

THICC

Spark Your Infinite Charm

Integrated Marketing Communication Plan

Presented by TEAM 8

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Company Intro & Mission Statement

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THICC

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THICC

A high-end fashion retail destination offering a global selection of brands to customers



Brand Name: THICC 形可

- A descriptive term indicating a woman with a curvy figure
- Light-hearted, attractive or sexual
- In Chinese: We embrace various body shapes
We believe the Plasticity “可塑性” & Possibility “可能性”

Brand Logo: delicate design

- Constitute: wordmark in black and white
- Less is more: show the premium, fashion and elegant values
- Matching the brand DNA and company image

Brand Slogan: Spark Your Infinite Charm

- **Spark:** Every customer has the potential to shine, and THICC's mission is to make beauty to be seen.
- **Infinite:** the beauty of women doesn't limited to an ideal body image
- **Charm:** internal and external appearance are both appealing.

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Mission Statement - Embrace, Encourage, Empower (3Es)

With 3Es philosophy in mind, we defend equality and bring a sense of control to every woman's life

Embrace



Any women regardless of their body shapes, cultural background, marital status, social classes by preparing them to meet every beautiful day

Encourage



Curvy women to share as a united community to break the narrow beauty stereotypes, adding value to our customers from outside to inside and physically to mentally

Empower



Curvy women to define who they are on their own. Most importantly, we make it as easy as breathing

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Segmentation, Targeting & Positioning

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Segmentation

Estimated Target Market Size

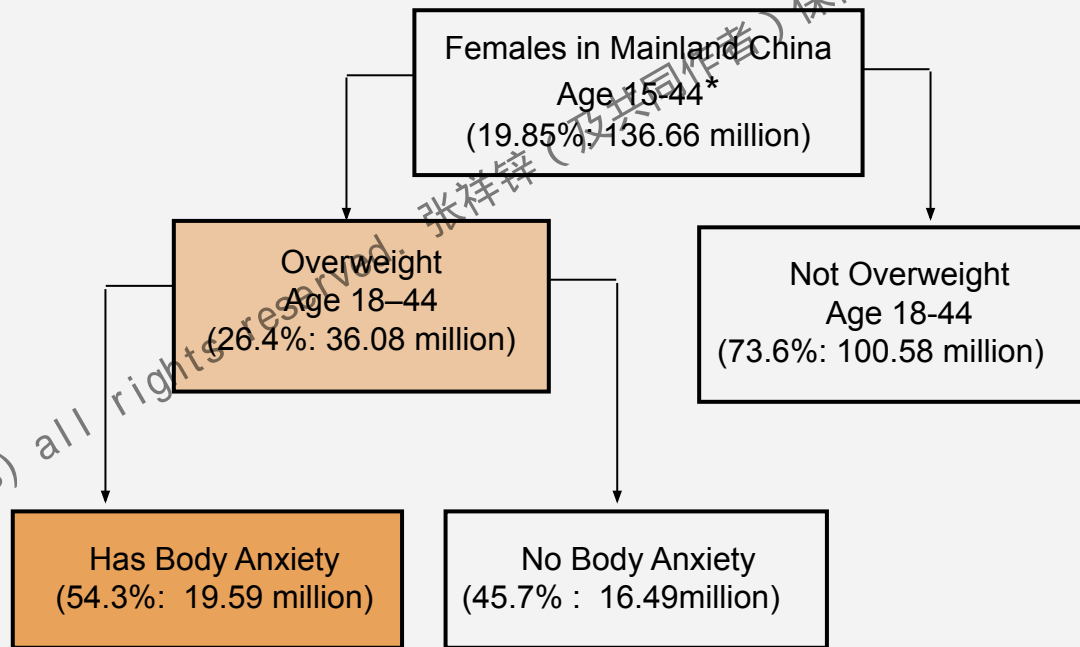
≈ 19.6 Million

Overweight Segment

Approximately, **26.4%** of females (18-44) are overweight

Body Anxiety Segment

Approximately, **54.3%** of females has body anxiety



Sources:

- [1] "China's latest census reports more balanced gender ratio", *Xinhuanet.com*, [http://www.xinhuanet.com/english/2021-05/11/c_139938390.htm#:~:text=Of%20the%201.41178%20billion%20people,Bureau%20of%20Statistics%20\(NBS\).](http://www.xinhuanet.com/english/2021-05/11/c_139938390.htm#:~:text=Of%20the%201.41178%20billion%20people,Bureau%20of%20Statistics%20(NBS).)
- [2] "报告:超五成朋友有身材焦虑,女性身材焦虑更严重", *sina.com.cn*, May 11, 2021, http://k.sina.com.cn/article_1154814715_p44d512fb02700vzsk.html?sudaref=www.baidu.com&display=0&retcode=0
- [3] "Epidemiology and determinants of obesity in China", Pan, Xiong-Fei et al., *The Lancet Diabetes & Endocrinology*, June 2021, [https://doi.org/10.1016/S2213-8587\(21\)00045-0](https://doi.org/10.1016/S2213-8587(21)00045-0)
- [4] "中国统计年鉴", *stats.gov.cn*, 2020, <http://www.stats.gov.cn/tjsj/ndsj/2020/indexeh.htm>

*In source [3] and [4], no data of exact age group 18-44 were available, therefore, the closest data ranging between 15-44 were used instead.

Targeting

Geographic

- Mainland China, with focus on tier-one cities (eg. Beijing, Shanghai, Cities in Great Bay Area, etc)

Demographic

- Females
- Aged between 18-44
- Typical occupations: white-collar, such as tutors, sales, etc.
- Income: median income between 8K and 20K (RMB)

Behavioral/Psychographic (pain points & desires)

- Face challenges imposed by “Fashion Trends” (eg. “hide your body weakness”, “white, young, thin”(白幼瘦), etc)
- Find body anxiety problematic to their lives
- Seek to be fashionable but find it hard to do so
- Have strong self-awareness and know what they want

Persona



Name: Jessica Wang

Age: 30

Job: HR Support in Shenzhen

Salary: 15K RMB/Month

Height: 160 CM

Weight: 67 KG

Positioning

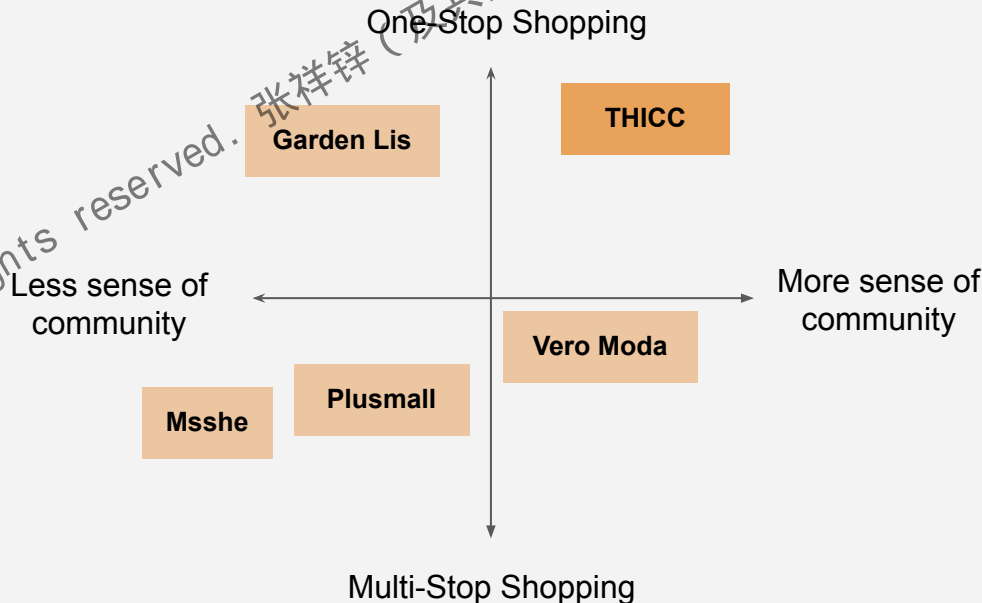
An untouched market is under our feet

- No competition in this specific field
- The closest available brands lose battles in one or both attributes

Therefore, we position ourselves as

- NOT ONLY a **platform** that provides the most integrated fashion service to curvy women
- BUT ALSO **friends** who shed light on their beauty and bring them into the THICC community

Perceptual Map



Marketing 4Ps

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Mission Statement

STP

Product

Price

Place

Promotion

IMC Plan

Product

Retailer

Wholesaler

Brands

Domestic and
international
high-end plus-size
women fashion
brands

THICC Platform

Selling

Shipping

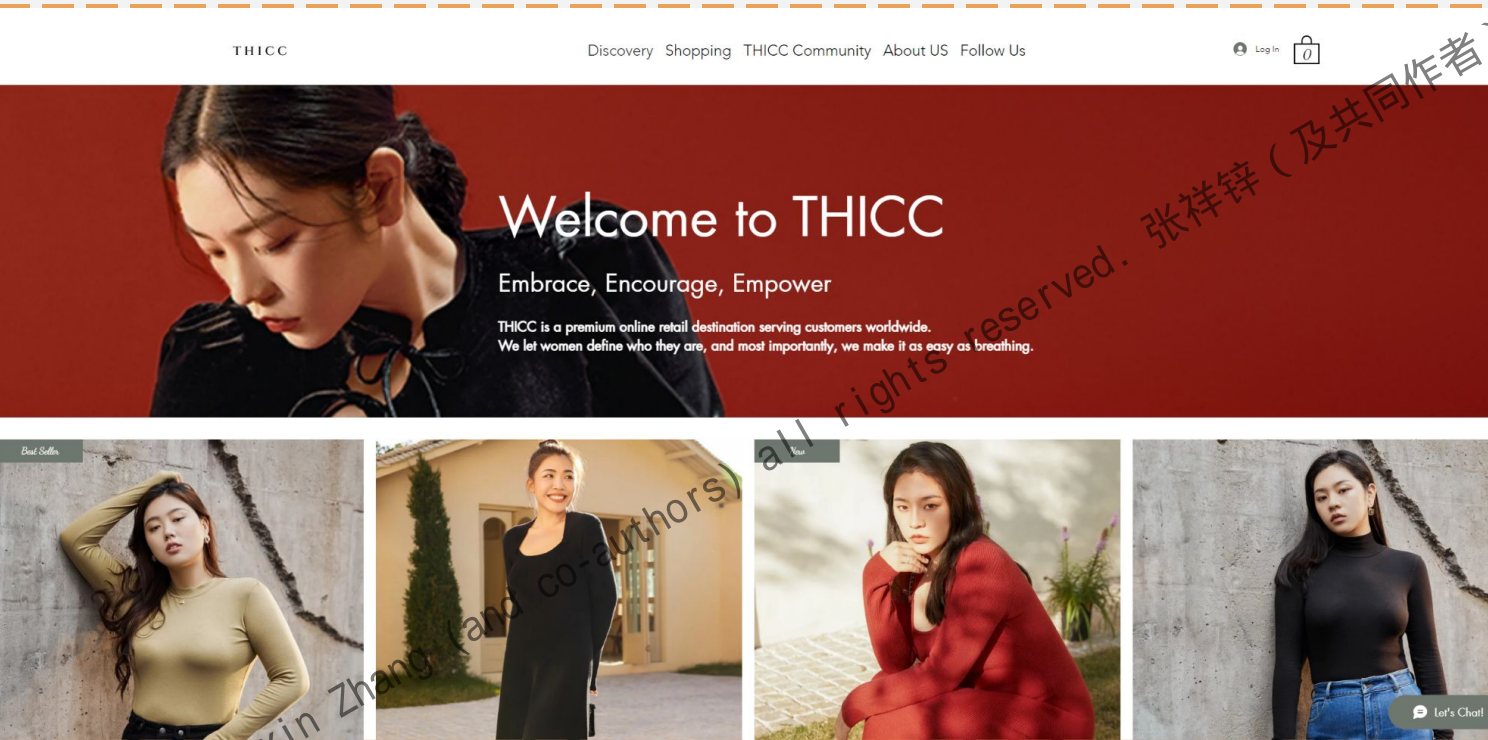
Consulting

Millions of Target Consumers

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Website & APP

Product



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Discovery

Collections:

Pictures of officially recommended collections

Follow:

Latest outfits shared by the KOLs you follow

Discovery:

Outfits shared by other users you might like and get interested



Product

Shopping

Selected items from high-end plus size women's fashion brands worldwide

Eg.
Eloquii,
11 Honore,
Wray,
Savage x Fenty,
etc.

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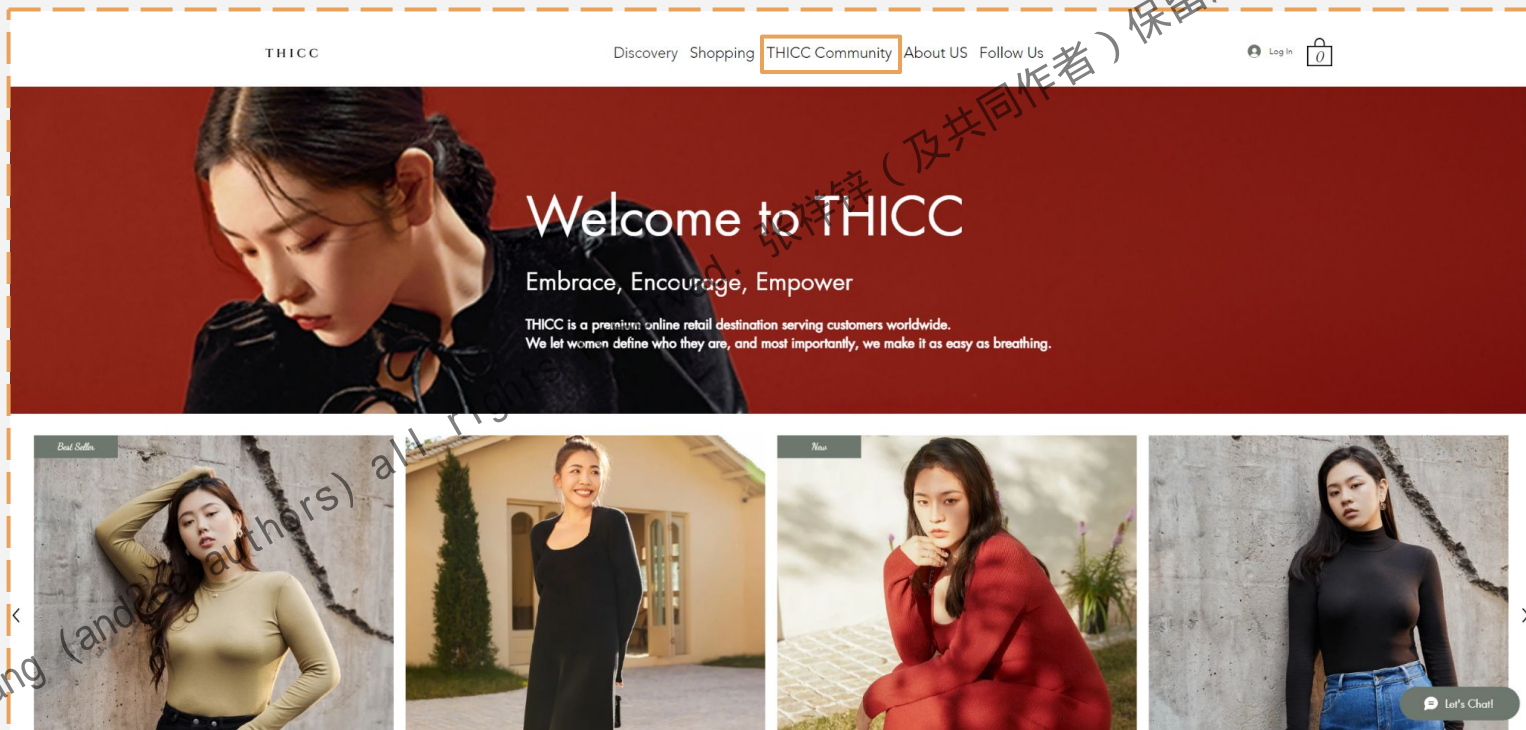
Product

THICC Community

Thicchat

One on one
consultation

Online & Offline
activities



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Price**Service Charge**

KOLs determine the price for each activity, THICC charges 10% commission fee:

- One to one consultation with verified KOLs
- Brand collaboration with KOLs
- THICC CHAT live talk

VIP Membership fee:
(free trial first month)

- 58 RMB/month
- 128 RMB/season
- 399 RMB/year

Value-Based Pricing

Service Charge

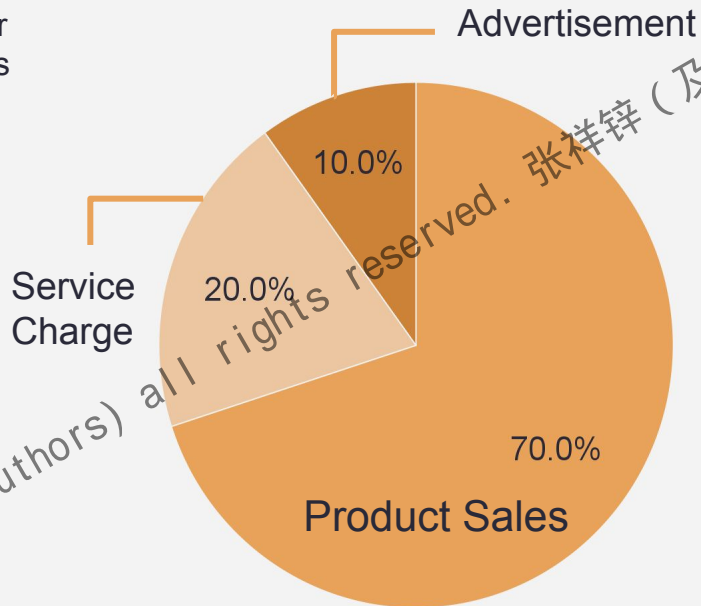
Advertisement

Product Sales

- Domestic brands: original price of brands
- Foreign brands: the sum of the purchase price, logistics, tax, and other additional costs, plus certain margin.

Advertisement

- Other advertisement on the website/APP



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Online Platforms

APP

Official website

WeChat Mini Program

Mainstream social
media official accounts

Offline

1st flagship store in
Shanghai

Pop-up stores that appear in
high-traffic shopping malls,
premium residential areas, etc

In the next stage, open
other stores in tier 1 cities
eg. Beijing, Shenzhen, etc.

Place

**Combine Online &
Offline to Create
Omnichannel
Experience**

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Place

Omnichannel Experience



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Be aware of the brand and get interested in some looks while browsing online

Try outfits and meet personal consultants in physical stores

Buy online, pick-up in-store (BOPIS)

Reserve online, pick-up in-store (ROPIS)

Buy online, return in-store (BORIS)

Review/share posts online

A Voyage of Infinite Charm

Online/offline one on one consultation
by official consultants/KOLs



Thicchat by advocates, influencers,
and verified users/KOLs



Offline workshop related to fashion
and beauty by experts



Loyalty Program



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**THICC
Community**

Promotion

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IMC Plan

One Theme, Two Stages

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让你与众不同

IMC Idea: A Voyage of “Infinite Charm”

01 REALIZE / 意识



AWARENESS

ads/social media/
official website/ PR/
word of mouth

02 EXPLORE / 探索



CONSIDERATION

SEO/Apps/ads/reviews/
social media

03 SPARK / 绽放



CONVERSION

online/offline store
packaging

04 SPREAD / 散发



POST-PURCHASE

After-sales services/
e-mail/social media



LOYALTY

referral/reviews/PR



Thicc Makeover



Print ads



Micro documentary



Search Marketing



Precise Product
Classification



Exclusive
coupons/rewards,
shared purchase
links, etc.



Email
Marketing



Hashtag Campaign



Public Relation
e.g. Thicchat



Co-branding
e.g. THICC X KEEP



Celebrity Endorsers;
Comments from
UGC/PGC

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Stage 1 – Short Term

From Awareness to Conversion

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Thicc Makeover



- Invite curvy girls to attend the makeover plan
- The “Before” and “After” process will be recorded
- Professional fashion makeover by THICC Consult Team
- Inspire curvy girls to embrace inner self and dare to be fashionable
- “美，和尺碼無關。美无设限。” (Beauty Has No Size, Your Charm is Infinite)
- TVC advertising

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Video Advertising: Why THICC believes in “Infinite Charm”



Authenticity

- Build up awareness to motivate audiences' further action
- Enhance brand desirability, move from “liking” to “wanting”



Conviction



Enlightenment

• FORMAT

Video: Micro Documentary

• CHARACTERS

The participants of “THICC Makeover”, 1 person per video

• CONTENTS

A 3-5 mins short film that records how ordinary people participate, showing how THICC makes a difference on them both visually and psychologically.

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Digital
Channels



微信视频号



Print Advertising Campaign: "My Infinite Charm"



Objective: Level up brand awareness & arouse target customers' interests

CHARACTERS

KOL/KOC of different body shapes, whose images are considered “young”, “positive”, and “successful” in a specific subject

CONTENTS

Share their opinion on “infinite charm” in a way of inspirational quote: to encourage our customers that “your charm is beyond than your imagination” (including but not limited to your body, your look, your personalities, your talents).

Pop-up Store: THICC Museum of “infinite charm”



Main objectives

- Enhancing brand **awareness** & **interests** and gaining new customers; educating customers to discover their charm



Location

- Top destinations of young people: shopping malls, cultural districts



Features

- Virtual dressing mirror**: showing THICC's best products with different styles and try-on effect; offering beauty filters and supporting picture printing as souvenir
- “Infinite Charm” display**: a “customer story wall” displaying customers' wonderful moments; unique photo spots; get in touch with brand ambassadors
- Exclusive SKUs and coupons**: limited edition of exclusive “pop-up” clothes; ¥50 coupons for the on-site scan of registrations



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Hashtag Campaign #SparkYourInfiniteCharm



UGC: activation & conversion

- Encourage customers to share their OOTD and feelings with **#SparkYourInfiniteCharm** after purchase
- Others can also find the same products on our website by clicking the link in the picture
- Those received most “likes” will be rewarded with exclusive T-shirts; all participants have the chance to take part in the lucky draw to get special gifts
- Create opportunities for curvy girls to show their unique beauty and delicate lifestyles

每日热点，实时更新			
1	#SparkYourInfiniteCharm	66666666	热
2	THICC	66666666	沸
3	curvy women	66666666	热
4	女生穿搭	66666666	荐



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Stage 2 – Long Term

Retention and Loyalty

Create multiple effective touchpoints and achieve customer lifetime value via integrated offline and online communication channels

Public Relations: Thicchat #SparkYourInfiniteCharm

Offline Interactive Forum

WHAT

Educational, interactable, inspiring, and memorable

Invite popular advocates and influencers within the THICC community to **share insights and experiences** of being **curvy**

Plus one lucky girl from **#sparkyourinfinitecharm** campaign to share her inspiring story on stage

WHY

Put THICC 3Es philosophy into effect

Encourage curvy women to become the true herself with self-esteem

Thicchat not only allows participants to **be inspired** by influencers but also **builds long-term relationship** between customers and THICC by **creating memorable experiences**

WHERE

Attend **in-person** at a studio

Or watch **live streaming** via THICC official account on Bilibili. Real-time comments allow interaction between the speaker and audiences



TOPICS

Discussion about confidence building, body anxiety relief, fashion trends, female health, lifestyle, and eating, etc

FREQUENCY

Monthly



THICC x Keep *#SparkYourInfiniteCharm*

Offline Collaboration Program

Share your voice
& Mutually encourage



Move confidently,
spread out your charm

Collab with different insightful and influential brands

1st collaboration is with Keep, a Chinese mobile fitness app

There are **2 sessions in each event:**

- **Idea sharing and exchanging:** THICC users who have different professions in different age to spend 2-3 hrs together sharing their stories - be it life pressures, advice & tips for curvy community, etc.
- **Work out session:** Cardio, Yoga, Dancing, etc.

Purposes:

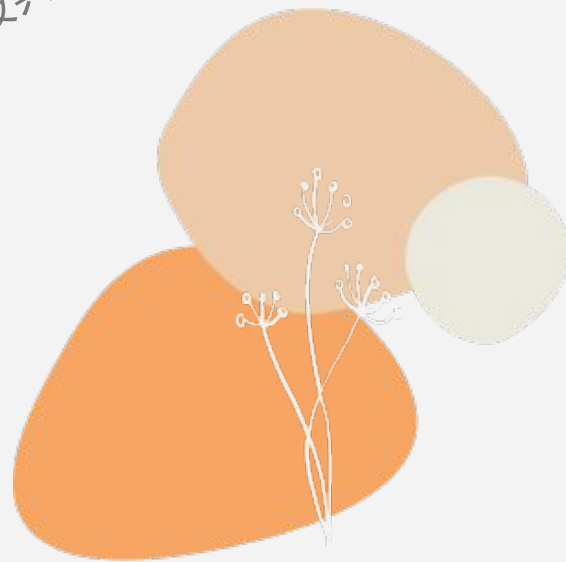
- Guide curvy women to relieve stress, be activated physically, get inspired, and be empowered
- Achieve consumer retention/loyalty by creating a sense of belonging to a united community

THICC |  keep

Thank You for Listening!

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Spark Your Infinite Charm



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