



“I always find beauty in things that are odd and imperfect, they are much more interesting.”

- Marc Jacobs

The logo of the brand is simply the name of the head designer & founder, Marc Jacobs. It's written in a very simple, sleek black font. The font the brand uses is Engravers Gothic. Their colour palette is mainly black, white and grey.

MARC JACOBS



WEBSITE

The Marc Jacobs website is very clean, sleek, and easy to navigate. It shows, on the front page, exclusive looks at the making of the current collection/season, a section where you can “explore the campaign” (which, as of this season, was written by Marc Jacobs), videos and photos of the things that happen backstage, etc. Scrolling down, there is a section where you can shop different categories of Marc Jacobs products. If you scroll all the way down, you can see a “celebrity” section, in which it features different celebrities wearing Marc Jacobs on the red carpet, on magazine covers, etc.

The brand uses their website as an effective way of communicating their campaigns and advertisements with the public. Since it is always featured on their website, the public has full access to the making of the campaign, the behind the scenes, exclusive photos and videos, and many more. As a result, the public feels more involved in the campaign and will likely give it more attention than just seeing another designer's campaign on their website, without any photos or videos on the website.

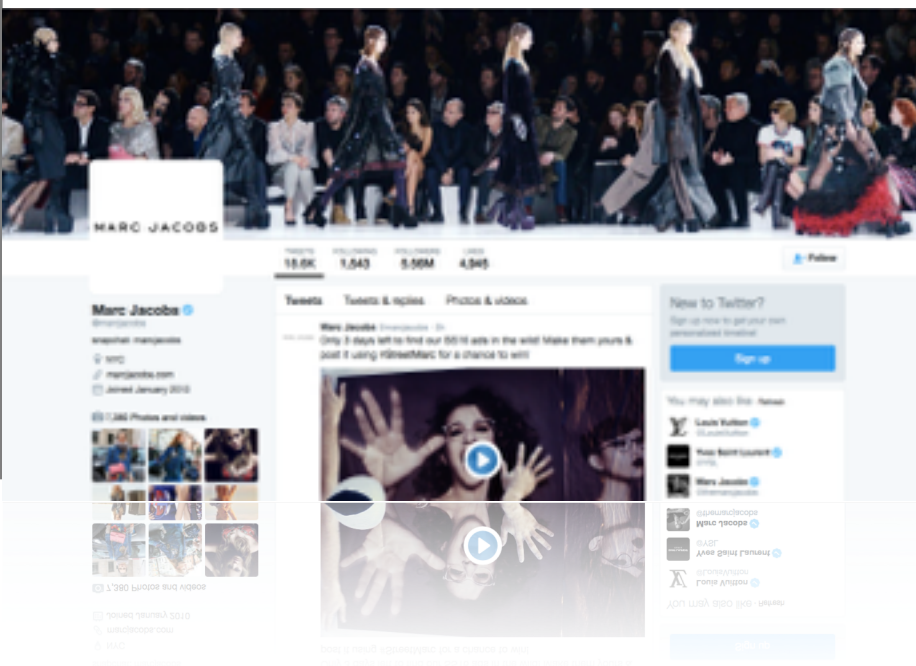


Social Media Platforms

Marc Jacobs uses their social media to communicate, share and socialize with their audience. They share and create content in all of their social medias; Twitter, Facebook, Instagram, Tumblr, Snapchat... It builds a brand and consumer relationship; their social media platforms also promote the presence of the brand and make the market research. Marc Jacobs platforms mainly are to increase exposure, showing the brand's lifestyle and to increase engagement; the social media marketing strategies. Marc Jacobs is more active on Twitter by posting several times a day. The content are pictures/videos about their latest clothing, collection and show, about celebrities in Marc Jacobs and about updates of the brand itself.



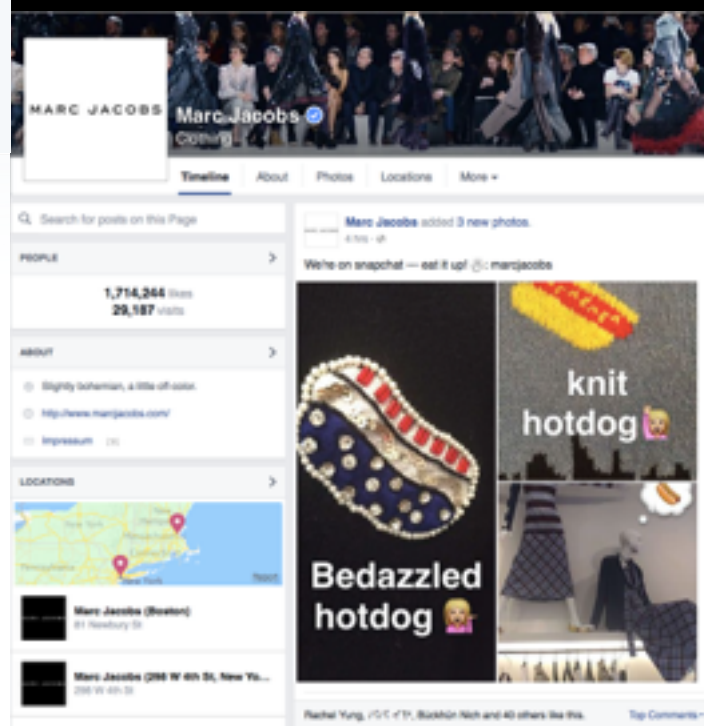
Twitter



“Life is a fashion show, the world is your runway.”

-Marc Jacobs

Facebook



Screenshot and follow them on Snapchat, launched for the NewYorkFashionWeek Fall '16 show to check out their behind-the-scene.

MARC JACOBS

Target Audience

Middle to upper class is Marc Jacobs target audience, with men between the ages of 25 - 40 and women between the ages of 22 - 45. These people are fashion conscious young adults who enjoy experimenting with personal style, and since Marc Jacobs has such a diverse range of products, their wants are satisfied. These people can be working professionals or fashionistas or anywhere in between!



The clientele of Marc Jacobs is a person who is sophisticated; someone who would buy more classic pieces, yet edgy; who still loves the sophisticated vibe of the clothing but is willing to be edgy and unique, and wants pieces that speak to that. Since Marc Jacobs is very much inspired by his world and the world around him, there is a very “city-chic”, or “urban” vibe about his clothing, since he himself comes from New York City. Most of the people who purchase from the brand mimic this behaviour; more than half of the people who answered our survey we conducted stated they lived in a city or close to one, when asked. This showed us that people who live in the city are attracted to the brand; perhaps for comfort reasons, as they know this lifestyle, or because they want to embody that persona in their clothing and show the world that they are “city chic”, yet sophisticated.



We Want to Hear From You!

This was an experimental survey created and conducted in order to gather brand related information from Instagram users and fans of Marc Jacobs that used the #MarcJacobs hashtag.

We reached out through Instagram and asked users if they were interested in participating, and if they were, would they would like their results / posts to remain anonymous.
Here are our findings...



The point of the survey was to gather information from as many people as possible, as a representation of the population - this was a micro survey, an experiment used to see what people from different places thought about the brand, what attracted them to the brand initially, etc. We wanted to hear from others and listen to their thoughts and opinions regarding the brand image, campaigns, etc.



The most popular response when it came to co-designing an item with Marc Jacobs was a jacket or a shoe.

Typically, people took interest in the brand from the ages of 17 to 22. While this is right on the edge of the target market, it shows that these people are preparing to purchase from Marc Jacobs; they are not quite the professional, sophisticated men and women they will become yet, but there is a spark - an initial curiosity that is slowly forming.