BLOG 1

INTRODUCING TOMMY HILFIGER AND PROBLEM ANALYSIS

Hi, welcome to my blog people.

I am Ashna Dharani, currently pursuing my master's in marketing and brand management, where we learned the importance of branding and keeping up with the success of a well-known brand.

Not going to bore you, I promise so…

This series of blogpost will focus on the rebranding of the brand TOMMY HILFIGER.

Let's catch up on the origin of Tommy Hilfiger to get an idea about what the brand is. Tommy Hilfiger is an American brand launched in 1985. It was influenced by the classic American culture with a "twist". It is not just a clothing brand, but it also sells footwear, fragrance, accessories and home furnishing.

Tommy Hilfiger is known for its high-end fashion brand it is a premium brand. Then why am I rebranding such a well-known brand?

Cultural clash- Tommy Hilfiger

'Digging Deeper | The Racism Scandal That Rocked Tommy Hilfiger'

3 years ago

There was a case of racism scandal which Hilfiger confirmed in Oprah Winfrey that he made a statement about people of colour the rumour was that Hilfiger said, “if he knew that African- American, Hispanics and Asians would wear his clothes, he would not have made so many great clothes, he wished those people wouldn’t wear those clothes and his clothes were only for Upper-class whites”. Hilfiger in the show confirmed that he said those things. Oprah immediately told Hilfiger to leave the show and made a statement that as” Hilfiger doesn’t want us to buy his clothes we should boycott him-pass this message”.

This impacted the brand in a bad way it got a lot of negative publicity. It had offended a lot of people. This cultural clash was bad for the brand.

The decision of choosing tommy Hilfiger to rebrand was because I spoke to a few regular customers of Tommy Hilfiger and with some research of my own I came to a few pointers where people think Tommy Hilfiger is lacking due to which Tommy Hilfiger has faced downfall

- It has been seen that Tommy Hilfiger as a brand has not been evolving, it has stopped growing according to the research the brand earns most of its money due to the runway shows and not the store sales. It has been disappointing for customers to see such a big barrier between what the brand shows on its runway shows and what they offer online and offline.
- Another reason that Tommy Hilfiger is not customers first choice as it was before because Tommy was known for its Classic style as he has always said but it has now deviated itself to the “twist” more and has left behind the classic style that people loved

- According to the reviews of people from my research, a verified website has shown that Tommy Hilfiger has received 73% 1 star. People were not satisfied the quality of the product. They claim that the quality of tommy Hilfiger has a whole has become very poor and it can’t be enjoyed.
  The loyal customers of Tommy Hilfiger have taken a step back as they were disappointed by the lack of quality but high prices. The trust of customers was broken, and they have taken a step back from the brand.

  The MOTIVE now for me rebranding TOMMY HILFIGER is to build the trust of the people and evolve as a brand in a better way. To make it Classy, Elegant and worth its price.

REFRENCES

www.famouslogos.net. (n.d.). Tommy Hilfiger Logo | Design, History and Evolution. *[online] Available at: https://www.famouslogos.net/tommy-hilfiger-logo/.*

The Business of Fashion. (n.d.). Why Tommy Hilfiger Is Still Standing. *[online] Available at: https://www.businessoffashion.com/articles/entrepreneurship/why-tommy-hilfiger-is-still-standing/.*

Banks, A. (2019). Digging Deeper | The Racism Scandal That Rocked Tommy Hilfiger. *[online] Highsnobiety. Available at: https://www.highsnobiety.com/p/tommy-hilfiger-racism-scandal/.*

BLOG 2-PATH OF CREATIVITY

Welcome back to my blog people.

As seen in my previous blog we discussed the background of Tommy Hilfiger and came up with issues the customers think is bringing Tommy Hilfiger down compared to how it started out.

This blog will focus more on how people have perceived the brand and keeping that in mind and how I will change that and want my consumer to perceive my rebrand.

According to my recent research it states that tommy Hilfiger is liked or purchased by customers due to its BRAND NAME meaning its popularity and fame.

TOMMY HILFIGER

BRAND



FAME	91%
POPULARITY	43%
DISLIKED BY	15%
NEUTRAL	33%

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These stats clearly show that Tommy Hilfiger is on its position because of the legacy he created 20 years ago, the fame and popularity but in today's date people haven't seen evolution. He has stopped making changes. It has been witnessed in the past few years that Tommy Hilfiger has not only lost its loyal customers due to this but hasn't managed to attract new customers as well.

I've gathered data about what comes in people's mind about what they think when they hear the brand TOMMY HILFIGER

<u>WHAT PEOPLE THINK OF TOMMY HILFIGER NOW</u>

I had gone around and asked a few people around about Tommy Hilfiger.

The most common answers I got was

Same style different pattern, meaning it has always stuck to the same colour theory, and not expanded on his style and colour base. People want to see more evolution in the brand as it is very outdated







“IF THIS IS THE REPRESENTATION OF THE BRAND, HOW DO YOU THINK ITS GOING TO ATTRACT CUSTOMERS”

These images clearly show that Tommy Hilfiger has not evolved, the store collection is simple, basic and so similar. That is why customers are not happy with the current situation of the brand.

Now moving on to this set of bases, It is how I would position the brand in the mindset of people ‘emotionally’ bearing in mind the feedback I’ve got from the survey. How I want people to perceive my rebrand of TOMMY HILFIGER.

The image below is my mood board that I’ve created for the brand.



The mood board created for the brand clearly shows different components of elegance, boldness, classy, stylish and vibrant aura.

This image has shown that the original colours of the brand has been kept in mind but portrayed in a way that people would admire and want to be a part of. This mood board reflects the core of the brand that I've adhered to yet keeping the brand as consumers first preference which is always and forever with the evolution of the journey.

The changes in brand will be about,

- The LOGO
- THE TAGLINE
- HOLDING ON TO THE ROOTS
- WITH MODERNIST ESSENCE

This process has made me realise that my rebranding process has a strong foundation that I can build on to move forward with my rebranding of the LOGO and the process to design it.

REFRENCES

https://yougov.co.uk/topics/society/explore/brand/Tommy_Hilfiger?content=trackers

https://www.canva.com

BLOG 3- LOGO PROCESS DESIGN

Hello everyone, Welcome back.

The fun begins now. This post will focus on the logo and the process of designing the logo. A lot of creativity and hard work for sure. As mentioned in the blog before we are keeping the roots intact but changing the essence to attract more customers and change their perception.

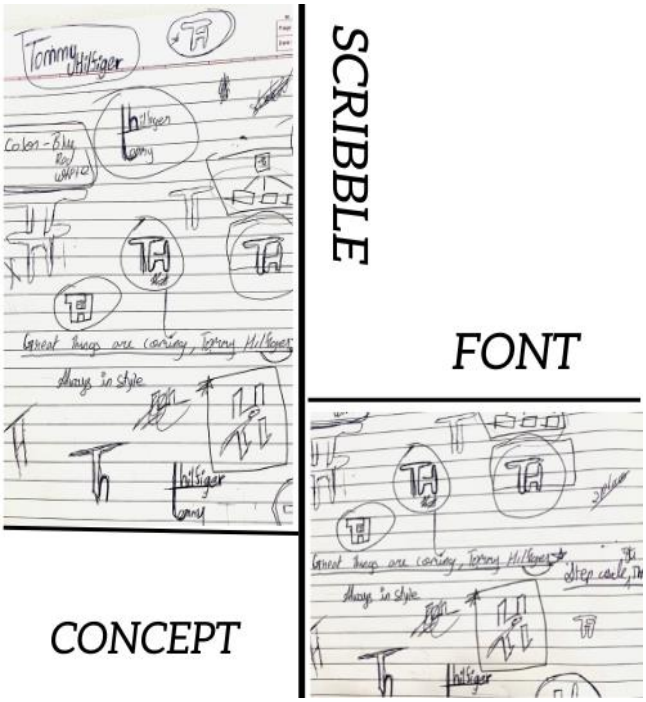
That is sticking to the colour of the original Tommy Hilfiger colour pallet- RED, BLUE, BLACK. But the essence of these colours is different from the original reasoning behind the actual logo of Tommy Hilfiger which was representing the American flag to show the American style.

The essence and meaning of me choosing the same colours will be explained later on…

LOGO DESIGN

OK I KNOW ITS CONFUSING, BUT I'LL MAKE IT SIMPLE

JUST GO THROUGH IT, HAVE A LOOK



This was my process of designing my logo. It was difficult. It challenged my creativity. I did like a few designs from my scribble, but I couldn't find the right one that matched with what I had in mind. As you can see it was confusing to finalise what font I wanted to use, what style I wanted and most importantly how I wanted my logo should be portrayed as. I didn't know if I wanted the whole brands name "TOMMY HILFIGER" or did I just want the initial "TH". I tried to design it in innovative ways. From the whole lot I chose my top 3. Which I've shown below.

FIRST TRY

- This was the first logo I came up with and the reason was I thought it looked bold. It took a while with all the scribbling and jungled up thoughts. The Capital letter was the focus to make it look out there and structured. But it didn't go with the essence of what I wanted the brand to me. If you witness, I even put a star in my scribbled notes because I chose it to be my final logo. I went back to my mood board and realised that I couldn't relate the vibe of the mood board and the logo.
- And I did take feedback from my friends who told me it looked like a construction site.
- So, it way a NO GO for me. Hence, I moved on to my next logo



SECOND TRY



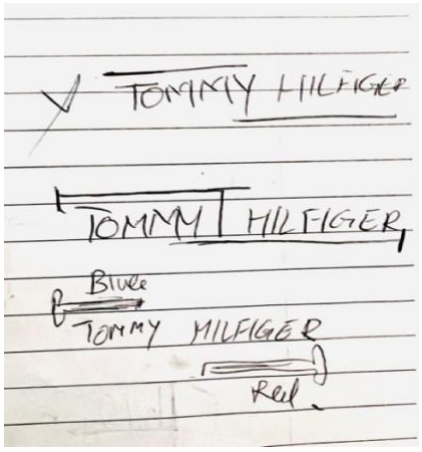
This was one of my favourite logo I thought. It was stylish but then it doesn't speak Tommy Hilfiger. I thought it was stylish but very simple, and Not clear for someone who isn't aware of the Brand wouldn't recognise which brand it is.

THIRD TRY



- This logo I focused more on getting. The whole name of the brand for Recognition. Realising that it doesn't represent the vision and essence that is required the circle was just a way of experimenting But it looked more like an image than a logo. So yet again I discarded this logo too.

FINALLY! FINALLY! I KNEW WHAT WAS MY LOGO… AND HERE IT COMES. I AM SURE YOU GUYS ARE AS EXCITED AS I WAS WHEN I FINALLY KNEW.



This was my rough draft and here comes the final LOGO



This is my FINAL LOGO.

- It is simple
- It has got the brand name for recognition
- It represents the rebranding of TOMMY HILFIGER -Bold, Elegant, Classy.
- The right colours that fit and go with the brand TOMMY HILFIGER
- Its new, fresh and it screams TOMMY HILFIGER.

WHY THIS FONT?

The font used in the logo was ARCHIVO BLACK.This font is known for its High-performance Typography, which indicated that Tommy Hilfiger is also a high-end fashion brand. Its BOLD, HIGHLIGHED and DIFFERENT.

WHY THE SAME COLOR

- REASONING FOR THE COLOR RED:

It shows courage, it's a colour of action and passion which is what I want people to see Tommy Hilfiger as.

- REASONING FOR THE COLOUR BLUE

It is associated with freedom, space, imagination, flow and trust.

I want people to trust the brand and I want to represent the blue in the logo so it shows that the brand will always flow and keep growing. It'll show that the brand has the freedom to evolve itself according to what is expected out of it.

- REASONING FOR BLACK

It shows boldness, power, elegance and sophistication(classy)

I want the brand to come out powerful. The consumers should feel all these qualities when making use of the product.

BLOG 4- LOGO PLACEMENT ON PRODUCTS AND USE OF MEDIA

Hello everyone, Welcome back. WOW! Can you believe we have our LOGO but but but….

Something is not right there OH YES.

A logo without a tagline would look incomplete so I added a tagline that goes the best with how I want to define the brand.

"GREAT THINGS ARE COMING"

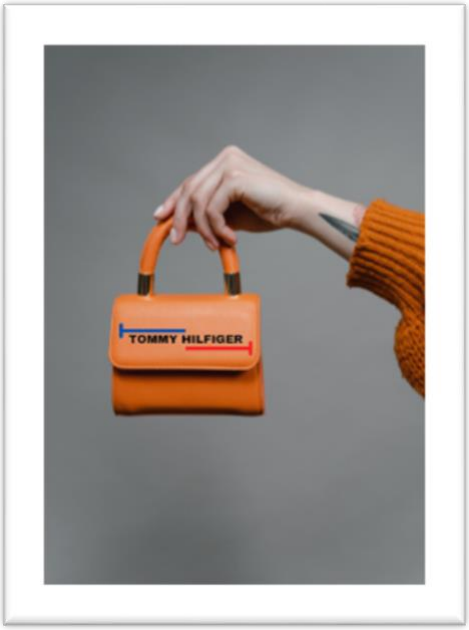
This tagline clearly means that TOMMY HILFIGER is meant for greatness and this greatness will never stop. It will always evolve, and the brand will have great things for their consumers.

Here are a few examples of how a logo can be presented in different ways.






TOMMY HILFIGER


TOMMY HILFIGER







I have played around with the logo in different ways to make it look classy, elegant and different. The images speak TOMMY HILFIGER and with the logo placed in a way that gives an idea how the rebranding would look like.

NEXT, we will look at how the LOGO would look like on across various social media. Social media is one of the. Ost powerful sources to make a brand popular and make consumers understand the brand better. Marketing on social media gives the brand the power to present itself in a way that can attract more customers and for the consumers to understand the brand better.



Next, will be looking at one of the most powerful social media platforms, INSTGRAM.

This is a platform where the world's biggest brands are a part of and it's a way that they attract attention via their accounts to the brand, by posting their products and every kind of information



This was my rebranding journey. It has been great and fun rebranding one of the greatest brand TOMMY HILFIGER. Thank you for keeping up and I hope you enjoyed reading my blogs.