

claire's

Claire's
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research

overview

Founded in 1961, Claire's is a global retailer known for its accessories and jewelry that is dedicated to self-expression with a world-leading piercing service.

history & timeline

1961: Claire's, originally known as Fashion Tress Industries, was founded by Rowland Schaefer

1960's: The company focused primarily on selling wigs

1973: The company shifted its focus to selling jewelry and accessories

1978: Claire's began offering piercing services

1980: Claire's established a Hong Kong based sourcing office and began establishing more stores throughout the United States

1989: Claire's continued its expansion by purchasing Topkapi, a Japanese chain of 16 stores

1995: Expansion continued as more companies were acquired in England, Scotland, Switzerland, and France

1996: The company bought Icing which is their primary brand for women in their 20's

1997: The business officially changed its name to Claire's

2001: Claire's launched claires.com

2002: CEO Rowland Schaefer stepped down from running the store after having a heart attack. His daughters, Marla and Bonnie Schaefer, took over.

2007: Marla and Bonnie Schaefer sold Claire's to private equity

2012: Claire's expanded internationally to China, Italy, and Indonesia

2015: Claire's continued to expand internationally

2018: Claire's Stores Inc filed for Chapter 11 bankruptcy in the U.S.

2020: Claire's launched national loyalty program

2021: Claire's emerged from bankruptcy and filed for IPO

2022: Claire's sales grew and continue to grow to present

2023: Employee list of 10001+. Present in over 47 countries (U.S., China, and Europe). More specifically, 400+ stores all over the world with world leading piercing services for teen girls' first piercings.

2024: Projected to add 180 in store locations, spreading to Walmart next year, and starting 35 standalone stores in shopping centers next year.

goals & mission

Claire's strives to inspire girls around the world to become their best selves and embrace their individuality by providing a platform for self-discovery and expression. Claire's values diversity of thought and talent in every part of their organization. The company fosters an environment of creativity and authenticity through its fashionable jewelry and accessories while offering world-leading piercing services all for affordable prices.

keywords

Self-expression

Individuality

Style

Trendy

Affordable

Authenticity

Care

competitors

francesca's

Francesca's is a fashion and accessory boutique with 460 stores in the U.S. The boutique also pushes for individuality through accessories and personal style similar to Claire's as they also target the Gen Z female market.

forever 21

Forever 21 is a fast-fashion retail store that specializes in trendy clothes at a fair price with 540 locations worldwide and Online. Founded in 1984, Forever 21 reaches the young teen girl audience, offering basics and accessories similar to Claire's.

urban outfitters

With over 200 stores around the country, Urban Outfitters caters to both women and men. Urban Outfitters sells clothing, accessories, home decor, and more. It values creativity and cultural understanding, implementing those values into their company framework. Similarly to the other competitors, Urban Outfitters possesses retail space in malls which target consumers may spend at one store and not the other.

creative brief

advertising problem

Consumers want to express themselves.

objective

Consumers should believe Claire's embodies self-expression.

core message

Self-expression.

insight

Claire's was one of the first stores to encourage women's self expression in the fashion world. Today, Claire's has remained a staple of urban and suburban malls. Claire's representatives make an intentional effort to stay on top of trends to keep traffic coming into their stores. Gen Z is the primary consumer for the accessories category of fashion as younger adults are statistically known to be still determining their own personal style; they are more flexible with their decisions. Gen Z consumers view themselves as unique and creative, which they believe differentiates them from all other generations. In addition, because of the stage of life they are in, Gen Z feels a strong need to express what makes them stand out from everyone else and their actions are driven more heavily by desire. Members of Gen Z are adamant on beating to their own drum and strive to showcase how unique they are. As Claire's provides services and products that play a big part in self expression within the fashion world, Gen Z is their primary target audience.

target audience

demographics

name: Emma

age: 16

gender: Female

location: Dunwoody, GA

occupation: Babysitter/Nanny

personal income: \$3,000

family income: \$75,000

education: Currently in High School

race: Latina

nationality: American

religion: Christian



psychographics

lifestyle

Gen Z is predicted to be the highest educated generation. They are statistically more likely to attend college than generations before them. Their first priorities in life are balancing their social and work lives, maintaining a flexible schedule, keeping a stable job, and having positive relationships in their lives. Their habits are primarily made up of a mix of social media, the Internet, and technology.

opinions and attitudes

Referred to as “digital natives”, they have few memories of life without advanced technology. Many Gen Z members say their religious actions lead to positive impacts in their lives. Gen Z is the second largest group of passionate people. They display a lot of passion for social issues. In fact, 83.1% of Gen Z cares more deeply than any other generation about the positive impact a company makes in the world. They have a strong desire to stand out. 68% of Gen Z prioritizes aesthetics over anything else in a product. Gen Z members believe everyone needs to be treated equally and with respect.

personal traits

Entrepreneurial, realistic, focused on finances, independent, creative, and competitive.

support

1. **Claire's is a brand with over 8,680 products, giving everyone a chance to find their personal style at Claire's.**
2. **Offering free in-store ear piercings and stud nose piercings, Claire's provides accessible self-expression through piercings.**
3. **Claire's does not edit the girls' bodies in their ads to create an inclusive space for all people**
4. **Donated over \$14 million over the last 5 years to charities for childhood illness, childhood welfare, female empowerment, and anti-bullying to further a brighter future for girls everywhere.**

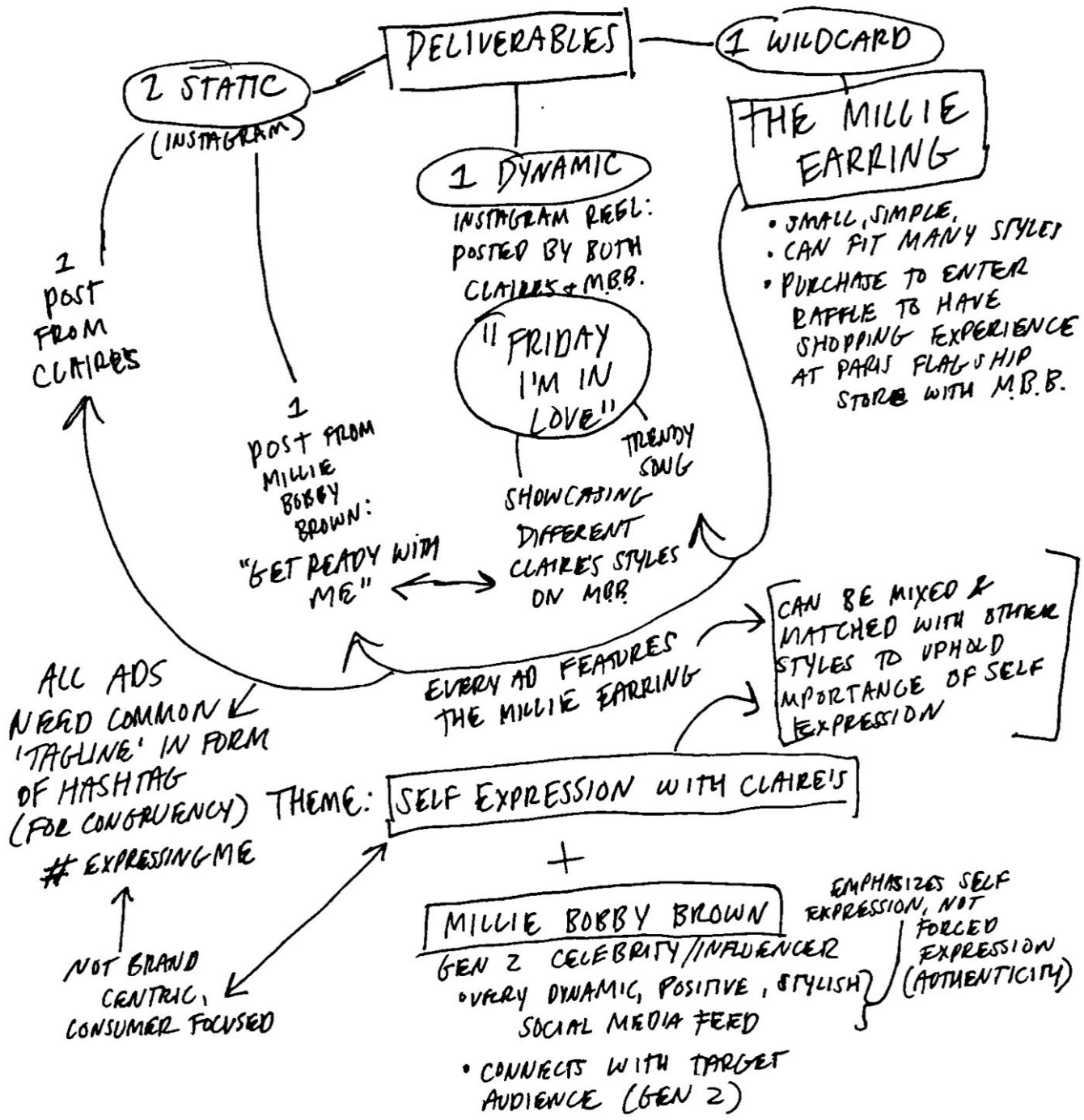
tonality

The tone of voice for this campaign to reach the Generation Z market should be creative, bold, and fearless. Using a conversational tone, Claire's can establish its friend-like image to the Gen Z audience that is more genuine and relatable. Gen Z members find easy-to-understand language more appealing, whereas using a formal tone of voice would deter them from the brand.

The tonality used to reach the target audience needs to be supportive, authentic, and positive. Gen Z and Alpha strongly value individual expression, so Claire's

The advertisement will not effectively reach them if it is trying to tell it's audience exactly what to do or wear, rather there needs to be a sense of openness that allows choice. Additionally, these generations do not tend to engage with media that can be immediately identified as an advertisement, so the copy cannot be too formal in order to be more approachable. Overall, the goal is to get the

The audience needs to believe that Claire's supports their personal self expression, so the tone needs to emphasize that Claire's supports the audience, not so much that the audience needs to support Claire's.



message diagram

objective: Consumers should believe Claire's fosters/embodyes/encourages/furtheres self-expression.

core Message: Self-expression.

format:

This static advertisement will be posted on Instagram. This is the best medium to use because of Gen Z's strong presence on the app. A recent survey conducted by the Morning Consult, suggests that 80% of females in Gen Z consider Instagram as their most used social media. Instagram is also the best option considering the ad is featuring a partnership with a popular influencer.

message strategy principles:

Influencer Marketing: This is a strategy often used on social media that involves a brand partnering with an influencer to promote their message and products. Influencer marketing is an effective way to quickly generates exposure amongst consumers. This ad uses Millie Bobby Brown as the lead messenger to communicate that Claire's accessories give her the freedom to be herself.

showing the product: This concept refers to showing the product in use within the advertisement so that consumers can get a clear understanding of the product's purpose. In this ad the jewelry and accessories are being worn which helps create a better visual of what Claire's has to offer.

branded hashtags: This concept is a way to generate conversation and content around a specific topic. They help boost a brand's social media reach and engagement. This ad uses the hashtag "#ClairelyYou" to encourage people to post their unique Claire's looks

target audience connections:

Because Gen Z has such a strong social media presence, they are constantly monitoring what others are doing, especially when it comes to the influencers that they follow. Gen Z values what their favorite influencers say and do. They often take influencers' opinions into consideration when making their own decisions. Claire's can use this mindset to their advantage by partnering with popular influencer Millie Bobby Brown. Getting her to post and speak about self expression using the hashtag "#ClairelyYou" while wearing Claire's accessories will generate buzz within the target audience and ultimately lead to better brand awareness.

deliverable
static ad 1

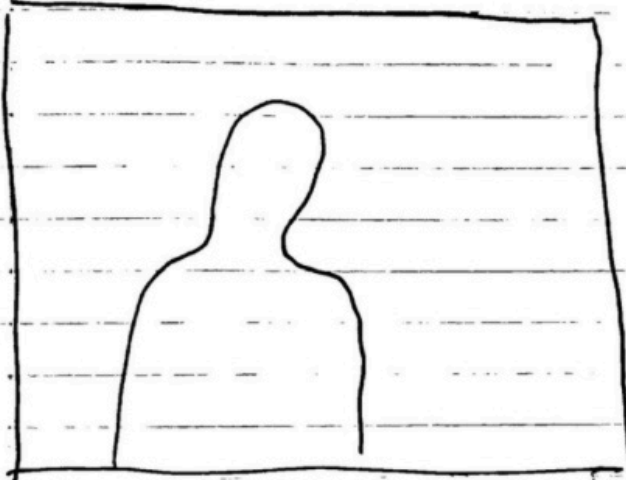


clairesstores



clairesstores @milliebobbybrown making a Clairly You earring Clairely Millie ✨💚 What Clairely You earring shows off your personal style? Use #ClairelyYou to show us how you do you! #OnlyAtClaire's

brain storming



INSTAGRAM POST FROM @MILLIE BOBBYBROWN

- CAPTION: ABOUT GETTING READY,
LIGHHEARTED, POSITIVE, AUTHENTIC
(SHORT + EMOJIS)

- FEATURES "THE MILLIE EARRING"

- TAGS @CLAIRESTORES

- THEMES: STYLE, SELF EXPRESSION

message diagram:

objective: Consumers should believe Claire's embodies self-expression.

core message: Self-expression.

format:

This static advertisement will be delivered on Instagram in order to reach Claire's target market due to the heavy presence Gen Z has on the social media platform. The advertisement is influencer marketing, with Millie Bobby Brown being the influencer, and this specific post will be delivered on Brown's personal Instagram account. Influencer marketing is an effective choice for reaching Claire's target audience, as Gen Z is the most receptive group to influencers. Brown was chosen for this message because her existing tone on social media is consistently positive and stylistic, which matches the message of self expression. Additionally, Brown is a part of Gen Z, and her primary audience is Gen Z. The copy written for the Instagram post in the caption is intended to be short and effectively convey the intended core message of the advertisement, as well as build information regarding the 'wildcard' part of the campaign. There is an emphasis on the message of self expression within Claire's products, in order to feel authentic and increase the receptiveness of the target audience.

message strategy principles:

humanize the message: The importance of this strategy is that the core message of the advertisement needs to uphold a stronger connection with the audience rather than with the brand/product the advertisement is promoting. The message needs to be conveyed for real people to understand in order for that connection to be made. This can be accomplished through a sense of authenticity and real emotion. This is evidenced in the copy of the static advertisement, which expresses emotion that the target audience can connect with. Additionally, the caption of the post directly addresses the audience which increases engagement and connection.

show, don't tell: The value of this strategy is that the audience needs to connect with the advertisement without needing to read a lot of copy. This is achieved through strong, effective imagery that balances the copy and conveys the core message of the advertisement. This is shown in the static advertisement through an image that depicts the benefit of utilizing the tools Claire's provides: self expression.

deliver value: The main idea of this strategy is that the message of the advertisement needs to provide something of significance to the audience, even if it's just entertainment. The static advertisement provides the target audience inspiration to express themselves and an effective way to do so.

target audience connections:

To effectively reach Claire's target audience, the advertisement upholds a tone of authenticity in its imagery and copy in order to convey the message of self expression. To be effective, an advertisement with the message of self expression cannot seem overly staged, so it was made to look native. The use of a selfie of the influencer, Millie Bobby Brown, as the image is intended to reflect individual expression and connect with the target audience through the accessibility of the image type and nativity to Instagram. The copy written for the advertisement has a very positive tone and general authenticity to Millie's other Instagram captions. This connects with Gen Z and Alphas core value of individual expression due to the advertisement upholding Millie's existing social media tonality, especially because social media presence is a form of individual expression to these generations.



milliebobbybrown



milliebobbybrown Feeling so inspired by @clairesstores accessories today! Using a Clairely You earring, I made my outfit Clairely Millie 💜 Style your Clairely You earring for a chance to shop with me in Paris ✈️ #ClairelyYou #onlyatClaire's

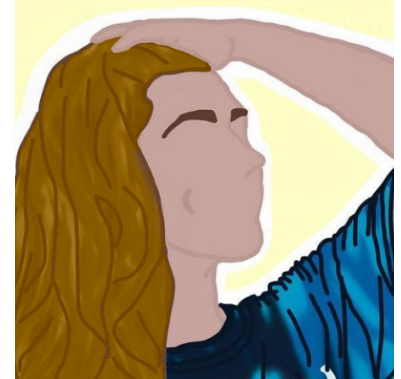
brain storming



"Friday I'm in Love" by the Cure starts with Millie in an all black outfit and Claire's earrings. Animated lyrics appear above her head.



Lyrics continue. The Typeface changes to the Claire's signature purple as Millie's outfit and accessories change according to the lyrics.



A doodle appears alongside a close-up shot of an earstack Millie is wearing that contains a broken heart earring to match the lyric incorporating the word "heart attack".



Millie appears with a whole new look using Claire's accessories as the lyrics continue over her head.



Keyframe: The last look is pictured with the final verse of the song, "It's Friday, I'm in Love". The words "with Claire's" appear below the lyrics in the iconic Claire's pink.



Final Frame appears telling the audience to be Clairely You, and shop at Claire's.

message diagram

objective: Consumers should believe that Claire's embodies self-expression.

core message: Self-expression.

format:

The format for this dynamic ad is a vertical music video through Instagram Reels. Given that 88% of Gen Z has an Instagram account, this is the perfect format to appeal to the target market of Gen Z between the ages of 14-18. 48% of Instagram users are also female which connects to our core audience of young girls who connect with Millie Bobby Brown. The advertisement shows Millie portraying her different styles that express how she is feeling each day of the week and by using Reels, Gen Z is able to connect with Millie on a more personal level. 38% of Gen Z spend more than 2 hours a day on Instagram, and 88% have an Instagram account.

message strategy principles:

Tell a story through song: The concept of the ad is to utilize song to develop a narrative that connects Millie to the target market. The song "Friday I'm In Love" by The Cure is used to show the way Millie expresses herself and her personal style throughout the week. Ending with "Friday, I'm In Love With Claire's" across the screen connects back to the core message of self-expression at Claire's.

personal format: Handwriting the lyrics to the song above Millie each day of the week adds a personal element that the audience can relate to. With the audience being 14-18, keeping the graphics friendly and engaging is not only important to the brand but also to the audience.

utilizing millie's personal brand: Choosing Millie Bobby Brown as a constant throughout the deliverables was because of her personal brand and work shown through her

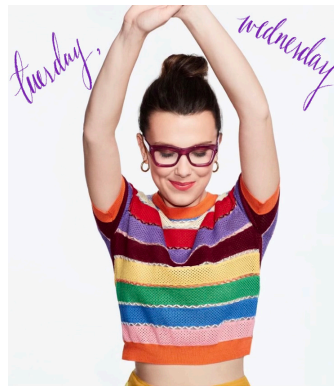
target audience connections:

As research shows, out of all their time spent on social media, Gen Z and Alpha spend most of it on Instagram. Gen Z and Alpha are able to be reached more broadly through branded hashtags like "#ClairelyYou" and "#OnlyAtClaire's". The Instagram reel utilizes fans' connections to Millie Bobby Brown and her characters by highlighting Millie's authentic self and encouraging the audience to do the same through Claire's accessories.

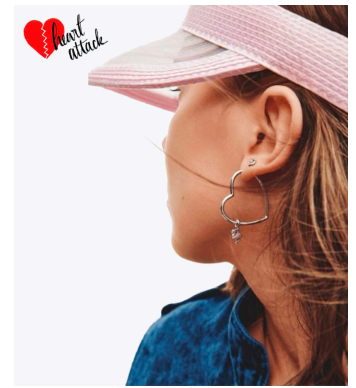
**deliverable
dynamic**



Scene 1: "Friday I'm in Love" by The Cure starts as Millie is in an all-black outfit in her Claire's earrings. The animated lyrics appear over her head along with the song lyrics.



Scene 2: "The lyrics continue as the font color changes to Claire's signature purple as Millie dances along to the song.



Scene 3: A doodle appears alongside a close-up of Millie's ear stack that contains two pieces of a broken heart to match the lyrics.

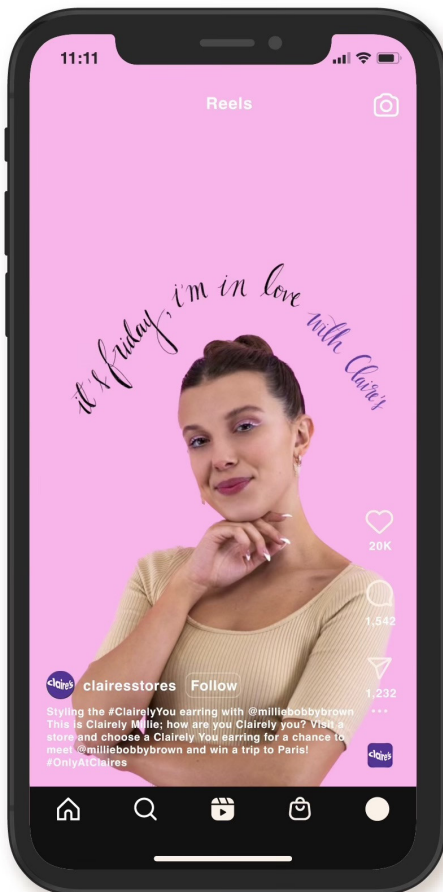


Scene 4: Millie is shown with a new look featuring Claire's accessories as the lyrics continue over her head.

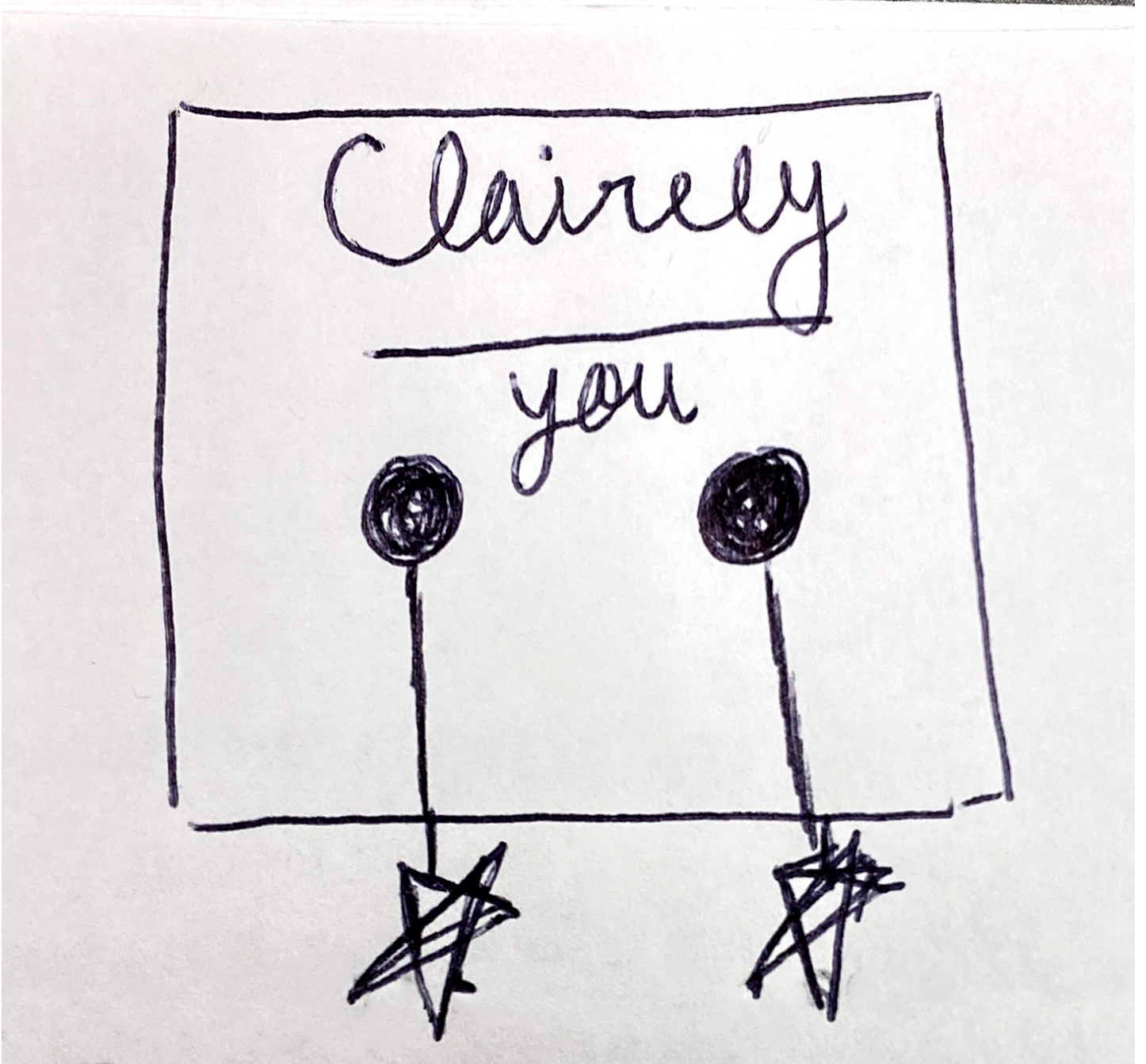


Keyframe: The last look is revealed as the final line of the verse plays. The lyrics are followed by "with Claire's".

key frame example



*Clairely
You*



message diagram:

objective: Consumers should believe Claire's embodies self-expression.

core message: Self-expression

format:

This Wild Card advertisement will be an event. Consumers who create their own ear stack using Clairely You earrings and posting them on social media with the hashtag "ClairelyYou" are entered into a raffle. That raffle is for an opportunity to fly to the Claire's store in Paris and receive spend the day with Millie Bobby Brown, shopping Claire's accessories and getting a makeover. While Millie is in the Paris location, stations will be set up for customers to craft their own personal ear stack and show off their style as "Clarely You".

message strategy principles:

keep it simple: Within this wild card, the idea is fairly simple; if consumers put together their own ear stack demonstrating their personal style, they could receive a chance to meet Millie Bobby Brown in the Paris Claire's store. Millie's visit to the Claire's store is also kept simple. She is there to interact with consumers and help around the build your own ear stack area.

pair with call to action: The center of this wild card is a call to action. Consumers must put together and purchase an ear stack in order to be entered into the raffle. In addition, consumers who don't win the raffle but still want to meet Millie, must come shop at the Claire's store in order to do so.

think visually: Millie Bobby Brown is known for her differing styles and her support of self expression amongst her fans. She carries the roles of both an influencer and a celebrity actress on a popular television show within Gen Z. She is well known by the target audience and illustrates the objective of the campaign through her own identity and reputation alone. Using her as a visual throughout this campaign will aid in connecting with the target audience and inspiring the belief that Claire's embodies and prioritizes self-expression within our target audience. Lastly, incorporating Millie into the wild card advertisement and utilizing the chance to meet her will better the likelihood of consumers following the call to action of expressing themselves through the creation of their own personal ear stack.

target audience connections:

Standing out is very important to Gen Z. Providing them with an opportunity to show off their own personal style using Claire's accessories will pique their interest. Through their own creation of an ear stack, they will see the diversity of Claire's accessories and their ability to aid in creating a fashion identity.



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