



feel it

seven

Use it

Background

SEVEN UP CLOTHING

TARGET MARKET: YOUNGSTER, URBAN, UNISEX

SOCIAL MEDIA: TWITTER, INSTAGRAM, FACEBOOK, G+

COMPETITOR: KZL, PETERSAYSDENIM, KICKDENIM, DIERY

SPEC: 100% COTTON COMBED, PLASTISOL, MANUAL RUBBER,
TRANSFER PRINT

PRICE: 80.000/PCS



Objective

TO EDUCATE THE “ADVANTAGE VALUE” BRAND SEVEN UP

TAPPING TO THE NEEDS AND WANTS OF THE NEW
TARGET MARKET



Problem Statement

SEVEN UP CLOTHING NEEDS A
REFRESHING NEW TARGET TO
BROADEN THEIR MARKET



New STP Analysis

MODERN DANCERS -> 10Y.O++, ESP. HIP-HOP, SES A-B, URBAN.

BRAND INSIGHT: COMFORTABLE, ENSURING THE FLOW OF THE MOVEMENT, ABSORBENT.

CONSUMER INSIGHT: SOMETHING TO WEAR ON DAILY ROUTINE;
FANCY, FLEXIBLE, YET AFFORDABLE

POSITIONING: FEEL THE MOVE!



Consumer Response Behavior

AWARENESS AND TRIGGER TRIAL OF THE PRODUCT



Research

REGISTERED DANCE CLASSES IN JABODETABEK ALONE: 45
([HTTP://TINYURL.COM/DANCECLASSESJKT](http://tinyurl.com/danceclassesjkt))

REGISTERED STUDENTS: >2000 (NAMARINA.ORG)

AFFORDABLE CASUAL DANCE APPAREL NOT YET EXIST

NIKE, ADIDAS, REEBOK -> HARD SPORT, DANCE APPARELS ARE NOT
SOLD WIDELY IN INDONESIA



Data Analysis

TARGET AUDIENCE'S

BEHAVIOR & ATTITUDE : FUNKY, CHILL, TRY HARD TO APPEAR
"EFFORTLESS"(IRONICALLY)

•
NEED & WANT: "STATEMENT" MAKING, QUALITY AND IDENTITY



Technical Plan



Conditioning

“Feel it, use it, move it”

Result

Social Media

KOL-
@wambdg,
@brandon_
lilhero,
@faynabila.ra

Feel The Move

On ground
activation;
dance workshops
dance competition



Expected

Result





PHOTO



brandon_lilhero



♥ 1,893 likes

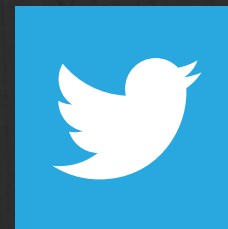
brandon_lilhero join our workshop on 1st March 2016 !

such an honour to collaborate with one of the most amazing dancer in Indonesia !

@imchemmy

CP





Sales

