

# INTRODUCTION & BRIEF

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“ I am a visual problem solver with strong design values in communication, through branding and packaging, resulting in digital print. ”

Leah McHardy



“ I am a visual communicator and problem solver. The main focus of my practice is Brand Identity & Packaging.

I design mainly for print both physically and digitally. I am constantly evolving my specialist practice and continue to better myself at each turn. ”

Jamie Whitworth



We teamed up for this collaboration due to our shared interests in certain areas of design. The idea came about having discussed two individual ideas based around similar concepts. One idea was to sell a consumer product in a commercial environment, whilst the other idea was based around a conceptual theory in which brand recognition is created. This made for the perfect combination to set up a fully functioning clothing brand.

*rude.*

## THE IDEA.

A collaboration of two individual ideas, combining the production of a commercial product and the importance of marketing in modern day society, through the use of social networking.

## WHO?

With the majority of the younger generation using social networks we have decided to aim this project at the 14 - 20 year old student demographic.

## WHY?

The purpose of this experiment is to gauge a realistic understanding of graphic design and the involvement in the post design processes. Design work prior to this had mainly been created around the sole purpose of aesthetics. We felt it would be ignorant as designers not to explore the industry in its entirety.

## WHERE?

Due to the recent 'boom' in social media surrounding the younger generation, the experiment is to be based on the four most widely used social networking sites. Facebook, Twitter, Instagram and Tumblr. The plan is to experiment using different methods of marketing and advertising via these pages. We will be gathering evidence of where the interest has been generated around the brand to see the what potential impact social networking has on today's society.

## EVIDENCE

We plan to record this experiment by monitoring unique and returning visits to the website, expressions of interest and escalation of the brand awareness through analytics. The findings will be presented in charts and graphs included in our conclusion.

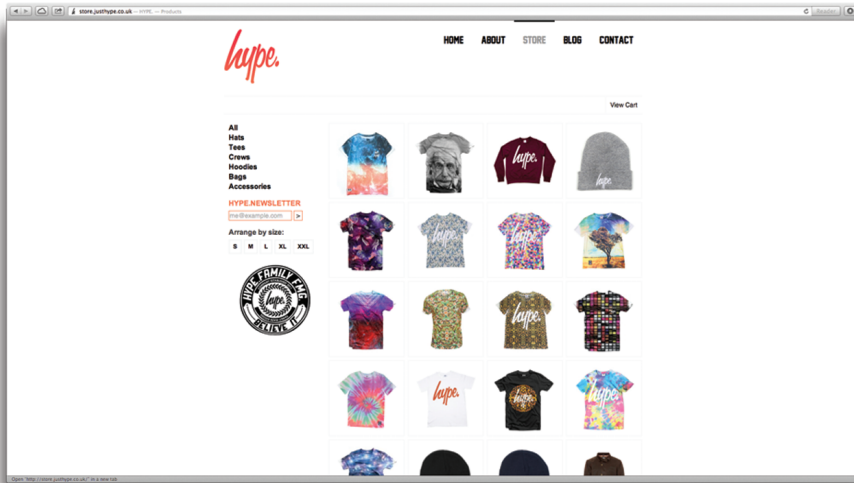
# RESEARCH

## EXISTING BRANDS

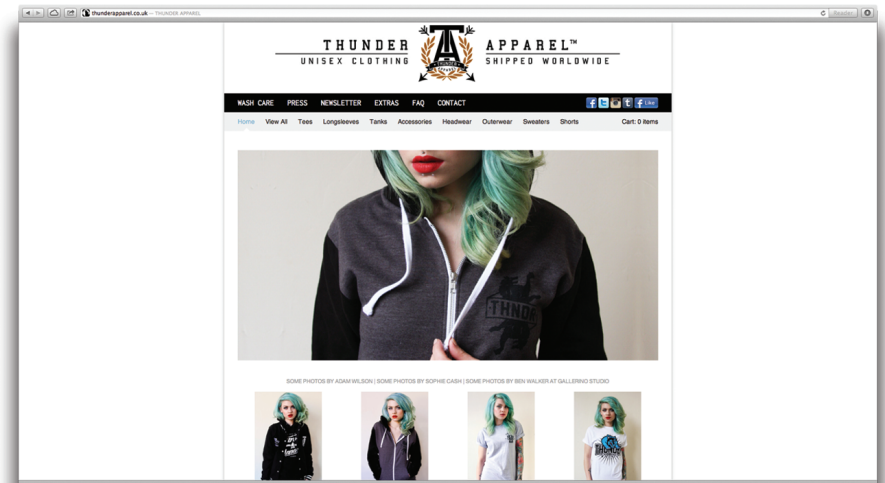
We conducted extensive research into existing brands of a similar nature, and these are just a few of the websites we found. The brands below are similar to our own in a number of ways, whether it be age, style or general aesthetics.

All of the brands below are relatively new to the industry with just a few years under their belt. HYPE in particular is just short of three years old and is already selling in top named shops such as TOPMAN & Foot Asylum. Within a few years they have gone from strength to strength, pushing new product lines and launches through the social networks.

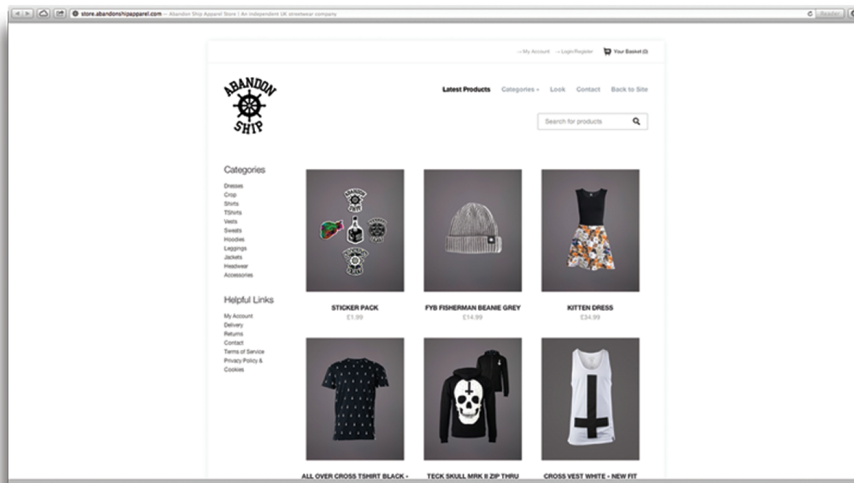
## HYPE



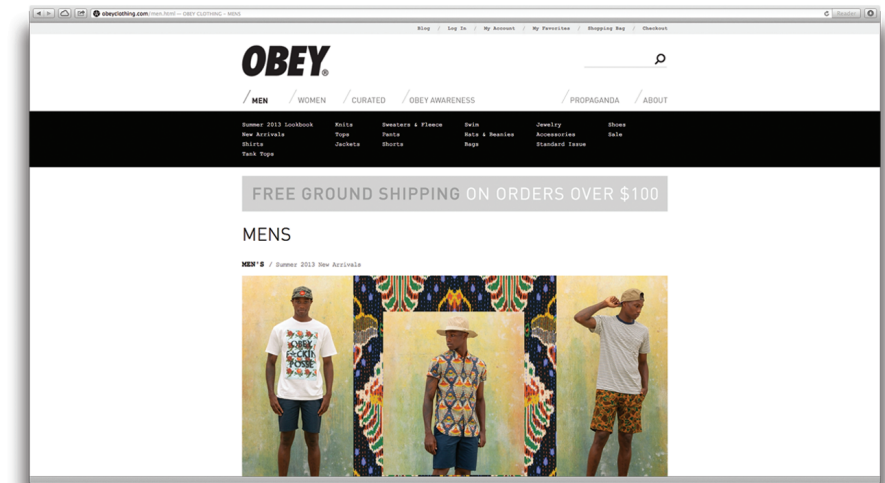
## THUNDER APPAREL



## ABANDON SHIP APPAREL

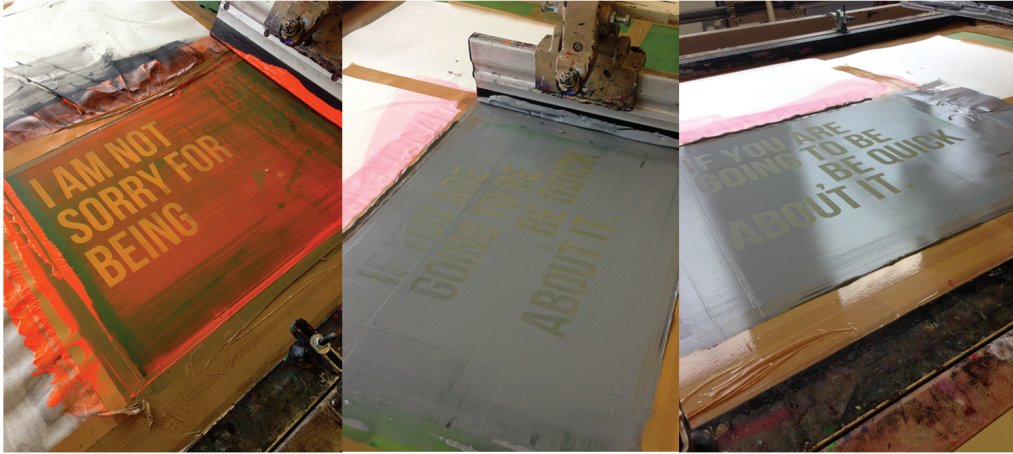


## CHILLED



# SCREENPRINTS

## PROCESS



## RESULTS

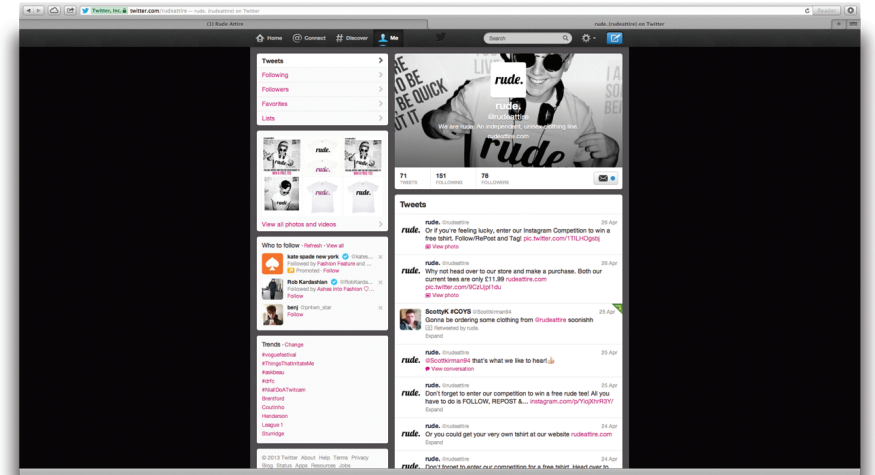


# SOCIAL NETWORKS

Below are screen shots of the Social Networks that we have live. We decided to stick to these top four to create the biggest impact and create the most hype around the brand.

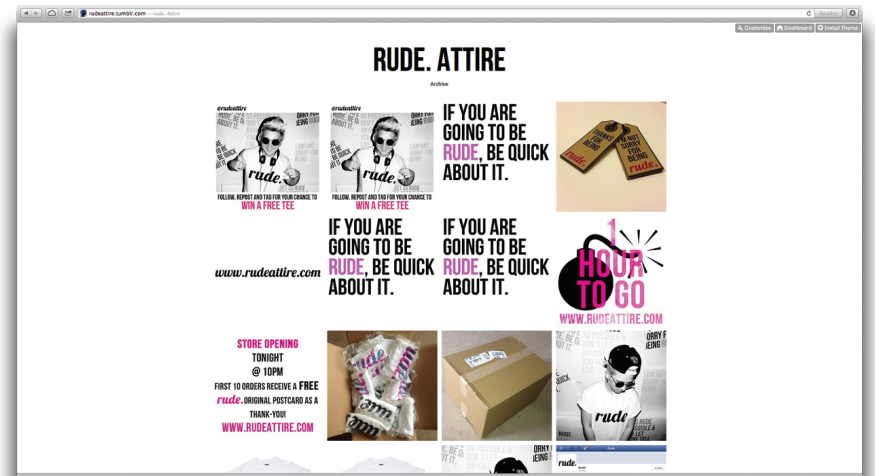
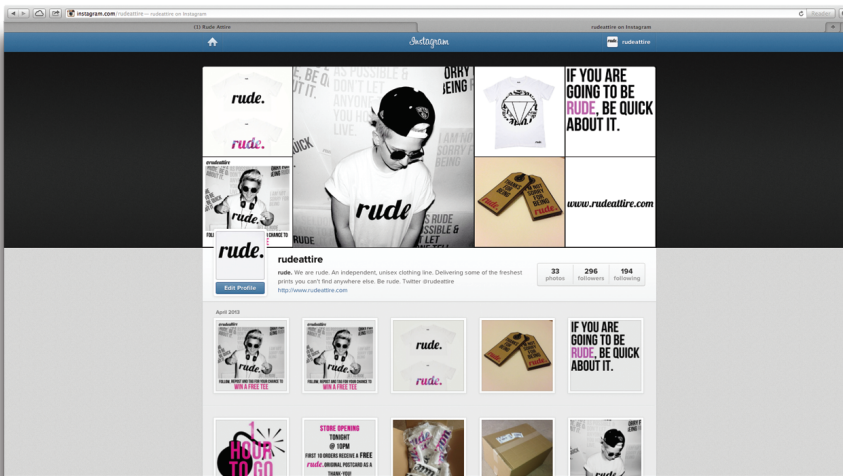
## FACEBOOK

## TWITTER



## INSTAGRAM

## TUMBLR



# T-SHIRT DESIGNS

We currently have two tshirts live instore and below is our future planned line to launch in stages throughout the year, building upon the hype we have created through social network promotion.

Our designs are simple, bold and ultimately effective. Building on our already strong sales of the original rude tshirts, we have created three further ranges exploring other design possibilities. We feel we have a very strong portfolio, with strong guidelines and future plans.

## JUST PLAIN RUDE

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## MARBLE

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## PREMIUM

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## CHAOS

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# PRINTING METHODS

## EXPERIMENTATION

We experimented with different printing methods, including iron on transfer and screenprinting with the idea of being more cost effective. However, the results were not fit for consumer purchase. After experimenting with these two methods we finally decided to send our designs to an outside manufacturer. As expected these were of a much higher quality, and in turn we decided to invest in the product.

## IRON-ON TRANSFERS



## MANUFACTURED

## RESULTS



## RESULTS

# PHOTOSHOOT

## CATALOGUE IMAGES

### EXPERIMENTATION



### FINAL EDITS



# PACKAGING

## SWING TICKETS



## MAILBAG



By taking the quotes from our screen prints and using them on our swing tickets also, we are further implementing the brand to the consumer.

The purple mail bags were conciously purchased and used to differentiate us from all other similar clothing brands and make us stand out in the postal system inturn creating a unique brand awareness with very little effort and maximum effectiveness.

# PROMOTION

## INITIAL MARKETING



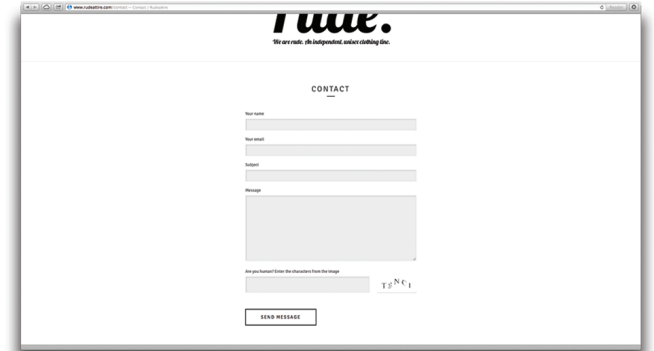


# ONLINE STORE

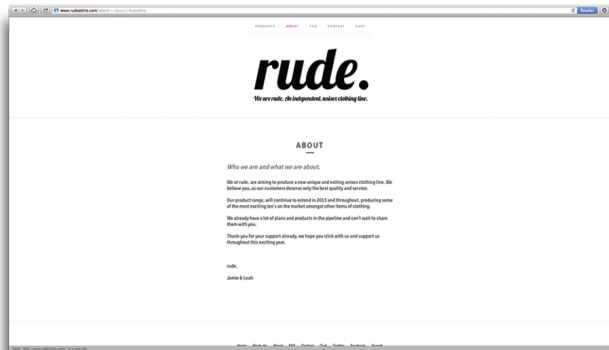
## HOMEPAGE



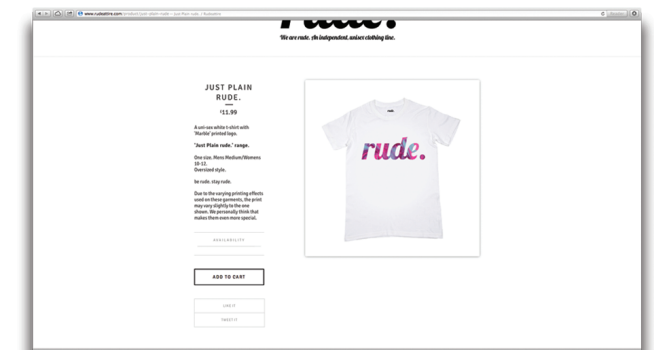
## CONTACT



## ABOUT



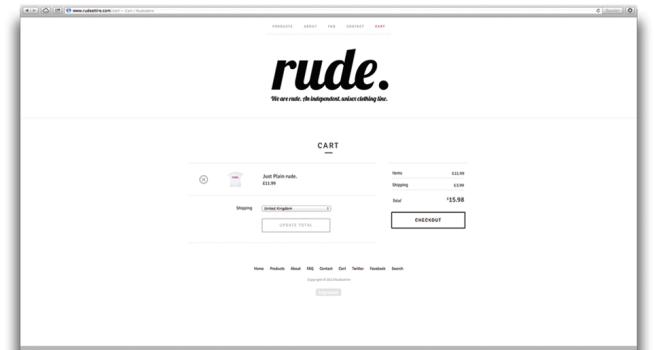
## PRODUCT PAGE



## FAQ



## CHECKOUT



# RESEARCH & RESULTS

## PROFIT MARGINS

	1	10	20	50	75	100
Trade Cost of 1	7.17	4.76	4.65	4.23	3.87	3.86
Trade Cost	7.17	47.68	93.08	211.78	290.28	386.28
Sale Cost	11.99	119.9	239.8	599.5	899.25	1199
Delivery	8.16	12.97	14.7	20.05	24.69	28.98
<b>OUTGOINGS</b>		60.65	107.78	231.83	314.97	415.26
<b>BREAK EVEN</b>		5.1	9.0	19.3	26.3	34.6
<b>PROFIT</b>	-3.34	59.25	132.02	367.67	584.28	1614.26

Above are the calculations to show how our profit margins would work. As orders increase, trade prices decrease and our profit margins would increase dramatically with each sale. As with every business there will be risk in terms of investing, with most of the money tied up in stock there is little room for maneuver. Unless of course sales increase and gradually a small profit is generated, which in turn can you put back into the business this time on a larger scale until growth is inevitable.

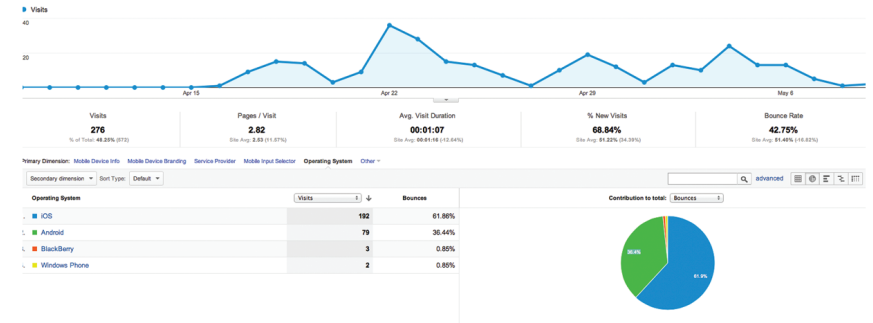
## VISITOR HITS

293 people visited this site



These are the results for our visitor hit counter over the course of six weeks, in which the experiment has been held. From the table, we are able to establish which days our website received the most views and from this we can see how our social network updates helped daily. The days in which we received the most views are almost always in correlation to the amount of activity occurring on the networking sites. This has acted as a constant source of feedback, with noticeable inclines on the occasions mass promotion took place.

Having carried out this experiment for a total of 6 weeks now, we were able to draw up a number of sufficient conclusions in response to our finds. Out of the four social networking sites, Twitter, Instagram, Facebook and Tumblr, Instagram stood out by a clear mile in terms of being able to create a 'buzz' in a very small space of time. Twitter has been reasonably successful in terms of feedback. We received numerous messages enquiring about the brand, where one of the t-shirts can be purchased and whether we had jobs for promoting available.



Country / Territory	Visits	% Visits
1. United Kingdom	399	69.76%
2. United States	73	12.76%
3. Switzerland	49	8.57%
4. Singapore	8	1.40%
5. Australia	7	1.22%
6. France	5	0.87%
7. Japan	4	0.70%
8. Netherlands	4	0.70%
9. Spain	3	0.52%
10. New Zealand	3	0.52%

Operating System	Visits	% Visits
1. iOS	192	69.57%
2. Android	79	28.62%
3. BlackBerry	3	1.09%
4. Windows Phone	2	0.72%

From the table above we are able to observe an established domino effect. With unique individuals reaching us from as far as Australia and Singapore. This is solely down to the power of social networking alone. We were also able to collect data to show what methods of accessing the site people were taking. Over half of the visits to the site were made from a mobile device running iOS. Which confirms that mobile apps have a big part to play in the web traffic received.

Overall, the experiment has been a resounding success, with the process reaching levels that we never anticipated. Originally this was solely going to be just an experiment, but with the encouraging responses it has become much more. It has now become a business with longevity and will continue post study. We feel the success has been partly due to the collaboration of two individual concepts coming together and we look forward to continuing this partnership and pushing it from strength to strength by pursuing future plans of product launches, clothing fairs and exciting opportunities that may arise.