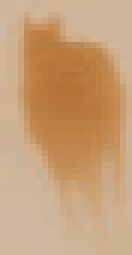


ROWEL



WESTERN





THE NITTY GRITTY

EXECUTIVE SUMMARY

Rowel Western, a company established on the ideals of western style made for the outdoors.

With inspiration from the rugged and manly styles that your grandfather would wear, Rowel Western wanted to make its products more active.

As a unique and ambitious brand, you desire to be seen. With the help of a strategic and cohesive social media strategy, as well as possible storefronts, a strong increase in brand recognition will follow. So, let's get to work.

artwork courtesy of mark maggiori

S.W.O.T. ANALYSIS

STRENGTHS

- Quality products
- Innovative fabrics
- Variety of product options
- Several patterns and colors
- Exemplifies the western lifestyle
- Family-oriented brand
- Durability of product
- Not just for Western-wear, made for the outdoors

WEAKNESSES

- Price-point
- No social media presence
- Website navigation and layout
- No in-person shopping

OPPORTUNITIES

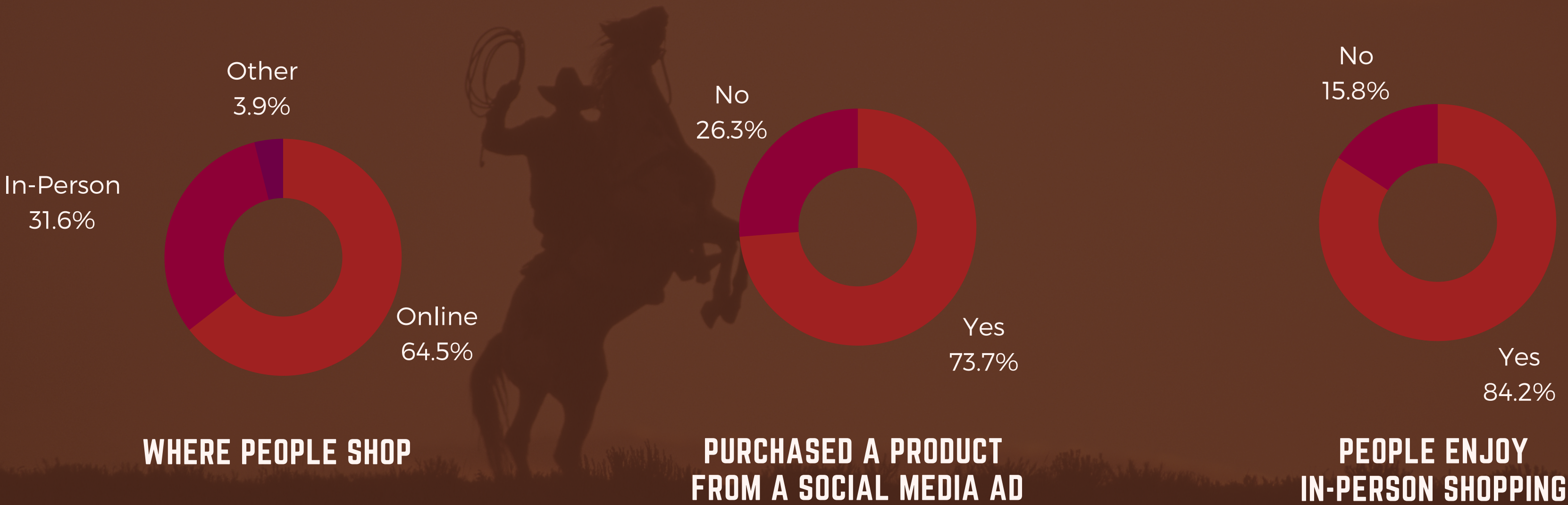
- Social media revamp
- Running specials or deals
- Add hierarchy to website with headers
- Show products in-motion with models wearing the shirts
- Physical storefront
- Pop-up shops at stores and rodeos, and fairs
- Collaborate with other brands
- Utilize influencers

THREATS

- Other performance shirts
- Standing out in a fast fashion environment
- Other outdoor brands

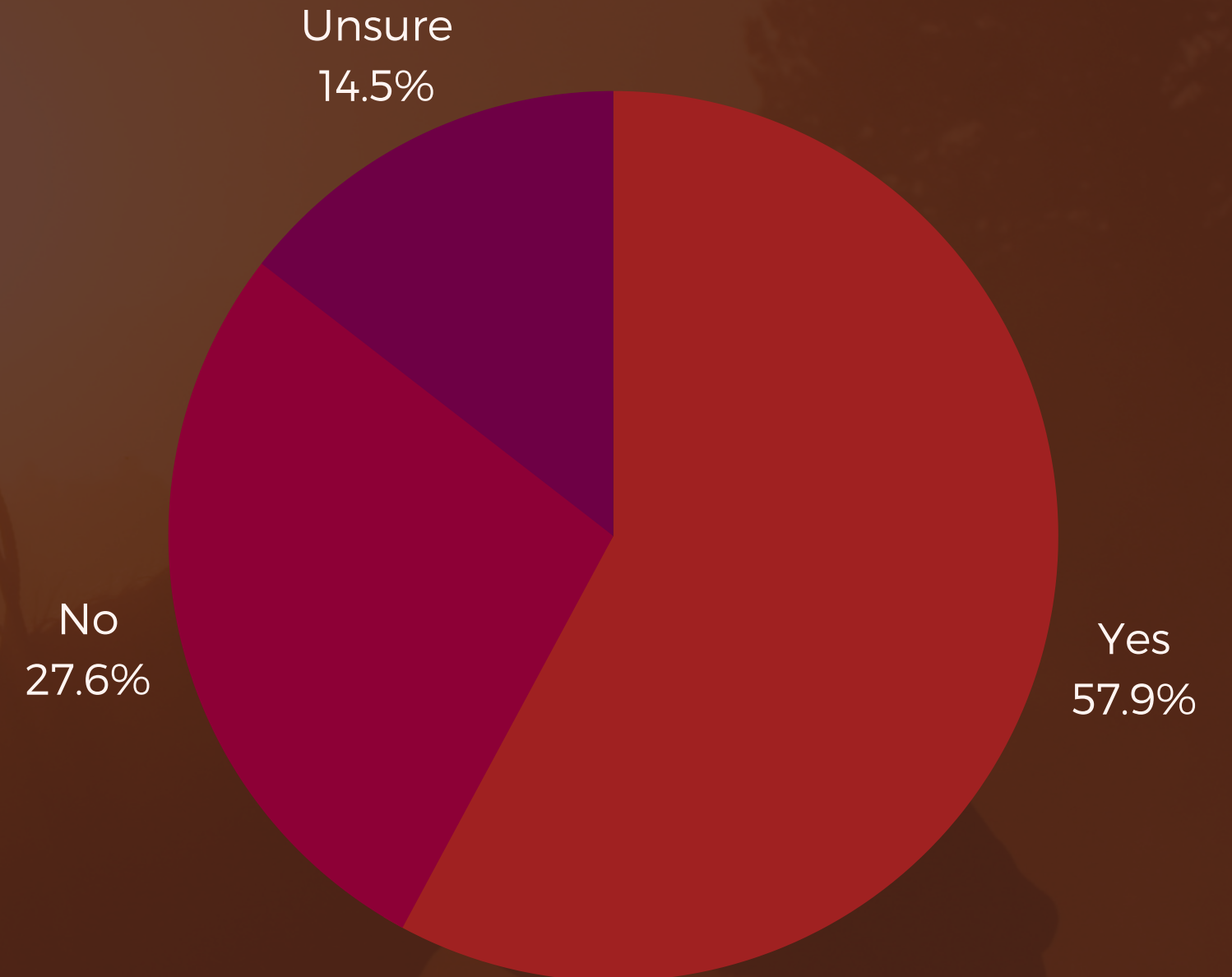
CHECK YES OR NO - HERE'S WHAT THE RESEARCH SAYS

76 RESPONDENTS



THEY'RE COUNTRY FANS

Over half of our respondents answered "YES" to the question of if they enjoy the trend of the Western Lifestyle





TARGET AUDIENCE

- There is no definitive age group
 - enjoy the western lifestyle
 - don't buy into the trends
 - looking for **durable, quality** products that will **last**
 - prefer instagram and tiktok vs. facebook
 - enjoy the experience of in-person shopping, but primarily shop online
-



Travel
to the past

THE WORLD NEEDS MORE PEARL SNAP SHIRTS

WHAT RESPONDENTS VALUE:

QUALITY
PRICE-POINT
DURABILITY
FAMILY & COMMUNITY

80% ARE LOYAL TO A BRAND

Thread
to the past

SOCIAL MEDIA PRESENECE



TIKTOK

38.7% OF PEOPLE USE TIKTOK
VERSUS INSTAGRAM



FACEBOOK

ONLY 18.4% PREFER
INSTAGRAM TO FACEBOOK



INSTAGRAM

85.5% PREFER INSTAGRAM
TO FACEBOOK

**CONSUMERS WANT TO SEE THE PRODUCTS IN MOTION,
GETTING CONTENT OF THE PRODUCTS WILL BE KEY FOR A STRONG SOCIAL PLATFORM**

SOCIAL MEDIA PRESENECE



INSTAGRAM

INSTAGRAM IS THE PREFERRED SOCIAL MEDIA PLATFORM
3 WEEKLY POSTS HIGHLIGHTING PRODUCTS, RE-STOCKS OF POPULAR ITEMS, OR NEW PRODUCTS
EMPHASIZE THE ONLINE STORE



FACEBOOK

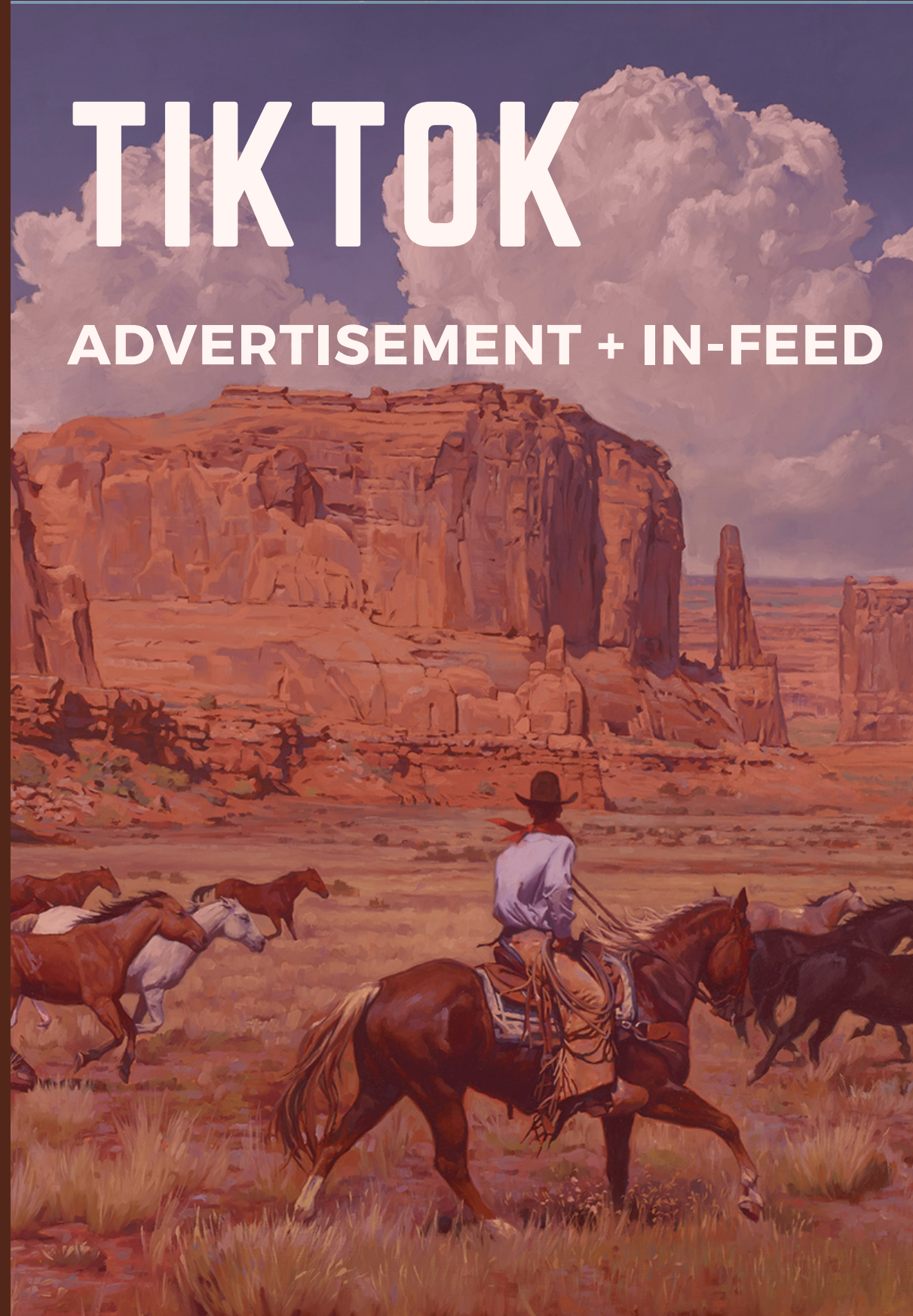
INSTAGRAM AND FACEBOOK ARE BOTH OWNED BY META. ANYTHING POSTED ON INSTAGRAM
WILL AUTOMATICALLY POST ON FACEBOOK. THOUGH EACH APP HAS DIFFERENT DEMOGRAPHICS,
THE CONSISTENT ADS WILL CAPTIVATE CONSUMERS.



TIKTOK

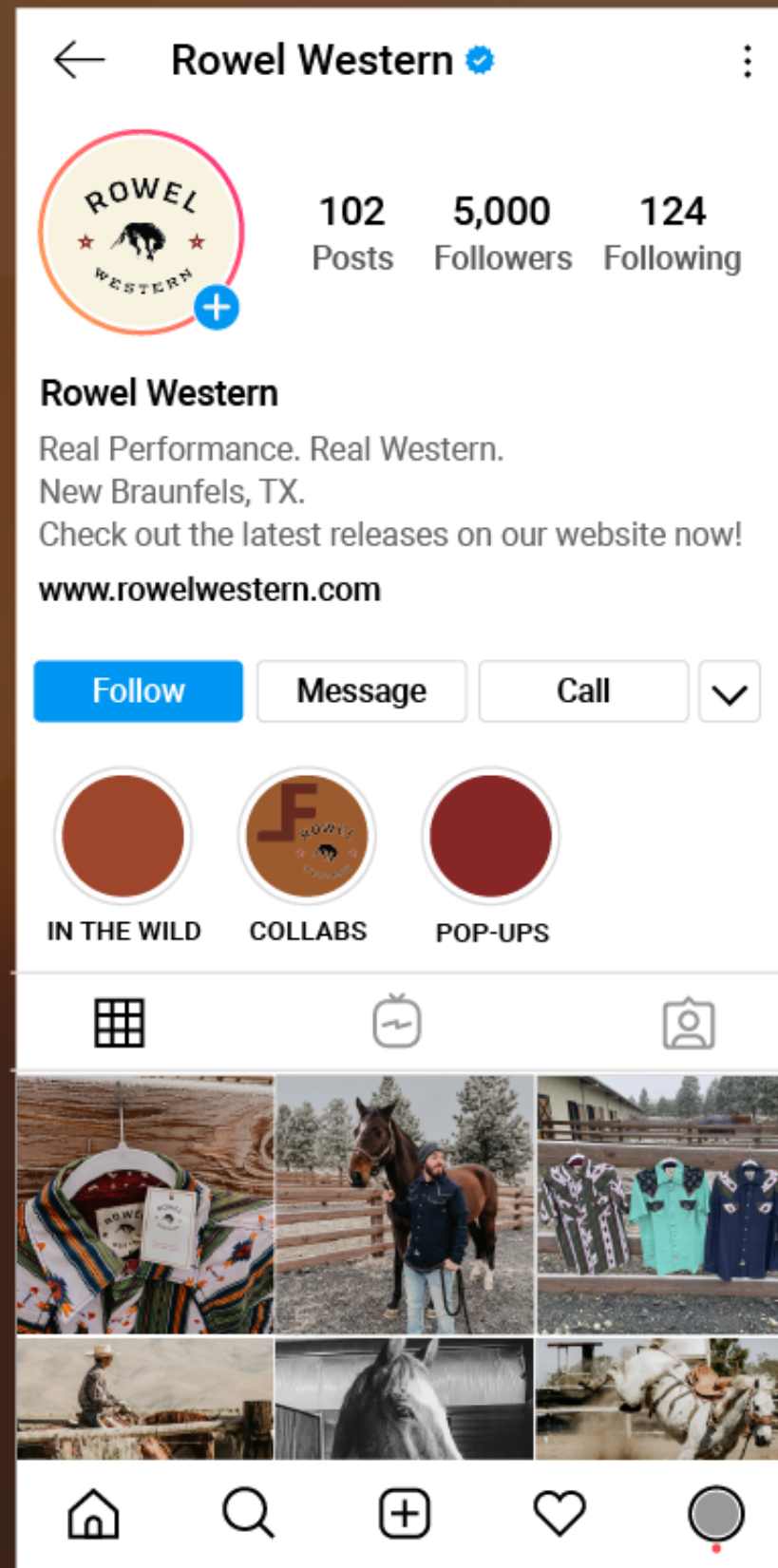
TIKTOKS ALLOW THE PRODUCT TO BE VIEWED IN MOTION
66% OF TIKTOK USERS HAD A POSITIVE PERCEPTION OF ADS ON THE PLATFORM





INSTAGRAM

IN-FEED ADVERTISEMENT





Rowel Western

ROWEL
WESTERN

102

Posts

5,000

Followers

124

Following

Rowel Western

Real Performance. Real Western.
New Braunfels, TX.
Check out the latest releases on our website now!
www.rowelwestern.com

Follow

Message

Call

IN THE WILD

COLLABS

POP-UPS

IN THE WILD

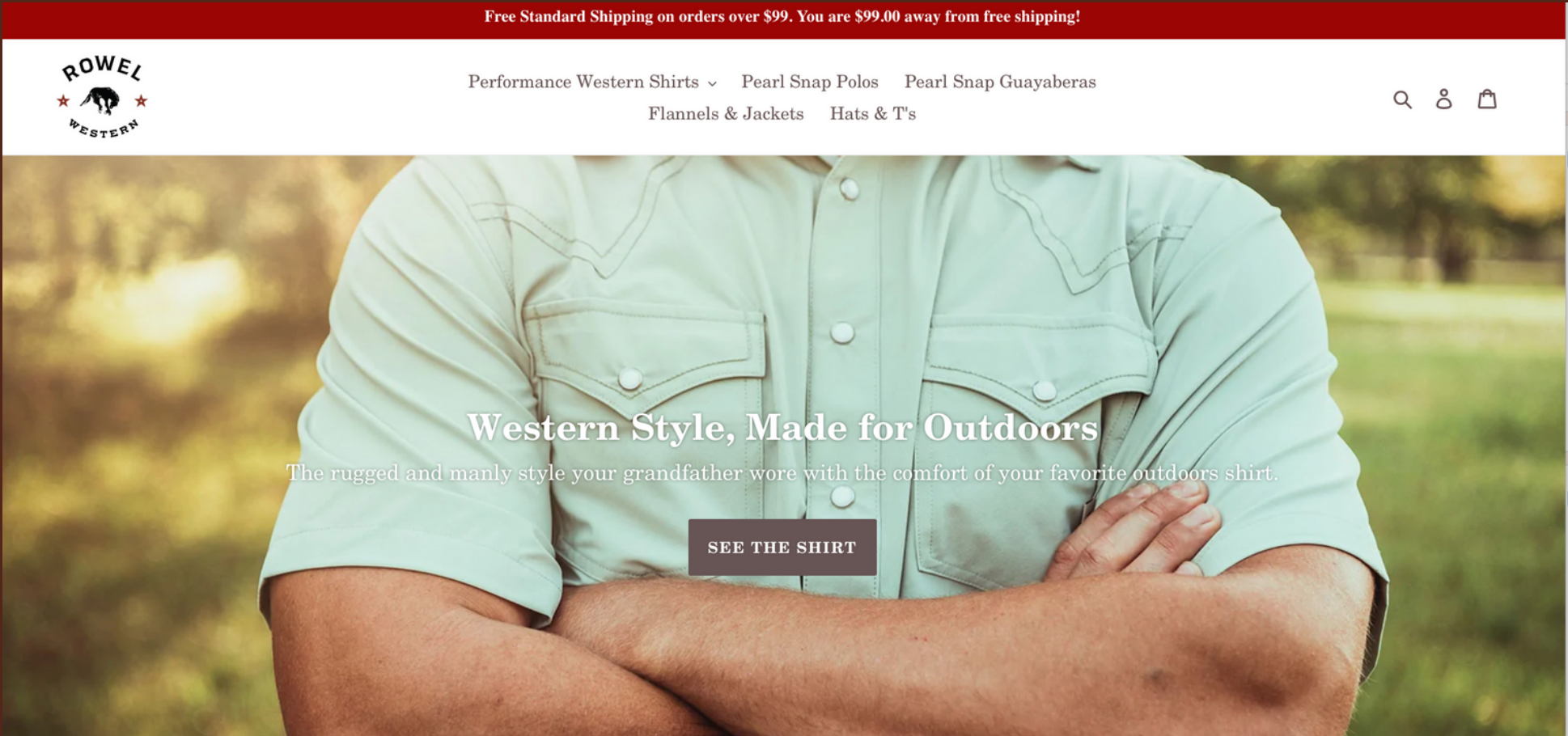
COLLABS

POP-UPS

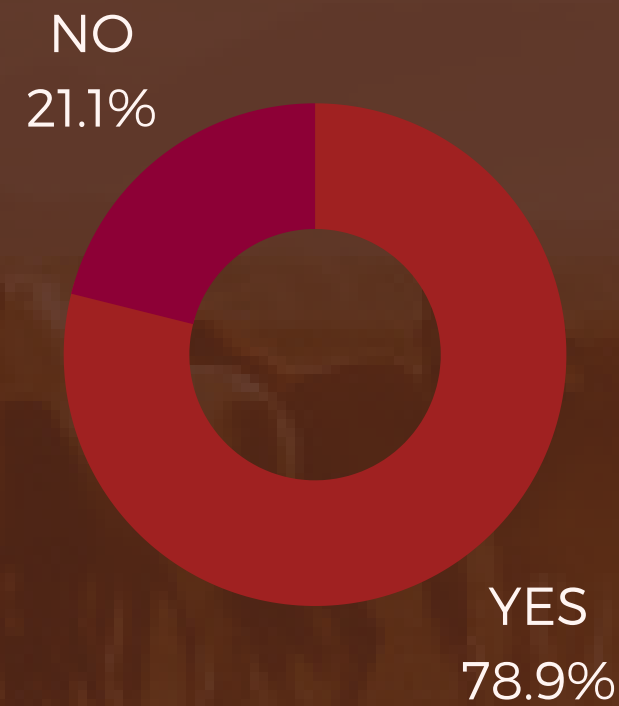


WEBSITE

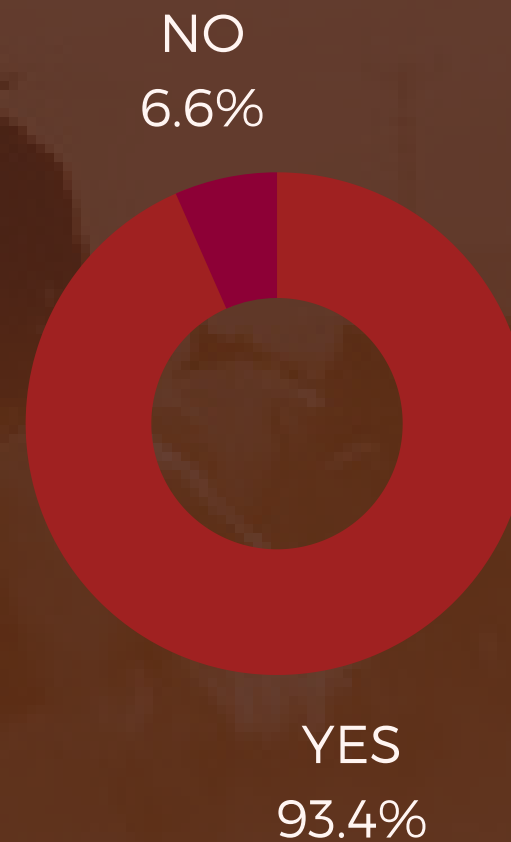
HOME PAGE RE-VAMP



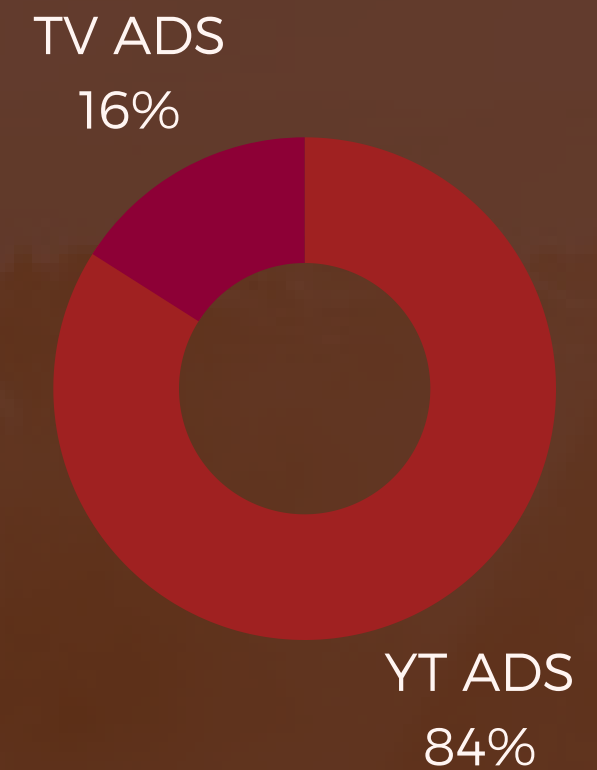
YOUTUBE



**USED YOUTUBE IN
THE PAST WEEK**



**USED YOUTUBE IN
THE PAST MONTH**



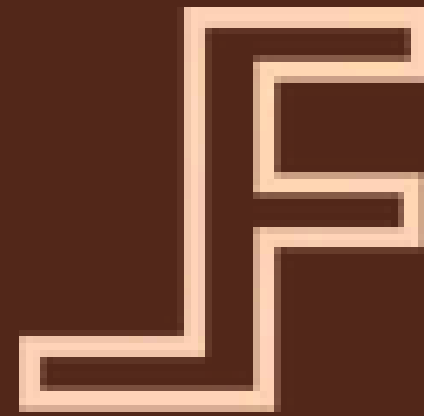
**YOUTUBE ADS ARE 84% MORE
LIKELY TO GET A VIEWERS
ATTENTION (VS TV ADS)**

YOUTUBE



COLLABORATION

POTENTIAL COLLABORATION PARTNERS



**LANE FROST
FOUNDATION**



**PBR RODEO
CIRCUIT**



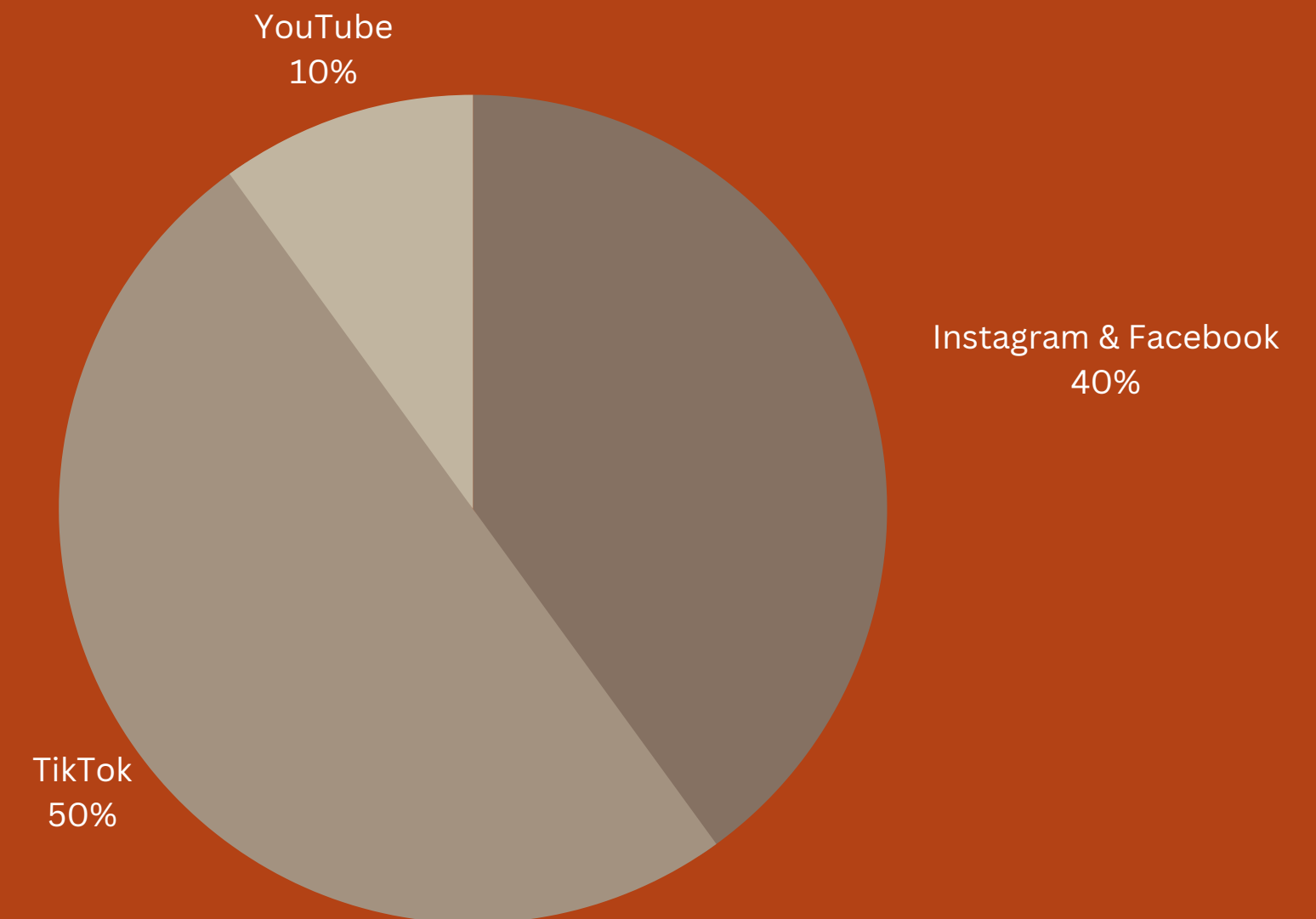
**NFR RODEO
CIRCUIT**

BUDGET

TIER ONE: \$5,000



INSTAGRAM & FACEBOOK: \$2,000
TIKTOK: \$2,500
YOUTUBE: \$500

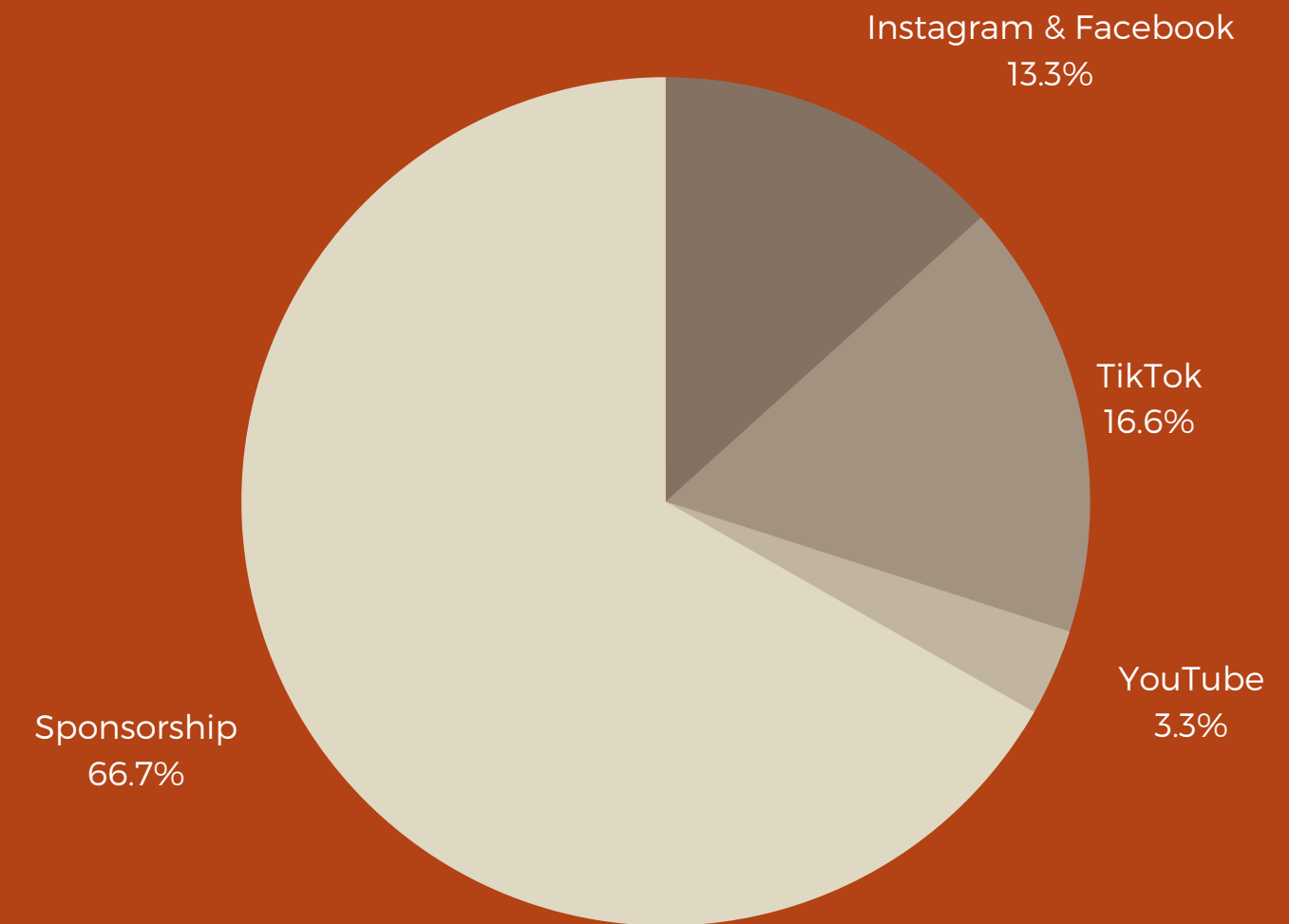


BUDGET

TIER TWO: \$15,000



INSTAGRAM & FACEBOOK: \$2,000
TIKTOK: \$2,500
YOUTUNE: \$500
SPONSORSHIP: \$10,000



BUDGET

TIER THREE: \$100,000



INSTAGRAM & FACEBOOK: \$2,000

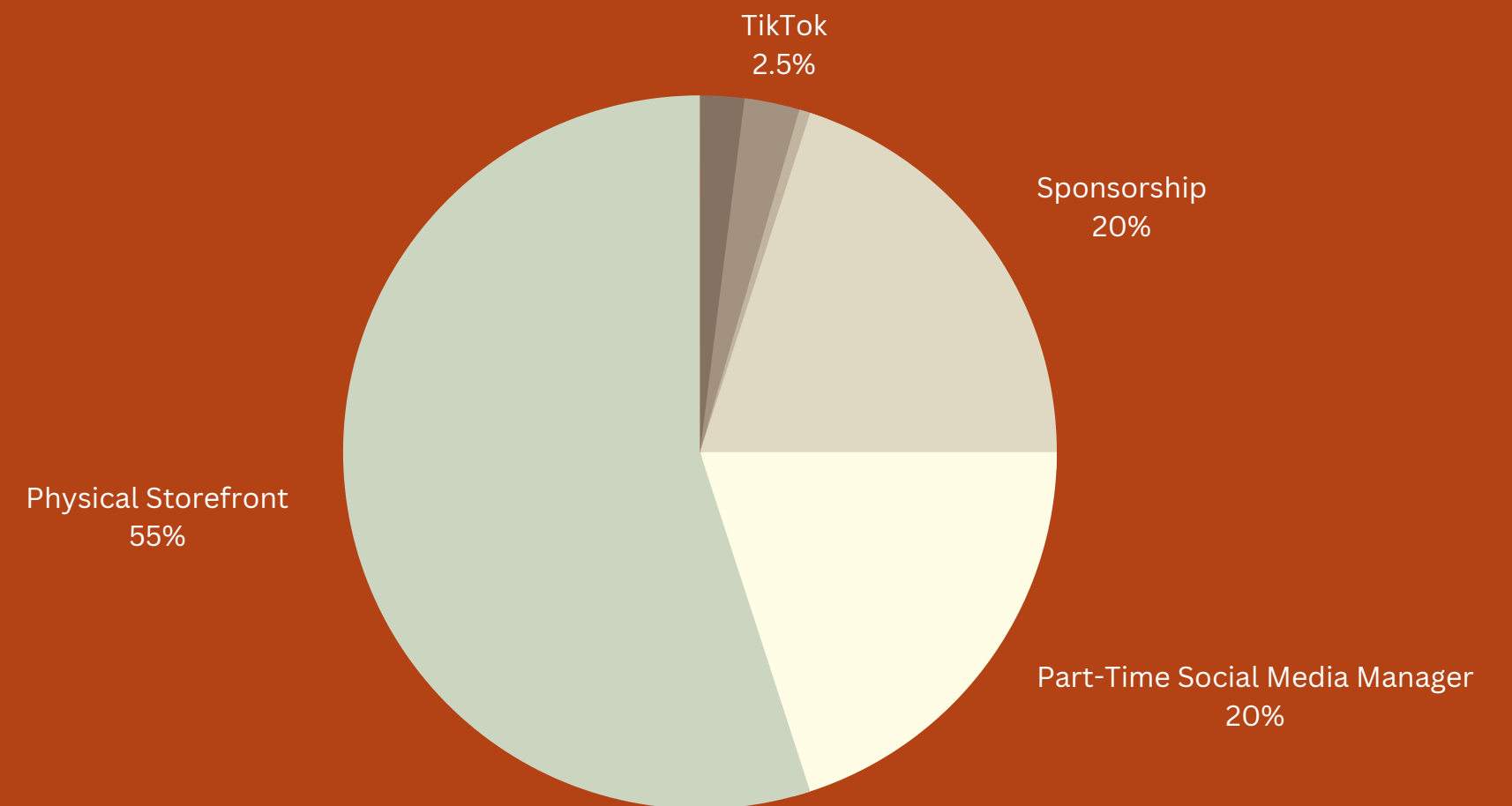
TIKTOK: \$2,500

YOUTUBE: \$500

SPONSORSHIP: \$20,000

PART-TIME SOCIAL MEDIA MANAGER: \$20,000

PHYSICAL STOREFRONT: \$55,000



PERFORMANCE MEASUREMENTS



- INCREASED FOLLOWERS ON SOCIAL MEDIA PLATFORMS
 - INCREASED BRAND RECOGNITION
 - INCREASE IN ONLINE SALES
 - COLLABORATIONS WITH NEW BRANDS (RODEOS, LARGER STORES)
-



THANK YOU