

Two models are shown from the waist up. The model on the left is a Black woman with long, straight black hair, wearing a white button-down shirt with the sleeves rolled up and tan trousers. The model on the right is a woman with long, thin braids, wearing a light beige jacket over a white crop top and white trousers. Both models have their hands in their pockets.

digital strategy



*Created by
Jillian Ball*

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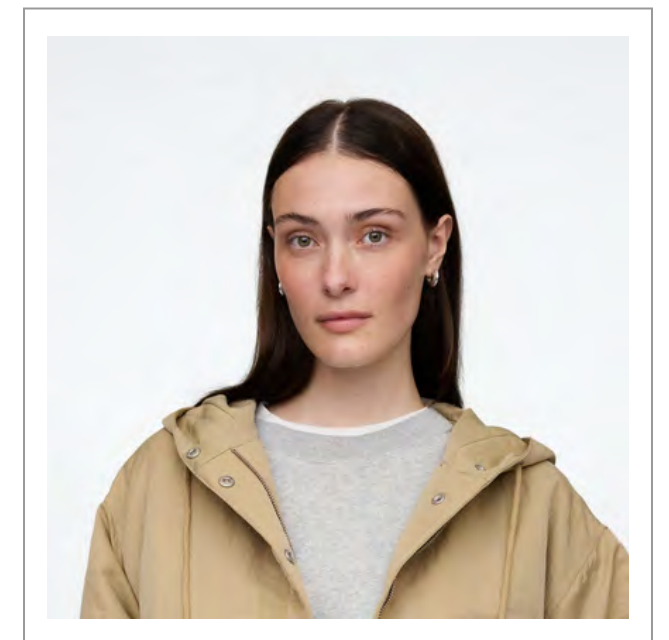
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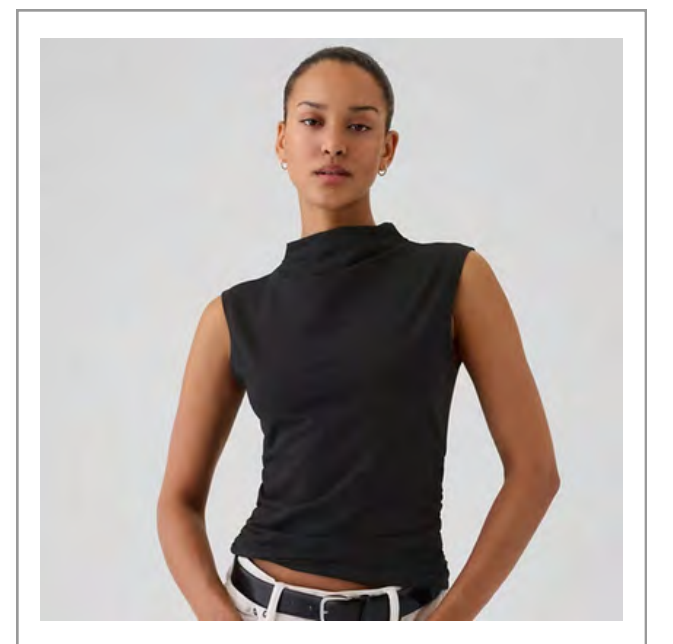
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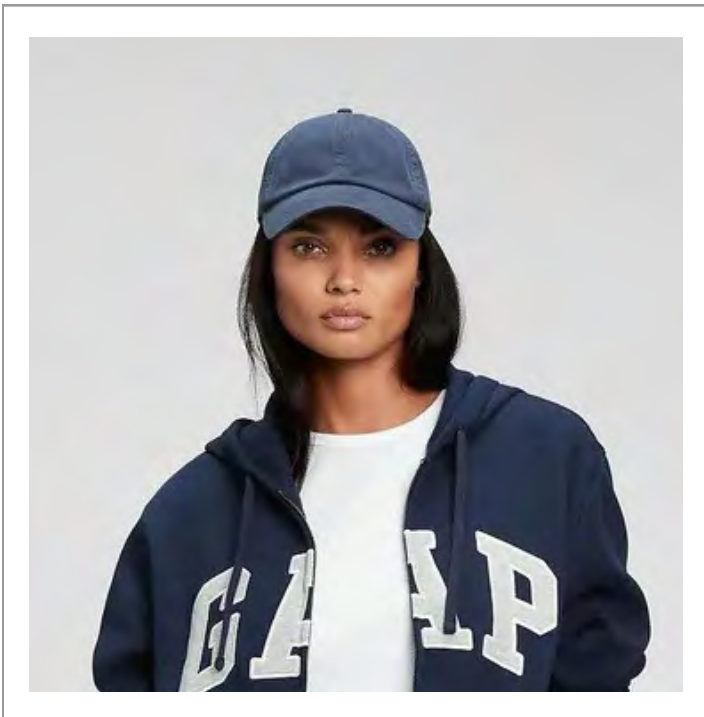
executive summary

The **#GapEveryWear** Campaign is designed to showcase the diverse selection of high-quality, affordable clothing to female college students. From business club meetings to sorority date nights to late-night study sessions, Gap is your go-to brand for all the clothing and accessories you may need in these years. The campaign will cost \$269,600 and is expected to yield **\$777,831** in revenue, a ROAS of **4.44:1**, and **12,546** conversions. Gap is sure to gain market share among its big-name competitors.



Gap is one of the four well-known brands under Gap Inc., along with Old Navy, Banana Republic, and Athleta. The brand emphasizes high-quality, simply designed clothing for everyday wear. While known for its staple jeans, t-shirts, and jackets, Gap has also expanded into various other clothing lines. Gap is steering towards a vision on sustainability, inclusivity, and versatility.

Bridging gaps to
create a better
world.



Gap - (p).02

about
gap

competitors

Gap - (p).03



“FASHION & QUALITY AT THE BEST PRICE IN A SUSTAINABLE WAY.”

H&M offers trendy, affordable clothing that quickly adapts to the **latest trends**. While they also market to all ages as do the other three, their main appeal is to **teenage girls**. H&M offers the **lowest pring** among the four and frequently runs promotions. They have almost 3,900 brick-and-mortar stores worldwide with 492 in the United States. Their socials heavily focuses on their target age group and features numerous collabs with **popular icons** for that market. H&M’s website is very photo heavy and highlights their “New In” products.



“TO GIVE CUSTOMERS WHAT THEY WANT, AND GET IT TO THEM FASTER THAN ANYONE ELSE.”

Zara is another competitor that aims for trendy, **high-fashion** clothing for the **young adult** age group. The two are very **on par pricing-wise**, with Zara at times more expensive. Attracting the **largest audience** among the four, their social media ambience is more **premium** and unconventional. Zara is heavily supported by user-generated content (**UGC**) and runs 2,221 stores worldwide, with only 100 in the United States. The website follows a **sleek**, edgy vibe and showcases its “**pre-owned**” line.

Abercrombie & Fitch

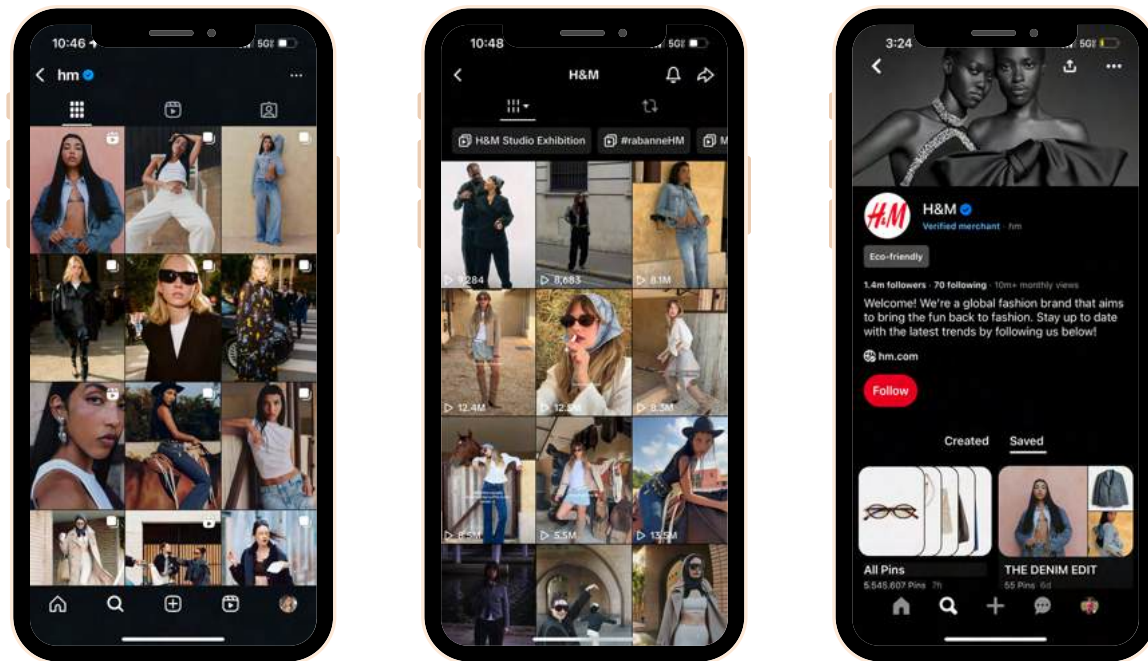
“EVERY DAY SHOULD FEEL AS EXCEPTIONAL AS THE START OF A LONG WEEKEND. COMFORTABLE, CONFIDENT, STRESS-FREE—TOGETHER.”




Abercrombie is the more **preppy**, youthful competitor, targeting a **collegiate** aesthetic. They price the highest among the four and center around its **high-quality** clothing lines. Similar to Gap, they have a large focus on **denim** seen across their socials with **light-hearted** content. Abercrombie is well-known for its **unique store atmosphere**, with 765 stores globally and 239 in the United States. Their website features it’s “Office Approved” collection and “**Picked For You**” targeted items.

digital review

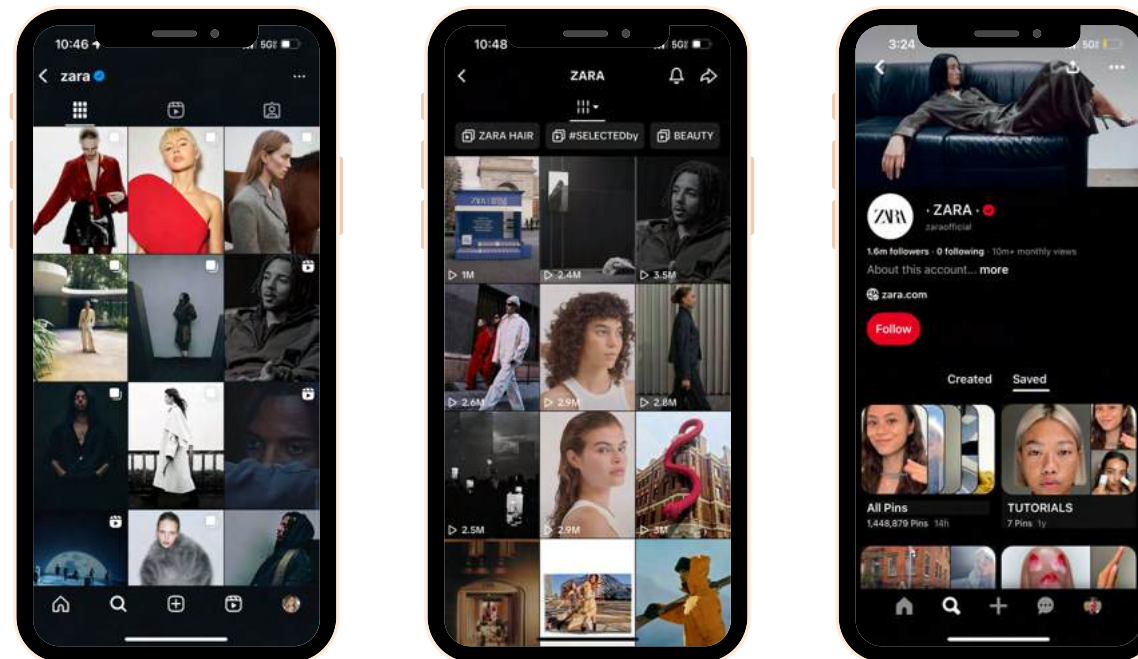
Gap - (p).04




H&M



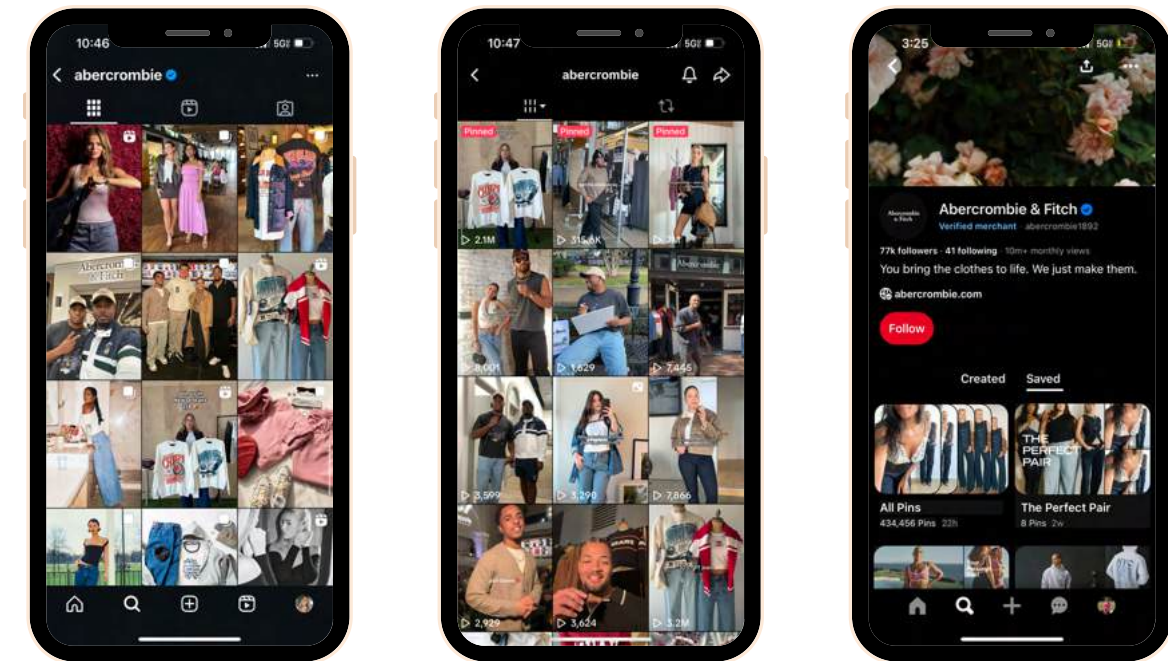
 38.5M  548.6K
 1.4M

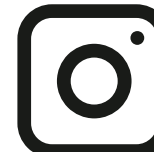


ZARA



 62.2M  12.7M
 1.6M

Abercrombie & Fitch



 5.1M  230.8K
 76.7K

Gap - (p).05

A notable trend in the fashion world has been a recent uprise in pop-up shopping experiences. Brands bring the opportunity to try out new products and clothes in cities where they don't have brick-and-mortar stores but have a strong interest in the market. Well-known fashion outlets like Victoria's Secret and Roller Rabbit have had great success in bringing their clothing pop-ups to college cities.

One noteworthy aspect of Gap's competitors is the main demographic that they target. While it seems that Gap may target the young adult audience as its competitors do, their biggest customer base is Millennials in their late 20s. Steering their attention to college-aged females can bring in a larger share of the market.

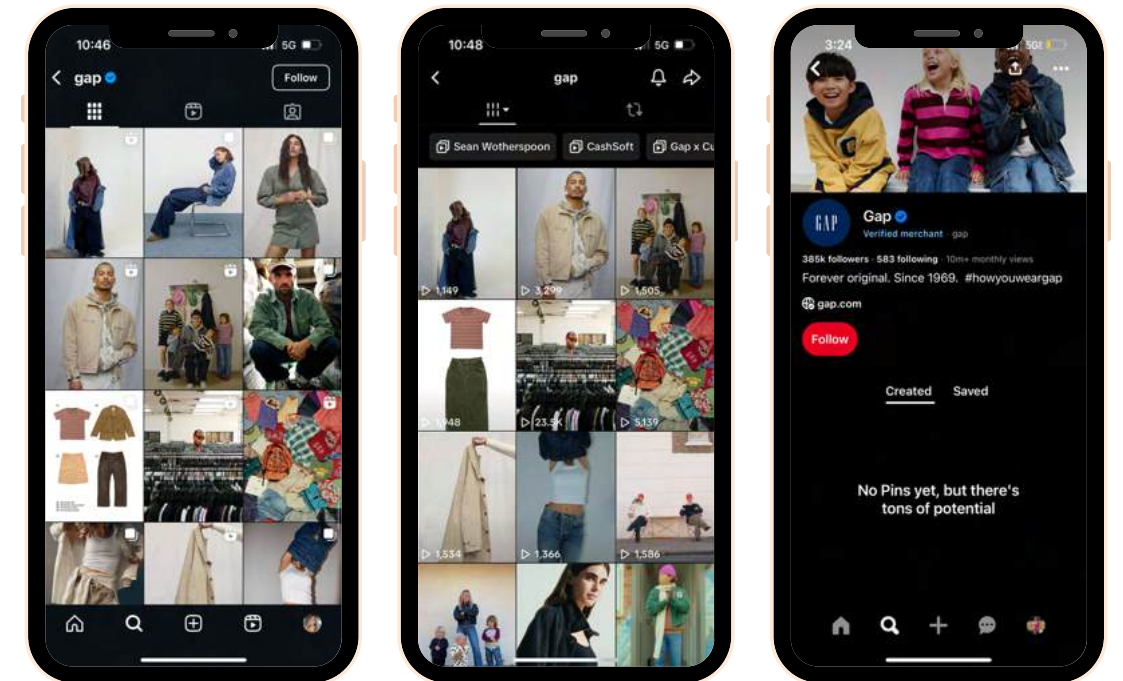
Another opportunity for Gap is to lean into the inflation of UGC. For TikTok, Instagram, and even Pinterest, UGC and influencers can steer similar audiences to the company's pages (often for free). It also shows different perspectives on the clothing, more than what the website shows.

opportunity

Pop-Up Shopping Events +

College-Aged Audience +

User-Generated Content +



3.2M



87.6K



384.6K

campaign

Gap - (p).06

Goal:



To shape a diverse internet community of loyal Gap Good members

GAP GOOD = GAP'S REWARD PROGRAM

Objective:

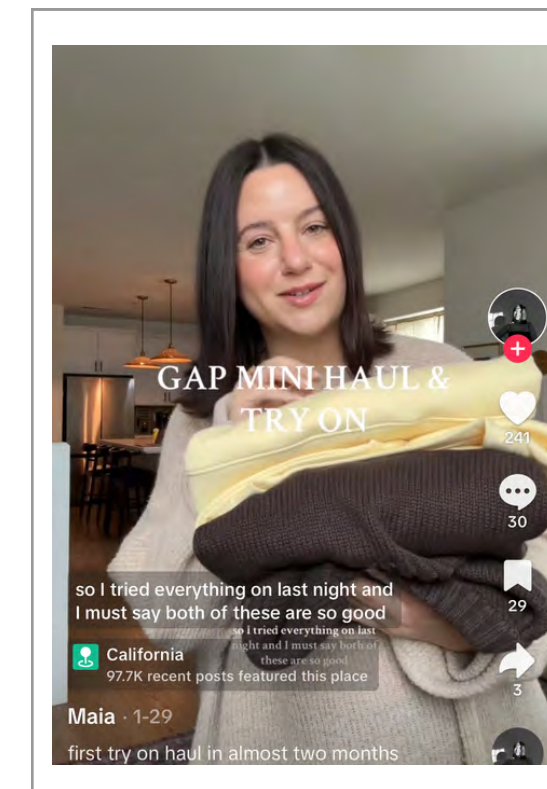


To generate \$777,831 of revenue during the 8-week campaign



Audience:

Female college students aged 18-24 at spirited schools



persona #1

Gap - (p).07

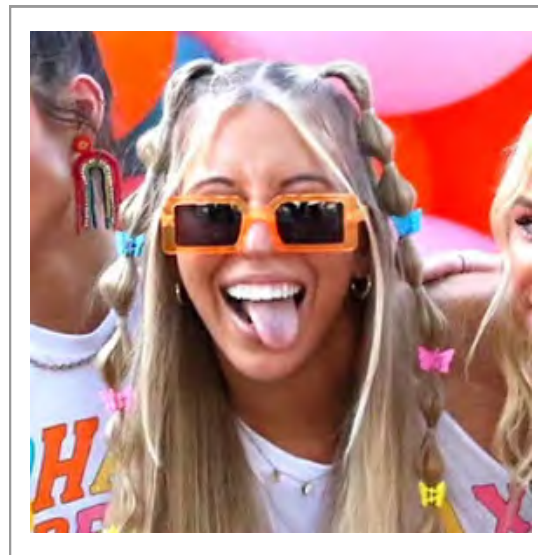
Sorority Girl Serena

Demographics

- 21, F
- Junior Biology Major
- From Statesboro, GA
- Both parents are teachers
- Dependent on parents

Lifestyle

- Sigma Kappa Sorority Member
- Frequent date nights with her boyfriend
- UGA Football lover
- Starbucks regular for studying
- Loves her Instagram feed aesthetic



Needs and Wants

- Comfortable clothes for late night studying
- Stylish outfits for sorority events
- Dressy clothes for date nights

Shopping Motivations

- Being conscious of her parents' money
- Fitting into the popular trends
- Getting compliments from her boyfriend and sorority sisters



persona #2

Gap - (p).08

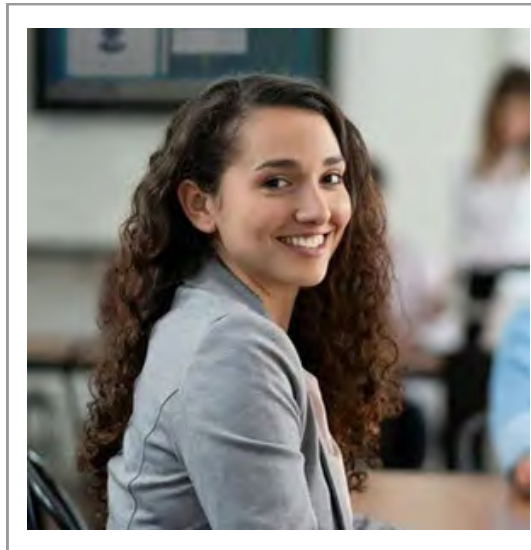
Business Major Blair

Demographics

- 19, F
- Sophomore Marketing Major
- From Greenville, SC
- Dad is a contractor
- Makes spending money from her internship

Lifestyle

- Women in Business Club Member
- Real Estate Social Media Intern (\$200/week)
- Volunteers at the local humane society
- “Day in my life” videos on TikTok
- Friday night dinners with her best friends



Needs and Wants

- Business professional clothing for business school events
- Business casual wear for her internship
- Trendy outfits for downtown dinners

Shopping Motivations

- Spending her internship money on good-quality pieces
- Having multiple business looks each week



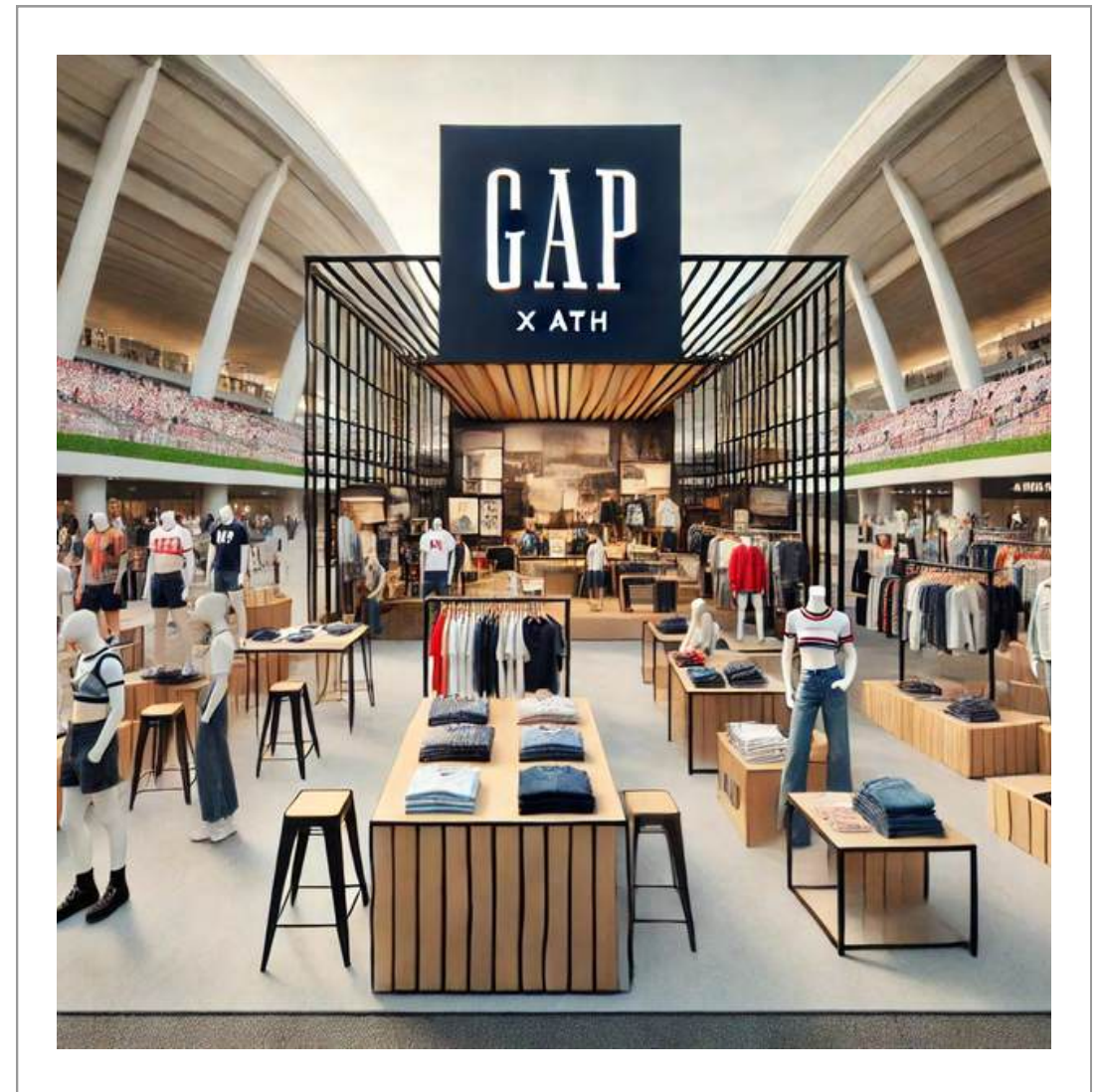
strategy

A rising trend in the retail industry is to let consumers “try before they buy.” With varying sizing across stores, consumers can be hesitant to try a new place. As the nearest Gap is 50 miles from the Athens, GA college students, bringing the store to them can turn heads. Showing these students the high-quality, the affordable pricing, and the variety of clothing, and allowing them to try things on can produce more trusting, loyal Gap customers in this young adult market. The success of this event can determine if more college town pop-ups should be in the cards.

Gap - (p).09

GAPxATH

For all meetings between the hedges.



#GapEveryWear

Gap - (p).10

Creating a hashtag allows user-generated content to be easily found across platforms.

#GapEveryWear is for showcasing the endless occasions Gap has you covered for: late-night studying, a night out with friends, Saturday brunch, and “every wear” in between.

Encouraging attendees of the **GAPxATH pop-up**, influencers, and even users out of their own free will to share their Gap finds during this campaign period will unite an internet community of diverse Gap lovers. Choosing **#GapEveryWear** users to win gift cards creates an incentive for users to post across Instagram and TikTok in the hopes of earning more Gap spending money.

campaign message



communication objectives

Gap - (p).11

01. Awareness

Announce the Athens pop-up shop and inform students of the #GapEveryWear campaign details. Launch content and ads across social media platforms (Instagram and TikTok) to reach this audience.

02. Consideration

Connect with campus organizations (sororities and business societies) via email and persuade them with infographics to share the shopping experience to their members. Suggest how beneficial this will be for their sorority events or business networking when it comes to outfits. Offer a coupon code for each organization that sends students.



03. Decision

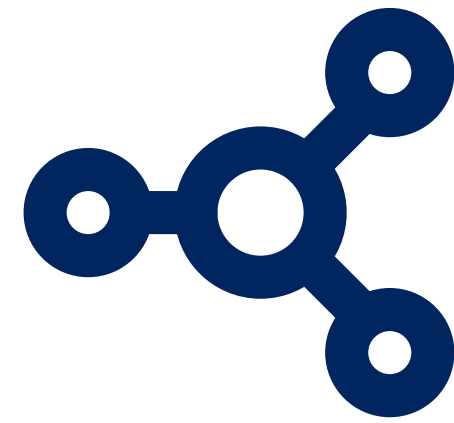
The event will include a set number of goodie bags with swag and varying gift certificates to inspire attendance and purchases at the event. A station will be set up with dressing rooms for people to try items on and signage will encourage members to share their finds with the #GapEveryWear for a chance to win a prize.



04. After Purchase

Gap Good Rewards pushes points for every \$1 spent at Gap. Points can be redeemed for actual cash discounts off of Gap's product. Offering double-point opportunities and discounts after purchase will create repeat customers.

multi-channel tactics

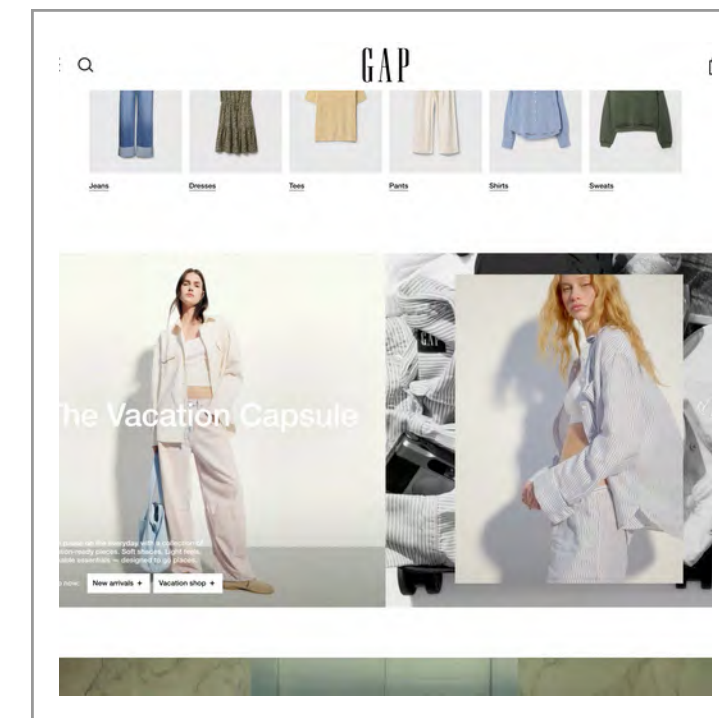
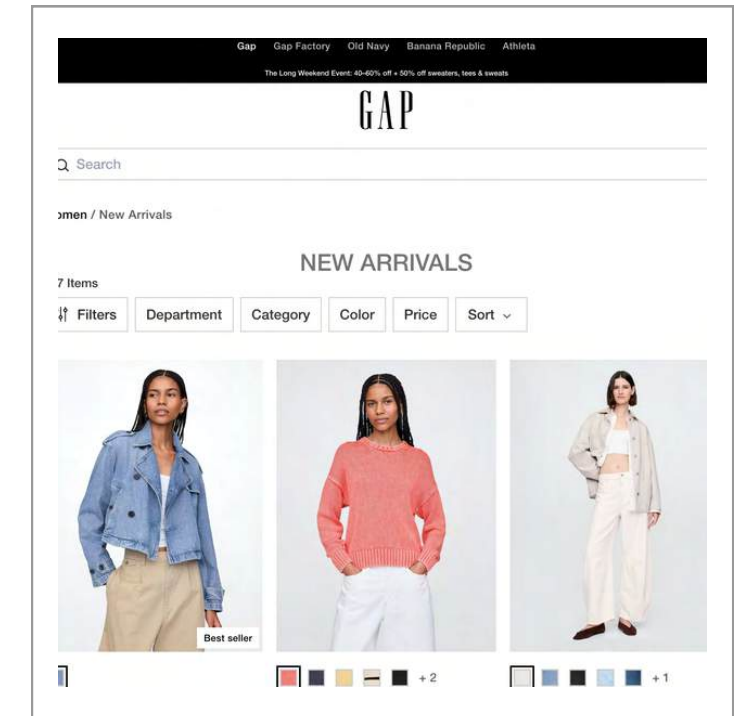


01. Social Media

02. Website Banners/Landing Page

03. Emails

Gap - (p).12





Instagram

With 65% of Gen Z as a user, Instagram is the most popular social media app for the age group ¹. It's also where Gap has its largest social following. Instagram should be the primary channel for sharing information about the event and sending targeted ads to the audience. It's also a resource for encouraging the #GapEveryWear user-generated content.



TikTok

52.5% of Gen Z uses TikTok as a tool for shopping and product discovery ². Catching consumers' eyes when they're searching for a new comfy lounge set or recommendations on a date night dress is much easier when you have ads to target them. I suggest pushing influencers and user-generated content regarding the event and/or Gap's different clothing lines in general.

Tactics: Ads, Influencers, Owned Content, UGC


social media

PAID | OWNED | EARNED MEDIA

Gap - (p).13

content cadence

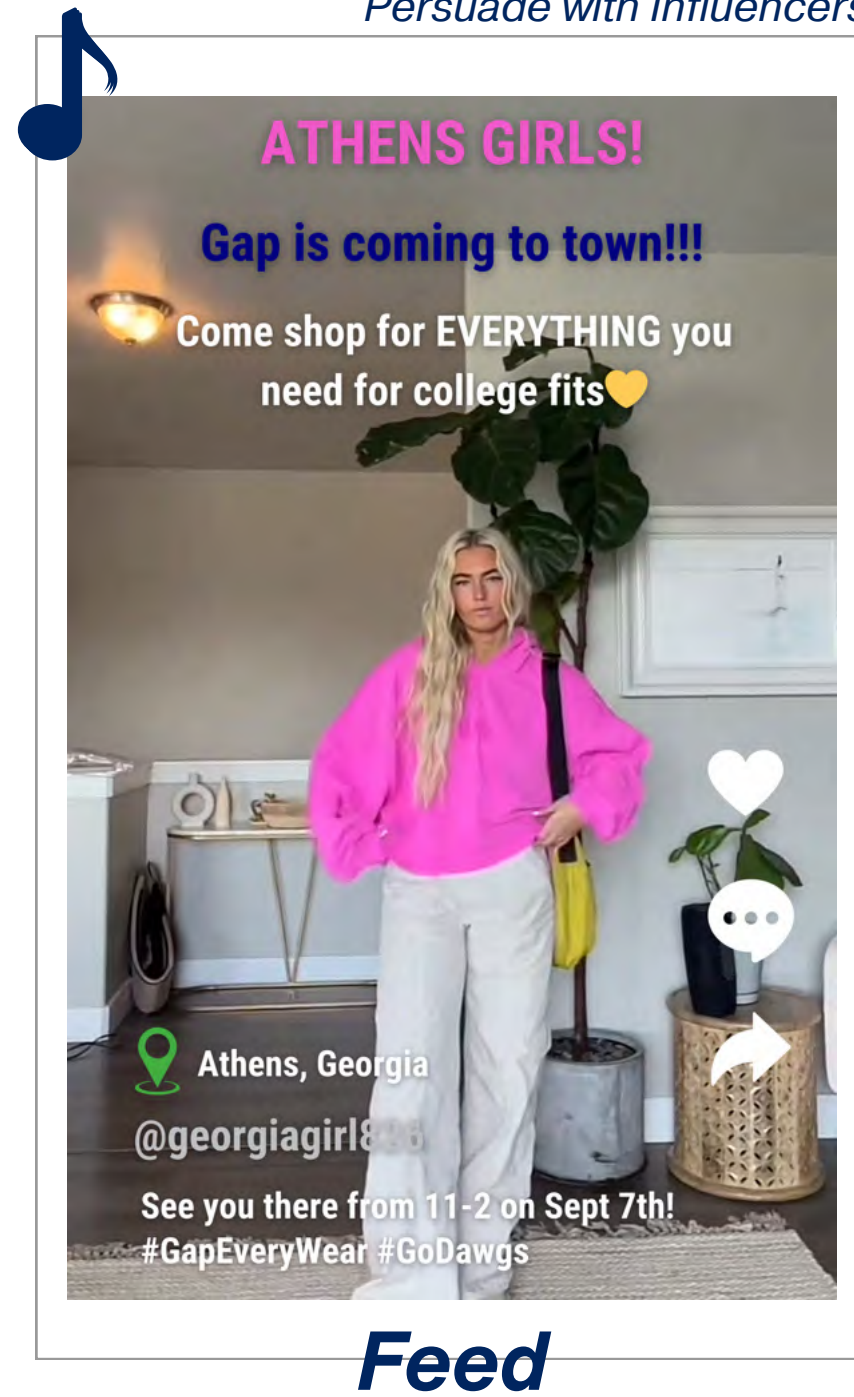
Gap - (p).14

	July 28th - Aug 17th	Aug 18th - Aug 31st	Sept 1st - Sept 21st
 TikTok Content	2x/week	3x/week	4x/week
 Instagram Feed	3x/week	3x/week	4x/week
Instagram Stories	1x/week	3x/week	4x/week

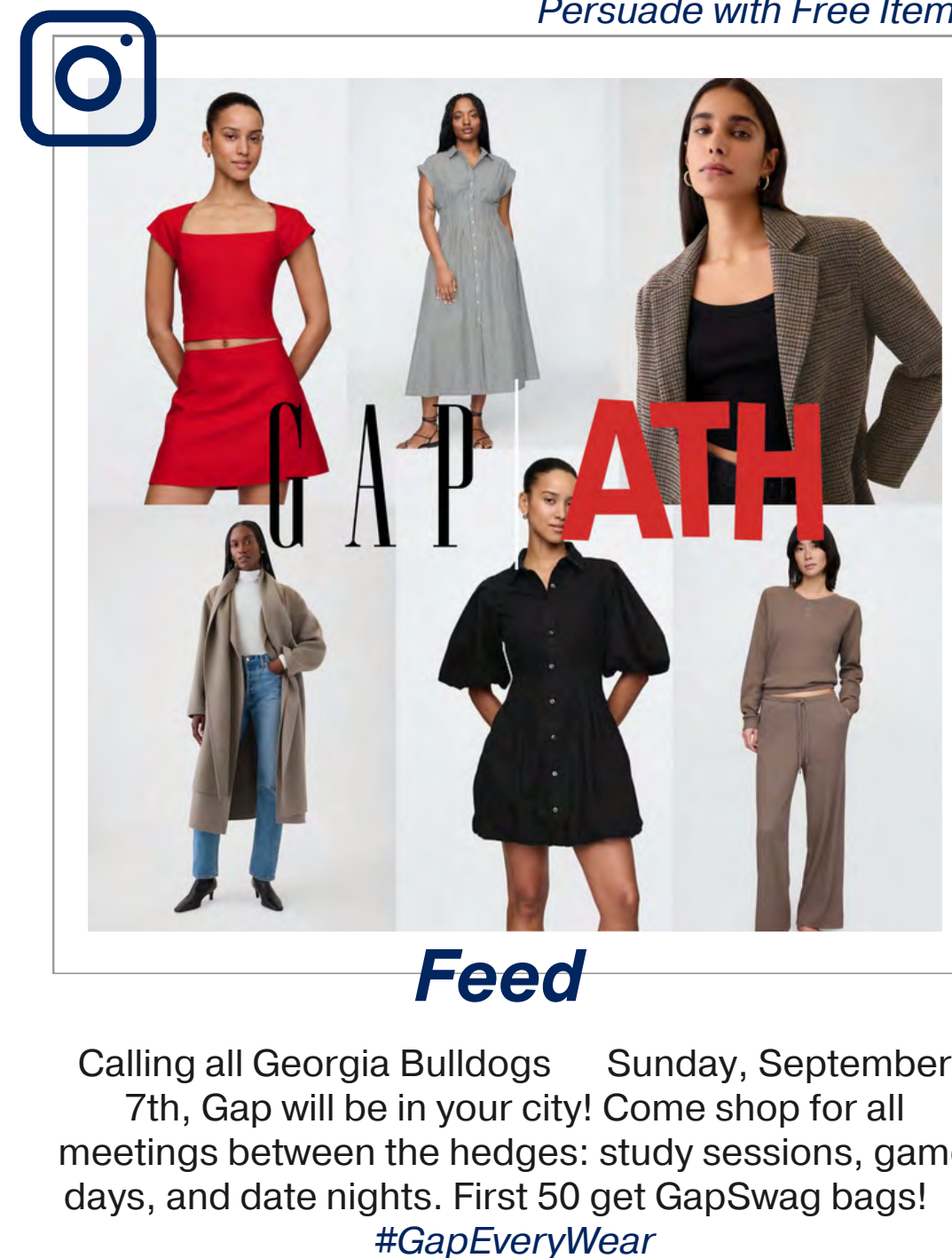
Gap- (p).15

sample posts

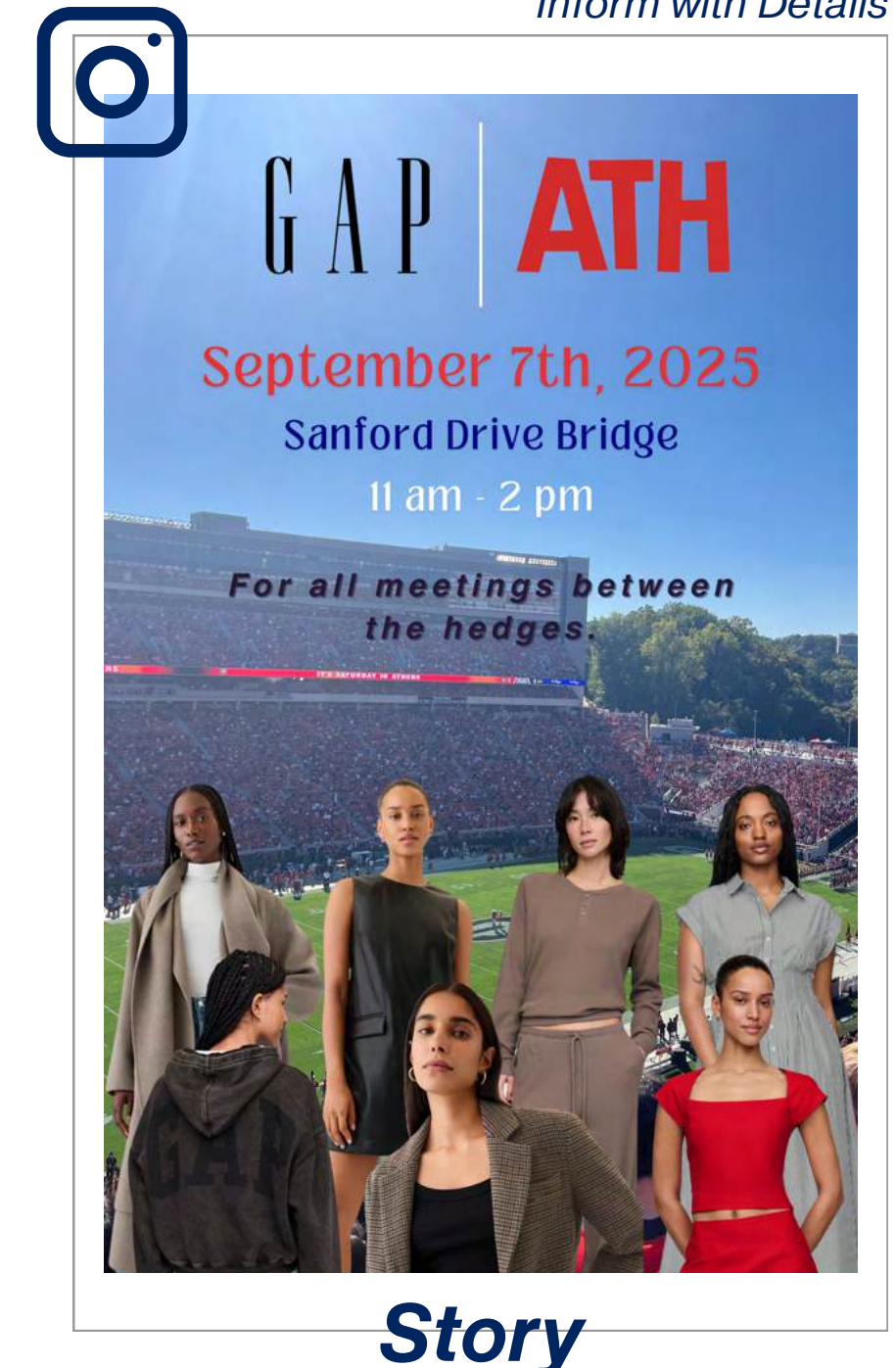
Persuade with Influencers



Persuade with Free Items



Inform with Details



monitoring KPIs & optimization

Gap - (p).16

Monitoring the metrics involved in this campaign **daily** is crucial to make any changes as needed. If conversion rates and UGC aren't as high as expected, we need to look into what other routes to take as far as tactics to elicit engagement as soon as possible. This could mean different influencers or different copy.

01. Conversion Rates

The rate at which people are visiting the site to make a purchase from the campaign content is insight into how effective the campaign is running and what success is expected.

02. Number of Hashtags

The #GapEveryWear tags are a direct link to user-generated content resulting from the campaign.

03. Website Visits by Traffic Source

Monitoring the number of website visitors and understanding where they came from can be telling of which tactics are most successful.

04. Return on Ad Spend

Monitoring the influx of direct revenue during the campaign compared to the total amount spent on advertising will provide a solid idea of the effectiveness.

Campaign Budget = \$275,000

Content Development & Management Fees = \$100,000

Advertising Expenses = \$175,000

Content & Management Costs:

Content Development = **\$84,400**

Management Fees = **\$10,200**

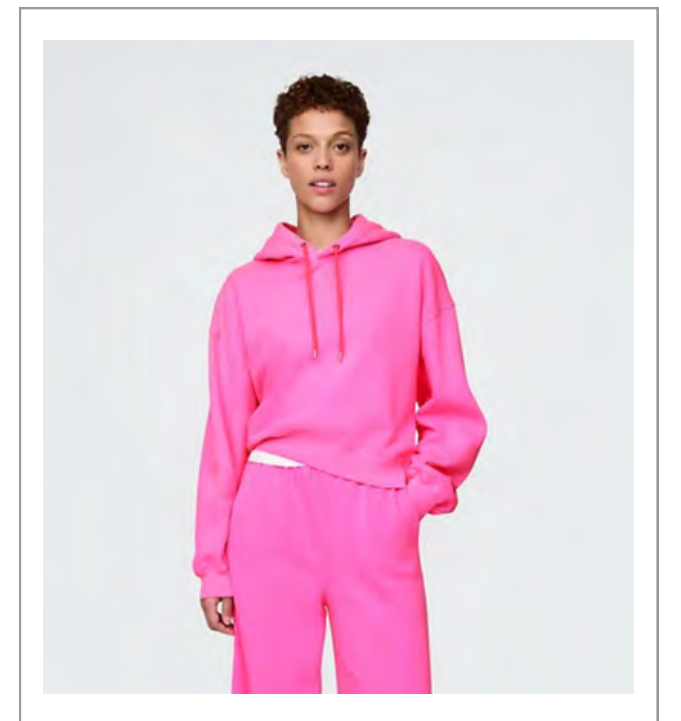
- Hourly Rate = **\$150/hr**

Advertising Expenses:

Paid Advertising = **\$148,750**

Influencer Spend = **\$26,250**

Across **Instagram & TikTok**



campaign budget

production

Gap - (p).18

Content Development

\$84,400

Copy = \$22,400

48 Campaign Images at \$400/Image for Instagram = **\$19,200**

8 Influencer Images at \$400/Image for Instagram = **\$3,200**

Videos = \$60,000

4 3-Min Campaign Videos at \$7,500/Video = **\$30,000**

4 3-Min Influencer Videos at \$7,500/Video = **\$30,000**

Additional Expenses = \$2,000

Campaign Giveaways = **\$1,200**

Influencer Clothing and Accessory Costs = **\$800**

Campaign Management

\$10,200

At \$150/hr

20 Hours of Campaign Development = **\$3,000**

15 Hours of Campaign Launch = **\$2,250**

15 Hours of Campaign Monitoring = **\$2,250**

8 Hours of Campaign Sunset = **\$1,200**

10 Hours of Performance Reporting = **\$1,500**

TOTAL COST = \$94,600

paid media

Gap - (p).19

Influencer Spend

\$26,250 (15%)

Advertising Spend

\$148,750 (85%)

Instagram (50%) = \$74,375

Reach at a CPM of \$12.25 = **6,071,429 Impressions**

Engagement Rate at 3% = **182,143 Engagements**

Conversion Rate at 2% = **3,643 Conversions**

Expected Revenue at \$62 AOV = **\$225,857**

Return on Ad Spend = **\$3.04:1**



TikTok (50%) = \$74,375

Reach at a CPM of \$10.55 = **7,049,763 Impressions**

Engagement Rate at 4% = **281,991 Engagements**

Conversion Rate at 2% = **5,640 Conversions**

Expected Revenue at \$62 AOV = **\$349,668**

Return on Ad Spend = **\$4.70:1**



Instagram = \$13,250



Video Spend = **\$3,000**

- Engagement Rate at CPE of .35 = **8,571 Engagements**

Feed Images Spend = **\$5,250**

- Engagement Rate at CPE of .20 = **26,250 Engagements**

Story Images Spend = **\$5,000**

- Engagement Rate at CPE of .12 = **41,667 Engagements**

Conversion Rate at 2% = **1,530 Conversions**

Expected Revenue at \$62 AOV = **\$94,860**

Return on Ad Spend = **\$7.16:1**

TikTok = \$13,000



Engagement Rate at CPE of .20 = **43,333 Engagements**

Conversion Rate at 4% = **1,733 Conversions**

Expected Revenue at \$62 AOV = **\$107,446**

Return on Ad Spend = **\$8.72:1**

TOTAL COST = \$175,000

The **#GapEveryWear** Campaign is expected to yield **\$777,831** in revenue, generating a ROAS of **4.44:1** from **12,546** conversions. Rising to its competition with a focus on the variety of clothing and user-generated content is a sure way to gain market share in the collegiate demographic. We are confident this campaign will reign a vast newfound love for Gap.



Gap - (p).20

Let's get started!

to
conclude

appendix

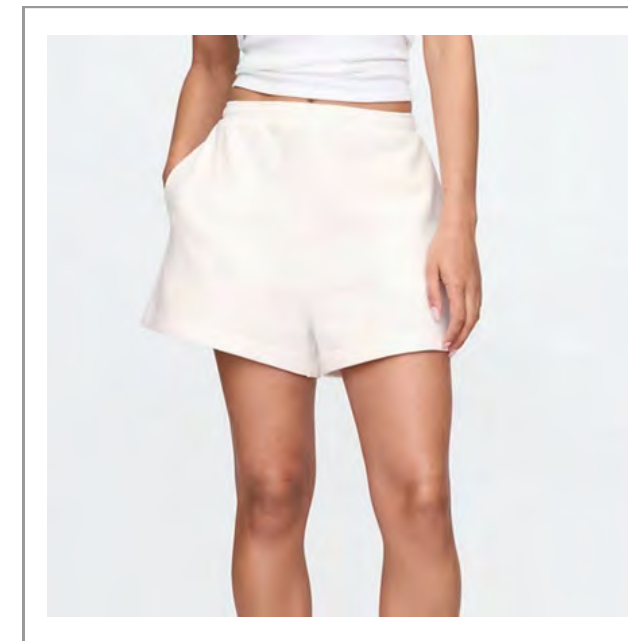
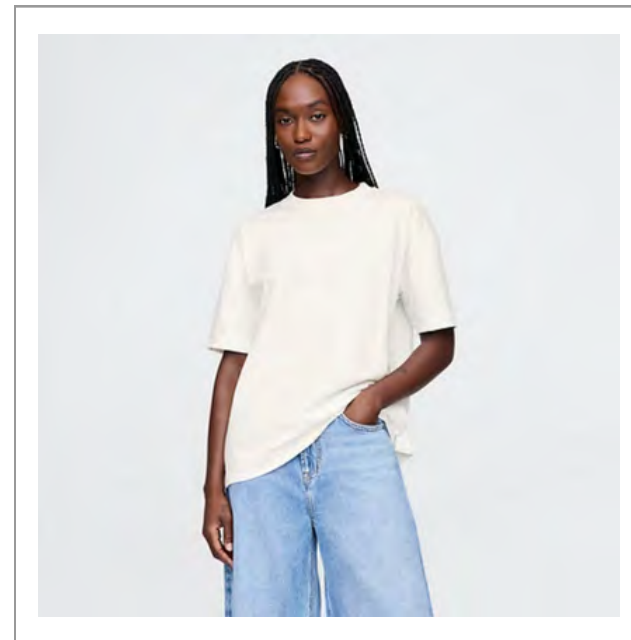
Gap - (p).21

01.

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<https://www.statista.com/statistics/241389/gen-z-preferred-platforms-for-shopping-product-discovery-us/>



appendix

Gap - (p).22

Marketing Campaign Framework

Goal	To shape a diverse internet community of loyal Gap Good members					
Business Objective	To generate \$775k+ of revenue during the 8-week campaign					
Audience	Female college students aged 18-24 at spirited schools					
Marketing Strategy	New Audience - students at spirited colleges					
Big Idea	Showcase the variety of high-quality clothing - #GapEveryWear					
Communication Objectives	Tofu: To inform about the event		Mofu: To persuade sharing & attendance		Bofu: To inspire purchases and UGC	
	Social media posts	Social media ads	Infographics	Emails	UGC influencers	GAPxATH pop-up
Multichannel Tactics	Paid: Ads; Influencers		Owned: Social Platforms		Earned: UGC	
					XXX	
Channel Plan	Instagram	TikTok				
Measurement	Conversion Rates		Hashtag Usage		Website Visits by Traffic Source	
					Return on Ad Spend	

03. Campaign Framework