BAGGU

Table of Contents

About BAGGU & Sue Bird — 5
Secondary Research — 14
Primary Research — 24
Consumer Research — 28
Market Research — 38
Concept Development — 43
Marketing Plan & Strategy — 50
Campaign Budget — 58
References — 61

The goal of this strategic partnership between Sue Bird and BAGGU is to create a long-lasting relationship that leverages the unique strengths and audiences of each party. Joining forces allows BAGGU a platform to highlight the inclusive and unifying nature of sports that break the boundaries of gender, race, and background. By harnessing the power of collaboration, BAGGU hopes to inspire their audiences, new and old, to embrace positive impact, self-expression, and togetherness.

Aim

Cultivate a lasting alliance that capitalizes on the distinctive capabilities and audiences of each party. The goal is to bring the inclusive and unifying essence of sports to fashion and to transcend the boundaries of race, gender, and background.

Objectives

Build a long term relationship with Sue Bird

Expand BAGGU's market reach

Inspire new and old audiences to embrace positive impact and self expression

Foster the youth through donated proceeds to The Boys and Girls Club of America

Theme & Inspiration

Inspired by the unifying nature of sports, aiming to bridge fashion and sports by emphasizing togetherness.

Company
Overview &
Background

About BAGGU

Started in 2007 by Parsons fashion design alumni, Emily Sugihara.

CEO Emily Sugihara

Emily eventually got tired of searching for a functional, affordable, and nice looking bag so **when she couldn't find one, she decided to design one.**

BAGGU’s Mission and Values

Built on a foundation of waste minimization.

Designed for longevity using as few materials as possible.

Sustainable practices flow into all segments of their business.

Committed to their code of conduct and manufacturing ethics.

The Four P's

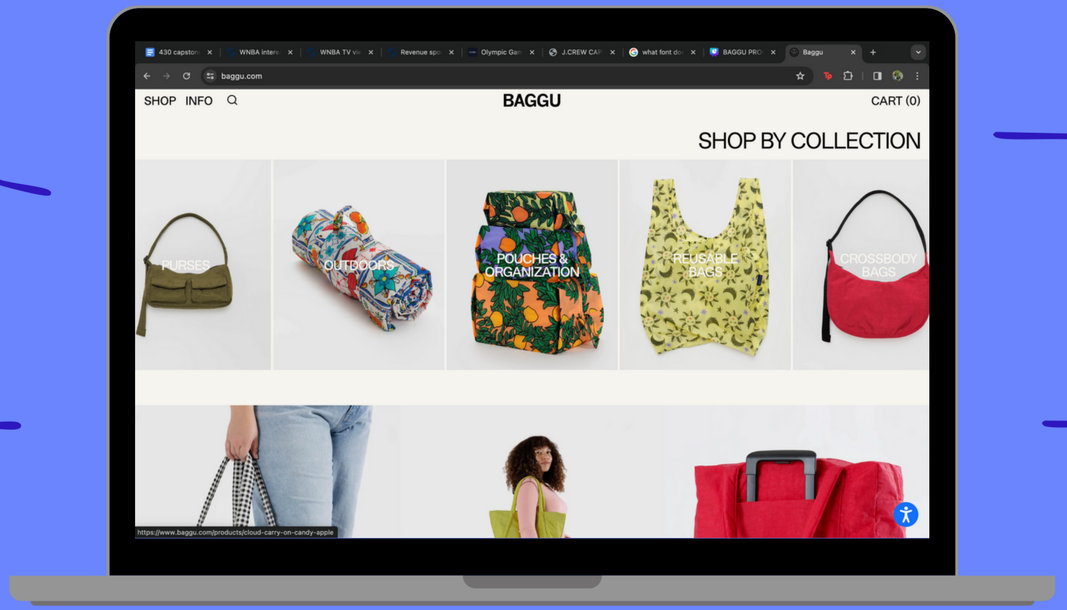
Product:

Bags & accessories (blankets, socks, wallets, etc.)

Price:

Bags range from $12-$78

Accessories go up to $140



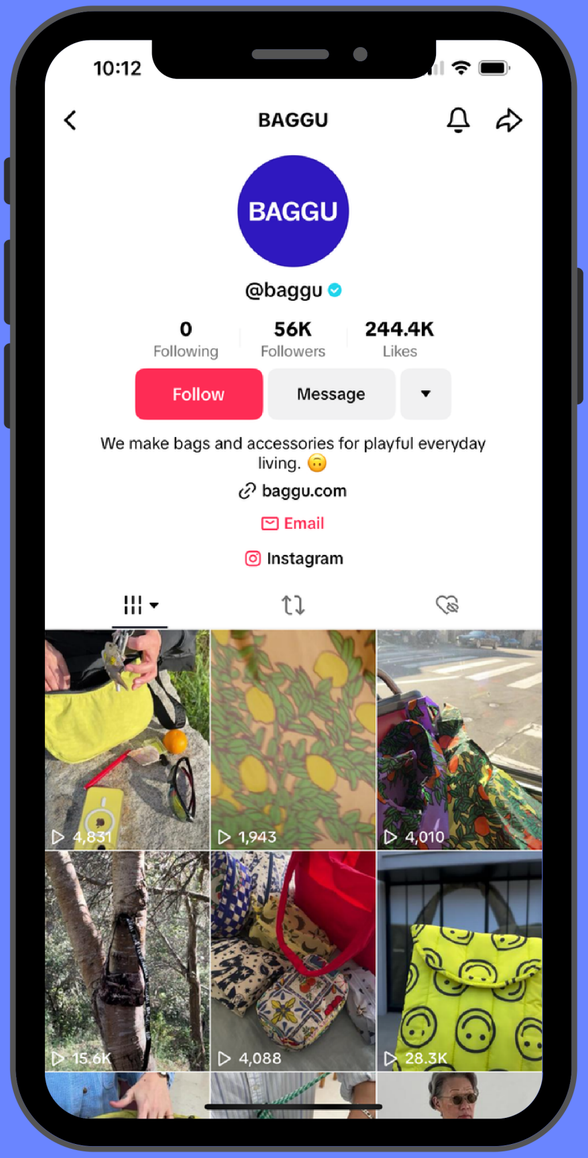
Place:

BAGGU.com, 3 stores (soon to be 4), wholesalers (Urban, Amazon, MoMA, & other small retailers)

Promotion:

Digital ads & promotion, little to no OOH besides brick and mortar locations

BAGGU's Presence and Content

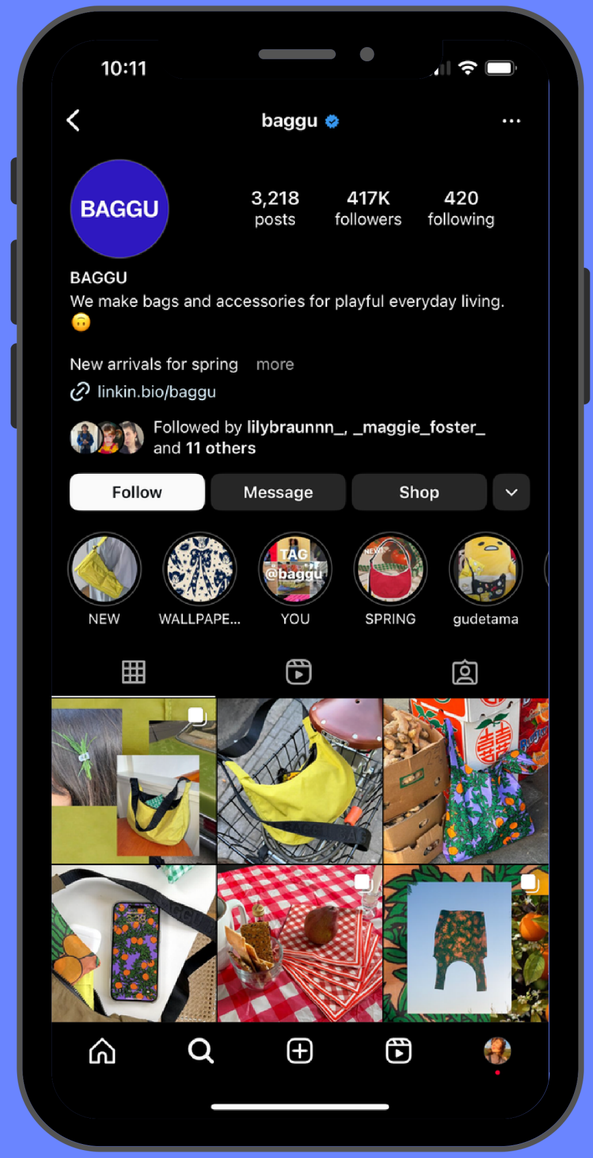


BAGGU uses a mix of UGC, behind the scenes, and editorial style content on their socials.

They use short captions and no hashtags. There are call to actions in some captions like "link in bio."

56k on TikTok

417k on Instagram



BAGGU SWOT

Strengths:

Product development

Knowing their target

Pioneering their segment

Customer loyalty

Weaknesses:

Limited market reach

Dependence on online market

Opportunities:

Market expansion

Advertising investments

Corporate partnerships

Threats:

Style & silhouette easy to copy

Shifting consumer preferences

Availability in stores

Future Outlook

Increasing Collaborations from heritage brands to new designers:

Sanrio
Sandy Liang
Jana Lam Hawaii
Jessica Williams
MoMA
Boygenius

MoMA

SANDY LIANG

JANA LAM
HAWAII

LA location opening in Spring 2024

bringing BAGGU to 4 locations (SoHo, Brooklyn, San Fran, & now LA)

About Sue Bird

- 1st overall pick in 2002 WNBA Draft
- UCONN grad
- Spent her entire WNBA career with Seattle Storm
- Retired from WNBA in 2022
- 5 time Olympic gold medalist
- 4 WNBA titles

“Sue Bird is one of basketball’s greatest players. Why doesn’t everyone know her name?”
- Vanity Fair

Why Sue Bird is Relevant

"Sue Bird: In The Clutch" documentary debuts in 2024 - available on Amazon, ESPN, Disney+, Apple TV+

Sue Bird becomes first partner and Chief Strategy Officer at Deep Blue Sports + Entertainment in 2024

"People continue to put our league down. It's because we're women; that's the fight. And it's a majority of black women; that's the other fight."
- Sue Bird

At her retirement in 2022, Yahoo Sports says "Sue Bird leaves a legacy of empowerment on and off the court."

Secondary
Research

Industry Trends	Influencing Factors
Sports Figure Sponsorship	Global appeal, the influence and reach of athletes, compelling storytelling, unifying power of sports.
Mobile/Temporary Pop-Ups	Low risk, offers market testing, lower overhead costs, adaptability, increase visibility.
Meaningful Brand Investments	Consumers want value alignment, authenticity, and credibility. These investments can also help build consumer trust and loyalty.

BAGGU's Current Top Competitors

cotopaxi

DAY OWL

CALPAK

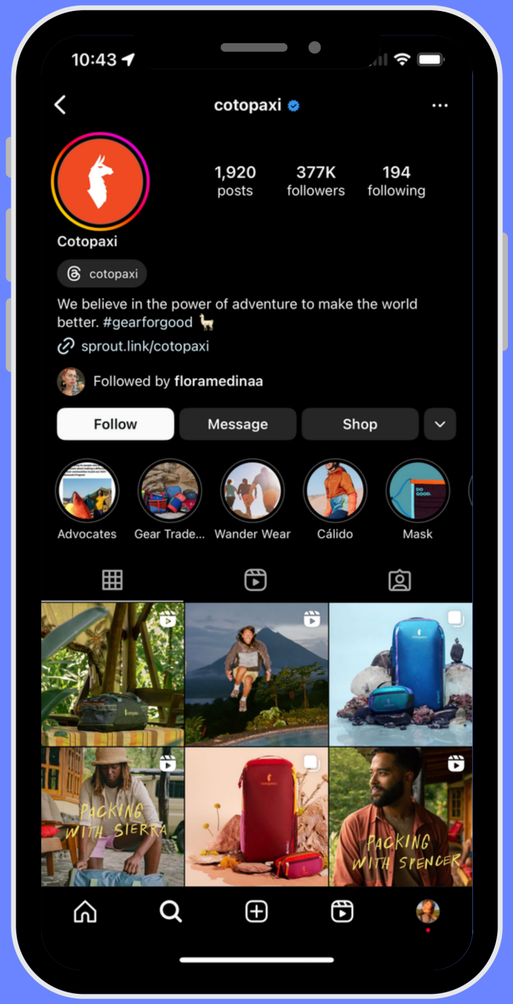
cotopaxi

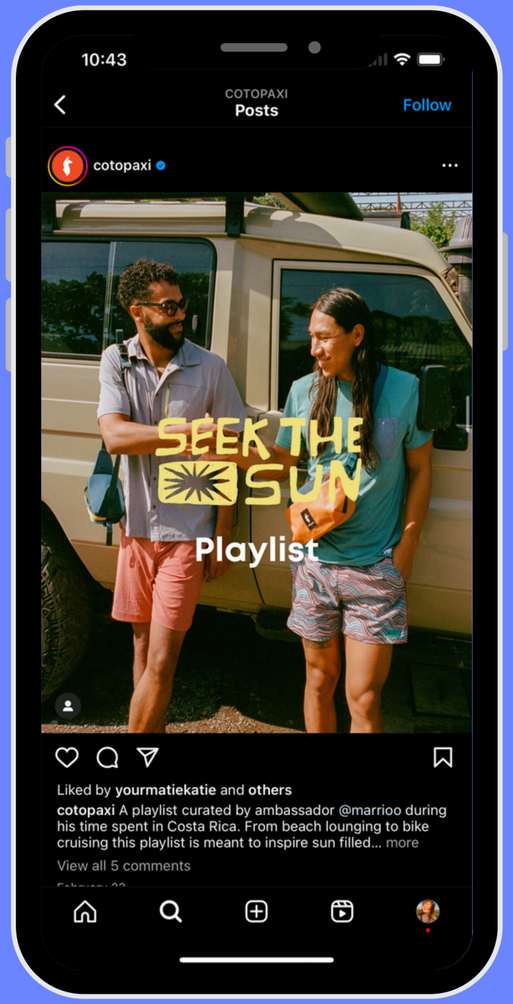
Price:
$35 - $395
*highest price range

Distribution:
Cotopaxi.com,
Nordstrom, REI,
Dick's, Amazon

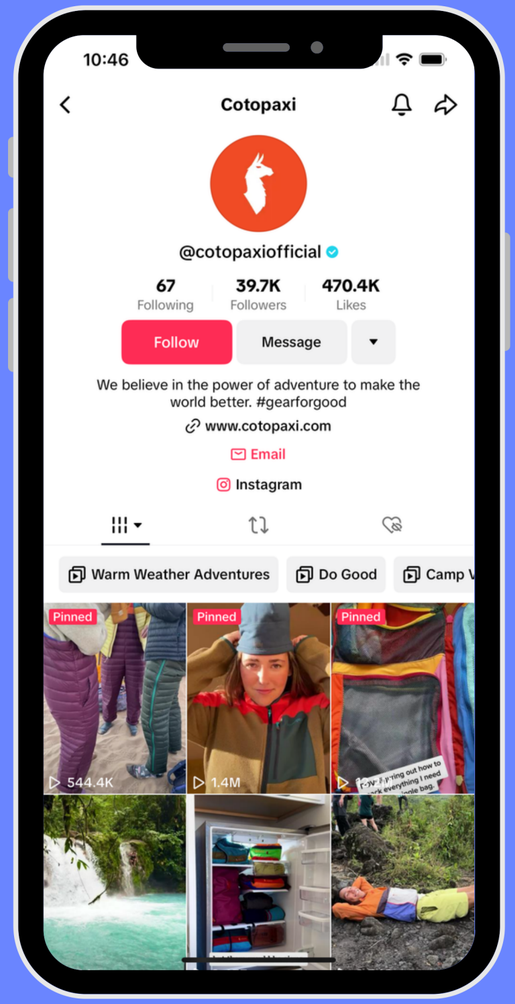
Products:
Sell apparel (including outerwear and accessories) in addition to bags

Cotopaxi's Socials





377k on Instagram
39.7k on TikTok
Emphasis on engaging & community content



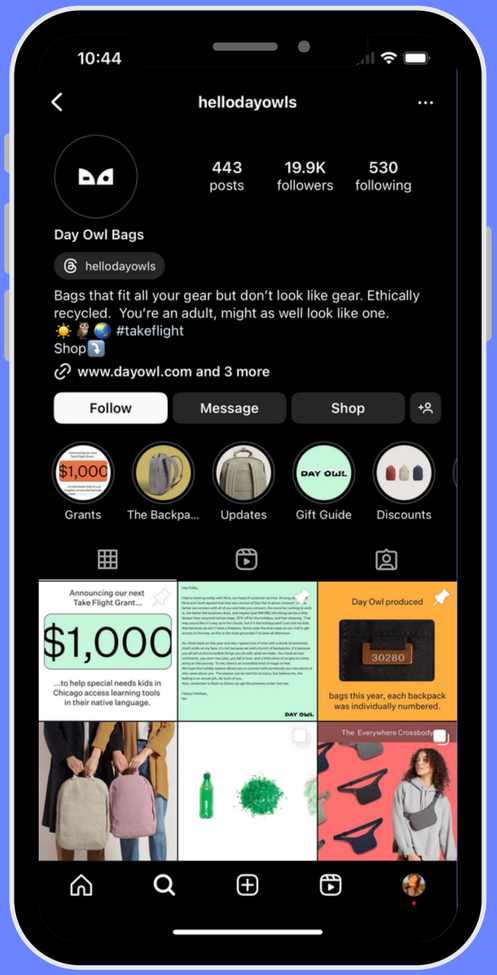
DAY OWL

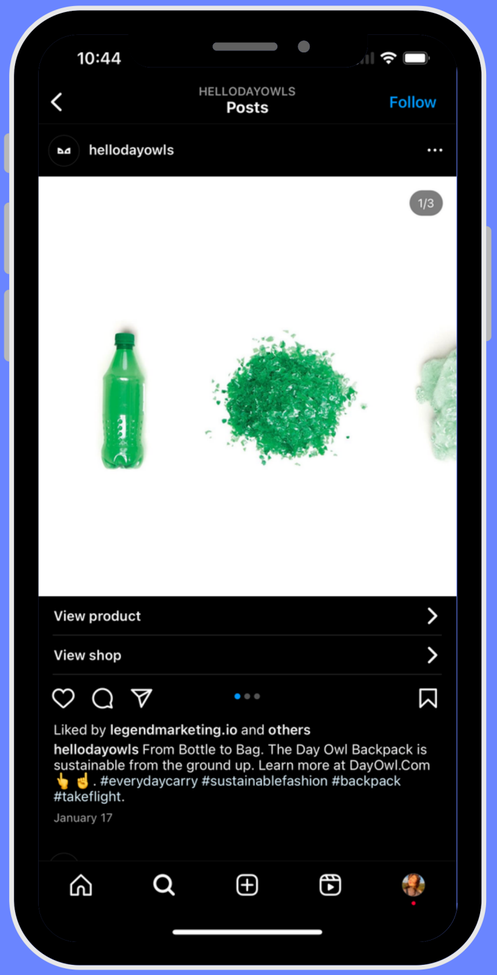
Price:
$15 - $155
*lowest entry point

Distribution:
Dayowl.com, Express, Amazon, Urban Outfitters, Macy's

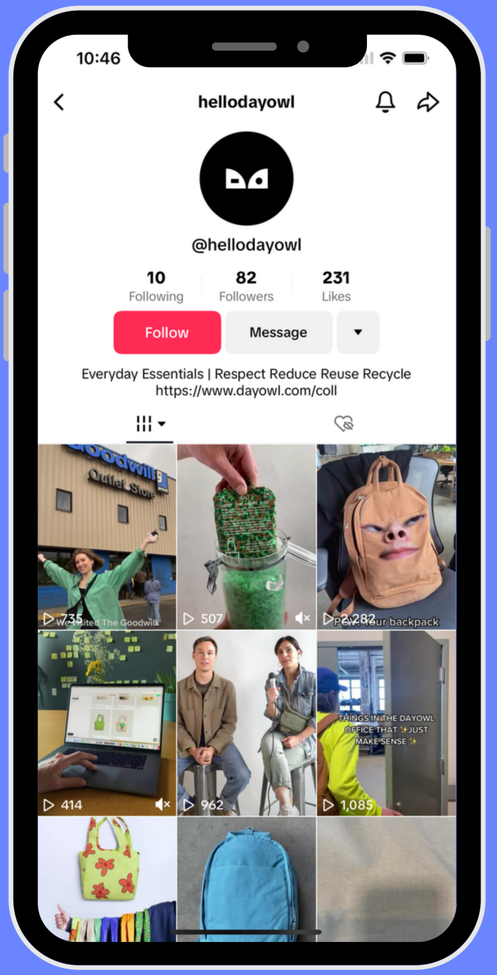
Products:
Sell patches to customize and decorate their products

Day Owl's Socials





19.9k on Instagram
82 followers on TikTok
Emphasis on
educational content

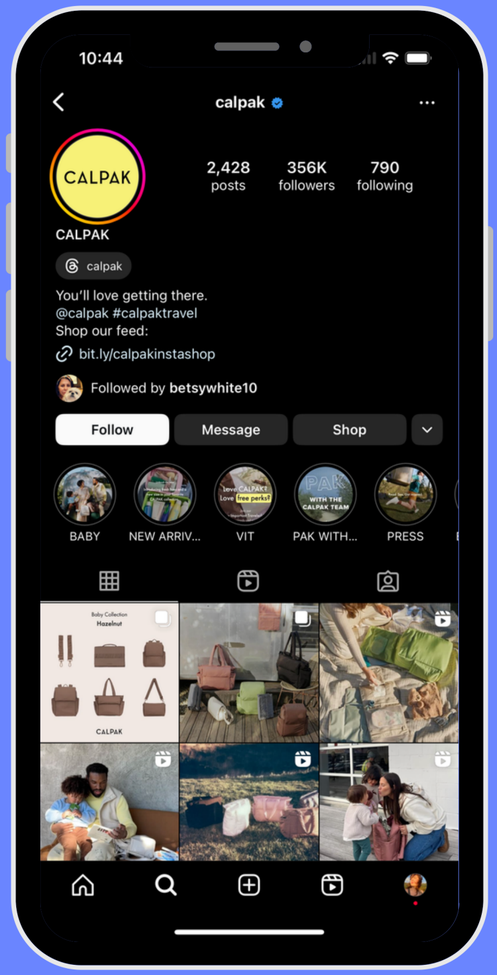


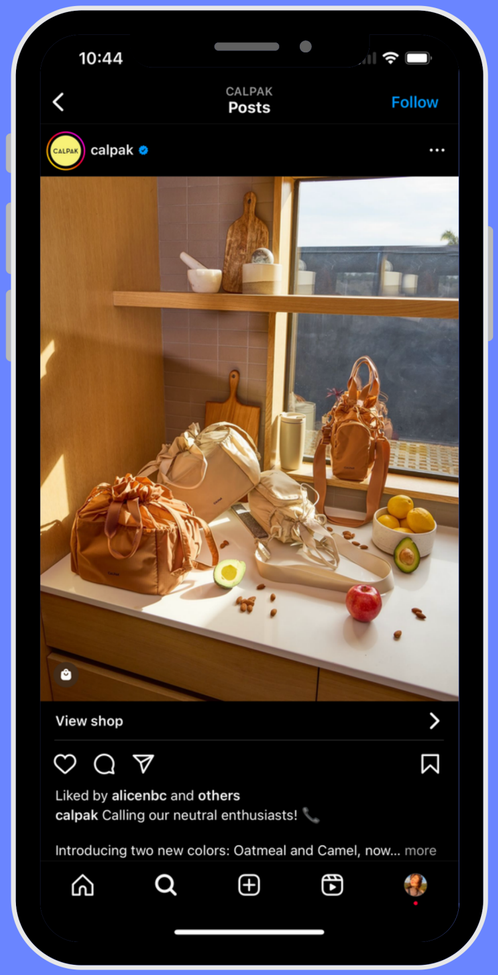
Price:
$35 - $178
*same entry point
as Cotopaxi

Distribution:
Calpak.com, Nordstrom,
Target, Saks, Sierra

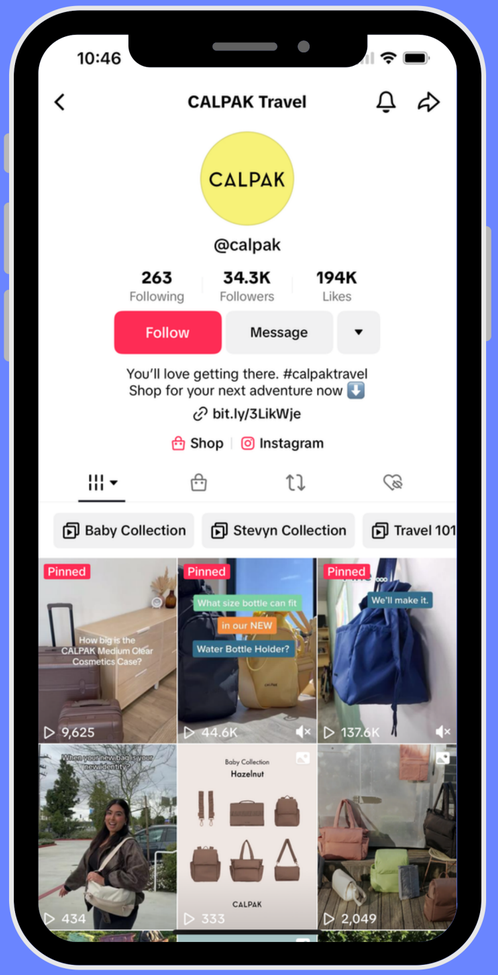
Products:
Sell luggage and
travel organizers in
addition to bags

Calpak's Socials

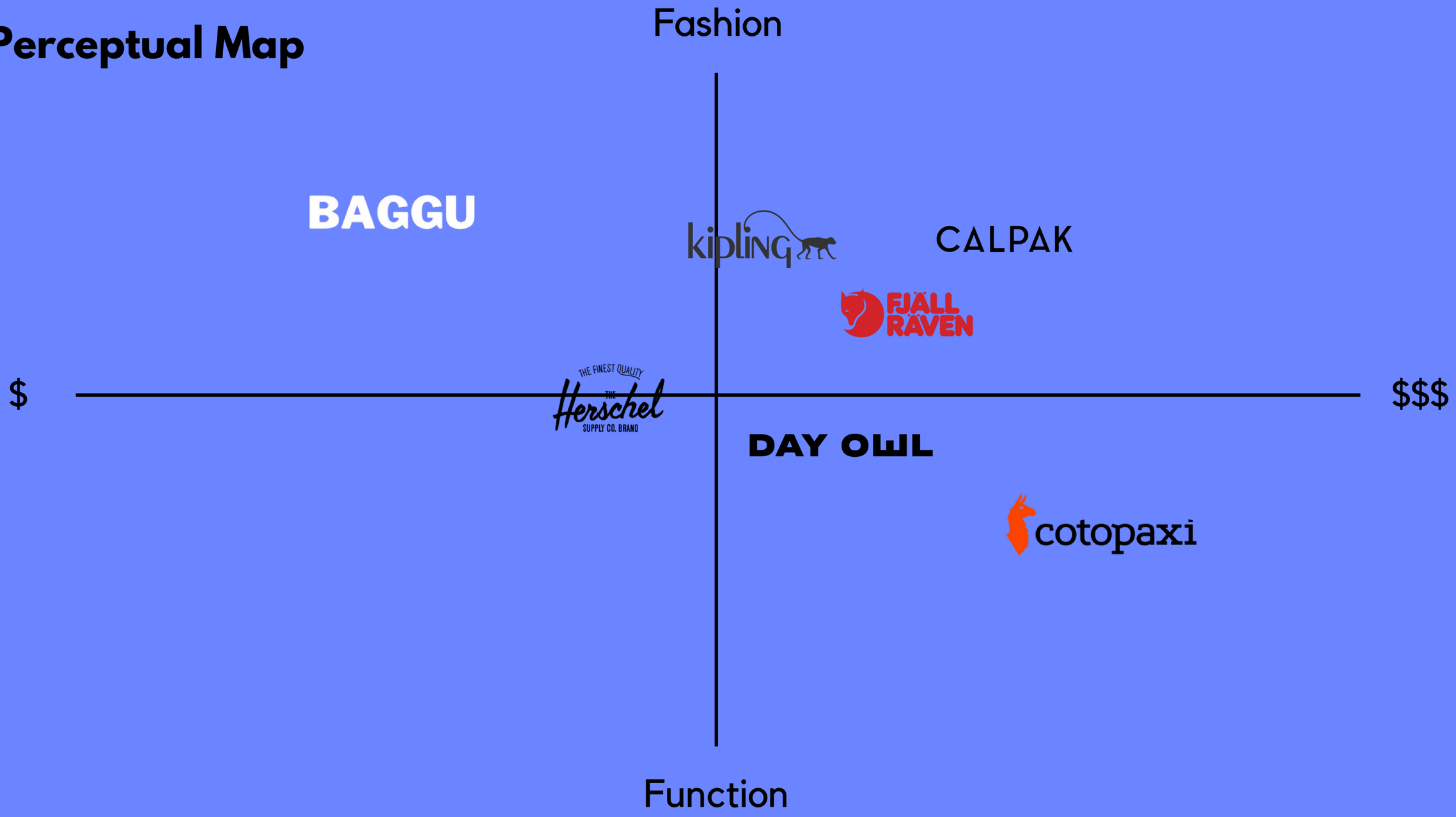




356k on Instagram
34.3k on TikTok
Emphasis on promotional content



Perceptual Map



Primary Research

Demographics

- Primarily women
- Age 18-30
- Socially conscious - care about issues pertaining to women and inclusivity
- No specific education level
- Income range: $30k-$80k
- Some WNBA knowledge or open to learning more
- Diverse backgrounds but shared interests of style, fashion, and trends

Psychographics

- Value community and interconnectedness
- Self expressive
- Value physical and mental health
- Aware of and engaged in current events
- Open minded
- Determining factors in purchases - longevity, sustainability, ethics

Meet Emma

Emma is a lifelong basketball fan. She enjoys routine, comfort, and experimenting with fashion.

Age: 20
Education: Junior at University of Kentucky
Occupation: PT assistant youth basketball coach at local YMCA
Income: $8k annually
Location: Lexington, KY
Favorite brands: Nike, Alo Yoga, URBN brands
Shopping preferences: shops online because of her busy student schedule, only purchases a new product if she has a trusted opinion on it
BAGGU status: knows a little about BAGGU, has yet to make a purchase

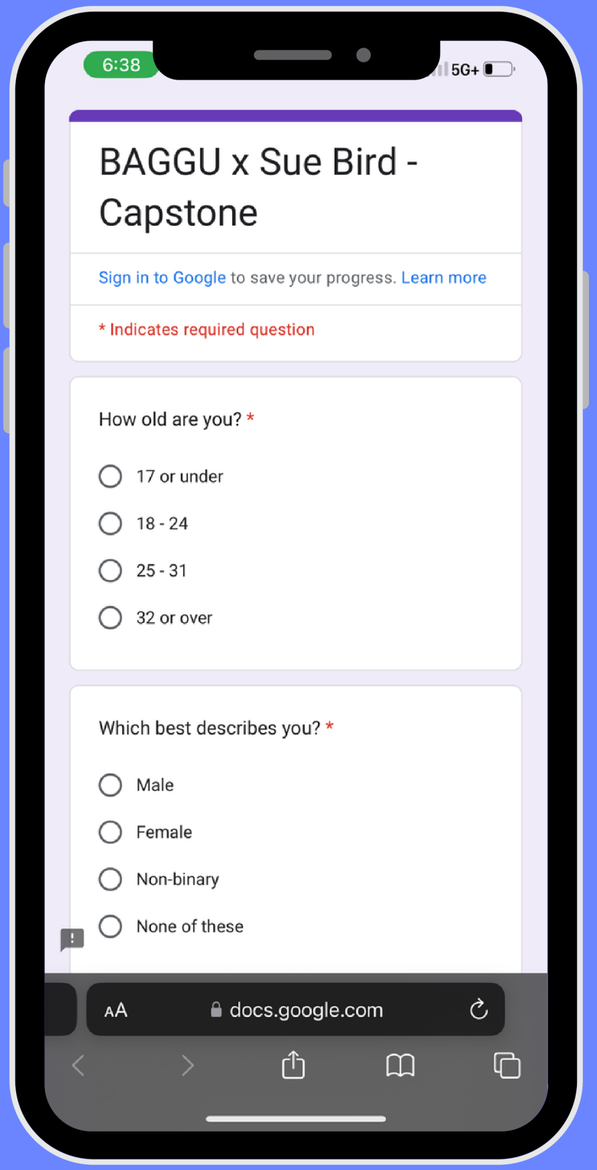
Meet Sam

Sam is a bubbly, go-getter. She enjoys meeting new people and experiencing new things.

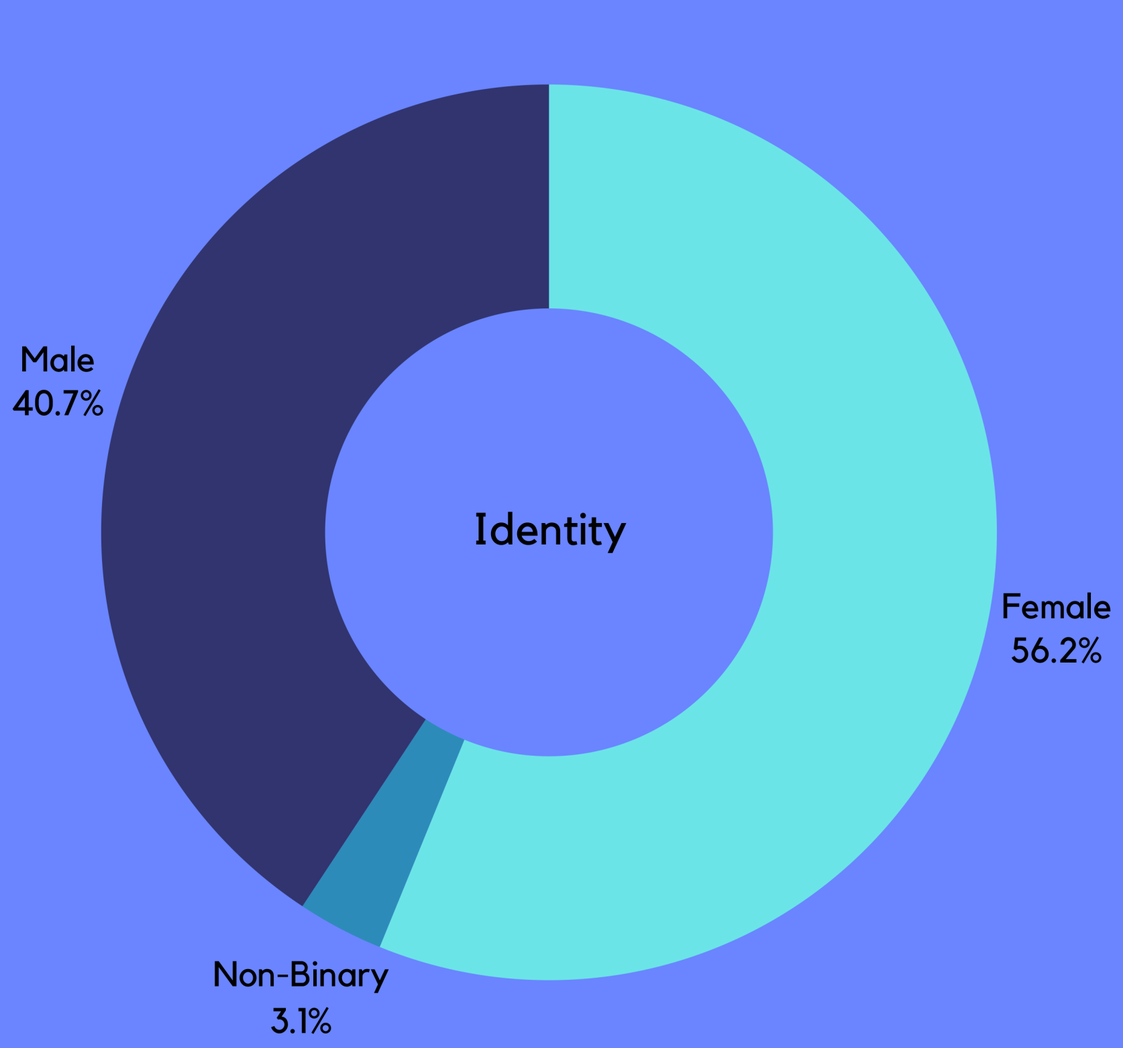
Age: 24
Education: Drexel University alumni
Occupation: FT working in PR (hybrid)
Income: $65k annually
Location: Carlsbad, CA
Favorite brands: Reformation, Free People, URBN brands
Shopping preferences: buys tried and trues online but enjoys window shopping and exploring new products in person
BAGGU status: recently made her second purchase

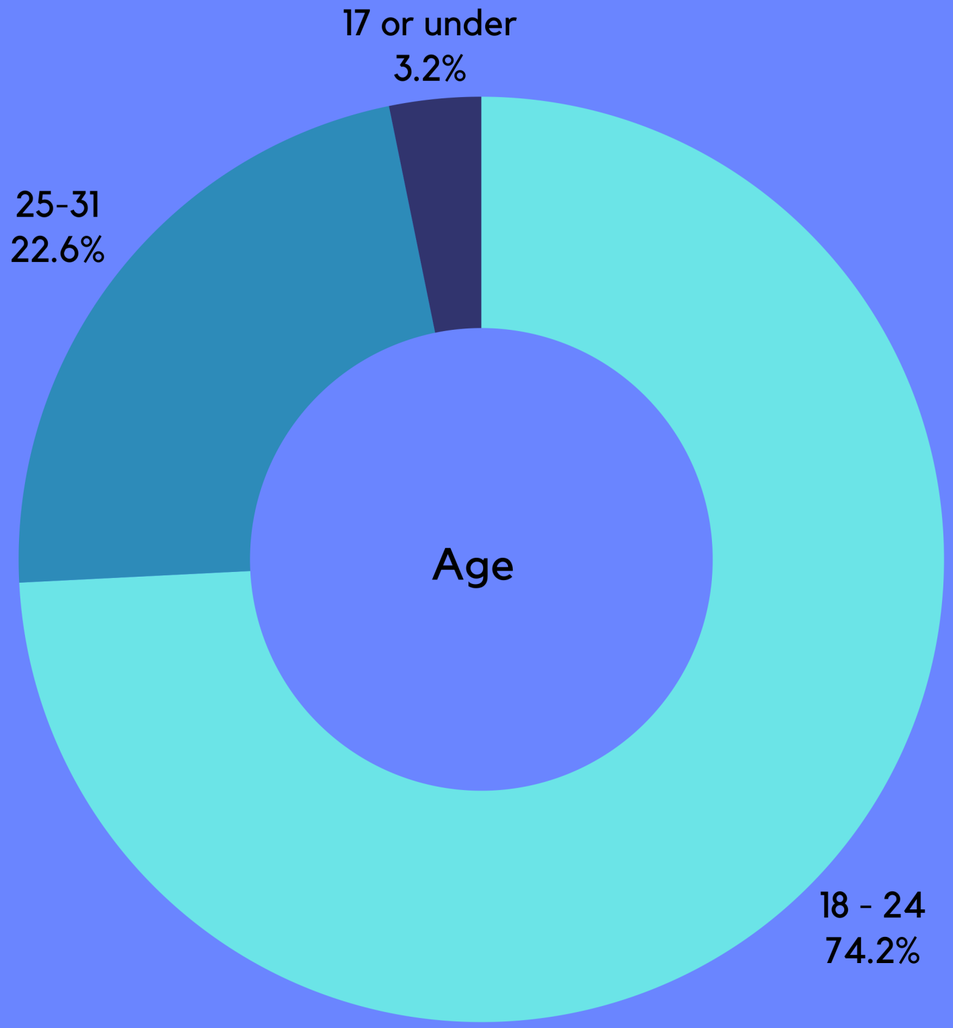
Consumer
Research
BAGGU
BAGGU

Conducted a poll on Google forms, promoted on Instagram and snapchat, to understand the target's knowledge on BAGGU, WNBA, and Sue Bird.

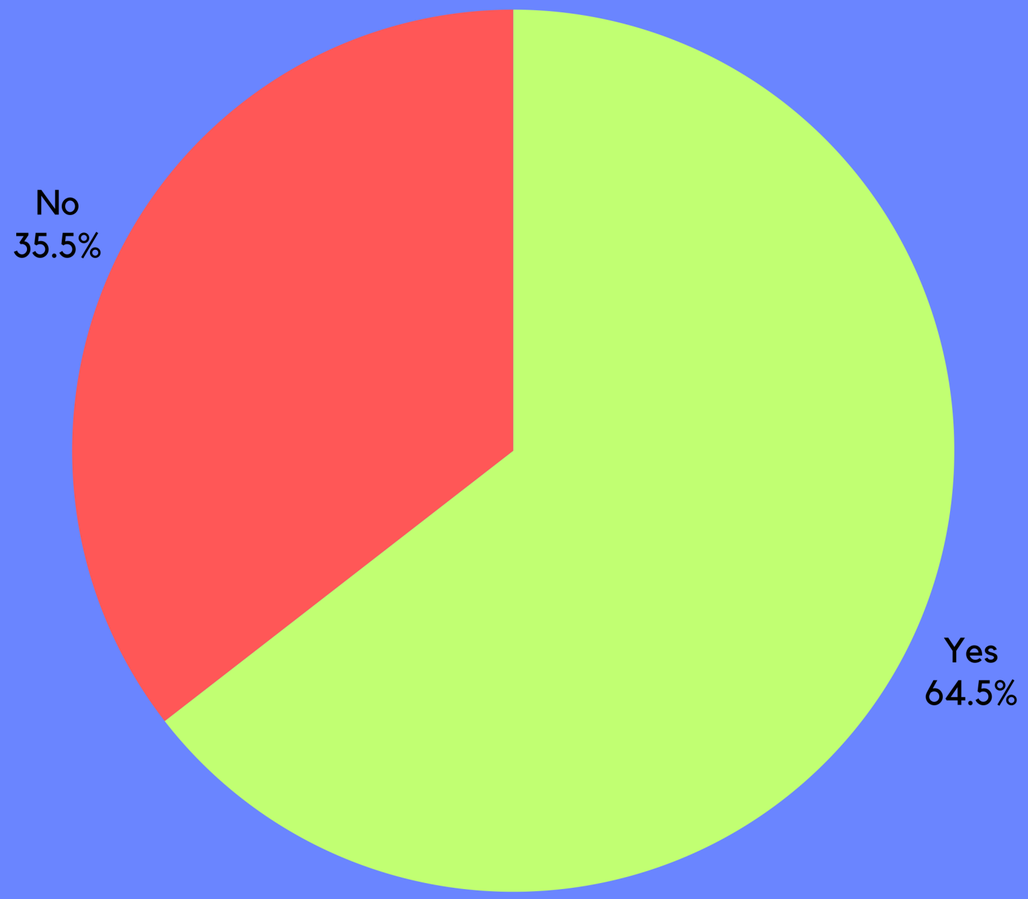


Respondent Makeup

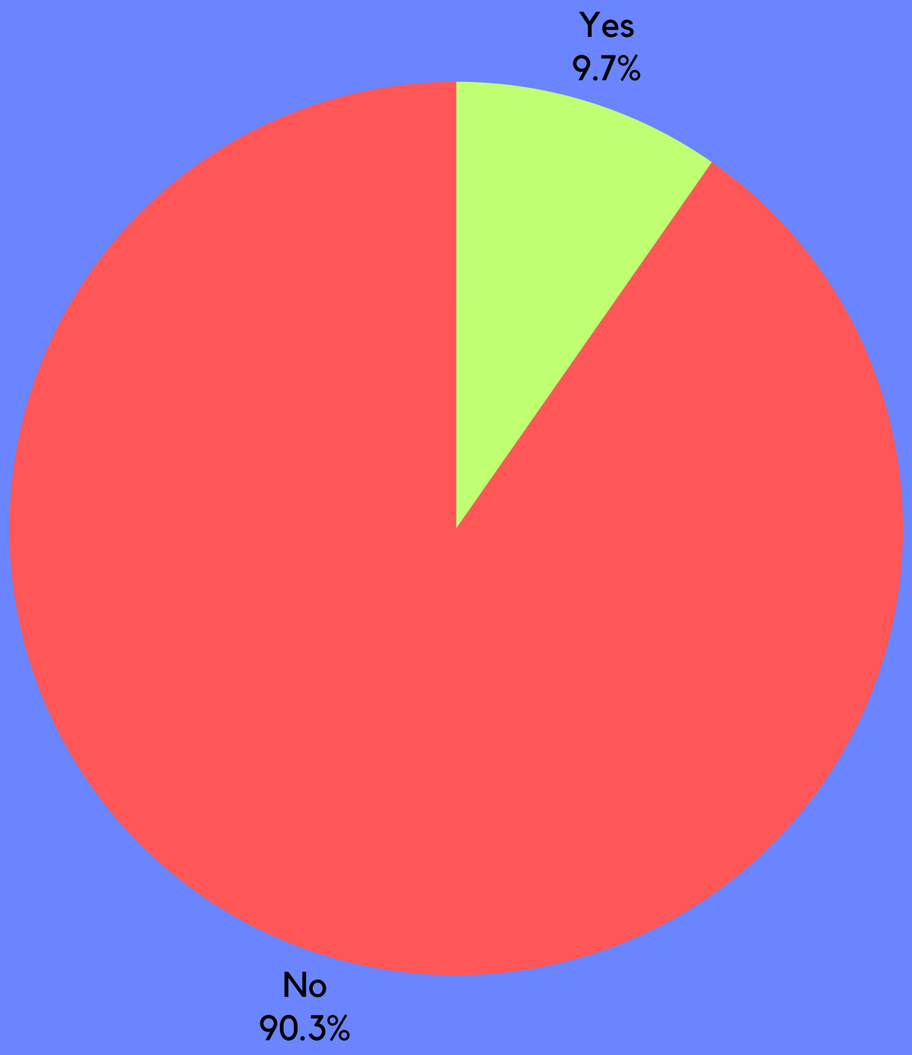




Have you heard of BAGGU?



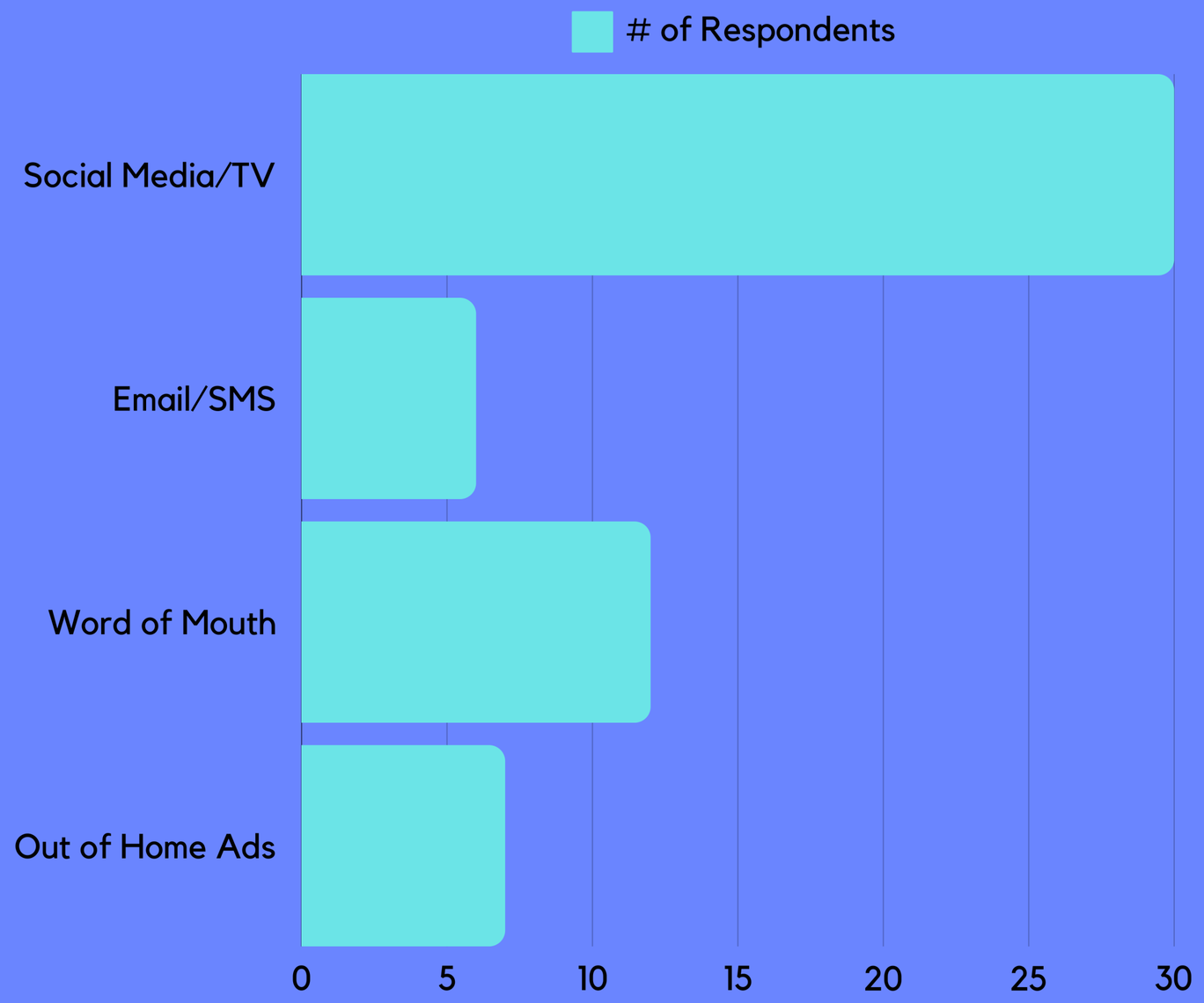
Have you made a purchase from BAGGU?



Do you follow BAGGU on Instagram?

Do you follow Sue Bird on Ingstagram?

How do you usually find out about collaborations and new products?



Reasons you DO buy from collaborations:

- “I already like the brand or collaborator”
- “Longevity and exclusivity”
- “Because I like both brands or if the product is useful”
- “If it’s already brand I like and then a collaborator is endorsed by them, I will definitely check it out”
- “They are super popular and I want to see what the hype’s about. Also if they are my style and i just like them”

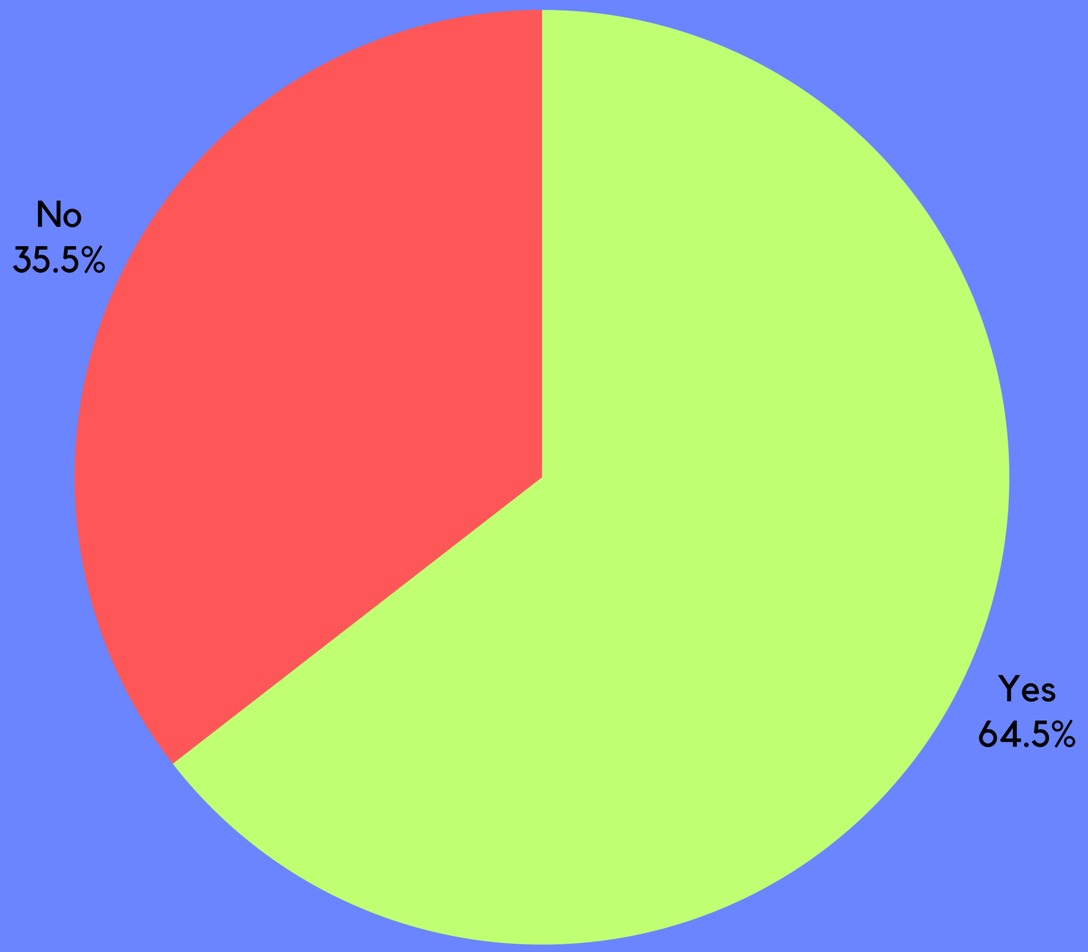
Reasons you DON’T buy from collaborations:

- “High price and designs that don’t appeal to me”
- “Overpriced or over hyped”
- “If it’s not thoughtful and just an obvious cash grab”
- “They aren’t my type of style. They have bad ratings. They are too expensive.”
- “Sometimes it can be a mediocre product that becomes overpriced by attaching a collaboration/brand name to it”

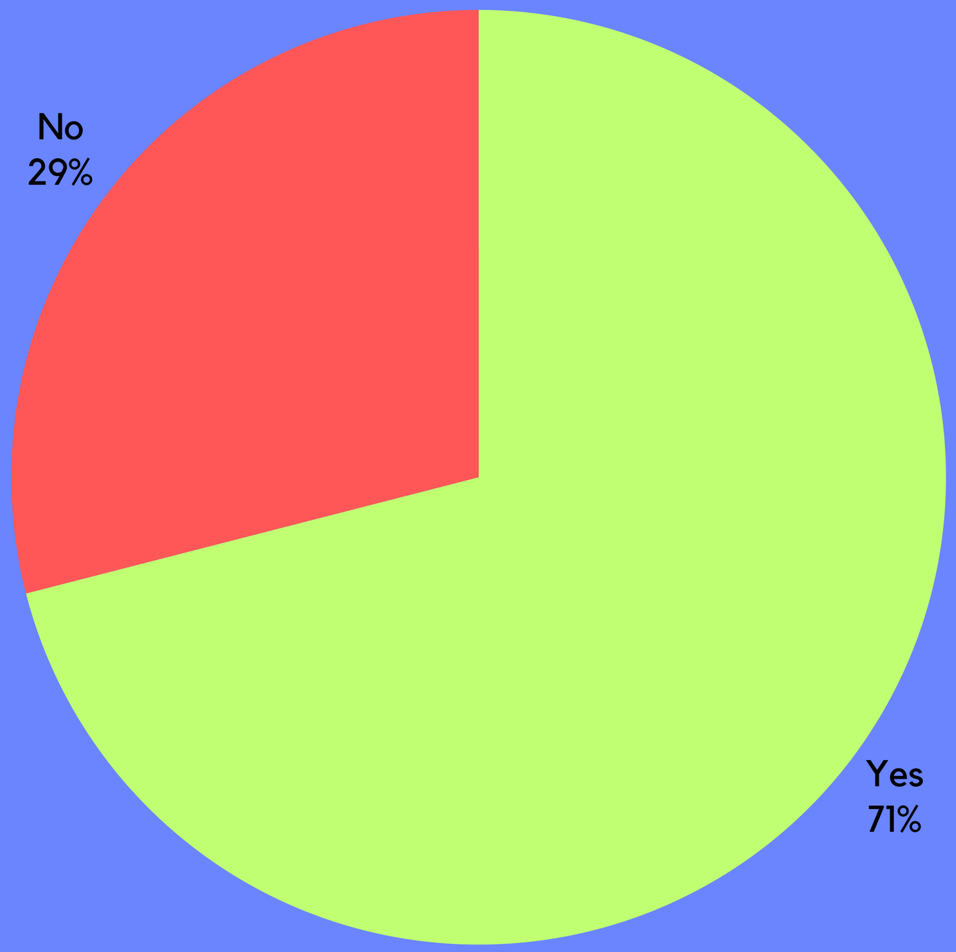
Are you interested when brands sponsor athletes?

Are you interested when brands make efforts to create meaningful impact?

Would you go to a BAGGU pop up if it were near you?



Would you be interested in going to a BAGGU pop up that celebrates the unifying nature of sports culture by bringing togetherness to fashion?



Key Findings

Respondents are MORE interested in a BAGGU popup related to sports compared to a normal BAGGU popup.

Respondents are eager and willing to check out collaborations as long as they are thoughtful and fairly priced.

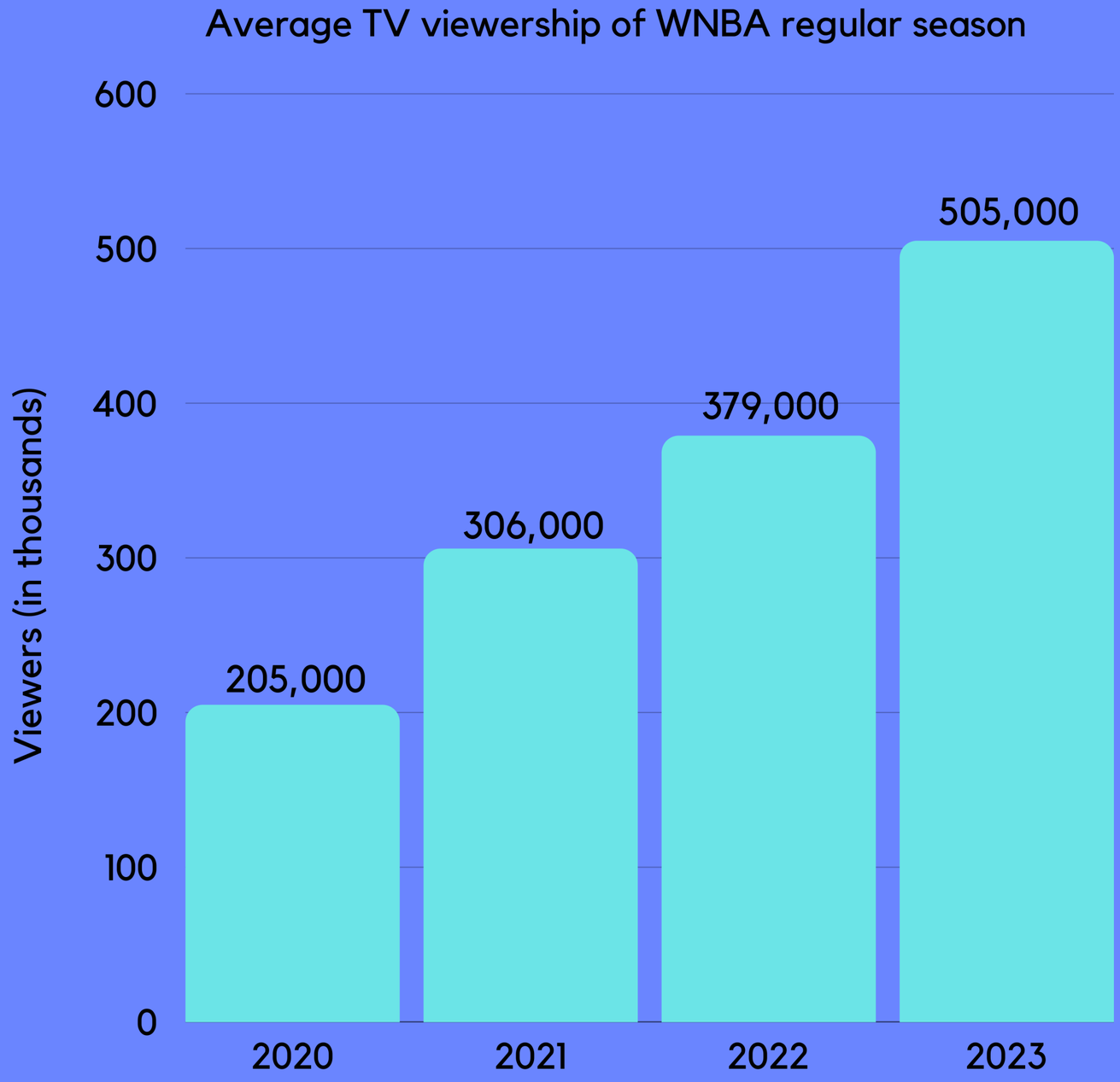
Over 60% of respondents have heard of BAGGU but less than 10% have made a purchase.

100% of respondents said they find out about collaborations through social media and TV advertising.

Market Research

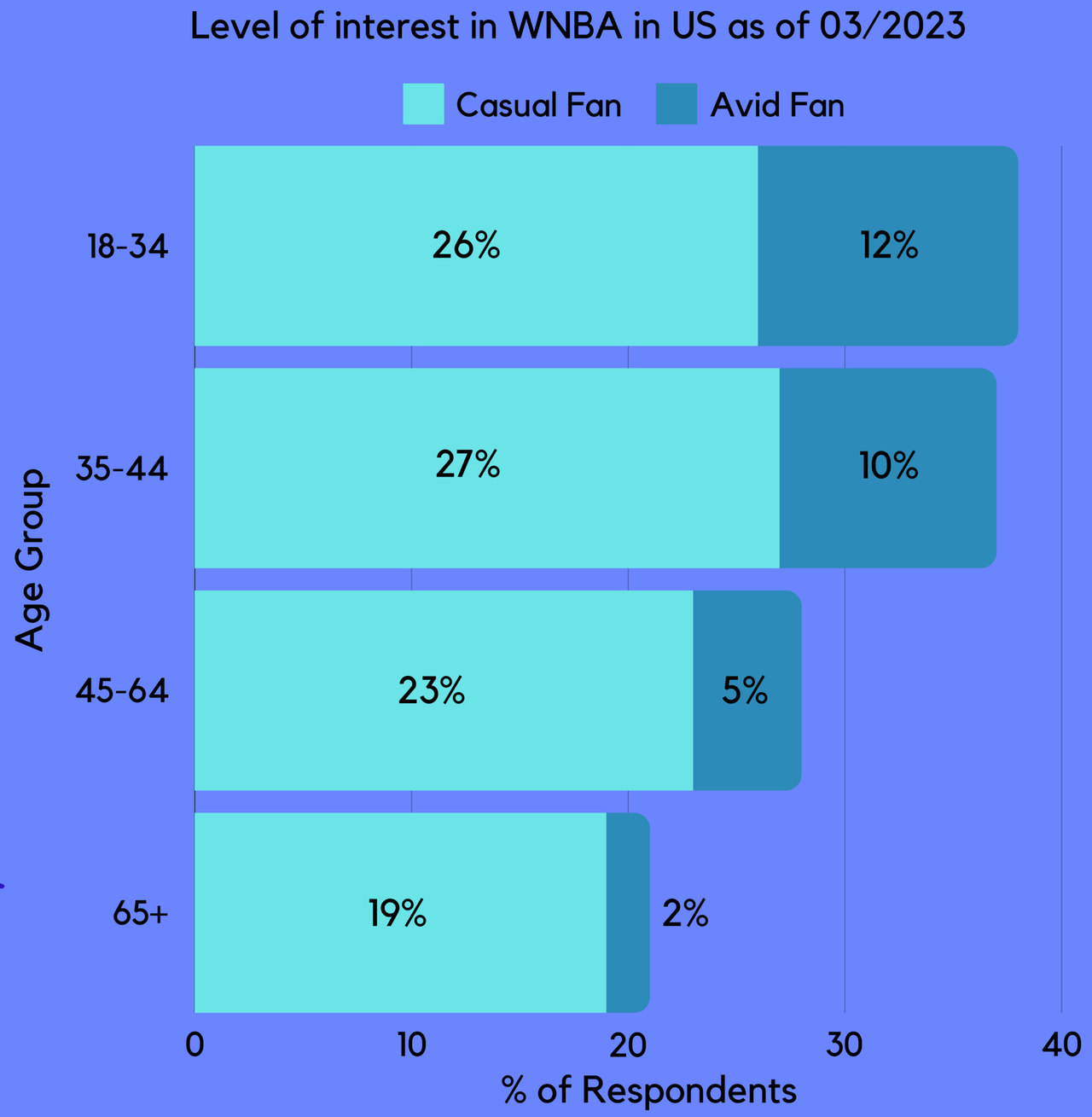
Market Drivers

Exponential rise in TV viewership of regular season WNBA games



Market Drivers

Higher WNBA interest rates amongst Gen Z and Millennials



Sports Sponsorship Industry Leaders & New Competitors

Nike

Nike made history with their Michael Jordan deal in the 1980s and continue to do so. They have countless professional athletes signed and are dominating the market.

LVMH

LVMH is sported by athletes with and without sponsorship due to their strong brand identity. Additionally, LVMH will be one of the sponsors for the 2024 Olympics.

Rolex

Rolex sponsors athletes in sports that are often overlooked by other brands. Rolex has made a name for themselves in tennis, equestrianism, and golf.

Future Trends

The worldwide growth of sports sponsorship market is expected to reach

$189+ billion by 2030

via Statista

&

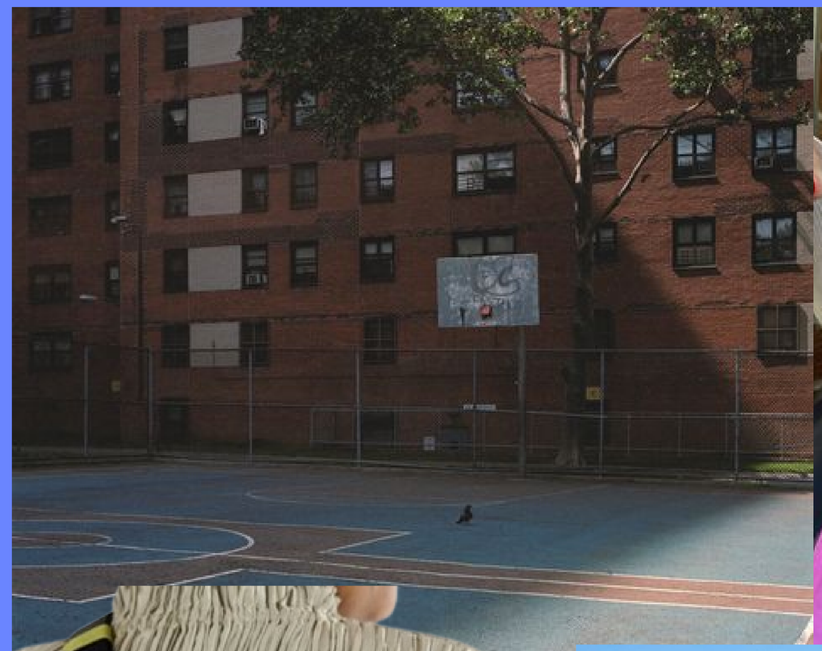
$109+ billion

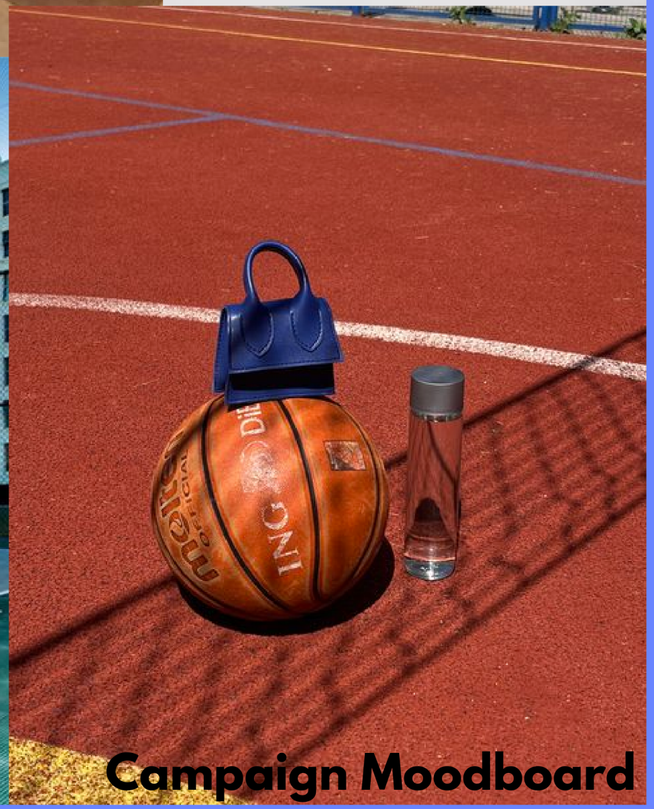
via Business of Fashion

Concept Development

Concept

BAGGU is beginning a journey into strategic sports marketing with Sue Bird as the driver. The fusion of these two parties and their mutually beneficial positioning is an effort to break boundaries and bring people together. We're aiming to bond with each other over shared values of female empowerment, sustainability, and self-expression while simultaneously investing in the youth through donated proceeds to The Boys and Girls Club of America. As part of our innovative approach, we are excited to introduce our cross-country mobile pop-up shop, bringing our message directly to communities nationwide. Together, we can foster a future where meaningful impact and togetherness reign supreme. We hope you join us on this ride.





Campaign Moodboard

Competitive Product Overview

Kyle Kuzma
at Fendi SS
2023 show

Lebron James
for Louis Vuitton
SS 2024

Ben Shelton
signs with Rolex
at 21 in 2024

Naomi Osaka
as the face of
Nike x Sacai

Color & Product Development

Seattle Storm
where Sue Bird spent
her WNBA career

UCONN
where Sue Bird went
to college

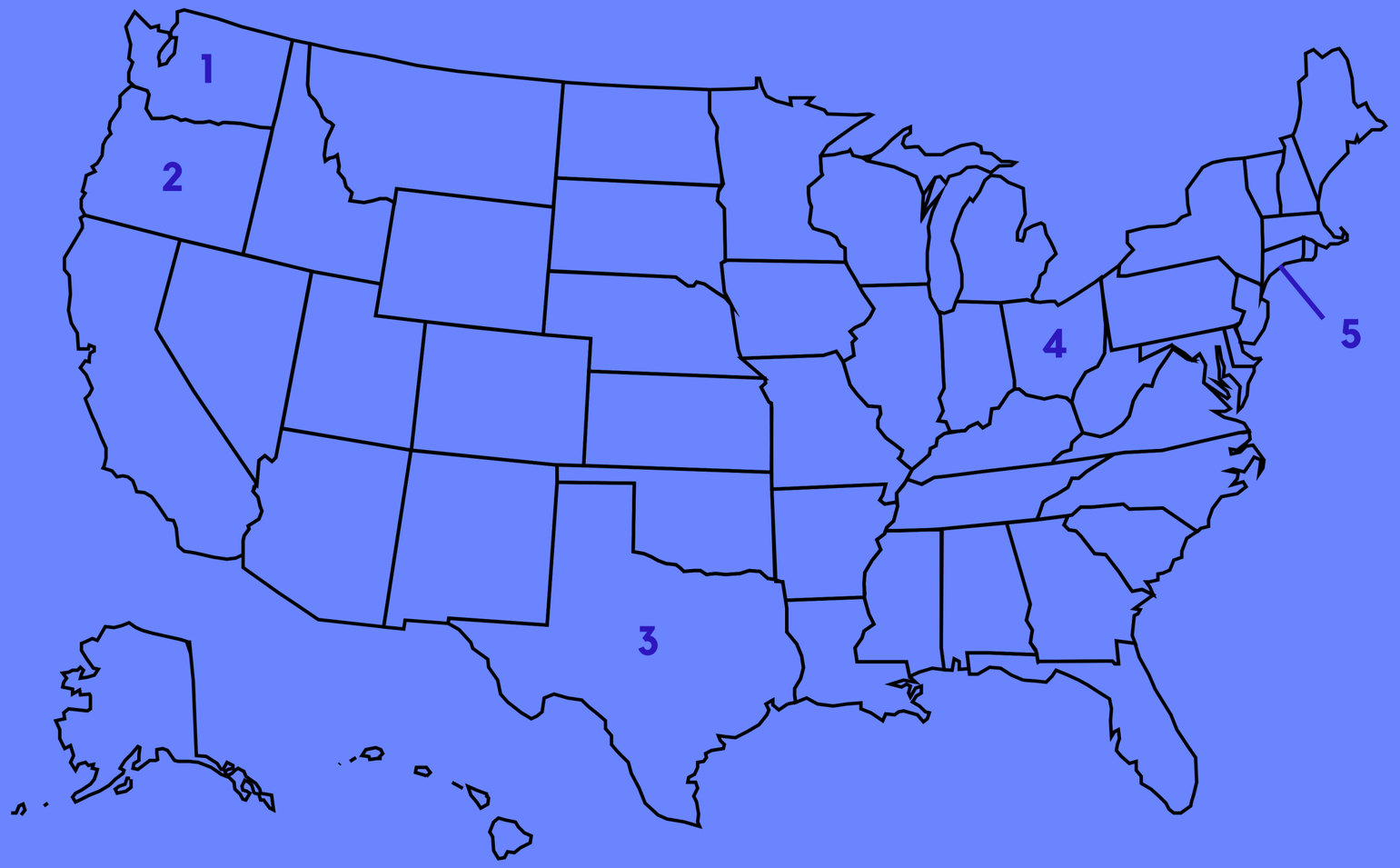
"Iced Out Champ"
Standard BAGGU
Medium Crescent Bag

"Sweet Victory"
Standard BAGGU
Crescent Fanny Pack

"Acid Rain"
Medium Crescent Bag
Standard BAGGU

Mobile Pop-Up Map

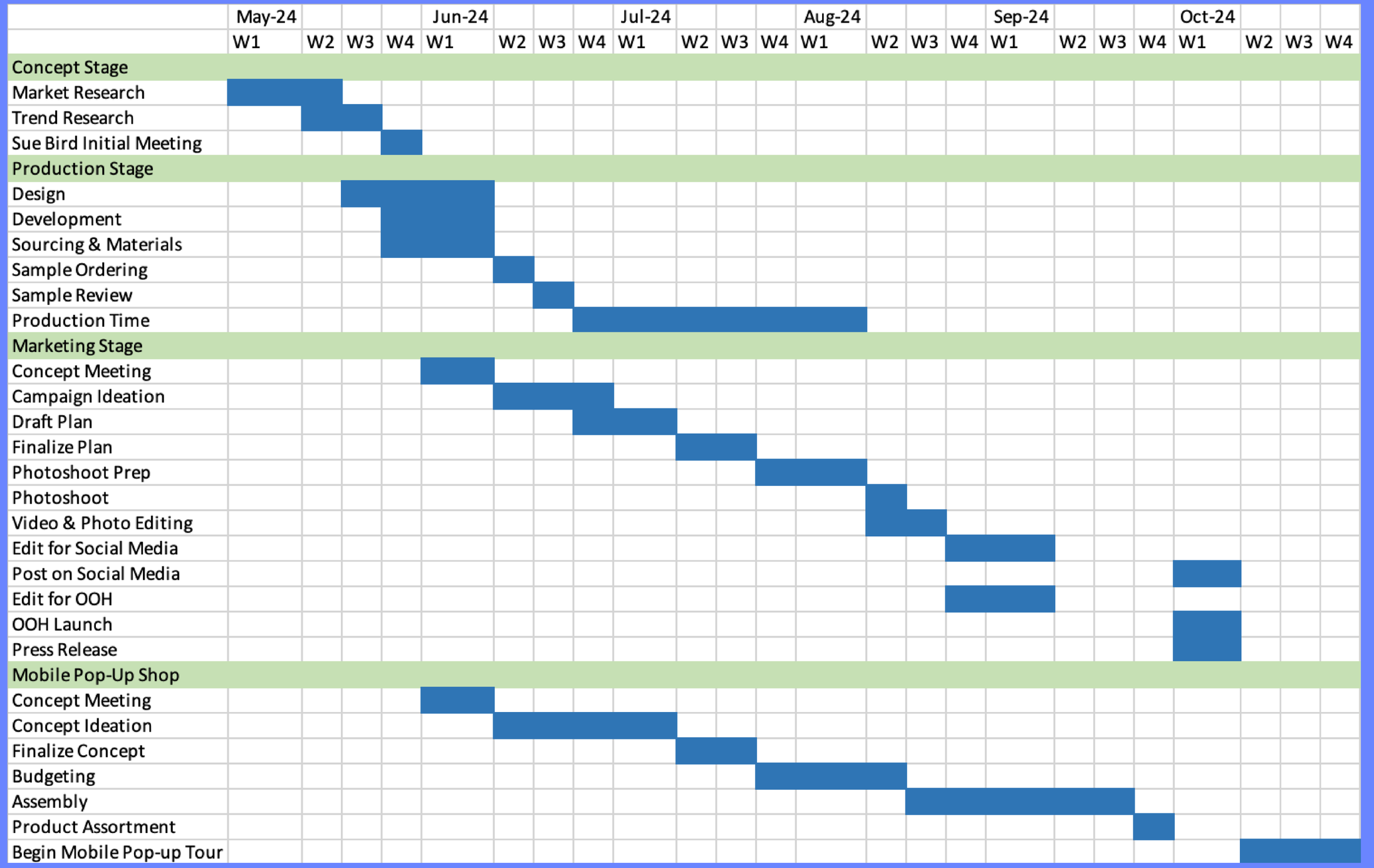
1. Seattle, WA
   - University of Washington
   - Dates: Oct 12-20, 2024
2. Eugene, OR
   - University of Oregon
   - Dates: Nov 16-24, 2024
3. Austin, TX
   - University of Texas
   - Dates: Jan 11-19, 2025
4. Columbus, OH
   - The Ohio State University
   - Dates: Feb 8-16, 2025
5. Storrs, CT
   - University of Connecticut
   - Dates: March 15-23, 2025 - March Madness



Time and Action Calendar

*College basketball starts in November, NBA season starts in October

*Mobile popup tour Oct 2024 - March 2025



Marketing Plan
and Strategy

Marketing Strategy

Using platforms that interest my target the most

- TikTok, Instagram, BAGGU.com

Using new platforms to widen reach

- Out of home advertising, strategic partnership with Sue Bird

Experiential pop-up

- More to the experience than making a purchase

Marketing Initiatives

- Social Media Campaign
- Mobile Pop-up
- Ad Investments
- 6% of proceeds donated to Boys & Girls Club of America

Balancing the Four P's

Product

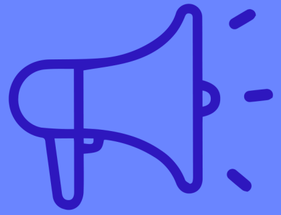
New colorways that are strategically simple - allows consumers of all interests to shop the line

Price

Although 6% of proceeds is donated to Boys & Girls Club of America, the price of the new colors are no different than the existing products

Place

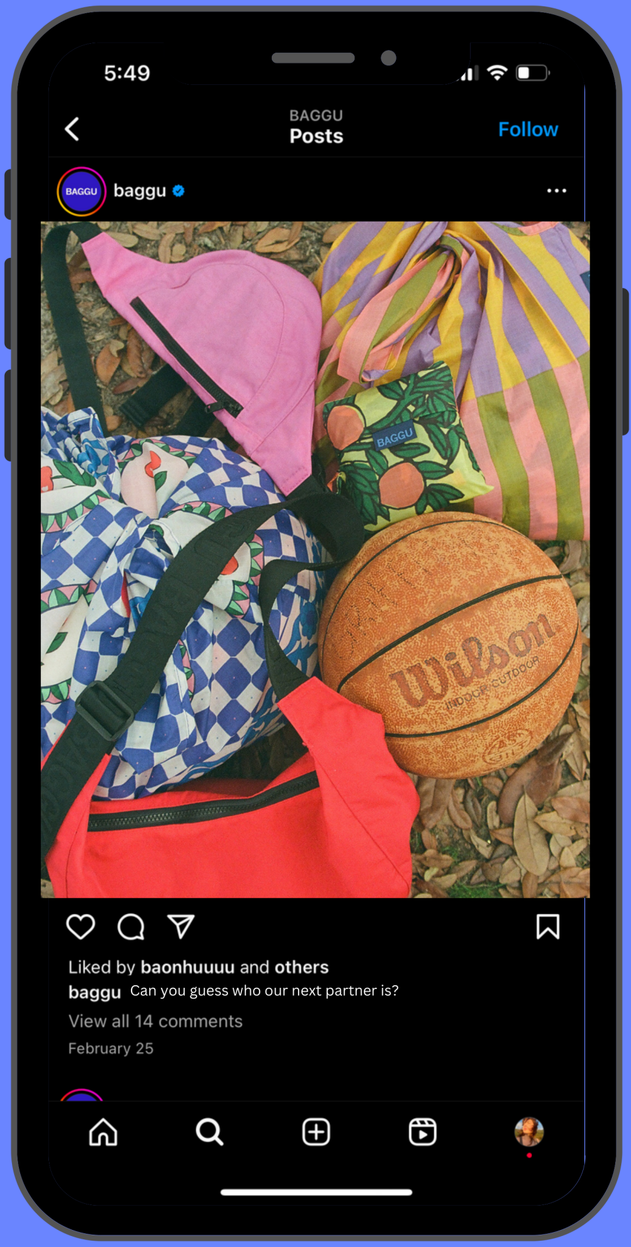
Available online and in-stores but not through wholesale in order to control the consumer experience

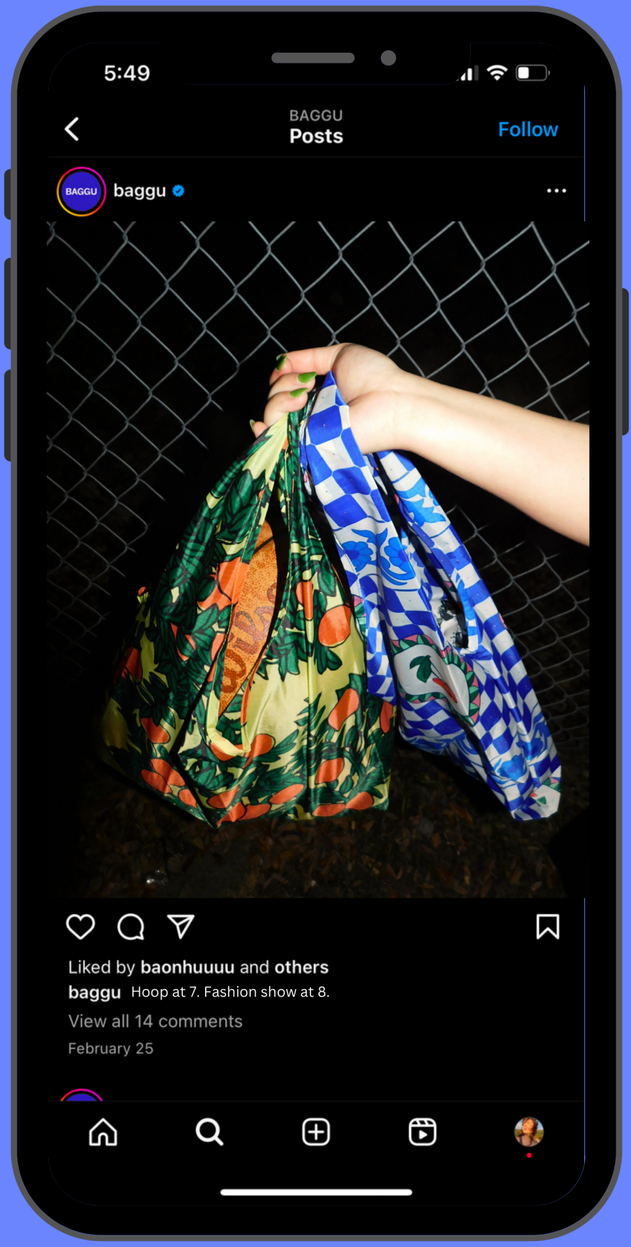


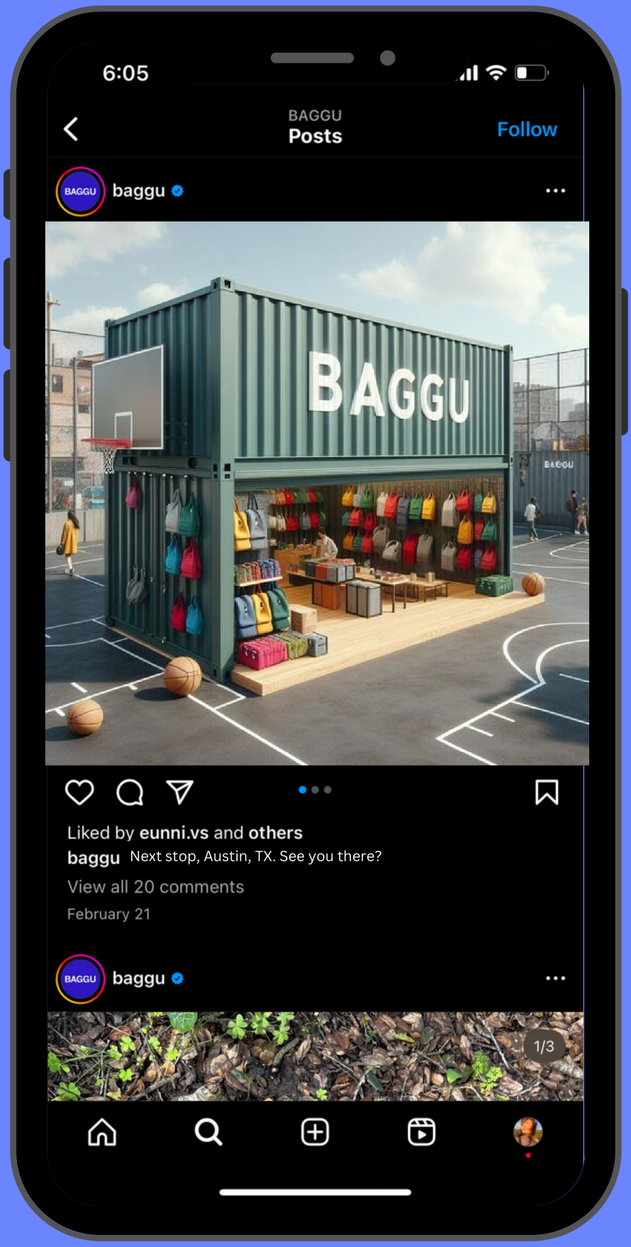
Promotion

Promoted through familiar and new ways for BAGGU; pop-up shop, social posts, and out of home advertising

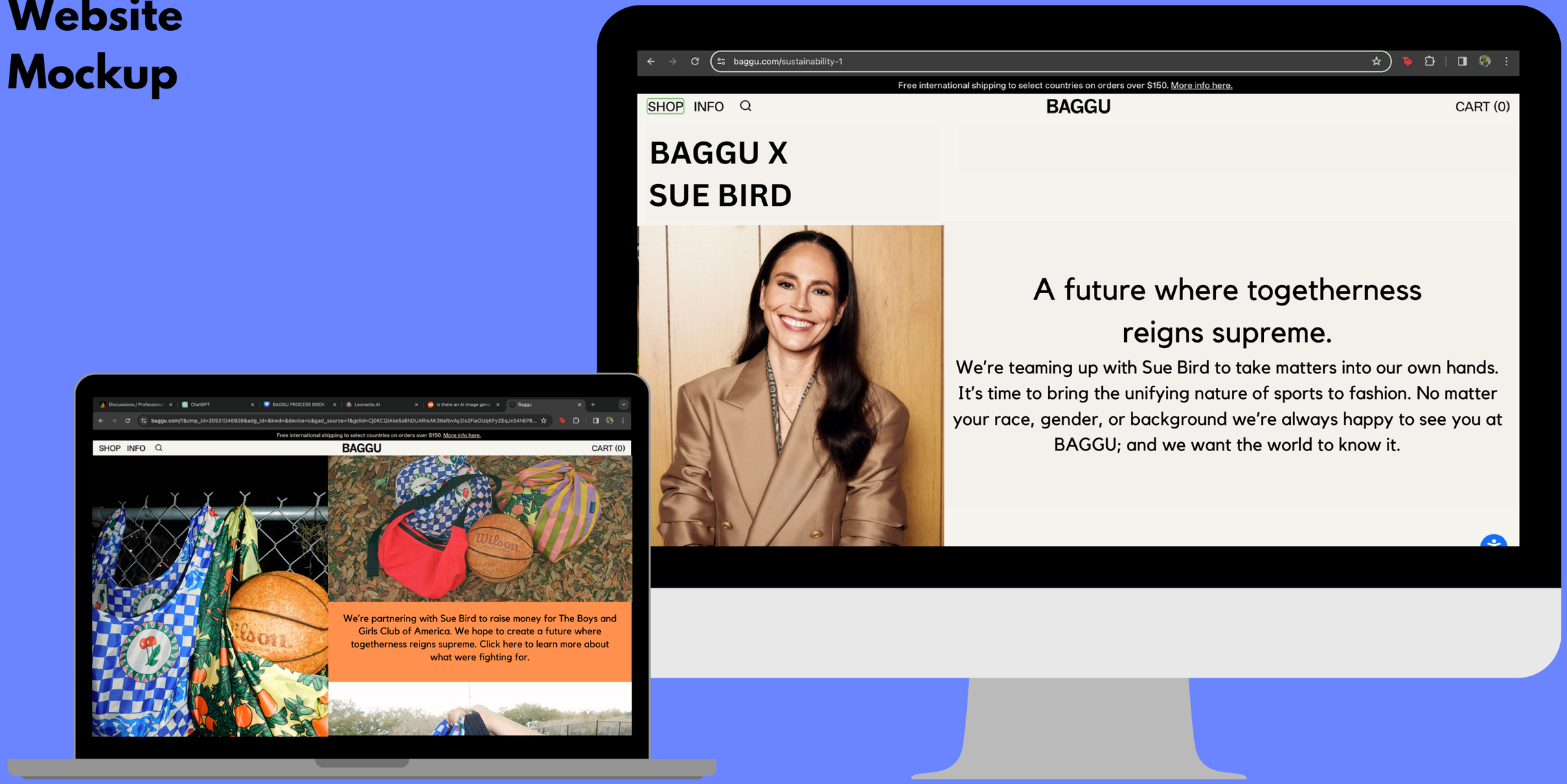
Social Mockups







Website Mockup



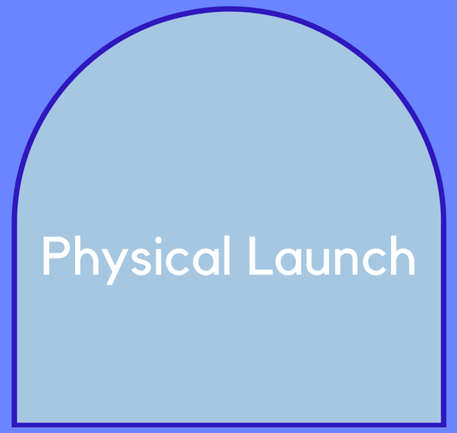
Pop-Up & OOH Mockups

BAGGU
GIRL

BAGG

KPIs and Measuring Success

Measured through website traffic & social engagement - likes, shares, follows, comments, reposts, call to action click-throughs



Measured through foot traffic to brick & mortars (during campaign period) and mobile pop-up

Measured through sales compared to past performance - online vs brick and mortar vs pop-up sales, % transaction completion, average transaction $

Measured through % donated, donation goals, total $ amount donated

Campaign Budget
BAGGU
BAGGU

Budget Breakdown

Sue Bird - $115,000 and 6% of her product sales

Popup Shop Construction - $20,000

Staffing Costs - $15,000

Popup Tour - $100,000

Marketing Campaign - $50,000

Advertising (Social & OOH) - $30,000

Total - $330,000+

Projected Revenue

Product price range:
Standard BAGGU: $14
Medium Crescent Bag: $52
Crescent Fanny Pack: $48

BAGGU annual sales: $10M+
Estimated revenue from collaboration: $1M+
Influencing factors:
Sue Bird, global sports appeal, ad investments, popup shop & expanded reach

In conclusion, this partnership exemplifies BAGGU and Sue Bird's passion for a united future. Through digital and physical initiatives, and support of the Boys and Girls Club of America, BAGGU and Sue Bird are not only breaking boundaries, but building bridges to see a brighter tomorrow.

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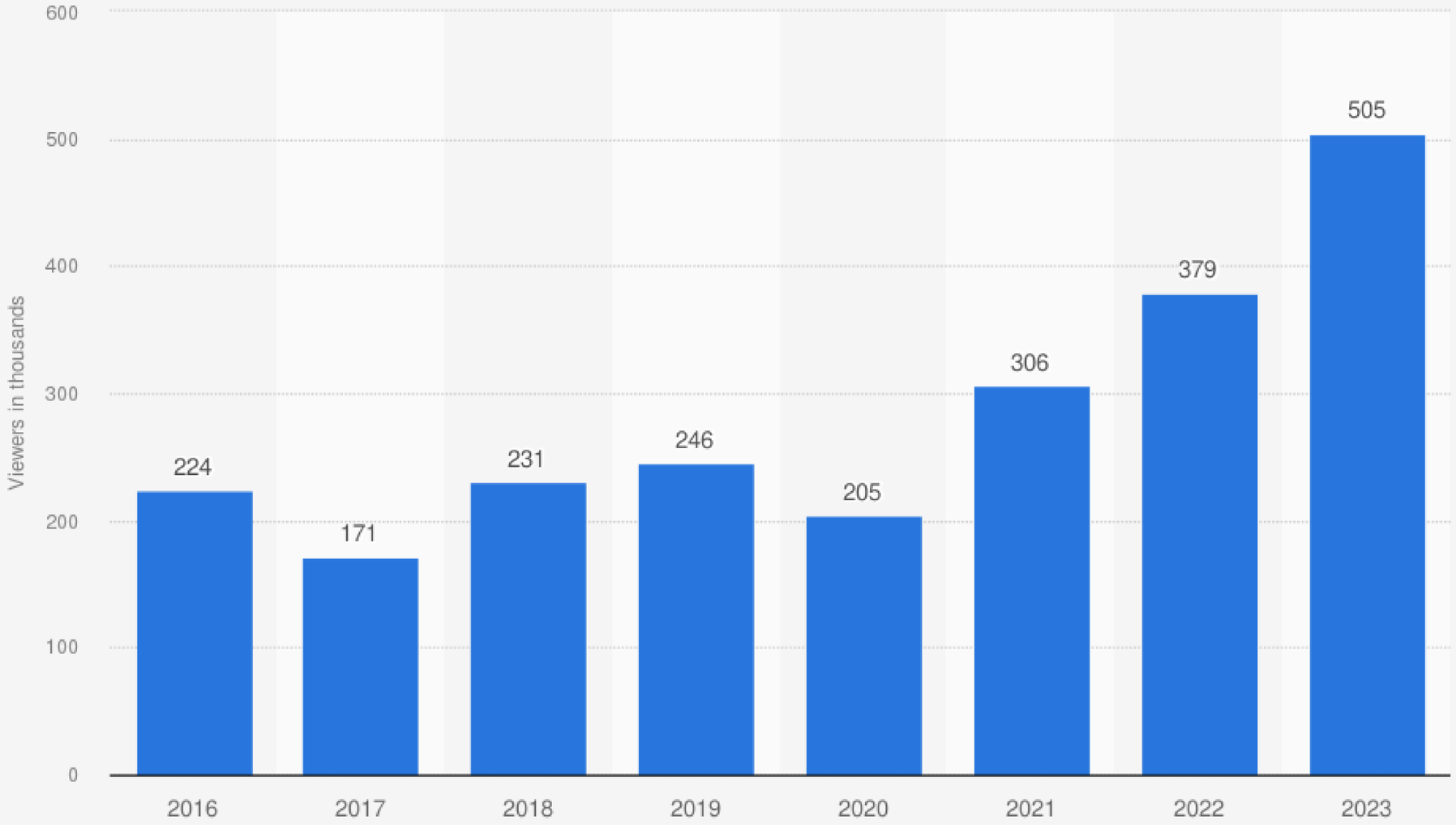
Appendix

Average TV viewership of the WNBA regular season from 2016 to 2023 (in 1,000s)



Sources
ESPN.com; Nielsen; SportsPro
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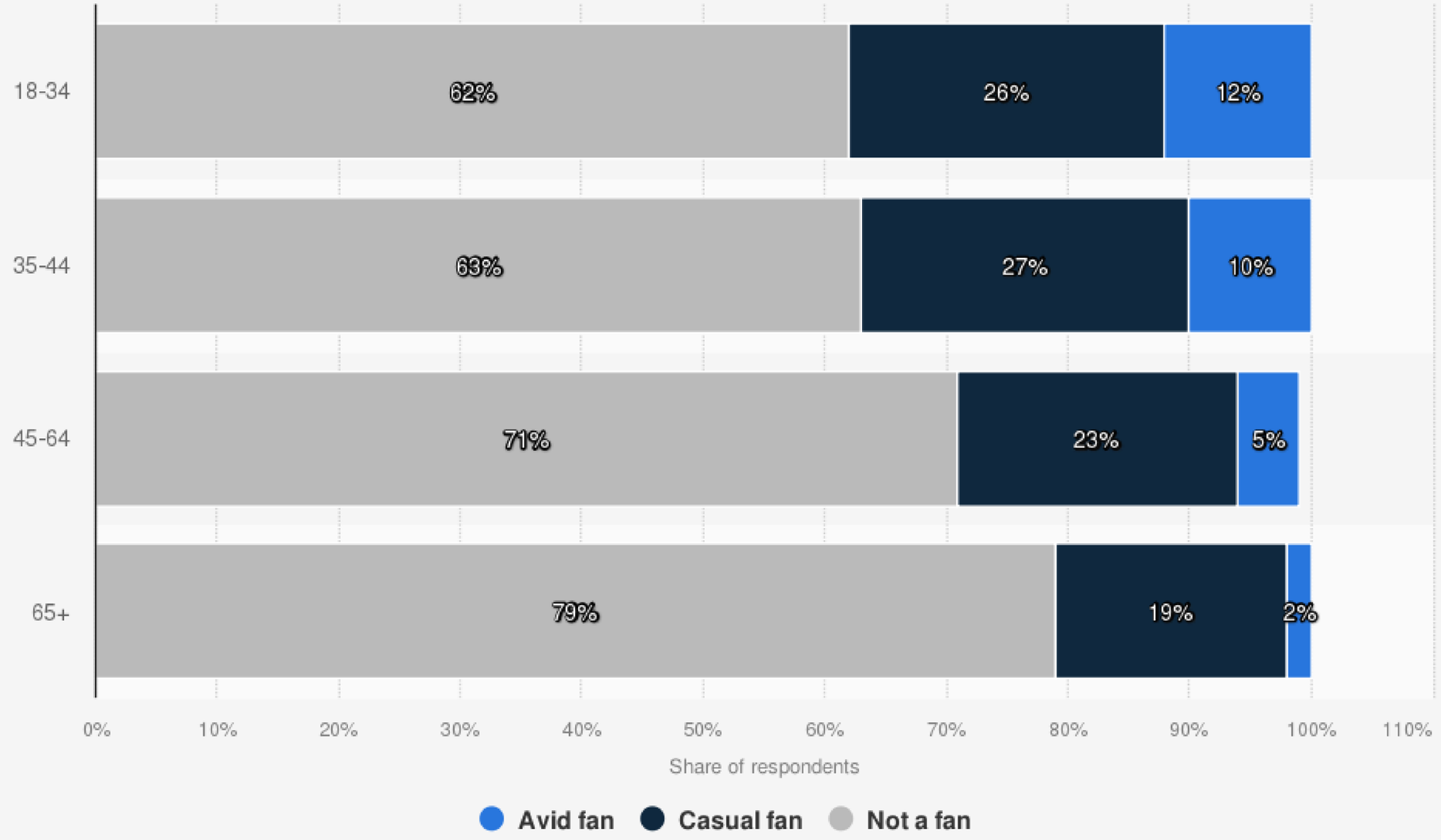
Additional Information:
United States; ESPN.com; Nielsen; 2016 to 2023

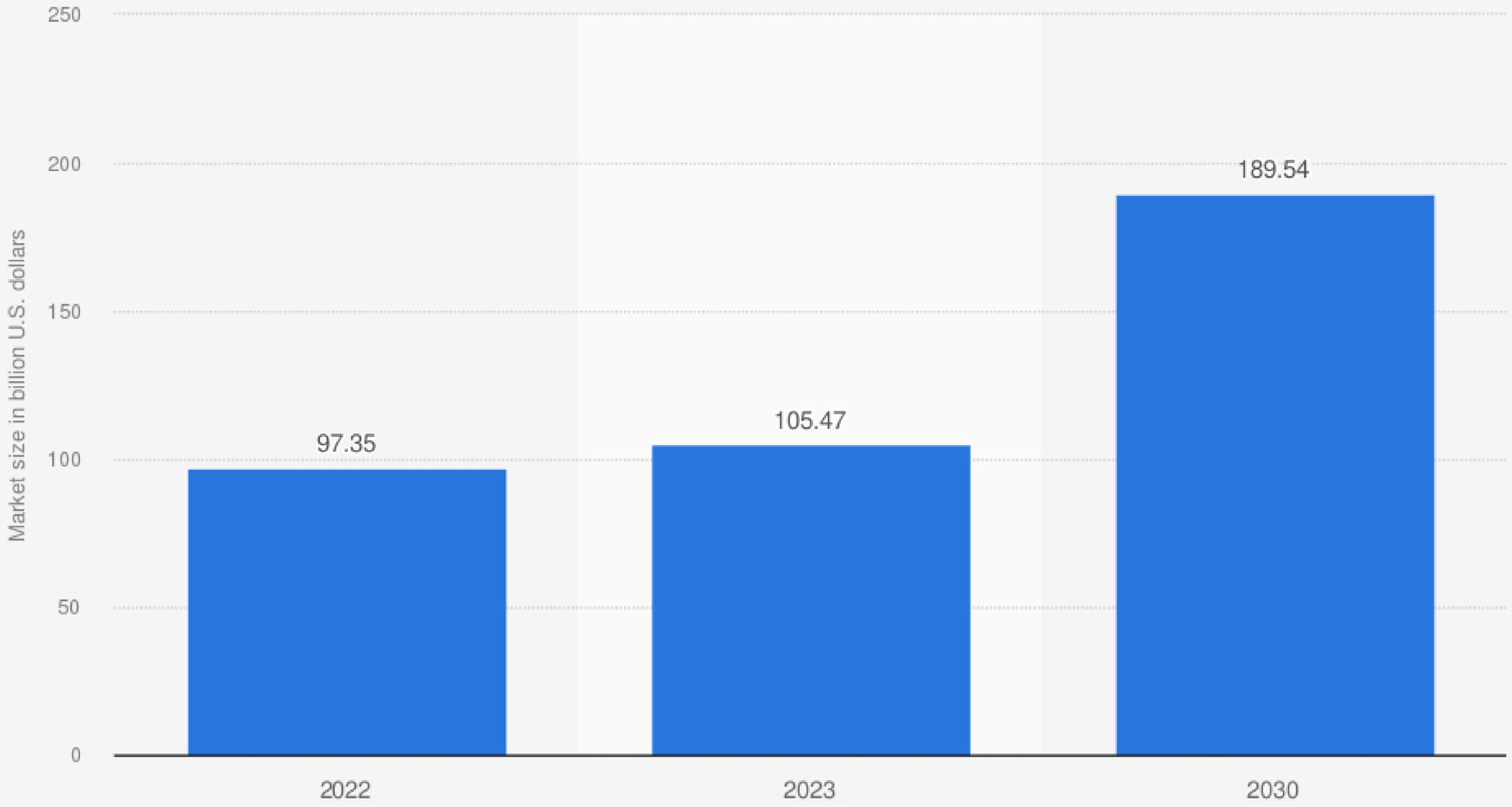
Level of interest in WNBA in the United States as of March 2023, by age



Source
Morning Consult
© Statista 2024

Additional Information:
United States; May 3 to 5, 2023; 2,205 respondents; 18 years and older; Online survey

Size of sports sponsorship market worldwide in 2022, with a forecast for 2023 and 2030 (in billion U.S. dollars)



Source
360iResearch
© Statista 2024

Additional Information:
Worldwide; 360iResearch; 2022

Photography

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