



# Apricot Lane Boutique

## Strategic Creative Campaign

# Meet The Team



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Public Relations & Policy Studies



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(Account Manager)  
Advertising

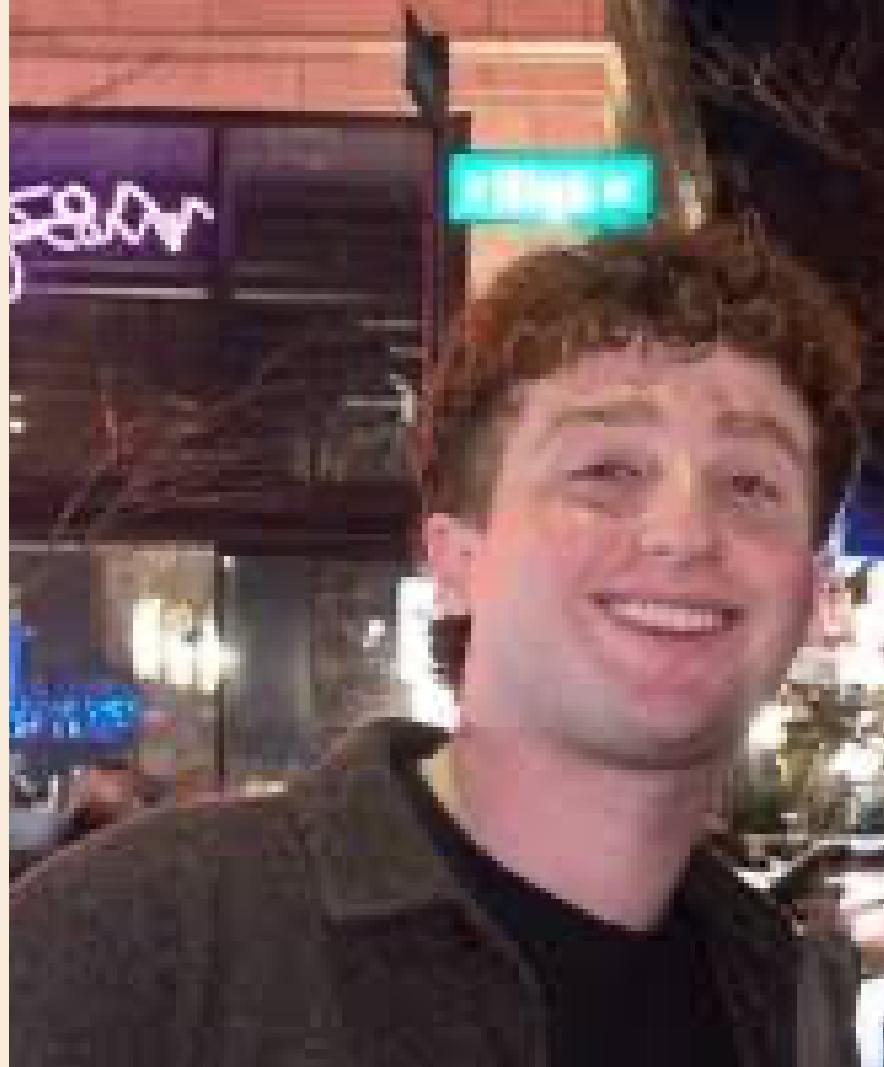


Savanna Sussman  
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# Meet The Team



**Annette Dunn**  
Public Relations

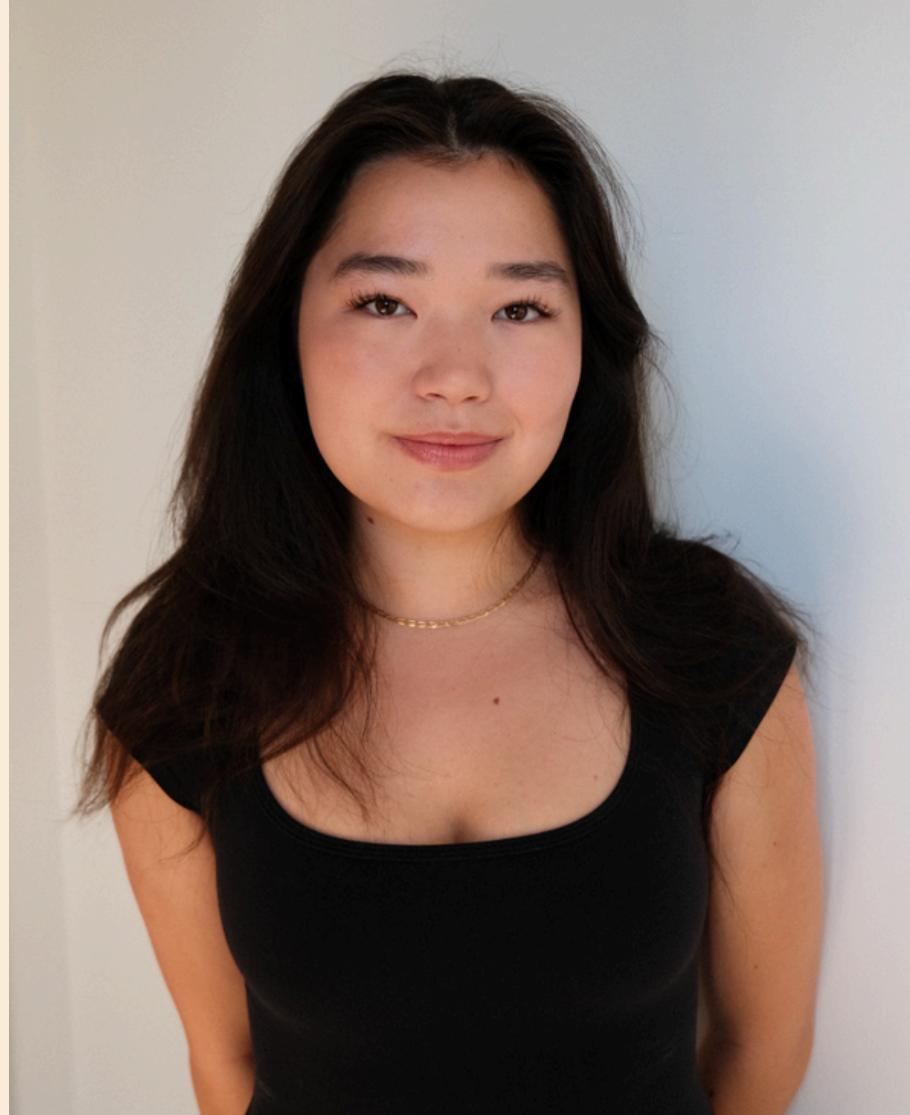


**Ian Cohen**  
Account Manager  
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**Alex Fine**  
Advertising

# Meet The Team



Adelaide Guan  
Advertising & Data Science



Khloe Scalise  
Illustration



Dani  
Advertising

# S.W.O.T

## Strengths

- Handpicked curation makes the selection feel personalized
- Has game day clothing that appeals to students
- Convenient location close to campus
- Wide range of products (jewelry, hair care, clothes, perfume, bags, charms, etc.)
- Carries popular brands typically only available online

# S.W.O.T

## Weakness

- Limited brand recognition
- Higher price point
- No established student ambassador or strong campus presence
- Heavy reliance on foot traffic in Marshall Square Mall
- Low social media engagement
- Instagram needs rebranding/stronger presence
- Overlapping products that can be found for cheaper
- Small store space

# S.W.O.T

## Opportunities (External)

- Host campus pop-ups or engagement events to increase visibility
- Collaborate with student magazines, organizations, or classes
- Build paid partnerships with student influencers/ambassadors
- Create Dome event (game day collections, giveaways, styling guides)
- Rebrand Instagram with a consistent, student-focused aesthetic
- Increase social media engagement (ex. polls, Q&As, and style challenges)
- Curate clothing options that align with student preferences and trends

# S.W.O.T

## Threats (External)

- Cheaper alternatives nearby, such as the thrift store next door
- Online fast-fashion retailers (e.g., Shein) offering lower prices
- Competition from affordable chain stores (e.g., Hollister)
- Risk of falling behind on rapidly changing student fashion trends
- Weak word-of-mouth presence among Syracuse students

# Demographics/Psychographics

**Local Workers**

**Preppy aesthetic and personality**

**Syracuse students and parents of  
students**

**Values supporting local businesses**

**Female consumers**

**Values style and quality in clothing**

# TARGET PERSONA



## AURORA SMITH

**GENDER:** female  
**AGE:** 19  
**GRADE:** SU Sophomore  
**HOMETOWN:** Boston  
**MAJOR:** Public Relations  
**STATUS:** Single

### BIO

Aurora is a sophomore Public Relations major living in Orange Hall with her best friend. The pair are big on Syracuse school spirit; they are proud members of Otto's Army. Aurora attends every home football game, rain or shine.

Aurora constantly talks about how much she misses the Brandy Melville back in Boston. She loves going shopping, but was disappointed at the lack of options near campus when she came to Syracuse last year.

### HOBBIES & INTERESTS

Aurora is athletic and has joined the women's club soccer team on campus to stay fit and make new friends. She is a member of University Girl magazine, where she writes about fashion trends and shares opinions on various styles of clothing and shops.

### GOALS & NEEDS

Aurora wants to branch out and explore new fashion spots around Syracuse. She wants new game day outfits, as she doesn't want to outfit repeat. She likes high-end clothing; she feels as though the quality is better than cheaper or thrifted clothes.

# Insights

- Students enjoy shopping close to campus, without getting in a car or ordering a car service.
- Most female students discover trends through social media rather than print advertisements
- Female students often need last-minute shopping for games, parties, and themed events
- Has a wide range of prices and items
- Has trendy items



# Apricot Lane Instagram



**Followers:** 720

**Posts:** 32

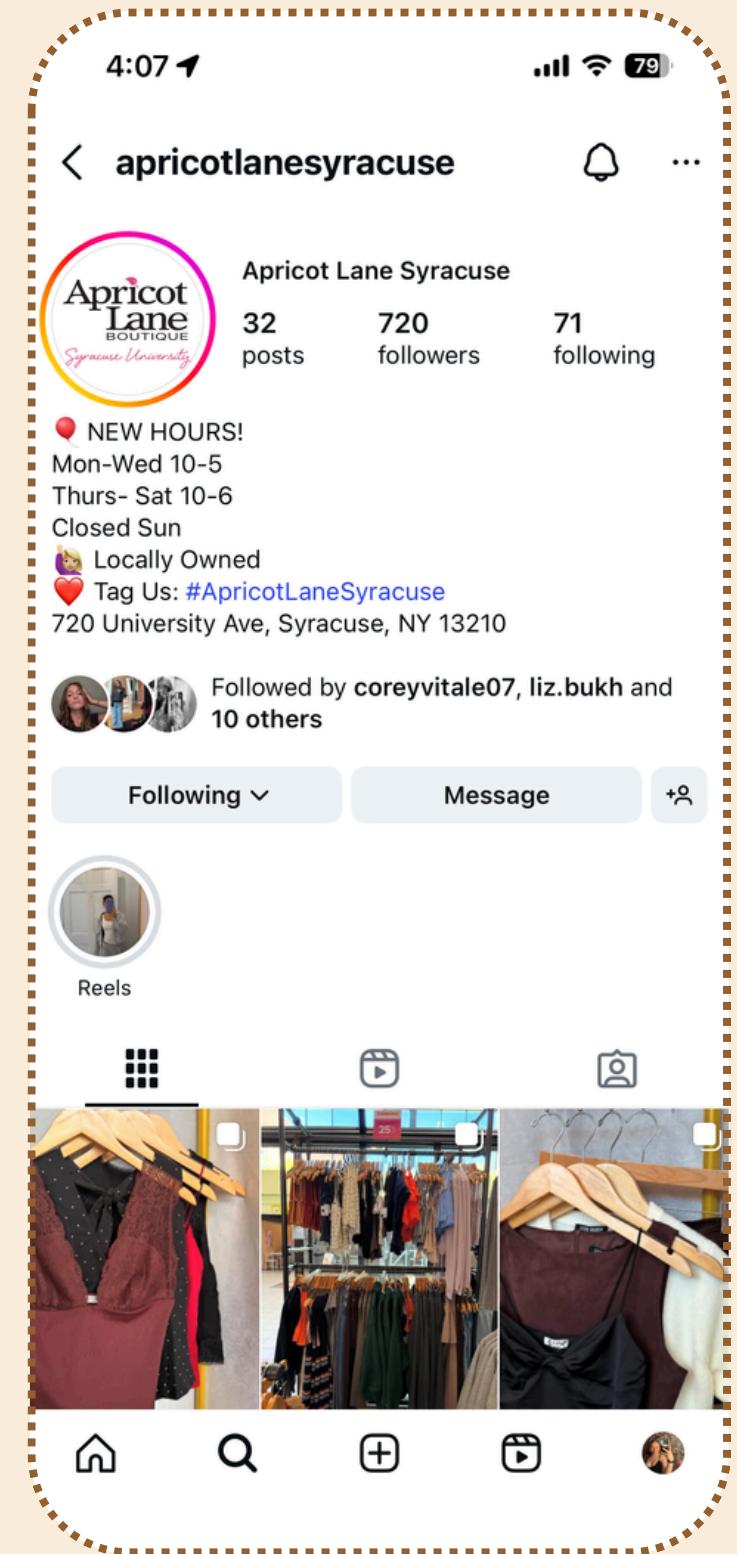
**Audience:** Following is majority middle age women, and nearby small businesses.

**Brand Strategy:** Their strategy looks like showing new items and outfit inspo. They're trying to get their audience to want to go get new trendy pieces.

**Engagement:** they likes are usually 25 or less with exceptions of repost/combine post, grand opening, giveaway. comments really only on opening day posts.

**Content:** They post clothing highlights, new inventory, mirror pics of outfit, then one game day ready, and one diml.

**User Content:** Large portion of page is dedicated to new stock



# Apricot Lane Instagram



## What is the Instagram doing well on Instagram?

- Consistent focus on new inventory and outfit inspiration
- Use of mirror pics, showing how outfits look on a person. This shows a sense of style and fit.
- The content is shoppable and aspirational.

## What can they improve upon?

- Low engagement
- Content Repetition
- Audience Targeting

## Opportunities

- Add more personalization, styling tips, and engagement

# Apricot Lane TikTok

**Followers:** 228

**Posts:** 25 videos

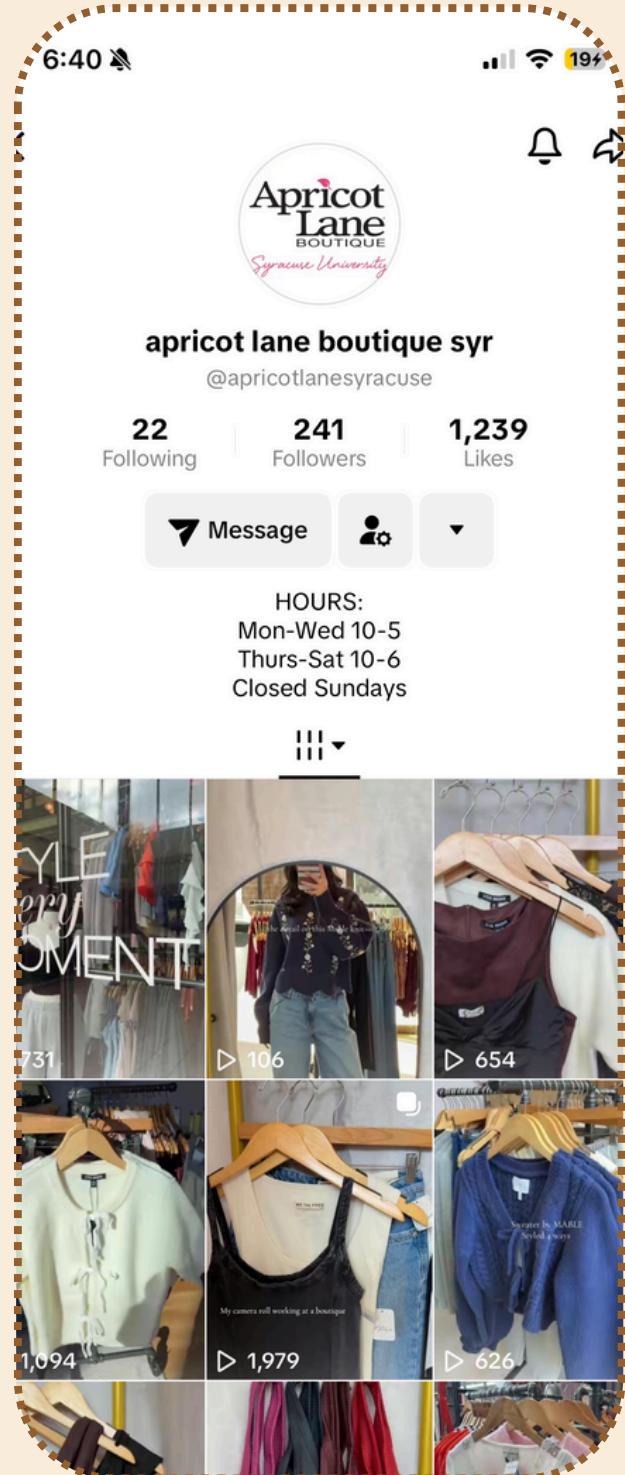
**Audience:** Primarily college-aged viewers who engage with current TikTok trends and popular audios commonly used by teen and early-20s audiences.

**Brand Strategy:** The account takes a straightforward approach by showcasing clothing both on racks and modeled by employees, emphasizing product visibility and in-store experience.

**Engagement:** The second video posted has received 4,905 views, 130 likes, and 2 comments, indicating solid engagement relative to the account's following.

**Content:** The page primarily features videos highlighting clothing on models and employees, as well as the store's interior, exterior, and overall aesthetic.

**User Content:** A significant portion of the page is dedicated to showcasing the store's clothing and merchandise.



# Apricot Lane TikTok

## What is doing well on TikTok?

- They have very strong product visibility in their TikTok
- They have a consistent amount of posts with 25 and over 1,200 likes

## What can they improve on?

- Creating more engagement with followers
- Could benefit from creative editing or something to stand out

## Opportunities

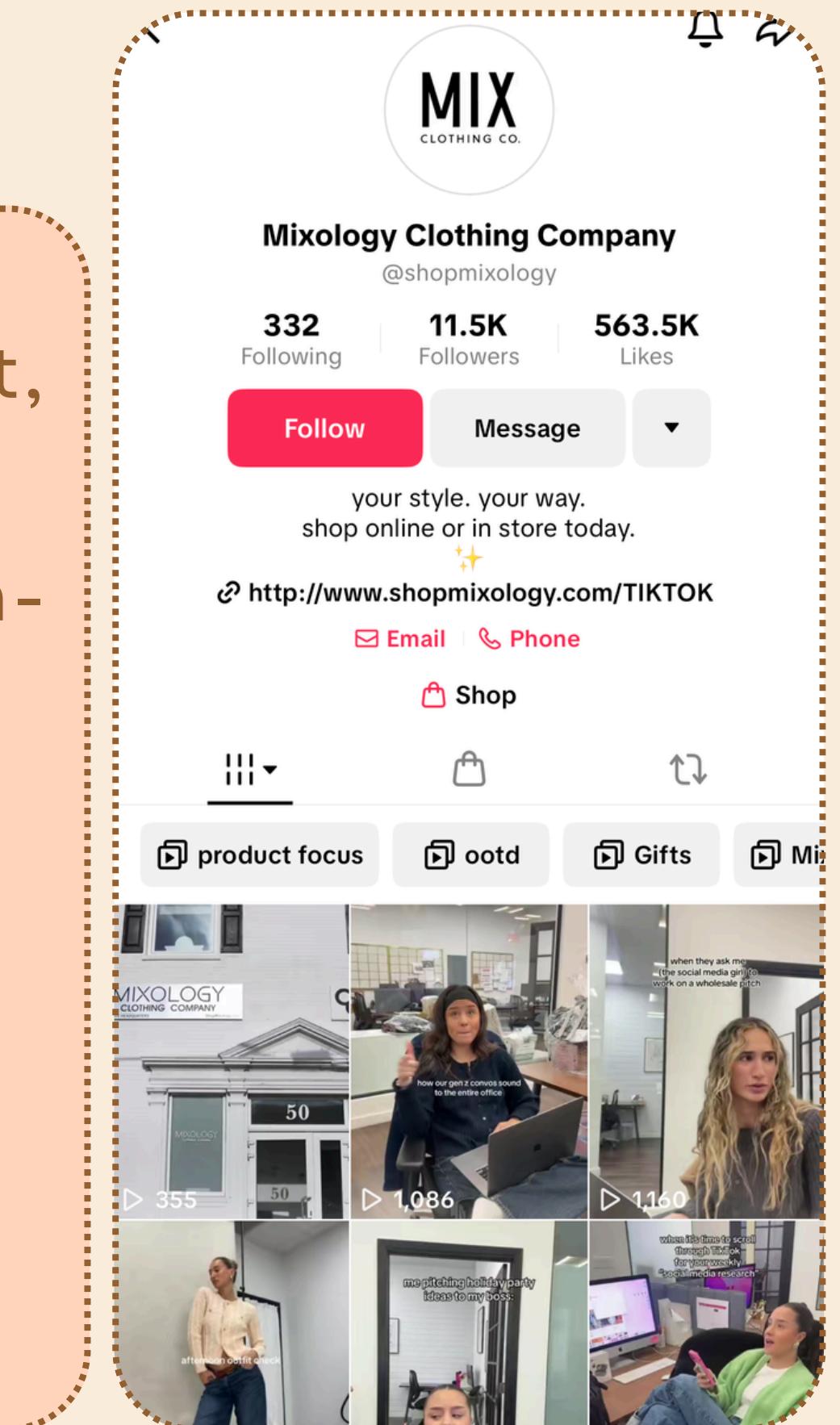
- They could try to collaborate with local influencers
- Encourage customers to post in their clothes

# Instagram & TikTok: Competitor

**Audience:** A social, female audience in the 18-34 range, likely engaged with lifestyle/fashion content, wanting both trendy and wearable pieces.

**Brand Strategy:** present Mixology as a go-to for 'on-trend + accessible' women's fashion, using both online + in-store channels, leveraging social media for lifestyle marketing with a community feel

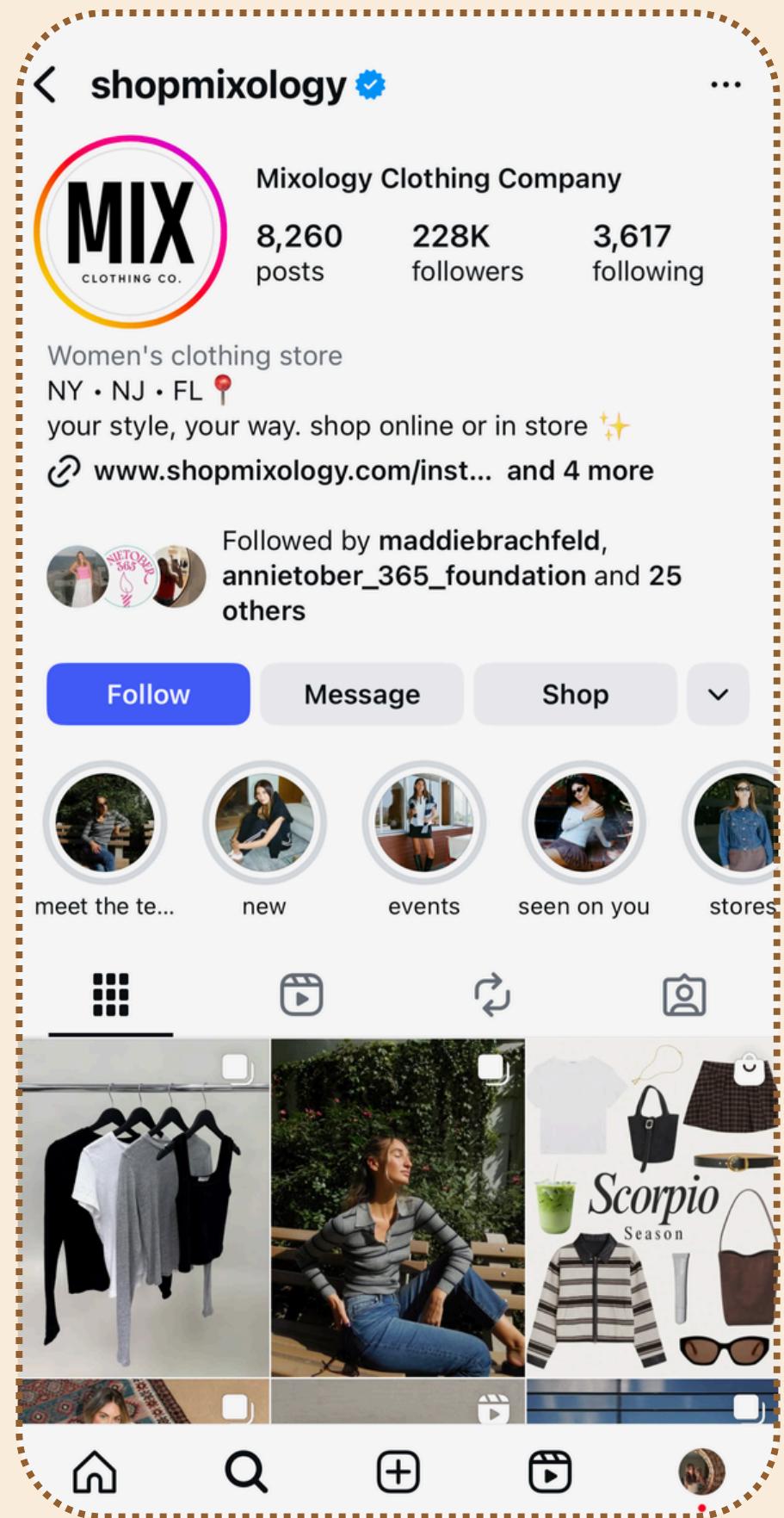
**Engagement:** On Instagram, follower count is around ~229K. While the follower count is substantial, the engagement (likes/comments) appears modest in some posts (especially if posts have only a dozen likes).



# Instagram & TikTok: Competitor

**Content:** The content mix is product-centric styled visuals, store/team engagement, trend commentary (“Mixology University Season 5 Coming Soon... a new back to school wardrobe is calling...”), call-to-action “shop now” style posts, and some lifestyle/brand personality posts.

**User Content:** Their tagline “Styled by Mix. @shopmixology” and the fact they feature real customers/influencers wearing their clothes. Posts like “meet the team” show real people rather than purely models.



# Instagram & TikTok

## **What is doing well?**

- Consistent aesthetic
- Showcasing real customers
- Product variety

## **Anything that not working?**

- engagement doesn't match the follower count

## **How can Apricot Lane learn from this, how they apply it?**

- Boost engagement and diversify the visuals by mixing the product shots with lifestyle scenes

# Key Take Aways

1. Boost and maintain social media engagement by posting consistently and developing interactive posts such as polls, interviews, and giveaways
2. Combine product content with people based content such as styling tips, story times, and “Day in my Life” videos across platforms in order to diversify presence
3. Focus on standing out while targeting Syracuse students by honing in on Syracuse-specific content, such as game day merch alternatives and niche references to the school’s culture

# Survey Questions

- What holds you back from shopping at Apricot Lane?
- Would the store being more Syracuse-centered entice you more or less to shop at Apricot Lane?
- Would a physical store rebrand make you more interested in Apricot Lane?
- Would holding on campus events/giveaways make you want to look into Apricot Lane more?
- What collaborations would you like to see Apricot Lane do?
- How do you usually hear about new clothing stores or brands?
- How important are price and promotions to you?
- What type of styles do you want to see Apricot Lane add?

# Creative Concepts

## Campus Ambassadors

- Similar to how Monster and WhatsApp have pop up events/students
- Gives out branded items (tote bags, coupons, stickers) in exchange for following Apricot Lane on Instagram or TikTok.



# Creative Concepts

## Collaboration with Greek Life/Clubs

- Partners with clubs, greek life to create customized merchandise.
- Offers exclusive apparel or accessories for purchase, designed to align with each organization's branding.



A screenshot of the EDIKTED website. The header features the word 'edikted' in a stylized font. Below the header, there are several images of women in various outfits. A central text block reads: 'Sorority Collaboration', 'Get Your Sorority Repping EDIKTED on Campus!', 'Are you a sorority ready to stand out? Fill out the form and join us!', and '#EDIKTEDONCAMPUS'. A call-to-action form at the bottom includes a checkbox for accepting terms and conditions, a field for 'Your email address', and a pink 'Get Started' button. The footer of the website features a large image of two women smiling.

# Creative Concepts

## Collaboration with Magazines

- Have different magazines (such as UniversityGirl, Fetch, ect.) do photoshoots with the clothes and write articles about Apricot Lane.



# Creative Concepts

Pop-up shop in the Dome/on quad

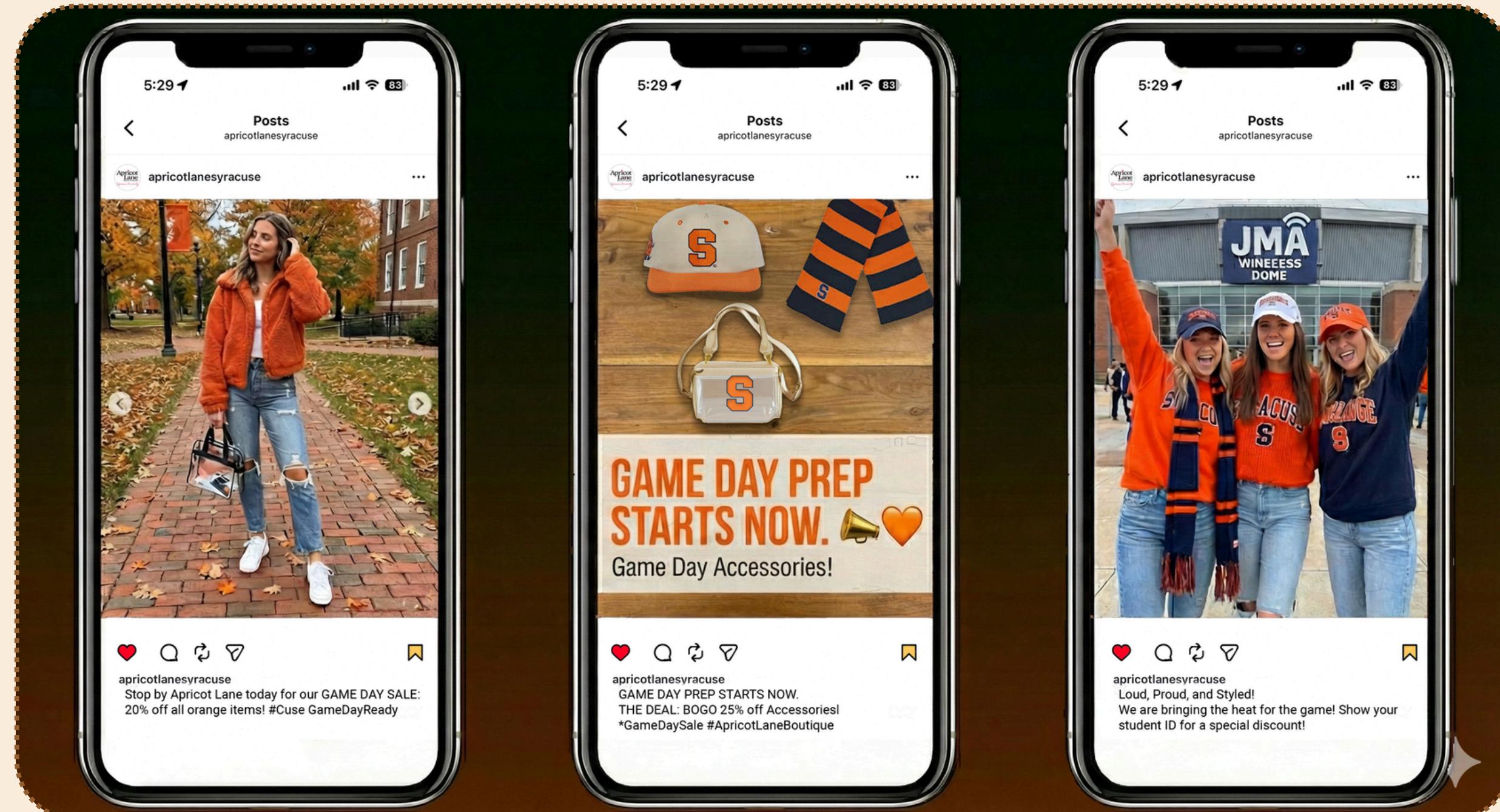
- Have a stand where some clothes can be sold, maybe during games.



# Creative Concepts

## Pre-Game sale/event

- Before a big Syracuse game, have a special popup for 'game day' items
- have racks spill out the store to attract people stopping by, maybe even game day sales
- post on socials



# Creative Concepts

## Winter Pop-up

- As the weather gets colder, have a popup giving out hot chocolate and hand warmers in exchange for following Instagram and TikTok, while also giving out coupons and showing off new winter merchandise (fleeces, jackets, earmuffs, gloves, etc.)



# Creative Concepts

## Events

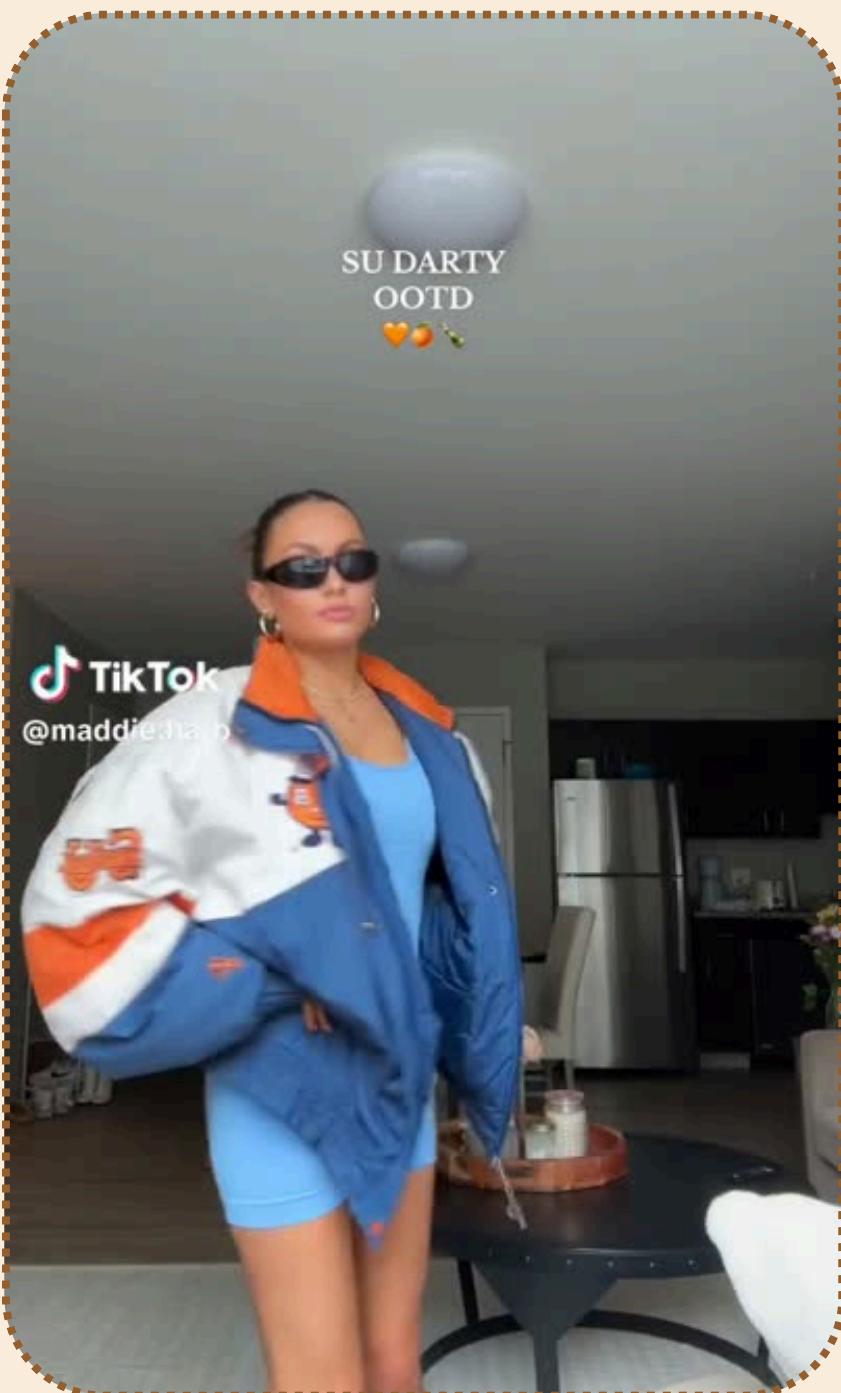
- College Students love to go to events for free food, a chance to win something, and do something fun.
- Host a styling challenge where students create an outfit using pre-selected inventory. Post the looks on social media and have followers vote. The winner receives a small prize (e.g., \$5 Dunkin gift card).



# Tiktok Ideas

## #1 Collab with students with a following

Give PR to students with more than a certain number of followers in exchange for content



# Tiktok Ideas

## #2 Restocks/new inventory

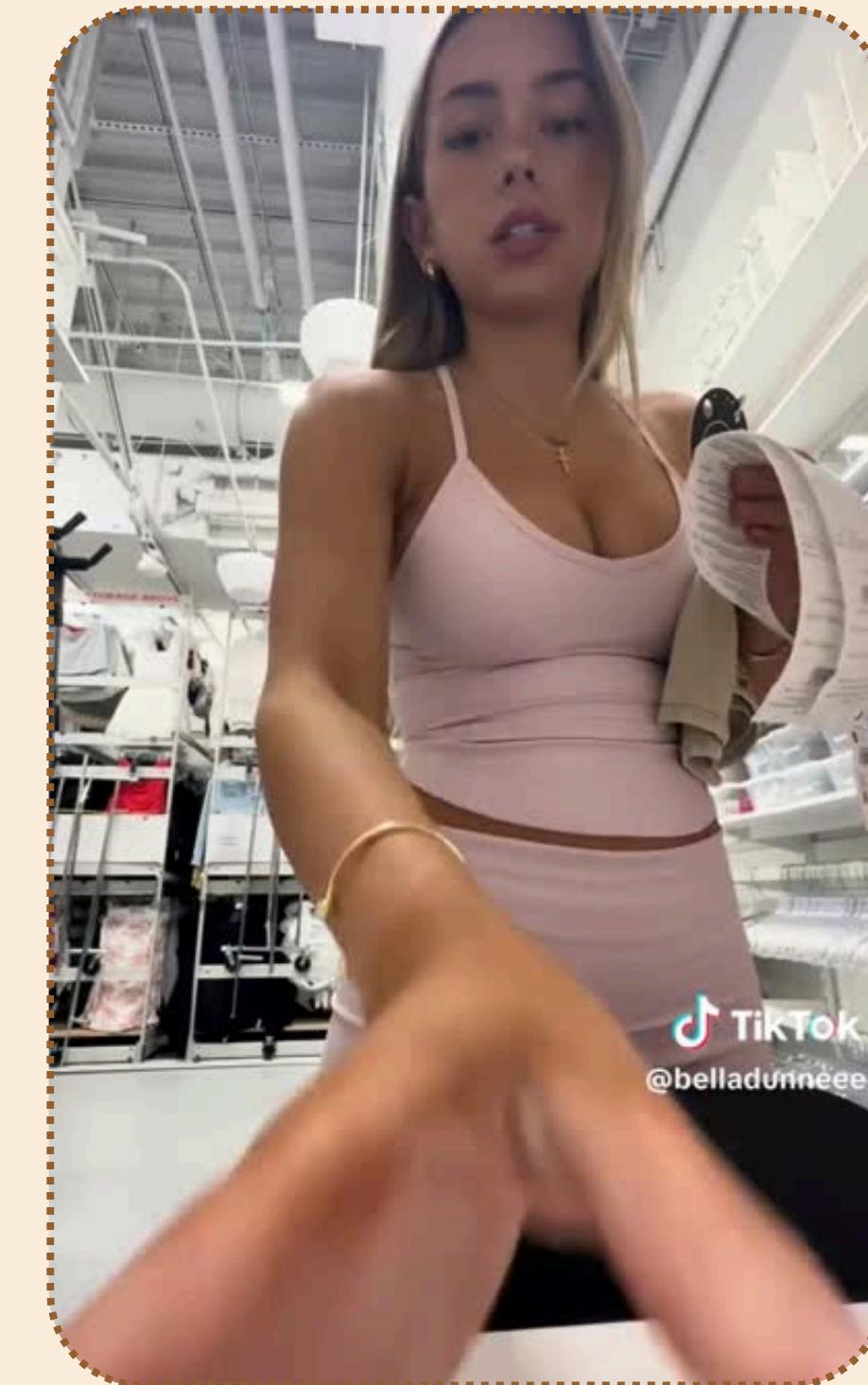
Some of their most liked reels are these types of videos. Talk through the stock to add personality to the pieces.



# Tiktok Ideas

## #3 Day in My life

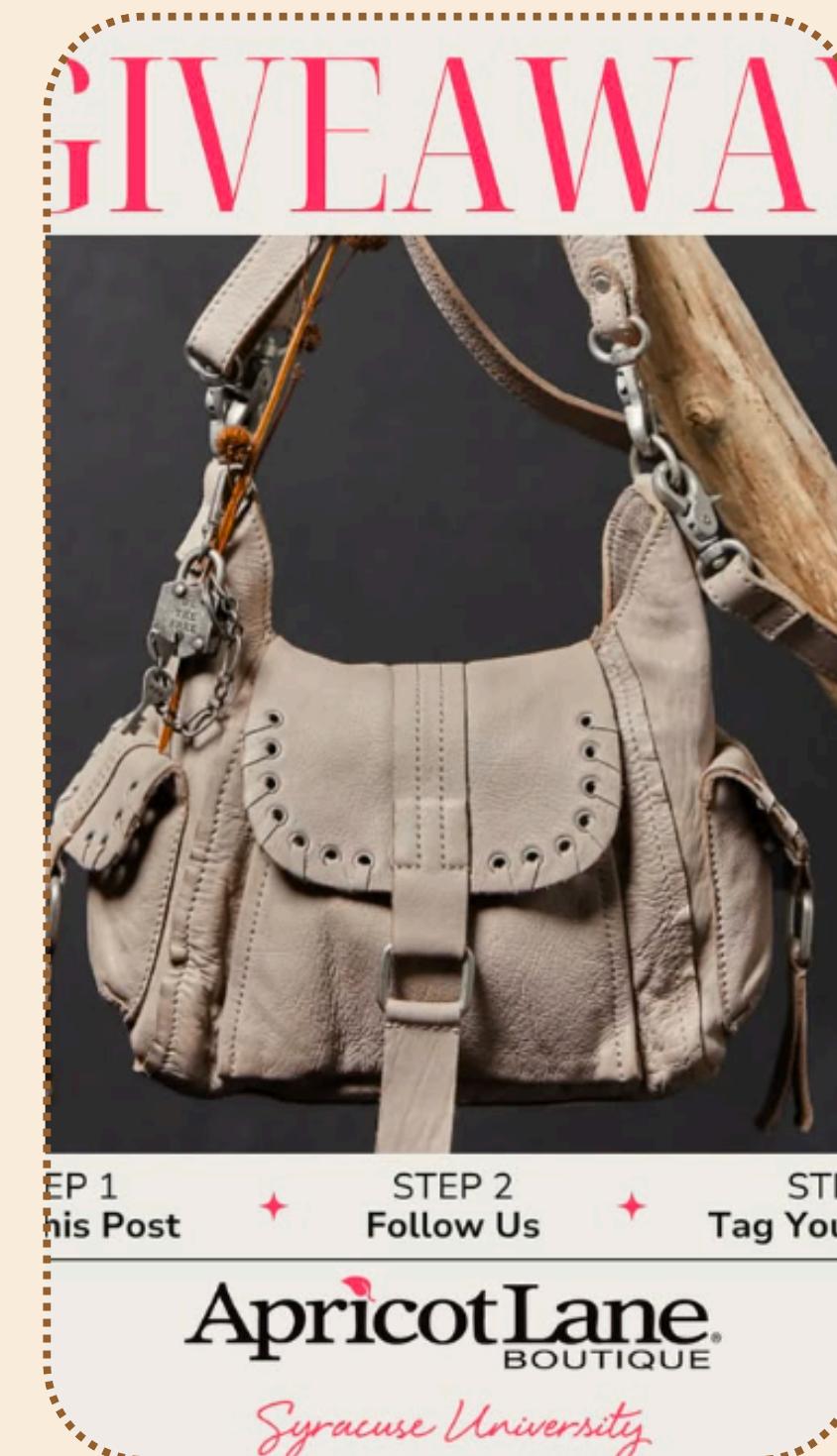
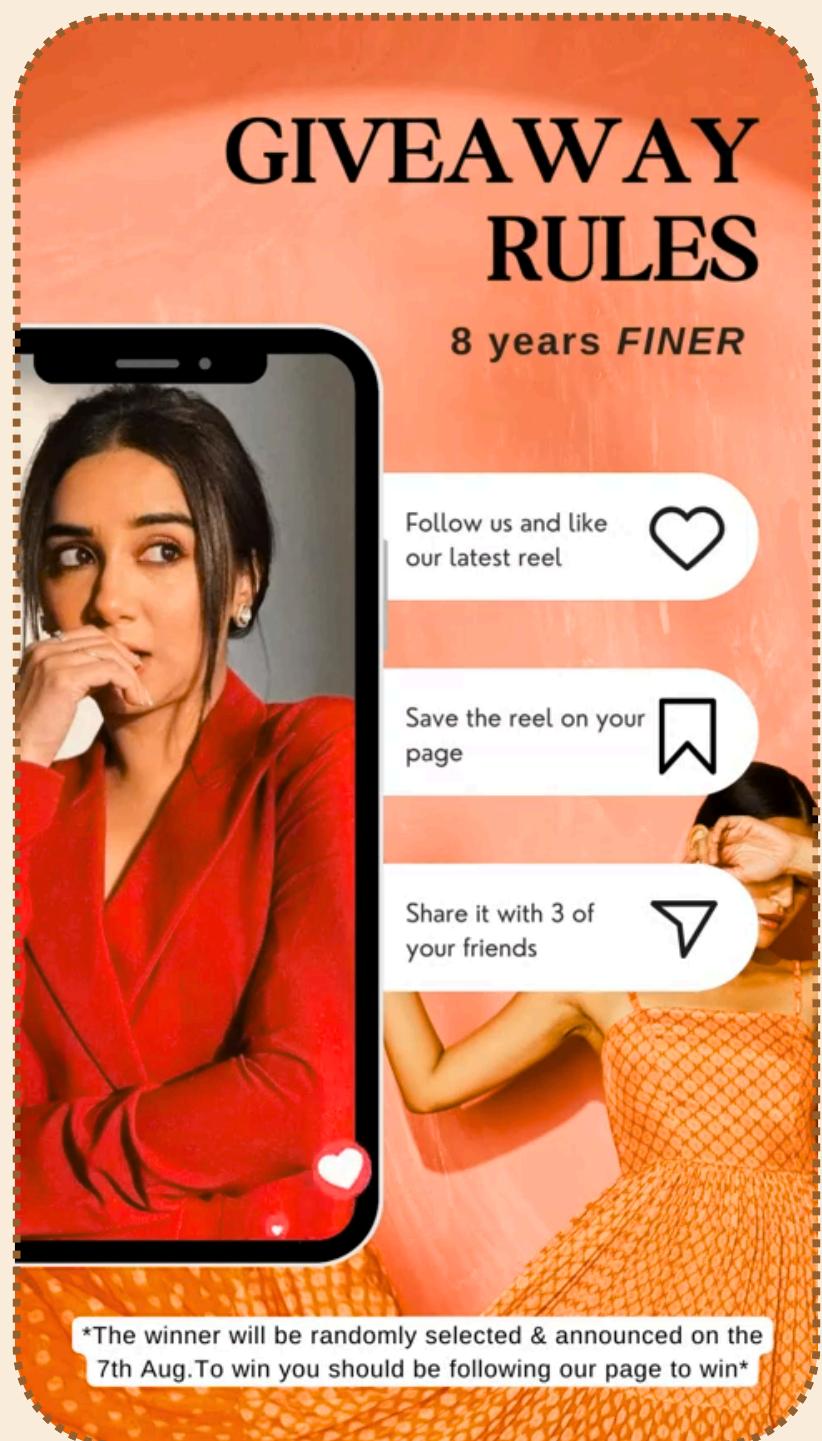
Make the store seem relatable and add a personal touch by connecting with the audience in a indirect way.



# Instagram Ideas

## #1 Giveaways

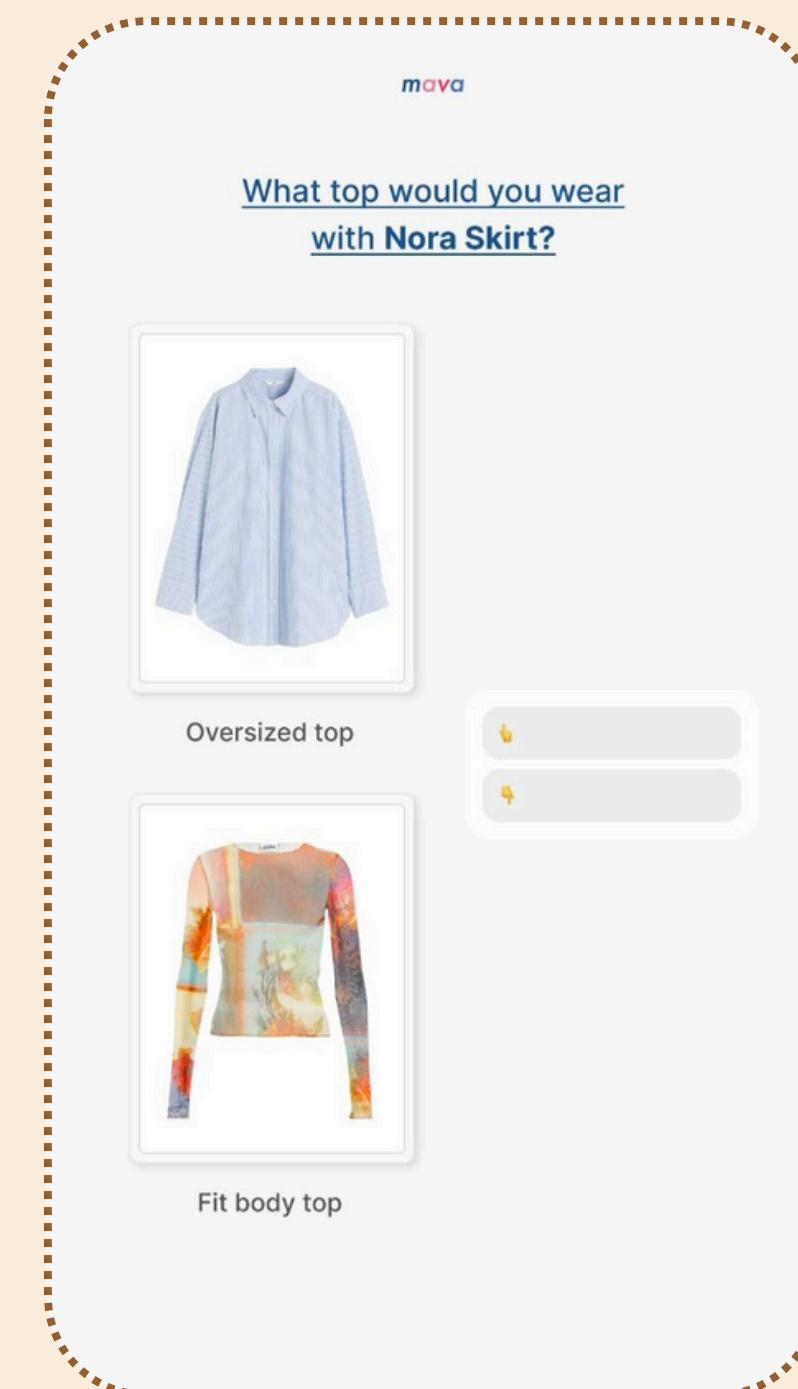
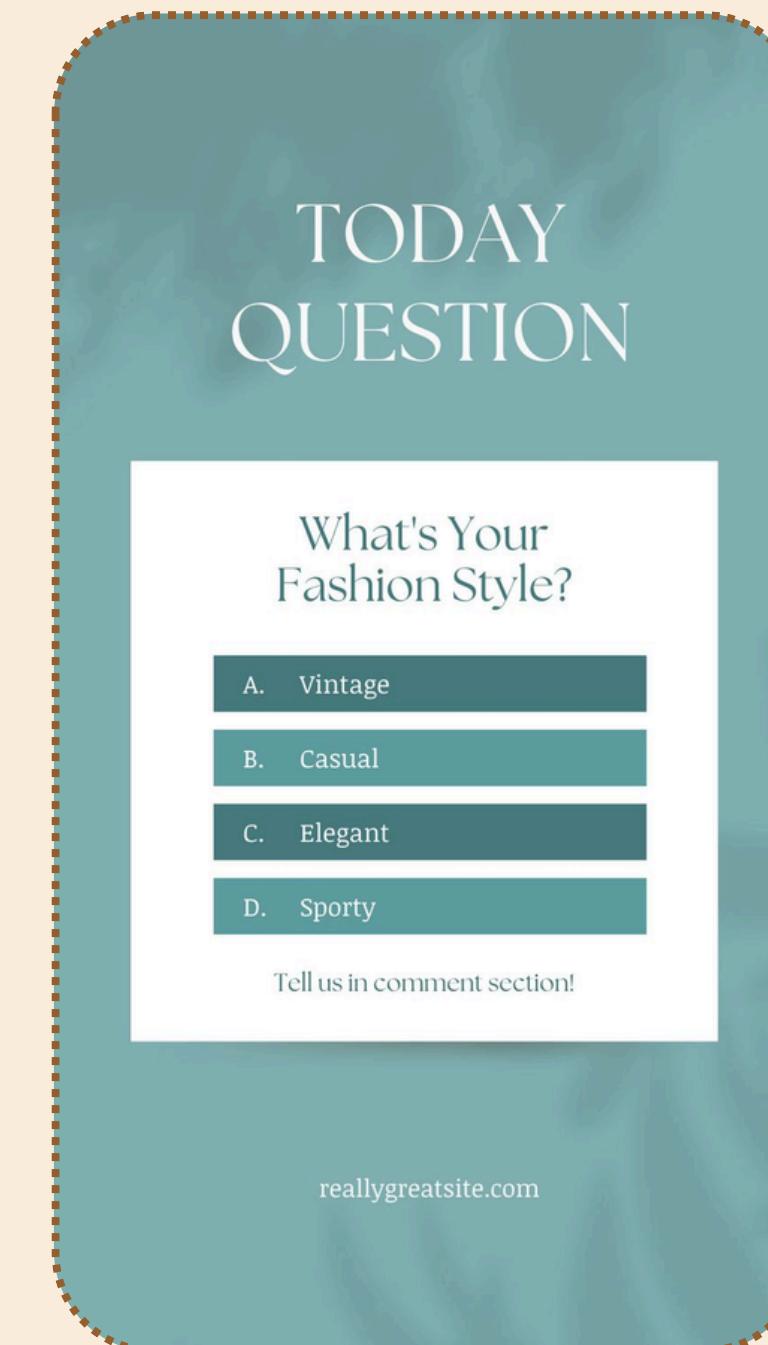
Viewers must repost a post on the page for the chance to win a gift card, item or 1:1 styling appointment. This will help get outreach, as well as get products out to audience in early stages.



# Instagram Ideas

## #2 Interactive stories

It's an easy way to get instant feedback. Ex: "What are you most excited to buy?" question stickers or "Which game day fit would you choose?" polls.



# Instagram Ideas

## #3 Individualized content

Help people connect to products with slideshows recommending items for each zodiac sign, major, college, dorm, home state, or anything applicable! Have some fun with these!





# Brand Kit

## Logo

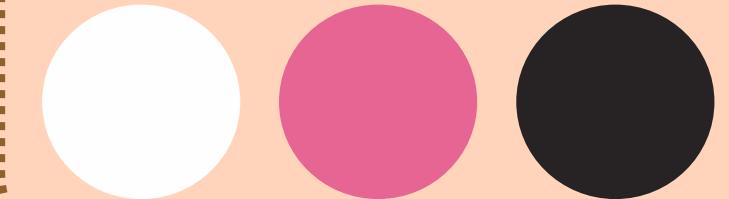


*Syracuse University*

### Fonts

Kepler Std  
*Handsome Pro Thin*

### Color Palette



## Misson

“Every Apricot Lane Boutique is a reflection of its hometown, which is locally owned, locally inspired, and filled with hand-picked styles you won't find anywhere else. Step inside and you'll instantly feel the difference: a warm, personalized shopping experience where every rack tells a story and every piece is chosen just for you.”

“From everyday essentials to the latest must-have looks, our collections are carefully curated by local owners who know what's trending and what fits your lifestyle. With new arrivals landing almost daily, and in limited quantities, you'll always find something fresh, fabulous, and uniquely yours.”



**Thank You!**