



HARVEST MOON

MARKETING STRATEGY



FINAL PRESENTATION

MYK – COMPETITION ANALYST

GRACE – MARKET RESEARCHER

SOPHIE – GROWTH STRATEGIST

LET'S RECAP

HARVEST MOON MISSION STATEMENT:

“To bring an eclectic mix of vintage inspired home goods, jewelry, clothes and more from my home to yours.”



OUR GOALS

- Draw in a younger audience - specifically for decor/ decor accessories - to boost these sales.
 - Dorm friendly decor to cater to our target audience, 18-22 year old females for the following fall 2025 season.
- To create a notable and attractive storefront
 - Focusing on improving signage to improve branding.
- Continue to grow social media and online presence.
 - Utilize social media to follow the latest trends and learn about what the target consumer is looking for.
 - Utilize interns to create pinterest vision board for the brand to achieve this goal.



Segmentation Analysis

KEY 

MARKET SEGMENT			PRODUCT	
WHO	WHERE	HOME DECOR	CLOTHING	ACCESORIES
STUDENT	DORM	2	1	2
	HOUSE	3	2	2
	APARTMENT	3	2	2
NON STUDENT	OFF PENINSULA	2	2	2
	HOUSE	3	3	3
	APARTMENT	3	2	3
TOURIST	HOTEL	0	3	3
	AIRBNB	0	3	3

- 0 - No market
- 1 - Small Market
- 2 - Medium Market
- 3 - Large Market

Spending Habits Influence

Our segmentation is largely influenced by the spending habits of the target consumers.

	LIVING	SPENDING HABITS
STUDENT	DORM	\$
	HOUSE	\$\$
	APARTMENT	\$\$
NON-STUDENT	OFF PENINSULA	\$\$
	HOUSE	\$\$\$
	APARTMENT	\$\$
TOURIST	HOTEL	\$\$\$
	AIRBNB	\$\$\$

KEY 

- \$:** Least likely to be willing to spend

\$\$: Likely willing to spend

\$\$\$: Most likely to be willing to spend

Target Consumer- Buyer Persona



Luna

- 18-23
- single
- student, part-time employed
- lives in an off-campus house with roommates

Interests:

- fashion
- beach
- Pinterest/ social media

Psychographics:

- involved in Greek life
- active around Charleston
- walks King St. regularly

Consumption habits:

- regular trend follower
- purchases quality clothing; staple pieces
- aesthetics
- not loyal to brands

Opinion Leaders



Ellie Thumann

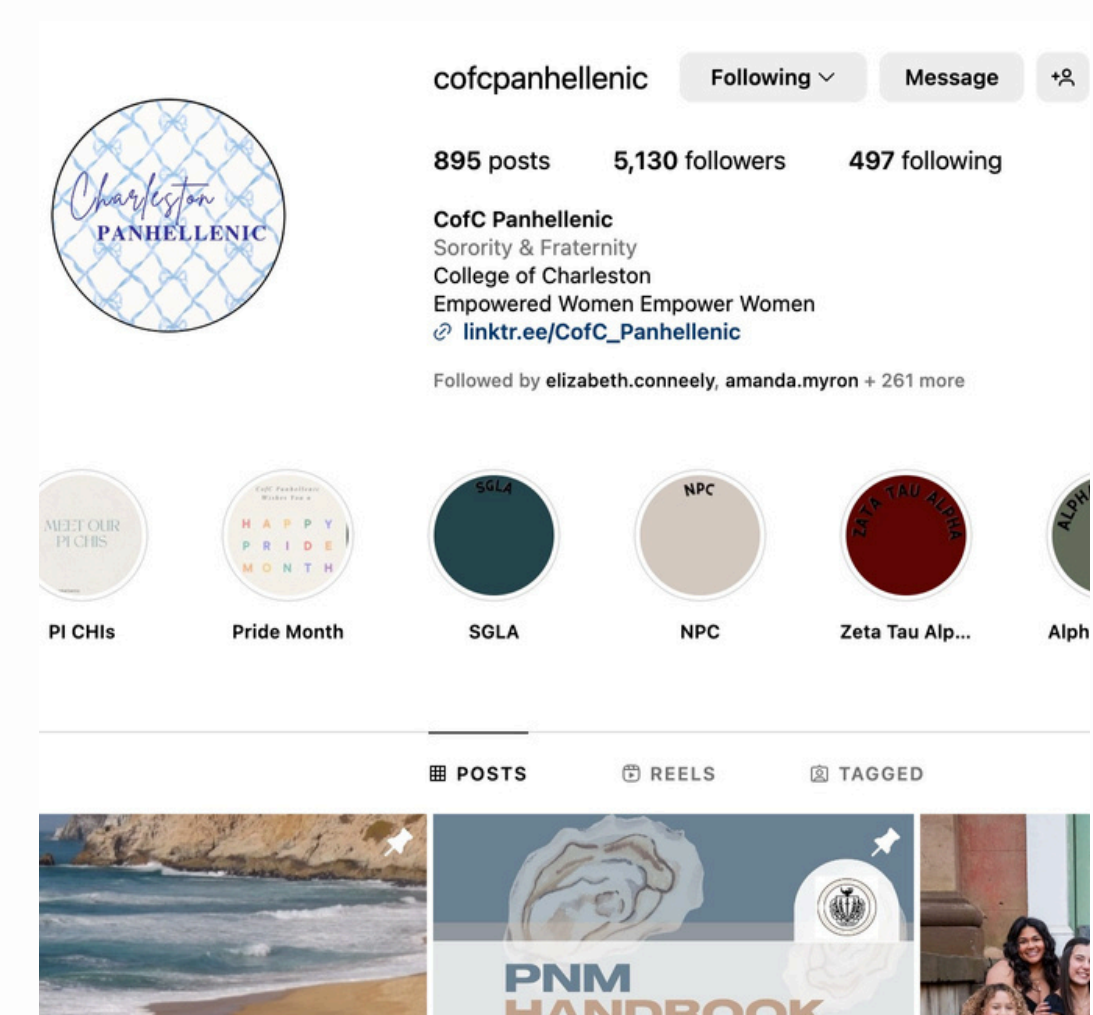
Lauren Loveless



CofC student influencers



Sorority Instagram pages



Positioning Statement

Maintaining an inviting brand personality that inspires customers to form their own personal aesthetic by providing quality goods that are selected with the local trends and audience in mind.

Tonality: Having website and storefront presence that aligns with the stores intended aesthetic, and seeking out the target audience's preferences in order to provide inventory that people want to see.





Product

Among the many items Harvest Moon supplies we want to focus on introducing a collection of Prints. These will come in a variety of themes, many Charleston specific, and others that match with the aesthetics of the target audience.

The other focus will be on clothing items that offer versatility in their function. Many of the pieces sold here are conventionally stand out pieces. We want to encourage this type of creative expression in peoples wardrobes. This means continuing to expand the clothing held in their inventory that can be both elevated or dressed down by customers.

We want to offer items that provide options and multiple purposes for a variety of occasions.

With this, stocking items that are more size versatile will be important as well.

In order to align the store with the college age crowd, the pieces that are offered must fit into the multi purpose market. In the mind of a young consumer, the versatility and usability of items they purchase dictates what they are buying and the justifiability of that purchase. If customers see the vision this new strategy creates of having fun pieces that can fit a multitude of occasions, they will be drawn to purchase product.



Marketing Mix: Price

What This Means?

-Prices slightly higher than competitors (due to the quality of the goods).

-Won't steer away target consumers.

-As a tourist you are willing to pay.

-As a student the prices aren't overwhelmingly high where you couldn't afford to pay, and knowing the items will last can help justify their purchases/investments.



Harvest Moon Print: \$42



Rebecca
Illustrated
Sweatshirt
: \$59



Harvest Moon
Sweatshirt: \$68



Indulge In Art Print: \$35



Rebecca Illustrated
Print: \$39



Dress Up Sweatshirt: \$42

Marketing Mix: Price

Let's talk strategies:

1. Value Pricing: increasing product benefits while maintaining price.

- **Pros:** Sales would begin to increase, medium ranged prices amongst the market with more benefits will keep consumers engaged.
- Keep's brand core values and customers satisfied.
- **Cons:** High dependability from loyal customers.
- May take longer to see profit increase compared to some other strategies.

2. Penetration Pricing: setting a low initial price to drives sales and appeal to mass market.

- **Pros:** Attracts a large customer base right off the bat, brings in more volume initially.
- **Cons:** Once customers are used to low prices, can be difficult to raise later on.

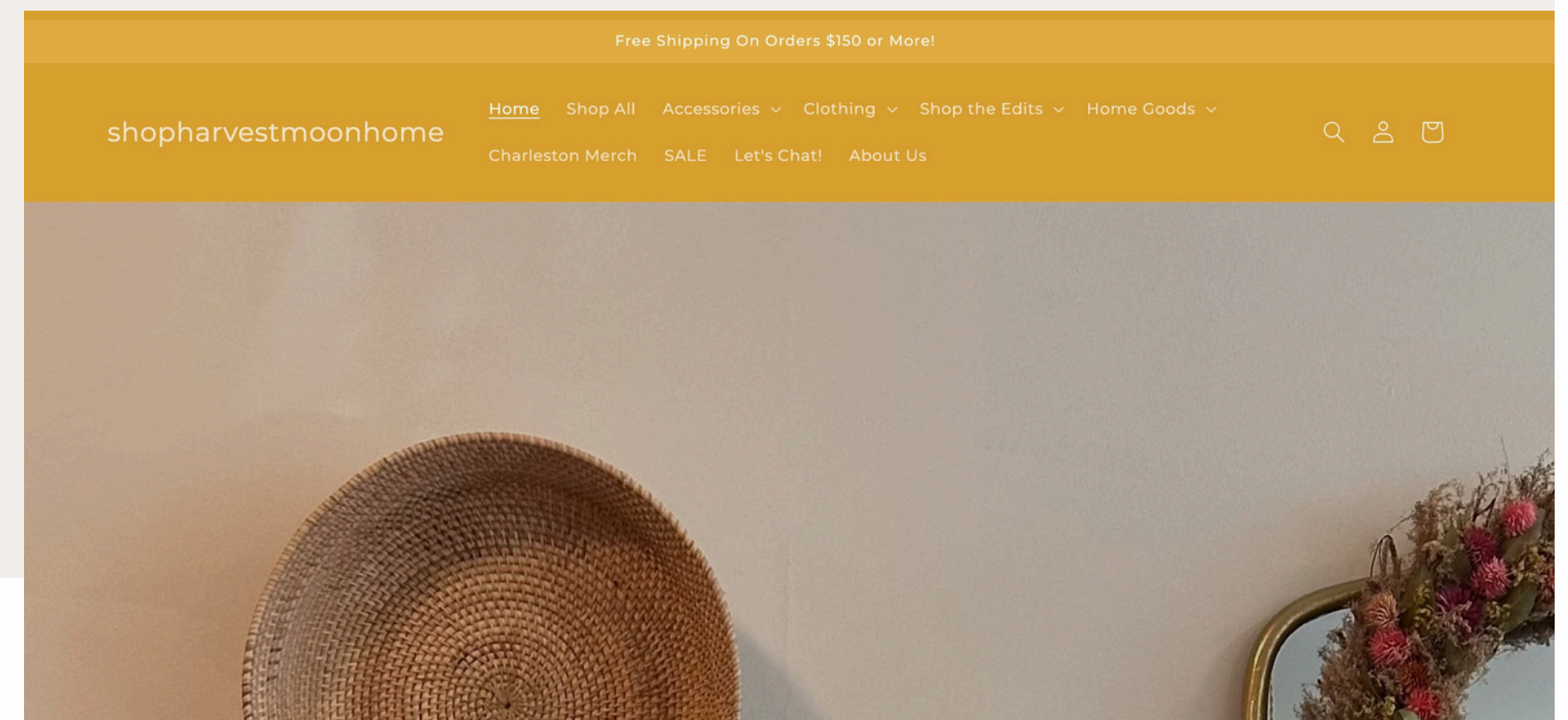


-Focus on goals: to build a strong base of customers.
-Hold true to brand identity and core values.
-Pricing reflects quality and overall shopping experience.

Placement



- increase traffic to online store
 - Discounts, new customer discounts
 - in-store promotion of online store
- eye catching front entrance to attract new consumers
- innovators/ early adopters located Downtown
 - attract our direct target market



**Integrated
Market
Communication**

**Utilization of the
Pinterest Platform**

**Student
Interns**

**Storefront
Makeover**

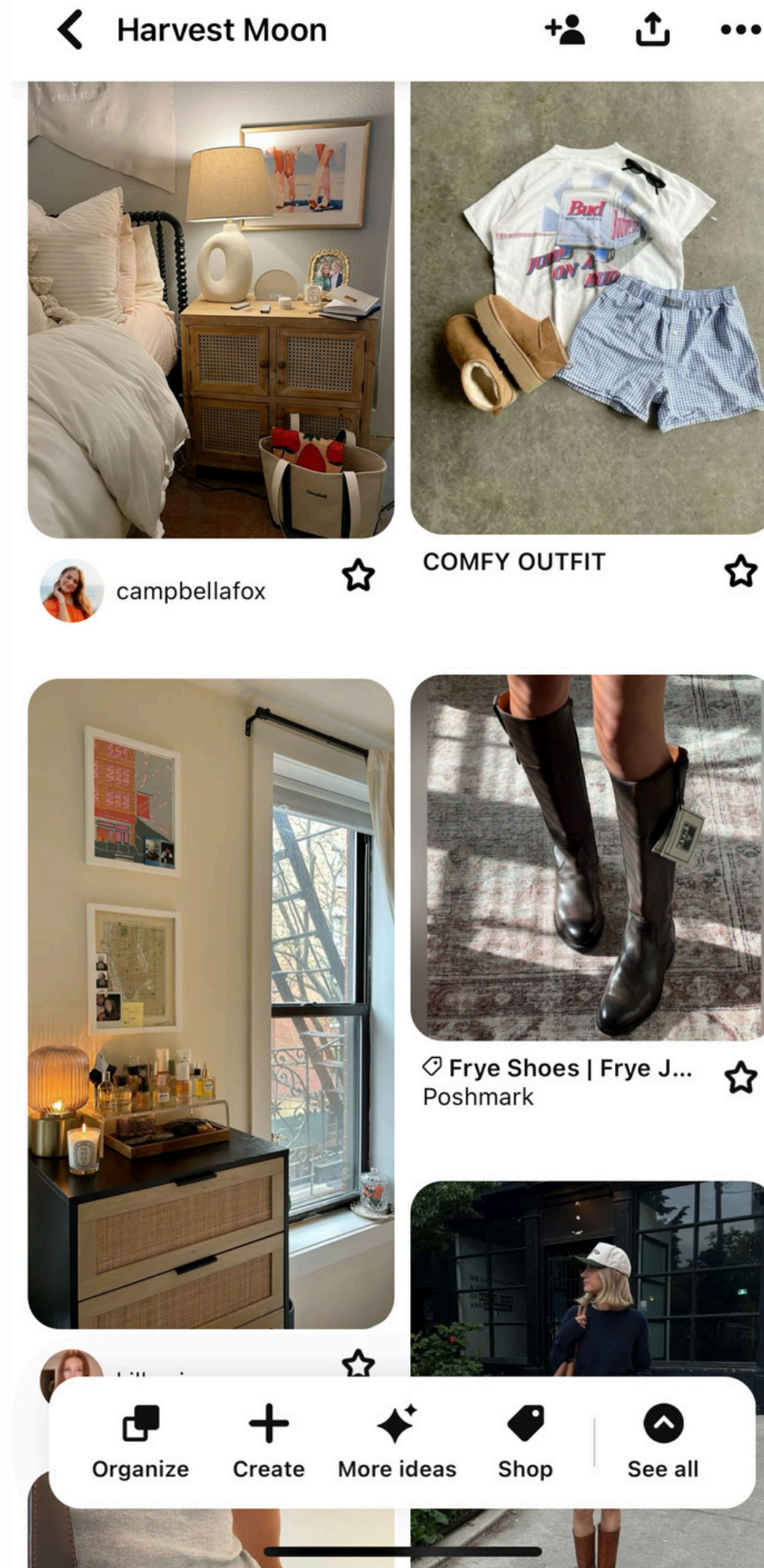
**Service
Schedule**

Pinterest

Harvest Moon will implement a Pinterest Board created and managed by their student marketers.

The goal will be to generate a collection of boards specific to the various product types that are sold in the store in order to generate visual data that captures trends and preferences specific to the college community.

[Pinterest Board](#)



Key Takeaways

- 1. Focus on attracting students and local young adults**
- 2. Utilize social media, specifically Pinterest to convey our aesthetic and message in a cohesive and effective manner**
- 3. Price products similar to neighboring boutiques**
- 4. Showcase and promote wide variety of products and incorporate the city into said products**



THANK
YOU!