

Fashion Marketing – Session 8

20.11.2023

Dr. Pekka Mattila
Associate Professor



Aalto University
School of Business

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Group Assignment III

- The assignment is to be completed in groups of 3-5 students
 - The group composition may vary for every assignment
 - The groups are in charge of allocating their workload in a fair and balanced manner. Should there be any problems, contact the course staff

Group Assignment III

- The submission deadline is Wednesday 29th October at 10 AM
- Submission as soft copies only to MyCourses
- Late submissions are neither accepted nor graded
- Indicate clearly the course name, the names of the group members and their student numbers on the first page

Group Assignment III

- After every case, a number of groups are chosen to present their treatise in class – the presenting groups are informed by noon of the day of the lecture at latest
- It makes always sense to prepare for presenting
- Fluent presentations will increase the group assignment score in grading, failure to do so will lower the score
- Maximum length for the submission is 22 slides (pptx/pdf)

Group Assignment III

- Be explicit about your analysis and justify the given recommendations
- This assignment is worth 24 points and makes up 24% of the overall course grade
- Being invited to present in class and doing so can earn you 2 bonus points

LIVE CASE: Reima

1. Find success and failure cases of direct-to-consumer US market entries of SME sized companies – what are the key learning points?
2. What seem to be the winning channel choices for go-to-market and distribution?
3. What seem to be the winning marketing communications choices for these brands?

LIVE CASE: Reima

4. How to effectively reach optimal target audiences? What are the criteria, strategies and tactics?
5. How about online parenting platforms? Should Reima consider using them? What are the pros and cons?
6. As a conclusion, how could Reima as a newcomer and underdog stand out in the US market in a positive manner?