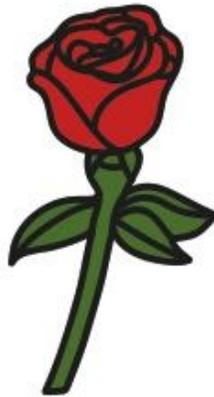


STRANGER SOCIETY

MARKETING REPORT

STRANGER



SOCIETY

IMEM, YEAR 2

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1. INTRODUCTION

At the start of this project we were asked by the growing Stranger Society to find several influencers in a foreign market; propose an effective plan to acquire and build a long term relationship with these influencers. Therefore the goal of this action plan and campaign is to enter the Swedish e-commerce market through local influencers who in turn will broaden Stranger Society's reach and consequently Stranger Society's global market presence. Through an integrated online and offline stunt a hype will be built around the brand. Overall we believe this action plan will allow Stranger Society a competitive advantage to step into the Swedish and confidently the Scandanavian/Nordic market.

2. TARGET GROUP IN SCANDINAVIAN.

2.1 SUSTAINABILITY

Stockholm's commitment to democracy, diversity and sustainability as its core social values has given the city a distinctly international appeal, attracting considerable interest from international companies in recent years ("Retail guide Sweden 2019/2020: The full scope of retail opportunities in Stockholm," 2019). As a significant theme within Scandinavian retail, we began our research into sustainability. Sweden is in the top three of greenest and most environmentally friendly country in Europe. Finland is number one and Denmark is number four. This demonstrates how Scandinavia is very focused on maintaining environmental friendliness and securing a greener future ("De 'groenste' landen ter wereld liggen in Europa," 2016). Environmental changes and improvements have been predominantly dependant on politics. The more politically important it is to do something about the climate, the more measures are taken and the more people become aware of the world around them. Sustainability and the environment is central in Scandinavian countries, they invest in the required infrastructure and eco-programs to protect the environment now and for the future. Scandinavia strives to achieve a no-waste model and the statistics are evidence of this; less than 1% of Swedish household waste was sent to landfill last year or any year since 2011. This is impressive, considering in 1975 only 38% of waste was recycled. The revolution has been formed by a collaboration of behaviour change, infrastructure and innovation (Burton, 2018).

Seeing how relevant sustainability is in this day in age, the Scandinavian youth have made important efforts towards a greener future. Swedish students set up The National Council of Swedish Youth where they, for example, stand up for student rights but also for their future; which must be preserved by living more sustainably. A good example of Scandinavian youths who are concerned about the environment is the 16-year-old Greta Thunberg. Greta is a Swedish climate youth activist who has received worldwide recognition for her efforts to fight climate change. In March 2019, Greta was nominated for the Nobel Peace Prize for her climate activism ("Greta Thunberg Biography," 2019). With this she was not only an example for Scandinavian youth but she also set an example for young people in the rest of the world. All the protest from the young Greta and all the young people who joined her resulted in a big protest prior to the UN Climate Summit in New York. An estimated 60,000 young people came to this. In other parts of the world, many students and students skipped a day to draw attention

to the environment (Hond, 2019). This shows how great the desire for a more sustainable life and future is for the youth.

2.2 INFLUENCE OF ROLE MODELS ON SOCIAL MEDIA FOR YOUTH

Nowadays, social media plays a large role in the lives of young people. Everything is centered around the sharing, liking and posting of photos, videos and other content. Young people are exposed to many influencers who all support, reflect and vocalize certain ideas and products. The fact that young people are now so overly exposed to the advertising and promotion of brands through influencers means that their perception of a brand changes but also their consumer purchasing behavior and the way they interact with a specific product.

Last year, Mintel market-research investigated the buying habits of American women. They concluded that 35% of young women in the US mentioned social media as the most important influence of their (clothing) buying behavior (Join Marketing, 2019). The United States leads in these figures, but Europe is a close second. Influencers have a major influence on their audience (Join Marketing, 2019). In the past, fashion magazines determined trends based on a strict and punctual strategy on the editorial board. Nowadays, one comment from an opinion leader can generate clicks, conversion and eventually sales and revenue (Join Marketing, 2019).

A role model has the ability to shape the views, ideals, and actions of a young person ("Influence of role models - Empower Youth For Work," 2018). Features that a role model needs to have to convince or encourage their audience to do something include; identification, example and inspiration. For example, the public must be able to identify with the role model. They must be able to imitate him or her in their own environment and in their own situation(s). And finally, they must be able to see results before they rely on the voice of a role model (Dwvdo, 2019).



Image : Fastenau, J. (2018, November 7). Under the Influence: The Power of Social Media Influencers. Retrieved November 22, 2019, from <https://medium.com/crobox/under-the-influence-the-power-of-social-media-influencers-5192571083c3>

Because all the opportunities these popular social media personas offer, brands line up to work with them. All this demand created a newborn industry, where social media personas and brands are set up with the help of intermediary agencies.

The power of influencers is strengthened by likes, followers and shares. The bigger this number, the more influence they can exert on their followers. Because big numbers suggest high credibility. In other words, they must be right. Therefore they can influence people's opinion and judgement. Most people follow people they like on social media. When they see that their role models carry or promote products, they soon assume that it is good and that they are convinced that they must also purchase it. Even though they would not initially buy it themselves (Fastenau, 2018).

2.3 STREETWEAR IN SCANDINAVIAN.

Scandinavian style, specifically within Sweden, has greatly changed since the "Swedish fashion miracle" of the late '90s. While minimalism is the theme most often used to describe Scandinavian brands, it does not necessarily reflect what walked down the runway during Stockholm fashion week 2019. But there's a new development, a new generation of designers

are being born. Their vision don't include the minimalistic style, there looking for a new vibe. (Borrelli-Persson, 2018).

This new development, fending off a minimalist style, seems to be at the perfect time. People like to wear more wearable clothes and styles, this fits perfect with the natural ease with which style stars in countries like Denmark, Norway and Sweden dress (Brannigan, 2018). The changes are described as being fresh, but without visible effort. This new commercial, easy to wear, easy to adopt and high-low accessibility idea speaks to a lot of people. The scandinavian think further than just being 'effortless', they highlight the fact that truly personal style is even more important. (Brannigan, 2018).

Scandinavian street style is inspired by a young, rebellious generation. Younger people are aware of what is happening to our world and what consequences that could have for our future. We looked into this in section 2.1. The new scandinavian style, as described above, is a result of the younger generation realizing that politics made our planet a bad place, they want to take over and make the world nice again by dressing differently. Designer duo Kevin Mukuri and Angelo da Silveira, who run Die Monde, find their inspiration right at home in Sweden. "Streetwear in Stockholm is growing and it's big. The new cultural lifestyle is very hip-hop and rap, and a little bit of punk, too."(Borrelli-Persson, 2018).



Vogue selected a few photos of a part of Swedish new designers. Looking at the clothes these designers wear, two things stand out. The clothing (left image) is mostly simple, comfortable and adheres to simplicity. The use of black and white elements makes it look more chic while the garments are quite simple and practical. The information above also shows that Swedish youngsters are increasingly looking for a mix of comfortable, minimalist but also a raw edge. The men mainly dress tough. On the other hand (right image) another new development

is also becoming clear, clothes and therefore the street style, can always be crazier and more creative. This blends increasingly with outspoken opinions and clothing of young people on the street.

Images:

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2.4 BUYER PERSONAS:

2.4.1. BUYER PERSONA: THE NETHERLANDS.

Before we can create our persona for our marketing campaign in Sweden, we need to take a better look at Stranger Society's target audience in the Netherlands. We do this based on information we received in our first client meeting for Stranger Society with Bram.

Luuk (19) is a second-year student, living in Breda. He has been living in Breda for the past few weeks and is starting to like it more every day. Life in Breda is very different from his life in the small town of Goirle where he was born. In Breda dare to buy more outstanding clothing brands, some brands nobody knows and brands are not specifically known for their popularity. Luuk dares to express himself more and more. His friends also encourage him to do this. Through his friends he came in contact with rappers such as Bizzy, Ronnie Flex and Kempfi. He keeps a close eye on their music and Instagram, this way he can be the first to tell his friends when one of the rappers drops a new song. During a boring lecture, Luuk daydreams away on Instagram, scrolling through his feed aimlessly. His friend taps him on the shoulder. Bizzy posted a video clip of one of his performances in his stories. Luuk looks at Bizzy full of admiration. He notices the white t-shirt that Bizzy is wearing and recognizes it from earlier photos. He starts a search for this brand and ends up on Stranger society's Instagram page. Here he sees many of his idols and he also decides to order a sweater. Its also fits with his new desire to wear clothes of brands that are not mainstream, and are still new in the market.

Despite this recognized buyer persona, Stranger Society has a very different image/brand persona that they promote. Dutch artists such as Kempfi, Bizzey, Lil Kleine and

Ronnie Flex all promote a specific vibe (hip hop, “bad boy”, rebellious etc.) which then attracts the above described consumer. We feel the need to distinguish between Stranger Society’s buyer persona and brand persona as they are two very different identities. The brand persona is a means to attract the buyer persona in the context of Stranger Society.

2.4.2 BUYER PERSONA: SWEDEN.

After the additional target market research we conducted and after we made an analysis of Strangers Society’s audience in the Netherlands, we have composed a buyer persona named *Mårten* to have a better overview of our target market and their behavior within Scandinavia (our focus being Stockholm, Sweden). Additionally, this will enable us to get a clearer understanding of Stranger Society’s customer’s needs and wants. We provide you with a look into Mårten’s background and how a day in his life looks like.

Mårten is a 24 year old man living in the centre of Stockholm. He moved here one year ago and is finally used to the big and crowded city. He used to live in Sigtuna, a small place nearby Stockholm. Mårten is just done with his masters and is ready to discover the world. He just started working as an assistant art director for short movies in Sweden. Mårten closes the door behind him and walks to his bike, which is completely covered with all kinds of stickers. At the traffic light, he takes his phone from his pocket, clicks on Spotify and puts on a NEW KID song. Mårten likes clothes that stand out from the crowd. Clothing that is comfortable, easy to combine but also fits in with its function as an art director. When he arrives at work, he locks his bicycle against a painted wall. A plastic bottle lies near him on the street, Mårten picks up the bottle and throws it in a plastic container. He walks inside and starts his day.

3. EXTERNAL ANALYSIS

In this section we will have a look at the external factors that might affect Stranger Societies when entering the Swedish market. Firstly, we go through a PESTEL analysis with the intention to eventually identify potential threats and weaknesses.

3.1 PESTEL

3.1.1 Political or legal factors:

Since 2013, the Dutch government offers Dutch entrepreneurs' access to their embassy network called the Nordic Baltic Network (NBN) the embassies are located in Denmark, Estonia, Finland, Latvia, Lithuania, Norway and Sweden. The NBN deals with all the current opportunities, trends and needs in the Nordic and can support and connect Dutch companies with the right local counterparts (Nederlandwereldwijd, 2019). The trade officers in Stockholm are currently Eva Blom and Sigrid Westman. They additionally recommended to get in contact with the LinkedIn group as well, which also aims to facilitate Dutch entrepreneurs' entrance into the Swedish and Nordic market. There is also an app, NLexporteert, that offers the latest foreign market information and legislation (Rijksdienst voor Ondernemend Nederland, 2019).

3.1.2 Economical factors:

Part of the European Union since 1995 but has never adopted the euro, Sweden uses the Swedish Krona (SEK) as their currency. The current exchange rate is 1 EUR is equivalent to 9.20 SEK (GWK Travelex). The main risk of doing business in the Nordic is the conversion of the earning, when converted might be slightly less than expected. Fortunately, since 2018 the purchasing power has been stable, despite declines in the first and third quarter of that year, this is very common at those times of the year in Sweden (Santander Trade, 2019). The "average annual salary is 404. 400 SEK" which is an equivalent of 38.723 EUR, or 3.227 EUR per month (Santander Trade, 2019). Which is favorable, seeing that the standard VAT is at 25% (Trading Economics, 2019).

Sweden has been recognized as a country that "stands out and outperforms the rest of Europe in many key areas such as economy and competitiveness" (Business Sweden, 2018). According to the Retail Guide by 'Business Sweden' (2018) Sweden is "a nation of high-income earners with a large share of spending on **retail** and food & beverage." This is a relevant

economic factor for Stranger Society to take into consideration as the market potential of Sweden can solely determine the success of the brand in this specific location. With the high purchasing power that Stockholm offers and the fact that it was named as the number one location for international retailers in the Nordic region reflects the viable potential their market offers Stranger Society.

3.1.3 Socio-cultural factors:

According to a study done by the Ecommerce Foundation 84% of internet users in Sweden will shop online in 2019 (Ecommerce News, 2019). It is noteworthy to mention that “ecommerce is widely distributed throughout the country, the most active ecommerce customers can be found in inland municipalities in the north of Sweden” (Ecommerce News, 2019) and southern region because it is more populated and better access to Europe (Santander Trade, 2019).

Attention must be paid to both obvious and subtle cultural differences between the Netherlands and Sweden, thus marketing strategies must be adapted accordingly (Export.gov, 2019). For example, the Swedish cultural philosophy of *jantelagen* still advises against “overt self-promotion and achievements as inappropriate but this is changing, especially among the start-up community” (Export.gov, 2019). *Jantelagen* or the Law of Jante, is a deep-rooted Nordic social code, for example the BBC tried to interview young wealthy Swedes and they were happy to discuss their large second homes, sports car or champagne sprees in nightclubs but when asked about their income they declined or stopped correspondence (Savage, 2019). Secondly, Nordic companies or partners value personal visits because they prefer first-hand assurance of a partner’s reliability and consequently expresses a company’s commitment to the market has a long-term perspective (Export.gov, 2019).

Regarding consumerism trends we have found that foreign marketplaces appeal to Swedes thanks to their enormous selection and security, for example the German Zalando is at the top of webshops from which Swedish e-commerce consumers had shopped in the past twelve months, followed by Wish (15%), Ebay (10%), Amazon (9%) and Aliexpress (6%) (PostNord, 2019). Though Zalando is at the top it must be noted that it only holds a 21%, and large companies such as Amazon.com has less than 10%. This might be clarified by the fact that “Swedish e-commerce is primarily organized around independent webshops” (PostNord, 2019, p.22). From these e-commerce traffic, between January and December 2018, 39% of Swedish online spending’s were on clothing and footwear (PostNord, 2019, p.21).

Lastly, Sweden is a consumer society with price and quality being the main push factors, followed by the sellers know how and post-sales services (Santander Trade, 2019). Swedish consumers tend to research products before purchasing and between “the ways to make buying decisions, following influencers is the most important” (Santander Trade, 2019).

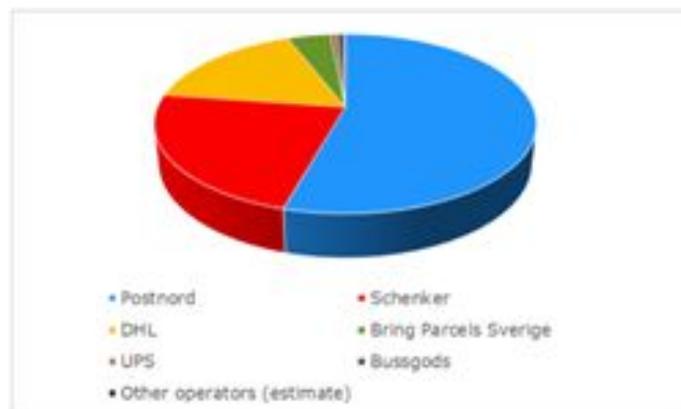
3.1.4 Technological factors:

For the 2018 United Nations Conference on trade and development a Business-to-consumer E-commerce Index was made. This B2C E-commerce index calculates an economy’s preparedness to support online shopping, in this index Sweden holds 8th place whilst the Netherlands 1st place. (United Nations Conference on Trade and Development, 2018). The index used the following four indicators related to online shopping: individuals using the internet, Postal Reliability Index, secure internet servers and “account ownerships at a financial institution or with a mobile-money-service provider” (UNCTAD, 2018). Reliable postal delivery, modern payment methods and high level of internet access are the driving forces behind the Nordic nations thriving online shopping behavior (UNCTAD, 2018).

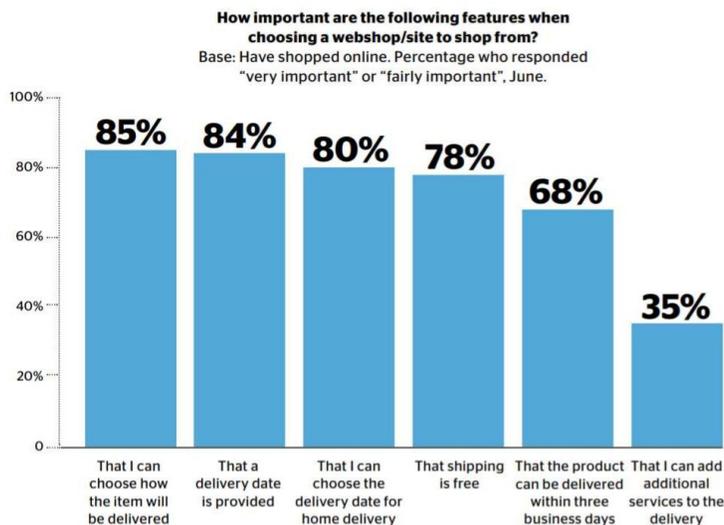
Regarding logistics, when deciding on potential distributors their ability to cover the entire Nordic regions must be considered, new companies should focus on finding prospective business partners that are “based in Stockholm, Gothenburg, Malmö or other Nordic cities” (Export.gov, 2019). Additionally, it is crucial to partner with well-established distributors with experience (Export.gov, 2019). Currently PostNord and DHL are the most successful logistics solutions, considering that both have the largest market share (see figure B) and both having more than 1500 service points whilst the other near the three hundreds according to the Swedish Post and Telecom Authority (PTS, 2019) .

Investing time in choosing a logistics partner in the Nordics is highly recommended, seeing that 29% of Swedish e-commerce consumers say that “they have refrained from buying an item online at some point because they were not offered their preferred delivery option”

Figure 5 - Market shares (in revenues) 2018



(PostNord, 2019, p.23). They expect transparency and clear information from webshops, by meeting this criteria and others the chances of a purchase being completed is higher (PostNord, 2019). Other criterions include: the option to choose how an item will be delivered, that a delivery date is provided, the option to choose delivery date etc. (see Figure X). Lastly,



according to the Ecommerce Foundation in 2018, online purchases in Sweden were mostly paid with card or debit card, (53%) making it the most popular method of payment. The other payment methods were bank transfer with 22%, e-invoice with 15%, e-wallet 9% and lastly cash on delivery with 1% of the total online purchases (Ecommerce News, 2019). The Ecommerce Foundation predicts that payment through cards will decrease whilst the popularity of “e-invoice,

e-wallet and bank transfer will increase” (Ecommerce News, 2019).

3.1.5 Environment factors:

One of the larger environmental (and potentially also economic) factors that is currently gaining a lot of traction is the concept of a circular economy, which is defined as “an economic system of closed loops in which raw materials, components and products lose their value as little as possible, renewable energy sources are used and systems thinking is at the core” (Het Groene Brein, 2019). H&M group's vision is to be 100% circular and renewable by 2030 and such an initiative, for Stranger Society, is something that they should take into consideration when focusing on Scandinavia. As mentioned previously, sustainability is a leading determinant in Scandinavia. This does not necessarily mean that Stranger Society needs to be taking significant leaps to become completely ‘green’, but it is a factor that needs to be taken into consideration when the brand is executing their targeting in Scandinavia.

In summary, the Swedish market is open to foreign competition but are also highly competitive according to the World Economic Forum and one of the easiest countries to do

business with, according to the World Bank (Sweden, 2019). The Swedish market is smaller than the Dutch market with around ten million inhabitants (Santander Trade, 2019), in comparison to the Dutch market the risks are lower for the brand to invest in establishing itself there. Companies seeking to enter the Swedish market should demonstrate a “clear competitive advantage”, among other things, through pricing, quality or branding; and their products and services should be “usually customized for the unique Swedish market” (Export.gov, 2019).

We recommend that after entering the Swedish market Stranger Society expand into the rest of the Nordic market with an estimated population higher than 25 million. The other Nordic or Scandinavian countries being Denmark, Finland and Norway. The other Nordic countries have many similarities with Sweden, for example they are culturally similar in language and social norms, are also ranked in the top 12 of the B2C E-commerce index of 2018 (UNCTAD, 2018); and online spending behavior in each country is similar to those of Sweden (PostNord, 2019). For example, e-commerce in Denmark has potential due to Danes moving away from physical stores and more to online shopping due to the flexibility of shopping at any time (PostNord, 2019, p. 24).

3.2: Current Market: Competitors

Soulland

Product	“Soulland’s philosophy serves the goal of creating garments with a contemporary and cutting edge feel whilst putting emphasis on subtle touches, both with regards to design and materials.” Soulland sells streetwear clothing. It range of products includes sweatshirts, hats, backpacks, etc. The company sources itself from France and Portugal.
Promotion	After opening their first store located in Copenhagen, Denmark, Soulland promotes itself and their new collection on several festivals. <i>Collaborations:</i> Similar to the others, Soulland counts on collaborations to promote their brand. “After teaming up with Nike SB for popular SB Dunk Highs and SB Dunk Lows in 2017, Scandinavian brand Soulland and the Swoosh’s skate subdivision have joined forces again, and this time the apple of their collective eye is the SB Blazer Mid” the sneakers have been presented on Copenhagen Fashion Week as well. Copenhagen Fashion Week - Soulland regularly participates in the event, showing off their new collections.
Place	Soulland exclusively sells in partner stores around the globe with shops in Hong Kong, New York, London, Copenhagen, where purchases could take place. The brand also provides worldwide shipping on their webshop.

Daily Paper

Product	Daily Paper's collection divides in Women; Men and baby clothing. The company produces streetwear style clothing and accessories - bags, hats etc.
Promotion	<p>Daily Paper use similar to the other streetwear brands "hype" strategy. The company "drops" 2 collections per year. For its Fall/Winter 2018 collection, Daily Paper joined forces with FGUK Magazine on an editorial which highlighted an inclusive group of individuals. The "drop" comes after a lookbook is published (similar to what Supreme does).</p> <p><i>Social Media</i> - Daily paper Promotes on its Instagram the most. With their following of nearly 260 thousand people, photos of models wearing the clothes could be found there and a direct link to their online shop.</p> <p><i>Collaborations</i> - Daily paper also collaborates with other companies and artists to increase their audience. - Loco Dice; Elman Peace; Alpha Industries and Havana Club.</p>
Place	Customers have the opportunity to purchase their sweatshirt, pants, shirt in a store or order online through Daily Paper's website. The time of delivery depends on in which the 4 regions the purchase has been made.

Off-White

Product	Off-White's product variety mainly consists of high-class streetwear clothing. Off-White makes plenty of clothes that are what you might recognize as high fashion, but it's better known for things like \$1,000 sweatshirts; pricey, tongue-in-cheek phone cases; buzzy collaborations.
Promotion	<p><i>Influencer focused marketing</i> - With the first contact with Kanye West. in 2018 Off-white's designer Virgil Abloh managed to work with fashion model Bella Hadid for an Instagram story campaign. Months later, he was able to partner with more models including Kendall Jenner, who became his "muse" at last year's Met Gala; and Adut Akech, 2018's model of the year, who became one of the key models for Off-White's collaboration with Nike.</p> <p><i>Fashion shows</i> - Off-white presents its collections through several fashion shows. During the last one, which took place in Paris, the feedback has been calmer compared to other times, which apparently has been the intention of Abloh.</p> <p><i>Collaborations</i> - Streetwear brands tend to promote themselves through collaborations. Off-White has been collaborating with the lights of Nike, Champion, Louis Vuitton etc. As a result of the collab between Nike and Off-White in 2017 is 10 of the company's best-selling and classic styles. Though the starting price points were around \$200, most of them resold online up to 1000 USD.</p>
Place	The brand has physical stores, but purchases could be made online and are delivered

	around the world. As a global brand the ecommerce side of Off-White sales overcomes their physical store purchases. Off-white's products are also re-sold online in retail stores, usually for a higher price.
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Stüssy

Product	Stüssy is an internationally renowned fashion label which encapsulates the surf wear trend originating in Orange County, California, and which has largely been adopted by the street wear and hip-hop scenes. The company sales streetwear clothing divided in women's and men's collections. Additionally, the product range also includes accessories, hats, socks and backpacks.
Promotion	The company has a unique and visually arresting print advertising history, establishing their campaigns as iconic, hallmarked by the globally recognised black and white grainy aesthetic. Similar to Supreme, Stussy adopts the collaboration as promotion method. They've collaborated with the likes of Supreme, Neighborhood, DSM, The HideOut, Carhartt and many, many other brands. Stussy's marketing success depends on the customer's experience with the label and its association with high profile consumers & cultural figures. <i>Fashion shows</i> - in 2019 Stüssy participates in Miami Fashion Week, shedding some light on their new collection. Stussy has also set the boundaries of streetwear clothing back in the days resulting in on an average day, young shoppers gather around Stüssy stores, which have become club houses of sorts, giving the sense of a "Tribe", ensuring long lasting relationship between Stussy and the consumer, which serves as another promotion tool.
Place	Stussy's moto states "All around the world since 1980". Purchases could happen in every one of the 60 physical stores, but are mostly done online

SUPREME

Product	Supreme is a streetwear clothing brand. Supreme has always maintained a small inventory, and never released a ton of pieces. It doesn't sell in large retail stores, hence keeping its availability limited. The product range consists of skateboard style clothing, skateboards, hats, even a brick made as a souvenir. Supreme does not divide its collections into men and women.
Promotion	Supreme product drops are powerful, and the user-generated content around the brand has been enough to allow Supreme to remain in a mostly 'underground' status in terms of marketing with almost no paid search investment. Supreme promotes itself through collaborations. It has a background working on limited collections of product. Louis Vuitton, Nike, Rolex, Playboy etc. In particular the Louis Vuitton

	<p>collaboration, has been shown of the Paris Fashion week on behalf of Louis Vuitton, then later the collaboration has been confirmed.</p> <p>Days before the drop of their new collection, Supreme publishes a “lookbook” giving the audience a perspective of the visualisation of the upcoming products. Uploading the lookbook, serves as a promotion tool of the company, while keeping the mystery behind Supreme as they keep people in the dark until the last moment. Once dropped the lookbook is published from magazines, sites and newspapers online. Thanks to the exclusivity surrounding Supreme, publishers increase the interest in their articles, giving Supreme free publicity.</p>
Place	<p>Supreme New York have 7 physical stores around the globe where they sell their products <i>“if you want to attend an in-store release ... you have to register online.</i> However, most of their sales take place on the internet <i>Digital drops create massive hype. For Supreme, their eShop benefited to the tune of a 16,800-percent increase in traffic.</i></p>

Conclusion

Realistically, Stranger Society does not aggressively compete with the brands listed above. However, Stranger Society’s value proposition and the image surrounding the brand does strongly fall into similar categories. Brands such as Suspicious Antwerp (see Appendix B) are potentially more realistic competitors, however as the street-wear market (specifically the digital market) have relatively low barriers to entry, it is fundamentally more important how a brand is able to distinguish itself and what benefit it offers to the audience. All the brands seem to follow similar if not the same business model. The “DROP” is an instrument which takes the world of streetwear advertising storm. All the companies give their product a sense of exclusivity, with providing limited information about the launch of new collection, serving the company with “hyping” the product. Limited supply is another big thing especially for Supreme. This feature of the company, makes the product more exclusive and appealing. Collaborations are also important and can offer a brand more exposure and interest in a target group they might not necessarily be able to approach by themselves.

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4. S.W.O.T.

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Stranger Society focuses on simple and wearable designs. This makes their clothes appealing for a bigger target group, than when the clothing is more extreme and less wearable. (section 2.3) 2. Stranger Society produces the majority of its clothing in Portugal but operates predominantly in the Netherlands. This makes it possible to sell clothes to Scandinavian consumers. (Appendix A) 3. Their current marketing focus is on their online content with their Instagram (16.9K followers). The page is all written in English. With this existing page they can easily attract Scandinavian customers (Appendix A). 4. Stranger society makes use of brand promoters (in NL: Ronnie Flex, Bizzey) they were attracted to the brand via other artists (Appendix A) 	<ol style="list-style-type: none"> 1. Stranger Society's website is basic, it lacks information and is not a good representation for the brand (Appendix A). 2. Stranger Society's has conflicting goals. They want to expand to different countries but there other goal is to stay local and stay niche (Appendix A). 3. In comparison to other brands, Stranger Society does not make big promotion for their new campaign and does not share many persuasive posts for their clothing (Appendix A).
Opportunities	Threats
<ul style="list-style-type: none"> - Swedish e-commerce is organized around independent webshops (section 3.1.3) - Swedish e-commerce consumers purchase a lot of clothing (section 3.1.3) - Existing Dutch network for businesses who want to enter the Swedish and Scandinavian market (section 3.1.1) 	<ul style="list-style-type: none"> - Subtle cultural differences (section 3.1.3) - Highly competitive market (section 3.1.3; 3.3) - Need of a logistic partner in Sweden (section 3.1.4) - Swedes are very eco-conscious (section 2.1; 3.1.5)

5. ACTION PLAN.

5.1 OBJECTIVES

(S.M.A.R.T) Communicative Objectives:

1. By August 2020, we want to attract 5 different Swedish influencers using a structured action plan, to ultimately have them endorse Stranger Society as a brand.
2. Our follow-up communication objective is to, by December 2020, increase the awareness of the brand Stranger Society within Sweden by raising the engagement rate of their Instagram by 3%.

In the long run, these objectives function as a foundation for the brand loyalty we aim to achieve through the engagement with the Swedish artists. Collaborations with these artists are also potential extensions of this project that could further enhance the awareness and loyalty to Stranger Society.

5.2 STRATEGY

As mentioned before, the aim of this action plan is to firstly get Swedish influencers to engage with Stranger Society, develop a long term relationship or collaborate with these influencers (section 1; 5.1). We want to achieve this through an action plan that targets the influencers through Direct Mail and simultaneously enter the Swedish e-commerce market through an offline stunt and social media campaign.

The selected influencers in part 5.6 of this action plan do not necessarily have millions of followers. The concept of 'micro-influencers' comes into play here as the modest following that each person has often translates into high engagement rates that are attractive for a brand with a niche market (Baker, 2019). Additionally, the term influencers in this report is generally used to refer to the celebrities selected as potential brand representatives and not their specific occupation.

5.3 TACTICS

Place

By introducing Stranger Society into the Swedish market we emphasize on establishing a good connection between a) retail strategy b) Availability c) Customers. Swedish market characterizes as stand out outperforming market especially in the retail and food & beverage sectors. Swedish and Nordic population in general is high in income and spending power. By finessing the the connection between departments, ultimate goal for our team would be well established internet based chain between Stranger Society and its Swedish customers.

- a) Retail strategy - with a growth of 16% in e-commerce goods retail, swedish internet purchases account for a total of 8.7% of total retail sales. Knowing that we aim to catch the wave and introduce what the market seem to adopt as a shopping habit. By emphasizing on internet based retail we will reach out to more people and this is a main objective.
- b) Availability - Making a product available to the customer in no time is a must in internet based markets. Having in mind Stranger Society produce most of its items in Portugal, distribution directly from there or The Netherlands will be held by the internet store of Stranger society.
- c) Customers - Swedish economy allows the population to be high spending. There is a large middle-class segment with high spending power. We have for a task to satisfy the needs of our customers, by making purchasing to seem effortless.

Promotion Mix

With the Stranger Society promotion mix within Stockholm, Sweden, we are focusing on creating a strong combination between (1) advertising, (2) public relations and (3) sales promotion. The mass-reach of the often non-personal techniques behind advertising correlate strongly with our goal of establishing a brand identity within Stockholm. We do however aim to implement an interactive, personal element into the advertising so that there is less of a barrier between the brand and the audience. Enhanced interaction has the ability to increase the level of overall engagement which links back to our second communication objective.

- (1) The main creative concept behind the advertising aspect of the promotion mix is to create an interactive, engaging Stranger Society community (predominantly online) with the **message** (#JoinStrangerSociety and 'don't be a stranger, join the society') which is about creating an inclusive Stranger Society community within Sweden. The media elements used in the context of advertising include outdoor and online.
- (2) Public relations, which is centered around building a good relationship between an organization and the public, is linked directly to our influencer-based action plan. Building strong public relations are ideal for a brand that is introducing itself into a new international market. The expanded goal within the action plan, regarding public relations, is to target influencers that have a specific image that matches with the cool, authentic street-style brand of Stranger Society.
- (3) The category 'sales promotion' is centered around a short term program to encourage purchase, and in the case of Stranger Society: to encourage awareness and interest in the brand. Sales promotion, just like PR, ties into the action plan of our project as we are using promotional products to appeal to the selected Swedish influencers.

Additionally, we hope to also make use of word-of-mouth marketing, specifically within our 'local' promotional campaign. As the structure of the campaign itself is strongly influenced by how artists in the music industry hype up their new releases, word-of-mouth marketing can play an incredibly significant role in the reach and exposure of your product or brand. The campaign is hence aimed at having more of a mass appeal while the action plan and the features of it are aimed at a more personal appeal to the influencers.

SOCIAL MEDIA

Currently the Swedes are highly active on Facebook, Pinterest and Instagram. Facebook is the most used social media platform with almost 70% of the market share, followed by Pinterest with 10% and Instagram with almost 7% (Statista 2019; StatCounter 2019). Taking this into consideration we present an insight into our Swedish persona's habits regarding media usage, also see section 2.4.2:

The 24-year-old *Mårten* wakes up around 6, turns off his alarm and quickly checks for Whatsapp messages from his friends. He quickly gets up and eats a large breakfast, gets ready

and then takes his bike. At the production office, he gets himself a cup of coffee whilst he waits for the general meeting. While Mårten waits he scrolls through his Instagram feeds to check up on his family and friends. He also sees several of his favorite local and foreign artists recent posts. The recent post of Newkid and Julian Hernandez make him curious. Subsequently, he goes through the explore section and browses through “Explore” section of Instagram. After his meeting he heads out to the city to help shoot the scenes the director had discussed with the team. While they are driving to the shooting location, Mårten keeps himself occupied with talking to the other crew members and looking at his Facebook. Yesterday he posted a photo of him and his friends recent cliff jump at Fredhäll, into freezing water. He shows his colleagues some of the strange reactions and puts his phone away.

On the way back from the shooting, though tired he briefly checks his Instagram Direct Messages. Back at the production office, Mårten sits down with two of the editors and works until late. On his way back home, he decides to quickly take the metro to buy new headphones at his favorite electronic store. While on the metro he watches all the facebook videos he was tagged in and stalks his little brother. At home Mårten crashes on the living room lazy boy and falls asleep.

As mentioned in section 5.1 we will be focusing on the follow-up communication objective of increasing brand awareness within Sweden by December 2020 by raising Stranger Society’s Instagram engagement rate by 3%.

Our media strategy will start off with more than five poster advertisements throughout Stockholm, these posters include a QR code and have an album promotion styled design. By then several of the influencers will have shared the map with their Instagram followers. In addition, Stranger Society’s will release an Instagram story and a Facebook post with the map of Stockholm and the announcement of the competition within Sweden. This strategy will be explained in detail in the following paragraphs.

It is noteworthy to say that the intention of the Urban campaign is to temporarily add on to Stranger Society’s current Instagram and Facebook activities and not replace them whatsoever. The social media strategic plan for the Urban campaign contains the following goals in chronological order:

1. Acquire new followers on Stranger Society’s Instagram and Facebook

Purpose: to draw Swedish traffic on Stranger Society’s Instagram and Facebook.

2. Keep the Swedish community updated on the hunt.

Purpose: word-of-mouth; start a hype around Stranger Society

3. Share influencer's and other user-generated content.

Purpose: to brand Stranger Society as a free-spirited community and business; start

Still keeping in mind our first objective to increase brand awareness in Sweden we will employ a mix of offline and online media. The offline elements of print in the form of more than 5 poster advertising and street-art marketing in the form of two or more designs are all accompanied by the *#JoinStrangerSociety* and *#jointhesociety* that can be found on both Instagram and Facebook. Therefore, the audience is smoothly guided to the brands official pages. We recommend that Stranger Society make use of the in Rotterdam based Street-art and Guerilla marketing company Graffitinetwerk. Graffitinetwerk already has experience with executing street-art in foreign countries which means Stranger Society only needs to discuss their wishes, considering that Graffitinetwerk will deal with the permits and such. For the online media, we will primarily make use of Instagram and Facebook. The *#JoinStrangerSociety* will be an important part of the Urban campaign seeing that it will both link the influencer to the brand, direct the broader Swedish target group to the brand and also give updates on the hunt. Regarding the duration of the social media activities we recommend an estimate 6 to 8 weeks. The following social media action plan shows the frequency of the social media advertisement and what content should be posted.

Instagram 6-8 weeks

Action type	Action details	Frequency	Week
Examine existing page	Guarantee consistency across platforms	Ongoing	1-6
Advertisement	Ad of the hunt with #JoinStrangerSociety and #jointhesociety	4 ads/wk	1-2
Post content	Influencer's posting of the SC hunt	Ongoing	1-6
Post content	Release the map with street-art locations	3 story post/wk	1-3
Post content	Share one of the location street art	1 post	3
Community engagement	Post a user generated content on story	Ongoing, 3 story post/wk	1-6
Post content	Share picture of one of the street-art	1 post	3
Post content	Release the map with poster locations	3-4 story post/wk	3-6
Advertisement	Ad of SC with #jointhesociety and	6 ads/wk	5-6
Post content	Share poster design	1 post	6

Post content	Release the entire map of the hunt	1 post	6-8
Post content	Share influencers wearing SC	Ongoing	1-6

Facebook 6-8 week

Action type	Action details	Frequency	Week
Examine existing page	Guarantee consistency across platforms	Ongoing	1-6
Increase Facebook "Like" count	Post more interactive content and make use of ads	Ongoing	1-8
Post content	Announce the kickoff of the hunt in Stockholm with #JoinStrangerSociety and #jointhesociety	1	1
Advertisement	Ad of the hunt with #JoinStrangerSociety and #jointhesociety	5-6 ads/wk	1-3
Post content	Release the map with street-art locations	3 story post/wk	2-3
Post content	Share one of the location street art	1 post	3
Post content	Post a user generated content on story	2 story post/wk	2-4

Post content	Release the map with poster locations	4 story post/wk	4-5
Community engagement	Post a user generated post with the #JoinStrangerSociety and #jointhesociety	Ongoing	2-7
Community engagement	Like and comment on interesting and relevant posts	Ongoing	2-8
Post content	Share the poster	1 post	
Post content	Release the entire map of the hunt	1 post	6-7
Post content	Share influencers wearing SC	1 post/wk	3-8

5.4 ACTION:

After all the research of trends, target audience, distribution place and market, we have devised the following action plan to promote Stranger Society among Swedish influencers and the Swedish market. The plan consists of two parts; firstly, we want to approach Swedish influencers and a convincing message convince them to wear clothing from Stranger Society, on the other hand we have devised an activation campaign to reach the Swedish target audience. In this campaign, the package is the key element to connect to the influencers and to establish a connection between the influences and the audience, since it is almost structured like an interactive treasure hunt.

The Overall Campaign:

Before we start with the explanation of each element of the campaign, we give a short explanation of the idea. The influencer is sent a personalised package with a map of Stockholm on the inside of the box. Various places in the city are marked on it. The idea is that the

influencer shares this map/message on their social media page(s) and this should then be seen by a large group of people. If the influencers do not take the initiative to share the map, the 'back-up plan' to still release the map to the public through sporadic Instagram story advertisements that are geographically targeted at Stockholm, Sweden.

Sidewalk drawings and posters will be on display in various places in Stockholm. The locations of these posters are on the aforementioned map. The goal is for the audience to look for these places in order to find a QR (this can be found on the poster or next to the sidewalk drawing). Via the QR code they are referred to a private pre-sale page that allows them to get a spot in the queue to access the new season's collection (there should also be a countdown on this site to increase the anticipation surrounding the release of the new clothing line). With this we respond to the competitive nature of their target audience and the appeal of games and challenges. With the hashtag **#JoinStrangerSociety**, people can take pictures with the poster or the sidewalk drawings, these are shared on Instagram. Therefore, to increase awareness.

Influencers

First, we start with the approach of five carefully selected Swedish influencers. We have personally already contacted the agencies of the five selected influencers and have received responses from Ten Music Group, Universal Music Sweden and the agency called 'Random Bastards'. (See the promotional addresses in part 5.6 of the report).

A personalized promotional package will then be sent on behalf of Stranger Society. This package will include a personalized letter, a Stranger Society item that fits the style of the influencer (with a small personalized tag on the inside that reflects the effort made by the brand to connect to the aforementioned influencers), stickers related to the brand and a staple Stranger Society item: such as a cap or a hat (depending on the influencer's style). In the letter we inform about the Stranger society Brand and we challenge the influencer to participate in the promotional 'treasure hunt' linked to the release of the new collection.

Package

The package is an important piece in our campaign, it is the first moment in which we can attract the influencer. The package must look interesting enough so that it will be picked from other possible received packages. The package will be a simple rectangular box. The exterior of the box is white with the Stranger Society logo (the rose) on it. The exterior should be

sleek, simple and subtly mysterious enough. When the box is opened, the first thing the influencer sees is the personalized letter and the slogan of the Sweden-based campaign “don’t be a stranger, join the society’. The interior of the box has structured compartments to make it clear to the person who opens the box what exactly is being offered to them. The interior is additionally completely covered in a map of Stockholm with a number of identified locations. Within the box is a clothing item, brand stickers and an additional staple item. In the letter, the influencer is invited to participate in a 'treasure hunt' and to share these first clues on their social media channels to promote the campaign. The letter will refer the influencer to the inside of the box. By completely folding the box open, a full map of Stockholm’s city center appears. This also links to Stranger Society’s motif of ‘being lost’ and hints at the urban theme within the promotional campaign. The influencer is urged to interact with the map and share it in the letter. However, if the influencer/artist fails to share the map within the campaign’s timeline than the map will also be shared via geographical Instagram advertisements so that the general public will also become engaged.

Social Media Campaign

The Facebook and Instagram of Stranger Society will be the foundation of the online campaign. Via these platforms we will share posts in a similar theme as what is currently being posted on their Instagram, which is a combination of photos of the clothing pieces separately, then worn by models and of other artists and famous people wearing the clothing. Additionally, other posts within the timeline will be aimed at giving the audience sneak peeks and previews of the new collection as we aim to build and structure this entire campaign in a similar way to how music artists hype up their album or EP release.

The Instagram stories will be used to more frequently keep the audience/potential consumers up to date with what is happening. These stories will also enhance the interactivity between the consumers as tools such as ‘quiz’ or ‘questions’ (on IG stories) enables the viewer to engage with a brand. **We do not want to create a separate Stranger.Society.Sweden Instagram account/page** with this campaign because we believe that separating them into two different entities will lessen the impact internationally. While it could give Swedish consumers a more personalized page to visit, the Americanized pop culture environment in specifically Stockholm makes English the most appealing language to promote the brand with. Additionally, a single Instagram page also makes it more clear where the online traffic is coming from

(Instagram analytics has a function that reveals from which locations your page is being visited from) and allows a more critical form of analysis when it comes to engagement and overall online marketing effectiveness.

Risk-Prevention: Our back up plan in case the influencers do not kick start the map challenge by sharing it on Instagram, will be releasing the map through sporadic Instagram story advertisements that are geographically targeting Sweden, Stockholm. This way when people go through their social media, they will be scrolling through the stories of their friends and will come across the map that urges them and challenges them to find the locations. Therefore, either way, awareness will increase exponentially with the Swedish audience.

QR: To elaborate on the function of the QR code: one will be on each poster around Sweden and next to each street-art piece. In the first week(s) the QR code will lead to a 'coming soon' page to create mystery and anticipation around the purpose of the poster. The website will have direct link to Stranger Society's official website so that whoever scans the code before the official launch of the countdown page, can be redirected to Stranger Society's official page. In approximately the third week the website will be revised and now the QR code will lead the consumer to a page that has 1) a countdown to the release of the new collection and 2) allows them to (via email subscription) save themselves a spot in the queue for the purchasing of the new collection. Just as other street-wear brands such as Suspicious Antwerp, an enhanced sense of exclusivity will increase the overall appeal of the brand.

Message: For the message, refer back to the [promotion mix](#).

Call to Action: The call to action for the influencers will be in the form of the personalized letter (see Appendix C) and for the general Swedish audience the call to action will either be via the social media pages of the aforementioned influencers or via the geographical Instagram ads that reveal the map. After the 4 or 5 week mark however, more information will be cleared up over the release so that not only the street-wear/fashion fanatics are aware of what exactly is happening. All the necessary information, to create a clear bridge between the outside/online promotion and the Stranger Society website (for consumers to visit & purchase), will eventually be placed on the social media pages.

5.5 CONTROL

We will draw statistic starting points of Stranger Society's stats before the start of our campaign. Afterwards we will compare the results depending on the segment we are measuring. This comparison will be made in intervals, starting at 5 months. We will emphasize on looking into our overall impact and achieving the campaign objectives weekly. In the end of it, we will compare stats from the beginning and the end of the campaign, will draw conclusions in consumer's response and behaviour in order to use it as a starting point for potentially launching Stranger Society in other Nordic countries.

Influencers endorsement control. - Our team will set a time limit from when we send out the package, until the influencers respond (post the map; picture with the brand etc.) Within 3 weeks of sending out the package and not receiving back any of the aforesaid criteria, we will count it as unsuccessful reach, which will trigger our back up plan and will release the street art locations through sporadic instagram advertisements to the public.

Stunt success control. - When we establish the exclusive launch of Stranger Society's collection page, it will be (for a limited time) be only reachable by the QR code, which will be active on Stranger Society's posters and near the street art. We will use google analytics to track down how many people have entered the site. Further by looking into the visit per purchase rates, we will be able to conclude if the exclusivity we try to embed in our customer's mind towards Stranger Society increase and how many people have went to the actual street art locations.

Instagram success control - we will be using Instagram analytics. We will consistently look into the engagement rate of Stranger society's instagram page and its engagement rate per post. We will be able to localize and isolate better the influence our campaign, because the instagram analytics provides a tool to track from where the attention is coming from very specifically. Tracking *#jointhestrangersociety*. This will be done, by simply typing into the search section on Instagram. It will be **measured every week** in juxtaposition with the previous one. This will continue for the whole duration of our campaign.

Facebook success control - We will be using Facebook Insights and will measure the engagement rate on posts. By making the Stranger society Facebook page more active, we will measure the like/comments and shares. This will particularly be important because of Facebook still being used often by the Swids. Measures will be taken every end of a week for the duration of the campaign.

Lastly Google Analytics will be used in order to track down the brand awareness increase. When people start looking for the Stranger Society site, we will make sure for it to pop up on top of google search. With google analytics we will measure the desire increase of people to look into the official website of Stranger Society. Google analytics allows us to look up from where we receive the most viewers flow. This way we will be able to conclude if Swedish people have successfully adopted the brand. After the campaign is over, we will continue to track down information for further month in order to conclude if we have established customer-company relationship.

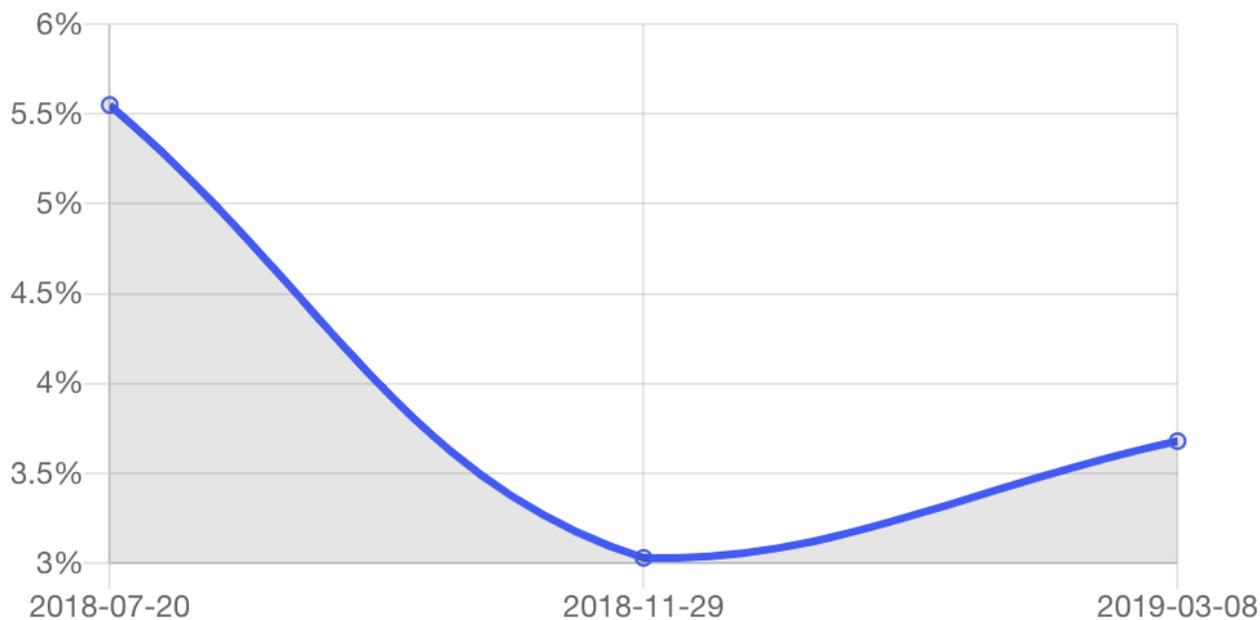
Back up plan control - The aforementioned back-up plan is aimed at kicking-off the campaign if things do not go as planned with our influencers sharing the map online. Kick-starting the campaign without them will consist of Stranger Society releasing sporadic Instagram story advertising of the map in order to reach out to the audience and start building awareness of the brand. We will measure this with the help of Instagram analytics, which will give us insight of people who have interacted with the story - screenshotted, saved, shared the story with friends. Further, after releasing the stories, we will be able to track down our location visits by the target group, by comparing numbers before and after releasing the ads.

Objective Control:

1. By August 2020, we want to attract 5 different Swedish influencers using a structured action plan, to ultimately have them endorse Stranger Society as a brand.
2. Our follow-up communication objective is to, by December 2020, increase the awareness of the brand Stranger Society within Sweden by raising the engagement rate of their Instagram by 3%.

The first objective correlates strongly to the back-up plan control. This fundamentally describes how the success of the campaign's intended exposure levels will be controlled if the 5 selected influencers do not stimulate the necessary awareness within our timeline.

The achievement of the second objective will be controlled, as stated previously, by analysing the Instagram analytics **every week** and comparing the values. We chose to focus on an increase of 3% as this, according to the statistics we analysed from Stranger Society's Instagram, is a realistic target. The graph below indicates the increase of engagement rate over the years and demonstrates that the highest peak was around July 2018. This was when the XXXTENTACION shirt was released.

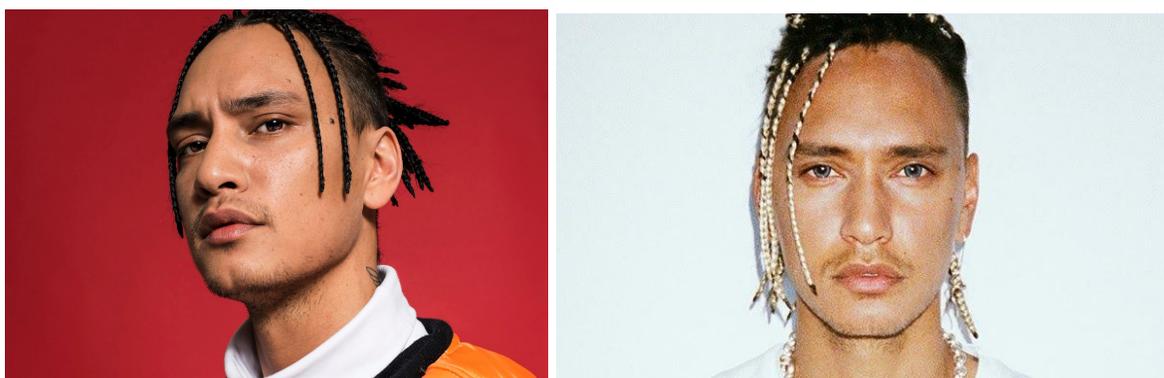


The chart and the accompanying statistics hence make us believe that a 3% increase in engagement rate is achievable but also an important step in the process of growing internationally.

5.6 INFLUENCER RESEARCH

The artists (influencers) below have been selected on the basis of their occupation (and its link to Stranger Society as a brand), visual appeal and overall attitude towards street-style, fashion, and the overall artistry of their own image. Each artist listed below has their own individualistic brand and image that correlates nicely with Stranger Society.

In terms of social media reach, the following artists have not been selected because of their universal audience or consistent international exposure but because of their growing popularity within Scandinavia (specifically Sweden) and their compatibility to the brand's image.



Name	Newkid (Jhun Alexander Ferrer) (28)
Occupation	(Swedish Filipino) Rapper
Social Media Reach	<u>Spotify</u> : (verified) 426,396 monthly listeners & 22,023 followers <u>Instagram</u> : (verified) 19.6K followers & engagement rate of 7.51% <u>Facebook</u> : 8,000 followers
Background Info.	“He made a comeback in 2017 after 6 years of absence with the song "Kate Moss" and in 2018 came the album SS / AW18 with songs that have been streamed a total of 25 million times today on Spotify.” His number one listening location on Spotify, like many of the other artists below, is Stockholm, which therefore perfectly matches with our geographical targeting.
Link to the Brand	As a rapper New Kid and a visually interesting person quickly establishes a strong link to the image that Stranger Society promotes with Dutch artists such as Bizzey and Ronnie Flex. The visual themes on his Instagram also match the overall street wear vibe of the brand.
Contact Opportunities	Through ‘Sony Music Sweden’ : Holländargatan 11, 11136 Stockholm → +46 (0)8 – 412 17 00



Name	Felix Sandman, (21)
Occupation	Swedish actor, singer and songwriter
Social Media Reach	<p><u>Instagram</u> is more semi-personal with currently 488.4K followers</p> <p><u>Facebook</u>: more than 9,000 Facebook likes. are used as an event</p> <p><u>Twitter</u>: 75,306 Twitter followers.</p> <p>Facebook and Twitter are used as an event announcer</p>
Background Info.	<p>He started his career in Scandinavia's biggest boyband 'FO&O' gaining him experience as well as attention with several awards, tours all over the world and over 80 million streams on Spotify, However, now he is completely focusing on his solo career as well as acting. Now, Felix has finally released his anticipated debut album 'EMOTIONS'</p>
Link to the Brand	<p>Felix has a huge reach an instagram with a lot of followers which age fits with Stranger Society's target audience. His streetwear and tough looks fit with the lookbook that Stranger Society has posted on their website. His boyish looks fit perfectly with stranger Society's actual persona/costumer.</p>
Contact Opportunities	<p>General manager: Linn@ten.se</p> <p>Press contact: Therese@ten.se</p> <p>Contact person: Johanna Svensson PR/Promotion Manager at TEN Music Group</p> <p>Promotional packages are always to their Stockholm Office: Frejgatan 32, 3rd fl, SE-11326 Stockholm, Sweden</p>



Name	Jireel (Jireel Lavia Pereira) (19)
Occupation	Swedish rapper
Social Media Reach	<u>Spotify</u> : (verified) 551,187 monthly listeners & 40,843 followers <u>Instagram</u> : (verified) 86K followers & engagement rate of 10.65% <u>Facebook</u> : 11K followers <u>YouTube</u> : 30.1K subscribers
Background Info.	In 2018 he released his debut album 18, for which Jireel won an award for "Artist Of The Year" at P3 Guld and "Best New Act" at Grammis (Swedish Grammys). A 2018 Red Bull article called him the 'prodigy of Swedish hip-hop' and he raps in Swedish and Portuguese. He's a guest artist for Asap Rocky's upcoming concert in Sweden.
Link to the Brand	Jireel was born in 2000 and is in our eyes a perfect balance between the brand persona (Bizzey etc.) that Stranger Society promotes and their actual consumer persona (customer). Due to his age, his up and coming artist' status and his relatively experimental street style (that resembles a great deal of American rappers) Jireel is an ideal fit to promote the brand.
Contact Opportunities	Label: Universal Music (Sweden) Banérgatan 16, Stockholm info.se@umusic.com 08-629 53 00 Person we had contact with: 'Therese' at Universal Music Sweden Address for promo box: Universal Music AB, Box 55777 11483 Stockholm



Name	Fricky (Erik Friman, 27)
Occupation	Swedish rapper
Social Media Reach	<u>Spotify</u> : (verified) 328,198 monthly listeners & 20,910 followers <u>Instagram</u> : (verified) 65.8K followers & engagement rate of 15.01%
Background Info.	Friman describes his recent sound as “wavy and floating” and there is a natural, almost fluid ease in his self-expression. His work is further described as ‘genre-bending’ and he is known to be extremely experimental with fashion and his sense of style. He was also awarded "Artist of the Year" at P3 Guld.
Link to the Brand	Unlike New Kid and Jireel, Fricky is a little more alternative and abstract in the expression of his ‘art’. We believe having him in this line-up also enhances the overall diversity within the artistic genres that each individual has and promotes. He is definitely a potential gateway into a more niche audience than for example, Felix Sandman.
Contact Opportunities	He’s signed to a record label called ‘Random Bastards’ and they have a contact page: https://randombastards.com/pages/contact-us Person we contacted: Erik Hörstedt at ‘Random Bastards’ (Fricky’s agency) Promo box address: Erik Hörstedt at ‘Random Bastards’ (Fricky’s agency)



Name	Julian Hernandez
Occupation	Swedish stylist & digital content creator
Social Media Reach	<u>Instagram</u> : 56.7K & engagement rate of 3.96%
Background Info.	His understanding of self expression is through clothing: Whether you are a man, or a woman, make sure you dare to be yourself. Have your own style. If you are a guy and want to wear a skirt, go for it. Julian has an impressive resume as he has worked with brands such as H&M, Hugo Boss and Urban Influencers.
Link to the Brand	Despite Julian being solely based on Instagram, we believe his status as a stylist and digital content creator can open up a larger network for Stranger Society. His exploratory sense of style and combining of vintage clothing and designers brands makes us think he is a good fit for Stranger Society.
Contact Opportunities	Email: julian.hernandez@wearecube.se

6. OUR MARKETING CAMPAIGN

6.1 CONSUMER INSIGHT

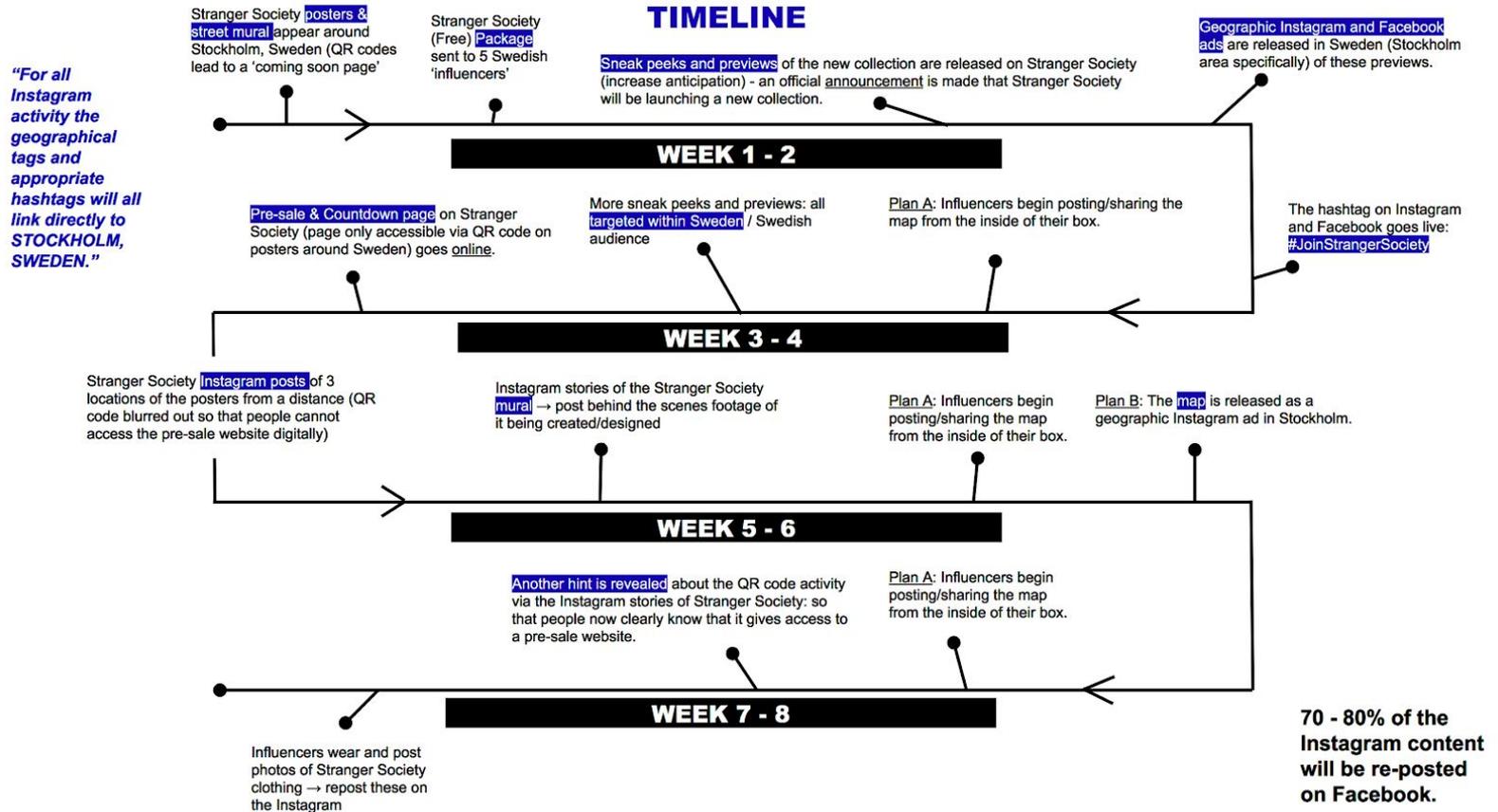
The main **'problem'** we identified in Swedish youth culture was the need for a community that does not necessarily have a single identity but simply embraces a diversity of individuals. "The young generation has that kind of mind-set: Politics have made the world a bad place and now it's up to the young to make something good of it" (Nast, 2017).

With the political, environmental and general societal climate across the world, Swedish youths are in all areas being influenced by their surroundings. All these influences have created a wide range of creative streams that all fuel the aggressive individualism within Sweden. The incorporation but also deviation from Sweden's traditionally minimalistic aesthetic has offered new opportunities for international retailers to gain traction and attention in the Nordic areas.

Dag Blanck, professor of North American studies at Uppsala University in Sweden, describes Sweden as one of the most Americanized countries in terms of popular culture (Brown, 2019). This is, in terms of the recognized problem within Swedish youth culture, where Stranger Society offers a solution. The Dutch brand, with its street-wear aesthetic and ties to hip-hop artists and music, can give young Swedish men the sense of being a part of something new. Globalisation is number one on the list of factors that most dominantly influence young men from ages 16-25 and makes Stranger Society, as a non-Swedish retailer, an attractive brand. Street-wear in general has been gradually gaining popularity, "Streetwear in Stockholm is growing and it's big," says Da Silveira, "the cultural lifestyle [here] is very hip-hop and rap, and a little bit of punk, too" (Nast, 2017). "Among the Nordic capitals, Stockholm is known for having a really put-together vibe. Streetwear exists, but if there's a "scene" around it, it's very well hidden" says Antonia Larsson Pihl (2019).

Additionally, Stranger Society's new upcoming Anime Collection actually strongly appeals to a growing anime-community within Sweden. The text 'Japanese Popular Culture among Swedish Youth' by Johan Lindell states that anime culture has been filling a void that seems to exist in domestic culture. Its rising popularity is further demonstrated by the opening of "Sweden's first J-store" Tokyo Stop where customers can visit and "breathe, read, smell, taste and live Japanese popular culture" (Lindell, 2008).

6.2 TIMELINE



The following timeline is still incredibly flexible as the success of each component of the campaign is highly dependent on the response of Swedish consumers and the selected influencers. However, this timeline does offer a detailed perspective into each component and the chronological order of these components.

6.3 BUDGET

For this project we have come up with estimated calculations of what the campaign would cost.

In the calculations we have included the following elements:

Packaging - shipping box, piece of clothing, sticker, shipping. We have come up with variations of what it could cost Stranger Society in case they decide to proceed differently than what we have had in mind. The packaging as a whole will cost roughly 20 euros + clothing item.

Piece of clothing - The company decides what piece of clothing, therefore this price is dependent on that decision. We suggest including a t-shirt in the box. A shirt will be easily recognizable by the audience in later stages of promoting Stranger Society. It is a big, easily seen piece of clothing, yet still not the most expensive item of Stranger Society. As we do not know what the production cost of Stranger Society is, we estimate that this cost will be around the 20 euros per t-shirt for this piece in the box as the quality of the products are not low.

Shipment box - after conducting further research, we found that boxes come in big quantities. Even if we would have opted for an exact quantity, the price would be almost the same. Therefore we suggest reaching out to UniqueCarton. There, the customization options regarding the box exceeds what we would suggest. What we have opted for, will cost 1,5 euros per box, however minimum quantity for a purchase on UniqueCarton in 250 boxes simultaneously. The exterior of the box will be simplistic, however for the inside, Stranger Society has the freedom to choose between coming up with a map or paying a graphic designer to make it - which will cost from 20 up to 100 euros, depending on how much experience does the designer have.

Shipping would be simply delivered by a company such as DHL which will cost 17.5 euros to send out per package.

Stickers - Stickers will be the Stranger Society symbols of their previous and future collections, meaning the cost for production of stickers will be only printing them. For 100 stickers, it will cost 36 euros. We will include multiple stickers in the box but hypothetically the cost of 1 is - .36 cents. The rest of the stickers could be included in the pre-sale as a gift.

Posters - Print job - 50 euros; Hiring a freelance graphic designer - 50 to 100 euros.

Similar to the box design, Stranger Society has the freedom to choose between coming up with a design for the poster or hire a professional for this purpose which will cost between 50 and 100 euros, if they opt to use a freelance designer (this is a value that could increase depending on the type of graphic designer they are seeking). Printing the poster, the cost varies depending on the format we will use. For our campaign we choose A2 format (42.0 x 59.4cm) which will cost per copy around 2.5 euros. QR codes will be included on the posters. However, generating QR code is possible for free on the internet, which means there is no cost for it.

Promoters - In order to spread the posters around, we have researched what kind of money will cost Stranger Society to hire promoters. We have come up with 177 Swedish kronas per hour according to a job seeking website, which translates into little shy from 17 euros. We think that a total of 10 hours labour from 5 different promoters will allow us to put the posters in strategically chosen points in Stockholm.

Street Art artist - In the world of street art, the deal between company and an artist are strictly based on what the job is, how much experience the artist have and how long it will take for the art to be done. After research we have come up with an orientational price of hiring an artist for "a day". According to the UK artist committee, a day work means consecutive hours of labour. Knowing that our street art will not be a small one, but rather bigger, we conclude that this rate will be more efficient to hire an artist with. According to the same committee, a day job will cost the employer between 180-220 euros. The cost depends on the experience the artist has. In this case we opted for an experienced one, which will cost around 220 euros from start to end of every one of the 5 locations. Total labour will cost depending on how long it will take, but our estimate is 2 days to finish off the work - 450 euros.

Social Media Advertising - As mentioned above, we have come up with a back up plan in case the chosen influencers do not release the map to their audience. Releasing ads on social media will be as costly as the company decides as Facebook and Instagram offer flexible and at the same time very specific orders by their clients.

Facebook - We suggest setting a Facebook budget for the whole duration of the campaign with

1,500 euros. This kind of money will give Stranger Society exposure close to 167,000 impressions. On top of that we suggest putting another campaign on Facebook this time CPC based. Facebook is cheaper to advertise on CPC than Instagram. Every click on an add on facebook will cost 60 cents. We suggest putting further 2,500 euros in with this way of advertising which will give as a result close to 5,000 clicks. Good thing with this way of advertising is that Facebook only charges the company in the event of an actual click on the add, which will give free exposure on Facebook as well as desirable connection to the Stranger Society website.

Instagram - Instagram advertising shares a lot of the same features with Facebook's algorithm. We suggest using CPC advertising on Instagram, because this specific platform by far the greater engagement rate of every social media. Every click on add on Instagram will cost a company around 1.50 euros. Higher price than the one people pay on Facebook, nevertheless more effective way to bring people to Stranger Society's website. Even if people do not click on the add, brand awareness will still be on and will be basically free of charge. The budget we think would match the aim will be 7,500 euros giving ultimately 5,000 charged visits of Stranger Society's website and a lot more free of charge looks increasing the awareness within the target group.

Behind the scenes video - Here Stranger Society has the freedom to choose hiring a videographer or doing the work by themselves. However we will give an estimate of hiring videographer. Similar to the street art performers, it is a matter of experience. For the first international launch of Stranger Society, we think it is normal to assume it will not be compromised with this criteria. A well established videographer with a fair background will charge between 500 and 7,500 euros to shoot and edit. This is an estimate based on the timeframe of our stunt drawings and presumably 2 days of editing work. For a total of 4 to 5 days a videographer would cost between 500 and 750 euros.

Disclaimer - the calculations in this table have been estimated for the whole duration of the Urban campaign. We have put together a flexible budget, giving the client freedom to include, exclude and change the budget points in order to adjust according to what Stranger Society sees as fair amount in case of a decision to go with our Urban Campaign.

Estimated Budget Table

Packaging	Poster	Artist	Advertising	BSV
Piece of clothing - 20 x 5 = 100 euros total	Cost per copy - 2.5 euros x 50 = 125 euros	450 euros	Facebook CPM = 1 500 euros	5 days work = 500 - 750 euros
Sticker = 36 cents x 5 = 1.8 euros	Promoters = 17 euros x 10 = 170 euros		Facebook CPC = 2 500	
Packaging production = 250 euros	Designer = 50 - 100 euros		Instagram CPC = 7 500 euros	
Designer - 50 euros				
Delivery = 87.5 euros				
= 489.3 euros	370 euros	450 euros	11,500 euros	700 euros

Total = 13,509.30 EUROS

This number is only an estimation of the costs we have identified in connection to the campaign and action plan. The values are therefore still adaptable and flexible for the brand to adjust to their own budget or criterion when it comes to their marketing and promotion budget.

7. CONCLUSION

After conducting all research for the creation of an action plan for Stranger Society we created a general conclusion. We chose Sweden as new international market based on the following points; Sweden has a big demand for e-commerce, NBN (Nordic Baltic network) that connect Dutch companies with the right local counterparts to expand in Scandinavian and the fact that Sweden makes it easy to expand to other countries in Scandinavian. The Swedish target audience (males, aged 16 – 25) are open for the raw, simple and comfortable but streetstyle proof clothes of Stranger Society. We found 5 influencers which personality and image matches Stranger Society's brand. We contacted all 5 influencers via their agencies and 3/5 of those agencies responded with an address to send the packages too. Addressing that those influencers are interested in the package and curious to Stranger Society's clothes.

Our campaign, 'The Urban Campaign', focused on entering a new international market, is easy to measure and therefore to control. The campaign has both online and offline promotion. The offline promotion consists of promotional posters all over Stockholm with a QR code that links to a pre-sale website of Stranger Society. Street chalk street art will be all over Stockholm on specific chosen places. With this we want to create awareness amongst Swedish males and introduce them to Stranger Society. Seeing that the target group is interested in (sustainable) art and e-commerce. For the online promotion we send out a map (marked with spots where the street art can be found) to the influencers that need to be published on their social media. With their huge audience on social media, this means huge media exposure for Stranger Society. The package sent will be covered in the map pattern, including a personal chosen item from the brand, a personal letter and stickers. All of this to introduce the Swedish market to Stranger Society and to convince them to buy.

The total cost for this project will be around €13,509.30, we want to stretch out that this amount is flexible and just in indication.

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APPENDIX A: INTERNAL ANALYSIS



GENERAL

The following information is derived from secondary sources and from our first meeting with Bram on the 5th of November, 2019.

According to a 2018 Complex article: “Founded by two brothers in the Netherlands, Stranger Society focuses on simple and wearable designs inspired by the strangers and underdogs of society. Brotherhood remains a central theme through the brand's DNA, serving to champion bold attitudes” (Cole, 2018).

In terms of management the brand is run by Bram & Daan with approximately 3 additional employees and a number of ‘interns’. Stranger Society produces the majority of its clothing in Portugal but operates predominantly in the Netherlands. The brand’s Instagram dates back to 2017 and gained traction through increased ‘celebrity’ exposure that included Dutch artists such as: Ronnie Flex, Bizzey and Kempi. Their **current marketing focus** is on their online content with their Instagram having 16.9K followers. The page is internationally focust, all text is written in English. The average amount of likes is 536 per post and their engagement rate is currently at 4%. We looked into Stranger Society instagram activity. In comparison to other brands, Stranger Society does not make big promotion for their new campaign and does not share many persuasive posts for their clothing.

The only text on their website’s ‘about page’ is the following:

“We make the history, that love wants us to be. Stranger Society, who would have thought? Relief in the eyes of all ages. We have the freedom to accept not only who we are, but what we are.”

In terms of the core competencies of marketing, Stranger Society stands out because of their:

1. *Customer Understanding*
 - a. As a brand they know what Stranger Society’s image is (rapper ideal: people like Ronnie Flex) and what their actual authentic customers look like (young Dutch boys that care about brands & look up to rappers representing Stranger Society)
2. *Strategic/entrepreneurial insight*

- a. They have an incredibly clear understanding of what they are able to offer as a brand and hence use this to their advantage in the highly competitive market they are operating in
3. *Skills in the early identification of trends/opportunities*
- a. Stranger Society capitalizes on new and upcoming brands by being incredibly in touch with the urban, modern style: they also experiment (the new season designs) with their clothing and therefore also promote themselves as a brand willing to take risks etc.

4P's	Explanation
<i>Product</i>	The products that Stranger Society offer all fall within the 'clothing' category and are hence considered tangible products. They sell t-shirts, long-sleeved shirts, hoodies, crewnecks, pants, shirts, shorts, jackets, hats and accessories. Their products are unique in their minimalistic designs and urban, trendy styling.
<i>Price</i>	The price of their products range from 25 euros to approximately 80 euros, depending on the size of the item and product type.
<i>Promotion</i>	Stranger Society relies on social media marketing which fundamentally happens through their Instagram page. Their promotion strategies are also founded on the word-of-mouth technique as their brand promoters (Ronnie Flex, Bizzey) were attracted to the brand via other artists. No other clear information is available on their offline marketing.
<i>Place</i>	The brand is based within the Netherlands but are also selling abroad in countries such as Belgium and Germany. The brand is also interested in expanding their reach outside of Europe.

Stranger Society brand identity

At first glance Stranger Society is an urban brand that can not be easily positioned between its competitors. A fairly young brand with no need to justify their ways, they accept themselves as they are and we should as well. Stranger Society promises to stay spontaneous, as can be concluded from their several collections. Stranger Society is for the free spirited, no labels needed. oozing coolness and smoothness in all their pieces.

APPENDIX B: INFLUENCER MARKETING

How other brands reach the market: “influencer marketing”

Suspicious Antwerp have admitted to sometimes paying people to wear their clothing but



often resort to convincing people in other ways to wear their products. “Brands offer clothing but also drinks, food, travel or cars to people with many followers, hoping that they will put something in their account. This is called ‘influencer marketing’” (van Garderen, 2018). Suspicious Antwerp also creates the necessary buzz surrounding their products by enhancing the concept of scarcity, which translates to: announcements such as “our stock will be replenished at 6 pm” or “soon in our webshop”. “That creates a demand for the product.

The exclusivity of the brand elevates it to the same level as much more expensive and high-fashion brands: “Suspicious Antwerp’s online store is only open a few days a month and focuses on pre-sales and the strategic limitations of supply and buying times” (Pub, 2019).

In the context of influencer marketing, some brands just look at the numbers and not at the quality of the content. They choose influencers whose target group does not match the target group of the brand which results in a negative outcome for the brand and its goals (Pub, 2019).

“If you want as many people as possible to hear about your brand, you should work with influencers with a massive reach. Have them tell your brand’s story in their own unique voices. Or if you want to drive engagement, look for micro-influencers who can reach a relevant and engaged audience. Have them promote a giveaway contest in which their followers can win free products or experiences from your business” (Barker, 2019).

The goal with Stranger Society is to gain exposure and interest in Scandinavia (starting with Stockholm, Sweden) but manage a balance between necessary attention and overexposure. The brand has no intention of becoming mainstream and therefore this must be taken into consideration when selecting the appropriate targeting tactics.

The brand is not necessarily looking for brand influencers or brand ambassadors but more a level lower: celebrities that willingly (without financial compensation) endorse the brand and its products.

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APPENDIX C: PERSONALIZED LETTER (TEXT)

The following personalized letter template has been filled in to directly address the Swedish artist Fricky, however each indicated section below can be filled in with personalized content (specific to whoever the letter is addressing).



DEAR FRICKY (NAME),

We are STRANGER SOCIETY and we want to welcome you into the Swedish sector of our brand. As a company based in the Netherlands, we are looking to expand internationally. This is also about as much space as we want to take up in this letter with talking about formal business endeavours. What we as a brand and as street-wear community really want to address is you.

(PERSONALIZED TEXT) "You as an ambassador for vintage & alternative fashion, you as a genre-bending hip-hop artist whose 'wavy and floating' sounds and you as an urban outsider from Umeå." (Can elaborate on where the brand came from, brotherhood, being outsiders etc.)

Stockholm as a city, a beacon for urban trends and as a creator of art rich in creativity, self-expression and originality has drawn us in. 111,774 (PERSONALIZED) of your Spotify listeners are based in Stockholm, your number 1 (PERSONALIZED) listening location.

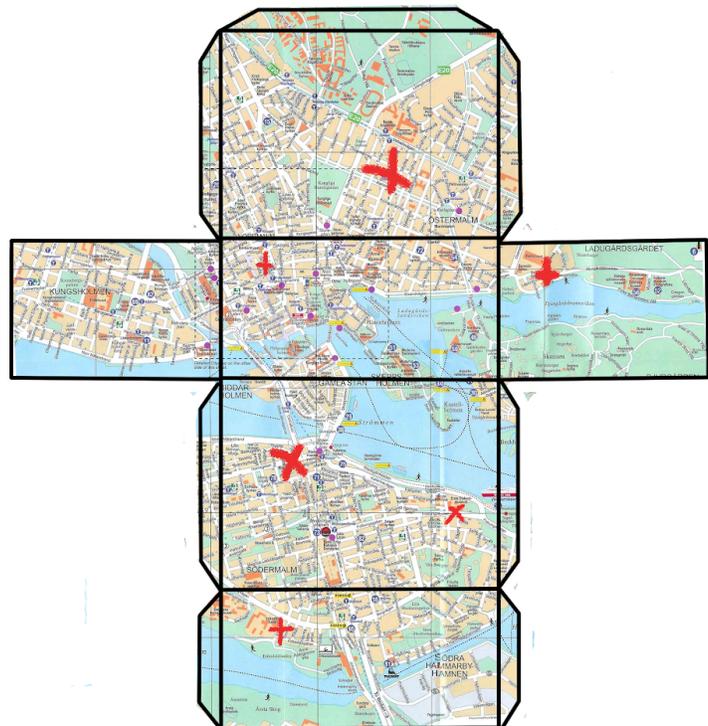
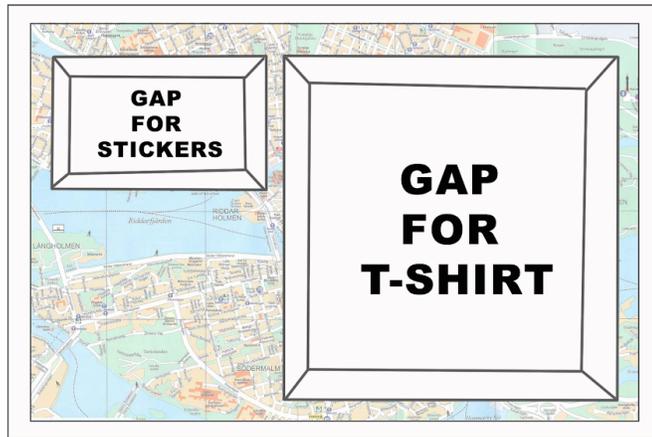
Once you open up this box and unfold it into a flat surface, you will be greeted by the hopefully familiar map your country's capital city. We as a brand but also as supporters of

individuality are not writing this letter to ask (force or bribe) you to wear our clothing. While the piece in this box was hand-picked roughly according to your styling in recent photos, we have no other purpose but to share and to engage with international creatives like yourself. Our search for Swedish artists that we believe match our brand has, above all else, led us to you and (PERSONALIZED) your fearlessness in your individuality, your experimental attitude towards fashion and overall aesthetic (PERSONALIZED).

While there are no consequences of you choosing to wear or not to wear our clothing, we do strongly encourage you to digitally share the map in the box, as the tagged locations in Stockholm are vital to your Swedish audience and the treasure hunt they need to complete in order to be welcomed into the Stranger Society. For further promotional proposals or future collaborations with Random Bastards (PERSONALIZED), please contact: wholesale@strangersociety.com.

Don't be a Stranger.
Join the Society.

APPENDIX D: VISUAL CAMPAIGN ELEMENTS



PACKAGING:

The map is the interior of the box. The stickers below are included.





STREET ART VISUALS: The images above are hypothetical designs for the street art promotion.



PROMO MAP: The poster above is a map of Stockholm that indicates the locations of the promotional posters in the city (with the QR codes).