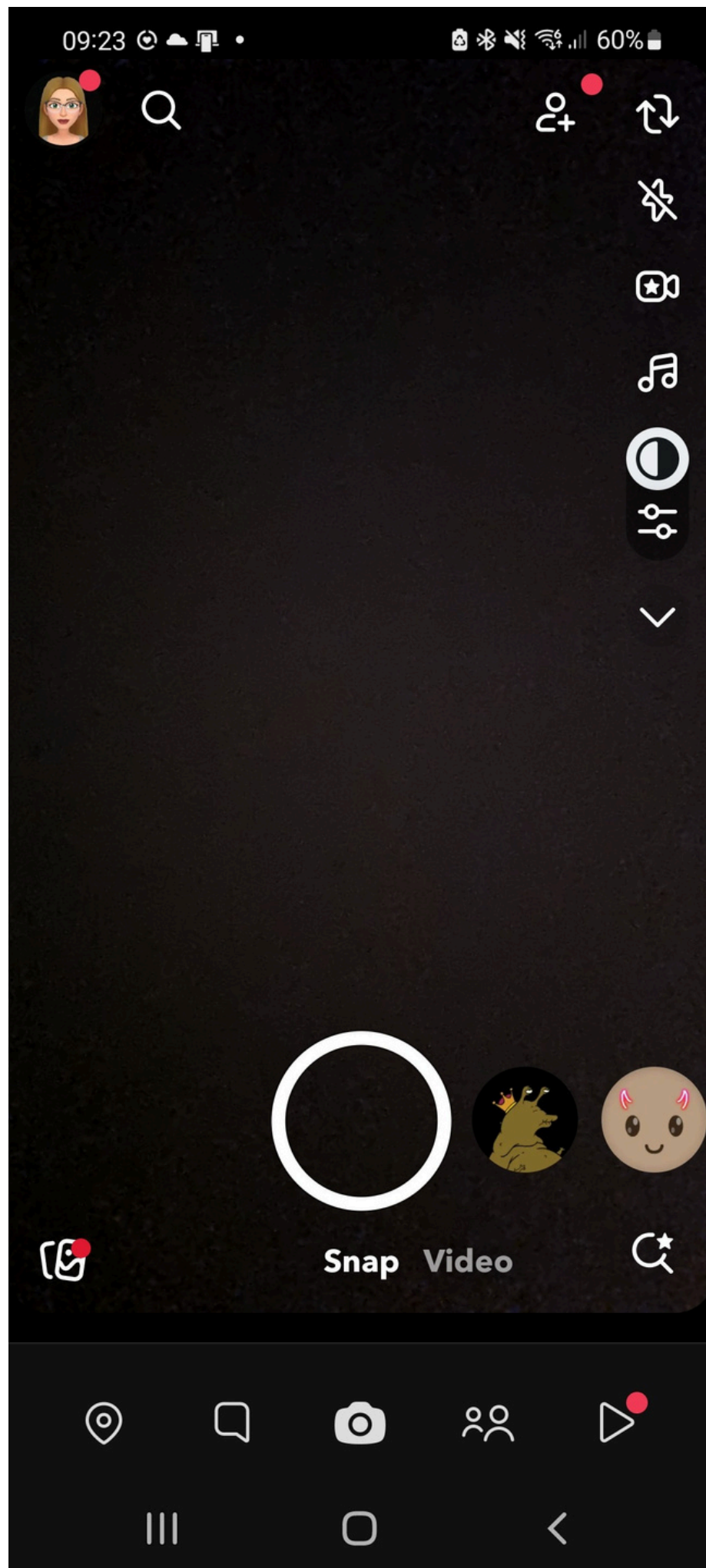
(Fig 32- snapchat, image. 2024)

Snapchat: usage of bitmoji

Surprisingly, even though Snapchat is seen as a very Gen Z app the statistics are that only 56% of Gen Z use the app and while this is high is it low compared to other sights. However, different platforms do not include the edit your digital self option, or Bitmoji. Using Bitmoji means that both our game and Snapchat will increase user engagement, as people will want to edit their outdated Bit to use the game.

Creating our own filter:

In order to market our game and make our partnership with snapchat obvious we wish to create our own filter, this way we can market to our demographic with a fun filter that styles you using a random generator.

Examples of other companies creating branded filters:

STARBUCKS
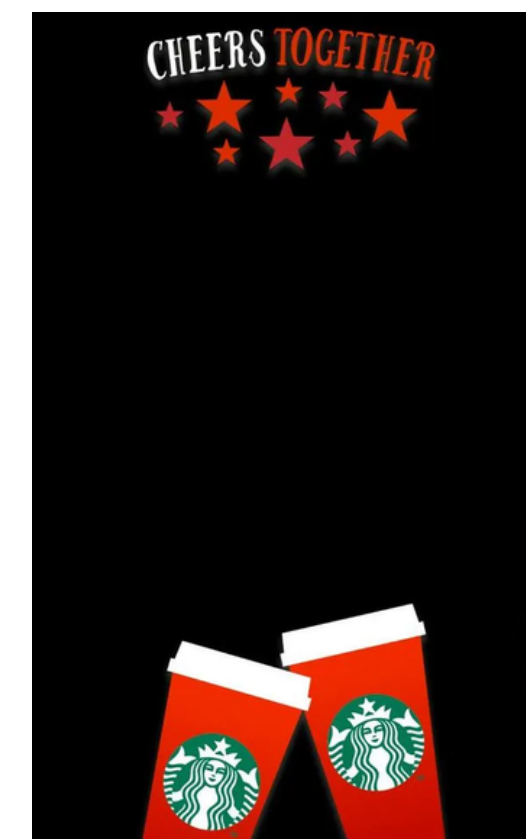
TACO BELL

(Fig 35 & 36 Vasquez 2016 snapchat filters image)

KPI'S & EXPECTED OUTCOME

KPIs - Key Performance Indicators. We are going to measure the success of the marketing campaign by setting targets and objectives - for example 10,000 downloads in the first 3 months of the launch of our gamification strategy.

Tracking the analytics of the app including CTR (Click Through Rate) from Snapchat, Bounce Rate, ROI, Churn Rate to see whether the game is engaging enough for the audience and User Progression to monitor discounts and rewards gained through playing the game - ensuring fairness and Inclusivity

Our Expected outcome is to empower the users, to make people feel included because ANYONE can play the game - no matter if you use android, apple whether it is on a phone or laptop etc. Showing diversity and inclusivity.

Our outcome is to be creative. We want our users to be able to style their dream outfits using digital versions of PLT products and feel empowered by this. This means that our users will be able to express themselves and design even if they can't afford the products at this time.

MEASURING OUR GAME

To measure the success of our game, we will use marketing metrics, including ROI (Return On Investment), Conversion Rate and Click Through Rate. One of our SMART objectives is to increase the Click Through rate of a Gen Z audience from social media to the app by 15% in 3 months.

Return On Investment
By attracting a younger audience with higher purchasing we aim to access a long-term customer base who might not yet be loyal to the brand. This would positively impact the return on investment by driving sales from a more engaged audience and platform, making a profit and creating a high return on investment.

Conversion Rate
Social media tracking can measure the rate at which Gen Z followers convert into traffic in the PLT game. Social media growth is only as valuable as the level of interaction it generates for a brand. If the conversion rate of social media traffic to the app increases in line with follower growth it will indicate active participation meaning efforts will drive quality followers that will be more likely to return.

Click Through Rate
A method that is a part of CTR is a Call to Action, these can also be used to track the effectiveness of the gamification strategy. For example, we could encourage users to download and play our game in the PLT app. The amount of clicks can indicate how the gamification mechanics are compelling enough to drive engagement.
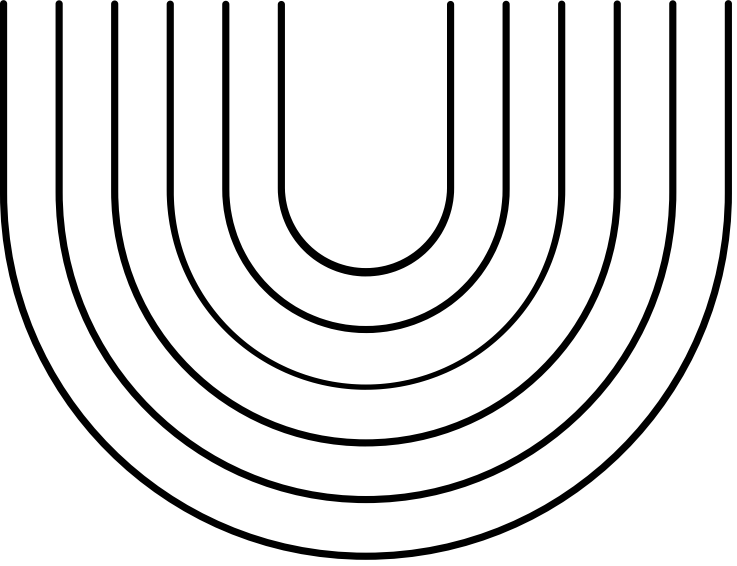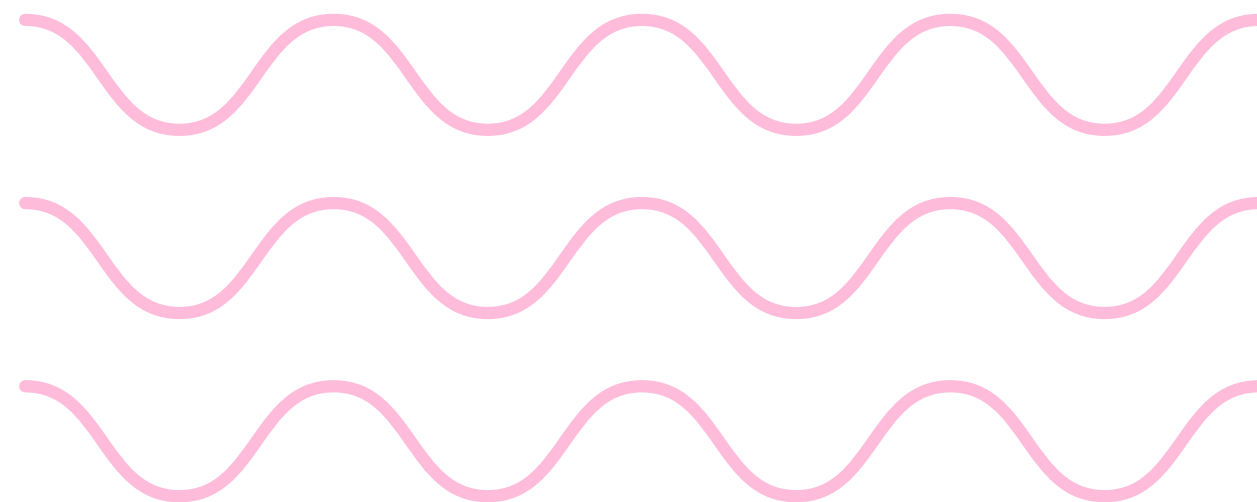
SUMMARY
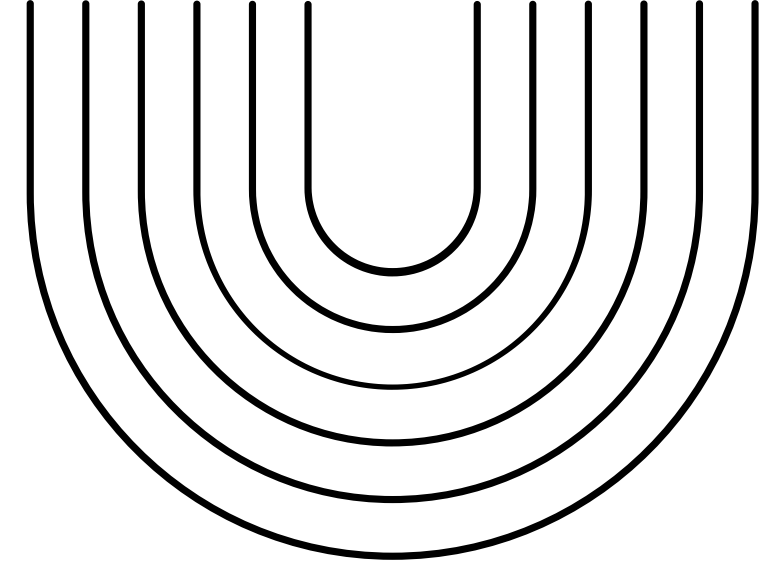
Overall, our game is all about making everyone feel included and feeling like they can express themselves without having to fork out every single piece of clothing from PLT.

The outcomes that "What's Your Style" will bring to your brand is: Brand loyalty, an increase in brand popularity, increase in website visits and an overall increase in sales.

THANK YOU FOR LISTENING

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WHAT'S YOUR STYLE?

PRETTYLITTLETHING

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