



IKURU

STYLE WITH PURPOSE





Ikiru Gear

Ikiru (Japanese for “livable”) is a new clothing company that strives to to have a positive impact on the world, provide radical transparency into their production process, and provide a sustainable fashion brand for the next generation.

They use natural and sustainable materials like organic cotton and hemp, as well as recycled fabric whenever possible.

Ikiru also works with small supply chains to ensure product quality and fair trade, and sells directly to consumers via the internet, cutting out middlemen and reducing costs.

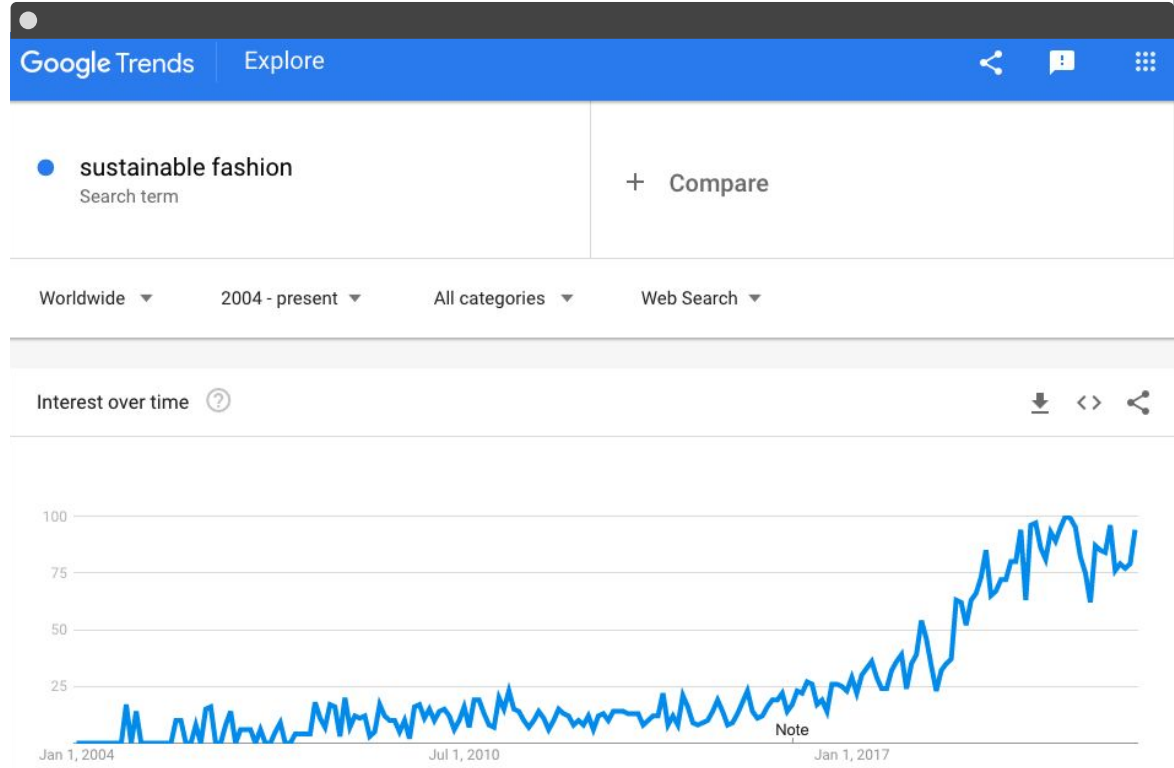


Market Analysis

Nine out of 10 Gen Z consumers believe companies are responsible for addressing environmental and social issues (McKinsey).

60% of Millennials want to shop more sustainably (Fabrik).

67% of consumers consider the use of sustainable materials an important purchasing factor (McKinsey).



Sharp increase in “sustainable fashion” interest over the last few years.

Value Proposition

Headline: Sustainable Fashion for a Livable Future.

Description: Discover affordable, timeless, and transparent fashion crafted from natural and sustainable materials.

Benefits: Ikiru offers transparent, stylish, and affordable fashion. Our sustainable clothing makes it easy to look great and feel good about your impact on the planet.

Value Proposition

Ikiru sells stylish, sustainable, and affordable clothing so that eco-conscious shoppers can enjoy high-quality fashion with full transparency and ethical production.

Competitor Analysis

Competitors	Strengths	Weaknesses
Patagonia	Durable and attractive products. Dedicated workforce with low turnover. Brand recognition.	Expensive products. Portfolio caters more to the “executive” look. Limited online marketing.
Tentree	First mover advantage in sustainable fashion branding. Strong online marketing and brand exposure.	Above average prices. Customer service dissatisfaction expressed in reviews on different online platforms.
Everlane	Radical transparency. High-quality products.	Quick product sellout. Low brand awareness. Limited product design variation.
Eileen Fisher	Diverse portfolio for women. Loyal fanbase.	Portfolio limited to women’s fashion. Customer service dissatisfaction expressed in reviews on different online platforms.
Reformation	Diverse portfolio for women. Brand identity. Celebrity following.	Portfolio limited to women’s fashion. Premium prices.

Audiences



Primary target audience

Women between the ages of 18 and 34 who are interested in sustainable fashion.

Seeking affordable and fashionable clothing made with natural and recycled materials.



Secondary target audience

Men between the ages of 25 and 34 who are interested in long-lasting clothing with a timeless look.

Seeking quality clothing that looks great at an affordable price.

Objectives

Write three broad strategy objectives.

Increase Brand Awareness by 30% within 3 months

1

Increase Online Sales by 30% within the 1st year of campaigns

2

Increase engagement with the brand's content and community by 25% within 3 months

3

Write three corresponding KPIs.

1

Ad Impression and Frequency

2

ROAS - Track monthly online sales revenue and aim for a 30% increase

3

Track social media data, subscribers growth and email open rates

Persona

(primary target audience)



Green Touch Ava

Green Style,
Sustainable Smiles

Demographics	<ul style="list-style-type: none">● 28, Female● Single, no children● San Francisco
Social Background	<ul style="list-style-type: none">● Sustainability Program Manager at Salesforce● \$60,000 - \$80,000 per year● Bachelor's degree in Environmental Science
Goals and Aspirations	<ul style="list-style-type: none">● Impactful sustainability leadership● Have a green waste free lifestyle● Be more hands on with social projects that promote sustainability
Content Interests	Sustainable fashion, Yoga, Travel, Community gardening
Other Interests	History, Museums, Documentaries and Doc series,
Technology and Devices Used	Laptop, Tablet and Smartphone

Persona

(secondary target audience)



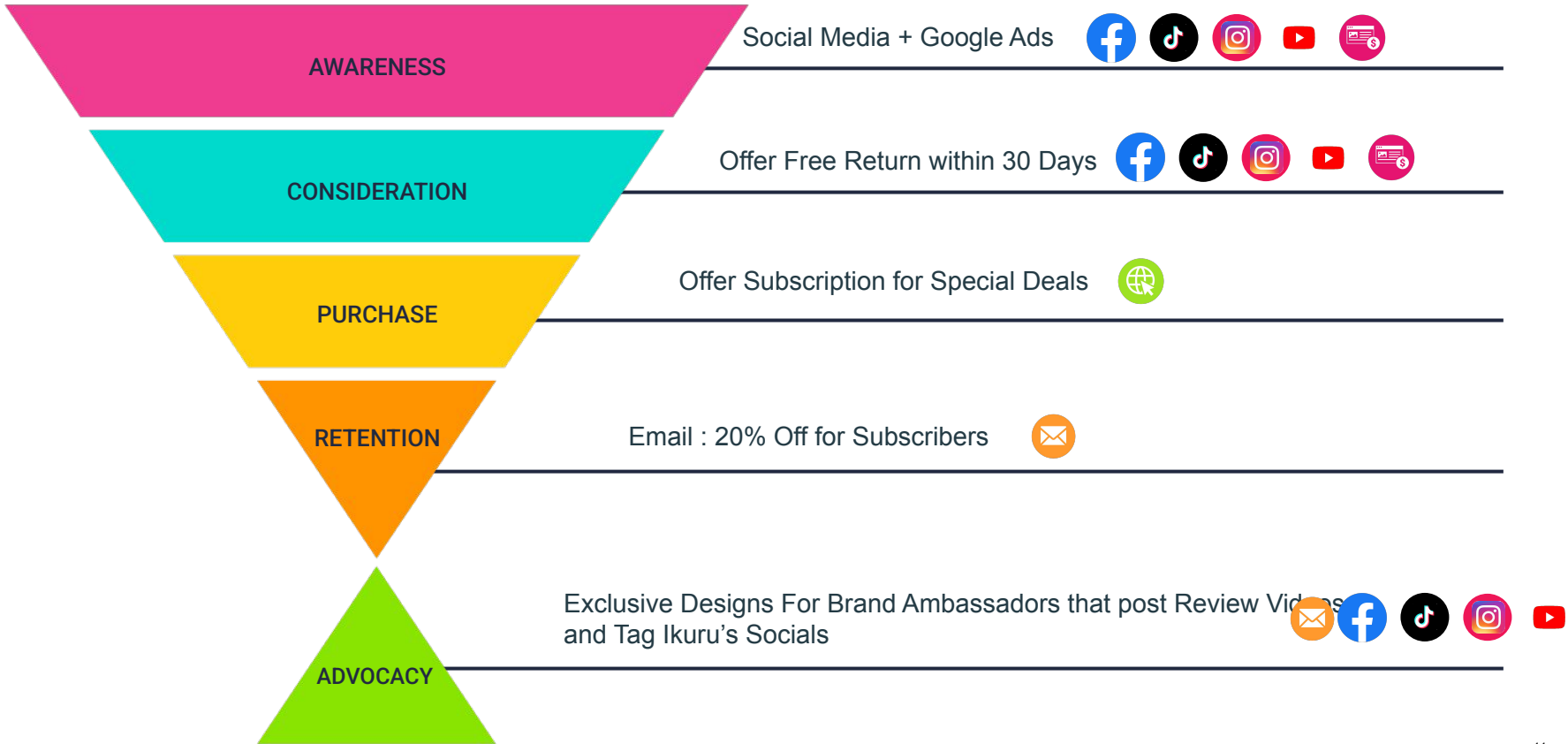
Adventure Adam

Embrace Nature,
Unleash Adventure

Demographics	<ul style="list-style-type: none">• 30, Male• Single, no children• Seattle, Washington
Social Background	<ul style="list-style-type: none">• Graphic Designer at Adobe• \$75,000 - \$95,000• Bachelor's degree in Graphic Design
Goals and Aspirations	<ul style="list-style-type: none">• Achieve career growth• Travel internationally• Learn new skills
Content Interests	Photography, Art exhibitions, Environmental activism
Other Interests	Hiking, Climbing, Local cuisine, Camping, Dog-friendly trails, Pet-friendly travel destinations
Technology and Devices Used	iMac, Macbook, iPhone, Air Pods, Apple Watch

Funnel and Customer Journey Hybrid

Digital Channels:
Use the icons on the pasteboard at right. You can copy/paste them more than once if needed for your funnel. You may need to scroll to see the icons.

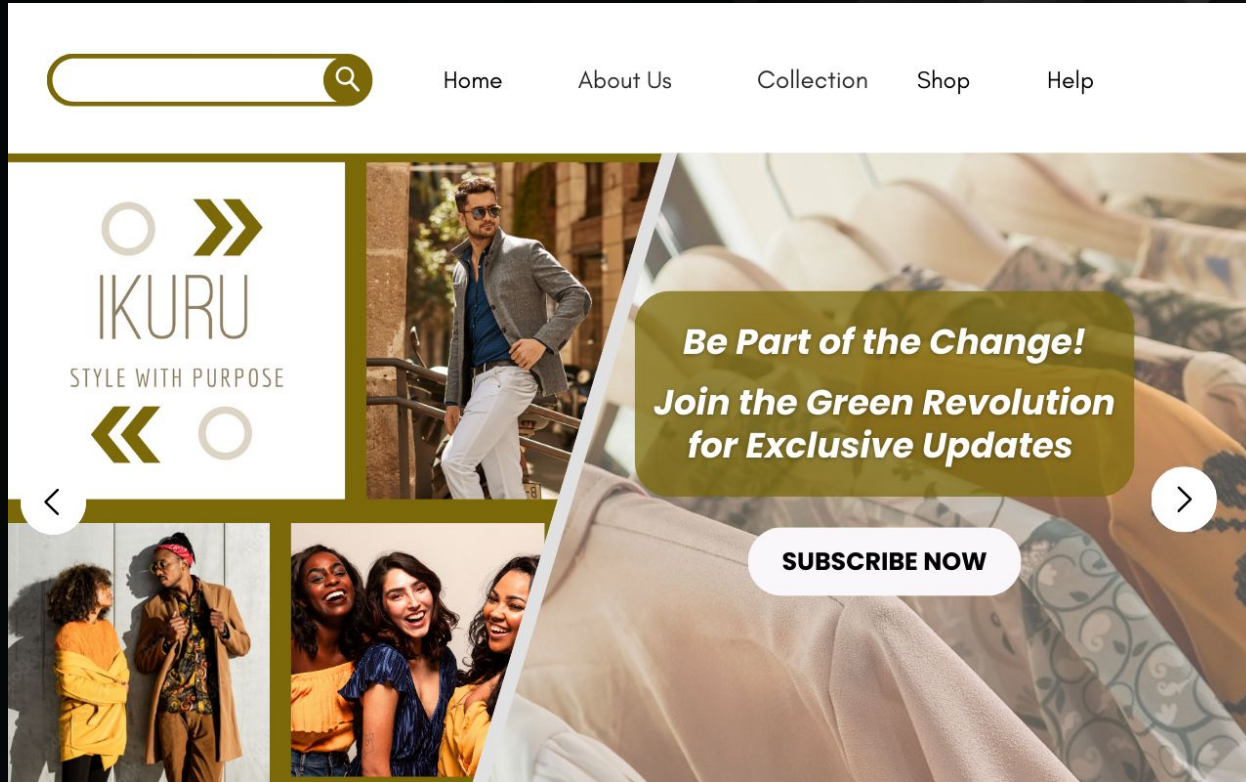


Channel KPIs

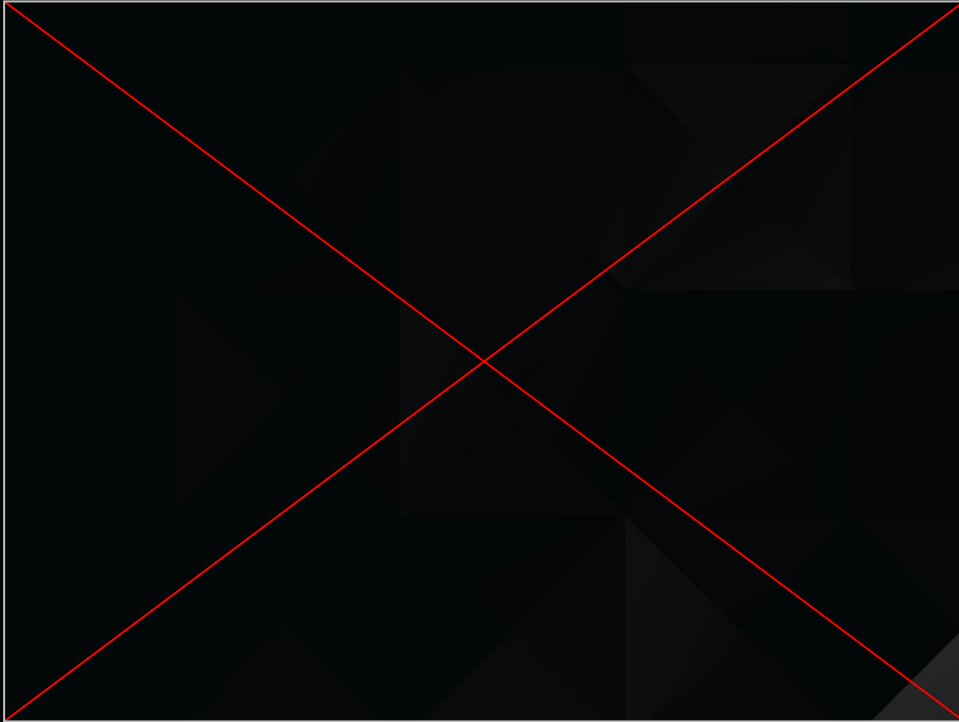
List the channels from the previous slide and their corresponding funnel stages. For each channel, include the KPI(s) you plan to measure to show if your objectives are being met.

Channel	Funnel stage	Objective (related to specific channel & stage)	KPI
Social Media and Google Ads	Awareness	Increase brand awareness by 30% within 3 months	Engagement Rates, Website Traffic and Ad Impressions
Social Media and Google Ads	Consideration	Increase brand engagement by 25% within 3 months	Leads, Forms, Email Sign Ups
Social Media and Website	Purchase	Increase online sales by 30% within 1 year	ROAS, Conversion Per Channel, Revenue
Email	Retention	Increase retention spend by 25% within 3 months	Average Customer Lifetime Value, Customer Loyalty, AOV
Email and Social	Advocacy	Increase testimonials and reviews by 30% within 3 months	Engagement Rates and Referrals and Reviews, Survey Completions, Testimonials

Bonus 1 - Landing Page to get Subscribers



Bonus 2 - Social Media Video Content



@ikurugear 🌱🌍 To save the world, we need to spread the word! Join the Ikiru family as a brand ambassador and get exclusive access to new designs and special deals.

#ikirufashion #sustainablestyle
#ecofriendlyfashion #brandambassador
#fashionwithpurpose #exclusivedeals
#sustainableliving #jointhemovement