



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 areas of need for our client...

Define the category landscape and where brands currently play

Identify distinct wear occasions and the items worn for each

Uncover white space and unmet needs in the category

Determine a definitive roadmap for the 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 were needed to understand the integral role of emotions in apparel decisions. These were coupled with traditional System 2 (MaxDiff) to understand 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.

To learn more, please contact:
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