

plan in the store ( including windows displays) location to make it appeal to that demographics .Next, using our marketing/promotional plan we will pave the way for the new Housing works thrift store to be known and recognized by the larger demographic. This will be done mainly through print ad, Social media and Housing work website. In the contemporary market our team finds it completely essential for a successful business to be on top of its image online as much as it is in person. Keeping tabs on social media such as Four-Square, where customers check-in and comment on a business's physical image and staff is vital. Our team plans to re-brand and re-design the Housing Work Upper East Side thrift in the Cyber world as well as in the actual world. Our team intents to set –up a fully functional thrift store with longevity and appeal in the market place.

## **Company Background:**

Housing Works is an organization that is healing community of people living with and affected by HIV/AIDS. Their dream of such a mission has manifested itself in 1990 when the founders Keith Cylar, Eric Sawyer, Virginia Shurbert and Charles King brought awareness to what they dubbed as a “dual crisis”, HIV/AIDS and homelessness to the New York City area. This organization is motivated by three key provisions; advocacy, services, and entrepreneurial business. These three

pillars are what drive their organization. Today, they have successfully provided for more than 20,000 homeless and low-income New Yorkers living with HIV/AIDS. Through counseling, Mental Health, Substance use treatment, and job training. Housing Works help develop the lives of the people and rehabilitates them back to living a productive life. (Housingworks.org). Apart from generous donations and partnering with many companies, this non-for-profit organization receives funds by running thrift shops, bookstores, Catering companies, hold events to raise awareness and Donations and Screen printing business. Inspired by Housing Works NYC, other states have adopted the organizations' philosophy and it has spread to states including (main headquarters) New York City, Rhode Island, Massachusetts, District of Columbia, and the Country Haiti. What comes of a dream; a dream to end homelessness and bring awareness to HIV/AIDS.

## **Company Demographics:**

The stores demographics are from the age of 25-34 years old that are married without kids, bringing in an average income of \$84,847. 68% rent their homes and most of them have a Bachelors or a Graduate degree.

## Target Audience:

She's thrifty because she still has the desire to live the luxurious lifestyle, but really can't afford it as much because she now has a husband maybe one child and is renting thus is able to purchase "name brand " on full retail price as she used to. The housing works proves that for her in a 90% discount if she goes on a good day. She doesn't really need to thrift she thrifts because she wants to, because it's "in" and because she's bored at home. Lastly, this Upper Eastside woman can be any race e.g. Caucasian, African American, Persian, Hispanic, and Asian American.

## Research Methodologies:

To come to conclusion on the target audience and demographics, we have interview the store manager of what kind of customers came in, observed which products were sold, and looked around the neighborhood to determine the demographic. Also, we have separately observed a section of the store and saw what kind of customers geared towards what product. From there we will separate the different demographics for apparel and furniture and determine the target audience. We also looked at the research that was done, the age, gender, income and education and it helped us understand our customer better.

## Proposed Time Line:

Week 3: Go to the Market and Research the location of the store.

- Notice the gender
- Age
- What products the store has to offer
- Shopping habits.

Week 4: Finish up the research portion and get into the design proposal.

Week 5: continue working on the design Element

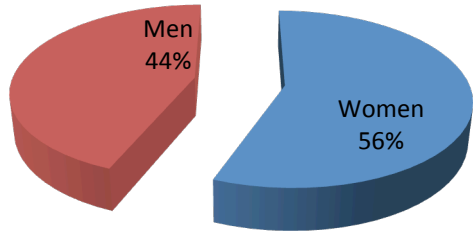
- Logo
- Cards
- Store Front
- Identity Package
- Market Incentive

Week 6: Continue working on the Design Element

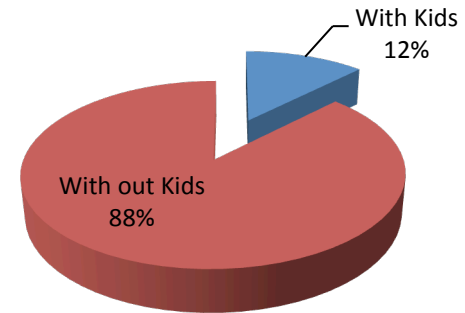
Week 7: Finish the identity package and the incentives have that cleared and finalized by the ending of week 7.

Week 8: Focus on the production, should be finalized by the ending of week 9.

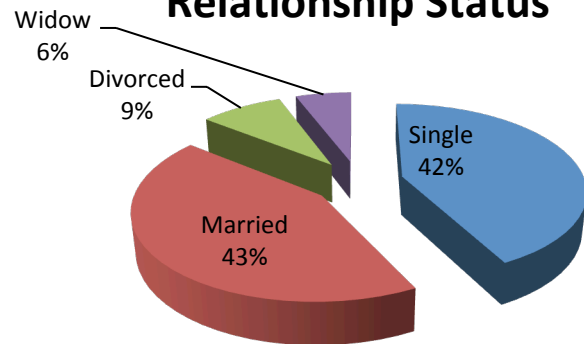
## Upper East Side Demographics



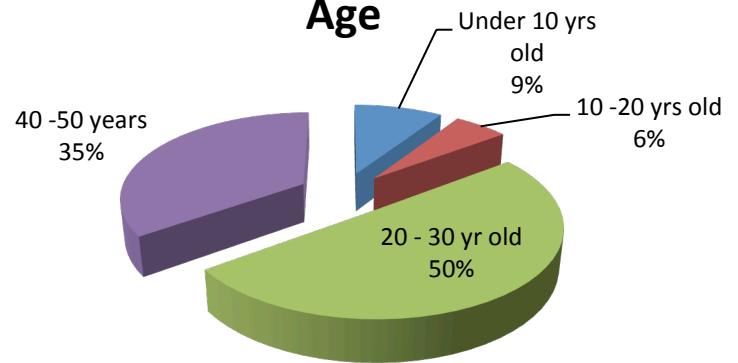
## Homes With Kids



## Relationship Status



## Age





# Housing Works Proposal

Branding FM215

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## **Overview:**

To execute re-brand an existing organization using branding Principles given in the course. As a group we will research and study the Housing works (housing works.org) as the client for the re-branding initiative. Housing Works operates many retail shops; have chosen Upper East Side (202 East 77<sup>th</sup> Street New York, New York) to act as the base model for our project.

## **Objective/Agenda:**

Given the chance to work with Housing works thrift store in the Upper East Side, our team has come up with new and innovative ideas that reach out to a larger demographics of people and bring larger customer base. In this project, we will rebrand the housing works thrift store. This will be the first step in changing the complete image of housing work, Upper East Side thrift store location. Second, we will change the floor

Week 9: Continuation of the production

Week 10: Hand in the Final Project

Week 11: Present the completed project.