



Lupata Bianca

Demographic

Aged 24 - 45 year old males.

More than likely working in the creative industry.

Estimated disposable income of about \$500 or more.

Obsessed with the vintage aesthetic in the arts, film and music.

Carefree and rebellious.

Spends his free time watching films.

Independent.

Collects vintage Playboys and newspapers.

Drinks wine everyday.

Psychographic

Geographic

Targeting global customers.

Those living in slightly warmer climates.

Likely lives in an urban / suburban environment.

Enjoys social media to an extent, mainly for its uses in learning and references.

Always thinks thoroughly before spending on anything.

Disregards trends.

Always properly groomed and well-dressed no matter the scenario.

Loyal to brands he has used for a long time and can trust.

Hates cancel culture and culture vultures.

Harbors an “ take no prisoners ” lifestyle and attitude.

Behavioural

Raising Awareness

To market our first ever collection as well as the brand itself, the brand has chosen to raise awareness through an omnichannel strategy. We will place our focus on Instagram, SEO, SEM and Email Ads as we feel that those forms of marketing will pinpoint on our target audience, mainly the men aged 20 to mid 30s. We will also be hosting a pop-up concept shop where people can come to the store and experience the brand.

An important focus of our brand is the factor of exclusivity, we will only pursue these forms of marketing, nothing more. We feel that the aforementioned forms of marketing combined with the lack of an influencer endorsement are effective in bridging the gap between promoting sales and nurturing exclusivity. Furthermore, the brand itself has no direct competitor that pursues a similar style, this puts Lupara Bianca in a position where it is able to market itself as a brand with a distinctive aesthetic and style, adding to its exclusivity factor. We want to leverage that factor to cultivate a cult-like status for the brand which will not only be beneficial now but also germinate the hype factor for future releases. We will also underhandedly implement the use of SEO and SEM so people who are interested and search for the more masculine style can discover our label.

We are also leveraging on our brand element of attitude, our tone, messaging and services shall reflect that as we want our products alone to speak for themselves. Our key message will be “We Do What We Want.”

Simply put, we are the kind of brand that cancel culture hates, so the people who despise cancel culture will be attracted to us.

LUPARA BIANCA

We Do What We Want



Wildposting

To add onto the social media advertising, Lupara Bianca will also utilise a tactic of guerilla marketing known as wildposting or fly-posting.

It is achieved by placing advertisements illegally, typically distributed amongst a large public area where they might be seen by a large number of consumers. Bus stops, buildings, lamp posts etc. are all favourable locations for wildposting. The act of flyposting is usually deemed illegal to most depending on where advertisements are placed which would be great publicity for the brand.

For our case we would be taking inspiration from the government's use of flyposting in which they use in order to gain maximum exposure for a missing person campaign. Our posters would promote our social media handles, website and pop-up store address and would aesthetically mimic a style of a missing persons report which would intrigue passerbys to take a closer look, and when they do they will realise what they are actually looking at, most likely prompting some form of response like sharing with friends or on social media.

We will embark on a campaign emphasising the “ don't know, don't care ” attitude using social media ads featuring this form of guerilla marketing which treads on the grey areas of legality, again mirroring the “ We Do What We Want ” mentality as we only care about style.

The brand will use social media, specifically Instagram, to raise awareness of new products. Lupara Bianca will put \$5000 for the month of and the month before a release and \$3000 for the remainder months as the budget for general Instagram advertising. Since social media is such a ubiquitous tool and has a very widespread reach, it will greatly benefit the brand in the sense that everyone and anyone will be aware of our new products. We will also use Instagram to inform customers of new campaigns and seasons.

We also want to avoid the typical clothing brand account that is plastered with product posts, we instead want the account to act as a digital magazine by posting conceptual aesthetic photos and abstract stories to help connect with the customers more, creating a more intimate and personal experience. Many fashion ads on Instagram are very vapid and feature lots of pomp and frills, we will instead let the products speak for itself. Using the concept of masculinity, we will build our brand on that by posting articles that insinuate the “ boys will be boys ” lifestyle. We will also makes use of features on such as IGTV and Stories to post clips of how the collection is conceptualised and produced as well as Instagram Shop to make the potential customer’s experience more convenient. All of which allow us to better appeal to those on the platform.

Utilising Instagram helps us propel the brand to the age 20 - mid 30s audience which is projected to be our main clientele and the most willing to spend on our clothing. Instagram also has a wide range of features that would make targeting our audience much more convenient such as targeting people based in specific regions, cities or countries, narrowing the search based on age, gender and languages, reaching people based on interests such as the apps they use, ads they click on and accounts they follow and automated retargeting whereby Instagram quickly creates an audience who might be interested in your business using a variety of signals including location, demographics and interests.

The goal is for our advertisements to achieve a reach of 10,000 - 13,000 and increase the brand’s sales by up to 35% percent.

Instagram

Recreation

Our campaign is to basically replicate and recreate iconic scenes from movies that inspire the brand and our target audience, films like The Godfather, Donnie Brasco and so on, where the essence and spirit of masculinity and machismo really shine through. We plan to recreate some iconic scenes from these films with the models dressed in Lupara Bianca products, these images will form a relation with the brand and its influences as well as connect with the consumers through their love of the pictures. Again, playing on the masculinity factor and the phrase “ We Do What We Want ”, these iconic scenes often feature violent, brutal and bloody displays that capture the ethos of the brand beautifully, so it all makes sense.

STUDIO LUPARA

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Spotify

STUDIO LUPARA

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With a total of 217 million monthly active users worldwide, there is an obvious reason why some brands including ours, are expanding their attention to Spotify as a social media platform. According to a Business of Apps statistic, nearly one third of user listening time is spent on Spotify-generated playlists, however, another third also goes on user-generated playlists which can be created and shared by anyone on the platform. This can be a good option for brands who want to engage users and increase organic reach, with branded playlists acting as a sonic representation of a company or its product or service.

That is exactly what we will be doing with “ Studio Lupara : sounds of Lupara Bianca ”, every new season will include a newly curated playlist from the Studio Lupara division, mirroring the collection’s aesthetic for users to listen to.

Furthermore, Spotify is closely integrated with Instagram and Facebook to allow easy sharing between the platforms. Now, all users can share Spotify albums, tracks, artists, and playlists within Instagram Stories feature, instantaneously driving followers back into the Spotify app to listen. This feature allows us to further incorporate music into our social identity, using it as a reflection of our values and characteristics, as well as to give users more of a behind-the-scenes insight with ‘what we’re listening to’ style content.



luparebianche

Follow



5 posts 1.3k followers 1 following

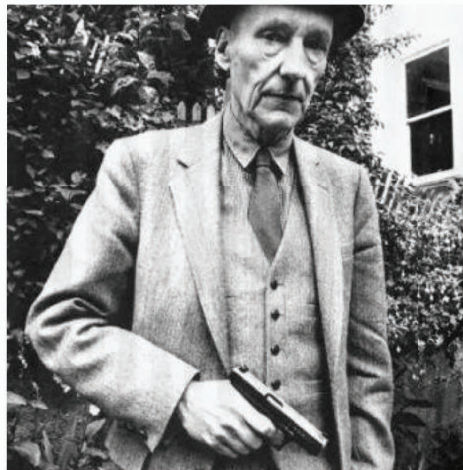
Lupara Bianca

Live for today, gone tomorrow. That's us.

www.lupara-bianca.com

POSTS

TAGGED





Q Search



Studio Lupara



USER

Studio Lupara



OVERVIEW

PUBLIC PLAYLISTS

FOLLOWING (38)

FOLLOWERS (20)

Public Playlists

SEE ALL



An Offer You Can't Refuse.

0 FOLLOWERS



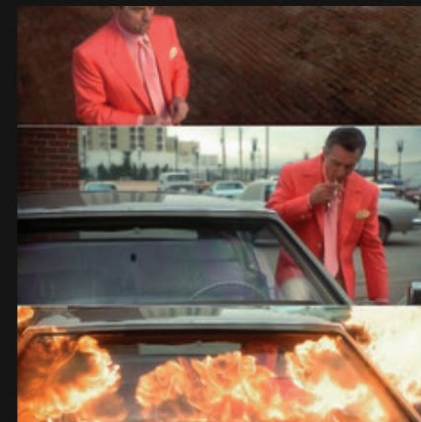
Parallel Lines.

0 FOLLOWERS





Day in. Day in.

0 FOLLOWERS

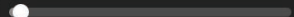




Here is...


0 FOLLOWERS

Lupara Bianca
Behind the product

0:01  -1:27 


 **luparebianche** · Following ...




 **luparebianche**

 Behind the product




In a world where corporate giants and tyrants rule the consumer sector, it is hard to trust what is worth buying with your hard-earned money. LB believes in transparency and harboring a no-nonsense attitude much like our products themselves. We are proud to display our manufacturing process for your enjoyment as well as your decision-making.


45w

 **craftygabby**

 Love this story   

45w Reply



Liked by **brandonjinx** and **others**

FEBRUARY 15

Add a comment... Post



luparebianche • Following



luparebianche Behind the product

In a world where corporate giants and tyrants rule the consumer sector, it is hard to trust what is worth buying with your hard-earned money. LB believes in transparency and harboring a no-nonsense attitude much like our products themselves. We are proud to display our manufacturing process for your enjoyment as well as your decision-making.

45w



craftygabby Love this story ❤️❤️



45w Reply

Liked by **brandonjinx** and **others**

FEBRUARY 15

Add a comment...

Post



luparebianche • Following ...

luparebianche Lupara Bianca
Spring / Summer 2021 lookbook.

2w



marlon.vc ugh 
2w 2 likes Reply

chuckbern Looks like the AC/DC
look is in. 
2w 2 likes Reply

kenny_satt 🔥🔥🔥 



Liked by **j.orddd** and others

DECEMBER 10

Add a comment...

Post



luparebianche
Sponsored



Shop Now



313 likes

luparebianche Lupara Bianca

Spring / Summer 2021 coming soon.



“ Professor Malik found that natural Search Engine Optimization (SEO) was the most effective SEM channel to increase sales (0.962 correlation). Pay Per Click came in second at 0.884, followed by mobile advertising (0.860), e-mail ads (0.823) and social media (0.742). Showing lower correlation were affiliate marketing (0.597) and pop-up ads (0.576). ” (<http://www.websiteoptimization.com/speed/tweak/effectiveness-sem-channels/>)

We will use SEO to spark interest and potentially make customers decide buying the brand's products by increasing visibility to users on certain web search engines. SEO is an organic way to gain potential customers since it excludes any form of paid advertisement or product placement. SEO optimizes users' searches by directing at various types of searches, be it images, videos or specific name searches.

The reason the brand decided on this form of marketing is not only because of its effectiveness and but also because it is free and it helps with the exclusivity factor of the brand since SEO relies on the traffic of the website. With my website, I estimate the site to have a relatively medium amount of traffic which would mean that the SEO would not optimise users' searches as much, placing my brand in a perfect medium of not being at the top of the webpage, but also not at the very unknown pages of the search engine.

“ This study found that natural SEO is the most effective way to increase sales online. PPC, mobile, e-mail, and social media advertising followed in increasing sales effectiveness. While still correlating with increasing sales, affiliate marketing and pop-up advertising were the least effective SEM channels in increasing sales. “ (<http://www.websiteoptimization.com/speed/tweak/effectiveness-sem-channels/>)

Lupara Bianca will use SEM to spark interest and potentially make customers decide buying the brand's products by displaying their paid advertisements to users on certain web search engines by bidding on keywords that users may search in the search bar, this gives us the chance to have our ads to appear when the results load up. Unlike SEO, this is a form of paid advertising and is not an organic way to gain potential customers.

SEM lets us present our ads to eager customers who are willing to make a purchase. Although we will engage in this form of advertising, we will not particularly place our focus on it due to numerous studies concluding that SEO is far more effective in increasing sales than SEM.

Some keywords we will purchase will include “ 50s style menswear ”, “ modern vintage men's clothing ” or “ reproduction vintage menswear ”. The reason I chose to opt for SEM for the brand albeit not spending too much of the marketing budget on it, is because a big part of the brand ethos is exclusivity, spending too much on the keywords would just propel my brand out to the masses which may potentially gain the brand too much traffic.

SEm



Location : Near SMU, Bras Basah.

Held in a gallery, the pop-up store will be mimicking a similar style; clean, minimalistic and spacious. To suit the gallery theme, we will collaborate with a local artist @artcrop to commission a mural on a wall of the store.

Pop-up store



Various photos and props that capture the essence of the brand will be placed around the store for customers to see. The main takeaway is for customers to enjoy the experience.

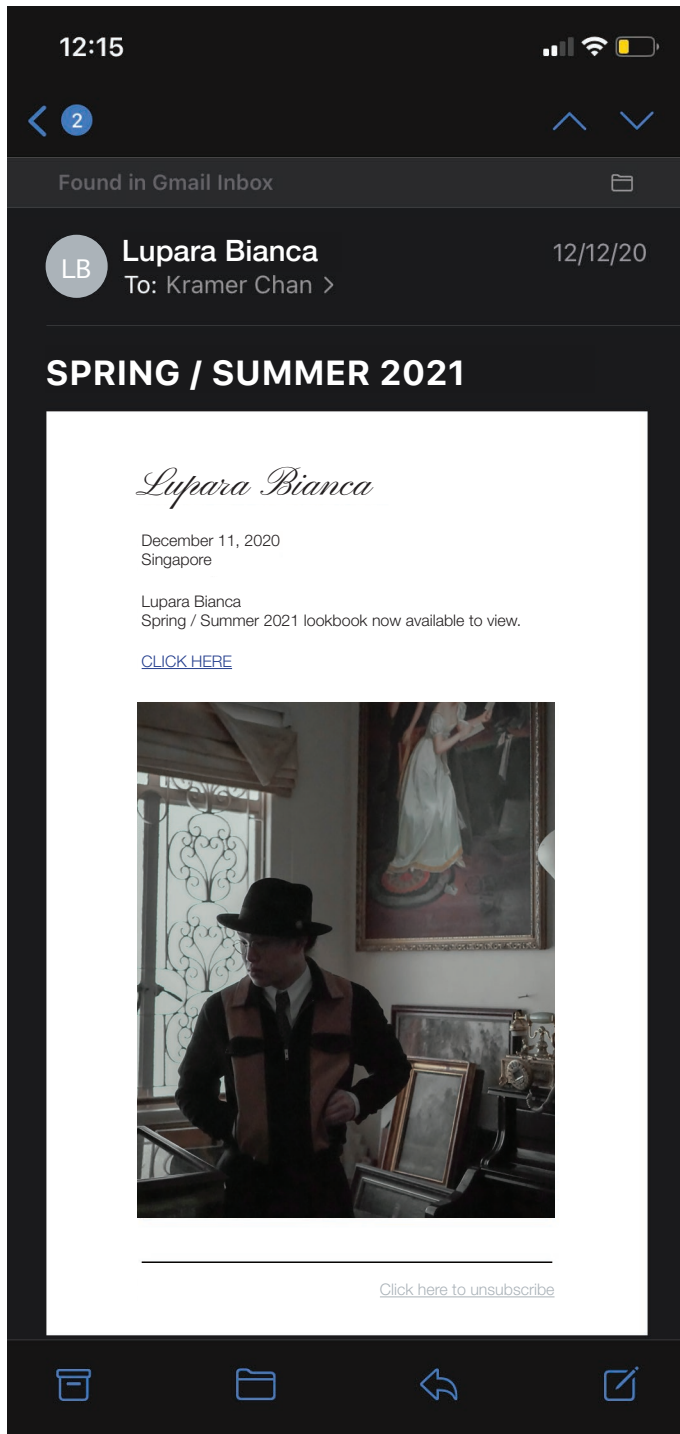


Artist collaboration



Unlike many of today's contemporary artists who stick towards the psychedelic and wavy graphic style, artcrop's style is much more restrained and old school which we feel suits the brand a lot more and is able to be a visual representation of what our brand is about ; authenticity.

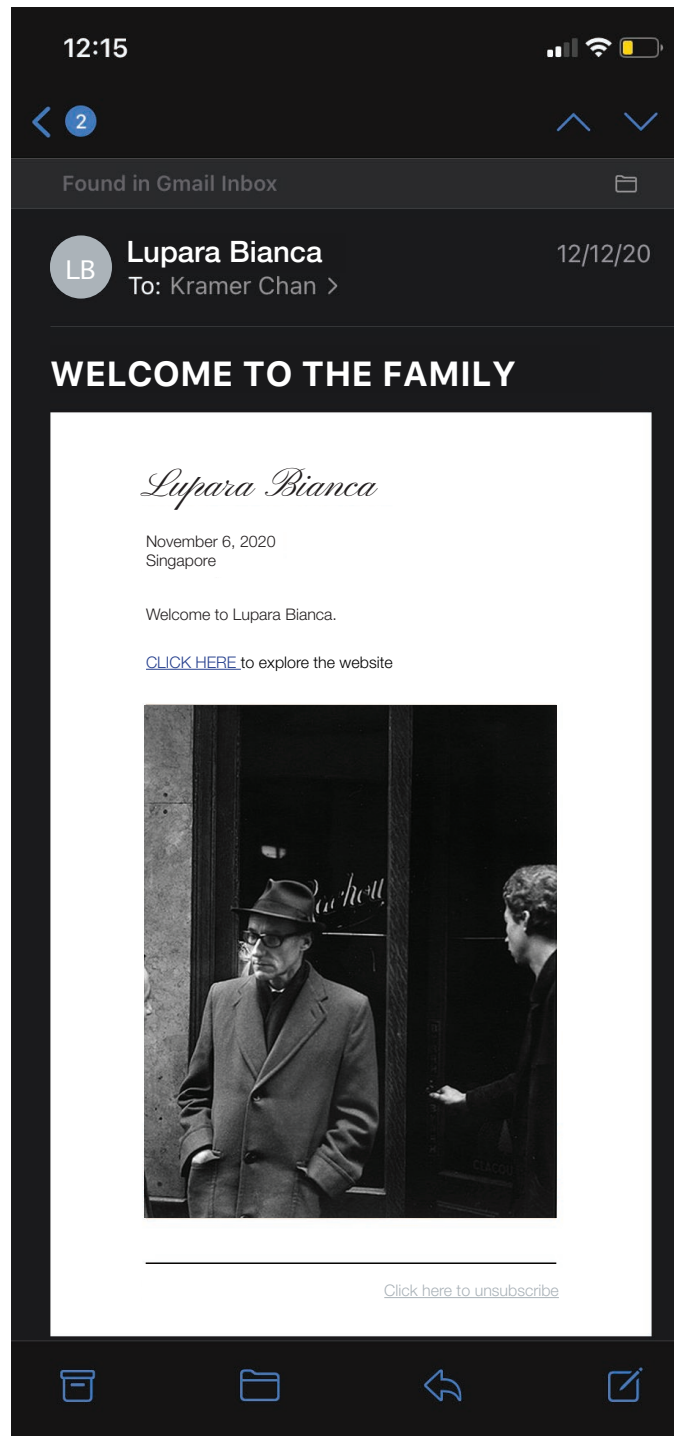
The commissioned artwork shall be a collage of all things that relate our brand surrounding our logo.



Email marketing employs the strategy of sending emails or online newsletters to customers to either get customers to decide on the advertiser's product, or even transform one-time buyers into returning loyal customers. For us, we will use this form of marketing to send out newsletters to let customers know of the latest news, exclusive products and even attractive offers.

The brand decided on email marketing since it allows our brand to still mimic a form of traditional advertising such as newsletters in a more modern form, much like the brand and the aesthetic itself. This form of marketing also gives us the opportunity as a brand to be more personal with our customers, sending out newsletters to those who have signed up for it, rather than just announcing the latest release on a mass media platform like Instagram.

We will entice customers by offering a 15% off their order should they sign up for the newsletter. This benefits both the brand and the customer since they can get a discount and we can get their data to help our brand in the future.



Welcome email to newcomers.

50+ Balls And Beans. ideas in 2021: Vintage mens fashion, vintage men, mens outfits. (2021, January 25). Retrieved January 26, 2021, from <https://www.pinterest.com/krameradd/balls-and-beans/>

Classy gallery in the heart of Singapore's art precinct. (2020, December 03). Retrieved January 26, 2021, from <https://www.thestorefront.com/spaces/singapore/singapore/35289-classy-gallery-in-the-heart-of-sin?initialSignup=true>

Instagram. (n.d.). Retrieved January 26, 2021, from <https://www.instagram.com/>

Spring / Summer 2018 Concept Shop. (2018, March 01). Retrieved January 26, 2021, from <https://www.aimeleondore.com/blogs/news/spring-summer-2018-concept-shop>

Wild Posting Advertising, Wild Postings, Wheat Pasting WILD POSTING. (2021, January 25). Retrieved January 26, 2021, from <https://wildposting.com/wild-posting-outdoor-advertising/>