

Summary

The research question that will be addressed for the campaign is “how can Patagonia use environmentalism to increase sales of athleisure/everyday wear and justify current pricing?” Patagonia’s brand is rooted in their environmental activism yet this is primarily known more with the outdoor community and these consumers rather than consumers of their athletic leisurewear. The campaign aims to increase Patagonia’s market share for everyday clothing and athleisure, targeting people who are looking for purposeful, sustainable fashion they can feel good about buying. By increasing the awareness of consumers for Patagonia’s environmental efforts to justify pricing along with the quality and brand, Patagonia can increase its market share.

Patagonia has a variety of strengths and weaknesses to assess how this will affect their success in increasing its market share of athleisure clothing. They already sell athletic leisure clothing and would only have to modernize their image rather than create a new brand from scratch to increase their market share. Patagonia is established to some as an environmentally conscious company so it is a matter of expanding this view rather than establishing it from scratch. Their goal of transparency throughout their company could also be an asset with their self-imposed “Earth tax” and other measures. However, their brand could also backfire against them in terms of expanding into a market they do not have as much stake in. They have a decentralized corporate culture and their transparency can affect their ability to make cohesive decisions. Another possible weakness within the company is the criticism its supply chain has already received regarding social and environmental issues. Patagonia also only makes two seasonal lines of clothing per year, unlike other athleisure brands that focus less on quality so they might not be able to produce the same amount of variety as other companies. If they expand their market share of athleisure they would be opening themselves up to more possible criticism.

To understand the outside factors that could affect the campaign we also looked at the opportunities and threats for Patagonia. The COVID-19 pandemic caused an uptick in online shopping and with this increase, it presents an opportunity for Patagonia to expand. Environmentalism is also becoming a pressing issue and making waves in Congress with the proposal of legislation like the Green New Deal. This also presents an opportunity for Patagonia to capitalize on this social trend and promote their environmentalism to attract customers and justify their pricing as a competitive athleisure brand. The COVID-19 pandemic also can be seen as a potential threat because of the economic implications that it may cause with the wealth gap. Our key public of 25-44 years old with an annual household income of 100,000 or more might get smaller due to people being unemployed or they might not want to buy an expensive product like Patagonia. Another threat is also the other companies that also produce environmentally-sustainable fashion which will compete with Patagonia in sales.

Our research will focus on a key public identified through Simmons of consumers who are 25-44 years old with an annual household income of 100,000 or more. Using this key public, we can identify known ideologies and psychographics to understand how we can change the public’s opinions and where we can reach them on media platforms. Patagonia plans to enact two fundamental steps to rebranding: researching the current image of its brand and then use this information to decide positive attributes to affiliate to their brand’s reimage. Consumers are becoming more aware of the problems within fast-fashion and Patagonia can use the brand image

they currently have to appeal to these consumers, but that alone is not enough to increase their market share. In our research we found, there is a gap between the number of people who want to buy environmentally friendly products and those who do. Patagonia will need to use effective marketing to properly close this attitude-behavior gap.