KILLER

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OVERVIEW

- Brand Introduction
- Competitive analysis
- Survey observation
- Campaign idea
- Execution

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"KILLER" was launched in 1989. It is targeted to the customers between the age group of 25 to 40 years.

"KILLER" is postitioned as a brand for young executives. One of the four iconic brands "Killer" is definitely for someone with a unique sense of style and refreshing new outlook towards life.

From semi-formals to polo-tees; from smart trousers to comfortable three-fourth, Killer has gone a long way to impress man who loves to take life easy.

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BRAND FACT

- 343 total operational stores under KKCL.
- Killer Jeans owns a total of 74 stores across Tier 1, Tier 2 & Tier 3 cities.
- Brand contributes around 53% of total company sales.
- It also claims a volume marketing share of 25% in the Denim category.
- Denim positioning : "Denim with an Attitude"

Brand Strengths:

1. Strong brand presence with over 1600 points of sales in the form of MBO's with chains like Shopper's Stop, Central, Lifestyle and their exclusive brand outlets like K-lounge in all Tier-1 cities.
2. Diversification into other product line like Killer Tees, innerwear, footwear, eyewear to make it a complete lifestyle brand.
3. Innovative ad-campaigns have made a strong connect with the youth which is their main target audience.
4. Brand has been termed as India's first international denim wear brand with its exporting denim wear to Middle East, USA, Africa, South-East Asia since 1994.
5. Self-procurement and manufacturing facilities has been a great strength for the brand as it 5 units with an annual capacity of over 30 lakh pieces

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Brand Weekness

1. Though the brand has stretched its portfolio with many diversifications is still has to heavily depend on denim wear for its revenues.
2. The brand is facing increasing competition from the other sibling brands of the parent company like Lawman and Integriti which too are emerging in denim wear.

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TARGET AUDIENCES:

Demographics:

- AGE: 16-30 years
- CLASS: Upper middle and middle class
- Income: 1 lakh & above
- Occupation: Student and working Professional

Pyschographics:

- Fashion consious and trend followers.
- Loves to go out in the weekend and hangout with friends.
- Likes to party.

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Brand Marketing Budget for the year 2018 was around 22cr out of which Digital Media was given priority.

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FACEBOOK:

- Number Crunch: 142k
- Vibrant colors and bold fonts are used.
- Current communication on this page:

"This is us," "Together as one"

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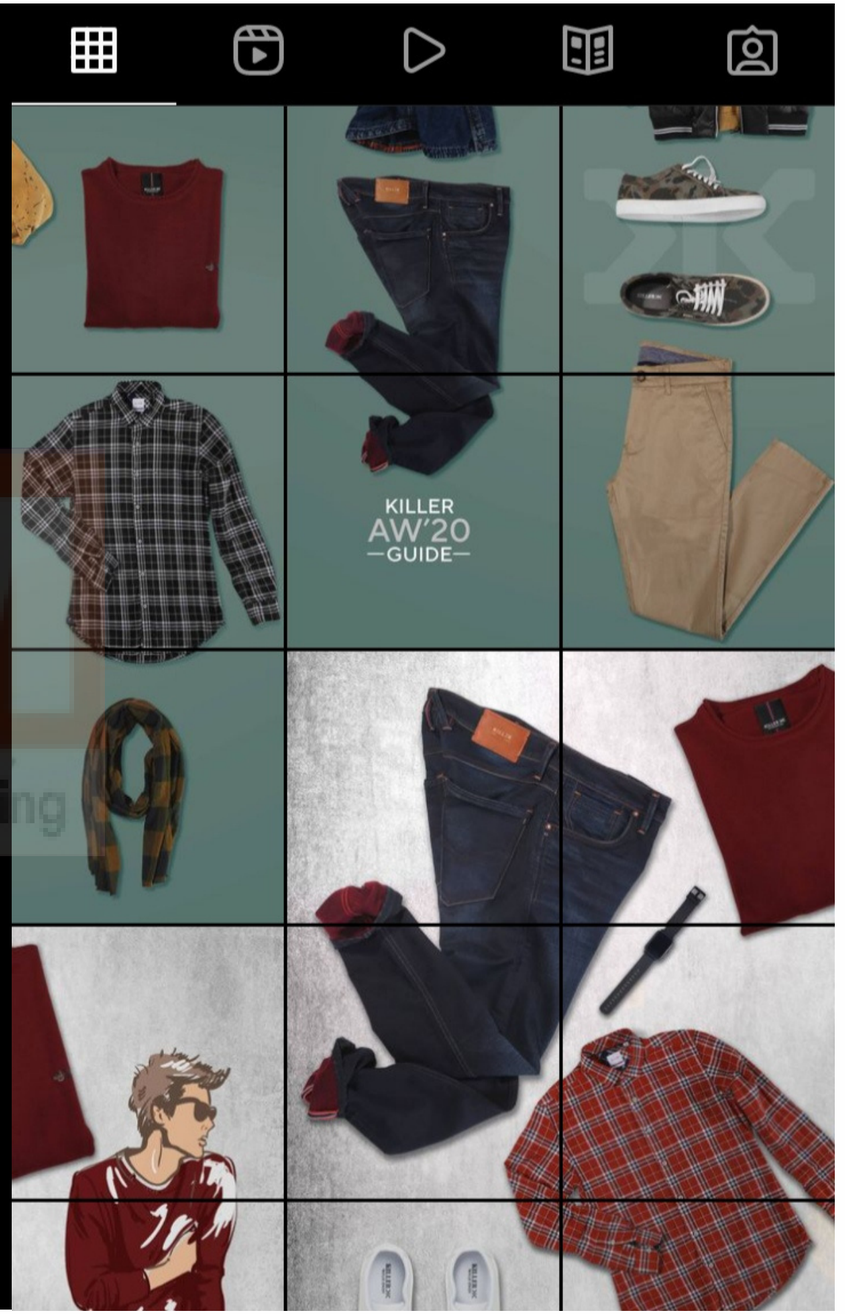
INSTAGRAM:

- Number Crunch: 3.8k
- Grids are used more as compared to stand alone creatives.



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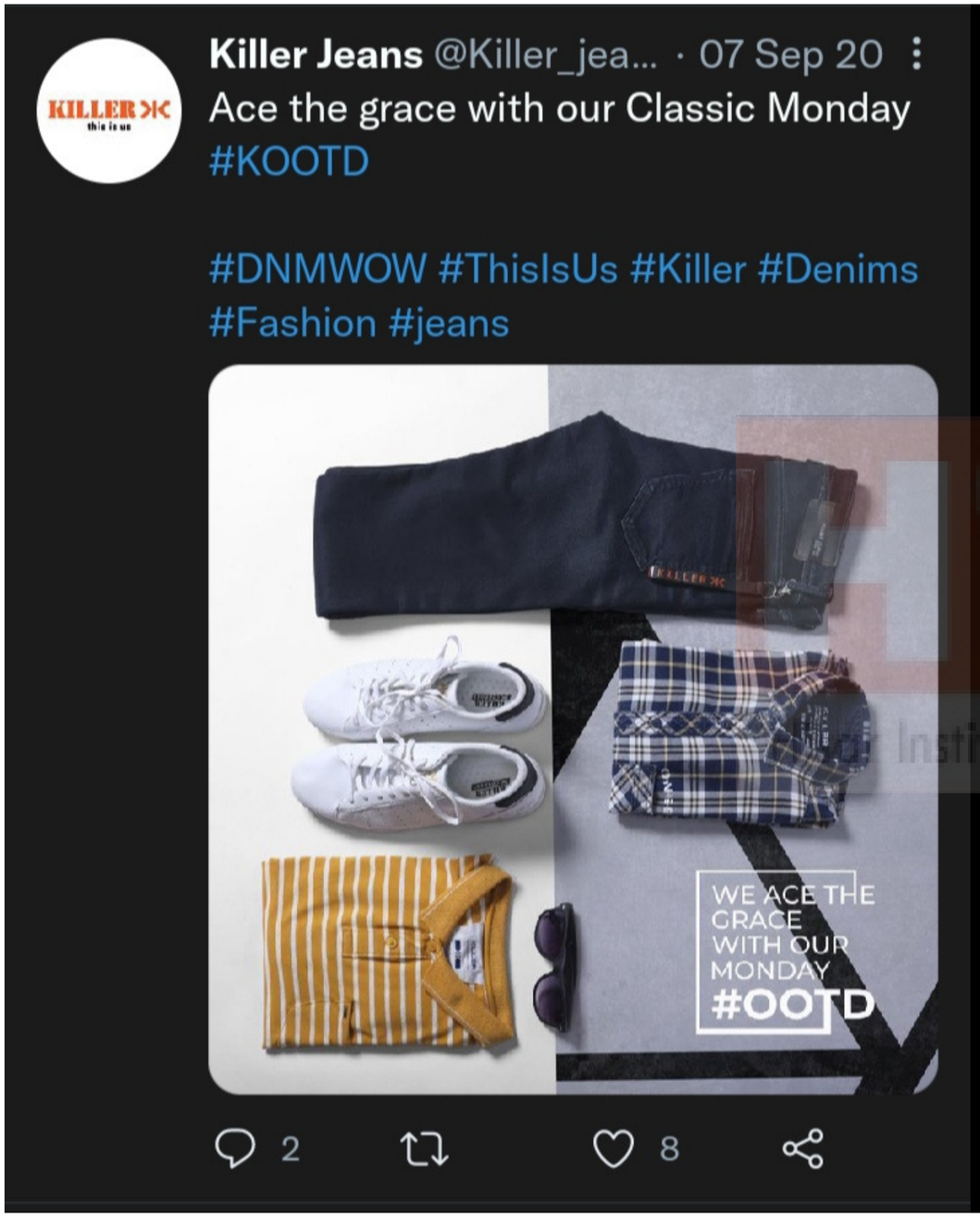

TWITTER:

- Number Crunch: 7.3k
- On twitter same communication pattern is continued.

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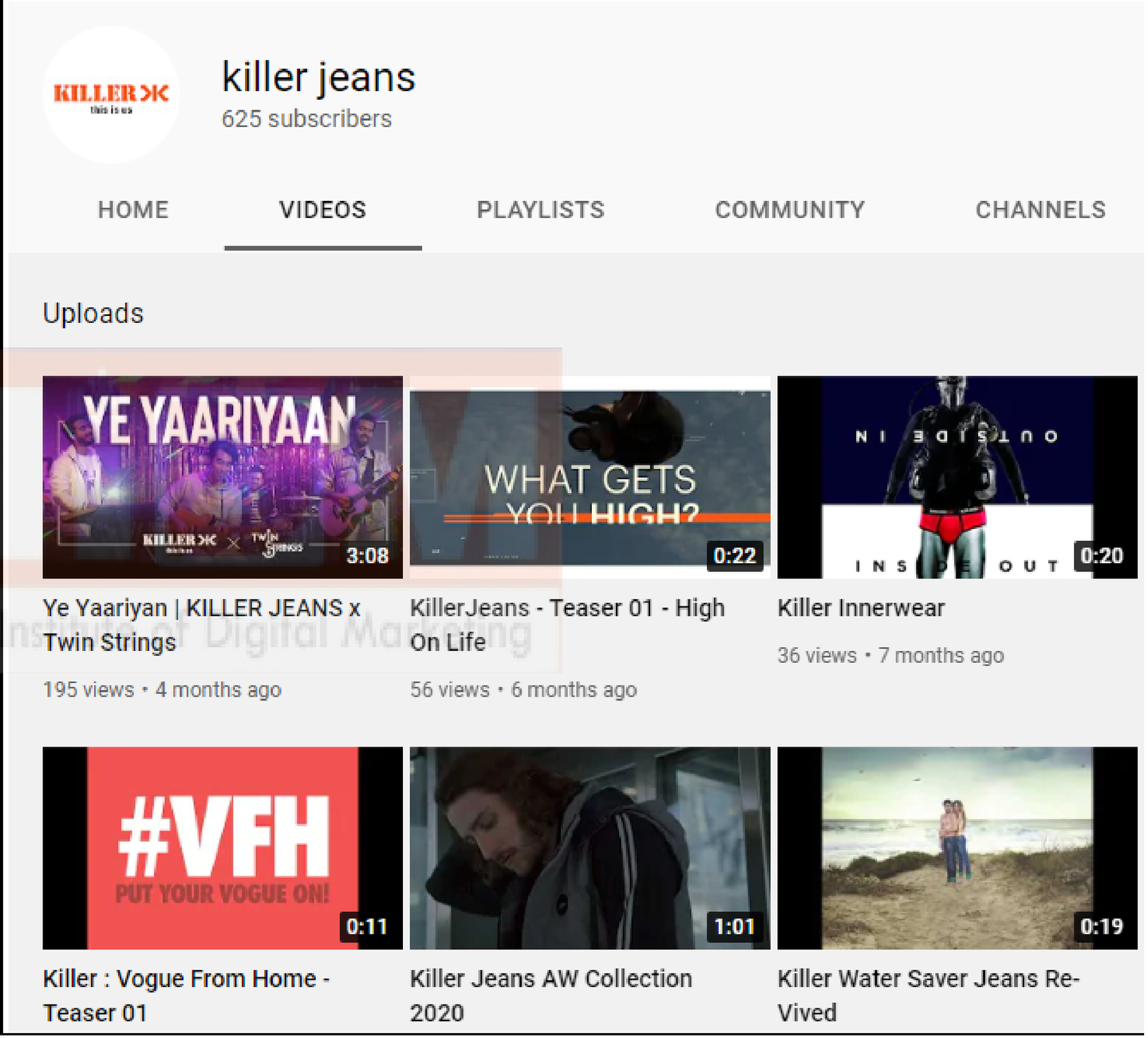
Youtube:

- Number Crunch: 625
- Videos seems to be powerful medium of communication for the brand.



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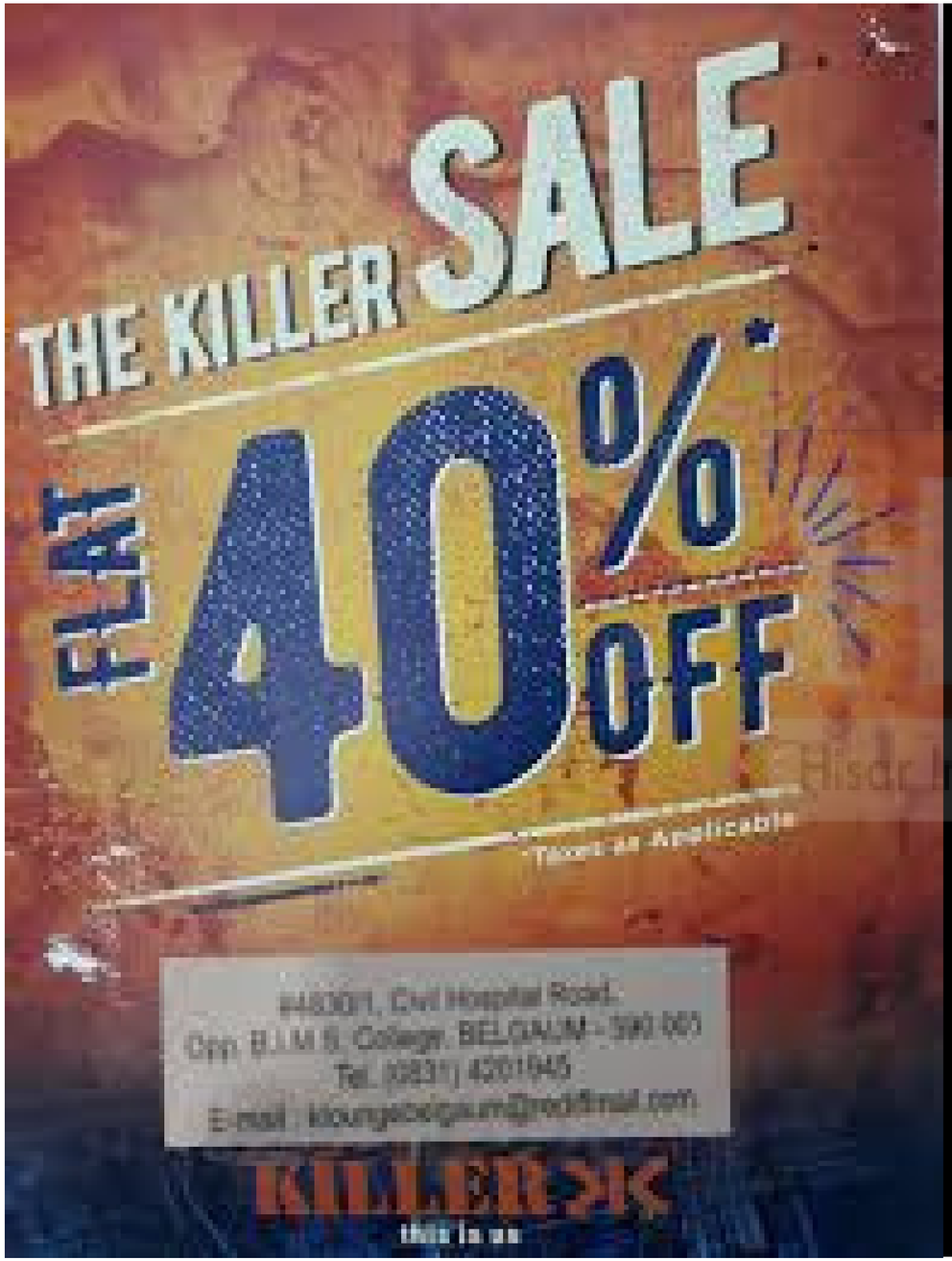

Website

OLD LOOK

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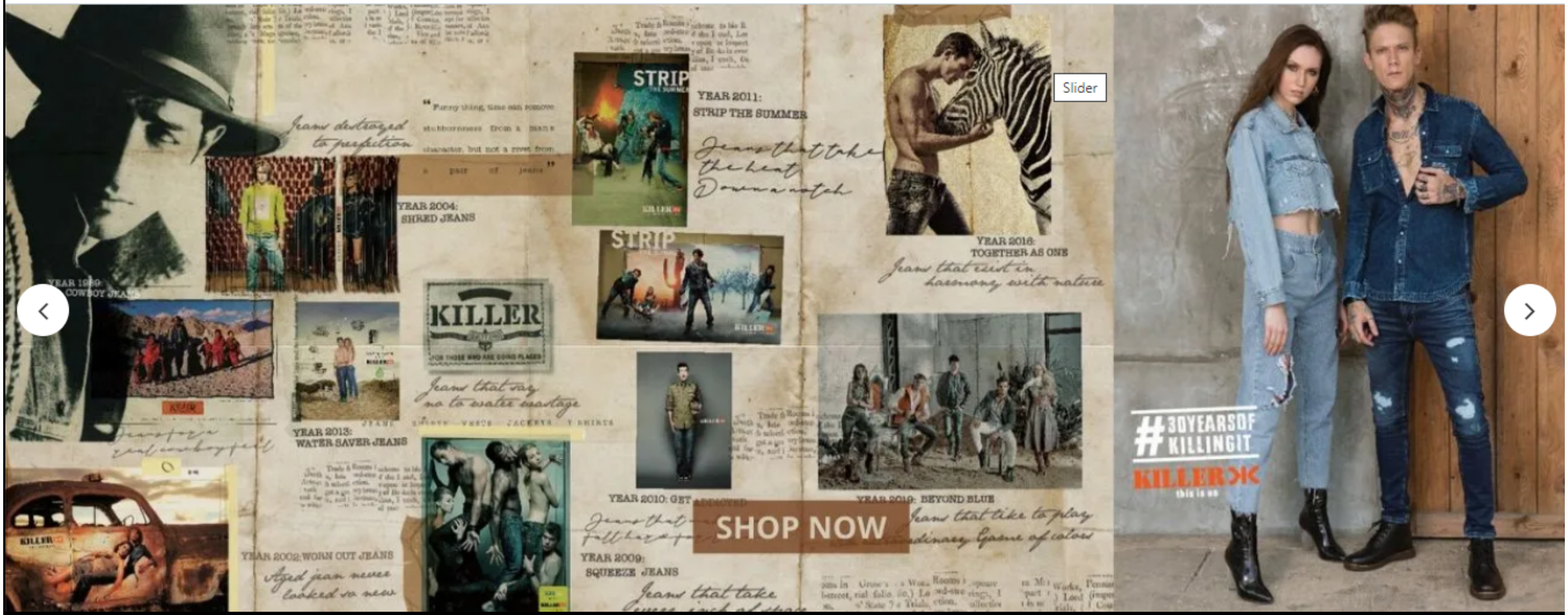
KILLER

NEW ARRIVALS | BOTTOM WEAR | TOP WEAR | ACCESSORIES | INNER WEAR | FOOTWEAR

Search



NEW LOOK

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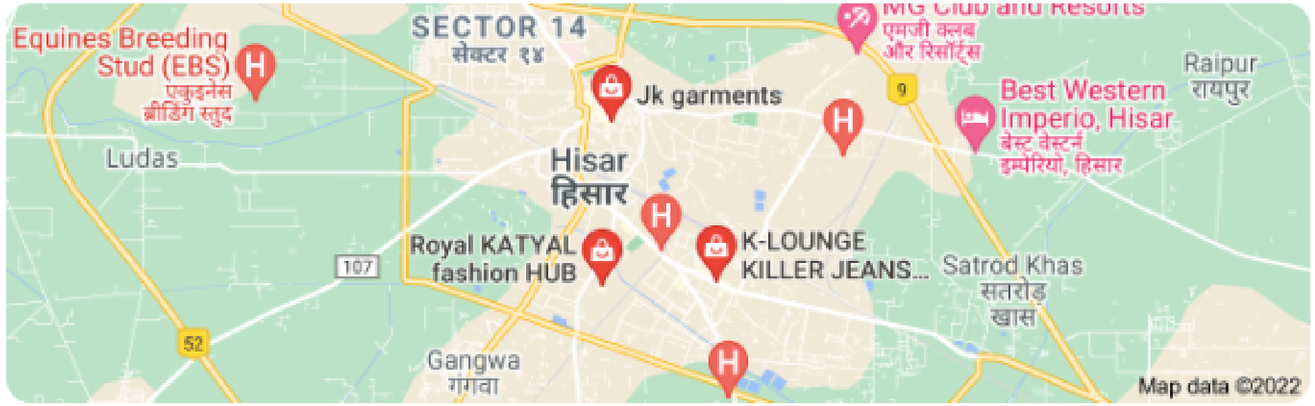
https://www.myntra.com › killer-jeans

4 **Buy Killer Jeans Online in India - Myntra**

Buy **killer jeans** online for men in India. Shop for latest and trendy collections of **killer jeans** at myntra.com. ★ Free Shipping ★ Cash on Delivery ★ Easy ...

Clothes Shops



Rating ▾ Hours ▾ Visit history ▾

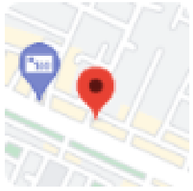
K-LOUNGE KILLER JEANS SHOWROOM HISSAR

5.0 ★★★★★ (6) · Clothing store

SCO 89 NH- 10, near SAINI SWEETS · 095418 22222

Open · Closes 9:30PM

In-store shopping



Royal KATYAL fashion HUB

5.0 ★★★★★ (1) · Clothing store

near SBI atm

BRAND VISIBILITY

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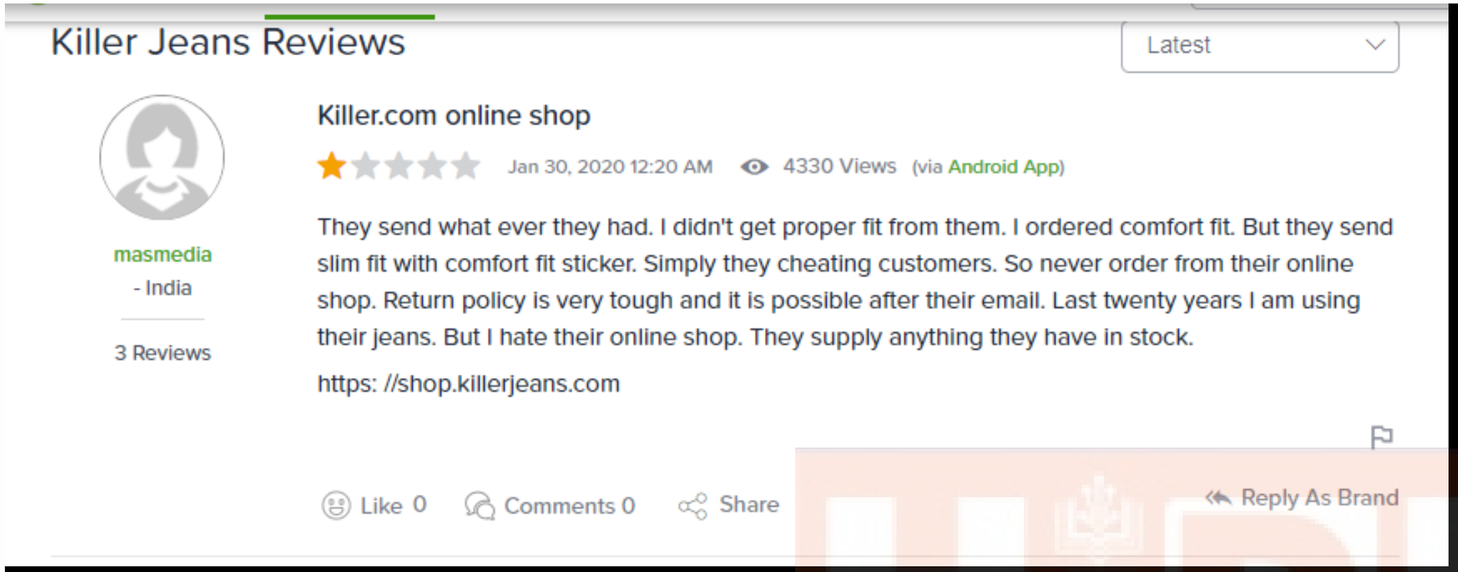

ORM Observations

Be on the Blogs, social media or third party websites, the brand is not responsive or interactive.

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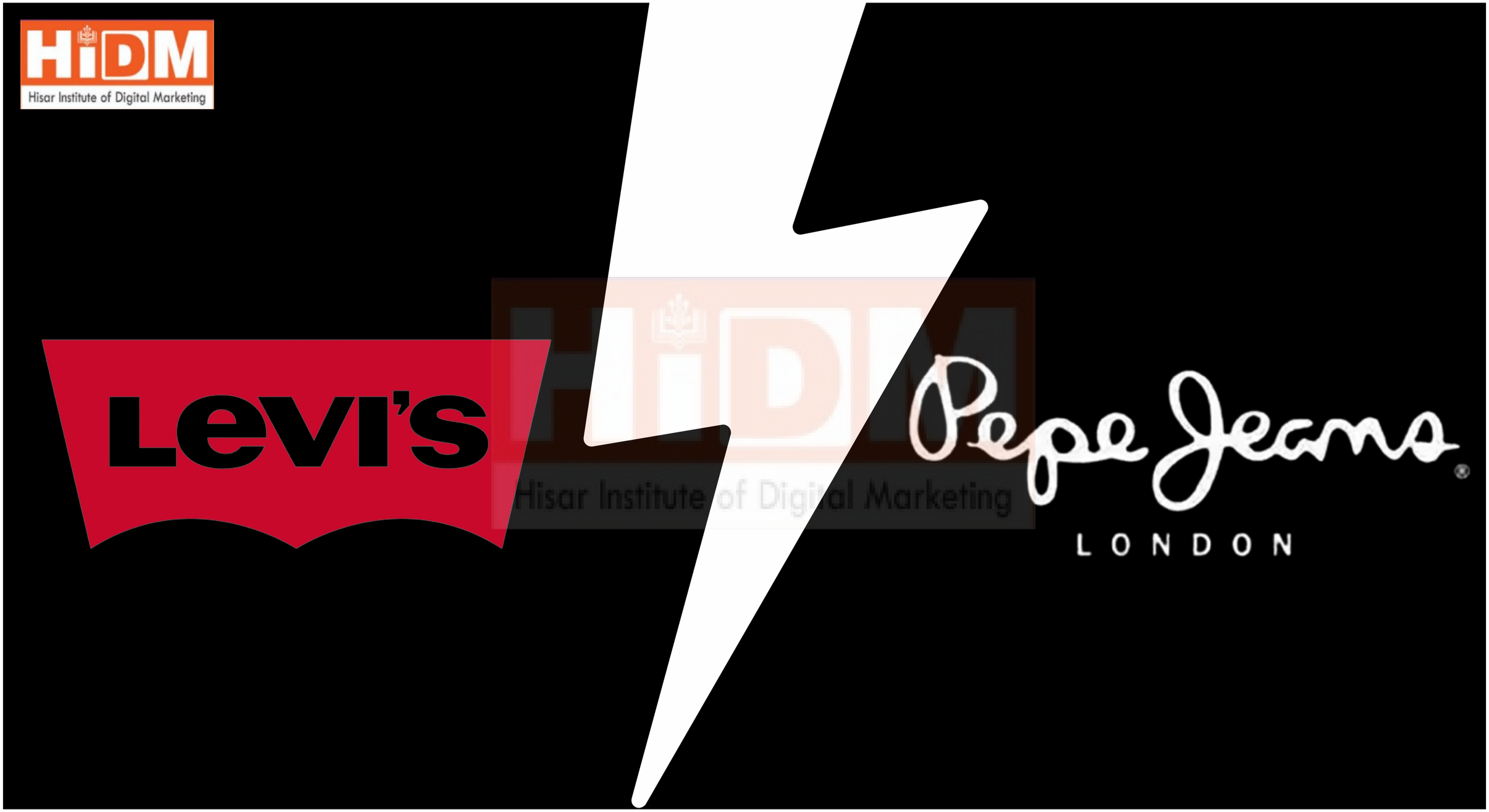
Competitors: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Levi's
Pepe Jeans
LONDON

LEVIS:

Levi's targets the upper-middle class and upper-class segment. The brand USP is that it is the oldest jeans brand, yet modern in its style and fit

PEPE JEANS:

This brand is the fastest growing brand and carries a different view of selling jeans. Designing menswear, womenswear, kidswear, footwear, and themed collection. The company targets in providing a total satisfaction to the customers by giving an exceptional attention to service.

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AND THE SURVEY SAYS...

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People nowadays prefer brands like Levi's and Lee over Killer Jeans.

They still prefer to buy jeans from an offline store as they want to check the quality physically and check the fitting of the clothes. The types of denim that they wear have a strong impact on the personality that they wish to portray.

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CUSTOMER PAIN POINTS

CUSTOMER PAIN POINTS:

- Brand communication seems to be more one way
- Less brand awareness as compared to its competitors
- Less connect with the youth that the brand is targeting

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SOLUTION
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Marketing Strategy Insigth

Killer Jeans with their digital marketing strategy has always tapped into concepts like “This is Us” and “Together as One”. The brand has always believed in connecting with the youth and communicating a strong message to them.

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Currently looking at the situation and the elections approaching this year, Vinika Shah and Trishla Lakhani would encourage the youth to stand up and support what is right, in the India society with their Social Media Marketing Campaign.

Concept Note:

Political parties in power have made undue promises to the current generation. Out of which some of the promises have been fulfilled and some not. This campaign would purely focus on highlighting the things that have been promised and fulfilled. It would also bring to notice expectations that the citizens have from the new government that would come in power.

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Campaign

- To promote the brand's identity as "rebellious"
- To generate more awareness about the brand leading to increase in sales
- To make a strong connection with the target audience through constant two-way communication

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Campaign Desciption:

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Hashtag:

KILLER
FILLER

#KillerFiller

Campaign was divided into 4 stages:

Stage 1:

This phase would be highlighting the "Killer" promises.

Stage 2:

This phase would have more of on-ground activities in terms of street plays, flash mobs, and skits.

Stage 3:

This phase would focus on promoting the #KillerFillerChallenge which will be a viral challenge for the youth

Stage 4:

This phase would focus on lightening the mood of the campaign by getting in a renowned influencer.

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Stage 1:

This phase would be launched by posting creatives across all social media platforms like Facebook, Instagram, Twitter, Pinterest, and blogs.

Duration: 8 Days

Stage 2:

These activities will take place in malls, airports, railway stations, and movie theatres

The end of this phase would trigger the launch of the third phase i.e., the #KillerFillerChallenge

Live videos on all social media platforms, coverage of the same on news channels, regional or local news channels depending on the city will be used to share these events.

Duration and Location: 20 Cities, 20 Days

Stage 3:

KILLER FILLER

Social Media Platforms (majorly twitter polls), YouTube Ads and testimonial videos, OOH, Ambient Advertising, Newspaper Advertorials, Quora Questions will be used to showcase this.

Duration: 15 Days

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Stage 4:

This phase would focus on lightening the mood of the campaign by getting in a renowned influencer. It would also softly promote the products that the brand is offering.

This will be done through Social Media Marketing and YouTube videos.

Duration: 6 Days

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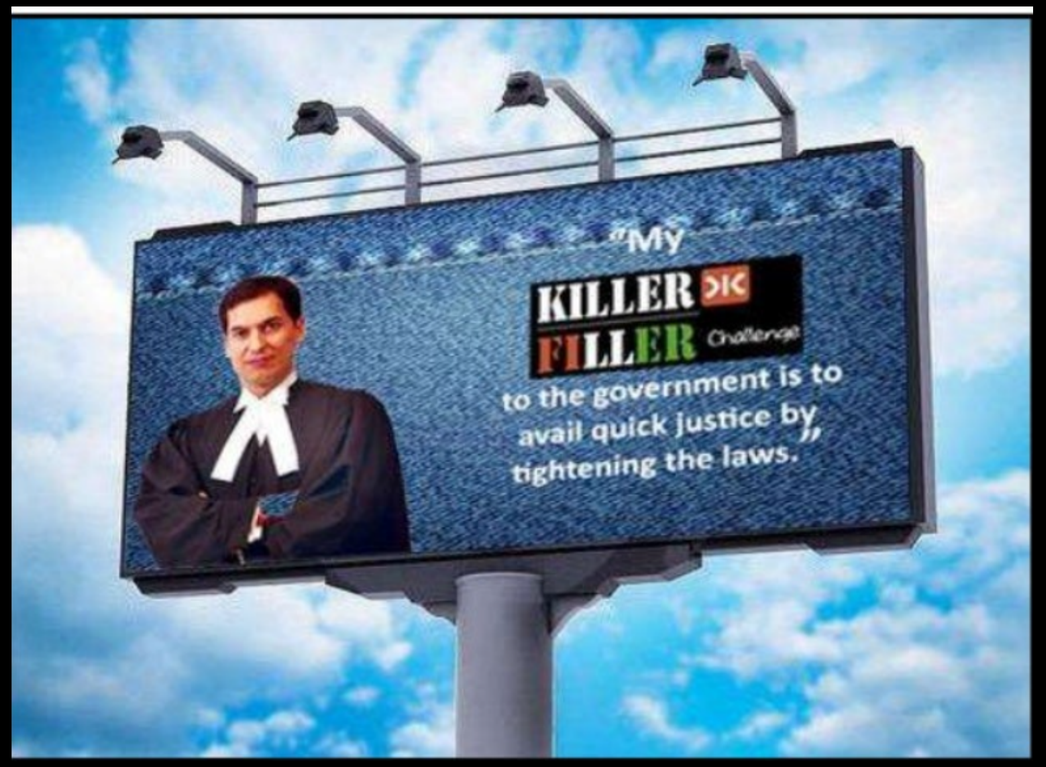
OFFLINE
MARKETING



Depending on the profession of the person content on the hording will change.

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Newspaper Advertorial would help to promote the campaign better.

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CONCLUSION

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Campaign has been planned to integrate online and offline mediums. Through this campaign, the brand will have a strong media presence as compared to its competitors. Through the content of this campaign, the brand will have a larger impact on the audience.

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Thank you

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