

Meet the experience - seeking gamers



Fashion opportunities
on a different scale:
Digital and Virtual



The Ideavote Agency



The North Face



Untapped opportunities

What are the latest novelties?

'Younger consumers, namely Millennials and Gen Z are already living their lives digitally'.
(Lüdtke, 2019)

"Every subculture, every sport, every music subculture developed their own fashion trends–this is missing yet in e-sports and gaming culture." By ignoring and not even trying to understand this sector, the fashion industry is missing out on a massive business opportunity" . "E-sports is going to be the future sports of the younger demographic. "
(Lüdtke, 2019).



The company could consider the increasing popularity of digital and virtual fashion among Millennials and Gen Z.

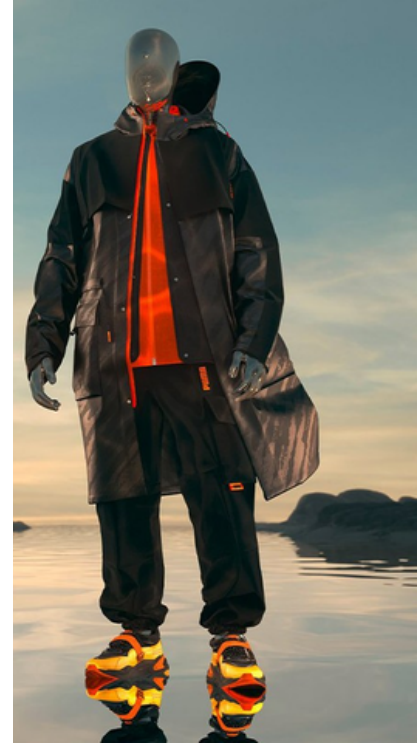
Digital Fashion

refers to the visual representation of clothes made with computer technologies, particularly 3D software

Virtual Fashion

is simply the design and sale of fashion items for virtual platforms and avatars (UGOCHUKWU, 2020)

"E-sports is going to be the future sports of the younger demographic, if fashion wants to communicate and wants to monetize on this demographic, e-sports is probably the right vehicle to join." (Lüdtke, 2019)



Untapped opportunities

CLOSER focus

"E-sports is going to be the future sports of the younger demographic, if fashion wants to communicate and wants to monetize on this demographic, e-sports is probably the right vehicle to join." (Lüdtke, 2019)

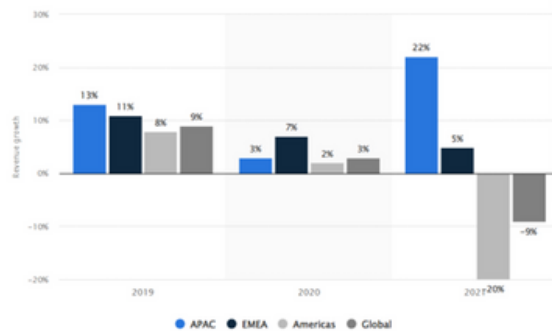
By focusing on gamers in Europe, it can expand its target market in Europe, where the sales in 2021 were only 5%.

ENLARGE the reach

Why? Because the gamers in Europe in 2021 were 329.5 million and 'the number is expected to continue growing in the following years and hit over 367.4 million by 2025.' The 2nd largest market for video gaming worldwide is Europe, with audiences of 715 million people. (SKELDON, 2021)

Consumer Goods & FMCG • Apparel & Shoes

Revenue growth of VF Corporation's The North Face brand worldwide from fiscal year 2019 to 2021, by region



Details: Worldwide: VF Corporation: 2019 to 2021*

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Untapped opportunities

The impact of Digital Fashion

-> It provides a way to transmit emotion as we transfer human life in a new field of existence.' It aims to find new ways to explore selfhood and our innermost being with garments that communicate hopes, dreams and desires.' (Editors, 2020)

-> Video Games are becoming a high-fashion playground. “For players, it’s a type of expression and immersion. By dressing your character how you want, it pushes the imagination a little further.” (ALLAIRE, 2021)

-> Our online personalities become equally as valuable as our offline personalities—and the lines between both start to blur. (Lüdtke, 2019)



“WITH AR YOU CAN BECOME THE PERSON THAT YOU WANT TO BE”



Consumer analysis

Who are the experience seekers?

They are open-minded and share the the company's mantra: "**Never stop exploring**", because they are searching for another expression, innovations in their lives and experiences, whether in outdoor sport, or in games.



Gamers' values

Social: Through games, people can play and compete with friends, make new friends, and form allies and teams, giving a sense of community and belonging.

Achievement: Winning and leveling up makes us feel good. Game players enjoy being "king", collecting items, completing missions and using powerful weapons and equipment.

Competition: Competing allows us to face and figure out how to resolve problems, making us feel good when we do solve them or "win."

Exploration: People often play games for an escape, whether it's to relieve stress or because the game provides for a "happy place."

Self-expression: People like to be unique. Through gaming, we can express who we are, stand out and even gain prestige within gaming communities.



"I WILL NOT SLEEP UNTIL I BEAT MY Oponent."



Consumer ethnography



-> A wide spectrum of outdoor games a person played as a kid is now represented as a virtual reality in games, and therefore, brings similar emotions.

-> 'Modern games have fewer limitations than playing outside can have', such as bad weather, friends who lives far away, busy parents, having no space/field to play a certain sport, being dangerous to play outside.

-> Parents can supervise their children who play indoor and thus can focus on their own work / duties regarding the home, instead of worrying about their children playing outside.

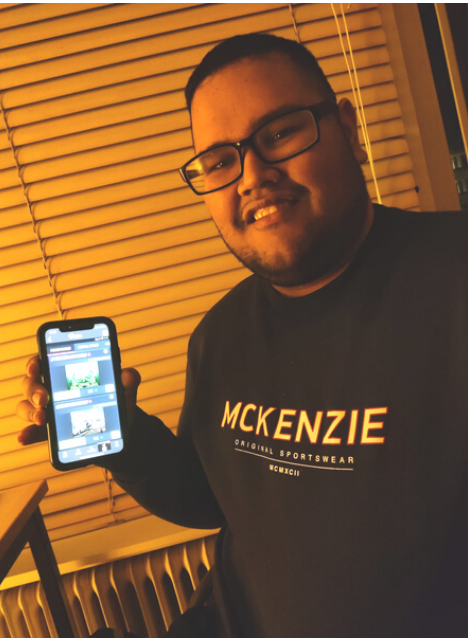
-> Parents nowadays have also adopted new habits and hobbies preferences inside. This might not provide children with enough motivation, inspiration and actual experiences playing outdoor. Besides, many parents – gamers might subconsciously instill this interest in gaming in their children as well. (Backeberg, 2019)



Computer games have replaced outdoor games and sports nowadays:

Meet Brian

I began gaming when I was 4-5. It started in game rooms with these machines when you put in the coins. I continued playing ever since!



Consumer story

HOW did it all start?

-> One of the first games was **Pin Ball**. I liked to go to Amusement Arcades, or pizza hubs, or shopping mall where there are some game rooms.

-> Later, I received a gift from my uncle, which was **Nintendo 64**. That's when I fell in love with Nintendo and all the games.

->I started playing **Mario games**.

-> And then eventually, I received my **Game boy**.

-> After that it became worse. At that moment, my grandma always complaint and said: 'Start being behind the TV', because we were sharing it. When she was sleeping, I could hide the Game boy, and she didn't have control over me.

-> Eventually, I adapted to **play station** after that.

->Now I play FIFA mainly, but at times I play with my friends shooting games, League of Legends, Call of Duty, Mario games, Pokemon.



PASSION for sports



Consumer story

Baseball – 7-8-9-10y.old

-> the first game I fell in love. It was really strange, because when we played baseball and we had breaks (without our coach), we played football!

Football – 11y. – to forever

-> In my country Aruba it was like: Go to school, game, some of us, we said: Boys it time to wrap up with the last game, we have a football in 30min. or 1 hour. And if they don't want to come, you say: 'I would be in front of your house!'

-> During the vacation, I try to connect with my friends in Arnhem and g playing on the field.

Table tennis- 13-18y.old

-> I used to also have a table tennis at my home. There were many friends coming over. Actually, we became so good that we once entered a tournament just for the fun of it, and I became 3rd at it.

Another sport we played was beach tennis

Now, I don't do it really right now, because I've just moved to another city and I don't know anyone there and I don't see something like a proper football field. Also, I started a new job.

FIFA fashion

You can receive packs with players and sporting attire from teams which are located all over the globe. Whenever, I open a pack, I receive different kit.

This kit will be saved in your store and you can use it when you play a match. You can use it as 2 types: either you choose it for home kit, or when you go away and use it for away.

Also, in the store, there are special kit offers due to holidays- for example- a kit for the King's Day in the Netherlands. Normally, they will have uniform in the store that you can make and it will be for 2-3 days only and it will expire.

How does it feel to have it for such short time?

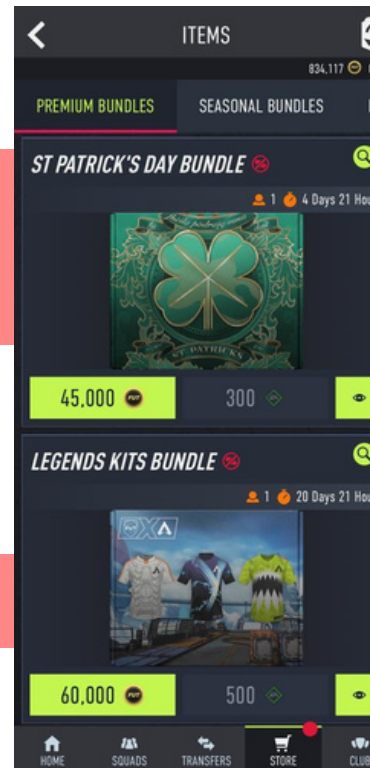
If I don't complete a challenge in the number of days it is announced available for, in order to receive a kit, it will just expire and only the people who have completed it will have it and I will not have the chance to have it in the future anymore.

And normally this kits slip- people don't pay attention to it until it expires and people they see other people wearing it and they start asking themselves: 'What is this sporting style?' and then they realize: 'Oooh, that was a theme that expired yesterday. I should have done it'.

But then the people who do have it, they will feel that it is rare. You know, 'I have it and not all the people have it'

What kind of challenges do you have to complete in order to win a certain pack?

It's different. But, usually it's just by playing matches. For example: play 2 matches in a row. Win a match. Score 2 goals.





The Lucky Charm

‘The same attire I wore in the game ,I wore when I played football, so it was like a lucky charm’ /an object that is believed to bring its owner good luck/

In these cases, do you manage to find exactly the same football attire, or just something similar to the outfit of the avatar?

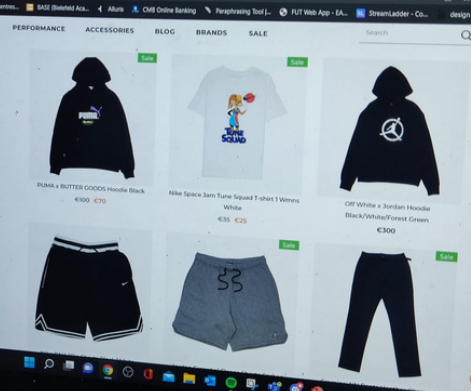
I always like the idea of going with the same attire that I used in the game, because it brought me luck

If I’m having a good game on certain day with particular colours, then I would have sense of ‘I’m going today with yellow (if the player wore yellow)’. Sometimes when I played with friends, they are like: ‘Oh you beat me with the colour yellow today, I see why you are coming with yellow today’.

-> No, I mean colour-wise. Nowadays, you have different types of shirts- you can customize it into different patterns, etc. , but in the past, the shirt would just look like the original because it had the same colour.

-> But in the gaming world, I used to spend a lot of time while creating the character and designing it, picking nice clothes, how it will look like, with small details. For example, in the game FIFA Street, you have to design your Street character and I always designed it with camouflage clothes.

-> When I am at home or playing by myself, I don’t use this ‘lucky charm’ belief (wearing similar clothes to the ones avatars have), but when I go play tournaments, I always go with my Real Madrid kit. I represent my team, and I am going with the Real Madrid’s spirit.



Own wardrobe & buying behaviour

-> I have a collection of sporting Baseball clothes, Football (I try to buy the original uniforms of the club), and I also want to customize my shirt to be in the pattern of my favourite football team- Real Madrid (number 7, and my last name- Today). I am saving to buy it for the next year, because every year they release different attire. It is 130 euros.

-> I also really like the fashion of NBA

Online or in store?

It would be really nice to go to the store, but there are just in some places. I never went to a Real Madrid store, but I went to a store when I was on vacation in Orlando, Florida.

I entered a sporting store, and I thought I am in a heaven for a moment!

I was with my girlfriend, so I told her: Hey, I don't know about you, but I am gonna stay really long here. Just for you to know, to either be patient, or go to other stores nearby.

Would you like to buy a digital piece of clothing for streaming?

It's something I would consider. I am very open-minded and I know everything is going online nowadays especially with these NFTs. But I will do more research.

Do you buy sustainable clothes?

Mostly, it depends on the price, but sometimes I also think about the sustainability. Not a lot, but mostly it's the price.

'I think I am addicted to sporting clothes, to be honest'

I really enjoy football fashion. Even now, when I see other people wearing other teams' football jersey, it feels nice, like fashionable for me.

I like any sport clothes, actually. For example, Los Angeles Lakers (basketball team)

'I think I am addicted to sporting clothes, to be honest'



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-> I also really like the fashion of NBA and I prefer to wear now hoodies/sweaters.

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Do you buy sustainable clothes?

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In fact, one of my goals is to own a lot of sporting clothes.



Castro1021

For me and the fashion within FIFA, I like to wear **what is relevant right now**. What's in right now. If I use it too much, I feel like I need a new one. So I always want to stay up to date. But my taste is **Retro**. Also, But right now, I like to combine myself in **red and black**.

Own wardrobe & buying behaviour



OQUM

However they disappointed me: on the website they show 100 types of clothes, but the store was just small, and they barely had any clothes

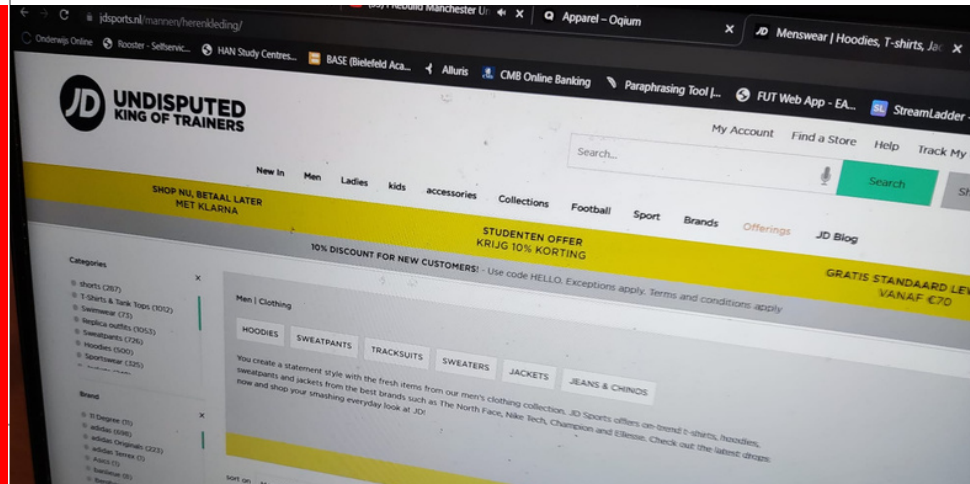
JD Sports

I walked in Arnhem and I encountered this store. When I got back home, I was thinking this was the nicest one and I research about it. They had clothes in the same sporting style I have. For me and the fashion within FIFA, I like to wear what is relevant right now. What's in right now. If I use it too much, I feel like I need a new one. So I always want to stay up to date. But my taste is Retro.-retro kind of things



Prone to follow:

- Celebrities- Cristiano Ronaldo who wears a brand outside the football field.
- Influencers
- Streamers



GAINS & PAINS

- Buying online saves time by avoiding traveling to the store location.
- Sustainability is a plus, but not compulsory.
- Connection with other friends/gamers (recognizability and sharing similar values)
- Variety via customizing clothes of avatars and emotional enrichment
- Being up to date with the latest fashion trends
- Wearing clothes similar to the digital ones brings luck and conveys trust, honesty.
- Getting more attention online-> more followers-> earning more money

- Lack of variety in the store. Especially when they have a bit variety in their online store. Not having different teams' sporting kit.
- Not being able to save how you customized an outfit of a player.
- Not being able to play with people all over the world because of time differences in different places on the globe.





Marketing impact

Product development:

1 IN-GAME FASHION

- To match the new trend of in-game fashion, related to sports, The North Face could also launch its own digital apparel. It could have 2 functions: being used by gamers themselves (in streaming, YouTube videos, on social media) or by the players/avatars which gamers have in virtual worlds and games.
- Due to the young age and consequently their limited budget, as well as their regular habit of gaming, the company had better focus first on having in-game clothing.
- For example, it can partner with sport-gaming companies and design in-game clothes for the avatars/ players in their games.
- *It can team up with FIFA, or other games which involve out-door-sports: Riders Republic, Airplane Skydiving Flight Simulator, The Red Lantern, Jet Moto, Snow Moto Racing Freedom, DownStream: VR Whitewater Kayaking, 3D Paragliding, Abzû.*



Marketing impact

Product development: #2 CUSTOMIZED FASHION

- Due to the gamers' characteristic of **seeking uniqueness and different experiences** often in their daily lives, The North Face would greatly benefit from offering customization within sporting clothes. They can add an extra page on their website that is specifically created for sending pictures, logos, and colour preferences to already established The North Face clothes models.
- In this way, gamers will not only gain **variety in terms of their sporting wardrobe, but also will become emotionally enriched** by adjusting their clothes to their personal desire.
- What's more, they can **connect with their friends** who also share passion for sports, by customizing clothes that will be liked by their peers and gifting them, or buying **'Birthday customization' cards** (available online and offline). They can gift such cards to surprise their friends who can customize the attire in their own way. Thus, both gamer's self-expression and social needs will be satisfied.
- Since the consumer tends to **always do his online research first**, but also saves time by buying clothes online, it would be best if that customization of The North Face attires is offered firstly online.
- Besides, by gathering **online data** from the purchases of customized clothes

Marketing impact

Promotion

1 Physical store

Advertisement of the digitalized fashion could be placed at the store

2 Via gamification features

Gamers are mostly competitive and used to overcoming challenges to win a 'a pack of kit/clothes' and other rewards they connect with positive feelings.

3 On social media platforms & Communities

Social media platforms are must! They should be chosen so that the audience is actually "hanging out" there! The platform that Brian uses are TikTok, Instagram, YouTube, Twitch. Since connection is of utmost importance for gamers, the company might try to reach online communities.

4 Discounts

Since the target group likes experiences, and specifically sport ones, the company might consider partnering with other event-organizing companies and give discounts to the matches' visitors on The North Face products.

5 Newsletters and blogs

The consumer has indicated that he is open-minded and wants to stay up to date with the latest fashion. Therefore, an informational source such as newsletters and blogs would be wise to be implemented in the strategy.



Apendices

1 Student Information

- Antonia Vasileva
- Student number: 657234
- E-mail address: antoniavasileva53@gmail.com
- CSA-D03
- Lecturer: Marleen Spijkman
- Interested in this chosen consumer behaviour: I am interested in that behaviour because I have many friends gaming, but also I am following people online who use digital clothes themselves. Therefore, via Word of mouth, I have come across this topic a long time ago.
- What I have learnt:
 - > You can reach a customer when you really know his interests, pains and gains, his environment.
 - > People have a lot of experiences, but only via listening actively, closely and carefully, making them comfortable and diving into their natural environment (via ethnographic interviews), you can find out what really drives them and how they make their choices as a consumer.
 - > You need to start on time, plan thoroughly, divide your work evenly, so that you can actually reach a potential interviewee and also calmly complete your research.

Appendices

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Appendices

3 Ethnographic interviews

Why is it an ethnographic interview and not a regular one:

- **I really noticed that he gave honest answers:**

You also stream right?

-> Sometimes. Not a lot. In Twitch. But I don't have time.

On TikTok I post short videos. I always care what I wear when streaming.

Do you want it to be connected with the case- to what you are playing, or is it just for the public?

-> Just for the public. BUT, since I am related to FIFA, if it is a player that I really want to get in my packs, such as a Real Madrid Player in the promotion, I'd wear a Real Madrid outfit, because if I get it, this specific Real Madrid player, and I am wearing the Real Madrid kit, it can be a thing that gets more attention online. And they will know for sure that I am not lying, pretending that I really like this player.

Because when some players unpack the players, they say: 'I really like it'. But that's not true: 'You're Barcelona, you never liked Real Madrid. Now that you packed it, you like it.'

- **He also gave many examples:**

Also, if I see a gamer with clothes which contain gaming feature, such as Nintendo logo, the play station logo, or a character from a video game. Then, I can wear something like them.

It can be like a normal clothes, but if other gamers notice it, then it's like: 'Uuuuh I know what you doin'. It's really awesome!(make conclusion that it brings him closer to other gamers)

Apendices

3 Etnographic interviews

Why is it an etnographic interview and not a regular one:

- He expressed himself clearly and narrated past stories, such as visiting a sporting store in the USA and feeling 'in heaven'
- I observed his words, but also what he really does, and how he really behaves when he is in his natural habitat.
- He showed emotions, that are usually hard to obtained via the normal interview.
- I asked him 'why' questions and 'how' questions

Apendices

4 Brand-consumer evaluation form

Antonia Vasileva

Description brand: The North Face

It has retail locations all over the world, including Asia and Europe. The most popular places are the countries with cold weather. It has an extensive line of clothing and accessories for men, women, and children.

Link to website of the brand: [The North Face | Outdoor Clothing, Backpack & Shoes](#)

Description edgy consumer culture: People are going on online social platforms. Gaming is becoming more and more popular. With the restriction of freedom, people feel the need to express themselves even better, to give freedom to their imagination. The different avatars' clothing wardrobes help for that as well as the digital clothing which people can wear on social media platforms. When they do so, they know they reduce the use of raw material and contribute to sustainability.

1. Why is it important for your chosen brand (non-profit organization) to get an in-depth understanding of the new edgy consumer behaviour?

Answer first time:

Because it can reach new consumer market: The Europe – gamers in Europe. Also, gamers can make use of digital clothing when they want to express themselves on virtual events, social media, when streaming. The gamers in Europe in 2021 were 329.5 million and 'the number is expected to continue growing in the following years and hit over 367.4 million by 2025.' [The number of gamers in Europe to jump over 351m by 2023, nearly half the total population... | Media & Content \(telemidiaonline.co.uk\)](#)

Feedback student 1 (Annemarie): Nice topic. I think you can be even more specific. Which new market, why do you think this is important for the company, etc.

Feedback student 2 (Hoang Thanh Truc Nguyen - Alice): Interesting behaviour. But I believe this new behaviour will not only have in "new consumer market". Maybe The North Face's current consumers are also having this new behaviour? By understanding this behaviour, the brand can also engage and build more loyalty with their consumers.

Apendices

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Feedback lecturer:

Is it just to reach a new market? So than it can be benificial for a lot more other brands. Why is it in particularly interesting for The North Face?

Answer second time (integrate feedback):

It is not only to reach a new market, but to affect its sales by payign attention to new world trends and technological deveopments.

2. How does the brand currently connects to the consumer culture of their audience (values and needs)? And add a media article / social media post to illustrate this.

Answer first time:

Their customer is perceived as 'creative explorer'. Some of the company values are authenticity, empowerment, perseverance, environmental responsibility. They have 20 000 Community Members yearly in Berlin, Munich, Paris, Milan, Stockholm, Chamonix, Manchester, Bolzano. This way- via communities, they feel their buyers are heard and can share their dreams, desires, hopes and lifestyles, while being active and gaining friends.

[Communities \(thenorthface.nl\)](https://www.thenorthface.nl/communities)- link to their communities

Feedback student 1 (Annemarie): Interesting information. About what kind of community is it about?

Feedback student 2 (Hoang Thanh Truc Nguyen - Alice): Great to hear that they have their own community. The North Face can use the new behaviour to strengthen their community as well.

Apendices

Feedback student 1 (Annemarie): Interesting information. About what kind of community is it about?

Feedback student 2 (Hoang Thanh Truc Nguyen - Alice): Great to hear that they have their own community. The North Face can use the new behaviour to strengthen their community as well.

Feedback lecturer:

It is clear. And could provide valuable information to further explain question 1 > creative explore - consumer culture

Answer second time (integrate feedback):

I will implement the community feature in the marketing impact part.

3. How do two competitive brands connect to their consumer audience, how are they doing it better and what are they doing worse and why? Explain it in detail and give examples where possible.

Answer first time:

Two competitive brands are Patagonia and Nike.

1) Patagonia

(-) Its prices are higher. This is supposed to be due to the fact that most of the time 'Patagonia goes the extra mile with the quality of their materials and production.'

(+) They are both concerned about the environmental impact they have, but "Patagonia is more focused on the environment than North Face, with strict environmental guidelines on materials and a focus on recycling. Patagonia is also less focused on growth and more interested in its impact on the planet."

[North Face vs Patagonia: Who Makes The Best Outdoor Gear * Expert World Travel](#)

2) Nike

(-) Net promoter score (NPS) (=how likely are people to recommend the brand) for Nike is 53, while for the North face 18. In terms of product quality, Nike has 4.3 out of 5, while The North Face has 3.9 out of 5.

The pricing is a little bit higher for Nike (4/5) than for The North Face (3.5/5).

The Customer service is also a bit better by Nike (4.1/5) than by The North Face (3.6)

[Nike vs The North Face | Comparably](#)

Apendices

Feedback student 1 Very detailed and clear with the – and +. Does Nike has no better points than their competitors?

Feedback student 2 (Hoang Thanh Truc Nguyen - Alice): You should elaborate more on how the competitors CONNECT to their consumer. For example, you mentioned The North Face has their community, how about Patagonia and Nike? How are they doing it better or worse?

Feedback lecturer:

Clear.

Answer second time (integrate feedback):

The answer is clear.

4. What kind of edgy consumer culture are you going to focus on and what does that mean (societal forces, cultural forces, values, needs)? Use 3-8 sources (literature, consumer insight reports, media articles).

Answer first time:

I would describe this target group as 'experience-seekers', because they are searching for another expression, innovations in their lives and experiences, whether in outdoor sports- as 'NorthFace' clients, or in games, or more specifically- digital fashion(clothes for the people going on various online platforms/gamers, or the avatars in the games they play)

The Digital fashion provides a way to **transmit emotion** as we iterate humanity **in a new realm of existence**. It aims to find new ways to explore selfhood and our innermost being with garments that **communicate hopes, dreams and desires**.

It fosters the development of an equitable and sustainable industry that's suitable for our tech epoch."

It satisfies the need of people to be part of communities: people can join a community on Discord- they can create/design their own content and share it on the platform, get review, get tips and advice. <https://www.thefabricant.com/blog>

According to the Vogue, Video Games are becoming a high-fashion playground "For players, it's a type of expression and immersion. By dressing your character how you want, it pushes the imagination a little further." [Video Games Are Becoming a High-Fashion Playground | Vogue](#)

Apendices

Societal forces: With the lockdowns, and many obstacles of going out and enjoying sports/ leisure time with friends, there are moments where we should stay more and more at home. Gaming is therefore becoming more popular. That is a perfect chance for such clothing brands to take their business on another level.

Moreover, the people are more and more concerned with sustainability. Both the 'North Face' clothing brand and the brands that produce digital clothes in real life has it as their priority to contribute to sustainability.

Moreover, according to the Brendan Sinclair from Gamesindustry.biz, 66% of gamers more likely to play socially responsible games. [66% of gamers more likely to play socially responsible games | GamesIndustry.biz](#)

Cultural forces: Values & Needs: Besides everything listed, one of the most important reasons of gaming are innovation, freedom and creativity. And these are the values and needs of the consumers that can be satisfied with new digital fashion items.

<https://ritualmotion.com/articles/the-positive-values-of-the-gaming-community/>

Feedback student 1 (Annemarie): Very detailed information and good that you make use of sources.

Feedback student 2 (Hoang Thanh Truc Nguyen - Alice): I like the way you named your target group. You have good understanding of your consumer culture, which is really good. However, only one thing, you mentioned that one of the societal forces is because of the lockdown, I believe it won't be for long-term; what would it be after covid time, are they still enjoying staying home playing game? You can explain more on the gaming trends, how is it different from the old trends that can attract and engage to it audience?

Feedback lecturer{

Now it all makes perfect sense. Why The North Face and how they should connect to experience seekers through digital fashion!

Answer second time (integrate feedback):

- 1) I have included the needed explanation regarding why this changes ~~would~~ also apply to times without the Covid.
- 2) It's clear.

Appendices

5. How can your chosen brand better connect to your chosen new and edgy consumer behaviour and be more competitive in their positioning?

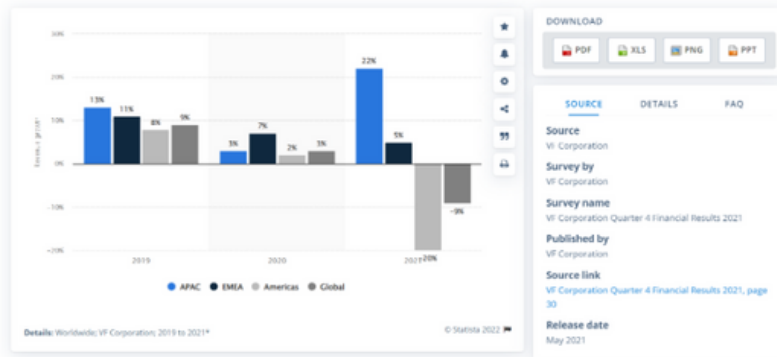
Answer first time:

The North Face target group includes people for whom innovation, quality, and performance is of utmost importance. It involves people who love the outdoors and activities such as hiking, biking, and camping. Their customers are 'athletic' and 'live a very active lifestyle'. They are men and women aged 14-45. [The North Face Marketing Plan by Sherley Garcia \(prezi.com\)](#)

I believe they can start creating garments for part of their audience who is also digitally-savvy, values innovation, adventure and has a big presence on social media, and keen on gaming. They will reach more consumers, especially because there are 1.48 billion gamers across Asia, where they already have a large market share:

Consumer Goods & FMCG · Apparel & Shoes

Revenue growth of VF Corporation's The North Face brand worldwide from fiscal year 2019 to 2021, by region



• [Revenue growth of VF Corporation's The North Face brand by region worldwide 2021 | Statista](#)

But they can try it out first in Europe, since the 2nd largest market for video gaming worldwide is Europe, with audiences of 715 million people. And thus, they can reach another customer segment and increase their sales (=5%) in Europe.

Apendices

The gamers can use the digital fashion for:

- Social media
- YouTube videos
- Live streams
- Video games
- Virtual worlds
- Avatars

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Feedback student 1 (Annemarie): Good points and very detailed with the graphs.

Feedback student 2 (Hoang Thanh Truc Nguyen - Alice): I love the idea; it's showing that The North Face is innovative and adaptable.

Feedback lecturer:
Clear!

Answer second time (integrate feedback):
The information is approved.