

PROJECT OVERVIEW

CONSUMER

G-STAR

BEHAVIOR

BEHAVIOR

G-STAR IDENTITY

How they see themselves



VS

G-STAR IMAGE

How consumers see G-Star



G-Star is trying to add the empathy value to the raw and design led value, but currently they are toning down these values and therefore their identity is experienced less strong.

G-Star has to find a balance between identity and image.



It looks like G-Star is trying to implement the empathy value to its identity to come closer to the consumer and involve him in the company.

But currently this is not convincing the consumer.

In this project will be researched how the consumer behaves and how G-Star can better appear to the consumer. The scope is set five years from now, to be able to come ahead of the competition.

CONSUMER BEHAVIOR IN 2023

The consumers behavior in the 2023 context is described by 8 clusters.



CUSTOMERS ARE BEHAVING LIKE DORY

They are subconscious and overloaded by influences from the environment, this makes them insecure but critical



consumers are dealing with:

1.

THE INSECURITY THAT THE OVERLOAD OF INFLUENCES PROVIDES

They do not know always how to deal with the opportunities that all the influences provide.

They are not sure about choosing the opportunity that appears to or look further for new ones



THEY WANT TO FEEL ASSURED TO GO FOR THAT OPPORTUNITY

THEY WANT TO FEEL CHALLENGED TO EXPLORE NEW OPPORTUNITIES

2.

THEY DON'T KNOW HOW TO EXPRESS THEMSELVES IN THE CONNECTED WORLD

They are constantly balancing between expressing themselves by joining a peer group or by standing out individually

EXPRESSION BY JOINING A PEER GROUP

EXPRESSION BY STANDING OUT INDIVIDUALLY

Brands can affect customers in dealing with these considerations in a way that fits their identity the best. They can choose to do the following:

EMPOWER PEOPLE BY APPROACHING THEM IN AN ASSURING WAY

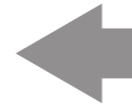
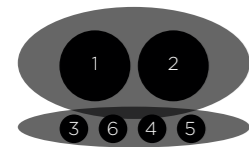
OR

EMPOWER PEOPLE BY APPROACHING THEM IN AN CHALLENGING WAY

EMPOWER PEOPLE TO JOIN THE PEER GROUP

OR

EMPOWER PEOPLE TO STAND OUT INDIVIDUALLY



So which strategy would fit best to G-Star?

G-STAR SHOULD ASSURE PEOPLE

They need to say: 'Stop, we are the innovative denim brand.'

G-STAR SHOULD EMPOWER PEOPLE TO STAND OUT INDIVIDUALLY

They want people to become game-changers, therefore people have to stand out and express their uniqueness

This will make the following statement:



I WANT G-STAR TO EMPOWER PEOPLE TO STAND OUT INDIVIDUALLY AND EXPRESS THEIR IDENTITY BY APPROACHING THEM IN AN ASSURING WAY

EXPERIENCE

EXPERIENCE

BUT HOW DOES THIS WORK?

PHASES THAT THE CONSUMER IS GOING THROUGH

1. Subsonscious wandering around
2. Identification
3. Molding identity
4. Expression of individual identity

ASSURING INTERACTION OF G-STAR



BUT HOW DOES THIS FEEL?



**THE INTERACTION WITH G-STAR SHOULD FEEL LIKE GETTING WELL-MEANT
ADVICE FROM THE BIG GUY IN THE GYM**

clarifying
fascinating
evaluating
unconstrained

**HOW SHOULD G-STAR THEREFORE APPEAR TO
THE CONSUMER?**

UNPRETENTIOUS

modest
natural
honest
genuine
respectful
supportive
straightforward

BOLD

unique
confident
brave
rebellious
expertized
innovative
seductive

**THIS ASSURES THE CONSUMER TO MOLD
IDENTITY AND EXPRESS IT**



RAW



EMPATHIC DESIGN-LED



seductively
mature



ambigiously
creative



rebellious
utility



essentially
tough

CRITICAL CONSUMER

Consumers expect more of brands. They are critical and expect brands to be there when they want them to be there.

TECHNOLOGICAL DEVELOPMENTS

Due to technological developments are brands able to offer more and an more flexible consumer touchpoints

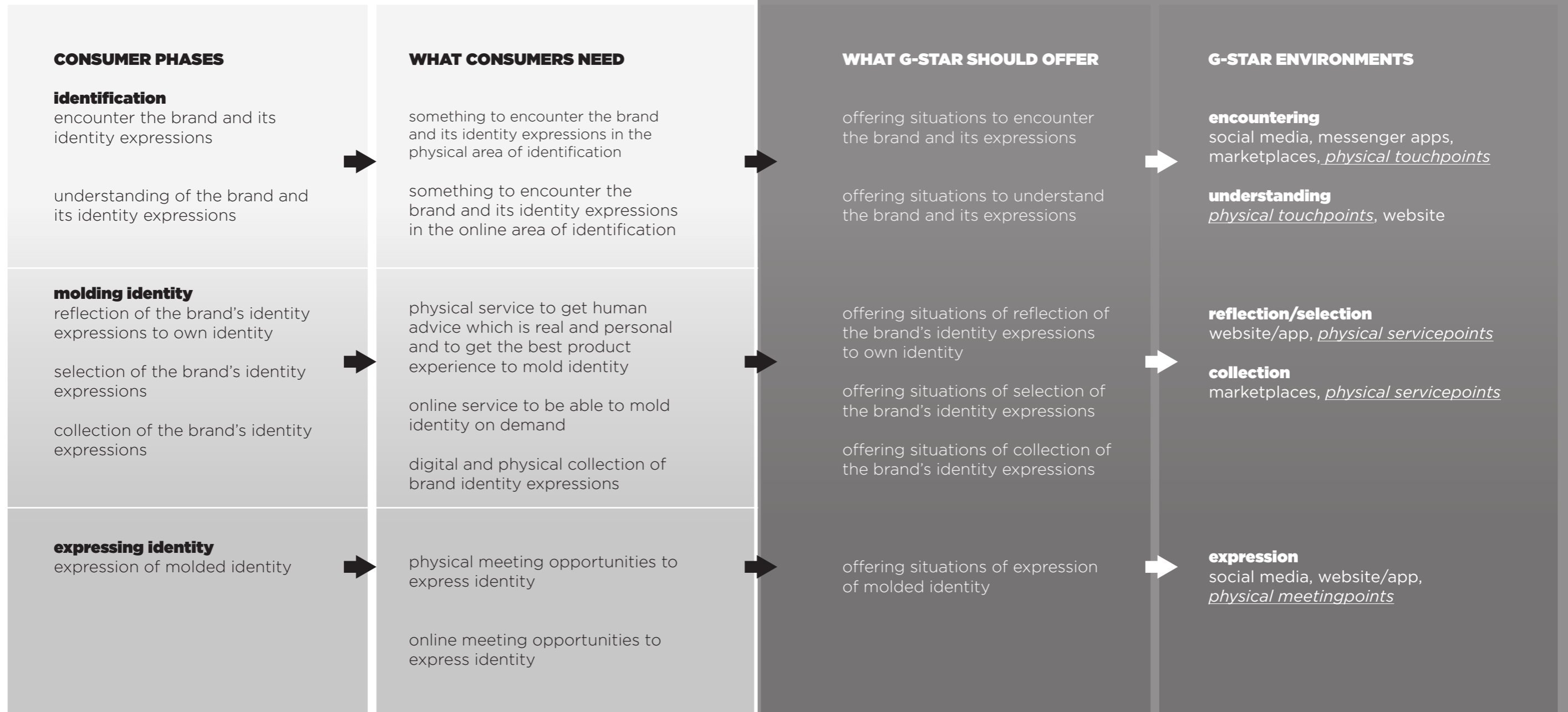


**I BELIEVE THAT BRANDS BECOME HOLISTIC PLATFORMS
OF CONNECTED TOUCHPOINTS TO SERVE THE CONSUMER
IN THEIR NEEDS**

G-STAR BECOMES A HOLISTIC PLATFORM

This means that the phases that consumer goes through take place over multiple touchpoints of a brand that are seamlessly connected and integrated in their lifestyles.

**HOW TO SERVE THE CONSUMER THE BEST IN EVERY
PHASE OF THEIR ARE GOING THROUGH?**



DESIGN

DESIGN

PHYSICAL IDENTITY ENVIRONMENTS

physical touchpoint
 physical servicepoint
 Physical meetingpoint
 +
 online

DISCUSSION: LOCATION

DISCUSSION
