

A Study on Promotion of the Fashion Brands which Applied Characters -Focused on 2005 S/S Brands-

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This study was to analyze the character usage situation of five brands which were highly recognized by the consumer, and it was to propose the character usage promotion strategies of future fashion brands to activate and merge the character business and fashion.

The methods of research and steps were as follows : First, in the introduction, this study defined conception of character, classified character types, which would be usable in fashion, and then reviewed character business of the fashion leading countries. Second, this study analyzed the character usage situation of five character brands which were highly recognized from the consumer during spring and summer in 2005.

Third, this study proposed the character usage promotion strategies of future fashion brands.

The results were as follows :

1) The companies should analyze accurately how their company's products want to be posited and how they intend to target the costumers. That is, they must consider carefully whether they will set to the taste of the purchaser or will target to the users when purchaser and user are different.

2) To create a character for the targeted costumer, they should understand the trends, analyze the costumers' thoughts, and then correspond the brand concept with character's image.

3) To keep the character fashion for a long time, each brand will have to develop simple color, pretty and humorous character designs, which have not only social issue and story but also rapport with consumer. Also, the characters should be able to change constantly and stay uniquely.

4) The promotion strategies, which transfer the symbolic meaning into company's products or services are required.

5) In case of using the animation character, since the popularity and timing is so important, it will be desirable for the company that manufactures quick response product rather than planned product.

The future promotion strategies of the Fashion Brands with characters, which were proposed

by this study have some significance, such as stimulating the customers to purchase by awakening the sweet reminiscence, promoting the reputation of the fashion company's brand, and gaining an opportunity to raise their sales amount by taking advantage of emotional marketing and experience marketing.

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