

THE FINEST QUALITY

THE Herschel

SUPPLY CO. BRAND

TRADE MARK

STRAT & MARKETING PLAN
Spec Work

SITUATIONAL ANALYSIS



STRENGTHS

- The brand is popular among its target market because of their marketing strategy and hipster aesthetics and brand image.
- It is common to spot a Herschel backpack hanging off the shoulders of a preppy teenager that's riding his bike to school.
- Herschel Supply Co. merchandise is sold in more than 5,000 stores worldwide.
- The brand is very strategic with their branding by avoiding mass marketing to maintain a sense of elusiveness and niche marketing.
- The brand has effective social media marketing, particularly on Instagram.
- The brand has also unique and meaningful brand partnerships with relevant brands like Disney, HYPEBEAST, and Coca-Cola.

OPPORTUNITIES

- The brand continues to maintain its high profit margins, based on their annual reports which allows creating a high budget marketing campaign to boost its brand image further (According to private market analysis group PrivCo, Herschel's sales last year hit \$156 million)
- The start of the year and back to school sales allows several brands to promote their campaigns and key messages which brings in the majority of their sales.

THREATS

- Several upcoming brands are entering the backpack market by offering affordable prices and positive customer service.
- Herschel's relevance in the online market is at threat if the brand continues to provide unsatisfactory customer service and maintains poor social media engagement.

WEAKNESS

- According to Sitejabber and Reddit, a site or platform to share opinions, Herschel's bags have poor quality and are easily torn at straps and zippers.
- It has poor customer service especially when damaged bags are the main issue.
- Buyers who have concerns are often ignored by the brand.
- The high ratings or reviews come from their own company's website.
- Despite the brand's high count of followers on Instagram, the engagement is very low.
- People's complaints or comments on Instagram by an automated response.
- For a brand dedicated to the everyday traveler, the company doesn't do much but put on an image of travel nostalgia.

BEWARE!!

January 22nd, 2020

Do NOT buy anything online from this company! Upon arrival thier products are garbage. The quality is horrible!! Please save your money!! They advertise thier dollar store quality products as high quality. I bought a \$75 bag and when it arrived it was total crap! i paid \$9.94 for delivery and when i wanted to return it, I was imformed that i would be responsible for shippin?! it cost me \$21 to return thier bag to them! I am bascially out \$30 and i have nothing to show for it!!! what a rotter of company, i will NEVER EVER EVER buy from this fraudulent company again.

Comment | Thank you | Respond as company | Share

Helpful (1)



Daniel W.

1 review • 0 helpful votes

Message | Follow

Terrible Quality, Terrible Customer Service, Terrible Company

February 10th, 2020

Suitcase falling apart after 1 car trip. I never write these reviews I have have never been treated so poorly as a customer. I had also shelled out \$200 and had the product deteriorate after one use. They would not offer and exchange or return. They did offer me 40% of my original cost for a return with shipping on me. Aweful awful.

Beware. Their bags look cool but are constructed from weak, poor quality material. Expect to throw out within 1 year. Zero stars

Review of the Herschel Little America Backpack

New comments cannot be posted and votes cannot be cast

SORT BY BEST

[deleted] 3.0 points • 6 years ago
The view of the opposite side totally ruined this bag for me.

Night_Moose -1 points • 6 years ago
The inner lining photo looked exactly like a saggy vagina. Fuck.

alexrod 5 points • 6 years ago
I would never, ever buy another Herschel bag. The one I own fell apart very, very fast. Way too fast for an \$80 bag. I know 80 bucks isn't exactly high-end but it isn't low end either.

See that metal ring where the drawstring goes into the bag? It falls off and frays after a small amount of use. Where there is stitching (around the fake buckles), the bag will eventually develop holes where the cheap stitching is.

All of this happened to mine within ~3 months of regular use.

hjesus 3.0 points • 6 years ago
this isn't a review this is just a product description.

marlow08 1 point • 6 years ago
not really sure what you're expecting, but this is definitely a review. It may have lacked the exact details you were looking for, but if you have any questions, I will answer them.

VIEW ENTIRE DISCUSSION (22 COMMENTS)

PRIMARY AUDIENCE

Age	18-35
Location	Canada
Language	English / French
Job title	Students
Average income	\$ 30,000 / year
Buying behavior	Online shopping and influencer marketing
Interests & activities	Travelling, Blogging, Styling and dressing
Life stage	College students/ working professionals

SECONDARY AUDIENCE

Working professionals and high school students

Age	14-55
Location	Canada and U.S
Language	English/ French
Job title	Students and professionals
Average income	\$ 50,000 / year
Buying behavior	Online shopping and influencer marketing
Interests & activities	Travelling, Blogging, Styling and dressing
Life stage	School students/ working professionals

AUDIENCE ANALYSIS

CUSTOMER PAIN POINT	CUSTOMER GOAL	CAMPAIGN GOALS
The brand has trouble keeping fans on social media engaged because of poor customer service and increased online returns	We want to be able to engage our social media audience and built Customer Service Relationships	Through Customer Service realignment, the campaign aims to improve brand reputation and promote the brand over a larger audience
The brand has trouble keeping up with positive reviews on social media due to low return rates	We want to regain the trust of Herschel's customer base by ensuring timely returns and refunds of damaged or faulty bags	Through key messaging and additional discounts for unsatisfied customers, the campaign aims to regain the trust of Herschel's customer base
The brand has trouble connecting with its audience through poor execution of brand value	We want our audience to associate with the brand, not only for its products but also for its values	Through educational sponsorship campaigns and backpack donations, the campaign aims to build greater brand value



OBJECTIVES

Specific:

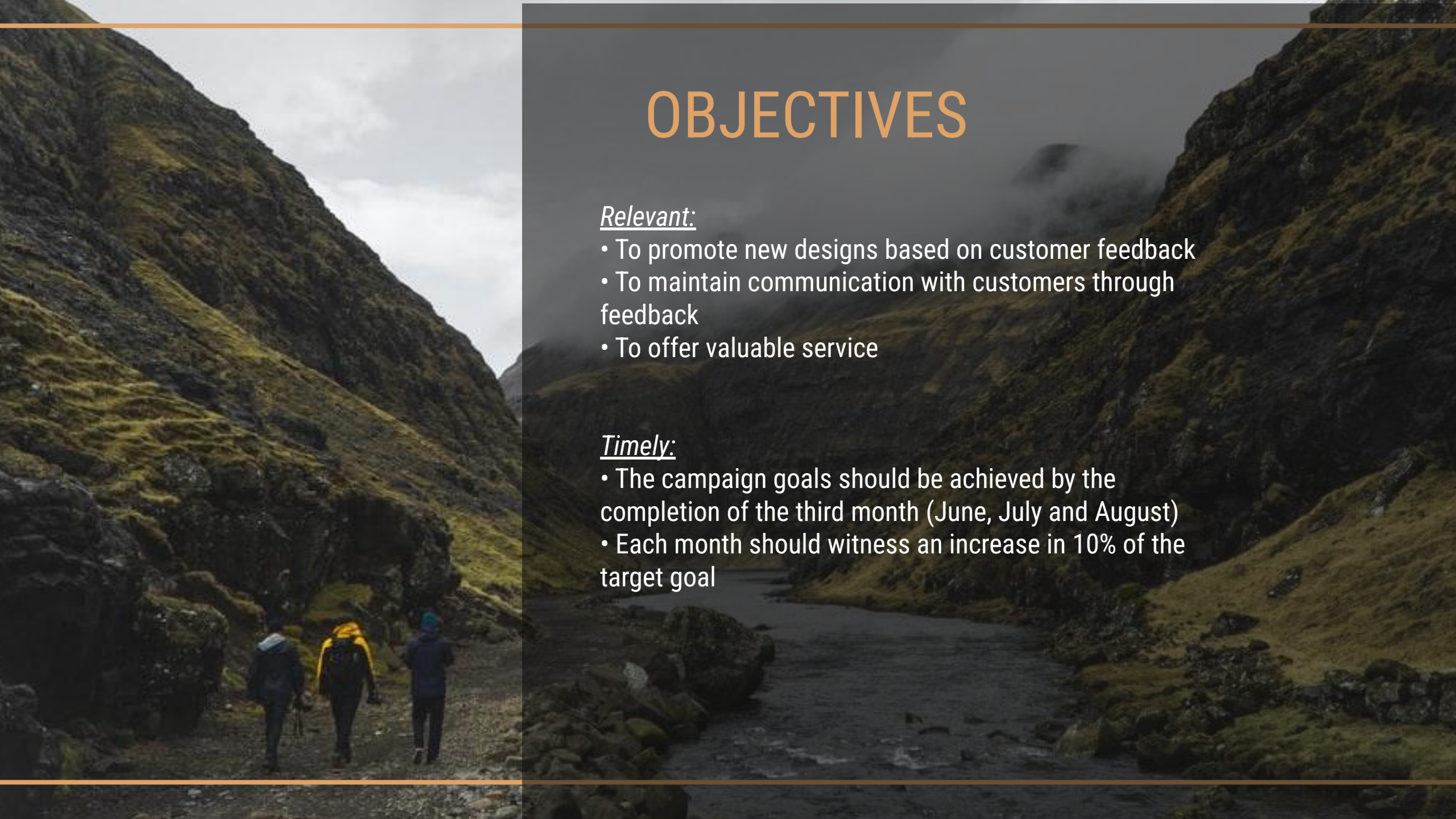
- To build brand awareness among Herschel's customer base
- To create brand loyalty among potential and existing customers
- To maintain a strong social media presence
- To begin email marketing

Measurable:

- To increase Herschel's following on social media by 30%
- To increase social media engagement on Facebook, Instagram and Twitter by 30%
- To increase sales in the next three months by 30%

Attainable:

- To improve brand image
- To increase customer base
- To gain back trust among customers
- To improve customer satisfaction
- To improve customer service and strengthen the affinity of the consumers with the brand by helping all kinds of travelers



OBJECTIVES

Relevant:

- To promote new designs based on customer feedback
- To maintain communication with customers through feedback
- To offer valuable service

Timely:

- The campaign goals should be achieved by the completion of the third month (June, July and August)
- Each month should witness an increase in 10% of the target goal

CAMPAIGN GOALS



AWARENESS

Herschel plans to spread awareness relating to the barriers children in the third world countries face in order to obtain education. By promoting a campaign that helps donate bags to children within third world countries, Herschel aims to make a difference in their lives and encourages customers to take part in these donations by offering them a 25% discount on their products for each bag they donate.

CALL TO ACTION

Herschel plans to obtain a strong relevant database for email marketing by launching a one year sponsored college educational competition. By promoting this campaign, the company will allow contestants to enter by providing their email address and submitting an essay that states why they need a sponsorship. The competition would be marketed to students in Canada and the U.S who form the primary audience for the company.

ENGAGEMENT & EDUCATION

The campaign aims to launch an event during the month of July which would announce the winner of the one year sponsored education as well as the new designs for Herschel's 2020 lineup of bags.



KEY MESSAGES



Herschel listens
to their
consumers

Herschel is
committed to
their vision to
helping everyday
travelers on their
daily
adventures.

Herschel gives
back to the
society through
sponsored
education and
donations

STRATEGIES



Herschel
STITCHES
Dreams

IDEA FLOW



Donate your old
or broken bag



Bring to Herschel refurbishing
booth or event.
Get a 25% discount on new bag.



Post on Social Media: #HerschelStitchesDreams
#1Bag1Future;
Influencer Marketing will spread the message.

IDEA FLOW



Track the progress through an app.
Earn badges through gamification on
social media.



Receive a photo and a thank you note
From the kid that received your bag.

POSTER 1: ANNOUNCEMENT
(can be resized for social media)



POSTER 2: CALL TO JOIN
(after the initial batch of kids receive their bag)



REFURBISHING BOOTH DESIGN (in malls)



EVENT DESIGN

OVERVIEW: The main component will be a 2 day event. It will be launched as the culmination of the campaign where a gathering of people can experience what Herschel is trying to do for its customers and for education.

1. Stage
 2. Sponsored Stalls & activity booth
 3. Refurbishing Booths for Bag Donations
 4. Photo Booth/
1 Sec slo-mo video booth entrance
 5. Registration & Exit interview area
 6. Information booth & Wifi activation
 - 7 Merchandise area
- (Food and drinks are in the outer area)

