

# THE COMEBACK OF BEACHLIFE

REBUILDING THE BRAND FROM A MARKETING PERSPECTIVE

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International Communication and Media

Graduation assignment submitted in partial fulfilment of the requirements for the degree of Bachelor of Communication Systems of the Institute of Communication at the Utrecht University of Applied Sciences

Utrecht, 10 June 2014

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## Preface

This research is the result of my graduation internship at Dutch beachwear brand Beachlife, a brand of Beach House BV. I have been working for the company from February until July 2014, as part of the marketing team. In the mean time I did research for Beachlife of which the results are combined in the section 'Discussion and conclusion' of this report. Based on my research I came to several conclusions which are incorporated in the advice for Beachlife.

I would like to thank the entire team of Beach House BV who made it possible for me to experience an educational and inspiring graduation internship, and a special thanks to marketing manager Daniëlle Luimes, who guided me during my tasks for Beachlife as well as giving me the time and space to work on my research. In addition I would like to thank my sister Rachèl Ottenhoff for her time and effort to help me through the statistical process. To conclude, I would like to thank my HU graduation tutor Frans Engelman for his optimistic vision and sound advices.

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## Management summary

Until a decade ago, Dutch beachwear brand Beachlife had a strong position in the Dutch marketplace, however, in the past years their market share decreased. Beachlife became less visible and less known to the target group. Brand awareness has been acknowledged to be an essential aspect of marketing and communication, therefore, awareness needs to be raised and maintained according to the characteristics of the target group of the brand. This is a theoretical and practical study which leads to an advice that contributes to growth and success for Beachlife. Four goals have been set in order to measure the effectiveness of the implementation of the advised marketing strategies. When these goals have been met, the strategies have proven to be effective.

An analysis of the brand and its internal and external environment provides an overview of the current situation of Beachlife. The theories studied provide a framework which can be used in order to build and maintain a strong brand. Moreover, several theories suggest how brand awareness can be raised. In terms of quantitative research, the results of an online survey provide insight into the expectations of the target group. The sample of the online survey consists of Beachlife's female target group: women between 18 and 35 years old. A total of 158 respondents filled in the survey. Results from the online survey substantiate that raising brand awareness is needed, as only half of the participants was aware of the brand. Moreover, it is desired by the target group that Beachlife is more active on a variety of social media channels. Also, the set-up of an online shop is needed. In terms of event marketing & sponsorship it is advisable that Beachlife stages an event which is closely linked to the target group's interests. Beachlife is doing well regarding their sponsorship activity, therefore it is advisable to continue this.

Based on the theories studied and quantitative research, it can be concluded that event marketing & sponsorship and viral marketing are essential strategies that should be applied (more) by Beachlife. In addition, a later developed recommendation implies that the concept of having a brand ambassador is valuable to Beachlife. In short, by investigating other brands, this strategy has proven to be profitable.

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# 1. Introduction

In the first chapter the subject and motivation of this graduation assignment are introduced and background information about the research topic is provided. After the introduction, the problem situation is described, followed by developments within Beachlife and its environment. Finally the opportunity for Beachlife is discussed. Moreover the purpose of the study, restrictions to the research and the general structure of the report are provided.

## 1.1 General introduction

The Dutch market of beachwear products mainly consists of women's, men's and children's beachwear clothing, accessories and footwear. Many brands do not only operate nationally but also in international markets. Since key players – chains such as H&M and Hunkemöller – have gained popularity, it is difficult for the smaller brands to keep up. Especially the brands selling to retailers have suffered from strong competition. Moreover, marketing and advertising costs are much higher when selling to individual retailers because they all need to be provided with custom-made promotion materials and they need individual attention. In addition, it is hard for smaller brands to stand out because they can only use low-cost marketing strategies. This puts a lot of pressure on sales which has to compensate the expenses. It is important for smaller beachwear brands to build brand awareness and become part of a lifestyle in order to be successful.

## 1.2 Background and research area

Beachlife is a Dutch beachwear brand that is characterized by youthful, bohemian and fashionable collections of women's bikinis, bathing suits, and accessories. The company was founded in 1972 under the name Beach House BV with the aim of becoming one of the most popular Dutch beachwear brands. Beachlife sells its products to dependently and independently operating retailers in The Netherlands, Curaçao, Belgium, Luxembourg, Germany, Scandinavia, Austria, and Switzerland. Collections for women are now the key business for Beachlife, however, in 2015 Beachlife will introduce a men's collection. The focus of this research lies on women being the end customer. In this research, retailers will be referred to as clients.

As of 2013 the brand is gradually undergoing changes in their corporate visual identity in order to become more recognizable and unique. Beachlife now positions itself as a beachwear brand that challenges people to feel good and free by wearing Beachlife. The target group consists of people between 18 and 35 years old and Beachlife wants to become part of their lifestyle.

Beachlife always acts upon five key identifiers that are based on the lifestyle of the target group: young-minded, being energetic, acting nonchalant, feeling positive and living a bohemian life. (For more information about the brand and its mission, vision and values, please consult the brand manual of Beachlife in the appendices on page 64.)

### **1.3 Description of the problem situation**

Until a decade ago Beachlife had a strong position in the Dutch marketplace, however, in the past years their market share decreased. Not only is this due to intense competition from chains and larger beachwear brands but also because Beachlife had difficulties to continue the brand. Another factor that influenced Beachlife's performance is that the company has been taken over by different owners several times because of financial problems and lacking management. Every take-over resulted in adopting another strategy which caused uncertainty about the brand and about the road ahead for the employees, the collections, marketing and sales strategies. Costs have been cut down wherever possible which resulted in a lack of brand awareness among the target group of Beachlife and increasing competition.

For smaller brands it is difficult to gain large market share. When it comes to marketing, they do have quite a disadvantage compared to larger brands. Small budgets, limited resources such as time, staff, and knowledge make it difficult to apply marketing strategies that can compete with the competition. Beachlife is one of these smaller brands that has to think of low-cost and effective marketing strategies in order to reach their target group. In 2009 Beachlife has undergone rebranding and again in 2013. Moreover, marketing planning is an important aspect of the brand. The current situation of the brand can be found in the SWOT analysis.

### **1.4 SWOT analysis**

The following SWOT analysis indicates what is happening in the internal and external environment of Beachlife. Several factors are considered and combined they provide a summary of how Beachlife is doing, as well as a prediction of their performance in the future. Please find below an illustration of the SWOT analysis, followed by an explanation that addresses each factor.

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>Unique brand concept</li> <li>Brand ambassadors</li> <li>Possibility to invest</li> <li>Broad stock, wide range of products and fair prices</li> </ul>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>Restructuring</li> <li>Understaffing</li> <li>Products are highly dependent on the weather</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>Social media activity</li> <li>Set-up of online shop</li> <li>Innovation around collections</li> <li>Unique brand concept</li> <li>Current market situation</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>Competition</li> <li>Difficult market situation for retailers</li> </ul>

Figure 1: SWOT analysis of Beachlife

### Strengths

Beachlife has created a strong identity in the past year. The mission, vision and values of the brand are now implemented in every activity Beachlife carries out. An internal branding project created awareness among the employees about the new brand identity. Moreover, the management team is creative when it comes to recall of internal to external branding. By organizing monthly general meetings, the different departments stay updated on each other's projects and employee engagement is triggered. Beachlife challenges its employees to become brand ambassadors which is vital to a strong brand.

In addition, since the take-over by the new owner, Beachlife has the possibility to invest. When growth of the brand can be proven, the investor is willing to boost the budget which makes more marketing activity possible. When it comes to the product, Beachlife has a good position because it works with a broad stock, the brand offers a wide range of cup sizes, and a good fit for a fair price.

## Weaknesses

In 2012, Beachlife was taken over by a new investor who also bought Cyell, a beachwear and nightwear brand that operates in the mid-to-high price segment. Beachlife and Cyell merged, and the original owners of Cyell became part of the management team of the overall organization. The investor in both the companies became the owner. Due to these changes, the organization of Beachlife was restructured and tasks moved to the head office of Cyell in Friesland, a Northern province of the Netherlands. The amount of employees of Beachlife decreased with 80%. Beachlife now works with a small organization and the deployment of staff should therefore be strategic and efficient. During busy times Beachlife is slightly understaffed which puts pressure on the employees.

Another weakness of Beachlife is that the products are subject to the weather. Bikinis, bathing suits, and accompanying accessories are labeled as seasonal products and are highly dependent on the weather and customers' sun holidays.

## Opportunities

For Beachlife there are opportunities in the online environment, for example, in terms of social media, and also in the set-up of an online shop. As many customers have been asking for an online shop, the quantitative research for the purpose of this report will show whether the demand is indeed high among the target group. Setting up an online shop means that sales will not only go through retailers but also through Beachlife's own sales channel.

Moreover, Beachlife works from a certain concept in which branding is very important. The unique brand concept of Beachlife can be used more often in order to create a stronger position in the beachwear market, and, become recognizable as a unique brand. In addition, the current market situation is perceived as an opportunity for Beachlife. Due to the economic challenges, retailers renew their assortments which offers chances to turn prospects into clients. Also, Beachlife acts upon the current market situation in terms of innovation in their collections.

When it comes to marketing activity, Beachlife can use a boost which increases awareness of the brand among the target group. There are opportunities in terms of event marketing & sponsorship and viral marketing, however, doing research into more low-cost and effective marketing strategies might lead to useful insights for Beachlife.

## Threats

A threat that might be the result of setting up an online shop is losing retailers who get scared off and see their sales decline. A compromise agreement should be arranged in order to keep retailers as clients as well. The best solution would be to create a plan that will result in a win-win situation for both Beachlife as the retailers. Another threat is competition: chains and larger beachwear brands with a higher budget and therefore more marketing activity such as events, promotions, online campaigns, brand ambassadors, etcetera. Moreover, retailers are having a hard time to exist; they might become obsolete which causes bankruptcy and leaves Beachlife without clients.

## 1.5 The opportunity

In terms of growth and more success for Beachlife in The Netherlands there are several opportunities that need to be investigated. Beachlife decided to create a strategic marketing plan which will hopefully lead to more brand awareness, increasing sales and more business opportunities. As Beachlife is a small brand there is a low marketing budget; the marketing strategies that will be carried out need to be low-cost, efficient and effective. This research will show where Beachlife is positioned in terms of brand awareness, based on research among the target group. Moreover, the research will offer insight into event marketing & sponsorship and viral marketing, and whether these strategies are suitable for Beachlife. In addition, more low-cost marketing activities which are efficient and effective especially for small brands, are introduced and analyzed on their adequacy for Beachlife. Based on conclusions from the results of the quantitative research and the theories studied, an advice for Beachlife is provided.

## 1.6 Research question and sub questions

The proposed research question is formulated as follows: **Are event marketing & sponsorship and viral marketing effective strategies in order to raise brand awareness of Beachlife?** The sub questions will contribute to the research in such a way that they form the basis to ultimately answer the research question. Several interrelated questions support the sub questions in order to provide a coherent body for the theoretical framework.

**Sub question 1: To what extent can the studied theories help Beachlife to build and maintain a strong brand?**

What is a brand?

Which theories can be used in order to (re)build a strong brand?

What is brand awareness and how can it be measured?

**Sub question 2: To what extent can the proposed marketing strategies help Beachlife to raise their brand awareness?**

What does an effective marketing strategy imply?

What is event marketing & sponsorship?

What is viral marketing?

How can social media contribute to raising brand awareness?

**Sub question 3: To what extent can Beachlife reach their target group and meet their expectations?**

Through which channels can Beachlife best reach their target group?

What does the target group expect from Beachlife?

How can Beachlife measure the effectiveness of the marketing strategies?

**1.7 The purpose of the study**

The purpose of this study is to analyze and test how Beachlife is currently doing in the market and which strategies can help to raise brand awareness among the target group. This research is relevant for Beachlife as it will point out what their target group wants and expects from the brand. The advice should contribute to growth and success for Beachlife.

It is important to note that this research is theoretical and practical. The theories studied, combined with the results from the quantitative research among the target group, form the basis of the research and the advice. Due to the time limit of this research the final results of the implemented marketing strategies will not be processed but the advice includes how Beachlife could measure the effectiveness of the strategies.

**1.8 Restrictions and justifications**

It is very difficult to conclude when a strategy has proven itself to be effective. When it comes to measuring marketing effectiveness many marketers base the results on their own preferences of tools and formulas. An industry-wide measurement is Return On Investment (ROI) which is taken into account in the long term planning of marketing activities. However, since Beachlife works with retailers instead of having its own selling points it is not easy to measure the exact ROI. There is no action-reaction process, therefore testing the results is difficult. In cooperation with Beachlife there have been set several goals that, when being met, show the effectiveness of the marketing strategies. Please find the set goals in the following chapter.

## 1.9 Measurement of effectiveness

The following goals have been set in order to measure the effectiveness of the marketing strategies:

Goal 1. In the process of writing this research Beachlife already started to develop an online community, growing sales, and more positive (online) responses to the brand. By the end of calendar year 2014, the online community on Facebook has grown to 3.000 followers. Moreover, Beachlife should be active on different social media channels as well. Research among the target group will show which channel is suitable for the brand.

Goal 2. All employees are considered to be brand ambassadors; they know how to represent the brand and they can identify themselves with it. By the end of calendar year 2014, employees will be tested whether they comply with the key values of the brand.

Goal 3. It is not possible to analyze how every spent Euro on marketing activity delivers turnover, however all activity that raises brand awareness indirectly leads to a higher turnover percentage. The goal is that Beachlife has realized a 30% increase in turnover compared to 2013. The point of measurement will be September 2014.

Goal 4. Beachlife will make profit again in calendar year 2014 which shows that implementing the marketing strategies, and thus raising brand awareness, actually contributed to the overall success of the brand.

## 1.9 General structure of the report

In the introductory chapter the background and research area have been described. After this introduction the theoretical framework provides an outline of the theories studied which are substantial when drawing conclusions. The methodology gives an overview of how the author came to the theories studied and in addition the background information on the quantitative research is provided. The chapter 'Results and analysis' provides a broad overview and analysis of the results from the quantitative research in which provisional conclusions are drawn. The chapter 'Discussion and conclusion' concludes on the studied theories as well as the results from the quantitative research. Moreover, assumptions and comparisons are part of the conclusion. Then, in the chapter 'Advices', both conclusions from the theories studied and the quantitative research among the target group of Beachlife are combined and form the basis of the formulated advice for Beachlife.

## 2. Theoretical framework

This chapter provides a theoretical framework on which the research and the advice are based. As described in the previous chapter, several sub questions need to be asked in order to finally answer the research question. The following theories provide a framework when answering the questions and, in the end, to formulate the advice.

### 2.1 A brand

Before elaborating on the theories studied about brand awareness and building a strong brand with the use of marketing strategies, two definitions of the term *brand* will be given. Seth Godin, author of marketing and management book *"In Praise of the Purple Cow"* defines a brand as "the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another" (Godin, 2009, para. 1). In addition, Kotler defines a brand as "the name, term, design, symbol or any other feature that identifies one seller's product distinct from those of other sellers" (Kotler, 1991, p. 442). When comparing the two, one conclusion can be that Godin's definition is about the intangible aspects of the brand and the consumer's decision. Kotler's definition is about the practical, tangible and visible aspects of the brand. For the purpose of this research the two definitions will be combined and considered as one, in order to have a complete description of both the intangible and the tangible aspects of a brand.

### 2.2 Brand awareness

Today's market environment is characterized by increasing competition, globalization and complex preferences of the well-informed consumer. These factors make it difficult to market products and services to consumers but it also encourages the search for new ways of reaching them (Kotler & Pfoertsch, 2010). For a long time now, brand awareness has been acknowledged by various researchers to be an essential aspect of marketing and communication. The consumer must first be aware of the product that is offered before being able to consider the brand for purchase. Awareness needs to be created and maintained according to the characteristics of the target group of the brand. Moreover, the particular situation in which the brand finds itself needs to be considered before deciding on how to create brand awareness (Fill, 2013). Keller asks the following question in order to define brand awareness: "How well do the brand identities serve their function?" (Keller, 1993, p. 3). When the functions of the brand identities are served well, this increases the chance that the brand is part of the consideration set of the consumer (Keller, 1993).

Therefore, brand awareness influences the consumer decision making process either in a positive or negative way, depending on how well the brand identities serve their function in the memory of the consumer. As developments in the field of marketing communications occur frequently, a more original approach to creating brand awareness should be considered by businesses. Nowadays, consumers are more than ever in charge of what is happening in the market and modern marketing strategies embrace this fact as an opportunity. A strong brand lives by its values, carries out its identity in the internal as well as the external environment; the brand has to illustrate what the target group, the people, find desirable, memorable and trusted (McNally & Speak, 2003).

A reason for studying brand awareness is to create strategies that improve marketing productivity and efficiency. High levels of brand awareness increase demand from the market and therefore the probability of brand choice. Assessing the level of brand awareness can be done effectively through aided or unaided memory measures which will determine the level of recall or recognition by the target group. Moreover, an increasing demand for the product shows that the target group is getting more aware of the brand. Another approach for assessing brand awareness is to investigate the relationship between the brand name and effects of the marketing mix such as product, price, place, promotion (Keller, 1993).

### **2.3 Building a strong brand**

Keller explains that a strong brand understands why and how their consumers value them and how the consumers can be influenced in these matters. According to Keller, building a strong brand involves “creating mental structures and helping consumers organize their knowledge about products and services in a way that it clarifies their decision making and, in the process, provides value to the firm” (Keller, 2003, p. 8).

In 2007 Simon Sinek raised the question why some companies can be more innovative and successful than others and how they are able to repeat their success. According to his theory, in business it does not matter what you do but why you do it (Sinek, 2009). Sinek can be seen as a visionary as he leads an organization to inspire people to do the things they are inspired by. In his book *“Start With Why: How Great Leaders Inspire Everyone To Take Action”* he explains ‘The Golden Circle theory’ in which three dimensions are the key: *why*, *how* and *what*.

The Golden Circle theory forms a perspective of how brands can use practical applications in order to inspire others. With the theory in mind it can help businesses to improve their corporate culture, product development, marketing and consumers' brand loyalty. It all starts from the inside out starting with asking *why*. Sinek argues that inspired and inspiring brands communicate from the inside and market their products in such a way starting with explaining *why* they do it and *why* people should buy their product. Sinek states that consumers actually buy not because of *what* companies do but *why* they do it. There has to be a deeper meaning behind the product, that is, the *why* is the driving force; the brand's identity. When being successful in communicating the brand's identity, the product is the tangible proof of the *why* (Sinek, 2009). Please find below Sinek's illustration of The Golden Circle theory.

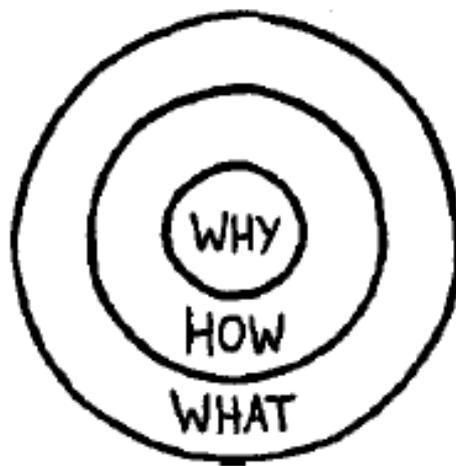


Figure 2: The Golden Circle theory by Simon Sinek (Sinek, 2009)

This theory is applicable to any brand that is searching for inventive ways to create brand awareness, however, it is also applicable to already successful brands. It offers a modern approach to doing business and reaching the target group. As there is a wide choice range for consumers and they can have strong brand preferences, having a deeper meaning behind the product most likely contributes to convincing the consumer to buy the brand. From a marketing perspective, the brand should communicate a story, their brand identity, in such a way that it becomes recognizable in the product, being the deeper meaning behind the product.

## 2.4 Marketing strategies

Marketing can be defined as a social and managerial process which companies use to create and build valuable relationships for and with consumers in order to receive value from them in return.

The value can be received in terms of brand preference, purchase, brand loyalty, and therefore profits (Kotler & Armstrong, 2010). It can be argued that marketing fulfills an important function at several levels within a company. Moreover, the marketing aspects are essential in formulating the corporate strategic plan and are therefore the bridge between the company and its target group (Jain, 2000). As the world is more than ever turning from a seller's market into a buyer's market, the marketing concept substantiates the need for consumer orientation (Boone, et al.). Event marketing and sponsorship are two of many marketing strategies that companies can implement in order to raise brand awareness. The two strategies are described as following.

#### **2.4.1 Event marketing & sponsorship**

From a marketing perspective, an event can be defined as “a themed activity, occasion, display, or exhibit (such as a sporting event, music festival, fair, or concert) to promote a product, cause, or organization” (Event Marketing, n.d.). Event marketing & sponsorship activities have become the mainstream strategies for businesses and brands to promote what they have to offer. Events play an important role in this society where contemporary consumers are being targeted by many brands. The main role of events is positioning the brand and its product/service in such a way that it is likely for the consumer to be attracted to it, without the consumer being too much aware the event is a promotional tool (Preston, 2012).

Today, companies are increasingly investing in sponsorships as strategic moves. The purposes it serves, when the sponsorship activity is a success, are improving the brand's reputation, attracting the interest of the target group, stimulating brand awareness and ultimately increasing sales. Exposing a brand by means of a promotional initiative should lead to a positive attitude towards the brand in the consumer's mind. The sponsored activities should be selected carefully as a consumer with a high level of affinity with the event or location is more likely to have affinity with the brand than consumers with a low level of affinity with the event or location (Bloom & Keller, et al.).

There is evidence that sports and entertainment sponsorships can very successful. Energy drink maker Red Bull is for example a well-known sponsor of many events, locations, teams and individual athletes. In addition, Red Bull creates memorable experiences around music with their own label and music studios. The brand is great at selecting their sponsorship activities as they all fit the target group's lifestyle and interests.

Red Bull is therefore a good example for many brands and sponsors who are interested in brand activation and raising brand awareness. Examples of events or organizations sponsored by or named after Red Bull are the Red Bull Air Race World Series, Red Bull Slope Soakers, music festival Coachella, Austrian football club FC Red Bull Salzburg, Red Bull Racing formula 1 team, and the Red Bull Music Studios in Amsterdam (Urbanus, 2012).

Another example of a sponsorship activity is to sponsor a team or person who play a 'brand ambassador's' role for both the brand and the lifestyle that it promotes. Billabong is a clothing company which sponsors men's and women's surf and other watersports teams as well as snowboarding teams. These partnerships are usually successful for both the athletes and the brand, as it helps the athlete to get to places and contests they dream about and in return generates a lot of exposure for the brand, its logo, products, etcetera. The brand ambassadors are provided with clothing, accessories and materials of, in this case, Billabong. Moreover, the brand sponsors contests which suit the lifestyle of its target group and therefore it is likely that the consumers can identify with the brand and its values. Billabong has proven that the concept of having brand ambassadors can be very profitable (Joel Parkinson renews Billabong sponsorship in a long-term deal, 2014).

#### **2.4.2 Viral marketing**

In the past years the internet has become part of a lifestyle for many people. It serves goals such as doing research for jobs or education, communicating, finding news, book travel reservations, and other activities. For this online environment content needs to be created, which forms a great opportunity for marketers to positively position their brand or service. This online environment can be referred to as viral marketing, a term commonly used by marketers (Ho & Dempsey, 2010). The word viral is used in the term because it refers to the exponentially growing way of transmitting messages. According to Kaplan and Haenlein, viral marketing is "electronic word-of-mouth whereby some form of marketing message related to a company, brand, or product is transmitted in an exponentially growing way – often through the use of social media applications" (Kaplan & Haenlein, 2011, p. 263). A viral marketing campaign is more likely to succeed when the marketers are able to communicate their message in such a way that the key information is being sent forward and shared by the target group. This is how the snowball-effect arises which has a positive impact on the campaign and the amount of recipients.

Research has shown that the group of consumers being online is growing, indicating that online communication and viral marketing play an increasingly important role in the consumer's decision making process (Ho & Dempsey, 2010). Various authors write about the significant effects of the internet. The consumer is not only in control of how information is shared but also how it is generated, created and organized. The potential for social marketers to use the internet as a promotional tool has never been this high (Thackeray, 2008). The concept of viral marketing thus suggests that marketers can use the power of networks in order to promote their product or service which results in sales. (Bruyn & Lilien, 2008)

The question how for example social media can contribute to increasing brand awareness can be raised here. Through the use of social media applications such as Facebook, Twitter, Instagram, Pinterest or YouTube, word-of-mouth can be created. For businesses, these channels might be valuable to share information about a brand, product or promotion. When the recipient shares this information with his network, this word-of-mouth shows to have substantial influence on the consumer's attitude and behavior. Word-of-mouth is proven to be up to seven times more effective than for example print advertising (Kaplan & Haenlein, 2011). The figure below illustrates the relationship between word-of-mouth and the growth of the message through social media which together form the basis of viral marketing.

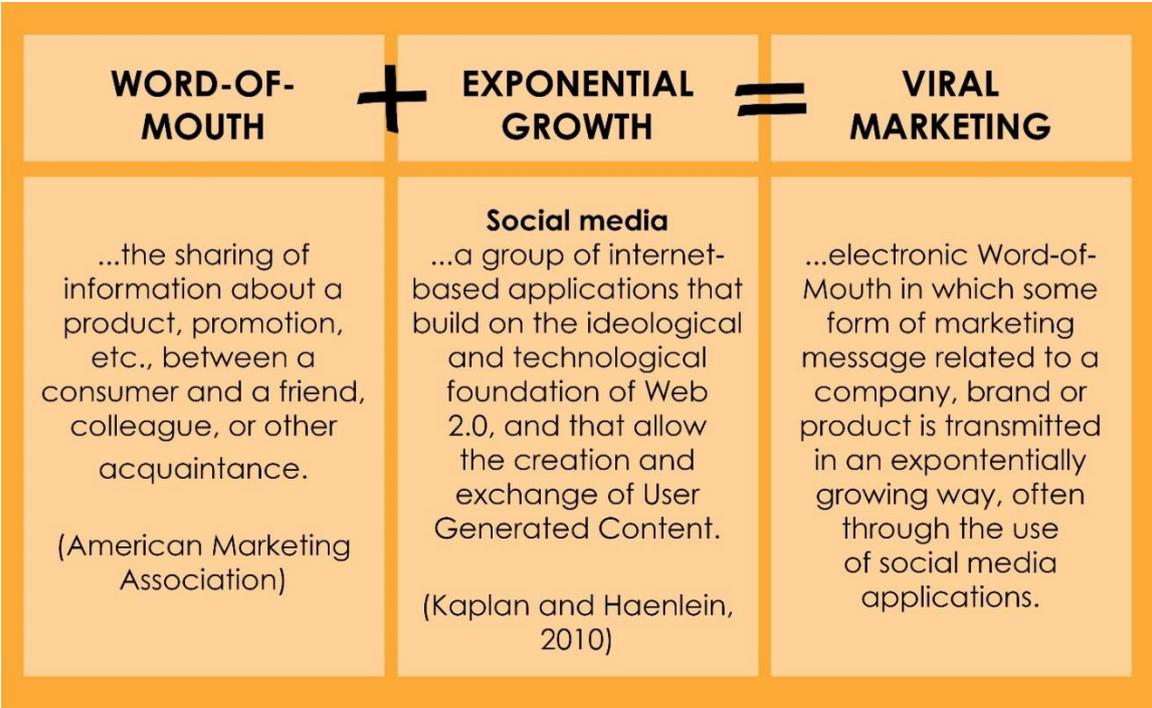


Figure 3: Word-of-mouth, exponential growth and viral marketing (Kaplan & Haenlein, 2011)

## 2.5 Conceptual framework

The concepts described in the theoretical framework all link up because they are involved in the process of creating a strong brand and raising brand awareness. Beachlife proposed two marketing strategies that need research because it has not been proven yet that they are corresponding with reality and the expectations of the target group. This study is meant to investigate how Beachlife is doing and as a test whether the marketing strategies are suitable for the brand. Based on the conclusions drawn from the theories studied and the quantitative research, an advice will be formulated.

The theoretical framework substantiates the provisional ideas of the author, an example of this can be found in viral marketing. It is presumed that social media provides us with the most important networks and opportunities, however first it needed research in order to prove it is indeed important and not only because it is common to use nowadays. In addition, the quantitative research among the target group will substantiate the ideas that came from the studied theories. Moreover, from the Golden Circle theory, ideas came to mind that this alternative way of thinking could be used well for a brand as Beachlife. Also, while doing research, it became clear that the thoughts of the target group had to be investigated as they are even as important, if not more important, than the theory behind the strategies. Finding out whether they also think that event marketing is a valuable tool and whether it would win them over as consumers is the next step. This research links up because there is a theoretical part and practical part; in this case it makes a strong combination and can substantiate each other in order to provide Beachlife with a well-founded advice.

## 3. Methodology

In order to answer the research question and formulate a sensible advice for Beachlife, a variety of researches have to be carried out. This chapter provides an insight into the methodology of this report.

### 3.1 Field research

Field research is an important aspect of this report. An online survey serves as the research among the target group in order to find out what they know of and expect from Beachlife. (Please find the survey questions in the appendices on page 39.) Before spreading the online survey among the target group, a focus group has been arranged with three women who are part of the target group. Beachlife's marketing manager Daniëlle Luimes, general sales manager Marloes Heijmans and Communications Sciences graduate Rachèl Ottenhoff, MSc, functioned as a sounding board in order to establish a clear survey. The quality of the questions and user-friendliness were discussed and based on the feedback of the focus group the survey has been improved where necessary.

#### 3.1.1 Design

In the first questions of the survey participants were asked about general information such as age, level of education, use of social media and interest in fashion. After the introductory questions the survey explained that the following questions were about beachwear brands. Participants were asked to fill in the amount of beachwear items they have, to answer questions about their knowledge of and preference towards beachwear brands and their recognition of Beachlife and its logo. Towards the end of the survey participants were tested in their preferences towards event marketing and their willingness to be acquired as a customer or not.

#### 3.1.2 Sample

The sample of the online survey consists of Dutch women between 18 and 35 years old. In the best interest of the research, Beachlife's female target group has been used for the online survey. The aim of the quantitative research is to find out what the target group already knows about Beachlife and what they want and expect from the brand in the future. In order to receive as many results as possible, Beachlife was willing to give away a bikini top and bottom to one of the participants.

Opting for 150 respondents seems like a plausible number of respondents, therefore this number was the minimum. Calculating the averages of 150 results provides a reliable impression of the target groups' wishes and thinking. In reality, a total of 158 participants completed the online survey between March 25<sup>th</sup> and April 8<sup>th</sup> 2014. The average age of the participants is 23.9 years old.

### **3.1.3 Description of materials**

The tool used to create the survey is Qualtrics, which provides the user with a clear and professional website and survey builder. It offers many options and is user-friendly as well as specialized in usability for the respondents. Qualtrics provides the user with a tool to download results in an overview that can be uploaded to Statistical Package for the Social Sciences (SPSS). Collecting data by means of the compatibility of these two programs saves a lot of time and provides the user with reliable calculations. Results are shown in an organized and clear overview, retrieved from SPSS.

## **3.2 Desk research**

In addition to field research, desk research is needed in order to provide the theoretical framework behind the research area. Sources of information for the desk research are marketing and management books, research studies and articles of authors within the field, mainly found in internet databases. The purpose of the use of desk research is that the studied theories substantiate the final advice. Combined with the quantitative research, the studied theories answer the sub questions which will be basis of the advice. For this research a total of 22 digital and printed sources have been used.

### **3.2.1 Description of materials**

The theory is found by means of the academic search engine Google Scholar and by consulting other databases such as Academic Search Premier, LexisNexis Academic and Marketing Online. The following search terms have been used in order to find relevant information: "definition brand", "brand awareness", "marketing promotion", "marketing strategy", "event marketing", "event marketing sponsorships", "raising brand awareness through event marketing", "sponsoring events", "successful sponsorships", "definition viral marketing", "viral marketing and social media", "viral marketing raising brand awareness", "social media", "social media behavior". Moreover, the 'snowball effect' started to occur during the first phase of doing research: via references of the consulted theories other interesting articles have been found.

All consulted literature has been selected by means of relevance, credibility, academic standards and currency. Two exceptions to using current literature have been made – being Keller’s theory from 1993 and Kotler, also dated from 1993 – however these theories have been proven in their existence and are still used because of their relevance. The remaining sources are dated from the year 2000 to the present.

### **3.3 Ethics**

The online survey has not been designed under false pretenses nor did it point the respondents in a certain direction. No false claims have been stated and if preferred, participants could fill in the survey anonymously. In order to have a chance at winning the bikini the respondents had to fill in their email addresses. The survey stated that the email addresses will not be used by third parties and respondents would only receive Beachlife’s newsletter when they gave their specific permission for it.

## 4. Results and analysis

In this part of the report the average results of the online survey among 158 participants are provided and analyzed. (Please consult the appendices on page 45 for the average of the results of all completed surveys.)

The results of the general and introductory questions show that the average age of the participants is 23.9 years old ( $M = 23.9$ ,  $SD = 4.74$ ). The average age corresponds with the amount of students who completed the survey, with a frequency of 72 or 45.6%. Most of the participants are enrolled in or have finished their bachelor studies at a University of Applied Sciences (Dutch HBO), counting for 48.7% of the sample. From the participants 17.7% is studying at or have studied at University level. Calculations from the question to what extent the respondents are interested in fashion show an average score of 4.35 on a scale from 1 to 5 ( $M = 4.35$ ,  $SD = 0.78$ ).

The degree of brand awareness of Beachlife has been measured by means of three questions. The first question lets the participant name beachwear brands without recognition and aid. The second question asks the participant to pick from a list the beachwear brands she is familiar with. The third question asks the participant whether she recognized the logo of Beachlife. Results from these questions show that 46.8% of the participants were not familiar with Beachlife. In addition, 50.6% of the participants have never seen Beachlife's logo before. These two percentages correspond with each other, concluding the logical fact that not only those participants who do not know the brand but also those who are familiar with Beachlife do not recognize the logo. From the participants who did recognize the logo, 36.1% stated that they have seen it on social media. Only 22.2% of the participants who did recognize the logo stated that they have seen it in a physical store.

In terms of popularity, 82.2% of the respondents who are familiar with Beachlife, like the brand. In terms of age and buying behavior of Beachlife, it can be concluded that women who have bought one or more products in the past two years are around 35 years old. Participants with the ages from 20 to 24 years old have mainly answered 'No' to the question whether they bought a Beachlife product in the past two years. The following table shows the relationship between age and buying behavior.

What is your age? \* Have you bought one or more Beachlife products in the past two years?

Cross tabulation				
Count	Have you bought one or more Beachlife products in the past two years?			
		Yes	No	Total
What is your age?	18	1	7	8
	19	2	6	8
	20	4	14	18
	21	1	18	19
	22	4	27	31
	23	2	13	15
	24	2	12	14
	25	1	8	9
	26	1	3	4
	27	0	1	1
	28	2	3	5
	29	0	3	3
	30	0	2	2
	31	0	2	2
	32	2	0	2
	33	2	1	3
	34	1	4	5
	35	8	4	12
Total		33	125	158

Table 1: Cross tabulation age/buying behavior Beachlife

The main reason for the 79.5% of the participants who have not bought a Beachlife product in the past two years is that they were not familiar with the brand before, this group counts for a total of 58.9%. In addition, 20% of those people who have never bought a Beachlife product do not have a specific reason. The main reason why 21.5% of the participants have bought a Beachlife product in the past two years can be retrieved from the results showing that the quality and attractiveness of the products have been mentioned frequently.

A couple of questions have been dedicated to measuring the social media behavior of the target group of Beachlife. Facebook is 100% represented, followed by LinkedIn with 53.2% and Instagram with 50.6%. YouTube is also a popular medium with 48.1% followed by Twitter and Pinterest with both 32.3%. As 100% of the participants are active on Facebook, Beachlife can easily increase the amount of followers. The percentage of the participants who are currently following Beachlife is 35.4% which is already relatively high due to the fact that the Facebook page of Beachlife also shared the link of the survey. From the Facebook users 53.2% indicated that they are mainly online after 18h00.

Moreover, the results show that the participants would be interested to be present at an event organized by Beachlife. The table below presents the results from the question, answered by a total of 158 participants. 80 participants (50.6%) answered to be appealed to an event in the form of a music festival, next comes 46 participants or 29.1% who are interested in a fashion show in beach style and third comes the sports event, answered by 26 participants (16.5%).

If Beachlife would organize an event for their (potential) clients, which of the following themes would be most appealing to you?

		Frequency	Percent	Cumulative Percent
<b>Valid</b>	Fashion show in beach style	46	29.1	29.1
	Music festival	80	50.6	79.7
	Sports event	26	16.5	96.2
	Raising money for a charity	4	2.5	98.7
	Other, such as ...	2	1.3	100.0
<b>Total</b>		<b>158</b>	<b>100.0</b>	

Table 2: Appealing theme for Beachlife event

When participants were asked for the main reason why they would choose one brand over another, 66.5% answered that price/quality ratio is the largest contributor to their brand preference. This also corresponds with the results from the question what Beachlife could do to obtain the participant as a customer, where only 3.2% of the participants answered that the quality should be improved.

The most important aspect Beachlife should work on is to be easier to find in stores, this has been answered by 49.4% of the participants. In addition, 36.1% indicated that Beachlife should open an online shop to obtain them as a customer. This leads to the next question which was dedicated to the participants' interest in online shopping. The participants were asked to indicate with percentages the time they spend shopping in a physical store and the time they spend shopping in online stores. Results show that participants spend 37.8% of their total shopping time in online stores, which is a surprisingly high percentage.

Results from the research show that 42.2% of the participants find convenience the main reason to shop online. The second highest percentage is 25.3% for home delivery being the main reason for online shopping. The final question in the online survey was whether the participant would like to receive the newsletter of Beachlife. If so, they could leave their email address in the designated box. 46 participants (29%) are interested in receiving the newsletter.

## 5. Discussion and conclusion

There are many theories to be found regarding suitable marketing strategies and their effects. However, every brand should do research into what is needed by the target group and how the strategies can have a positive effect on the brand awareness of the brand. The following conclusions on the quantitative research among the target group substantiate that event marketing can be a profitable strategy, especially when the event location and theme suit the preferences of the target group. In terms of sponsorship, it can be concluded that Beachlife is doing well. However, there are opportunities in terms of assigning a brand ambassador's role to a suitable person who promotes the brand and its lifestyle. When it comes to viral marketing, results show that there are many opportunities in the online environment for Beachlife.

In short, the results of the quantitative research among the target group show that Beachlife needs to work on raising brand awareness. Almost half of the participants was not familiar with Beachlife before, nor did the recognition of the logo score high. Moreover, an important characteristic of the female target group is that the interest in fashion is extremely high. This is an important aspect to consider when applying event marketing & sponsorship, as well as in terms of product development. In addition, it can be concluded that the target group of Beachlife is relatively high educated, which needs to be taken into account in all means of communication.

In terms of age and buying behavior of Beachlife, the results show that women who have bought one or more products in the past two years are around 35 years old. From this fact it can be concluded that the products may be too expensive since women in their beginning 20's could perhaps not afford the products. Another statement could be that young people are not into the products of Beachlife whereas it does suit the taste of 35 year old women. When it comes to popularity, the conclusion can be drawn that many of the respondents who are familiar with Beachlife like the brand a lot. This shows that the brand association is positive when Beachlife obtained a place in the customer's mind.

When it comes to the social media behavior of the target group of Beachlife, Facebook is 100% represented, followed by LinkedIn and Instagram. YouTube is also a popular medium, followed by Twitter and Pinterest. As 100% of the participants is active on Facebook, Beachlife could easily increase the Facebook community.

Many participants indicated that they are mainly online at social media channels after 18h00, therefore it is very well possible that Beachlife had best reach their target group in the evening hours. Moreover, the popularity of other social media channels indicates that Beachlife could be more innovative in reaching their target group through other channels as well instead of only through Facebook and Pinterest.

Another result shows that the participants are quite interested to be present at an event organized by Beachlife. In terms of event marketing, Beachlife could take Red Bull as an example in staging all different sorts of events. From music festivals such as Coachella to (extreme) sports events: they all suit the lifestyle of the target group. Even a combination of two or three themes could be considered by Beachlife as well.

As Beachlife strives to deliver good quality for a fair price, they suit the wishes of the target group well because 66.5% of the participants answered that the price to quality ratio is the largest contributor to choosing one brand over another. However, Beachlife must improve visibility of the brand in the stores.

Since our world is becoming more digitalized, it is not surprising that many of the participants responded that Beachlife should set-up an online shop in order to obtain them as a customer. One conclusion can be that Beachlife is missing out on a lot of customers because they do not offer their products online. The fact that online shopping is convenient is one of the main reasons why the target group wants Beachlife to be available online. Home delivery is an important aspect in the online shopping experience, therefore it must be taken into account that the organization around the offered service would be arranged well in the set-up of an online shop of Beachlife.

Since all of the individuals who filled in the online questionnaire are part of the target group of Beachlife, it is safe to say that these results are generalizable for the entire group of people Beachlife wants to reach. Not only can the marketing team of Beachlife draw conclusions from these results, they could be the very foundation of more inspiring ways to reach and please the target group. For future research, Beachlife could use parts of this survey to examine the wants and needs of the people who receive their (future) newsletter. Overall, this study has created a clear overview which can be used by Beachlife to increase their brand awareness.

## 6. Advices

During the research and analysis process ideas for the advice started to occur. These ideas have been incorporated and refined based on the studied theories and the quantitative research among the target group. This chapter provides answers to the questions that were introduced in chapter one. Together, the answers form a sensible advice for Beachlife in order to contribute to success and growth for the brand.

### 6.1 Using the studied theories to build a strong brand

From the studied theories, The Golden Circle theory by Sinek can be valuable to Beachlife. As the company has a unique brand concept, this can be incorporated more often in every means of communication. It is advisable that the marketing team applies this strategy in such a way that it becomes a conceptual strategy, that is, the brand concept returns in every aspect around the brand's communication in terms of internal communication, social media activity, promotion of the collection, event marketing & sponsorship, etcetera. The story behind the product, the *why*, can be found in the five key identifiers of Beachlife. These intangible aspects provide the customer with recognizable values with which they can identify. Building on the story around the brand creates a certain relationship in which the product becomes the tangible proof. These factors together account for a customer's decision to choose for Beachlife. Moreover, when the *why* will be incorporated more often, Beachlife helps to organize the customer's knowledge about the brand and its products. According to Keller, this clarifies their customer's decision making and therefore provides value to the brand.

In addition, the theory by McNally and Speak (2003) states that a strong brand lives by its values and should illustrate what the target group finds desirable and memorable. When Beachlife carries out all communication according to their values, this creates a trusted concept which is recognizable for the (potential) customers and can therefore contribute to more brand awareness and, on long-term, brand loyalty. It is advisable that the conceptual strategy will be continued as it will most likely lead to growth for the brand. As stated by Beachlife as one of its strengths, the internal branding project has been a success. Therefore it is advisable that this project continues by means of the monthly general meetings because it will most likely lead to more positive word-of-mouth around the brand. Also, as one of the results from the quantitative research showed that the most important aspect of choosing between beachwear brands is the price to quality ratio, Beachlife is doing well by including this in the mission statement. The brand can use this as a strength and should therefore continue promoting this.

## **6.2 Marketing strategies that raise brand awareness**

According to the studied theory, sponsorship is a valuable promotional tool when the consumer has a high level of affinity with the event or location. Beachlife is already sponsoring Beachclub No. 5 in Zandvoort, which is a modern beach club with a relaxed ambiance. The location, interior, staff and mission of Beachclub No. 5 suit the identity of Beachlife well, therefore it is advisable that Beachlife continues the sponsorship and makes more use of the location. When it comes to event marketing it can therefore be advised to consider Beachclub No. 5 as a location for the Beachlife event. Staging an event is an opportunity to promote the brand and the products. The results of the research among the target group shows that there is a high interest in a music festival and fashion show in beach style. In order to meet the wishes of the target group it would therefore be a good fit to organize a music festival in Beachclub No. 5 in combination with a preview of the summer 2015 collection. The (potential) customers will have a high level of affinity with the event and the location and therefore, according to the theory, they are likely to have affinity with the brand. In addition, by staging the event at Beachclub No. 5 costs can be kept low. It would be an interesting combination of event marketing and sponsorship where the goal of raising brand awareness will most likely be achieved.

## **6.3 Reaching the target group and meeting their expectations**

When it comes to meeting the expectations of the target group in terms of event marketing, the section above described the opportunity for Beachlife. In terms of viral marketing, results of the quantitative research show that the target group is very active on a variety of social media channels. Moreover, the target group is relatively high educated, which needs to be taken into account when choosing the social media channels and targeting the messages. As Beachlife is only active on Facebook and Pinterest there is a lot to improve in this area. It is advisable for Beachlife to be present at least on Instagram as well because 50% of the participants of the research is active on this channel. YouTube is also a popular medium, which can be used to spread a promotional movie around the brand's identity or the collections. Moreover, delivering more social media content in general was one of the answers mainly mentioned when it comes to what Beachlife can do to obtain more consumers. As the results showed that many Facebook users are active in the evening hours, it is advisable that Beachlife becomes more active and engaging with the online community, especially after 18h00.

Another important result from the online research among the target group is the preference for online shopping. Many participants responded that this opportunity is one of the main contributors when it comes to choosing one brand over another. As Beachlife has not yet set-up an online shop it can be strongly advised to look at the opportunities here.

Moreover, the products are now too difficult to be found, therefore the online shop would provide the brand and the consumer with a good solution. In addition, the visibility of Beachlife in the current stores should be improved. An easy solution for this is to identify the possibilities of in-store promotions before the delivery season has started. This way, there is enough time for the marketing team to create custom-made promotional material adapted to the retailers' wishes. This will eventually turn to a triple win situation as Beachlife is well prepared and can deliver promotion material in time, the retailers are satisfied with the service and the products are easily found by the customer.

One of the results of the research shows that few young people actually buy products of Beachlife. This might be an interesting subject for further research. However, when Beachlife delivers more social media content and is more active on the, among the target group popular, social media channels, the brand awareness among the younger age group will most likely grow. Another interesting result shows that 29% is interested in receiving Beachlife's newsletter. Therefore it is advisable that Beachlife takes this opportunity and introduces a monthly or quarterly newsletter, in order to inform (potential) customers about latest news, promotions, inside information, special offers, etcetera. The result of spreading a newsletter is generating exposure of the brand which leads to word-of-mouth and an increase of brand awareness.

#### **6.4 Later developments**

During the research process the author has come to new insights which can be used as additional recommendations in order to contribute to the growth and success of Beachlife. After having closed the online survey a new strategy became possible to apply due to a boost in the marketing budget by the investors. Based on studied theory and examples of competitors, it can be concluded that the concept of brand ambassadors is suitable for Beachlife. Where for example Billabong is the sponsor of many professional surfers and snowboarders, who promote the brand and its lifestyle, it is advisable for Beachlife to choose a brand ambassador as well.

This concept is valuable as it has been proven to work: many brands, and also competitors in the beachwear category, have assigned the brand ambassador-role to one or more persons. Beachlife's target group has not been surveyed about this due to the time limit of this research. However, by investigating other brands, such as Red Bull and Billabong, it can be concluded that the concept is profitable and this means that Beachlife has an extra opportunity to extend the marketing strategies and get a return on the investment.

Such a partnership can be successful for both the brand ambassador as the brand itself, where the person is sponsored by the products and accessories and generates exposure for the brand, its logo, products, and lifestyle. Most likely, the results will be that customers identify with the brand ambassador, and therefore, the brand.

### **6.5 Measurements of effectiveness**

As stated in the studied theory, measuring brand awareness can be achieved by means of assessing the recall and recognition among the specific target group. This can be done by means of quantitative research or one-on-one tests. However, to make it easier for Beachlife to measure the effectiveness of the marketing strategies, four goals have been stated.

The first goal states that Beachlife should have an online community on Facebook of at least 3.000 followers, by the end of calendar year 2014. In addition, Beachlife should be active on more social media channels in order to meet the target group's expectations. As a result from the quantitative research, Instagram is, next to Facebook, the most popular social medium among the target group. By the time Beachlife will be active on Instagram, specific goals should be stated in order to measure the progress of building the online community. Statistical programs and social media applications have formulas and timelines which calculate the growth over a certain period of time.

The second goal states that all employees are considered brand ambassadors; they know how to represent the brand and how to identify themselves with it. By the end of calendar year 2014, employees will be tested whether they comply with the key values of the brand. When they are suitable to the brand and its values, internal to external branding project can be viewed as a success.

Moreover, the turnover rate can be calculated in September 2014. When this rate indicates an increase of 30% it can be said that this goal has been met. The last goal is quite general, however, it is a very important one. When Beachlife makes profit again in calendar year 2014, the goal of raising brand awareness and thus growing sales has been met. From this it can be concluded that, among others, implementing the marketing strategies contributed to the overall success of the brand.

To conclude, the following activities can be undertaken by the marketing team of Beachlife in order to raise brand awareness of the brand among the target group:

- Communicate from the inside out and consider the *why* in every aspect. The brand is built around five key identifiers, they can be used in every means of communication in order to create recognition. Continue promoting the mission of being a brand that values a good balance in the price to quality ratio as the target group finds this desirable.
- Stage an event in cooperation with sponsored Beachclub No. 5. Preferably a music festival combined with a fashion show/preview of the summer 2015 collection; if the event turns out to be a success it might be an idea to make it a yearly returning item.
- Get introduced to more social media channels, preferably Instagram as 50% of the target group is active on this channel. When it comes to Facebook, deliver more social media content mainly in the evening hours.
- Set-up an online shop as there is a high interest in online shopping. Especially because of its convenience and home delivery this is popular among the target group. In addition, it is one of the main contributors for the consumers when it comes to brand preference.
- Use the concept of assigning a brand ambassador-role to a suitable person in order to promote the brand and its lifestyle.

## Further research

Interesting subjects for further research are related to expanding the marketing strategies on an international level. Beachlife is aiming at becoming one of the most popular Dutch beachwear brands, and this research has focused on the two marketing strategies that Beachlife wanted to test among the Dutch female target group. However, in order to boost the company internationally, further research is needed to consider whether these marketing strategies will work out in other countries as well.

Moreover, for this research, the online survey has given useful insight into the target group's wishes and expectations, however, this information only forms the basis. More information concerning the target group is always needed and should be up to date, otherwise the company is merely taking a wild guess in terms of strategic planning. The social media behavior of the target group is an interesting topic of research. As the importance of online presence is growing it might be interesting for Beachlife to gain detailed information about the interests and behavior when it comes to social media.

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## Appendices

### A. Quantitative research: survey questions

Onderzoek naar naamsbekendheid en gebruik van social media

Q1 Deze vragenlijst is bedoeld voor vrouwen tussen 18 en 35 jaar en duurt ongeveer 5 minuten. Vul de vragen aub naar waarheid in; er is geen juist of onjuist antwoord. Als je kans wilt maken om een bikini ter waarde van €70 te winnen vul dan de gehele vragenlijst in en laat aan het eind je email adres achter. Alvast bedankt voor je deelname!

Q2 Wat is je leeftijd?

Q3 Wat is je beroep?

Q4 Wat is je hoogst genoten opleiding?

- VMBO
- HAVO/WVO
- MBO
- HBO
- WO

Q5 Wat is je huidige burgerlijke status?

- Vrijgezel
- In een relatie

Q6 Kun je aangeven op welke social media kanalen je actief bent? Meerdere antwoorden zijn mogelijk.

- Twitter
- Facebook
- YouTube
- Vimeo
- Pinterest
- Instagram
- Google+
- LinkedIn
- Flickr
- Tumblr
- Andere \_\_\_\_\_
- Geen

Q7 Hoeveel uur per dag ben je ongeveer actief op de social media kanalen? Laat open indien niet actief.

- \_\_\_\_\_ Twitter
- \_\_\_\_\_ Facebook
- \_\_\_\_\_ YouTube
- \_\_\_\_\_ Vimeo
- \_\_\_\_\_ Pinterest
- \_\_\_\_\_ Instagram
- \_\_\_\_\_ Google+
- \_\_\_\_\_ LinkedIn
- \_\_\_\_\_ Flickr
- \_\_\_\_\_ Tumblr
- \_\_\_\_\_ Andere

Q8 Op welke tijdstippen ben je het meest actief op de social media kanalen?

	Niet actief	Vóór 9:00	Tussen 9:00 en 12:00	Tussen 12:00 en 15:00	Tussen 15:00 en 18:00	Na 18:00
Twitter	<input type="radio"/>					
Facebook	<input type="radio"/>					
YouTube	<input type="radio"/>					
Vimeo	<input type="radio"/>					
Pinterest	<input type="radio"/>					
Instagram	<input type="radio"/>					
Google+	<input type="radio"/>					
LinkedIn	<input type="radio"/>					
Flickr	<input type="radio"/>					
Tumblr	<input type="radio"/>					
Andere	<input type="radio"/>					

Q9 Geef hieronder aan in hoeverre je in mode geïnteresseerd bent.

	Helemaal niet geïnteresseerd	Niet echt geïnteresseerd	Neutraal	Een beetje geïnteresseerd	Zeer geïnteresseerd
Interesse in mode	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 Hoeveel badmode items (bikini, tankini, badpak, strandjurkje) heb je ongeveer? Vul een getal in.

Q11 De volgende vragen gaan over badmode merken. Noem hieronder zo veel mogelijk badmode merken die je kent, ook al is het alleen van naam.

- Merknaam 1
- Merknaam 2
- Merknaam 3
- Merknaam 4
- Merknaam 5
- Merknaam 6
- Merknaam 7
- Merknaam 8

Q12 De volgende merken vallen onder de badmode categorie. Geef aan met welke van onderstaande merken jij bekend bent, ook al is het alleen van naam. Meerdere antwoorden zijn mogelijk.

- Baku Australia
- Cyell
- Roxy
- Protest
- Beachlife
- Sapph
- Seafolly
- Hunkemöller
- Esprit
- O'Neill
- Banana Moon
- Shiwi
- LingaDore
- Geen van bovenstaande

Q13 Bekijk het volgende logo.



Q14 Als je het logo herkent geef hieronder dan aan waar je deze eerder hebt gezien. Meerdere antwoorden zijn mogelijk.

- Op social media (Facebook, Twitter, LinkedIn)
- Ik heb de website weleens bezocht
- Op een webshop
- In een fysieke winkel
- Anders \_\_\_\_\_
- Ik heb dit logo nooit eerder gezien

Q15 Geef aan in hoeverre je de volgende merken leuk vindt.

	Ik ken dit merk niet	Ik vind dit merk niet leuk	Geen mening	Ik vind dit merk leuk
Baku Australia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cyell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Roxy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beachlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sapph	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seafolly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hunkemöller	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esprit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O'Neill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Banana Moon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shiwi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LingaDore	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16 Heb je in de afgelopen twee jaar één of meerdere producten van Beachlife gekocht?

- Ja  
 Nee

Answer If Heb jij in de afgelopen twee jaar één of meerdere producten van Beachlife gekocht? Ja Is Selected

Q17 Geef aan waarom je in de afgelopen twee jaar één of meerdere producten van Beachlife hebt gekocht. Meerdere antwoorden zijn mogelijk.

- Ik was al bekend met het product/het merk  
 Ik vind dat Beachlife een goed imago heeft  
 Ik vind dat Beachlife goede kwaliteit levert  
 Ik vind de producten van Beachlife aantrekkelijk  
 Ik vind dat Beachlife toegevoegde waarde aan het product geeft  
 Ik vind dat Beachlife een goede prijs/kwaliteit verhouding heeft  
 Geen specifieke reden

Answer If Have you ever bought a Beachlife product? No Is Selected

Q18 Geef aan waarom je in de afgelopen twee jaar geen product(en) van Beachlife hebt gekocht. Meerdere antwoorden zijn mogelijk.

- Ik was niet eerder bekend met het merk
- Ik vind dat Beachlife een slecht imago heeft
- Ik vind niet dat Beachlife goede kwaliteit levert
- Ik vind de producten van Beachlife niet aantrekkelijk
- Ik vind niet dat Beachlife toegevoegde waarde aan de producten geeft
- Ik vind de producten van Beachlife te duur
- Geen specifieke reden

Q19 Welke van de volgende uitspraken vind jij het meest belangrijk bij het kiezen voor een badmode product/merk? Kies er één.

- Goede prijs/kwaliteit verhouding
- De producten moeten trendsettend en exclusief zijn
- De producten moeten toegankelijk en niet te gecompliceerd zijn
- Ik wil mijzelf met het merk kunnen identificeren
- De producten moeten makkelijk in de winkel te vinden zijn
- De producten moeten online verkrijgbaar zijn

Q20 Wat zou Beachlife moeten doen om jou in de toekomst als klant te verkrijgen/behouden. Kies maximaal twee antwoorden.

- Meer social media berichten leveren
- Mij bij het merk betrekken door middel van een evenement
- Een eigen online shop openen
- Prijzen verlagen
- Meer strandgerelateerde producten aanbieden zoals hoedjes, strandhanddoeken, slippers, etc.
- Verbeteren van de kwaliteit van de producten
- Betere klantenservice bieden
- Makkelijker vindbaar zijn in de winkels
- Niets
- Anders \_\_\_\_\_

Q21 Tegenwoordig kopen veel mensen hun producten online. Kun je aangeven hoeveel procent van jouw winkeltijd je spendeert in fysieke winkels en hoeveel procent je spendeert in online shops? De percentages samen moeten 100 zijn. Voorbeeld: Percentage van winkeltijd in fysieke winkels: 30. Percentage van winkeltijd in online shops: 70

\_\_\_\_\_ Percentage van winkeltijd in fysieke winkels

\_\_\_\_\_ Percentage van winkeltijd in online shops

Q22 Wat is voor jou de belangrijkste reden om online te winkelen? Kies er één.

- Het is snel
- Ik kan het op werk/school doen
- Het is goedkoper
- Ik houd niet van fysieke winkels
- Je kan makkelijk mix & match-en
- Het wordt thuis bezorgd
- Het is makkelijk om de producten die ik niet wil te retourneren

Q23 Als Beachlife een evenement zou organiseren voor hun (potentiële) klanten, welke van de volgende thema's zou jou het meest aanspreken?

- Modeshow in strand stijl
- Muziekfestival
- Sportief event
- Geld inzamelen voor goed doel
- Anders, namelijk \_\_\_\_\_

Q24 Volg je Beachlife NL op Facebook?

- Ja
- Nee maar dat ga ik wel doen
- Nee en dat ga ik niet doen
- Ik ben niet actief op Facebook

Q26 Bedankt voor jouw deelname! Dit onderzoek naar naamsbekendheid en gebruik van social media is uitgevoerd in opdracht van Beachlife. Als je kans wilt maken op een Beachlife bikini ter waarde van €70 vul dan jouw email adres\* in. De winnares zal begin mei 2014 op de Facebook pagina van Beachlife NL bekend gemaakt worden. LET OP: ook wanneer je je email adres niet invult op >> klikken. \*Het email adres zal NIET aan derden bekend gemaakt worden.

Q27 Ik wil graag de nieuwsbrief van Beachlife ontvangen waarin ik profiteer van exclusieve events en meer.

- Ja, dit is mijn email adres: \_\_\_\_\_
- Nee

## **B. Quantitative research: result averages per question retrieved from SPSS**

Please consult the following pages for an overview of the averages of all the results of the online survey, retrieved from SPSS.

## 1. Wat is je leeftijd?

Statistic	Value
Total Responses	226

## 2. Wat is je beroep?

### Text Response

Student

Student

student

pedagogisch medewerker/ student

planner

junior online marketing specialist

Student

student

student

ICM student

student

assistent bedrijfsleider

Student

Stagiaire

PR consultant

student

Directie assistente

Verkoopster lingeriezaak, daarnaast student recht

Student

student

student

Recruiter

marketing assistant

Student

Student

verkoopster

student

CRM executive/ account manager (Marketing)

Marketing Manager

Student HBO Communicatiemanagement afstudeerfase

-

student

Student

Studente
Student
Student International Communication and Media
student
student
Student
Student
Student & Salesmedewerker Bijenkorf
Student
student
Intern at Store for Brands
Leerkracht
Au pair
Medewerker Marketing en Promotie
Barmedewerkster
Online marketing consultant
student
student
Barmedewerkster
Eerste medewerker
student
Medewerkster bediening
Thuiszorg (bijbaan)
Student Pedagogiek
wetenschappelijk docent
student
student
student
Fysiotherapeut
Student
Studente Werktuigbouwkunde TU Delft
student
sportmasseur
caissière
docent dans

Informatie beveiliging consultant
Account manager
student
baliemedewerkster en in opleiding voor docent
pedagoog
administratief medewerker op de inkoop afdeling
Stagiair
student
Verpleegkundige
verpleegkundige
verpleegkundige
leerkracht basisonderwijs
pedagogisch medewerker
Student
Verkoopster
Kapster
Gezinscoördinator
Student en daarnaast hostess
student grafische vormgeving
pedagoog
studente
junior accountmanager
Schoonheidsspecialiste
Verpleegster
Student
radiotherapeutisch laborant
Opleiding Grafisch Ontwerp
pedagogisch medewerkster
Student/partime Horeca
Studerend en bijbaan in supermarkt.
zelfstandige
Pedagogisch medewerkster
verkoopster

Statistic	Value
Total Responses	215

### 3. Wat is je hoogst genoten opleiding?

#	Answer	Response	%
1	VMBO	2	1%
2	HAVO/VWO	34	16%
3	MBO	34	16%
4	HBO	105	50%
5	WO	37	17%
	Total	212	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	3.67
Variance	0.95
Standard Deviation	0.98
Total Responses	212

### 4. Wat is je huidige burgerlijke status?

#	Answer	Response	%
1	Vrijgezel	57	27%
2	In een relatie	154	73%
	Total	211	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.73
Variance	0.20
Standard Deviation	0.45
Total Responses	211

## 5. Kun je aangeven op welke social media kanalen je actief bent? Meerdere antwoorden zijn mogelijk.

#	Answer	Response	%
1	Twitter	70	34%
2	Facebook	205	99%
3	YouTube	98	47%
4	Vimeo	4	2%
5	Pinterest	61	29%
6	Instagram	101	49%
7	Google+	33	16%
8	LinkedIn	107	51%
9	Flickr	4	2%
10	Tumblr	15	7%
11	Andere	5	2%
12	Geen	2	1%

Andere
bloglovin
Wechat
Xing (soort LinkedIn voor Duitsland)
WeHeartIt
Reddit

Statistic	Value
Min Value	1
Max Value	12
Total Responses	208

## 6. Hoeveel uur per dag ben je ongeveer actief op de social media kanalen? Laat open indien niet actief.

#	Answer	1	2	3	4	5	6	7	8	9	10	11	Total Responses
1	Twitter	17	3	1	1	0	0	0	0	0	0	0	40
2	Facebook	76	41	29	16	11	3	0	3	0	2	0	191
3	YouTube	33	5	2	0	0	0	0	1	1	0	0	56
4	Vimeo	0	0	0	0	0	0	0	0	0	0	0	1
5	Pinterest	16	6	3	0	0	0	0	0	0	0	0	39
6	Instagram	39	10	2	1	1	1	0	2	0	0	0	74
7	Google+	6	2	0	0	1	0	0	0	0	0	0	14
8	LinkedIn	30	2	0	1	1	0	0	0	0	0	0	60
9	Flickr	0	0	0	0	0	0	0	0	0	0	0	2
10	Tumblr	5	1	1	0	0	0	0	0	0	0	0	9
11	Andere	1	1	1	0	0	0	0	0	0	0	0	4
	Total	223	71	39	19	14	4	0	6	1	2	0	-

### Andere

Wechat

Alles minder dan een uur

Reddit

Statistic	Twitter	Facebook	YouTube	Vimeo	Pinterest	Instagram	Google+	LinkedIn	Flickr	Tumblr	Andere
Min Value	0	0	0	0	0	0	0	0	0	0	0
Max Value	30	10	30	0	15	30	5	25	0	3	3
Mean	2.78	3.42	2.16	0.00	3.08	3.33	1.09	1.93	0.00	1.11	1.50
Variance	39.67	172.60	20.54	0.00	16.76	35.34	1.73	17.69	0.00	0.86	1.67
Standard Deviation	6.30	13.14	4.53	0.00	4.09	5.94	1.32	4.21	0.00	0.93	1.29
Total Responses	40	191	56	1	39	74	14	60	2	9	4

## 7. Op welke tijdstippen ben je het meest actief op de social media kanalen?

#	Question	Niet actief	Vóór 9:00	Tussen 9:00 en 12:00	Tussen 12:00 en 15:00	Tussen 15:00 en 18:00	Na 18:00	Total Responses	Mean
1	Twitter	67	6	9	8	3	27	120	2.63
2	Facebook	0	17	15	28	29	100	189	4.95
3	YouTube	35	2	4	12	8	62	123	4.15
4	Vimeo	88	0	0	0	0	2	90	1.11
5	Pinterest	61	1	8	8	4	31	113	2.88
6	Instagram	48	5	8	15	7	46	129	3.51
7	Google+	77	1	3	2	3	12	98	1.87
8	LinkedIn	44	3	25	15	8	29	124	3.22
9	Flickr	88	0	0	0	0	0	88	1.00
10	Tumblr	83	0	0	2	1	10	96	1.63
11	Andere	47	0	0	3	0	1	51	1.27

Andere

Bloglovin

Wechat

Reddit

Statistic	Twitter	Facebook	YouTube	Vimeo	Pinterest	Instagram	Google+	LinkedIn	Flickr	Tumblr	Andere
Min Value	1	2	1	1	1	1	1	1	1	1	1
Max Value	6	6	6	6	6	6	6	6	1	6	6
Mean	2.63	4.95	4.15	1.11	2.88	3.51	1.87	3.22	1.00	1.63	1.27
Variance	4.37	1.81	4.75	0.55	4.88	4.85	3.15	3.91	0.00	2.59	0.96
Standard Deviation	2.09	1.35	2.18	0.74	2.21	2.20	1.77	1.98	0.00	1.61	0.98
Total Responses	120	189	123	90	113	129	98	124	88	96	51

## 8. Geef hieronder aan in hoeverre je in mode geïnteresseerd bent.

#	Question	Helemaal niet geïnteresseerd	Niet echt geïnteresseerd	Neutraal	Een beetje geïnteresseerd	Zeer geïnteresseerd	Total Responses	Mean
1	Interesse in mode	2	7	10	77	93	189	4.33

Statistic	Interesse in mode
Min Value	1
Max Value	5
Mean	4.33
Variance	0.68
Standard Deviation	0.83
Total Responses	189

**9. Hoeveel badmode items (bikini, tankini, badpak, strandjurkje) heb je ongeveer? Vul een getal in.**

Text Response
12
8
3
2
15
8
5
25
1
5
7
30
4
10
1
8
5
8
4
10
30
8
2
8
6
20
2
30
4
5
4

8	
7	
8	
5	
10	
5	
1	
8	
6	
12	
7	
7	
15	
5	
7	
10	
2	
2	
2	
5	
4	
2	
3	
4	
15	
5	
15	
15	
9	
10	
3	
5	
7	
5	
25	

5
4
10
15
2
10
3
20
12
7
1
4
1
10
2
8
9
5
6
5
2
10
15
4
10
10
5
3
2

Statistic	Value
Total Responses	189

**10. De volgende vragen gaan over badmode merken. Noem hieronder zo veel mogelijk badmode merken die je kent, ook al is het alleen van naam.**

Merknaam 1	Merknaam 2	Merknaam 3	Merknaam 4	Merknaam 5	Merknaam 6	Merknaam 7	Merknaam 8
Beachlife							
hunkemuller							
H&M							
o neall	Lucille						
calvin klein	maaji	lascana	o'neill	morgan	brunotti	roxy	seafolly
H&M	Hunkemöller						
Hunkemoller	Livera	H&M	Fringed	O'Neill	Banana Moon	Chilly	
hunkemoller	h&m	triumph					
Panos	handmade	Gina tricot	Gina tricot	H&M			
Emporio	unknown						
Adidas	Speedo	Brunotti	Hunkemoller	Livera	O'Neill		
victoria	H&M	zara					
secret							
Seafolly	Hunkemöller	Roxy					
Hema	H&M	Hunkemöller					
Freya	Oneill	Prima Donna					
hunkemoller	banana boat	reef	quicksilver	billabong			
Hunkemuller	Beachlife	H&M	Esprit				
Beachlife	Cyell	Seafolly	Baku	Aubade	Sunflair	Twist	Maryan Melhorn
Victoria's Secret	Marlies Dekkers	Hunkemoller	Seafolly	O'Neill			
O'neill	Livera	Hunkemöller	River Island	Sapph	Banana moon	Intimissimi	Kiwi
h&m	zara	etc					
Hunkemöller							
Hunkemoller	Protest	Victoria Secret	Roxy	Seafolly			
Protest	Billabong	Speedo	Marlies Dekkers	Livera	Roxy		

Bacu	Hunkemoller	H&M					
Hunkemoller	Livera	Chanel	Tommy Hilfiger	Cavalli	Marlies Dekkers	Dior	Triangle
H&M	Rip Curl						
H & M	Hunkemoller	Asos	Topshop	Livera	Victoria's Secret	Nike	Adidas
Hunkemoller	Freya	Billabong	Roxy				
esprit	adidas	H&M					
protest	bjorn borg	o'neill					
Hunkermoler	H&M	Oneil					
Hunkemoller	H&M	Oneil					
Hunkemoller							
Adidas	Bruno banani	Victoria's secret	Palm beach				
Victoria Secret	Honkemuller	H&M	Seafolly	Speedo	Adidas	Calvin Klein	MARC by marc jacobs
H&M	Hunkemöller						
H&M	Bijenkorf	Hunkemoller	Victoria's Secret				
Beachlife							
H&M	O'Neil	Quicksilver	Nivea				
O'Neill	H&M	Hunkemoller	Vicotoria's Secret				
Speedo	Triumph	Seafolly	Rip Curl	O'Neill	Oakley	Protest	Nike
Hünkemoller	Billabong	Protest	Roxy	Beachwave	O'neill	Lascana	
Victoria's Secret	Triumph	Prima Donna	Hunkemoller	H&M	Zara		
O'Neill	H&M	Esprit	Tommy hilfiger				
O'neill	Billabong	Roxy	Speedo	Adidas			
Speedo	Nike	O'Neil					
spido	hunkemoller	bjenkorf merk					
livera	hunkemoller	h&m	vicoria secret				

Honkemuller beachlife	Atmosphere h&m	H&M zara					
Oneill	Roxy	H&M	Zara	Mango	Hunkemoller	Livera	Marlies Dekker
O'neill	Oxbow	Billabong	Quicksilver				
H&M	Hunkemöller	O'Neill	Roxy	QuickSilver	Protest	Reef	Brunotti
O'neill	Roxy						
H&M	Hunkemöller	Protest	Cyell	Freya	Roxy	Beachlife	Esprit
Hunkemoller	HM	Calvin Klein	brunotti				
victoria secret	micheal kors	honkemuller	h&m	hema	saph	mex	olivier
primark	H&M	protest					
Roxy	Honkemoller						
O'neill	Bjorn Borg	Quicksilver	Marlies Dekkers	Billa Bong			
banana moon	roxy	brunotti	o'neill	protest	speedo	seafolly	spex
hunkemoller	adidas	h&m	oneil	livera	billabong	quicksilver	
o'neill							
Hunkemöller	Seafolly	Calvin klein	Ted Baker	Wolford	Tweka	Sapph	Speedo
hunkemoller	vd	h&m					
O'neill	Quicksilver	Hunkemoller					
oneill	h&M	hema	rippcurl	livera	hunkemoller		
O'neil beach life	oneill						
cyell	freya	panache	cleo by panache	beachlife	huit	o'neill	aubade
hunkemoller	beachlife	no secret					
Cyell	Beachlife	Seafolly	Wonderland	Freya	WildFox	H&M	Livera
beach life	h&m	h&m					
Havaianas	Billabong	Quiksilver	Hunkemoller	Oneill	Roxy		
beachlife	phax	oneil	hunkemoller	chantelle	livera	hm	princess k
Brunottie	Livera	Esprie	O'Niel	Oxbow	Triumpf		
Oneill	Protest	Beachlife	Brunotti	Hunkemoller	Livera	Hema	Puma
adidas	nike	only					

O'neill	Protest	BeachLife	Esprit	Buffalo	Oakley	Hunkemoller	Livera
beachlife	h&m	hunkemöller	freya	victoria secrets	calzedonia	banana moon	roxy
Beachlife	O Neil	Protest	Chilla	Buffalo	Esprit	Lingadore	Lascana
Roxy	O'neil	quicksilver	bilabong	beachlife	banana moon		
Esprit	Hunkemoller	Beachlife					
beachlife	cyell	seafolly	sunflair	tweka	freya		
beachlife	seafolly	tcwow	hunkemoller	marlies dekker	Freya	Panache	pour moi
BeachLife	Tweka	O'Neill	Protest	H&M	Hunkemoller	Banana Moon	Victoria's Secret
beachlife	banana moon	oneill					
Protest	Boho	Beachlife	Sapph	Nike	Puma	Beachwave	Cyell
Banana moon	Beachlife	Sunflair	Chantelle	Opera	Marlies dekkers	Cyrell	Roxy
Primma Donna	Oneill	Roxy	Freya	Seafolly	Beachlife	Esprit	Marlies dekkers
beach life	huit	hunkemoller					
Roxy	BeachLife	Honkemöller	Etirell	O'Neill	Esprit	Banana Moon	
beachlife	protest	frinche	o'neill	soho	esprit		
beachlife	esprit	cyell	oneill	Hunkemoller	Livera		
Beachlife	Seafolly	Kiniki	O'Neill	Protest	Roxy/QuickSilver	Speedo	Tweka
beachlife	sunflair	lingadore	prima donna twist beach	maryan melhorn	lidea	kiwi	moontide
Hunkemoller	Phax	Livera					
beach life	sun flair	esprit	olympia	cyell			
Beach life	Marlies Deckers	Triumph	Cyell	Sunflair	Freya	Esprit	Protest
Beach life	Sapph	Marlies Deckers	Sun flair				
O'niel	Esprit	Oxbow	Adidas				

Statistic	Value
Total Responses	167

**11. De volgende merken vallen onder de badmode categorie. Geef aan met welke van onderstaande merken jij bekend bent, ook al is het alleen van naam. Meerdere antwoorden zijn mogelijk.**

#	Answer	Response	%
1	Baku Australia	20	11%
2	Cyell	50	28%
3	Roxy	120	68%
4	Protest	146	83%
5	Beachlife	96	55%
6	Sapph	144	82%
7	Seafolly	52	30%
8	Hunkemöller	165	94%
9	Esprit	151	86%
10	O'Neill	153	87%
11	Banana Moon	47	27%
12	Shiwi	15	9%
13	LingaDore	15	9%
14	Geen van bovenstaande	1	1%

Statistic	Value
Min Value	1
Max Value	14
Total Responses	176

**12. Als je het logo herkent geef hieronder dan aan waar je deze eerder hebt gezien.  
Meerdere antwoorden zijn mogelijk.**

#	Answer	Response	%
1	Op social media (Facebook, Twitter, LinkedIn)	63	36%
2	Ik heb de website weleens bezocht	47	27%
3	Op een webshop	42	24%
4	In een fysieke winkel	42	24%
5	Anders	7	4%
6	Ik heb dit logo nooit eerder gezien	86	49%

**Anders**

op mijn broer zijn auto, hij is vertegenwoordiger bij jullie  
 ik heb zelf verschillende bikini's van dit merk  
 via google op de site gekomen  
 website annemerel.com  
 in mijn bikini  
 ik heb een bikini van beachlifw  
 Kan het logo niet zien

Statistic	Value
Min Value	1
Max Value	6
Total Responses	174

### 13. Geef aan in hoeverre je de volgende merken leuk vindt.

#	Question	Ik ken dit merk niet	Ik vind dit merk niet leuk	Geen mening	Ik vind dit merk leuk	Total Responses	Mean
1	Baku Australia	144	1	8	15	168	1.37
2	Cyell	120	7	16	25	168	1.68
3	Roxy	47	17	36	68	168	2.74
4	Protest	23	22	36	87	168	3.11
5	Beachlife	74	1	17	76	168	2.57
6	Sapph	23	56	39	50	168	2.69
7	Seafolly	110	0	14	44	168	1.95
8	Hunkemöller	3	20	28	117	168	3.54
9	Esprit	7	36	63	62	168	3.07
10	O'Neill	9	26	41	90	166	3.28
11	Banana Moon	114	3	16	33	166	1.81
12	Shiwi	141	5	11	9	166	1.33
13	LingaDore	142	4	11	9	166	1.32

Statistic	Baku Australia	Cyell	Roxy	Protest	Beachlife	Sapph	Seafolly	Hunkemöller	Esprit	O'Neill	Banana Moon	Shiwi	LingaDore
Min Value	1	1	1	1	1	1	1	1	1	1	1	1	1
Max Value	4	4	4	4	4	4	4	4	4	4	4	4	4
Mean	1.37	1.68	2.74	3.11	2.57	2.69	1.95	3.54	3.07	3.28	1.81	1.33	1.32
Variance	0.87	1.31	1.57	1.19	2.04	1.09	1.79	0.60	0.75	0.84	1.55	0.68	0.68
Standard Deviation	0.93	1.14	1.25	1.09	1.43	1.04	1.34	0.77	0.87	0.92	1.25	0.83	0.82
Total Responses	168	168	168	168	168	168	168	168	168	166	166	166	166

### 14. Heb je in de afgelopen twee jaar één of meerdere producten van Beachlife gekocht?

#	Answer		Response	%
1	Ja		36	21%
2	Nee		132	79%
	Total		168	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.79
Variance	0.17
Standard Deviation	0.41
Total Responses	168

**15. Geef aan waarom je in de afgelopen twee jaar één of meerdere producten van Beachlife hebt gekocht. Meerdere antwoorden zijn mogelijk.**

#	Answer	Response	%
1	Ik was al bekend met het product/het merk	17	47%
2	Ik vind dat Beachlife een goed imago heeft	8	22%
3	Ik vind dat Beachlife goede kwaliteit levert	26	72%
4	Ik vind de producten van Beachlife aantrekkelijk	29	81%
5	Ik vind dat Beachlife toegevoegde waarde aan het product geeft	13	36%
6	Ik vind dat Beachlife een goede prijs/kwaliteit verhouding heeft	22	61%
7	Geen specifieke reden	2	6%

Statistic	Value
Min Value	1
Max Value	7
Total Responses	36

## 16. Geef aan waarom je in de afgelopen twee jaar geen product(en) van Beachlife hebt gekocht. Meerdere antwoorden zijn mogelijk.

#	Answer	Response	%
1	Ik was niet eerder bekend met het merk	99	75%
2	Ik vind dat Beachlife een slecht imago heeft	0	0%
3	Ik vind niet dat Beachlife goede kwaliteit levert	0	0%
4	Ik vind de producten van Beachlife niet aantrekkelijk	2	2%
5	Ik vind niet dat Beachlife toegevoegde waarde aan de producten geeft	0	0%
6	Ik vind de producten van Beachlife te duur	5	4%
7	Geen specifieke reden	35	27%

Statistic	Value
Min Value	1
Max Value	7
Total Responses	132

### 17. Welke van de volgende uitspraken vind jij het meest belangrijk bij het kiezen voor een badmode product/merk? Kies er één.

#	Answer	Response	%
1	Goede prijs/kwaliteit verhouding	108	65%
2	De producten moeten trendsettend en exclusief zijn	20	12%
3	De producten moeten toegankelijk en niet te gecompliceerd zijn	11	7%
4	Ik wil mijzelf met het merk kunnen identificeren	16	10%
5	De producten moeten makkelijk in de winkel te vinden zijn	8	5%
6	De producten moeten online verkrijgbaar zijn	2	1%
	Total	165	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	1.80
Variance	1.71
Standard Deviation	1.31
Total Responses	165

**18. Wat zou Beachlife moeten doen om jou in de toekomst als klant te verkrijgen/behouden.  
Kies maximaal twee antwoorden.**

#	Answer		Response	%
1	Meer social media berichten leveren		37	22%
2	Mij bij het merk betrekken door middel van een evenement		13	8%
3	Een eigen online shop openen		58	35%
4	Prijzen verlagen		37	22%
5	Meer strandgerelateerde producten aanbieden zoals hoedjes, strandhanddoeken, slippers, etc.		26	16%
6	Verbeteren van de kwaliteit van de producten		5	3%
7	Betere klantenservice bieden		0	0%
8	Makkelijker vindbaar zijn in de winkels		79	48%
9	Niets		11	7%
10	Anders		9	5%

Anders
Meer advertising, of andere manieren of mij bekend te maken met dit product
Meer naamsbekendheid
Zichtbaar worden
Meer reguliere reclame
Grotere cups met kleinere omvang in bikini's maken
kleinere maten broekjes
Lastig beoordelen als je het merk niet kent.
grote maten verkopen

Statistic	Value
Min Value	1
Max Value	10
Total Responses	165

**19. Tegenwoordig kopen veel mensen hun producten online. Kun je aangeven hoeveel procent van jouw winkeltijd je spendeert in fysieke winkels en hoeveel procent je spendeert in online shops? De percentages samen moeten 100 zijn. Voorbeeld: Percentage van winkeltijd in fysieke winkels: 30. Percentage van winkeltijd in online shops: 70.**

#	Answer	Min Value	Max Value	Average Value	Standard Deviation
1	Percentage van winkeltijd in fysieke winkels	10.00	100.00	62.41	25.11
2	Percentage van winkeltijd in online shops	0.00	90.00	37.59	25.11

**20. Wat is voor jou de belangrijkste reden om online te winkelen? Kies er één.**

#	Answer	Response	%
1	Het is snel	71	43%
2	Ik kan het op werk/school doen	28	17%
3	Het is goedkoper	9	5%
4	Ik houd niet van fysieke winkels	2	1%
5	Je kan makkelijk mix & match-en	6	4%
6	Het wordt thuis bezorgd	41	25%
7	Het is makkelijk om de producten die ik niet wil te retourneren	7	4%
	Total	164	100%

Statistic	Value
Min Value	1
Max Value	7
Mean	2.97
Variance	5.02
Standard Deviation	2.24
Total Responses	164

**21. Als Beachlife een evenement zou organiseren voor hun (potentiële) klanten, welke van de volgende thema's zou jou het meest aanspreken?**

#	Answer	Response	%
1	Modeshow in strand stijl	49	30%
2	Muziekfestival	82	50%
3	Sportief event	27	16%
4	Geld inzamelen voor goed doel	4	2%
5	Anders, namelijk	2	1%
	Total	164	100%

Anders, namelijk
Sample sale
samplesale

Statistic	Value
Min Value	1
Max Value	5
Mean	1.95
Variance	0.67
Standard Deviation	0.82
Total Responses	164

## 22. Volg je Beachlife NL op Facebook?

#	Answer	Response	%
1	Ja	57	35%
2	Nee maar dat ga ik wel doen	36	22%
3	Nee en dat ga ik niet doen	70	43%
4	Ik ben niet actief op Facebook	1	1%
	Total	164	100%

Statistic	Value
Min Value	1
Max Value	4
Mean	2.09
Variance	0.80
Standard Deviation	0.89
Total Responses	164

**23. Bedankt voor jouw deelname! Dit onderzoek naar naamsbekendheid en gebruik van social media is uitgevoerd in opdracht van Beachlife. Als je kans wilt maken op een Beachlife bikini ter waarde van €70 vul dan jouw email adres\* in. De winnares zal begin mei 2014 op de Facebook pagina van Beachlife NL bekend gemaakt worden. LET OP: ook wanneer je je email adres niet invult op >> klikken. \*Het email adres zal NIET aan derden bekend gemaakt worden.**

Text Response

Statistic	Value
Total Responses	140

## 24. Ik wil graag de nieuwsbrief van Beachlife ontvangen waarin ik profiteer van exclusieve events en meer.

#	Answer	Response	%
1	Ja, dit is mijn email adres:	46	29%
2	Nee	111	71%
	Total	157	100%

Ja, dit is mijn email adres:

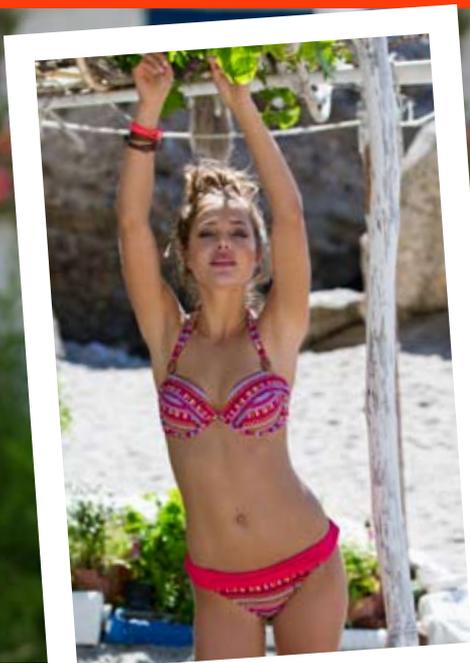
Statistic	Value
Min Value	1
Max Value	2
Mean	1.71
Variance	0.21
Standard Deviation	0.46
Total Responses	157

### **C. Brand manual of Beachlife**

Please consult the following pages for the brand manual of Beachlife.

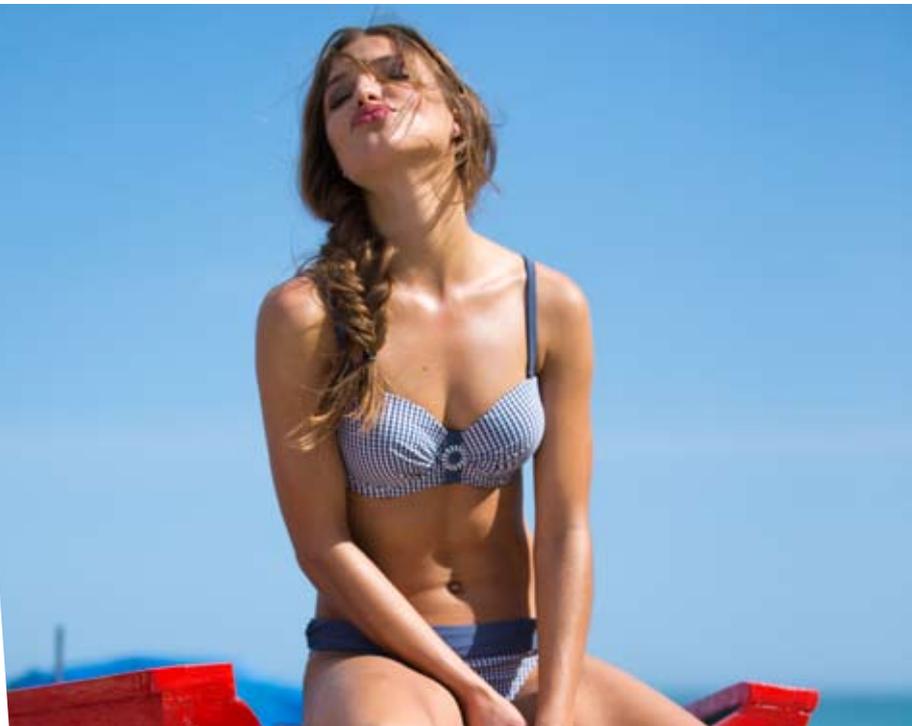
Brand Manual

**WAVE LIFE.**



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# BRAND IDENTITY

We are proud to be Beachlife! Designer of bikinis and more. Beachlife is a Dutch beachwear brand with a unique brand concept in the mid-price segment. Beachlife is a brand of Beach House BV. The production process takes place in the Far East. Beachlife is available in more than 600 lingerie specialty- and sports shops in The Netherlands, Curaçao, Belgium, Luxembourg, Germany, Switzerland, Austria and Scandinavia.

## Brand vision

Beachlife challenges young minded people to enjoy life to the fullest: to be happy, feel positive and liberated when wearing Beachlife.

## ENJOYING LIFE, LIKE YOU NEVER DID!

## Brand mission

With the vision 'Enjoying life, like you never did!' Beachlife aims to identify with the liberated lifestyle of her target group. Beachlife achieves this by bringing its commercial beachwear collections to the international market with a unique brand concept at affordable prices. The recognizable beachwear with daring prints combined with trendy uni fabrics have a perfect fit. Above all, Beachlife aims to achieve a good balance between price and quality.



## Brand values

The five key identifiers express what Beachlife stands for:

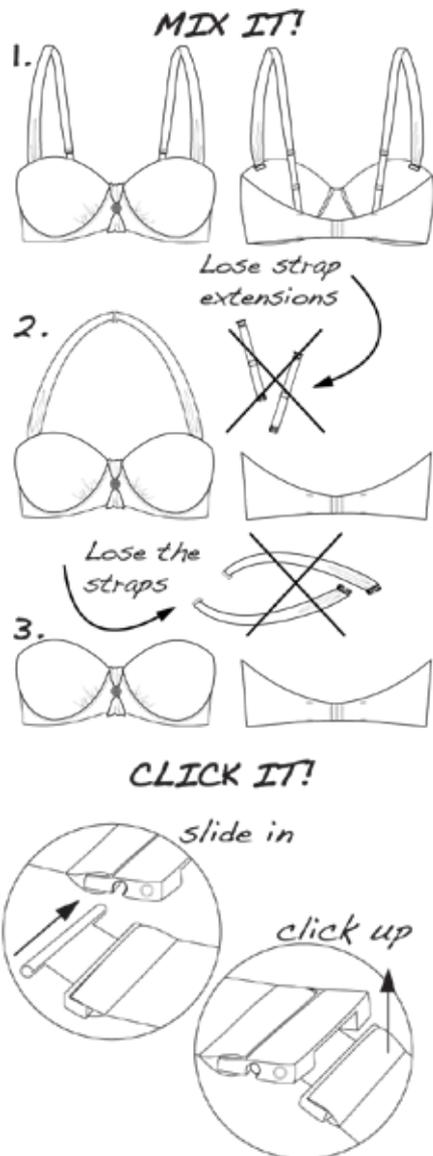
**YOUNG MINDED.  
BEING ENERGETIC.  
ACTING NONCHALANT.  
FEELING POSITIVE.  
LIVING BOHEMIAN.**



# COLLECTION

Beachwear collection for men and women | Mix & match | Designed in cup sizes A to F and European dress size 36 to 44 | Prints designed by Beachlife with an energetic and daring character | Can be combined with trendy, uni fabrics | Use of affordable haberdashery and accessories | Clearly defined collection: tried and true, recognizable models in the collection featuring a number of innovations each season | Matching beach fashion accessories in sizes S to XL | Price category: mid-price segment | Shopping prices vary from €60 to €85





## Collection 2014

The collection is inspired on the bohemian life of the energetic, nonchalant, Beachlife woman. Beachlife has designed a sunny mix and match collection for summer 2014 which radiates cheerfulness. The bohemian feel is present through the beautiful African, ethnic and sparkling prints in bright summery colors. Also, new bikini models have been developed for both smaller and bigger cup sizes.

The bottoms vary from a low sexy bottom to a high bottom that covers the buttocks well. In addition there is an extensive matching accessories line in this collection, such as feminine dashing dresses, a comfortable jumpsuit and a voile tunic.

Bestseller tops REMY en REMY-ANN are designed to wear them in three ways: halter, with straps or strapless.

# GENERAL INFORMATION

## BEACH HOUSE BV (Beachlife is a brand of Beach House BV)

Einsteinweg 35E

3752 LW Bunschoten-Spakenburg

The Netherlands

P.O. Box 45

9055 AA Stiens

The Netherlands

T +31 (0)518 401 334

F +31 (0)518 402 510

E [info@beachlife.com](mailto:info@beachlife.com)

W [www.beachlife.com](http://www.beachlife.com)

Beachlife is available by phone from Monday to Friday between 8:30 and 17:00.



# CUSTOMER SERVICE

## CUSTOMER SERVICE

Beach House BV  
Leijester Hegedyk 25  
9071 XB Oude Leije  
The Netherlands

T +31 (0)518 401 334  
F +31 (0)518 402 510  
E [info@beachlife.com](mailto:info@beachlife.com)

## POST-ORDERS

Post-orders can be arranged via [www.beachlife.com/webshop](http://www.beachlife.com/webshop), please request your login information via [info@beachlife.com](mailto:info@beachlife.com). In addition, post-orders can be send through email, telephone or fax.

## CANCELLATIONS

Until the end of the buying season returns will be free of charge. Once the order will be cancelled after the closing of the buying season there will be a charge of 20% of the ordered amount as reimbursement of expenses.

## COMPLAINTS

Complaints can be filed through email or by telephone. We will consider the validity of the complaint and we will search for a suitable solution.

## RETURNS AND CREDIT NOTES

For retailers operating outside The Netherlands, please contact your sales agent or importer for returns. When the Beachlife head office has processed your return, the credit memo will be created and the amount will be credited.