



CLOTHING FOR MEN



# STRATEGIC MARKETING

prepared by: Noreen James

# MISSION



Provide a simple,  
easy and  
commitment free  
platform for men's  
wardrobe shopping.



# VISION

Cayenne to be synonymous with men's quality casual wardrobe.

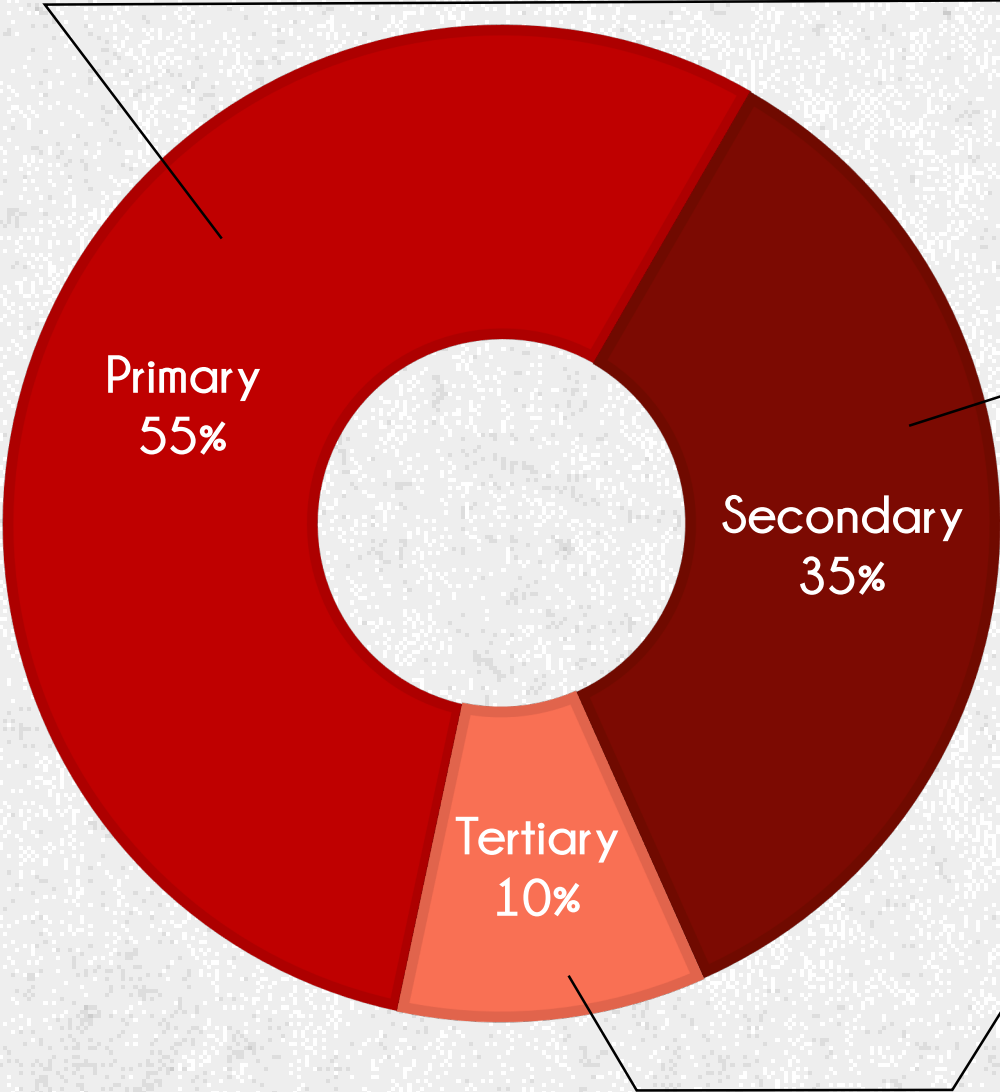


# GOAL



Year 1 – Retrenching & Growth  
Year 2 – Growth  
Year 3 – Growth & Stability

# TARGET MARKET: AFFLUENT MEN



55% Primary: **Age 24 - 41**

35% Secondary: **Age 42 - 60**

10% Tertiary: **Age 18 - 23**

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100% AFFLUENT



# PRIMARY

Age: 24-41

Income: \$55,000 - \$115,000

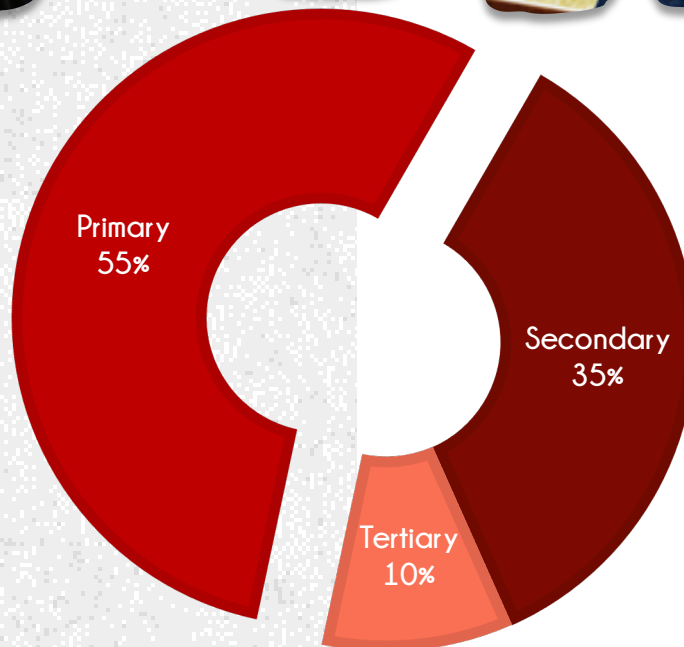
Education: Bachelor's or higher

Marital Status: Primarily single, in long-term relationship, or early stage of marriage

Lifestyle: Settling in with life, social, semi-adventurous, health & environmentally conscious

Purchase Behavior: 5-6% of income on clothes

- Laptop/Desktop 35%
- Smart Phone 25%
- Tablet 24%



# SECONDARY

Age: 42 - 60

Income: \$65,000 - \$135,000

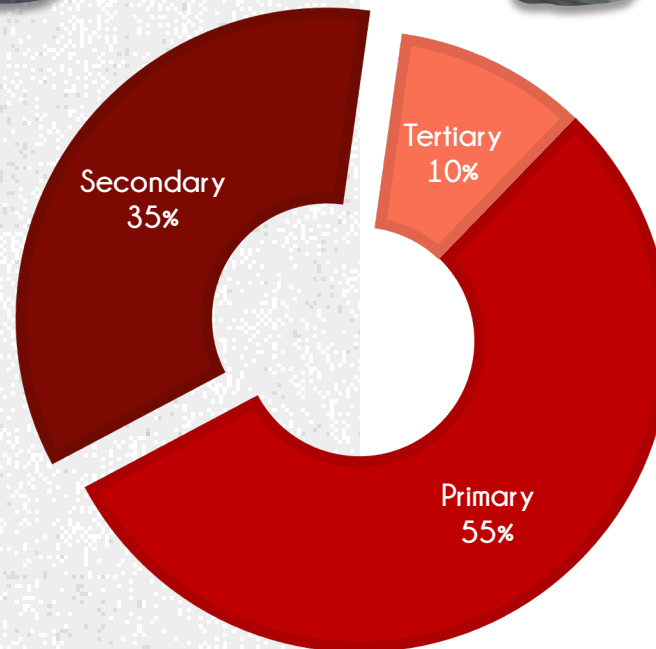
Education: Bachelor's or higher

Marital Status: Primarily married w/ adult Children, or divorced w/ adult children

Lifestyle: Established, balanced, active, and social

Purchase Behavior: 4-5% of income on clothes

- Laptop/Desktop 35%
- Smart Phone 25%
- Tablet 24%



# TERTIARY

Age: 18 -23

Income: \$25,000 - \$60,000

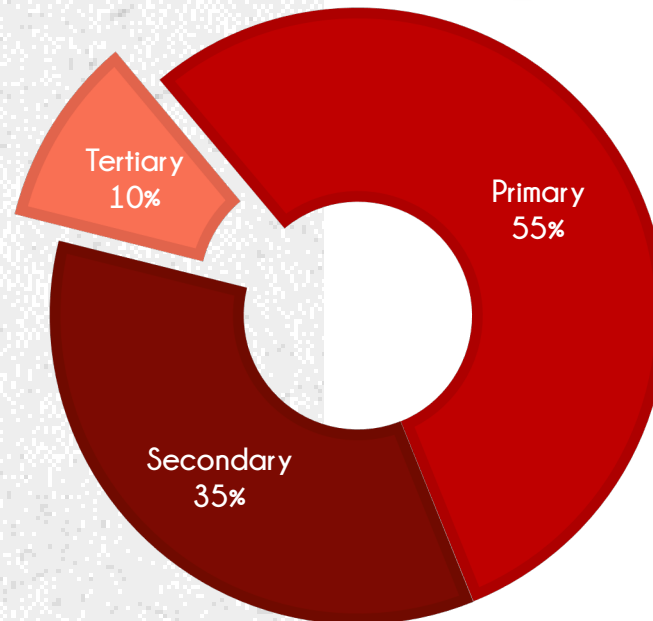
Education: In school or recent graduate

Marital Status: Single

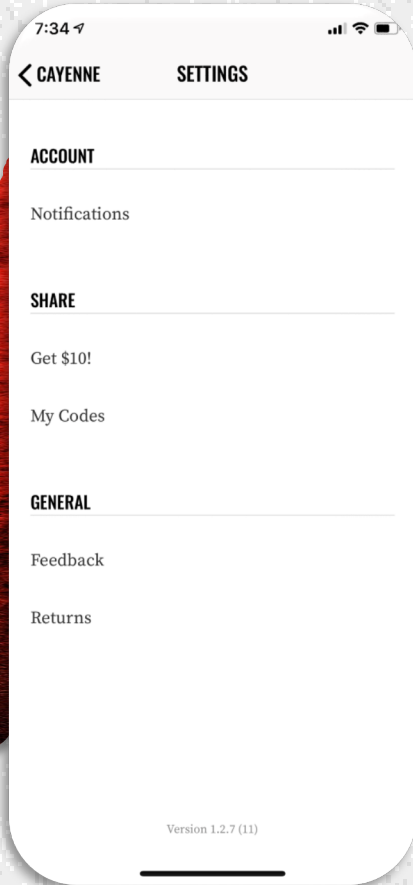
Lifestyle: Starting out in life, highly active, and highly social

Purchase Behavior: Spending is focused on food.

- Smart phones primary use
- Laptops secondary



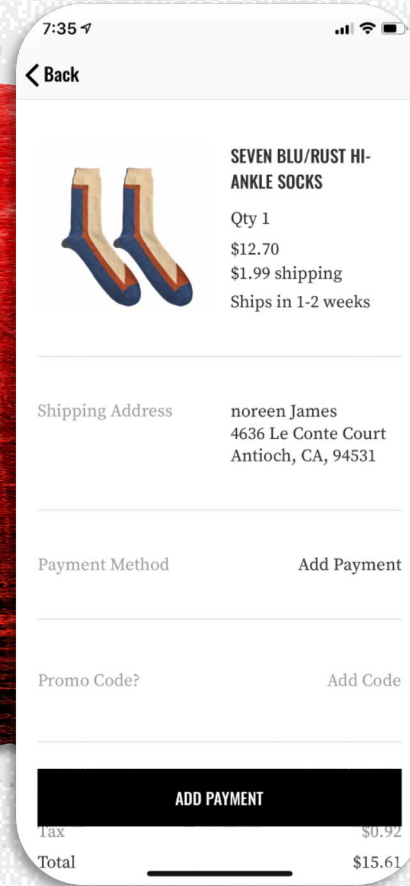
# CHALLENGE 1 – APPLICATION ENHANCEMENTS



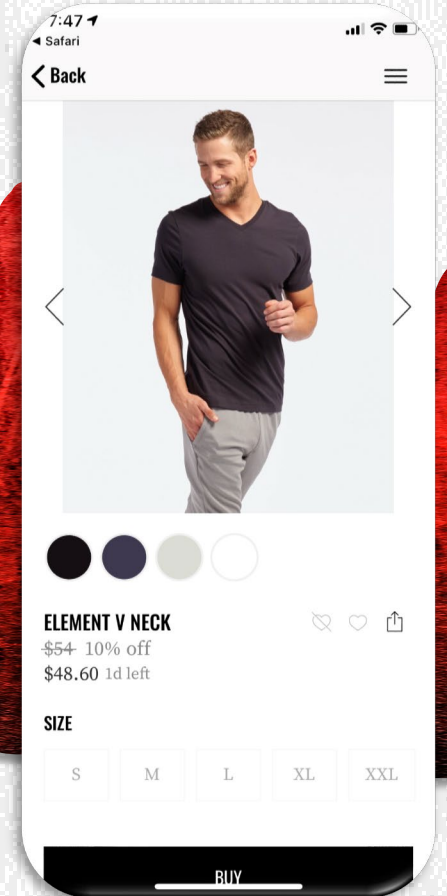
Menu  
Expansion



Sorting Options  
Inclusion

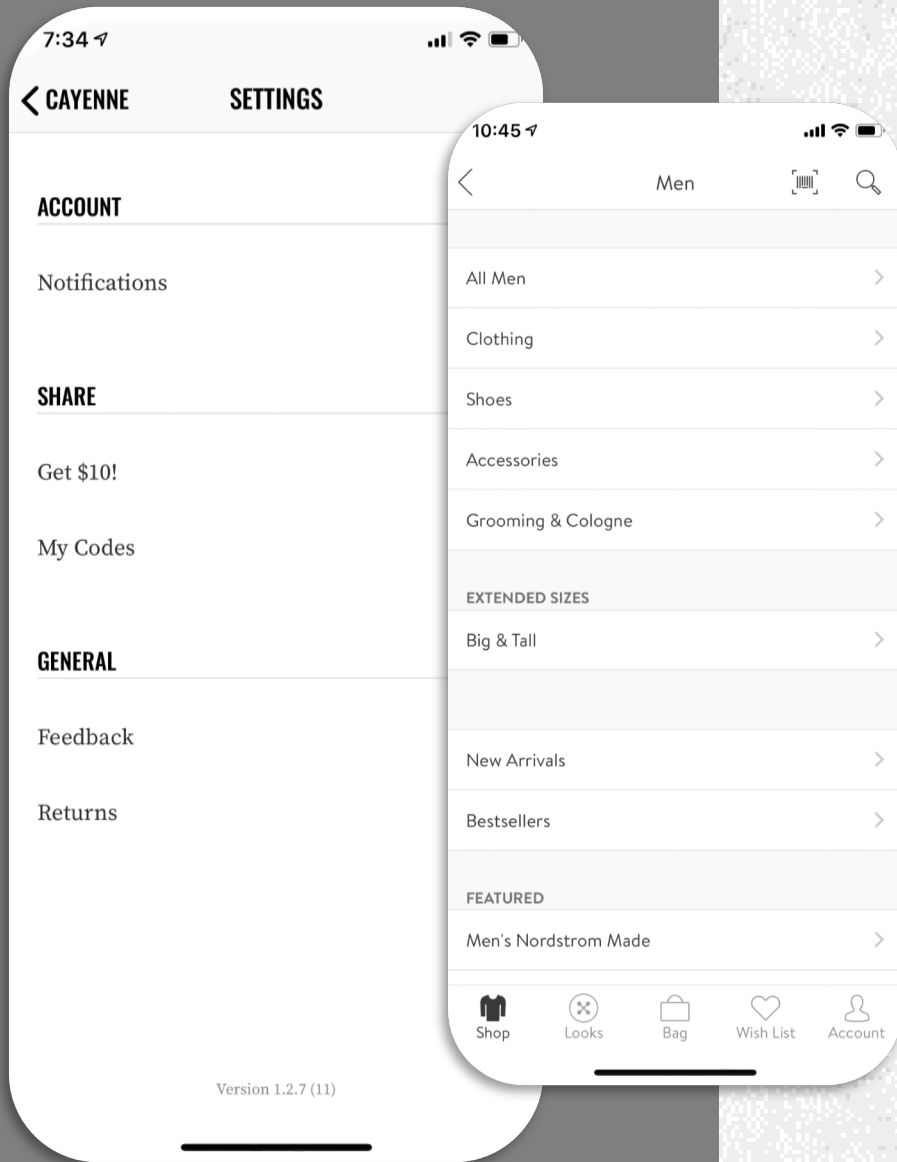


Multiple Items  
Purchase Capabilities



Differentiation Feature  
Implementation



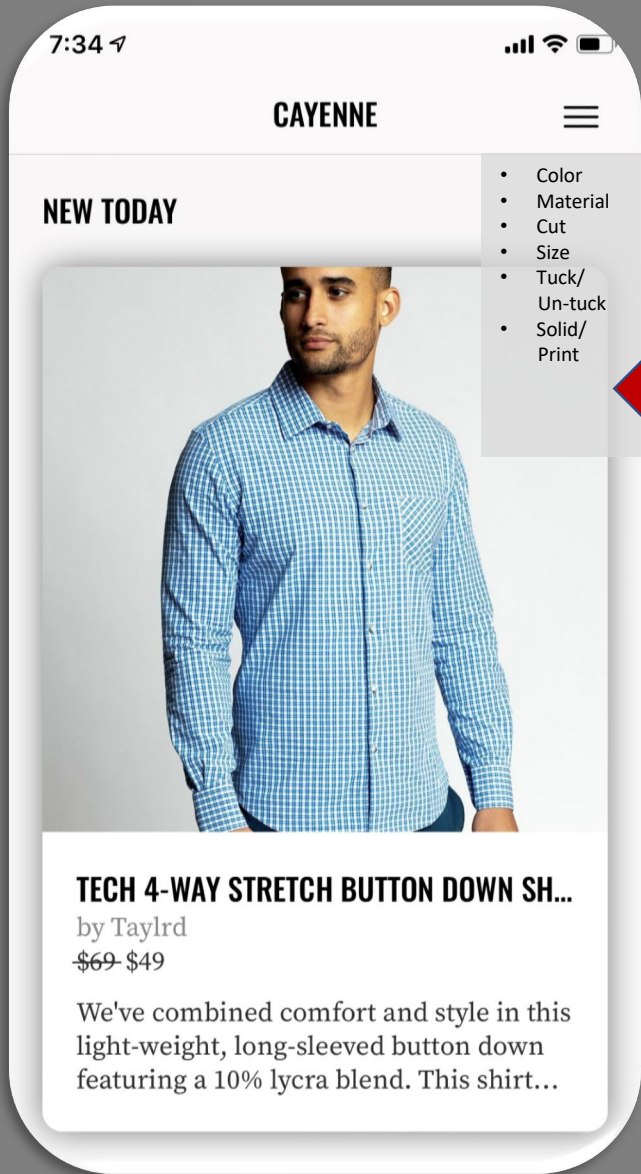


- **Hot Picks**
- **Tops**
  - T-Shirts
  - Polo Shirts
  - Button-Up
- **Bottoms**
  - Shorts
  - Pants
  - Jeans
- **Outerwear**
  - Jackets
  - Sweaters
  - Coats

- **Shoes**
  - Sneakers
  - Flip-flops
  - Slippers
  - Sandals
  - Boots
  - Loafers
  - Dress Shoes
- **Accessories**
  - Watches
  - Wallets
  - Ties
  - Socks
  - Belts

MENU EXPANSION



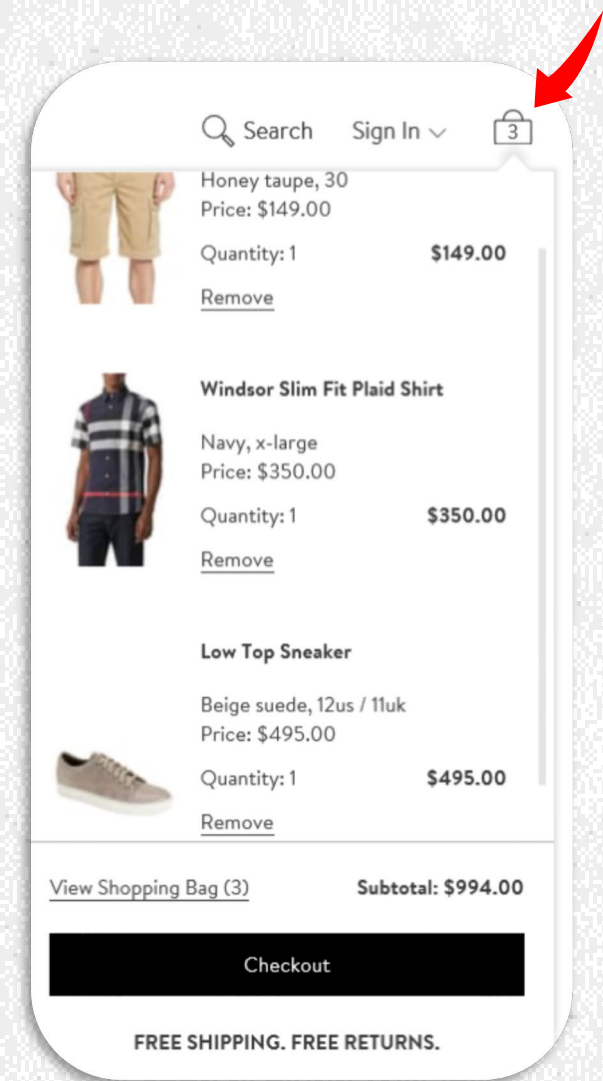
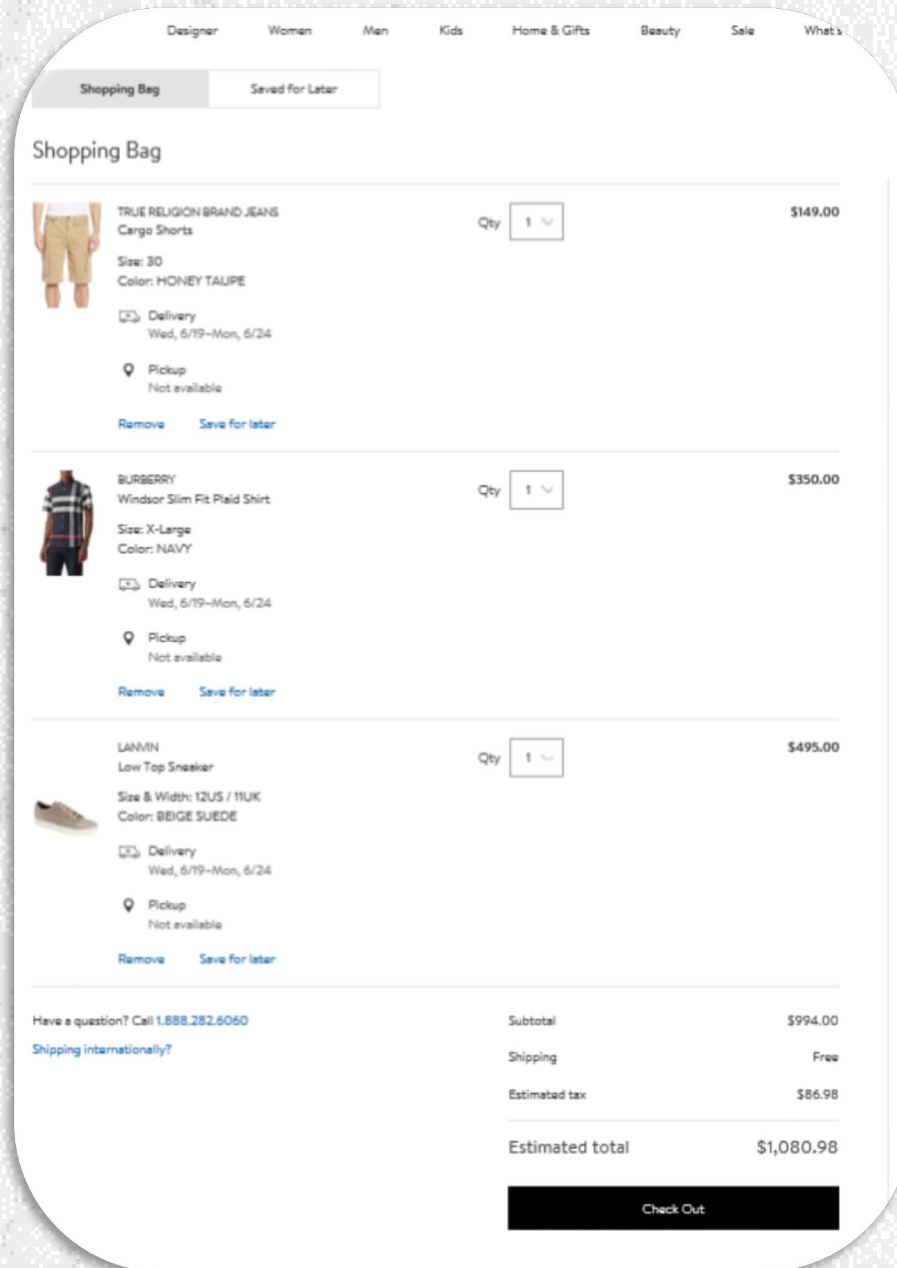
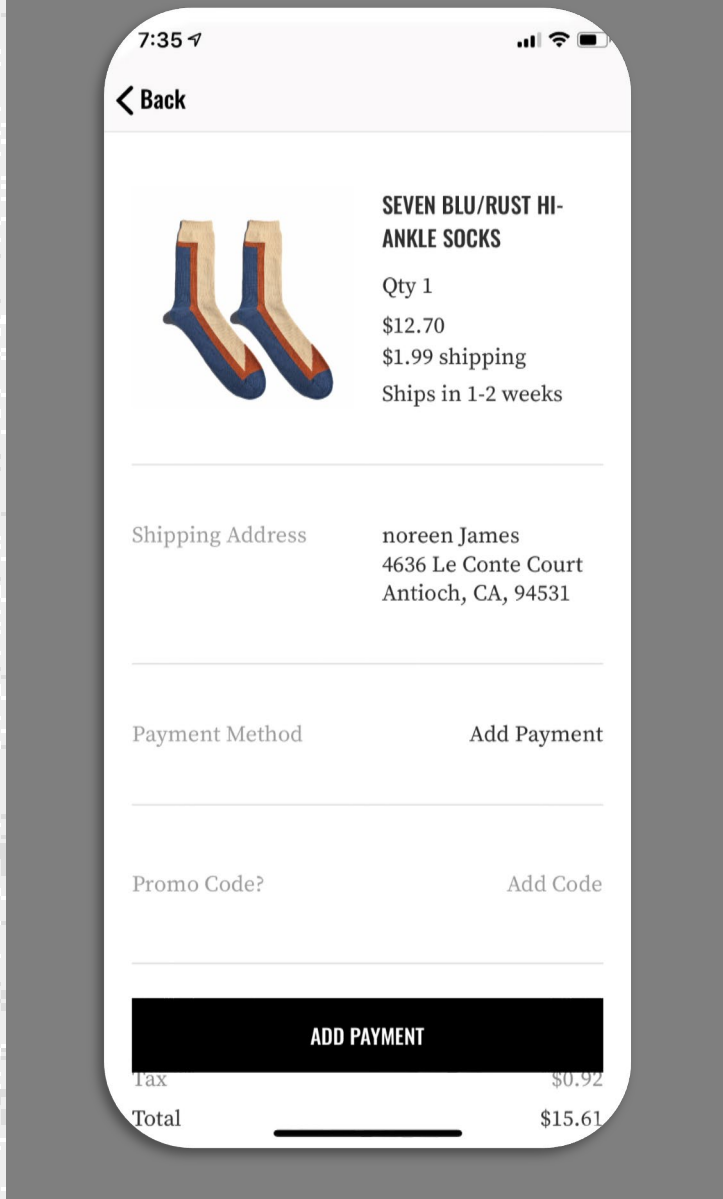


- Color
- Material
- Cut
  - Short Sleeve
  - 3-Quarter Sleeve
  - Long Sleeve
- Extended Sizes
  - Tall
  - Big & Tall
- Tuck/Untuck
  - Untuck
  - Tuck
  - French Tuck

- Brand
- Solid/Print
  - Solid
  - Print
    - Stripes
    - Floral
    - Geometric
    - Plaid
    - Logo

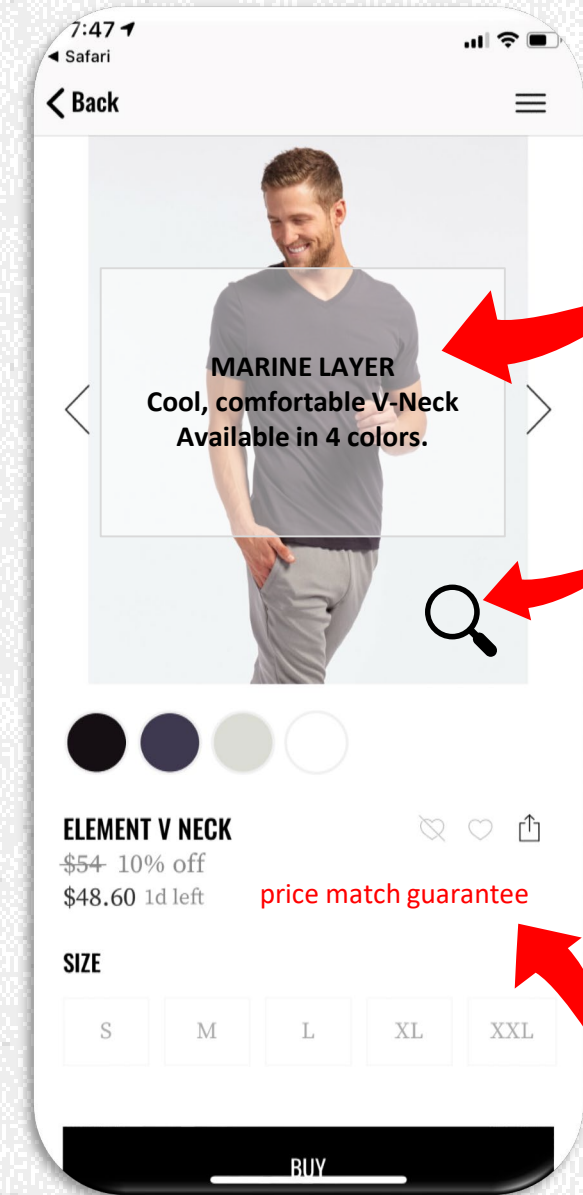
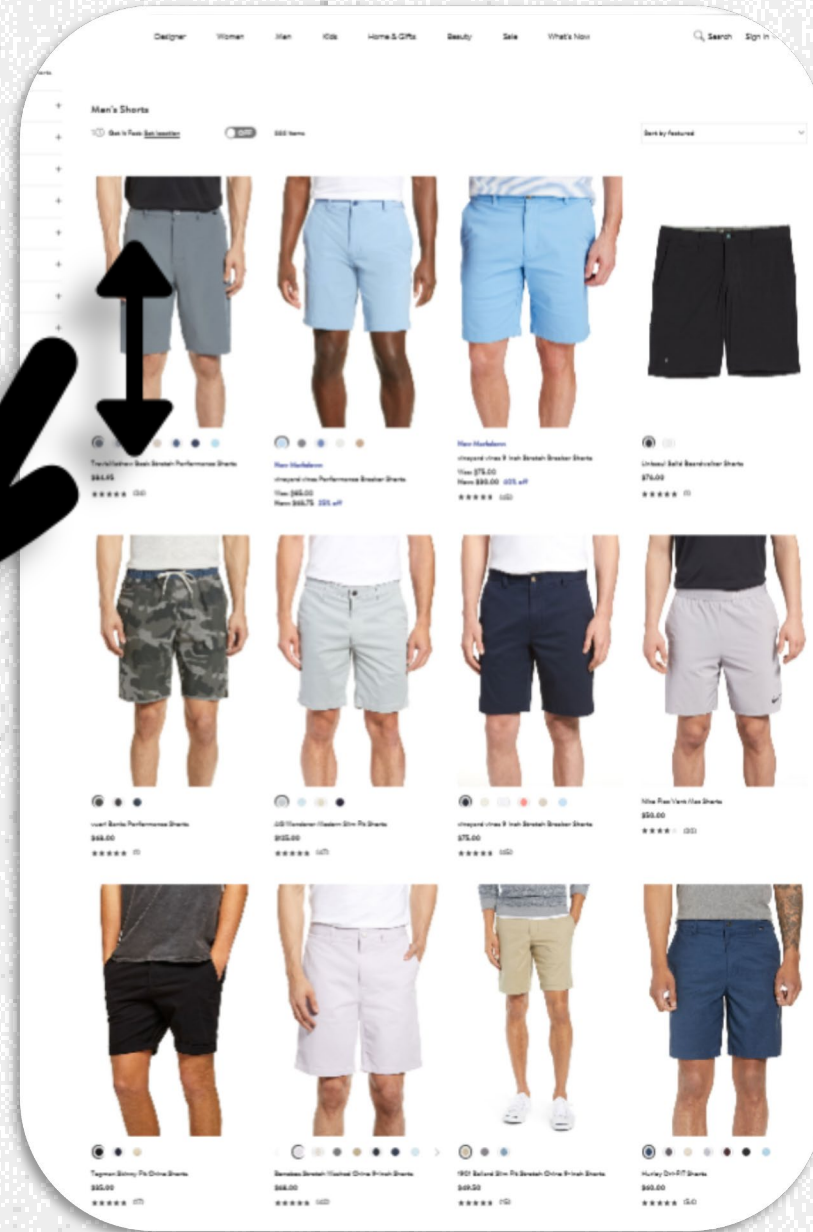
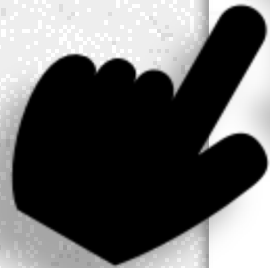
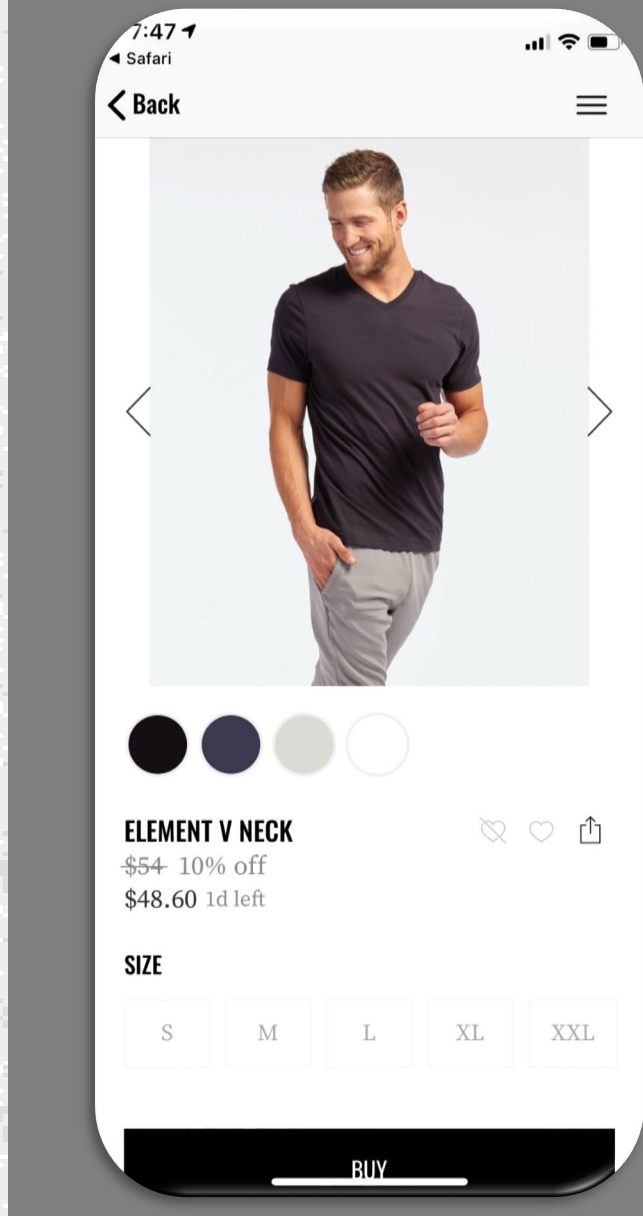
**SORTING INCLUSION**





MULTI-ITEM CHECK-OUT





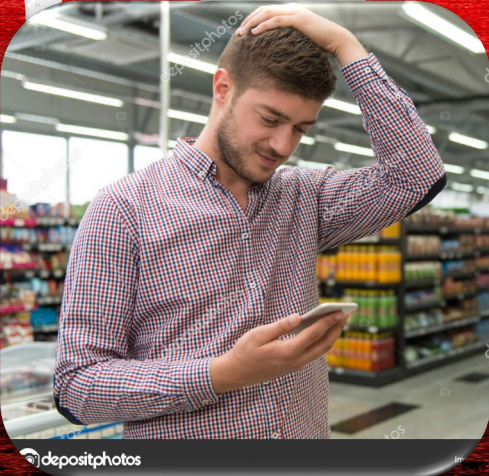
# DIFFERENTIATION IMPLEMENTATION



# CHALLENGE 2 – MERCHANDISING DEVELOPMENT



Shoes  
Increased  
Representation



Categories  
Establishment



Focused Merchandising



# Merchandising - Tops

## Galaxsea Woven Shirt

Option: White

Brand: O'NEILL

Retailer: Nordstrom (US)



## Living Crewneck T-Shirt

Option: Ebony

Brand: HANRO

Retailer: Nordstrom (US)



## Pierson Woven Shirt

Option: Dark army

Brand: O'NEILL

Retailer: Nordstrom (US)



# Merchandising - Bottoms

## Machray Straight Fit Jeans

Option: Indigo

Brand: SILVER JEANS CO.

Retailer: Nordstrom (US)



## Stretch Skinny Chino Shorts

Option: Olive

Brand: TOPMAN

Retailer: Nordstrom (US)



## Kenaston Ripped Slim Fit Jeans

Option: Indigo

Brand: SILVER JEANS CO.

Retailer: Nordstrom (US)



Ret  
Sea  
Reg  
Seg  
× D  
× F  
Gen  
Lif



# Merchandising - Outerwear

## MA-2 Twill Bomber Jacket

Option: Olive

Brand: TOPMAN

Retailer: Nordstrom (US)



## Winderunner Jacket

Option: White/ blue gaze/ barely volt

Brand: NIKE

Retailer: Nordstrom (US)



## Bomber Jacket

Option: Golden beige/ golden beige

Brand: NIKE SB

Retailer: Nordstrom (US)



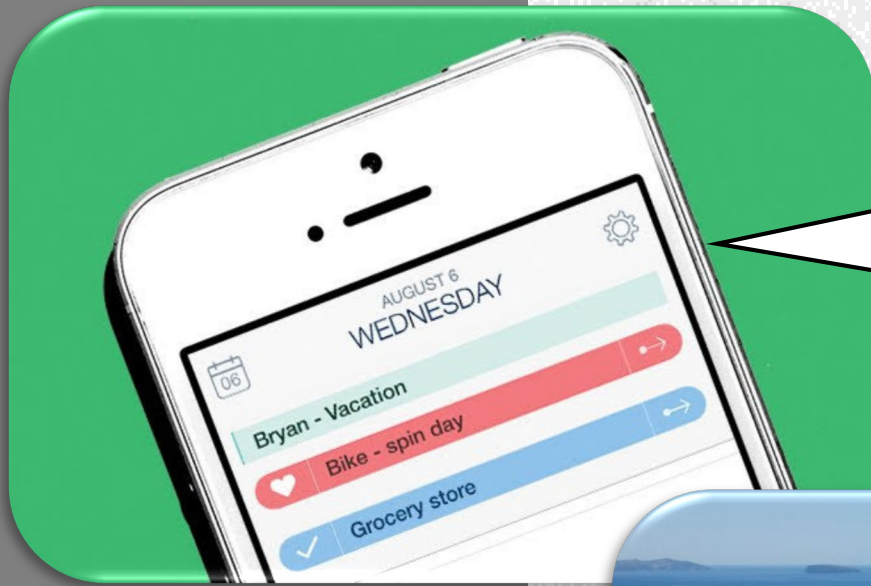
# Merchandising - Shoes



Make as your virtual anchor



# Mapped Shopping

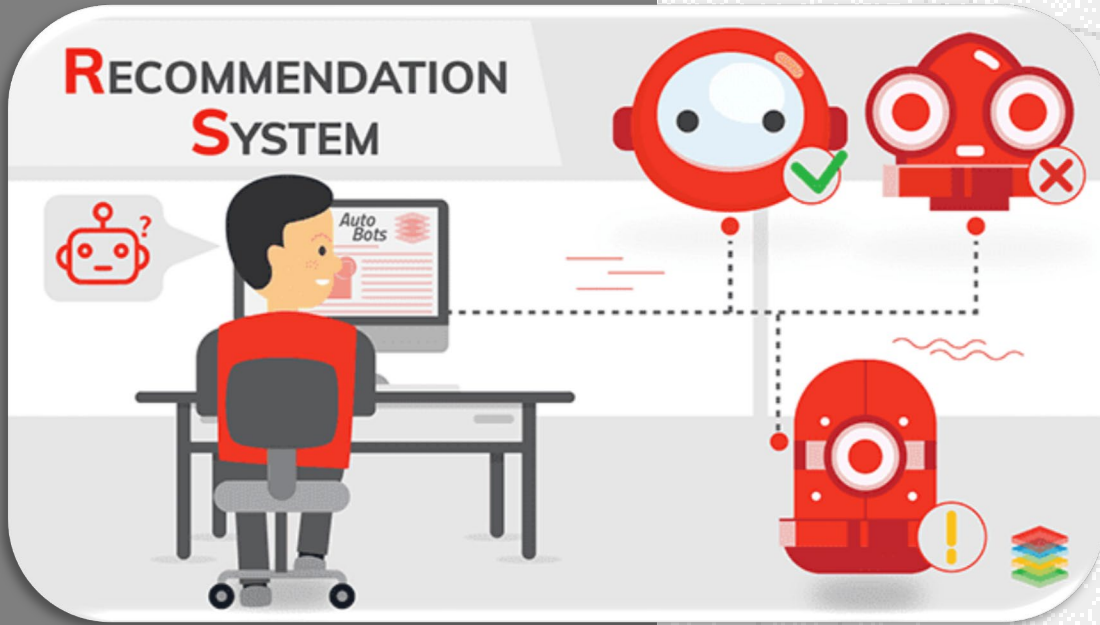


# Targeted Shopping

Allows AI styling installation targeting:

- Travelers
- Event goers
- Social active customers

Highly effective and trackable with travel app, furnishing retailer partnerships



# CHALLENGE 3 – MARKETING INSTALLATION



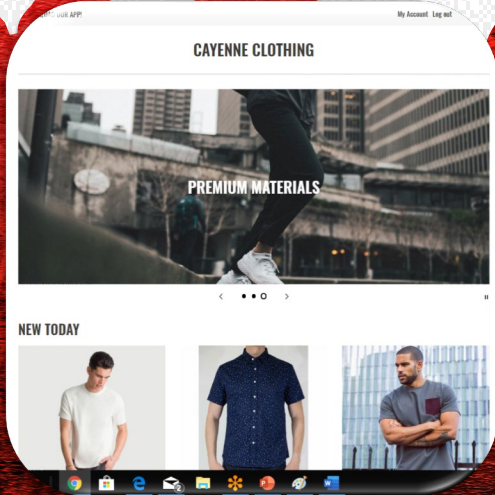
Budgeting  
Creativity



Marketing Team  
Representation

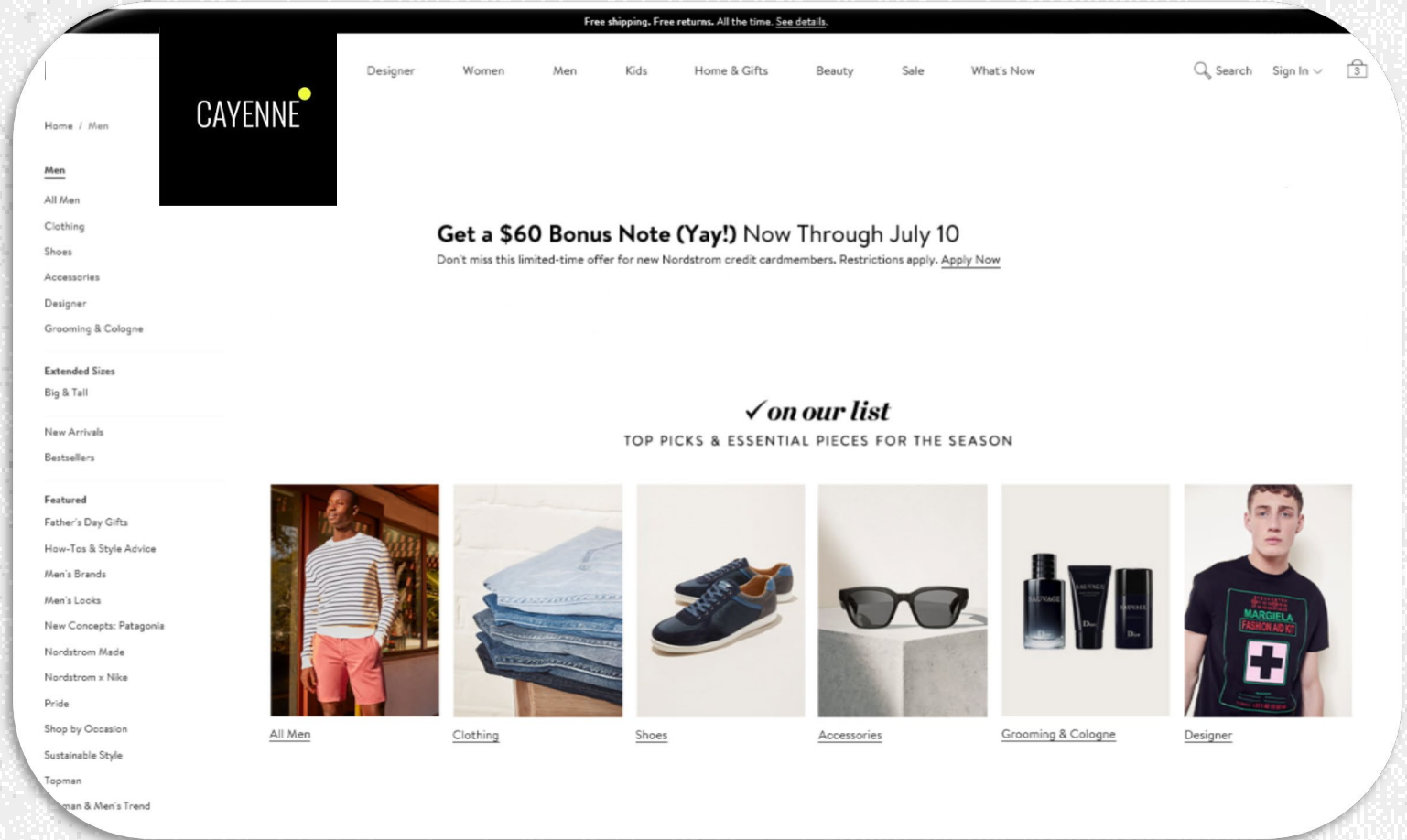
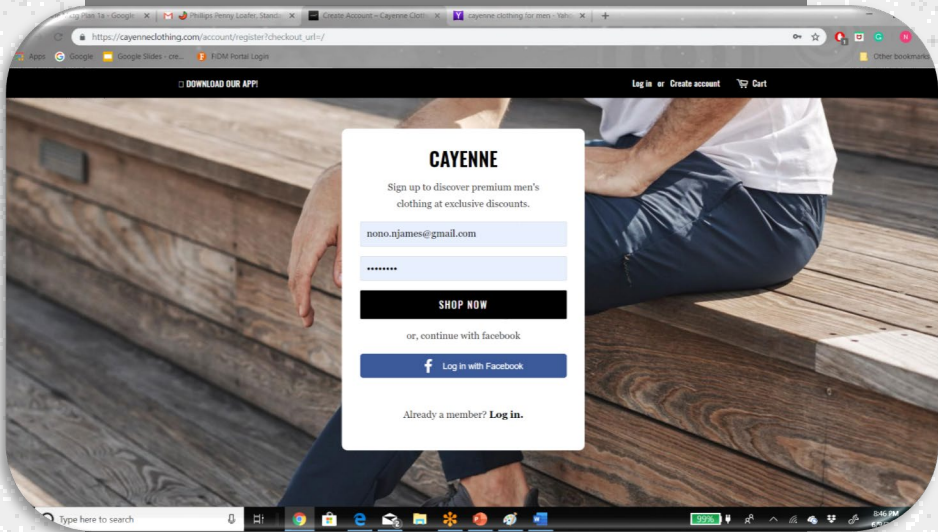
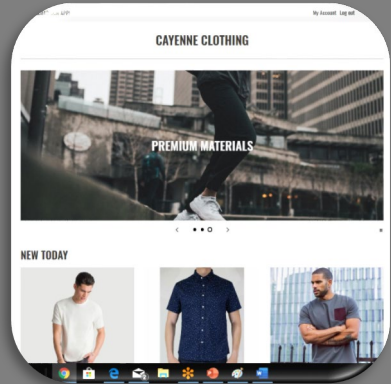


Social Media  
Presence Consistency



Website  
Supporting App





Supporting Website





Paid College Intern(s)



Freelance Graphic Artist



Creative Development

- Logo
- Templates
- Etc.

Coordinator

- Campaign implementation
- Campaign Tracking
- Data Collection

Customer Relations

- Retention Program
- Social Media Program
- Etc.

# Marketing Team Representation





# Budgeting Creativity



# CHALLENGE 4 – BRANDING DEFINITION



Name  
Vivid Color Projection

Name  
Misrepresentation

Image Consistency

Packaging Presence





+ Digital  
communication  
follow up.

June 18, 2019

Thank you Mike for shopping at **CAYENNE**. You are super valuable to us, and to show you our gratitude we are automatically adding a 5% discount on your next order.

Thank you for being a **CAYENNE** man!



# GRATEFUL BRANDING



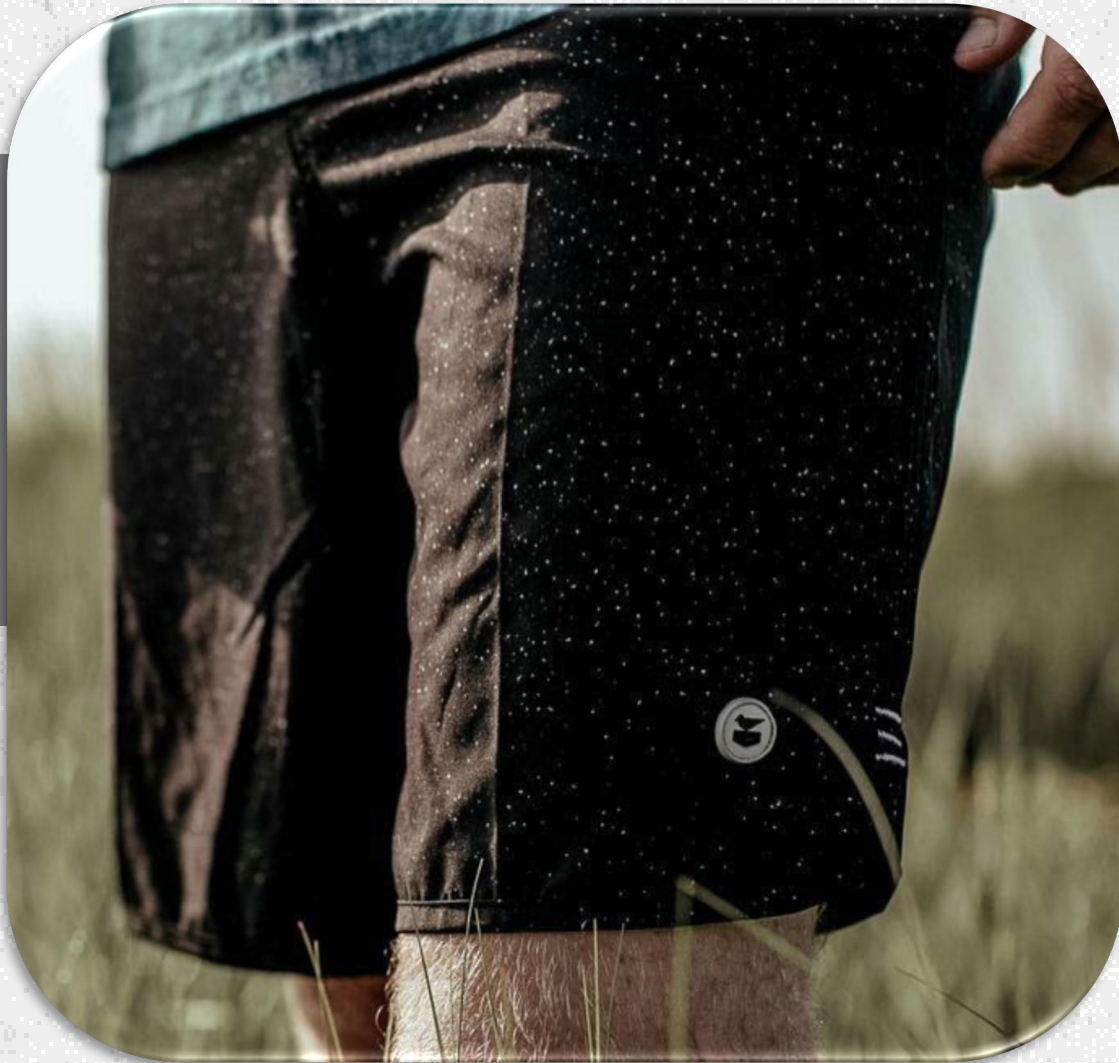
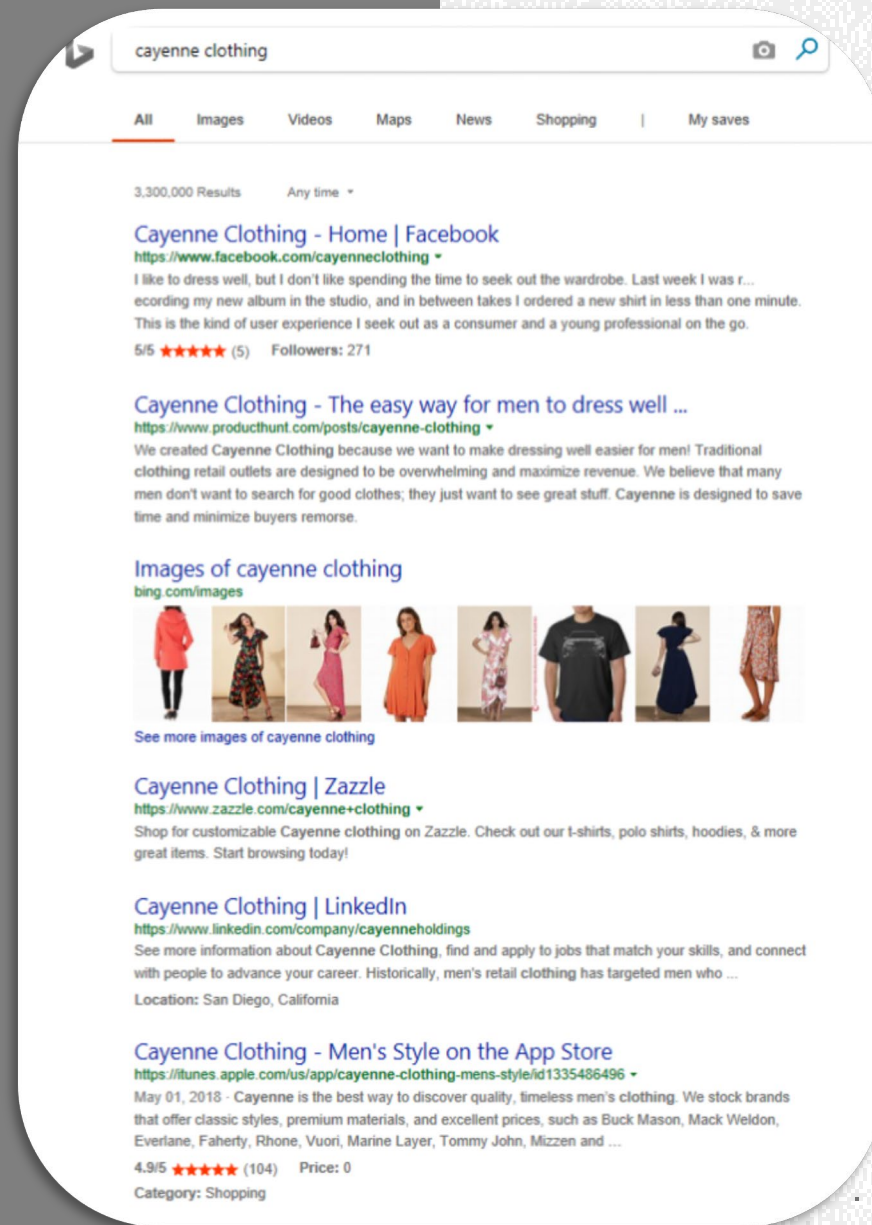
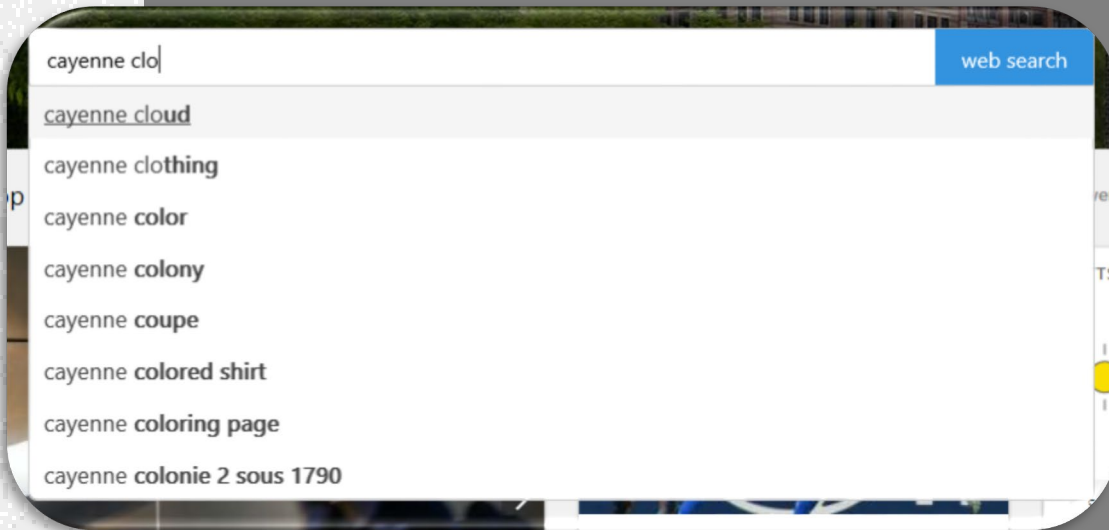
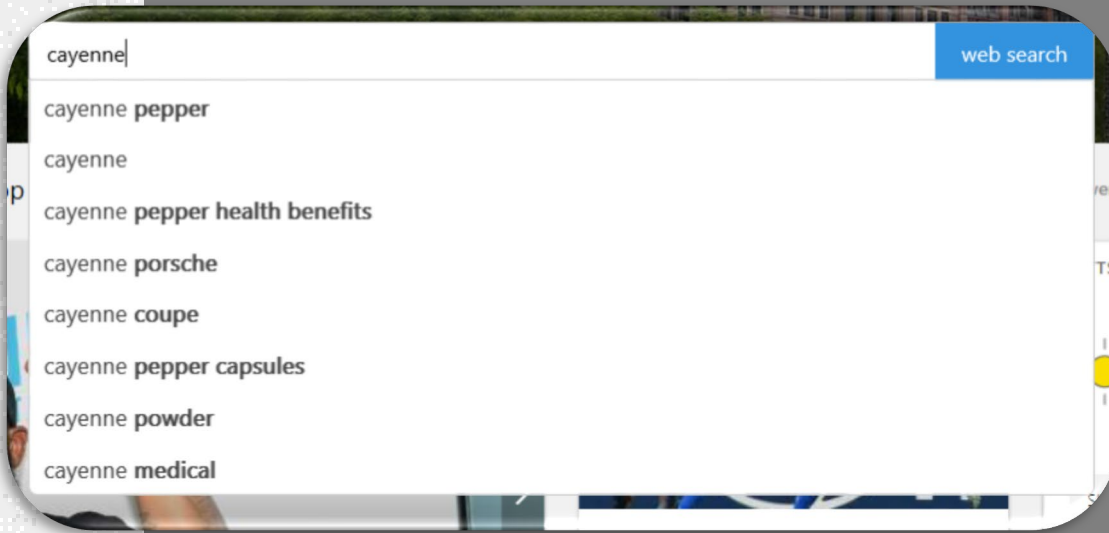


IMAGE CONSISTENCY





# SEO CONGESTION SOLUTION





CAYENNE > caYenne

caYenne Man

caYan

Cayan | Cayan Is Now TSYS | [tsys.com](https://tsys.com)  
(52) [lp.tsys.com/](https://lp.tsys.com/) \* (888) 946-8953  
No Long-Term Contracts or Cancellation Fees. Competitive Rates. Apply Today! Trusted by 130,000+ No Cancellation Fees. 24/7 Customer Support. Customized Account Set-Up. Free Terminal Options. No Application Fee. Services: Credit Card Processing, Accept Payment Solutions.

# NAMING DIFFERENTIATION



The background is a vibrant red color with a complex, fibrous texture that resembles torn paper or a rough surface. The edges are irregular and jagged, creating a sense of depth and movement. The overall effect is dynamic and visually striking.

# MARKETING PLAN

options



**\$ 25,000**

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Campaign



Technical Improvements	Supporting Administration	Branding	Merchandising	Customer Lifecycling	External Communication
Single-window shopping <u>IMMEDIATE</u>	1 dedicated officer <u>IMMEDIATE</u>	Logo rebrand & creative <u>MO 1-3</u>	Segmented merchandising <u>MO 1-3</u>	Thank you + bounce-back w/ every package <u>IMMEDIATE</u>	SEO <u>IMMEDIATE</u>
Multiple-item Purchase <u>IMMEDIATE</u>		Web aesthetic design <u>IMMEDIATE</u>	Purchase history database & analysis <u>IMMEDIATE</u>		Social Media postings + \$8.4k ads <u>MO 2-4</u>
Menu Expansion <u>IMMEDIATE</u>		Social media messaging <u>IMMEDIATE</u>			Cross-promotion <u>MO 3-6</u>
Sorting <u>IMMEDIATE</u>		Packaging <u>MO 1-3</u>			
Price-match <u>MO 1-3</u>					

@ **33.6%** of budget  
in **social media**

**\$25K** CAMPAIGN



# \$25K CAMPAIGN KPI

	1 <sup>st</sup> 3-Mo.	2 <sup>nd</sup> 3-Mo.	flw 6-Mo.
<b>App Downloads</b>	<b>250%</b> 875/mo	<b>150%</b> 525/mo	<b>125%</b> 437.5/mo
Paid (UGC Contest)	55%	45%	45%
Posts	35%	40%	40%
Organic	10%	5%	5%
<b>Conversion</b>	<b>30%</b> 262.5/mo	<b>30%</b> 157.5/mo	<b>30%</b> 131.25/mo
<b>Avg. Purchase</b>	<b>150%</b> \$78/pchs	<b>150%</b> \$78/pchs	<b>150%</b> \$78/pchs
<b>Sales Conv/mo.</b>	<b>\$20,500</b>	<b>\$12,000</b>	<b>\$10,000</b>
<b>Lifecycling @ 4%</b>	<b>\$1,000</b> \$95 x 11	<b>\$800</b> \$110 x 7	<b>\$700</b> \$115 x 6
<b>REVENUE/mo</b>	<b>\$21,500</b>	<b>\$13,000</b>	<b>\$11,000</b>

## Annual Goal \$ 169,500

BASE

- 350 avg. APP downloads/mo
- Conversion 39.29%
- \$52 avg. spend/purchase

678% RETURN





**\$50,000**

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Campaign



Technical Improvements	Supporting Administration	Branding Merchandising	Merchandising	Customer Lifecycling	External Communication
Single-window shopping <u>IMMEDIATE</u>	1 dedicated officer <u>IMMEDIATE</u>	Logo rebrand & creative <u>MO 1-3</u>	Segmented merchandising <u>MO 1-3</u>	Thank you + bounce-back w/ every package <u>IMMEDIATE</u>	SEO <u>IMMEDIATE</u>
Multiple-item Purchase <u>IMMEDIATE</u>		Web aesthetic design <u>IMMEDIATE</u>	Purchase history database & analysis <u>IMMEDIATE</u>		Social Media postings + \$22.4k ads <u>MO 2-4</u>
Menu Expansion <u>IMMEDIATE</u>		Social media messaging <u>IMMEDIATE</u>			Cross-promotion <u>MO 3-6</u>
Sorting <u>IMMEDIATE</u>		Packaging <u>MO 1-3</u>			Podcast ad <u>MO 3-6</u>
Price-match <u>MO 1-3</u>					

@ **44.8%** of budget in **social media**

**\$50K** CAMPAIGN



# \$50K CAMPAIGN KPI

	1 <sup>st</sup> 3-Mo.	2 <sup>nd</sup> 3-Mo.	flw 6-Mo.
<b>App Downloads</b>	<b>400%</b> 2,450/mo	<b>200%</b> 1,400/mo	<b>150%</b> 875/mo
Paid (UGC Contest)	55%	45%	45%
Posts	35%	40%	40%
Organic	10%	5%	5%
<b>Conversion</b>	<b>30%</b> 420/mo	<b>30%</b> 210/mo	<b>30%</b> 157.5/mo
<b>Avg. Purchase</b>	<b>150%</b> \$78/pchs	<b>150%</b> \$78/pchs	<b>150%</b> \$78/pchs
<b>Sales Conv/mo.</b>	<b>\$32,500</b>	<b>\$16,500</b>	<b>\$12,500</b>
<b>Lifecycling @ 4%</b>	<b>\$1,600</b> \$95 x 17	<b>\$990</b> \$110 x 9	<b>\$800</b> \$115 x 7
<b>REVENUE/mo</b>	<b>\$34,000</b>	<b>\$17,500</b>	<b>\$13,000</b>

## Annual Goal \$ 232,000

BASE

- 350 avg. APP downloads/mo
- Conversion 39.29%
- \$52 avg. spend/purchase

464% RETURN





**\$100,000**

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Campaign



Technical Improvements	Supporting Administration	Branding Merchandising	Merchandising	Customer Lifecycling	External Communication
Single-window shopping <u>IMMEDIATE</u>	1 dedicated officer <u>IMMEDIATE</u>	Logo rebrand & creative <u>MO 1-3</u>	Segmented merchandising <u>MO 1-3</u>	Thank you + bounce-back w/ every package <u>IMMEDIATE</u>	SEO <u>IMMEDIATE</u>
Multiple-item Purchase <u>IMMEDIATE</u>	Paid intern <u>IMMEDIATE</u>	Web aesthetic design <u>IMMEDIATE</u>	Purchase history database & analysis <u>IMMEDIATE</u>	Relationship builder <u>IMMEDIATE</u>	Social Media postings + \$36.9k ads <u>MO 2-4</u>
Menu Expansion <u>IMMEDIATE</u>		Social media messaging <u>IMMEDIATE</u>			Cross-promotion <u>MO 3-6</u>
Sorting <u>IMMEDIATE</u>		Packaging <u>MO 1-3</u>			Podcast <u>MO 3-6</u>
Price-match <u>MO 1-3</u>					

@ **36.9%** of budget  
in **social media**

**\$100K** CAMPAIGN



# \$100K CAMPAIGN KPI

	1 <sup>st</sup> 3-Mo.	2 <sup>nd</sup> 3-Mo.	flw 6-Mo.
<b>App Downloads</b>	<b>700%</b> 2,450/mo	<b>400%</b> 1,400/mo	<b>250%</b> 875/mo
Paid (UGC Contest)	60%	45%	45%
Posts	35%	45%	45%
Organic	5%	10%	10%
<b>Conversion</b>	<b>30%</b> 735/mo	<b>30%</b> 420/mo	<b>30%</b> 262.5/mo
<b>Avg. Purchase</b>	<b>150%</b> \$78/pchs	<b>150%</b> \$78/pchs	<b>150%</b> \$78/pchs
<b>Sales Conv/mo.</b>	<b>\$57,500</b>	<b>\$32,500</b>	<b>\$20,500</b>
<b>Lifecycling @ 10%</b>	<b>\$7,000</b> \$95 x 74	<b>\$4,500</b> \$110 x 42	<b>\$3,000</b> \$115 x 26
<b>REVENUE/mo</b>	<b>\$64,500</b>	<b>\$37,000</b>	<b>\$23,500</b>

## Annual Goal \$ 446,500

BASE

- 350 avg. APP downloads/mo
  - Conversion 39.29%
  - \$52 avg. spend/purchase
- 446.5% RETURN





**\$ 200,000**

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Campaign

CAYENNE

Technical Improvements	Supporting Administration	Branding Merchandising	Merchandising	Customer Lifecycling	External Communication
Single-window shopping <u>IMMEDIATE</u>	1 dedicated officer <u>IMMEDIATE</u>	Logo rebrand & creative <u>MO 1-3</u>	Segmented merchandising <u>MO 1-3</u>	Thank you + bounce-back w/ every package <u>IMMEDIATE</u>	SEO <u>IMMEDIATE</u>
Multiple-item Purchase <u>IMMEDIATE</u>	Paid intern <u>MO 2-4</u>	Web aesthetic design <u>IMMEDIATE</u>	Purchase history database & analysis <u>IMMEDIATE</u>	Relationship builder <u>IMMEDIATE</u>	Social Media postings + \$92k ads <u>MO 2-4</u>
Menu Expansion <u>IMMEDIATE</u>	Asst. Marketing Manager <u>IMMEDIATE</u>	Social media messaging <u>IMMEDIATE</u>			Cross-promotion <u>MO 1-3</u>
Sorting <u>IMMEDIATE</u>		Packaging <u>MO 1-3</u>			Podcast <u>MO 3-6</u>
Price-match <u>MO 1-3</u>					Travel App ads <u>MO 3-6</u>

@ **46%** of budget  
in **social media**

**\$ 200K** CAMPAIGN



# \$ 200K CAMPAIGN KPI

	1 <sup>st</sup> 3-Mo.	2 <sup>nd</sup> 3-Mo.	flw 6-Mo.
<b>App Downloads</b>	<b>1000%</b> 3,500/mo	<b>800%</b> 2,800/mo	<b>500%</b> 1,750/mo
Paid (UGC Contest)	60%	45%	45%
Posts	35%	45%	45%
Organic	5%	10%	10%
<b>Conversion</b>	<b>30%</b> 1,050/mo	<b>30%</b> 840/mo	<b>30%</b> 525/mo
<b>Avg. Purchase</b>	<b>150%</b> \$78/pchs	<b>150%</b> \$78/pchs	<b>150%</b> \$78/pchs
<b>Sales Conv/mo.</b>	<b>\$82,000</b>	<b>\$65,500</b>	<b>\$41,000</b>
<b>Lifecycling @ 30%</b>	<b>\$30,000</b> \$95 x 315	<b>\$62,000</b> \$110 x 567	<b>\$83,000</b> \$115 x 725
<b>REVENUE/mo</b>	<b>\$112,000</b>	<b>\$127,500</b>	<b>\$124,000</b>

## Annual Goal \$ 1,460,000

BASE

- 350 avg. APP downloads/mo
- Conversion 39.29%
- \$52 avg. spend/purchase

730% RETURN



The background is a vibrant red with a rough, textured appearance, resembling torn paper or a heavy brushstroke. The texture is more pronounced in the center and fades slightly towards the edges. The overall effect is dynamic and energetic.

# CAMPAIGN IDEAS

directions & options

# the caYan man



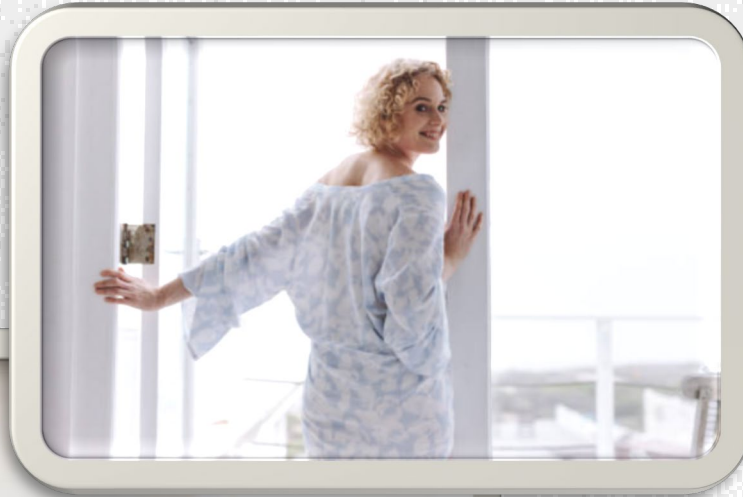
humor & cleverness approach



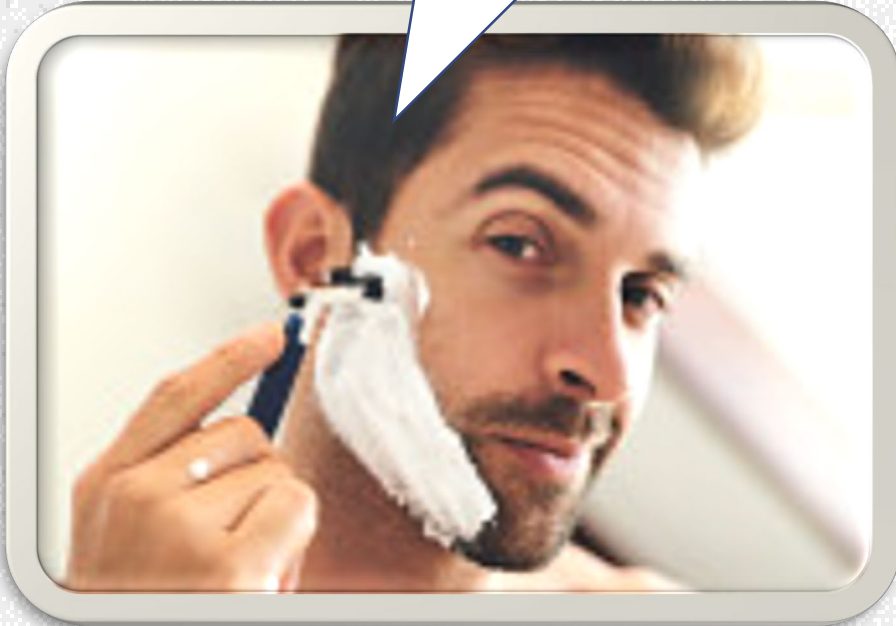
aura & attitude delivery



SCENE 1:  
Bedroom in undies



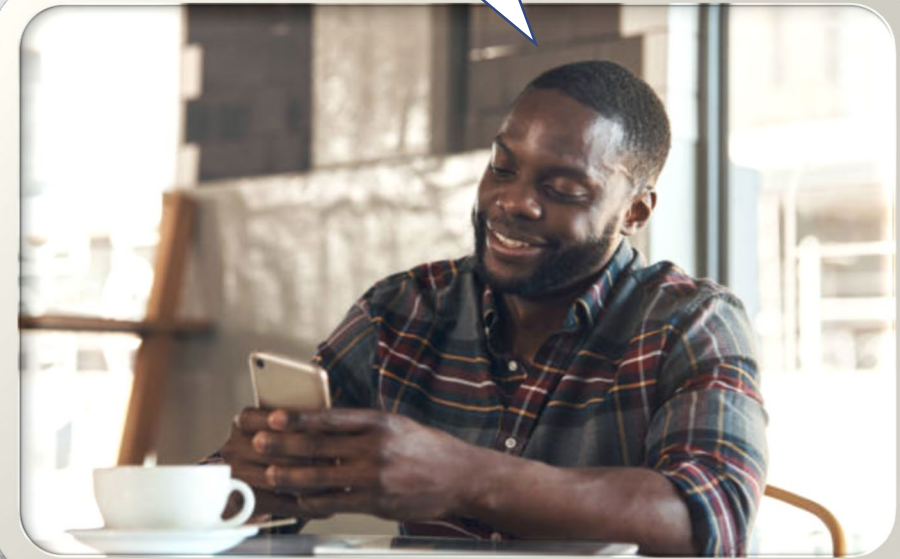
No  
commitments



SCENE 2:  
Coffee shop



Guilt-free  
browsing



CAYENNE

SCENE 3:  
Office in



They do  
all the  
work

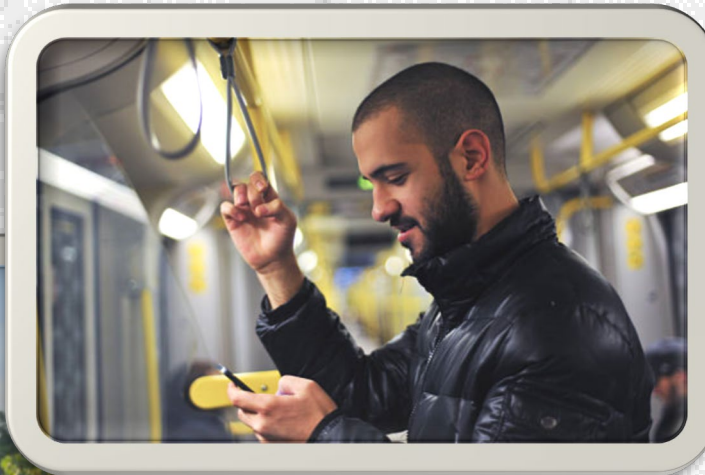


SCENE 4:  
Back home

Satisfaction



SCENE 5:  
Back home



how do you **caYan**?



# key PARTNERSHIPS



# Apparel & Abode



# Travel, Transport & Trunks



# Shows & Shoes







## Two First Names

---

Noreen James

[noreenjames@comcast.net](mailto:noreenjames@comcast.net)

925.580.6191