Introduction to the Assignment 🕏

Forever 21, Inc. has chosen PROvoke Advertising's creative team to demonstrate their talents by creating exceptional creative executions that will be sure to provide results. Forever 21, Inc. has been working with PROvoke Advertising since January 2011. Until now, Forever 21 has not done any qualitative or quantitative research on the target market. The purpose of this assignment is to utilize PROvoke Advertising's key findings in order to generate a meaningful and effective advertising campaign. The goal is to create a positive and memorable relationship with the target market.

Methodology 👉

PROvoke Advertising used quantitative and qualitative research to understand the fashion retail category, Forever 21 and its competitors. Each research method was developed to specifically understand the consumer on an intimate level.

First, quantitative research was conducted to measure awareness, attitudes and usage of Forever 21 and its competitors. To better understand the consumer's perceptions and preferences, PROvoke administered a focus group to gain qualitative research from the target market.

*Note: The qualitative research questionnaire, quantitative research discussion guide and projective techniques can be found in the Appendix section.

Quantitative Research Methodology

The online survey, generated through SurveyMonkey, was conducted from March 10th – 14th, 2011. The general sample consisted of females aged 18-34, Caucasian with a HHI of less than \$20,000.

Sample size:

• (n = 125)

Demographic breakdown:

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    Age: (n = 120)
        Younger than 18: (n = 0)
        18-34 years of age: (n = 101)
        35-44 years of age: (n = 5)
        45-54 years of age: (n = 11)
        55-64 years of age: (n = 3)
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    Race: (n = 69)
        White: (n = 62)
        Black/African American: (n = 2)
        American Indian/Alaska Native: (n = 0)
        Asian: (n = 1)
        Hispanic: (n = 0)
        Other/Multiple Classifications: (n = 2)
        Prefer not to answer: (n = 2)
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• HH Income: (n = 67)

Less than $20,000: (n = 25)
$20,000 - $29,999: (n = 9)
$30,000 - $39,999: (n = 6)
$40,000 - $49,999: (n = 6)
$50,000 - $59,999: (n = 4)
$60,000 - $74,999: (n = 2)
$75,000 - $149,999: (n = 6)
$150,000+: (n = 4)
Prefer not to answer: (n=5)
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Qualitative Research Methodology

PROvoke Advertising held a focus group consisting of eight female participants between the ages of 19 and 23. The focus group was held in order to gain insights into the attitudes, awareness and usage of Forever 21 consumers.

- 1 focus group in Morgantown, WV in the WVU Mountainlair
- Focus group lasted approximately 2 hours

Group Composition:

- Group consisted of current Forever 21 customers
- Recruited 10, sat 8

Demographics:

- Females
- Mix of ages between 19 and 23
- Income:
 - o Less than or equal to \$20,000
- Ethnicity: Caucasian

The Consumer and Fashion Retail \checkmark

PROvoke Advertising has recognized that fashion is not just for women anymore. It is becoming increasingly popular in today's culture with both the male and female demographic. Though Forever 21 has three target markets, the following is broken down into the primary audience, women aged 18-34.

Primary Target Audience Demographics

Gender: Female Age: 18-34

Education: In College/Completed

HHI: \$75,000+

Psychographics

The primary target consists of highly fashionable women on a lower budget. They are motivated by the trendy, fashionable and frequently changing clothing styles on the market. These women want runway looks for a reasonable price. They also like the idea of "disposable" clothing that makes it possible for a woman to outfit herself for a party one week, and then come back the following week to find something completely new and hip to wear and still have enough cash left over to treat herself to lunch or the latest CD.¹

These women are extremely savvy shoppers, 46% say they usually buy average quality items to save money. They like to stay informed, connected, and entertained. It is also important to engage these women on a personal level. They like to feel productive and also have opportunities to share special moments with people they care about.²

The Context 🗲

¹ Pfaff, Kimberly. "Forever 21 Offers Juniors High Fashion at Low Prices." *ICSC - International Council of Shopping Centers*. Mar. 2002. Web. 27 Jan. 2011. http://www.icsc.org/srch/sct/sct0302/page35.php.

² "Target Women-18-34 with Yahoo! Advertising Solutions." *Yahoo! Advertising Solutions.* Web. 27 Jan. 2011. http://advertising.yahoo.com/media-kit/women-18-34.html.

Current trends

Many current junior clothing stores such as Forever 21, Inc., H&M, as well as Charlotte Russe are focusing their efforts on bringing designer runway looks and knockoffs into their stores for the cheapest possible price. These kinds of clothes are usually considered "disposable". This means that they are inexpensive clothes that are usually only worn as long as that particular trend is in style. This industry changes so rapidly that designer trends never last for more than a few months. Therefore, teens as well as young adults are constantly updating their closets with upcoming trends every few months with the changing of each season. Stores are also stocking up with as much inventory as possible to cater to all types of trends and styles. These stores have also realized that their young customers cannot afford to keep revamping their style unless these trends are made more affordable. The fabrics and designs used are extremely similar to designer collections in look, but not in price or quality.³

Future trends

With the push for designer trends at a lower price, we will also start to see these types of stores catering to a larger audience. Forever 21, Inc. has a small, not very well-known, men's line of clothing that has a lot of potential to grow. They launched a brand called "21Men" hoping to grab young men that also enjoy following designer trends for a cheaper price. Charlotte Russe, and Wet Seal are two stores that currently only have women's clothing lines and could carry men's lines in the future to create more profit.4

Social factors

A huge social factor currently affecting the industry is sizing. There has been a recent surge in incorporating plus sizes into stores. Stores are trying to give "plus-size" women a chance to share in the same trends and designs as average sized women. Clothing retailers are noticing the sales potential in this audience considering that two-thirds of the female population is considered overweight. These women are currently limited to only specialty stores such as Lane Bryant and Torrid. Torrid, which is owned by Hot Topic, had a double-digit growth in its online sales. Retailers carrying sizes 14 and up have seen huge growth in the company.5

³ "Junior Clothing - LoveToKnow Teens." *Teen Life | Teen Fun | Teenagers*. Web. 28 Jan. 2011. http://teens.lovetoknow.com/Junior_Clothing.

⁴ "Heritage 1981 Is Now 21Men – Forever 21 Rebrands Its Mens Clothing Line « PB&J Mag." *PB&J Mag.* Web. 29 Jan. 2011. http://pbjmag.wordpress.com/2010/03/29/f21-21men/.

⁵ O'Donnell, Jayne. "More Retailers Offer Fashionable Clothing for Plus-size Women - USATODAY.com." *USATODAY.com*. Web. 28 Jan. 2011. http://www.usatoday.com/money/industries/retail/2010-01-21-plus-size-fashion_N.htm.

The Consumer and Forever 21 \checkmark

MRI Data

According to MRI+ data, Forever 21's primary target market is females aged 18-34, Caucasian with a household income of \$75,000+; the females have either completed college or currently enrolled.

Quantitative Research Key Findings

From the results gathered, we can conclude that the average Forever 21 consumer is between the ages of 18-34 and female. This type of person is very aware of the brand, despite the lack of advertising awareness, and enjoys its affordability, quality and style. They shop often and are not concerned with the low rated quality of Forever 21's products because they are considered "disposable". This type of young female also considers shopping at Forever 21 over their main competitors and would recommend the brand to a friend. Our typical consumer enjoys the cheap trendy items Forever 21 has to offer, and is a loyal customer.

Most men surveyed were unaware of the 21Men clothing line, but would consider purchasing this line from Forever 21 in the future.

Qualitative Research Key Findings

PROvoke Advertising used an online survey to perform a benchmark study for the Forever 21 brand. The results yielded a plethora of useful results. Respondents tended to favor Forever 21 compared to the key competitors. Awareness was high and perceptions were positive, although none of the respondents were able to recall any Forever 21 advertisements.

Usage

- Respondents favored Forever 21 as their first choice when shopping for clothing.
- Respondents visit the store often, sometimes even weekly to find updated stock.

Awareness

- Some respondents were aware of Maternity line. They were surprisingly
 positive about the line being marketed toward a young demographic,
 stating that it's good for lower income, young expecting mothers.
- Most respondents were aware of plus size line, as well as the 21Men.
- Respondents noticed the increase in non-apparel merchandise sold by Forever 21. This indicates that consumers are recognizing the transition into a department store.

Perceptions/Attitudes

- Respondents felt that Forever 21 has more variety and merchandise than competitors. Clothing is cheap, trendy and in-style.
- First and most important factor for all respondents when choosing a fashion retailer to shop was price.
- Respondents stated that they would recommend the store, but did not feel that it was necessary. The reason being was that their friends are already aware and current Forever 21 consumers.

Advertising/Marketing

- None of the respondents were aware of Forever 21 advertisements outside of in-house marketing (i.e. direct email).
- Respondents were only aware of H&M advertising; they recalled print and television ads.
- Respondents that receive Forever 21 direct emails expressed that they do
 not find the content effective in influencing their purchases. They stated
 that the emails were too frequent and did not contain a significant
 special or offer to persuade a purchase.

Projective Exercise

Consistent themes among collages:

- Floral designs
- Words describing low costs and bargains
- Words pertaining to style or fashion
- Words associated with "new," and "current"
- Words such as "sexy," "pretty," and "hot"
- Images of accessories
- Bright colors (images and words)
- Overall theme is fun, energetic and feminine

Current communications/advertising in Fashion Retail

Forever 21

Forever 21 currently places advertisements in big markets, such as New York; in February 2010, they placed an interactive billboard in Times Square to engage people passing by their store. Kendall Jenner, a sister to the popular reality Kardashian's, was featured in a recent print ad campaign. They also use Twitter, Facebook and a blog – The Skinny, to interact with social media users. To increase their mobile presence, they created a mobile application.

Forever 21 also uses a direct e-mail system to communicate with its consumers. However, according to the qualitative research results their consumers find it ineffective in influencing their purchasing habits.

Wet Seal

Wet Seal has an interactive web experience. They have an iPhone application that acts like a personal stylist, a Facebook page, YouTube channel, and Myspace page. On the Wet Seal website, users can listen to and purchase popular songs from the Wet Seal playlist. By linking up through Facebook, they can also shop with friends virtually by using the Facebook chat feature. Wet Seal saw a decline in sales and stopped its national print advertising campaign in 2008 in an effort to save \$1.4 million. However, they operate a strong online presence that incorporates their Website and social media Websites.⁸

H&M

They have a substantial online presence. On their Web site, they have a "social media room" that displays Facebook updates, Twitter posts, YouTube uploads, blog posts, and lookbook.nu post in one convenient list. The company also has an iPhone application that customers can use to receive promotions, view new collections, and find the closest store. H&M does not currently offer online shopping in the United States. H&M's business strategy is "fashion and quality at the best price." They use advertising to deliver this message to several markets throughout the year. All advertisements show that season's styles and the price of the items pictured.

⁶ Kuang, Cliff. "Giant Model in Spy Tech-Powered Billboard Plucks, Chucks Times Square Visitors [Video] | Fast Company." FastCompany.com - Where Ideas and People Meet | Fast Company. 25 June 2010. Web. 31 Jan. 2011. http://www.fastcompany.com/1663846/times-square-billboards-use-spy-tech-to-reach-out-and-grab-you.

⁷ Kennedy, Lesley. "Kardashian Little Sis Kendall Jenner Stars in New Forever 21 Ad Campaign - StyleList." StyleList. "StyleList." StyleList. "StyleList." StyleList. "StyleList." StyleList. "StyleList." StyleList." StyleList. "StyleList." StyleList." St

 $^{^8\,}$ "Wet Seal Cuts 41 Jobs, Eliminates Advertising." RetailNext. 28 Jan 2011.

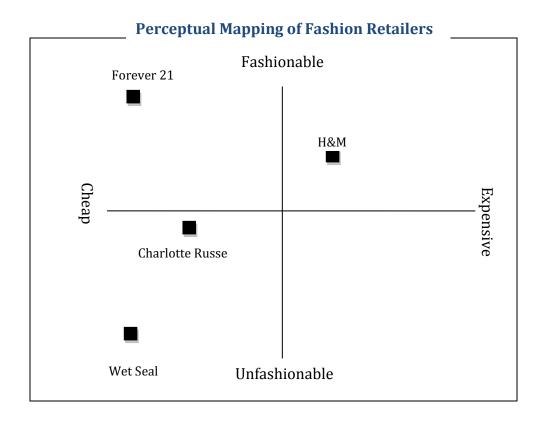
^{9 &}quot;Advertising Policy" <u>Style and Substance Sustainability Report 2009</u> H&M.com. 30 Jan 2011. http://www.hm.com/filearea/corporate/fileobjects/pdf/en/CSR_REPORT2009_ADV_POLICY_1272005547210.pdf.

Charlotte Russe

Charlotte Russe uses its website and other social media websites to promote its brand. They use their Facebook and Twitter profiles to promote sales and to give away prizes. ¹⁰

Perceptual Map

The following perceptual map demonstrates the perceptions consumers have toward Forever 21 and its competitors. Through qualitative research we discovered that in general Forever 21 is perceived as the highest fashion at the lowest price, while H&M is considered somewhat fashionable at a higher price. Charlotte Russe and Wet Seal were less desirable in fashion and lower in price, according to consumers.



 $^{^{10}}$ CharlotteRusse. 2011 28 Jan 2011 http://www.charlotterusse.com/home/index.jsp.

Opportunities/Issues for Forever 21 👉

Forever 21, Inc. runs in a highly competitive apparel market. The company competes with other small brick-and-mortar retailers such as H&M, Wet Seal and Charlotte Russe. These retailers also offer trendy merchandise at highly competitive prices that pose a direct threat to Forever 21's market share.

Although Forever 21, Inc. has approximately 495 brick-and-mortar stores, accessibility to their stores could affect their profits, as well as awareness. Advertising is particularly weak in small markets, and the advertising that is produced only includes young women. Therefore, there is low awareness for the men's, maternity and girl's clothing lines.

High profile fashion designers and the Fashion Designers of America are lobbying to enact the Design Piracy Prohibition Act (DPPA). The DPPA, if passed, would extend the copyright protection of fashion designs for a three-year period. Forever 21's current business model could be greatly affected if the DPPA is passed; new innovative fashions will have to be developed instead of copying expensive designs. Weather conditions have the potential to affect cotton supply, if extreme weather affected the cotton supply, Forever 21, Inc. would be forced to raise prices.

Opportunities

- · Growth in online retail spending
- Expansion toward department store
- Expand awareness of men's, maternity and girl's lines
- Offer a loyalty program
- Revamp direct e-mail communications
- Create memorable advertising campaign

Issues

- Weather affecting cotton supply
- Copyright lawsuits
- Accessibility to brick-and-mortar stores
- Awareness of men's, maternity and girl's lines
- Advertising is not all inclusive of offered lines
- Weak advertising in smaller markets
- Quality and durability of fabric
- Direct e-mail is ineffective

¹¹ Tan, Irene. "KNOCK IT OFF, FOREVER 21! THE FASHION INDUSTRY'S BATTLE AGAINST DESIGN PIRACY." Journal of Law & Policy 18.2 (2010): 893-924. Academic Search Complete. EBSCO. Web. 25 Jan. 2011.

Brand Vision Statement \checkmark

Core Identity

-Brand Soul

A fashion retailer that offers top fashion for low prices

- Band Values

Style, inexpensive, fun

-Point of Difference

Forever 21 gives young women the chance to look like an heiress on a college student budget. The customer enjoys the quantity of apparel over quality. She can pitch her new outfit at the end of the season (without getting her inexpensive panties in a bunch) because she paid so little for the clothing.

Extended Identity

-Personality

Forever is a college aged woman with little money and a lot of style. She wants to look good but doesn't want to spend a lot of money doing it. She is a good student and holds down a part time job while going to school. She is a social butterfly and likes to party with friends on the weekend. She is the life of the party and her style changes with the seasons.

- Brand Positioning

The "cheap-chic" fashion retailer

Consumer Relationship

-Functional Benefits

The customer is getting trendy clothing for a low price.

-Emotional Benefits

The customer feels like the store is looking out for them by providing low-cost clothing.

-Consumer/Brand Relationship

The customer feels loyal to Forever21 because of the past deals and service.

Creative Brief

The snap shot

Forever 21 is a fashion retailer known for its highly fashionable clothing at low prices; the merchandise changes frequently, giving females a reason to indulge in shopping routinely. To create a stronger brand relationship with its target market, Forever 21 wants to create a campaign that will resonate with the fashion savvy, female consumer.

What is the purpose of the communication?

Build a stronger relationship with the female consumer that will create awareness, drive repeat purchases and a personal experience with the brand's personality and soul.

Who is the target audience?

Forever Fashionably Frugal Females aged 18-34, Caucasian with a HHI of \$75,000+. These savvy fashionistas have a desire to keep up with the current trends, but wish to stay on a budget to indulge in their social affairs.

What is the opportunity to activate the target?

This is a store that provides a style for every aspect of their chameleon-like lifestyle.

What is the prevailing tension we need to confront?

Quality of clothing needs to be related to the chameleon-like lifestyle to enforce that it's okay to be "disposable."

What is the key insight that will unleash the brand potential?

To Forever Fashionable Frugal Females, quality takes a backseat in their Kia Soul, price always calls, "Shot-gun!"

What is the idea that will create action?

Forever 21's clothing may not last forever, but the memories made while wearing them will last a lifetime.

Forever 21 jeans, \$20...Night out, \$30... the memories you created when you fell down the stairs after Black Out Tuesday at Bent Willey's and ruined the jeans? Worth every penny!

What are the reasons to act now?

- Current trends
- Recession friendly fashion
- Designer looks: student friendly budget
- Sexy not skanky
- Youthful styles
- Online shopping

What are the executional considerations?

Target market is young and multi-taskers, they are easily bored by less than stellar advertisements or marketing; therefore, the campaign must be memorable and engage females on a personal level.

Appendix 🗲

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Appendix 🗲

Discussion Guide

Screeners >

Have you recently shopped at the following fashion retailers: Wet Seal, Charlotte Russe, Forever 21, H&M?

**If respondents answer "No" to Forever 21, they will be screened out.

Screening out will be based on demographic criteria.

Gender: Female Age: 18-34

Education: In College/Completed

HHI: \$75,000+

Objectives of Qualitative Research

The objective of the qualitative research is to gain insight on the consumer's personalities. Forever 21, Inc. needs to explore emotional appeals of the consumer in order build meaningful relationships. Specifically, the qualitative research will:

- Determine both negative and positive feelings of current customers
- Identify suggested changes in marketing tactics
- Gain insights on how and why Forever 21's products are currently being used
- Explore perceptions and preferences toward the Forever 21 brand and its competitors
- Understand consumers emotional appeals toward existing advertising

Introduction ?

Introduce all members of PROvoke advertising to participants. Explain the time length for the focus group. The goal is to explain that we are holding a focus group to gain insights into their perceptions of Forever 21 and its competitors objectively. Incentives such as pizza and soda will be offered to participants in return for their cooperation.

Ice Breaker

Ask each participant their name, age and favorite summertime activity to help them get acquainted with one another.

Discussion Outline

Introduction (10 minutes)

- -Introduce all members of PROvoke Advertising.
- -Allow all respondents to introduce themselves by name, age and favorite summertime activity.

Usage (20 minutes)

- -When you go shopping what is the first store you visit?
- -How often do you visit that store? (Store = answer to previous question)
- -Explain why you chose the (mentioned above) store?
- -For what specific occasions would cause you to shop at Forever 21, Wet Seal, Charlotte Russe and H&M?

Awareness (10 minutes)

-Explain your familiarity with other lines produced by Forever 21.

Perceptions/Attitudes (30 minutes)

- -Explain your overall feelings toward Forever 21, Wet Seal, Charlotte Russe and H&M.
- -Explain in detail your positive experiences with Forever 21, Wet Seal, Charlotte Russe and H&M.
- -When choosing a fashion retailer to shop at, what is the most important factor in your decision making process?
- -Which of the following brands would you recommend to your friends: Forever 21, Wet Seal, Charlotte Russe and H&M?

Advertising/Marketing (20 minutes)

- -What types of advertising or marketing have you seen for Forever 21, Wet Seal, Charlotte Russe and H&M?
- -What advertising or marketing had a positive impact on you shopping at the following stores: Forever 21, Wet Seal, Charlotte Russe and H&M?
- -What advertising or marketing had a negative impact on you shopping at the following stores: Forever 21, Wet Seal, Charlotte Russe and H&M?

Projective Exercise (20 minutes)+(10 minute explanation)=(30 min.)

"Please use magazines, scissors and glue to create a collage using pictures or words to project your feelings of the Forever 21 brand."

Wrap-up

Thank everyone for participation. Ask if there are additional thoughts or questions that respondents would like to add.

Appendix

Quantitative Research Questionnaire

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This survey is being conducted to gain insight into the awareness, attitudes and usage of fashion retailer brands. It is completely voluntary. You may choose not to participate. This survey is confidential and will take approximately 15 minutes to complete. Thank you for taking the time to complete this survey.

Thank	you for taking the time to complete this survey.
Screen 1.	In the past 2 years, have you worked for a fashion retailer? [] Yes [] No
2.	Have you ever worked in advertising, marketing or research? [] Yes [] No
Questi	ionnaire
3.	What is your age? [] Younger than 18 [] 18-34 years of age [] 35-44 years of age [] 45-54 years of age [] 55-64 years of age [] 65 years of age or older [] Refuse or don't know
4.	Please select the highest level of education you have completed. [] High school [] Associates [] Bachelor's [] Grad school (+)
5.	On average, how often do you shop at a clothing retailer in a year? [] 0 [] 2-3 times a year [] 4-6 times a year [] 7-10 times a year [] 11+

6.	When thinking about fashion retailers, what brand comes to mind?
	Please list all of the fashion retailers that you would consider shopping at.
7.	Please check all the fashion retailers you would consider shopping at. [] Wet Seal [] H&M [] Forever 21 [] Charlotte Russe
8.	Please rank each clothing store brand in your order of preference. For your most preferred brand, place the number 1 in the blank space located on the left hand side. For your second most preferred brand, place a 2 in the blank. Continue to rank each fashion retailer brand until you have filled all of the blanks. (Choose 0 if you have never purchased from the brand listed.) Wet Seal H&M Charlotte Russe [] Forever 21 []
9.	What is your gender? [] Male [] Female
10.	Have you heard of Forever 21's men's line, 21Men? (If you are female, please skip this question.) [] Yes [] No
11.	Would you consider shopping from 21Men? [] Yes [] No

PROvoke Advertising

12. I believe the following brands are trendy.

	Strongly Disagree		Neither Disagree or Agree		Strongly Agree
Forever	2 150.81 00		01119100		118100
21					
H&M					
Wet Seal					
Charlotte					
Russe					

13. You consider the following retailers to offer clothing at a low price.

	Strongly Disagree		Neither Disagree or Agree		Strongly Agree
Forever					
21					
H&M					
Wet Seal					
Charlotte					
Russe					

14. Have you ever purc	chased clothing from Forever 21?
[] Yes	
[] No	

15. Indicate how Forever 21 delivers on each statement. (If you have not shopped at Forever 21, please skip to the next question.)

	Strongly	Somewhat	Neither Disagree or	Somewhat	Strongly
	Disagree	Disagree	Agree	Agree	Agree
I am satisfied					
with					
accessibility:					
I am satisfied					
with price:					
I am satisfied					
with service:					
I am satisfied					
with quality					
of products:					

I am satisfied with style: I am satisfied with size:	vous fooling				
I am satisfied with size:	vous fooling				
with size:	vous fooling				
	your fooling				
16. Indicate	vour fooling				
	your reening	s toward the fo	llowing statements.		
	Strongly	Somewhat	Neither Disagree or	Somewhat	Strongly
	Disagree	Disagree	Agree	Agree	Agree
I feel positive					
about my					
experiences at					
Forever 21:					
When I go					
shopping, I visit					
Forever 21:					
Forever 21 has					
a better					
selection for my					
style than its					
competitors:					
I have trouble					
finding					
something that					
fits my style at					
Forever 21:					
Based on my					
last experience,					
I would return					
to Forever 21:					
			ce at Forever 21.		
18. Please de	escribe you	worst experien	ce at Forever 21.		

PROvoke Advertising

Somewhat

Agree

Strongly

Agree

with					
accessibility:					
I am satisfied					
with price:					
I am satisfied					
with service:					
I am satisfied					
with quality					
of products:					
I am satisfied					
with style:					
I am satisfied					
with size:					
21. Indicate	your feeling	s toward the	following statements.		
		T			T
	Strongly	Somewhat	Neither Disagree or	Somewhat	Strongly
		Somewhat Disagree		Somewhat Agree	Strongly Agree
I feel positive	Strongly		Neither Disagree or		
about my	Strongly		Neither Disagree or		
	Strongly		Neither Disagree or		
about my	Strongly		Neither Disagree or		
about my experiences at	Strongly		Neither Disagree or		
about my experiences at Wet Seal:	Strongly		Neither Disagree or		
about my experiences at Wet Seal: When I go	Strongly		Neither Disagree or		
about my experiences at Wet Seal: When I go shopping, I visit	Strongly		Neither Disagree or		
about my experiences at Wet Seal: When I go shopping, I visit Wet Seal:	Strongly		Neither Disagree or		
about my experiences at Wet Seal: When I go shopping, I visit Wet Seal: Wet Seal has a	Strongly		Neither Disagree or		
about my experiences at Wet Seal: When I go shopping, I visit Wet Seal: Wet Seal has a better selection	Strongly		Neither Disagree or		

20. Indicate how Wet Seal delivers on each statement. (If you have not shopped at

Neither Disagree or

Agree

19. Have you ever shopped at Wet Seal?

Wet Seal, please skip to the next question.)

Somewhat

Disagree

[] Yes [] No

Strongly

Disagree

I have trouble					
finding					
something tha					
fits my style at Wet Seal:					
Based on my					
last experience					
I would return					
to Wet Seal:					
22. Please	describe vo	ur hest experie	nce at Wet Seal.		
22111ease					
23. Please	describe yo	u worst experie	ence at Wet Seal.		
24 Have v	mı ever niir	chased clothing	from H&M?		
2 1. Have y	[]Yes	chasea crothing	, ii oiii iia		
	[] No				
	[]				
25. Indica	te how H&M	delivers on eac	ch statement. (If you hav	e not shoppe	d at
		ne next question		• •	
	•	-			
	Strongly	Somewhat	Neither Disagree or	Somewhat	Strongly
	Disagree	Disagree	Agree	Agree	Agree
I am satisfied					
with					
accessibility:					
I am satisfied					
with price:					
I am satisfied					

with service: I am satisfied with quality of products: I am satisfied with style: I am satisfied with size:

26. Indicate your feelings toward the following statements.

	Strongly Disagree	Somewhat Disagree	Neither Disagree or Agree	Somewhat Agree	Strongly Agree
I feel positive about my experiences at H&M:					
When I go shopping, I visit H&M:					
H&M has a better selection for my style than its competitors:					
I have trouble finding something that fits my style at H&M:					
Based on my last experience, I would return to H&M:					

O Dleage d		and or or or or	at II O M	
8. Please d	escribe you wo	orst experience	e at H&M.	
8. Please d	escribe you wo	orst experience	e at H&M.	

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30. Indicate how Charlotte Russe delivers on each statement. (If you have not shopped at Charlotte Russe, please skip to the next question.)										
	Strongly Disagree	Somewhat Disagree	Neither Disagree or Agree	Somewhat Agree	Strongly Agree					
I am satisfied with	Disagree	Disagree	115100	Tigree	Tigree					
accessibility:										
I am satisfied										
with price: I am satisfied with service:										
I am satisfied with quality										
of products:										
I am satisfied with style:										
I am satisfied with size:										
31. Indicate your feelings toward the following statements.										
	Strongly Disagree	Somewhat Disagree	Neither Disagree or Agree	Somewha Agree	Strongly Agree					
I feel positive about my										
experiences at Charlotte										
Russe: When I go										
shopping, I visi Charlotte	t									
Russe:										
Charlotte Russe has a better	.									

29. Have you ever purchased clothing from Charlotte Russe?

[] Yes [] No

selection for my	7				
style than its					
competitors:					
I have trouble					
finding					
something that					
fits my style at					
Charlotte					
Russe:					
Based on my					
last experience,					
I would return					
to Charlotte					
Russe:					
32. Please o	describe your	best experienc	ce at Charlotte Russe.		
				_	
33. Please	describe you v	vorst experien	ce at Charlotte Russe.		
types of ad	s have you see [] Print Ads [] TV Ads [] Outdoor Ads [] Social media	n for H&M? ads (Facebook, n any advertisi	hat apply. Regarding adve Twitter, YouTube, etc.)	ertising, whi	ch
l					
35. For the	following, ple	ase check all t	hat apply. Regarding adve	ertising, whi	ch
		n for Charlotte	e Russe?		
	[] Print Ads				
	[] TV Ads				
	[] Outdoor Ads				

	[] Social m [] Have no [] Other, pl	t seen any	advertisi	Twitter, You	Tube, etc.)		
	ds have you [] Print Ad [] TV Ads [] Outdoor	Ads edia ads (l t seen any	Wet Seal Facebook, advertisi	Twitter, You		dvertising	g, which
	ds have you [] Print Ad [] TV Ads [] Outdoor	Ads edia ads (l t seen any	Forever 2 Facebook, advertisin	Twitter, You		dvertising	g, which
39. Indica		ortance of		have seen f			urchasing
	Not important (1)						Very important (7)
Accessibility	(*)						
Price							
Service							
Quality of							
products							
Size							

Style							
oty ic							
40. I v			ollowing b	rands to frier	ds. Check	all that	apply.
	[] H&M						
	[] Wet S						
	[] Forey						
	[] Charl	otte Russe					
41. 0	f the followin	g brands, v	vhich do v	ou prefer to u	se exclus	ivelv.	
11.0	[] H&M	_	· · · · · · · · · · · · · · · · · · ·	ou proter to u	SC CHOIGS		
	[] Forev						
	[] Wet S						
		otte Russe					
	[] None						
		r, please spe	cifv				
	[]	, r r -					
42 DI	ease indicate	a waur athn	icity/raco				
42.11	White	-	icity/race	•			
		e x/African Ar	norican				
		-		Mativo			
		rican Indian	or Alaska	nauve			
	[] Asian						
	[] Hispa		11 · C· · ·				
		r/Multiple (ons			
	[] Prefe	r not to ans	wer				
43 H	low do you fe	el about Fo	rever 21				
75. 1	ow do you ic	crabbatre	nevel 21.				
44. Pl	lease indicate			me.			
		than \$20,00					
		000 - \$29,99					
	[]\$30,0	000 - \$39,99	9				
		000 - \$49,99					
		000 - \$59,99					
		000 - \$74,99					
		000 - \$149,9					
	[]\$150		•				
		r not to ans	wer				
	[]310		-				

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Appendix 🗲

MRI+ Data Demographics

WOMEN: Age 18-34: 29

Age 25-34: 37

Age 35-44: 21

Age 45-54: 10

Age 55-64: 2

Age 65+: 1

HHI \$150k: 20

HHI \$75-\$149k: 40

HHI \$60-\$74k: 7

HHI \$50-\$59k: 8

HHI \$40-\$49k: 6

HHI \$30-\$39k: 7

HHI \$20-\$29k: 5

HHI <\$20k: 7

Race

White: 65

Black: 17

American Indian: .3

Asian: 6

Other: 14

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MEN:

Age 18-34: 37 Age 25-34: 34 Age 35-44: 12 Age 45-54: 8 Age 55-64: 5

Age 65+: 2

HHI \$150k: 14 HHI \$75-\$149k: 39 HHI \$60-\$74k: 9 HHI \$50-\$59k: 12 HHI \$40-\$49k: 4 HHI \$30-\$39k: 6 HHI \$20-\$29k: 5 HHI <\$20k: 711

Race

White: 60 Black: 22

American Indian: 1

Asian: 4 Other: 14