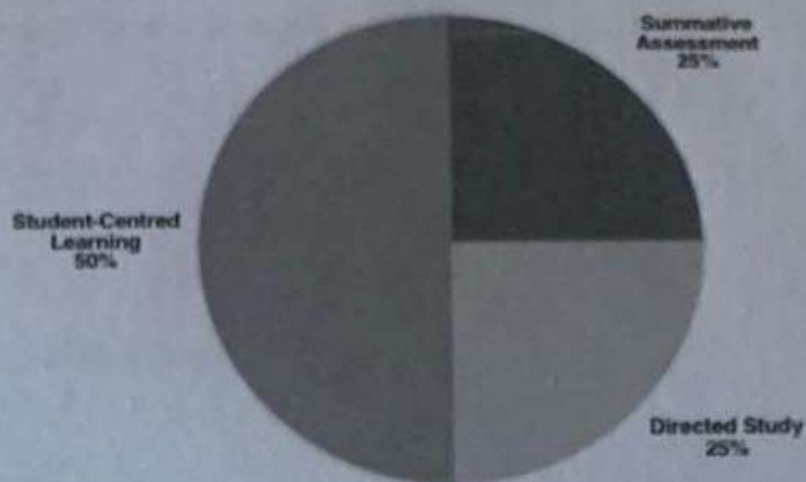


Breakdown – Student Learning Activity



Assessment • Essential Information

Element 1	Element 2
Coursework, 2000-word individual written report 04/01/21	Brand Image analysis – Visual Presentation 15 minutes 07/01/21
60%	40%
LOs Assessed: LO2, LO1, LO4	LOs Assessed: LO3

Detailed Assessment Brief

- Element 1: Coursework, 2000-word individual written report ✖
- Submission Modality: TURNITIN
 - Hand-in Date: 04/01/21 ✖

Students will be required to present:
Assessment Task

✖ You will need to research a luxury brand and its branding strategy, looking at the evolution, identify challenges and current issues, as for having started your selected brand a new ZERO WASTE CAPSULE COLLECTION.

You are responsible for the strategy of the ZERO WASTE capsule collection of your selected brand and its branding campaign, focused on challenging CSR campaign across all the media channels, with a clear proposal for offline and online. (AIDA MODEL and RACE MODEL). The target of the ZERO WASTE Collection is GEN Z.

Your ZERO WASTE collection will be a new capsule collection with maximum of 10 key items in the the range. The new extension will be based on the principle of ZERO WASTE.

Student will select ONE brand among the following ones:

- Bottega Veneta
- Stella Mc Cartney
- Mc Queen
- Vivienne Westwood

Guidelines

The report should contain the following sections:

Title page

Executive summary

Table of contents

Introduction – specify the brand selected and the CSR topic at the core of the new campaign

Brand audit

Students will conduct a thorough BRAND AUDIT analysis including the following:

- Pen portrait and competitor analysis (product competitor analysis and digital competitor analysis)
- Digital pen portrait
- Brand inventory
- ☒ Heritage and History (Equity)
- ☒ Brand elements
- ☒ Brand Identity Logo
- ☒ Logo Colour
- ☒ Icons and Prints
- ☒ Packaging
- ☒ Competitor analysis-POPs and PODs
- ☒ Brand DNA
- ☒ Brand Personality
- ☒ Brand identity
- ☒ Brand architecture
- ☒ Brand leverage
- ☒ Brand positioning
- ☒ Licensing/IP

Brand strategy

- The new ZERO WASTE CAPSULE COLLECTION - explanation of the concept of the extension and the pyramid of the offer

- ☒ Students will need to develop 5 objectives of the branding strategy, for the NEW brand extension (here use of the RACE MODEL and AIDA MODEL)
- ☒ Students will make specific DIGITAL BRANDING recommendations based on the conclusions of the brand analysis, supported by a rationale.
- ☒ The new brand extension customer: how to engage with the online and offline customer (fashion psychology)

Brand execution

Here students will outline the brand deliverables such as the digital branding elements, for the selected brand (social media and website)

☒ Student will propose 10 Instagram posts. These posts will try to promote a more sustainable approach to fashion, from the selected brand in the new brand extension. (no need to use the garments of the brand, the concept of sustainability and CSR needs to be embedded into the proposal of the posts)

☒ Students will propose 3 Twitter messages, for the brand CSR new campaign. Student will select a specific CSR topic, at the core strategy for the brand.

☒ Students will propose 2 moodboard proposals for the landing page of the brand extension on the website of th selected brand

Conclusions

References

Appendices

Weight: 60%

Hand in 4/01/2021 (Turnitin only)

➤ Element 2: Brand Image analysis – Visual Presentation 15 minutes

- Submission Modality: TURNITIN
- Hand-in Date: 07/01/21

Students will be required to present:

Students are required to deliver a visual presentation supported by a relevant and accurate selection of images to present the Brand studied for Element 1. The research of the visual presentation needs to be supported it by a digital portfolio on PADLET.

Weight: 40%

Date 7/01/2021

For a detailed list of Learning Resources, please consult Appendix 1.