

Creative Brief

Urban Outfitters – Intern Project

client:	Urban	planner:	Ode alla Vita
project:	U+O	date:	7/21/2014

1. What is the situation?

Urban Outfitters was founded in 1970 near the University of Pennsylvania campus, catering to a college demographic. Urban then expanded to metropolitan areas and mall settings, still maintaining a similar demographic but reaching a wider audience. Urban Outfitters is a lifestyle brand retailing products to meet all aspects of their consumers' lives: apparel, housewares, beauty products and more recent services meant to develop and create a broader experience (hairdressers, opticians, restaurants, coffee shops). These expanded services are being trialed in New York City (Herald Square) and Los Angeles (Space Ninety Eight) as Urban continues to build their presence as a lifestyle brand. Overall Urban focuses on offering niche products that are ahead of the game in fashion.

The client came to us with a goal of elevating the brand and attracting a mature demographic in the Philadelphia region. Urban is seeking a new competitive set (Nordstrom-higher end), reaching a more fashion forward audience. In doing so, Urban will create an exclusive fashion/ life experience that maintains the fun personality.

2. What is our objective?

Elevate the current Urban brand.

3. Who are we talking to and what helpful information do we know about them?

18-28, primary focus of 20-25 year olds, a predominantly female audience in the Philadelphia region.

This age group is encountering new life milestones but approaching things in an untraditional manner and at their own pace. She may be graduating college, starting her first job, taking risks, getting married, etc. but all in her own distinctive way. She is the kind of person who wants an emotional incentive to purchase a product, often philanthropic. In the current financial climate, shoppers are resourceful and turning towards a sharing economy while still being fashion forward. She is doing her own thing, being unexpected, and strives to look unique. To this demographic clothes represent far more than fashion and something to throw on in the morning, it is part of their life and who they are. It is important to note that this generation is social, connected through several social media platforms and mobile/tablet devices where they share content online daily. Due to the rise of ecommerce websites, online shopping is growing.

4. What is the single, most compelling idea?

Urban helps you tell your own unique story

5. Why should people believe this message?

- Many brands are often exclusive to Urban; the products aren't just the mainstream trends that anyone can buy. They offer a broad variety of product with a limited inventory, making the products special to the customer to express their style.
- Urban sells more than just clothes, they offer an experience, a story, and a lifestyle. The interesting products, compelling store environments, and engaging social media accounts connect with consumers more intimately than a typical retail experience, creating an emotional relationship.
- Urban brings their lifestyle brand experience to you; online and through mall, college, and metro stores, Urban caters to the young, fashionable individual as they transition from high school, to college, and on to a career.

6. What do we want the take-away to be?

There is more to Urban than I thought and I want to share it.

7. Tonality.

Honest, raw, conversational and fun.

8. Executional considerations.

Digital tactics preferred. Lookbook focus, no TV, no holiday content, minimal print, keep Urban's current creative imagery, limited graphics usage. Special interest in Snapchat and mobile app, music and events.

9. This might help...

- Sharing Economy - where shoppers favor renting, bartering, trading and sharing their clothes instead of just going and buying them. It includes the shared creation, production, distribution, trade and use of goods and services by different people and organizations
- Meaningful collaboration example: Urban currently collaborates with Della, a clothing brand whom produce their products in Ghana, providing work and independence to build the livelihood of local women.
- Urban helps you tell your own unique story through reaching out to their customers by using #UOonYou, Snapchat, the Urban app and all social media platforms. #UOonYou provides the opportunity for the customers to share their style and life through Urban's social media.