

American Eagle Outfitters

★ Denim for Young Curvy Girls ★

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The Creative Brief

Key Fact:

53% of 13-year-old American girls are unhappy with their bodies. The teen market has a buying power of an estimated \$208.7 billion

Problem that Advertising Must Solve:

Plus-sized young girls are underrepresented in denim campaigns. There is currently a lack of representation in the types of models used in campaigns as well as a limited selection of sizes for jeans offered in stores for plus-sized girls. Young curvy girls want to follow the trend of wearing jeans of different styles, not just jeggings and many companies targeted toward young girls don't offer an extensive size or style range for curvier girls.

Advertising Objective:

Instead of making young, curvy girls feel ostracized when going denim shopping, the idea is to make them feel included and represented by showcasing girls that look like them and highlighting the extensive size range offered. By creating a campaign based on inclusion and relatability, young curvy girls will feel empowered and confident in their own skin due to the fact that they are able to feel included in the brand name trends.

Target Audience:

- ★ Girls that are 12-15 yrs old (middle school and the beginning of high school), as that is when body issues begin to develop
- ★ Middle-class income between \$40,500 and \$122,000.
- ★ West coast: trendy, active, more laid-back style, brand awareness
- ★ Social media-obsessed, in tune with popular culture
- ★ Attitude towards jean shopping: currently a negative experience, they want instant gratification yet most jeans don't cater to curvier shapes

Direct Competition:

- ★ **Abercrombie:** Causal, All-American clothing brand emphasizes on laid back sophistication. Abercrombie's ability to provide a varied and diverse range of women's size jeans. Priced at \$78 per pair.
- ★ **Hollister:** Hollister is a lifestyle brand company. Their jeans are Southern-California inspired image. Similar to its parent company, Abercrombie and Fitch. Hollister's priority goal is to provide comfort, casual wear but with affordable prices in each category of jean style. Priced at \$59.95 per pair.
- ★ **Pacsun:** Retail clothing brand, PacSun has a youth-oriented culture and lifestyle of Californians. The brand is well-known for having trendy, but affordable options for young girls inspiring them to have the laid back casual wear lifestyle. Priced at \$49.95 per pair.
- ★ **Brandy Melville:** Unlike the three other brands, Brandy Melville is an Italian clothing and accessories brand, that specifically markets to young girls and women in the US. Brandy is considered to be trend-setting, relevant and cool. With their motto being "one-size fits all." Priced at \$40 per pair.

Positioning

American Eagle women's jeans will embody body positivity and inclusivity. The main objective is to become THE option of plus-sized jeans for young girls.

Tone and Concept:

Inclusive, young, trendy, relatable, colorful, light and bright, exciting, eye-catching

Key Consumer Benefits:

- ★ Trendy, well-fitting and affordable denim for any young girl's body type
- ★ An extensive size range ranging from 00-24 both online and in stores
- ★ Emulating inclusivity and body confidence

Reason Why:

- ★ Although other brands may offer plus-size, curvy options, they are not the name- brands, or styles that young girls want to wear. In contrast, American Eagle caters to young girls of all shapes and sizes
- ★ American Eagle offers sizes 00-24 both online and in stores where most stores only go up to a size 14
- ★ The size range expands across all styles of the jeans offered such as flare, straight, boyfriend, mom jean, bootcut etc.
- ★ The jeans are made with a new technology known as LYCRA dualFX that is a high recovery performance material made to stretch and hug every girls curves
- ★ Younger girls are moving away from leggings and jeggings and moving towards denim styles such as high waisted mom jeans, according to NPD people bought 364 million pairs of women's jeans in the U.S. last year, which is 22 million more pairs than the previous year

Mandatories & Policy Limitations:



www.ae.com

Traditional Write Up

☆ For the traditional ad campaign, we were inspired by the artwork created by the feminist movement. By removing the faces of the young girls in our ad campaign and having them all be in fun colors, allows young girls to envision themselves in the ad. The three phrases we chose are all call to action commands that promote body positivity and inclusivity. The first headline, "Choose comfort. Serve looks." speaks to the target audience by using their phrases while speaking to the quality and feel of the denim. The next headline is "Fit in. Stand out" empowering young girls to feel comfortable in their own skin while suggesting that they will still fit in with their peers. This headline also speaks to the great fit of the denim. The final headline is "Look Good. Feel better." again reiterating inclusivity and emphasizing how you feel is most important. All three of these ads coincide with one another through the themes of body empowerment and flow together by being structured the same with two commanding sentences. The logo in the bottom corner also shows the consumer where to get their jeans.



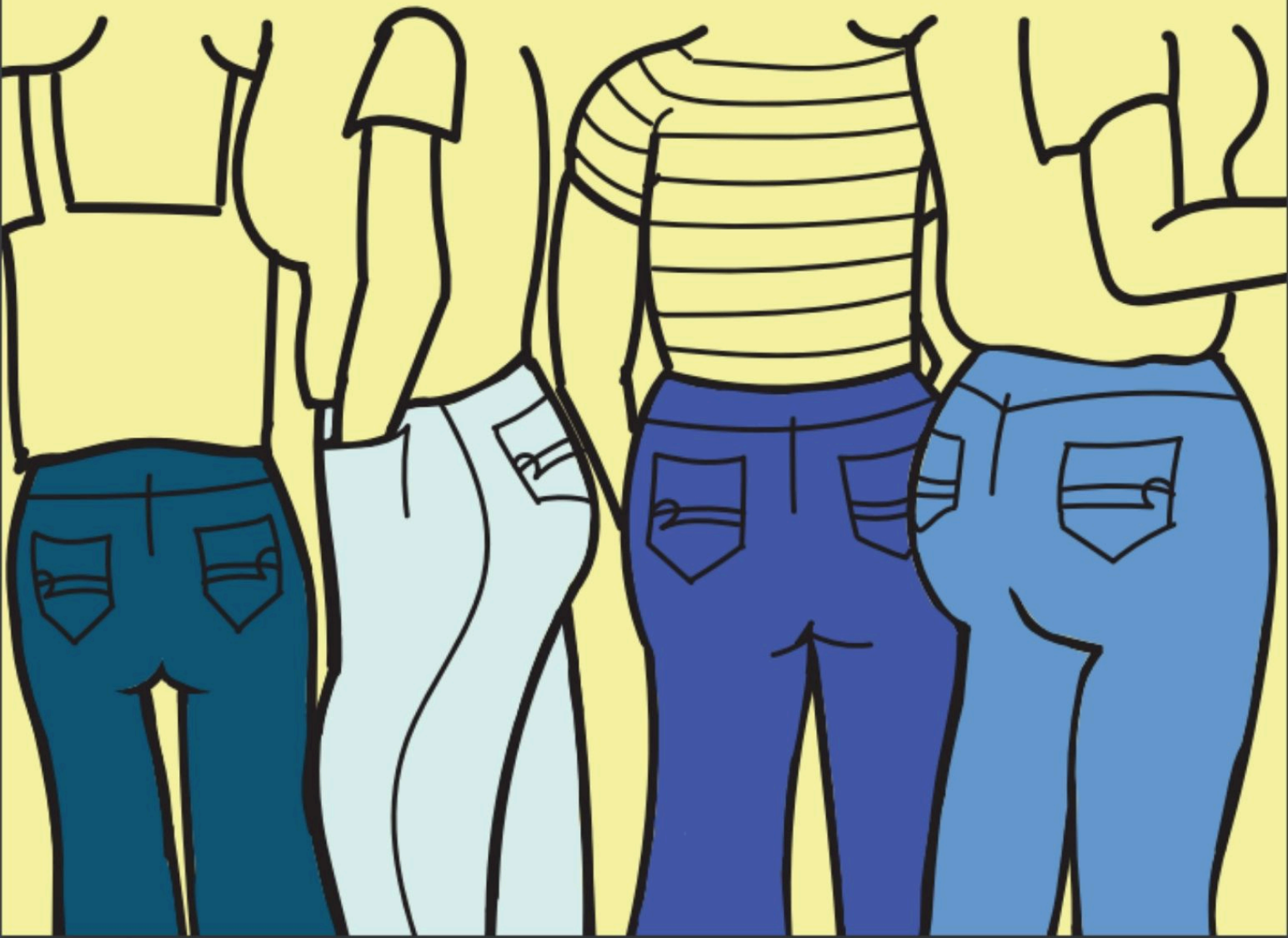
FIT IN. STAND OUT.

Middle school is hard. Finding jeans should be easy. Shop the only denim line made for YOU and your curves only at American Eagle and americaneagle.com



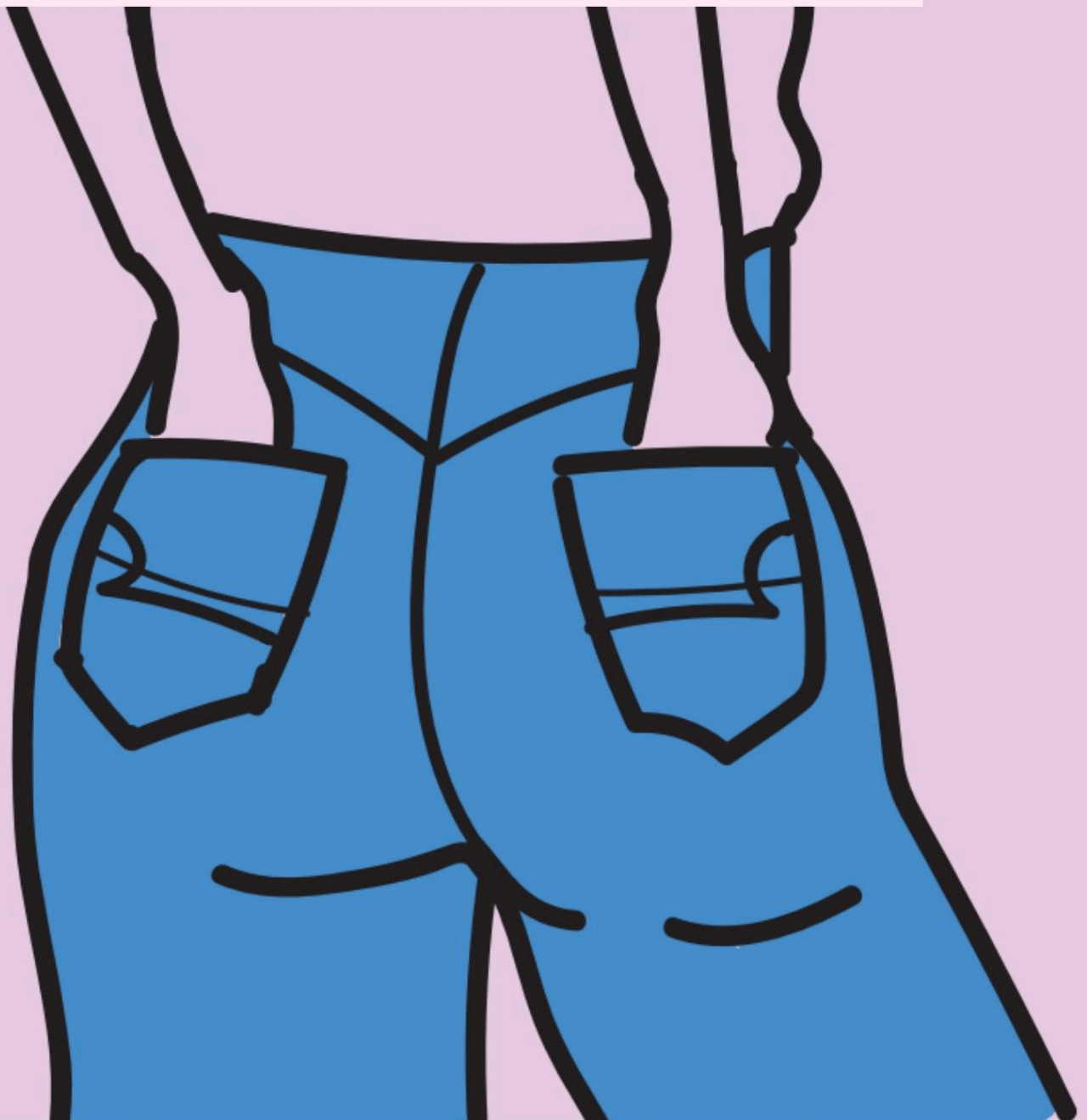
LOOK GOOD. FEEL BETTER.

Middle school is hard. Finding jeans should be easy. Shop the only denim line made for YOU and your curves only at American Eagle and americaneagle.com



CHOOSE COMFORT. SERVE LOOKS.

Middle school is hard. Finding jeans should be easy. Shop the only denim line made for YOU and your curves only at American Eagle and americaneagle.com



Non-Traditional Write Up

★ For the non-traditional ad, the idea is to create a Snapchat filter sponsored by American Eagle. The filter would include various uplifting messages using a platform that reaches our target audience of young girls. Underneath the positive messages would be "American Eagle" driving home the idea that American Eagle coincides with body positivity and confidence.



Non-Traditional Ad



Microsite Write Up

★ For the microsite, American Eagle will take the consumer on a journey to find the perfect denim in a fun interactive way. Through a quiz, users will go through each category in order to be matched with their perfect pair of jeans taking away the frustration of denim shopping. The quiz is about empowerment and uses language that 12-15 year olds use in their everyday life. At the end of the quiz, the user is matched with the perfect pair of denim with an accurate size suggestion and will prompt the user to either purchase online or give in store suggestions. Users can also send in a selfie once the jeans have arrived to them for a chance to be featured on the Instagram page.



What's your Perfect Fit? Quiz

Start Here

What's your size?

Enter Measurements:
Waist:
Hips:

Stretch?

Give it to me!

Just a tad

I'm good, thanks

Gimme Length

Crop it!

Cute & Short

Regular and Fab

Tall Queen

What wash?

Dark

Medium

Light

Black

Colored

Pattern

Pick your style:

Tomgirl

90's Boyfriend

Slim Straight

Flare

Curvy

Mom jeans

High Waisted

Skinny

Bootcut

Wide Leg

End Result: Your Perfect Jeans

Got your jeans?
Send us a pic!

Take the Quiz

Click Here
to share your selfie!



What's your size?

Enter your size here:

Waist: _____

Hips: _____



