

# Effective Communication Strategies for Costume Brands

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**Abstract.** Today when consumers' attention is highly fragmented, could brands stand out only when they are best at effective communication, and thus attach brands to target markets. There are three major strategies: to stimulate consumption desire, build good word of mouth, and enhance identification. Only based on these three strategies, and through research into the target customers and integrated marketing communication, is it possible to maximize communication effect.

## Introduction

The American scholar Dan Hiller said that communication and information play a key role in the capital investment and profit production process in the whole world<sup>1</sup>. Now, in the rich product and the deluge information environment, brands must develop effective communication strategies through appropriate media skillfully to consumers and the public to transfer effective information. The clothing brand is no exception. The effective dissemination of the brands can make the brand information into the public view, to achieve effective docking brand and target market. In the communication feedback, we can understand the fashion trends and consumer demand for clothing, so as to adjust the product structure and communication strategy and adapt to the new market environment.

## Effective Communication Strategies for Costume Brands

The effective communication strategies for costume brands include the stimulation of consumption, word-of-mouth communication and the identification of consumers.

Brand communication has the function of stimulating consumption desire, especially strong seasonal goods. Seasonal promotions and seasonal clothing brand advertising are common. Generally, the brand will be in the minds of consumers through awareness, satisfaction, loyalty and preference five cognitive stages. Do not have to put every consumer preference and loyalty to cultivate stage to promote its purchase intention. Brand communication must strictly control the cost, so in any stage should be clever to stimulate the consumer, the purchase will be converted into the actual purchase behavior. Only the occurrence of buying behavior can bring about sales and profits. It is a successful clothing case. Motorcycle jacket follows the brand communication strategy to stimulate consumption from only a niche market to process by mainstream acceptance. Different fabrics, different price, different occasions from wearing sportswear, casual wear to the party dress, re interpretation of motorcycle jacket, which is to stimulate every consumer. Ralph Lauren series showed a matching silk dress white cotton canvas motorcycle jacket, began in the stores put locomotive jacket with a variety of colors, all kinds of fabric and transferred the popular wild image of locomotive jacket to stimulate consumers to buy to the greatest extent in the spring of 2014.

American navy designed white crew neck tee shirt with short sleeves in 1942 in order to make the armpit sweat dry quickly. Fourteen million American veterans brought their white standard T-shirt home and recommended it to the family and relatives. Today, the T-shirt is the essential thing in everyone's wardrobe, a visible word of mouth with strong influence. Word of mouth communication has high credibility, low cost, high success rate, the popularity of talk show and social media has greatly promoted the spread of word of mouth. Clothing brands from Quebec, Canada, Famous & Naked, introduced in the spring of 2013, will change the color of pants. This is a change of color jeans with temperature, although the price is up to \$240, but also cannot stop the strong curiosity of consumers. These jeans are frequent in a variety of movies, TV shows, newspapers, entertainment magazines and the Internet and other media. Although we do not know how much sales of this pair of jeans for the company, but the spread of its value is immeasurable.

The book "understanding media" written by Marshall McLuhan says that as an extension of the skin, clothing can not only be regarded as a kind of heat control mechanism, but also can be seen as a means of self-definition of social life<sup>2</sup>. Anderson & Sheppard, an advanced custom men's shop, has always claimed that the elaborate scarf is a symbol of identity and wealth. Clothing has become our second layer of skin, in our identity and body politics occupy a very important position. Identity is an important means in the process of clothing brand communication, which can maximize attract consumers' attention, contributed to the contact information on the brand, resulting in the contact process of crisis consciousness and psychological tension force consumers to act quickly. Each and clothing related information will continue to remind consumers to become a leading trend of the family, for example: wearable technology means that the fashion, sports clothing, a symbol of health, evening dress reflects the elegance and so on.

### Audience and Means of Costume Brands Communication

Brand communication is becoming more and more difficult. Today, in the rich product and the deluge information environment, consumers are taking the place of the brand owners to become the active party in the process of communication, and decide what kind of information they want and how to get the information. Brand communicators must understand the stakeholders and the creative means of communication.

The basis of brand communication is to understand consumers. The more the brand understands consumers better, the more it wins in the market competition. Clothing market is large and complex. The author attempts to divide the different stakeholders from the perspective of the degree of clothing brand communication.

Table 1 Stakeholders and communication strategies in the brand communication process

Stakeholders				Communication strategies
Internal staff			Innovators	Create trend
External personnel	Promote		Supporters	Education in the market
			Sellers	Communication and feedback
	Hinder	Small probability	Target Consumers	Form emotional attachments
			Public	Cultivation of habits
		Large probability	Media	Relationship Maintenance
			Peers	Competition and cooperation

The innovators are the internal staff who put forward the design concept of the brand, and make the new fashion trend. They are the first to deliver a brand or new style to other consumers of fashion. They design a clothing brand, and provide visual display. Supporters are the fashion followers to provide reference. They will be the new clothing brand to life, the impact of the people around, but also affect the sales side is selling the brand's clothing. The seller is very critical of the brand, usually refer to many styles. Therefore, the scientific establishment of the designers, sellers and consumers between the three modes of communication and feedback is the core part of the establishment of a consensus of the brand. Target consumers are the source of sales and profits, and the most basic audience of brand communication. Consumer purchase decision-making process is generally divided into five stages: understanding the need, collecting information, evaluation and selection, decision to purchase and post purchase. Therefore, brand communication must cover the five stages: guiding fashion and encourage consumers to found the gap and stimulate their awareness of the need for; provide enough brand information, than competitors more appear in the consumer view. For clothing brands, the vast majority of consumers will only occur one or two times a year to buy behavior, to maintain their love and preference for the brand is particularly important. If the design concept of a clothing brand is not accepted by the public, the cost of brand communication will be greatly increased, and may even fail. On the contrary, if a clothing brand is sought after by the public, the brand's premium capacity will be greatly improved. Media and brands will generally work together to lead the trend of society, there may be to prevent or ignore a certain kind of social popular. In today's flood of information, brand communicators must choose the appropriate media to deliver the brand message to the target consumers. Media positive two communication will be a strong impetus to the social trend and brand communication. Good media harmless. With the tips of the media "hand in hand", media reported demand and brand appeal. On the contrary, the media and the relationship is not harmonious, be empty, even damage the brand image. In the fashion of innovation and rising period, together with the peer to guide the social trend is to reduce the cost of brand communication is an important means, but also to achieve effective brand path. In the accelerated phase of fashion and universal acceptance period, cooperation with peers will be reduced and competition will be increased. In the period of decline, the company should cooperate with peers to ease the decline in the popularity of the trend and extend its life cycle. A clothing brand may also have a lot of fashion products in different life cycle, so most of the brands are in the relationship of cooperation and competition with their peers.

In order to effectively contact and influence consumers, brand communicators are using a variety of creative means of communication. It is not important for consumers to form a brand relationship in a specific way, it is important for consumers to have the effect on brand premium. Organic's H&M brand has always been keen to advocate with organic, environmental protection, caring for the earth related issues, whether it is fashion show, or celebrity wear, the role of its brand equity is the same. However, these means of communication must be certain integration, in order to better deliver consistent brand value. For example, a consumer wants to buy an Organic brand fashion, he has the possibility to communicate with others, read magazines, search for information on the network, or to the store to do further understanding. Brand communicators need to evaluate every means of communication, design and improve the communication plan to maximum the benefit and minimize the cost.

Table 2 Common means of brand communication

Publicity material	Promotion	Advertisement	Activities	Public relations	Internet
Atlas	Visual promotion	Inner packing	Exhibition	Sponsor	Search engine
Photographs	Discount	Outer package	Activity network	Press conference	Network advertisement
Product Catalogue	Seasonal discount	Poster	Fashion show	Celebrities wear	Social media
Trademark	Experience activities	Television advertisement	Visiting a Factory	Mainstream media	Event promotion
Tag	Product demonstration	Audio-visual material	Museum of a company	Crisis management	Digital coupon

A part of the media and publicity materials for the sales side, the other part directly to consumers. It must be consistent with the culture and style of the brand. The new season of fashion introduces to the media and consumer to further enhance the overall brand sense. Promotion is fashion marketing is an important part, using a variety of short-term incentive tools. Through the promotion, brand communication to consumer perception of their own brand of acceptance, is conducive to the increase of complementary type of merchandise sales, accelerate the logistics of seasonal clothing. Some of the services of clothing brand promotion by attracting new customers and establish brand loyalty. Visual promotion related to clothing store merchandise planning and guide hospitality, store design and display is the key to attract consumers, but also to determine the sales of the important factors. On the one hand, the individual communication is widely used in recent years, on the other hand, because of the media group development, resulting in mass communication in the use of proper, still can significantly increase brand equity. Exhibition and fashion week gathering the top people in the fashion world, thousands of professional buyers, media professionals from around the world and style of the trend, the essence elements arising from the world of spread far other commercial propagation model can match, so any brand of clothing are reluctant to miss the world's four major fashion week. Some smaller clothing brands can be held low cost network activities, or held a fashion show, based on market positioning to show the latest products. Sponsor cooperation in public relations is very common. Since its launch in October 2007, VANCL already is rooted China leading fashion brand at present. Network triggered hot "VANCL style" which has won unprecedented attention. In recent years, the continuous transformation of the brand culture can well adapt to the trend of Internet fashion consumer. Brand communication increasingly relies on the Internet. Many rich creative brand communication means have sprung up, such as network fitting room and network customization.

### Effect Evaluation of Costume Brands Communication

The effect of brand communication is the change of cognition, attitude, emotion and behavior of the consumers caused by the brand communication. Effect assessment can be carried out from the following four aspects: short-term expected effect, short-term unexpected effect, long-term expected effect and long-term unexpected effect. Consumer's buying behavior and brand communication cost are the important indexes for the effect evaluation of clothing brand

communication. We evaluate the effect to provide a clear, consistent and effective brand communication plan for the next season and different stylesclothing. The author will specifically discuss the topic in the next paper.

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