



Re:Fur Exhibition 2023 – HKFF X Pekora

HKFF Rebranding Proposal

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ITC433PC

Group 07

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Executive summary

Hong Kong Fur Federation (HKFF) is the world's no.1 fur center and premier for long years, despite this, the fur industry has faced different challenges, and the company believes it is necessary to rebrand the business so as to create a new image and a better prospect, this proposal will develop a specific marketing campaign to reach the business goals and overcome the industry's challenges.

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Marketing Objectives

All the time, the fur industry was treated unfriendly by the market, as the public was misled by different activities, which cause a poor image for fur manufacturers, also the huge effect of the pandemic even push the industry into danger. The company decided to rebrand the business, and one of the aims is to create a new image for the public, to clarify the fur industry as people believe animals were treated poorly, to correct the misunderstanding from the public (animal activists/ PETA created wrong/ misinformation about the fur trade). Meanwhile, HKFF targets to attract a wider and younger customer group, then to rise the purchase rate, as Hong Kong is the world's leading fur manufacturer it is important to consolidate the position. HKFF will reach goals through online and offline campaigns, for these platforms, it will be running activities in order to achieve more users and interact with consumers.

Background Information

HKFF (Hong Kong Fur Federation) established in 1979, aims to gather the strength of the industry and develop the Hong Kong fur industry. HKFF group is committed to providing an all-around service for members, including developing fur markets, promotion, nurturing new designers, and linking up communication between industries and companies. Until today, HKFF continues to flourish and change, it captures the market trends accurately and creates unlimited opportunities for the industry.

For a long time, fur industries were stereotyped that killing small animals is cruel, which has deeply affected the public's views and things about fur. Opponents of fur argue that humans should stop buying and wearing fur clothes because it is cruel and unnecessary. Animals are enslaved, exploited, and tortured, and billions of small animals should not be brutally slaughtered around the world every year to meet human needs for fur, wool, leather, silk, and down.



PETA's first-time anti-fur protest in a famous runway show

PETA had been launching anti-fur protests for more than 30 years ago until now, which is a sticky situation for the HKFF. PETA was founded in 1980 by Ingrid Newkirk and Alex Pacheco, who were influenced by Australian ethicist Peter Singer's book Animal Liberation. PETA's earliest efforts included exposure of and litigation against government and private research laboratories that used animals in testing.

Current business strategies and expected

Current business strategies on quality, technology and distribution. Most Hong Kong furriers are OEM manufacturers, which produce high-quality apparel for renowned brand name. The quality of real fur will naturally be silky soft to the touch and will be evenly distributed. Also, Hong Kong is the world's third largest fur clothing exporter and one of the major sources of quality fur garments and accessories. The way of tailoring fur is different from that of general clothing tailoring, which can make the unique technology of fur rare. The current business expected

Current online channel

Eight million millennials are entering the peak of their income and expenditure, and they have a spending power of up to 200 billion. With the evolution of technology, the generation Z and Y will use digital technology to receive any information or find products of interest nowadays. In order to communicate and connect with customers, it's a necessary method for brands to reach their target market. HKFF have no any social media channel site except official website. Here's are most active social channel in 2022 such as Instagram, Facebook, Youtube, TikTok, Twitter and Sina Weibo and we suggest few of them for HKFF rebranding project promotion.

1/ Instagram

Instagram is one of the most effective way to showcase your products, service, promotion, idea and concept with rich visual materials. On the app, you can share a wide range of content such as photos, videos, Stories, reels, live videos, and IGTV for longer-form videos. There is 1.3 billion monthly active users in 2022, and 70.8 percent of the billion monthly active users on the Instagram app are under the age of 35. As a brand, you can create an Instagram business profile ,which provide the data analytics for your business to analysis what is your exact audience to view your content, and your post engagement etc to let you create most suitable content to your target audiences in the future. There are over 200 million businesses marketing their products on the platform in 2022.

2/ Youtube

YouTube channel support your logo, channel name, consistent brand colors, captivating music or sound effects, and a catchy tagline which can help viewers know what you do and help your brand stand out next to your competition. It is often called the second largest search engine after Google, its parent company. Besides, Youtube supports live stream funcion, it has around 700k live stream viewers each month and far fewer people live streamers on the platform each month. In 2022, the number of YouTube viewers is expected to hit 210 million in the US alone. In addition, Video marketing dominates the content marketing industry today.

3/ Tiktok or Douyin

TikTok is solely a video-based platform. The app's unique video editing features include filters, music, transitions, special animations, graphics, and more. The quick videos can be as brief as 15 seconds, 60 seconds, or 5 minutes which have made the globe aware of dancing crazes, hashtag challenges, and a tonne of useful tips. Brands trying to advertise their goods and services have also shown a strong interest in them. United States was the country with the largest TikTok audience. with approximately 136.5 million users engaging

with the popular social video platform. Over 600 million users are using Douyin in China. The number of users will increased continually in future. It is a necessary to create an Douyin account if the target market of the brand includes China market.

Introduction of 6Ps

Product

Natural fur is one of the most sustainable materials, it is durable and biodegrades, it can be decomposed into soil and even becomes fertilizer to nourish plants. Compared to faux fur, they are made of acrylic and polyester, these synthetic fibers which form plastic and it takes hundreds of years to decompose. Furthermore, while washing faux fur garments, 700,000 to 12 million microfibers will shed, it is estimated that 35% of the plastic particles were caused by laundry. Currently, plastic microfibers are a serious problem to the ocean. Once the marine organisms eat the microplastic, they could ingest and affect their biology. According to a study from the Ocean Conservancy, it has been found that more than 60% of sea birds and 100% of sea turtles have plastic inside their bodies, and the number is contributing to a rise. Also microfibers could enter human's food chains easily, while the water and soil are polluted, it will affect the human's body too. Real fur is positively a sustainable fabric which does not cause pollution and harm the environment.

Place

HKFF Based in Hong Kong, located at Tsim Sha Tsui, their buyers from more than 30 countries around the world, the most frequent partner countries are Japan, Korea and Mainland China.

Price

The price of fur's raw materials around thousands to hundreds of thousands each piece, depends on the fur type, size and quality.

People

HKFF have over 150 members from different fur industries which including manufacturers, wholesalers, retailers, tanners, raw materials, etc.

Promotion

The official website of HKFF are still running, about the latest news and coming events showed on it. In fur exhibition, newest design was displayed and the raw materials booths were arranged for global buyer. In addition, HKFF promote fur materials as a sustainable and recycle clothing materials through the design competition, also support the Hong Kong local younger designer for pushing their design journey.

Presentation

The world's leading importer and world's top fur centre are always presented by HKFF, it is easy to know it from the sharing of the HKFF guests. HKFF website shows the message of natural fur is sustainable fashion, superior, noble and changeable. However, the visual image and model pose on website targeted old generation, it had not target wide range audiences even younger generation.

SWOT Analysis

SWOT - Strength

The Hong Kong Fur Federation (HKFF) shown significant market reputation and competitiveness in the industry. HKFF maintains a scalable operation and business. With more than seven decades of commitment, HKFF is now comprised of more than 150 members. One of their major events is the Hong Kong International Fur and Fashion Fair, which buyers from over 30 countries are attracted by this events. Through the years, HKFF collaborates with high volume of manufacturers and furriers and successfully retained high reputations and healthy market relation.

To consolidate existing markets while expanding the potential of Hong Kong based fur garment, HKFF shown effort and devotion in spearheading local furriers around the globe. To give insight on the potentials of the global market, in the past decade, the sales of fur garments had experienced a triple growth. Under the financial support from the government funds, HKFF have set up the “Hong Kong Fur Museum” in “Fashion World Tokyo” held in Tokyo in 2020. They were able to further push Hong Kong fur manufacturing into foreigners’ eyesight. The business opportunities and exposure to global market is optimistically observed.

To supplement, HKFF also maintain a high level in committing corporate responsibility, fulfilling the market expectation of sustainable fur manufacture. Noted that improving the manufacturing environment and rights of animal husbandry is one of the major concerns among the public towards fur manufacturing. HKFF and their fellow members are able to uphold responsible manufacturing of fur garments by following the guidance of the Agreement on International Humane Trapping Standards (AIHTS) for operation under international regulations. The members are restricted in purchasing garments which are poisonous to the ocean and related environment. According to Welfur, a project measuring the level of standards in manufacturing fur, members are encouraged to make full use of fur obtained only from food production. In this sense, HKFF and fellow members have shown high strength in retaining waste and excessive butcher of animal husbandry.

Under the pandemic, HKFF shifted their promote channel immediately and effectively, the 2021 Hong Kong International Fur Fashion Fair was held online, which is the most important fur industry fair, and it had successfully attracted 28 companies from mainland China, Hong Kong and Greece, about 67,000 buyers from 35 countries/regions. The online fair become a new platform while company and buyer enable to trade on the fair without affected by travel restriction and time.

SWOT - Weakness

The fur industry was being mislabeled, lots of groups try to publish misinformation in order to mislead the public. People for the Ethical Treatment of Animals (PETA) is one of the most prominent groups, It posted a video named 'China fur trade exposed in 60 seconds. The video, showed a Chinese person skinning a raccoon alive. After the video, PETA blamed Chinese fur farms for being immoral and disrespecting animal life, they claimed that the animals are in a living hell. However, they refused to provide the details and source when Chinese authorities require them to investigate the video. PETA had also stated that they never frequently term animals that are skinned alive. After that, PETA was banned from

disseminating 'fake news'. It showed that some of the charitable organizations were exaggerating and falsifying in order to disseminate their agenda. The Public will receive misinformation easily if they do not pay attention which leads them to leave a bad impression on the fur industry and believe natural fur is immoral and cruel.

In 2018, on the last day of the Hong Kong International Fur Clothing Exhibition, about 100 people organized by animal rights organizations held a demonstration, starting from the Wan Chai flyover to the Convention and Exhibition Center, those marchers held up photos of animals being skinned, wear animals costumes painted in red to imitate the appearance of skinned animals and shouting slogans, in the results of it, the image of the fur industry was even worse to the public and the demand of fur product will be reduce followed by.

SWOT - Opportunity

new product line

Due to the style of "Y2K" flurry people to purchase a vintage garments, and the word 'thrifting' was a popular keyword on social media e.g TikTok. The popularity of secondhand fashion has risen rapidly in the last decade. Although the global economics is facing a potential of recession, the fur garment business explicitly targeted fashion and casual genre recorded a through-the-rooftop sales and well-received business prospect among the teenage. The fur garment manufacturing business keeps expanding their horizon through fusion of differentiated styles, for instance, mixing fur and jeans, such adventurous co-op between art and traditional garment craftsmanship will surprisingly embraced interesting and multi-diversity into the fur garment.

To further tackle the long-term affect of the global warming, the innovation in fur garment is the utmost important mission, turning fur from coldness prevention to downtown fashionable items. To date, fur jackets and shirts are granting sky-rocketing popularity with trendy and modern design. Manufacturers have kickstarted online selling point for the newly renovated fur garment business To shed lights on, the secondary market of the fur garment has recorded a considerable growth. One of the major contributor to the trend is the sense of recycling and to economize the spending on fashion items. A significant portion of customers tend to renewed garment then fresh garment. Following the innovation of fur garment manufacturing technologies, fur items are widening the horizon. To demonstrate, designers are able to process fur garment with diamonds, checker pattern as well as tassel. The cutting-edge techno-transformation of processing and dyeing technique turns fur garments into lightweight and flexible items for various mix and match. In such way, fur garments can be further utilised with wide ranging of shapes and colors, combined with leather, metals and many more trendy design and materials. Designers and manufacturers can make full use of the potential of fur garment.

SWOT - Threat

Fur-Free Retailer

These days, Animal rights activists (PETA, Fur-Bearer Defenders, and Respect for Animals) continuously launch anti-fur campaigns and criticize the fur industry. Wearing natural fur noiselessly become an unpolitical action in the fashion industry along with the social issues for example, supporting LGBTQ. Boycotting zero-size models, women's right etc. As well as the public started to concern about ethical fashion, many fashions group and designers announce to launch of non-fur branded clothing and building a "fur-free fashion industry",

including H&M, Uniqlo, Abercrombie & Fitch. Big fashion houses also committed to not using real fur garments and started using faux fur and synthetic material, for example, Chanel, Gucci, and Versace, In order to show their contribution to the protection of animals' life.

Vegan fur

The 'no real fur' action has also been raised by innovative fur, used as the alternative to natural fur, as there was an increasing number of stock of “vegan” products which has increased by 258 percent across the UK and US in 2019. Stella McCartney develop Koba Fur Free Fur which is made from plant and recycled polyester fibers, plant fibers are one of the latest materials, and they could simulate the animal's leather texture which was highly demanded by the fashion industry.

Competitors analysis

Here's the comparison chart including three competitors which are Chanel, Prada, Moschino and Fendi.

Brand	Chanel	Prada	Fendi	Moschino
Using Fur	Faux Fur	Faux fur	Real Fur	Real fur
Founded	1910 in Paris	1913 in Milan	1925 in Rome	1082 in Milan
Core Value	creativity, elegance, luxury, excellence, and craftsmanship.	passion, quality and attention for details	luxury, excellence and craftsmanship, virtuosity in the processing of materials as well as timeless creativity and style.	joy of fashion and lighthearted approach
Target audience	both genders between the age of 20-80 years.	men and women ages 18-34	typically female audience, predominantly aged 20-30	male and female from the ages of 18-45, of the mid to upper-class
Price	\$8200-10000 USD	\$4200-8200 USD	\$3800-6000 USD	\$3200-6000 USD

Current Fashion Marketing Trends

Covid-19 accelerates new trends that were in their infancy, there have three of social trends in The hoarding tide is in the ascendant, Digital Transformation and Virtual Reality and Sustainable Development. Supply chain shortages are also forcing companies to switch their thinking and offer products and services to consumers through new channels. Immersive 3D digital ecosystems are starting to change social relationships. And as the digital world is being upgraded from virtual platforms to immersive 3D reality, consumers are beginning to socialize in such cyberspaces and communities. Global sales of AR/VR headsets grew 56% from 2017 to 2021, reaching \$2.6 billion last year. In addition, 78% of professionals believe that climate change will affect consumer demand, changing consumer behavior, consumer needs and preferences. To be favored by environmentalists, companies need to commit to energy conservation and emission reduction, provide products that meet environmental protection requirements, and take practical actions to achieve a net zero economy.

Artificial Intelligence

For Artificial Intelligence, AI will become future state of all fashion things. The fashion industry is geared up to use AI in various areas of its functioning ranging from manufacturing, marketing and selling products to understanding consumer behaviour, creating awareness, product development and tracking demand. Chatbots and touchscreens are being used in stores to improve customer experience and customised product suggestions. It is becoming a common sight to find some form of AI chat technology on fashion websites that's being used to enhance the customer experience. A great successful fashion requires right combination of designs and patterns to design a costume, making it attractive among customers. The future product design will be so much driven by AI that it would emerge as the designer itself.

Virtual & Augmented Reality

For Virtual & Augmented Reality, The boom in online shopping during the pandemic times has enabled retailers to leverage their online operations and integrate it well with their in-store offering. One widespread use of VR is enabling fashion customers to virtually try on outfits offering greater fit-accuracy before the purchase. The technology uses customized measurement functionality, fulfilling virtual shoppers' genuine need of trial-before-buy. The outcome is customers' engagement and their long-time retention and when backed with awareness creation on ever-expanding social media the technology assumes a prominent status in fashion retail.

Sustainable and ethical

For sustainability fashion, today's fashion consumer is more inclined towards sustainable fashion and the inclination has only grown post-COVID. This has made fashion creators opt for eco-friendly and sustainable fashion alternatives. Many businesses have already ramped up investment in closed-loop recycling solutions to reduce environmental impact. Learning from COVID times marred with lockdowns, the designers are moving away from creating multiple seasonal lines throughout the year to designing timeless pieces that can stay with consumers for years. Buying second hand clothing through consignment and thrift stores is another sustainable practice which is getting increasingly popular. Likewise, many emerging brands are making moves to align with this shift in consumers' behaviour. All these developments show how sustainability is pushing business decisions as well as reshaping the online market. As a result, more brands are opting for sustainable production and more consumers are choosing conscious brands over fast fashion.

ReCommerce and rental

As the fashion world moves toward a more sustainable model and post-pandemic spending preferences force brands to be more accountable, resale is a fashion eCommerce trend experiencing a rebirth. Up from \$7 billion in 2019 to an estimated \$36 billion by 2024 with a forecasted 39% annual growth rate, the online and offline resale industry has a new lease of life in its quest to remain an affordable, sustainable way to keep up with fashion. Big fashion houses have remained abreast of these developments too. In 2019 both Burberry and H&M launched reCommerce and rental models, whilst Patagonia had also recently announced plans to open a brick-and-mortar shop specializing in their reCommerce collections. In the influencer sphere, the Kardashian-Jenner family launched a resale apparel site, Kardashian Klose, whilst Chrissy Teigen publicly voiced her support for The RealReal, a popular resale

site for designer labels, admitting that she both buys and sells her clothing from the site. Looking to the increasingly popular and profitable future, across the next 12 months ThredUp highlights the three main subtrends of reCommerce fashion being:

1. Sustainability: As brands transparent with their carbon footprint and ethics continue to see rising sales numbers.
2. Quality: As luxury brands like Louis Vuitton and Gucci become offerings for investable and high-quality pieces.
3. Nostalgia: As Generation X brands such as Doc Martens and Nike begin to appeal to thrift-store hunters by integrating throwback style fashion into their new releases.

Customer Needs

After the covid, based on the changes of marketing that customer behavior has evolved. Existing trends have accelerated and shaped new consumer preferences. There are four main customer needs that an entrepreneur or small business must consider. These are price, quality, choice and convenience. To ensuring continued success and garnering a larger share of the target market, the omnichannel customer experience, advanced AI in customer service, the mobile-first approach, VR and AR, personalized experiences are the new trends of customer needs.

The omnichannel customer experience providing tailoring the buyer journey to tell a clear, concise story representative of your brand and allow the buyer to move seamlessly from one touch point to the next. Whereas a standard marketing mix may allow for several channels of customer engagement at various points along the buyer journey, an omnichannel customer experience supports interaction via multiple channels at the same time. In 2022, chatbots are more sophisticated than ever and often deliver excellent customer support and guidance. Along with chatbots, virtual assistants also serve to provide an interactive voice with customers seeking help. In fact, many consumers, especially millennials, have reported that they are very satisfied with the engagement, information, and assistance provided by chatbots and virtual assistants, often more so than the customer service provided by actual humans. The mobile-first approach is to creating mobile versions of a brand's website so that the site could be easily viewed on mobile devices. Today's studies reveal that many parts of the customer's journey are actually completed on mobile devices, leading marketers to shift gears once again and adopt a mobile-first approach. VR&AR means to integrate virtual reality and augmented reality into the marketing mix to provide a more enriching and memorable customer experience. By creating an immersive experience, a brand differentiates itself significantly from others in the industry. Today, there are many intuitive tools that can be employed to create a personalized experience for customers in several ways, such as recommending new products based on a purchase history to email marketing specially tailored to the individual. Even websites can be personalized to appear a certain way when a specific customer visits again.

Outline Target Market

Millennials and GenZ(18-32), male and female both were targeted of our rebranding project. They are middle to higher education students or people works in the design and fashion industry. Their hobbies are interested in unique fashion items and fluffy clothes, explore fashion trends on social media, love watching virtual idol. Also the customer that searching

the winter season fashion item is our target customer . The lifestyle is relaxed, casual, love fashion. Besides target consumers are looking for quality, unique and sustainable fashion items. Purchasing habit is desired high quality and sustainable fashion product with high price.

Buyer persona

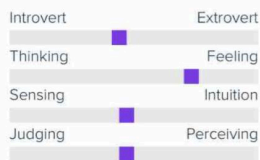
Rinka



"I like garment that is fashionable and easy to match "

Age: 25
Work: Office lady
Family: Single
Location: Tokyo, Japan

Personality



Kind Smart Follow the trend

Goals

- found a company
- Save more money
- want to spend less money on garment

Frustrations

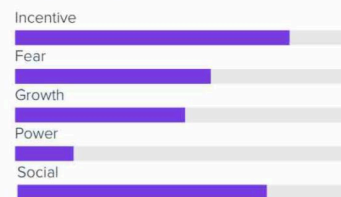
- Hard to compare prices when shopping online
- Fast fashion items have lower quality which can't last longer
- Want to sale the second hand garment

Bio

Rinka is a fashion girl that love shopping and buying new clothing, she love to discover new trend and style by watching different social media platforms e.g Tiktok, instagram, sometime she might play the video challenge game.

She enjoy being fashion, however she found that the garment bought from Zara & H&M are easy to broken and get dirty, therefore she is now looking for a new way to purchase her clothing.

Motivation



Brands & Influencers



Preferred Channels



Coming Planning

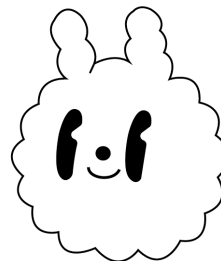
RE: FUR



RE: FUR refers to the five biggest concepts of the campaign—Reuse, Remake, Recycle, Rebrand and Vtuber. Based on the company's rebranding action, a combination event between reality and virtual world will be launched in this campaign. We would like to attract a younger market group, by using a series of delightful and welcoming activities.

- **Mascot - MOMO**
- **Momo x Pekora live stream**

Mascot - MOMO



We planned to create a mascot of HKFF, it is named Momo refer to '毛毛' mean 'fur' in Chinese, a short name and clear image are easier to remember. We designed two visions- 2D and Vtuber vision, the company can use 2D vision as logo to create products and the human vision is planned to host live streams. Thought this action, HKFF enable to pronounce a positive image to the brand audience and customers, Its characteristics are :

- Love smile and talking
- Friendly and easy going
- Excited to meet new friends
- Love to collect fluffy things

We certainly believe that creating a soft and positive image for the HKFF company is extremely important, therefore an approachable and friendly image can possibly express it as it can be loved by people from all age groups.

The advantages of having a mascot

Mascot refers to the brand fictional speaker, they are easier to present the product and tell the brand's story to the public, a mascot is likely to gather audience's attention as they are able to be recognized immediately without the brand name and logo. Second, mascots can leave a personality to the company, create a cool mascot giving a professional image to the company, a cute mascot which allows customers to get closer with the brand as their mascot is approachable e.g Mickey Mouse (Disney company). Also, it makes the brand recognisable, different from other brands, a mascot with outstanding character and image can be effectively identified and memorized. In this result , HKFF can be accepted easily using a mascot. A success mascot could gain great profit for the company, take Kumamon (熊本熊) as an example, Kumamon is a famous mascot in Japan, it is created by the Kumamoto prefecture in order to draw Kumamoto's tourist rate, after Kumamon published, it immediately earned ¥11.8 billion in the merchandising revenue of Kumamoto in the first half of 2012, when there are only ¥2.5 billion earned throughout 2011.

Mascot duty

With the mascot, they are targeted as promotion ambassadors aiming to promote the HKFF company, including the company events and products.

For MOMO in human vision, it will host live streams to attract customers and promote the products. We decided to hold a live stream on YouTuber and Instagram every Tuesday and Friday, from 7:30p.m. to 10:00p.m.

Mascot live with Pekora

It is planned to launch a live streaming of MOMO(human vision) with Vtuber-Pekora.

live flow

The live stream will be host at 3:00p.m to 4:00p.m during the HKFF exhibition,
In the live stream, Pekora and MOMO are required to introduce HKFF business goals and vision, also information about fur garment and promote fur products. One biggest goal is to clarify the misunderstanding of fur and spread correct information to the public.



Vtuber introduction



VTuber is a portmanteau of the phrase “virtual YouTuber.” used as the online content creator who uses a virtually generated avatar while streaming to their audience, during the streaming, they can dance and even put on a singing concert with different effects. VTubers are mostly on streaming and video sharing platforms like TikTok, YouTube, and Twitch. The VTuber community is continuing growing, and has captured fans' attention.

Pekora introduction

Pekora (兎田ぺこら) is a popular Vtuber with 2.06 million subscribers, her character profile description is a lonely rabbit-eared girl who loves carrots. Pekora belongs to the Japan Vtuber company-Hololive. She ranked top 1 in the Vtuber gaming influencer and top 2 female gaming influencer in 2021. She is an influential and powerful live streamer, she publishes videos everyday, and received more than 440million views in her Youtube channel.

Promote Experience 01 -《Final Fantasy XIV》



In the live broadcast on November 11, 2021, Pekora (兎田ぺこら) started playing "Final Fantasy XIV", which attracted a lot of attention. After the live start, the Bahamut server began to flood with a large number of players instantly, and new players were prohibited from creating characters on the server.

The audience of pekora rose steadily to 8w, and then in the novice card draw session, the audience soared to 96,489. The audience of the whole live game plot segment was stable at more than 8w, and the sc reading session after the game live broadcast ended. The audience number is still 3w above.

Promote Experience 02 -Nissin curry meshi



The hololive Vtuber group had a crossover with the Nissin curry meshi, the collaboration video "Natsu はカレーメシ カレーメシ×ホロライブ コラボ Animation" between its Vtuber group "Hololive" and Nissin Foods has won the 2022 Youtube Creator Collaboration Award, it received more than 1.8 million views on Youtube. The "Nissin Curry Hololive Special BOX Set", priced at 4,378 yen (about HK\$310), was limited to 5,000 copies, sold out instantly. Nissin Foods has continued to promote sub-cultural cooperation in recent years to expand its popularity among young people.

ACG Crossover introduction

ACG refers to animation, game, comic, many brands have chosen to collaborate with the ACG industry. By 2020, the active users of Generation Z accounted for nearly 30% of all Internet users, Gen Z group has gradually become the main force of consumption. Also, the two-dimensional culture has also gradually developed from a niche culture to a popular trend as young people own the market. China's CGL industry has entered an explosive period. The specific performance is that the overall market size in 2020 will reach 10 billion, with an annual growth rate of 32.7%. Pan-two-dimensional users are expected to reach 500 million in 2023. The advantage of collaborating with ACG is it can change the brand image effectively so as to accelerate brand rejuvenation. the brand enable to gather new and young customer, also can gain high profit as Gen Z has a Strong consumer willingness and has deep feelings for their favorite character.

Mascot KPI

For the live stream with Pekora, we hope there will be about 50k viewer and 90k comments in the stream live and achieve more than 1 million views for the live video in one month, and 50k subscribe for the MOMO's YouTube channel for the aim of increase new target customer groups, for the fur promotion, we longing to gain 7% profit for the business. For the long-term KPI, we expect to achieve around 5k-40k views of the videos.

Pop-up Exhibition

Except the online promotion campaign, we also planned to hold a pop-up exhibition called “Re:Fur Exhibition 2023 - HKFF X Pekora” in coming year. The same concept and marketing materials will be adopt in few target countries. Thereby, the marketing cost can be reduced. The contents of pop-up exhibition will include history and correct information about fur fashion, newest fur fashion design, Pekora live stream area, fur market for buyer and consumer. The goal of the pop-up exhibition is refresh the image of fur industries, also educate and attract the younger audiences.



In order to attract youth and different types of customers and to change the business image. The theme of the exhibition is adopting year 2000 (Y2K) style. Using pastel colour tone to showcase the energetic ,positive and youthful vibe, totally break though the stereotype because it is different form the past. Since recent years, Gen Z has brought back Y2K style in a major way. Some celebrities also wore Y2K style fashion in their performance show.



Blumarine Spring 2022



Blumarine Fall Winter 2022

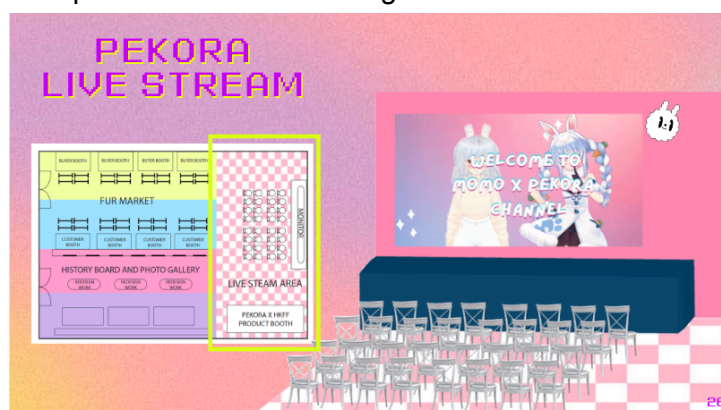
In the exhibition, we decided to have four main areas which are “Fur redesign fashion”, “History about Fur”, “Pekora Live Stream Area”, “Fur Market”. The “Fur Redesign Fashion” area will showcase the award-winning garments by HKFF fur design competition at the entrance.



On the opposite, the “History Board” area includes the historical process of fur fashion and the relationship between human beings and fur. It will also show the fur certification of HKFF and understand the concept of sustainable use of fur. Let people have a deep reflection when they read. Besides, various fur dealers offer historical fur stories, in black and white old photos with description.



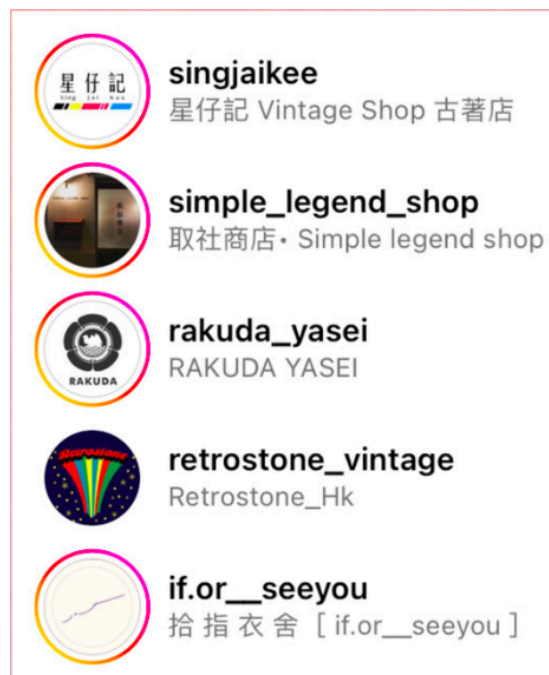
“The Pekora Stream Area” sets the huge screen to play HKFF's latest promotional video, and allow visitors to see how Pekora promotes HKFF and her interaction during the live streaming. The Pekora photo booth is also designed.



For the last area, “Fur Market” is divided into two parts: buyers and consumers, buyers can search for the latest furs at the HKFF exhibition, place orders or pre-purchase as always. In order to bring out a reusable message, there will be a series of environmental friendly booths for consumer. For example, we can have a service that is recycle old fur clothes, and rent them out after washing to consolidate the sustainable image promoted by HKFF. Second, the second hand fur materials can be transform as accessories. We searched few local vintage store to collaborate as a redesign project, and suggest to hold a redesign fur accessories to get inspiration from the young designer.



Local Brand:



Conclusion

In order to break the stereotype and refresh the image of HKFF, we believe this rebranding project is a big starting point of the fur development journey while also rebuilding the fur industry. This project includes online and offline promotion aimed to attract new target customer groups. Considering the customer needs, we believe this campaign offers great potential by adding mascot elements, it can bring long-term development to HKFF, use mascots to change people's prejudice against fur, and re-establish a good image. For short-term development collaborating with a famous Vtuber to spread the message of fur

that can be varied, trendy, sustainable, and recycle, to the younger generation, can get explosive attention in a short amount of time. Also, the correct fur information can be delivered to the young generation imperceptibly.

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