

TO: Kelly Anderson, Marketing Executive

FROM: Jonathon Fitzgerald, Market Research Assistant

DATE: June 14, 2025

SUBJECT: Fall Clothes Line Promotion

Market research and analysis show that the proposed advertising media for the new fall lines need to be reprioritized and changed. Findings from focus groups and surveys have made it apparent that we need to update our advertising efforts to align them with the styles and trends of young adults today. No longer are young adults interested in sitcoms as they watch reality television shows. Also, it has become increasingly important to use social media applications as tools to communicate with our target audience to show our dominance in the clothing industry.

Social Media Advertising

XYZ Company needs to focus advertising on social media applications that appeal to young people. According to surveys, 72% of our target market uses social media for forty hours or more per week. The following list shows in order of popularity the most frequented applications:

- TikTok
- Instagram
- Youtube
- Snapchat
- Reddit

Shifting our efforts from our other media sources such as radio and magazine to these social media applications will more effectively promote our product sales. As the trend for cultural icons to go digital, so must our marketing plans.

Television Advertising

It used to be common to advertise for our products on shows like *Friends* and *Seinfeld* for our target audience, but even the face of television is changing. Young adults are tuning into reality television shows for their entertainment. Results from the focus group show that our target audience is most interested in shows like *Love is Blind*, *Project Runway*, and *Top Chef*. The only non-reality television show to be ranked in the top ten most commonly watched shows by males and females 18-25 is *Stranger Things*. At Blue Incorporated, we need to focus our advertising budget on reality television shows and reduce the amount of advertising spent on other programs.

By refocusing our advertising efforts of our new line of clothing we will be able to maximize the exposure of our product to our target market and therefore increase our sales. Tapping into the trends of young adults will help us gain market share and sales through effective advertising.

Attachments: Focus Group Results, January- May 2025; Survey Findings, January - April 2025

This is a sample memo; facts and statistics used are fictional.