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CASE STUDY

DAISY BY KATIE YEUNG



DEVELOPING DAISY: STRATEGY, DESIGN AND IMPLEMENTATION

Creating a new consumer brand and bringing it to life isn't easy. Defining the market opportunity, target market, brand identity, website, tone – there are multiple elements that need to be carefully thought through before you even think about a launch.

Daisy by Katie Yeung is a new player in the New Zealand wedding market, but the people behind the brand have been in the game for a while. As the owner of Hera Bridal, she was looking for a way to increase the market share, reach out to new customers and ultimately, pad out the bottom line.

The next step was talking to The Selective – and she was glad she did.

IT ALL STARTS WITH STRATEGY

When wedding dress designer Katie Yeung, from Hera Bridal, approached The Selective, she wasn't planning on launching a whole new brand. Like most businesses, she just wanted to bring in more customers, optimise the marketing budget, and ultimately increase revenue.

Katie felt that they were spending too much on advertising without attracting enough of the right customers – many potential clients loved the product, but simply couldn't fit it into their budget. They thought their only options were to make the Hera brand more accessible or widen the scope of the business to cater to brides with lower budgets.

Katie explains: "People would say 'we love your style and your service is amazing, but I can't pay that'. Our website looked too expensive! It wasn't clear that we could cater to people with smaller budgets too."

Emma Clarke, the marketing head at The Selective, took Katie through a research and strategy process to figure out the best way to move forward. Her advice? Launch a separate brand with a younger, more relaxed, and most importantly, more affordable feel – that's when Daisy was born.

Daisy

BY KATIE YEUNG

RESEARCH AND RESULTS

Deciding to launch a new brand is one thing – making sure it is the right brand is quite another.

The first step was to better understand the competitors and to understand what customers really want. Emma interviewed a number of brides as part of the research phase and conducted broad-sweeping market analysis. The goal was to uncover a gap, or an opportunity in the market that Daisy could fit into. This would help inform Daisy's target market, brand positioning and the business model.

Emma found that many New Zealand brides were buying dresses online from overseas retailers to save money, and then having them altered. This was the market opportunity – Daisy could compete with these increasingly popular international wedding retailers, while also offering something unique, rather than cannibalising the ever-shrinking local sales.

Daisy's business model would be aimed at offering a great product online for a great price – just like the overseas retailers, but with the key edge. Shoppers would be able to try on dresses in store before making a purchase, rather than taking the chance on a dress they saw online.

With this plan in place, Emma created a detailed marketing strategy document to inform The Selective's other providers, ensuring they were aligned and working towards the same goal.



BUILDING A NEW BRAND

The next step was to develop the brand identity. Katie had developed the Hera brand herself, and because she wasn't exactly an expert, she found it a time-consuming and frustrating process.

Working with Chris Hay, The Selective's branding specialist, was an entirely different experience. Katie puts it like this:

"He doesn't talk much, but then when he does I'm like, 'wow, he really gets it'. He actually saved us a lot of time. He understood it – nailed it. We used everything he designed."

DEALING WITH THE DETAILS

With a marketing strategy and brand identity in place, the team moved toward launch. Emma organised a web developer to create their new site, they worked with The Selective's Lisa Joe for PR, Kerry Ensor for social media work, and Helen Steemson for copywriting.

To fit the marketing strategy of competing with international online retailers, Daisy's website lets customers view the range of dresses, read about them in detail, view videos of each dress on the catwalk, then select dresses to try on in store. They can also ask for a personalised recommendation – Katie will choose a potential dress based on information they provide about themselves.



Because all the elements were managed by The Selective, the process was efficient and streamlined, and the end results were cohesive. Emma worked as a sort of project manager for the team, making sure everything was on track and on time - including Katie.

THE BIG DAY

Once all the details were done, the team was ready to go. Within one month of launching, Katie had great feedback on the website, and several new bridal boutiques have shown interest in stocking their designs already.

But that's not the end of the Daisy story - there's still a lot of work to be done in building, promoting and maintaining the brand. To make sure everything is on track, the Daisy team has a fortnightly catch up with Emma. It's all about momentum - keeping the marketing and social media up to date, writing new blogs for the website, and phase two of the marketing - SEO and SEM, both from The Selective's specialists.

With The Selective taking care of the details, Katie can focus on reaching out to customers, building the business, and most importantly, designing stunning dresses for beautiful brides.

DEVELOPING DAISY - HERE'S WHAT WE DID:

Marketing strategy: We worked with the Hera team to better understand the market opportunity, then develop a business model with a strong point of difference and brand positioning.

Brand Identity: Our designer created all visual representations of the Daisy brand.

Web Development: We organised and managed a web developer and design team to create Daisy's new website.

PR: The Selective promoted the launch with strategic PR, and continues to promote and inform the social media campaign.

Social Media: We take care of Daisy's social media presence - running their Facebook, Instagram and Pinterest accounts and responding to feedback.

Copywriting: Our copywriting team developed a unique tone of voice for Daisy's website, and continues to write regular blogs.

All those elements add up to a lot of time and energy. It's not something you want to do with people you don't like working with. Luckily, Katie found working with The Selective team easy - and even enjoyable.

Katie says: "It's great having a whole bunch of people who've been curated - they're like our marketing department. Everyone has been a pleasure to work with - I really get on with them."

