



International Brand Development Plan for Kariina Magazine with SOSTAC Model

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Abstract

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<p>This thesis primarily focuses on the international brand development of Kariina with the SOSTAC model. Kariina is a magazine start-up company established in January 2023 and is fusion of fashion and beauty embedded with three fundamental pillars – Environmental, Social, and Cultural. Its focus is to promote education with unbiased and factual information all while relating to fashion and beauty, promoting style with purpose. This thesis undergoes the creation of the company’s brand development while aligned to the SOSTAC model tool and finalise with critical feedback from marketing professionals with expertise in fashion and beauty or brand development.</p> <p>The theoretical framework consists of an introduction to brand development, brand identity, brand image, magazine industry, fashion magazines, social media marketing in magazine industry, SOSTAC model, and SWOT analysis. The thesis emerges into Part 1 and Part 2 of Brand Development which consist of the Strategy and Tactics steps of the SOSTAC model to finalize with the Action and Control steps. The accomplishment of this thesis will support the establishment of Kariina’s fundamental brand development and help grow the company’s readiness for company relaunch in January 2024.</p>
Key words Brand Development, Brand Identity, Brand Image, Social Media Marketing, Strategy, and SOSTAC Model

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1 Introduction

This is a project-based thesis for a bachelor's Degree Programme in International Business with the major specialization in Marketing and Customer Relationship Management at Haaga-Helia University of Applied Sciences. In this thesis, the reader should expect the creation of an international brand development aligned with the SOSTAC model and feedback from marketing professionals with expertise in the fashion and beauty industry or brand development. The development of this company will also include a marketing strategy that will be implemented into Instagram during and after the company launch in 2024, which will result in the company showcasing redefining the fashion and beauty industry with a purpose-driven twist. Furthermore, readers should not only expect the development of the Kariina brand, critical feedback from marketing professionals, and a brief marketing plan for Instagram but additionally see the process of researching, developing, implementing, and analysing while using the SOSTAC model, providing a complete experience with a well-known strategic marketing tool adapted to the thesis needs. The main verdict of this thesis will be the brand development using the SOSTAC model and specialised feedback and recommendations from marketing professionals in this field of topic.

1.1 Background of project topic

The magazine industry has transformed throughout the years and continues to be moulded by the digital revolution and consumer behaviours. With this consistent modification in the industry's evolving landscape, the significance of a unique brand development for a new company has become a pivotal role in ensuring the relevance and sustainability of magazines in a highly competitive and vigorous media environment. Not only are there intense and globally well-known magazine icons such as "TIMES" and "VOGUE", but the sprouting digital magazine industry has made it extremely challenging to become known and relevant. (Watson, A., 2023.)

Kariina Magazine is a start-up company that desires to be unique and stay relevant in the fashion and beauty industry. Not only is the execution of three fundamental factors embedded into the fashion and beauty industry trends, but the addition of educational and innovative content exceeding the standard guidelines of the fashion and beauty audience, which differentiates Kariina. Although there are unique differentiators in place, creating strong and vibrant brand fundamentals is vital to launching into the market and maintaining relevance. In an era flooded with information sources and audiences not knowing who to trust, brand development is instrumental in establishing trust and building recognition, promoting audience engagement, managing adaptation to the digital platforms and changing trends, instituting diversification and monetization, niche positioning, and further ways to generate reader loyalty. (Seturi & Urotadze 2018, 65-69.) Furthermore, brand development is not just a tool to establish a company; it is a well-researched and defined strategic

imperative for the survival and success of a company; in this project, a magazine company called Kariina. It will allow the power to surpass the boundaries of the print and digital era, build connections and establish relationships, promote positive change, and navigate the eternal landscape of consumer preferences and media.

Due to Kariina's overlapping industries, a well-crafted brand using successful tools and undergoing intense research relevant to the boundaries of the brand serves as the lighthouse beacon that classifies a magazine and ensures its enduring relevance.

1.2 Commissioning Company

The commissioning company of this thesis is Kariina Magazine, a fresh start-up company established in January of 2023 in Helsinki, Finland. Kariina Magazine is a fusion of beauty and fashion that focuses on three pillars of environmental, social, and cultural awareness/topics embedded into fashion and beauty. The company focuses on engaging the public to use fashion and beauty with an educational, positive, and innovative mindset. Furthermore, the goal is to promote this positive change in a reader to motivate the idea of being the best version of oneself externally and internally with style and knowledge.

Due to Kariina being a fresh and sole proprietorship start-up, there are little to no funds invested in the development, marketing, and introduction to the public. Kariina is founded by a single individual, a managing partner, and three unpaid internship assistants supporting the company's management. Kariina will engage in the development process, marketing efforts - for Instagram, and interviews with marketing/brand development professionals.

The company currently has minimal brand identity/visuals and has a website in development but only maintains a current online presence via Instagram. There is a dire need for company development, brand identity, brand awareness, marketing strategy, and social media presence; other social media platforms and the website will not be included in this thesis. Other than the description, logo, minimal content, mission, and company goals, everything else has not yet been established. There is no visual identity, scope, or posting strategy, making the development and launch to the public slow and challenging. This thesis aims to address these issues by forming a brand development plan and gathering critical feedback to implement post thesis to further prepare for public launch and achieve company goals.

1.3 Project Objective

This thesis aims to form a detailed and structured international brand development with the support of the SOSTAC model and gather feedback from marketing/brand development professionals for a

company named Kariina Magazine. The verdict is to create and maintain a strong brand identity, image, and visuals to implement into a marketing and social media strategy for Instagram, resulting in brand awareness, company outreach, and followers/customers. Kariina is an international company that currently has a target market that focuses on the European and North American geographical areas. The Instagram, brand development, said company website, and digital platforms will be globally available, which attains the international aspect required by the degree programme this thesis follows.

The project objective (PO) of this thesis is to create and implement an international brand development plan with the SOSTAC model as a primary tool for Kariina Magazine and gather critical feedback from marketing professionals in the field. Due to the strict brand development steps this thesis undergoes, the SOSTAC model is divided and adapted to fit the development phases the thesis needs but does not have a change in value. The following showcases the Project Objective (PO) into divided Project Tasks (PT).

PT 1 – Theoretical framework and research development.

PT 2 – Market research (Situation Analysis & Objectives/ Strategy) - research objective, industry/market, competition, company position, customers, and SWOT analysis: then research findings, KPIs and perform a survey.

PT 3 – Part 1: Brand development of Kariina Magazine (Strategy & Tactics) – marketing mix, define brand, mission, goals, market research, survey, scope, brand identity and image: target audience insights, competitive analysis, and positioning.

PT 4 – Part 2: Brand development of Kariina Magazine (Tactics) – content strategy, messaging strategy, content marketing, and marketing toolkit.

PT 5 – Finalize and Present (Action & Control) – Finalize and present Kariina Brand Development to marketing professionals to gather feedback and gain insights for further development and recommendations.

Table 1. Overlay Matrix.

Project Task	Project Management Methods	Outcomes
PT 1.	Online research and literature review.	Theoretical Framework.
PT 2.	Online research, market analysis, & analysis.	Situation Analysis, Objectives, and Strategy of SOSTAC
PT 3.	Brand development part 1 - Online research, quantitative survey, scope, positioning, brand building, and visual creation.	Strategy and Tactics of SOSTAC
PT 4.	Brand development part 2 – working in creative software's, excel and performing research.	Tactics of SOSTAC
PT 5.	Present findings to professionals and gather critical feedback	Action and Control of SOSTAC

1.4 Project Scope

This project covers the broad area of the international brand development plan with the SOSTAC model divided and adapted to fit the development steps, to then interview and gather feedback from marketing professionals with fashion and beauty or brand development expertise. International brand development should result in brand identity, brand image, and visual identity that will provide the company with its brand fundamentals and can implement those outcomes into a marketing strategy. The international brand development will undergo these steps aligned with an adapted SOSTAC model presented to marketing professionals for critical feedback and further recommendations for additional development before public launch in January 2024.

Since Instagram will be the primary form of communication, the brand development and marketing plan created in the development is in critical need of formation, in addition to being a digital starting point for the new start-up. The point of this thesis is to support Kariina in developing its company and preparing it for public launch, this includes introducing the company to its market and potential followers/customers, along with gaining reach and awareness. Furthermore, it supports Kariina Magazine in developing its international brand, understanding its market, generating brand awareness/identity, and gaining followers for the continuous development of the company and market entry. The boundaries of this thesis include the following: the company website will be mentioned but not focused on, and the marketing plan will only focus on Instagram as its social media platform and not include TikTok, Pinterest, and Facebook. These boundaries are set and correspond to the demarcation of this thesis due to the guidelines and regulations of the Haaga-Helia UAS

bachelor thesis and the lack of company support. A visual diagram provided below, in Figure 1 is for a better understanding of the project objective, scope, and overlay matrix.



Figure 1. Visual graph of overlay matrix

1.5 Benefits

Externally, the thesis will introduce the brand with a structured development, a more evident mission, visual identity, generating consistency and covering factual topics the viewers lack in their day-to-day digital lives. The development will allow a clear plan and message for the potential viewers/customers to have innovative, inclusive, unbiased, and factual cited information to read, look at, learn, and act on, which also allows the company to reach a broader audience that the normalized borders of the fashion and beauty industry target market including – business, career, and academically oriented personnel, and targets interested in ethical, educational, and innovative content. Along with this, the social media marketing on Instagram will generate engagement and reach, allowing the potential for start-ups, small businesses, or influencers to collaborate, promote, and showcase their work.

Internally, the thesis will support the fundamental development of the company through international brand development and generate brand awareness, identity, and visuals, allowing the formation of a specified social media marketing strategy to increase reach and engagement, which will eventually allow the company to expand into releasing a physical product, the Kariina

Magazine. Furthermore, this possible increase in engagement could generate long-term income, which will support not only the company but also its efforts to grow physically.

1.6 Risk Management

The most considerable risk this thesis faces is the limited time it has for the possibility of implementing the marketing strategy within the development of social media - Instagram. Due to the timeline of this thesis, it will not contain long-term data or analysis from quantitative surveys and possible Instagram insights to see if the marketing strategy is successful. With this in play, implementing the marketing strategy results during and after the company launch may not be as high or positive as planned. In addition, this thesis can only receive critical feedback from 3 marketing professionals because of lack of funding for consultation and lack of space within the thesis guidelines, which reduces the chances of a large quantity of professional feedback. A risk that follows the professional presentation interview is cancellation and rescheduling. Another risk at play is the lack of prior research and publications on the topic of this thesis. There are little to no citable brand development projects on a company using the SOSTAC model and minimal research when it comes to brand development, as a whole, in the fashion or beauty magazine industry. The level of risk is not as high and can be overcome by researching specific topics within brand development, but not as a whole. Due to this loophole, the risk is manageable for this project.

1.7 Key Concepts –

Brand Development in this thesis is the fundamental creation and ongoing development of a brand, including the phases of brand strategy, aligning objectives, and developing its image and identity. It shapes relationships, emotions, and perceptions linked to a brand through marketed audience and consumers promoting recognition, trust, and emotional engagement. (Aaker 1996, 67-174) (Keller s.a., 1-22). (Fournier 1998, 343-373). (Holt 2004, 282-283). (Kotler 2002, 100-126).

Brand Identity is the collection of all brand visual elements created for brand recognition, this includes logos, colours, tone of voice, typography, and anything else a company creates with the purpose of portraying the right brand identity to the customers. Overall brand identity refers to the way customers perceive the brand. (Surbhi 2018). (Kapferer 2013, p. 149.) (Wheeler 2013, 4-5.)

Brand Image is the influence it has on a consumer's behaviour such as the customer's perception, feelings, and attitude towards a brand. (Išoraitė 2018, 2-4). This thesis also defines brand image as what a company stands for, it's the visual image a consumer will associate with the company and its values. (Thimonthy October 2016).

Social Media Marketing in this thesis is the use of social media as a marketing method, a platform where a company can market by socially networking, engage with existing and new customers, and showcase the company, its content, and what it has to offer. (Gordon, J., 2022). (Hayes 2023).

Strategy in this thesis relates to marketing and is defined as a long-term plan for a company to establish and reach specified goals by generating a well-thought-out plan implementing tactics, marketing efforts, research, understanding what its customers need/want, and creating a competitive advantage. (Varadarajan 2010, 119-140). (American Marketing Association 2023).

SOSTAC Model is a digital marketing planning model formed in the 1990s by PR Smith and is known to be a very relevant and prominent strategy for developing a marketing plan. This model will be used throughout this thesis. (PRSmith 2022).

2 Theoretical Framework – Brand Development and Knowledge

The objective of this chapter is to provide a comprehensive introduction to the theoretical foundations that underline the current project. This includes investigating relevant concepts and a deep dive examination into the industry in which Kariina will operate. The objective here is to acquaint the reader with essential concepts to further assess the efficiency of international brand development within this specific context. To facilitate the creation of Kariina brand development, this chapter will also delve into the SOSTAC model for the development of this thesis and its topic.

2.1 Introduction to Brand Development

As a fundamental theory in marketing, brand development serves as the bedrock on which organizations establish and nourish their foundation and market presence. The development of a brand has progressed over centuries but still surrounds the original strategies and efforts employed by organizations to cultivate and then pursue a clear identity of their brand and what they provide. Once mass production came to be, product differentiation, recognition, and an establishment of trust among consumers became a requirement to stay in the competitive market. (Smith 2007, 15-97). Brand development shapes the relationships, emotions, and perceptions linked to a brand through its marketed audience and consumers. Furthermore, not only does it generate recognition and trust but it also promotes emotional engagement, innovation catalyst, risk mitigation, competitive advantage, and market expansion. (Aaker 1996, 67-174) (Keller s.a., 1-22). (Fournier 1998, 343-373). (Holt 2004, 282-283). (Kotler 2002, 100-126).

As mentioned, brand development is the fundamental creation and ongoing development of a brand, including the phases of brand strategy, aligning objectives, and developing its image and identity. The following list, gathered and combined, (Frederiksen 12 June 2023.) (Adobe Experience Cloud Team 2023.) provides the strict steps this thesis will undergo all while adapting the SOSTAC model to align with the development requirements, which will be defined further in this thesis. (Avery, J., s.a..)

1. Define brand and its purpose, mission, & goals.
2. Perform market research, research objective, and company position.
 - a. Identify and analyse competitors.
 - b. Identify and analyse target audience.
 - c. SWOT analysis
3. Develop brand identity and image.
 - a. Story, logo, slogan, voice, visuals, mood boards, etc.
4. Develop marketing strategy.
 - a. Develop marketing mix and content strategy.

- b. Build marketing toolkit.
 - c. Budget & costs
5. Perform, test, and analyse.
- a. Feedback loop from marketing professionals and recommendations.

2.1.1 Brand Identity and Brand Image

Both brand identity and brand image are known as marketing tools used to develop a brand and its brand recognition. The significance of brand identity as a dominant marketing tool has global acknowledgement (Kapferer 2004, 37-40). (Kapferer 2008, 51-345). and is still relevant today by enterprises recognizing their status as a brand with reputations requiring diligent management. (Moingeon & Soenen 2002, 7-30). The development of a brand identity has evolved from a chain of managerial attempts to define its fundamental values. The values in the core concept of the brand articulate distinctiveness, differentiation, and positioning in the market. With this in mind, *brand identity* can also be defined as a collection of associates deliberately established and maintained by strategies, defined and proposed by Aaker and Joachimsthaler. (Aaker & Joachimsthaler 2000, 35-40). The values forming this identity require the accurate and unique distinctiveness that mirrors the brand's self-image and highlights features which identify a clear alignment with a brand's fundamental value, all while also ensuring differentiation and distinctiveness. (Heding, Knudtzen & Bjerre 2020, 12).

Brand image encapsulates both tangible product features and the functional, as well as emotional advantages perceived by consumers, often considered as associated elements or symbolic representations. The brand images' value towards a company varies on the alignment with its requirements, individual needs, social engagements, general competencies, and stems from a range of origins, including user personality and values. Upon understanding these insights, the concept of brand image can be refined as follows: brand image encompasses a fusion of tangible and intangible brand attributes moulded by the connections made up in the targeted consumer's mind. Its importance and intensity are liable to the consumer's personality, their disposition towards the brand, social interactions, and the efficacy of the brand communications. (išoraitė 2018, 1-6).

2.2 Introduction to Magazine Industry

As briefly mentioned, the magazine industry has long been a presence of the media landscape atmosphere, serving as a conduit for various information, entertainment, and culture for many decades. Magazines have played a pivotal role in secretly shaping our communities, they provide public disclosure, reflect on societal trends, and disseminate knowledge on various topics ranging from lifestyle and politics to fashion and sports.

The first magazine was officially published in the 17th century in Germany, and once the printing press made its mark in Europe, a transformative era was triggered. During the 17th century, the magazine evolved foundational steps towards a more modernized look, first emerging in the formats of brochures, pamphlets, and almanacs. (University of Minnesota Library 2016, 42-52). A transition to a more structured approach was implemented after the irregularities of the earlier publication methods. Although today, a magazine serves as a resource for endless types of content, earlier magazines primarily served as a bridging gap between informative newspapers and recreational forms of literature. Since then, magazines have evolved differently throughout different countries but underwent another drastic change in the 1830s, once mass circulation of magazines in the United States arrived. (University of Minnesota Library 2016, 42-52). Publishers embedded a cheaper method of producing magazines that would have contained content targeting a wider audience, resulting in the well-known magazine style. This evolved into the creation of many types of magazines: family magazines, home magazines, women's magazines, etc.

This industry has significantly evolved and continues to adapt to changing technologies and shifting customer preferences. Magazines have moved from prints to digitals via websites, software applications, and e-books. Despite the rise of digital media, magazines continue to hold a unique and enduring position in the worldwide media ecosystem.

In conclusion, knowing that the magazine industry holds a vast spectrum of genres, it can use its influence beyond traditional print or digital publishing, such as businesses and organizations utilizing magazines as a branding and marketing tool. Understanding the dynamics in this industry requires looking at it from a multidimensional approach, considering the following factors – content creation, audience engagement, and distribution channels. Adapting to evolving consumer behaviours and technological innovations while preserving the core values and relevance is highly challenging but not impossible.

2.2.1 Fashion Magazines

The fashion magazine industry has played an intense and influential role in the media landscape and its impact in shaping the public's perceptions of beauty, style, culture, and related standards. Fashion magazines can be traced back centuries but gained distinction in the 19th and 20th centuries due to big names such as "Vogue". Over the years of these publications introducing readers to rising fashion trends and showcasing elitist brands, the industry not only experienced significant changes in the digital and technological revolution but also had a powerful impact on society and culture. Fashion magazine's influence left the glossy pages and bent notions of beauty, identity, and aspiration, all while reflecting prevailing trends. (Britannica s.a.).

Fashion operates as both a cultural artifact and a commodity, which caters to a diverse audience, leading to the role of fashion magazines shaping consumer behaviour, the portrayal of gender and body image, sustainability, and the industry dynamics in societal implications. (Moeran 2006, 725-744). Fashion magazines have this dark and invasive past on their viewers in shaping beauty standards that promote unrealistic beauty ideals, encouraging unsustainable mass purchases, and fast fashion manufacturing for audiences that cannot afford the luxury brands they promote in their latest trends. The impact these topics and standards have shaped societal expectations and have had a negative and even life-threatening impact on a viewer's mental health. Unhealthy obsessions in achieving these body standards and fashion trends have given the fashion magazine industry a negative reputation, leading to cancel culture and a need for drastic change in what the industry promotes. (Raja 2023, 346-352).

Although the fashion industry maintains this negative reputation, recent years in this industry have shown change in implementing freedom of expression, diversity, and inclusivity in beauty standards. Fashion magazines not only had to adapt to the digital era but had to adapt to the new movements and trends of awareness, acceptance, diversity, and inclusivity. These movements impacted fashion magazines around 2018 and have become more inclusive since then - with realistic, plus-sized, diverse, disabled, and trans models. (Schneier 9 August 2018). (Foster & Pettinicchio 2022, 579-597).

2.2.2 Social Media Marketing in Magazine Industry

Traditional media has undergone a drastic shift in response to the digital revolution, and due to the magazine industry being a quintessential pillar of traditional media, social media presence has become a required action to survive in the magazine market. Magazine companies use this advent of the internet and the proliferation of various social media platforms to create content, engage with their readership, and market their publications, to not only enhance their brand but to survive and thrive in this ever-evolving landscape. Due to social media serving as a bridge between traditional print and the digital world, social media marketing has surfaced as an indispensable tool for the magazine industry and its publishers in this multi-platform approach. (University of Minnesota Library 2016, 42-52).

Social media platforms give magazine companies with unique opportunities to engage and interact in real-time, amplify their brand identity, and generate revenue. A two-way communication and connection can be formed, fostering a sense of community and gain valuable insights into feedback. Visual and textual canvases allow the showcasing of the magazine company aesthetics and reinforce brand identity while also opening doors to new monetization avenues for advertisers to use these platforms to their highest potential and engage these audiences, generate traffic to

subscriptions and websites, allow partnerships, collaborations, sponsorships, and content opportunities. (The CEO Views 26 May s.a.). (University of Minnesota Library 2016, 42-52).

2.3 SOSTAC Model

The SOSTAC model, also known as the SOSTAC strategy, was formulated by P.R. Smith in 1998. It is an acronym representing the sequential elements of Situation analysis, Objectives setting, Strategy development, Tactics formulation, Actions Implementation, and Control assessment. This strategic framework serves as a precious marketing planning model, aiding organizations in the systematic organization and optimization of their marketing attempts. (Chaffey 2022).

In more depth, the strategy comprises distinct components that serve to delineate the existing contextual landscape outline, ascertain a company's desired goals, and delineate the methodologies for their realization. These constituents encompass:

- **Situation Analysis:** Entails a comprehensive analysis of the present state of the business /organisation's entity, encompassing an examination of trend analysis, customer and competitor dynamics, SWOT assessment, data analytics, and an evaluation of historical performance.
- **Objectives:** Pertains to the overall objectives, vision, and mission statement of the enterprise, thereby providing a strategic foundation for consecutive planning.
- **Strategy:** Within the boundaries of this framework, a structured plan is devised to realize the specified objectives, guidance, offering strategic, and characterizing the overall direction for the subsequent tactical initiatives.
- **Tactics:** This defines the methodologies and specific tools that will be utilized to achieve the defined goals and objectives, as outlined in the overarching strategy.
- **Action:** This element embraces a detailed roadmap that outlines a precise execution of steps for the employed tactics, ensuring that the translation of the strategy is played as actionable tasks.
- **Control:** This component contains the observant measurement and monitoring of performance to ascertain the fulfilment of previously stated objectives and the effectiveness of the strategy. Revisions or modifications made to the strategy are informed by evidence-based decision-making and data-driven insights.

The SOSTAC model will be used throughout this thesis to support and establish the brand development of Kariina Magazine. To achieve this, rigorous research will be conducted to facilitate the effective implementation of this strategy, furthermore, allowing the outcome of this research to yield information that is pertinent and actionable for the benefit of Kariina Magazine.

2.3.1 SWOT Analysis

The SWOT (Strengths, Weaknesses, Opportunities, and Threats) is an analysis framework which serves as a pivotal tool within the realm of strategic management for assessing an organization's competitive stance and formulating further strategic plans. (Kenton 2023). This analysis method can be used to evaluate both external and internal factors, encompassing present conditions and prospective considerations, and in the process of performing the SWOT analysis, the author has discerned that the company undergoing this analysis would benefit from the incorporation of technological applications to enhance its competitive position in the industry /market.

2.4 Theoretical Framework Conclusion

The theoretical framework of this thesis serves a dual purpose: it functions as an informative guide for both the readers and the author, facilitating a detailed understanding of the theoretical constructs employed in ensuring a finalized action plan. The brand development initiative for Kariina Magazine will place significant reliance on the SOSTAC model/strategy, serving as an outlining framework and foundational structure for the subsequent formulation of the business brand development. The industry-specific knowledge, an understanding of the magazine industry, brand identity principles, and the SWOT analysis will be integral components of the overarching SOSTAC strategy for Kariina Magazine brand development. These elements will be studied in greater detail and offer guidance for the companies' operationalization, harmonizing the research paralleled to the dynamics and specific needs of Kariina Magazine.

3 International Brand Development Part 1 – Kariina Magazine

As previously mentioned, brand development is the fundamental creation and ongoing development of a brand, including the phases of brand strategy, aligning objectives, and developing its image and identity. This section includes the first half of the brand development process which includes additional market research, and the development of brand identity and image: the strategy and tactics of the SOSTAC model.

3.1 Kariina Introduction – purpose, mission, & goals

In an age characterized by a high-speed evolving fashion landscape and a global rise in the importance of social and environmental responsibility, Kariina surfaces as a pioneering venture at the intersection of fashion, beauty, sustainability, and global awareness. Kariina represents a multifaceted platform encompassing both an online presence and seasonal magazine publication, aiming to inspire and educate individuals, all while stimulating a profound sense of purpose within the realms of style and knowledge. Kariina has three fundamental pillars that comprehensively expound on the identity and mission of Kariina: Environmental, Social, and Cultural. These fundamental pillars are the essence of what Kariina is all about and are the elements enshrined within its logo and name. Furthermore, Kariina seeks to establish an exemplar of a purposeful fashion and beauty platform redefining conventional perceptions of style while advocating a more inclusive, informative, and stylish future.

3.1.1 Kariina's Environmental Pillar

Kariina defines environmental as a word that relates to the natural world and its impacts. With the fashion industry being a large contributor to pollution, 10% of CO₂ and 1/5 of 300M tons of plastic as of 2022. (Dottle & Gu 23 February 2022.) Polluting the oceans and water systems from toxic dyes and plastic fibres, estimating up to 20%. (European Parliament News 2023.)

With the fashion industry contributing a significant amount of pollution but fashion trends keep on progressing, Kariina plans to educate statistical facts, images, and stories relating to awareness, but then also provide solutions, alternatives, companies, tips, and various other methods for an individual to not just learn about it but to act on it with ease. Providing these problems and solutions, embedded into fashion and beauty, allows the consumer to read about them alongside a visual with links and sources, will support the steps an average individual is lacking to make change in their life.

For example, Kariina had discussed with the researcher their idea for a segment educating the facts about leather and vegan leather - the differences, impacts, companies, products, etc.

Alongside the educational aspect of this environmental “trend” or “topic”, visuals of these products with a creative design, and/or models will provide eye candy and the “fashion” aspect of the magazine. This content would then be followed by solutions, conclusions, alternatives, tips/tricks, sources, and more. (UN Environment Programme 2022).

3.1.2 Kariina’s Social Pillar

Kariina defines social as a word for considering and understanding the perspectives of others and their life/culture. Kariina uses the Social-emotional learning theory which contains components such as self-regulation, motivation, emotional self-awareness, empathy, respect, cooperation, and more. (Positive Action s.a.). Although these topics are traditionally taught at a young age, today’s rapid pace of global issues, movements, and digital worlds rips an individual farther away from the key basics of being human. Inspiring change through educating the brain can’t be done without the education of the heart.

Using fashion as a tool for social awareness can be highly impactful, for example, Vogue launched the Black Women Photographer programme in 2020, which was created to promote awareness of the fact that black women still lack recognition in the fashion industry, which resulted in social conversations, awareness, and change. (Cerbarano 25 March 2022.) Kariina plans on remaining unbiased in political topics but does plan on containing unbiased social content to promote awareness, clear understanding, factual information, challenges, and the reality of many in this world, as well as solutions or ways to support.

3.1.3 Kariina’s Cultural Pillar

Kariina defines cultural as the recognition and understanding of an individual’s differences, values, customs, and beliefs. Kariina will implement cultural knowledge and awareness in push of educating being open and celebrating differences to promote innovation and acceptance.

Cultural appropriation is a reoccurring issue in the fashion and beauty industry, disrespecting cultures or provoking movements and cancel culture. (Piancazzo 2023, 136-142.) Kariina won’t be demanding its readers to follow the “what is wrong” and “what is right” idea but will implement these topics as a positive reinforcement of educating, understanding differences, and accepting others while providing alternatives ways of style in fashion to support these cultures and avoid disrespecting them, all while celebrating and styling these differences.

3.1.4 Purpose

The fundamental purpose of Kariina is to empower change through style and knowledge, fostering a paradigm switch towards sustainable, ethical, educational, and innovative practices in the fashion and beauty industry. Hence the slogan, “Inspiring Style With Purpose”. Educating the brain is a form of freedom, and channelling this freedom into an individual’s external and internal self is a luxury. The “luxury” people understand goes deeper than the materialistic product or service, it’s the mind and meaning built behind it. Kariina is designed to challenge traditional narratives, biased information, and an individual’s educational freedom, promoting a more holistic understanding of style that extends beyond trends and aesthetics to surround unbiased facts, cultural appreciation, inclusivity, and socio-environmental consciousness.

3.1.5 Mission

In addition to the purpose, Kariina’s mission is to serve as the forefront for a conscientious and sustainable outlook and approach to fashion and beauty. It endeavours to offer a comprehensive platform, both digitally and as an analogue, that educates and informs, advocating for a conscious consumerism atmosphere that not only desires factual information but considers the environmental, social, and cultural implications of personal choices. Kariina wants to emphasize how education is freedom, how an individual can grow into the best version of themselves by educating their mind and opening doors for ideas and luxuries of freedom. Educating the mind results in internal and external growth, strength, and power, providing an individual the luxury of freedom. Through meticulously curated content, partnerships, and collaborations, Kariina seeks to ignite thoughts, conversations, and actions that would contribute to a more equitable, developed, sustainable, but stylish world.

3.1.6 Goals

The primary goals of Kariina to sculpt a multi-dimensional approach are listed below.

- **Fashion Empowerment & Innovation:** Encouraging the individuals creativeness and style with trends, styles, imagery, and alternative ways to shop or reuse clothing.
- **Beauty Redefined:** To challenging societal beauty standards, promote inclusivity and self-acceptance, provide alternative sustainable products and beauty tips/ methods via ads, all while celebrating individual uniqueness.
- **Environmental Sustainability:** To advocate sustainable practices within the fashion & beauty industry, educating eco-conscious choices, sharing innovations, educating tips, and minimizing environmental footprints.

- **Social Impact:** To drive meaningful social change, highlight social issues, social differences, social education, innovations, strategies, education, movements, news, and fostering a sense of responsibility towards communities, countries, and societal challenges.
- **Cultural Awareness & Appreciation:** To bridge gaps, learn, and understand diverse cultures, respect, appreciation, and cross-cultural collaboration in a global setting.
- **Educational Advocacy:** To disseminate factual and unbiased knowledge regarding the three pillars and imbed them into fashion and beauty fostering individuals to form their own opinion, creativity, and decision-making.

3.2 Market Research on Kariina –

For the success of any business, market research is indispensable, especially when entering the dynamic fashion and beauty industry. In the context of a small company, it serves as a vital tool for securing a competitive edge, discovering prospects, and maintaining relevance. This thesis will undergo extensive market research within the boundaries of the thesis guidelines. The primary research objective of this thesis is to conduct an in-depth analysis and creation of the international brand development of Kariina and establish the growth of this company as a prominent brand to successfully launch on the fashion and beauty magazine market.

3.2.1 Fashion Market Research

A research report from McKinsey & Company on the State of Fashion in 2023 states that after overcoming obstacles due to Covid-19, the fashion industry confronts emerging provocations in 2022 and 2023 that surround the decline in macroeconomic conditions and rising geopolitical pressure, influencing stress among executives of the industry visualizing prospects for 2023. (Amed & Berg 2023, 10-33). Despite the growth in 2021 and half of 2022, the industry faces obstacles such as the energy crisis, inflation, and war conflicts. Due to these ongoing obstacles and their influence on the market dynamics, sales growth projections in global fashion exhibit shifts in segments: luxury growth ranges from 5-10%. In comparison, the broader industry grows from a negative 2% to a positive 3%. These forecasts are subject to distinct regional disparities, with the US economy exhibiting greater resilience than its global counterparts.

Brands necessitate strategic and operational adjustments, thorough reassessment of distribution channels, and the formulation of digital marketing strategies to maintain consumer appeal amid the current economic challenges. Furthermore, a sustainability approach communicated to the public and avoiding misleading environmental claims while aligning with consumer values is crucial to address obstacles, capitalize on opportunities, and evolve with consumer trends. (Amed & Berg 2023, 10-33).

Consumer shifts in the fashion industry have drastically impacted the economic turbulence in 2023, and it's crucial to analyse segmented target groups are shifting behaviours to stay afloat in the market changes. Shopping behaviours in higher income groups, access to credit, secure job positions, and substantial savings are more inclined to sustain expenditure on fashion. While individuals with lower incomes adopt a stricter approach, curtailing discretionary spending. Consumer preferences among younger generations (Millennials & Gen Z) showcase prosperity towards valuing lower-priced retailers and active discounts, approximating 75% of this generation actively maintaining finances, in a survey held in the United States. Trends for cheaper and alternative pricing channels constitute around 12% of the industry revenue by 2025, outpacing traditional apparel retail growth by 11 times by 2025. (Amed & Berg 2023, 10-33).

As stated by multiple sources, it is crucial for companies to maintain an alert eye on the younger generational trends and maintain a sufficient relationship to maintain relevance in the market and avoid cancel culture. These shifts and factors include – inclusivity, fluid fashion, social justice, greenwashing, sustainability, environmentally friendly, ethical manufacturing, product quality, cost factor, digitalization, and brand awareness. (Raymond, M., 2023.) (PWC 2023.) (Legeay 2023, 9-15.)

3.2.2 Beauty Market Research

An analysis from McKinsey's Beauty Market in 2023 states that the beauty market has exhibited resilience and growth which generated around \$430 billion in revenue during 2022. (McKinsey & Company 2023). Due to the markets resilient in a macroeconomic environment, its anticipated to rise reaching an estimated \$580 billion by 2027 with an annual growth rate of 6 percent. With the growth rate exceeding other consumer segments, there is an upward trend for consumers trading up and increasing spending withing the beauty categories. Figure 2 shown below.

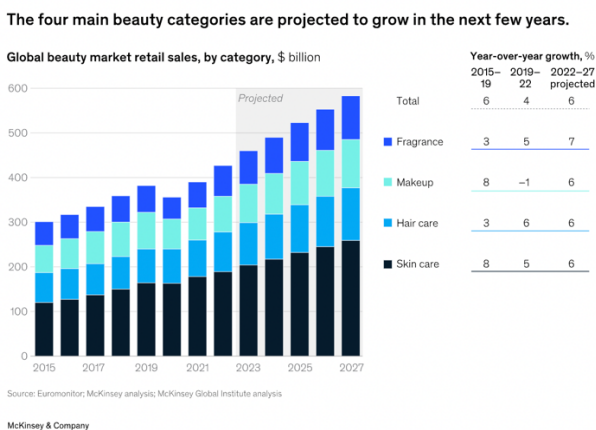
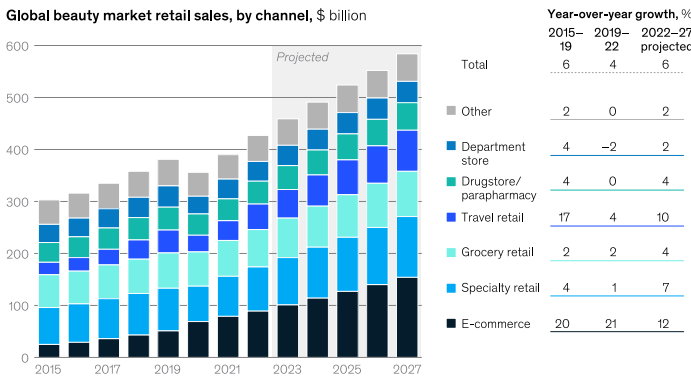


Figure 2. Global beauty market retail sales, by category, \$ billion (McKinsey & Company)

Along with increase in spending, the beauty industry is undergoing a transformative phase distinguished by diverse market channels, expansion in products, and emerging consumer trends. The influence of the new era of younger consumers are demanding sustainability perceptions and redefining societal beauty standards showcasing this consumer behaviour in an increase of trying new brands and emphasizing the trend-driven nature of the market. In addition to this, the digital landscape, involving social selling and e-commerce, is undergoing a rise in the e-commerce beauty sector between 2015 and 2022, establishing over 20 percent of the market share. Figure 3 shown below.

E-commerce is the fastest-growing channel for beauty products.



Source: Euromonitor; McKinsey analysis; McKinsey Global Institute analysis

McKinsey & Company

Figure 3. Global beauty market retail sales, by channel, \$ billion (McKinsey & Company)

Factors influencing this rise include the boost in beauty products by the upsurge in social selling, online retail giants, and the increased digital expertise between direct-to-consumer brands. Moreover, the beauty industry is undergoing everchanging transformation characterized by prospects and notable challenges with evolving consumer preferences, emphasis on wellness, Gen Z impact, the dynamics in mergers and acquisitions constituting pivotal factors, and the need for effective scaling.

3.2.3 Environmental, Social, & Cultural Market Research

With the ongoing global movements and silent war to change the market, environmental, social, and cultural topics have become increasingly relevant in the market trends. For example, fast fashion, textile waste, sustainable fibres, environmental, and occupational hazards are some of the topics known as a global environmental justice issue. (Pick, Halsey & Ekenga 2018, 1-3). Alongside the rise of the digital market, cancel culture emerged seeking accountability and justice on a target that undergoes unethical practices. (Greenspan 6 August 2020). A movement fuelled by Gen Z and Millennials formed new avenues to emphasize accountability and demand change in action by

applying social pressure and withdrawing support, boycotting, and destroying a brand or organization. (Gomes 2022, 4-14). Whether its brand activism or woke washing, it still greatly affects both the fashion and beauty industry. Due to this era of movements and cancel culture, it is necessary for companies, especially in industries held under a microscope, to hold their environmental, social, and cultural practices and comprehensive actions to be communicated and evaluated to match the demands. (Bringe 2 January 2023). (Polyzoidou 25 July 2021). (Dixon & Rush s.a., 4-12).

3.3 Kariina Geographical Targets

Kariina will be focused on two geographical areas, Europe and North America. In more specific, the United States and Western European countries. Understanding the marketing differences as well as the content delivered to these geographics is extremely important to consider. When developing content, Kariina will not only have to relate this content to both areas but collect and provide sources and tips and such that work for both or it will have to be clearly emphasized. For example, when discussing a topic on recycling home materials, Kariina will have to either create a European side and an American side or generate content that not only touches both but works with both geographical living and style. All in all, Kariina will have to deep dive into this when generating content because these geographical areas are both so different yet so similar when it comes to marketing and digital marketing. (EuroDev 5 September 2023). (IBIS World 2023). (Watson, A., 2023). (Watson, A., 2023). (Media 2023). (European Commission 2023).

3.4 Competitor Analysis

This section will evaluate Kariina's competitive landscape within the North American and European region and aims to identify the companies standing relative and position in market which is essential for the sustainable growth and competitive advantage within the fashion and beauty magazine industry. Table 1 contains a competitive analysis.

Table 2. Competitor Analysis

Competitors	Vogue Magazine	Times magazine	WIRED	Cosmopolitan Magazine	Harper's Bazaar Magazine
Summary	Generalizing Vogue Magazine as a whole, not by individual publication - American fashion and lifestyle magazine for beauty, culture, runway, living, business, and couture fashion. (Vogue 2023).	American weekly news - informative global guide to news, business, health, politics, and science. (Times Magazine 2023).	American monthly magazine for technology science, culture, and economy. (Zhu 29 October 2018).	American monthly fashion & entertainment for women. (Cosmopolitan 2023).	American monthly woman's fashion magazine mostly known for the culture of fashion - from casual to couture. (Harper's Bazaar 2023).
Target Audience (Age)	Because of the production of various magazines, their target audience differs per publication. But on average, men & women aged 17 – 60 (Barnett s.a.).	Due to vast audience of +100 Million, demographics are unclear. 61% are Gen Z & Millennials Both men and woman (The New York Times s.a.).	Majority educated men around 30-50 invested in technology. (Zhu 29 October 2018).	Women aged between 18 – 35 (WJEC CBAC s.a. 1-5.)	Women aged from late 20 – early 60 (Hearst s.a.).
Product & geographics	Digital & magazine print - has 28 different Vogue Magazines and 10 Vogue Sub Brands. Around 19 languages (Conde Nast 2023). (Vocast s.a.).	Digital & magazine print – Is both Times magazine and The New York Times Magazine. They have 4 different editions – U.S., Europe, Asia, South Pacific. (Time s.a.). (Time 2023).	Digital & magazine print – with 7 magazines launches. In 7 languages. (Conde Nast 2023).	Digital & magazine print - with 64 international editions, over 110 countries, & 35 languages. (IMG 2023).	Digital & magazine print – 29 editions in around 65 countries, and 17 languages. (Hearst s.a.). (IMG 2023).
Content	Fashion, Beauty, Culture, Living, Runway, Film, Shopping, Business, & Ads. Publications per year – 11 to 10x (Vogue 2023). (Pearl 2023).	Global News, politics, World, Health, Climate, Business, Tech, Entertainment, Ideas / Innovation, Science, History, Sports, Podcasts, Videos, Documentaries, etc. Publications per year – 52 issues, released each Sunday. This includes 14 double issues. (Time 2023).	Business, Culture, Gear, Ideas, AI, Climate, and Science. Publications per year – 12 (Wired 2023). (Wired s.a.).	Beauty, Style, Lifestyle, Sex & Relationships, Celebrities & Entertainment, News Analysis & Opinion, Astrology, Style, and Ads. Publications per year – 6x (Cosmopolitan 2023). (Magazine CO UK s.a.).	Fashion, Beauty, Celebrity, Culture, The Edit, Bazaar Bride, Travel & Food, & Politics. Publications a year – 10x (Haper's Bazaar s.a.). (Hearst Magazine s.a.).
Social Media	Instagram, TikTok, YouTube, Facebook, Pinterest, and X (Twitter). (Vogue 2023).	Facebook, Instagram, X (Twitter), Pinterest. (Time 2023).	Facebook, X (twitter), Pinterest, YouTube, Instagram, TikTok. (Wired 2023).	Instagram, TikTok, YouTube, Facebook, X (Twitter), & Pinterest. (Cosmopolitan 2023).	X (Twitter), YouTube, Facebook, Instagram, & Pinterest. (Harper's Bazaar 2023).
Differentiators	Most expensive around 20\$ Most known fashion magazine	Most type of content variations. A reliable reference / source. Used for academics and other educational topics.	Magazine on innovation, statistics, news, and technology. Educates Majority men	Part of world's largest publisher, Hearst. Global reach. No. 1 women's title in the world. (Hearst s.a.) Lots of content	Part of world's largest publisher, Hearst.
Notes	Part of Conde Nast. (Conde Nast 2023).		Owned by Conde Nast (Conde Nast 2023).	Part of Hearst corporation, which owns more than 200 magazines worldwide. (Hearst 2023).	Part of Hearst corporation, which owns more than 200 magazines worldwide. (Hearst 2023).
Conclusion	Vogue is an empire with various magazine types targeting different audiences and geographical locations. It is one of the most known and hold a high position in a global sense for fashion, beauty, and runway.	Times magazine is another empire that has millions of readers and is known globally. Being on Times is an honour and is treated with respect.	Wired is a technological and educational source of content with innovative graphic designs and contains the views of majority men.	Cosmopolitan stands out as formidable competitor and holds a powerful unique location in the market as a top global magazine company.	Harper's Bazaar is a source to be open and not only a fashion magazine but a place of culture and storytelling. Not only are they part of the Hearst empire, but they've made a huge reputation for themselves and are known to be one of the top fashion magazine companies there are.

All in all, Kariina has high competition with some of the industries power houses which are not just known globally but hold such an immense reputation it will be very tough for Kariina to get to that level of brand awareness. Although Kariina has this competition, they still hold key differentiators that could make a huge difference, one of them being the physical magazine made up of a sustainable material, stone paper.

3.5 Customer Research & Target Market (Personas)

This section will examine a customer base/target market for Kariina, diving into insights on customer demographics and psychographics, and perform a systematic quantitative survey collecting data to support the analysis and personas of the company's target market. Performing and pinpointing a specific customer base will allow the success of a company due to understanding the customers, not only gaining a relationship with them to market towards them effectively. Furthermore, at the convergence of fashion, beauty, sustainability, and global awareness, Kariina is positioned with a diverse and conscientious customer base. The purpose, mission, and goals previously mentioned support the formulation of the potential customer base and target market.

At this period, Kariina primarily comprises individuals aged 18 to 40 who are invested in fashion, beauty, sustainability, and global awareness. A quantitative survey was conducted for the customer research of Kariina's potential customer interests and target market. The two main objectives were to pinpoint what the general people have an interest in a magazine, as well as its content, and what magazines these individuals currently read. The survey was conducted throughout two weeks of October 2023 through Instagram, LinkedIn, WhatsApp, word of mouth, and Facebook, in an international manner with a focus on B2C. Due to Kariina lacking a detailed customer persona, data was gathered to support of the formation of the new Kariina customer personas resembling their target market. The said personas can be found below in Figure (4), (5), (6), (7).



Figure 4. Persona One – Fashion Addict



Figure 5. Persona Two – Digital Lifer



Figure 6. Persona Three – Environmentalist



Figure 7. Persona Four - Business Brain

The researcher conducted a survey via Webropol. The survey was live from the 8th until the 23rd of October, a total of 16 days. A total of 80 respondents were recorded through the public link. The

survey was divided into three sections: the first one was demographics, the second was interest, type, and frequency of magazines, and the third was content-related. Demographics of these 80 respondents include 67.5% female (54 respondents), 28.7% male (23 respondents), and 3.8% other. Out of these respondents, the majority age range was 18 – 24, 65% (52 respondents), the next age range was 25 – 34 with 17.5% (14 respondents), and the following age range were 2.5% under 18, 5% for both 35 – 44 and 45 - 54, 3.8% for 55 – 64, and 1.2% for 64 plus. The last demographical question of the survey was the respondent’s current city and country. There were a total of 7 different countries, and data shows that 41 respondents were currently in Finland (51.25%), 19 in the United States (23.75%), 15 in the Netherlands (18.75%), 2 in Germany (2.50%), and 1 in Chile, Belgium, and Palestine.

The following section consisted of 11 questions regarding if they read magazines, how, their interest, content type, and where. The 4th question out of 17 was “How interested are you in fashion and beauty?” shown in the figure below. 42.5% (34 respondents) responded very interested, 37.5% (30 respondents) responded somewhat interested, and 13.8% (11 respondents) responded with neutral, remaining with 2.5% saying not very interested and 3.7% not interested at all.

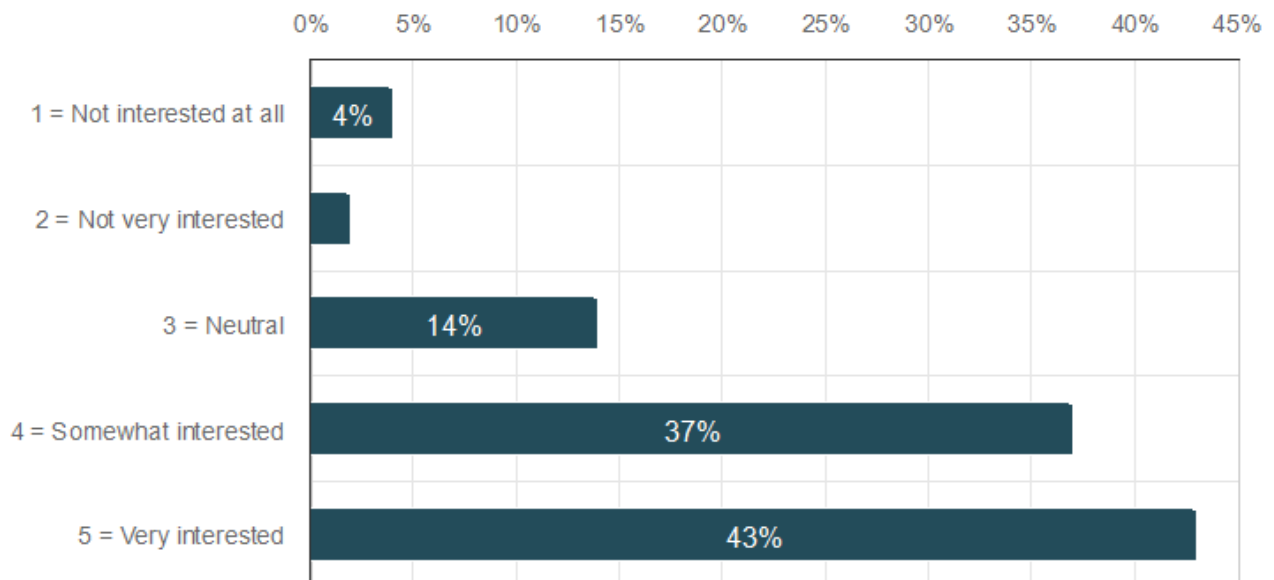


Figure 8. How interested are you in fashion and beauty?

For the next question, “How often do you read magazines?” 30% stated “Occasionally” and 40% stated “Rarely”, while the remaining stated either “Never” (17.5%) or “Frequently” (12.5%). This leads us to the 6th question, “What is your preferred method of reading a magazine?” where the average was 32.5% both digitally and physically. The figure below contains further data on this survey questions and answers.

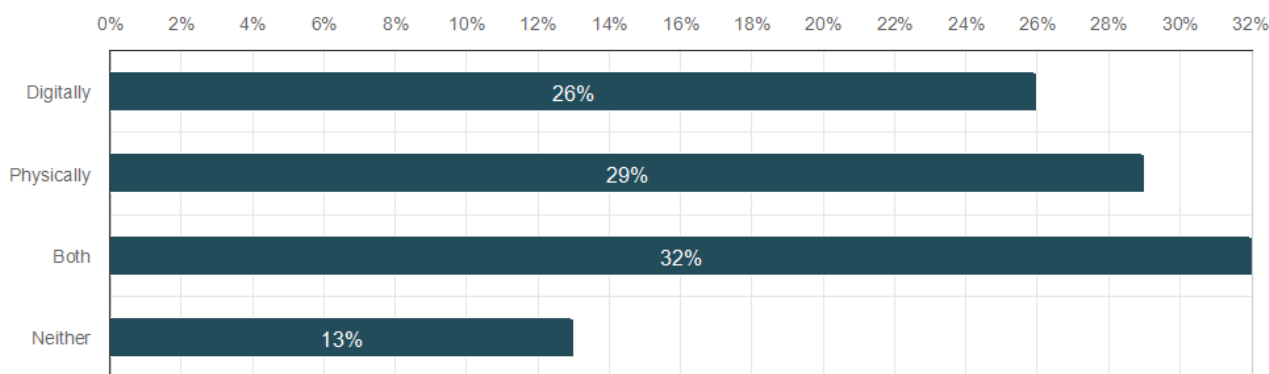


Figure 9. What is your preferred method of reading a magazine?

The next question asks, “Which aspects of fashion and beauty interest you the most?” with 80 respondents, there was a selection of 238 answers resulting in 38.8% for Trends, 72.5% for Style and Fashion Tips, 43.8% for Beauty Tips, 42.5% for Sustainability, 35% for Fashion Week, 13.8% for Advertisements, 41.3% for Stories / Articles / etc., and 10% for Other, (Other being “Thrifting, Clothing Care, Pretty Clothes, Aesthetics, & Sale”). Visual data can be found in the appendix.

87.5% of these respondents engage with fashion and beauty content through social media, 50% engage through online platforms, 22.5% through magazines, and 15% through events. The customers engaging with online platforms stated that 53.8% engage through website search, 22.5% through email subscriptions, 11.3% through online subscriptions, and 7.5% through online fashion clubs, while 32.5% engage with none of the online platforms from the selection provided. The data that customers engaging with social media state that 82.5% engage through Instagram, 50% with TikTok, 47.5% with Pinterest, 10% with Facebook, 6.3% with X (Twitter), 8.8% with none, and 6.3% with other – YouTube or Google.

The question, “What fashion and beauty magazines do you read?”, data states that 40% read Vogue, 25% read Cosmopolitan, 15% read Harper’s Bazaar Magazine, 55% read none, and the remaining read Elle, Vanity Fair, or other – W and Business of Fashion. Following this, the next question lists other magazines, and data shows that 61.3% read National Geographic, 56.3% read Times Magazine, 31.3% read Peoples Magazine, 25% read WIRED Magazine, 22.5% read Readers Digest, and 22.5% respondents haven’t read any of the magazines listed.

26.3% of respondents stated that they feel 100% satisfied with the content they read in their preferred magazines, 56.3% of respondents stated that yes, but they’re missing something, and 17.5% stated that they feel like they’re missing something. The next question lists topics that these respondents need to choose from that interest them while reading a fashion and beauty magazine; 45% chose Environmental Topics, 61.3% Sustainable Methods, 52.5% Social Topics, 65% Cultural

Topics, 40% Global News, 50% Innovations, 22.8% Technology & Energy, and 7.5% stated other – Anything that affects the industry, sustainable brands, Hijabs, globalists, and developments.

The third section contained the last three questions of the survey. 58.8% of respondents stated that they would be interested in reading educational and informative topics in a fashion and beauty magazine, 67.5% of respondents stated that they do want to be sustainable in their fashion and beauty choices, and 66.3% stated that a magazine with environmental, social, and cultural topics embedded into fashion and beauty interests them.

When filtering the data in Webropol, the survey states that 48.2% of females are very interested in fashion and beauty, while 26.1% of men are very interested in fashion and beauty. It also states that 38.9% of females chose “Rarely” and 27.8% chose “Occasionally” for “How often do you read magazines?” but when they do read magazines, 37% prefer both digital and physical magazines, 27.8% prefer physically, and 22.2% prefer digitally. While 39.1% of men chose “Rarely” and 34.8% chose “Occasionally” for the same question, but when reading these magazines, 21.7% prefer both digital and physical, 30.4% physically and 34.8% digitally.

From this data, the researcher can conclude that the top aspects these respondents are interested in are style and fashion tips, beauty tips, sustainability, articles/stories, and fashion week. The majority engage through social media and online platforms, using Instagram and TikTok as the top social media and website search and email subscriptions. The top magazines that these respondents read are Vogue, Cosmopolitan, National Geographic, and Times Magazine, which will later be evaluated in a competitive analysis. The data also states that most survey respondents are satisfied but feel as if something is missing in their magazine content, and the majority would be interested in the following topics: environmental, sustainable methods, social, cultural, global news, innovations, technology, and energy. With all this stated, the survey respondents that read magazines are satisfied but desire more in their content and would be interested in educational, informative, environmental, social, and cultural topics that imbed into fashion and beauty but also allow them to be sustainable. The full survey and results can be found in Appendix 1 and the end of the thesis.

3.6 Company Position & SWOT

Due to the fashion and beauty magazine industry containing a rapidly evolving landscape and powerful competitors, Kariina emerges as an avant-garde entity. Fundamentally situated at the crossroads of fashion, beauty, innovation, education, environmental, social, & cultural, Kariina embodies a multi-faceted platform that could integrate an online presence and periodic magazine publications. With these pivotal pillars serving as the foundation of the venture’s identity, voice, and

mission, it embarks to strive forward as a conscientious and sustainable alternative for fashion and beauty magazines. Offering a widespread platform, both digitally and physically, aiming to educate, inform, and inspire for a more sustainable, educated, and stylish world imbedded into fashion and its trends is what makes Kariina unique, enabling individuals to embrace a purpose-driven approach.

Within this competitive realm and Kariina's uniqueness of content crossroads, this venture strategically positions itself as a pioneer amongst the spectrum of known competitors such as Vogue Magazine, Harper's Bazaar Magazine, and Cosmopolitan. Kariina holds a distinct identity compared to these power publications because most are known for fashion, beauty, and lifestyle trends, while non-fashion-related magazines stick within their content borders. Some magazines such as Vogue, whom have a publication for Vogue Business, either release a separate product for content outside the fashion and beauty normalities, slightly touch on those topics in a confined segment within the magazine or dedicate a magazine edition to a specific topic. However, there are no known fashion and beauty magazines that imbed these three pillars into fashion and beauty with inclusive, proactive, educating, and factual content, setting it apart from the traditional boundaries and aesthetics-driven approach of its competitors.

All in all, Kariina marks its space amidst the powerful fashion and beauty magazines by embedding sustainability and educational global consciousness into the fabric of style, allowing a paradigm shift towards purposeful consumption and a more educated, stylish future; Inspiring Style with Purpose.

3.6.1 Strengths:

Innovative Business Model: Unique business model holding three fundamentals that are imbedded fashion and beauty by Kariina.

Innovative Fusion of Style & Purpose: Kariina efficiently combines elements resonating with modern consumers in need of fashion empowerment, purpose, and redefined beauty standards.

Educational Advocacy: Strong emphasis on educating its audience with valuable and useful insights gathered by unbiased research & references.

Broad Target Market: No strict boundaries on international reach and geographics, crossroads with multiple types of consumers, inside and out of fashion and beauty. (ex. Innovation + social)

Physical Magazine Material Type: Kariina plans on producing their physical magazines to be environmentally friendly and give it a unique texture and material type. Stone and fiber paper which are new and huge differentiator to its competitors.

3.6.2 Weaknesses:

Brand Recognition & Market Penetration: Not known and has no presence at this moment.

Limited Resources & Funding: As a newer venture, constraints in finances, human resources affect its growth and marketing efforts.

Small Company & No Investors: Only 4 persons managing the company, so much can be done in a short amount of time and heavy workload is a struggle.

3.6.3 Opportunities:

Collaborations & Partnerships: Enhance credibility, awareness, reach, and markets.

Interactive / Inclusive Content: Boosts engagement and returning consumers.

Broad target Market: Target market not only reaches audience of fashion and beauty, but environmental, social, cultural, innovative, and global topics, attracting more than just fashion & beauty markets.

Global Expansion via Social Media: Social Media is free, interactive, and has no geographical boundaries affecting Kariina.

3.6.4 Threats:

Intense Competition: Industry is highly competitive very broad.

Economic Instability: Economic downturns affect budgeting, growth prospects, and revenue streams.

Everchanging Consumer Trends: Not only critical to stay on top of industry trends but economic downturns and sustainable trends affect magazine production.

Social Media Algorithms: Algorithms now run social media and can affect company visibility, outreach, and growth.

3.7 Kariina Brand Image

Brand image is what a company stands for, it's the visual image a consumer will associate with the company and its values. (Thimonthy 31 October 2016). Kariina's logo has undergone changes to match the mission, values, and goals of the company. It was first established as a name, "Kariina", with thick black and bolded letters, amongst a natural white colour behind it, seen below in Figure 10. After the researcher and the founders of Kariina underwent extensive creative development, market research, and feedback from marketing professionals, the logo and company name changed to "Kariina". The updated logo was created in Adobe Illustrator and has a simplistic but memorable look due to its slanted symbol within the name, seen below in Figure 11. This symbol not only represents the "iii" in the name but also symbolizes the fundamentals of the company, Environmental, Social, and Cultural. The company plans on making the logo interactive in the website by containing the three topics, Environmental, Social, & Cultural, within the symbols to link to its own webpage after pressing the desired topic. The original logo is found below in Figure 10 and the new logo is below in Figure 11.


 The image shows the original logo for Kariina. The word "KARIINA" is written in a bold, black, serif font. The letters are thick and have a classic, slightly formal appearance. The 'i's in "Kariina" are not slanted.

Figure 10. Original Kariina Logo


 The image shows the new logo for Kariina. The word "KARIINA" is written in a bold, black, serif font, similar to the original. However, the 'i's in "Kariina" are slanted, giving the logo a more modern and dynamic feel.

Figure 11. New Kariina Logo

The black represents classiness, power, boldness, elegance, and intelligence. (Fashion United 25 May 2022.) The font style represents sophistication and is associated with the fashion industry. (Xi 26 September 2020.) The slanted "///s" give it a unique differentiation from other fashion and beauty magazines, which also catch the eye of potential consumers, along with defining the three fundamentals of the company.

With all powerhouse luxury brands and fashion/beauty companies, a story is being told subconsciously and consciously through their logos, patterns, and symbols. Although this is the primary logo, the company has executively decided to combine the logo and slogan to showcase to the world, establish brand awareness, giving a deeper understanding of what the company does. The company's desire to inspire individuals through fashion and beauty evolved further than its values and into the creation of its slogan, "Inspiring Style With Purpose". This slogan was established as the final design to not only mirror the brand identity and increase brand recognition but to also make a statement at first glance and encourage measurable differences in sales and outreach as a result. The combined logo and slogan are found below in Figure 12.



KARIINA
INSPIRING STYLE WITH PURPOSE

Figure 12. Combined Kariina Logo & Slogan

The logo intertwined with the slogan will be the main brand image at play, showcasing it on the website, its social media platforms, and first digital publications. The founders have yet decided whether this version of the logo or the logo itself, without the slogan, will be placed on the heading of the printed magazines. The competitors in the market do not contain slogans in their magazine headings, hence, the researcher discussed this topic in whether the company decides to add it or not when the time comes to publish magazines. After the finalization of the logos was updated and established, the company symbol/ logo mark and pattern were developed in Adobe Illustrator with the collaboration of the researcher and company founders. Found in Figures 13 & 14 below.



Figure 13. Kariina Symbol / Logo Mark

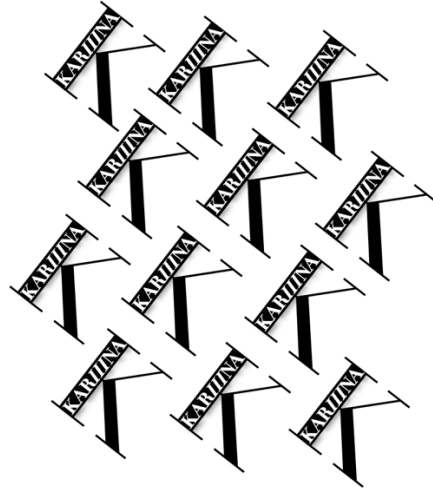


Figure 14. Kariina Pattern

Both the symbol/ logo mark and pattern come from the first letter of the company/logo, “K”, and contain the name of the company vertically inside of the “K”. The thought behind using the letter “K” wasn’t just to establish identity, but to symbolize the fact that three lines need to be drawn to create the letter “K”, therefore resembling the three company fundamentals. The company symbol/ logo mark was designed to use the first letter of the company name, “K”, for identity and implemented the name of the company for further recognition. The same concept was done for the pattern, but in a manner that subconsciously relates the pattern to luxury and fashion brands. The concept of having a luxury brand as an inspiration and relation was because most fashion and beauty magazines contain luxury brands within them, and because of luxury brand’s high involvement in fashion, Kariina wanted to use this link to signify luxury but in a new way – as mentioned education is luxury. Although it relates to other known luxury power companies, such as Louis Vuitton and Gucci (Louis Vuitton 2023.) (Adobe Stock s.a..) it still differentiates due to the logo text placed vertically in the letter “K”. Both the symbol/ logo mark and pattern have no particular emotional response but are meant to identify the logo and company name.

3.8 Kariina Brand Identity

Brand identity is the visual elements of a brand, and this involves defining and positioning various foundations that portray a consistent message about Kariina’s brand values, design, mission, and offering. (Tarver 2022). With the brand image in place, the development of the identity can be formulated.

3.8.1 Tone of Voice

Possessing a distinctive tone of voice that resonates with the values, mission, and audience of Kariina will allow consistency within its brand image and identity. The tone has been established from understanding various communication styles and Kariina’s core mission, ensuring a resonant and impactful voice. (Delin 2007, 2-19). As mentioned in Mediums article on Brand Personality, Voice, and Tone, (Sullivan 18 February 2019.) “people buy from people they like, know, and trust based on a relationship cultivated over time.” Considering this, Kariina and the researcher made a visual graphic including the content type, tone of voice for that content type, language style, fonts included, and tone explained that will generate consistency and promote the correct tone of voice to build a trusting relationship is needed between Kariina and its customers. The tone of Voice visual graphic is below under Figure 13 and the following fonts listed below in Table 2 states Kariina’s reasoning of choice.

KARIINA

INSPIRING STYLE WITH PURPOSE

tone explained

Tone of voice resonates with target audience while also embodying Kariina's mission and values. Core mission is to inspire style with purpose by imbedding environmental, social, & cultural aspects into fashion, beauty, and style. Ensuring a resonant and impactful voice is critical to send this consistent message through to Kariina's audience.

CUSTOMIZED FONTS

<p>LOGO + SLOGAN</p> <p>Aa Aa</p> <p><small>didot customized Optima</small></p>	<p>DESIGN TEXT</p> <p>Aa <i>Aa</i></p> <p><small>Didot Custom <i>Petit Formal Script</i></small></p>
<p>TITLE</p> <p>Aa Aa</p> <p><small>Didot LP Bolded Didot Display</small></p>	<p>BODY</p> <p>Aa Aa</p> <p><small>Avenir Avenir Next Thai Modern</small></p>
<p>HEADING</p> <p>Aa Aa</p> <p><small>Didot LP Bolded Proxima Nova</small></p>	<p>SOURCES + LINKS</p> <p>Aa Aa</p> <p><small>Source Serif Pro Source Sans Pro</small></p>

<h3>CONTENT + TONE OF VOICE</h3> <p>Educational & Informative: Serious, fact-based tone for content relating.</p> <p>Inspiring & Motivational: Encouraging tone for empowering content.</p> <p>Respectful & Appreciative: Serious but relaxed tone for content relating.</p> <p>Conversational: Relaxed and approachable tone for engaging with the audience on social media.</p>	<h3>LANGUAGE STYLE</h3> <p>Professional & Polished</p> <p>Inclusive & Welcoming</p> <p>Educational & Academic</p> <p>Sassy & Playful</p> <p>Consistent & Authentic</p> <p>Empathetic & Adventurous</p>
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Figure 15. Kariina's Voice

Table 3. Kariina Font Reasoning

FONT TYPE	REASON BEHIND FONT
Didot (LP + Display + customized)	For a visual display of formal, classiness, and sophisticated. (Xi 26 September 2020.)
Optima	Easy to read, wide line spacing, and used for advertisement. (Fonts.com s.a..)
Proxima Nova	Common digital font, geometric, easy to read, and friendly vibe. (Vo 4 December 2015.)
Petit Formal Script	Traditional cursive, but easier to read than "fancier" cursive, elegant, and feeling of luxury. (Google Fonts s.a..)
Avenir (+ Avenir Next Thai Modern)	Used in books, blogs, etc., easy to read, friendly, informative, and human connection sense. (Atkin 1 May 2017.)
Source Serif Pro (+Source Sans Pro)	Reliable, simple, clear, and stable. (Svaiko 2023.)

3.8.2 Colour Palette

The colours of a company are critical when creating brand identity and image. The type and meaning behind the colours chosen are what audiences recognize the most in companies, along with the logo. The emotions and feelings behind a colour in the company transition to the emotions of the audience, which can be impactful both for the consumer and company recognition. (The Print Shop Carleton University s.a..) For example, Coca-Cola uses the colour red, which means "A Promise" (The Coca-Cola Company 2023). as well as being "Power, Passion, & Energy". (Strategic Factory 2016). Having a positive, curious, classy, powerful, and influential reaction to Kariina's colours is the goal. The design colours are not only going to be used for design but for the borders of each magazine issue. Once physical magazines start printing, the border of the magazine will have a different colour and part of a full design per issue that resonates with the topic of that issue. This adds a differentiator and a small interactive collectibles challenge for customers. The following visual graphics both contain the colour pallet and meaning/ reasoning behind those colours. Figure 14 is the colour palette, and Table 3 is the colour reasoning.

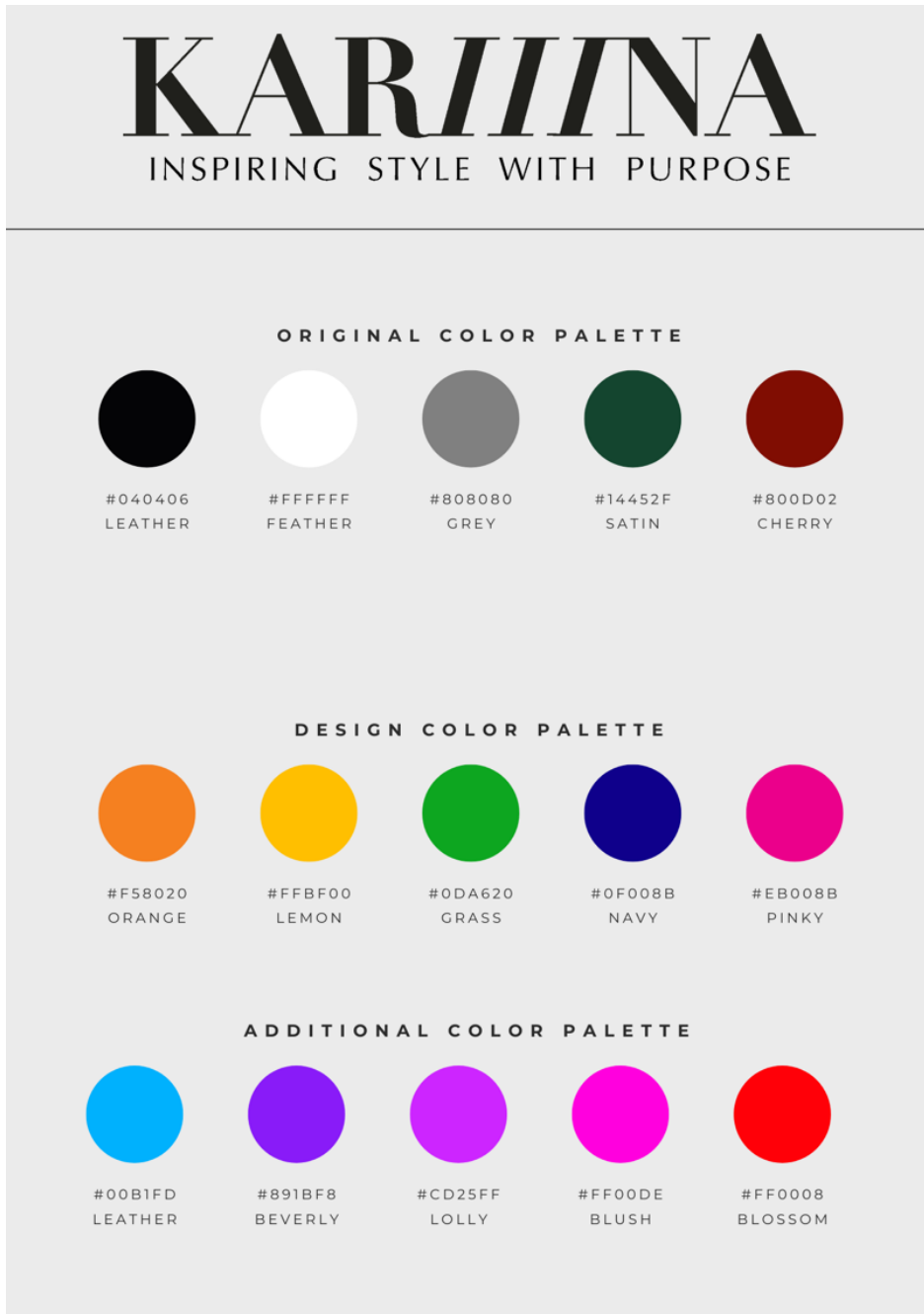


Figure 16. Kariina Colour Palette

Table 4. Colour Reasoning / Meaning

COLOUR	COLOUR MEANING (Khattak, Ali, Khan, & Shah 2018, 184-187).
Leather (black)	Sophistication, wealth, classiness, and connection to fashion industry. (Ewa 3 February 2022.)
Feather (white)	Freshness, soft, cleanliness, purified, good consistent. (Cherry, K., 2023.)
Grey (grey)	Modesty, comfort, control, and a sense of neutralism. (Olesen, J., 2013.)
Satin (green)	Environmental, growth, health, luxury, and hope. (Olesen, J., 2013.)
Cherry (red)	Passion, Power, Action, and love. (Olesen, J., 2013.)

3.8.3 Mood board

The researcher and Kariina worked together through Adobe Illustrator and Canva (Adobe 2023.) (Canva 2023.) to create the mood board and vision board of Kariina. The following figures contain the finalized mood board and vision board of Kariina. Photos gathered from Kariina photoshoots and Canva Pexels. Photos from Canva Pexels are used until the company generates more imagery content. From January 2024 onwards, content will be generated fully by Kariina, but for the purposes of brand development, other sources are in place.



Figure 17. Kariina Mood Board



Figure 18. Kariina Vision Board

4 International Brand Development Part 2 – Kariina Magazine

This section of the thesis includes the second section of brand development, which includes the tactics section of the SOSTAC model. This section will contain a brief marketing strategy, a marketing toolkit, a marketing mix, a content strategy, and a budget, which will also include how Kariina will generate income.

4.1 Kariina Marketing Plan

A marketing strategy in brand development is a strategic plan that implements a company's mission and identity into action for its audience. (Frederiksen 12 June 2023.) In this section, the marketing plan will focus on the social media platform Instagram. Due to the 1.35 billion users currently on Instagram as of 2023 and rising user count in the future. (Social Media & User Generated Content 2022). Instagram is a great platform to reach out for brand awareness and generate connection and trust with an audience. Instagram includes various features for the success of a business, such as insight analytics, promoting posts, paid content promotion, verification, contact information, and so much more that could boost Instagram performance. (Instagram Help Center 2023.)

This thesis only focuses on the marketing plan of Instagram but mentions how Kariina will use other platforms and tools in the near future included in the marketing plan. Kariina plans on using TikTok, Pinterest, Facebook, LinkedIn, and X (Twitter). They will also use free tools to support content and further development, such as Canva a design app, Carrd a developer app, Gumroad a sales representative app, CopyAI a copywriter app, and Notion a manager software.

With this said, an Instagram marketing plan has been formed for Kariina and its efforts in growing their Instagram account. This plan will contain bulleted points or visual figures of Instagram goals, content strategy table, content mix list, community and engagement building plan, advertising methods, collaboration plans, and an insight and analysis overview.

4.1.1 Instagram Goals - until June 2024

- Promote Brand Identity & Image
- Post Consistent & Interesting Content
- Increase Instagram Followers
- Boost Engagement (comments / likes / shares / Dm's)
- Only invest \$10 - 20 a month on content promotion
- Receive 5 to 10 email subscription every month
- Promote digital magazine subscription!
- 5 to 10 subscribers a month

- Drive traffic to website
- 50 + clicks ever two weeks

4.1.2 Content Strategy Table

This table was created to follow a strict content schedule to maintain topic consistency, maintain name expectancy, generate hashtags, allow a variety of content types, and follow through for audience relationship with a topic to result in wanting more via joining digital magazine subscription.

Table 5. Kariina Content Strategy Table

Content Type	Content Information
Environmental Monday	This aligns with pillar – Environmental topic.
Mission Monday	Encouraging topic that audience participates in & shares with repost, hashtag, or challenge.
Trendy Tuesday	Global trends – fashion, beauty, news, etc.
Trashy Tuesday	Recycling, upcycling, & sustainable topics – fashion & beauty, & lifestyle.
Social Wednesday	This aligns with pillar – Social Topic.
Social Spotlight	Stories, relatable, behind the scenes, or anything that needs to be in the spotlight that week, company, industry, or news related.
Question Wednesday	Q & A
Thoughtful Thursday	A story or topic that promotes thought, discussion, & debate.
Must Know Thursday	Global news, statistics, & fact checking.
Cultural Friday	This aligns with pillar – Cultural Topic
Freaky Friday	An innovative topic / discovery / creation that shocks audience & promotes thought, & discussion.
Sustainable Saturday	Sustainable topics, methods, facts, statistics, alternatives, solutions, & lifestyle.
Innovative Saturday	Innovative ideas, creations, businesses, etc.
Stylish Sunday	Style with alternatives, easy DIYs, collaborations, influencers, and company ads.
Swoosh Sunday	Debate, thought, statistics, discussion, lives, company topics / news, and any other content mission throughout the week.
Question Sunday	Q & A
Repeat	

4.1.3 Content Mix

- High quality videos, images, graphics, designs, and verbal content
- Consistent postings and use of relevant / trendy hashtags
- Use of Kariina branded hashtags
- User-generated content (encouragement on shares, reposts, comments, and tags)
- Q&A and live sessions with company, collaborators, and influencers
- Interactive content, discussions, debates, polls, quizzes, contests, and giveaways
- Storytelling and education methods in posts
- Follow Tone and Voice of Kariina
- Behind-the-scenes content
- Sneak peaks and ads for digital magazine

4.1.4 Community & Engagement Building Plan

- Instagram stories for features, engagement, promotions, and post content
- Q&A, polls, and various other interactive features
- Collaborate with influencers, micro-influencers, companies, organizations, Instagram accounts, and audience for widen reach
- Highlights, meet-ups, host themed engagement, and celebrations for accomplishments and events
- Share user reviews, testimonials, and stories related to digital magazine
- Contest on modelling opportunities every month
- Host debates and discussion topics

4.1.5 Advertising Methods

- Instagram ad features and targeted audience
- Promotion of digital magazine during “Swoosh” days, sneak peaks, or key release dates
- Sponsored posts and promotions for increase reach and engagement
- Sponsor giveaways and contests with collaboration, magazine subscriptions, and modelling opportunities
- Collaborate and use Sponsorships
- Collaborate with followers / audience, and micro-influencers

4.1.6 Collaborations & Sponsorships

Once Kariina has at least a month’s worth of content posted, management will reach out to potential collaborators and sponsorships. First, promote the availability to promote their content/services/products for brand awareness, discuss specifics regarding pay, outreach, and engagement

reach. When Kariina grows to over 10,000 followers, collaborate for outreach and promotion but also slowly start selling ad boxes for the digital magazine, charged for \$50 a box / page. Once engagement grows, further details will be discussed and determined. Ideas for collaborations and sponsorships include the following.

- Collaborate with sustainable fashion and beauty companies as an alternative promotion
- Collaborate with small businesses that relate to Kariina's mission / topics
- Secure sponsorships aligned with Kariina's values
- Fashion, beauty, innovation, alternative ideas, DIYs, sustainability, environment, cultural, social, educational organization, events, and influencers
- Cross-promote content with related Instagram accounts
- Partner with micro/ macro influencers, non-profit organisations, eco-conscious alternatives, and experts in the field that align with Kariina values

4.1.7 Insight & Analysis

- Analyse Instagram insights every Wednesday, Friday, and Sunday to track performance and determine future changes
- Adjust strategy and content type based on insight data and timing
- Measure follower growth, website clicks, link clicks, engagement times & demographics/geographics, engagement rate, and conversions
- Monitor peak engagement hours and input into excel spreadsheet
- Schedule according to engagement hours
- Analyse competition posts and strategies
- Use Google analytics for data and website traffic
- Implement and compare data with Excel Spreadsheet – (discussed in section 4.2)

4.2 Content strategy

The researcher and founders of Kariina developed a content strategy for Instagram that shows what the Instagram page will look like as an overall outline, including content type. The content strategy is followed by an excel spreadsheet that will be later discussed.

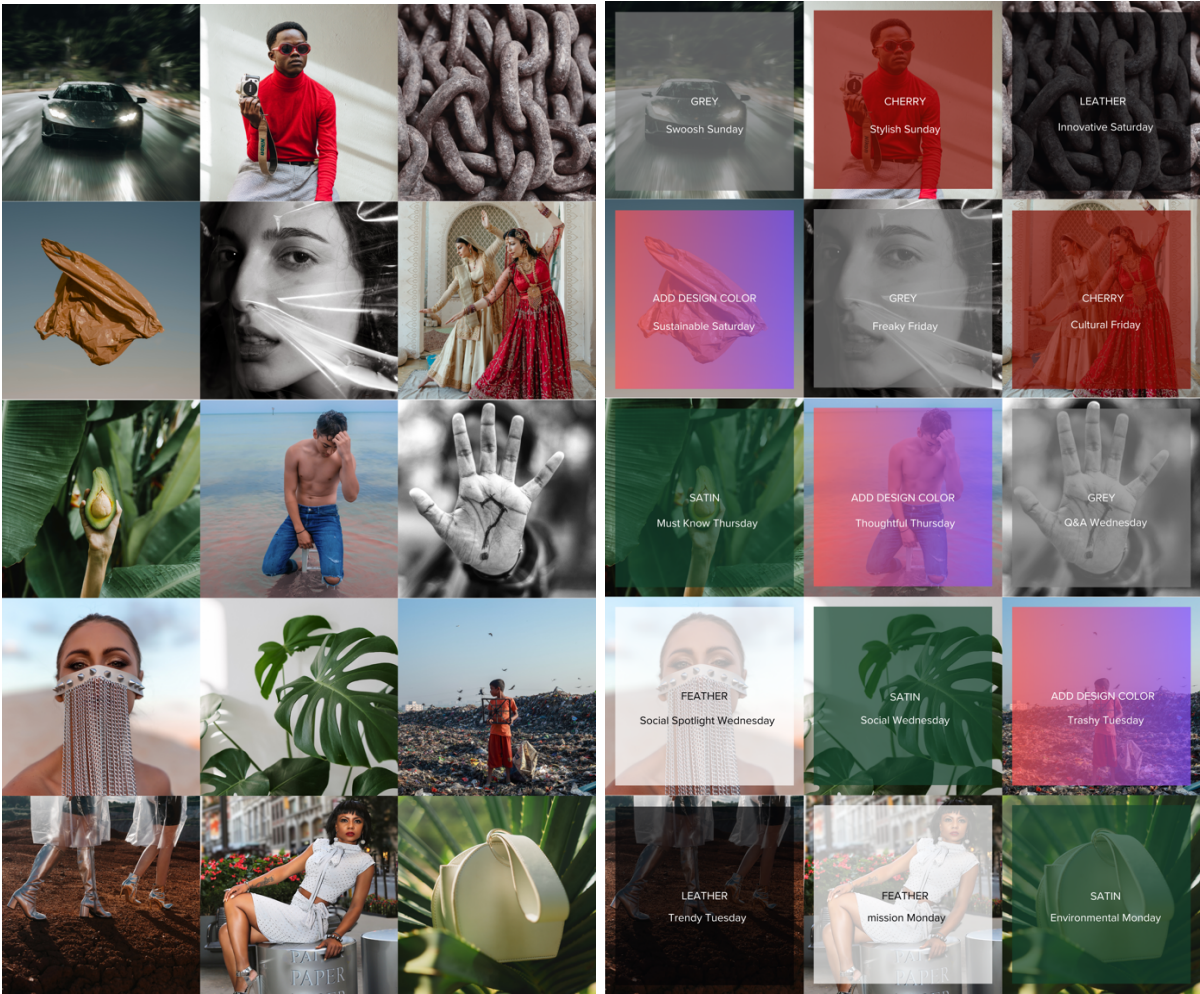


Figure 19. Kariina Instagram Content Strategy Outline

An Excel spreadsheet was created by both the research and company founders to develop and implement a content posting strategy schedule for Instagram that follows the content type and topics mentioned in the marketing plan above. This schedule contains the following: week, day, topic, post content and time, content (text/image/video), hashtags, character count, content type, and data such as posts per day of the week, total per week, content per week, average character count, total posts per media outlet, and more. This data can be compared to the analytical insights from Instagram and give a visual idea to the manager what is and isn't working, what needs to change or stay the same. The excel spreadsheet was created but not filled out by the researcher. Figure 18 contains an image of the Kariina content posting strategy the researcher created on Excel for Instagram.

KARIINA MAGAZINE INSTAGRAM POSTING STRATEGY

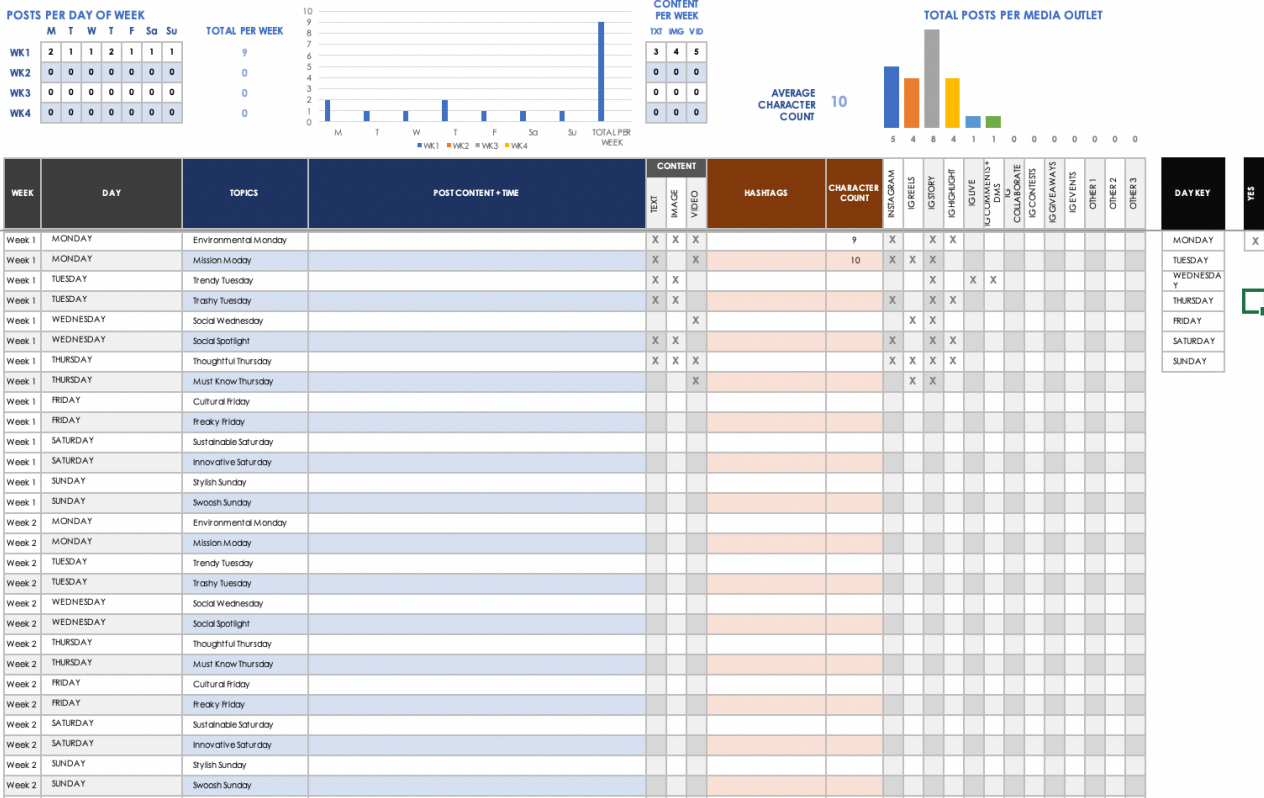


Figure 20. Kariina Content Posting Strategy Schedule for Instagram

4.2.1 Marketing Toolkit

A marketing toolkit is a sales sheet of a deck of information that is collected for promoting a product or service effectively. (Peter & Vecchia 2020.) This section contains the collection of materials necessarily needed for the promotion of Kariina in one location, a visual sales sheet, brand guidelines, and a digital brochure example that aligns with brand image and identity. The brand guidelines include the company’s mission, purpose, logo usage, typography, imagery guidelines, contact information and mood board style. This visual sales sheet will contain the brand guidelines, target audience, sales execution, marketing tools, competitors, company visuals, identity, and image. Figures of visual sales sheet, brand guidelines, and company brochure are provided below in order.

BRAND GUIDELINES

KARIINA PURPOSE & MISSION

Kariina’s fundamental purpose is to inspire style with purpose, meaning, empower change through style and knowledge, fostering a paradigm switch towards sustainable, ethical, educational, and innovative practices in the fashion and beauty industry. Kariina aims to challenge biases, encourage holistic style understanding, and foster socio-environmental awareness all while being fashionable. The mission is to educate and inform, emphasizing the value of freedom through knowledge. Advocating conscious consumerism, considering the environmental and social impact of choices. Through curated content and collaborations, Kariina strives to inspire thoughts and actions for a more equitable, sustainable, and stylish world.

LOGO USAGE

Brand guidelines encompass two logo variations.

The first, standalone logo, is reserved for magazine prints and select merchandise / marketing.

The second, featuring the logo with slogan, takes center stage in digital outreach efforts, including the website, social media platforms, emails, merchandise, marketing, and more.

This dynamic second logo is pivotal for brand awareness, aligning with company mission and purpose.

TYPOGRAPHY

LOGO + SLOGAN	TITLE	BODY
Didot customized + Optima	Didot LP Bolded + Didot Display	Avenir + Avenir Next Thai Modern
DESIGN TEXT	HEADING	SOURCES + LINKS
Didot Custom + Petit Formal Script	Didot LP Bolded + Proxima Nova	Source Serif Pro + Source Sans Pro

IMAGERY GUIDELINES

Showcase the brand's commitment to the three pillars, Inclusivity, & Innovation. The imagery should remain fashionable, stylish, and direct but reflect educational, innovative, environmental, social, & cultural topics that imbed into the fashion and beauty showcased and advertised. These guidelines need to harmonize with the vision of a more equitable and stylish world.

CONTACT INFORMATION

- INSTAGRAM: @kariinamagazine
- Internal company email: adriannakariina@gmail.com
- Customer company email/ customer support/ etc. : kariinamagazine@gmail.com
- PHONE: no available

MOOD BOARD STYLE



Figure 21. Kariina Brand Guidelines

SALES SHEET

BRAND GUIDELINES

Brand guidelines are rooted in a purpose & mission that inspire a stylish yet purposeful approach to fashion & beauty. Aim to empower change through style with ethical, educational, and innovative practices while challenging biases and fostering the three fundamental pillars. Mission emphasizes the value of freedom through knowledge and with curated content & collaborations, Kariina strives to inspire actions for a more equitable, sustainable, and stylish world. There are two logo variations, first is standalone logo for magazine prints, and second is logo with slogan which is used for brand awareness, digital outreach, social media, website, marketing, and more. Typography employs specific text types and fonts for various purposes. Imagery guidelines reflect on commitment to inclusivity, innovation, and three pillars which imbed into fashion and beauty. The content style revolves around visual elements that reflect the brand mission & values.

(Details located in Brand Guidelines Sheet)

MAIN LOGO (WITH SLOGAN)

KARIINA
INSPIRING STYLE WITH PURPOSE

LOGO SYMBOL & PATTERN



COLOUR PALETTE & VOICE / TONE



Educational & Informative: Serious, fact-based tone for content relating.

Inspiring & Motivational: Encouraging tone for empowering content.

Respectful & Appreciative: Serious but relaxed tone for content relating.

Conversational: Relaxed and approachable tone for engaging with the audience on social media.

Tone of voice resonates with target audience while also embodying Kariina's mission and values. Core mission is to inspire style with purpose by imbedding environmental, social, & cultural aspects into fashion, beauty, and style. Ensuring a resonant and impactful voice is critical to send this consistent message through to Kariina's audience.

COMPETITORS

VOGUE MAGAZINE
COSMOPOLITAN MAGAZINE
HARPER'S BAZAAR MAGAZINE
WIRED
TIMES MAGAZINE

BROAD TARGET AUDIENCE

AGES: 17 - 35
GENDER: ALL - BUT FEMALE FOCUSED
STUDENT / PART-TIME
FASHION & BEAUTY MAGAZINE READER
ALTERNATIVE + EDUCATIONAL SEEKER

DAILY MARKETING TOOLS

ADOBE
CANVA PRO
SOCIAL MEDIA PLATFORMS
EMAIL MARKETING / MAILCHIMP
WEBSITE / SEO

SALES EXECUTION

SOCIAL MEDIA PLATFORMS
WEBSITE CONTENT
COLLABORATIONS & PARTNERSHIPS
DIGITAL + EMAIL SUBSCRIPTIONS
PAID ADS / GOOGLE ADS

Figure 22. Kariina Sales Sheet

KARIINA
INSPIRING STYLE WITH PURPOSE

In the world of KARIINA Magazine, each page opens up a portal to a universe where style goes beyond fashion - Join us and gain a new perspective, revolution of thought, and empower your style.

ENVIRONMENTAL
SOCIAL
CULTURAL

REDEFINE YOUR
STYLE & EMBRACE
A PURPOSEFUL
REVOLUTION

ABOUT

Kariina is on a mission to transform your perception of fashion and beauty. Our motive is clear: to inspire style with purpose & empower change through knowledge with our three fundamentals - Environmental, Social, & Cultural.

We want to inspire thoughts and actions that contribute to a more equitable, sustainable, and stylish world.



CONTACT US

Website
www.kariinamag.com
Email
kariinamagazine@gmail.com
Instagram
[@kariinamagazine](https://www.instagram.com/kariinamagazine)



[@kariinamagazine](https://www.instagram.com/kariinamagazine)

Figure 23. Kariina Digital Brochures

4.2.2 Costs & Profit

Kariina will launch as a digital magazine and social media platform, providing its services digitally in both a free and paid manner. Free will be through social media and some content via the website, but to access the entire magazine, costs will be implied. Kariina has not yet made a final decision on the total cost of the digital magazine but is looking at around \$10-20 a month. This subscription will allow access to the entire digital magazine and receive email and WhatsApp content and updates. Due to the researcher not having a final price for this subscription, there cannot be any further research or details on this matter. Another income method will be through ads, collaborations, and sponsorships. Kariina will sell ad boxes and pages in the magazine for products and companies that are relevant to the mission and values. Paid collaborations and sponsorships will come later when Kariina has greater outreach, brand awareness, and audience.

Once the company has gained a significant amount of brand awareness, outreach, and customers, Kariina plans on producing their magazines physically. The long-term goal is to sell physical Kariina magazines globally and in English and Spanish. Because Kariina wants to maintain ethical and practice what they preach in their magazine, physical magazines will be unique and eco-friendly. Kariina wants to produce magazines that are made up of both stone and recycled paper. The magazine would consist of both front and back cover, pillar sections dividers, and various highlighted pages to be stone paper, while the rest of the magazine would consist of recycled fiber paper.

Stone paper is a paper material that is waterproof and made from calcium carbonate and polyethylene, which is stone material. It is also made up of mineral waste and requires little to no water to produce, making it an environmentally friendly product and manufacture process. (Indriati, Nugraha, & Perng 2020, 2-3). Benefits of stone paper / rock paper include, environmentally friendly, stable, made up from waste product, versatile, tear-resistant, consist less energy and water in production, alternative to conventional paper and plastic. (Filtral s.a.). Although stone / rock paper is more expensive than conventional paper starting at \$3.00 to \$20.00, depending on the production company chosen, it is still a unique way to stand out and stay environmentally friendly.

Recycled fiber paper is a paper material made up of wastepaper and 30% recycled fiber. Until Kariina has enough customers and brand awareness to be able to afford the physical magazine to be 100% stone paper, they will order from Rolland Inc. the recycled fiber paper. (Rolland Inc. 2023). This paper is more environmentally friendly than conventional paper because it saves the use of trees, water, energy, and CO2 production compared to conventional paper. It is still not as environmentally friendly as stone paper, but it's a start and comes at a more affordable price for Kariina and their audience.

4.2.3 Budget

Developing a budget for Kariina and their marketing efforts in this thesis will only focus on a short-term plan due to lack of time and analytical data to pursue a long-term budget plan. The short-term marketing budget will be very minimum due to lack of spending budget and no investors, but marketing efforts will be made for the following. Content creation, digital subscriptions, brand promotion, brand awareness, google ads, tools, social media, SEO, and website. A starting off monthly budget has been created with Kariina founders to meet realistic goals and plans. The table below includes the short-term monthly marketing budget for Kariina.

Table 6. Short Term Monthly Marketing Budget for Kariina.

Marketing Budget	Content Type	Total Budget
Content Creation & Promotion	<ul style="list-style-type: none"> Content Creation (internal team): \$0 Graphic Design Software: Free tools plus Adobe (\$748.85) + Canva (\$150.00) Social Media Management Tools: Hootsuite + Chat GPT = \$0 Video Editing Software: iMovie + TikTok + CapCut = \$0 Models & Products: \$20 – 60 	Total cost a year for Adobe and Canva: \$898.85 Total Cost per Month: 75 + 20 to 60 = Average \$120 a month
Brand Awareness	<ul style="list-style-type: none"> Influencer Collaborations (organic outreach): \$0 Sponsorships & Collaborations (organic focus): \$0 PR & Media Outreach (internally): \$0 	Total Cost per Month: \$0
Google & Tools	<ul style="list-style-type: none"> Analytics Tools: Google Analytics & Instagram = \$0 Social Media Insights Tools: \$0 Website Analytics: \$0 Developer (Carrd) = \$0 Sales Rep (Gumroad) = \$0 Copy Write (CopyAI + ChatGPT) = \$0 Manager (Notion) = \$0 Tools: Slack (\$0) + Boost App Social (\$80.00 /year) 	Total cost per year for tools: \$80.00 Total Cost per Month: \$7.00
Social Media	<ul style="list-style-type: none"> Social Media Advertising: \$50 Social Media Creation: \$0 	Total Cost per Month: \$50.00
SEO	<ul style="list-style-type: none"> SEO Tools: SEMrush (\$0) SEO Content Creation (internal): \$0 	Total Cost per Month: \$0
Website	<ul style="list-style-type: none"> Website Hosting (WordPress or SquareSpace): \$0 - \$16 Domain Registration: \$15 /year Website Design & Maintenance (internal): \$0 	Total cost per year: \$207 Total Cost per Month: \$17.25
Miscellaneous	<ul style="list-style-type: none"> Miscellaneous Expenses: \$50 - \$100 	Total Cost per Month: \$50 - \$100
Total Per Month	Average: \$250.50	

5 Finalize, Present, & Feedback (monitoring & Feedback)

A presentation was made on the process used from this thesis on brand development of Kariina and presented to 3 marketing/brand development professionals to gather critical feedback, insights, and recommendations on the development process and outcome. The presentation included all steps taken in this thesis and the outcome with both text and visuals. The presentation can be found in Appendix 2. Each presentation was held via Zoom and lasted on average an hour. Although the interviewees were voice recorded for proof of the interview, the transcript will not be available due to interviewee privacy reasons but will be available to Haaga-Helia UAS administration if needed.

5.1 Interviewee One

This interviewee was connected with the researcher via the second interviewee and was contacted through email. This Interviewee has over 30 years of sales, marketing, and brand management experience in the CPG industry working for the Campbell Soup Company, M&M Mars, Inc, Crayola, Libby, Meyer Corporation and The Legacy Companies. For 15 of these past years she's had a primary role in Brand Management as a Senior Executive, leading brands such as Rachael Ray, Paula Deen, Cake Boss, Ayesha Curry, and the NCAA whilst collaborating with the senior leadership teams at Discovery Channel, Food Network, CBS and NCAA Licensing Team.

5.1.1 Recommendations of Interviewee

After the researcher presented the thesis presentation via Zoom, she had stated that they were "blown away" that the researcher being a student followed and created a development and thought process was very detailed with the research, the basics, and critical story guide. They loved the concept of Kariina supporting someone to be the best version of themselves and redefining the word "luxury", because it changes the idea of being privileged, "they are not privileged because they have money, they may be privileged because of their home life." The biggest thing when creating a powerhouse company is testing, and Kariina will have to test a lot and create a lot of content and education.

The interviewee stated that a lot of research will have to be done and a research analytic is needed, then they went into explaining how Kariina should have at least 12 months' worth of topics and what type of topics within the interest and engagement level that Kariina would be looking for.

It was stated that the thesis is missing something when it comes to the content, and the intentionality of themselves. "Not just the beauty and the fashion aspect but also what they're putting in their

body". She went on to explain how food is a huge market and how all these small healthy food companies have all this sustainability and health tips and due to the increasing market and interest of this type of new health trend in food, Kariina should jump on board and advertise these food companies that match the mission of Kariina and advocate the internal growth of a Kariina's customers – "not just what you put on your body, but in it". She stated that if Kariina is doing the research for the consumer for them to have an easier process of life or purchasing changes, advertising food as well can make a positive impact for Kariina, especially in the United States.

It was also stated that when one looks at fashion as a whole, its broadly changing, and this is all due to the visuals a consumer receives. If Kariina showcases all this knowledge into a visual, then it becomes a gamechanger, especially with the intersection at many different industries.

Another recommendation that was given was about the personas. They stated that although Kariina has four personas, the company should have 1 or 2 personas that are the main focus. The top two personas are the most important for the company to go after as their primary focus and then the remaining personas as their secondary focus.

Another recommendation was to deep dive into the two geographical target areas due to the massive differences they contain and how Kariina will, for example, educate Americans on what other countries are doing without a negative tone and implement methods/alternatives for them to use that work in the United States and vice versa. When dealing with international targets it's like marketing towards two different planets. Overall, it was recommended to perform research and market research on the geographical targets and perform additional research and generate strategies for content creation and release for both targets and their behaviours/interests.

Some advice was given to make sure Kariina states what they are and sticks to it for everything. It's incredibly important to stick with the who you are brand plan, modifications and adjustments are going to happen, but the core of "who you are" is the most important, and the brand who fall away from it struggle the most.

Lastly, the interviewee recommended to look into and gather more topics on what will be covered within the content and implement more of it with more detail into the thesis and brand development process. Another recommendation for brand development was to implement how the research will be done for content creation and how will that process be maintained.

In conclusion, the interviewee provided recommendations for content marketing and development strategies such as encompassing the need for extensive research and working with a professional to fact check and prioritize the importance of this factual research. It was also suggested to incorporate a research analytics and content planning with a substantial content pipeline spanning 12

months. The interviewee identified multiple opportunities such as broadening to content scope, using nutrition and healthy foods and a beauty topic, using visual representation and presenting knowledge in this manner, and maintaining brand consistency to the core identity is vital for long-term success. It was also recommended to deep-dive into the unique aspects of the two geographical target areas and maintain a focus on top two personas as a primary target.

5.2 Interviewee Two

This interviewee was recommended to me through a mutual network and was reached out through email. This interviewee has expertise and a background in marketing, fashion design, and the interior design industry where she had to create content for social media and marketing strategies for clients. Her experience includes being an Associate Designer in Anne Klein NY, a Buyer/Manager for Vera Wang, Corporate Marketing Director for Houston Heart Ball – American Heart Association, a Social Media Content Creator for Stetzer Builders, and an Interior Designer for Joy Neely Interiors.

5.2.1 Recommendations of Interviewee

After the researcher presented the thesis presentation via Zoom, the interviewee stated some comments throughout the presentation and the feedback during the end. During the vision slide of the presentation the interviewee stated that before she had gotten to the visuals section of the thesis, the colour palette chosen is what she was thinking Kariina would be, especially with the greens. The interviewee stated how they enjoyed the three pillars in the logo and how the slanted icon resembled the colosseum pillars, and the importance of those pillars are the heart of Kariina.

The interviewee stated that due to the amount of access there is to all types of information it is still challenging to identify what is and isn't true but the hunger for this true information is there and making sure Kariina utilizes that hunger and advocates education and factual information as a marketing effort.

They also stated that the changes and uncertainty in consumer behaviour and the economy the fashion industry would probably still on the same negative trajectory where individuals are consumed with materialism and luxury items, Kariina should use this uncertainty to their best advantage and implement different progressive strategies that allow the uncertainty to become certain when reading Kariina.

The interviewee stated that people are hungry for transparency and the truth and suggests Kariina to not only talk about it or make visuals, but to really cut it down and offer the easier and shortest

methods on applying these educational topics into the readers day to day life without spending money.

It was also suggested to investigate more content topics such as fabric changes, the technology of fabrics, and the movement of leisure. Suggested to also look into brand that have popped up that advocate that fashion doesn't have to come with a price tag.

In conclusion, the interviewee highlighted the challenges that Kariina will face and must stick to when discerning truth in an era of informational overload but also emphasizes the hunger the world has for accurate and educational content. It was recommended to use this need and hunger and utilize it as a core element in Kariina's marketing strategy, especially with the shifts in consumer behaviour and economic uncertainty. It was told to leverage this to Kariina's advantage and implement innovative strategies for clarity and reliability for the audience.

5.3 Interviewee Three

This interviewee was connected and recommended to the researcher through a Haaga-Helia UAS alumni and was contacted via LinkedIn. This interviewee has 4 years of social media management experience and brand development and has also been a freelancer working with agencies and clients. She's worked with Toffeli a Finnish shoe brand, and works with Cuckou Agency a luxury fashion marketing agency, as a Fashion Marketer Manager, and has worked with clients such as Dada Pedon, and Have Mersi. She has experience in launching a couple of brands and working in brand development, brand guideline tool creation, influencer marketing, PR, and content marketing.

After the researcher presented the thesis presentation via Zoom, the discussion started with the interviewee stating how a visually aesthetic person and the number one priority with the agencies she works with in social media management is the aesthetics, the visuals, of the company. The interviewee stated that the idea is creative, amazing, aesthetically pleasing, and that she loved the style and colours, which also were showcased into the presentation, along with the idea of the collectable's magazine idea were collected make an artwork. It was also mentioned that the research that was done showcased the fulfilment Kariina provides to the gap of entertaining education. She loved the organic content marketing that was created because it was very demanding and consistent and actively posting with tools that support this with low expense.

5.3.1 Recommendations of Interviewee

First the researcher commented that the marketing content strategy table is bingeable content and can be turned into a series, she recommended to also make story highlights on Instagram dedicated to these topics and continue using them as a series to build trust.

It was recommended to investigate CeraVee, a skin care company, for their content marketing method on connecting with their audience and generating not only relationships but also collaborating with the average consumer to generate real time outcomes of their products and showcase that to the rest of their customers. They use the method that every follower is a content creator, they don't have a hierarchy with only working with influencers for content but also working with the normal user. Overall, the interviewee recommended to investigate their content marketing strategy to learn from when collaborating with influencers and Kariina's audience.

The interviewee stated that they enjoy the "Freemium" method for the digital and social media content but looking into that specific Freemium strategy to gather additional research and learn more from this strategy. Then they jumped into recommending using Instagram Chats as a community tool as either a paid or unpaid subscription or have a service for both.

Then the interviewee did recommend putting thought into the idea that a lot of magazines are used as a "coffee table magazines", meaning having issues that are specified for interior design and the aesthetic look of a coffee table book.

It was also stated to make sure everything that is released is indeed unbiased and factual information to avoid cancel culture and promote the whole purpose and promise of Kariina. She also informed to make sure to state when it is and isn't unbiased information such as Forbes, when they state the authors thoughts and opinions at the top of the article. It was followed by stating to go back and factcheck multiple times prior to uploading to the public and work with an individual that can do this professionally.

When the researcher asked if there were any more recommendations or critical feedback for the brand development process using the SOSTAC model, the interviewee asked to jump back to the SOSTAC model slide and stated how the process that was taken follows the logical chain of research and the SOSTAC plays an important role in this brand development and was utilized and highlights all important points. She also stated that although there was a very clear strategy at play, to still look into the Freemium strategy, set more realistic goals in the future for the fundamental pillars, and really focus on the fact base and its research and methods to create this factual/unbiased information.

All in all, the interviewee provided valuable recommendations for enhancing Kariina's content, strategies, and brand development. Suggestions included leveraging Instagram story highlights, exploring CeraVe collaborations model, study the Freemium strategy, use Instagram Chats as a community tool, set realistic goals, and emphasized the importance of delivering unbiased and fact-based content to avoid consequences such as cancel culture.

6 Evaluation and Recommendations

This thesis consisted of an international brand development process that was aligned with the SOSTAC model, which was divided and adapted to fit the development phases but did not have a change in value. The thesis project objective was divided into five project tasks that consisted of research, analysis, and creation. Extensive research was performed for the theoretical framework and market research chapters of the thesis that included various online sources, webpages, PDF's, articles, blogs, and academic sources. This thesis project was written during the Fall of 2023, the survey was performed in October 2023, and the presentation interviews were performed the first week of September 2024.

Prior to this thesis, extensive knowledge from multiple business and marketing courses, past/current work experience, and personal experience had been applied into the development of this thesis. Although the researcher had minimal marketing experience prior to studying at Haaga-Helia of Applied Sciences, the courses and experiences undergone supported the development of this thesis and its impact on the researcher's professional career. The research and development that was executed and presented supports the researcher's knowledge and learning in the business and marketing field that is currently practiced in real life situations.

This thesis aligned the SOSTAC model to brand development and offers insights garnered from marketing professionals with expertise in fashion and beauty of brand development. It involved formulating a marketing strategy designed for Instagram and support the development of Kariina to present a purpose-driven transformation of the fashion and beauty industry through the brand and its visuals. Although the thesis did present a full defined brand development plan in correlation to a bachelors level thesis, there are a few recommendations that could be implemented for the future development of Kariina.

Recommendations include implementing a more in-depth research analysis of the targeted geographical areas, their marketing methods, and fashion and beauty trend differences. Implementing this would result in a greater knowledge and understanding of these areas to then be able to develop a well-equipped strategy on how to market and create content that not only works for both areas but catches the attention of these geographical targets. Due to lack of space and the boundaries of the bachelor's thesis guidelines, the researcher was not able to perform extensive research on this manner the way they planned to.

Another recommendation for the future development of the brand would be to establish 1-2 primary targeted personas and 4 secondary targeted audience personas. This is to have a primary and secondary form of marketing and a less generalized focus on the target markets that Kariina

contains. Along with this, the researcher recommends containing the personas prior to the a survey and then create a more detailed and specific personas post survey, this would result in a before and after comparison and also result in a more precise targeted audience.

To add onto the survey tip, the researcher recommends performing more than one survey on this manner. Although performing one survey concludes in a good amount of data, performing multiple surveys and targeting those surveys to the personas would've been more helpful in understanding what the audience wants and needs. Another tip would be to perform a survey that is broad and then follow that survey with additional surveys that either target only individuals interested in fashion and beauty or gather respondents' email to reach back out to the ones who said they were interested in fashion and beauty.

Lastly, a recommendation that the researcher wanted to perform but had no space to do so was to implement content that would be used/released to the public via social media or digital magazine, or to also contain previews on what the digital magazine would look like with the image and identity developed in the thesis process.

In conclusion, there are various recommendations the researcher wished to have done or add to the development of this brand but had lack of space and would go against the bachelor's thesis guidelines. This thesis delivered an in-depth development of the company Kariina, which will support management to implement and update for their public launch and future development of the brand. This thesis provides visuals, analysis, research, and identifies opportunities and actionable recommendations for the growth and improvement of this business. Overall, along with the feedback that was given by the professional marketers which was majority positive and give the founders of Kariina an exciting start to the public launch coming up in January 2024, Kariina has the fundamentals needed to register as a company, find investors, and publicly launch as a fashion and beauty magazine that inspires style with purpose.

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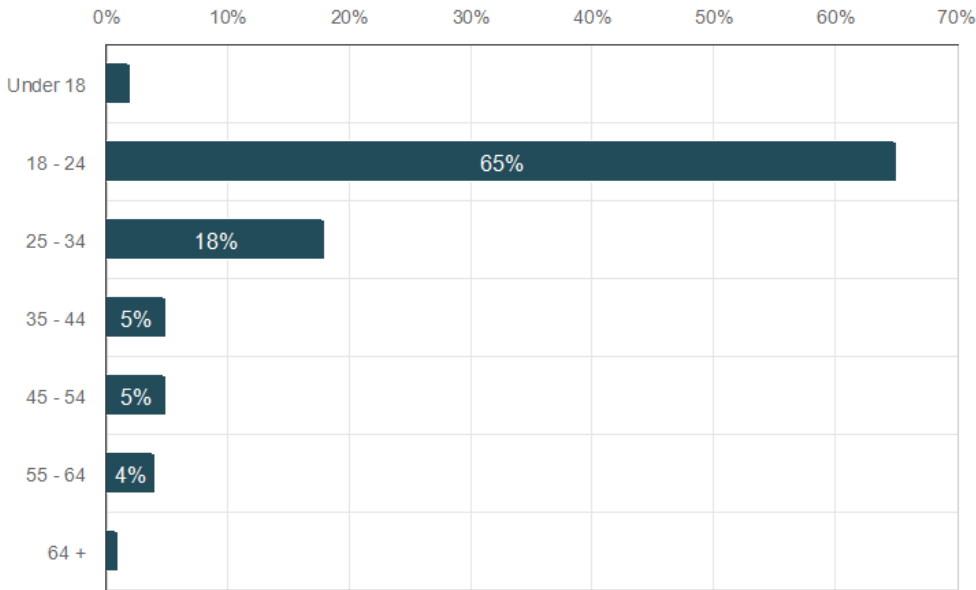
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Appendices

Appendix 1. Kariina Customer Research Survey and Results

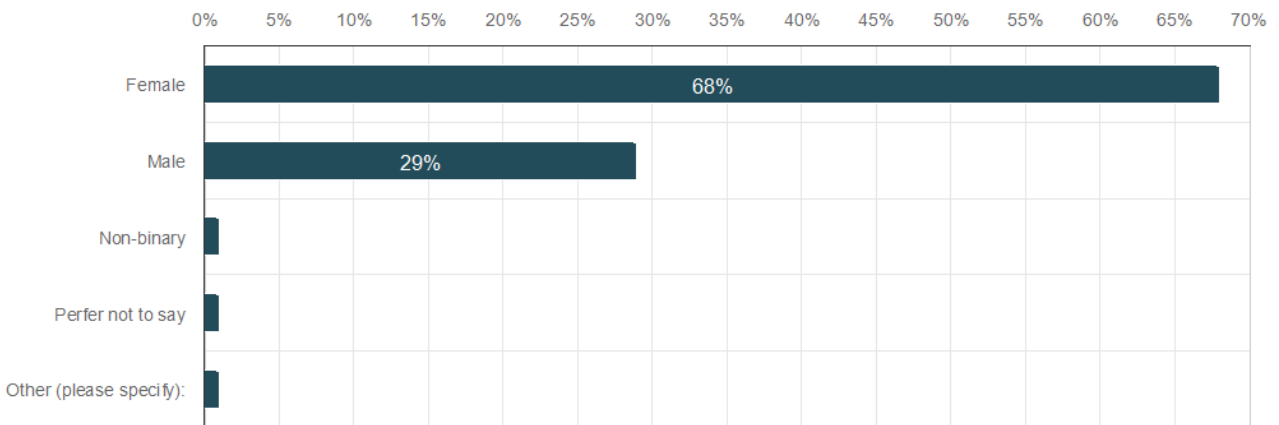
1. Age:

Number of respondents: 80



2. Gender

Number of respondents: 80



Option names	Text
Other (please specify):	Trans M

3. Write your current City & Country (eg. Helsinki, Finland)

Responses
Turku
Espoo, Finland
Houston, United States
Santiago Chile
Helsinki, Finland
Espoo, Finland
Houston, Texas, USA
Helsinki, Finland
Espoo, Finland
Porvoo, Finland
Utrecht NL
Turku, Finland
New brunswick United states
Espoo, Finland
Helsinki, finland
helsinki finland
Utrecht, The netherlands
San Marcos, USA
Buggenhout, Belgium
Espoo, Finland
Tampa, Florida, USA
Houston, Tx
Helsinki
Vantaa, Finland
Helsinki, Finland
Helsinki

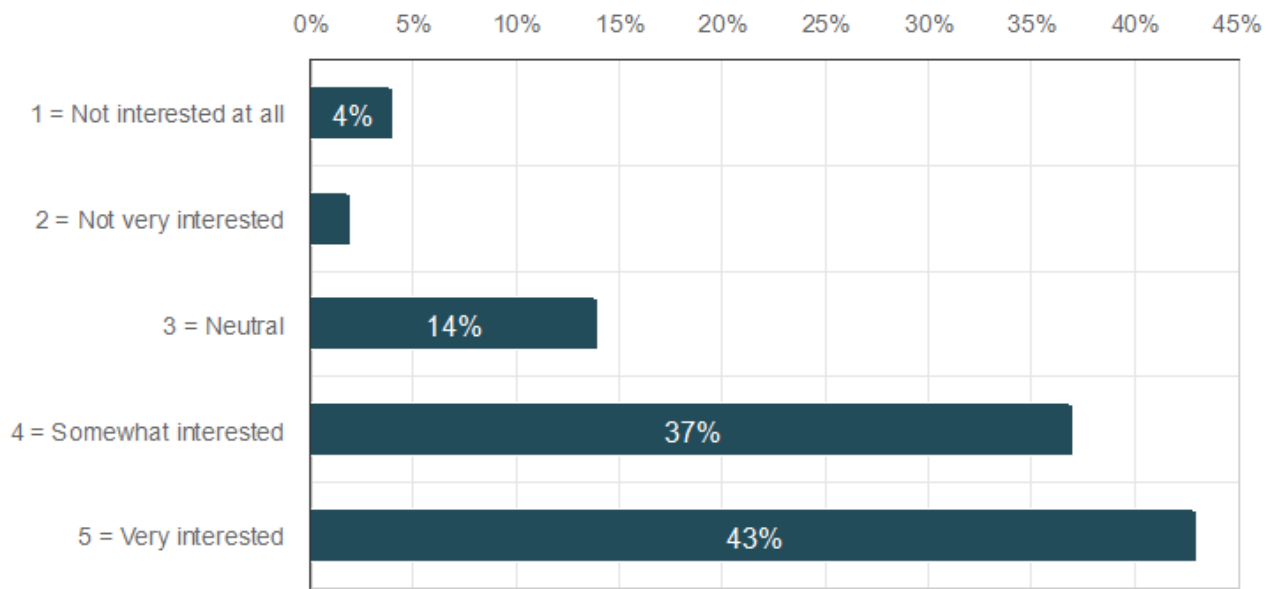
Vantaa Finland
Helsinki, Finland
Houston, Texas
Houston, Texas, United States
Leeuwarden, Netherlands
Helsinki, Finland
Helsinki, Finland
Utrecht
Helsinki, Finland
Utrecht, Netherlands
The Netherlands, Utrecht
Gaza, Palestine
Houston, USA
Amersfoort, Netherlands
Houston, USA
Helsinki, Finland
Utrecht, NL
Spring, Texas
Amersfoort, Netherlands
Helsinki
Live in Utrecht, Netherlands
Born in Missouri, USA
Helsinki, Finland
Helsinki, Finland
Utrecht
Houston, Texas, United States
Utrecht, Netherlands

Houston, TX, USA
Houston, USA
Houston Texas USA
Helsinki, Finland
houston, texas, united states of america
Helsinki, Finland
Helsinki, Finland
Vihti
Helsinki, Finland
Helsinki, Finland
Helsinki
Houston, USA
Espoo, Finland
Houston US
Espoo, Finland
Helsinki, Finland
Turku
Helsinki, Finland
Berlin, Germany
Mahwah, New Jersey, United States
Helsinki, Finland
Helsinki, Finland
Amsterdam, Netherlands
Helsinki, Finland
Netherlands
Helsinki, Finland
Amsterdam, Netherlands

Berlin, Germany

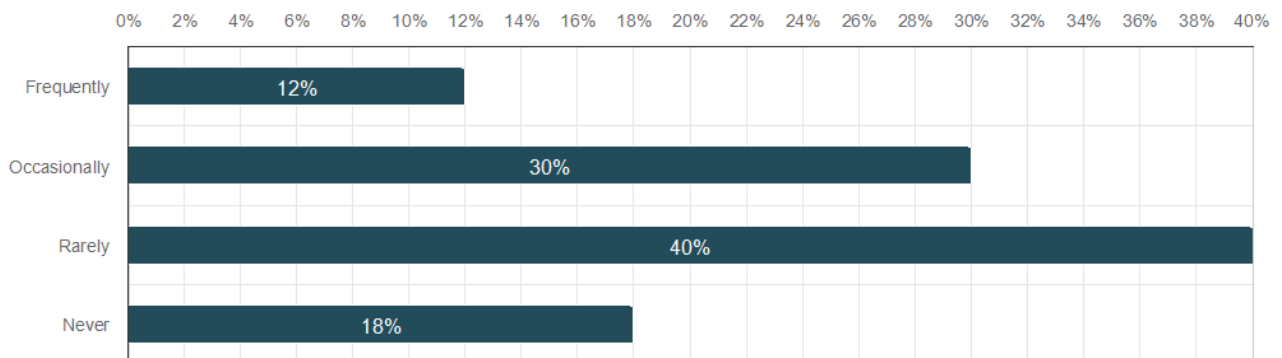
4. How interested are you in fashion and beauty?

Number of respondents: 80



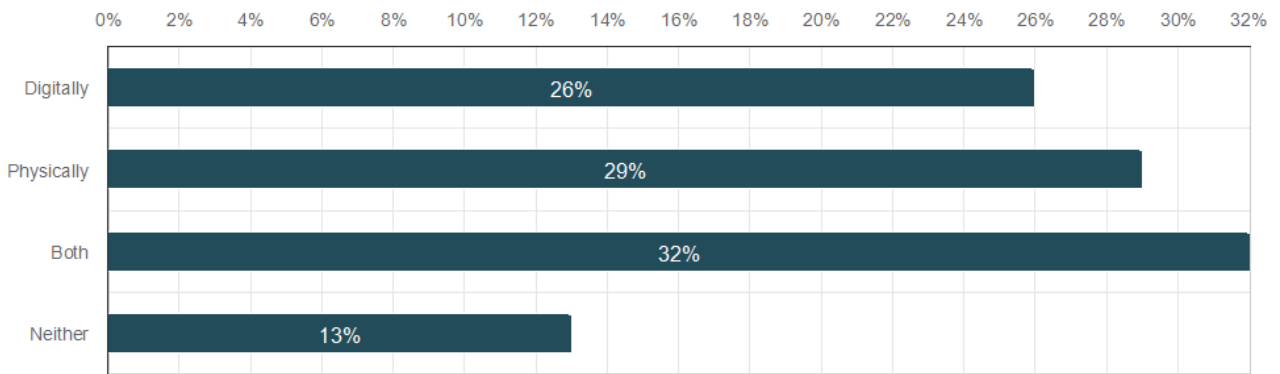
5. How often do you read magazines? (digital & physical)

Number of respondents: 80



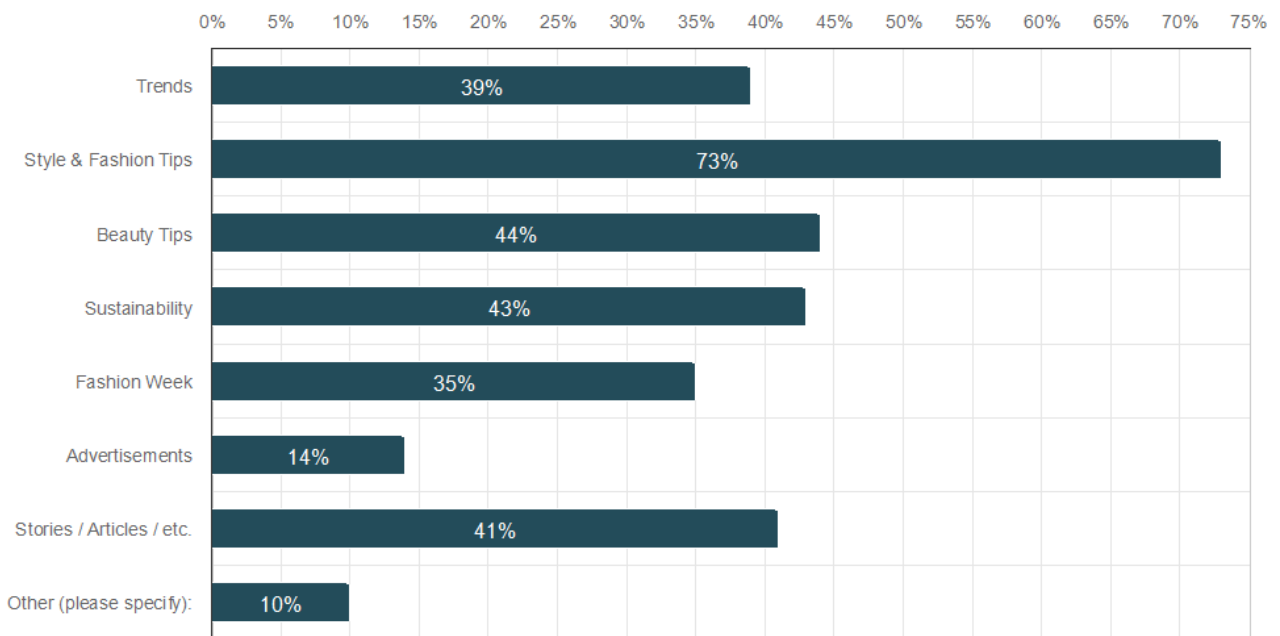
6. What is your preferred method of reading a magazine?

Number of respondents: 80



7. Which aspects of fashion and beauty interest you the most?

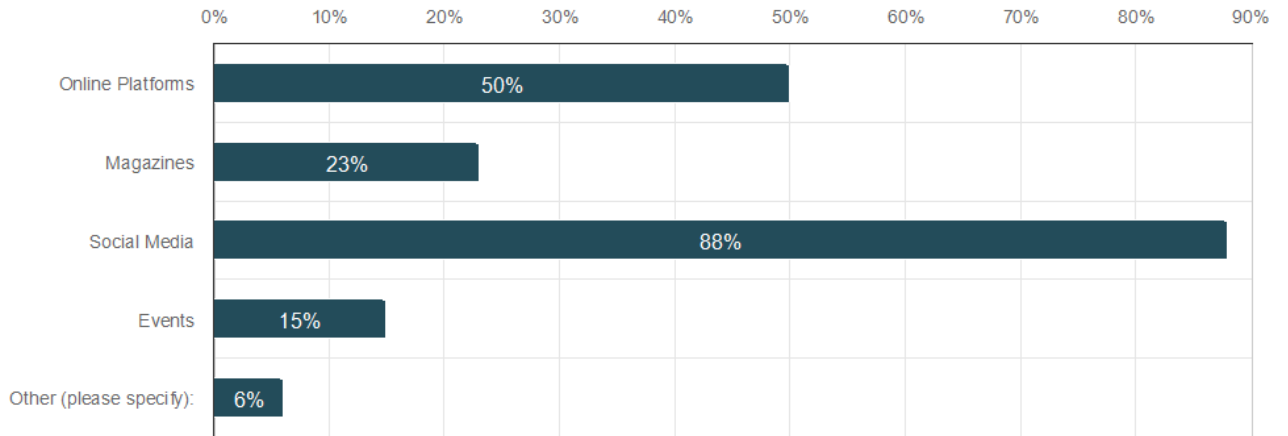
Number of respondents: 80, selected answers: 238



Option names	Text
Other (please specify):	Trifling
Other (please specify):	Clothing care
Other (please specify):	Pretty clothes
Other (please specify):	aesthetics
Other (please specify):	Sale

8. How do you engage with fashion and beauty content?

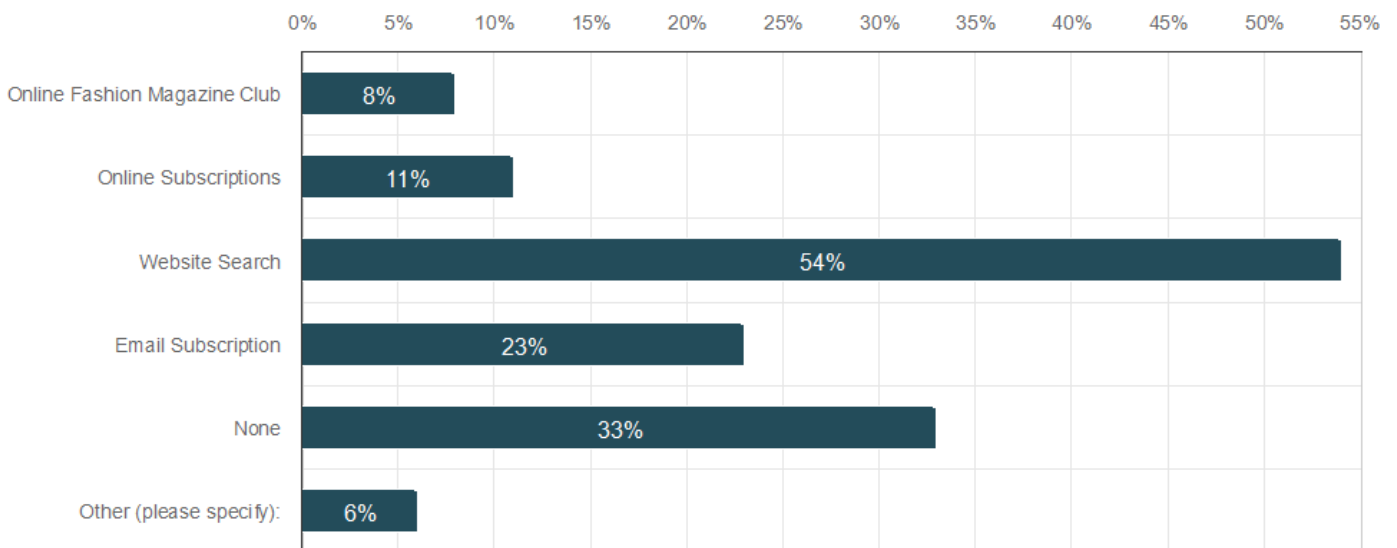
Number of respondents: 80, selected answers: 145



Option names	Text
Other (please specify):	Pinterest
Other (please specify):	Pinterest
Other (please specify):	school club
Other (please specify):	I mostly red businessoffashion.com

9. What online platforms do you engage in for fashion and beauty content?

Number of respondents: 80, selected answers: 107

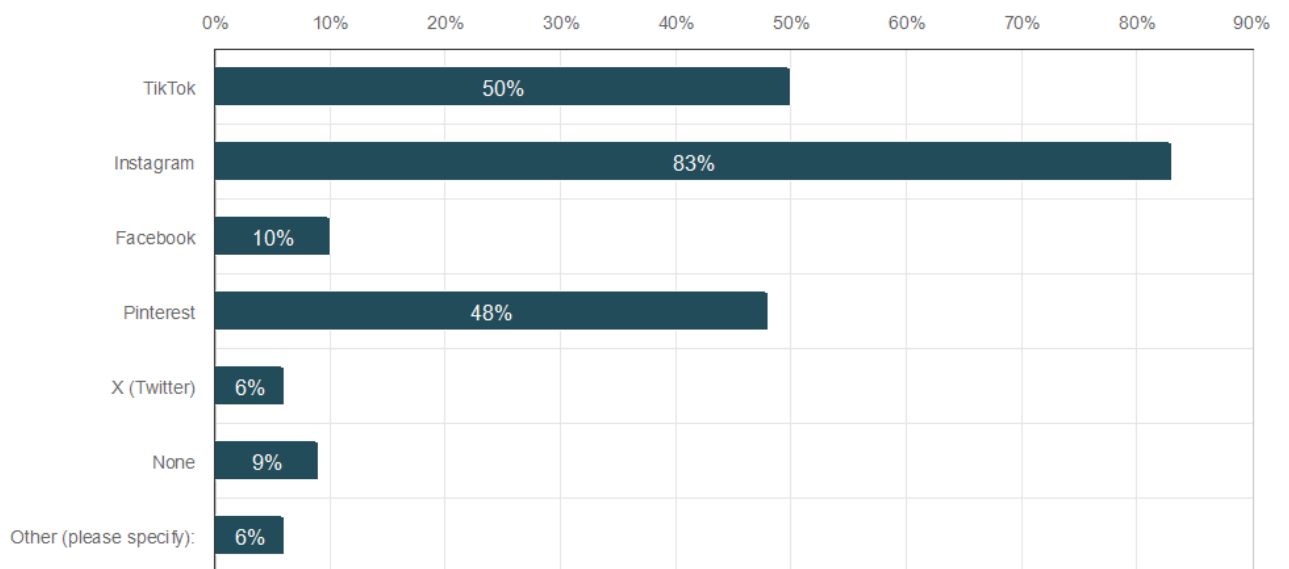


Option names	Text
--------------	------

Other (please specify):	Vogue Runway
Other (please specify):	Apps
Other (please specify):	Youtube
Other (please specify):	Tik Tok
Other (please specify):	Instagram accounts that share latest industry insights, news and trends

10. What social media platforms do you use to engage in fashion and beauty content?

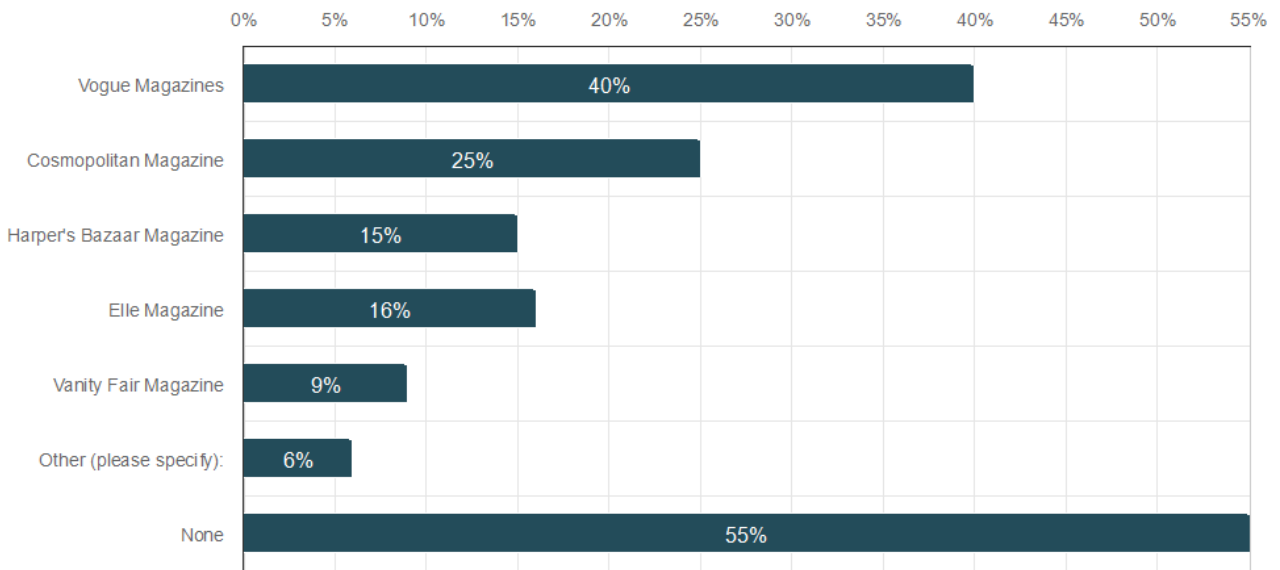
Number of respondents: 80, selected answers: 169



Option names	Text
Other (please specify):	Youtube
Other (please specify):	Youtube
Other (please specify):	Google
Other (please specify):	Youtube

11. What fashion and beauty magazines do you read?

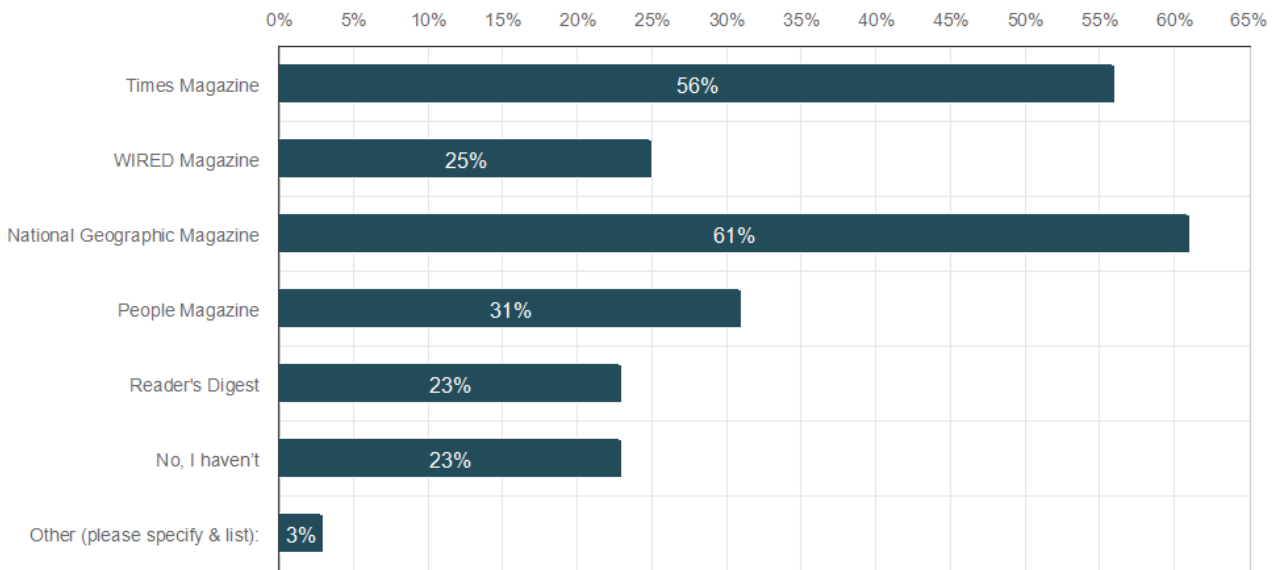
Number of respondents: 80, selected answers: 133



Option names	Text
Other (please specify):	Cosas
Other (please specify):	Popeye
Other (please specify):	HOLA
Other (please specify):	W
Other (please specify):	Business Of Fashion, due to my work as a SMM in fashion

12. Have you ever read any of the following magazines?

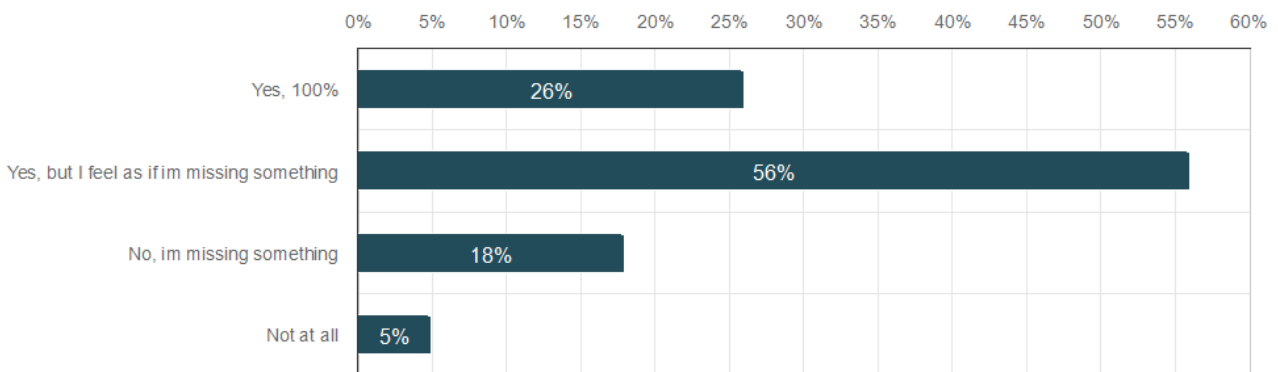
Number of respondents: 80, selected answers: 177



Option names	Text
Other (please specify & list):	Scientific American
Other (please specify & list):	The economist

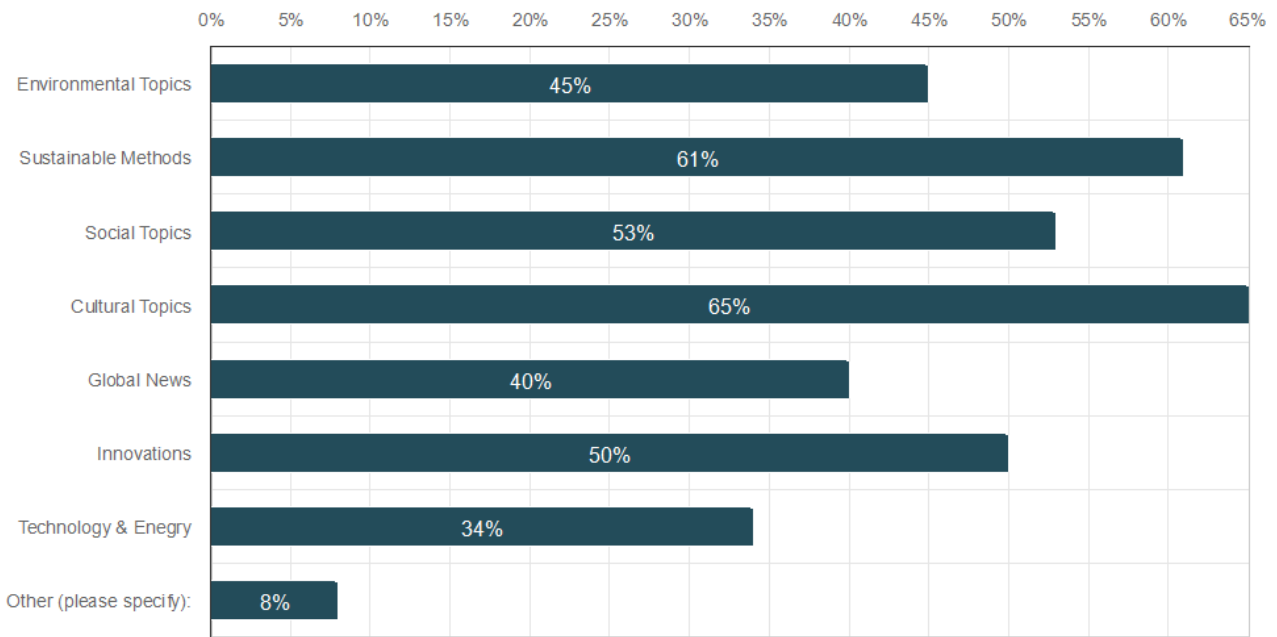
13. Are you satisfied with the content you read in your preferred magazines?

Number of respondents: 80, selected answers: 84



14. From the following listed, what content would you be interested in reading within a fashion and beauty magazine?

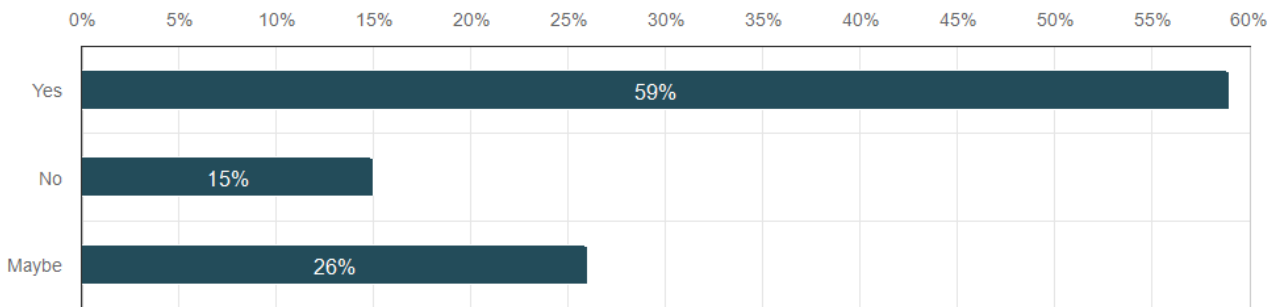
Number of respondents: 80, selected answers: 284



Option names	Text
Other (please specify):	Evil Globalists
Other (please specify):	Hijabs
Other (please specify):	Clothing care.
Other (please specify):	Brands which produce sustainable clothing, trendy and good quality.
Other (please specify):	ANYTHING that affects the fashion industry, especially developments in the industry. But mainly I care about fashion trends (micro and macro) as well as the social and sustainable side of the fashion worlds
Other (please specify):	due to my job as a SMM in fashion for me it's super important to know what global famous fashion brands are doing (their future developments), the fashion trends (micro and macro) and fashion shows.

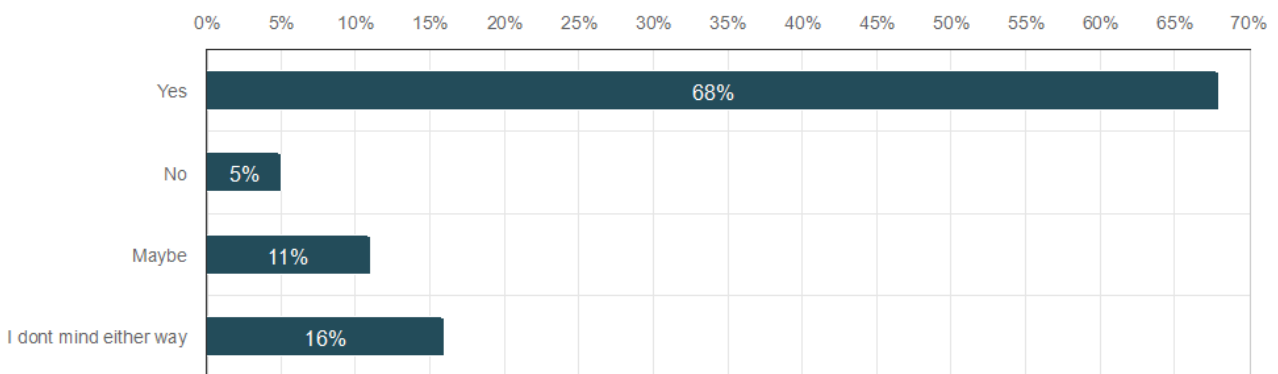
15. Would you be interested reading educational and informative topics in a fashion and beauty magazine?

Number of respondents: 80



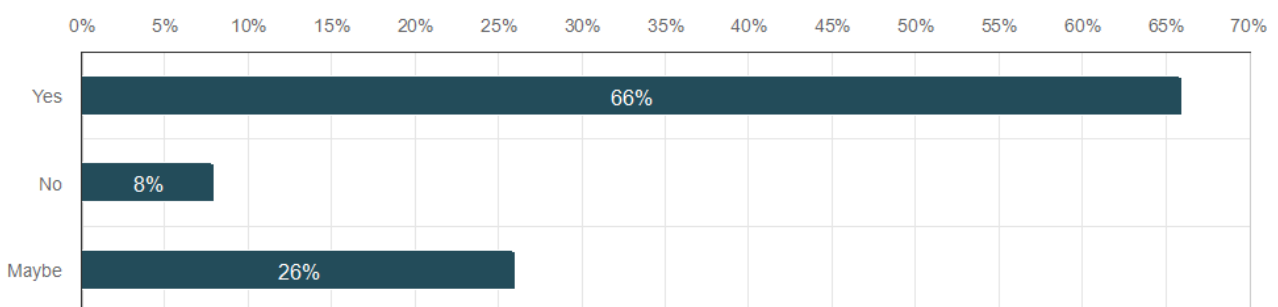
16. Do you want to be sustainable in your fashion and beauty choices?

Number of respondents: 80



17. Does a magazine with Environmental, Social, & Cultural topics / content imbedded into fashion & beauty interest you?

Number of respondents: 80



Appendix 2. Thesis Brand Development Presentation for Marketing Professionals



THESIS TOPIC

Topic:

International Brand Development of Kariina with SOSTAC Model

In this thesis, the reader should expect the creation of an international brand development aligned with the SOSTAC model, and feedback from marketing professionals with expertise in the fashion and beauty industry or brand development.



WHO IS KARIINA?



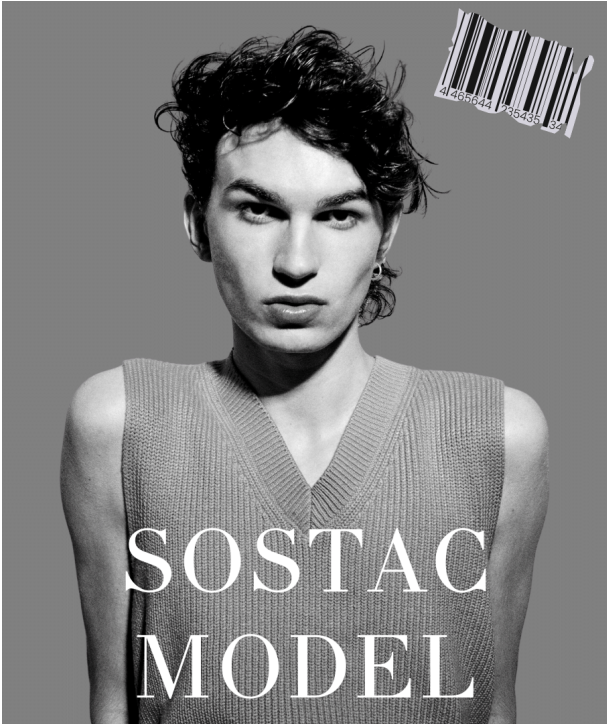
Kariina is on a mission to transform one's perception of fashion and beauty. Our motive is clear: to inspire style with purpose & empower change through knowledge with our three fundamentals -

Environmental, Social, & Cultural.

We want to inspire thoughts and actions that contribute to a more equitable, sustainable, and stylish world.



KARIINA
INSPIRING STYLE WITH PURPOSE



Situation Analysis = Comprehensive analysis of the present state of entity - trend analysis, customer and competitor dynamics, SWOT assessment, data analytics, & evaluation of historical performance.

Objectives = Overall objectives, vision, and mission statement of the enterprise - strategic foundation for planning.

Strategy = Structured plan to realize the specified objectives, guidance, offering strategic, and characterizing the overall direction for the subsequent tactical initiatives.

Tactics = Methodologies & specific tools that will be utilized to achieve the defined goals and objectives, - an overarching strategy.

Action = Detailed roadmap that outlines a precise execution of steps to ensure that the translation of the strategy is played as actionable tasks.

Control = Measurement & monitoring of performance to ascertain the stated objectives & the effectiveness of the strategy. - revisions or modifications made



MARKET RESEARCH

2.1 Introduction to Brand Development

2.2.1 Brand Identity & Brand Image

2.2 Introduction to Magazine Industry

2.2.1 Fashion Magazines

2.2.2 Social Media Marketing In Magazine Industry

2.3 SOSTAC Model

2.3.1 SWOT Analysis

3 Environment / Social / Cultural Research

3.2.1 Fashion Market Research

3.2.2 Beauty Market Research

3.3 Competitor Analysis

... etc.

FINDINGS

Brand Development - Is a fundamental concept In marketing, not only generating recognition and trust but also emotional engagement, Innovation catalyst, competitive advantage, and market expansion. It Involves brand strategy, aligning objects, & building brand Identity and image.

Brand Identity & Image - The identity Is a collection of deliberate associations through strategic efforts while the Image captures consumer attitudes, emotions, and service attributes. They are Important for brand recognition and are Influenced by consumer personalities, social interactions, and brand communities.

Magazine Industry - Has evolved from the 17th century from brochures to structured publications, and now adapts to changing technologies, moving from print to digital formats all while maintaining its Influence. Magazines remain unique and are a huge component of the media landscape shaping culture and society.

Fashion Magazines - Publications gained prominence In the 19th & 20th centuries, Impacting society, and having a huge influence on consumer behavior, gender and body image, and societal dynamics. Negative Impacts, Including unrealistic beauty standards and unsustainable consumption patterns have led to criticism and calls for change - recent years positive changes have arisen to a shift In Inclusivity, diversity, and acceptance.

FINDINGS

Social Media Marketing In Magazine Industry - The digital revolution has promoted the magazine Industry to embrace social media as a form of survival, to leverage this content, engage with readers, and market their publications. It facilitates two-way communication, community building, and revenue generation.

SOSTAC Model - Was developed by Smith In 1998 for a structured approach to Marketing planning, Involving situation analysis, objective setting, strategy development, tactics formulation, actions Implementation, and control assessment.

SWOT Analysis - This analysis assesses external and Internal factors, considering present conditions and prospects. These technological applications can enhance a company's competitive position analyzed through the SWOT framework.

Fashion Market Research - The Fashion Industry always faces challenges with changes and macroeconomic conditions, but growth predictions vary depending on the year. Brands must adapt with strategic, operational adjustments, distribution channel reassessment, and digital marketing strategies.

FINDINGS

Consumer Shifts In the Fashion Industry - Younger generations, especially Millennials & Gen Z, prioritize lower-priced retailers and active discounts. Cheaper & alternative pricing channels are expected to outpace traditional retail growth by 11 times by 2025.

Environment, Social, & Cultural Market Research - Fast fashion, sustainability, & societal Issues like greenwashing are significant concerns. Movements such as "cancel culture" Influence consumer behavior and accountability, and companies must align their practices with these fundamentals.

PART ONE

BRAND DEVELOPMENT



ENVIRONMENTAL

Kariina defines environmental as a word that relates to the natural world and its impacts.

With the fashion industry contributing so much pollution but fashion trends keep on progressing, Kariina wants to educate statistical facts, images, and stories relating to awareness, but then also provide solutions, alternatives, companies, tips, and various other methods for an individual to not just learn about it but to act on it with ease.

Providing these problems and solutions, imbedded into fashion and beauty, allows the consumer to read about them alongside a visual with links and sources, will support the steps an average individual is lacking to make change in their life.

SOCIAL

Kariina defines social as a word for considering and understanding the perspectives of others and their life/culture.

Kariina uses the Social-emotional learning theory, which contains components such as self-regulation, motivation, emotional self-awareness, empathy, respect, cooperation, and more.

Although these topics are traditionally taught during a young age, today's rapid pace of global issues, movements, and digital worlds rips an individual farther away from the key basics of a being human. Inspiring change through educating the brain, can't be done without the education of the heart.

CULTURAL

Kariina defines cultural as the recognition and understanding of individuals differences, values, customs, and beliefs.

Kariina will implement cultural knowledge and awareness in push of educating being open and celebrating differences to promote innovation and acceptance.

Will implement these topics as a positive reinforcement of educating, understanding differences, and accepting others, while providing alternatives ways of style in fashion to support these cultures and avoid disrespecting them, all while celebrating and styling these differences.

THE THREE PILLARS

PURPOSE

The fundamental purpose of Kariina is to **empower change through style and knowledge**, fostering a paradigm switch towards sustainable, ethical, educational, and innovative practices in the fashion and beauty industry.

Educating the brain is a **form of freedom**, and channeling this freedom into an individual's external and internal self is a luxury. The "luxury" people understand goes more profound than the materialistic product or service; **it's the mind and meaning built behind it.**

Kariina is designed to **challenge** traditional narratives, biased information, and an individual's educational freedom, promoting a more holistic understanding of style that extends beyond trends and aesthetics to surround unbiased facts, cultural appreciation, inclusivity, and socio-environmental consciousness.

MISSION

Kariina's mission is to serve as the **forefront of a conscientious and sustainable outlook and approach to fashion and beauty.** It endeavors to offer a comprehensive platform that educates & informs, advocating for a conscious consumerism atmosphere that not only desires factual information but also considers the environmental, social, and cultural implications of personal choices.

Kariina wants to emphasize how **education is freedom**, how an individual can grow into the best version of themselves by educating their mind and opening doors for the ideas and luxuries of freedom. Educating the mind results in both internal and external growth, strength, and power providing an individual the luxury of freedom. Through meticulously curated content, partnerships, and collaborations, Kariina seeks to ignite thoughts, conversations, and actions that would contribute to a more equitable developed, sustainable, but stylish world.

GOALS

- **Fashion Empowerment & Innovation:** Encouraging the individual's creativeness and style with trends, styles, imagery, and alternative ways to shop or reuse clothing.
- **Beauty Redefined:** To challenge societal beauty standards, promote inclusivity and self-acceptance, and provide alternative sustainable products and beauty tips/ methods via ads, all while celebrating individual uniqueness.
- **Environmental Sustainability:** To advocate sustainable practices within the fashion & beauty industry, educating eco-conscious choices, sharing innovations, educating tips, and minimizing environmental footprints.
- **Social Impact:** To drive meaningful social change, highlight social issues, social differences, social education, innovations, strategies, education, movements, news, and foster a sense of responsibility towards communities, countries, and societal challenges.
- **Cultural Awareness & Appreciation:** To bridge gaps, learn, and understand diverse cultures, respect, appreciation, and cross-cultural collaboration globally.
- **Educational Advocacy:** To disseminate factual and unbiased knowledge regarding the three pillars and embed them into fashion and beauty, fostering individuals to form their own opinion, creativity, and decision-making.

COMPETITOR ANALYSIS - p24



VOGUE

TIMES MAGAZINE



WIRED MAGAZINE

COSMOPOLITAN MAGAZINE



HARPER'S BAZAAR MAGAZINE

COMPETITOR ANALYSIS

VOGUE

Vogue is an empire with various magazine types targeting different audiences and geographical locations. It is one of the most known and holds a high position in a global sense for fashion, beauty, and runway. - men & women ages 17 - 60

TIMES MAGAZINE

Times magazine is another empire with millions of readers and is known globally. Being on Times is an honor and is treated with respect. - men & women / 61% Genz and Millenials

WIRED MAGAZINE

Wired is a technological and educational source of content with innovative graphic designs and contains the views of majority men. - men round 30 - 50 Invested In tech

COSMOPOLITAN MAGAZINE

Cosmopolitan stands out as formidable competitor and holds a powerful unique location in the market as a top global magazine company. - women ages 18 - 35

HARPER'S BAZAAR MAGAZINE

Harper's Bazaar is a source to be open and not only a fashion magazine but a place of culture and storytelling. Not only are they part of the Hearst empire, but they've made a huge reputation for themselves and are known to be one of the top fashion magazine companies there are. - women aged 20 - 60

CUSTOMER RESEARCH

The goal was to pinpoint a more specific customer base and understand demographics & psychographics through a systematic quantitative survey with **two objectives** - what the general people have Interest In a magazine, (and content), and what magazines these Individuals currently read.

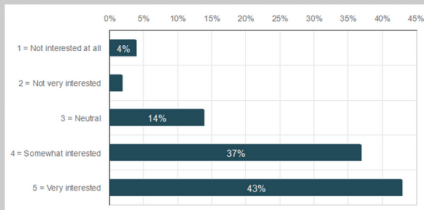
- Kariina's positioning covers the Intersection of fashion, beauty, sustainability, and global awareness, which leads to a diverse and conscientious customer base.
- The survey was conducted over a two-week period In October 2023 through various platforms, such as Instagram, LinkedIn, WhatsApp, word of mouth, and Facebook.
- Research primarily focuses on Individuals aged 18 to 40 with specific interests In fashion, beauty, sustainability, and global awareness.
- Aims to Identify what Interests people In a magazine, Its content, and the magazines they read which help create a better customer persona and a more specific target market.

SURVEY

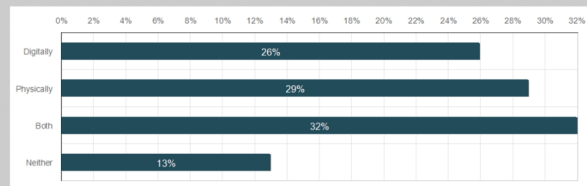
1. Age
2. Gender
3. City & Country
4. How Interested are you In fashion and beauty?
5. How often do you read magazines? (digital & physical)
6. What is your preferred method of reading a magazine?
7. What aspects of fashion and beauty Interest you the most?
8. How do you engage with fashion and beauty content?
9. What online platforms do you engage In for fashion and beauty content?
10. What social media platforms do you use to engage In fashion and beauty content?
11. What fashion and beauty magazines do you read?
12. Have you ever read any of the following magazines?
13. Are you satisfied with the content you read In your preferred magazines?
14. From the following listed, what content would you be Interested In reading within a fashion and beauty magazine?
15. Would you be Interested reading educational and Informative topics In a fashion and beauty magazine?
16. Do you want to be sustainable In your fashion and beauty choices?
17. Does a magazine with Environmental, Social, & Cultural topics / content Imbedded Into fashion & beauty Interest you?

SURVEY

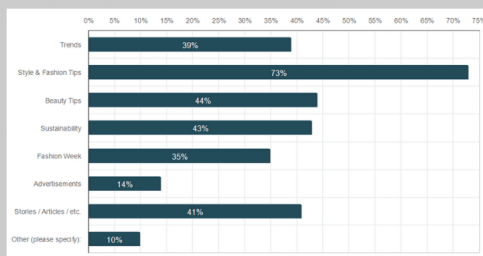
HOW INTERESTED ARE YOU IN FASHION AND BEAUTY?



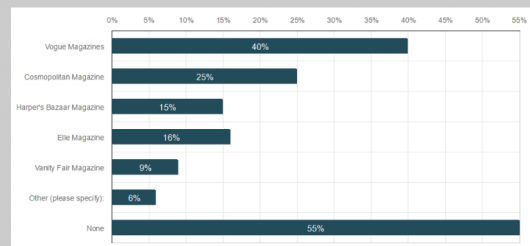
WHAT IS YOUR PREFERRED METHOD OF READING A MAGAZINE?



WHAT ASPECTS OF FASHION AND BEAUTY INTEREST YOU THE MOST?

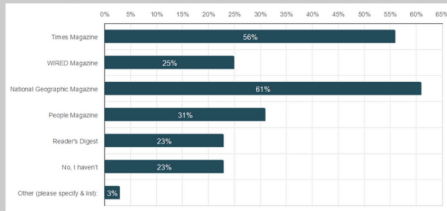


WHAT FASHION AND BEAUTY MAGAZINES DO YOU READ?

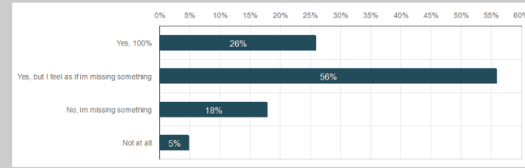


SURVEY

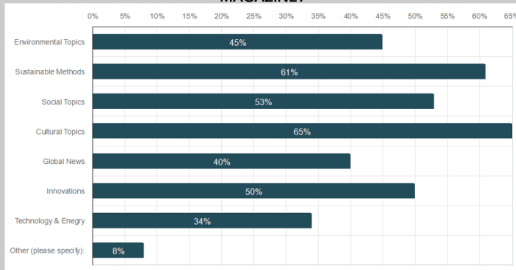
HAVE YOU EVER READ ANY OF THE FOLLOWING MAGAZINE?



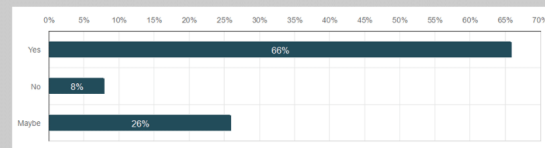
ARE YOU SATISFIED WITH THE CONTENT YOU READ IN YOUR PREFERRED MAGAZINES?



FROM THE FOLLOWING LISTED, WHAT CONTENT WOULD YOU BE INTERESTED IN READING WITHIN A FASHION AND BEAUTY MAGAZINE?



DOES A MAGAZINE WITH ENVIRONMENTAL, SOCIAL, & CULTURAL TOPICS / CONTENT IMBEDDED INTO FASHION & BEAUTY INTEREST YOU?



SURVEY p27

The survey was conducted via Webropol between October 8th and October 23rd, lasting for a **total of 16 days, with 80 respondents**. The survey comprised three sections, including demographics, interests, types and frequency of magazine reading, and content preferences.

The demographic information revealed that the majority of respondents were female (67.5%), primarily between the ages of 18-24 (65%), residing in various countries. The second section examined respondents' interest in fashion and beauty, frequency of magazine reading, and their preferred reading methods (digital, physical, or both).

The final section delved into respondents' specific interests within fashion and beauty, engagement with related content through various channels, and their satisfaction with magazine content.

KEY TAKEAWAYS -

- Majority of respondents fell within 18 to 24 age range.
- 87.5% engage with fashion and beauty content through social media
- 82.5% engage through Instagram
- 42.5% were "very Interested" In fashion and beauty
- Only 12.5% out of those respondents frequently read magazines
- 40% read Vogue (most read magazine = biggest competitor)
- 56.3% feel satisfied but "missing something" from magazine content
- 58.8% are Interested In reading educational and Informative topics
- 67.5% want to be sustainable In their fashion and beauty choices
- 66.3% are Interested In a magazine embedding environmental, social, and cultural topics Into fashion and beauty.



RACHELLE BEAUDRY
FASHION ADDICT

BIO

Rachelle is highly influenced by the fashion industry and stays updated with the latest fashion trends. She loves to dress up and reads fashion & beauty magazines or fashion social media posts almost daily. On free time, she often shops and puts looks together for photos and her desired aesthetic. She's extroverted and goes to many social events growing her fashion and social network.

MOTIVATIONS / BEHAVIORS

- Becoming the "IT" girl or fashion influencer on social media
- Look her best at all times
- To express her inner creativity
- To be a part of the fashion community
- Often shops and spends money to fashion related topics / events
- Finds joy & excitement in social events especially related to fashion
- Prefers physical magazines for aesthetic but still reads digital content

NEEDS / GOALS

- Stay updated with fashion trends
- Strong social commerce presence
- Always stylish and on trend
- Wants to work in fashion
- To make more money to sustain her shopping habits
- Works to be the "IT" girl
- Find alternatives to luxury brands
- Grow her social media
- Needs to travel more for fashion events / runways

FRUSTRATIONS

- Wants to stay on trend but cant always afford to
- Not enough time or money
- Wants to be sustainable but on trend
- Often shops with fast fashion
- Spends too much free time with fashion related tasks
- Can't always afford luxury brands
- Lack of space in closet
- Stresses out with fashion choices

PERSONALITY

Confident

Social

Curious

Creative

AGE RANGE: 19 - 32

GENDER: Female

STATUS: Student and/or part time

DEVICE: Phone + Laptop

FAVORITE MAGAZINES

VOGUE MAGAZINE

COSMOPOLITAN MAGAZINE

HARPER'S BAZAAR MAGAZINE

ELLE MAGAZINE



CHARLIE ELLIS
DIGITAL LIFER

BIO

Charlie is somewhat Influenced by the fashion industry and stays updated with the latest fashion trends from social media and other digital media. They enjoy dressing up to look their best but stays low key. They don't always read fashion & beauty magazines but when they do, its digital. On free time, they often do arts&crafts, learn how to be sustainable, and hangout with friends. They are both Introverted and extroverted and is on the digital world quite often.

MOTIVATIONS / BEHAVIORS

- Being a digital pro and staying up to date with new advancements
- Look fashionable but simplistic
- To express inner creativity digitally
- To be a part of the online fashion community
- Spends a lot of time online
- Does the best to stay sustainable and find eco alternatives
- Prefers physical magazines for aesthetic but still reads digital content

NEEDS / GOALS

- To be sustainable
- Strong digital activist
- Always find best eco-friendly alternatives
- Grow social media presence
- Follow the latest news and trends digitally
- On all social media platforms
- Digitally express themselves
- Stays in tune with all their digital media and platforms

FRUSTRATIONS

- Wants to stay on trend but cant always afford to
- Not enough time or money
- Wants to be sustainable in everything they do
- Shops at thrift stores
- Not enough sustainable content in fashion magazines
- Magazines and news state problems but no solutions
- Stays online too often
- Too many email subscriptions

PERSONALITY

Confident

Social

Curious

Creative

AGE RANGE: 17 - 27

GENDER: male / female

STATUS: Student and/or part time

DEVICE: Phone + Laptop

FAVORITE MAGAZINES

VOGUE MAGAZINE

HARPER'S BAZAAR MAGAZINE

TIMES MAGAZINE

WIRED MAGAZINE



ANNIE RAY
ENVIRONMENTALIST

BIO
Annie is not very influenced by the fashion industry, but only stays updated with trends on social media. She loves to dress up in her sustainable brands and thrifted items so she can promote environmentalism and how easy it is. She doesn't read physical magazines because they aren't sustainable, but does digitally. On free time she is an environmental activist. She's down to earth but isn't social with people outside her circle, unless it has to do with an eco-event, awareness, or protest.

PERSONALITY
Confident:
Social:
Curious:
Creative:

MOTIVATIONS / BEHAVIORS

- Being 100% eco-friendly and sustainable
- Dress up with only thrifted and sustainable clothes
- To express her inner creativity with colors & unique pieces
- To be a part of the sustainable fashion community (digitally)
- Often at some awareness event or protest
- Finds joy & excitement in being an activist or spreading awareness
- Prefers digital magazines for sustainable reasons

AGE RANGE: 18 - 35
GENDER: all
STATUS: Student and/or part time, full time
DEVICE: Phone + Laptop

NEEDS / GOALS


- Stay updated with sustainable fashion
- Strong environmentalist
- Stay stylish and but eco-friendly
- Activist for the environment
- Find alternatives fashion trends
- Grow her mind with global knowledge
- Needs to share her sustainable shopping habits online and to friends & family

FRUSTRATIONS

- Wants to stay on trend but can't due to not being sustainable
- Not enough eco-friendly brands
- Fashion isn't sustainable
- Wants to read magazines but can't because magazines aren't environmentally friendly
- Too many global issues not enough voice
- spends too much time looking for/ making sustainable clothes

FAVORITE MAGAZINES

- VOGUE MAGAZINE
- HARPER'S BAZAAR MAGAZINE
- WIRED MAGAZINE
- NATIONAL GEOGRAPHIC



MARTON FORTH
BUSINESS BRAIN

BIO
Marton is not influenced by the fashion industry but stays updated with the industry because he loves the business side of it and its influence on the world. He sees this industry as a money making machine for his ideas & business relations. He dresses up as old money and stays up to date both digitally and physically. On free time, he often finds new business opportunities and grows his network. He's extroverted and goes to many social events growing his business & social network.

PERSONALITY
Confident:
Social:
Curious:
Creative:

MOTIVATIONS / BEHAVIORS

- Becoming a multimillionaire with big ego
- Look her best at all times to represent himself and his ego
- To network and gain new opportunities
- To be a part of the business fashion community
- Often focuses on career more than anything else
- Finds joy & excitement in networking and traveling for business reasons

AGE RANGE: 25 - 45
GENDER: Male
STATUS: Full time & entrepreneur
DEVICE: Phone + Laptop

NEEDS / GOALS

- Stay updated with business & legal trends
- Strong social commerce presence
- Needs to look best for reputation
- Make more money of influencing topics/ ideas
- Needs more time in the day to find new opportunities
- Maintains a high ego
- More resources with innovative ideas and advancements

FRUSTRATIONS

- Wants to stay on trend with innovations & advancements
- Not enough time
- Too many ideas
- Can't find one material that provides many sources of ideas
- Spends too much time working
- Can't always handle social expectations
- Often stressed
- Wants to be a millionaire fast

FAVORITE MAGAZINES

- VOGUE MAGAZINE
- TIMES MAGAZINE
- WIRED MAGAZINE
- VOGUE BUSINESS

COMPANY POSITION + SWOT

Strengths:

- **Innovative Business Model:** Unique business model holding three fundamentals that are imbedded fashion and beauty by Kariina.
- **Innovative Fusion of Style & Purpose:** Kariina efficiently combines elements resonating with modern consumers in need of fashion empowerment, purpose, and redefined beauty standards.
- **Educational Advocacy:** Strong emphasis on educating its audience with valuable and useful insights gathered by unbiased research & references.
- **Broad Target Market:** No strict boundaries on international reach and geographics, crossroads with multiple types of consumers, inside and out of fashion and beauty. (ex. Innovation + social)
- **Physical Magazine Material Type:** Kariina plans on producing their physical magazines to be environmentally friendly and give it a unique texture and material type. Stone and fiber paper which are new and huge differentiator to its competitors.

Opportunities:

- **Collaborations & Partnerships:** Enhance credibility, awareness, reach, and markets.
- **Interactive / Inclusive Content:** Boosts engagement and returning consumers.
- **Broad Target Market:** Target market not only reaches audience of fashion and beauty, but environmental, social, cultural, innovative, and global topics, attracting more than just fashion & beauty markets.
- **Global Expansion via Social Media:** Social Media is free, interactive, and has no geographical boundaries affecting Kariina.

Weaknesses:

- **Brand Recognition & Market Penetration:** Not known and has no presence at this moment.
- **Limited Resources & Funding:** As a newer venture, constraints in finances, human resources affect its growth and marketing efforts.
- **Small Company & No Investors:** Only 4 persons managing the company, so much can be done in a short amount of time and heavy workload is a struggle.

Threats:

- **Intense Competition:** Industry is highly competitive very broad.
- **Economic Instability:** Economic downturns affect budgeting, growth prospects, and revenue streams.
- **Ever Changing Consumer Trends:** Not only critical to stay on top of industry trends but economic downturns and sustainable trends affect magazine production.
- **Social Media Algorithms:** Algorithms now run social media and can affect company visibility, out-reach, and growth.



BRAND IMAGE



KARIIINA



KARIIINA

KARIIINA

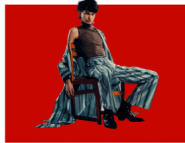
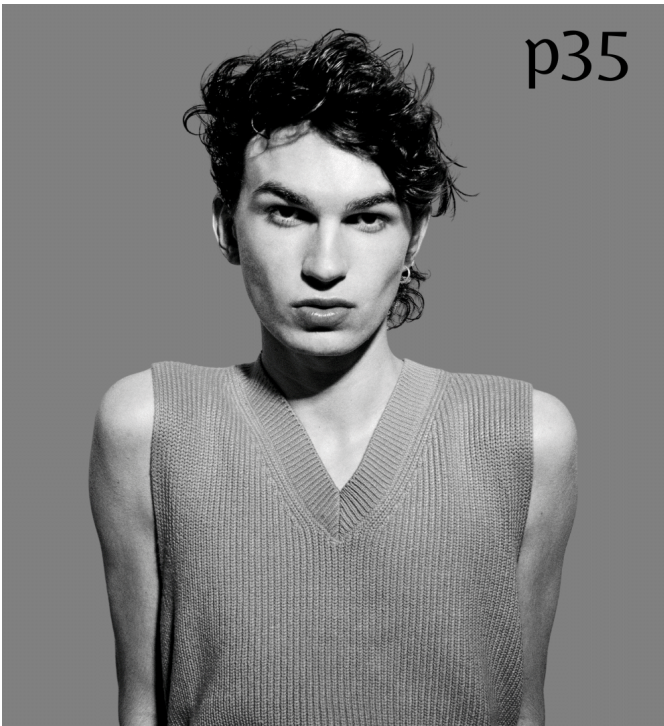
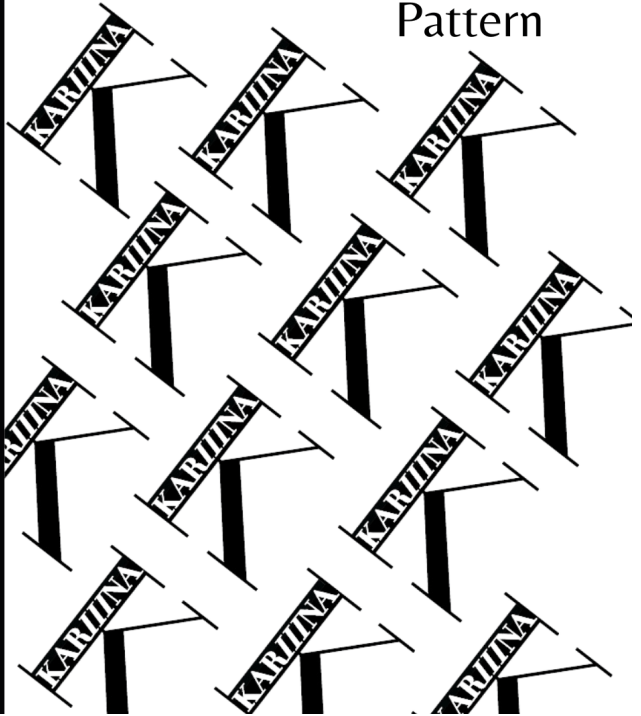
INSPIRING STYLE WITH PURPOSE

Symbol / Logo Mark



BRAND IMAGE

Pattern



BRAND IDENTITY



KARIINA

INSPIRING STYLE WITH PURPOSE

TONE EXPLAINED

Tone of voice resonates with target audience while also embodying Kariina's mission and values. Core mission is to inspire style with purpose by imbedding environmental, social, & cultural aspects into fashion, beauty, and style. Ensuring a resonant and impactful voice is critical to send this consistent message through to Kariina's audience.

CUSTOMIZED FONTS

LOGO + SLOGAN
Aa Aa
Didot Customized Optima

DESIGN TEXT
Aa Aa
Didot Custom Petit Formal Script

TITLE
Aa Aa
Didot LP Bolded Didot Display

BODY
Aa Aa
Avenir Avenir Next Thai Modern

HEADING
Aa Aa
Didot LP Bolded Proxima Nova

SOURCES + LINKS
Aa Aa
Source Serif Pro Source Sans Pro

CONTENT + TONE OF VOICE

Educational & Informative: Serious, fact-based tone for content relating.

Inspiring & Motivational: Encouraging tone for empowering content.

Respectful & Appreciative: Serious but relaxed tone for content relating.

Conversational: Relaxed and approachable tone for engaging with the audience on social media.

LANGUAGE STYLE

Professional & Polished

Inclusive & Welcoming

Educational & Academic

Sassy & Playful

Consistent & Authentic

Empathetic & Adventurous

FONT TYPE	REASON BEHIND FONT
Didot (LP + Display + customized)	For a visual display of formal, classiness, and sophisticated. (https://sox.medium.com/didot-characteristics-personally-rhythm-flow-76b85f5e72c)
Optima	Easy to read, wide line spacing, and used for advertisement. (https://www.fonts.com/font/linotype/optima/story)
Proxima Nova	Common digital font, geometric, easy to read, and friendly vibe. (https://medium.com/re-define-misc/why-proxima-nova-is-everywhere-629262c697a6)
Petit Formal Script	Traditional cursive, but easier to read than "fancier" cursive, elegant, and feeling of luxury. (https://fonts.google.com/specimen/Petit+Formal+Script)
Avenir (+ Avenir Next Thai Modern)	Used in books, blogs, etc., easy to read, friendly, informative, and human connection sense. (https://medium.com/@anton3377/avenir-a-time-for-fonts-with-a-human-touch-c8899575583)
Source Serif Pro (+Source Sans Pro)	Reliable, simple, clear, and stable. (https://designmodo.com/font-psychology/#~:text=Serif%20font%20can%20evoke%20feelings,them%20more%20legible%20on%20screens.)

COMING SOON

ORIGINAL COLOR PALETTE



#040406
LEATHER



#FFFFFF
FEATHER



#808080
GREY



#14452F
SATIN



#800D02
CHERRY

DESIGN COLOR PALETTE



#F58020
ORANGE



#FFB000
LEMON



#0DA620
GRASS



#0F008B
NAVY



#EB008B
PINKY

ADDITIONAL COLOR PALETTE



#00B1FD
LEATHER



#891BF8
BEVERLY



#CD25FF
LOLLY



#FF00DE
BLUSH



#FF008B
BLOSSOM

#040406

#FFFFFF

#808080

#1452F

#800D02

COLOUR	COLOUR MEANING
Leather (black)	Sophistication, wealth, classiness, and connection to fashion industry.
Feather (white)	Freshness, soft, cleanliness, purified, good consistent.
Grey (grey)	Modesty, comfort, control, and a sense of neutralism.
Satin (green)	Environmental, growth, health, luxury, and hope.
Cherry (red)	Passion, Power, Action, and love.

KARIINA

INSPIRING STYLE WITH PURPOSE

ENVIRONMENTAL
SOCIAL
CULTURAL

PART TWO

BRAND DEVELOPMENT



MARKETING PLAN

INSTAGRAM GOALS - UNTIL JUNE 2024

- Promote Brand Identity & Image
- Post Consistent & Interesting Content
- Increase Instagram Followers
- Boost Engagement (comments/likes/shares/DM's)
- Only invest \$10 - 20 a month on content promotion
- Receive 5 to 10 email subscriptions every month
- Promote digital magazine subscriptions
- 5 to 10 subscribers a month
- Drive traffic to website
- 50 + clicks every two weeks

CONTENT MIX

- High quality videos, images, graphics, designs, and verbal content
- Consistent postings and use of relevant / trendy hashtags
- Use of Kariina branded hashtags
- User-generated content (encouragement on shares, reposts, comments, and tags)
- Q&A and live sessions with company, collaborators, and influencers
- Interactive content, discussions, debates, polls, quizzes, contests, and giveaways
- Storytelling and education methods in posts
- Follow Tone and Voice of Kariina
- Behind-the-scenes content
- Sneak peaks and ads for digital magazine

MARKETING PLAN

Content Type	Content Information
Environmental Monday	This aligns with pillar – Environmental topic.
Mission Monday	Encouraging topic that audience participates in & shares with repost, hashtag, or challenge.
Trendy Tuesday	Global trends – fashion, beauty, news, etc.
Trashy Tuesday	Recycling, upcycling, & sustainable topics – fashion & beauty, & lifestyle.
Social Wednesday	This aligns with pillar – Social Topic.
Social Spotlight	Stories, relatable, behind the scenes, or anything that needs to be in the spotlight that week, company, industry, or news related.
Question Wednesday	Q & A
Thoughtful Thursday	A story or topic that promotes thought, discussion, & debate.
Must Know Thursday	Global news, statistics, & fact checking.
Cultural Friday	This aligns with pillar – Cultural Topic
Freaky Friday	An innovative topic / discovery / creation that shocks audience & promotes thought, & discussion.
Sustainable Saturday	Sustainable topics, methods, facts, statistics, alternatives, solutions, & lifestyle.
Innovative Saturday	Innovative ideas, creations, businesses, etc.
Stylish Sunday	Style with alternatives, easy DIYs, collaborations, influencers, and company ads.
Swoosh Sunday	Debate, thought, statistics, discussion, lives, company topics / news, and any other content mission throughout the week.
Question Sunday	Q & A

Repeat

MARKETING PLAN

COMMUNITY & ENGAGEMENT BUILDING PLAN

- Instagram stories for features, engagement, promotions, and post content
- Q&A, polls, and various other interactive features
- Collaborate with influencers, micro-influencers, companies, organizations, Instagram accounts, and audience for wider reach
- Highlights, meet-ups, host themed engagement, and celebrations for accomplishments and events
- Share user reviews, testimonials, and stories related to digital magazine
- Contest on modeling opportunities every month
- Host debates and discussion topics

ADVERTISING METHODS

- Instagram ad features and targeted audience
- Promotion of digital magazine during “Swoosh” days, sneak peaks, or key release dates
- Sponsored posts and promotions for increase reach and engagement
- Sponsor giveaways and contests with collaboration, magazine subscriptions, and modeling opportunities
- Collaborate and use Sponsorships
- Collaborate with followers / audience, and micro-influencers

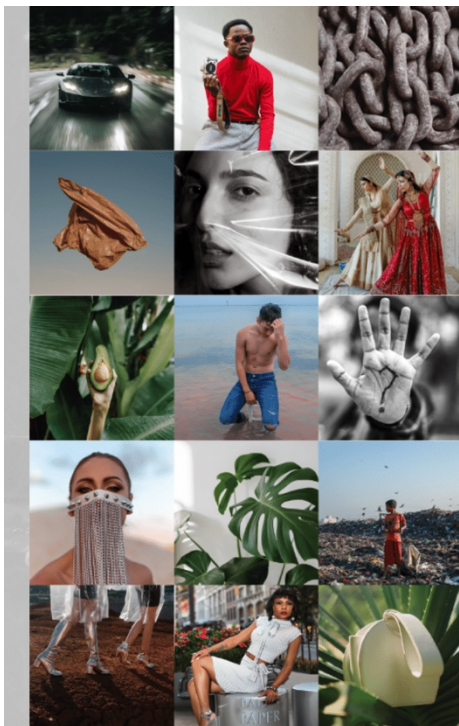
MARKETING PLAN

COLLABORATIONS & SPONSORSHIPS

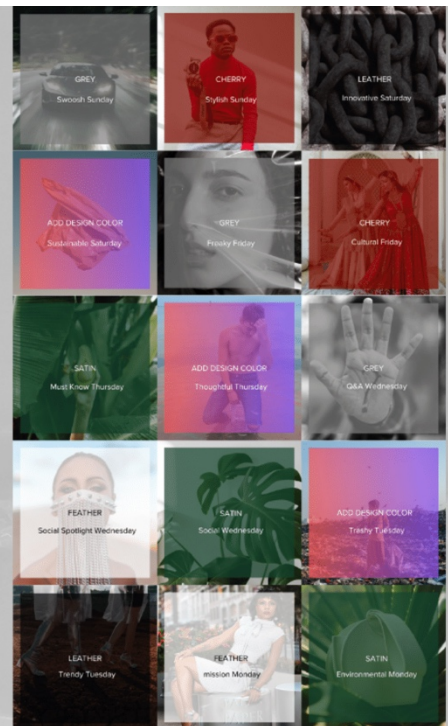
- Collaborate with sustainable fashion and beauty companies as an alternative promotion
- Collaborate with small businesses that relate to Kariina's mission / topics
- Secure sponsorships aligned with Kariina's values
- Fashion, beauty, innovation, alternative ideas, DIYs, sustainability, environment, cultural, social, educational organization, events, and influencers
- Cross-promote content with related Instagram accounts
- Partner with micro/ macro influencers, non-profit organizations, eco-conscious alternatives, and experts in the field that align with Kariina values

INSIGHT & ANALYSIS

- Analyses Instagram insights every Wednesday, Friday, and Sunday to track performance and determine future changes
- Adjust strategy and content type based on insight data and timing
- Measure follower growth, website clicks, link clicks, engagement times & demographics/ geographic's, engagement rate, and conversions
- Monitor peak engagement hours and input into excel spreadsheet
- Schedule according to engagement hours
- Analyze competition posts and strategies
- Use Google analytics for data and website traffic
- Implement and compare data with Excel Spreadsheet – (discussed in section 4.2)



CONTENT STRATEGY

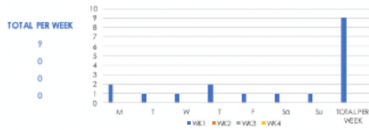


EXCEL SPREADSHEET

KARIINA MAGAZINE INSTAGRAM POSTING STRATEGY

POSTS PER DAY OF WEEK

	M	T	W	T	F	Sa	Su
WK 1	2	1	1	2	1	1	1
WK 2	0	0	0	0	0	0	0
WK 3	0	0	0	0	0	0	0
WK 4	0	0	0	0	0	0	0



CONTENT PER WEEK

	TEXT	IMAGE	VIDEO
WK 1	3	4	2
WK 2	0	0	0
WK 3	0	0	0
WK 4	0	0	0



WEEK	DAY	TOPICS	POST CONTENT + TIME	CONTENT		HASHTAGS	CHARACTER COUNT	INSTAGRAM	TIKTOK	YOUTUBE	CHECKPOINT	GIVEAWAY	COLLABORATION	GUEST ARTIST	GUEST WRITER	GUEST EDITOR	OTHER1	OTHER2	OTHER3	DAY KEY	YES	
				TEXT	IMAGE																	VIDEO
Week 1	MONDAY	Environmental Monday		X	X		9	X		X	X										MONDAY	X
Week 1	MONDAY	Mission Monday		X	X		10	X	X	X											TUESDAY	
Week 1	TUESDAY	Trendy Tuesday		X	X					X	X										WEDNESDAY	
Week 1	TUESDAY	Trendy Tuesday		X	X					X	X										THURSDAY	
Week 1	WEDNESDAY	Social Wednesday		X	X					X	X										FRIDAY	
Week 1	WEDNESDAY	Social Spotlight		X	X					X	X										SATURDAY	
Week 1	THURSDAY	Thoughtful Thursday		X	X	X				X	X	X									SUNDAY	
Week 1	THURSDAY	Must Know Thursday		X	X					X	X											
Week 1	FRIDAY	Cultural Friday		X	X					X	X											
Week 1	FRIDAY	Rocky Friday		X	X					X	X											
Week 1	SATURDAY	Sustainable Saturday		X	X					X	X											
Week 1	SATURDAY	Innovative Saturday		X	X					X	X											
Week 1	SUNDAY	Stylish Sunday		X	X					X	X											
Week 1	SUNDAY	Swosh Sunday		X	X					X	X											
Week 2	MONDAY	Environmental Monday		X	X					X	X											
Week 2	MONDAY	Mission Monday		X	X					X	X											
Week 2	TUESDAY	Trendy Tuesday		X	X					X	X											
Week 2	TUESDAY	Trendy Tuesday		X	X					X	X											
Week 2	WEDNESDAY	Social Wednesday		X	X					X	X											
Week 2	WEDNESDAY	Social Spotlight		X	X					X	X											
Week 2	THURSDAY	Thoughtful Thursday		X	X					X	X											
Week 2	THURSDAY	Must Know Thursday		X	X					X	X											
Week 2	FRIDAY	Cultural Friday		X	X					X	X											
Week 2	FRIDAY	Rocky Friday		X	X					X	X											
Week 2	SATURDAY	Sustainable Saturday		X	X					X	X											
Week 2	SATURDAY	Innovative Saturday		X	X					X	X											
Week 2	SUNDAY	Stylish Sunday		X	X					X	X											
Week 2	SUNDAY	Swosh Sunday		X	X					X	X											

BRAND GUIDELINES

KARIINA PURPOSE & MISSION

Kariina's fundamental purpose is to inspire style with purpose, meaning, empower change through style and knowledge, fostering a paradigm shift towards sustainable, ethical, educational, and innovative practices in the fashion and beauty industry. Kariina aims to challenge biases, encourage holistic style understanding, and foster socio-environmental awareness all while being fashionable. The mission is to educate and inform, emphasizing the value of freedom through knowledge. Advocating conscious consumerism, considering the environmental and social impact of choices. Through curated content and collaborations, Kariina strives to inspire thoughts and actions for a more equitable, sustainable, and stylish world.

LOGO USAGE

Brand guidelines encompass two logo variations. The first, standalone logo, is reserved for magazine prints and select merchandise / marketing.

The second, featuring the logo with slogan, takes center stage in digital outreach efforts, including the website, social media platforms, emails, merchandise, marketing, and more. This dynamic second logo is pivotal for brand awareness, aligning with company mission and purpose.

TYPOGRAPHY

LOGO + SLOGAN	TITLE	BODY
Didot condensed + Optima	Didot LP Bold + Didot Display	Avenir + Avenir Next Thin Modern
DESIGN TEXT	HEADING	SOURCES + LINKS
Didot Condensed + Petit Formal Script	Didot LP Bold + Proxima Nova	Source Serif Pro + Source Sans Pro

IMAGERY GUIDELINES

Showcase the brand's commitment to the three pillars, Inclusivity, & Innovation. The Imagery should remain fashionable, stylish, and direct but reflect educational, innovative, environmental, social, & cultural topics that infeed into the fashion and beauty showcased and advertised. These guidelines need to harmonize with the vision of a more equitable and stylish world.

CONTACT INFORMATION

- INSTAGRAM: @kariinamagazine
- Internal company email: admin@kariina@gmail.com
- Customer company email: customer-support@etc.: kariinamagazine@gmail.com
- PHONE: no available

MOOD BOARD STYLE



MARKETING TOOLKIT

SALES SHEET

BRAND GUIDELINES

Brand guidelines are rooted in a purpose & mission that inspire a stylish yet purposeful approach to fashion & beauty. Aim to empower change through style with ethical, educational, and innovative practices while challenging biases and fostering the three fundamental pillars. Mission emphasizes the value of freedom through knowledge and with curated content & collaborations, Kariina strives to inspire actions for a more equitable, sustainable, and stylish world. There are two logo variations, first is standalone logo for magazine prints, and second is logo with slogan which is used for brand awareness, digital outreach, social media, website, marketing, and more. Typography employs specific text types and fonts for various purposes. Imagery guidelines reflect on commitment to inclusivity, innovation, and three pillars which infeed into fashion and beauty. The content style revolves around visual elements that reflect the brand mission & values.

(Details located in Brand Guidelines Sheet)

MAIN LOGO (WITH SLOGAN)



LOGO SYMBOL & PATTERN



COLOUR PALETTE & VOICE / TONE



- Educational & Informative:** Serious, fact-based tone for content sharing.
- Inspiring & Motivational:** Encouraging tone for empowering content.
- Respectful & Appreciative:** Serious but relaxed tone for content reading.
- Conversational:** Relaxed and approachable tone for engaging with the audience on social media.

Tone of voice resonates with target audience while also embodying Kariina's mission and values. Core mission is to inspire style with purpose by embedding environmental, social, & cultural aspects into fashion, beauty, and style. Ensuring a resonant and impactful voice is critical to send the consistent message through to Kariina's audience.

COMPETITORS

- VOGUE MAGAZINE
- COSMOPOLITAN MAGAZINE
- HASPER'S BAZAAR MAGAZINE
- WIRED
- TIMES MAGAZINE

BROAD TARGET AUDIENCE

- AGES: 17 - 35
- GENDER: ALL - BUT FEMALE FOCUSED
- STUDENT / PART-TIME
- FASHION & BEAUTY MAGAZINE READER
- ALTERNATIVE + EDUCATIONAL SEEKER

DAILY MARKETING TOOLS

- ADOBE
- CANVA PRO
- SOCIAL MEDIA PLATFORMS
- EMAIL MARKETING / MAILCHIMP
- WEBSITE / SEO

SALES EXECUTION

- SOCIAL MEDIA PLATFORMS
- WEBSITE CONTENT
- COLLABORATIONS & PARTNERSHIPS
- DIGITAL + EMAIL SUBSCRIPTIONS
- PAID ADS / GOOGLE ADS

KARIINA

INSPIRING STYLE WITH PURPOSE

In the world of KARIINA Magazine, each page opens up a portal to a universe where style goes beyond fashion - Join us and gain a new perspective, revolution of thought, and empower your style.

ENVIRONMENTAL
SOCIAL
CULTURAL

REDEFINE YOUR
STYLE & EMBRACE
A PURPOSEFUL
REVOLUTION



ABOUT

Kariina is on a mission to transform your perception of fashion and beauty. Our motive is clear: to inspire style with purpose & empower change through knowledge with our three fundamentals - Environmental, Social, & Cultural.

We want to inspire thoughts and actions that contribute to a more equitable, sustainable, and stylish world.



CONTACT US

Website
www.kariinamag.com
Email
kariinamagazine@gmail.com
Instagram
[@kariinamagazine](https://www.instagram.com/kariinamagazine)



JANUARY
2024

@kariinamagazine

COSTS + PROFIT

- Kariina will launch as a digital magazine and social media platform providing its services digitally through both a **free and paid manner**.
 - **Free** will be through social media and some content via website, but to access the entire digital magazine, costs will be implied. Kariina has not yet decided on the total cost of the digital magazine but is looking at around \$10-20 a month.
 - This **subscription will allow access to the entire digital magazine** and receive email and WhatsApp content and updates.
 - Another income method will be through ads, collaborations, and sponsorships.
 - Kariina will **sell ad boxes and pages in the magazine** for products and companies that are relevant to the mission and values. Paid collaborations and sponsorships will come later when Kariina has greater outreach, brand awareness, and audience.
-
- Once the company has gained a significant amount of brand awareness, outreach, and customers, Kariina plans on producing their magazines physically. The **long-term goal is to sell physical Kariina magazines globally and in English and Spanish**.
 - Because Kariina wants to maintain ethical and practice what they preach in their magazine, physical magazines will be unique and eco-friendly.
 - Kariina wants to produce magazines that are made up of **both stone and recycled paper**. The magazine would consist of both front and back cover, pillar sections dividers, and various highlighted pages to be stone paper, while the rest of the magazine would consist of recycled fiber paper.

COSTS + PROFIT

Stone paper is a paper material that is waterproof and made from calcium carbonate and polyethylene, which is stone material. It is also **made up of mineral waste and requires little to no water to produce**, making it an environmentally friendly product and manufacture process.

Benefits of stone paper / rock paper include, environmentally friendly, stable, made up from waste product, versatile, tear-resistant, consist less energy and water in production, alternative to conventional paper and plastic.

Although stone / rock paper is more expensive than conventional paper starting at \$3.00 to \$20.00, depending on the production company chosen, it is still a unique way to stand out and stay environmentally friendly.

Recycled fiber paper is a paper material made up of **waste paper and 30% recycled fiber**. Until Kariina has enough customers and brand awareness to be able to afford the physical magazine to be 100% stone paper, **they will order from for the recycled fiber paper**. This paper is more environmentally friendly than conventional paper because it saves the use of trees, water, energy, and CO2 production compared to conventional paper. It is still not as environmentally friendly as stone paper, but it's a start and comes at a more affordable price for Kariina and their audience.

SHORT-TERM BUDGET

Marketing Budget	Content Type	Total Budget
Content Creation & Promotion	<ul style="list-style-type: none"> Content Creation (internal team): \$0 Graphic Design Software: Free tools plus Adobe (\$748.85) + Canva (\$150.00) Social Media Management Tools: Hootsuite + Chat GPT = \$0 Video Editing Software: iMovie + TikTok + CapCut = \$0 Models & Products: \$20 – 60 	Total cost a year for Adobe and Canva: \$898.85 Total Cost per Month: 75 + 20 + 60 = Average \$120 a month
Brand Awareness	<ul style="list-style-type: none"> Influencer Collaborations (organic outreach): \$0 Sponsorships & Collaborations (organic focus): \$0 PR & Media Outreach (internally): \$0 	Total Cost per Month: \$0
Google & Tools	<ul style="list-style-type: none"> Analytics Tools: Google Analytics & Instagram = \$0 Social Media Insights Tools: \$0 Website Analytics: \$0 Developer (Garrd) = \$0 Sales Rep (Gumroad) = \$0 Copy Write (CopyAI + ChatGPT) = \$0 Manager (Notion) = \$0 Tools: Slack (\$0) + Boost App Social (\$80.00 /year) 	Total cost per year for tools: \$80.00 Total Cost per Month: \$7.00
Social Media	<ul style="list-style-type: none"> Social Media Advertising: \$50 Social Media Creation: \$0 	Total Cost per Month: \$50.00
SEO	<ul style="list-style-type: none"> SEO Tools: SEMrush (\$0) SEO Content Creation (internal): \$0 	Total Cost per Month: \$0
Website	<ul style="list-style-type: none"> Website Hosting (WordPress or Squarespace): \$0 - \$16 Domain Registration: \$15 /year Website Design & Maintenance (internal): \$0 	Total cost per year: \$207 Total Cost per Month: \$17.25
Miscellaneous	<ul style="list-style-type: none"> Miscellaneous Expenses: \$50 - \$100 	Total Cost per Month: \$50 - \$100
Total Per Month	Average: \$250.50	
Total Per Year	Average: \$ 3,000	



THANK YOU !



PLEASE TAKE A MOMENT TO GATHER YOUR THOUGHTS FOR OUR CRITICAL FEEDBACK DISCUSSION - INSIGHTS, RECOMMENDATIONS, AND OTHER FEEDBACK

Appendix 3. Thesis Brand Development Presentation Interview Recordings

Recordings not available to the public, but available to Haaga-Helia University of Applied Sciences administrators, thesis advisors, or whomever else with authority within the university.

Please contact researcher via email.