



GAO REPUBLIC

MARKETING PLAN

2022



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GAO Republic | Marketing Plan

INTEGRATED MARKETING COMMUNICATION

MISSION STATEMENT: Our mission is to provide our brand enthusiasts with a luxurious experience with all the comforts of denim.

TAGLINE: Making streetwear royal.

In an effort to increase apparel brand awareness, **GAO Republic** will institute a comprehensive **IMC**, Integrated Marketing Communication/Strategy by employing multiple tactics to reach its target audience including but not limited to the deliberate tactic of staying true to the company's mission statement of making streetwear regal, honing in on activities surrounding Hollywood award seasons and trendsetters that identify as inspirational muses or potential influencers of the brand.

The Company will use the integrated marketing communication plan to catapult its Go-To-Market Strategy. The **IMC** plan will incorporate a 360 Degree strategy that aligns with digital marketing, ecommerce, traditional brand marketing, and social media incorporating immersive storytelling to drive new sources of revenue through an innovative plan starting with the brand's unique product line, consumer experience platforms, 3D fashion shows via virtual reality devices, and possible influencer marketing through agencies like as <https://www.obvious.ly>

<https://www.youtube.com/watch?v=Ux0QKAtme8I>



VIRTUAL REALITY SHOWS





 obviously



INFLUENCER MARKETING



SMART BRANDS ARE ALL DOING IT.



INFLUENCER MARKETING IS ONE OF THE FASTEST GROWING (AND TOP-GROSSING) ONLINE SOCIAL CHANNELS FOR BRAND AWARENESS.

OVER 80% OF BRANDS PLANNED TO LAUNCH CAMPAIGNS WITH INFLUENCERS IN 2015, AND 60% SAID THEY PLANNED TO INCREASE THEIR INFLUENCER MARKETING BUDGETS.

WHICH MAKES SENSE.



THE BEST OF EVERYTHING.

Influencer marketing combines the best ROI features of social, word-of-mouth, and paid search marketing.

SOCIAL

74%¹ of consumers rely on social networks to guide purchase decisions.

WORD-OF-MOUTH

Customers acquired through word-of-mouth have a 37%² higher retention rate.

PAID SEARCH MARKETING

The most direct and targeted discovery tool available to consumers, who self-select what info they want to find (much like following an influencer.).

¹ OOH Group, Marketing Study, 2011

² Brand Advocacy and Social Media, 2009 GMA Conference, Detroit



INFLUENCER *MARKETING* **FOR** **THE WORLD'S** **ICONIC BRANDS**

<https://takumi.com/>. TAKUMI is a global leader in influencer & creator marketing, where human creativity is powered by the very best technology, analytics, and data platform.

TAKUMI



IMC KEY COMPONENTS

GAO Republic's media strategy will incorporate the following five key components in its IMC plan:

1. QUANTIFIABLE GOALS

By choosing key social media platforms that our target audience currently uses such as Facebook, Instagram, Twitter, Pinterest, LinkedIn and or Tik Tok, GAO Republic will be able to identify the types of information the target audience is receptive to receiving through a social media analytics



platform like <https://www.tableau.com>.

Tableau helps people and organizations become more data-driven with the most beloved modern analytics platform in the world.

Equipped with this informational intelligence, **GAO Republic's** social media managers will devise ongoing strategies that lead to quantifiable goals including establishing differences geographically by displaying real world data that is mapped to show consumer behavioral differences. Understanding the target markets' preferences geographically will inevitably enhance the design process to include product that will be better received by territory.



2. KEY MESSAGE POINTS

The management team will consistently view the Company's goals in terms of their mission statement to convey a consistent message about the brand across all platforms and touch points.

3. CLEARLY DEFINE ROLES

GAO Republic will define brand and content roles across the social media program to ensure smooth transitions to avoid information gaps.

4. A TIMELINE

The company will develop a timeline around product development cycles and traditional fashion selling weeks, and Hollywood award seasons and festivals that serve as a framework for disseminating information focusing on consistent updates to execute tactics that support the company's mission.

**Key differential would be to market around Hollywood and or celebrity award ceremonies, festivals, or events instead of traditional retail calendar events.*



MEDIA STRATEGIES

5. SUCCESS METRICS

The company will set reasonable goals and expectations for its social media strategy by instituting benchmarks for evaluating online endeavors. Meeting or exceeding these benchmarks will direct the future and ongoing efforts of GR's social media strategy.

GAO Republic's management and marketing team will use a combination of online and offline media strategies to optimize market penetration which include, but are not limited to:

GAOREPUBLIC.COM

- Advertising
- Artificial Intelligence
- Award Season events
- Concerts and festivals of entertainers that resonate with the target market
- Press and Public Relations
- Personal Selling
- Product Placement
- Trade Promotion and Fashion Shows



PROJECT
TOKYO



HOME VISIT EXHIBIT BRAND LIST MEDIA BLOG WOBE our US SHOWS

安全対策について
出展費料請求 | Exhibitor Inquiry





INSTAGRAM / SOCIAL TEMPLATE

- Consumer Promotion
- Tourist Bureaus (retail shop)
- Key Los Angeles events
- Social Media
- Email Marketing
- Cause Branding
- Influencer Marketing/ Blogging

**LONDON
FASHION
WEEK**

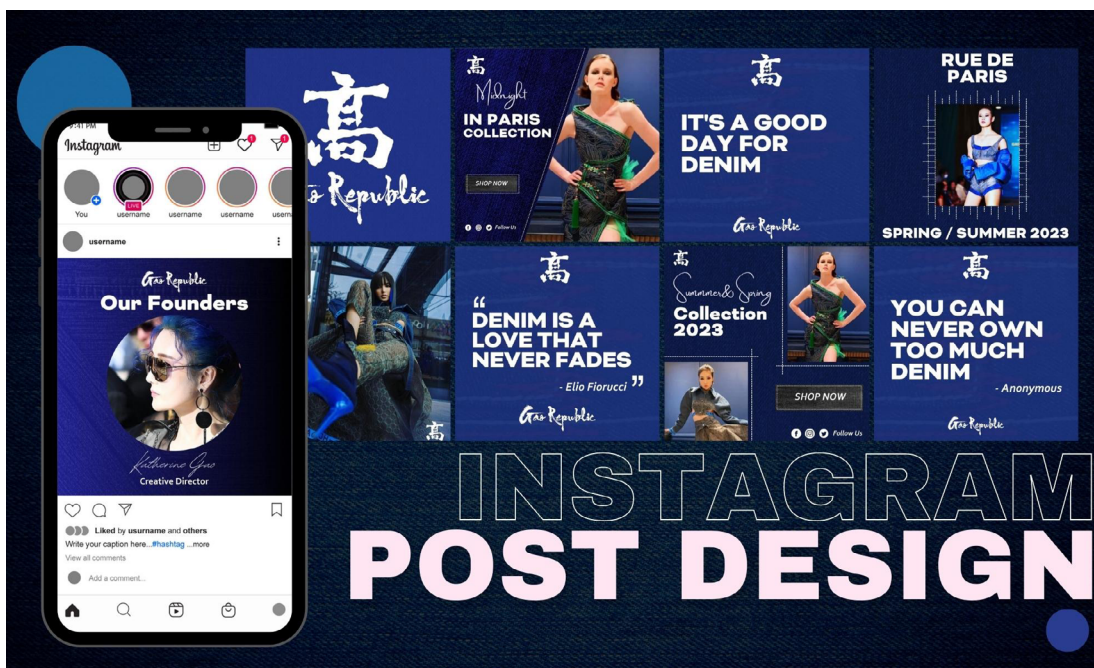
**PARIS
FASHION
WEEK**

上海时装周
**SHANGHAI
FASHION
WEEK**

**NY
FW**
THE SHOWS
PRESENTED BY
afterpay

GAO Republic plans to define its luxury social media image by developing an identifiable luxury IG template (emphasizing royal blue) such as:

Gao Republic's social footprint will be on brand and be consistent across all platforms. Whatever is posted on Insta gram will be reiterated or translated to supporting platforms.





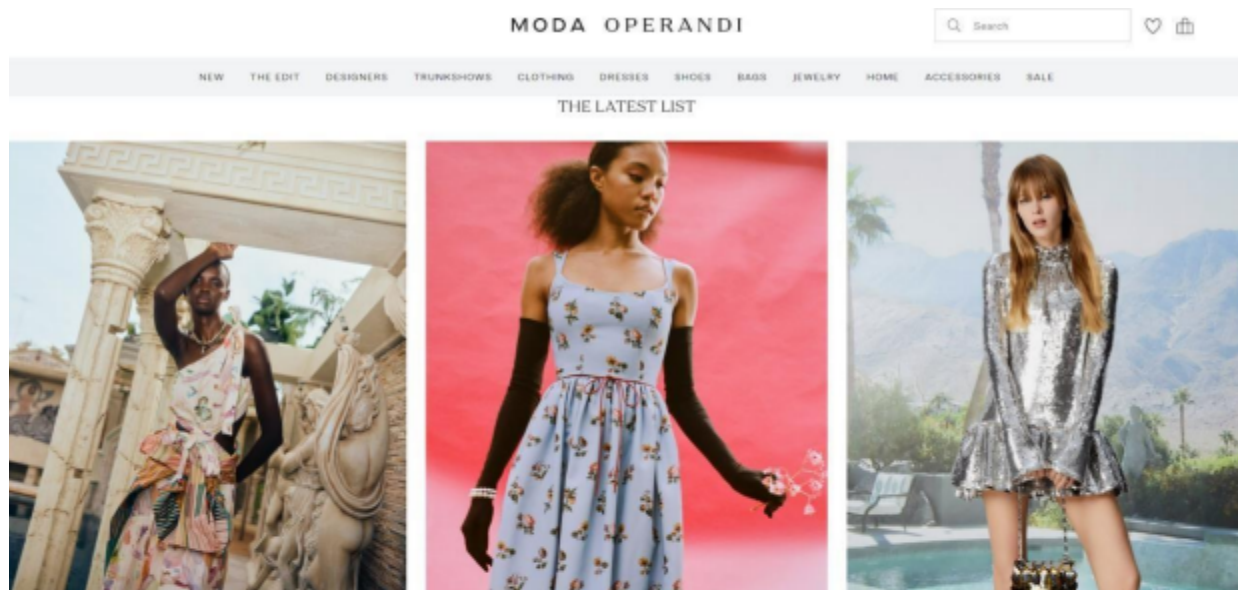
PROMOTIONAL STRATEGY

GAO Republic will utilize a six-fold marketing mix strategy which includes: advertising, sales promotion, trade promotion, email marketing, influencer marketing, and consumer promotion. The company will maximize the use of its gaorepublic.com website to promote the brand to the target customer/ end user as well as its own brick and mortar when the time comes. GR will take advantage of new technology to pandemic-proof the brand by promoting and collaborating digitally across multiple platforms. GAO Republic will take advantage of key events internationally as well to maximize quick market penetration in a short period of time such as international fashion shows through branded displays like: Hong Kong, Shanghai, London, New York, and Milan Fashion Weeks.

Luxury eCommerce platforms such as Moda Operandi, FarFetch, Net-A-Porte and SSENSE provide high end opportunities to get more eyes on the brand via a wholesale play to this well-established “well heeled” communities.



LUXURY ECOMMERCE PLATFORMS





EVENTS & PARTNERSHIPS



The brand will create seasonal looks via photoshoots depicting current styles worn by models that depict the target audience in order to entice target buyers to participate in optimal sales transactions.

GAO Republic's market share falls within the women's luxury and affordable luxury segment of the fashion industry and therefore would look to specifically participate in events and or partnerships that have the most contemporary customers in attendance such as:

- Fashion & Red-Carpet Event
- Film festivals: Sundance, CANNES 2022 takes on a more casual luxury look with Jennifer Connelly in Louis Vuitton



Cannes Day 2:



Jennifer Connelly attended the *Top Gun: Maverick* photocall at the 75th Annual Cannes Film Festival wearing head-to-toe Louis Vuitton. She left the bow of her blouse undone for a casual effect which lit up the riviera. This was paired with hair styled in a dramatic sleek side parting.

- Theatre and Movie premieres
- Concerts
- Sports events (LA Lakers, LA Rams)
- Video Production



GO-TO-MARKET STRATEGY:

GAO Republic's game changing strategy for marketing in the contemporary / luxury space would be to carve out a unique niche within that space calling it "hip couture, street couture, or everyday couture" that would lend itself nicely to the global inclusion of continental styles that are increasingly moving into everyday lifestyle choices. IT's HIP TO BE GAO!

When **GAO Republic** is ready to add on wholesale marketing, the brand may consider showing on a more international level at venues such as:

- PROJECT®/ Coterie as part of WWD MAGIC occurring bi-annually in February and August of each year in Las Vegas. (By-Invitation-Only Buyer's Suite Product Launches are optional)
 - PURE located in London, England occurring just prior to PROJECT in February.
- CAPSULE, NY, LA and Las Vegas at the Sand's Hotel & Casino. Feb, March and July respectively.
- PARIS Women's, in Paris, France in March
- COTERIE in NY end February early March
- Designers & Agents, Los Angeles, CA in June
...as well as attend
- Premiere Vision, Paris for fabrics, trims and trend forecast as part of research and development.



Further to that, **GAO Republic** will conduct PR campaigns around each collection or delivery and advertise in fashion publications to reach the same target market.

Other fashion publications that the Company may target for exposure include, but is not limited to:

- INSTYLE
- THE HOLLYWOOD REPORTER
- LOVE (UK)
- WONDERLAND (UK)
- STYLIST MAGAZINE (UK)
- ELLE
- HARPER'S BAZAAR
- VOGUE
- MARIE CLAIRE
- RUSSH (AUSTRALIA)
- OYSTER (AUSTRALIA)
- FLARE (CANADA)

Finally, in pursuit of becoming a lifestyle brand, the company will strategically initiate human interest stories around the **GAO Republic** brand and gaorepublic.com so that followers and customers feel a more intimate connection to the brand.

To that end, the brand may consider employing a PR firm that resonates with the brand's aesthetic and the target customer.



MEDIA MIX OPTIMIZATION

Employ top fashion press agency like Michele Marie PR in LA/ NY.

ABOUT PR SERVICES +

michele marie pr

PRESS + CLIENTS CONTACT

*a FULL-SERVICE PUBLIC
RELATIONS agency*

Michele Marie PR is a full-service PR agency specializing in press, celebrity/VIP, and fashion PR securing third party credible content. Through digital placements, celebrity affiliation, influencer posts, editorials, and experiential event coverage, we provide the validation consumers and buyers need.

Michele Marie PR is a bi-coastal agency with showrooms located in Los Angeles and New York City.

[LEARN MORE](#)



*specializing in FASHION,
BEAUTY, & LIFESTYLE*

Michele Marie PR was included on Forbes' America's Best PR Agencies list, the PR Net 100, and Best of Beverly Hills businesses. These accolades highlight our firm's diligent marketing assistance via strategies and approaches for special event planning, social media management, celebrity endorsements, store openings, editorial events, and product placement.

[VIEW OUR CLIENTS](#)



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