

Flipside Apparel Exchange

BUY. SELL. TRADE.

December 2020 | Kahan

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Something to buy into:

"As consumers we have so much power to change the world by just being careful what we buy."

- EMMA WATSON

Creative Brief

Goal

Grow Flipside Apparel Exchange's market to include the nearby college student



Background

BRAND HISTORY

Flipside Apparel Exchange was founded in Springfield, OR 2009. It operates as a women's resale clothing store with an indie/boho chic style. The company buys and trades used clothes to supply the store. Their location sits off of a major freeway in Springfield but is inaccessible to nearby college students in Eugene who don't have their own mode of transportation. The brand includes sizes ranging from XS(00)-XXL(20).



Background

Products Offered

Flipside Apparel Exchange offers products like:

- ☐ Shoes
- ☐ Belts
- ☐ Slacks
- ☐ Skirts
- ☐ Jeans
- ☐ Cardigans/Sweaters
- ☐ Blouses
- ☐ Jackets
- ☐ Accessories

More information on Flipside's history and blog can be found at fsappex.com

Brand Status and Target Audience

Flipside Apparel Exchange currently sits in a populous market, and has many competitors in a location that has a high interest in resale clothing.

The company's target consumers are individuals in college looking for womens clothing. These individuals may be looking for a higher payout rate, or a non-vintage atmosphere in the resale market.



Single Most Compelling Idea

Flipside Apparel Exchange provides a new and revamped style to the classic thrift store that mirrors its college student market.





Perception

Words that describe the 'new' Flipside Apparel Exchange

Inclusive

While the brand currently has a wide size range, including ungendered clothing options would provide a space for those that enjoy the brand's style but are looking for more inclusive options.

Accessible

The brand will be accessible to the nearby market of college students by renting a booth at the Saturday Market in Downtown Eugene.

Affordable

The brand will offer an equal cash/trade payout rate, setting it apart from competitors who offer a lower cash rate than their trade rate. The brand will continue dollar rack sales, but twice a month.

Trendy

The brand will widen their style to include current fashion trends among young adults while continuing their indie/boho chic style.

Valuable

The brand will make the travel to its flagship location worth it by offering in-store only deals, and in-store only company merchandise with each purchase such as: stickers, velvet hangers, socks, etc.; all offered when customer spends a certain amount.

Media Strategy



☐ Traditional

- ☐ Radio ads placed on local channels to promote Saturday Market appearances
- ☐ Flyers at local Eugene coffee shops to reach target consumer that advertise Saturday Market booth

☐ Non-Traditional

- ☐ Point of sale merchandise offered with purchase
- ☐ Punch card/loyalty system with spend thresholds

☐ Social

- ☐ Boosted Instagram stories showcasing current deals and offers

Strengths

- Unique style for a thrift store
- Highest cash and trade payout in Eugene/Springfield
- Been in Springfield 20+ years
- Great social media presence
- \$1 sale racks on weekends
- Inviting atmosphere

Weaknesses

- Missing nearby college student market
- Not easily accessible without car
- Changes hours every month
- Doesn't market their high payouts

- Saturday Market and Pop Up events near campus
- Trade loyalty program
- Making the store accessible by providing bus routes at event
- Style assistants at events
- Store coupon provided at pop up

Opportunities

- Thrift stores closer to campus market
- Expensive booth rental for Saturday Market
- COVID-19 restrictions
- Relies on people selling and trading

Threats

Brand Statement

Flipside Apparel Exchange is in the business of resale clothing to support Saturday Market attendees achieve local connection by delivering welcoming messaging, to be inspired to adventure. The solution needs to key in on the brand's community.



Brand Personas



The Mighty Wardrobess

“I really need to slim down my closet.”

Age: Mid-Late 20’s, needs to get rid of clothes and still vibes with thrift stores enough to take them there, as opposed to most older women.

Occupation: Early Career Professional in PNW

Relationship: Single but looking

Location: PNW, Willamette Valley

Character: Witty, fun, creative, thoughtful

About

The Mighty Wardrobess is someone who’s been curating their closet for years. They claim that they wear everything they own, but when it becomes too much and they sort through everything they realize how much they actually don’t wear. They reward themselves for thrifting their unworn clothes by opting for the trade payout at stores and revamping their closet.

Goals

The Mighty Wardrobess is looking to consolidate their closet. They want to clean out what they don’t wear, sell those clothes to a store worth selling to, receive a decent trade rate, and be able to find new-to-them items with their trade pay. They may also be looking to cleanout their closet with the specific purpose of trading for a new style.

Frustrations

The Mighty Wardrobess is tired of stores that offer low trade rates, and nothing worth trading for. They aren’t looking for a vintage style that most resale clothing stores offer, but are looking to buy-sell-trade. They are tired of having to take their clothes to one store to sell and having to go to a different store to buy them.

Motivations

Incentives



Fear



Acheivement



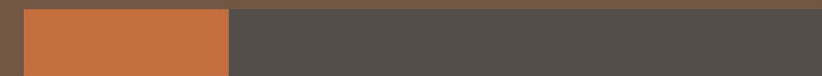
Growth



Power



Social



Preferred Channels

Traditional



Online & Social Media



Refferal



Geurilla & PR





The Saturday Market Shopper

“I love finding local goods sold by small shops.”

Age: College aged, without car, looking for easier access to store

Occupation: Student

Relationship: Single

Location: Eugene

Character: Fun, trendy, quick

About

The Saturday Market Shopper is someone who’s looking to thrit boho-chic clothing, and may know of Flipside, but is looking for easier access to the store. They already attend Saturday Market every week and are loyal to certain shops. They are looking to add clothes to the list of items they get at the market each week on their short trip off campus.

Goals

The Saturday Market Shopper is looking to make the most of their trips. They want to get goods at the best price, find things they can’t otherwise, and feel like they know those they’re buying from. Saturday Market Shoppers like feeling like they’re shopping more ethically. Students at UO utilize Saturday Market in particular to get to know smaller shops around Eugene.

Frustrations

The Saturday Market Shopper is tired of seeing the same type of product at different booths. They look for to the market for variety and when booths become trendy that defeats the purpose. Student Market go-ers are tired of having the only accesible thrift store be vintage style when they’re looking for boho-chic.

Motivations

Incentives



Fear



Style



Growth



Power



Social



Preferred Channels

Traditional



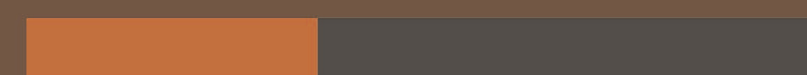
Online & Social Media



Refferal



Geurilla & PR





The Bargain Hunter

“I want to find this for the best deal.”

Age: Early 20's, college graduate, possibly restyling themselves but on a budget.

Occupation: Early Career Professional in PNW

Relationship: Single but looking

Location: PNW, Willamette Valley

Character: Alert, Cautious, Attentive, Curt, Friendly, Introverted, Experienced

About

The Bargain Hunter is someone who's been around the block a couple times. They go into several stores more than once before buying things just to get a sense of who has the best deals. They check online deals while they're shopping in-store just to make sure they're not missing out. They are not afraid to ask for anything that might get them a couple extra dollars off.

Goals

The Bargain Hunter is looking to find something new for the best price. They want to be able to look trendy and not out of date without having to spend a lot of money. They are willing to sign up with whatever email or phone number to save that extra 10% at the register. They may also be looking for a new style, but they will do so reluctantly and slowly.

Frustrations

The Bargain Hunter is tired of feeling like they're being upsold by the employee. They aren't looking for the nicer version, they know what they want, and how much each one costs, and doesn't want the nicer, so don't try to sell it to them. They are tired of limited size ranges on clearance racks as well.

Motivations

Incentives

Fear

Acheivement

Growth

Power

Social

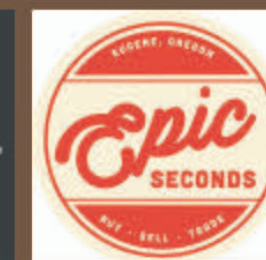
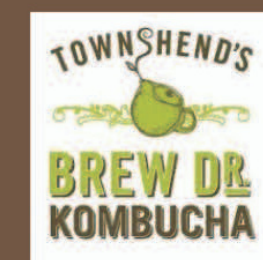
Preferred Channels

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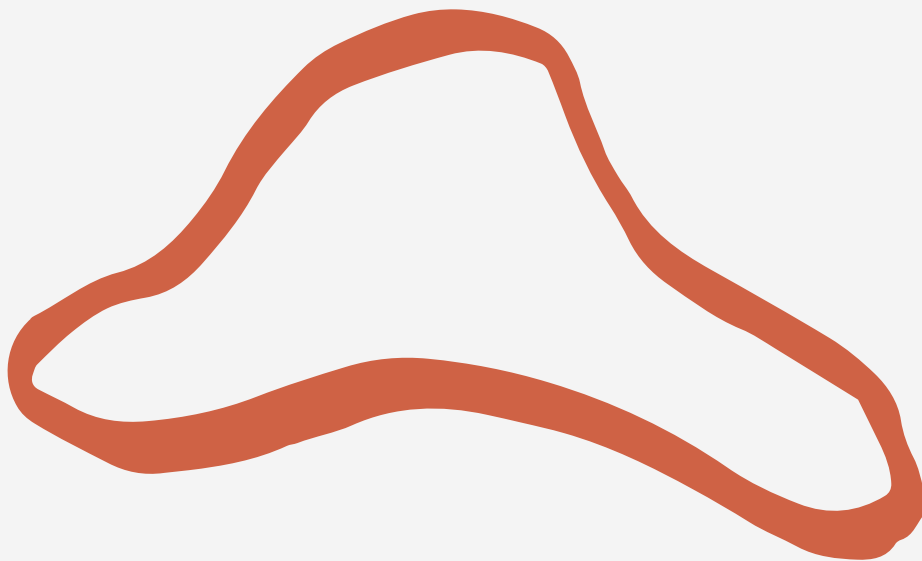
Online & Social Media

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Rough Draft Campaigns



TRADITIONAL

Saturday Market Flyer

NON-TRADITIONAL

Re-Style Booth

SOCIAL

\$1 Pop Up Shop

Traditional

Eugene Saturday Market Flyer

This flyer advertises Flipside's new attendance at the Saturday Market. This is targeted towards people who already attend Saturday Markets, but more importantly it will be placed in the glass flyer boxes around the UO campus to reach the college student market.

This flyer also highlights Flipside's interest in supporting local by showcasing Eugene-made jewelry every week..

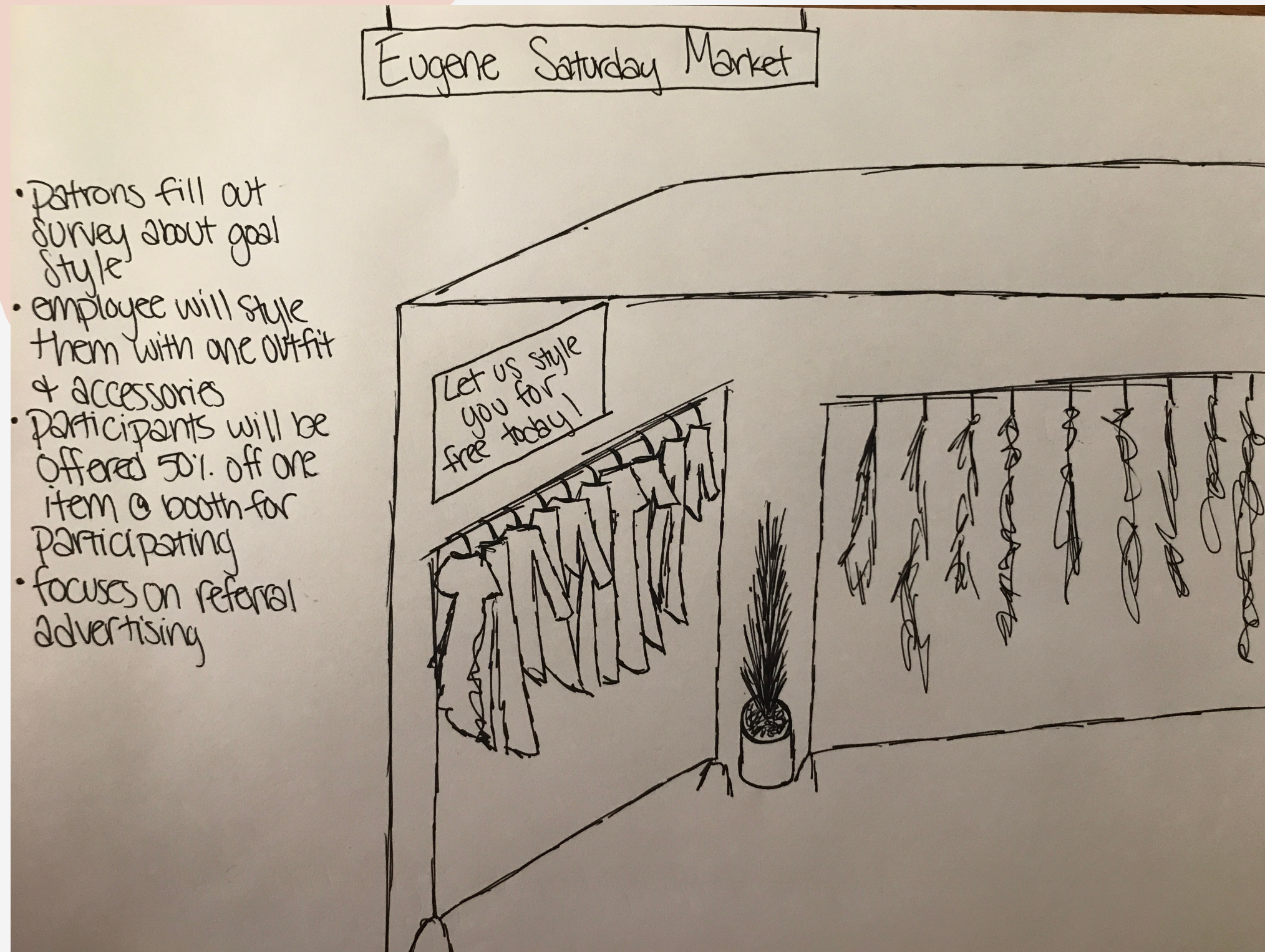
FLIPSIDE APPAREL EXCHANGE

SATURDAY MARKET SALE

Buy. Sell. Trade. At our Eugene Saturday Market booth every weekend starting 11/21. Every week we'll have local made jewelry featured only at the booth.

VISIT US THIS WEEKEND AT THE
EUGENE SATURDAY MARKET AND
FLIP YOUR STYLE

We value the health and safety of our guests and employees. Masks are required at all times by everyone in the store and outside storefront. Maximum 3 customers in store.



Non-Traditional

Saturday Market "Flip Your Style" Booth

This mock-up showcases what the booth at the Saturday would feature. Participants can fill out a style survey and employees will use clothing and accessories from the booth to re-vamp their style. For participation, people will receive a discount on a purchase that day.

This unique booth focuses on referral and word-of-mouth advertising. It shows people what Flipside has to offer as well as peaks their interest in the store.

Social

\$1 Pop Up Shop

This poster graphic highlights an event that Flipside would plan and host a few times a year.

The store already does once-a-month \$1 rack sales at the store front, but a bigger event centralized near downtown Eugene would attract more of our target audience and get them interacting with the store.

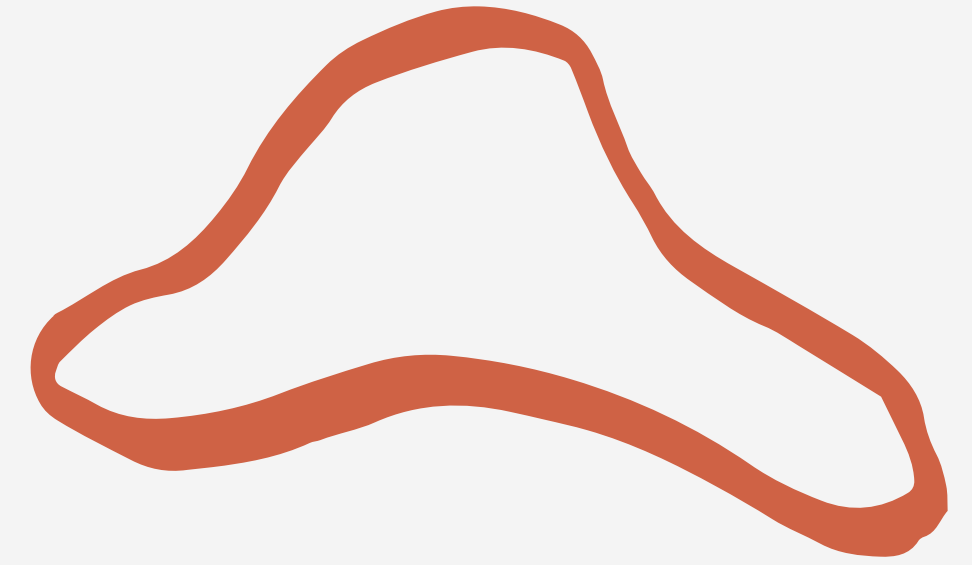


FLIPSIDE APPAREL EXCHANGE

\$1 POP UP STORE OPENING



When: December 15, 2020, 10 am
Where: Lane County Events Center



Final Campaigns



Traditional

What's New: Eugene Saturday Market Flyer

This final flyer emphasizes supporting local even more by expanding upon the jewelry showcase and specifying that the jewelry will come from other Saturday Market Booths.

FLIPSIDE APPAREL EXCHANGE

SATURDAY MARKET SALE

Buy. Sell. Trade. At our Eugene Saturday Market booth every weekend starting 4/10. Every week we'll have local made jewelry from Beveled Edge Jewelry featured only at the booth.

VISIT US THIS WEEKEND AT THE
EUGENE SATURDAY MARKET AND
FLIP YOUR STYLE

We value the health and safety of our guests and employees. Masks are required at all times by everyone in the store and outside storefront. Maximum 3 customers in store.

Non-Traditional

What's New: Flip Your Style Booth

This final mock-up showcases what the inside of the Saturday Market booth would look like. The one item discount was lowered and is now only offered if the participant posts their flipped style and tags the store.



LET US FLIP YOUR
STYLE FOR FREE
TODAY!

POST YOUR FLIPPED STYLE
AND TAG
@FLIPSIDEAPPARELEXCHANGE
TO RECEIVE 25% OF ONE
ITEM TODAY!

Social

What's New: \$1 Pop Up Shop

This final poster graphic has the location changed, and is now on the UO campus once a month. This will give the student market more of an opportunity to visit the store's selection without having to drive to the flagship store in Springfield.

The Pop Up Shop attendees will receive business cards and a coupon to redeem at the flagship store in the future.





Media Schedule

SATURDAY MARKET FLYER

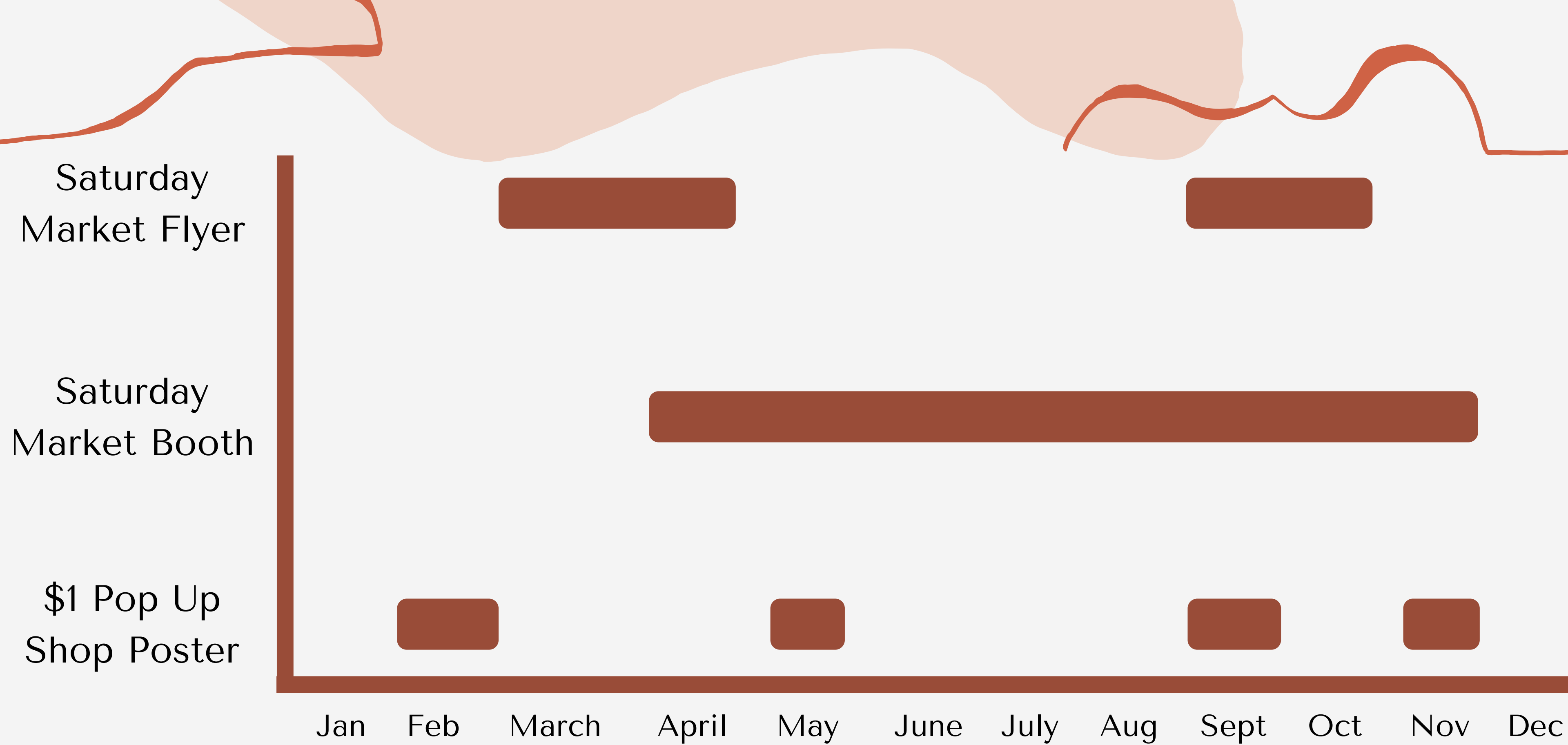
This is a full color 11"x17" poster that will be mostly put into the glass flyer cases at UO, but will also be put into the coffee shops and local eateries community boards in downtown Eugene. The flyer will be out March-April, right before the Saturday Market starts and Sept-Oct when students return to campus.

SATURDAY MARKET BOOTH

The booth will be run once a week for the duration of the Saturday Market.

\$1 POP UP SHOP POSTER

This is a full color 4"x6" card that will be put all around downtown Eugene and campus areas. Inside local shops, light/telephone poles, community corkboard stands, and glass flyer cases. It will be put up the end of the month prior to the pop up shop opening.



Get in touch

For questions, comments and suggestions

INSTAGRAM

@flipsideapparelexchange

WEBSITE

<https://www.fsappex.com/>

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