



Ideas for

Brooks Brothers

By: Natalie Unger

Recommendations for the Heritage/About page (<http://www.brooksbrothers.com/about-us/about-us,default,pg.html>) :

- 1) 1932 - Double check the spelling of Amelia Earhart. The current spelling is: *Amelia Earbarr*
- 2) 1948 and 1951 has the same information: *22nd Amendment ratified setting two-term limits for American Presidents*
- 3) 1976 – Liberty Plaza Opens – the Tile does not have further information on the backside of the tile
- 4) 1980 – The quoting the tile “Our Twitter followers may recognize the smiling face of Yolanda Juanchi below; we tweeted it during a March 2012 visit to Garland”; however, there is no picture below.
- 5) The current order of the following needs to be switched:

2001

AN HEROIC RESCUE

Shortly after the 9/11 attacks, Brooks Brothers is purchased by Claudio Del Vecchio of Retail Brand Alliance. He vows that the company’s severely damaged Liberty Plaza store will reopen “as a matter of principle.” One year to the day after the tragedy, the store triumphantly reopens.

2001

*Terrorist attacks on World Trade Center in New York City, Pentagon in Washington, D.C. and
Shanksville, PA*

- 6) 2008 – The Tie Wore – The same information on the front of the tile is the same as the back of the tile.

Other Recommendations

Brooks Brother landing page look better in another font for the tabs. The second font would stay true to the Brooks Brothers style of elegance, as the font is slightly more similar to the Brooks Brothers Logo font.

Current:



Suggested:



Brooks Brothers started in 1818. The new font is represented of Brooks Brothers longevity. Luxury brands are better in clients' eye if there is a long withstanding history of a company.

Landing Page

It is best to make the landing page the current Magazine tab. Free information on dressing well would give a better first impression of goodwill to potential clients visiting the site. Changing the landing page, clients can find valuable information on dressing, while the solutions presented in purchases to them as well.

Sales Tab

The website would benefit from having the Sales tab appear for short periods of time on the site, versus the Sales tab live all the time. It is important when there is a Sales Clearance or the like that it would be accessible; however, whenever there *is not a sale*, avoidance of having such a button would give buyers a chance to buy something at full price. This is a common tactic on Net-A-Porter.com, considered one of the best online shopping experiences.

Color of Sales Slash

The color for the current price on sales is too dark of a red that one can barely tell it is red. I can see the choice as it is similar to the Brooks Brothers logo of a dark navy (choosing a blood red). If the price change must have a color, I would recommend Object B versus Object A. Object A is taken directly from the site at: <http://www.brooksbrothers.com/Red-Fleece-Women%27s-Sale/red-fleece-women-sale-category,default,sc.html>. Color change would be only to add significance to the sales price if that is the goal of having the new price in a different color.

Object A



Cotton Oxford Shirt

~~\$ 75.00~~ \$ 37.50



Object B



Cotton Oxford Shirt

~~\$ 75.00~~ \$ 37.50



Women's Wear

It would be good to create a unique identity for the women's department for Brooks Brothers. A name such as Brooks Sisters (or something similar) for the women's wear may be appropriate. It would be good that the women's site would be separate from the men's department of Brooks Brothers as that Net-a-Porter.com and Mr. Porter are separate. Targeting strategically more for women on the

separateness of sites and social media would have a more impactful experience for female customers. Dedicating the current Twitter feed for Brooks Brothers mostly to men makes sense if there is another Twitter feed for women. Otherwise, the Twitter feed is ignoring a major part of the market place.

I would check the orders on current data when a women or men shop for their significant others while shopping for themselves before changing or separating the women's department from the men's department. This decision would need further data to determine if this change would be advantageous.

Mission's Page

This is the current information from: <http://www.brooksbrothers.com/social-golden-fleece-foundation/social-golden-fleece-foundation,default,pg.html>



OUR MISSION

Brooks Brothers and the Golden Fleece Foundation believe that social purpose is the hallmark of a successful company. Our mission is to enhance the lives both within and beyond the communities we serve. We do this by partnering with select local, national and international non-profit organizations related to men's, women's and children's health issues as well as education and the arts.

The paragraph description of Golden Fleece Foundation mentions "one of Brooks Brother's core values: relationships". The "Our Mission" does not mention core values. The mission statement could use more work in means of editing and adding. An example of this alternative mission statement shown below:

Alternative Mission Statement

Brooks Brothers and the Golden Fleece Foundation believe that goodwill to fellow our men and women are what lead to our success for our company and the lives we affect. Our customers understand and buy from us because we are the store that exceeds their expectations. Brooks Brothers has done this by choosing the best products for our clients and helping our communities along the way. We create value for our communities and provide value of our products to our customers as well. This company achieves goals every day by enhancing the lives of both people within our company, and those whom we can reach outside of our company. We choose to live by our core values with others in honesty, trustworthiness, and good stewardship. Our trustworthiness, by means of hard work and earned confidence in us by our customers, is what drives our daily excellence. Our importance of being a good

steward to all in our relationships has brought our company where it is today. We believe in creating an impact that will lead to a better life in means of style and dress.

Other Opportunities for Impact

I recommend the Golden Fleece Foundation consider help collect clothes for dressing the less fortunate. This kind of help would relate more to the Brooks Brothers departments stores where they supply clothes for others as they do in their clothing departments. Any event or charity event involving clothing would be a plus. Setting publicized goals about such a charity could lead to more participation from consumers and competition among consumers and brand managers. This could create more dialogue with clients and the company. That Brooks Brothers clothing others in need would “tie” nicely with brand – dressing one’s self with confidence.

Red Cross Charity

There are ties with Brooks Brothers and the Red Cross – why not have the office have blood donor day? This event posted on Twitter or other social media platforms would help with consistency of brand news. It could be raised a challenge of which Brooks Brothers store or office donated the most blood and win “the Golden Fleece” each year?

Medallion of Brothers

Edward Brooks received the Medallion of Brothers in 1865 from his other brothers and partners in the Brooks Brothers’ company. Does Brooks Brothers still use the “Medallion of Brothers” today for employees? Advertising the awardees would be good for news feed or online feed. If the Medallion of Brothers is not being currently used, it would be good to update it so it has some prestige to it. Brooks Brothers could hand out the Medallion of Brothers to outstanding customers (actors, actresses, or anyone who is in the limelight who frequently wears Brooks Brothers). This token would show the Brooks Brothers’ appreciation for the customer. The Medallion of Brothers could also been given to those individuals who chose to advertise for Brooks Brothers Campaigns, such as there was excitement created around the actor Robert Pattinson and the Dior campaign. Hype along with time, in anticipation of receiving, the Medallion of Brothers could be another means of adding value and news to Brooks Brothers. The Medallion of Brothers could be an award for good stewardship in the name of Brooks Brothers too.

Conclusion

What Brooks Brothers is doing is great. I would like to help make Brooks Brothers even better. I hope this document shows the capabilities and ideas that I may use to help the Brooks Brothers’ company. In any case, I hope that this document has been able to add value to this company that I so much admire.

Sincerely,

Natalie Unger