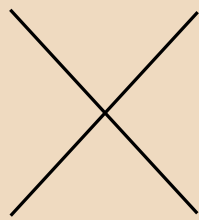


# Industry *Live Brief*

WSA EXCHANGE



TODS

Launch  
*15/02/24*

# WSA EXCHANGE COLLABORATE

External Partner:  
Tods

Launch:  
15th February 2024

Tods is collaborating with the Winchester School of Art, University of Southampton, to introduce an exciting knowledge exchange project for WSA students in 2024. This opportunity is available to students at both Masters and Undergraduate levels. This is an opportunity to work in interdisciplinary teams to produce a series of outcomes for the client that encompasses marketing, business, art, gaming, communication and design.

Katerina Armenakis, Communications Director – UK & Ireland of TODS HOGAN AND Roger Vivier, will visit WSA on 12th March 2024 to launch the brief and provide you with an opportunity to ask any questions. Successful groups will be invited to present their work to the client for feedback and the potential to secure possible future placements or work experiences.

The deadline for submissions is 19 April 2024 - mode of submission will be confirmed at client briefing.

The successful completion of any of the following projects presents an opportunity for you to be shortlisted for a meeting with the client. During this meeting, you will receive valuable feedback on your work. Additionally, some students may have the chance to gain work experience, including shorter-term assignments with the project teams.

## TODS - HISTORICAL OVERVIEW:

At the turn of the 20th century, Filippo Della Valle, Diego's grandfather, set up a small shoemaking workshop, pursuing the ancient profession with care and dedication. Driven by his passion for the work, Filippo refined his shoe making business over time, elevating it to a level of excellence and passing his skills down to his children. These authentic codes of style and quality have since become essential assets for the Group and still characterize its DNA today.

Over the years, the TOD'S Group has expanded its production by launching and acquiring prestigious brands. But it has always stayed true to its original set of principles: unique, uncompromising quality. Under the guidance of Diego and Andrea Della Valle, this clear vision has enabled the Group to become a benchmark in the international luxury market.

By skillfully combining craftwork traditions with innovation, the TOD'S Group has become a key player in the production and distribution of luxury footwear, leather goods, clothing and accessories, a global ambassador for Italy's deeply rooted manufacturing traditions, a symbol of the Italian lifestyle and of unparalleled quality.

Working in teams (up to 6 students) across disciplines, you will produce the following:

Expected outcome:  
An Illustrated Marketing Plan-  
max 3000 words- use of images  
will be key.

## 1. BUSINESS, MARKETING & MEDIA

a. Elevating Tod's Brand Presence in the UK Local Market.  
You need to research and produce:-

### 1. Introduction:

- Introduce Tod's as a luxury Italian brand with a rich heritage in craftsmanship and timeless elegance.
- Emphasize the need to enhance Tod's visibility and appeal among local clientele in the UK.

### 2. Market Analysis:

- Conduct a thorough analysis of the UK market, identifying key consumer segments, preferences, and emerging trends in luxury fashion.
- Explore competitors and discern Tod's unique selling points in the local context.

### 3. Localization Strategies:

- Develop strategies to localize Tod's brand image, ensuring alignment with UK cultural nuances and fashion preferences.
- Identify potential collaborations or partnerships with local influencers, designers, or cultural institutions to foster a sense of belonging.

### 4. Target Audience Profiling:

- Define and profile the target local clientele for Tod's in the UK, considering demographics, psychographics, and consumer behavior.
- Tailor marketing messages to resonate with the identified audience segments.

### 5. Digital Presence Enhancement:

- Optimize Tod's online platforms for the UK market, including the official website and social media channels.
- Implement targeted digital marketing campaigns to increase brand visibility and engagement among local audiences.

#### 6. Content Marketing:

- Develop a content strategy that tells the Tod's brand story while emphasizing its relevance to the UK market.
- Create engaging and culturally resonant content, such as blog posts, articles, and videos, to connect with local consumers.

#### 7. In-Store Experience Enhancement:

- Evaluate the current in-store experience at Tod's locations in the UK.
- Propose improvements and initiatives that create a welcoming and immersive environment for local customers.

#### 8. Local Events and Sponsorships:

- Identify local events, fashion shows, or cultural gatherings where Tod's can participate or sponsor.
- Strategize ways to leverage such events to increase brand awareness and foster connections with the local community.

#### 9. Collaborations with Local Influencers:

- Identify and approach local influencers or celebrities who align with Tod's brand values.
- Develop collaboration strategies to amplify Tod's presence among the influencer's followers and enhance credibility in the local market.

#### 10. Community Engagement:

- Develop community engagement programs, such as exclusive events, workshops, or partnerships, to build a sense of community around Tod's in the UK.

### Content Marketing Strategy: Elevating Tod's Brand Presence in the UK

#### a. Brand Storytelling:

- Craft compelling narratives that highlight Tod's Italian heritage, craftsmanship, and commitment to timeless elegance.
- Emphasize the brand's unique values and philosophy to create a distinct identity in the UK market.

#### b. Cultural Relevance:

- Infuse cultural elements into content to resonate with the UK audience. Consider featuring British fashion influencers, artists or incorporating local fashion trends.
- Develop content that aligns with significant events or seasons in the UK, ensuring timely and relevant storytelling.

#### c. Visual Appeal:

- Prioritize visually engaging content, including high-quality images, videos, and graphics.
- Showcase Tod's products in lifestyle contexts that reflect the aspirational and sophisticated lifestyle of the UK target audience.

#### d. Multichannel Approach:

- Diversify content distribution across various channels, including Tod's website, social media and other relevant platforms (gaming), and relevant fashion publications.
- Tailor content formats to suit each platform, optimizing for maximum reach and engagement.

#### e. User-Generated Content (UGC):

- Encourage customers to share their Tod's experiences through UGC.
- Curate and feature UGC on Tod's social media channels to foster a sense of community and authenticity.

## PR & EVENTS

### Event Planning Strategy: Engaging Tod's with the Local UK Audience

Expected outcome:  
Illustrated portfolio- up to 20 pages.

By executing this event planning strategy, Tod's can create a tailored and immersive experience that resonates with the local UK audience, fostering brand loyalty and attracting a broader clientele.

#### a. Cultural Insights Gathering:

- Conduct thorough research on UK cultural trends, preferences, and lifestyle choices.
- Identify specific elements that resonate with the local audience and could be incorporated into Tod's event planning.

#### b. Local Collaboration Exploration:

- Investigate potential collaborations with local designers, artists, or influencers who align with Tod's brand ethos.
- Initiate discussions and partnerships to create a unique and locally relevant event experience.

#### c. Seasonal and Cultural Alignment:

- Align event planning with the UK's seasonal calendar and cultural festivities.
- Design events that coincide with relevant occasions, leveraging cultural connections to attract and engage the target audience.

#### d. Event Concept Development:

- Develop a compelling event concept that integrates Tod's brand values with elements of UK culture.
- Ensure that the concept is experiential, engaging, and aligns with the luxury and sophistication associated with Tod's.

#### e. Venue Selection and Customization:

- Identify suitable venues within the UK that reflect Tod's aesthetic and offer a memorable experience.
- Customize the chosen venue to align with the event theme and enhance the overall brand image.

#### f. Exclusive Guest List Curation:

- Curate an exclusive guest list comprising local influencers, celebrities, and individuals who embody

the target audience.

- Leverage the influence of guests to create a buzz around the event and attract wider attention.

g. Marketing and Promotion:

- Develop a comprehensive marketing and promotional strategy for the event.
- Utilize both online and offline channels, including social media, local publications, and targeted advertising, to generate anticipation and interest.
- Tailor social media content to promote the event, ensuring it aligns with the preferences and habits of the UK audience.
- Leverage trending hashtags, engage with local influencers, and create shareable content to maximize visibility.

h. Immersive Brand Experience:

- Design interactive elements within the event space that allow attendees to experience Tod's products firsthand.
- Incorporate immersive displays, product showcases, and interactive zones to create a memorable brand experience.



## FASHION AND TEXTILE DESIGN: ELEVATING CRAFTSMANSHIP IN TOD'S PRODUCT DESIGN

### a. Introduction:

- Emphasize the significance of craftsmanship in Tod's brand identity, reflecting a legacy of Italian artistry and quality.
- Analyze existing products to identify key craftsmanship elements and techniques employed by Tod's artisans.

### b. Design Concept Development:

- Develop a design concept that places a spotlight on craftsmanship as a central theme.
- Consider how design elements, such as stitching, detailing, and construction techniques, can be highlighted to tell a story of meticulous artistry.

### c. Sustainable Craftsmanship:

- Integrate sustainable practices into product design, emphasizing Tod's commitment to responsible craftsmanship.
- Explore eco-friendly materials, ethical sourcing, and transparent production processes to align with contemporary values.

### d. Artisanal Collaboration:

- Investigate potential collaborations with local artisans or craftspeople who specialize in traditional techniques.
- Explore how their expertise can be seamlessly integrated into Tod's product design, creating a fusion of heritage and modern luxury.

### e. Documentation and Presentation:

- Prepare a comprehensive presentation documenting the research, design concepts, and prototypes.
- Include visual aids, mood boards, and sketches that effectively convey how craftsmanship is highlighted in each design.

### Expected outcome:

This project aims to produce a concise 5 - 6 page sketchbook presenting fashion product designs in alignment with Tod's design aesthetic. The portfolio will elevate the brand's commitment to craftsmanship, embodying a harmonious fusion of traditional artistry, modern luxury, and sustainable practices. Through carefully curated storyboards, color and fabric/material selections, development sketches, and details of artisanal craftsmanship, the sketchbook will encapsulate Tod's dedication to creating ethically crafted and visually compelling fashion pieces. While the physical realization of the garments or accessories is not mandatory at this stage, the illustrations will offer a preview of the envisioned final products, showcasing the brand's commitment to excellence and innovation.

# FINE ART, GRAPHIC DESIGN AND GAMES DESIGN

## Celebrating Craftsmanship for Tod's in the UK

### a. Introduction:

- Highlight the pivotal role of craftsmanship in Tod's identity, emphasizing the Italian legacy of artistry and dedication to quality.
- Communicate the objective of this brief: to collaboratively establish a compelling narrative that celebrates craftsmanship and resonates with the UK audience (for example an art piece, an app, a game, a gallery setting or a window display).

### b. Storyboard and Conceptualization

- Develop a cohesive visual language that captures the essence of craftsmanship for your outcome.
- Develop a captivating storyboard outlining the core narrative and visual elements of your outcome.
- Create development sketches for main characters and design the environment.
- Develop unique and compelling features that enhance the overall experience of your project.

Expected outcome:

Produce a 4-6 page portfolio showcasing your collective or individual responses. Include artist statements, storyboards, and inspiration that led to the creation of your suggested outcome.

Additionally, provide either images of the final artworks or sketches of proposals. This portfolio should serve as a captivating visual representation of Tod's commitment to artistry, heritage, and sustainability, tailored to engage and resonate with a diverse UK audience.