



Sedoff Epperson
ADVERTISING & DESIGN

AUGUST, 21
2023

Branding Research Presentation

Prepared for Joyce Renée Designs



Table of Contents

RESEARCH

Brand Overview.....	3
Target Audience Analysis.....	7
Competitor Analysis.....	18
Brand Moodboard	40

Brand Overview



BACKGROUND

Joyce Renée Wilkenfeld has always had a love of designing and creating new things, particularly accessory, apparel, and jewelry design.

The company is driven by her desire to create unique, non-traditional styles and to create well-made products in a market that is sorely lacking in quality.



Bringing an old-world elegance to accessories in a fresh, modern fashion.

THE PROBLEM

Joyce Renée Designs is solving a lack of quality-made accessories in the industry. So many retailers are selling accessories made from cheap materials and customers can feel the difference.

YOUR SOLUTION

Uncompromising quality in the materials you use. Not only do your accessories look stylish in a unique way, but they feel good to wear and are of a higher caliber of material.

You also offer a variety of accessory choices that adorn both people and their furry friends, allowing you to cast a wider net than some of your more niche competitors.

VALUE PROPOSITION*

Joyce Renée Designs offers quality-made accessories that are uncompromising in caliber and boast a non-traditional style.

** Your "Value Proposition" is a statement that encapsulates the value that you bring to the market.*



BRAND VALUES

- Quality attire
- Reimagined designs
- Care in every aspect of the process

The Design is in the Details:

Joyce Renée Designs embraces a re-imagined approach to accessory design, lovingly handmade with uncompromising quality.

Target Audience Analysis



Audience Overview

Primary Audience

Unconventional Matriarch

Women in their 50's-60's who care about the quality of the products that they buy and have the disposable income to purchase them. These women will appreciate the elegance, class, and uniqueness of the products but it won't be their single motivating factor.

Secondary Audience

Thoughtful Husband

The husband of the target audience woman. Men who happen to see something nice that they think their wife would like and purchase as a gift.

Tertiary Audience

Distinctive Trendsetter

Slightly younger women in their 30's-40's who are motivated by the uniqueness of the products. These individuals will have to have some disposable income and are therefore a little more established in their careers than a younger audience. While they are not going to be your primary demographic, they are an audience to consider when marketing.



Nancy

Unconventional Matriarch

Primary Audience

Gender: Woman

Age: 50–60

Location:

Suburban, just outside of the city

Works:

Full-time, Business Owner

Income: Affluent

Interests

- Finding apparel of quality that stands out in style
- Taking care of and doting upon her dogs
- Spending time with her family
- Enjoying time with friends at the country club
- Investing in causes she cares about

Motivators

- Family legacy and leaving a positive impact
- Community giving and supporting local brands
- The allure of elegance and class
- Taking pride in her unique fashion sense



Nancy

Unconventional Matriarch

Primary Audience

Gender: Woman

Age: 50–60

Location:

Suburban, just outside of the city

Works:

Full-time, Business Owner

Income: Affluent

Obstacles

- **Lack of Time:**

Balancing work, community involvement, and family responsibilities leaves this persona with limited time, so she most likely will set aside time to go shopping and make it an event.

- **Quality Assurance:**

This persona is cautious about the quality of products and might hesitate to make purchases without the reassurance of durability and comfort.

- **Information Overload:**

The abundance of options can be overwhelming, making it challenging for her to identify the highest quality and most unique items.

- **Budget Consciousness:**

Despite having disposable income, she remains conscious of her spending and might hesitate to invest in something that she doesn't deem well-made.



Nancy

Unconventional Matriarch

Primary Audience

Gender: Woman

Age: 50–60

Location:

Suburban, just outside of the city

Works:

Full-time, Business Owner

Income: Affluent

Needs

- **Curation and Assurance:**

She values curated collections that assure her of the quality and uniqueness of the products offered.

- **Time-Efficiency:**

Convenience is key. This persona seeks ways to quickly find and purchase high-quality products without extensive searching. She is more likely to purchase something on a whim by chance than attempt to discover a product on her own.

- **Authenticity:**

Clear information about the authenticity and craftsmanship of products helps her make confident purchasing decisions.

- **Personal Connection:**

A sense of personal connection to the brand or product can enhance her satisfaction and long-term loyalty.



Richard

Thoughtful Husband

Secondary Audience

Gender: Man

Age: 50–70

Location:

Suburban, just outside of the city

Works:

Full-time, high-level professional or
business owner

Income: Affluent

Interests

- Treating his wife for special occasions and "just-because"
- Spending time with his family
- Enjoying time on the golf course with his work buddies
- Active in his local community's events

Motivators

- Expressing his love and appreciation for his wife through meaningful and thoughtful gifts.
- His involvement in the local community and friendships motivate him to find gifts that reflect this success.
- The joy and happiness his gifts bring to his wife encourage him to continue seeking unique and special products.



Richard

Thoughtful Husband

Secondary Audience

Gender: Man

Age: 50–70

Location:

Suburban, just outside of the city

Works:

Full-time, high-level professional or business owner

Income: Affluent

Obstacles

- **Limited fashion knowledge:**

This persona might lack a deep understanding of his wife's unique fashion preferences, making it challenging to choose the right products.

- **Time constraints:**

His active involvement with his family, community, and work commitments leaves this persona with limited time for extensive product research or shopping. He is more likely to buy something nice when he sees it rather than spend the time to find something.



Richard

Thoughtful Husband

Secondary Audience

Gender: Man

Age: 50–70

Location:

Suburban, just outside of the city

Works:

Full-time, high-level professional or business owner

Income: Affluent

Needs

- **Curated Gift Options and Gift Guidance:**

Clear product descriptions and recommendations guide him toward making thoughtful choices. He seeks a range of curated gift options that match his wife's unique fashion sense, saving him time and effort.

- **Easy Selection:**

A straightforward and intuitive shopping experience that helps him quickly choose the right products is essential.

- **Convenience:**

This persona values easily accessible options that allow him to purchase gifts without disrupting his busy schedule.



Candace

Distinctive Trendsetter

Tertiary Audience

Gender: Woman

Age: 30–50

Location:

Urban, in and around the city

Works:

Full-time, working on her career

Income:

Has some disposable income

Interests

- Finding unique apparel and jewelry that is non-traditional or off-beat
- A lover of the performing arts
- Frequents museums and is active in the local community's art scene

Motivators

- Expression of Individuality
- Personal reward in the joy of finding and discovering unique products
- Environmental impact of fast-fashion as opposed to thrifted or ethically made products.



Candace

Distinctive Trendsetter

Tertiary Audience

Gender: Woman

Age: 30–50

Location:

Urban, in and around the city

Works:

Full-time, working on her career

Income:

Has some disposable income

Obstacles

- **Lack of Time:**

Between working her job and raising her family, this persona will have limited time to explore and discover new products.

- **Limited Budget:**

While this persona has disposable income, she needs to be mindful of her spending. This means that she will most likely find something she likes and save up to buy it for a special treat, as opposed to on a whim.

- **Lack of Access:**

Your products may be harder to find for this persona because they may only be available in small retail spaces in specific locations.



Candace

Distinctive Trendsetter

Tertiary Audience

Gender: Woman

Age: 30–50

Location:

Urban, in and around the city

Works:

Full-time, working on her career

Income:

Has some disposable income

Needs

- **Affordable Uniqueness:**

This persona seeks unique products that are affordable and offer good value for her disposable income.

- **Reliable Information:**

Clear and trustworthy information about the uniqueness and quality of products helps her make informed decisions.

- **Discoverability:**

While this persona enjoys the thrill of finding something new on a whim, she will be more likely to purchase if she has easy access to purchase from more than one location or the convenience of finding what she saw in a store online.

Competitor Analysis



OVERVIEW

No direct competitors showcased unique pearl jewelry and accessories that matched your intended style. Many of your local competitors are going for large, chunky jewelry or a BoHo Chic aesthetic.

Very few direct competitors have accessories for both people and pets.

Your biggest threat will be Etsy stores and thrift or consignment stores where you can conveniently find unique and vintage accessories of all sorts.

DIRECT COMPETITORS

- Fig Tree Accessories
- J. Landa Jewelry
- Fly high Little Bunny Jewelry
- Dog & Co.
- Louisdog
- Susan Lanci

INDIRECT COMPETITORS

- Paris Texas Apparel Co.
- Etsy
- Consignment & Thrift Stores
- Larger Retail Stores
- Pet Stores

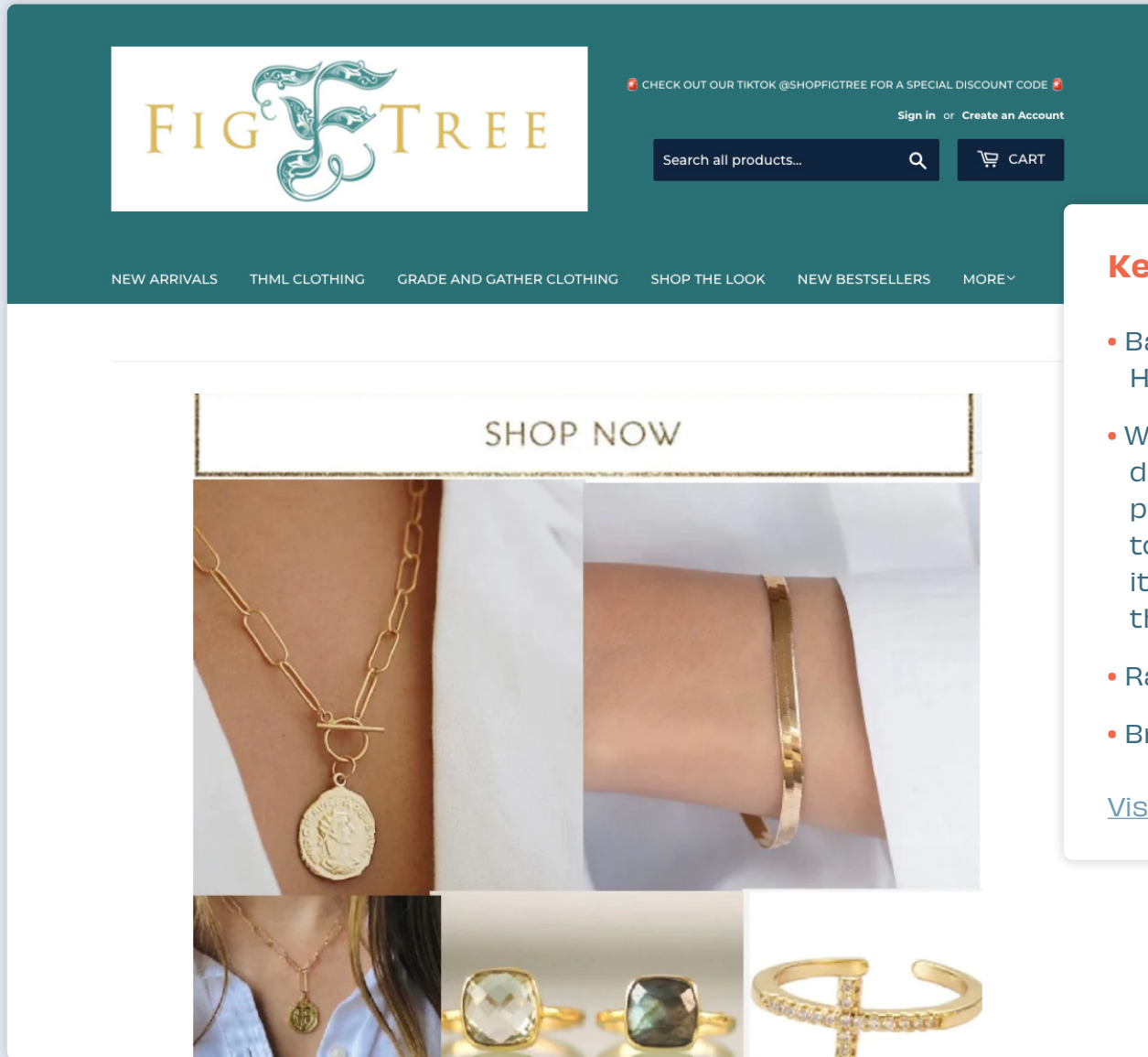
Competitor Analysis

Direct Competitors

Direct competitors are companies or businesses that offer similar products or services, target the same customer base, and operate within the same industry or market segment. Direct competitors compete directly with each other for the same customers and often have similar value propositions, pricing strategies, and marketing efforts.



Fig Tree



Key Takeaways

- Based locally in Rice Village, Houston.
- Was once exclusively accessory design, but the store has pushed their custom designs to the side in favor of apparel items that they don't make themselves.
- Ranks high in a Google search.
- Brand isn't very fleshed out.

[Visit Website](#)



Fig Tree

Pros

- Ranks well in Google when you search "Houston unique high-quality accessories"
- Has a storefront that they own in a University town that has good foot traffic.
- Has an online eStore website that not only allows for easy shopping but also allows for online searching and the ability to locate their store or contact them directly.
- Advertises "unique" jewelry that owner, Sarah Austin, designs herself.
- Started out at farmers markets and home shows with a full website.
- Sold to retailers in over 150 stores before opening her own storefront.
- They now sell complimentary brands that are not their own but may lead to purchasing accessories that pair well with an outfit. They include a "Shop the Look" section that displays whole outfits.
- They are active on social media and have decent engagement for their following.

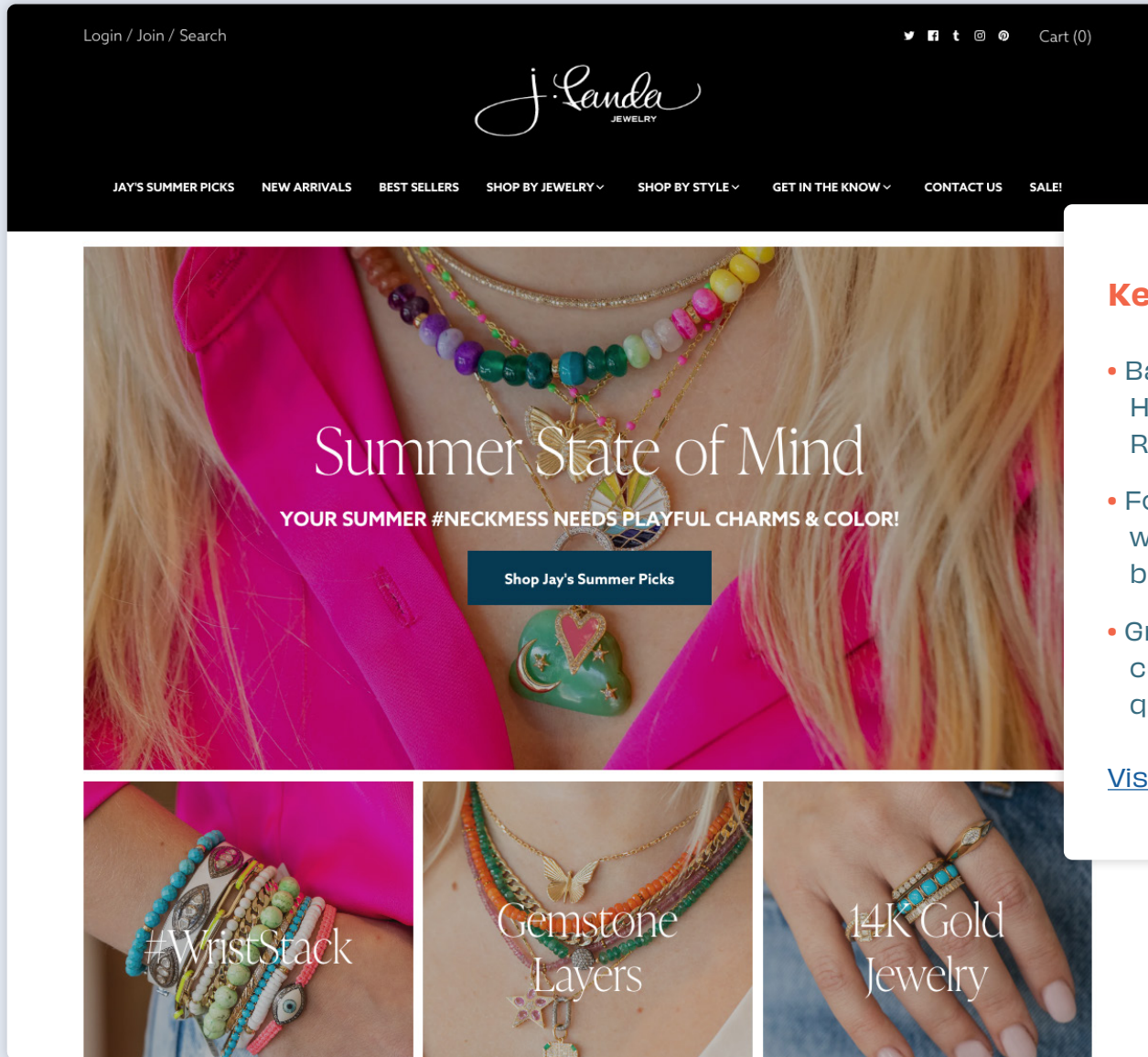
Cons

- Their brand is one-note and not fleshed out. Their logo seems to have only one version that doesn't work well on dark backgrounds.
- Their website is a modified Shopify template, which takes away from the "unique" appeal that they advertise.
- They now sell other brands that are not their own and are featured prominently on their website which takes away from their custom, unique accessory pieces that are relegated to a "More" menu drop-down.
- While they have some "unique" jewelry pieces, many look similar to what you would find at larger retailers like Chico's or Charming Charlie's. Very Boho Chic, which seems to be a common thread for a lot of these accessory and apparel companies that boast "unique" designs. (This will give you more of an opportunity to stand out.)
- Reviews on Google are generally positive. However, the reviews mostly talk about the clothing that they don't personally make, and there are some concerns about the quality of their accessories:

"I bought a lovely necklace, the clasp broke, and they got it fixed with no issues. The clothing is really well made, and a nice balance of stylish and functional." — Stargazerlizzy

"I've purchased clothing from the store and also online. ...They have the best selection of THML clothing anywhere!..." — Diana L

J. Landa Jewelry



Key Takeaways

- Based locally in River Oaks, Houston (previously located in Rice Village).
- Focused solely on jewelry—which includes fancy dog tags—but no other accessories.
- Great Google reviews about customer services, with no question of product quality.

[Visit Website](#)



J. Landa Jewelry


Pros

- Founder grew up with a mother who also ran a successful jewelry business, and has experience working for Gap and DKNY in New York. This establishes that he knows the industry and what he is doing when it comes to crafting his designs.
- Has a storefront that they own in River Oaks which is a known hot-spot for shopping high-quality products.
- Has an eStore and website built on Shopify.
- Active across social media platforms with a large following and great engagement.
- Has a good focus on jewelry specifically.
- Google reviews are very positive with great compliments on staff's knowledge of their products and fashion in general to assist their customers.
- They have options that fit multiple budget ranges.
- They sell dog tags. While they do not make dog collars, they have had several events with "The Paw Tribe" who makes ethical dog collars and benefits Houston PetSet.


Cons

- While their jewelry is unique, their brand is very simple in contrast. This may actually benefit their brand since it lets the jewelry speak for itself.
- They only sell Jewelry and no other accessories. They are very niche, which also works to their benefit, but is a differentiator.

Fly High Little Bunny Jewelry



[SHOP](#)
[FINE JEWELRY](#)
[CUSTOM JEWELRY](#)
[REPAIRS](#)
[GIFT CARDS](#)






Key Takeaways

- Based locally in the Greater Heights, Houston area.
- Niche jewelry market that sells other accessories in-store only.
- Questionable craftsmanship, but known for their unique, BoHo designs.

[Visit Website](#)

Check out our Instagram!

@flyhighlittlebunny



Fly High Little Bunny Jewelry

Pros

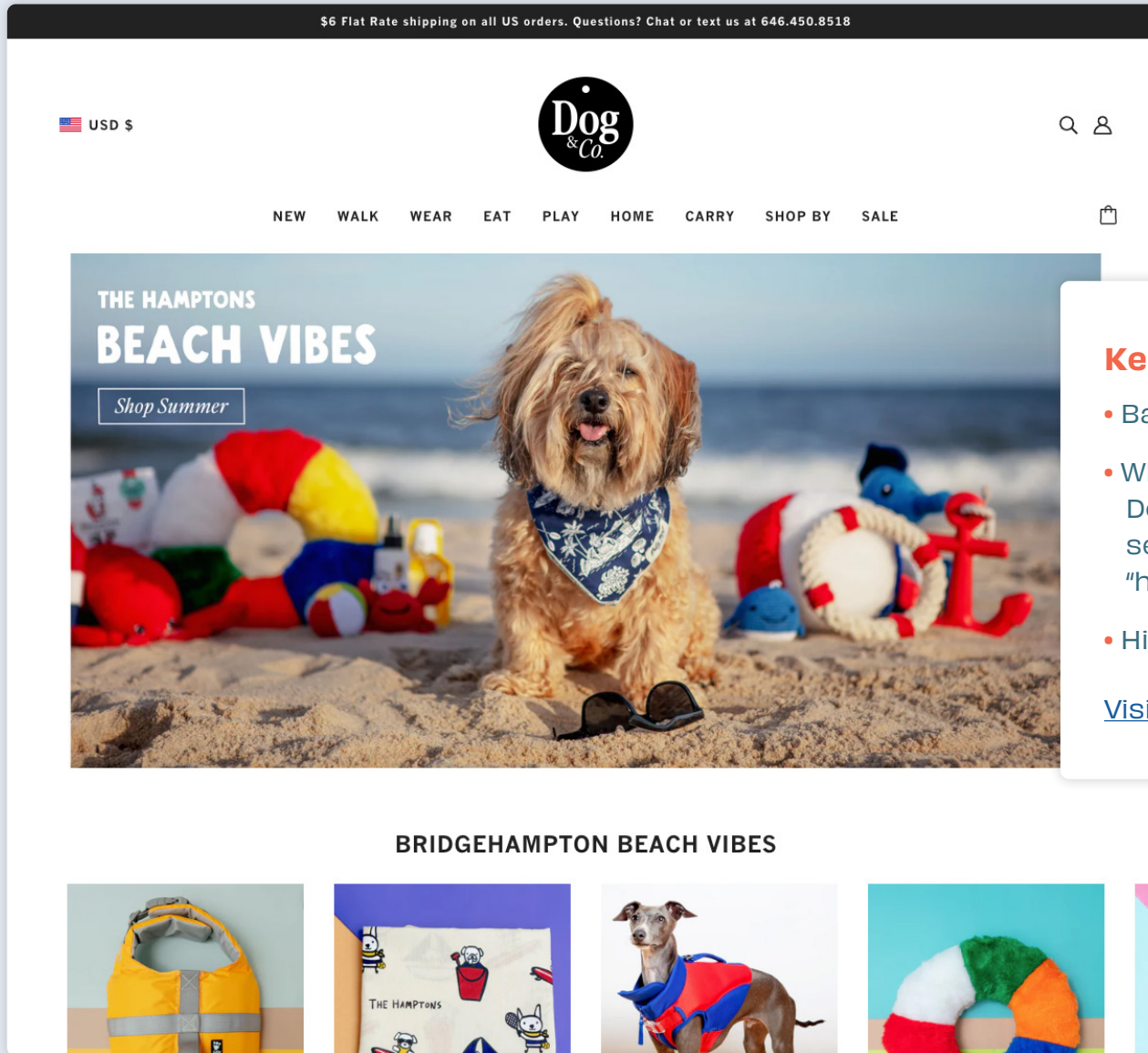
- Ranks well in Google when you search "Houston unique high-quality accessories"
- Has a niche jewelry market, but also specialized in jewelry repairs.
- Their storefront also sells handbags and other accessories that they do not make themselves, however these are not on their online store.
- Very affordable
- The staff seems very friendly and knowledgeable enough to help customers pick out the best piece for them or their loved ones.
- Active on social media with very good engagement.

Cons

- Website built with weebly by Square, which is commonly used by scammers.
- The website is not fully fleshed out, with links that go to pages with no content. For a website that ranks so high on Google, they are doing themselves a disservice with how much the website is lacking.
- It's hard to find information about the company and who they are.
- They have some concerning reviews on Google that talk about their poor craftsmanship and unclear policies:

"Had them repair a bracelet that wasn't worth more than 20\$. Paid 70\$ just to have clasp fall off the next week." — Trina Jones

Dog & Co.



Key Takeaways

- Based in New York, New York
- While overwhelmingly for pets, Dog & Co. also has a small selection of accessories for the "humans."
- High price-point

[Visit Website](#)



Dog & Co.

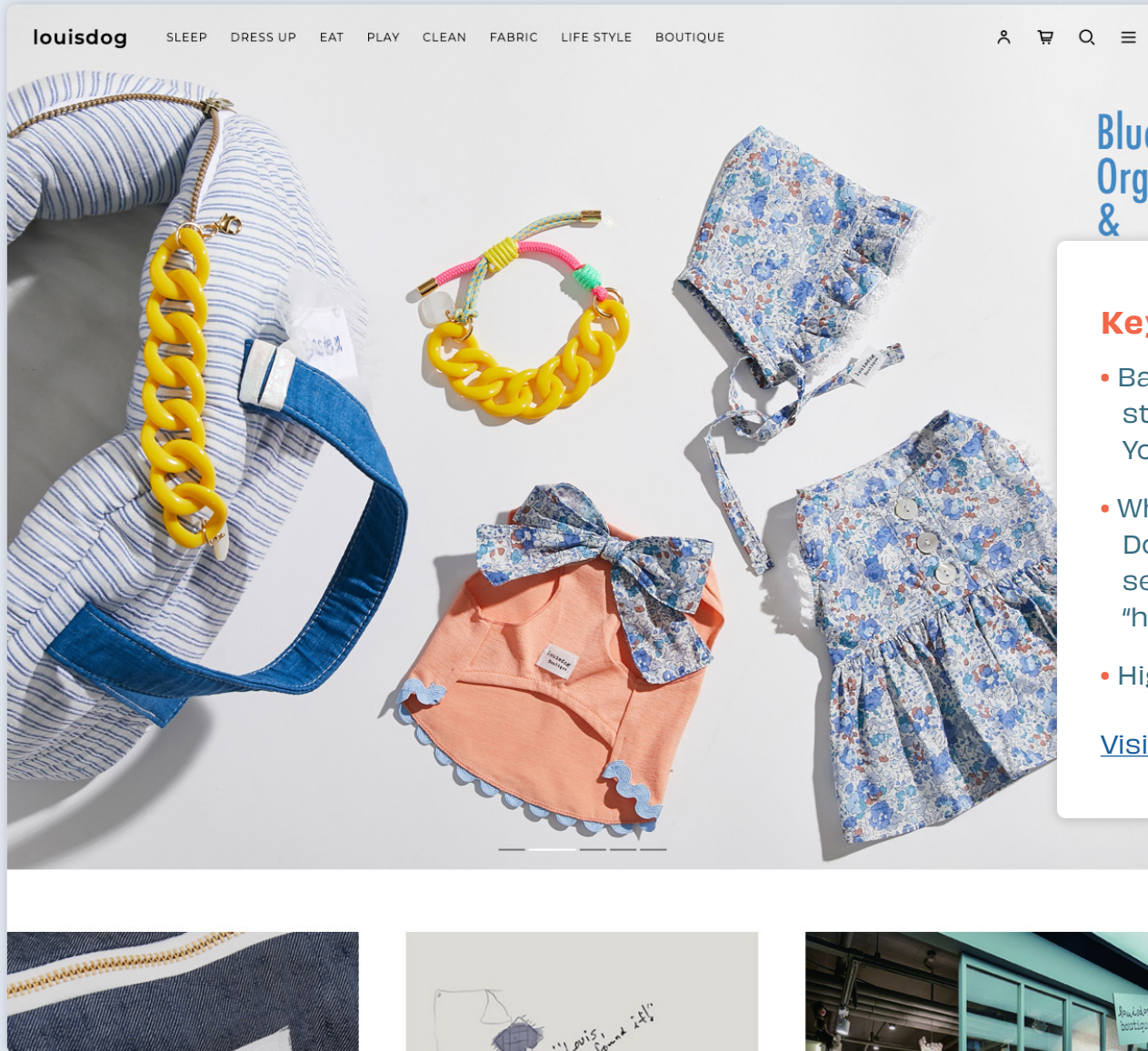
Pros

- Ranks well in a Google search for "high quality dog accessories"
- A well put-together Shopify site that matches the aesthetic of the brand.
- While overwhelmingly for pets, Dog & Co. also has some accessories for the "humans" such as coin purses, small backpacks, socks, and mittens.
- Has both brick-and-mortar shops and online retail.
- They design and create their own selection of accessories, but sell other brands as well.
- They proudly claim that their accessories are "designed with a cool-yet-classic modern aesthetic, each piece crafted with both form & function in mind."
- They have a clear mission statement, with details on what matters to them and how they "give back."
- They are active on social media with a great following.
- Their price tag speaks to the quality of their products.
- Very cute brand voice and style (they have a whole page dedicated to the pets of the staff, which makes the brand feel more personable.

Cons

- Not local to Houston.
- They design and create their own selection of accessories, but sell other brands as well.
- The products are on the more expensive side, which speaks to the quality of their products but may also remove potential customers.
- Google reviews are generally positive with the biggest complaint being how pricey it is to shop there.

Louisdog



Key Takeaways

- Based in Seoul, Korea with stores all over the world (New York, Paris, Milan, Tokyo, etc.)
- While overwhelmingly for pets, Dog & Co. also has a small selection of accessories for the "humans."
- High price-point

[Visit Website](#)



Louisdog

Pros

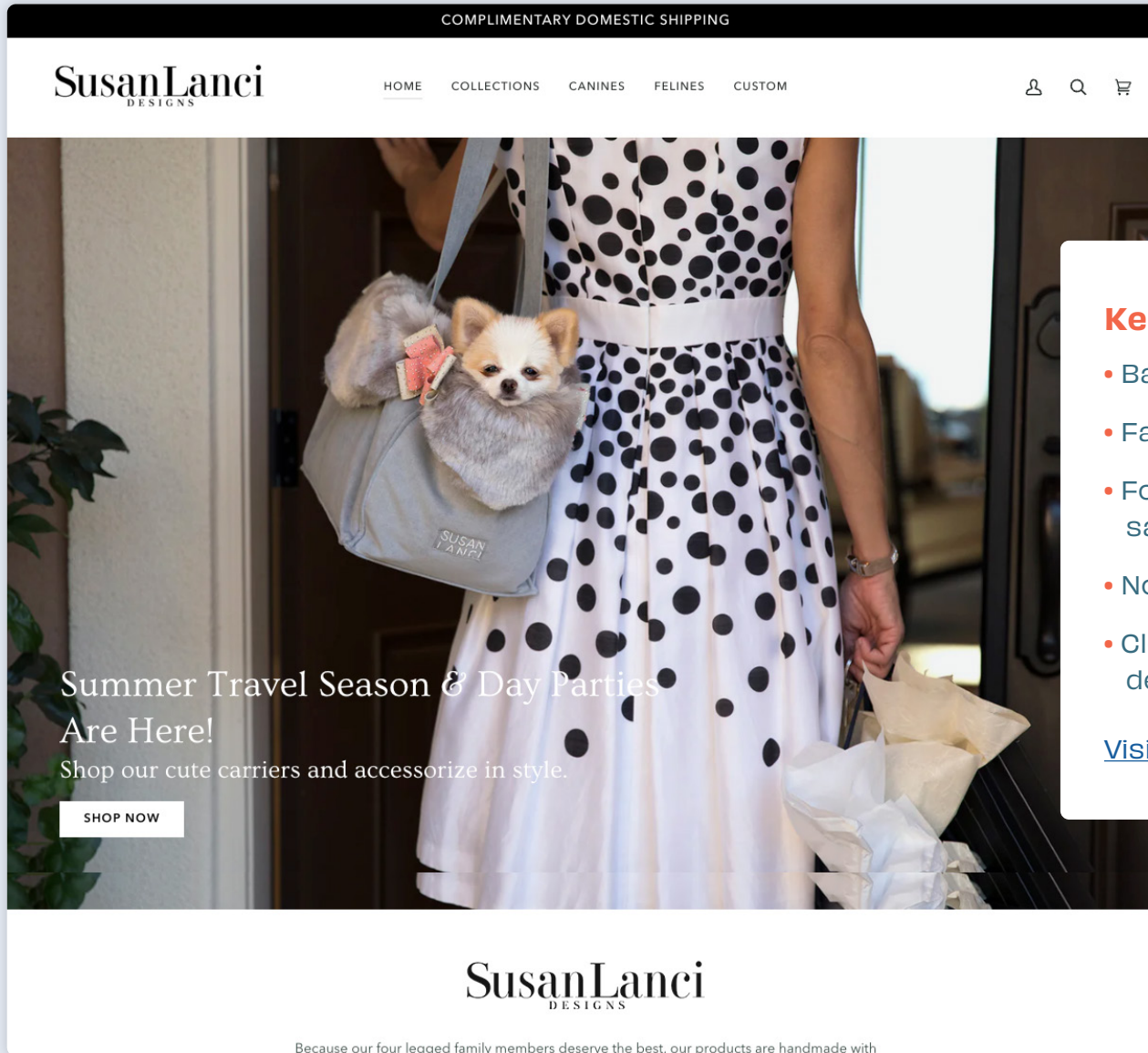
- Well-known for unique and classy dog accessory designs and sold at many retail stores world-wide.
- While overwhelmingly for pets, Dog & Co. also has some accessories for the "humans" such as bracelets, mini bags, picnic mats, and toy baskets.
- Very unique and stylish designs.
- Active on social media with a great following but little engagement.

Cons

- Website is very cold. While the aesthetic of the apparel and accessories are super cute, the site and brand feels a little lifeless.
- Korean brand, not local.
- The products are on the more expensive side, which speaks to the quality of their products but may also remove potential customers.



Susan Lanci



Key Takeaways

- Based in San Diego, California
- Family-owned and operated
- Founded on a desire to meet safety needs of her dog
- No products for the "humans."
- Closest to the "Sassy Lassie" desired brand.

[Visit Website](#)



Susan Lanci

Pros

- A well put-together Shopify site, personalized with a LimeSpot plugin
- Boasts "high-quality, premium products" with "timeless style."
- Family-owned and operated.
- Founded on a desire to meet safety needs of her dog and create something would not only be comfortable, but look nice as a trained therapy dog.
- Uses real Swarovski Crystal and ultrasuede®, and every product is 100% made to order in their California warehouse.
- They have an entire page dedicated to "Returning the Love" and their philanthropic work with local animal shelters in San Diego.

Cons

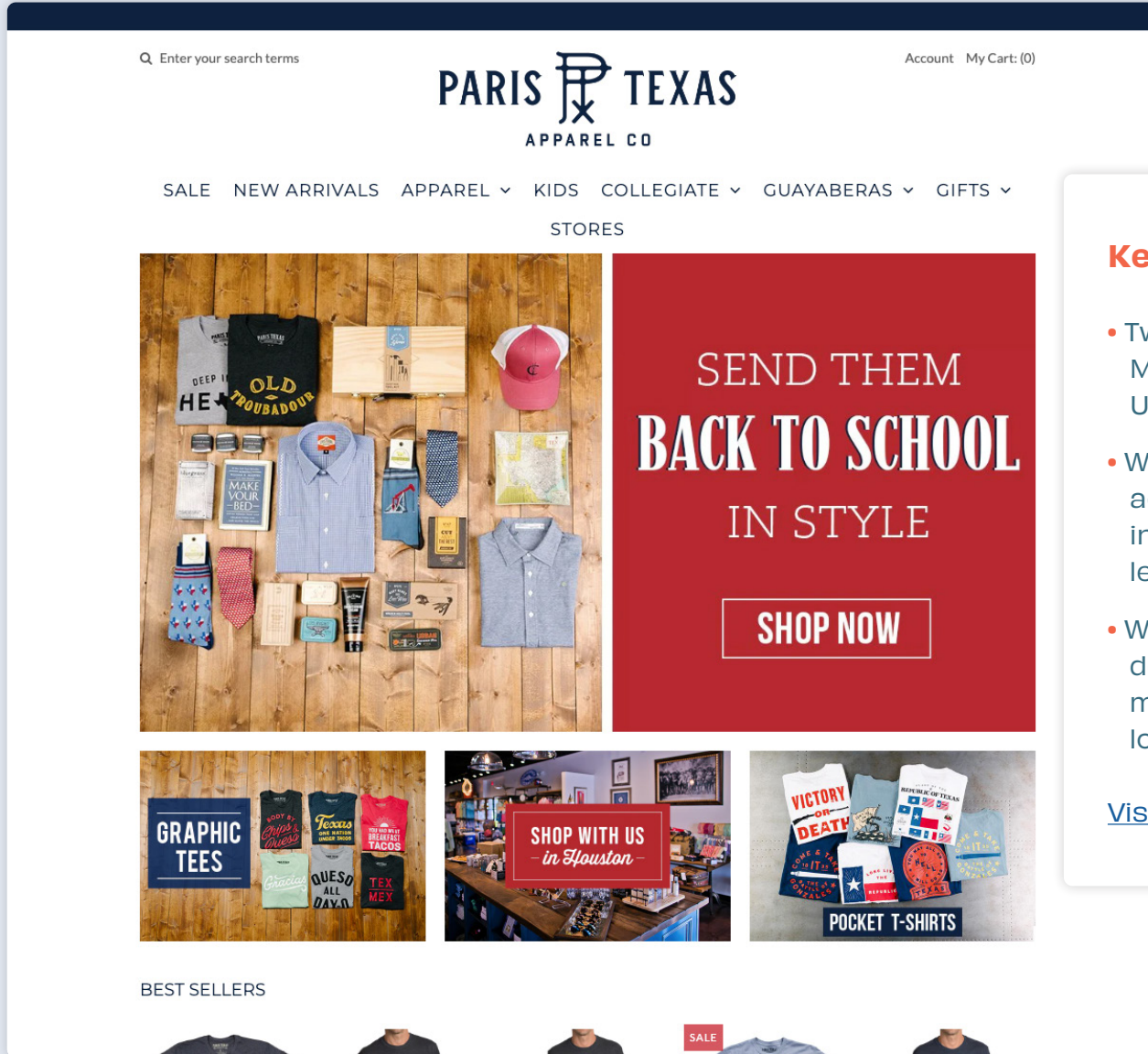
- Doesn't rank high on Google search, even though they are clearly a well-known brand.
- No Google Business Profile, which makes it hard for people to find reviews or locate their business easily.
- No extra products or accessories for the "Humans."
- Some reviews on Facebook indicate that they may not have the most responsive customer service.

Competitor Analysis

Indirect Competitors

Indirect competitors are companies or businesses that offer different products or services but target the same customer base and operate within the same industry or market segment. While indirect competitors do not offer exactly the same products or services, they still compete for the attention, preferences, and spending of the same group of customers.

Paris Texas Apparel Co.



Key Takeaways

- Two stores in Houston, one in Memorial/Tanglewood, and one in Upper Kirby/River Oaks.
- Wide variety of apparel, accessories, and gifts, which include some dog collars and leashes.
- While not a women's jewelry design store, they cover multiple sectors and are worth looking at as a business model.

[Visit Website](#)



Paris Texas Apparel Co.

Pros

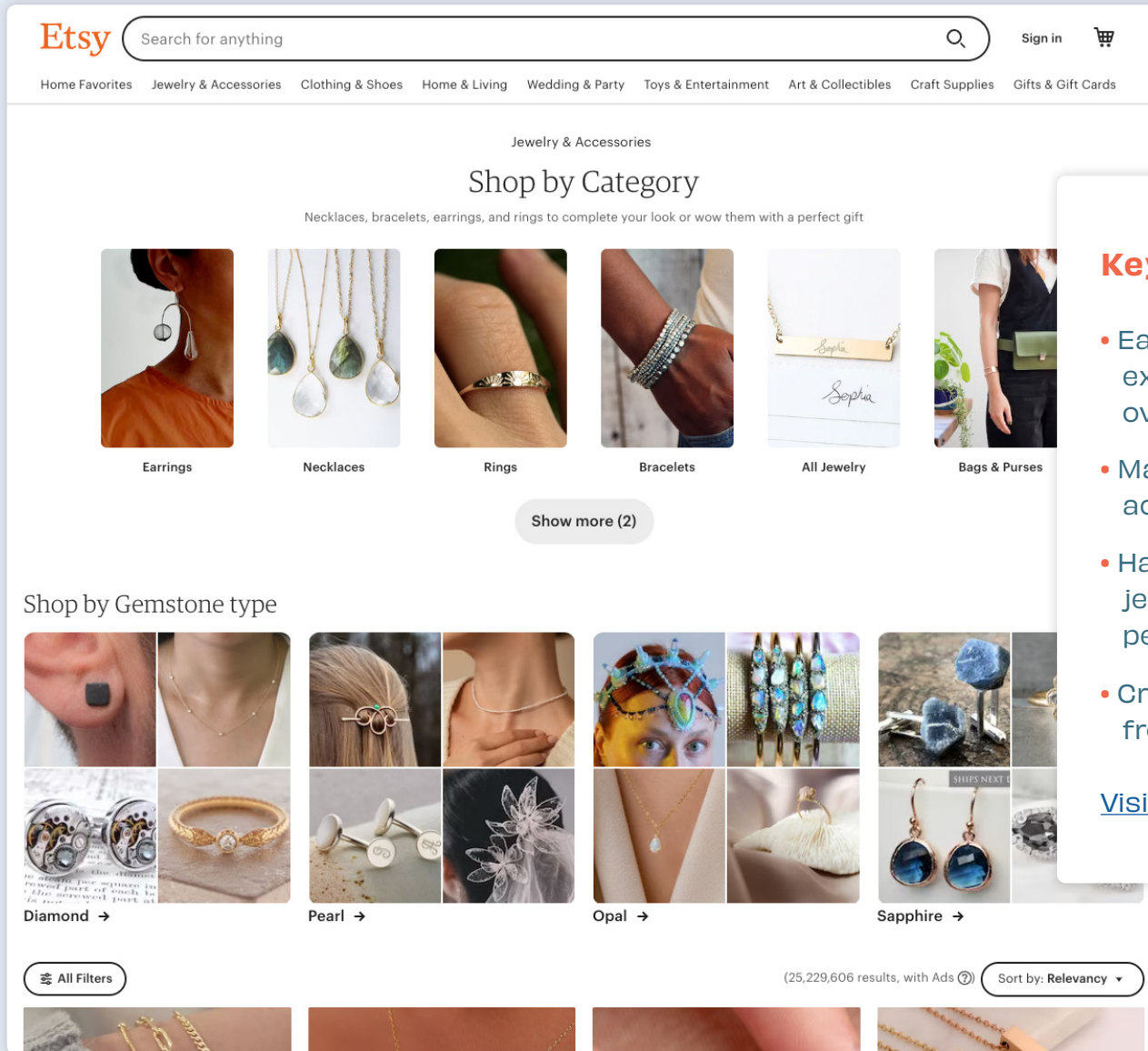
- They have a strong target demographic: University graduate men in their 40's that have a strong sense of "Texas-Pride."
- They have an active blog and social media presence that have helped to establish them in the community.
- They sell their products wholesale to retailers, so they are not beholden to their own storefronts.

Cons

- A well-established brand, but uses a standard Shopify theme by Underground Media (stated at the bottom of their website). There is nothing wrong with this, because it looks nice and professional, however, they are clearly not boasting "uniqueness" in their brand.
- Founded by men for a primarily male market, even though they have clothing and accessories for women, children, and pets.



Etsy

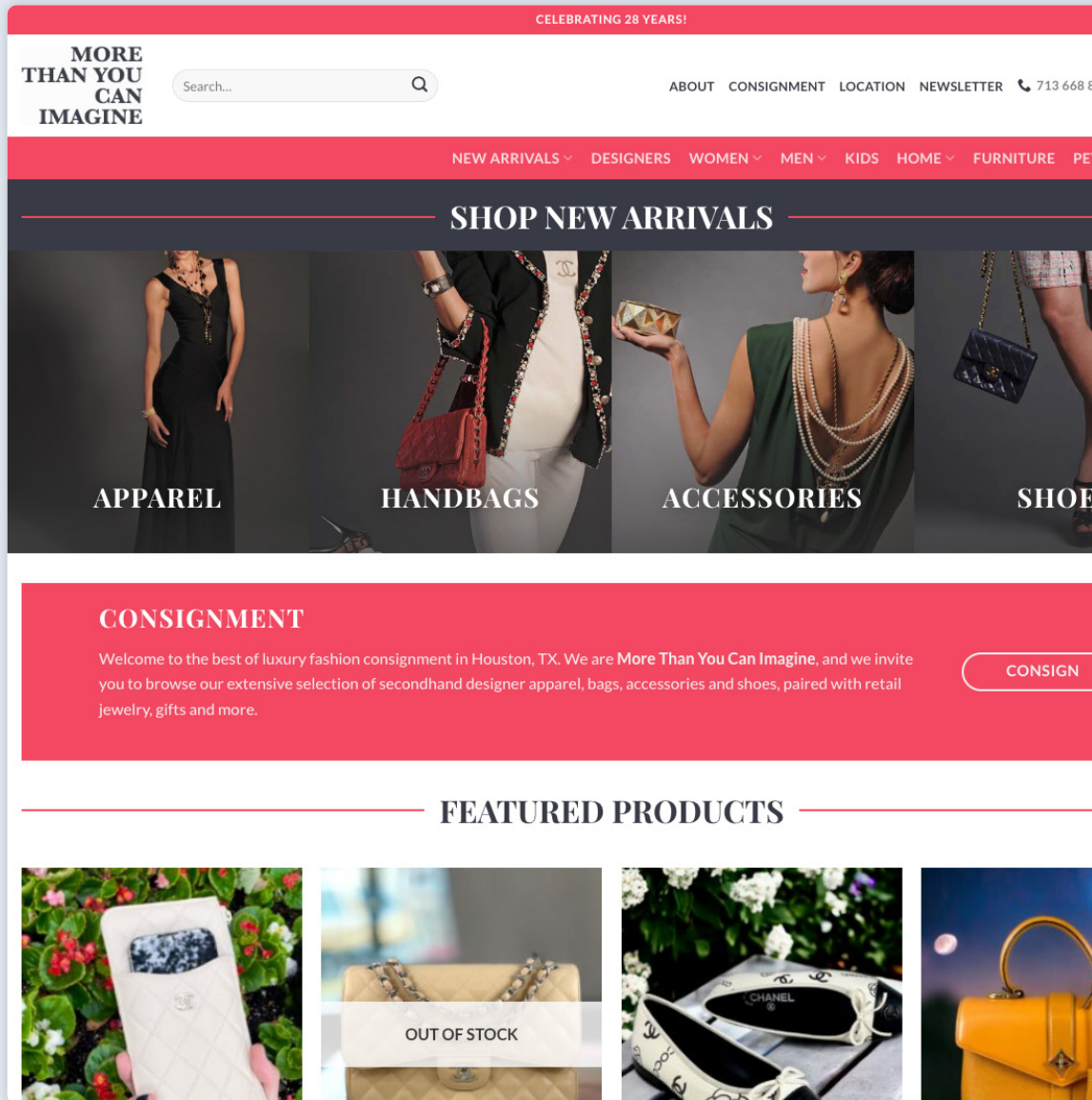


Key Takeaways

- Easy and convenient shopping experience with options from all over the world.
- Makes searching for unique accessories easy
- Has wide variety of apparel, jewelry, and accessories for people and pets
- Craftsmanship varies wildly from vendor to vendor

[Visit Website](#)

Consignment & Thrift Stores

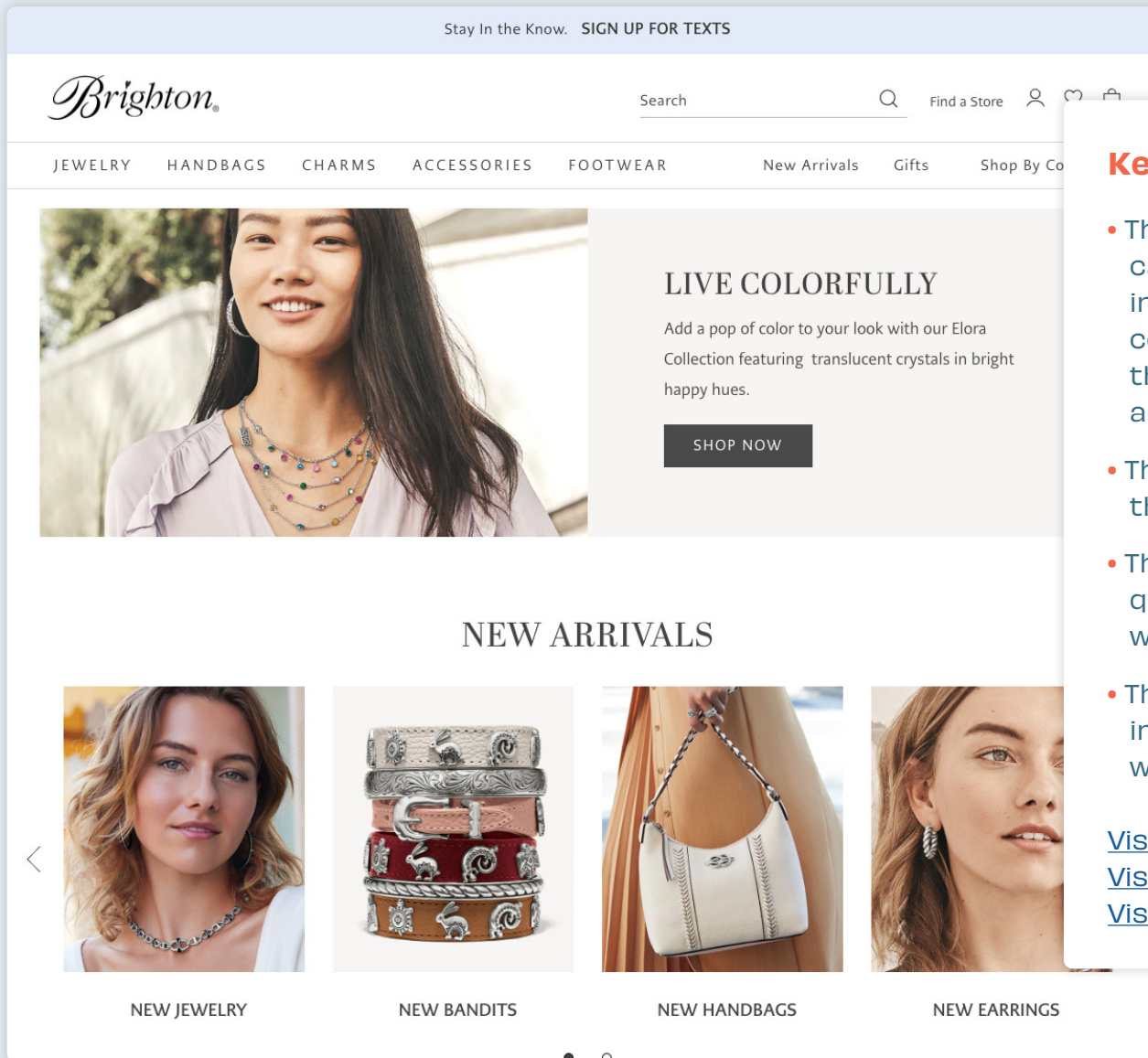


Key Takeaways

- Consignment and thrift stores can be found all over Houston locally and have a wide variety of products.
- Because products are second-hand, they are cheaper, but it is easy to find designer brands and unique finds this way.
- Thrift and Consignment stores are re-emerging in popularity due to the modern trend of avoiding fast fashion for pre-owned, quality items.
- Many non-traditional shoppers enjoy the adventure of discovering unique and/or vintage products at these stores, making their shopping trip a fun, wallet-friendly excursion.

[Visit Website](#)

Larger Retailers



Key Takeaways

- These larger retail stores can be found everywhere—in malls, small shopping centers, and online—making them convenient and highly accessible to your market.
- They have a big budget to back their marketing efforts.
- They may not have the highest quality of products, but they will claim they do.
- Their products will always be in-fashion and on-trend, so they will rarely have unique pieces.

[Visit Website for Chico's](#)
[Visit Website for Brighton](#)
[Visit Website for Talbot's](#)

Pet Stores

\$20 OFF \$49+ FOR NEW CUSTOMERS | **SIGN UP**
Exclusions Apply

petco Search... Account

Your store: **HOUSTON-RIVER OAKS** Delivering to: **77019** Services Rewards

\$10 OFF \$50+
Save and get it today with **Same-Day Delivery**.

SHOP NOW

Offer valid 8/20/21. Exclusions apply. See store for details.

Sign in for the best experience
Sign In

BEST SELLING PRODUCTS

Product	Price	Action
Nulo MedalSeries...	\$23.99	Add to Cart
Nulo MedalSeries...	\$22.99	Add to Cart
Revolution Plus Topical...	\$76.99	Add to Cart
Simpurica Trio 44.1-88...	\$180.99	Add to Cart
Ollie Baked Chicken Dis...	\$35.00	Add to Cart
Everyday Rabbit...	\$183.99	Add to Cart

HILL'S CLEAR THE SHELTER: SAVE \$12 ON SELECT SCIENCE DIET DOG LARGE BAGS, \$8 ON SELECT SCIENCE DIET CAT LARGE BAGS | Exclusions Apply.

Deals By Pet Type

- Dog Deals
- Cat Deals
- Fish Deals
- Small Pet Deals
- Bird Deals
- Reptile Deals
- Pharmacy

Key Takeaways

- While some of these pet stores are locally owned, none of them make their own products and only sell the products of others.
- These are convenient, not only because of their ubiquity but also because of their range of products. You can pick up a new dog collar while on your monthly trip for dog food at the store.
- These are places that you'd potentially want you products to be in someday, but they are not direct competitors.

[Visit Website for Petco](#)

[Visit Website for Petsmart](#)

[Visit Website for Chewy](#)

[Visit Website for Rocky & Maggie's](#)

[Visit Website for FunnyFur](#)

Brand Moodboard

WEST END SALON

THE FORTY NINTH SUPPLY CO

TROPICAL ART DECO

LA MAISON ROUGE CARMIN

VERA

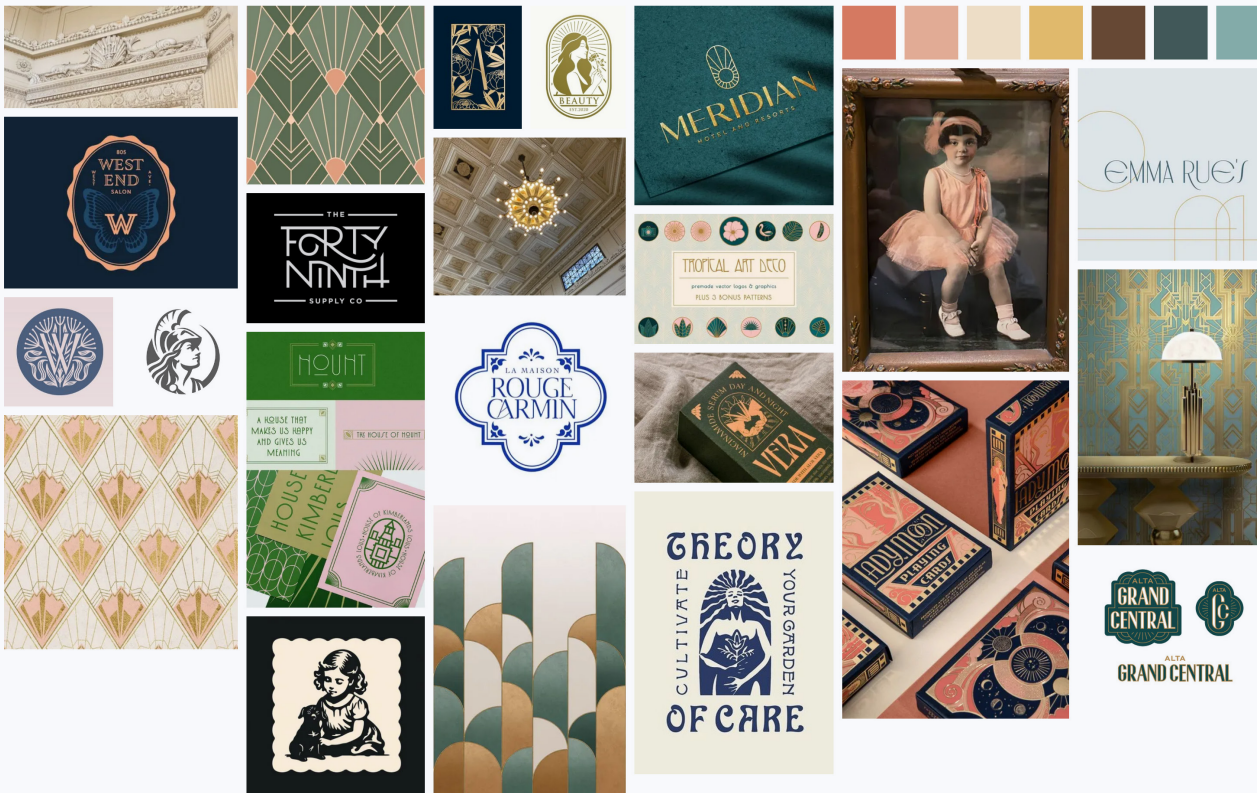
ADUMON PLAYING CARDS

THEORY OF CARE

ALTA GRAND CENTRAL

Key Takeaways

- This Color Scheme pulls it's hues directly from the images of Alva Doris, the aquarium architecture, and even the champaign color of Rosie, bringing a personal touch to the brand. Even the teal hues come from the marble in the aquarium doorway and the slight touch of green paint on Alva Doris' picture frame.
- Almost all of your competitors use black and white as their color scheme with very minimal aesthetics. Having a light pop of color in some areas and in the logo will help to differentiate you from them.
- While some of the aesthetics shown here are more complex, we can minimize some of that complexity to have a cleaner and more modern look.





Sedoff Epperson
ADVERTISING & DESIGN

Let's Chat!

SET UP A MEETING WITH ME
BY CLICKING THIS LINK