

ASCENT

Ascent wear was established in 2016 and it is located in downtown Provo. Ascent is a menswear company that focuses on streetwear and urban fashion. They are a trendy, fashion-forward and provide high-quality brands to young college students.

Challenge

Ascent Wear's main challenge was lack of brand awareness. They struggled to get online traffic to their website and Instagram page. The goal of our marketing campaign was to generate content that helped build their current lifestyle brand. We consistently posted interesting, engaging, and value-adding content to help grow their following.



Solution

Our group created a plan to generate brand awareness and increase online and foot traffic.

This would be done through eye-catching Instagram posts, an engaging giveaway, engaging with local influencers and a large-scale local event. Through four separate photoshoots, we created content for at least 36 posts. As we posted consistently and had a local influencer tag us in her post the page became more relevant and began to gain followers. Not all of our content has been posted but it can be used in the future to continue the growth of the Instagram account. The giveaway was monumental in bringing attention to the account. Several local companies contributed product to offer in our Instagram giveaway. To enter the giveaway one had to follow @ascent_wear on Instagram, like the post, and tag their friends. The page views for Ascent spiked with over 650

entries into the giveaway. For our local event, we promoted Ascent at Insomnia, UVU's Halloween dance with over 4,700 attendees. This event provided an opportunity to talk to several potential customers. We set up a booth with a large Ascent branded banner and a table to show off the product. We were located right at the bottom of the stairs leading up to the entrance so that every student had to pass by us. We talked to everyone, discussing the brand, passing out Ascent stickers, and having students follow the Instagram account and enter the giveaway.

Testimonial

"The group was incredibly engaged. From constant communication to weekly face to face meetings. They were willing to do whatever would be beneficial and in line with their goals."

- Skyler Munson

Key Results

Through the posts, giveaway, working with a local influencer and the event, we accomplished our goal of boosting brand awareness for the company.

We did 4 photo shoots that generated 36 posts of content. This content can be posted consistently over time to continue the growth that was started. We passed out 500 stickers at the UVU insomnia event to promote brand awareness. We also helped build positive relationships with other local companies which will be beneficial for future collaborations. Our giveaway resulted in 653 entries which is great brand exposure. We had a local influencer post that encouraged several people to click on our account.

