



2024 Insights Report

Emyvale GOLF



Executive Summary

The COMM Agency is working alongside Emyvale Golf to **enhance their communication efforts focused on social media and brand recognition**. The Women's fashion industry is multifaceted and rapidly growing. Emyvale is connecting women's fashion to the functionality needed by all athletes. Emyvale focuses on sustainable materials, US-based manufacturing, and women's unique contribution to the game of golf.

The female-founded company wants to inspire the next generation of female golfers and create functional and fashionable clothing. Emyvale plans to launch in early 2024. The brand will launch during a growth period within luxury fashion and sports apparel. Luxury fashion anticipates substantial growth in 2023, while **women's golf shows promising trends** and college and professional sports demonstrate increasing prominence. Additionally, Professional female golfers are gaining a substantial amount of influential power on many different platforms thus creating more brand opportunities and expanding popularity of the sport into different demographics.

The market for golf apparel is booming and is expected to reach \$4.36 billion by 2027. The significant opportunity in this market allows Emyvale to make a name for itself if the brand emphasizes **authentic storytelling, fostering consumer loyalty, and maintaining consistency within brand messaging**.

Our major research findings emphasize the importance of brand messaging, social media, and marketing. By creating a unique, consistent brand story and sharing that message, many companies have found success. For a start-up, **establishing a strong sense of self in a competitive market is essential to both accumulating and sustaining customer loyalty**. Given this research, our team here at The COMM Agency suggests that Emyvale Golf focuses on these key aspects and takes the steps necessary to create a strong brand. For example, we suggest creating a TikTok account to reach a larger audience, collaborating with golf influencers, and highlighting brand assets such as domestic manufacturing and sustainability.

Insights Report Introduction

The COMM Agency has the privilege of working with Emyvale Golf, a new women's golf apparel company, on a brand communication campaign in preparation for the company's launch. As part of the campaign planning process, the team conducted research to better understand the company's **current place and position in the industry** as well as to inspire campaign ideas. The following Insights Report examines the golf fashion industry, explores best practices for brand communication and apparel marketing, and investigates relevant information about the primary Emyvale stakeholder, fashion-forward female golfers. **The report is organized into three key components**, each serving as a crucial piece of a larger investigation: organizational research, situational research, and audience and public research. These three components provide valuable insight into the brand's current position, both internally and externally, and will help to reveal opportunities to guide Emyvale Golf to an official and successful brand launch.

- The **organizational research** conducted for this report helps to understand Emyvale Golf from the inside out. Through a SWOT analysis, the company's strengths and weaknesses were identified to describe the internal environment as were the opportunities and threats prevalent in the external environment. To support this research, we reviewed articles examining golf fashion and apparel trends of PGA and LPGA golf. We also looked into other female-owned golf brands, specifically the golf brands that were highlighted at the PGA 2023 Buying and Education Summit. Identifying successful communication efforts in the golf apparel space is also important during the organizational research so we can ensure that Emyvale is adopting proven strategies and tactics.
- The **situational research** performed for Emyvale Golf revealed how the fashion industry and the golf apparel industry are ever-changing. As a team, we understand the importance of situational research as it examines different industry trends, strategies, and inspirations that will inform campaign planning. Throughout the situational analysis, we reviewed websites such as consumer research site BrandxResearch, to better understand how the golf industry is striving to get women more involved in golf. We also researched how the golf industry is becoming more diverse along with the editorial opinions and reviews on the need for golf attire trends to change from unflattering, uncomfortable, and masculine to fresh, fashionable, and representative of the growing game for women. Competition is vital in organizational research, so our research focused on other golf brands that share similar target markets and product styles.
- Finally, the **audience research** helps to examine the size of the market and the demographic characteristics that describe women golfers. Tailoring communication and messaging efforts based on the demographic and psychographic data of the target market will ensure our work is relevant in the most effective spaces. This research section

includes information on the luxury fashion sector, along with insights that shed light on the visible and influential women of golf – college golf teams and professional golfers - as well as prevalent media coverage of women’s golf. Professional golfers and women golf influencers are important to have as research for a women's golf attire brand because it shows trends set in the golf world alongside showing strong market insight and a deep connection to the audience being reached.

Through this insight report, Emyvale Golf will be given insights on which to base communication and brand decisions. Further, Emyvale will be able to review the expectations of its audience and the trends shaping the industry to make informed campaign decisions while taking advantage of opportunities and confronting challenges head-on.

Client background + SWOT Analysis

Emyvale Golf is a women’s golf apparel brand launching in 2024. As a woman-owned business, Maeve Gallivan founded the company to inspire the next generation of female golfers. What truly sets Emyvale apart from the competition are clothing designs that strive for both comfort and fashion. The brand believes that dedicated female athletes deserve functional clothing without sacrificing style. Bold and vivid colors that make a statement on the course define the inspiration behind Emyvale’s upcoming clothing line launch.

Emyvale Golf Values + Core Beliefs
Breaking down gender barriers within sports
Encouraging physical activity among young girls
Spending quality time outside with loved ones
Inclusion and equity in a sport that has been traditionally male-dominated

The name “Emyvale Golf” itself represents the personal joy that the game brings to all who play. Emyvale, a small town in Ireland, is home to the golf course that inspired Gallivan to embark on this journey. As a golf lover and frequent visitor of the town, Gallivan believes that the name represents **the love of the game**, the community of the sport, and the joy of doing it with loved ones.

Manufactured in the garment district of New York City, Emyvale Golf is set to **combine fashion and function**. With Italian fabric, the apparel will be stretchy, breathable, and soft to the touch. The clothing also contains SPF, a vital element for golfers seeking a long summer day on the

green. Furthermore, the fabric is eco-sustainable, with threads made from consumer waste. The company has also received an OEKO-TEX® STANDARD 100 certification, which ensures no harmful substances are in the material. In short, Emyvale Golf is bringing together both women's style and the functionality that all athletes deserve.

As with any company, there are potential **strengths, weaknesses, opportunities, and threats** that have the ability to influence Emyvale's success. Below is the SWOT analysis conducted by our team based upon our research that provides a snapshot of the company, both internal and external environments, at this moment in time.

Strengths	Weaknesses	Threats	Opportunities
<ul style="list-style-type: none"> → Sustainable fabrics → OEKO-TEX® STANDARD 100 certification → Woman-owned → Strong purpose and mission → For + By Women → Klaviyo Account → Fast-growing industry → Functional use of products 	<ul style="list-style-type: none"> → Not launched yet (profit margins unknown) → Competitive market → Start-up uncertainties → Men to women ratio in the golf industry → One-man team → Repetitive/non-original slogans + catchphrases → Lack of content → Disorganized social media 	<ul style="list-style-type: none"> → Competitors → Budget limitations → Manufacturing delays → Unknown results → Economic uncertainty → Potential increase in material prices → Financial challenges → Legal hurdles 	<ul style="list-style-type: none"> → Purpose-driven company → Financially well-off target audience → Endless launch and brand possibilities → Unique brand story → Influencer/player partnerships → Investors → Expansion of product line in the future → Charleston Location

Strengths:

Emyvale is at a strong starting point. The brand has a lot of unique attributes: Emyvale is BY women FOR women, it is manufactured in the United States, and its fabrics are OEKO-TEX® STANDARD 100 certified and sustainable. All of these features are very marketable and attractive to consumers. These are key strengths that will set the company apart from the competition from the get-go. The industry is growing quickly, so Emyvale is launching at an opportune time. Gallivan also utilizes Klaviyo, which automates SMS and email marketing initiatives. This software will be key in reaching consumers consistently early on and establishing a strong customer base.

Weaknesses:

Emyvale has not yet launched, so a lot of key metrics are unknown at this time. The brand's founder, Maeve Gallivan, has been working on this startup mostly on her own, which may account for the slowed timeline. Emyvale is dealing with a lack of content currently. The brand will need to create promotional and editorial content to share as soon as possible. The brand's social media is lacking a cohesive aesthetic as well. While Emyvale does have its strengths, the company is entering into a competitive market with already established brands. Emyvale will need to ensure that it can effectively convey its unique story.

Opportunities:

Emyvale has many opportunities for success. The brand's story and messaging are clear and inspirational, which will help to attract and keep customers. Emyvale has the potential to expand its outreach through influencer and player partnerships, ultimately reaching a wider audience. Emyvale has great expansion potential. Currently, the brand is focusing on clothing solely for adult female golfers, but could expand into making girls' golf clothing in the future. Furthermore, the company's founder is located in Charleston, SC where there are countless nearby golf courses and resorts.

Threats:

Emyvale does face strong competition in the market. Brands like Jayebird Golf, Marie Birdie, and Tuckernuck Sport already have strong footholds in the space. Emyvale will have to distinguish itself from its peers to carve out a dedicated and loyal customer base. Emyvale is a startup in its pre-launch phase, so there are budget limitations, which may be a hindrance in the future. As with any company operating in today's economy, Emyvale may face economic challenges, increases in material costs, and manufacturing delays. New businesses also typically entail a certain amount of legal risk, whether that be when it comes to design pattern copyrights or any payroll discrepancies.

Situational Analysis

Communication Situation

When a new company emerges, a plethora of communication possibilities become available like a blank canvas. Nevertheless, making a successful debut in the market demands astute positioning and the maintenance of consistent, lucid brand messaging that deeply connects with the target audience. While conventional communication channels such as websites, social media, print ads, and content marketing are anticipated, exploring innovative avenues can significantly contribute to the brand's impactful arrival.

Communication Situation		
Maeve's Initiatives Setting up a Klaviyo account, a global technology company providing a marketing automation platform for email and SMS marketing, to complement the website. Exploring various non-digital methods like paid print publications and earned media coverage to enhance brand awareness before the launch.	The Brand Launch Process Launching a brand involves a lengthy, demanding process requiring a well-thought-out strategy. Communication tools play a pivotal role in the success of a brand launch.	Communication Strategy A robust communication strategy is essential for: <ul style="list-style-type: none"> • Creating brand awareness. • Reaching target audiences • Building a loyal customer base
Insights From LinkedIn Article An article on LinkedIn about brand development outlines key steps for a successful brand launch. Emphasizes the importance of defining brand identity as the core of a brand, including vision, values, personality, and positioning. Tools such as a well-crafted website, strategic social media presence, press releases and direct customer engagement serve as effective channels in establishing and launching the brand identity.	Search Engine Optimization Search Engine Optimization (SEO) is crucial for businesses that are aiming to increase their online presence and reach their target audience effectively. By adjusting their SEO strategies, it can heighten their chances of appearing higher in search engine results. Driving more traffic and customers to the website.	Social Media Platforms Includes Instagram, Facebook, and the company's website. The website, while not yet fully functional, provides the anchor for brand communication efforts and will serve as a critical asset for the company's launch.

Golf Apparel Industry

In understanding the environment that Emyvale Golf is entering, it is helpful to examine industry statistics that define the game of golf and all of its ancillary products and services. An article on Zipdo, “Essential Golf Apparel Market Size Statistics In 2023”, the golf apparel industry shares notable evidence of financial growth and commercial strength. With a valuation of \$2.91 billion in 2020, the global golf apparel market has unveiled its strong presence on the economic map. As the industry continues to expand, it reflects a narrative of innovation and trendsetting. Projections for the future indicate a huge leap, estimating the market being placed at \$4.36

billion by 2027. This amount of industry growth opens a multitude of opportunities for investors, brands, and consumers within the golf apparel landscape. According to research, a challenge the women's golf apparel faces is that the men's segment is the largest revenue contributor, accounting for more than half of the total market share in 2019. It indicates that male golfers played a significant role in propelling market demand and served as crucial factors for growth. This also puts men's golf apparel manufacturers at a strategic advantage, providing them with major opportunities to expand their business footprint.

Although there is competition in the men's industry, mostly due to the men-to-women player ratio, there are some opportunities in the women's apparel segment as well. The female segment of golf apparel is predicted to register the fastest CAGR (Compound Annual Growth Rate) of 6.0% from 2021 to 2027. It supports the growing recognition and participation of women in the sport, thereby stimulating demand and increasing growth within the category.

In the realm of the apparel industry, particularly within female apparel, an insightful piece featured in GolfDigest extensively explores the evolution of women's on-course fashion and the evolving dynamics of game dress codes. Over time, the women's golf apparel sector has undergone significant advancement, expanding its array of options to encompass diverse styles, cater to varying body types, and address specific needs. This progressive shift signifies a heartening commitment from brands toward acknowledging and accommodating female golfers. Highlighted within the GolfDigest article is the imperative need for both private and public golf courses to recognize and adapt to these significant strides within the apparel industry. Acknowledging and adjusting dress codes to align with these advancements becomes crucial in facilitating women's comfort and self-expression on the golf course. In this expanding landscape, the role of companies like Emyvale becomes particularly noteworthy. Their dedication to crafting golf apparel that seamlessly combines comfort, style, and sustainability holds significant relevance in this evolving industry, catering to the diverse preferences and needs of female golfers.

Competition

Competition is important when creating a formative research plan to grasp a better understanding of the market. As golf is becoming more prevalent for women to participate in it seems as though people are racing to make their apparel more stylish for women entering the golf world some brands that are trying to make these products include Sierra Madre and Addison Bay.

Jayebird	Mariebirdie	Kenny's Flowers	Kilo Tango	Smith & Quinn
Values: Function, comfort, and quality materials. Ownership: Women-owned. Style: Traditional styles and patterns with a broader color palette. Pricing: Higher priced; designed for mix-and-match flexibility. Website: Sleek and easy to navigate.	Mission: Clearly explained mission, identity, and inspiration. Style: Fun colors and patterns. Pricing: Lower prices; children's brand, overlapping with parents as the buyers. Website: User-friendly with comprehensive information.	Product Range: Women's apparel for various occasions, including golf. Style: Fun patterns for the green. Pricing: Expected for golf apparel. Sustainability: Committed to sustainability; limited women's golf apparel section. Website: Easy navigation, commitment section focusing on making a positive impact.	Ownership: Women-owned. Target Demographic: Focus on the young women demographic. Material: Silky material suitable for both on and off the green.	Style Differentiation: Uses fun patterns to stand out. Material: Products made with Italian matte fabrics for heat comfort. Focus: Stylish golf apparel for women.

Branding / Brand Communication Best Practices

Emyvale is striving to launch into this apparel world with its unique storyline: a female-founded brand offering an uncommon line of bright patterns and colors to the fashion-forward golfer. As such, the company's communication must reflect the mission and values behind the brand. Intentionality and preparation are critical to successful brand communication efforts. The best practices surrounding brand pre-launch/launch campaigns research has shown that the most effective launches are those that can reach their target audience through building authentic connections with their audience. More specifically, according to an article published by Influencer Marketing Hub titled "Top Branding Statistics You Need to Know in 2024", 55% of consumers are more likely to purchase a product if they love a brand's story. This starts with emphasizing the purpose and personal identity behind a brand in order to convey that message to consumers.

We have found that creating a concise, clear, and consistent brand message is vital for emerging companies to define their vision. This article from [LinkedIn](#) presents the importance of knowing the audience, as well as uniting both tone and voice. They suggest creating a brand style guide and using storytelling to garner support for the company. Emyvale has a strong and clear story of empowering women through golf. It will be important to tell that story to the audience to gain customers who believe in the company's goals and message. As mentioned, it is important to create an emotional connection between the brand and consumers in order to maximize the business growth that sustains a company. Upon extensive research into effective methods for launching a company and penetrating the industry, an article from Designers titled "4 Keys to Remarkable Brand Storytelling" presented compelling and insightful perspectives. It explains how the power of these connections is staggering, with the potential to boost annual sales by 5% while avoiding hefty expenses associated with acquiring new clients.

One effective method that stands out in this situation is storytelling. Through storytelling, brands not only captivate attention but also effectively market their uniqueness, inciting action and cultivating customer loyalty. However, utilizing storytelling techniques with clients is only effective when it's targeting the right audience, clarifying brand values, communicating a consistent message, and conveying authenticity. As mentioned, it is important to create an emotional connection between the brand and consumers in order to maximize the business growth that sustains a company.

Brand Campaign Inspiration

Many women-inspired or geared golf brands rely on large platforms to gain recognition around brand or event launches. Looking at a few of these platforms, womenandgolf.com specifically, many of the articles target women within the industry or women with an interest in golf. One article in particular from this website: ***Ladies Love Golf*** Launches its Fifth LLG Academy, used this platform to gain awareness. This article was written in the form of an interview to convey key points of the launch and other important information regarding the group and event. Questions range from the cost of participating in the program to why their program is different from other golf organizations. In addition to this, many other articles on equipment and launches can be found under the 'What's new tab'. Most headings on the article include an emphasis on "made for women" branding to reach a target audience. Another campaign article from golfdigest.com labeled "How **Malbon's** new women's line is reimagining golf looks in the modern age", uses the same interview template as the article from womenandgolf.com. In such articles, photos from the design process are used to emphasize the company's background and personal stories. Similarly to Emyvale, this company touches on their struggle to find women's golf clothing they feel comfortable in and created a platform around the idea of finding acceptable and comfortable women's golf wear without compromising the style. The company found inspiration in vintage golf clothing and created a campaign full of images fitting into this vintage-inspired look. Overall, these dominating golf brands stay true to their stories and look.



Market Analysis

The Luxury Fashion Sector

The report conducted by McKinsey & Company, titled "The State of Fashion 2023: Holding onto growth as global clouds gather," highlights a positive projection for the luxury fashion sector in the coming year. McKinsey anticipates a significant outperformance by the luxury segment compared to the broader fashion industry. This outlook is attributed to the continued spending habits we have seen from affluent consumers. As this report from McKinsey & Company states, “Looking forward, we anticipate that the luxury sector will outperform the rest of the industry, as wealthy shoppers continue to travel and spend, and thus remain more insulated from the effects of hyperinflation”. The luxury sector appears to be resilient, with a predicted growth range of 5-10 percent for the 2023 year. Despite all of the uncertainties this projected growth emphasizes the lasting appeal of luxury brands and their knack for attracting and keeping loyal customers.



The Women's Golf Industry & Influence on the Market

The women's golf industry has experienced significant growth in recent years, evident by the expanding group of women actively participating in the sport. Notably, the recent US Women's Open which was broadcast on NBC was the most watched since 2014, reaching a peak viewership of 2.2 million. Furthermore, the sport has encountered a surge in media coverage, helping introduce the sport to a broader audience. This trend aligns with the evolution of golf fashion, which has seen a rise in stylish clothing choices for women on the course, as highlighted in a recent article from Fashionista. The incorporation of fashionable and functional golf attire indicates a promising future for women's golf and fashion.

The growing interest in women's golf has notably influenced the market for women's golf clothing. Recent data from Golf Datatech indicates that spending by women golfers on

equipment and apparel has risen by more than 66% since 2014, with a 32% increase between 2020 and 2021. Presently, women contribute significantly to the industry, accounting for approximately 20% of the market, making the women's segment larger than any individual product category in golf. The PGA Buying and Education Summit is a great opportunity for up-and-coming members of the golf industry to gain exposure as well as check out many other things happening within the market.

The Female Golfer (Consumer Audience)

In an article by Forbes, research was conducted showing what makes the intersection of golf and marketing an ideal and successful match when used together. Jeff Price, Chief Commercial Officer of the PGA, claims that there are three different types of consumer mindsets that have marketing opportunities. The first being “the win-mentality golfer”, the second being “the social golfer,” and the third is “the mindful human.” These are three different mindset demographics that can all be harnessed in different ways using skillful marketing strategies to amplify brand awareness and profits to the average consumer. With golf having so many different aspects, it creates many opportunities to reach different audiences, helping the sport grow.

When looking at the first consumer mindset, “the win-mentality golfer,” women have strong self-beliefs, abilities to power through challenges, and exceed expectations. Motivation is high and competition is expected. When playing golf, this can be a powerful mindset to help achieve goals and gain knowledge and respect. The “mindful human mentality,” is another beneficial consumer mindset. Having the ability to care for oneself as well as others, communities, and nature is an important aspect when relating to consumer needs. This mindset shows people are conscious about choices when buying products and merchandise especially when female golfers are representing these brands, affirming companies' values and beliefs. Golf can create an atmosphere that encompasses a zen, calming feeling, thus creating a healthy attitude. The final mindset, “the social golfer,” which is one of the largest groups of golfers, shows enjoyment and happiness when playing the sport. Instead of looking for a win and competition, these golfers play for fun and being with a group playing as a casual fun game.

College Golf Influences

Fashion is a capitalist industry and with different trends growing, many brands now have increased opportunities to become more mainstream, reaching a higher consumer demographic. With women's golf expanding through many demographics and platforms, merchandising and sponsorships are much more beneficial to the brand and profits. As shown in the article produced by Golfweek, research provided by the NCAA has shown a massive amount of growth in women's college golf teams since 2010. Year-end studies demonstrated that women's golf shows are one of the highest net gains across all sports relating to the number of teams participating. All in all, studies proved that in the past few years, women's golf has grown triple the amount compared to men's golf teams.

With the college level climbing in popularity and members, sponsorship perspectives and ratings have also expanded. The Women's College World Series Final averaged an audience of 1.8 million viewers on ESPN with 42 percent being female viewers. This surpassed its most-watched men's College World Series game averaging 1.6 million viewers. With the demographic and audience expanding, the sport is now becoming prominent on social media and other large platforms. This incline is expected to provide a significant increase in brand opportunities to support and promote women's golf. With all of the research showing an increase in the overall sport, brands supporting and sponsoring these teams are seeing an increase in sales of women's sports merchandise including a climbing number of their overall brand awareness shown in an article produced by CNBC.

Jenni Falconer



Tori Totlis



Paige Spiranac



Carolina Carl Romero



Influencers of Professional Golf

There is a massive audience waiting to be reached in today's world considering the power and accessibility that social media platforms provide. Female golfers can now make network and career connections as well as give brands a trustworthy name allowing them to promote services and products through these women. Professional golf has many influential opportunities. Many professional female players use social media platforms to spread the popularity of the sport, as well as promote companies and sponsorships from brands to larger demographics. Professional players such as Jenni Falconer, Paige Spiranac, and Carolina Carl Romero are examples of well-known golf influencers using social media platforms to their advantage, allowing them to expand their following and spread name awareness. Paige Spiranac has over four million followers on Instagram and many other channels. She currently boasts more followers than Tiger Woods, a well-known professional male golfer. Jenni Falconer surpasses 295 thousand followers on Instagram while Carolina Carl Romero has 140 thousand followers on Instagram. Brands use the player's influential status to amplify their credibility and expand their demographic and or target audience. These women are now bringing the game of golf to many more people using Instagram, Twitter, Facebook, and TikTok. Athletes such as these three women use these platforms to their advantage to increase fan engagement and spread awareness of the brands that they use and enjoy. A huge platform that has become increasingly mainstream in the past few

years are podcasts. Tori Totlis, a well-known podcaster on Apple Podcasts, uses her channel to invite guests to “chat about all things women's golf.” She provides tips, strategies, and mindsets as well as her own experiences and opinions when talking about women's golf. She strives to increase passion for women's golf and increase the sport's popularity. This is one of many platform examples of influencers that are expanding the demographic and showing consumers trustworthy preferences when it comes to the sport of female golf.

Key Research Insights

All of our research combined has revealed **these top four insights:**

Capitalizing on Opportunities: As with many start-ups, it is important to create a specific narrative within the desired industry. Capitalizing off of unique characteristics and successfully marketing those characteristics is essential to utilizing core strengths. As discussed throughout this report, women’s fashion is a large and growing sector and by capitalizing on this growing market, start-ups can find success.

Implement Practices for Website Creation: As discussed briefly above, implementing certain practices and strategies for website revision and creation will be beneficial to Emyvale. Our research has shown that implementing SEO strategies as well as adjusting the website to reflect the brand's image will have positive impacts on the brand as a whole and overall consumer reach.

Brand Story + Messaging: As we discussed above, creating a strong brand story is an essential part of creating a successful new company. Our research has shown that 55% of consumers are more likely to support a brand with a strong and meaningful story. To gain momentum, followers, and customers who will stick with the brand, a concise and consistent brand story needs to be conveyed.

Social Media/Marketing: As discussed above, our research indicates that consistent engagement and responsiveness on social media significantly contribute to brand loyalty and positive customer perceptions, fostering long-term relationships and amplifying brand advocacy. Incorporating assets like a meticulously developed website, a purposeful presence across diverse social media platforms, press releases, and other direct customer engagement points proves to be substantial. Through further research on the email and SMS marketing automation platform Klaviyo, we found it will greatly complement the website. Beyond digital initiatives, diverse opportunities, including paid print media and earned coverage, were explored to enhance brand awareness as well.

Campaign Takeaways

Based on our research, this campaign will focus on setting the brand up for success. Through understanding of the target audience, competitors, and opportunities, **we recommend the following:**

Brand Messaging/Story

We suggest several key strategies to enhance Emyvale's brand's messaging and story. Firstly, it is crucial to identify the unique values and understand the target audience's needs and preferences through the comprehensive market research that has been done. We suggest crafting a compelling and relatable brand story that conveys Emyvale's mission, values, and journey, being sure to nurture an emotional connection with the audience. This brand messaging might include a page on the Emyvale website sharing details and a short background on Maeve, the brand's founder. According to the "Creating Connections: What Consumers Want From Brands in an Increasingly Divided Society" study, more than three-quarters of consumers say they would buy from a brand they feel connected to over a competitor, and **57% say they are more likely to increase how much they spend with a brand when they feel connected**. This connection allows the consumer to feel like they are investing in something that they support and agree with. Maintaining this consistency across all communication channels is super important, ensuring that the brand's messaging remains coherent and can easily be recognized. This is possible by using familiar catchphrases that positively represent Emyvale's brand, as well as working to connect with the audience on a personal level and be relatable. Emphasize and practice authenticity in brand communication, demonstrating a genuine commitment to the brand's values and customers. See the Appendix for potential slogan ideas that could be implemented in creating a concise and effective brand message. These strategies will assist Emyvale in forming a connection with its customers and creating brand loyalty.

Social Media Strategy

Based on our comprehensive research, we highly recommend implementing several strategic changes in the company's social media approach. One is the creation of a TikTok account could help increase brand visibility and engage a much larger audience, given the platform's potential for content to quickly go viral. **We suggest creating content that not only resonates with our target demographic of women interested in golf but also has the potential to capture the attention of a widespread audience.** In some ways TikTok can take care of a lot for your business, as stated in TikTok has made digital marketing more efficient. Among many other things listed by this report, TikTok has created an algorithm designed to show users the most relevant content possible by tracking what they interact most with. In addition to this, maintaining a consistent stream of content that caters to our key audience's interests and preferences is crucial for increasing engagement. While TikTok may seem like just a fun place to watch trends and create videos, the reality is that TikTok has had a major impact on the digital marketing industry and we have yet to see the last of it.

To promote the brand's identity, we suggest updating all social media platforms with high-quality product imagery to better reflect Emyvale's unique brand image. This may be done with the help of our team in creating some “quick” content before the launch by pulling from personal talents within the team. This could include but it certainly is not limited to, some team members photographing themselves, friends, and potentially collegiate golf athletes in Emyvale designs. Lastly, exploring the possibility of collaborating with influencers or collegiate golf teams presents an exciting opportunity to improve brand recognition and reach. These strategies have the potential to elevate Emyvale's presence in the competitive women's golf market and drive growth for the company.

Marketing

Brand Awareness + Additional Suggestions:

Based on our research, we would suggest developing a strong personal connection with consumers. This starts with a unique and strong storyline. Conveying a story or personal message behind a brand allows for a larger reach and more effective connection with the target audience, which in turn develops more business. This can also be effectively conveyed through influencers or ‘word of mouth’ through residents such as a local golf club or team. In the future, **marketing efforts can increase to include** merchandise sales (logo golf balls, clubs, hats, etc), pop-up shops with events like Second Sunday on King Street, or even promotions with local golf courses/resorts.

Appendix

Potential Slogans/Logo Idea:

"Drive Your Style to New Heights on the Fairway"
"Putting Fun Back in Fashion on the Greens"
"Where elegance meets excellence"
"Fashion that drives success"
"Your swing, your style, your success"
"Colorful Confidence on Every Green"
"Tee time, meet style"
"Play Bold, Play Beautiful: Your Game, Your Way!"

New Catch Phrase for Website:

"The Future Game-Changer in Women's Golf"
"Elevating Women's Golf to New Heights"

Logo Design:



Resources:

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