

SPANX

Creative Brief

THE PRODUCT

SPANX was introduced in 2000 to provide women with a body-slimming/ body shaping undergarment that was more convenient and effective than regular pantyhose.

Despite being an established product and brand name, there is increased competition from brands that do not normally manufacture body-shapewear.

ROLE OF COMMUNICATION

Aim

To differentiate SPANX inside this highly-saturated market. The challenge is convincing consumers to purchase SPANX products as opposed to other athleisure competitors. Through a targeted ad campaign, communicate to women that SPANX is the superior choice in shapewear.

Desired action

Inspire women to purchase SPANX products for any undergarment or body shaping need.

TARGET AUDIENCE

- Demographic profile:
 - ages 25 – 34, women
 - HH income of 50,000 and above
- Psychographic profile:
 - Have active social lives, and many social roles and responsibilities to juggle
 - Are likely conscious of their appearance, and want to look good and feel good at all times
- Current beliefs: they are likely familiar with the brand and have heard good things about it. However, many women may be unfamiliar with the product's features or how the product works. Those in the target audience who have never used it often believe that it is meant solely for pulling in your fat and making you look thinner. However, those who wear or have worn Spanx find that its main benefit is giving you smoother curves and a more elegant silhouette.

INSIGHTS ABOUT TARGET

They are goal-oriented, juggling multiple commitments, but still want to make sure they look and feel good for whatever responsibility pulls them next.

They wear SPANX primarily to get a smooth body shape, and doing so gives them confidence in their appearance. However, women who don't wear SPANX yet do not see this as the main benefit, still associating the brand with making them simply look thinner.

BARRIERS

- Doubts about the product's effectiveness
- Not believing that bodyshaping products are for them
- Associating shapewear only with slimming

EXPECTED APPROACH

Advertising that features happy women in undergarments, talking about how they look thinner and can wear body-hugging clothes.

COMPETITION

Direct competition

- Other shapewear brands
 - Maidenform
 - Bali
 - Playtex

Indirect competition

- Other athleisure and apparel brands that also serve as shapewear
 - LuluLemon
 - Under Armour
 - Nike

MAIN IDEA

To highlight that SPANX evens out your curves and gives you a smooth silhouette, thus making you more confident in your appearance.

Convince 25-34-year-old women **that** they should purchase SPANX **because** it helps smoothen out their curves, making them look good and feel good.