



Nici Thomas (Lorena)

Project:

“Evolution of Local Fashion Brands” – PerriBerri

Due: September 13, 2012

About PerriBerri:



Location: 2805 Bee Caves Road, Suite 414, Austin, TX. 78746

Neighborhood: Rollingwood

Hours of Operation: Monday – Friday: 9 am – 6 pm, Saturday: 10 am – 5 pm, Sunday: Closed

Website: <http://www.perriberri.com/>

Opened: In 1997

Formerly: Called “OHBaby”

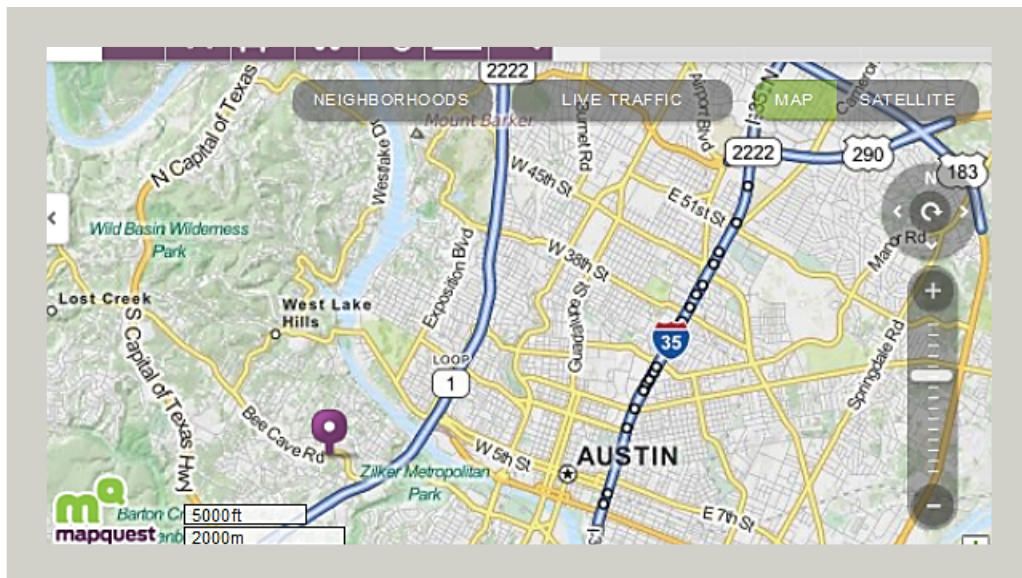
Gift Wrapping: Available for a \$5 charge.

Shopping service: Available

Gift Certificates: \$20, \$50, \$100, \$150, & \$200

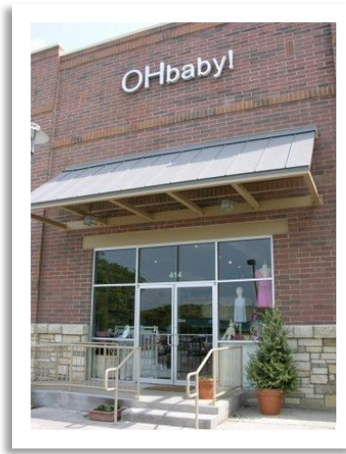
Place Orders: online, phone, fax, e-mail

Map of PerriBerri’s location:



In the Beginning:

PerriBerri started out as “OHBaby” and sold infant to children’s apparel and accessories. The company offered baby shower gifts and Barefoot Dreams products. PerriBerri is the largest specialty retailer of Barefoot Dreams merchandise in the United States.



From OHBaby to PerriBerri:

The owner (Perri Beathar) started bringing in other merchandise and products such as home décor and women’s apparel and accessories. Perri decided that changing the name would be more fitting once she started offering a larger variety of products. In 2007 or 2008, OHBaby had transformed into a lifestyle boutique and the owner changed the name to “PerriBerri” and included her own name as part of the boutique’s name. Perri did have concerns that customers would think it was a new store altogether when deciding to change the boutique’s name, but still went ahead and changed the store’s name to what it is today.

Today:

Today, PerriBerri offers children’s and women’s apparel, home décor, accessories, women & children’s shoes, jewelry, and more. Some of the many unique brands PerriBerri offers are:

- Barefoot Dreams: blankets, newborn, toddler, kid’s apparel, & a few adult products.
- Mama Mio: “Pregnancy salvation skin care...” products.
- DayNa Decker: Women’s designer collection featuring totes, clothing, wallets, bags, & accessories that are all from London.
- Scanty: lounge wear (“hip retro); funky & unique prints.
- Love Heals: Bohemian jewelry; some designs worn by celebrities. Brand sold in some of the finest & stylish stores in the U.S.
- Orla Kiely: women’s designer collection of fragrance “systems,” lighting objects, & home décor accessories.

PerriBerri's Goal/Mission:

In an interview with Perri Beathar, I asked her: "What is PerriBerri's goal or purpose?" She stated that her goal was to provide people with a really nice shopping experience where they find interesting & special items while being provided with excellent customer service. This statement fell right in line with what her website states as the store's goal. The PerriBerri website states: "Our goal is, and has always been, to provide our customers with a shopping experience that is unique, modern and exceeds expectations."

Typical PerriBerri Customer:

In a telephone interview with the boutique owner she discussed her typical customer. Perri stated that they are searching for something unique, interesting, unusual, and unexpected. They are happy to go to the store and see it more as a destination. They are typically excited about being at the boutique and view getting to the store's location as a "mission."

Website:

In 2003 or 2004, the company launched the PerriBerri website where customer's can buy merchandise online. Although, the store offers a larger selection and variety of products, the website generates sales as well. In an interview with Perri, she stated that the website sales around the holidays (from October to December), and the store sales were about half and half. She went on to state that the rest of the year the boutique brought in more revenue.

Current Advertising & Events:

Currently PerriBerri utilizes their website, social media, e-mail, word-of-mouth and the owner's children as forms of advertisement. The owner has five children and they all wear items from her store to school and their friends come in to purchase the same or similar items. PerriBerri does some charitable contributions such as paying for ad space in Austin High Dance team's fundraising newspaper.

Perri stated in the telephone interview that it is difficult to measure how advertising is working. I do not believe this is so, but it depends on how you are utilizing the advertising and marketing techniques on whether or not the advertising is measurable. The owner no longer advertises in newspapers or magazines because of the economy and the expenses to do so. Perri went on to say that word-of-mouth advertising and the store's Facebook page are her main forms of advertising at present.

The owner said that she threw a lot of events in the past, but time does not permit her to do so anymore. Currently she is not seeking out events, instead she put's friends or artist's work in events or in trunk shows as the opportunity presents itself and when time permits her to do so. In the interview, however, Perri did state she has an upcoming event on October 18th where she is featuring 11-year old Isabella Rose Taylor's work. Please see the sources section for websites that provide more information on Isabella Rose.

Current “Faces” of PerriBerri:

PerriBerri currently does not have a “face” for their store. The store's website features pictures from the brands the boutique carries as the focal point on the home page. Three main images on their homepage play repeatedly on a loop. The store seems to “push” and advertise the Barefoot Dream line they carry more than the other brands offered. The owner did say in the interview that the Barefoot Dreams brand is the bestselling brand for the store overall. However, the bestselling brand at the moment is the Zaggara brand hot pants from the UK.

Society’s View of the PerriBerri Brand/Store:

As a measurement of brand or store awareness I polled 100 Austin-area residents with a questionnaire I created on the PerriBerri boutique. The questionnaire was ten questions long and male as well as females were polled. Below are the results of the questionnaire:

Question #: 1.) Are you familiar with or have you heard of the PerriBerri store?

- Yes = 22%
- No = 78%

Question #: 2.) What is your gender?

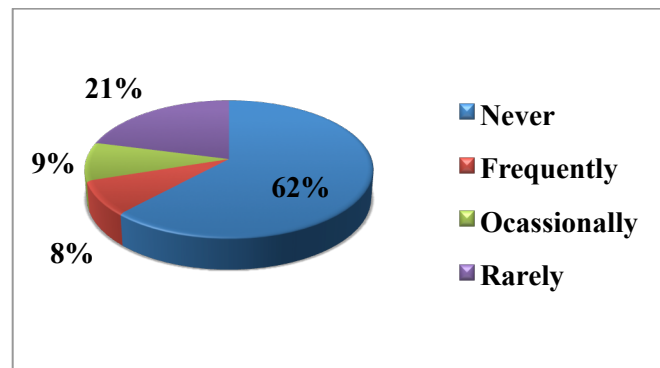
- Male = 18 (18%)
- Female = 82 (82%)

Question #: 3.) Is PerriBerri a store you shop at?

- Yes = 23%
- No = 77%

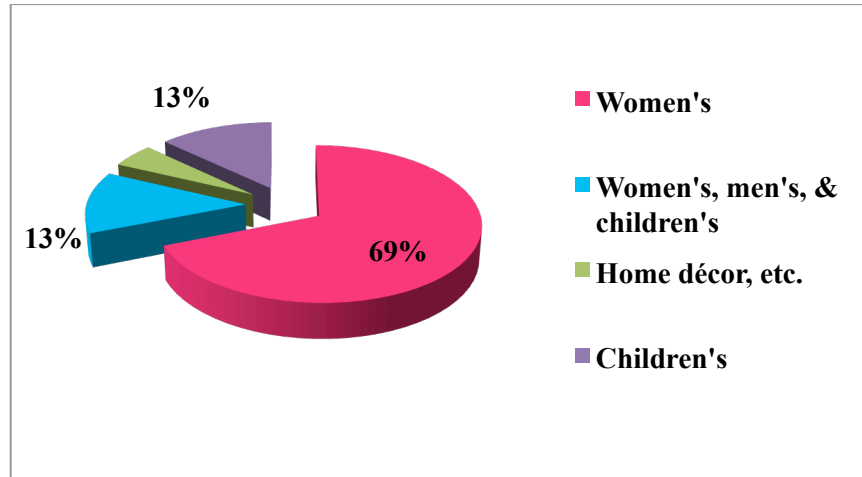
Question #: 4.) How often do you visit the PerriBerri Store? (See pie chart below.)

- Never = 62%
- Frequently: 1-3 Weeks = 8%
- Occasionally: 2-4 Months = 9%
- Rarely: Once or twice a year or less = 21%



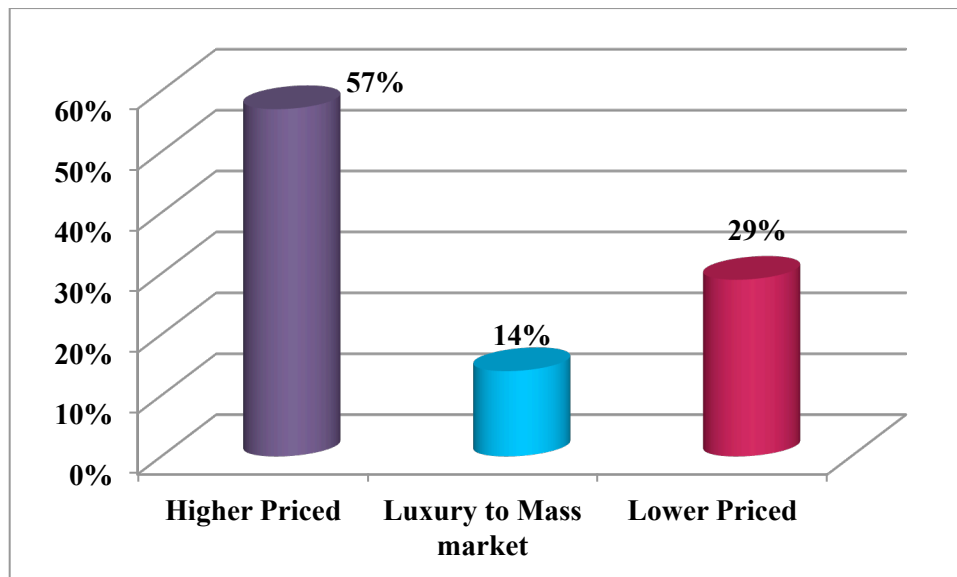
Question #: 5.) What types of products does PerriBerri offer? (See pie chart below.)

- Women's apparel = 69%
- Women's, men's, & children's apparel = 13%
- Home décor merchandise, apparel, & accessories = 5%
- Children's apparel only = 13%



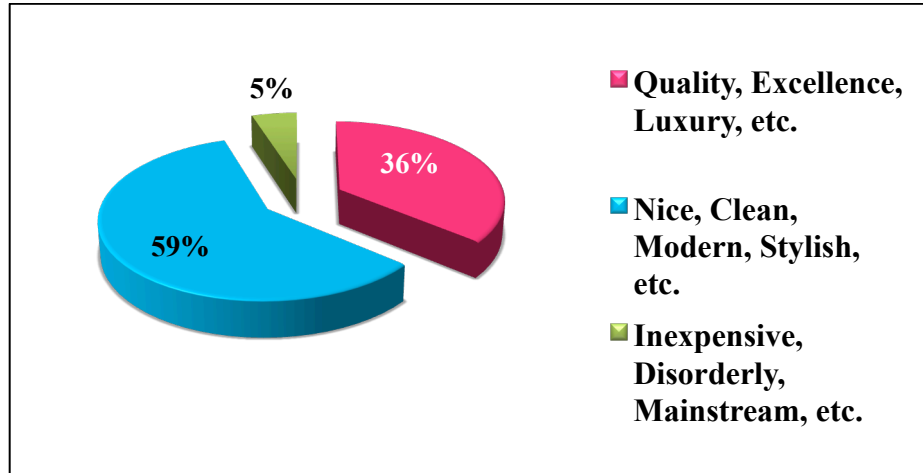
Question #: 6.) What price range does PerriBerri merchandise fall into? (See graph below.)

- Higher priced, luxury products = 57%
- Products priced from luxury to mass market = 14%
- Lower priced, mass market = 29%



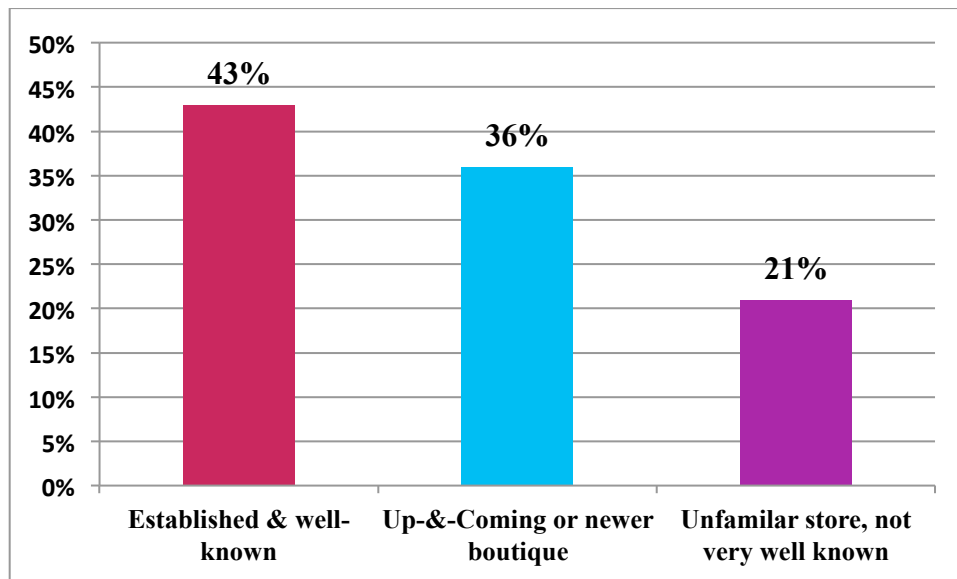
Question #: 7.) What impression do you get when you walk into the PerriBerri store? (Please see the pie chart on page 7.)

- Quality, excellence, distinguished, luxury, modern, & stylish = 36%
- Nice, clean, modern, quality, stylish, affordable, & organized = 59%
- Inexpensive, disorderly, second-rate quality, mainstream products = 5%



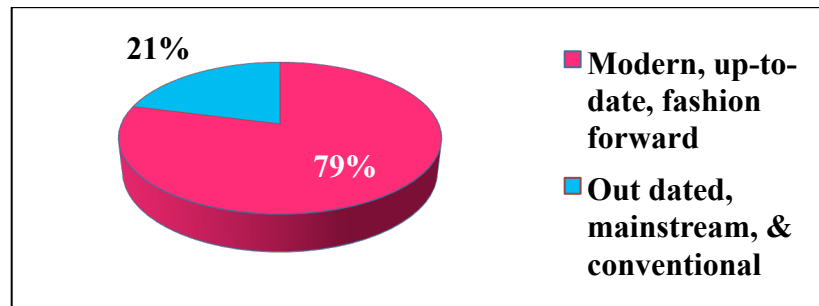
Question #: 8.) How well-known do you believe the PerriBerri boutique to be? (Please see graph below.)

- Established & well-known = 43%
- Up-&-coming or newer boutique = 36%
- Unfamiliar store, not very well known = 21%



Question #: 9.) What do you believe the PerriBerri store represents?

- Modern, up-to-date, fashion forward, & cutting-edge = 79%
- Out dated, old news, mainstream, & conventional = 21%



Question #: 10.) What type of customer do you think typically buys PerriBerri merchandise?

- Independent, confident, mixes old (vintage) with new, dynamic, & trendy = 28%
- Conventional, kept, reserved, traditional, wears trends after it is accepted by the masses = 39%
- Mom's, fashionistas, trendy, dynamic, & modern individuals & families = 33%

The questionnaire results showed that society's view of the brand is mainly modern, up-to-date; fashion forward & cutting edge because seventy-nine percent checked this on question nine on the questionnaire. The results also showed that seventy-eight percent of Austin-area residents are not familiar with or have never heard of the brand or store PerriBerri. Question seven revealed that fifty-nine percent of the people polled view the store as nice, clean, modern, quality, stylish, affordable, and organized. When I personally visited the boutique I found this was definitely the case. The results however, revealed that most Austin-area residents that were polled do not know about the store. This is something that can be changed through advertising and marketing.

New Marketing Strategies:

Marketing Strategy #: 1

The first step in marketing strategy one is to change the logo. I believe changing the logo to better represent the store's atmosphere and let consumers know what the store offers would be a great strategy to gain the public's attention. This new logo could be added to the PerriBerri website, Facebook page, advertisements, gift wrapping, and more. The new logo is brighter and embodies the lifestyle aspect of the brand better. The next page (page nine) shows the old logo and the new logo I designed utilizing Photoshop.



Old Logo:



New Logo:

One reason why the new logo design should gain potential customers attention is that the brighter colors are more appealing & eye catching. The old logo is not very colorful and it is hard to tell what the store actually sales. The color changes are more playful, yet the logo is still got a sophisticated and modern look.

Another reason is that a larger logo is more attractive and can draw customers in easier. The new logo should bring in more business by standing out more & letting consumers better understand it is a lifestyle boutique; not just a children's or women's apparel store. The new logo matches the merchandise & décor of the store better than the old logo did.

The second step in marketing strategy one is to add a "face(s)" to the store's image. The new face(s) could be added to the website and Facebook page as well as advertisements and social media outlets. The new face will aid in letting consumer's know what the boutique offers. The owner's five children could even be the models or "faces" behind the brand. The new face of PerriBerri or faces could be added to the website so that the Barefoot Dreams advertising photos on the main homepage are not what the customers first see. While the Barefoot Dreams photos are nice to have on the webpage, the brand is not the only one PerriBerri carries. It continues to be their overall bestselling brand, but I feel it should not be the main focus of the PerriBerri website.

The third step in marketing strategy one is to make the window displays more appealing and noticeable. The store is currently only utilizing one window out of two and the current window display is not reaching its full potential. The display needs to be more alluring and this will in turn lead to more walk-in traffic. If the store's outside image is more attractive and eye catching than the store will gain more business. Currently the outside image of the store does not stand out

and the store can easily be overlooked or passed by. The following page (page 10) presents an example of a window display I came up with utilizing Photoshop and some of the products and brands PerriBerri currently provides. While it is inexpensive, it is still appealing as well as attention grabbing.

Example of a new PerriBerri Window Display:



This example exhibits Barefoot Dreams & TOMS products. A new backdrop would be made and be hanging with the PerriBerri logo on it with the products placed in front. The PerriBerri at the top and the “sale” at the top of the example window display would be stuck to the window itself or hung from the ceiling. This is so the backdrop could be utilized multiple times with other brands and merchandise in front of it and would be created to where it is a little sheer so the store can still be seen behind the display. The fake “trees” would be shelves created to look like trees made from wood or metal and would match the new logo and provide a place to display merchandise. Two croquis with Barefoot Dreams adult robes are showed as well. The croquis can be used many times as well. This colorful display would be eye catching while promoting a sale. More than one product is being utilized in this example. The current window display is only displaying one dress the store offers.

Current PerriBerri Window Display:



The fourth and final step in marketing strategy one is to keep the PerriBerri Facebook page updated regularly. As of September 5, 2012 the store's Facebook page said they had last updated their page or posted about a week ago. I feel that the owner or a representative of the store should update or post something that pertains to the store at least every other day, daily would be preferable but the owner does not have the time or resources to update the page that often. This technique would keep the store and PerriBerri brand in consumers mind as well as gain potential consumers. The PerriBerri Facebook page also showed on September 5, 2012 that their page had 461 likes which is good, but not the best. The store can gain more likes with little effort. As of September 12, 2012 the store's Facebook page still has 461 likes and has not gained any more likes from people in a week.

How Marketing Strategy #1 Compares to the Vera Wang National Brand:

The first step was to change the logo in the first marketing strategy. Vera Wang changed her brand logo and labels in her garments early on after the Vera Wang company started. Having PerriBerri change their logo will give the store a "facelift" and let it better represent the store's atmosphere and what the boutiques sales.

The second step is to add a face to the store. Vera Wang designs for celebrities and they wear her garments to red carpet and other high profile events. This is a great way to get the brand in the public's eye and on their minds. However, PerriBerri cannot afford celebrities. They can add a "face" to help customers better understand what the store offers. PerriBerri already posts celebrities photos on their Facebook page of the celebrities wearing garments PerriBerri offers in their store. PerriBerri should continue to do this on their Facebook page, it lets consumers know the store keeps up with the trends and offers exclusive and unique merchandise.

The third step in the first marketing strategy was to make the window displays more appealing as well as eye catching and utilize the second window. The Vera Wang brand utilizes window displays and can afford amazing designs and creations. PerriBerri can create more attractive window displays using multiple products that are on a smaller scale, but still eye catching.

The final step in this marketing strategy is to keep the Facebook page update regularly and post more often. The Vera Wang brand's Facebook page posts several pictures and information related to the brand on a daily basis. Most of the time the brand posts several times a day so that

it pops up on your newsfeed part of your personal Facebook page. PerriBerri cannot post on Facebook as often because the owner does not have enough time and they are on a much smaller scale. They can however, post pictures of merchandise, event information, and any related articles, pictures, or information at least every other day. This will keep the store fresh in customer's minds and may let the store gain new customers as well.

Marketing Strategy #: 2

The first step in the next marketing strategy is to advertise in at least one popular Austin area magazine every six months. Magazines such as Austin Monthly Magazine and Women Austin Magazine are popular choices. Local magazines can be expensive, but putting in two advertisements twice a year should bring in a return on the investment and still be affordable. The advertisements will help potential customers know where the store is located and what the store offers. The boutique is in a great location and neighborhood, but the walk-by and drive-by traffic is not as great of exposure as the store would get if it was located downtown. The advertisements can bring in Austin residents from other areas.

The second step in marketing strategy number two is to develop the PerriBerri website more and add some interactive features. Pictures of the store should be added to the website in the "About Us" section of the site. This will let online customers that have never been to the brick and mortar location know what the store is all about. The pictures will intrigue the customers and they will go to the store and get to experience the excellent customer service that the website cannot provide as well. The website should let customers know that the PerriBerri store offers more brands and a larger variety of merchandise. The pictures could be to where you scroll over a product the price and information on the product appears. The website is currently not reaching its full potential, but it is a good start. The site needs a new look and feel. The interactive features and pictures paired with the new logo could bring in more revenue in an inexpensive way.

The final step in this marketing strategy is to utilize Yelp and other Apps. PerriBerri currently has four reviews on Yelp and one review is not the best. There is also still photos of the store from when it was called "OHBaby" even though the name has been updated to PerriBerri. Current store photos need to be added. The younger crowd and tweens often utilize Yelp and other related Apps to get information on stores they hear about before going to them. The boutique can encourage store check-in's on Yelp by offering a discount or free inexpensive gift with purchase if they do so. The store can advertise this on their Facebook page, website, in the store, and on Yelp itself. The store should also browse Yelp and other Apps to check customer reviews and see what people are saying about PerriBerri. This is a way to gauge how the store's advertising is working and is very inexpensive to do. Also, it is a way to know what customers want or do not want or what they did wrong, if anything to lose a sale.

How Marketing Strategy #2 Compares to the Vera Wang National Brand:

The first step in marketing strategy number two is to advertise in at least one popular magazine every six months. The Vera Wang brand advertises in Vogue and other industry magazines and the brand is often featured on models in the industry magazine spreads. PerriBerri cannot afford these expensive forms of advertisement, but can mimic it on a local scale. The store can advertise in a local magazine such as Austin Women Magazine or Austin Monthly Magazine. Even local magazine advertisements can be expensive; if it is only utilized twice a year than it should be affordable while still bringing in a return on the investment. The local magazine advertisements can let potential customers know where the store is located and what the boutique offers.

The second step in this marketing strategy was to develop the website more and add some interactive features and photographs of the store and more merchandise. The Vera Wang brand has an excellent website run by an outside company called “FOUR32C.” The Vera Wang website has videos, photographs, a blog, a newsletter you can sign up for that sends you e-mails, and it even offers a “Build a Tux” section in the Black by Vera Wang collection that is offered at Men’s Wearhouse. Obviously, the Vera Wang brand is on a much larger scale and PerriBerri cannot afford to have an outside company run their website or have all the interactive features that the Vera Wang site does. But, PerriBerri can add more merchandise and store pictures. The photographs can feature merchandise that when you roll your mouse over it, the price, brand, and other information pops up and is displayed. The photographs of the store can get web customers that have never been to the brick and mortar location in the store. They will find a huge selection of merchandise that the website does not offer as well as one-on-one excellent customer service that the website cannot give.

The final step of this marketing strategy is to utilize Yelp and other Apps. The Vera Wang brand stores and brands are all over Yelp. PerriBerri can utilize Yelp locally to gain customers and let consumers know they exist. The Vera Wang brand has a “Vera Wang on Weddings” App and the brand utilizes Twitter. Yelp is a very inexpensive way to reach potential customers. Yelp lets the owner know what reviews customers are leaving as well.

Marketing Strategy #: 3

The first step in the final marketing strategy is to employ text messaging for discounts, sales, offers, new products and more. The store can use less e-mail and more text messaging or combine both methods of advertisement. The “tween” market is responding well to text message marketing and while the customers must “opt-in,” once they do they will most likely start frequenting the store more often. Bigger brands are already using this marketing technique and are having excellent results. PerriBerri should use this new technology to their advantage.

The second step in the third marketing strategy is to give discounts to website customers on specific products or during a certain time period. The discount would be good for an in-store purchase during a limited period of time. This technique or strategy would encourage web customers that have never been in the store to visit the boutique. Once the customers are in the

store they will find a much larger variety of products offered and excellent customer service. They will be able to enjoy the PerriBerri “experience” that the website cannot offer.

The last step in the third marketing strategy is to advertise heavily when events are thrown at the store. The owner should utilize the PerriBerri Facebook page and send out invitations to Facebook friends. They can advertise on the website and send out text messages and or e-mails as well. In-store signs about the event can be hung up and displayed. The store may consider utilizing an online inexpensive printing website for promotional products and services called Vistaprint or similar companies that provide the same services. The Vistaprint website offers invitations, postcards, and other promotional advertisements that are very inexpensive and of excellent quality. These can be passed around downtown as well as the area and neighborhoods surrounding the store. Perri can have her children give them out to their friends at school. The following page (page 14) provides a mock up example of an oversized postcard that I created utilizing Vistaprint online featuring an event that will be taking place in October of 2012 at PerriBerri.

Mock-up of an Oversized Postcard Event Advertisement: Front

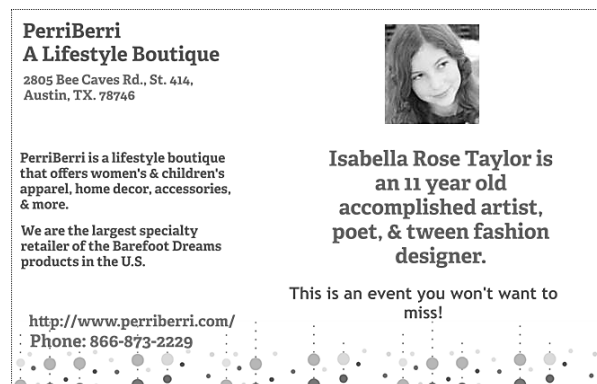


(Please note that the time is not accurate and please refer to the PerriBerri Facebook page at a later date for more information on this event.)

Mock-Up of an Oversized Postcard Event Advertisement: Back (Full-Color)



Mock-Up of an Oversized Postcard Event Advertisement: Back (Black & White)



The prices for the oversized postcard are very reasonable through this company and are great for small businesses. The website lets you upload your own logo and pick out different backgrounds, fonts, add photographs, and design your own advertisements and promotional material. Below is the prices for this specific postcard advertisement example made through the Vistaprint.com website. Please note this excludes shipping and handling.

- 100 = \$29.99/\$0.30 per card
- 250 = \$52.99/\$0.21 per card
- 500 = \$89.99/\$0.18 per card
- 1,000 = \$139.99/\$0.14 per card
- Gray scale back is included; full-color back is \$14.99 extra.
- The glossy finish is included. Other paper weights and finishes are available including matt recycled material products.
- Images/logos you can upload = \$4.99 each
- The company will mail them for you: Starting at \$7.99

- Total black & white back, 100 cards = \$39.97
- Total full-color back, 100 cards = \$54.96

The company offers more discounts when you buy in bulk. Although, the owner can mail the post cards or advertisements she can also pass them out downtown or in other Austin area neighborhoods.

How Marketing Strategy #3 Compares to the Vera Wang National Brand:

The first step in this strategy involved utilizing text messaging. Vera wang offers a “sign up for the newsletter” through the brands website and it is an opt-in e-mail advertising method the national brand employs. While doing research I could not find if the Vera Wang brand uses text message advertising, but company’s such as Macy’s and Kohl’s that carry her lines do utilize text message advertising. These store’s often advertise some sales on some of her products through this method of advertising. PerriBerri can use the text message advertising and appeal to the tween market. This keeps the PerriBerri store updated on technology in an inexpensive way.

The next step in the third marketing strategy was to give discounts to website customers on certain products in the brick and mortar location during a limited time period. The Vera Wang brand does not do this as often, but some of the retailers that carry her line do. This is a way for PerriBerri to gain in-store sales and let consumers know where the store is located.

The final step in the last marketing strategy was to advertise heavily when events occur. Vera Wang often blogs through her website and uses Twitter as well as Facebook to advertise events and share press and information on events. She often shows photographs of celebrities wearing her designs on her website and Facebook page. If PerriBerri advertised heavily before throwing events the turnout would be excellent, customers that normally wouldn’t go to the store would go to the event and may buy something or return, and people will know where the store is located. This can be done through the store’s website, social media, word-of-mouth, in-store advertisements, text messaging and or e-mails, and posters, flyers or postcards that are handed out or mailed out or even a combination of both. This method of advertisement should be an inexpensive way to increase sales and store location awareness easily and effectively.

Overview:

If PerriBerri employs some of these techniques, all, or a combination of these three marketing strategies the business will find their sales increasing. The methods are inexpensive and effective for small businesses such as PerriBerri. These techniques and strategies have been modeled after the national Vera Wang brand’s marketing techniques, but modified to fit a local brand and store’s budget. Some of these strategies require little effort or time to employ and can create a great return on the time, effort, and money involved. The PerriBerri brand can still use advertisement methods besides word-of-mouth without spending too much while still being able to run a business in today’s economy and on a budget. The store is not letting Austin area

residents know they exist and where they are located. Bringing location awareness alone could greatly increase the number of customers and the boutiques sales revenue.

Sources:

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