



*A Fragrance for Men*

2008

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## SITUATION ANALYSIS

### *Fragrance Industry*

The fragrance industry has been very successful the past few years, increasing at a steady rate. The global fragrance industry is expected to reach \$33.6 billion by 2012. However, growth rates in the U.S. market fell by 3% in the first half of 2008, whilst the growth in foreign markets has increased (for example, by 33% in China, and 3% respectively in Italy and France (Bird). There are new fragrances being introduced all the time, thus brand loyalty for fragrances is quite low. Research shows that people compare fragrances to fashion, meaning that “they update their scent wardrobe almost as often as they update their ‘look’.” Therefore, it is important to introduce new fragrance lines as often as possible to keep up with consumer demands. into the celebrity’s lifestyle by wearing their fragrance. They can feel and smell like celebrities.” While this celebrity trend is very popular at the moment, it will soon have to fizzle out once the market becomes too cluttered with celebrity scents.

According to research, higher quality fragrances are predicted to take over that market. Thus, marketers will have to spend more time on actually creating the fragrance; as the the quick-turnover represented by the celebrity trend slows down drastically. Also, it is believed that manufacturers are hoping to increase sales by using new marketing strategies that persuade consumers to apply fragrances more frequently throughout the day. In addition, if manufacturers can find a way to pull the consumers towards quality of the fragrance, rather than just the image, the ingredients and manufacturing of fragrances will play a much more vital role.

### *Company Overview*

The Ed Hardy brand is made up of a number of different products including: shoes, jeans, eyewear, watches, barware, belts, lingerie, men’s lounge wear, bags, guitar straps and picks, fragrances, knits and sweaters, structured water, school supplies and backpacks, energy drinks and air fresheners, home goods, and jewelry. Each item is unique and is inspired by the tattoo style of Don Ed Hardy.

Christian Audigier has used a very unique marketing style for the Ed Hardy brand. He focuses solely on networking, getting many celebrities to wear his brand. There are numerous celebrities who are quite loyal to his brand including: Madonna, David and Victoria Beckham, Paris Hilton, Britney Spears, Timbaland, Eva Longoria, Shakira, Lil’ Jon, Christina Aguilera and Jamie Foxx.



### *Market Analysis*

Ed Hardy has established a well-defined target market. This market consists largely of 18-25 year old men and women looking to define themselves by making a statement about their lifestyle. This lifestyle can be described as fast, with interests in clubbing, gambling, and style. This young market has disposable income for the first time in their lives and little responsibilities. They are very style-conscious, and happily spend their money for trendy, upscale brands.

The Ed Hardy signature logo is a large, stylized, cursive script of the name "Ed Hardy" with a trademark symbol (TM) at the end. The script is bold and fluid, with long, sweeping lines.



## ENVIRONMENTAL ANALYSIS

### *Economic*

The health of the U.S. economy is poor and is, by most criteria, in an grip of a recession. This decline in the nation's economy will directly affect the consumer. The consumer will no longer have as large a discretionary income. While this would not necessarily affect the common goods industry, it would greatly affect the purchasing of luxury goods. Many consider fragrances a luxury good, thus if the economy is suffering and money is not as readily available, consumers are more likely to curtail their spending. However, many consumers who wear fragrances consider it a necessity, in which case the economy may not have as great an effect on purchases. "Even though fragrance might be a bit pricey, it's cheaper than a new outfit," Cohen said. "In bad economic times, women buy lipstick and new fragrance. Then at least they can say, 'I have something new.'" Regardless, with less discretionary income, the demand for fragrances will go down affecting the entire supply chain.

### *Sociocultural*

The United States has a population of just over 300 million people, of various ethnicities. Many people in the United States use fragrances and some are so loyal to their fragrance that they consider it part of their wardrobe. However, as previously stated, there are others who change their

fragrances as often as they change their wardrobe. For many consumers, fragrances complete their look. For others, fragrances are superfluous.

### *Technology*

As of June 2008, approximately 73.6% of the North American population use the internet. This presents an unprecedented, and challenging, opportunity for marketers. The internet provides a great alternative to the media clutter produced by traditional media. Now, more than ever, consumers have more control. They can search for products on the internet and find information to help them make the best choice. This is both good and bad for the fragrance industry. It is good because consumers can search fragrances and find something they might be interested in. It could be bad, however, if they find information on another fragrance that drives them away from the first. The internet increases competition.

Another aspect of the internet is blogs. Blogs allow for many consumers to write about products they use or buy. Consumers tend to trust other consumers more than marketers, thus these blogs would have a great impact on potential buyers. Another new trend is social networking. Social networking, like Facebook and MySpace, is a great way to induce buzz or viral marketing, and getting attention from consumers on products. Finally, with news articles and videos online, consumers can easily keep up to date with all the new products and happenings.

# PORTER'S FIVE FORCES

## *I. Supplier Power*

The suppliers in the fragrance industry have a good amount of power now; however, their power will most likely increase if there is a switch to consumers demanding higher quality products. If the trend moves towards higher quality products then ingredients and the actual creation of the scents will be more important, thus giving more power to the manufacturers and suppliers.

## *II. Buyer Power*

In the fragrance industry at the moment, consumers and retailers alike have a lot of power. Fragrances are in high demand, especially those coming from celebrities. Some consumers are treating fragrances like clothes; changing or updating them when something better comes along. Because there is a high and constant demand of fragrances, the pricing is left up to the industry. Retailers serve as buyers of fragrances too, since they are the liaisons between the companies and consumers. This will impact Ed Hardy and Step Up Advertising to advertise not only in consumer publications, but also in industry publications.

## *III. Competitive Rivalry*

There are various different brands and fragrances within the industry. With many celebrities jumping

on the fragrance band wagon, there are more fragrances than ever to choose from. Thus, competitive rivalry is quite high. There is also competitive rivalry among retailers. By offering incentives to retailers, there is greater chance the fragrance will be pushed in their stores. In order to succeed in the industry, the fragrance must stand out from all the others or possess some quality that none of the others have.

## *IV. Threat of Substitution*

While the fragrance industry is doing quite well, there is a small issue concerning the idea of substitution. Instead of using a perfume or cologne, consumers could easily use a body splash or simply use deodorant. Also, rather than applying perfume or cologne, they could use body lotion or even just an after shave. There is also the possibility of counterfeit fragrances which will cost the consumer significantly less money and smell like the real thing.

## *V. Threat of New Entry*

Within the fragrance industry there is always the issue of the threat of new entry. and introduce a new scent. This is proven by the celebrity trend. There have been numerous celebrities who have launched their own fragrances and many have multiple fragrances. This is also seen with designers, they have multiple fragrances as well, and they stay popular for long periods of time.



## COMPETITIVE ANALYSIS

Men's fragrances are an emerging market and the competition is growing considerably. However, each fragrance has a specific niche to whom they position their brand, and Ed Hardy's main competitors in the fragrance market are Diesel Fuel for Life, Dirty English by Juicy Couture, and, Angel Men by Thierry Mugler. These fragrances are all marketed to the male consumer who enjoys the nightlife, a materialistic lifestyle and has a rebel edge. The prices of these fragrances range from around \$40-\$75 depending on the size of the bottle.

All these fragrances are high end, and sold in department stores that sell the high end image. These fragrances, with the exception of Angel Men can all be purchased in Nordstrom, which is known for its high quality items. The fragrances can also be purchased at Macy's, and while Macy's isn't as high end as Nordstrom, the store has a large fragrance counter that is well respected. All of the fragrances are also available at Dillard's. Dirty English, Diesel Fuel for Life and Angel Men can also be purchased at Bloomingdale's and Juicy Couture does co-op advertising with Bloomingdale's to promote Dirty English. Juicy Couture, Diesel and Thierry Mugler are more established brands, and have a luxury image associated with their brand, including clothing or accessories, which facilitates their availability at Saks Fifth Avenue, an even higher end store than Nordstrom. Similarly, all three of Ed Hardy's competitors can be purchased at Sephora.

### Analysis of Promotional Efforts

All of the fragrances utilize similar promotions campaigns to Ed Hardy. There aren't television commercials for fragrances, so they rely heavily on print advertising. In addition to print, they also rely on public relations from beauty magazines or trade publications to create buzz for their fragrances. Since these are well known brands it is easier for them to generate publicity this way than other companies.

Dirty English's ads are loud and full of color. They speak directly to the tattooed consumer since the man in the image has numerous tattoos covering his arms and body. Juicy Couture also had the ad placed in New York City along the sides of alleys to fit into the grunge scene. Juicy also used co-op advertising with Bloomingdale's to promote the fragrance and facilitate people going into the store to try it. The fragrance is also available on the Juicy Couture website.

The Diesel Fuel for Life ad campaign focuses more on the materialistic male than the rocker, which is still directing competition at Ed Hardy. The ads are sexualized and have a bold tagline ("finally legalized") to emphasize the edgy and hard lifestyle. In one advertised image of the bottle there were chains draped around the bottle, which look like the chains adorned by rappers who are synonymous with a partying lifestyle. Diesel has a website dedicated to fragrance and Fuel for Life, which also allows customers to purchase the fragrance. However, the fragrance website isn't directly related to the main Diesel page. It is only when consumers actually search for the fragrance are they taken to the fragrance page.

Angel Men by Thierry Mugler's print ad campaign features the bottle in its black flask shape with gold swirls around the background which make the bottle stand out on the page. However, compared to all the other fragrance ads out there that would be seen by consumers, there isn't anything about this particular ad to make it stand out to its target market other than the shape of the bottle. The shape of the bottle is different and unique. It speaks to the male who enjoys the nightlife, much like the Ed Hardy consumer. Thierry Mugler's website does offer consumers the ability to purchase the fragrance and even more, the bottle is refillable so the consumer can purchase bottle refills via the website as well. This is something new and interesting that none of the other competitors did.

*R e i g n*

### Strengths

- Established well-known designer Christian Audigier
- Location of retail segments across the US.
- Extensive budget
- Brand worn by over 5,000 celebrities, athletes, and musicians
- Unique designs that generate competitive advantage
- Brand stands out because it is not celebrity endorsed
- Generation of positive publicity
- Brand has equal appeal to both men and women
- Effective publicist

### Weaknesses

- Strength of competitors
- Brand recently established in 2004
- Poor image due to tattoo association
- Not a celebrity endorsed fragrance
- Bargaining power of consumers is high
- Substitute products
- Possibility of brand wear out
- Not concerned with green/ cause marketing which are becoming increasingly more popular
- Minimal attention paid to marketing fragrances

### Opportunities

- Various product lines extending into other industries
- Extension of brand into international market
- Companies increase spending on short-term fragrances
- Celebrity fragrance market is on the decline
- Fragrances being marketed based on quality rather than image
- Customization of packaging
- Fragrances remain popular when trends change

### Threats

- Product liability
- Increasingly competitive fragrance market
- Economic recession
  - decrease in consumer spending
  - Men's fragrances down 6% in the U.S.
- Green / cause marketing becoming increasingly more popular
- Counterfeit products

## BRAND ELEMENTS

### *Brand Name, Logo, and Slogan:*

Reign, meaning a dominating rule or authority, has royal and combat connotations as well as a timeless feel. Wearers of Reign should feel that they are putting on a scent that has these qualities. Confidence is one of the main reasons our target market pays a premium for the Ed Hardy line. Reign is a brand name that evokes confidence and satisfies this market need. Consumers should feel like kings when wearing the fragrance. In addition, the term Reign has recently been used heavily in popular music, especially hip hop music, which the survey shows 40% of the target market is listening to. Step Up Advertising marketing seeks to capitalize on this association with power and regality.

The Reign logo is of a black skull flanked by black wings. A crown appears above the skull, with the brand name Reign offset to the side in an elegant script typeface. The artwork evokes vintage, “old-school” tattoo art. The ubiquitous Ed Hardy signature logo is featured below. This logo, being so easily recognizable, appears on the bottle and the packaging.

Although the logo takes center stage, the “Passion Reigns Forever” slogan will be used sparingly in marketing initiatives. The words “Passion Reigns Forever” have a romantic edge that compliments a fragrance product, while being sufficiently edgy for the Ed Hardy market.

It allows the consumer to pursue his passions, whatever those may be. This slogan provides an interesting juxtaposition with the slogan for the first Ed Hardy fragrance, “Love Kills Slowly.” The slogan will also appear in the form of banners at the launch party. The slogan is consistent with the three-word slogans used for other products in the Ed Hardy line, yet is new and unique for the fragrance. The Reign website is [Passion-ReignsForever.com](http://Passion-ReignsForever.com).

### *Bottle and Packaging*

The bottle and packaging will both be cylindrical in shape. This distinctive shape is unique and easily recognizable. The package features the crown logo and Ed Hardy signature upon a white background for a clean, elegant design. The bottle is similar insofar that it also features the logo on a white background. For the bottle, the logo has been truncated to remove the wings, leaving the skull and crown. This fits the bottle’s shape and size well.

The cylindrical packaging sets Reign apart from first fragrance in the Ed Hardy line, Ed Hardy by Christian Audigier, which was packaged in a black rectangular package. However, the bottle itself has been designed with the Ed Hardy fragrance in mind, which is also cylindrical. Further juxtaposition is provided by Reign being white and Ed Hardy being black. This makes for an attractive look when the two bottles sit next to each other on the shelf.





## MARKET SEGMENTATION

Ed Hardy's market can be broken down into two major market segments: The V.I.P. and The Rebellious Rocker.

### *The V.I.P.*

Clubbing, drinking, and gambling are activities that define the fast lifestyle of this market segment. The V.I.P. are young males aged 18-25. Just out of high school or college and working their first jobs, The V.I.P. have the disposable income to buy the latest fashions. As they are single and take partying very seriously, they are aware of and purchase the trendiest fashion.

The V.I.P. are very close to their group of likeminded friends. This facilitates the diffusion of trends and fashionable new products. Therefore, if just one member of a V.I.P. group makes a purchase, his friends then need to own that brand as well. This is one of the benefits to products such as Reign.

### *The Rebellious Rocker*

Adoring all things "vintage", this segment of the market invests heavily in looking cool. These young men are the same age as The V.I.P. The Rebellious Rocker attends the most hyped concerts dressed like part of the band. They are, in fact, often rock musicians themselves. Partying, as part of the rock-n-roll lifestyle, defines The Rebellious Rocker. Unlike The V.I.P., The Rebellious Rocker wears Ed Hardy because of the man himself. As an artist, Ed Hardy has reached iconic status as champion of all things underground.

The Rebellious Rocker is also ruled by trends, although in a more subtle way than The V.I.P. Likewise, marketing to this group should be less obvious. The last thing this group wants is to buy mainstream brands. Despite this, seeing their rock idols wearing a brand is a big push to purchase for The Rebellious Rocker.

# MARKETING MIX

## *Product*

The fragrance is a combination of citrus and woody notes. The scent will not be overpowering since 33% of survey respondents indicated that they wear fragrances 1-3 times a week. As a result, in creating the scent these responses factored highly. The cylinder bottles of fragrance will be sold in either 1.7 ounces or 3.4 ounces. The bottle will feature a picture of a skull with wings and a crown above the skull, which symbolizes Reign. In addition to being able to buy the fragrance, gift sets will be available as well. The gift set box will be cylinder in shape with an original Ed Hardy tattoo crown and skull on a white background in order to get the consumer's attention. This will include the 3.4 ounce bottle of the fragrance, as well as a travel size bottle, deodorant, shower gel and a free deck of cards that will feature original tattoo images on them. The box for single fragrance purchases will also feature Ed Hardy's tattoo crown and skull on a white background.

## *Price*

As with Ed Hardy's first fragrance, Ed Hardy, the price of the fragrance, Reign will range from \$55.00 to \$75.00, depending on the size of the bottle. The gift set will also be available for \$90.00, which will include Reign shower gel, deodorant, and travel size cologne. When peak seasons for men's fragrance arise (such as winter holidays and Father's Day) the gift set will be reduced to \$75.00. While the prices for the fragrance industry as a whole are elastic since there are so many substitutes, on average fragrances run about the same price for Ed Hardy and Reign. Since the Ed Hardy consumer is materialistic they generally aren't price sensitive either. There wasn't a question about price in the survey; however, if consumers are willing to pay the \$55.00-\$75.00 dollars for the original fragrance, they will also be willing to pay the same price for subsequent fragrances.

## *Promotion*

The first major promotion Ed Hardy is going to complete is a product placement on Entourage through the PR firm Cece Feinberg Public Relations. Based on the survey results, 35% of the respondents watch Entourage; therefore, this is a great vehicle in order to reach the target market. The bottle of the fragrance is going to be placed on a shelf in Johnny Drama's room. Through Entourage, we can build Reign's association with the fast paced, edgy lifestyle or gain trial for those that aspire to have that lifestyle. The Hills is also going to be used to promote Reign.

The second vehicle Ed Hardy is going to use is magazines. Magazines are advantageous because of their "ability to attract and target a highly selective audience." This will utilize a large portion of the budget in order to reach almost every Ed Hardy consumer and make them aware that a new Ed Hardy fragrance has been launched. Another advantage to magazines is that "magazines attract an audience because of its content." The survey discovered that a majority of Ed Hardy's consumers are reading magazine titles such as Sports Illustrated and Rolling Stone.

Ed Hardy is producing two events to help the promotion of the fragrance. The first will be a launch party and the second will be a poker tournament. The launch will take place at Christian Audiger's Las Vegas nightclub, Christian Audiger the Nightclub at Treasure Island. The poker event will take place at the Venetian Hotel and Casino in Las Vegas. The events will take place on Friday, March 13, 2009 and Saturday, May 16, 2009, respectively. In conjunction with the launch party, a contest is going to be held where Ed Hardy fans can upload pictures of themselves onto the Reign website [PassionReignsForever.com](http://PassionReignsForever.com) along with an explanation of why they feel they best represent the Ed Hardy brand, and be entered to win a trip to the launch party or poker event.

## *Distribution*

The Ed Hardy fragrance Reign will be available at major department stores such as Macy's and Nordstrom. Dillard's will be a provider for the fragrance as will Ed Hardy standalone stores. Ed Hardy's POP displays in the Dillard's will demonstrate the gift sets. Sephora, which carries Ed Hardy fragrance, will also carry Reign. These fragrances will become available online and at all these retail stores across the United States. Reign will be marketed on a global scale via the internet. Once the Ed Hardy website is updated to include the fragrances, Reign will then be available for purchase at [PassionReignsForever.com](http://PassionReignsForever.com)



## OBJECTIVE AND TASK METHOD

### *Objective 1: Reach*

Step Up Advertising is also estimating that 18-24 year olds will make up 70% of the fragrance purchases, 25 to 34 year olds will make up 25% of the fragrance purchases and 12 to 17 year olds and people 35 years and older will make up the remaining 5% of the fragrance purchases. Therefore, this campaign must achieve 70% of the smells, which are 448,193 times 70% which equals 313,735 smells by 18-24 males; and, 307,332 times 70% which equals 215,132 smells by 18-24 females.

Step Up Advertising also estimates that an 18-24 year old male will smell 25% of the fragrances they are exposed to by advertising. Some of the direct competitors to Ed Hardy are Diesel Fuel for Life, Dirty English by Juicy Couture, and Angel Men by Thierry Mugler. However, it's safe to assume that Ed Hardy consumers feel equally positive about the brand image of 20 fragrances, which as far as the industry is concerned is conservative. Since Ed Hardy has a very niche market, in this case, having consumers only consider 19 other fragrances is helpful. This contrasts with celebrity fragrances that market to the media at large.

### *Objective 2: Frequency*

Since the male consumer is going to make a majority of the Reign purchases the 6 impressions have only been taken into account for those consumers. If they smell 2.5 out of 20 fragrances, then by multiplying the number of smells, 313,735 by 20 divided by 2.5, which is 8, to get 2,509,880 people 6 impressions or more in order to actually remember the fragrance and go to the store to smell it. In order to get 6 impressions or more to the target market, Step Up Advertising is first going to place 6 ads in Sports Illustrated's Swimsuit Issue to ensure that the target market sees and remembers the ad. Through Sports Illustrated alone, the goal impressions of 2,509,880 will be met and surpassed. However, since there are members of Ed Hardy's target market that won't be reading the swimsuit issue, Rolling Stone, Vibe, and Spin will also be used to reach even more members of the target market with 6 or more impressions.

### *Objective 3: Trial*

Step Up Advertising is assuming the typical male customer smells 2.5 fragrances before selecting one to purchase and assuming that the typical female customer smells 4 fragrances before selecting one to purchase. Step Up Advertising also needs to assume that Reign by Ed Hardy purchases will be made by males for themselves 70% of the time and by females as gifts 30% of the time. Therefore, Step Up Advertising will take 256,110 purchases times the 70% of male purchasers times the 2.5 smells per purchase which yields 448,193 trial smells made by males and 256,110 purchases times the 30% of females times 4 smells per purchase which yields 307,332 trial smells by females.

### *Objective 4: Sales*

Ed Hardy has a well established target market, however, being that the fragrance market is so competitive, based on expected sales to be fewer bottles than Paris Hilton, which are expected to earn \$20 million; but selling more bottles than Jesse McCartney, which are expected to sell \$15 million, Step Up Advertising has estimated that Ed Hardy will reach \$17.5 million in first year sales at an average price per bottle of \$68.33.

By multiplying the price of the larger bottle, \$75, times 2/3 of purchasers plus the \$55 bottle times 1/3 of the purchasers allows Step Up Advertising to arrive at an average total of \$68.33 which translates to 256,110 bottles must be sold in order for Ed Hardy to make \$17.5 million.



# MEDIA PLAN

## *Television and Product Placement*

Since the Ed Hardy brand is marketed in a different way (including networking and photographed celebrities wearing the brand) than most beauty and fashion products, Ed Hardy's Reign fragrance will be advertised minimally as far as television is concerned. However, Ed Hardy is going to have product placement, with the help of the Cece Feinberg Public Relations, on *Entourage*. *Entourage*, a series about four lifetime friends who enjoy the L.A. nightlife, is an excellent fit for Ed Hardy because the brand is targeted to the consumer who enjoys this fast-paced, edgy lifestyle. Since Johnny Drama has worn Ed Hardy products on *Entourage* in previous seasons, it is a perfect fit for Drama to own the Reign fragrance, and wear it on the show. Since it would be hard to revolve an entire episode around the fragrance, it would be ideal to have a scene where Drama is putting on the fragrance, or, at the very least, having Reign be seen on the shelf in his bedroom.

Ed Hardy is also going to do a product placement with *The Hills*, also through the Cece Feinberg Public Relations. In one episode, Audrina Patridge will buy the Reign gift set for her boyfriend, Justin Bobby. Justin is an ideal Ed Hardy consumer; he lives life on the edge and has a party boy reputation. *The Hills*, one of the top rated shows on MTV, would be ideal for reaching a female audience, which wasn't initially considered in the survey.

## *Print*

Step Up Advertising is going to use an extensive print campaign to build awareness of Reign. First, a majority of the budget is going to the Sports Illustrated Swimsuit Issue, where Ed Hardy is going to buy 6 ads spaced out throughout the magazine. Since this is Sports Illustrated's most popular issue of the year, with the probability of a very high pass along rate, Ed Hardy is guaranteed, even based on circulations alone, to gain the 6 impressions necessary for awareness by placing 6 ads in this issue. These 6 ads are going to cost Ed Hardy \$2,255,610 in total. Since there are people in Ed Hardy's target market that aren't going to see the swimsuit issue, other magazines have been taken into account to reach these consumers too.

For the duration of a year, Ed Hardy is going to run ads in each of the 12 issues of *Spin*, *Vibe* and *Rolling Stone*. Ed Hardy will thus, be able to get the 6 impressions needed from the subscribers since 1 ad will be run in each magazine for the year and subscribers receive all of the issues for that year. The cost of running 12 ads in *Spin* is \$662,640, in *Rolling Stone* \$1,555,480 and in *Vibe* \$1,894,560 for the year.

Since the typical male Ed Hardy consumer is thought to purchase cologne for himself, women's publications won't be used as heavily. However, during the survey Step Up Advertising did discover that many more women than originally thought were interested in Ed Hardy and to accommodate the female consumer, Ed Hardy is going to run 4 ads in issues of *Cosmopolitan*, and they will be used in the first 4 months of the launch. These ads will cost \$205,600 per month.

In addition to consumer publications, *Beauty Fashion* will also be used as a way to reach the retailers that will stock the fragrances in the stores. These ads will run in 3 issues at \$8,593 per advertisement. The first of which will be in the issue before the month of the launch so retailers can prepare for the fragrance. The fragrance will also be sent free to the editors of magazines along with the press release from New Wave Fragrance Distribution and Cece Feinberg Public Relations so the editors will include the fragrance in an upcoming article in magazines.

## *Online*

Online will play a major role in Ed Hardy's advertising; first the event will be promoted through Ed Hardy's website, [www.donedhardy.com](http://www.donedhardy.com). The website will also be expanded to include the link to Ed Hardy fragrances website [PassionReignsForever.com](http://PassionReignsForever.com), and be available for purchase.

Ed Hardy's Facebook.com fan page and MySpace.com page will be updated to give consumers more information about the brands and other upcoming news and events that might interest them.

In addition to social networking sites, Ed Hardy is going to use more "traditional" Internet advertising, with banners and widgets on various sites on the Internet. Ed Hardy is setting a budget of \$2.25 million to start Internet advertising. These sites will start with espn.com, askmen.com, and king.com; and since these magazines won't be used in the print campaign, this will allow consumers to gain more awareness of Reign. There will be the possibility of expansion depending on how the click through and sharing turns out. The widget is going to be a black jack game and the cards are going to feature original Ed Hardy tattoos for the designs on the cards. This will tie into the idea of Reign and king, with the fragrance being featured on the king cards. This will be a way for the consumer to interact with the brand and perhaps broaden the consumer market.

### *Scheduling*

The scheduling for the Reign campaign is going to be over the course of a year. It is going to be pulsing and continuous. In order to build brand awareness, significantly more money will be spent at the beginning of the campaign to ensure that the new fragrance's name gets out and consumers are aware of its existence. The campaign is going to start in February with the industry publication Beauty Fashion, in order to create buzz via retailers about Reign. A majority of the consumer budget will also be spent around this time with Sports Illustrated's Swimsuit Issue, which hits newsstands in mid-late February. In March will be the launch party and the subsequent distribution in stores. The ads for the fragrance will also start in the March issue of Spin, Vibe and Rolling Stone and end in the February issues. Following suit, Cosmopolitan will also start running the ads in their March issue and run through the June issue.

The online banner and widget campaign will start in March as well. The campaign is going to begin on all 3 sites in March and then alternate between sites as a judge to see how well the online campaign does on different sites for different interests.



## INTERGRATED BRAND PROMOTION AND PUBLIC RELATIONS

### *Public Relations Agency and Publicist*

Reign, will utilize both the public relations agency and publicist that currently work with the Ed Hardy brand. Following this, Cece Feinberg Public Relations will be the PR agency. Feinberg specializes in handling luxury and lifestyle brands. They will be responsible for the launch party and poker tournament events, in conjunction with the publicist. Reign will use Christian Audigier's personal publicist, a shadowy and aggressive individual that is extremely effective in high-profile celebrities and brands. With this publicist, we fully expect to get the A-list celebrities mentioned to be in attendance at our events.

### *Website*

PassionReignsForever.com will be Reign's URL. The site will feature Reign publicity initiatives. For instance, the Ed Hardy fan contest will be conducted through the website. A street team will be established and managed through the site as well. This street team will consist of Ed Hardy fans who will sign up to voluntarily promote Reign in exchange for benefits such as a free bottle or an Ed Hardy t-shirt. Street team initiatives will be centered on exposing as many individuals in the target market as possible to the brand. PassionReignsForever.com will be the one-stop site for all things Reign, and will be updated frequently with news pertaining to the brand, developing site stickiness.(QUOTE BOOK)

### *Event*

Christian Audigier is known for his unique marketing style. To bring attention to his brands, like Ed Hardy, he finds ways to create publicity for them. To launch the newest Ed Hardy fragrance, there will be a huge party thrown at Christian Audigier's club Christian Audigier the Nightclub at Treasure Island in Las Vegas on Friday the 13th of March, the night prior to the launch. The Ed Hardy brand targets the VIPs and the Rebellious Rockers, thus his club in Vegas would be the perfect venue to attract the target market and garner publicity.

Besides throwing a bash for the launch of the Reign fragrance, Ed Hardy will also host a poker tournament, seeing as a good portion of the Ed Hardy target market are gamblers. The poker event will take place at the Venetian Hotel and Casino in Las Vegas. The event will occur on May 16th, which is a couple weeks before the Poker World Series and it will be aired on ESPN. The poker tournament will consist of several big name poker players as well as several celebrities. The players will all be playing with Ed Hardy cards, that will be made for this tournament. Also, several of the contest winners will be flown to Vegas to watch the tournament. With big names in poker and several celebrities, the tournament should reach a lot of people, whether through television or simply through publicity. Also, the hope is that by using the Ed Hardy cards, people will be staring at the brand the entire game.

### *Contests*

To get consumers to check out the Ed Hardy website and create awareness for Reign by Ed Hardy, there will be a contest. The link to enter the contest will be advertised on social networking sites like Facebook and MySpace. The winners of the contest will be based on how well they represent the Ed Hardy brand. In order to win the contest, contestants must provide a picture and description as to why they think they are the best representation. There will be six winners chosen: two will win a free trip to Las Vegas and a free pass to the Reign Launch by Ed Hardy at Christian Audigier the Nightclub at Treasure Island, and the remaining four will win a free trip to Las Vegas and a free pass to watch the Ed Hardy's Reign Poker Event. There will be three male and three female winners, and each will be allowed to bring one guest. This contest will hopefully increase traffic to the site and create awareness for Reign by Ed Hardy.



## MEASUREMENT AND EVALUATION

### *Measurement 1: Reach*

To measure and evaluate whether Ed Hardy will reach its overall target market Step Up Advertising is going to take the total number of impressions the campaign was supposed to generate, and then compare them, in 2010, to the actual impressions the campaign received.

### *Measurement 2: Frequency*

To measure frequency, Step Up Advertising will again look at the number of impressions the campaign actually received and use that number in relation to how many times the ads ran in the target market's publications (Sports Illustrated, Vibe, Spin and Rolling Stone) to make sure each member of the target market was exposed to the ad at least 6 times.

### *Measurement 3: Trial*

To measure trial and purchase intent, Step Up Advertising will conduct another survey for Ed Hardy to determine the success of the Reign campaign. These surveys will stay closer to Ed Hardy's target market and be conducted through department stores that carry Ed Hardy, Ed Hardy standalone stores, and Ed Hardy's website. The surveys will help Step Up Advertising measure results by questioning consumers about their buying patterns, intent to buy, and trial usage of the fragrance.

### *Measurement 4: Sales*

Lastly, Step Up Advertising will take the sales data of the fragrance from Ed Hardy stores, website, and department stores (Macy's, Dillard's Nordstrom and Sephora) to make sure they reached their expected sales of \$17.5 million. Once it is determined that Ed Hardy has reached their expected sales a presentation will be made to the brand Ed Hardy to show them the success of the campaign.

## LIMITATIONS

Several limitations were encountered while doing this project. The main limitation was that of the survey. One of the major issues was that the name of the fragrance and slogan were not even asked in the survey. Both the name and slogan were chosen by managerial decision. There were many problems with the name of the fragrance because each name seemed to be trademarked within the next week. Thus, by the time a name was decided on, the survey had already been launched. Also, it was difficult to come up with a slogan without a name for the fragrance. Thus, the slogan was created once the final name was decided, which once again happened after the survey had been activated.

Another issue was that the awareness of the Ed Hardy brand was not asked in the survey. Luckily this mistake was realized, and a second survey was able to be created. However, because this second survey was developed so late, there were not as many respondents who answered. Thus, the results are based on a very small number of people. Also, this survey showed that while 63% were aware of the Ed Hardy brand, only a minute 23% were aware that Ed Hardy made a fragrance.

The majority of survey respondents were Providence College students, who are not necessarily Ed Hardy's target market. Also, while many of them fit into the VIP category, almost none of them fit into the Rebellious Rocker category. 76% said they went to a bar or club twice or more per week and 68% said that they stay out between 1am and 3am. Both of these questions show that they are in the VIP target market. On the other hand, 69% of the respondents said they had no tattoos. This question was to try to figure out if they would fit into the Rebellious Rocker target market, which clearly, not many do. In conclusion, our respondents do not necessarily represent the entire target market.

Going along with the target market discussed, Step Up Advertising realized that many more people use the Ed Hardy brand than just those whom we categorized. More questions should have been asked to gauge the true size of the target market and get a better representation. The survey asked questions for the male target market but females answered the survey which provided Step Up Advertising with skewed data.



