



*Pointing You Back in  
the Right Direction*

# Mission

At Arrow, we point you back in the right direction. We specialize in re-branding with the strong belief that the root of success is through community.



# Overview

About Soffe

Current Marketing Efforts

Who is the Target Market?

Research and Statistics

Our Campaign

What we plan to do

Conclusion



# Client Brief

Back-to-school interactive digital campaign for new juniors activewear line.



#notselfie



# About Soffe

- Known for cotton jersey clothing
- Started off in military apparel
- Specialize in cheerleading, dance, running and yoga apparel
- Launched new line of trendy activewear in February 2015
- Introduced new fabrics such as Soffe Dri with moisture wicking capabilities



# Soffe: Now

- Facebook, Instagram, Twitter, Tumblr, and Pinterest
- #TheStrengthIsInUs
- Campaign shows groups of girls



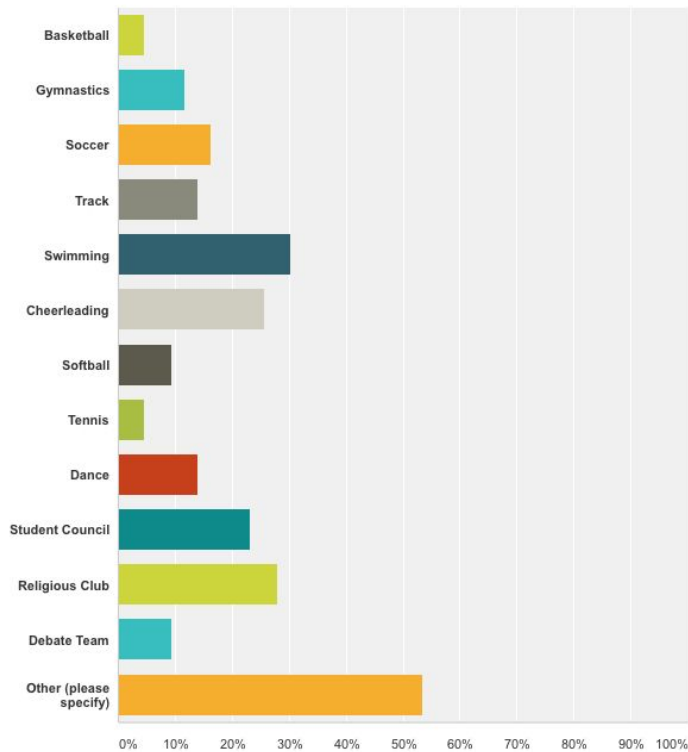
# Target Consumer



# Target Consumer Research

What extracurricular activities are you involved in? (choose all that apply)

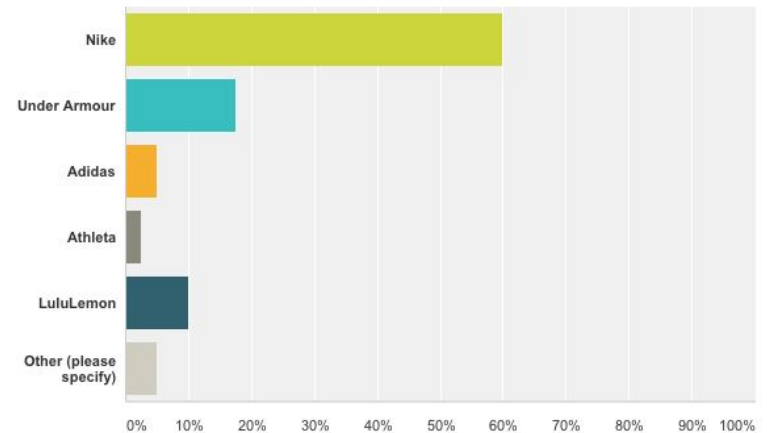
Answered: 43 Skipped: 0



Other Included: cross country, volleyball, lacrosse, NJHS, horseback riding, color guard, marching band, FFA, choir.

What is your favorite activewear brand?

Answered: 40 Skipped: 3



Answer Choices	Responses
▼ Nike	60.00% 24
▼ Under Armour	17.50% 7
▼ Adidas	5.00% 2
▼ Athleta	2.50% 1
▼ LuluLemon	10.00% 4
▼ Other (please specify) Responses	5.00% 2
Total	40

Other Included: Reebok, Danskin Now



# Current Perceptions of Soffe

“#tbt to middle school”

Petition to throw it back to 2005  
and have soffe shorts be  
acceptable bc they're like \$7 and  
Nike shorts are like \$30

4/6/15, 8:26 PM

This girl in my class is straight up  
wearing white soffe shorts and I  
just experienced horrific middle  
school flashbacks

4/7/15, 10:46 AM

I have an issue. Why do people  
not like soffe shorts anymore? I  
mean there like 7 dollars and  
they're comfy what's not to  
love??

4/1/15, 10:56 PM

Wearing soffe's out in public. Is  
that even socially acceptable  
anymore?

4/17/15, 7:09 PM



# Research



6% drop in denim sales in 2014  
while athletic wear is rising

17%  
of the total  
clothing market is  
athletic wear

49% of these  
purchases are used for  
non-active lifestyle use:  
**ATHLEISURE**



# New Campaign

So Fierce. So Free. SOFFE.

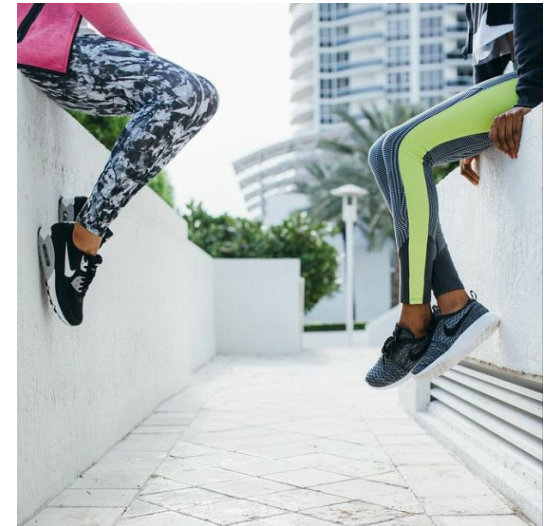
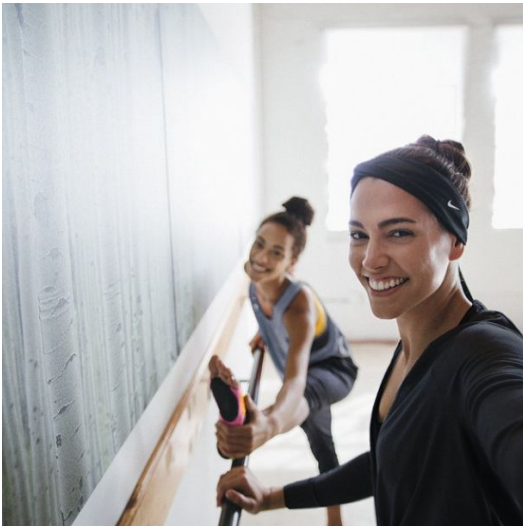


Focuses on the idea of self-acceptance  
So Fierce: Inner confidence in who she is  
So Free: Appreciation of the unending possibilities  
she has by just loving herself



# Campaign Objectives

- Become a staple in athleisure market
- Get back into consumers recall when shopping
- Choose Softe over competitors
- Become a lifestyle brand
- Capitalize on scenarios that relate to every teen girl's life



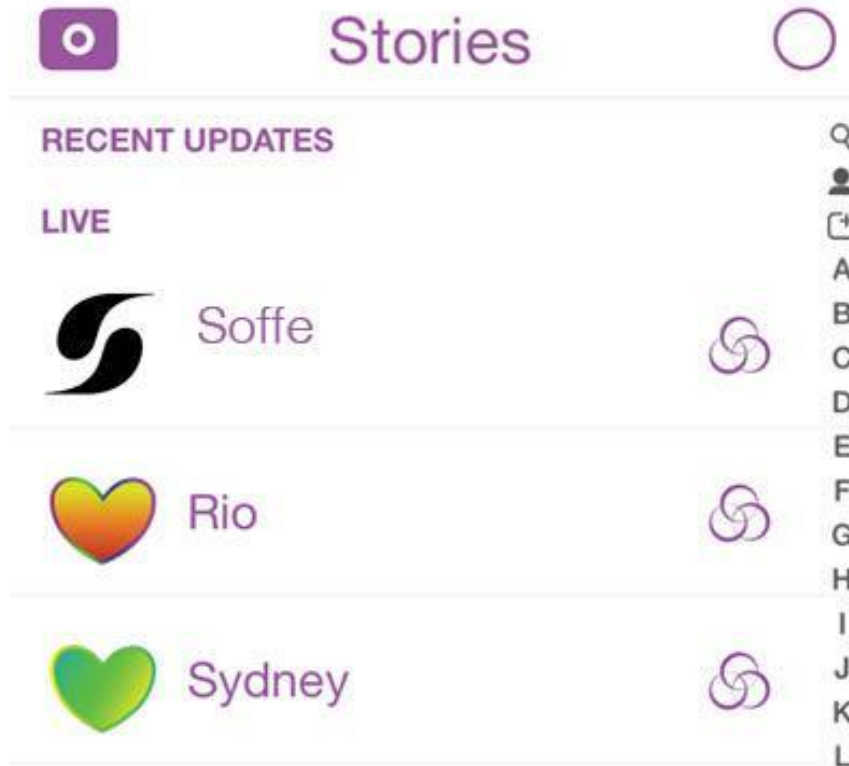
# So Fierce. So Free. SOFFE.

-Our Vision-

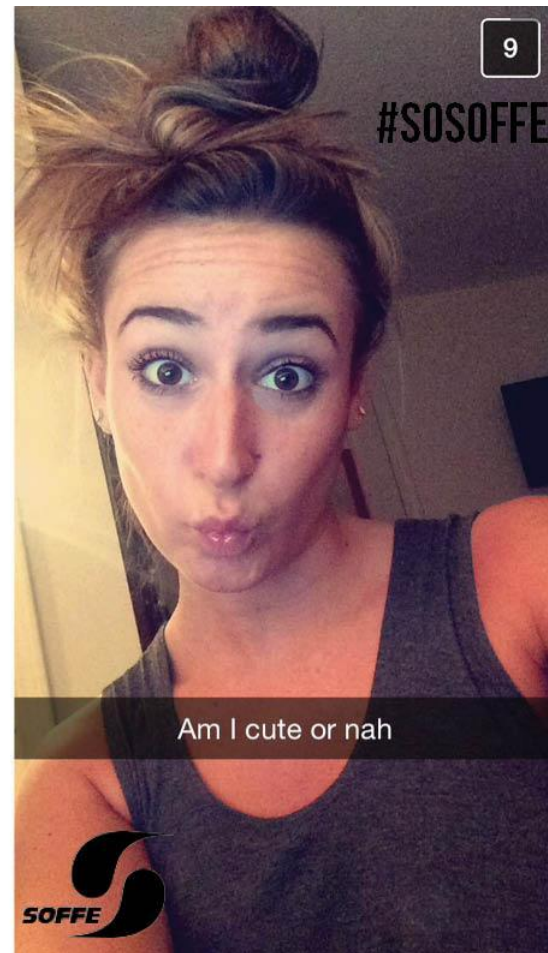
Snapchat  
Instagram  
YouTube  
Launch Party



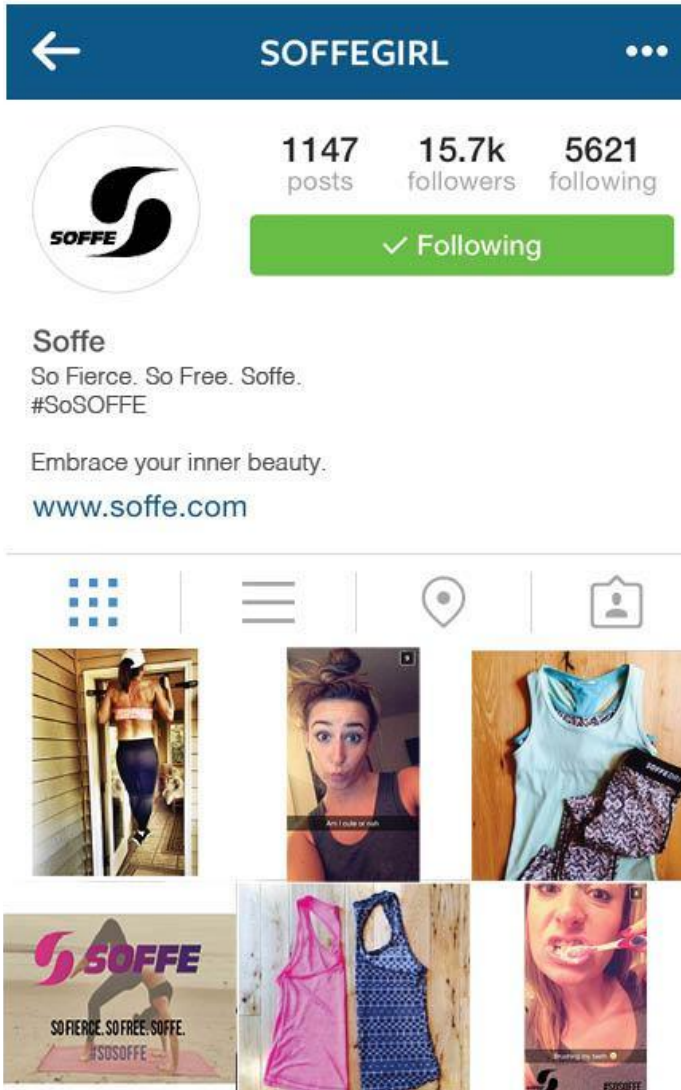
# Snapchat Live/Discover



# Snapchat Ads



# Instagram Feed



- Is cohesive with Snapchat
- Promote YouTube channel
- Feature latest releases, trending hashtags, short videos



# YouTube Ads

Cinderella Spinoff



Athletic to Athleisure



Back to School



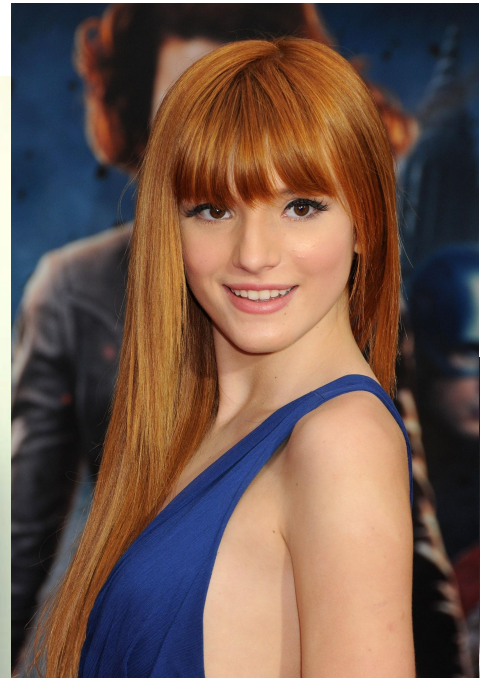
# Athletic to Athleisure



<https://www.youtube.com/watch?v=i3Trg5Av3ok>



# Launch Party



# Measurements and Evaluations

Number of clicks diverted from ad to Soffe website and subscribers to Soffe's channel



Number of viewers who have seen post

Number of likes, followers and comments



Measure through all platforms who have used the hashtag

- Launch party → number of attendees
- Daily tracking of website vs. Increase in sales
- Post-campaign surveys & focus groups



# Choose Arrow

Based on our research we chose to extend  
#TheStrengthIsInUs Campaign for every  
#SoSOFFE girl--

Let us point you back in the right direction.

YOU are So Fierce. So Free. SOFFE.





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