

Brand

Abercrombie & Fitch

Objective

To raise awareness about Abercrombie & Fitch's new branding efforts in recent years.

Problem

People still believe Abercrombie & Fitch is the brand it was in the 90s and aughts.

There is a misconception that Abercrombie is still the brand it was in the 90s - early 2000s despite A&F's attempts to evolve past its "mean girl" persona.

-This might be a good place to paint the story of who Abercrombie was.

-“I agree about the “growing up around” part. My first experiences with the brand were when they had shirtless greeters and the air inside was likely combustible from all the fragrance. So that pretty much turned me off forever.” [Reddit user u/mcadamsandwich](#)

-<https://vm.tiktok.com/ZMJH2kmk1/>

Target Audience

21-30 year old young professionals living in cities. These individuals used to shop at Abercrombie when they were in middle school. As they matured, they have moved on from A&F to more mature brands. They have stylish outfits for every occasion. They now have some disposable income, but are still conscious of their spending. They are avid social media users and spend a lot of time online shopping for their clothes. They work at start-ups and make social justice a priority.

Insight

Nobody wants to be remembered for who they were in middle school.

Overall Idea

- Show that A&F is no longer who they were in the aughts (middle school).
- A&F has grown up
- I want to persuade _____ that they should _____ because _____.
 - I want to persuade yuppies that they should buy our clothes because A&F is the evolved brand they want us to be.
- What if...?
 - Abercrombie wrote out an apology letter for being a bully.
 - Abercrombie recreated a coming of age movie and starred as the villain
 - We dressed the world in Abercrombie and Fitch apparel
 - Show current Abercrombie tearing up/burning up old ads
 - Burn the old A&F bags
 - Anarchy
 - We were bullies, now we're not
 - Make today's fashion fresher than yesterday

- Our past isn't our present
- Abercrombie has grown up with its buyers.
- Abercrombie is the reformed school bully.
- Abercrombie has reformed since they were the "school bully" of fashion brands.
- Abercrombie is the mean girl who matured
- Abercrombie is the reformed mean girl.
- We had a character who drank coffee and was an adult
- A&F got in on the self-deprecating jokes
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Deliverables and Creative Considerations

- Transit ads
- Social media campaigns (TikTok, Instagram etc.)

What's next?

- Social media / website consistency

NOTES

- What's the significance of the fragrance?
 - The fragrance was one thing we noticed still had packaging that aligned with their old brand image.
- Keep pushing on the brand truth and customer truth. So what? Where do we go from here?
 - Brand truth = A&F used to be the mean kid
 - Customer truth = Insight
- What's the overall idea?
 - Think of this as a "What if...?" provocation, so the creative team can take it and run.
 - This can be a spectrum from the safe idea to the crazy, impossible idea
 - Mild
 - Spicy
 - Hot
- The Deck needs to tell a story
 - Tell personal stories
 - PTSD middle school bullying, etc.
 - Memories, Big Idea, Here's how it rolls out