

CURRENT TOPICS IN MEDIA AND ADVERTISING

589-RE3-AS

Analysis of the Evolution of a Brand Image

Presented to William Fox

BY Nazanin Javaherian

August 10th 2018

cos

cos

TABLE OF CONTENTS:

•	Introduction	4
•	Brand's History	5
•	Brand Platform (Corporate Strategy)	13
•	Brand Image and Slogan	14
•	Brand Positioning	15
•	Brand Architecture	16
•	Stakeholders	17
•	Advertising Analysis	18
•	Brand on Social Networks	24
•	Conclusion	29
•	References	30

INTRODUCTION:



COS is an abbreviation of “Collection of Style.” It is owned by fast-fashion giant H&M but operates independently.

A fashion brand for men and women who want modern, functional, high-fashion design with good quality at an affordable price.

Offering reinvented classics and wardrobe essentials, we create pieces that are made to last beyond the season. Traditional methods and new techniques merge to form timeless, understated collections.

Quality and detail is present in all areas of the brand, from our high level of customer service, to an enjoyable store environment and beautiful packaging.

Since launching in 2007, we have opened stores worldwide in carefully considered locations, applying an architectural design concept that preserves buildings’ original features whilst creating a modern, welcoming space.

COS is now present in 26 countries with 123 stores. In autumn 2011 COS launched an online store which sells in 18 European countries and the U.S.

In a time of fast-fashion backlash, COS aspires for longevity and its minimalist silhouettes, use of natural textiles, and restrained color palette have staying power—an antidote to fashion’s inherent ephemerality.

BRAND'S HISTORY:

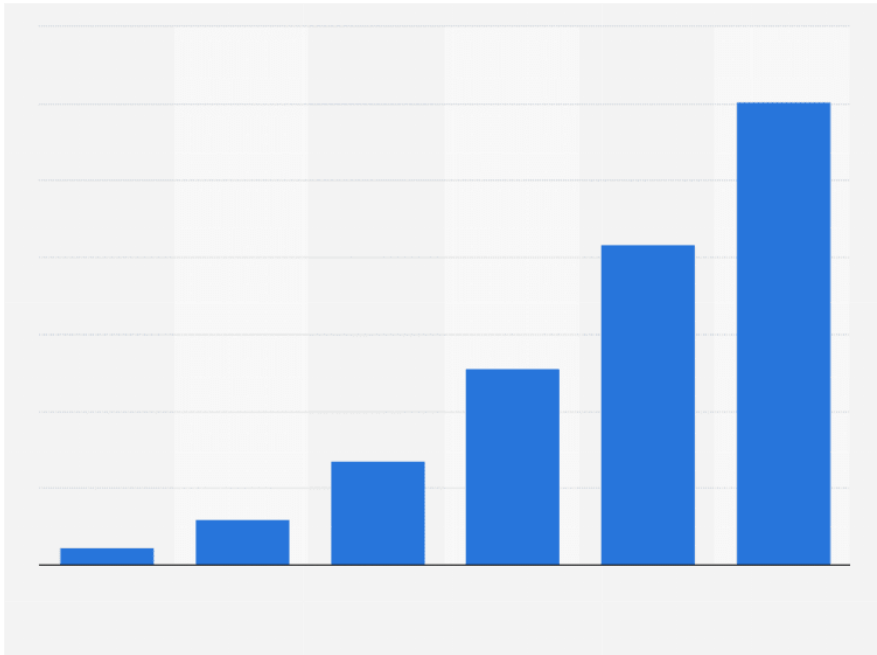


Milestone 1:

March 16 2007 First flagship store opening - first store opens in London

The first COS stores opens in London, Regent Street, with a sleek interior designed by William Russel. The store offers both men's and woman's-wear at a higher-price point. 11 more COS stores open their doors this year in UK. This is the first step in the launch of the new brand COS.

BRAND'S HISTORY:

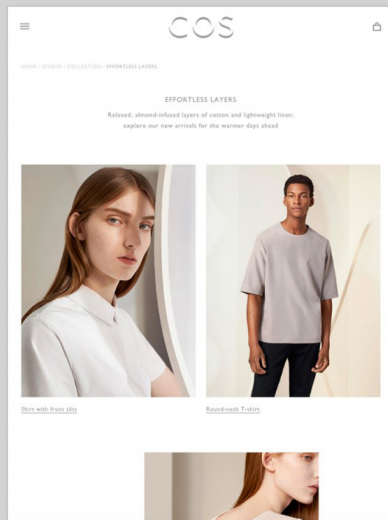


Milestone 2:

2009 - Revenue Boost - Sales grow from 132 million to 625 million

Revenue Boost: From 2009 to 2014, Cos revenue increases from 132 to 625 USD. This dramatic increase in revenue fortifies the acceptance of COS as a niche market retailer in the global market.

BRAND'S HISTORY:



Milestone 3:

2011 - Launch online store in 18 markets

Launch Online Store: COS goes online and launches web shops in 18 markets. COS initial launch maintains their brand identity with a simple, clean easy to navigate website mirroring their familiar identity. Is a success from the beginning with their target market.

BRAND'S HISTORY:



Milestone 4:

2012-2013 - COS expands across Europe and Asia. COS opens 19 new stores that year

Expands across Europe and Asia; Cos opens 19 new stores this year and moves into six new countries. At this point, the brand operates physical stores in 15 markets and its online in 18 European markets, running a total of 64 stores.

BRAND'S HISTORY:



Milestone 5:

2014 - Coming to America - COS COS makes its US debut with a opening ceremony pop-up shop in SOHO New York. The us online shop launches that same year.

Coming to America: COS makes its U.S debut with an Opening Ceremony pop-up shop in SoHo, New York. The U.S online store launches the same year. This is a very important milestone because it not only reinforces COS acceptance and success worldwide but enters into one of the largest global markets.

BRAND'S HISTORY:



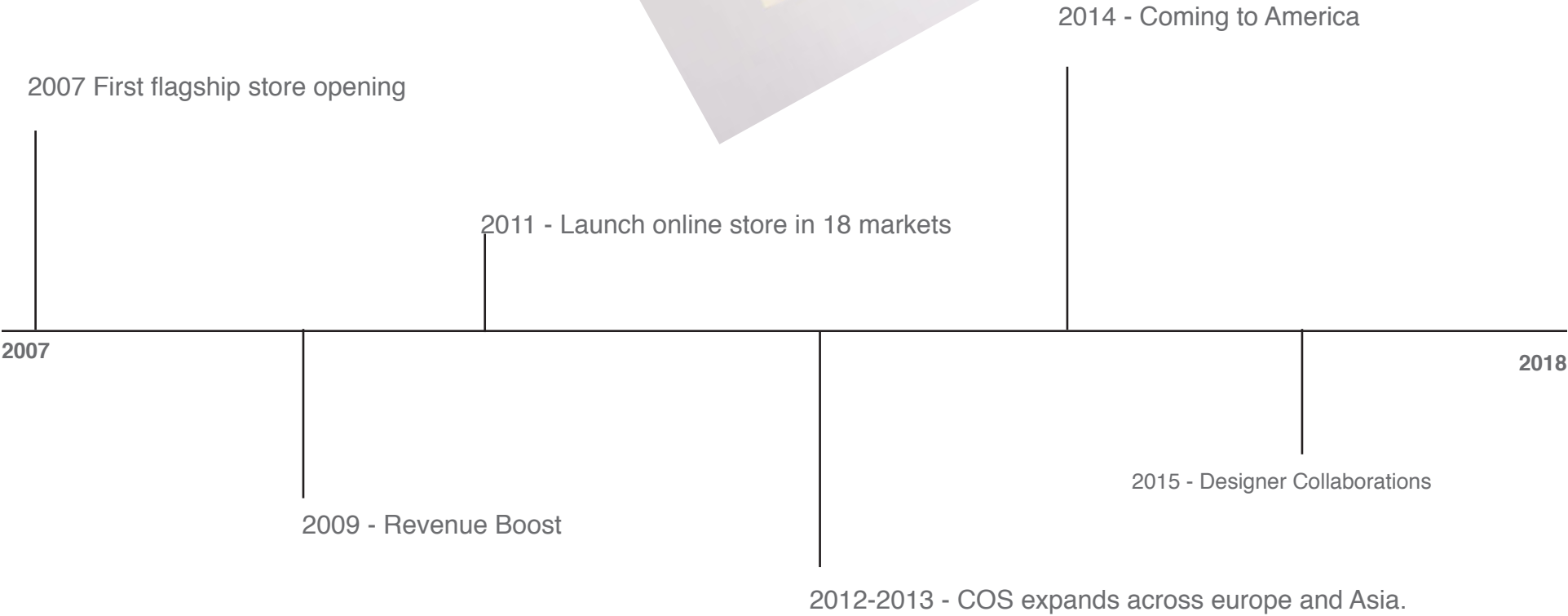
Milestone 6:

2015 - Designer Collaborations 2015 - Designer Collaborations

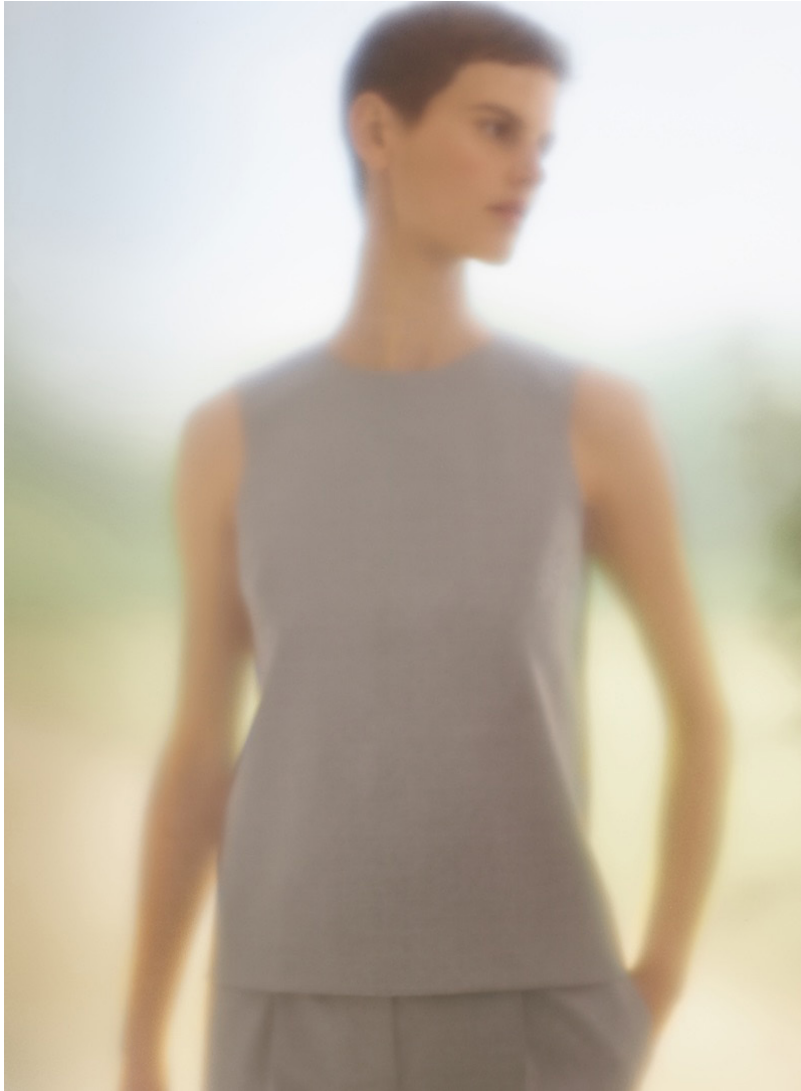
Designer Collaborations: March 2015 - Hong Kong born designer Andre Fu creates the first ever collection presentation for the brand: a minimalist space with the use of glass and grey and green colors.

August 2015 Studio Swine will design an installation for the brand for Milan Design Week 2017. This is the beginning of designer collaborations between COS and established and emerging artists. It establishes a relationship between COS and design, art and artists. Again positioning the company in the minds of their market as a brand dedicated to creative beliefs and the supporting of the arts.

BRAND'S HISTORY:



BRAND'S HISTORY:



Milestones Conclusion:

The milestones that have been presented demonstrate the well thought branding and marketing strategy that COS stores has established and has implemented. Their first store opening was presented with a debut catwalk show at Royal Academy in London, this with the location and architecture of their first flagship store established their brand identity, design direction and sets a tone for all future expansions, openings and collaborations. The sharp increase in revenues demonstrates the acceptance of COS marketing, product and ability to merchandise a product that they believe in. The launch in 2011 of their online store establishes their digital presence and with thoughtful marketing COS begins to take advantage of the digital marketplace. The further expansions into Europe, Asia and the America all reinforce once again the well balanced and meticulous planning of the expansion strategy that COS has put into place. Finally the establishing of collaborations with artists in various design disciplines demonstrates COS support of the arts and their idea of combining clothing that represents something larger than just a staple of life. All of these important milestones have been driving forces that have established COS into a very succesfull brand of clothing that has been able to carve out a loyal and engaged target consumer worldwide.

CORPORATE STRATEGY:



Are they aligned?....

COS company always had a strong history in sustainability. I think they are successful in their mission, their fashion style is unique and minimal at the same time attractive, practical and affordable.

They want to keep this sustainability with a renewable fashion for all generations, which they got to the point...

COS

Mission:

Looking good should do good too. That's what our sustainability is all about — making sure our customers wear our products with pride, and staying conscious of all our actions.

We have a strong history in sustainability. Ultimately, we want to make sure that fashion continues to be enjoyed today and for generations to come. But to create a truly sustainable fashion industry that is good for people, communities and the planet, we need to take our work to the next level.

Vision:

Our vision is to use our size and scale to lead the change towards a circular and renewable fashion industry, all while being a fair and equal company. In other words, we want to make sustainable fashion choices available, attractive and affordable to as many people as possible.

Values:

We want to contribute to positive development in society. Our growth creates job opportunities and our size gives us a unique reach and ability to contribute to positive change for people and the environment throughout the value chain. Along with innovators, scientists, trade unions, suppliers and other stakeholders, we work for a sustainable future. Our vision is to lead the change towards a circular, fair and equal fashion industry. We are pushing for fair working conditions and greater transparency.

BRAND IMAGE AND SLOGAN:



What does the logo look like?

What does it suggest?....

The type of the logo is word marks.

COS stands for “collection of style” which suggests the variety of garment styles for different seasons.

The logo is simple and minimal which represents the brand’s character. The color is white with shadows on the back, which gives a mysterious feeling and absorb you to know more about it.

The shape of logo is balanced and stable, represents the style of their clothing which are inspired by nature.

The shadow in logo, in spite of making you curious, it gives logo volume and we see this in their different garments.

It seems they don’t have a slogan...the only thing I have found in my researches is that they put this sentence in their home page of Instagram and Pinterest, which is:

“Modern, functional, considered design for women and men”

If we consider this as a slogan, this implies exactly the direction of the brand which you can feel it in the whole branding presentation.

BRAND POSITIONING:



COS is timeless and has classic garments that are beyond the season and inspired by nature.

COS has a strong aesthetic and sense of who they are, therefore they tend to be drawn to specific themes from the art and design world and are constantly on the lookout for new inspirations from their surroundings. They are always sharing ideas and their collections are the results of a strong collaborative effort. The design team continuously collect different materials as inspiration from a range of different and sometimes unexpected sources.

They have great effects on their stakeholders such as customers, colleagues, communities and suppliers.

They communicate easily with their customers in a very bizarre and positive way. They try to remind people to see their environment and appreciate it. They make a correlation by creating a well designed volume of a garment which is inspired by nature with a great lighting in their photography.

COS brand image is one that has achieved success because it has maintained its image throughout the 11 year history of the company. COS initially developed their image and have successfully been able to continuously reinforce both their mission and values to all of its major stakeholders. Their clearly defined mission of being a sustainable company who value its employees and customers throughout all their operations is coherent and clearly allows them to define their future vision. Both their mission and their vision statements share major common grounds, sustainability, responsibility, equality and a minimal approach to all aspects of the company.

BRAND ARCHITECTURE:

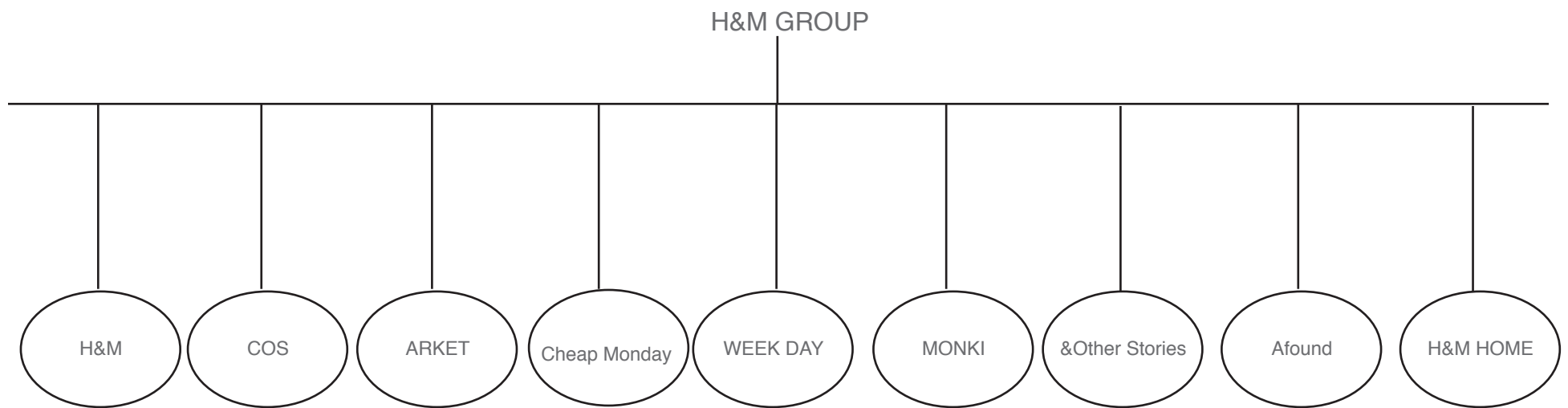


The company has “House of Brand” architecture.

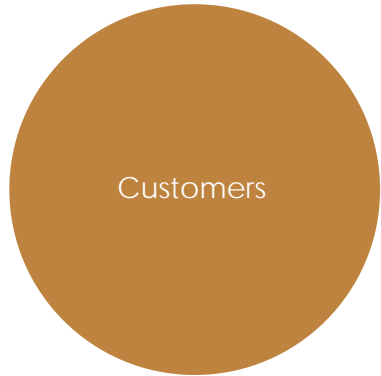
Because it consists of nine various brands and each sub brand operates independently and obtain separate market share and profits.

In my opinion, together all these brands offer customers a wealth of styles and trends within fashion, beauty, accessories and home ware as well as modern, healthy food.

Each brand works with constant improvements of their ranges to always be relevant.



STAKEHOLDERS:



Customers

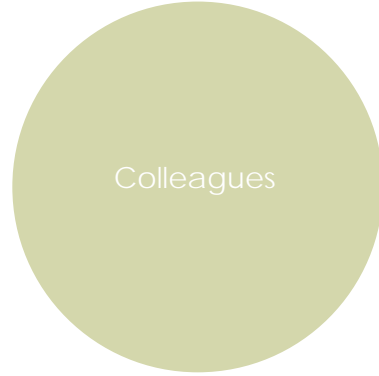
COS is a customer-focused company. Understanding and meeting their needs is at the core of everything we do.

How we engage:

In-store customer interactions
Customer service organization
Social media
Market research
Consumer media
Consumer organisations

Key Issues and benefits:

- Product design
- Product quality and durability and affordability
- New store locations and markets
- Supply chain working conditions
- green environment friendliness



Colleagues

We want our employees to be advocates for H&M brands. Motivated and satisfied employees means better customer interactions and a better and more productive workplace..

How we engage

We have an open-door policy, encouraging constant feedback
Store or union representation in many markets
European Works Council (EWC)
Meetings facilitated through our global framework agreement with Union Network International (UNI)
Regular individual performance reviews
Employee surveys in some markets
Key Issues and Benefits:
Job security and growth
Pay and working conditions
Equal opportunities
Training and career progression
Supply chain working conditions
Conscious actions in store



Communities

H&M is closely connected with communities around the world in which our stores are located and those that host our supplier factories.

How we engage:

Through community partners
Interactions with local authorities
Through NGO interaction(local + global)
Interactions with IGOs and governments
Interviews with workers in supplier factories through our Full Audit Programme (FAP)

Key Issues and Benefits:

Community investments
Employment opportunities and impacts on growth and development
Environmental impact
Community support (i.e. disaster relief or garment donations)



Suppliers

Our suppliers are our valued business partners. Stable and long term relations are key to mutual growth. Strengthening their ownership over their sustainability issues and involving their employees is important in enabling long-term sustainable development.

How we engage:

Anonymous supplier surveys
Wage advisory board
Individual meetings throughout a partnership
Introduction meetings with new suppliers
Full Audit Programme (FAP)
Training modules
Interviews with workers in supplier factories through Full Audit Programme (FAP)

Key Issues and Benefits:

Long-term relationships
Order/capacity planning
Capacity building and skills transfer
Compliance with our requirements
Social dialogue and worker involvement

ADVERTISING ANALYSIS:



Elements:

1. A woman with a decisive look
2. White shirt and black pants
3. Soft grey background
4. Clean font
5. Hands open and stable.

General Connotation:

Ad presents a young beautiful woman which seems had hardship in life. The black and white cloths shows the positive and negative sides of life. she wants to start a new life with power and she intends to portray her strongness.

The shadows on the back shows her life in the past.

Condensation_Psychoanalysis:

The ad is in psychanalysis (drives) and power, money and somehow aggression.

she wants to show her power and a fresh start in life. Maybe taking revenge of something.

Her hands on her pocket and decisive look in front (her life in the future).

A clean font which represents the simplicity of the brand.

“NEW OPTIMISM” represents being positive in life and not losing hope.

ADVERTISING ANALYSIS:



Elements:

1. A woman with a black dress
2. Fun, free spirit
3. Soft blue and gray background
4. Natural setting
5. Ocean

General Connotation:

2009 campaign

Ad presents a young beautiful free spirit woman.

She is carefree and has decided to not allow responsibility to constantly consume her daily life.

she is trying to say that it is ok to let yourself enjoy the small pleasures of life.

Condensation_Psychoanalysis:

The ad is in psychoanalysis (drives) and power.

It demonstrates Symbolization of freedom.

Her free flow movement is like a dancer in theatre stage.

The vast ocean symbolizes the full life.

The waves represents the hardships of life.

But she doesn't care about anything and she wants to dance to the end of life.

ADVERTISING ANALYSIS:



Elements:

1. A woman with self confidence
2. Window of the green nature
3. Soft colour hues
4. Natural fabrics

General Connotation:

Ad presents a woman with a grin and a straight to the point attitude.

She knows that the garden is always available but she chooses to enjoy it when she needs to, that shows her self confidence. The composition of the natural fabric, Garment details and the window of the nature reminds us how close we are to it in our daily life without any attention.

Condensation_Psychoanalysis:

The ad is ecological awareness. Means that we should care about the nature and respect its beauty.

The woman shows her power, could be drive and power also. Materials and the background window are combined in a surprising way to represent futuristic time.

ADVERTISING ANALYSIS:



Elements:

1. A fragile box
2. A very harsh environment
3. white cloths
4. black not high heel shoes

General Connotation:

2017 campaign

Ad represents a soft woman and an achiever able to stand on her own two feet which her goals on her own terms.

She came out of the fragile box. Representing she is breaking free from societies definition of a traditional women's role.

Condensation_Psychoanalysis:

The ad is projection of an independent woman which is not fragile anymore and can protect herself alone.

She is not waiting for any complement. She is not expecting compliments to build her self confidence.

Could be Symbolization of non obedient woman.

She is not showing her emotions so she doesn't want to be labeled like a stereotype woman.

ADVERTISING ANALYSIS:



ON THE HORIZON

Our latest collection bridges the gap between the last weeks of summer and what the new season will bring

Elements:

1. two men , black and white with black and yellow shirt
2. A blond woman with white shirt
3. A rock with grass on it and a gap between

General Connotation:

2018 summer campaign

Ad represents a combination of races, black and white.

The ad wants to present the clothing for time between two seasons. The white shirt presents summer, the yellow shirt which is in between, shows summer (the last weeks) and the black shirt presents clothing for the cold weather.

Condensation_Psychoanalysis:

The ad is projection of an correlation of races and how they could complete eachother.

This ad also shows Syntagmatic relations.

The face of the woman could consider of the face of the black man. That means it doesnt make difference of having which head on his body.

This is equality. Without looking at eachother they want to prove their existance together. The gap shows the time between summer and automn which people usually dont know what they should wear!

The rock with the gap in Displacement. Means the symbol of two seasons.

ADVERTISING ANALYSIS:

Conclusion:

The concept of COS is based on using nature as media in art, design and architecture, the mood is bizarre and futuristic. Details and proportions explore a play between scaling up and down, in flared details create volume in a new way.

Materials are combined in a surprising way and typical streetwear pieces are proposed in a new fabrication and basic wardrobe staples are executed in a technical manner.

While function and protection are important throughout this direction, hidden pockets and inventive fastening have been incorporated.

Composition play an important role in the direction of their advertisements with colours as well as styling in a very minimalistic way.

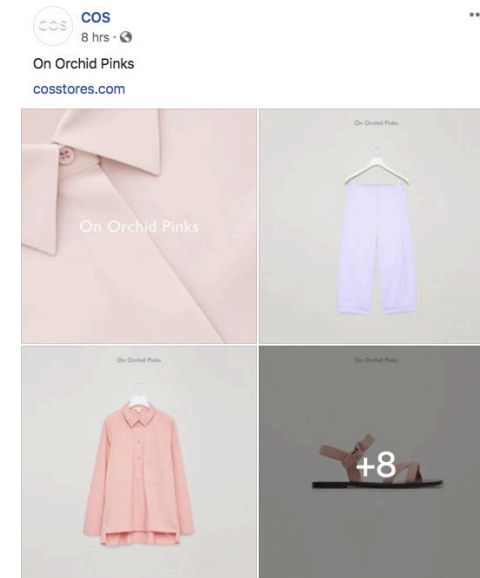
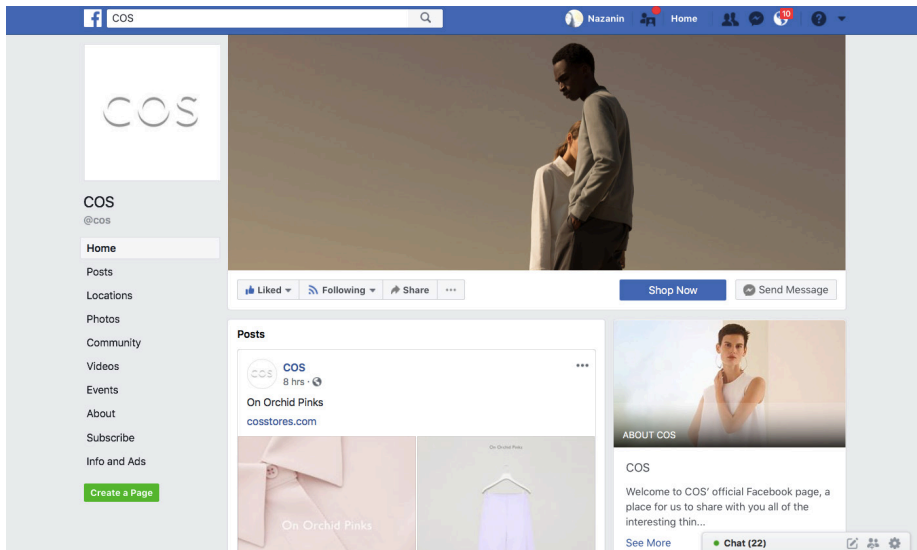
The garments are very functional with technical and innovative trims, either hidden or in a brushed silver finish.

Simplicity and minimalism is their direction in all of their advertisements. Women and men are not charming like most of the other clothing advertisements. COS is trying to present a new well designed idea of clothing with concentration on nature and different shapes and buildings around the models.

At the end, COS advertisements are not only visually pleasing, but also manage to show off the clothes in the best possible light.



BRAND ON SOCIAL NETWORK:



ANALYSIS: Facebook

COLORS, IMAGES/PICTURES, FONT TYPES (VISUALS)

490.117 people like this page.

490.956 people follow this page.

As we see in Cos Facebook page, vibrant colors such as pink, white, sulphur and variety of greys.

The colors are not row. They are alive and in the same direction of the brand. Font type is simple and readable.

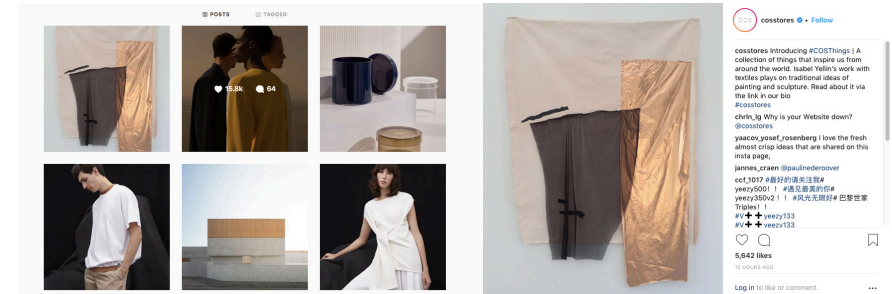
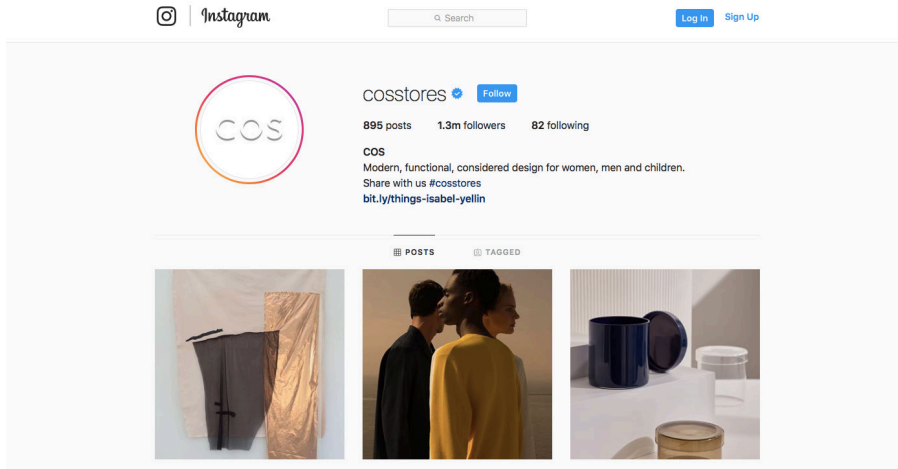
WRITTEN MESSAGES/ COMMENTS(TEXT)

As soon as you open their page, messenger pups up and people can communicate with them. Also if there is any question they can send a message and typically replies within a few hours.

They advertise for their new collection in their home page which is a best way since people are interested a lot in Facebook.

COS

BRAND ON SOCIAL NETWORK:



ANALYSIS: Instagram

COLORS, IMAGES/PICTURES, FONT TYPES (VISUALS)

896 posts.

1.3 m followers and 82 following.

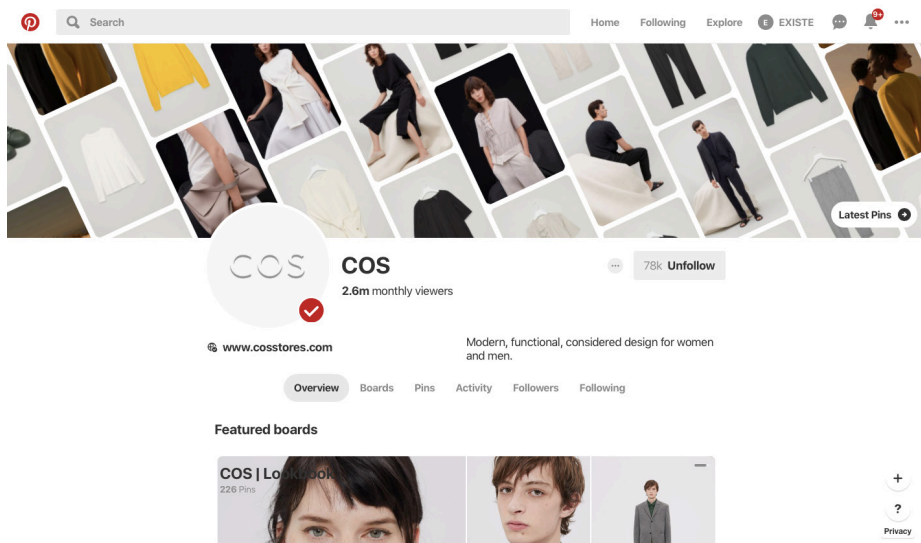
Vibrant colours emerge from darkness: sulphur, dried, dusky and dark brown, off white and a variety of greys, black and white. The font is the same on facebook , simple and readable.

WRITTEN MESSAGES/ COMMENTS(TEXT)

“ Modern,Functional, Considered designed for women and, men and children” . This is a kind of slogan which really presents the brand. They put the address of their site which is [bit.ly\cos_onthehorizon](https://bit.ly/cos_onthehorizon), They also inform people to share their photos with COS by #cosstores which is a great way to communicate with their costumers. The first or home page presents their new collection of the season.

COS

BRAND ON SOCIAL NETWORK:



Analysis: Pinterest

Colors, images/pictures, font types (Visuals)

2.6 monthly viewers. 78k followers.

Different campaigns 180 pins, COS projects 281 pins, COS lookbook 226 pins and COS collection 3.993 pins.

WWW.cosstores.com which lead costumers to their site and different stores around the world.

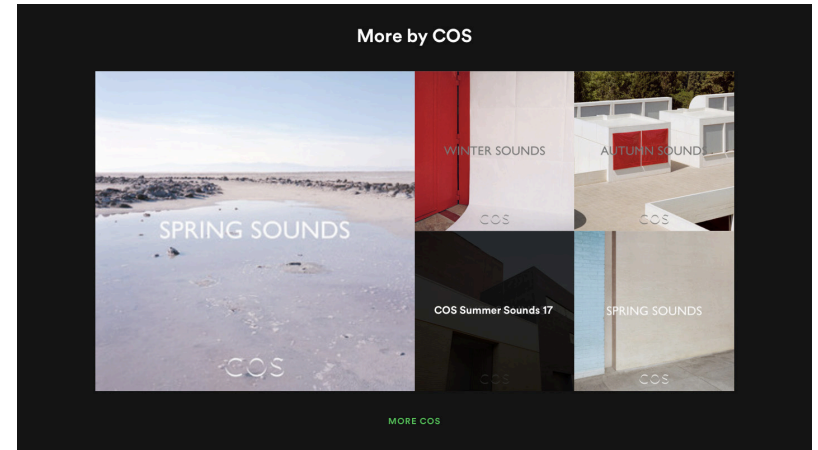
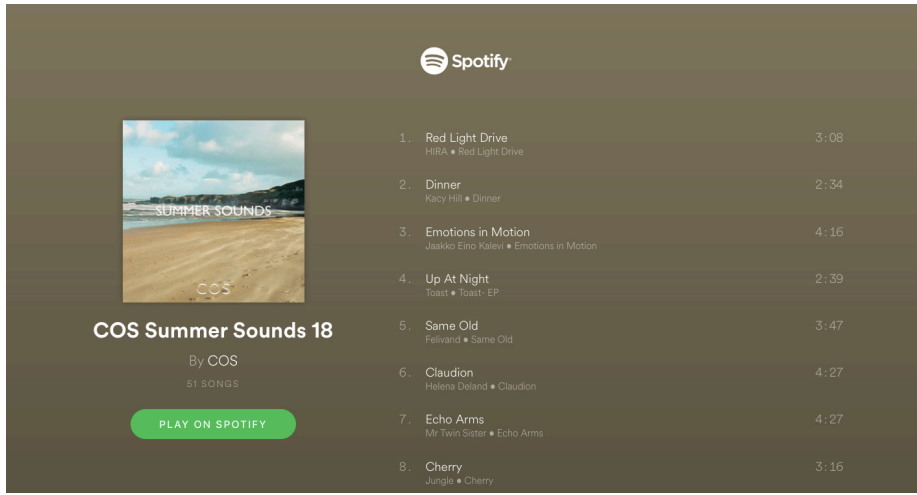
Vibrant colours emerge from darkness: sulphur, sage and olive, sea moss and moss green, dried, dusky and forest green, dark brown, off white and a variety of greys, black and white. The font is the minimal and simple.

Written messages/ comments(Text)

They have all their collections, lookbook, projects and campaigns for different seasons

COS

BRAND ON SOCIAL NETWORK:



Analysis: Spotify

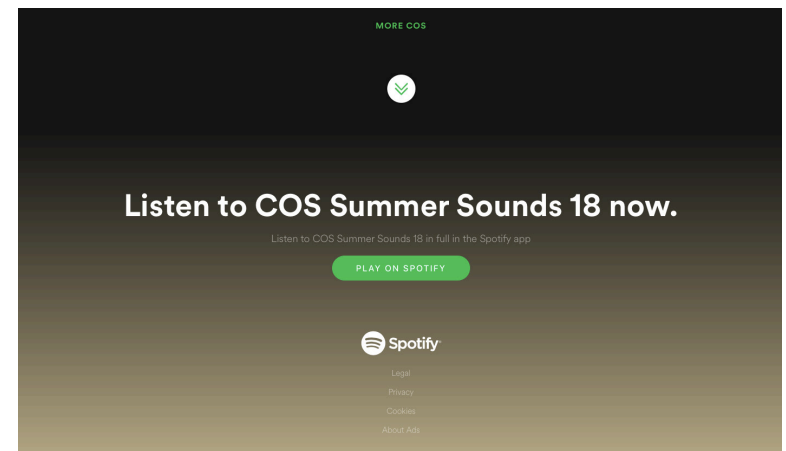
Colors, images/pictures, font types (Visuals)

Vibrant colours emerge from darkness, sage and olive, sea moss and moss green, dried, dusky and forest green, dark brown, off white and a variety of greys, black and white. The font is the minimal and simple.

Written messages/ comments(Text)

customers can listen to the music which is playing in all the stores. Different variety such as spring, summer, autumn and winter sound with different color background of each season. These colors have correlation with the clothing colors and the same direction.

COS



BRAND ON SOCIAL NETWORK:

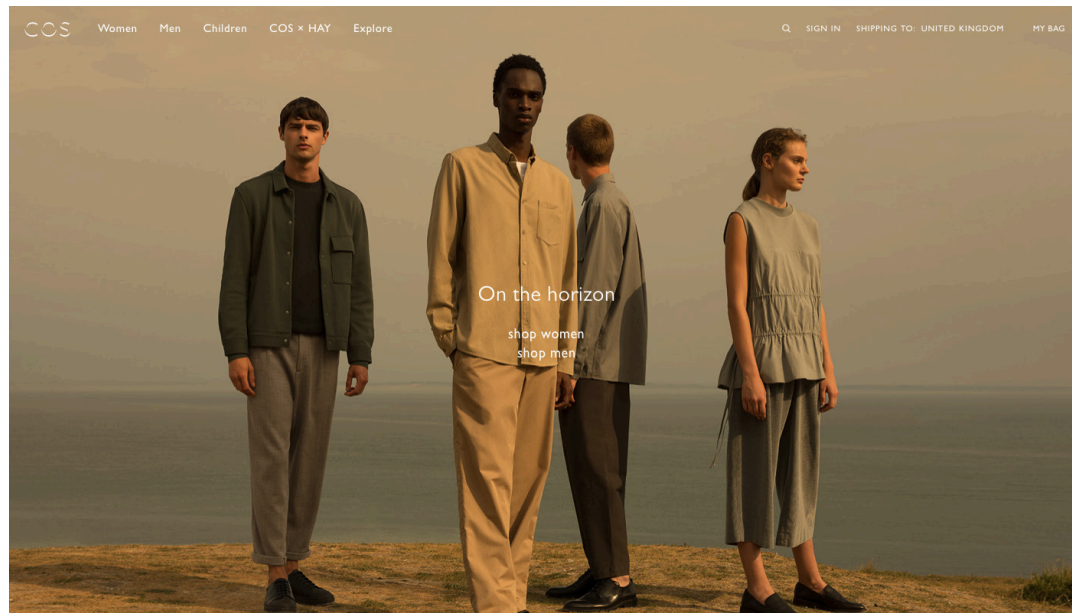
PRESENT A CONCRETE AND CLEAR ARGUMENT...

COS brand put all its effort to communicate with costumers.

They have this ability to attract people by great photography and manific lighting in their advertisements. The brand is determined to make costumers to think by looking at their advertisements on social media.

They are successful in representing all the collections of different seasons on social media.

By looking at their social networks we can feel the correlation of the brand, means that the style of brand is cohesive with the way that they choose to advertise on social medias such as Facebook, Instagram and Pinterest.



CONCLUSION:

COS offers customers modern design and reinvented classics. Collections are well coordinated and easy to combine for a timelessness that lives beyond the season. Every product is beautifully produced from the finest materials, including, leather, fine suiting, combed cotton and cashmere. Details and finishes are high quality and well considered.

I think at COS they have a strong aesthetic and sense of who they are, they tend to be drawn to specific themes from the art and design world and are constantly on the lookout for new inspirations from their surroundings. They are always sharing ideas and their collections are the results of a strong collaborative effort.

The most important unique character which belongs to this brand is their inspirations from our environment such as nature and different forms and shapes on the earth.

With their good communications at stores or on social media and their style of advertisements which are so minimal and meaningful, they will keep their consistency, definately.

REFERENCES:

www.cosstores.com

<https://open.spotify.com/user/cosstores/playlist/03xISbDqJQ1DYgqtR9cjmN#upsell>

<https://www.fashiongonerogue.com/campaign-anna-j-for-cos-fall-2009-by-willy-vanderperre/>

<http://dresstokillmagazine.com/cos-gives-us-the-warm-fuzzies/>

<http://about.hm.com/en/about-us/h-m-group-at-a-glance.html>

<https://www.pinterest.se/cosstores/>

<https://fashionunited.uk/news/fashion/timeline-celebrating-10-years-of-cos-at-lfw/2017091825918>

cos

THANK YOU