

Creative Brief

Client: American Apparel

Designer: Lisa Liu

Product: American Apparel Ad Campaign

Background:

American Apparel is the vertically-integrated manufacturer and retailer of stylish, casual clothing. It is also the largest garment manufacturer in the United States. They are paying the highest wages in the garment industry, and they don't outsource to local or developing-nation sweatshops. Their entire process is time-efficient, and they can respond faster to market demand.

Target Audiences:

Their target audiences are young metropolitan adults, the age from 13 to 25, both male and female.

Objectives:

American Apparel has good quality, innovation, and stylish design.

Obstacles:

American Apparel competitors are companies like, Forever 21, Wetseal, and others who retailer of stylish, casual clothing for young metropolitan adults. The company is also trying to create a better working environment. For example: They are the only company that gives their employees the high wages and full benefits in the garment manufacturer industry.

Key Benefits:

Playful, stylish and full of personality.

Support Statements/Reasons Why:

American Apparel is famous for their solid color garments. The idea "play with color" to encourages and attracts people to be playful with the color, creating their own style and personality.

Tone:

Playful, fun, and stylish.

Media:

Mediums that will be focused on are a transit shelters ad, 2 spread magazine ad in youth fashion magazine "Teen Vogue", 8 panel point of purchase brochure that people can pick up in the store, gift card, and clothing tag.

Creative Considerations:

Based on American Apparel is an international company, the campaigns should can be represent to many nationalities.

Strategy

American Apparel has created a casual but stylish look for young metropolitan adults. They are a sweatshop-free clothing line and also strive towards environmental friendliness. They have consolidated all stages of production under one roof at their downtown Los Angeles factory—from the cutting and sewing, right through to the photography and marketing. The advertising campaigns will help American Apparel to have a stronger and memorable image. American Apparel is famous for their solid color garments. The idea “play with color” encourages and attracts people to be playful with the color, creating their own style and personality. By using the pencil drawing illustration and watercolor swatches, the whole campaign is delivering the idea of being playful: “Be playful, and be creative.”

How do the campaigns help their company image?

Transit (Bus) Shelter Ad: The benefit of transit shelter ad is that it offers outstanding visibility and quality impressions with a glass showcase, delivering high circulation figures due to its curbside positioning along main roadways, it maintains high visual impact 24 hours a day by using back-lit illumination. The ads will be posted in the bus shelters near middle schools and senior high schools. The advertising will focus on American Apparel's new message and styles.

Magazine Ad: The American Apparel magazine ads in Teen Vogue will support the transit shelter ads, which will also focus on American Apparel's new message and styles.

Point of Purchases Brochure: People can pick up the point of purchases brochure in stores. The brochure will have the new-arrival product information, style guides, and online store coupon codes.

Clothing Tag: The tag will come with all new clothing. It will be printed on fabrics with the new message tag line “play with color” and the color swatches, so people can get the message and keep the tag.

Gift Card: Gift cards are always a good medium for spreading company image. Presently, many people use gift cards for gifting instead of buying an actual object. The gift card will have American Apparel's new look and styles imagery on the front to let people know the style of their company and attract potential customers.