



CASE STUDY



M/A/R/C® helped an apparel maker increase their customer base through new positioning with greater breakthrough and optimized product offerings.



THE CHALLENGE

A leading national clothing brand was searching for ways to transform their brand in an ever-changing apparel industry where lines between wear occasions are increasingly blurred and less defined.

Key Needs for Our Client

- Define category landscape and where brands currently play
- Identify distinct wear occasions and items worn for each
- Uncover white space and unmet needs in the category
- Determine definitive roadmap for brand's future

THE SOLUTION

A Comprehensive Approach

1

“Closet Ethnography” of Favorite Clothing (Current & Desired) to understand preferences

2

Webcam In-Depth Interviews to surface functional/emotional needs for everyday clothing

3

Implicit Association Testing (IAT) + MaxDiff to identify most frequent occasions/needs



THE RESULT

Exploring the where, why, and when of clothing choice established the relevant occasions and needs to quantify. System 1(IAT) metrics uncovered the integral role of emotions in apparel decisions, while System 2 (MaxDiff) metrics revealed the strength of occasion and brand associations. Each brand's current positioning and areas of opportunity were identified, allowing M/A/R/C® to create a clear roadmap with strategic paths to migrate the brand into high-potential occasions.

We'd love to share more!

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