My client:

My client is a vintage clothing retailer, who's looking to grow his social media presence to help sell his products online

What gender am I talking to?
- men

How old are they?
- 16-30

What job do they have?
- 9-5's
- Apprenticeships
- University students
- For 16-18 year olds, Weekend jobs or part time work

What is their income level?
- Between £500-£3000 a month

Where are they in the world?
- The united kingdom

Pain state:

What are they afraid of?

- Being unable to express their personality and individuality through their style
- Blending into the crowd and looking average
- Having mundane, vanilla clothing
- Obviously not looking fresh with the style
- To be walking down the street and see someone dressed exactly like them

Who are they angry at?
- Their past selves (now dissatisfied with past purchases)
- Fast fashion brands like TK maxx for boring and basic designs as well as a clash of morals
- Modern Mainstream fashion retailers for the expensive pricing of products

What are their top daily frustrations?
- Their lack of new wardrobe options
- Lack of new entertainment options to fill their urge for cheap dopamine
- Seeing people wearing the same clothes that they have
- Low income
- Lack of freedom to be themselves so they use style to express their true nature

What are they embarrassed about?

- Their old style
- Their body since a lot of streetwear is baggy clothes to cover up a skinny or overweight frame. Therefore their fitness/ strength levels as well
- Their income level
- Their addiction to cheap dopamine

How does dealing with their problems make them feel?

- They have a high perceived cost for the energy and effort it would take to solve their issues. This would deter them and lead them to procrastinate
- Scared initially to their spend money since they are on a low income budget
- However, once they see Improvement in their aesthetic and attraction, their image and self perception will be boosted
- They're likely to feel temporarily satisfied with their purchase until the fashion trends/seasons change again which causes them to go back to being dissatisfied with their style

What do other people in their world think of them as a result of these problems?

- Are able to empathise and relate to them as they're likely to share/have similar problems

If they were to describe their problems and frustrations to a friend over dinner, what would they say?

- "I'm bored of looking in my wardrobe and seeing the same old, basic, vanilla style that I have to choose from. It's outdated and dry now and I know I can do better. Right now I feel like my true potential is being limited by my outdated clothing. I walk down the street and feel like everyone looks the same as me. It's horrible, I feel average and invisible.

Dream state:

If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

- Quote from reddit, " a community of fashion enthusiasts who aim to express our individuality and show off our style through streetwear"

- To look , "clean", and unique
- To revitalise their wardrobe and have new, interesting and colourful fashion choices to express their inner rebel
- To style nostalgic clothing that takes them back to the 80's and 90's
- High quality, well maintained period pieces

Who do they want to impress?

- Themselves
- The streetwear community
- Girls (mating desire)
- Their friends and peers
- Reddit community

How would they feel about themselves if they were living in their dream state?

- Confident
- Cool
- "Fresh and clean" (customer language)
- Completely unique/a standout figure
- Free since they are dressing and being exactly who they want to be

What do they secretly desire the most?

- Attention and validation from others (whether that's from girls for a mating desire, or impressing their friends)
- Acceptance for who they really are

If they were to describe their dreams and desires to a friend over dinner, what would they say?

- "I want to walk down any road in the world with the knowledge that no one even looks half as good as me. To feel the eyes and heads of everyone turn to look at me with a mixture of envy and admiration for my style. People either flock to me to compliment my drip or bow their head slightly in a subtle nod of approval. And all the pretty girls only have their eyes on one guy, that's me!"

Value and beliefs:

- Are all for inclusivity
- Woke and politically correct
- Believe that style/fashion is a method of self expression rather than just a covering for your body
- Quote from reddit, "A fashion movement that combines elements of countercultures around the world with modern street style."
- That streetwear and vintage style is the best fashion trend in the world

- That style brings out the best of them and enhances their attractiveness/general aesthetic

What do they currently believe is true about themselves and the problems they face?
- That they're underachieving with their style and aesthetic
- That if they had more money or clothes were cheaper they could easily fix their problems since they know the aesthetic they want
- That money is their main obstacle in getting to their dream state

Who do they blame for their current problems and frustrations?
- Their past selves since they are now bored of their current clothing
- Fashion retailers for creating such dull and unimaginative designs for clothing
- Fast fashion
- inflation

Have they tried to solve the problem before and failed? Why do they think they failed in the past?
- yes since they know they like the streetwear aesthetic and are looking to buy improved pieces
- They most likely have not failed in the past, rather they've just grown out of their current clothes or become bored of them
- However for those who have failed in the past, this could be down to:
  - Buying products that never arrived from illegitimate sellers
  - Discovering blemishes with the clothes that were hidden in the product photos
  - Buying fake clothes from illegitimate sellers
  - Purchasing the wrong size of clothing

How do they evaluate and decide if a solution is going to work or not?
- Social proof
- Does the idea make logical sense?
- Do they identify with the avatars used by the brand
- Does the brand's philosophy and values align with theirs?
- Are there measures to protect them? (refund policies)
- Are there any proof of results/other customers reaching their dream state using the brands mechanism

What figures or brands in the space do they respect and why?

- 90's to 2000's hip hop stars like
  - 2pac
  - Outkast
  - Nas
  - 50 cent
  - Since they wear the clothes and have the aesthetic of their dream state. Also because they're leaders of society, outspoken, creative, unapologetically themselves
- Brands
  - Nike
  - Adidas
  - Reebok
  - Dickies
  - new balance
  - Umbro
  - Denim tears
  - Timberland
  - Supreme
  - Palace
  - Vandy
  - Polo ralph lauren
- Why do they respect these brands
  - Signature styles
  - Credible and established
  - Worn by sports stars and celebrities (leaders of society)
  - Product diversity
  - Social proof
  - Unique designs

What character traits do they value in themselves and others?

- Individuality
- Charisma
- Creativity
- An experimental nature
- Inner rebel
- Extroversion
- Inclusion and acceptance

What character traits do they despise in themselves and other?

- Boredom

- Introversion
- Discrimination
- Playing it safe
- A lack of imagination
- A sheep like nature (following the crowd)

What trends in the market are they aware of?

- Youth subcultures like Skate or Goth
- Artistic movements such as punk, grunge, and hip hop
- Anachronistic artistic motifs such as cyberpunk or Renaissance art
- High fashion and avant gardism
- Active-wear such as athletic or military clothing

What do they think about these trends?

- They like the range and diversity of trends because it gives them different options and aesthetics to explore and experiment with
- They may not use all of the trends but won't discriminate or reject anyone for using trends they don't like
- The most popular trend is skatewear so the social proof could sway them to going down that particular subniche

Places to look for answers:

Clients, competitors, customers and testimonials to do research pains, desires and problems they have.
Talking to anyone you know who matches the target market note doesn't have anyone who matches.
People oversharing their thoughts and feelings online.

Examples:
YouTube comments.
YouTube vids.
Twitter/x.
Facebook.
Instagram.
Reddit/subreddit

Current state:

- **Main priority currently is to get cheap dopamine from their scrolling**
- Bored of their current fashion choices/dissatisfied with their style.
- Feel that they aren't reaching their full potential with their aesthetic
- Find traditional style dull and want to stand out from the crowd
- Looking for unique, nostalgic and colourful clothing
- Fear looking normal and average

Dream state:

- To fill their urge for cheap dopamine
- To revitalise their wardrobe and have new, interesting and colourful fashion choices to express their inner rebel
- To stand out from the crowd with their fashion by looking different and unique
- To style nostalgic clothing that takes them back to the 80's and 90's
- High quality, well maintained period pieces
- Clothes delivered fast to them
- Honest product descriptions and good communication from the brand
- Attention to detail and care taken with their purchase
- light, flowy, and soft materials
- The texture creates interesting folds
- To have social media posts of them looking good and showing off their new fashion
- Quote from reddit, "to have Effective and cohesive use of colour, fun print on the shirt. Well fitting with a good silhouette on the top and bottoms."

Roadblocks:
- Low Budget/product prices
- Trusting the brands honesty
- Assessing the quality of the clothing from online photos
- Are measures to protect them (refund policies)
- How do they know that my client is legit

Solution:
- Sale and discount de-risks
- Show product blemishes if there are any
- Provide an accurate and honest grading of all products sold
- Don't claim that the clothes will all be in perfect condition
- Have measures to protect customers like refund policies

- Reinforce the point that sellers on depop get rated as well so gives my client and me to provide a good quality of service
- Showcase previous testimonials and five star ratings

Mechanism:
1. Providing free value by giving fashion advice in instagram reels and tiktoks to build trust and belief in the idea
2. having a CTA in the video to read the caption for more information
3. Upselling them with a second CTA to check out our sales pages, using discounts and sales as de-risks to lower the perceived cost

Product:
- Second hand streetwear and vintage clothing being sold on tiktok and depop

Personal analysis:

Where is my target audience on my value ladder?
- Introducing Free offer to customers and taking them up to the core offer stage

The equation element:

What are they thinking?
- That they are underachieving with their current aesthetic
- They're style/wardrobe needs an update and upgrade
- Love unique and personal outfits
- Quotes from reddit.
  - They outfits that, "Effective and cohesive use of colour, fun print on the shirt. Well fitting with a good silhouette on the top and bottoms."
  - "I'm a simple man. I see Vivienne Westwood, I upvote"

Where are they in my funnel?

- Going through the social media section of the funnel

    a. Seeing and stopping to watch our content
    b. Clicking to view our profile
    c. Following our account

Where are they emotionally and physically?

- Emotionally
  - Frustrated
  - Bored
  - Dissatisfied
  - Discontent
- Physically
  - Currently scrolling social media to fill an urge for cheap dopamine or escape their current frustrations

What specific business objectives am I seeking to accomplish with this project? And why is it important?

- Growing their following organically on social media to showcase and sell their products online or in person.

What part of their online presence/funnel is needed to achieve this business objective?

- **Funnel section** = their instagram account

Who am I talking to?

- Young british men (16-30) who are dissatisfied/ bored of their current fashion choices
- Vintage and streetwear enthusiasts/fashion gurus
- Woke community
- Hippie and edgy community
- Skater boys

What makes them tick?

- Love 1980s-1990s
  - Clothing and style
  - Celebrities
  - Movies
  - Cars

- ○ Artwork
- ○ Designer fashion
- From the comments on their social media they like:
  - ○ humour/comedy content
  - ○ Relatable videos
  - ○ Unique personality
  - ○ A rebellious attitude

Where are they now?

- Scrolling on social media
- They know their problem and they know that they like vintage and streetwear clothing, but they are unlikely to have heard of the brand since they have not actively searched for the account so they are **solution aware**
- Market is at stage 5 sophistication
- Thresholds:
  - ○ Cost
    - ■ They have not actively searched to fix their problem (passive desire) so video needs to trigger and amplify a dormant pain or desire
    - ■ Currently low level (3/10)
  - ○ Belief
    - ■ They know that the vintage clothing and second hand market exists and is established
    - ■ However they don't know the brand and still need to more information before they decide whether the brand can deliver their dream solution
    - ■ Currently mid level (4.5/10)
  - ○ Trust
    - ■ Likely to be the first time coming across the brand so are complete strangers to the company
    - ■ Trust levels will be low (0-2/10 depending on personality type)
- Current state:
  - ○ **Main priority currently is to get cheap dopamine from their scrolling**
  - ○ Bored of their current fashion choices/dissatisfied with their style.
  - ○ Feel that they aren't reaching their full potential with their aesthetic
  - ○ Find traditional style dull and want to stand out from the crowd
  - ○ Looking for unique, nostalgic and colourful clothing
  - ○ Fear looking normal and average
- Dream state:
  - ○ To fill their urge for cheap dopamine

- To revitalise their wardrobe and have new, interesting and colourful fashion choices to express their inner rebel
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- Clothes delivered fast to them
- Honest product descriptions and good communication from the brand
- Attention to detail and care taken with their purchase

Where do I want them to go:

What specific actions do I want them to take at the end of my copy?

- To follow my clients social media account
- To check out my clients tiktok shop and depop and buy his products

What are the steps I need to take them through to get them from where they are to where I want them to go?

1. Scrolling
2. Coming across the reel
3. Stopping and watching the full video
4. Fall in love with the brand
5. Clicking to profile
6. Viewing profile
7. Following the account

How will I get their attention?

- Subjects they care about
- Identity play (tribe and mating desire)
- Extreme size with the font

How will I increase the pain/desire threshold?

- Using the basic human desire of attracting a mate
- Promising them a way to increase their status within their tribe
- Using FOMO to get the to take action

How will I get the belief pillar to increase?
● Using a real life story in a HSO format of someone achieving the results they want (what one man can do another can do)
● Using logic (if your style gets better than you will look better)

How will I increase the trust threshold?
● Social proof
● Using logic (if your style gets better than you will look better)

How will I bring down perceived costs and thresholds?
● Provision of free value
● Sale/discount de risks

What is the awareness level and sophistication level
● They know their problem, they know their solution, but they are unlikely to know my clients brand so therefore they are solution aware
● Market sophistication

The video:
(OLD IMAGES. THe written text is what will be on screen)
1.Text on screen from 0-2 seconds:
● "GIRLS CRAVE GUYS THAT_____ !"
   ○ Triggers mating desire
   ○ Powerful adjective
   ○ Subject they care about
   ○ Avatar identifies with target market
   ○ Creates an information gap (curiosity)
   ○ Interesting imagery/background
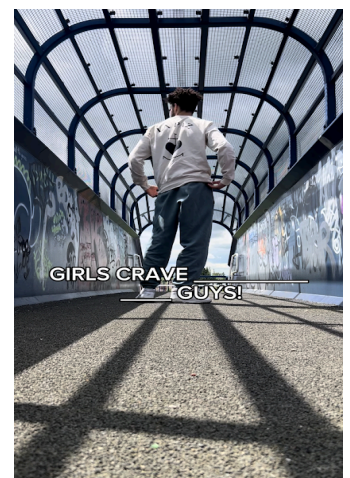
2. Text on screen from 2-4 seconds
   - "Can you guess the answer?"
     - Builds mystery
     - Challenges and engages reader
     - Alludes to more
     - Gives the reader a reason to stay (to find out the answer)
     - Subtle pattern interrupts to reinvest attention

3. Text on screen from 4-6 seconds
   - "Find out more in the caption"
     - Re stacks mystery
     - Clear direct CTA
     - Language hints at deeper desire of adventure/exploration
     - Alludes to more and promise of valuable information
     - Promising to fill information gap for customers

Text in caption

I've only seen girls RUN after a guy ONCE.

He wasn't ugly, but definitely not a stud!

Yet they chased out of Tescos after him.

How'd he pull it off? Simple, his fashion was ON POINT.

His style was so charismatic that all he had to say was, "sure", when they asked for his number.

So if he could get girls to beg for him with good fashion, why can't you?

See our streetwear range on depop & become the guy girls chase!

#mensfashion #fashion #style #vintage #streetwear #depopseller #fyp