

The
gap

1969 - 1976

GAP

"BRIDGING THE GAP"

GAP

Gap

Framework

Gap is struggling with overall brand enthusiasm

Mission Statement:

To democratize fashion and make shopping fun again. To bring incredible **style** and **quality** to families the world over

CURRENTLY

FUTURE

BRAND PROMISE

We are originators and champions of a uniquely optimistic sense of American style that bridges the gaps between individuals, generations, and cultures.

We are non-conformers and champions of a timeless American style that bridges the gaps between individuals, generations, and cultures with a commitment to **sustainability and eco-conscious** practices

BRAND VOICE

Conscientious, Honest,
Personal

Nostalgic, Unapologetic,
Sustainable, Eco-Friendly,
Progressive

Product Idea

Gap's new business products

- New line of clothes
 - Each brand will design a sweatshirt & a pair of jeans
- Brand partnerships
 - Initially partnering with 3 eco-conscious brands
- Branded patches
 - Each brand will design 5 patches
 - Patches will be made using sustainable material
- The clothing and patches will be sold in stores and online



PROCEEDS

Step 1: Reflected on Gap's current market challenge of losing Gen Z customers

Step 2: Brainstormed ideas surrounding Gap's current branding and product extensions responsible for acquiring Gen Z customers

Step 3: Decided to launch branded patches for Gap products; but only if the companies in question adhered to a number of eco-conscious requirements

Step 4: A portion of the proceeds from each patch would partially go to the organization in question, and could be sold on partners' websites as well

4P Strategy

Product

- A new product line with clothing pieces that have pre-fitted patches
- Eco-friendly branded patches sold on their own (for potential customizability)

Place

- Gap physical stores
- Gap website
- Partnered brands websites

Price

- Individual Patch: \$5
- Bundle of 3: \$12
- Bundle of 5: \$20
- Each clothing in the new product line: \$35

Promotion

- Pop-up info box explaining the sustainability ideas behind our products/patches
- Post purchase appreciation message via email

Life Cycle

Introductory

Gap would need to focus heavily on promotions to build awareness about the new patches and partnerships

Growth

Number of partnerships with other eco-conscious brands can be expanded upon

Maturity

Once the new product line is relatively established within millennials and Gen Z consideration sets, our first maturity phase will be reached.

Decline

Gap will either need to rebrand the patch concept or introduce something new to grab the individuals we want to sell our products to



Diffusion

Unique diffusion/product adoption considerations

- Leveraging the Buying Power of Gen Z
- Capitalizing on the market's gravitation toward sustainability and socially responsible brands
- Associating Gap with the brand image of numerous, smaller brands to pivot Gap's existing reputation out of stagnancy
- Simplicity and versatility of the product (Patches)

Global Expansion Considerations

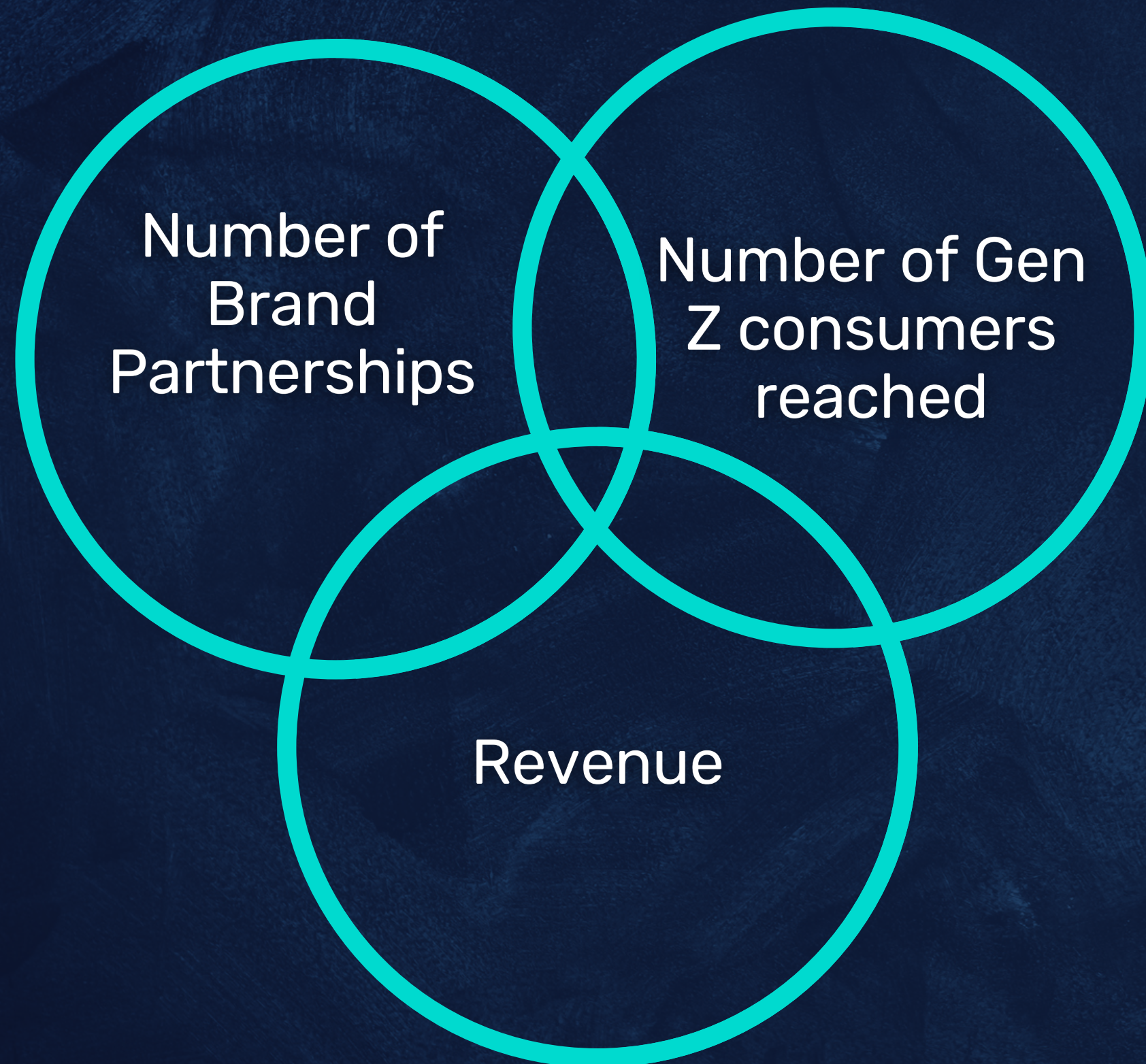
Culture

It would be important to consider the which factors consumers prioritize in different cultures

Potential Partnership Considerations

Since Consumers from different countries may resonate with different social issues, Gap would want to have a further investigation on the landscape of their potential business partners

Success Factors



Brand Partnerships

Partnership boosts awareness for smaller brands while showcasing Gap's value/recognition brought on by an established partner

Gen Z reached

As our desired target market, the Gen Z market share we connect with will determine the success of this attempt to connect with what Gen Z values in a company

Revenue

Basic concept; the amount of profit Gap pulls in for itself and its partner will showcase the product line's potential longevity within the company

Resources & Appendix

- <https://www.gapinc.com/en-us/about>
- <https://www.cnn.com/2022/09/20/business/gap-layoffs>
- <https://www.cnn.com/2022/09/15/business/kanye-west-gap-termination/index.html>
- <https://www.gapinc.com/en-us/news/responds/gap-stores-update>
- <https://craft.co/gap>
- <https://visionone.co.uk/brand-archetypes/regular-guy-brand-archetype>