



ABERCROMBIE & FITCH

Market Research Project

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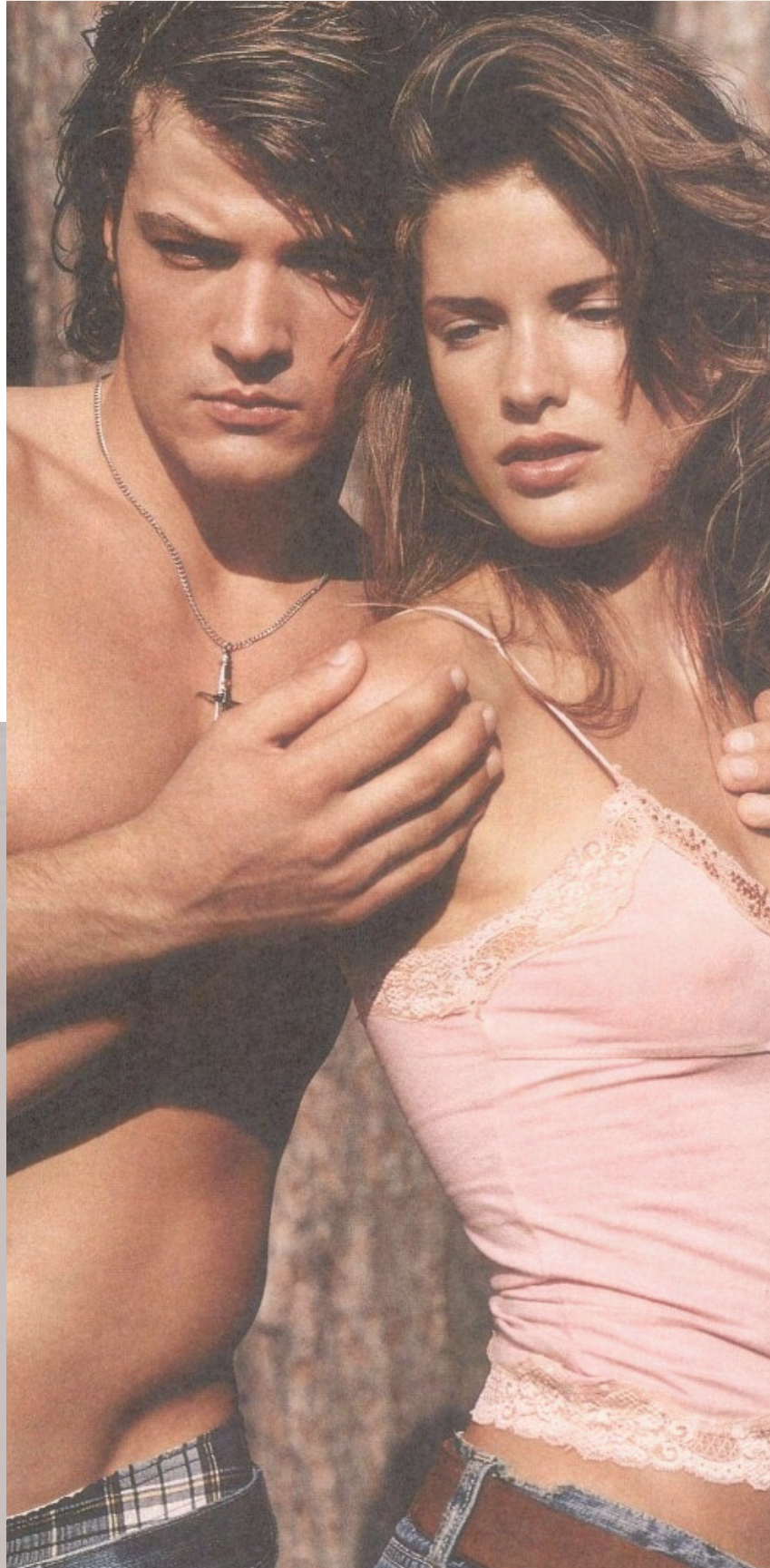


Abercrombie & Fitch

BACKGROUND



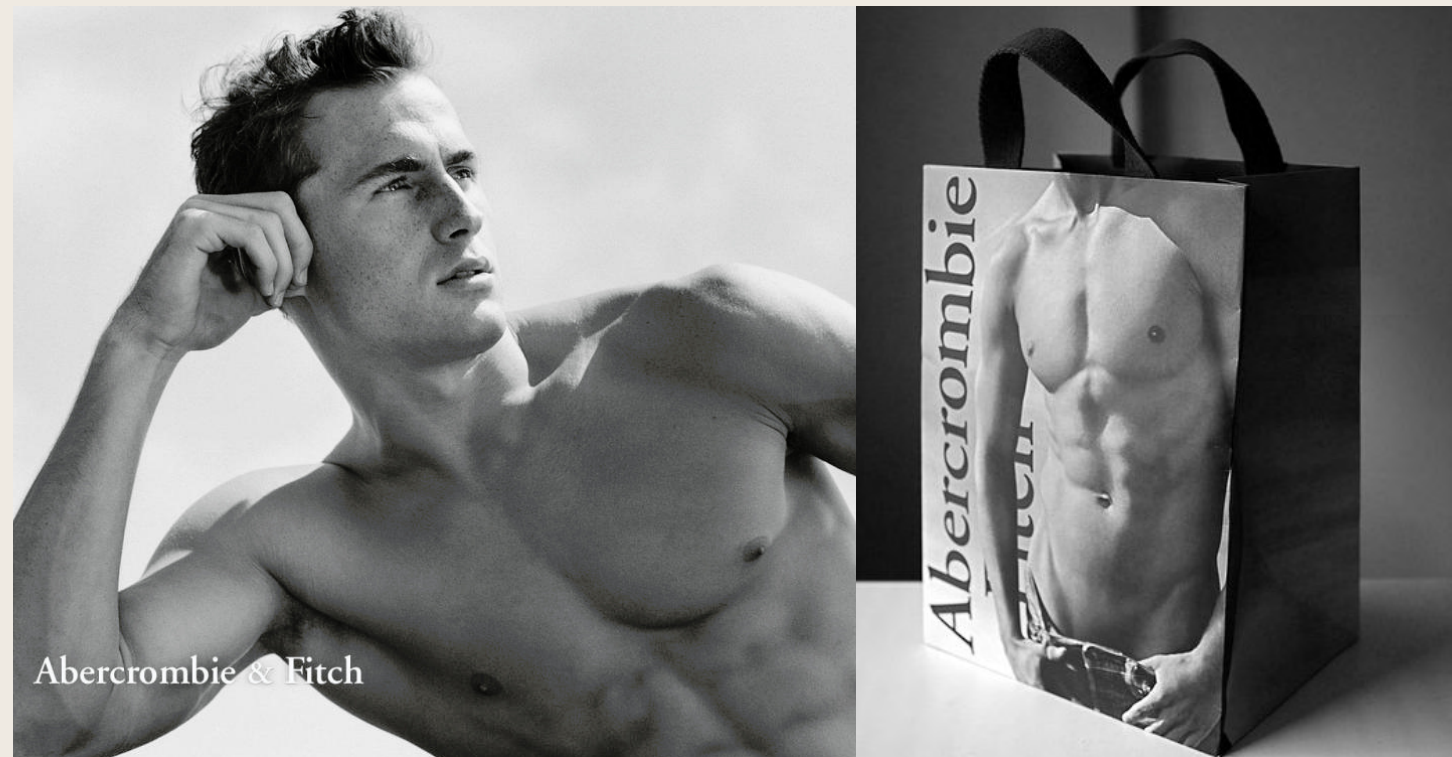
WHO IS ABERCROMBIE & FITCH?



Abercrombie and Fitch is an **American lifestyle retailer** that focuses on everyday wear and accessories.



OLD Brand Image



EARLY 2000 VISION

- “Exclusive” brand
- Teen-targeted
- Provocative and Risque Advertising
- Explicit and Exaggerated Branding
- Communicated Popularity, Wealth, and Attractiveness



-MIKE
JEFFRIES,
FORMER CEO

"We go after the cool kids. We go after the attractive, all-American kid with a great attitude and a lot of friends. A lot of people don't belong [in our clothes], and they can't belong. Are we exclusionary? Absolutely."



Abercrombie's REBRAND

Primary Focus on
Inclusivity & Diversity



Denim *Your Way*

This season, it's all about you—from all-new silhouettes to fits that flatter your unique shape.

[SHOP MEN'S](#) [SHOP WOMEN'S](#)



THE BIG Idea

What problem is the brand facing?

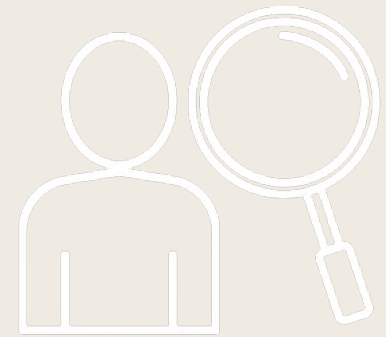
If Abercrombie & Fitch does not effectively promote their new brand image and alter previously held consumer perceptions about their brand, they run the risk of pushing away customers who embody the brand's new values.



RESEARCH Objective

How has the rebrand of Abercrombie & Fitch helped to promote inclusivity & alter consumer attitudes about the brand?





METHODOLOGY

1. DEPTH INTERVIEWS

3. SURVEY

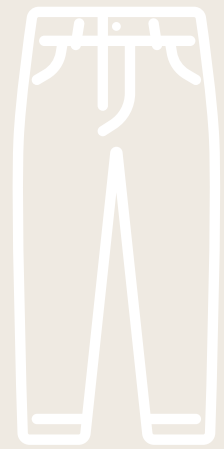
2. FOCUS GROUP

4. SECONDARY RESEARCH

Key Themes: Depth Interviews



Key Themes: Focus Groups



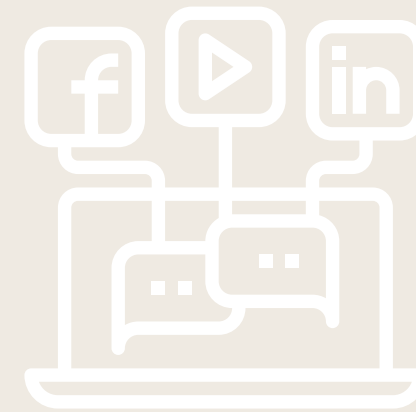
JEANS



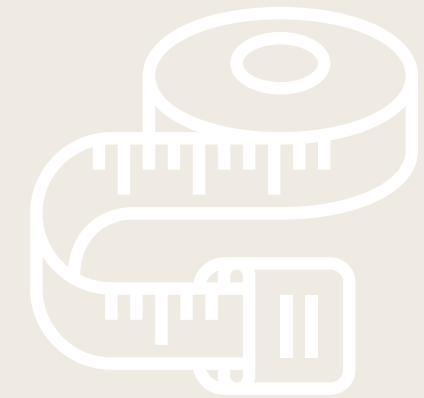
OLD
BRAND
IMAGE



BODY
IMAGE



LACKING
SOCIAL
MEDIA
PRESENCE



SIZING

WHY IS ABERCROMBIE & FITCH'S REBRAND IMPORTANT?



62% of adults say diversity in advertising impacts their image of the brand.

64% of respondents report taking action after seeing an inclusive or diverse advertisement.

Quantitative Findings

Regression

Based on our model, consumer's attitudes towards Abercrombie's social media ads significantly predicts their perception of the brand as inclusive based upon the p-value.

Question 8

Rate the degree to which you agree with the following statement: Abercrombie & Fitch is an inclusive brand.

Likert scale

1-strongly disagree, 5-strongly agree

Question 15

How do you feel about Abercrombie ads on social media?

Emoji with slider scale

1-angry face, 2-smile face

Quantitative Findings

T-test

Based on our test results, we concluded that Abercrombie consumers **do not view the brand as either inclusive or non-inclusive.**

Question 8

Rate the degree to which you agree with the following statement: Abercrombie & Fitch is an inclusive brand.

Likert scale

1-strongly disagree, 5-strongly agree

Quantitative Findings

Descriptives

Based on the mean of survey respondent's feelings towards viewing Abercrombie as inclusive, we concluded that the brand's customers **do not feel that the brand is either inclusive or non-inclusive.**

Question 8

Rate the degree to which you agree with the following statement: Abercrombie & Fitch is an inclusive brand.

Likert scale

1-strongly disagree, 5-strongly agree

Quantitative Findings

Frequency

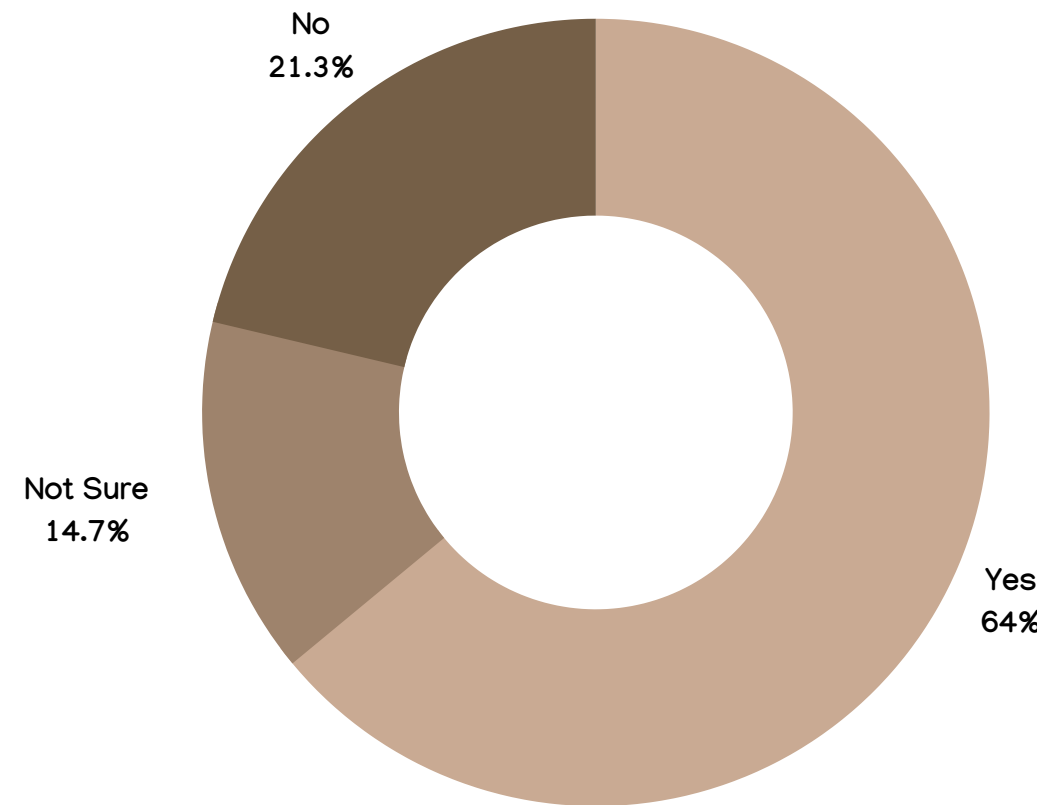
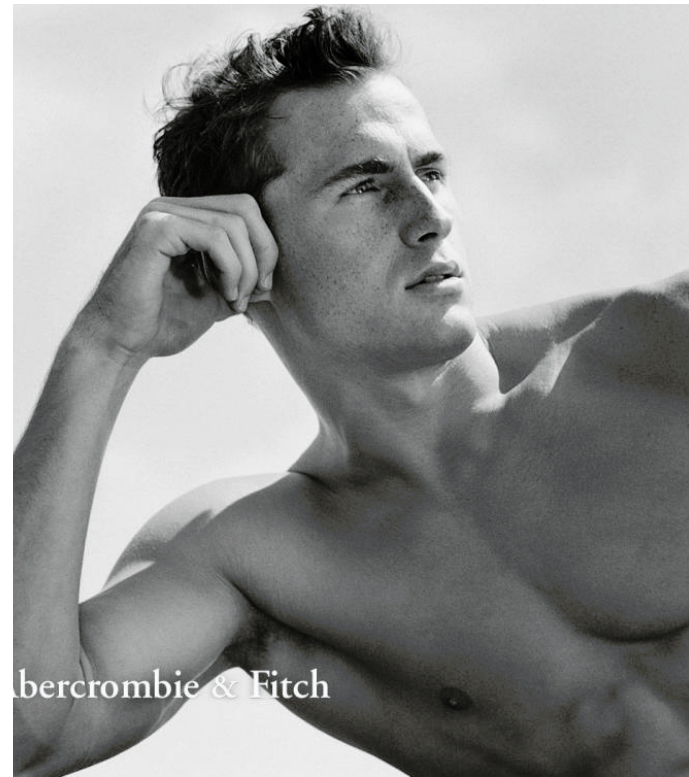
Based on valid percentages, we found that only **24.6%** of Abercrombie consumers associate the brand with body positivity, while **43.5%** do not.

Question 28

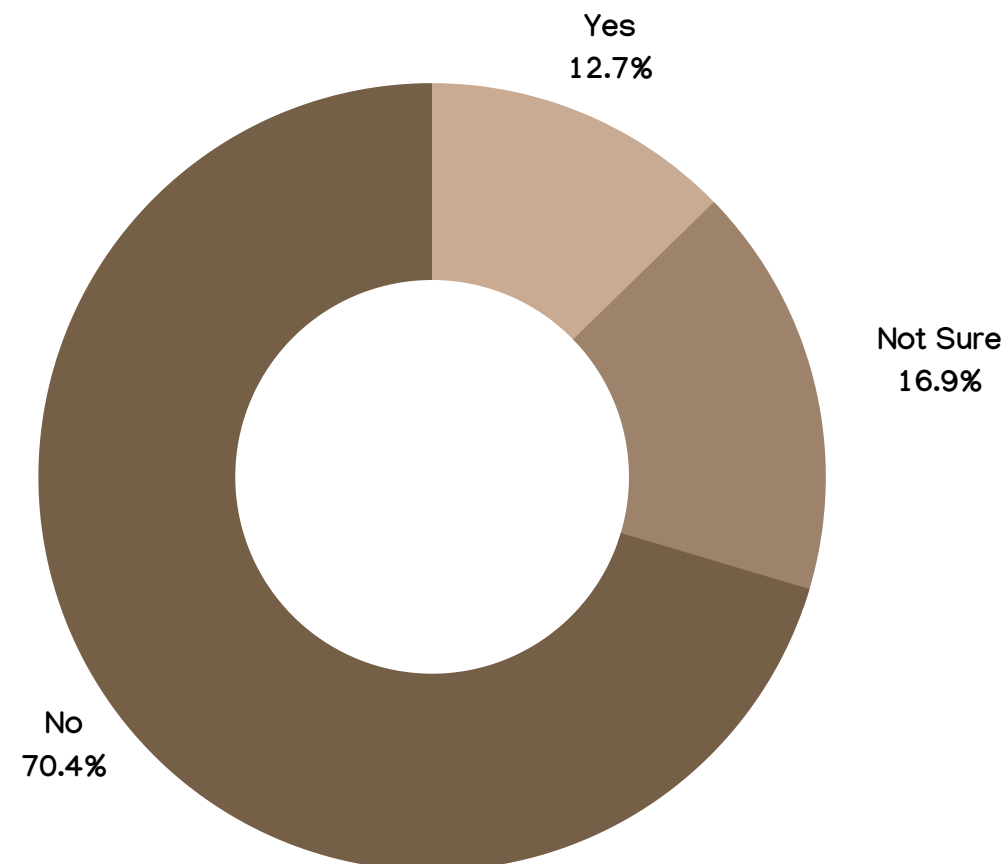
Do you associate body positivity with Abercrombie & Fitch?

Nominal scale
0=yes, 1-not sure, 2-no

RESULTS Does this Abercrombie ad look familiar to you?



74.47% strongly agree that this ad is one they would expect to see from the brand

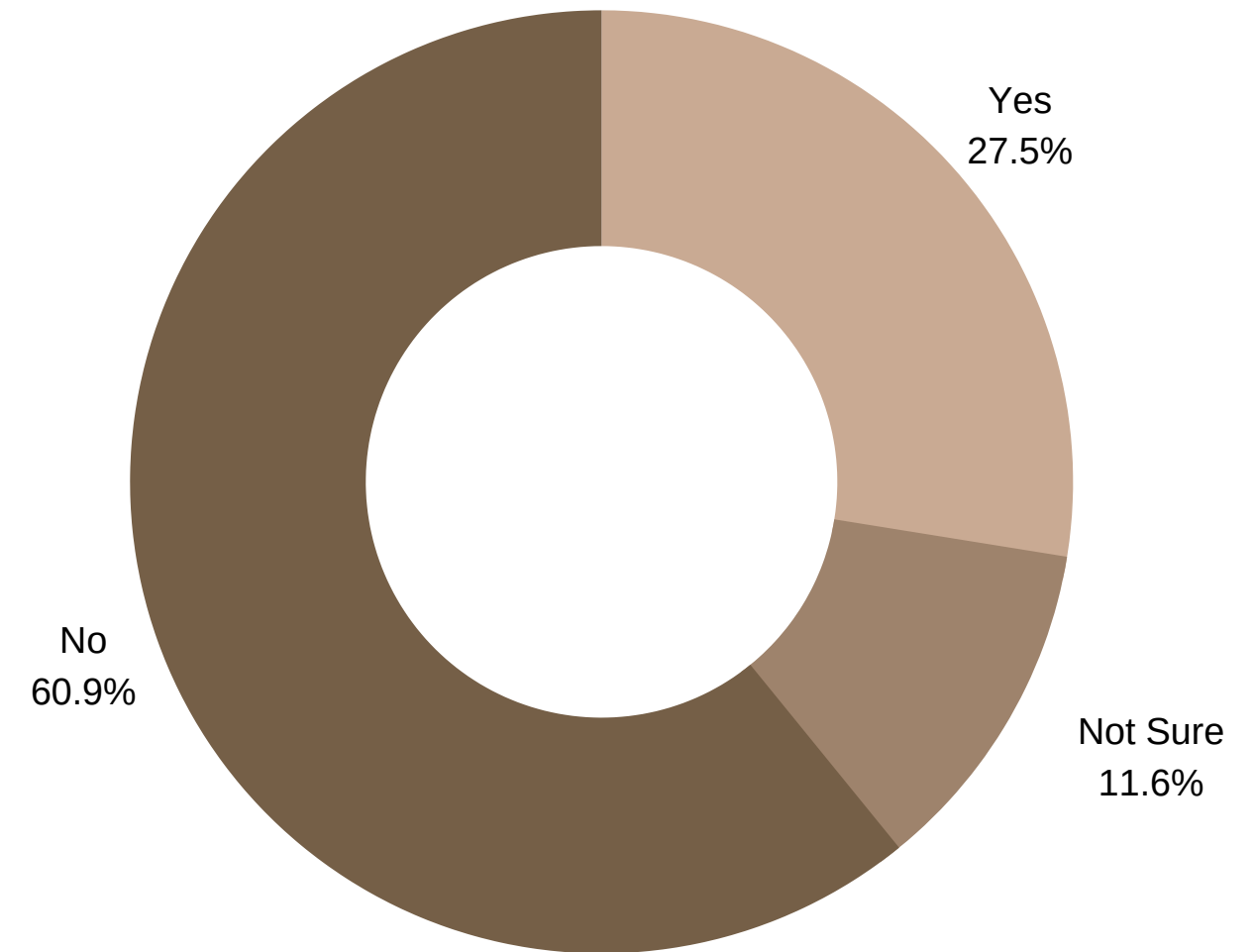


65.52% somewhat disagree that this ad is one they would expect to see from the brand



RESULTS

Are you aware
of Abercrombie's
inclusivity
campaign?



RESULTS

What are the most important actions a brand can implement?



58.33% reported that taking accountability for past actions is **very important**.



48.33% reported that acting on words is **very important**.



45% reported that having a progressive desire for change is **very important**.





Secondary Research

NEWS ARTICLES

Business Insider

Abercrombie & Fitch's Comeback: How the Brand Became ...

Abercrombie & Fitch is cool again, after years as the most hated retailer in the US, because it caught up to what millennials and Gen Z want.

Apr 30, 2021

Teen Vogue

How Abercrombie & Fitch Became Cool Again

"Over the past few years, we've been laser-focused on listening to our customers and TikTok has been the perfect platform for fostering that..."

4 weeks ago

Bloomberg.com

Your Brand Has Never Been Easier to Destroy

New Balance has been hatejacked twice: first in 2008 by German ... Mike Jeffries stepped down as CEO of Abercrombie and Fitch — in part due...

Jul 13, 2021

Insider

I visited Abercrombie & Fitch for the first time in 10 years — it was unrecognizable

Abercrombie & Fitch was one of the most popular clothing brands ... to an A&F store in 2021 was radically different than the last time I...


4 days ago

TWITTER

 einnA.
@DrRansom69

I love the performative body **inclusivity** from stores like **Abercrombie** & Fitch and American Eagle who profit from fat peoples money while simultaneously telling them their bodies are not worth being represented in stores.

7:22 PM · 9/27/21 · Twitter for iPhone

 Esther Paige
@estherpaigeOK

Abercrombie with the size **inclusivity** and wide range of representation in their model???? Take my money

10:14 AM · 10/7/21 · Twitter for iPhone

 Chelsea Frisbie
@ChelsFriz


Yet another example of a brand trying to use feminism/body **inclusivity** for profit: **Abercrombie** [wsj.com/articles/aberc...](https://www.wsj.com/articles/abercrombie-and-fitch-are-back-to-back-to-back) via @WSJ

5:05 PM · 10/19/16 · Twitter Web Client

 ella
@ellaanovak

Can we take a moment to acknowledge much **Abercrombie** has improved in terms of **inclusivity** and diversity since we were all in middle/high school?!?!?

TIKTOK

 splibney

I'll never give that company my money 7-30

View replies (1) ↓


13

 anieshajones


Their rebrand is incredible! They really showed up and showed out 7-30

View replies (3) ↓

3297


 toryaira

I had no idea Abercrombie carries size 14?! 9-15

 serenasantan · Creator

yes!! theyve been very inclusive in sizing, i think they go up to a 20 now! 9-15


View replies (2) ↓

 ange183505

They don't do that to be "good" they just wanna stay relevant 9-4


View replies (2) ↓

11

 acw490

I always hated how I felt walking into Abercrombie! 2020-5-27

Liked by creator

 sarah.daisyy · Creator

ugh same 🙄 2020-5-27

717

176



LIMITATIONS

Survey sample

We used a convenience sample, which is not representative of the entire population. We could have potentially missed out on input from those older and younger than us within the brand's target market

Focus group

Focus groups were narrowed to people from our class, so we could not select certain participants.

Project duration

Data collection and other aspects of the research report were limited under time constraints.

Internal information

We were unable to access internal data from Abercrombie & Fitch to better assess their concerns and current implementations.

CONCLUSION

The rebrand of Abercrombie & Fitch has not altered consumer attitudes significantly enough in terms of inclusivity.

Abercrombie & Fitch has certainly taken initiatives to become more inclusive, including more diverse models, sizing options, etc. However, consumers either still have associations of past branding, or are indifferent. They have no opinion on inclusivity, and do not find the brand to be body positive. They expect to see ads similar to those in the past instead of current ones.

From our research, our team believes Abercrombie & Fitch needs to promote its rebranding effort more effectively through implementing new promotional strategies.



RECOMMENDATIONS

1.

Focus on increasing brand awareness through brand-specific, unique advertising

2.

Publicly address controversial past image to educate consumers on the brand's growth

3.

Establish a body positivity campaign to diminish popular consumer attitudes that associate Abercrombie with unrealistic, model-like body standards

4.

Implement in-store advertising that reflects Abercrombie's new values of diversity, inclusivity, and body positivity



THANKS FOR LISTENING!

ANY QUESTIONS?



Abercrombie & Fitch
FIERCE
FAMILY

