

# Lonely Ghost Brand Analysis

The company I chose was Lonely Ghost, a clothing line invented by influencer Indy Blue. The meaning of Lonely Ghost is to promote more positivity into the world and to promote human connection. In doing so, Lonely Ghost manufactures sweatshirts, shirts, hats, sweat shorts and sweatpants with unique sayings on them, that most find “trendy”. The Instagram for Lonely Ghost has roughly 268K followers, which isn’t surprising considering how big Indy Blue is in our generation. The content of Lonely Ghost’s Instagram page consists of high-quality photos of their merchandise (with some photos of the merch on people and some not) and subtle brand promotions, such as celebrities wearing their merch. Furthermore, their Instagram stories are even more relaxed than their page. Lonely Ghost stays true to themselves and will post fun, yet promotional videos on their story or even a sweet message for their customers. Most of Lonely Ghost’s audience is nationwide due to the popularity of their product. Most of their customers are predominately women, between the ages of late teens to late twenties. Based on what Lonely Ghost sells and how popular their items are, I can tell that the consumers of Lonely Ghost value what the company is promoting, a more loving world. With buying their products, consumers can enjoy their items of clothing and what that piece of merch means to them.



## Instagram (@lonelyghost)

Instagram photos and videos

 [instagram.com](https://www.instagram.com/lonelyghost)

