



Brianna Cauley, Sara Cordia, Megan Leigh, Charlotte Modes

# Gap as a Brand

- History
  - Founded in 1969
  - San Francisco
  - Started by only selling men's Levi's and records
- Story
  - Goal is to make it easier for everyone to find a pair of jeans that fits



gap 

Message

Follow



136 posts

3.1m followers

108 following

Gap

Modern American Optimism.

#HowYouWearGap

*Gap • Instagram. (n.d.)*



*Gap • Instagram. (n.d.)*



*Gap Neon Sign (N.d.)*



*Gap. (n.d.)*

# Gap's Customers

- Demographics
  - 45K + income
  - Has degree
  - 30 - 50 years old
- Psychographics
  - Family centric
  - Price conscious
  - Value quality and convenience
  - Sticks to basics



# New Brand Strategy

- Some strategies will be kept the same
  - The Everyman Archetype
  - Gap Goods Rewards system and credit card
- Strengthen brand promise: **“Quality and affordable denim for everyone.”**



Houraghan. (2018)

# The Everyman

♥ BELONGING

“ You're Just Like Me  
And I'm Just Like You

 BRAND VOICE

 BRAND MESSAGE

- Friendly
- Humble
- Authentic

When we treat each other with honesty and friendliness we can live together in harmony

INTRODUCING

A VERY GOOD WAY TO SHOP



REWARDS

# New Brand Strategy

- Updating brand assets
  - Inclusive sizing
  - Updated logo
- Strengthen brand promise
- Enhanced brand touchpoints
- Emphasize denim
- Goal: Inclusivity, Focus, and Nostalgia

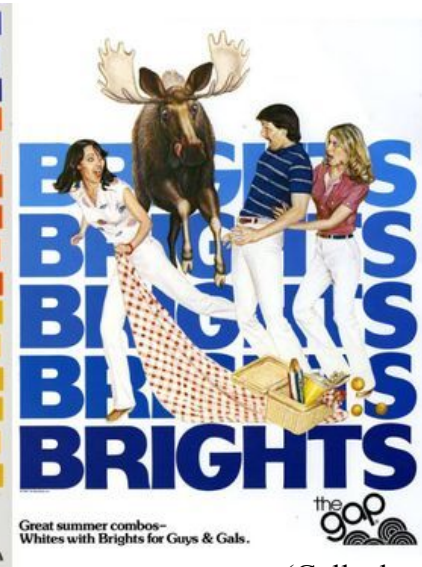
GAP



*Kids Republic Bookstore (2012)*



Get Into Action with Style!



Great summer combos—Whites with Brights for Guys & Gals.

(Gallagher, 2019)

# THANK YOU!

*Kid's Republic Bookstore*. (2012, February 23). Toxel. Retrieved May 2, 2022, from <https://www.toxel.com/inspiration/2012/02/23/kids-republic-bookstore/>

Houraghan, S. (2018). *Brand Archetypes: The Definitive Guide [36 Examples]*. Iconic Fox. Retrieved May 2, 2022, from <https://iconicfox.com.au/brand-archetypes/>

*Gap • Instagram*. (n.d.). Instagram. Retrieved May 2, 2022, from <https://www.instagram.com/accounts/login/?next=/gap/>

*GAP neon sign - Google Search | Neon signs, Neon, Design*. (n.d.). Pinterest. Retrieved May 2, 2022, from <https://www.pinterest.com/pin/499829258624142653/>

*Gap*. (n.d.). Gap. Retrieved May 2, 2022, from <https://www.gap.com/CookieFailure.do>