BAGGU

Hayley Becker | Senior Capstone
Professor Levy | Winter 2024

Sports culture has always been a big part of my life. I grew up in Cleveland where one of the only things strong enough to harmonize us was sports. There's nothing better than putting politics and backgrounds aside to cheer on your favorite team. There's much beauty in the unifying nature of sports and I believe it is time to bring this power to fashion where many boundaries still remain.

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 is built on a foundation of sustainability, functionality, and commitment.

Promotion:

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

Price:

Bags range from $12-$78
Accessories go up to $140

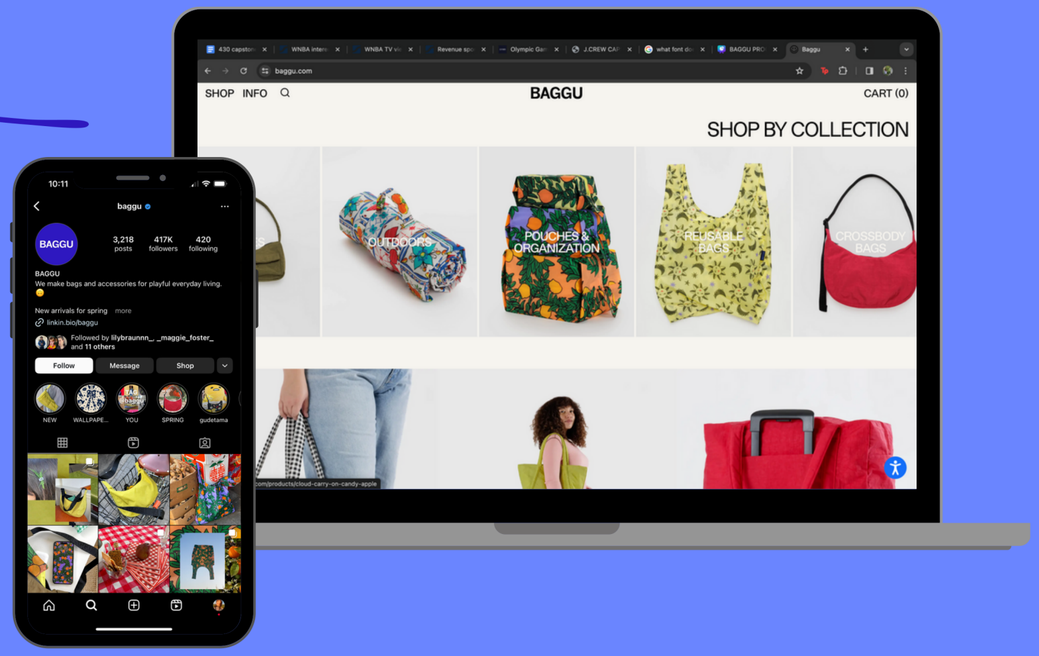
Place:

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

Product:

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

Social presence:
IG: 417k
TikTok: 56k



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

Why is she relevant?

Following her retirement, Sue took little to no time off.

"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

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

Togethxr launched in early 2021 a women's focused media company managed by athlete superstars, including Sue Bird

Aim

Cultivate a lasting alliance that capitalizes on the distinctive capabilities and audiences of each party. The goal is to bring the inclusive and harmonizing 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.

Industry Research

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.

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

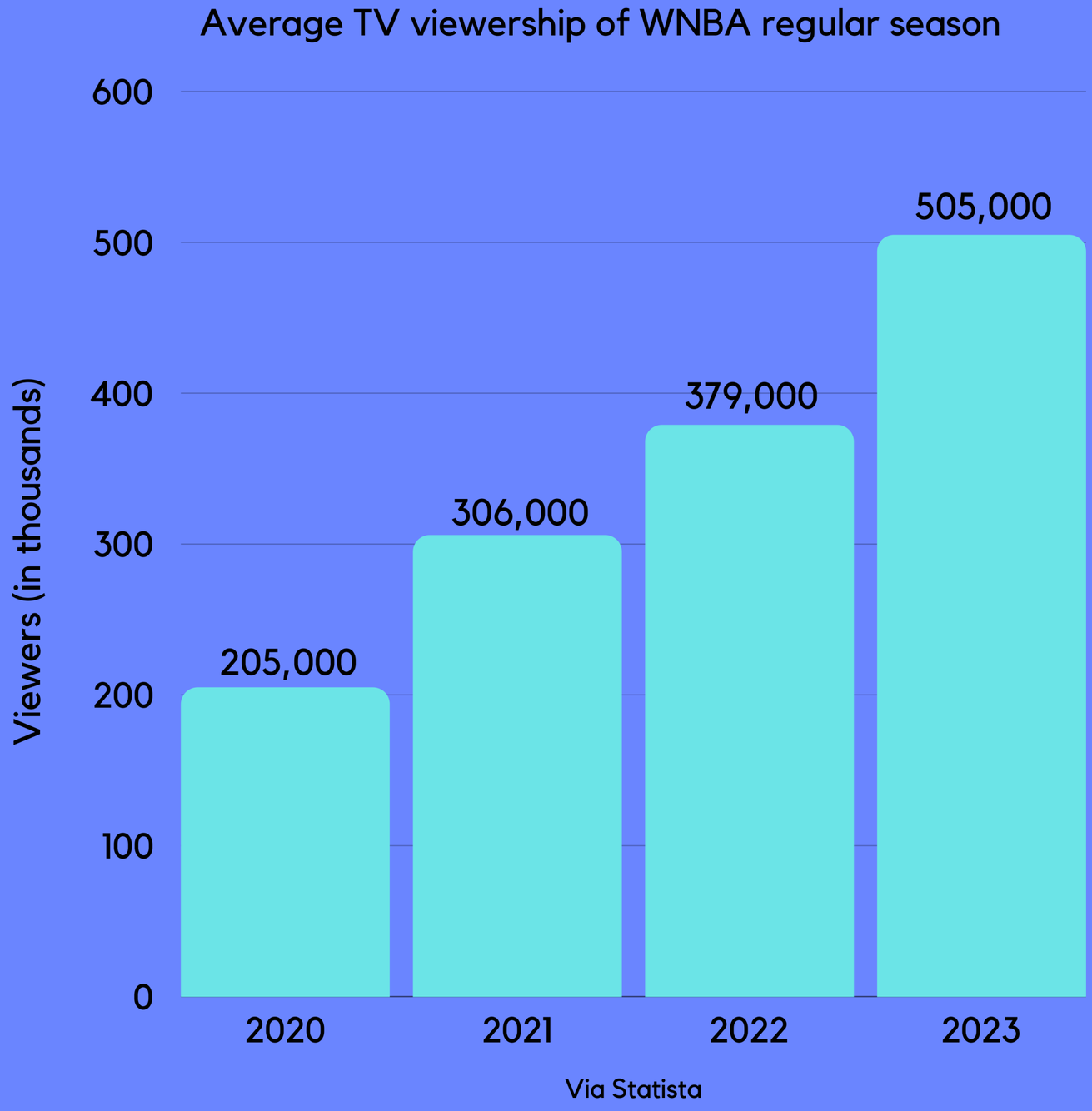
Naomi Osaka
as the face of
Nike x Sacai

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.

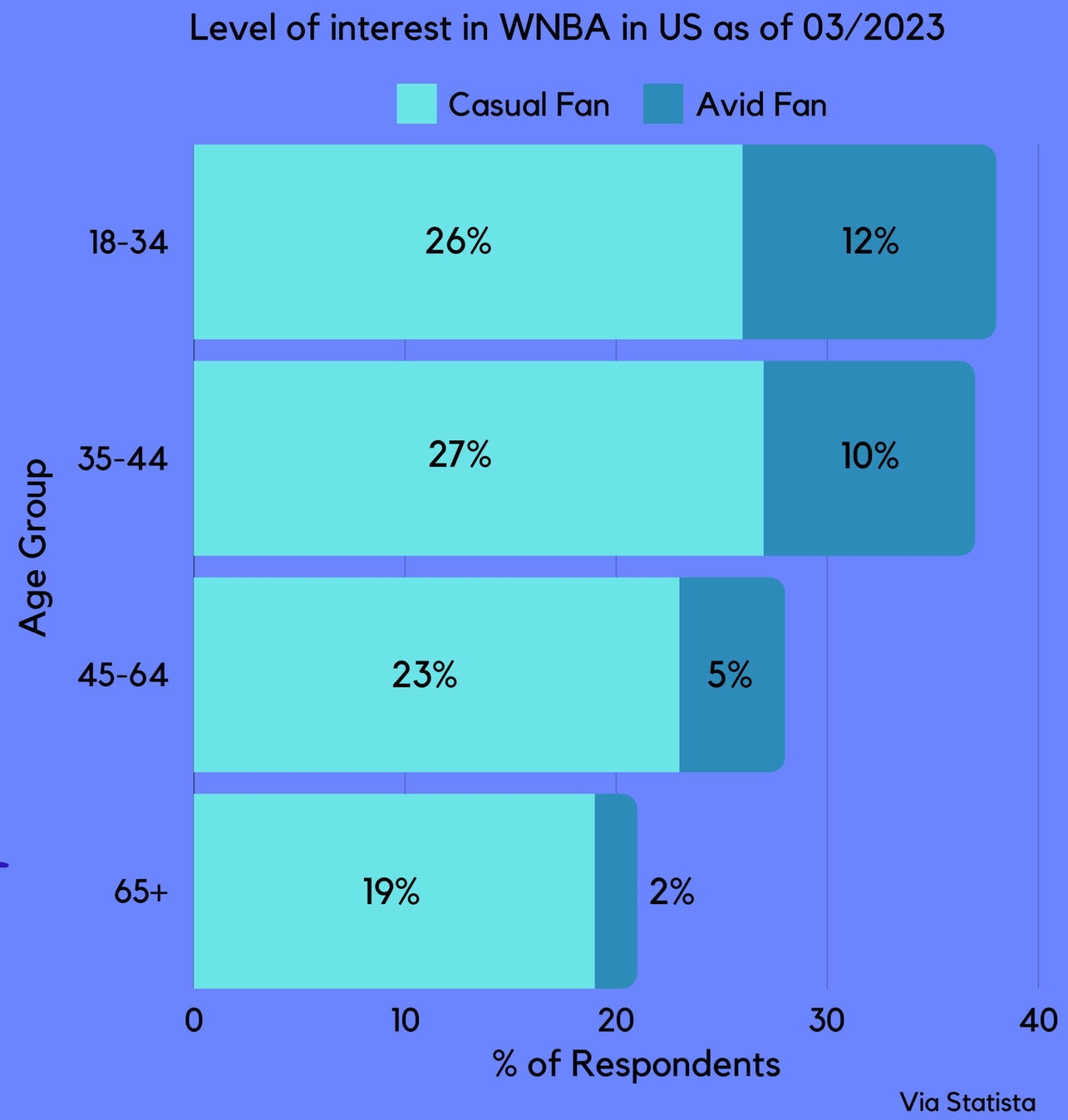
Market Research

Market Drivers

Exponential rise in TV viewership of regular season WNBA games



Higher WNBA interest rates amongst Gen Z and Millennials



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

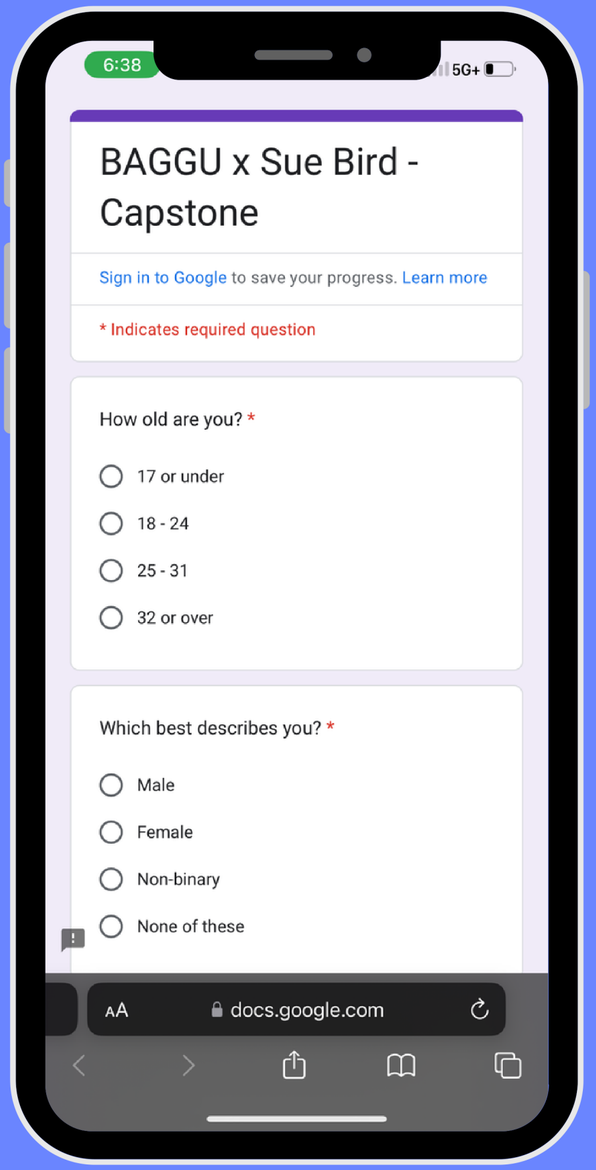
Consumer
Research
BAGGU
BAGGU

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

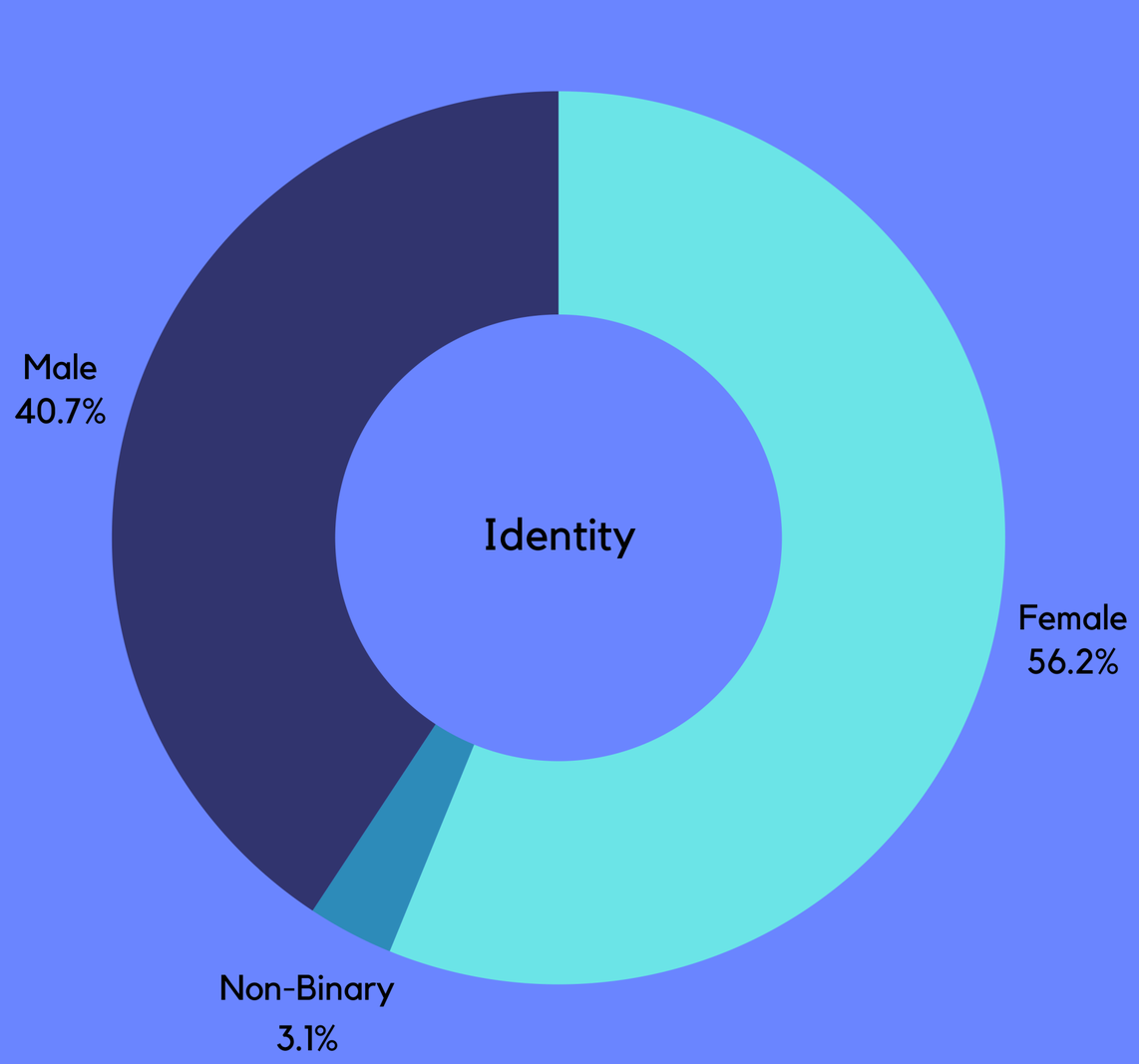
Psychographics

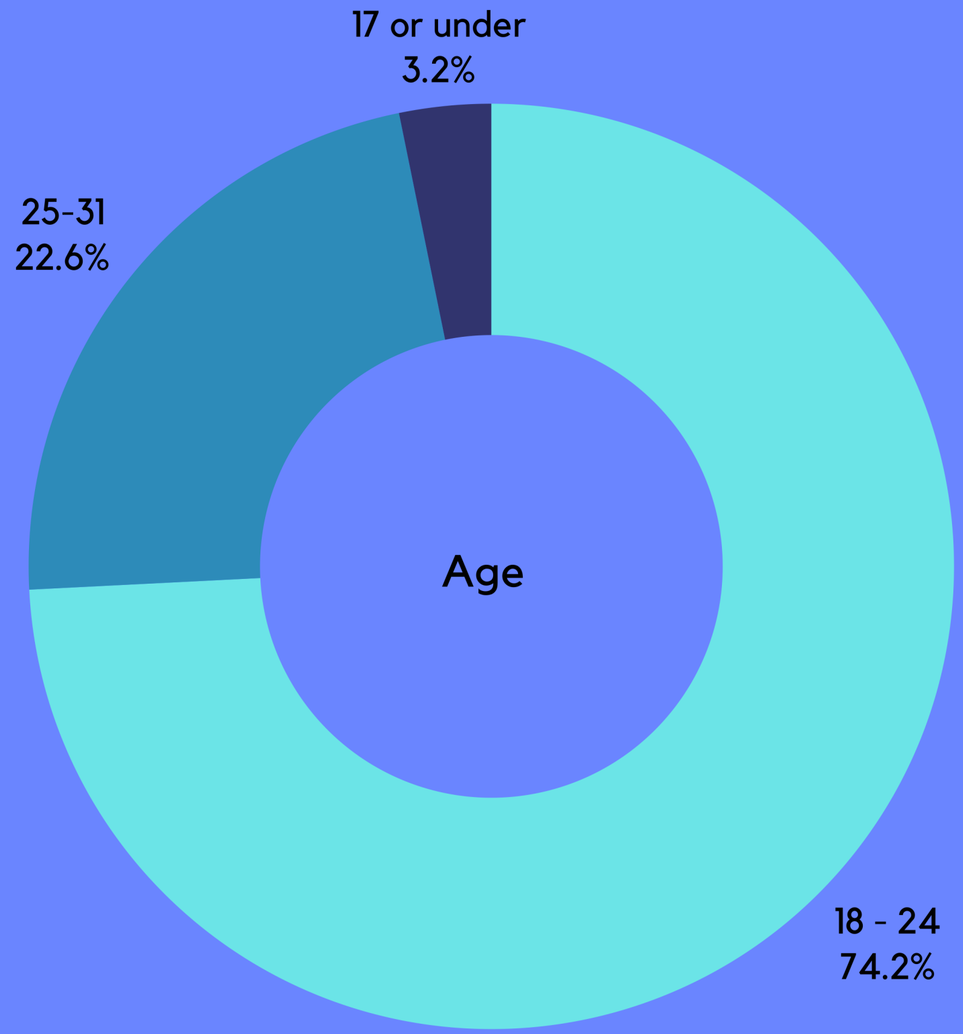
- Value community and interconnectedness
- Self expressive
- Value physical and mental health
- Aware of and engaged in current events
- Open minded
- Determining factors in purchases - longevity, sustainability, ethics



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





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.

Target Personas

Meet Emma

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

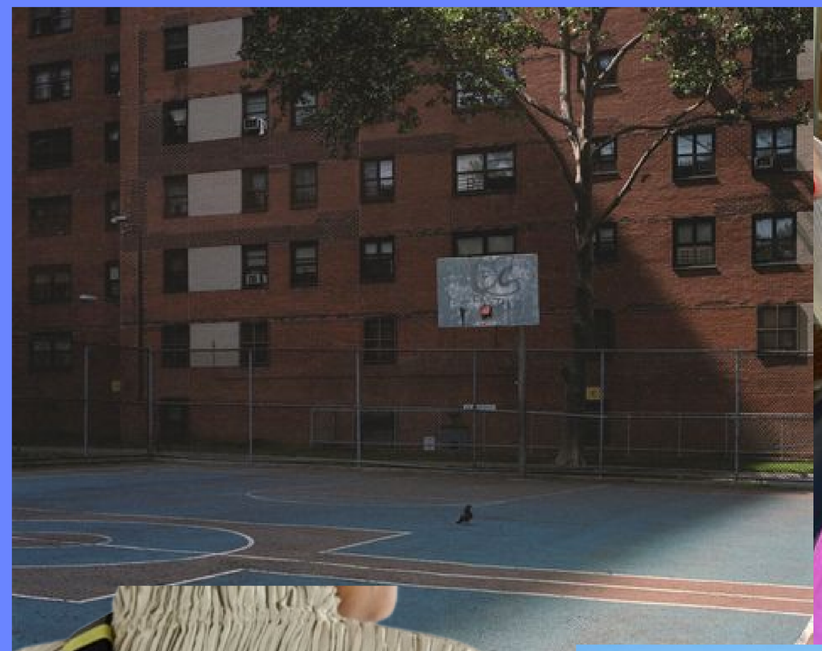
Age: 20
Education: Junior at University of Kentucky
Occupation: PT assistant youth basketball coach at local YMCA
Income: $8k annually
Location: Lexington, KY
Favorite brands: Nike, Alo Yoga, URBN brands
Shopping preferences: shops online because of her busy student schedule, only purchases a new product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

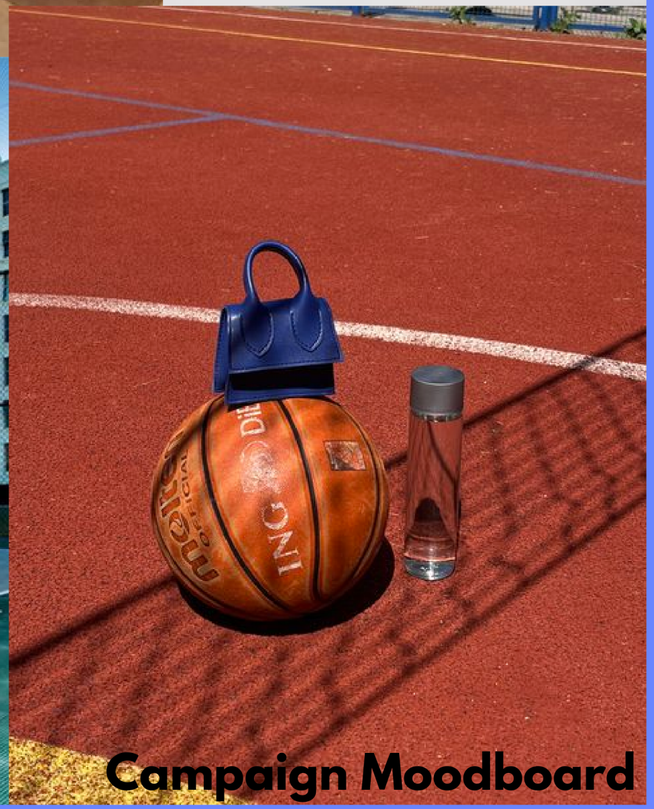
Meet Sam

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, STAUD, & 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

Concept Development





Campaign Moodboard

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

Marketing Plan
and Strategy

Marketing Strategy

Using platforms that interest my target the most

- TikTok, Instagram, BAGGU.com

Using new platforms to widen reach

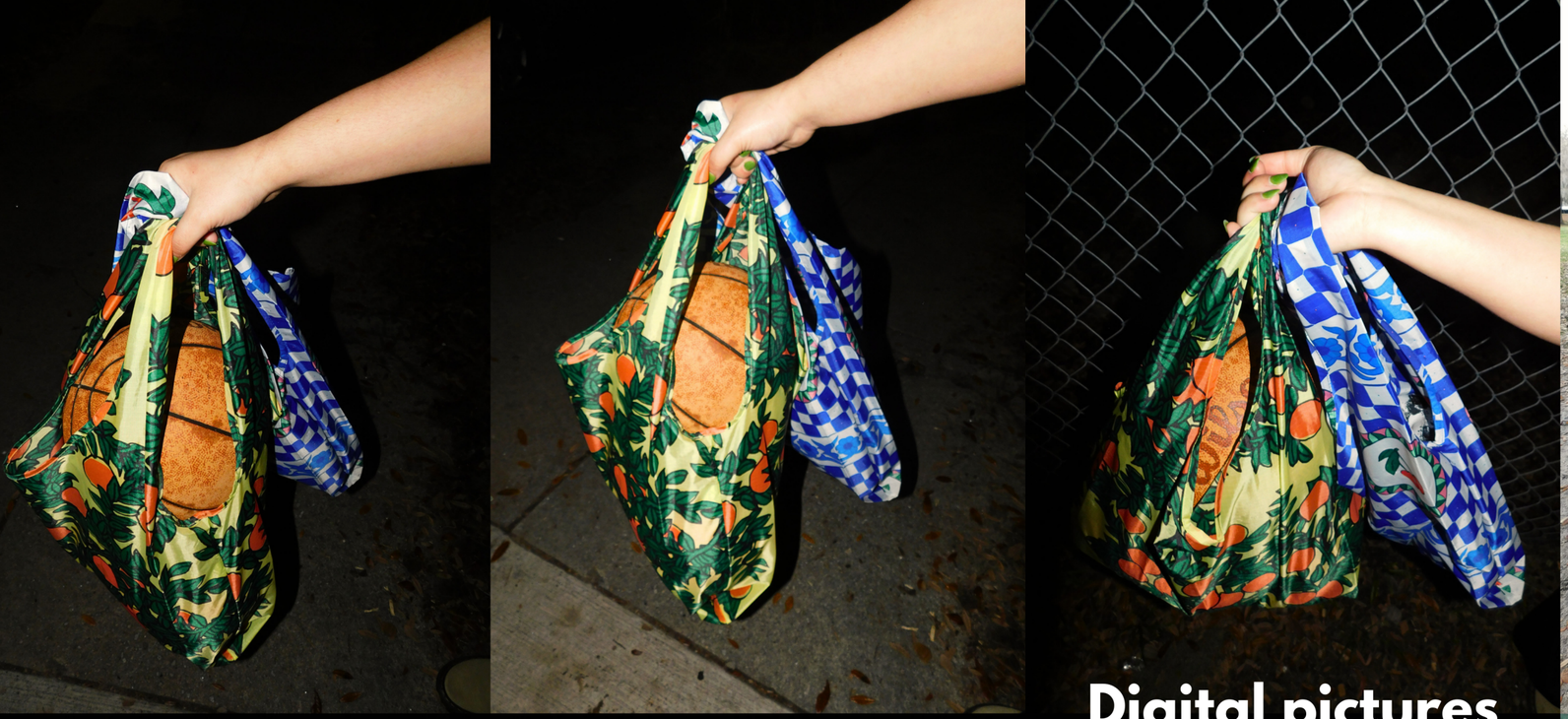
- Out of home advertising, strategic partnership with Sue Bird

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


Digital pictures

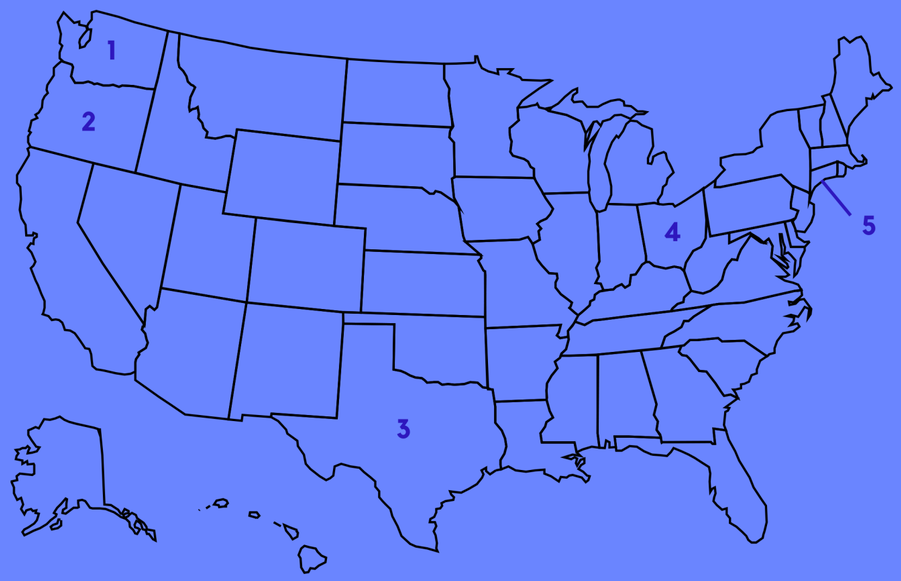
Film pictures

Mobile Popup Shop

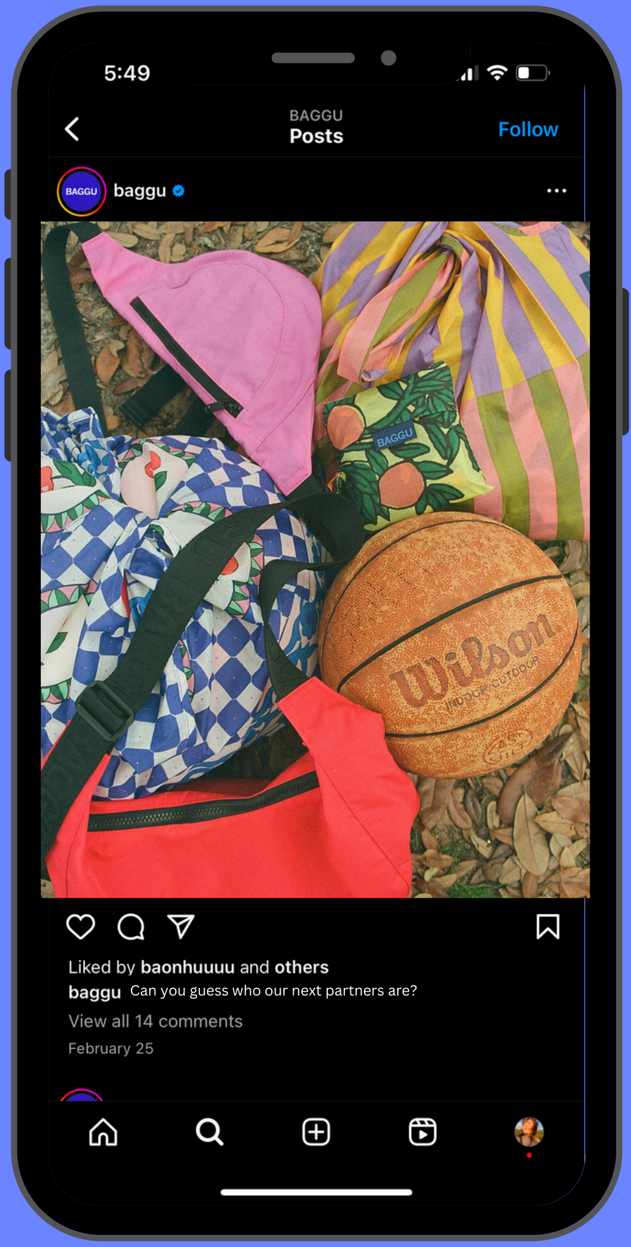
Mobile popup shop made of shipping containers. Parked at or near basketball courts. Sue Bird will attend on the first Saturday of each city's schedule (opening day at each city)

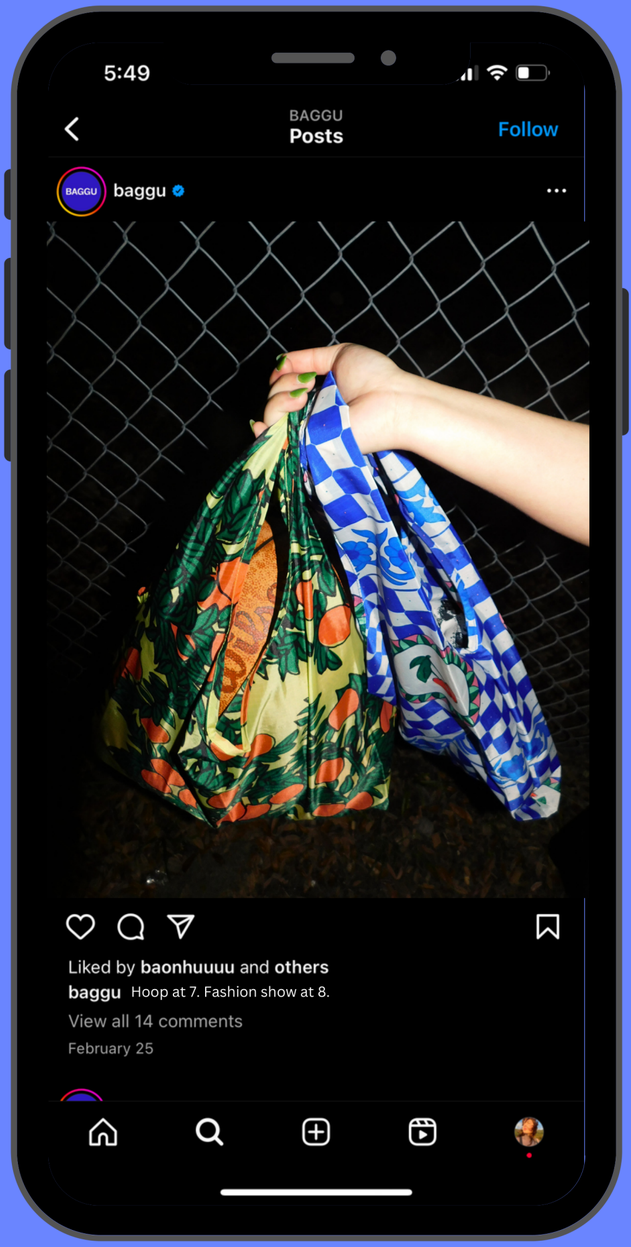
1. Seattle, WA
   - University of Washington
   - Dates: Oct 12-20, 2024
2. Eugene, OR
   - University of Oregon
   - Dates: Nov 16-24, 2024
3. Austin, TX
   - University of Texas
   - Dates: Jan 11-19, 2025
4. Columbus, OH
   - The Ohio State University
   - Dates: Feb 8-16, 2025
5. Storrs, CT
   -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

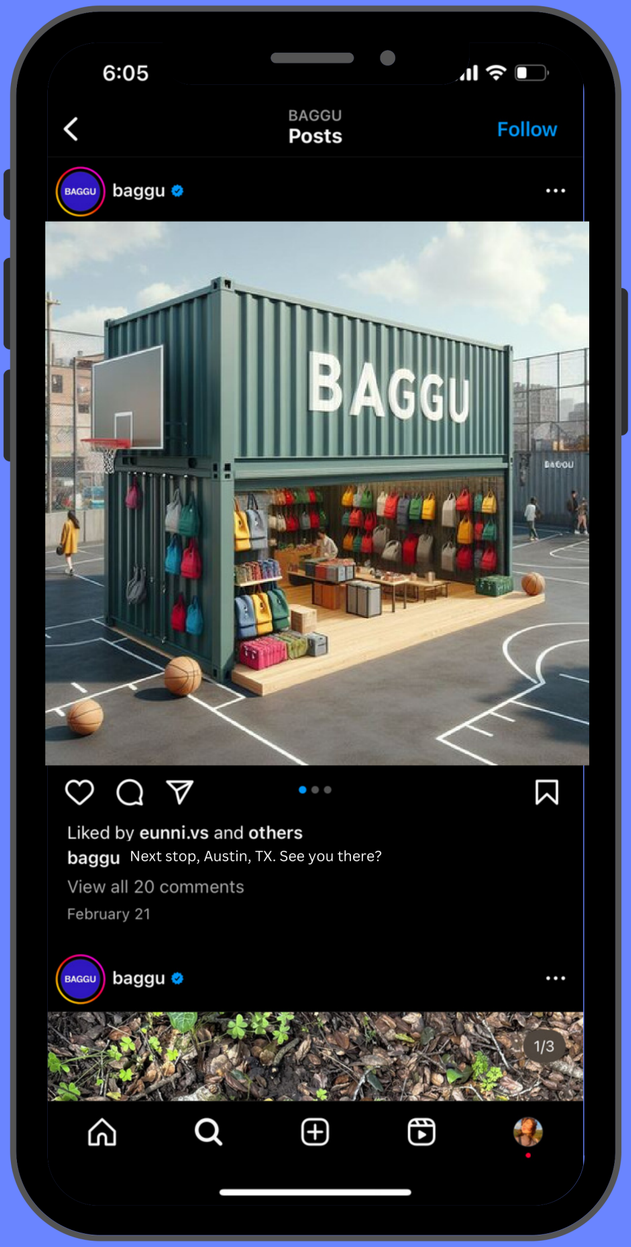
Popup Tour Map & Route



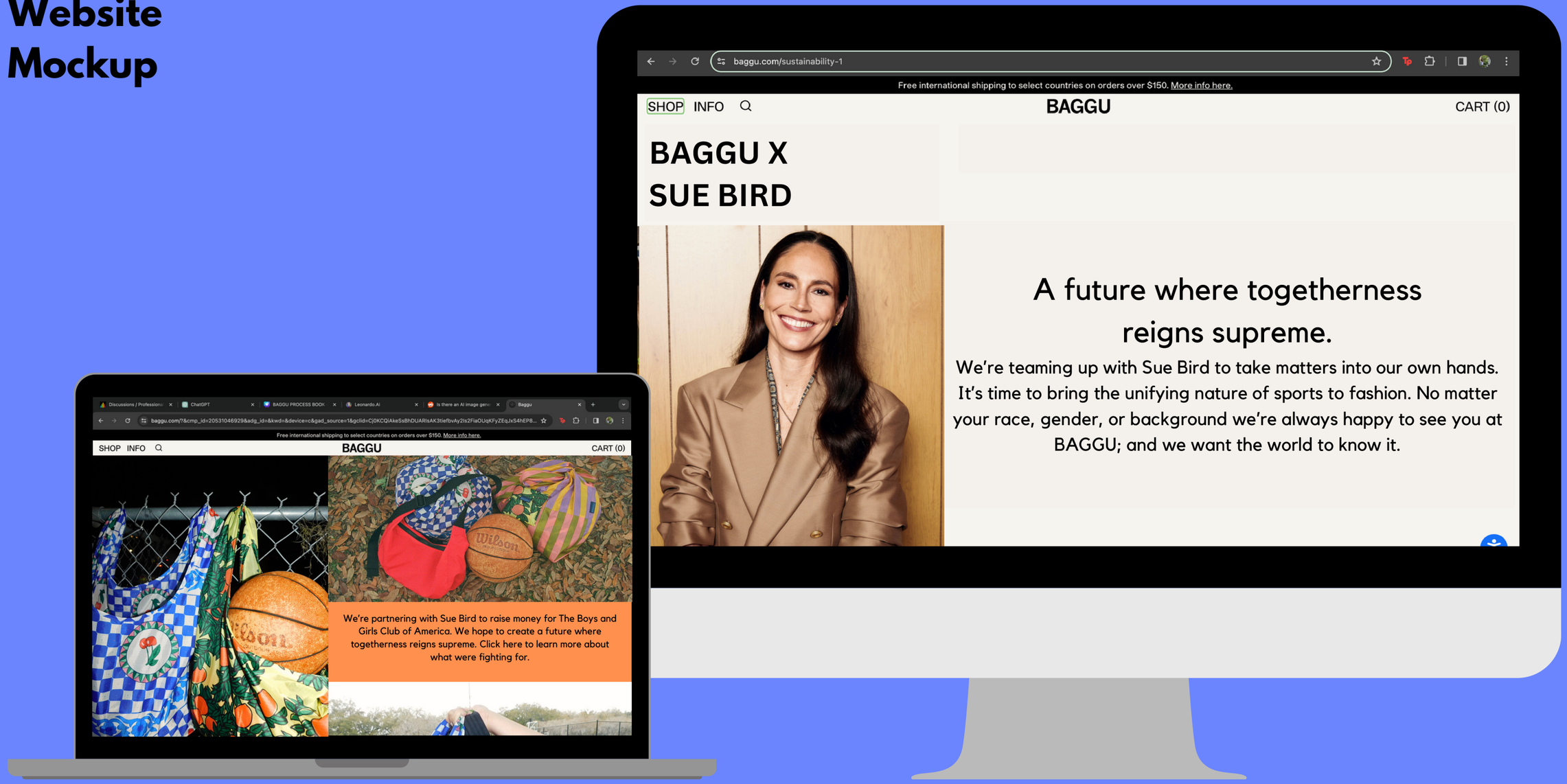
Social Mockups







Website Mockup

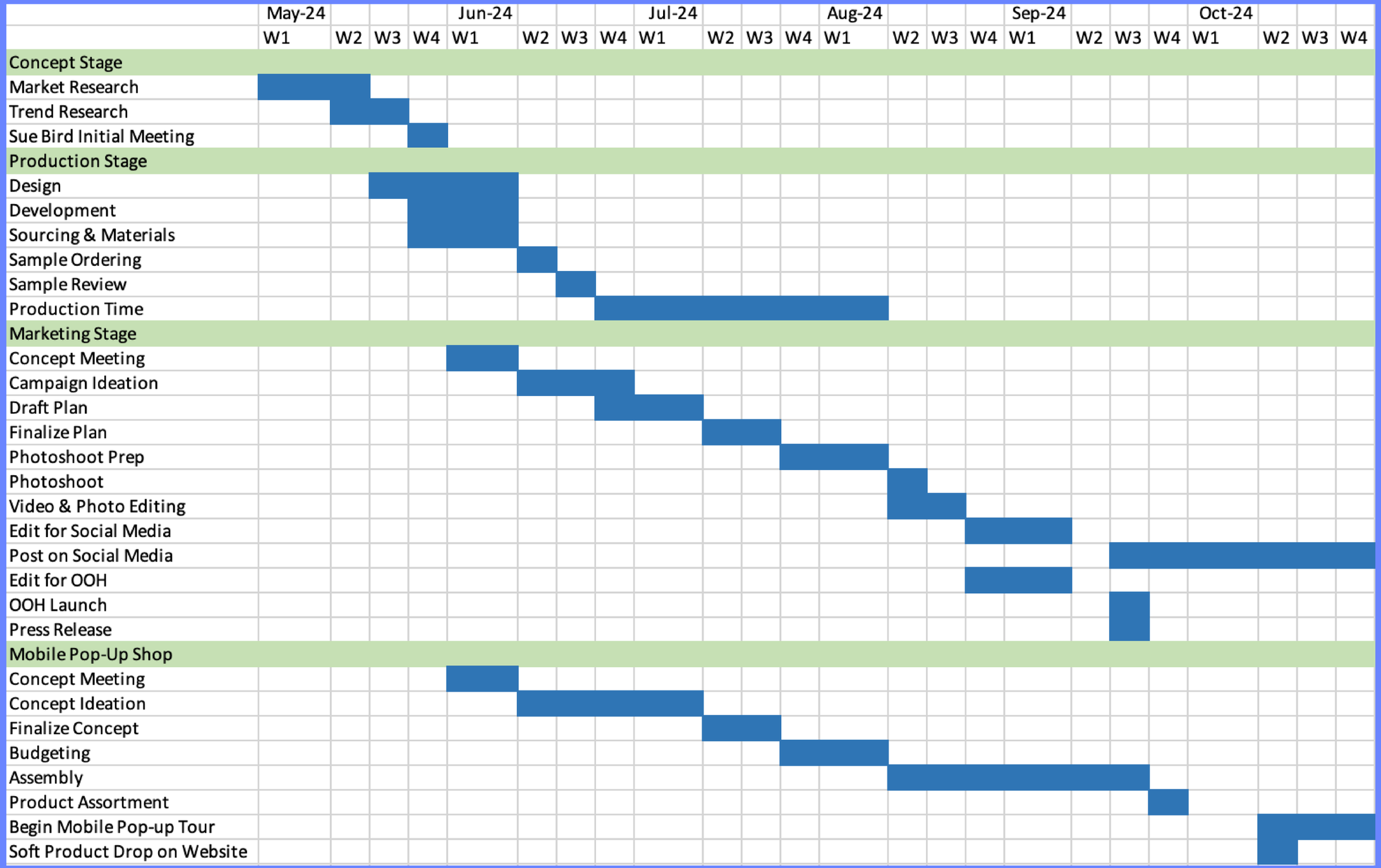


OOH Mockups

Time and Action Calendar

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

*Mobile popup tour Oct 2024 - March 2025



Campaign &
Launch Practicality
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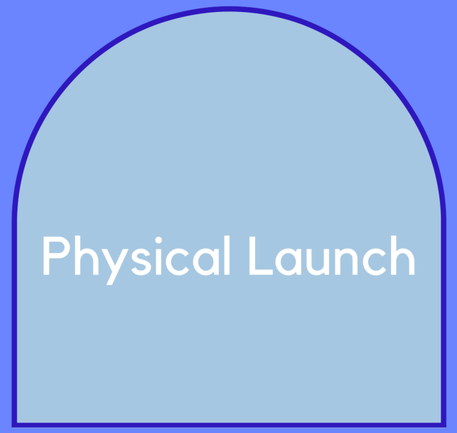
KPI's and Measuring Success

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

Balancing the Four P's

Product

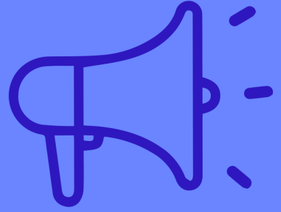
New colorways that are strategically simple - allows consumers of all interests to shop the line

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

Budget Breakdown

Sue Bird - $150,000 and 6% of her product sales

Popup Shop Construction - $60,000

Staffing Costs - $30,000

Popup Tour - $150,000

Marketing Campaign - $30,000

Advertising (Social & OOH) - $50,000

Total - $470,000+

Projected Revenue

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

BAGGU annual sales: $10M+
Estimated revenue from collaboration: $1.5M+
Influencing factors:
Sue Bird, global sports appeal, ad investments, popup shop & expanded reach, donated proceeds

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.

References

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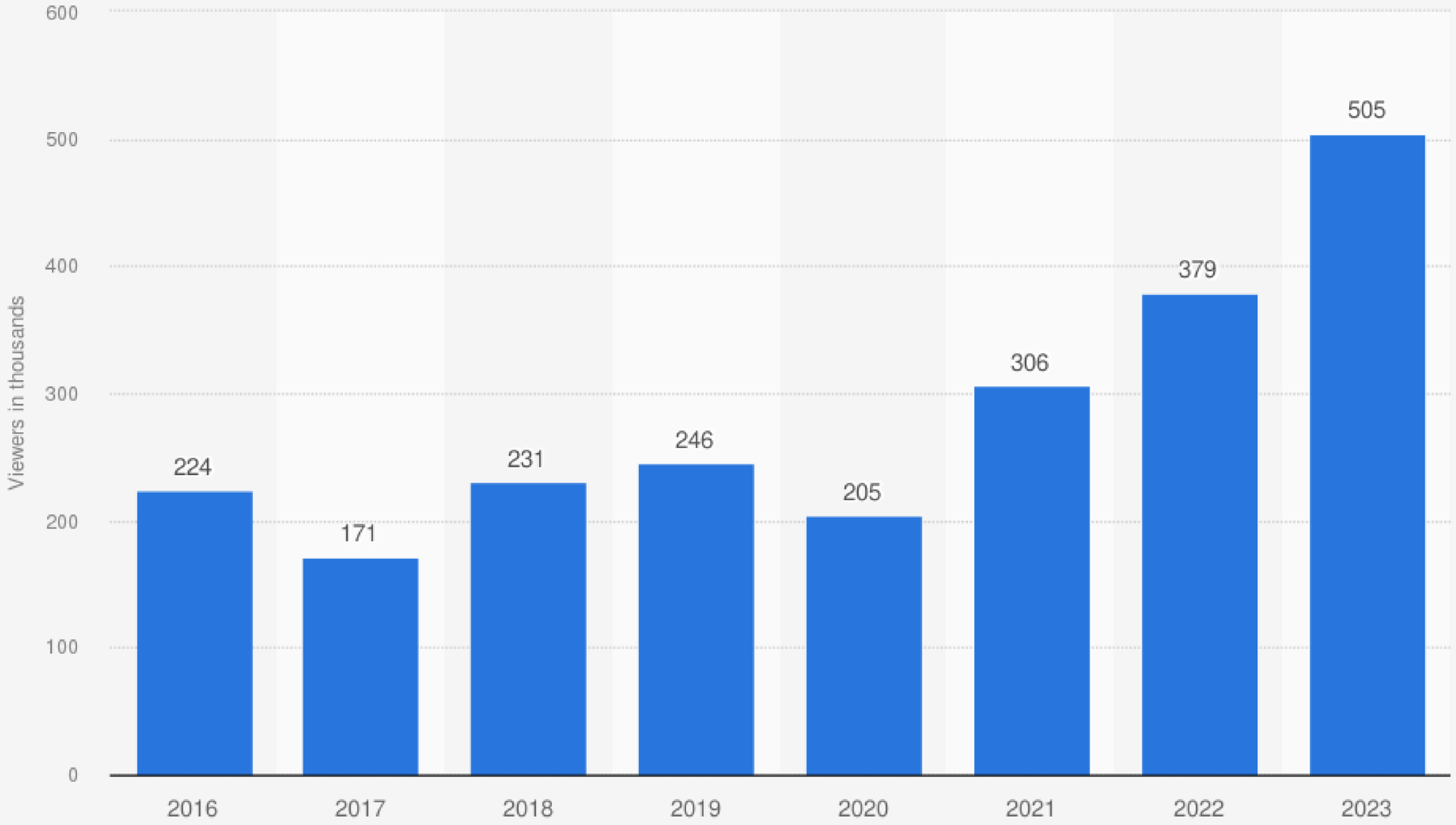
Appendix

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



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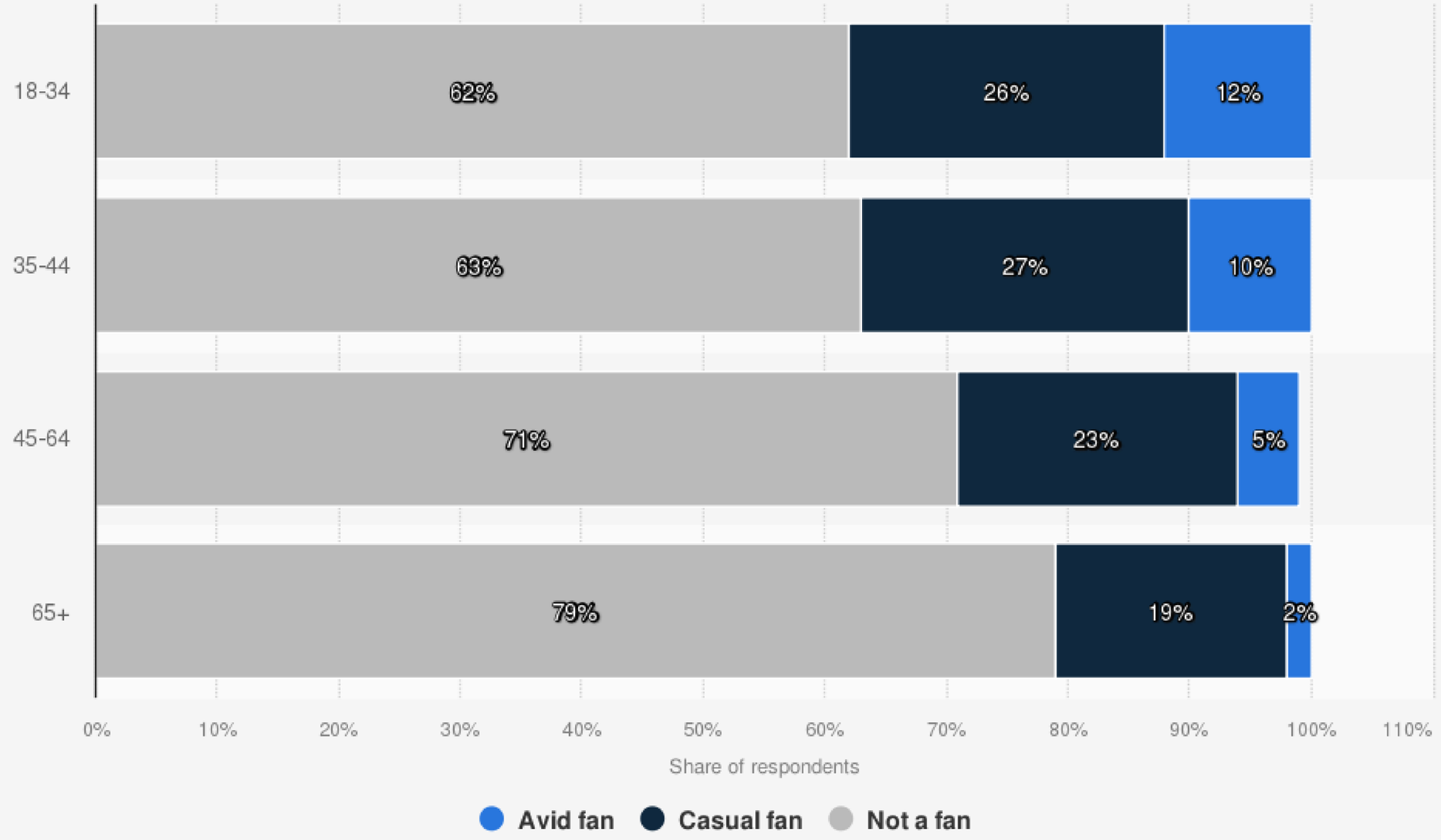
Additional Information:
United States; ESPN.com; Nielsen; 2016 to 2023

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



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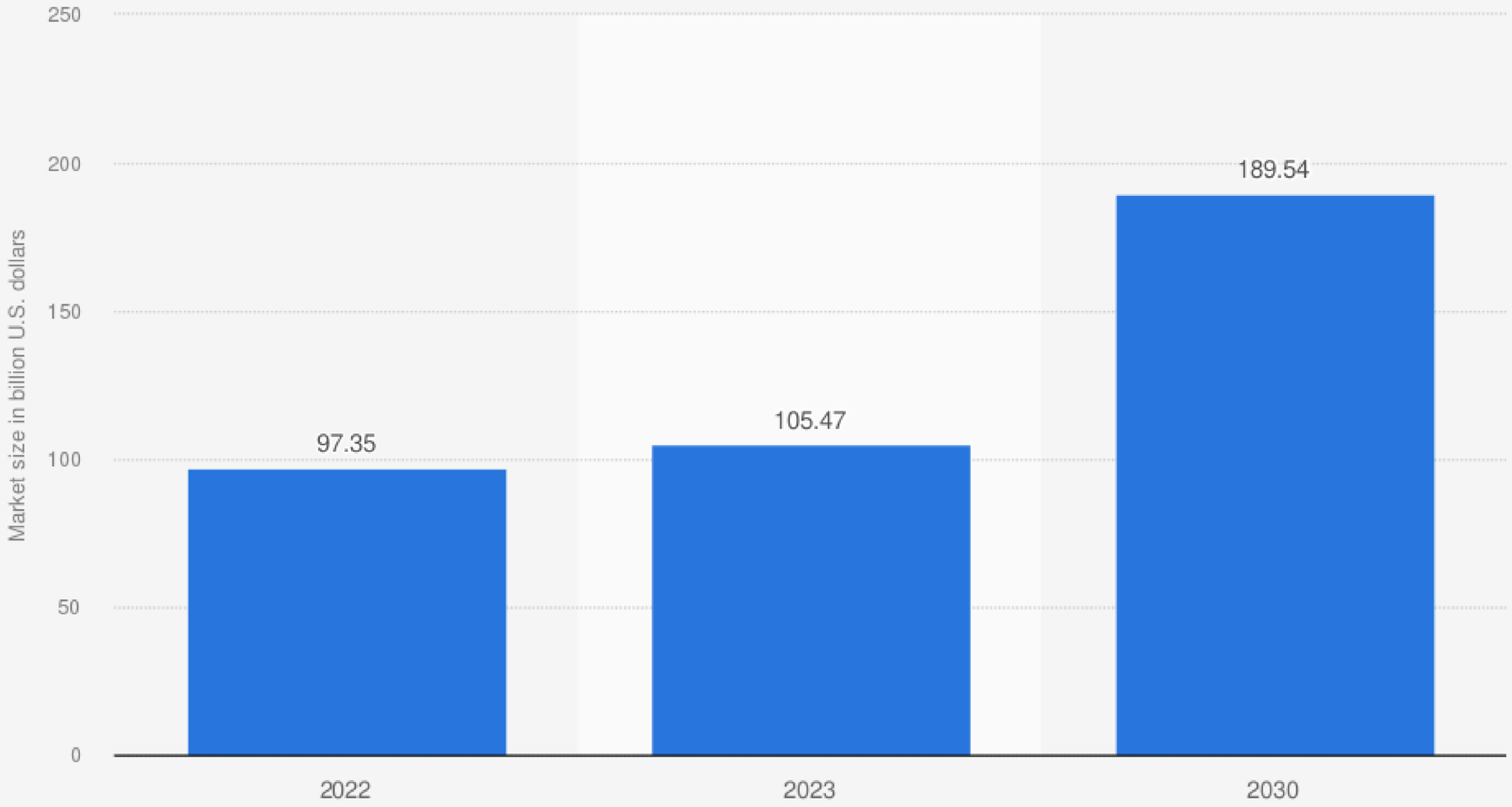
Additional Information:
United States; May 3 to 5, 2023; 2,205 respondents; 18 years and older; Online survey

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



Source
360iResearch
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Additional Information:
Worldwide; 360iResearch; 2022