



**johnnie-O Research Report**

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## **I. Executive summary**

johnnie-O is an apparel company that combines the preppiness of the East Coast with West Coast casual, resulting in high-quality pieces that last the whole day. johnnie-O was started in 2005 by John O'Donnell. After growing up in Chicago and moving to Los Angeles, he wanted to create a brand combining both styles. The priority of each piece is to have the highest quality material so that every customer is more than satisfied with every purchase.

Our research was centered on diving deeper into the target audience for launching the new johnnie-O Women's line and the best tactics to reach that audience. We collected our data through a survey, personal interviews, and secondary research to better understand who the audience is and how that audience can be reached effectively.

In our research, we created a survey on Qualtrics that was shared through Instagram, GroupMe, text messages, and Facebook. We reached 151 individuals ranging in age from 18 to 65 years old. In addition, we conducted 14 interviews both on the phone and in person. We asked specific questions to gain insight into the brand reputation and associations with johnnie-O, most used social channels, perception of quality, shopping preferences, and factors that cause consumers to switch brands. We used prior research, survey results, and interviews to determine our key findings.

### ***Key Insights:***

1. Consumers appreciate and look for brands emphasizing product quality and versatility when purchasing.
2. The majority of consumers utilize social media when making purchasing decisions and discovering new brands.
3. When asked about johnnie-O, the main aspect that stood out to consumers was its lifestyle component.

As our campaign continues, our team will focus on how johnnie-O can increase awareness through the use of social media and influencers while also innovatively targeting new and existing female customers. According to our research, a strong social media presence and influencers are effective ways to increase sales and reach a larger audience. Our team will continue to work further to determine the best way for johnnie-O to increase engagement on social media and target a younger, female audience while staying true to its core values and lifestyle brand.

## II. Background and Secondary Research

### *Research Questions/Goals*

What reputation does johnnie-O have as a brand? Who is aware of johnnie-O, and how do they perceive the brand? How can we...

1. Emphasize the values and personality of johnnie-O.
2. Ensure the brand represents the lifestyle of its consumers.
3. Appeal to audiences who may not have prior knowledge of johnnie-O.
4. Create a brand story that includes a male and female consumer.

Additionally, will greater social media presence and/or partnering with influencers increase recognition for the johnnie-O brand?

### *Problem/Opportunity Statement*

johnnie-O primarily sells to men and boys, and while this has been successful, the brand has identified the importance of growing its audience to include women. Although this is the first launch of the women's line, women have consistently been recognized as part of the johnnie-O community, noting that 40% of shoppers are women. The line is created with the same high quality of men's products, allowing women to have classic, essential products that fit into their lifestyle. We are tasked with creating a marketing plan to aid in the launch process and increase the customer reach to include existing and new buyers. johnnie-O has an opportunity to raise awareness, target a new customer base, and expand its social presence. To accomplish this, johnnie-O must solidify who its target audience is to reach optimal success in terms of product sales, new and former consumers, and increased interactions with the brand on social media and online.

### *SWOT Analysis*

#### 1. Strengths

johnnie-O has several strengths that make it a successful brand, including having a unique brand identity, a loyal customer base, using reliable and high-quality material, and leading a successful e-commerce distribution model. johnnie-O's mix of East Coast prep with West Coast casual allows consumers to dress up or down on any occasion. It was previously an untouched market before johnnie-O's existence, making its brand identity distinct from any other brand. This unique brand identity adds to its loyal customer appeal, which is johnnie-O's second strength. According to johnnie-O, 90% of its consumers "love the johnnie-O brand, 89% connect with johnnie-O's values, 83% are proud to wear johnnie-O," and "95% are likely to repurchase johnnie-O in the future" (johnnie-O Media/PR Brief).

Consumers value johnnie-O primarily due to its reputation for high-quality products. The brand is known for using premium materials that can withstand the test of time. According to one review, each piece of johnnie-O's has a "high-quality finish," and "the clothing feels like something you would not have to be too precious about on days at the beach" (Broadwater, 2023).

Lastly, the brand has had a “hyper-effective, e-commerce-led distribution model” ever since the rise of COVID-19 (johnnie-O Media/PR Brief). While the brand is successful among other channels, its strongest one is e-commerce. 41% of its sales stem from e-commerce (johnnie-O Media/PR Brief). Its accessible and attractive online user interface, which includes detailed product descriptions, high-quality images, and accessible customer reviews, allows consumers to purchase products online easily. According to Velir, johnnie-O now has access to a more personalized, effective customer data tracking system, allowing its online user interface to be even more effective and engaging (Velir).

## 2. Weaknesses

While johnnie-O has seen overwhelming success, there is still room for refinement across several dimensions. johnnie-O caters to a niche audience that limits its exposure. Due to its steep pricing and targeting of a specific mix between East Coast preppiness and West Coast casualness, johnnie-O limits its growth potential to a broader audience. Furthermore, because johnnie-O needs a comprehensive social media presence, it risks losing specific audiences. For example, johnnie-O does not have a TikTok account, which can hinder its appeal to younger audiences. While TikTok may not contribute to johnnie-O’s classy brand image, it would be beneficial to implement it in some way since its main competitors – Faherty, Alex Mill, Tuckernuck – all have a TikTok presence.

Moreover, johnnie-O has significantly fewer followers on X than on other social media platforms (only 5k), limiting its exposure to X users (X). Lastly, in a world where corporations are held accountable for their social responsibility, johnnie-O needs to catch up. It needs to do more to address social responsibility, specifically regarding sustainability. Even though most of its clothes are considered sustainable (Nizzoli, 2021), the brand has not specifically marketed its clothes as sustainably made or sourced. This is a significant challenge for johnnie-O, as most other brands positioned toward a similar demographic have marketed their brands as sustainable.

## 3. Opportunities

johnnie-O offers customers a value proposition based on quality and versatility. A step up from athleisure but still designed to support an active lifestyle, johnnie-O can target frequent travelers. In 2024, world travel volumes are estimated to surpass 2019, reaching 110% of pre-pandemic levels for the first time (Balchandi et. al, 2024). A BoF-McKinsey consumer survey found that 40% of consumers purchase new clothing for vacation. Brands like Mango have responded to this demand by creating “resort wear” incorporating a California aesthetic (Balchandi et. al, 2024). johnnie-O defines its brand as “a true fabric of East Coast Classic meets SoCal Lifestyle” and is positioned to meet the demands of consumers purchasing clothing for their next vacation.

Secondly, johnnie-O has the opportunity to activate the lifestyle component of the brand by attaching personalities to the brand through partnerships with online influencers. The e-commerce format of johnnie-O would allow the brand to incorporate a larger online presence. Influencer marketing can effectively target johnnie-O’s millennial consumers. Nearly 70 million US millennials will use social media in 2024, over half of whom will purchase through a social platform, according to the 2024 eMarketer Forecast (King, 2024). As consumers demand authenticity online, micro-influencers position

themselves as trusted friends, and their followers are disposed to listen to their advice (Belanche et al., 2019). johnnie-O is already a lifestyle brand that embodies the values and culture of its target audience. Thus, attaching the brand to influencers who share the values and culture of the brand is a logical and strategic next step.

#### 4. Threats

johnnie-O faces competition from two different areas of the fashion industry. Primarily, johnnie-O shares similarities with other high-end non-luxury brands. Within this space, the coastal preppy aesthetic of johnnie-O is also central to brands like Vineyard Vines. Upscale athleisure similar to pieces sold by johnnie-O can be found at stores like Lululemon. Brands like Vineyard Vines and Lululemon are more established than johnnie-O and have already won the business of the consumer johnnie-O is targeting. Apart from more prominent legacy brands, smaller brands like Kule offer high-quality products designed for the same lifestyle johnnie-O hopes to embody.

Additionally, johnnie-O faces competition from trendier brands that offer lower price points. In almost every apparel category, consumers now hold onto clothing items for approximately half the duration compared to 15 years ago. johnnie-O's value proposition may not ring true for every consumer (Remy et al., 2016).

#### ***Online Literature Review/Relevant Research***

To better understand johnnie-O as a brand and explore its past PR and marketing strategies, we dove into the online literature regarding the brand's past campaigns, PR efforts, and marketing tactics. We also gathered information about the public's perception of johnnie-O through online articles discussing the brand in context.

From its product to its PR and branding, johnnie-O is a very founder-forward brand. John O'Donnell founded johnnie-O in 2005. The company is inspired by the founder's unique upbringing—being raised in the Midwest and moving out to Los Angeles for college—and the brand is designed to reflect that, pairing classical American pieces with a laid-back California lifestyle (*The Journey Presented by Johnnie-O*). The johnnie-O brand story is strongly tied to John O'Donnell's story, making him the perfect spokesperson. O'Donnell has been featured in outlets like Sports Illustrated and Golf Digest, discussing his unique founder story and johnnie-O.

The brand also emphasizes its connection to the pro golfer community. Having played a year walking on the UCLA team, O'Donnell is passionate about creating functional and stylish golf wear (*How Ascendant Attire Brand Johnnie-O Made a Splash on the Golf Course*, 2022). Additionally, multiple pros on tour wear johnnie-O without being paid to do so. The brand is proud to have products people choose to wear rather than driving awareness through sponsoring players. In a Golf Digest interview, O'Donnell stated, "We don't pay anyone to wear it because that's when you know you got something good going." Their success in breaking into the saturated golf market is notable, and their quality product and outside-of-the-box approach—selling both performance and lifestyle wear—help them stand out (*The Journey Presented by Johnnie-O*).

The latest available campaign johnnie-O launched was in 2015 for their “Tweener” button (johnnie-O, n.d.). The campaign, “The Right Amount of Wolf,” was a humorous commercial featuring TV personality Arielle Vandenberg scouring the bar for a man with just the right amount of exposed chest hair (*Johnnie-O “The Right Amount of Wolf,”* n.d.). The advertisement highlights the revolutionary product design of the Tweener button, a small hidden button between the second and third buttons on a polo or button-down, which solves the infamous “second-button problem.” johnnie-O often highlights its Tweener on its website and in advertisements to distinguish it from competitors and symbolize its brand philosophy. The Tweener is a great emblem to visualize the relaxed yet put-together atmosphere the johnnie-O brand seeks to evoke.

Aside from various spots in male-dominated outlets like Sports Illustrated and their Tweener campaign, johnnie-O rarely launches traditional public relations campaigns and has a minimal social media presence. According to research, johnnie-O has poured much of its effort into strengthening its e-commerce strategy and emphasizing the need for a seamless consumer experience through omni-channel marketing (*Transitioning to Smarter Social Bidding without Killing Short-Term Performance*, n.d.). While these marketing efforts have solidified johnnie-O as an excellent e-commerce clothing brand for men, the opportunity to market to women is substantial. The marketing team should use this in launching their women’s line.

### ***Audiences***

1. Women Interested in Casual Yet Stylish Apparel: The brand's focus on providing versatile clothing suitable for various occasions, from casual outings to more formal events, appeals to women who value comfort without compromising style. Targeting women who prioritize practicality and effortless elegance in their clothing aligns with johnnie-O's brand identity and values.
2. Lifestyle Enthusiasts: johnnie-O emphasizes a lifestyle centered around coastal living, outdoor activities, and a relaxed yet sophisticated approach to fashion. Therefore, targeting individuals who resonate with this lifestyle, regardless of gender, could be an effective strategy for expanding the brand's reach. These individuals may be drawn to the brand's association with leisure, travel, and a sense of adventure, making them potential advocates for the new women's line.
3. Millennials and Gen Zs: With the rise of influencer marketing and the increasing importance of social media in shaping consumer preferences, targeting younger demographics, particularly millennials and Gen Z consumers, presents a significant opportunity for johnnie-O. These digital-savvy consumers are more likely to discover and engage with brands through social media platforms and online influencers..
4. Fashion-Conscious Consumers: There is a burgeoning market for eco-friendly and socially responsible fashion brands in light of growing concerns about environmental sustainability and ethical consumption. Although johnnie-O has yet to prominently promote its sustainability initiatives, highlighting its products' quality and durability and any sustainable practices in its manufacturing processes could appeal to consumers who prioritize ethical considerations in their purchasing decisions.

5. Existing Male Customers: johnnie-O already has a loyal customer base among men who appreciate the brand's unique blend of East Coast prep and West Coast casual styles; targeting these existing customers allows us to expand their purchasing behavior to include items for female family members or significant others.

In addition to these primary audiences, johnnie-O should also consider targeting:

- Female influencers and fashion bloggers with a strong presence on social media platforms like Instagram and TikTok can help promote the new women's line to their followers.
- Women's lifestyle publications and online platforms focusing on topics such as fashion, travel, and outdoor activities, where the brand can advertise and generate buzz around the launch of the new collection.
- Expanding the target audience beyond existing male customers to include women with similar lifestyle preferences and values and younger, digitally engaged consumers can help johnnie-O successfully introduce its women's clothing line to a diverse and receptive market.

### ***Ideas to be Pretested***

We predicted that johnnie-O has the potential to reach new female audiences through partnerships with influencers and expanding social media outreach. We speculate that influencers showcasing a particular experience or lifestyle while wearing johnnie-O will appeal to younger and impressionable audiences who want to be a part of that culture. johnnie-O currently utilizes Instagram and Facebook to showcase their product, and we believe there could be an opportunity for diversifying the media platforms. Our survey questions were formulated to find out how johnnie-O can effectively market their new women's line to consumers who may not be familiar with the johnnie-O brand. It aimed to discover what inspired consumers to buy from a brand and how they discover new brands from social media advertisements.

## **III. Primary Research**

### ***Interview Methods and Findings***

The team created a flexible interview guide to reference while interviewing participants. If participants said something that piqued the interviewer's interest, interviewers were free to inquire further. Interviews were completed in person, through Zoom and Facetime. There were 14 participants interviewed, ranging from ages 20 to 65. Interviews aimed to answer the question: *Will greater social media presence and/or partnering with influencers increase recognition for the johnnie-O brand?* Questions asked to interviewees ranged from if participants were familiar with johnnie-O, how they perceived the style of johnnie-O, what participants considered their style, and if they interact with brands on social media. Our group conducted 14 individual interviews. Most participants were in their early to mid-20s, with some interviewees in their 60s.

### **Versatility**

One key aspect that johnnie-O tries to push is that its clothing is versatile. So, with our interviews, we wanted to see how vital versatility was to interviewees. Most participants claimed that versatility was



essential for them when making clothing choices. Two participants in their early 20s claimed that versatility was not as important, claiming they purchased clothing for specific events or occasions. Additionally, another participant claimed that versatility was less critical for women's clothing than men's and that more women wanted to change clothes throughout the day. Several participants remarked that they enjoy clothing they can wear for casual and fancy occasions. Another factor that came into play when discussing versatility was price. Several participants remarked that more expensive clothing should be more versatile. For instance, one participant said, "If you are paying that much, you want maximum use." Another participant said, "I don't want to spend \$300 on three separate shirts. I'd rather just spend money on one shirt that I can wear to multiple things than a lot of money on a few shirts and have them all be different." Another participant mentioned specific pants that feel like yoga pants but look like dress pants, allowing her to go from yoga to lunch without feeling underdressed.

### Demographics/Key Audience

Most interviewees believed that the key demographic for johnnie-O could include college students but primarily included people in their 30s and 40s. Interviewees also indicated that the audience would be people in a golf or country club scene or more upper-class people. Some interviewees indicated that johnnie-O would speak to people interested in preppy style. For example, one interviewee said, "It feels preppy and golfy. I would say for the age range it seems like some college students who participate in those activities or middle-aged people and a little older people ... around 30's, or early 40's."

### Social Channels and Influencers

Interviewee responses were divided on what channels they interact with brands on. Some participants acknowledged that social media was a key factor in their interaction with brands, citing Instagram and TikTok as popular social media for brand engagement. They cited brand pages and sponsored content from online influencers. However, some interviewees preferred websites and online shopping. One participant even mentioned that apps from clothing brands were her preferred method of brand interaction.

Similarly, responses were divided on whether or not influencers using brands would prompt interviewees to buy the product or interact more with the brand. Some interviewees claimed that influencers wearing clothes would make them more likely to buy them. "Clothes are really big for social media influencers. It's nice seeing it on a real person," an interviewee said. On the other hand, some interviewees claimed they were less likely to buy something promoted by an influencer. Two of these interviewees were over the age of 60.

### Shopping Preferences

A majority of interviewees preferred shopping online. One participant notes that he enjoys a user-friendly website. Overall, interviewees noted that websites should be easy to use and straightforward. "I prefer shopping online because I have a wide range of options and for ease. I also like in-person shopping because I can see if it fits me better," one participant said. Other participants noted they voluntarily signed up for johnnie-O emails and texts to be reminded of online sales.

### Familiarity with Brand & Associations

Interviewees characterized the brand as higher-end, preppy, clean-cut, active, and/or having a California surfer vibe. As for the values and beliefs associated with johnnie-O, different participants associated different values with johnnie-O, like quality, comfort, classiness, a luxury image, integrity, and longevity. Some interviewees emphasized the importance of the image that the johnnie-O brand reflects: “It evokes material success without being too flashy.” It appears that brand name alone is not as critical as the emphasis on quality, which johnnie-O’s price point reflects.

### Areas for Improvement

Some general areas for improvement that participants identified were expanding the demographic appeal of the brand to include younger age groups, getting influencers involved to increase recognition across more audiences, lowering prices, considering more sustainable materials, and representing more diversity on the website. One participant also suggested that johnnie-O could improve brand exposure by sponsoring a sporting event. They cited Ralph Lauren's sponsorship of the U.S. Open and Nautica’s sponsorship of sailing events.

### ***Survey Methods and Findings***

The team used the website Qualtrics to design and distribute a survey to participants. It launched on February 19th and closed on February 26th to ensure adequate response time. To find participants, the survey was distributed across social media platforms such as Instagram, Facebook, GroupMe, and through personal connections.

There were 151 responses from the survey, and 85% of participants were in the age range of 18-24. The rest of the pool included 2% under 18, 4% in the range of 25 to 34, 1% in the range of 35 to 44, 1% in the range of 45 to 54, 4% in the range of 55 to 64; and finally 2% in the 65 and above range. 35% of participants identified as a man, 63% as a woman, and 2% as non-binary. White participants comprised 81% of surveyed ethnicities, while 7% identified as Asian, 6% identified as two or more races, 3% identified as Black or African American, 2% identified as other, and less than 2% preferred not to say.

The survey questions were formulated to discover more about consumer values and their engagement with brands and social media. 85% of respondents were between the ages of 18 and 24, and 64% percent of respondents identified themselves as female.

After the demographic questions, the survey's first question asks participants if they are familiar with the brand johnnie-O. Of the responses, 16% (20 participants) said they had heard of the brand. Those familiar with the brand were then prompted to answer questions such as where they had heard of johnnie-O, how likely they were to buy something from johnnie-O, and how likely they would engage with the brand on social media.

A key question posed to all participants asked them how likely they were to buy from a brand they may not recognize. Out of 123 responses to this question, 31% (38 participants) responded that they were somewhat likely, while 33% (40 participants) responded that they were somewhat unlikely (Figure 1). They were then prompted to answer where they discovered new brands most often. 43% (53 participants)

responded that they find new brands through social media advertisements, 24% (30 participants) responded in-store, and 20% (24 participants) find brands through influencers (Figure 2). All participants were also asked how likely they were to consider a purchase based on an influencer's recommendation. 38% (46 participants) stated they were somewhat likely, 22% (27 participants) responded they were neither likely nor unlikely, 21% (26 participants) responded they were somewhat unlikely, and 16% (19 participants) responded they were extremely unlikely (Figure 3).

## **IV. Discussion**

### ***Research Goals***

One of our goals was to discover how we can emphasize the values and personality of johnnie-O. Our interviews revealed that values and ideas people associate with johnnie-O are quality, preppiness, and longevity. Going forward, it will be helpful to emphasize quality and longevity. Another goal was to ensure that johnnie-O represented the lifestyle of its consumers. For this goal, we wanted to consider versatility and how important this is to consumers, as a desire for versatility of clothing is an idea johnnie-O tries to communicate with customers. Most interviewees indicated that they valued the versatility of clothing for their lifestyle needs.

Another goal was to find out how to appeal to audiences who may not know of johnnie-O and if social media and influencer partnerships can increase recognition. For this goal, we examined what channels survey and interview participants use to interact and how important influencers are to them. Our survey showed that 43% of participants often find brands through social media advertisements, and 38% were somewhat likely to buy a product that an influencer promoted. These results indicated that social media and influencer partnerships will likely lead to greater brand recognition, particularly for people in their 20s.

### ***Implications and Recommendations***

Our research gave us several valuable insights to help us make recommendations for johnnie-O. Both our survey respondents and interview participants emphasized the importance of high-quality clothing as well as versatility (being able to “dress up” and “dress down” an outfit) when making purchasing decisions. Therefore, johnnie-O needs to emphasize these points as key aspects of its brand identity when messaging to audiences.

Secondly, our research revealed that a substantial number of participants value the endorsement of social media influencers and would consider purchasing a product that an influencer they currently follow recommends. In tandem to this finding, participants cited social media as the primary avenue for brand discovery. Given that the majority of our respondents had not heard of johnnie-O, but considered social media a good place to discover new brands, johnnie-O can consider social media as a key platform to promote brand awareness. Participants also indicated a preference for online shopping. Social media accounts should be seamlessly integrated with a user-friendly website.

Finally, we found that the lifestyle components of the brand that emphasize golf culture and country club activities are primary to the brand image. As Johnnie-O expands its target demographic to include women, it will need to consider the types of activities that women partake in at the country club or on vacation with their family to better inform the product it offers to female customers.

### ***Limitations***

One constraint on our research was the short window of time allowed for our research aggregation. This was especially apparent in our survey, which was only open for a week. Although we received a relatively large number of respondents, having even more would allow for more in-depth, accurate patterns and findings. However, we still found beneficial and valuable findings.

Another limitation of our research was a lack of access to the demographic of people representing Johnnie-O's target audience for the women's launch. This affected both our interviews and survey, as the majority of our respondents were younger and were not previously familiar with Johnnie-O. Johnnie-O's self-proclaimed demographic is 35-54 years old and married, which was difficult for us to reach because we are primarily familiar with people who are close to our age and cannot afford Johnnie-O. Thus, this slightly hurt our perception of people within Johnnie-O's target audience.

Although we were given substantial information on Johnnie-O before and during our research, we do not have access to specific metrics on Johnnie-O, such as budgets, sale numbers/patterns (among different locations, demographics, years, e-commerce versus in-person platforms), and internal social media metrics. Due to this lack of access to metrics, our research could be more in-depth. Specifically, our SWOT analysis could be more specific if we could access these metrics. However, because we are not internal employees of Johnnie-O, our research reflected what information we had access to.

### ***Moving Forward***

By leveraging the brand's strengths and tapping into emerging trends in fashion and consumer behavior, Johnnie-O can maximize the potential for success in this new venture. Our key insights from research delineate the need to **maximize social media and brand partnerships** to drive awareness of the Johnnie-O brand among its target audiences. Johnnie-O has a strong foundation within their men's line to grow from and a well-established reputation for quality and reliability. However, we are excited to push the brand's existing strategy to cater to a more female audience and remind existing buyers and new customers how **Johnnie-O can fit into their everyday lives**. According to our research, the majority of consumers know Johnnie-O by its lifestyle brand, with emphasis on relevant activities such as golf. Continuing the values of quality and versatility in the women's line, it's important to **consider what activities are most relatable to its female audiences**. Strengthening social media, leaning into brand and influencer partnerships and emphasizing on consumers lifestyles will be critical in reaching new audiences and increasing overall brand awareness.

## V. Group Biographies



Josie Lewis is a 2024 graduating senior at the Hussman School of Journalism. A lifelong planner, she is the project manager for the Communications Team. With majors in Public Relations and Political Science, Josie enjoys blending her passion for creative communications and strategy with public policy research to deliver strategic insights. Josie has experience in public relations and communications roles for nonprofits, companies, and industry leaders. She has also worked at PR agencies with brands like Naturipe and Ford Motor Company, assisting with research and strategy.



Erin Rogers is completing her senior year of undergraduate studies in Media and Journalism and Peace, War & Defense at the University of North Carolina, Chapel Hill. She works in a public relations role for U. S. Steel. Previously, she gained exposure to government communications as an intern for the U.S. Department of State. Rogers prioritizes her campus community. She has worked with Innovate Carolina to help student innovators promote their startups and technologies and with the Meantime Coffee Company to promote social change. Rogers is committed to staying at the forefront of storytelling and has experience helping clients gain traction across several markets. Her expertise lies in conducting digital strategy and building relationships with key stakeholders.



Ellie Cowan is a senior at the Hussman School of Journalism and Media, focusing on advertising and public relations. Currently, Ellie is the Chief Marketing Officer of Heelprint Communications, a student-run communications agency at UNC. This role consists of overseeing all social media accounts, the internal Heelprint team, as well as client relations. This past summer, Ellie was the media intern for the Wyndham Championship, a professional golf tournament in Greensboro, N.C. Through these experiences, she has developed key skills in digital marketing, content creation, and communication skills.



Lily Richardson is a senior in the Hussman School of Media and Journalism with a concentration in advertising and public relations. She has a passion for writing and creating material, whether campaigns, blogs, press releases, social media posts, or other content that influences others. Currently, Lily is a Digital Marketing Intern at Go Fish Digital, where she serves on the

copywriting team and writes blog posts, website copy, and more using SEO best practices. She has also served as a PR intern for The Dovetail Agency, where she learned skills in creative media pitching, press release writing, client report development, social media content and research, and more. At UNC, she works for Coulture Magazine, a student-run fashion and lifestyle magazine, for the copyediting team and outreach team, and as a beauty writer and makeup artist.



Giselle Weber is a senior majoring in Advertising and Public Relations at the Hussman School at UNC and is set to graduate in May. With a background in marketing and communications, she gained experience during an internship with the international non-profit Edify. Giselle's experience includes collaborative project work on language manuals and proficiency in Canva and advertising. Additionally, she has a bit of experience in research.



Anna Cockerham is a senior in the Hussman School of Journalism and Media graduating in May. She thrives in creative roles such as brand strategy, art direction, and content curation and enjoys pushing creative boundaries and finding unique truths about a brand. After holding a marketing and communications internship at a small winery and brewery, she became interested in the wine & spirits industry along with the tourism industry for future endeavors. Her favorite project she has done was a “Meet the Fire Stations” reel series on Facebook for Mooresville Fire Department which tours all six of Mooresville’s fire stations across town.



Sarah Groce is a senior at the Hussman School of Journalism and Media. She has marketing and public relations experience across three internships. She interned as a marketing intern for Rivers Agency, an advertising and marketing agency in Chapel Hill. Additionally, she was a communications intern for Asheville City Soccer Club, a semi-professional soccer team in Asheville, North Carolina. Lastly, she was a public relations intern for Youth Mentoring Collaborative, a nonprofit dedicated to helping youth minorities. Furthermore, she works on social media for Coulture Magazine, a student-run fashion magazine. Altogether, these experiences gave her skills such as proficiency in Canva, SEO analytics, Instagram/TikTok planning and creation, Adobe Suite, and Excel spreadsheets.

## VI. Appendix

Figure 1:

How likely are you to buy from a brand you may not recognize? 123 ⓘ

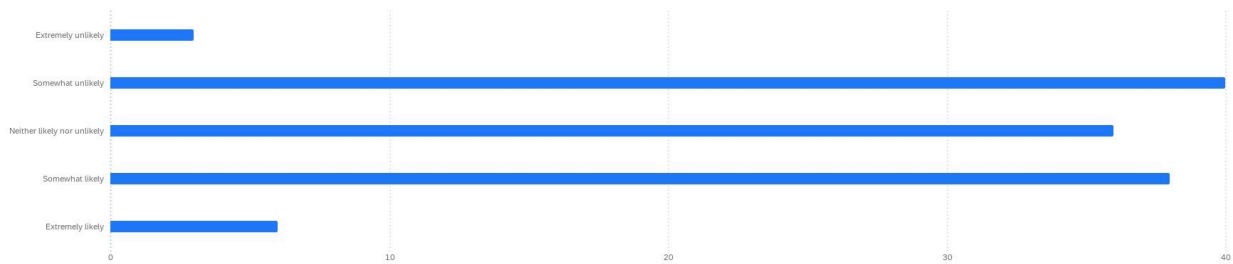


Figure 2:

Where do you discover new brands the most often? 132 ⓘ

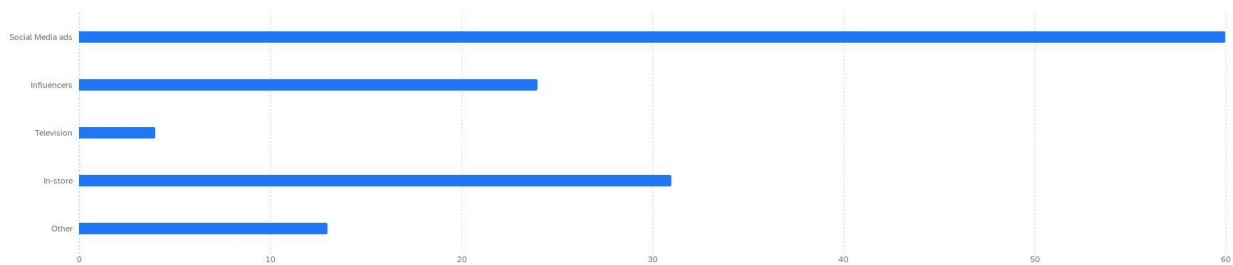
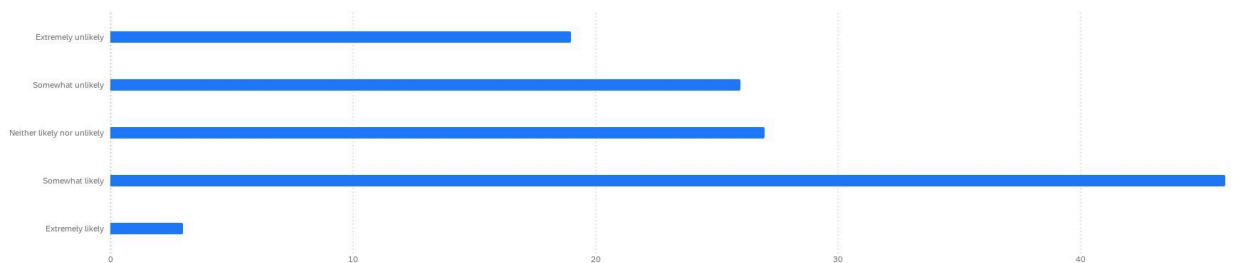


Figure 3:

How likely are you to consider a purchase based on a social media influencer's recommendation? 121 ⓘ



What is your age?

- Under 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65+

Do you describe yourself as a man, a woman, or in some other way?

- Man
- Woman
- Non-binary
- Other

Are you of Hispanic or Latino Origin?

- Yes
- No

How would you describe yourself?

- Black or African American
- Asian
- Pacific Islander
- Native American or Alaskan Native
- White
- Two or more races
- Other

Have you heard of the brand johnnie-O before?

- Yes

How did you hear about johnnie-O?

- Online
- Social media
- In-store
- Other:

How likely are you to buy something from Johnnie-O

- Very unlikely
- Unlikely
- Etc

- How likely are you to engage with Johnnie-O on social media?

- Likely
- Very likely
- Etc

- No

Rank the factors from most to least important that you consider when buying from a brand.

- Quality
- Price
- Brand Reputation
- Ethics/Sustainability
- Trendiness
- Customer Service
- Product Variety

How important is a brand's mission or values to you when making purchase decisions?

Very Important

Somewhat Important

Not Important

How likely are you to buy from a brand you may not recognize?

- Very unlikely
- unlikely
- Neither likely nor unlikely
- Likely
- Very likely



Where do you discover new brands the most often?

- Social media ads
- Influencers
- Television
- In-store
- Other: \_\_\_\_\_

Do you prefer online shopping or shopping in person for clothes?

- Online shopping
  - Why online shopping?
  - Free response
- In-person shopping
  - Why in-person shopping?
  - Free response

What social media accounts do you subscribe to?

Select all that apply:

- Instagram
- Facebook
- TikTok
- Snapchat
- Twitter (X)
- Other:

How likely are you to consider a purchase based on a social media influencer's recommendation?

- Very unlikely
- unlikely
- Neither likely nor unlikely
- Likely
- Very likely

Have you bought clothes that influencers have recommended in the past? Why or why not? What type of video/post was it (ex: review, try-on, etc)

- Free response

Do you follow any clothing brands on any social media platforms?

- Free response

What is your favorite clothing brand? What aspect of that brand makes it your favorite brand?

- Free response

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