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**Principles and Practices of
Marketing**

Element 2

‘ZanZan Marketing and Rebranding Proposal’

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Introduction

This paper presents the eyewear brand ZanZan, the eyewear market and why rebranding is necessary for the company. The physical appearance and the inner foundations of the brand will be analysed. Customer research has been made, the findings and theories for the suggested rebranding strategies will be explained.

After World War I, a pioneer to be, the nephew of Sigmund Freud, Edward Bernay started in the new industry that would be known as public relations, (Basen, 2014, p. 17). Bernay wanted to discover how subconscious appeals could engage a larger audience. He concluded that the strategy should not be to inform the public but to persuade it. He believed “the fact of the modern world was simply too complex for the average person to understand”. In 1928, Bernay published his book ‘Propaganda’. He wrote about “an invisible government which is the true power of our country”. Meaning that this small group of people “understand the mental processes and social pattern of the masses. It is they who pull the wires which control the public mind” (Basen, 2014, p. 18).

The birth of today’s influencers and Kardashian’s Instagram accounts were a fact.

ZanZan, the Company

The founders, Megan Trimble and Gareth Townshend discovered the Maltese word ‘Zanzan’, which describes the feeling of wearing something special for the first time. The London based duo started the company in 2009, with their studio at Tileyard London where they design the products for both men and women. The eyewear is handmade in the workshops located in Northern Italy, in the small town of Valdobbiadene. The company says they believe in value for money and that they are

aiming for eyewear that last beyond trends and seasons with the slogan “buy better, buy less”.

Gareth Townshend describes their brand identity as feminine, elevated, design lead and the core brand values, as fun and different. Dreaminess and exotic are the emotions they want their customers to experience through their brand and logo. Their typical customer is “mature and female”. All their products are priced £100 GBP which includes a zip case and a cleaning cloth, delivered in a designed box (Zanzan, 2021, Townshend, 2021).

In 2018, Zanzan rebranded. They wanted to support a new collection with a tighter and more professional brand offering, as they extended their product range to include men's and optical collections (Townshend, 2021). The project was executed by 'Studio L'AMI who presented a new colour scheme for the brand as well as a new logo.

From a previous black and white look and logo to blue, grey, white and peach. Studio L'AMI describe the new blue logo with white stripes as the heart of the identity system yet more appealing to a wider audience of both women and men. To ensure playful elements, a vibrant colour family and a multifaceted font style establish its consistency with the Zanzan experience (Studio L'AMI, 2018).

The website zanzan.co.uk has a feminine feel to it with soft colours and aesthetics (Elegant Themes (2017). A blend of Images of their products together with information on the frames and the company. Their Instagram account 'zanzaneyewear' has roughly 38k followers. The overall content consists of their

products, black and white photos of iconic profiles such as actors/actresses, artists, models and inspiring Interior design images (Instagram, 2021)

Their Facebook account 'zanzanuk' has more than 4000 likes and a equal number of followers. The content breathes the atmosphere of their Instagram account with the same images but slightly more focused on the products (Facebook, 2021). They have a Spotify radio channel called "ZANZAN SUNSHINE RADIO" with 133 followers, they offer playlists with different themes, named for example 'Soukedelia' and 'Pillbilly soul' (Spotify, 2021)

The Market

The concept of fast fashion (rapidly produced and high volumes) is growing amongst the millennials and motivates the industry to design affordable and desirable eyewear.

In 2020, the global market for eyewear was valued at USD 147,60 billion. The compound annual growth rate is said to expand 8,5% from 2021 to 2028.

A successful tool has been the power of social media platforms, opening up new ways for growing and expanding. This has also allowed the companies to target their audiences more efficiently, to participate in promoting their products in creative marketing strategies with influencer collaborations and affiliate marketing.

The effect of e-commers has led to a massive growth for new start-ups within the industry, by online platforms helping the growth of the market and the presence of alluring offers and features.

Europe is the leading region in terms of revenue 2020, with a share of over 37%. The reason being that Europe is the home to the big fashion houses such as Prada and

Gucci who's leading the market in fashionable eyewear (Grand Review Research, 2021).

"When people trust a brand and see it as valuable, they will desire products with that brand".

AJ Agrawal, entrepreneur and marketer claims that branding is crucial for the eyewear brands due to the number of companies offering basically the same product. What differentiate one from another is the strategy of how to sell yourself as a brand and innovative marketing for your products. This brand identity is also a significant reason why a pair of sunglasses can cost hundreds of dollars while the product cost considerably less to manufacture (Agrawal, 2015).

Analysis

By first impression, when looking at the ZanZan logo, one would not be able to immediately understand what the brand is offering the customer, what is the product? The feel of the brand based on the logo is as confusing.

In a survey, a group of 30 men and women between 23 and 50 years old, European based and with an average salary (appendix 3) were shown the blue and white ZanZan logo and asked, *"what does this logo tell you? Based on this logo what products do you believe they sell and why?"* The message was clear, one person answered "sunglasses".

The majority of the other 29 participants replied "nothing" and offered a wide range of suggestions what the products could be, from Greek food to tech services.

Without saying a word, the right logo says everything. Undeniably this is clearly not the case for ZanZan and one can justify that already from the potential customers first impression of the company, there is an issue. This, combined with the results when asked, *“based on your impression from the logo what kind of vibe and style do you think the brand has?”* The participants had several options to choose from and the outcome shows that all the alternatives has more or less the same percentage with “unisex” being slightly higher (appendix 4). This shows that the brand identity radiates consequently an extremely vague message and does not help to differentiate them from other brands.

When the individuals were asked to *describe with 3 words what comes to your mind when you hear handmade Italian sunglasses?* The majority used words such as luxurious, quality and expensive (appendix 3).

As mentioned, the founder Gareth Townshend describes the emotions of their products being dreaminess and exotic, again not an equal match to what the actual potential customer is visualising. Consumer market segmentation should include geographical, demographical, behaviour and psychographic. If this is done successfully it would allow the possibility to achieve proper high return on investment (Martin, 2011, p.15). The impression is that the company does not have a clear idea of their market segmentation. Considering that Europe is the leading region in terms of revenue, “mature and female” is simply not enough. Due to this lack of segmentation profiling, the rebranding will be based on the survey, with a variety of gender, age, location (in Europe) and purchase behaviour (appendix 3).

The three adjectives stated above are clear directions that should be applied to the current brand identity.

ZanZan are actively emphasising that their frames are handmade in workshops in Italy which symbolises quality (Mya, 2020). Luxury, their design is considered as “contemporary elegance” (Carter, 2018). Expensive? ZanZan is offering their shades for lower prices than other known Italian manufacture brands (Prada, 2021, Gucci, 2021). Altogether, this should be the foundation behind the ‘buy better, buy less’ concept, to summarise, it is available luxury, in other terms ‘masstige branding’.

Masstige brands are based on the idea of offering prestige to the masses, it is also called ‘new luxury’ or ‘mass luxury’. These brands create symbolic benefits and prestige which separates them from middle-range products and brands. By still being affordable to the customers by doing so, they reach a broader target than the more niched approach from luxury brands (Kapferer and Bastien 2009, p. 312). Based on the findings so far, this should be an extremely suitable marketing direction for ZanZan.

The survey participants were asked, “*how does the colour gold make you feel?*” “53,5% mentioned the word luxury and/or glamorous. If a product would be delivered with a desirable, designed box, 40% would consider using the box as decoration in their home and another 26,67% are extremely likely to do so. Appropriate facts to be adopted for a company like ZanZan who quite recently rebranded with a colour design one could question the purpose for, due to the combination being full of different messages (appendix 2) and they deliver their products in such a type of box (ZanZan, 2021).

As previously mentioned, the website has a feminine look, some could say girly (Elegant Themes, 2017, Pinterest, 2021).

A look that doesn't quite make sense when they offer collections for both men and women, which apparently was also another reason for the rebranding 2018; they started their men section. To acknowledge the survey, the participants agreed most on "unisex" being the strongest impression from the logo (see above and appendix 4), yet again a contradictive message from the company. To emphasise this even further, "dreaminess" and "exotic" and the typical client being "older (mature) and women" cannot clearly be found in the spirit nor the look of the website (Townshend, 2021, appendix 6),

When entering the ZanZan website, as a client you are offered to sign up for their newsletter, but this tool seems to have technical issues when pursued several times. The idea and foundation behind the Instagram experience is appealing. It's stylish with the black and white icon photos and inspiring with the images of interior design as well as high quality product pictures. Is it enough? Apparently not when looking closer at the amount of likes and the lack of engagement. Even though content is posted consistently, when studying the account, the impression is the opposite, it lacks pulse and passion. Regarding the Facebook account they face the same issues, even though they have substantially lower follower amount, the lack of engagement impregnates the whole page. The Spotify radio channel feels like a creative initiative, but there's also a feel of not executing it all the way. The playlists have no clear connection to the brand, the product nor the values.

'Banton Frame Works' and 'illesteva' are two similar brands. UK and New York based with roughly same pricing as ZanZan. Their websites are speaking the same language as ZanZan's in terms of look and design but with a few differences. Banton Frame Work offers a slightly more minimalistic web design and a lot of information on their site. They are sharing their story in the "About Us" section in a much more detailed way, accompanied with several personal images and they include much more when explaining how the glasses are made. Sharing your story can be crucial for marketing and is important because it can help your customers to feel closer to your brand and connect with it (Salvat, 2019). Research shows that personal stories engage more of the brain and are better remembered than just a set of facts (Zak, 2013).

Their FAQ sections offers relevant questions and information for a customer while ZanZan's FAQ section is non-existent with only contact details (Banton Frame Works, 2021)

The New York based brand illesteva's website has similar aesthetics as ZanZan but just like Banton Frame Works, there's more content and they rise their collaboration campaigns they've done and are doing, from eateries, artists to designer brands (Illesteva, 2021).

ZanZan Co-Founder Gareth Townshend is under the impression that collaborations are not necessarily the best way to go marketing wise, "done wrong they can be a lot of work and can sink after a few days with no measurable outcomes" (Townshend, 2021, appendix 6).

However, collaborations as a marketing strategy can be very useful and time efficient, for growing your customer base, increase brand recognition and reaching a wider audience through new channels and shares (Fayad, 2015).

A powerful collaboration could bring a lot of value to the brand ZanZan, a campaign where their products would be in focus alongside a greater cause and a statement that would bring further respect and admiration for the brand as well as their creations.

Rebranding Strategy

The spirit of ZanZan will be kept but with a much stronger and clearer approach what exactly that spirit is and what the brand is all about, both look and experience wise. Based on the marketing research, the entire package will be enhanced with a new, classy-feel logo where “eyewear” is added so the customers know immediately what the products are.

The warm gold colour together with the white background will become a clear association to the feel that will be the company’s pounding heart; *you are in the sun; you feel the warmth on your skin and the breeze in your hair. With a cocktail in your hand, you’re looking out on the amazing view behind your ZanZan’s and an adventure is just around the corner.*

A new frame case that naturally speaks the same language as the products, who will be delivered in a designed, gold pattern box to extend the customer experience even further. The aim also being, that the customers are so found of their delivery that they will not only keep the box as a decoration, but they will also post about it on their social media. In the survey, 50% answered that if a product and delivery is great looking/beautiful box and design, they would share their purchase on their social media channels (appendix 3).

The main activity for the rebranded ZanZan eyewear will be a meaningful, creative promotion campaign. An initiative, not only to grow awareness about the brand but also combined with raising money for the charity “Music Support UK”. This Tileyard based organisation provide support for those in the UK music industry affected by mental ill-health and/or addiction (Music Support UK, 2021).

It has been stated that 85% of consumers have a more positive image of a company or a product when it supports a charity they care about (Cone, 2019 p.5). In our modern world, the mental disorders keep growing (World Health Organization, 2021) and the music industry is no exception. A study was made by the University of Westminster, ‘Can Music make you sick? Music and depression’. 68.5% of 2,211 musicians said they have experienced depression, and 71.1% said they had experienced severe anxiety or panic attacks. The results show that musicians are 3 times more recipient to depression than the average person (Gross and Musgrave, 2017).

In collaboration with some of Britain’s most distinguished musical artists, ZanZan will produce a limited-edition optical and sunglasses collection, presented with a genuine black and white portrait series. A series, where the stars are only human like any person, vulnerable with emotions, behind shades, even so, they still see you. The message being that “you are not alone, I see you”.

As a starting point of this important campaign, an exhibition at Tileyard will be organized. Where the signed portraits will be revealed to the world and for sale through an online auction. Relevant guests and press will be invited, the evening will also be broadcasted live on ZanZan’s IG TV. The goal of this premiere is for the campaign to go viral through engagement, hashtags, shared content and support by the public.

The portraits, behind the scenes and making of -video material from the photo shoots and short interviews with the artists will be used as social media content, as well for the digital advertising campaign (appendix 7). The frames will be available for purchase and the portraits posters can be ordered online on the ZanZan website as well as on our collaboration partner blackandwhitepostercompany.co.uk from £19,99 (depending on size).

25% of the collection revenue and 50% of the portrait revenue will go straight to Music Support UK.

As a complement and push for engagement, a competition will be held where the followers can win products by contributing with sharing their favourite song to be added on our special campaign Spotify channel. Music therapy can ease pain and calm anxiety (Harvard Medical School, 2016) and therefore goes together with the “I see you” concept and will function as a way to grow attention for ZanZan’s Spotify playlists.

Instead of investing in a solely product marketing campaign, the total sales profit for the actual sold products shall rather be seen as a bonus and will not be the main purpose with this campaign. By offering well designed products, collaborating with our partners and famous artists together with creating new relationships with our potential customers, ZanZan is showing the audience and the market, they are a powerful brand to count on.

Conclusion

In New York City 1904, Ivy Lee started the first independent PR shop. He represented the transition to the phase “public be informed” from the previous “public be fooled” approach. This was based on the 18th century idea that ordinary people

were reasonable and capable of making intelligent decisions in life if they were given the information that was necessary for those decisions ((Basen,2014, p. 16).

In this post-world war one era, the “appeal to the emotions, not the intellect” promotional thinking was born. Even though Edward Bernay would end up disagreeing, emotions is not only a powerful marketing tool, but it can also be a very powerful guidance for human beings and their behaviour and decisions. Therefore, if a pair of sunglasses could provide for someone’s mental wellbeing or make you visualise and feel the sun on your skin with a breeze in your hair, you would probably buy a pair.

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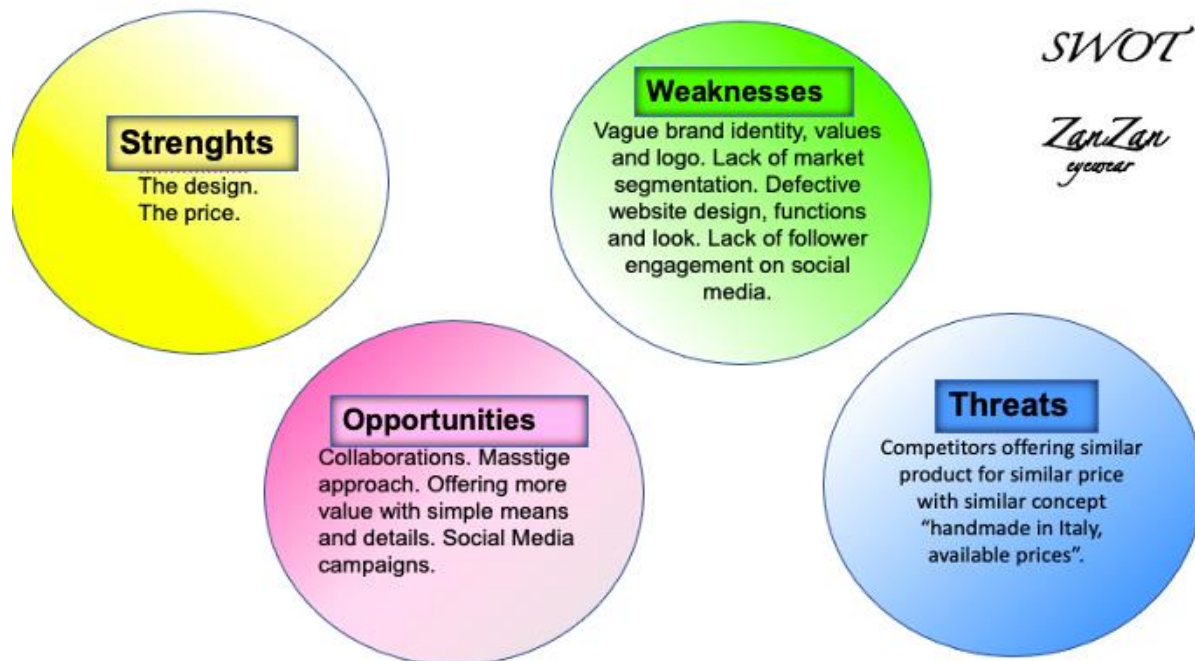
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APPENDICES

1.



2.

THE LANGUAGE BEHIND COLOURS AND LOGO

power sophistication mystery death	hope simplicity cleanliness goodness purity	love passion romance danger energy
intellect friendliness warmth caution cowardice	peace sincerity confidence integrity tranquility	authority maturity security stability
life growth nature money freshness	innovation creativity thinking ideas	royalty luxury wisdom dignity

Using multiple colours can send multiple messages to the customer and this in combination with an unclear logo emphasis a confusion about the brands identity (please, see appendix 4).

Sources:

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3.

SELECTION FROM SURVEY

FOR FULL SURVEY RESULT, PLEASE VISIT

<https://www.surveymonkey.com/stories/SM-2RLTNHVC/>

What does this logo tell you?

Answered: 30 Skipped: 0

The one who did it has a good feeling about design

Nothing really

It reminds me of a Nivea hand cream

For me it tells me that it's a quite young brand looking at the name and font. It's clean and bold.

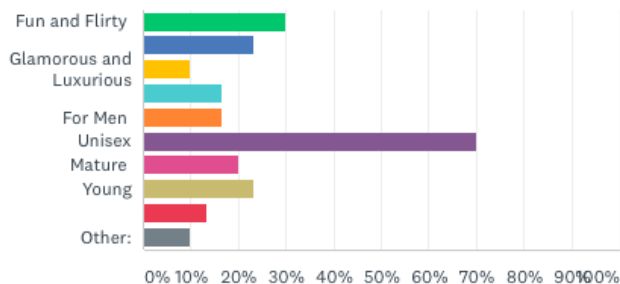
Tropical and blue confuses me.

ZANZAN

🚩 (0)

Based on your impression from the logo, what...

Answered: 30 Skipped: 0



What kind of products do you think ZANZAN ...

Answered: 30 Skipped: 0

I mainly think clothes

Food or drinks. Based on the font and name, that is the feeling I get

Electronics or insurance. Looks a bit stiff.

Health/body product.

It feels like either Zlatan's own brand (because he can afford to have that kind of name/font and I would still respect it, he can afford to be bold.) or it could be sport clothes or Ziczac mint pills or whatever they are called

ZANZAN

🚩 (0)

When you hear Italian handmade glasses and...

Answered: 30 Skipped: 0

Expensive, small design and classic

Quality, design, luxurious

Quality, expensive, trendy

Luxury, glamour, expensive

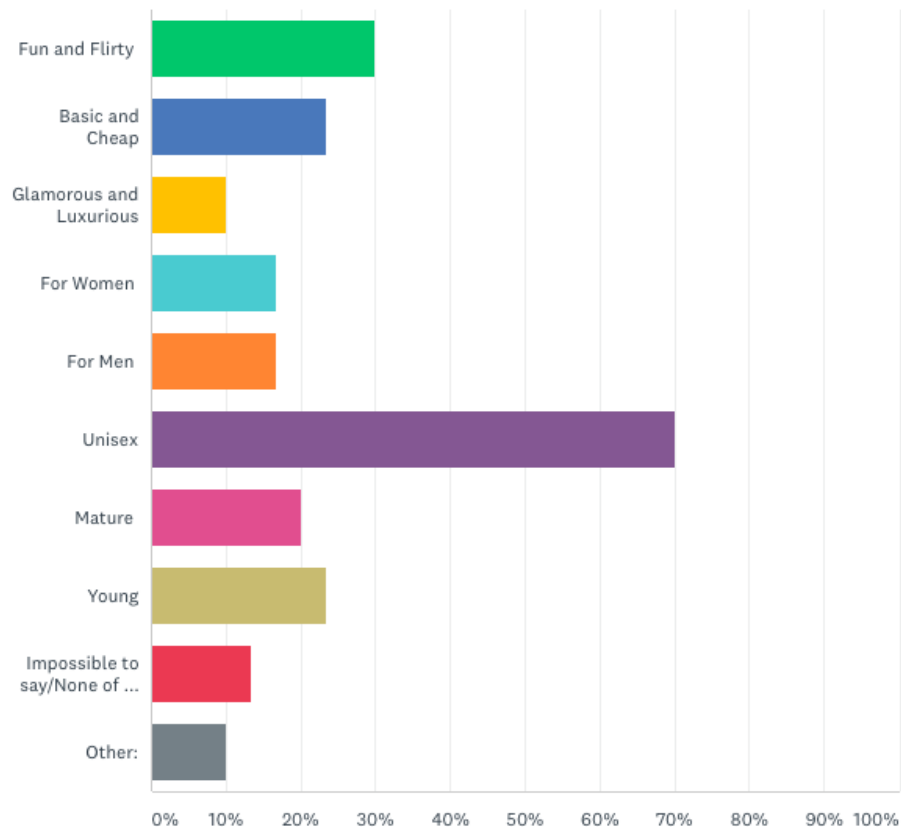
Luxury beauty class

4

IMPRESSION

Based on your impression from the logo, what kind of vibe, aim and style do you think the brand has? (fill in as many options as you'd like)

Answered: 30 Skipped: 0



This shows a very mixed impression of the logo. "Unisex" is probably not the strongest message a logo should symbolize when a company is trying to sell designed, available eyewear.

5. WHY GOLD?



How does the color gold make you feel and think of?

Answered: 30 Skipped: 0

Glamour

Luxurious and elegant

Warm, luxurious, premium

It makes me think of something expensive and one of a kind

Depending on where/what but in general party/nice/posh or warm/bold if it comes to big furnitures.

The colour feels cheap but the real deal is gold! On gold the colour is a wonder.

Lux

As a clothing, cheap and fake. As a jewelry, real

GOLD

Gold is the colour of success and affluence. This colour harnesses masculine energy and the power of the sun with its strong, warm undertones. It is the colour that is most often linked to champions. For products with black packaging, a contrasting gold embellishment creates a luxurious appearance.

7. Gold

Gold is likewise elegant and prestigious, but adds an element of power purple can't match. In combination with purple or green, gold is a powerful color that symbolizes wealth and pedigree.

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<https://signetbranding.com/news/colour-psychology-the-psychology-behind-gold-silver-and-bronze-in-packaging-design/>

6.

EMAIL REPLY (IN RED) FROM CO-FOUNDER GARETH TOWNSHEND 23.03.21

Tuesday 23 feb. 2021 kl 12:28 skrev Carolin Alkegaard

<carolin.alkegaard@gmail.com>:

Hi Gareth,

so happy to hear from you!

I hope the number of questions doesn't scare you, thank you so much for your time :)

Questions:

1. How would you describe the brand identity of ZANZAN? **Feminine. Elevated. Design lead.**
2. What would you say are your core and brand values of your company? **Fun, different.**
3. What emotions are you aiming for, for the customer with ZANZAN as a brand? and with your logo? **Dreaminess. Exotic.**
4. Would you be able to shortly describe the typical ZANZAN customer, such as gender, age, demographic and type of person and profession? **Huge variety, older though. More women.**
5. How big is your team? **Just 2**
6. Do you collaborate with any partners? any social media profiles? **We have done - yes.**
7. What has been your most successful marketing campaign so far and why was it working? **Our relaunch in 2018 - because it was integrated - new products, identity, PR etc all at once.**
8. Do you have experience of a marketing strategy that hasn't worked as well for eyewear as for maybe other areas in fashion? If so, why is that you think as a professional? **Collabs - done wrong they can be lots of work and can sink after a few days with no measurable outcomes.**
9. Why did you rebrand in 2018? and how long did the process take? **About 3 months - we wanted to support a new collection with a tighter, more professional brand offering.**
10. According to Forbes, it costs more or less 15-20 dollars to manufacture a pair of glasses in Italy, is this correct/realistic you would say? **No. It's incorrect. Some of ours cost as much as EUR 45 to make.**
11. When did you start the company? (I have found different information online, 2009 and 2010 so would like to double check). **2009.**

7.

DIGITAL MARKETING AD.CAMPAIGN, Facebook & IG Placements

Budget & Schedule

Budget

Lifetime Budget ▾£6,000.00GBP ⚠

Your lifetime ad set budget of £6,000.00 looks higher than usual. If it's correct, you can ignore this warning.

Schedule ⓘ

Start Date

Jul 1, 2021⌚ 7:25 AM

Pacific Time

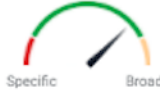
End

Aug 31, 2021⌚ 12:00 AM

Pacific Time

Show More Options ▾

Audience Definition



Your audience selection is fairly broad.

Potential Reach: 240,000,000 people ⓘ

Estimated Daily Results

Reach ⓘ

61K - 175K

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

Audience

Define who you want to see your ads. [Learn More](#)

Create New Audience

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Tilda promo

Location - Living In:

Europe

Age:

20 - 50

People Who Match:

Interests: Shopping and fashion, Elle (magazine), Handmade Crafts, Beaches, Lifestyle, Vogue (magazine), Travel or Eyewear, Employers: Glamour

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