

BACHELOR'S DEGREE IN INTERNATIONAL BUSINESS

ENGAGING CUSTOMERS THROUGH DIGITAL MARKETING: THE STORY OF NUDE PROJECT

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ABSTRACT

TITLE: Engaging customers through digital marketing: the story of Nude Project

We live in a globalized world where society is permanently connected through the internet and social networks. Due to this evolution, brands have had to change their traditional means of communication with their customers and adapt them to the modern times. This is where digital marketing takes on enormous importance. Through this work we will observe what are these new strategies that companies must follow and how to use them efficiently. We will examine rules such as the so-called "4f", we will take a look at conversion strategies aimed at reaching future customers, we will analyze the key role of social networks and we will see how digital marketing allows the brand to get closer to its customers. As an example of good practice and proper management of these techniques, we will study how Nude Project has managed to create a loyal community and has reached unimaginable goals for its founders. Eventually, we will also see how other brands have achieved similar results thanks to the implementation of these digital marketing strategies.

Key words: digital marketing, social networks, personalization of brand, influencer, engagement and loyalty, community, interaction.

RESUMEN

TÍTULO: Fidelizando clientes a través del marketing digital: la historia de Nude Project

Vivimos en un mundo globalizado donde la sociedad está permanentemente conectada gracias a internet y las redes sociales. Debido a esta evolución, las marcas han tenido que cambiar su tradicional vía de comunicación con sus clientes y adaptarla a los nuevos tiempos. Es aquí donde el marketing digital cobra una enorme importancia. Mediante este trabajo observaremos cuáles son estas nuevas estrategias que las empresas deben seguir y cómo utilizarlas de manera eficiente. Examinaremos reglas como las llamadas "4f", observaremos estrategias de conversión para llegar a futuros clientes, analizaremos el papel clave de las redes sociales y veremos cómo el marketing digital permite a la marca acercarse a sus clientes. Como ejemplo de buena práctica y buena gestión de estas técnicas, estudiaremos cómo Nude Project ha logrado crear una comunidad fiel y ha alcanzado cifras inimaginables para sus fundadores. Finalmente, veremos también como otras marcas han logrado resultados similares gracias a la aplicación de estas estrategias que el marketing digital ha desarrollado.

Palabras clave: marketing digital, redes sociales, personalización de marca, *influencer*, compromiso y fidelización, comunidad, interacción.

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1. Introduction

It seems incredible that in less than twelve hours a newborn brand gets more than one hundred thousand followers in its principal social network and reaches more than five hundred thousand people. However, Nude Project, a clothing brand created by two young entrepreneurs, achieved these results thanks to the efficient management of the tools that digital marketing offers.

Digital marketing is the current trend and brands seek to promote themselves and reach the largest number of people using its tools. Due to the globalized world in which we live and the new technologies, society is permanently connected, that is why brands take advantage of this channel to reach their potential consumers. Through this paper I will analyze the different strategies that digital marketing proposes and I will study the successful case of the brand Nude Project.

My motivation to do this work dates back to when I bought my first sweatshirt in 2021. With their first designs, the brand managed to capture my attention and got me interested not only in their clothing line, but also in the concept they were selling. The growth that the company has had thanks to social networks has encouraged my interest in discovering the power that they hold in making small projects like this, triumph in this way. The brand sparked my interest in what digital marketing was offering and how it was helping many companies succeed.

This brings me to my first hypothesis; (H_1) that digital marketing and the tools it provides are adequate and useful for the growth and success of young companies. Due to the modernization of the population, companies have had to adapt to be able to launch the right message to their consumers. Hence derives my second hypothesis; (H_2) that digital marketing strengthens more the company-consumer relationship. That is, thanks to the proposed strategies, the brand is able to get closer to its customer and show a more humanized face.

In this way, the main objectives I want to achieve through this project are to understand how to efficiently use digital marketing tools in order to succeed, learn how brands reach their customers and the relationship they establish, and develop a critical opinion while expanding my knowledge. Not only that, but I also seek to analyze the characteristics of companies that usefully used digital marketing strategies and also compare the differences that exist between them. Finally, through a deep study of the Nude Project's company, I want to observe how digital marketing is used by a company and the results that can be obtained from it.

In order to do so and to put ourselves into context, I will introduce my work with a general study about what digital marketing is, its importance in current times, the different types of digital marketing that exist and the tools it provides. After analyzing the general framework, taking into account the so important role that social networks play in digital marketing, I will focus on Instagram. I will elaborate a deep analysis of how it works, its algorithm, the role of influencers and the use of draws as strategy to increase the visibility. This last study is very relevant for my research as this network is the one that made Nude Project succeed. Due to a raffle in which the brand provided a gift to its followers, the brand exponentially increased its followers and expanded its network, gaining fame in a very short period of time.

Once the theoretical framework is defined, the next step that this paper develops is the Nude Project analysis. There is search of how the brand uses digital marketing tools together with a deep look into its social networks and the results the brand has obtained thanks to the good management. Following, there is an investigation of other three brands of the sector and a comparison between them in order to see which are the main similarities and differences that visibly exist between them.

1.1 Methodology

With the aim of verifying my previous hypotheses and achieving the proposed objectives, I firstly based my study on sources of information that allowed me to develop the theoretical framework in order to learn what digital marketing suggests.

Afterwards, drawing on the information extracted from the bibliographic sources of the theoretical framework, I conducted a case study of the Nude Project brand. That is to say, by means of the aforementioned, I have studied the activity of the brand, its communication channels and the strategic keys implemented. As well as I have also conducted an extensive study of its main social networks; Instagram, TikTok and YouTube. This has allowed me to address both my first and second hypothesis, as I have observed how the followed avenues have achieved the growth of the brand. At the same time, I have also been able to appreciate how the brand has strongly focused on establishing a close relationship with its community and has been able to do so thanks to digital marketing.

Nevertheless, to prove that Nude Project is not an isolated case, I have analyzed three other brands that follow the chosen brand's style. The selection criteria followed to choose them were first of all the geographical factor. I have decided to look for companies as similar as possible to Nude Project and that is why I have chosen nationally based companies. I have also

taken into account that they were relatively new companies and that they were created by young entrepreneurs. Ultimately I have sought companies that were popular among the Z generation and focused on the sale of hoodies and clothing mainly.

In this way, I have based my entire study on books, academic articles, news and research papers. Not only that, but I have also enriched my research by adding information obtained from videos created by the brands themselves and even with interviews made to several founders of the brands.

2. Digital marketing

2.1 Definition and history of digital marketing

In order to understand how digital marketing emerged and its foundations, it is necessary to know the context in which it was born. Marketing arose from the industrial revolution where, due to mass production, companies began to seek not only to attract customers, but also to build customer loyalty. (Suárez, 2018) It arose in a production and product-oriented way, so as to develop in the best and most efficient way. From there it evolved into focusing on identifying the needs of customers in order to offer a product that is perfectly adapted to them. And finally, we find ourselves in the current era where marketing has evolved into what is called *social marketing*, where brands try to influence the audience. (Froufe, 2017) We are currently undergoing a technological revolution in which society has had to adapt to the so-called information and communication technologies. These new tools have forced a greater interaction between consumer and company and therefore sectors such as marketing have had to develop new strategies. (Alonso Martinez, 2019)

Digital marketing could be defined as the set of online¹ strategies that a company uses to reach its customers with a product or service. The most used tool is mainly the internet, but it also includes mobile phones or electronic mail, that is to say, everything that is a digital medium. (Desai, 2019)

It is interesting to see how different authors define digital marketing in order to observe from which perspective they understand it. Below we will see several definitions where we can appreciate the different points of view.

*“Digital marketing is the act of promoting products and services **through digital channels**, such as social media, SEO, email, and mobile apps. Any form of marketing that involves electronic devices is considered digital marketing.”* (Patel, 2023)

*“Digital is at the core of everything in marketing today — it has gone from ‘one of the things marketing does’ to **THE thing** that marketing does.”* (Dholakia, n.d.)

*“Digital marketing is a form of direct marketing which links consumers with sellers electronically using **interactive technologies** like emails, websites, online forums and newsgroups, interactive television, mobile communications etcetera.”* (Kotler and Armstrong, 2009)

¹ According to the Cambridge dictionary, online is “something available or done on the internet”. (Cambridge Dictionary, n.d.)

Three definitions by businessmen, professors or authors that play a very important role in the marketing world can be appreciated here. We can see that both the first and the third definitions are very similar and refer to the new tools that marketing is implementing thanks to digitalization. It emphasizes the importance of the internet and how it allows the brand to be in constant connection with the consumer. On the other hand, the second definition has a different focus. It stresses the importance of digital, arguing that it is what marketing should focus on and give full priority to. More than an explanation of the tools that the "new marketing" uses, it clarifies its relevance.

Talking about its objectives, they can be defined as the following; to sell through digital channels, to satisfy customer needs and to empower consumers. In short, digital marketing seeks to influence a prospective client by presenting an engaging solution via digital media. (Segarra & Jordana, 2023)

The bases on which digital marketing is based are very clear: massiveness and personalization. The first one is focused on reaching a large number of people with less budget, that is, having a greater reach through less investment. On the other hand, personalization is a process by which the company gets to know its customer. In other words, profiles are created based on their features, preferences and searches in order to be able to better offer them what they want, i.e., to ensure that the company is able to offer them what they are looking for. (Selman, 2017)

Digital marketing uses a series of strategies so that the product or brand reaches a high number of users, the so-called "4f". The first one is called "Fluency" and consists of influencing the user by making them enter a state of mental suggestion through a high level of interactivity on the website, through images, videos, etc. (Laco, 2019) The next strategy is called "functionality". It basically refers to the layout of the website, i.e., its design, how fast it works, how easy or useful it is for the user, etc. These are all those features that make the website attractive and highly practical to ensure the best user experience.

The third "f" is called Feedback. This strategy is based on the relationship that the brand establishes with the user through communication. In other words, the brand offers a space to the customer where he/she can communicate the aspects to be improved or the demands towards the company. It is a very important feature since it is the easiest and most direct way for the brand to know what its customers really want. (Sanchez Bonilla, 2018) Not only that, but it also refers to the "language" used by the company to address its public, since depending on the type of customer, the message is expressed in one way or another. (Laco, 2019) Finally, we have customer fidelity. This is also a very important aspect since it is essential for brands

that the customers, they attract remain loyal to them. Users decide to stay with the brand that provides them with the most benefits possible, and for this reason, through a mixture of the other three "f's", it is necessary to work on the retention of the consumer group. (Selman, 2017)

2.2 Digital marketing strategies

As previously mentioned, the society has evolved and has forced companies to change the way they operate. Marketing has had to undergo these changes and implement many strategies such as those mentioned above. Following, by explaining three conversion strategies that are part of inbound marketing², we will talk about the new marketing tools used to reach people. This is divided into three stages called TOFU, MOFU and BOFU, which will drive targeted customers from mere outsiders into brand loyalists. (Alonso Martinez, 2019)

2.2.1 *Top of the Funnel*

The first stage is TOFU, also known as Top of the Funnel. In this phase, potential brand-unaware customers are sought out. They are reached with different incentives such as blogs, social networks or SEO so that clients come closer and become intrigued by the brand in order to get to know them better, learn about their needs and preferences, etc., and thus be able to offer the best possible product. (Alonso Martinez, 2019) The business intention should be to support the user, because if the user notices that the company is trying to sell a product, they will quickly demonstrate a lack of interest and the company will have lost a potential customer. (Canal, 2020) We will now take a look at the tools that are part of this first process.

Firstly, focusing on blogs, they are writings usually published on web pages where specific content is created for a specific audience. It is a content in continuous change since it is updated periodically and it is a good tool for the company to get closer to its audience. For consumers, it is positively recognized as they can read reviews of what they are interested in and it is a way to learn more about the product. (IONOS, 23AD)

This is followed by social networks. We will discuss these in depth later, but it is necessary to know what they are. Due to a remarkable improvement in technology together with the natural human need to be social, the use and creation of social networks has increased

² Inbound marketing is understood as the marketing that seeks to achieve customer commitment by the customer himself. (Adobe, 2021)

exponentially. They allow people to be connected twenty-four hours a day both with their closest circle and with the whole world. That is why companies have used this great opportunity to promote their brands through social networks. (Alonso Martinez, 2019)

Finally, we find what is called SEO, that is, Search Engine Optimization. Basically, it means to appear in search engines such as Google. But not only that, what companies are looking for is to appear in the first positions when a search is performed, since those are the most accessed by users. (AMA, 2022) What is taken into account when determining the positioning of web pages, are things like the relevance of the content (i.e., if the page shows what the user is really looking for) or the authority (the higher degree of popularity that a web page has, the greater the chances of appearing as the first). (Alonso Martinez, 2019)

2.2.2 Middle of the funnel

The second stage is MOFU, or as its acronym indicates, Middle of the Funnel. This is a step where the brand already has a better understanding of the consumers' preferences and where they have shown a slight interest in the company. It is a crucial stage in which potential consumers must become contacts, and this depends on how the brand manages it. Therefore, the brand's strategy should be to offer what each user is looking for, since by customizing the message, entering into their thoughts and wishes, the brand will make the user feel attracted enough to choose it among others. (DAAS, 2021)

In this second scenario, the company should directly target those consumers who have chosen its brand and try to get them to order its product "faster", for example, by offering promotions or discounts. Nevertheless, it is a stage in which the brand may also address those consumers who have not opted for the brand and create incentives for them to change their opinion. (ScholarJourneys, 2022)

At this point, the brand must act as a " support " for the customer and make the brand's strengths become embedded in the users' minds. To achieve these objectives, there are several techniques that can be used, such as forms or landing pages. (Facchin, 2020)

The first one consists of a list of questions to be answered by the customer, with the aim of making him/her enter personal data. The goal of the survey is to create specific profiles, to get to know the users better and also to obtain contact data in order to establish more personalized connections with the clients in the future. (Alonso Martínez, 2019)

The second method, landing pages, is defined as a web page where the user ends up and where a specific action is triggered or where brand awareness is increased. Examples of these

actions could be to prompt the customer to subscribe, more detailed information about the product, etc. (Teodorescu Ioana & Viorel, 2015)

2.2.3 Bottom of the funnel

The last stage is called bottom of the funnel (BOFU). At this phase, the brand has customers interested in buying its products and must make an effort to start a loyalty process so that the client continues choosing its brand over other possible alternatives. It is the last push that the brand must perform in order to establish a solid network of customers. (Terakeet, 2020)

The two most frequently used instruments in this last phase, in which the aim is to convince the consumer that the brand is the best choice among the other possible ones, are CRM, or as its acronym indicates, customer relationship management, and also the famous e-mail marketing.

Firstly, CRM is a tool used by companies to establish a close relationship with the customer. It is a way to ensure that the customer is attended in the best way possible since, due to the exchange of information, the company is able to transfer personalized content. CRM is based on a computer software through which the company can keep the customer data, monitor all the processes, transactions, etc. and in this way enhance the customer-brand relationship. (Armetrics, 2022a)

On the other hand, there is email marketing, which is described as electronic mailing for commercial purposes. Due to the collection of information that the brand carries out, this tool allows the company to "contact" the consumer in a very specialized way. There are many benefits this tool offers, starting with the possibility of launching a communication campaign at a very low cost. Further positive aspects could be an increase in potential purchases or instant knowledge of customer needs. (Ramos, 2016)

3. Social networks in digital marketing

The first aspect businesses must take into account is understanding which factor determines whether a user makes one decision or another. A statistic generated by eMarketer³ points out that 65% of people (from the Z generation) make their decision based on the opinions of their family and friends. So, the question is how companies understand the importance of word-of-

³ Annex 1. Figure A1. Gen Z prefers people over marketers for product information. (Petrock, 2021)

mouth⁴ marketing and use it for their own advantage. Here is where the role of social networks becomes very important. (Doyle, 2007)

3.1 History and evolution of social networks

Social networks are “a collection of interconnected people”. (Doyle, 2007) Due to technological innovations, human interactions have shifted from face-to-face meetings or even letters to online networks that enable connections between people all over the world at any time. (Forgeard, 2022)

Social networks are based on a theory called "The Six Degrees of Separation". This theory was created by psychologist Stanley Milgram and states that people are connected by an average of “six degrees”. (Nicholas Christakis y James Fowler, 2010) It is true that the theory has been judged many times and that it has many failures, but tools such as the Internet have made the theory more truthful. Thanks to social networks, people have been able to find relatives, friends, etc., of whom they had lost track. In addition, due to networking, people have been able to expand their network of contacts. (Pascual Estapé, 2020)

The first social network was created to improve military connections, i.e., it allowed messages to be sent over long distances between different troops. This evolved and transformed due to technological advances into what today are social networks⁵. One of the first social networks with a great impact was Myspace, created in 2002; a network aimed at artists that was for three years the most used in the world). Facebook then appeared in 2004; currently the most important social network in the world that allows you to be permanently communicated with your network through chat, photos, videos, etc. Finally, another very important network is Instagram that was created in 2010; which currently has a lot of value and importance especially among the Z generation. (BrandManic, 2020)

As the years have gone by, social networks have increased their numbers exponentially. There are more and more users, more types of social networks, more connections, etc. In fact, the Spanish Association of Direct and Interactive Marketing Agencies (AGEMDI-FECEMD) and the Spanish Association of Advertisers (AEA) conducted a study⁶ on the use of digital marketing in companies and already in 2009, 40.6% of them had used social networks as a tool for dissemination. (Naranjo, 2009)

⁴ It is carried out when a consumer expresses his experience with a product, a brand, a service, etc. with his environment. (Ondho, 2020)

⁵ Annex 1. Figure A2. Social networks evolution until 2011.

⁶ Annex 1. Figure A3. AGEMDI direct and interactive marketing study. (Naranjo, 2009)

This is due to the fact that, since the birth of social networks, companies recognized the benefits of bringing their brand to these networks in order to be well-known, obtain data from their consumers and reach more people.

For this reason, companies have decided to change their marketing strategies to the so-called "viral marketing" strategies. Through the use of social networks, highly favorable results are expected, both in terms of customer growth and in terms of brand awareness and loyalty. (Alonso Martinez, 2019)

After all this evolution that the networks have undergone and the use that has been made of them, nowadays "the new trend" among companies is the so-called influencer marketing. It is a method in which the company selects certain "leaders" who are socially acclaimed (and who match the brand) to be in charge of promoting and influencing customers to buy its products. (Abajo, 2022)

3.2 Types of social networks

There are many social networks nowadays, with thousands of functionalities, for different profiles of people, different uses, etc. However, they can be grouped, according to their purpose, into two main groups: vertical or horizontal.

3.2.1 *Vertical networks*

Vertical social networks are those that focus on a specific topic. In other words, they are very particular social networks that target a community with very precise interests. (Geysler, 2023) They are relatively sophisticated as they can be distinguished according to topics, the nature of the activity, the type of use they are given, etc. Therefore, if we classify them according to content, for example, we could include YouTube, Vimeo and TikTok as "video social networks". On the other hand, if we decide to classify vertical networks according to the activities performed, we could group Reddit, Discord and Steam as networks where people meet to play video games. (Ugalde, 2015)

3.2.2 *Horizontal networks*

Conversely, horizontal social networks are described as those that are generic. In other words, they are social networks that are not defined by any specific activity or content and that target a population without any specific interest. This is an advantage, especially for companies that

decide to promote their brand through social networks, since they address a very broad audience. However, having the possibility of communicating with potentially thousands of users, the brand must take into account the type of audience it wants to target, as there are many differences between them, such as their geographical location. (Martin, 2021)

These networks are usually used to chat, check out publications, follow influencers, etc. Networks such as Facebook or WhatsApp could be in this classification. (Martin, 2021)

3.3 Instagram

Instagram is a social network founded by Kevin Systrom and Mike Krieger in 2010. Its main function is to share images and videos among your friends, however over the years, the platform has evolved. It now has more functions such as its own chat, the so-called "Instagram stories"⁷, the availability to publish the post on several platforms at the same time, etc. It allows users to "like" posts and even comment, which creates a wide network of diffusion and contacts. (Ramos, 2015)

Instagram has the advantage of offering visual content, which allows users to link concepts with images. This is a great advantage for brands as it is a very useful way to attract attention and create loyalty. (Ramos, 2015)

According to a study conducted by IAB Spain about social networks, Instagram is one of the most visited social networks. And not only that, it also gives the statistic that 80% of users follow several brands. Thanks to collecting data such as these, companies can see that the use of these tools is very effective and useful to promote their products. Let's take into account some of the benefits that this particular social network brings. (Hernandez Pérez, 2019)

Instagram enables the brand to be in contact with its customers and therefore increase interaction through posts of their interest, for example. Not only that, but it can also bring more and more users to the websites, allow the brand to have direct contact with its consumers and even increase brand identity, etc. (Hernandez Pérez, 2019)

3.3.1 Algorithm

For a brand to have visibility, it is important to take into account the so-called "algorithm" by which Instagram manages the visibility of the content. Essentially, what this algorithm does is

⁷ This feature allows users to post photos or videos that last only 24 hours. (Read, 2023)

to organize the posts on the platform, i.e., it decides what is shown, how it is shown, in what order, etc. This "tool" allows the platform to show its users the posts they are most likely to be interested in. (McLachlan & Mikolajczyk, 2022)

The main criteria that this algorithm takes into consideration are the following:

- User interaction: if there is a previous relationship between user and brand, such as likes, comments or if they follow each other, it is more likely that the user will be shown content from the brand.
- Type of content: if the user, for instance, has recently searched for content similar to the one offered by the brand, the brand is more likely to appear as a suggestion.
- Relevance and firstness of the content: if the content offered by the brand is trending or if it is a new publication, the probability of appearing in the user's profile is higher.

There are many influencing factors in the algorithm, but these are the three main ones. That is why the company must take into account the type of content it uploads, which profile of people it wants to reach and even where it wants the user to see its content (for example in the browser or on reels⁸). (E. Bello, 2023)

3.3.2 Influencers

Just as previously mentioned, influencers play a fundamental role when it comes to selling or promoting a brand through social networks, especially on Instagram.

There is nothing new in the idea of one person influencing the others. That is, there is a "leader" figure who directly or indirectly has an impact on his or her followers. In the past, this person was not known as an "influencer" but he or she was exercising as such. Some examples can be found in the cinema, where an infinite number of actors have promoted products in their films and have encouraged the public to incorporate them into their lives. However, the emergence of the Internet and social networks are responsible for the appearance of the influencer concept as it is known today. (Català, 2019)

Companies have taken advantage of this opportunity since, thanks to social networks, an advertising campaign can go viral in a matter of seconds if the right platform and the right leader are chosen.

⁸ Vertical videos that last between 15 and 90 seconds. (Instagram, 2020)

To carry out a campaign with influencers, there are certain steps to follow. A search about the type of influencer you need to promote your brand must be carried out; since it is not the same to contact a celebrity with a large number of followers, to whom you will have to pay a large amount of money, than contacting an influencer with less impact to whom you can "pay" through products. (Chen, 2020) In Spain, for example, there are influencers who can charge up to 60000€ for a post on Instagram, like Georgina Rodriguez or 12000€ like the journalist Sara Carbonero. Among other important influencers in Spain, Dulceida or Maria Pombo can be paid between €4000 and €8000. (B.Sánchez, 2023)

It is necessary also to take into account aspects such as the amount of budget you have, the relationship you establish with that influencer, the way you want the content to be generated, etc.

Influencer marketing is a very effective way to promote your brand nowadays in order to target a specific audience. Indeed, a survey conducted by the influencer marketing agency *Mediakik* to marketers, revealed that 89% of participants stated that the ROI⁹ of this type of marketing was much better than other marketing strategies. (Chen, 2020)

4. Case study: Nude Project

The following section presents an analysis of the Nude Project brand. In recent years, this company has grown exponentially, increasing its sales by 500% and surpassing 10 million euros a year. Through this review, I will analyze the steps the brand has taken to achieve these results, the digital marketing strategies it has applied to succeed and the tools it has used to differentiate itself from its competitors.

4.1.Origins and history

Nude Project was founded in late 2018 by Bruno Casanovas and Alex Benlloch. The project emerged with the main idea of selling t-shirts in the streetwear style and based on the hip-hop movement. They started with an investment of 600€ with the simple intention of selling those garments and it has evolved to the creation of complete collections and the creation of a community. (Nude Project, 2019)

What the brand offers to its community is a lifestyle, thus its motto is "By artists for Artists". In relation to that, the brand created the concept of "misfits" to refer to its target. In other

⁹ ROI = Net income / Cost of investment x 100. Measure used to evaluate the efficiency of an investment. (Fernando, 2023)

words, they want to refer to all those who do not feel part of any particular place, those who are special and vindictive, but who are nevertheless part of the Nude Project community. The brand is trending among the so-called Z Generation and is currently known around the world. This is thanks to the quotes and designs they create, as they not only catch the eye, but create a response in the crowd. They have launched collections with celebrities, they have traveled around the world promoting their brand, they have opened several physical stores, and they have even created a podcast where they interview renowned personalities. (Salido, 2021)

The firm initially started selling its products online, however, later on we will see the evolution of the sales points. The designs are created in Barcelona but the production of the garments is in Portugal, and this is something that the brand strongly emphasizes since they want to offer the highest quality possible. As a matter of fact, they share production workshops with brands such as Balenciaga. (Maroto & Sanchez, 2022)

Nude Project's brand started on a small scale, focusing on acquaintances, people from the university, family members, etc. They were scaling up, thanks mainly to social networks, to reach a turnover of more than 11 million euros in 2022. (A. Gómez, 2023)

There was a turning point that made the company grow exponentially, and it was thanks to a draw carried out on social networks. Nude Project uses Instagram as its main tool to interact with its clients. This is where in 2020 they held a raffle with the aim of increasing brand awareness¹⁰. What the brand offered was a guaranteed prize to every participant, which created a great expectation. That is, users who wanted to participate, had to follow the brand on Instagram, they had to "like" the publication and comment a friend's account, and in return they received a discount code that could be used on the brand's website. Not only that, but ten sweatshirts were also raffled, as well as two hundred euros vouchers to spend on the brand and even a trip for two people. With this, Nude Project sought to increase engagement¹¹, make itself known and increase its followers on Instagram and therefore its potential consumers. (A. Bello, 2021)

4.2. Success and new strategies

The sales strategy used by the brand is the so-called "drops". These are based on restricting production, thus making the products limited and therefore more exclusive. Not only this, but they also use the hype¹² strategy. This strategy basically seeks to get the brand's consumers to create such high expectations about the new product they are going to release. That is, as

¹⁰ "Degree to which consumers recognize a product by its name" (M. Kopp, 2022)

¹¹ Connection with the consumers with the brand. (Armetrics, 2022b)a

¹² "To make something seem more exciting or important than it is" (Cambridge, 2016)

consumers know that Nude works with "drops" they know that the products are limited and therefore specials. The content creators get the responsibility of creating expectations several days before in order to cause that on the day and time of the product launch, there are thousands of people in the virtual queue waiting to purchase the new garment. (Padilla, 2022)

The combination of these two strategies means that consumers are constantly aware of all the brand's publications and not just the announcements of new lines. In this way, these two strategies complete what is known as fluency, the first of the 4f's of digital marketing. Through constant content that stimulates consumers, the brand attracts their attention and seeks a reaction in order to reach a potential audience. In other words, the brand publishes videos and images to announce future garments or collections and as a result, the consumer creates expectations, becomes interested and curious about the brand.

An example of the hype used by the brand was its first collection named HITAM, in February 2021. In Annex 2 we can observe several posts of that collection where the brand tries to create expectation to its customers. In addition, we can also observe the [video](#) of the launch of the collection. The brand, not only focuses on creating expectations, but at the time of launching the collection, it always creates a post different from the regular ones. A video, a special photo, etc. with the purpose of not only sharing the new product, but also a story, something we will talk about in the following points.

To complete the strategy that the brand used with the drops and the hype, Nude Project also bet on the so-called storytelling. The brand realized that having created a community with which it shared values, a lifestyle, etc., it had to offer something more. The company decided to provide people not only a product, but also a story. Nude started to create content, especially videos, to engage its followers even more. It wasn't just selling a product; it was making it even more attractive thanks to the supporting narrative. A very clear example is seen in the *Trap House Collection*, where they decided to sell the products through Kanye West's story¹³. Through this storytelling, the brand managed to identify their product with motivation, hope and the excitement of fighting for your dreams. (López, 2021)

This storytelling is often coupled with a meme¹⁴. In many of their posts, Nude decides to add funny content in order to capture the attention of their followers and make them keep the "memory" of that post. In other words, it is another way for the brand to enter into the heads of its consumers and thus gain engagement.

¹³ See Nude Project's [video](#) promoting their new collection through storytelling.

¹⁴ "A meme is usually an image with text with a humor finality that is rapidly spread through the internet. (Benveniste, 2022)

Following we are going to appreciate a clear example. It is a brand's post in which Megan Fox, a 36-year-old actress, apparently appears wearing a brand's sweatshirt with the phrase: FUTURE MILF¹⁵. The brand also adds the caption "my mum is still asking me the meaning of this hoodie", making the target audience, generation Z laugh. In other words, the term MILF is quite famous among this generation, but unknown to the generation of the parents of the community. Therefore, the public finds it "funny" that the brand makes such a point together with the image of the actress as she is a woman who is worldwide recognized as "attractive".



Source: @nudeproject

Finally, a clear example of the mix of storytelling and humor that the brand uses to promote its products, we can see the following [video](#). It is a video that the brand made for New Year's Eve where it shows the typical situation that many people have gone through; the anxiety of going to Christmas dinner with your partner's family for the first time. Through this little comedy clip, the brand seeks to reach the consumer and manages to be remembered.

In brief, storytelling is a strategy increasingly used by brands because it meets the requirements that the Instagram algorithm "asks" in order to show a publication. Let me explain, usually the storytelling catches the attention, and there are even occasions in which public characters are used to make it even more interesting, therefore, Instagram understands it as attractive content. In addition, the followers of the brand usually have similar tastes, whether clothing, lifestyle etc. since the community to which Nude Project draws attention, has specific characteristics. This makes their searches on Instagram similar as well as the influencers they follow and the posts they like. For this reason, it is very likely that the social network itself offers them these videos where the brand tells a story that is liked by its viewers.

¹⁵ Vulgar Slang used to describe a sexually attractive woman who is in her middle age or has children. Its acronym gives name to the phrase: *mother I would like to f*ck*. (Collins English Dictionary, 2023)

In this way, the brand creates interesting content for its potential audience since it is aware that Instagram will show it.

4.3. Digital marketing strategies

As we have been observing, the Nude Project brand has based its marketing strategies on digital marketing. It is a young company that trusts in new technologies and in what they can offer them. They perfectly identify their target and realize that the best way to reach them is through digital media. Below, we will see what resources the brand has used not only to make itself known, but also to create a loyal community.

4.3.1. "Mailbox"

One of the first strategies used by the brand to make itself known was the traditional "letterboxing". It is not a digital marketing strategy, but it is worth noting as it demonstrates how the brand knows its consumers. As their main customers were students, they decided to go around several state universities and hand out flyers. They promoted their brand and added a discount code so that students could enter the website and buy the brand's products. It is quite a traditional tool and different from what we are used to see with Nude Project however, it worked and made the company be seen in a new light. The youth got closer to the brand and were able to experience it in a more intimate way, something completely new to what they were used to.

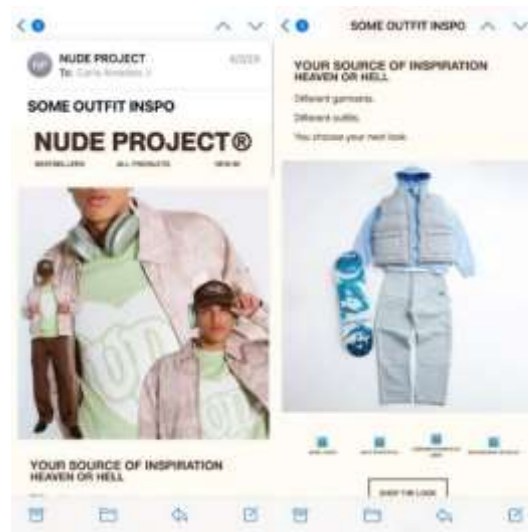
4.3.2. E-mail marketing

The brand also uses the email marketing tool, which, as we have previously explained, is in the third stage, called *bottom of the funnel*. The brand has found a way to consistently reach out to its community and make them loyal to it. That is, as this stage indicates, what the brand seeks with this strategy is that users feel attended, with the necessary information, with privileges, etc. and therefore they become loyal to Nude Project.

On a weekly basis (and even more than once a week) the business sends its customers e-mails announcing its products. The brand addresses all kinds of emails, both sharing new arrivals and also notifying that they have restocked items that were out of stock¹⁶. But not only that, they also share inspiration for outfits that can be created with their products and even, in a

¹⁶ See Annex 2, Figure B2.

humorous way, they sell their product by relating it to a famous person¹⁷. Following there is an example of an email of the brand where there is an outfit proposal.



Source: info@nude-project.com

As I just mentioned, Nude Project do not only send out a weekly email, but they are also capable of "besiege" you with emails before a collection is released to increase the hype. As we can see in Annex 2, Figure B4 for four days in a row they have been sending emails creating expectations until finally sharing the collection that has just come out.

Once the collection is launched, we find another aspect that highlights how well the brand has understood BOFU. Among the mailings that the brand regularly sends out, it also offers privileges to its users, such as being able to preview a collection one hour before its availability. By doing this, the brand makes customers want to subscribe and, in some way, "demonstrate loyalty" to the brand, as it is highly attractive for users to be the first to see and buy a new collection.

4.3.3. Social networks

The marketing strategy that Nude Project uses by excellence is the use of social networks, which is in the stage of top of the funnel. That is, social networks are used in order to raise awareness and to be able to obtain data about their potential audience. It is a stage in which the brand does not usually have information about its consumers and seeks to approach them to generate interest. The channels through which the brand communicates with its audience are mainly Instagram, TikTok and YouTube.

¹⁷ See Annex 2, Figure B3.

The creators were very clear from the beginning that they wanted to get closer to their community and as they say in several interviews, they have understood how to use the networks in a very different way than the traditional one. And it is thanks to social networks that they have seen an opportunity to create their brand identity; the way they communicate with their followers. Alex and Bruno commented the following in an interview for *El Confidencial*:

"At night, literally, we keep answering messages from Nude Project's Instagram and have extensive conversations with our clients, it goes beyond a purely commercial relationship".

(Casanovas & Benlloch, 2023)

This demonstrates a great deal from their side, as they display a keen interest in the community they have created, they want to get to know their customers and offer them, not only the best product, but the best treatment possible. (A. Bello, 2021)

Relating it to the 4Fs we have discussed in previous sections, here we observe both the application of feedback that consequently leads to consumer loyalty. In other words, the creators state how important it is for them to establish a relationship with their community and give them a space in which they can express their opinions, propose improvements, ask questions about the brand or an order, etc. It is very important to reinforce this point as it will give certainty and confidence to the user, which will favor the fourth "f"; consumer loyalty. Therefore, if a customer is treated well, can express himself and feels cared for, he is more likely to become loyal to the brand.

Nude Project's goal is to create content for its community that breaks away from the corporate world, offering personal content that tells stories and fits in with the lives of young people, i.e., its target. Thanks to this content generation, the brand has managed to build loyalty among its community with the care it offers them. In other words, Nude understands what young people like, their jokes, the type of content they enjoy and therefore, the brand gives them what they want. In fact, this is one of the key factors that has made the company so successful.

First of all, we will talk about Instagram, the main platform used by the brand to connect with its community. On this social network, Nude Project regularly publishes posts where it announces new collections, new collaborations, shows outfits with its garments, posts photos of celebrities wearing its clothes, as well as stories like the one we have previously seen to

congratulate the new year and even posts memes.¹⁸ Here we can appreciate an example of a post the brand used to congratulate the new year. It did so by means of a meme and using a character known worldwide, the famous football player Leo Messi. In this way, the brand knows that its community will be amused because the character is a worldwide referent, and so the brand wishes to be as well.



Source: @nudeproject

Posts aren't the only Instagram tool the brand uses. They are also very consistent with Instagram stories. They publish content there on a daily basis and at any time. Although the content is very similar to that of the posts, it has allowed them to create a range of "highlighted stories" where they have grouped up the stories, they post based on subject matter. They have sections of the pop-ups they have made (something we will cover later on), also stories about the collaborations they have carried out, stories about their new collections and so on. In this way, the content is permanently saved on their Instagram profile thus facilitating the user to conveniently search for what they are looking for.

Instagram also allows them to get to know their followers since, as I mentioned before, they spend their time interacting with them and getting to know them. Another factor that sets them apart is the creation of "close friends¹⁹". The brand selected several followers of the company and included them in its list of close friends in order to share exclusive content with them. Some of the advantages of being part of this VIP list include having the scoop of the products that will be released in the new collections, the date when they will be launched or the restock of some products.

¹⁸ See Annex 2, Figure B5.

¹⁹ Instagram feature that allows you to create a list of users that you select so that they can see your stories in a privileged way. (Instagram, 2021)

Another social network in which Nude Project is highly present is TikTok. The brand has realized that this platform has become one of the favorite networks among young people and has decided to also have a strong presence on it. This platform mainly shares short clips or previews of the podcasts that the brand makes (something that we will analyze below), as well as videos of the offices, the day-to-day life of the employees and even memes. The brand knows that on TikTok it is easy to go viral and therefore reach many people. Thanks to hashtags or the comments on the publications, the videos are present in the "for you"²⁰ page of many people.

The third social network where Nude Project has a strong presence is YouTube. It's been a year since their first video and currently the brand has more than two hundred thousand subscribers and around three hundred thousand views on their videos. At first the videos were along the lines of the posts they shared both on Instagram and TikTok. That is to say, videos promoting collections, stories featuring their products... However, the brand decided to give a different approach to its channel by introducing podcasts. Initially they were made by both founders and it was a place where they discussed about the brand, but once again they decided to differentiate themselves and bring guests to their channel. Through this new social network, Nude Project sought to offer something different to their customers. It was not enough for them everything they were doing on the other platforms; they wanted to go further and create another incentive for their community in order to generate even more interest and engagement.

If we analyze the three platforms in which the brand mainly operates, we can confirm the use of both vertical social networks and horizontal social networks. That is, it uses social networks specifically dedicated to videos; YouTube and TikTok, as well as photography social networks such as Instagram. As for the horizontal ones, we classify Instagram in this screening as well, since it allows user interaction, posting Instagram stories and even buying items.

Once analyzed the brand's presence on the networks, we can confirm that Nude Project seeks to offer as much content as possible to its community through its presence on all platforms. But that is not all, one thing that characterizes the brand is that it uses the profile it has on each platform to jointly launch a product. In other words, all platforms are exploited to launch as much content as possible and thus reach a larger audience. Below we will analyze the example of the DROPOUT collection launched in 2021 and being one of the biggest drops that the brand has ever released.

²⁰ Main page where the platform shows you videos that may be of your interest according to the videos you like, your searches, etc. (TikTok, 2020)

This campaign is inspired by the typical American schools, aiming to draw the attention of all those misunderstood young people who feel different. That is, a collection made entirely for, as the brand calls them, the *misfits*. In fact, the most viral slogan is the one that best represents this concept; "To the kids who fell asleep in high school".

The success of this collection was thanks to an all-channel campaign. Through storytelling, a tool that the company uses on a recurring basis, the brand carried out different actions. On Instagram they launched several previous posts in order to generate the famous "hype" and keep their consumers tuned to the launch. On TikTok and YouTube they posted videos presenting the collection, obviously through a [video](#) that was telling a story. Once again, the brand decided to go further and decided to hang posters featuring a QR code in several Spanish cities. This QR directed users to different social networks of the company resulting in an exponential increase in the number of visits. Not satisfied with all these actions, Nude Project also resorted to the so-called Social Paid Media²¹ to make sure that everyone could see what the brand was pitching. (Maroto & Sanchez, 2022)

4.3.3.1. Raffles

What took Nude Project from an innocent project of two college buddies to a company with thousands of orders was a sweepstakes on Instagram. As described in previous sections, the company held a mega raffle where they gave away clothes, discounts and even a trip. This earned the brand over 100,000 followers in less than twelve hours.

The brand uses its networks to make itself known, and that is why it uses raffles as an extra tool. Due to the success of the initial draw that made the brand successful, Nude Project decided to use them as a strategy to gain visibility. In fact, thanks to this tool, there was a turning point after the pandemic at which the brand achieved excellent statistics. The brand during this time did not notice much of a difference with respect to its sales since being focused on an online platform, people were buying anyway. However, the problem was in the sourcing of material, i.e., Nude feared a stop in production because that way, the products could not reach their customers. The company was not greatly affected during this season as they decided to sell only available products. In other words, they chose not to replace those products that were out of stock and to sell those that had been produced. In this way, together with the decision of eliminating shipping costs, the company managed to stay profitable.

²¹ Advertising on social networks

Nevertheless, once the pandemic ended, and the industry recovered slightly, the company bet on a mega raffle again. They decided to give away free clothes to seven of their followers on a month-to-month basis throughout their lives. The seven people received a code through which they could purchase two garments from the brand. The founders state that the investment amounts to one hundred thousand euros, apparently very high numbers. However, it was a long-term project and the investment was made progressively, so is not even an effort for them today. Thanks to this raffle, they increased their sales by 170% and also their number of followers.

A few weeks ago, the brand held another mega giveaway for its " birthday celebration. A total of 150 sweatshirts were raffled, one every five minutes. But not only that, due to the brand's ambition to reach 1 million followers on Instagram, Nude Project also raffled their car if that amount was reached. The bases of the sweepstakes were very similar to the usual; follow the brand on Instagram and share the post in stories. The consequences were lots of people sharing the post on their stories, however, the brand did not reach a million followers in such a short period of time.²²

Although this latest raffle failed to exceed the high expectations that the brand had, all these raffles and these achievements are a further proof of the success of the brand. They are an example of how they take advantage of the opportunities and tools available to them.

Having analyzed the use of raffles by the Nude Project, we can affirm that sweepstakes can be classified in the Middle of the Funnel stage. That is to say, what the brand is looking for with sweepstakes is that new people follow them, that their followers share their post and that they mention other friends so that they get to know the brand. Most giveaways require following the brand, and through this action, the brand obtains information about its customers. They can access their names, observe their tastes by looking at which influencers they follow, in some cases (if the user's profile is public) they can analyze the posts and thus see what the new follower likes, etc. In this way, the brand is establishing the characteristics of its target, since the information they obtain helps them to offer what the user wants in the future.

4.3.3.2. Influencers

Influencers have also played a key role in the development of the brand's success. Such was the huge popularity of the brand that the influencers themselves wanted to be part of this

²² See Annex 2, Figure B6.

movement. Usually, the brands are the ones who contact these influencers to promote their product, but in this case, it has been totally different. The company decided to send its products to several influencers that they thought could fit with their brand philosophy, but without expecting anything in return. That is, the brand sent their product so that they could decide whether to show it in their networks or not. To many people's surprises, there were quite a few public figures who decided to wear the garments for free and show them off on their profiles. Once again, the brand used a very powerful tool to make itself known, and without spending money.

Unlike the sweepstakes that the brand has been doing, the exposure that Nude Project has obtained thanks to the influencers has been (or at least it was at the beginning) completely free of charge. In Annex 2, Figure B7 it can be observed several influencers wearing the brand's garments and sharing them on their profiles, thus influencing their followers and making the brand even better known.

4.3.3.3. Podcast

Something that the brand has done to attract new customers and to keep those who were already loyal to them, has been the creation of a podcast. This new tool has reinforced consumer loyalty, something very important that helps the brand differentiate itself from other brands in the industry and keeps its community loyal to its brand.

The podcast is the newest resource used by Nude Project. YouTube interviews with celebrities or public figures have become the latest trend. It is something that catches much attention from young people and Nude Project didn't waste this opportunity.

They started with sporadic interviews to other entrepreneurs, artists, followers of the brand, etc. Nowadays, they hang a podcast every Sunday at nine o'clock at night and bring in characters of all kinds. They have done interviews with singers, entrepreneurs, youtubers, athletes, etc. and as a result they have managed to have hundreds of thousands of visits. In fact, they reached two million visits thanks to an interview to the popular "Frank of the Jungle".

The content of the interviews is focused on each celebrity. It is true that in the interviews made to other entrepreneurs, they talk extensively about the growth of the brand itself (as well as about the brand interviewed) and this also allows their audience to get to know the founders better.

Something characteristic of each interview is that the guests always wear a brand garment. And this is where the influencer factor comes in again. The Nude Project community is weekly seeing interviews of very famous people wearing the brand's garments, which causes those "fans" of the interviewees to also desire to be able to wear the products worn by their idol. The founders themselves still can't believe they have had so much success and impact, especially among such famous people. Interviews with the creators of [Vicio](#)²³, singers like [Quevedo](#) or [Juan Magan](#), the actor [Paco León](#), and even [Marc Gasol](#) himself.

To sum up, the company Nude Project has been able to make perfect use of the tools that digital marketing provides. In this way, they have succeeded in building brand loyalty among their customers, they have managed to expand their visibility and they have increased their engagement. Through social networks, Nude Project has achieved levels that the founders themselves could never have imagined.

4.4.From the online to the offline world

By now it's pretty clear that the company was born as a digital company. Initially it was focused on e-commerce, however, once the brand was strong enough, the company decided to move into the physical world. In several interviews, the founders explained that they clearly knew they wanted to take that step. In other words, their project was such a great one and they had so many expectations for the future that the creators felt obvious to make the leap into the offline world.

"Any brand that wants to solidify its image in a country, needs a physical store, made not only for transactional purposes, but also to generate a customer experience." (Casanovas, 2023)

They were both aware that it was not going to be easy, since they had to move the digital community they had created, to the "real world". For this reason, they decided to make a test with what they called "Nude Tour". The Nude Tour is a campaign that took the brand around different cities. Through several pop-ups, the brand tried to make the leap to the physical world. What drove the brand to decide which cities to conduct this project was data collection. That is, thanks to the number of sales in each city, the number of followers belonging to each territory or the reception that the brand was having in each location, Nude Project carried out its pop-ups in those cities where they were sure that the public would welcome them. (La Voz de Galicia, 2022)

²³ Fast food restaurant created by Alex Puig, the winner of Master Chef Spain 7

The first city chosen was Barcelona, followed by Madrid, Valencia and Zaragoza. Surprisingly for the brand, from the first pop up, the queues were endless, people spent the night to be among the first to attend and more than a ten thousand people passed through these events. Once again, they chose to generate lots of hype before each pop up in order to increase the interest of those who attended the event. In fact, the brand made each pop-up match the launch of a collection, so that it was available at the event before it was available on the website itself. Not only that, the brand through the hype strategy also promised gifts to the first attendees, as well as raffles of their clothes, etc. This way, people were even more eager to see what the brand could offer them, i.e., new products and new experiences. (Casas, 2022)

The Nude Project can not only be considered as a pop-up but as events, as the brand decided to present their product in a very different way. Each one was themed and provided a unique experience. They featured a DJ, catering, special guests, photo booths, games and even tattoo artists.²⁴ The latter had a great success, as the brand offered a free tattoo service and more than a hundred attendees were tattooed with the brand's logo²⁵. (Muñoz, 2023) Here we can see an example of how Nude Project filmed and photographed people getting tattoos of the brand's name.



Source: @nudeproject

4.4.1. First physical store

After the incredible success of the Nude Tour, the brand decided to take the leap and open its first physical store. It did it a year ago, concretely on May 26, 2022 and the chosen city was Madrid. They decided to set up the store in Fuencarral street, and it was not by chance. It is a street where many fashion stores are located and it is considered one of the best streets for

²⁴ See Annex 3, Figure C1

²⁵ See Annex 3, Figure C2

shopping. That is why Nude chose this strategic location, as it would gain a lot of visibility. (De La Torre, 2022)



Source: @nudeproject

In the same way that the brand managed its tour, Nude Project decided to create immense hype so that its followers would go crazy and eagerly await the store's opening. An example of this can be seen in the following image. The brand, while they were building and decorating their new and first store, decided to launch the message "Get naked! to dress accordingly". With this wink, the brand wanted to attract the public's attention and continue in the line of humor that characterizes them so much.

Once again, they managed to gather thousands of people and it was a huge success. This encouraged the brand to open two more stores; in Valencia and Barcelona.²⁶ Another thing that made the openings of the three stores successful was the creation of special garments for each city, special gifts for the first ones to enter, breakfast for those who were waiting in long lines, etc. An example of this is the opening of the Valencia store, where necklaces with exclusive keys were given to the first 60 people to enter. And another example was in Barcelona, where they created a sweatshirt with the city's skyline. (Casas, 2023a)

4.5. International expansion

The brand did not only want to have a national presence, but also wanted to go further. Thanks mainly to social networks, the company has been able to have visibility in other countries and expand its target. Nude Project is currently present in some European countries such as Italy, Portugal, Holland and Germany and exports to more than a hundred countries. (Mercader, 2023)

²⁶ See Annex 3, Figure C3.

It is not only the international sales that matter, but also the visibility that the brand has gained. A turning point was the collaboration that Nude Project carried out with the international singer Rauw Alejandro, from which the brand began to collaborate with many artists. This first collaboration began in a very innocent way, and as we have previously explained, the brand decided to send garments from its collection to the artist taking advantage of his visit to Barcelona, but without expecting anything in return. The brand is very much in tune with the singer's style and that's why they wanted to send him some clothes. The singer began to display the items on his social networks and not only that, but Rauw Alejandro decided to get in touch with the brand to develop a collaborative collection to take advantage of the new release of his album. The collection was called Trap Cake and was one of the first great achievements of the brand.



Source: @nudeproject

Everything started to grow exponentially from here. They began to increase collaborations with international artists like Duki, Tiago, Quevedo, Ester Exposito, Delaossa...²⁷ And also with Spanish brands like Hawkers, the famous brand of sunglasses, which at first was a reference for Nude Project and have ended up being partners. (S. Gómez, 2022)

As an end of May novelty, the company surprised its followers with a special collaboration. Through a soccer match event, Nude Project has announced the new collection that will be released together with the famous Argentinean singer Trueno. The event was held on May 29th in the city of Barcelona and several followers of the brand attended as well as the two teams that were going to participate; one by the artist and his friends and on the other side the team of the brand's founders. Through this collaboration, the company gains a lot of

²⁷ See Annex 4, Figure D1.

visibility especially in South American territory, since it is the artist himself who makes part of the design of the garments.



Source: @nudeproject

Not only that, but the company also took advantage of the fan phenomenon that drives the artist by posting an Instagram story where they announce that the fastest users to purchase two articles on the website will win tickets to Trueno's concert. In this way, the brand not only generates visibility, but also increases its earnings.

In Annex 4, Figure D2 we can observe several brand announcements about the collaboration with the artist. As well as images of the match that took place and even images of the garments that will be released. Also, here we see a [video](#) they have shared with their Instagram followers that summarizes the day they experienced. The main objective is to keep the users aware of the brand's network since some days after the event, they were going to launch the new collection. In fact, five minutes after the collection was released, two of the garments were already sold out.

Another remarkable fact in the history of the brand was its participation in Coachella²⁸. It is a music festival held in Los Angeles that attracts the best artists at the moment. Together with their partners from Hawkers, they had the opportunity to organize an afterparty where celebrities such as Logan Paul, Alesso or Evan Mock attended. The investment they had to assume was very high but it was an opportunity that the brand could not miss. The fact that Nude Project organized such an event put the brand on the world's lips, literally. (Diaz Russian, 2022)

Surprisingly, the international reach does not end there. Further proof of the company's international success was the visit of U.S. President Joe Biden's granddaughters to the brand's store in Madrid. Maisy and Finnegan Biden entered the store because they were struck by the

²⁸ See Annex 4, Figure D3

music played and the style of the store. And it was Maisy who bought a piece of clothing that was one of the best sellers of the moment.



Source: @DailyMailUS/@nudeproject

But it wasn't all over here, two days later they decided to visit the store again. Nude Project took advantage of this great opportunity to once again talk about it in their most humorous style. On social networks they let their followers know that they had managed to get inside the White House and that the next one to acquire a garment was going to be the president himself.²⁹ (Hernández, 2022)

Throughout this work, we have seen that a characteristic feature of the brand is its ability to take advantage of opportunities. Examples include Coachella, the visit of the granddaughters of the President of the United States, collaborations with artists, and so on. These are small (or big) things that the brand is achieving and that generate the type of content that its community wants to see.

One of the most recent examples can also be seen in the "*Motomami*" campaign of the Catalan artist Rosalia. Her new album that bears this name has been promoted in many ways, such as collaborating with the Barcelona Football Club team, which wore the logo of the album on their t-shirt. Nude Project once again took advantage of this opportunity. Having already collaborated with Rauw Alejandro (Rosalia's current partner), they decided to make him a personalized sweatshirt with the same logo of Rosalia's album but with the word "*Motopapi*". (Vogue, 2022)

²⁹ See Annex 4, Figure D4.



There are thousands of examples like the ones we have been analyzing, as the company looks for a way to differentiate itself, to be on everyone's lips and to give its public what it deserves.

4.6.Future expectations

As for the brand's future expectations, they are mainly focused on establishing itself as a reference brand for its target, the Z generation, as well as strengthening their loyalty. They set goals such as further improving communication and therefore focusing less on numbers and more on people.

Nude Project is aware of the danger of being a company that has grown so fast. That is to say, the boom that the brand has had among its community is very volatile because people are interested in novelty, in what is "in" at the moment, in new fashions. For this reason, the company does not want to be forgotten and its priority is to focus on humanizing the brand even more. (Casas, 2023)

Among its objectives is also the change of office (located in Barcelona) because the staff is growing and they need a much larger space. As for international expansion, the brand wants to focus on markets where it is having a lot of strength, countries like Italy, the Netherlands or Portugal, and reinforce its presence there. They are not planning to move into other markets yet, but they are considering doing so in the long term. (Martinez, 2023)

5. Nude Project and its competitors

As expected, Nude Project has several competitors. We could define them as those that focus on the same type of products, have similar styles, share philosophies and even use the same strategies as the brand. It is true that currently Nude Project could be placed among the top three Spanish streetwear brands, but there are other brands that compete against it and even some that aim to achieve similar results.

Social networks have been a great opportunity for new companies that want to reach a huge audience. Nude Project is not the only one that knows how to use what new technologies are allowing, and below we will see some of the examples of companies that are also successful among their communities.

5.1. Blue Banana Brand

The first and "oldest" among them is Blue Banana Brand. Born in 2016 and founded by Juan Fernández-Estrada and Nacho Rivera the company can be considered one of the first Spanish brands to succeed thanks to social networks. Like Nude Project its main target is the Z generation, however, they have very different approaches. That is, Blue Banana is a brand created for adventurous people, for those who like adrenaline and for, as the founders themselves mention, "sunset hunters". (BlueBanana, 2021) Just like Nude, this brand also decided to create a community and not settle for simply being a clothing brand. In this way, Juan and Nacho wanted to get closer to their followers and create their own content, show the adventures they lived and encourage their community to do so as well. Another aspect that characterizes the brand is sustainability because, as they are deeply committed to nature, they have been the first national brand to be carbon negative³⁰. (Fernández, 2020)

The brand has increased its turnover year after year to reach more than twelve million euros in 2022. It has several stores throughout the national territory among which we find Barcelona, Madrid, Valencia, Malaga... and not only that. Blue Banana has managed to establish itself in other European territories, such as Portugal, has also reached the United States, and is even currently preparing its arrival in Latin America. (Véliz, 2022)

What has made it succeed, like Nude Project, has been the social networks. Especially focused on Instagram and TikTok, the brand creates content focused on its community. It is for this reason that it has also used the tool of influencers, however, it has done so in a very specific

³⁰ Being carbon negative means that the company eliminates its carbon dioxide footprint from the atmosphere. (Edie, 2020)

way. It has sought public figures who share its values; athletes, people concerned about the environment, etc. to promote its products. Another tool used has been sweepstakes. After analyzing the results that they offered to the brand, they carried out several sweepstakes that made them gain thousands of followers and visits. Particularly noteworthy was the Banana Santa raffle, where more than 360 garments were given away in less than two days. (Véliz, 2022)

5.2.Fake God

Fake Gods is one of the newest startups and was born from the project of the Buyer brothers. These are two famous youtubers who have decided to launch their own brand of streetwear clothing. In less than a year, they have managed to position themselves among the top five growing brands in the sector and reach half a million euros. The early success of the brand is partly thanks to the audience that the brothers actually have on their YouTube channel, as they already have a community created which is loyal to them. (Garrido, 2023)

A characteristic of the brand, apart from its excellent designs, is the quality it offers. Their products are cared to the smallest detail to offer the best product to their customers. Not only that, but they have also decided that their collections are perfect to create a complete outfit. That is to say, their garments combine with each other allowing their community to wear the brand's complete outfit. (Garrido, 2023)

Like all startups in the sector, their main focus is social networks. This point, as we have already mentioned before, is highly exploited thanks to the YouTube channel that the brothers have. They have also focused on Instagram and have used Influencers to make their product even better known. (Merchan, 2023)

It is a very new company and needs many changes, such as improving the website, as it would lack information about the brand itself or an order tracking system. However, if some improvements are made and they continue to reinforce their brand through social networks, they will be able to double the profits of 2022 by the end of this year. (Merchan, 2023)

5.3.Eme Studios

Another streetwear company that is currently on many people's lips is Eme Studios. It was created in 2018 by Garbiel Morón, Conra Martínez and three more friends and succeeded in

closing the year 2022 with 1.2 million euros, which implies a growth of 430%. The company's future expectations are to triple this figure by the end of 2023. (Morales Garcia, 2023)

This brand is following all the steps that Nude Project has followed. That is, it uses storytelling to get closer to its customers, offers them the content they want to see, focuses on social networks as the main channel to gain visibility, etc. (Gomez, 2023)

As we already know, Eme Studios is following in the footsteps of Nude Project with the aim of achieving similar results. It has followed most of the strategies that the company has used; sweepstakes on Instagram, close friends on Instagram to offer exclusive content, the use of drops, etc. However, it has stepped into a social network that few brands have dared to; Discord. It is a platform used mainly to play video games that has become very famous among that community. The brand has decided to use it to get closer to its community and offer them different content.

We can consider it a new brand with high expectations. In fact, among its main objectives we find the expansion of collections as well as recovering garments that have been successful. They are looking to expand the range of products and also their designs. Among their future plans there is also the idea of expanding their market to other countries and establishing their presence there as well as in the national market. (Gallegos, 2023)

5.4. Comparison between Nude Project and other brands of the sector

Having carried out the study of the brands that may be competitors of Nude Project, I decided to create a comparative table in which it can be seen in a visual way what tools each company uses, the digital marketing elements they are taking into account, etc.

The first aspect that I have analyzed has been what I have previously called the 4 f's of digital marketing. As good startups that are in potential growth and understand that digital marketing is currently what is currently the best, all of them comply with the four characteristics. That is, the brands take into account the fluidity to attract the attention of their consumers, the functionality of their website, the feedback from the user and the loyalty of their clients. However, the only one that does not perfectly meet the 4 f's is Fake Gods, as it lacks in the aspect of functionality. This is because its website still needs some improvements to make it easier for users to interact when buying products or obtaining information.

The next aspect that I have taken into account for the comparison have been the three conversion stages; TOFU, MOFU and BOFU. Regarding the first stage, the so-called Top of the

Funnel, I decided to specify what each brand has implemented. In other words, I identified the strategies used by each brand to reach their potential customers. We can see that all four brands have opted for social networks. They are aware that it is the easiest and fastest way to reach a large number of people, and for this reason they have focused on this tool. Not only that, but both Nude Project and Blue Banana Brand have also resorted to SEO (Search Engine Optimization). That is, they have invested so that when customers search for the name of the company, the first thing that appears is their own website.

As for the other two stages, Middle of the Funnel and Bottom of the Funnel, all four brands have used their tools. In this case, I have not specified which ones since they have all resorted with the same strategies. As far as MOFU is concerned, all brands encourage you to subscribe by offering some kind of offer or discount when you enter their websites. This strategy allows them to acquire information from potential users and use it in the future. Finally, in the BOFU stage, each and every one of them, partly thanks to what has been described above, uses e-mail marketing. Thanks to information shared with MOFU strategies, the brand sends information, discounts, promotions, etc. to those users who have shared their email address.

Next, since all four brands have used social networks, I decided to also analyze what type of networks they have taken into account the most. In terms of vertical social networks, the companies have opted for video networks, such as TikTok, and image networks, such as Instagram. Something to note is that the companies Nude Project, Blue Banana Brand and Fake Gods have also opted for the YouTube video platform, while Eme Studios has differentiated itself by making its way on the Discord platform. As for horizontal networks, all brands have used this type of platforms, since Instagram would also be classified as horizontal due to the different uses that the brand can give to the network.

| | NUDE PROJECT | BLUE BANANA BRAND | FAKE GODS | EME STUDIOS |
|---------------------|--------------------------|--------------------------|-----------------|-----------------|
| FLUENCY | ✓ | ✓ | ✓ | ✓ |
| FUNCTIONALITY | ✓ | ✓ | ✗ | ✓ |
| FEEDBACK | ✓ | ✓ | ✓ | ✓ |
| CUSTOMER FIDELITY | ✓ | ✓ | ✓ | ✓ |
| TOFU | Social networks + SEO | Social networks + SEO | Social networks | Social networks |
| MOFU | ✓ | ✓ | ✓ | ✓ |
| BOFU | ✓ | ✓ | ✓ | ✓ |
| VERTICAL NETWORKS | Video and image | Video and image | Video and image | Video and image |
| HORIZONTAL NETWORKS | ✓ | ✓ | ✓ | ✓ |

Self-creation source

Within social networks, and especially Instagram, I have also taken into account several aspects that apparently worked for the brand Nude Project. I checked if the other brands utilized strategies such as the creation of raffles, the use of influencers to promote their products and even the tool of storytelling. I noticed that, as I thought, they all used these strategies in one way or another. For example, Blue Banana Brand has a very specific audience and therefore only contacts influencers that transmit its values, i.e. influencers who are dedicated to travel, those who fight against climate change, etc. As for sweepstakes, all brands have made use of them to gain followers and visibility. In fact, the most common raffle among brands is to give away a large number of products to users who follow the brand and share the post where the prize is announced. Finally, storytelling is the latest trend. It is a tool that is being increasingly used as it is a very good way to get even closer to each brand's community. The most used storytelling is the one created by the brand when launching a collection, in order to sell an experience instead of just new products.

Another point I have analyzed has been the physical presence of the brands. All of them were born online and it is interesting to see how they have evolved towards the physical world. First of all, with regard to the so-called pop-up stores, all of them except Blue Banana have carried them out. As we have seen in the case of Nude Project, it is a very good way to test whether a physical store could be successful. In the case of Blue Banana, as it is the oldest, perhaps this strategy was not yet implemented. Secondly, as far as physical stores are concerned, neither Fake Gods nor Eme Studios have one. They are very new companies that still need to establish themselves in the online world before making the leap, however, they have future plans that

include physical stores. Finally, one area that I found very interesting to talk about was events. Many brands create social events with activities, famous people, catering, parties, etc. where brand followers can enjoy a good time and get closer to the brand. In the case of the companies analyzed, only Eme Studios has not carried out this type of strategy. An example of an event can be seen in the Blue Banana Brand³¹, which carries out skateboarding events, surfing activities, trips, etc. where its followers, who share a taste for these activities, participate and get to know the brand in even greater depth.

The last feature focuses on the scope of the brands, that is to say, their presence in other territories apart from the national one. All of them are present in countries other than Spain, especially European countries such as Italy, Portugal or Germany. In addition, most of them have plans to expand into other markets such as the United States or South America.

In conclusion, we can see that all analyzed brands have perfectly understood the benefits of digital marketing and consequently have made use of its tools. In very different ways, all brands have learned how to approach their public, how to gain visibility and how to make their product more attractive thanks to tools such as social networks or strategies such as those proposed by the 4 f's. In this way, all of them have grown enormously and this has allowed them to fulfill most of the long-term plans they have established.

| | NUDE PROJECT | BLUE BANANA BRAND | FAKE GODS | EME STUDIOS |
|----------------------|--------------|-------------------|-----------|-------------|
| USE OF INFLUENCERS | ✓ | ✓ | ✓ | ✓ |
| RAFFLES | ✓ | ✓ | ✓ | ✓ |
| STORYTELLING | ✓ | ✓ | ✓ | ✓ |
| POP-UP STORES | ✓ | ✗ | ✓ | ✓ |
| PHYSICAL STORES | ✓ | ✓ | ✗ | ✗ |
| EVENTS | ✓ | ✓ | ✓ | ✗ |
| INTERNATIONALIZATION | ✓ | ✓ | ✓ | ✓ |

Self-creation source

³¹ See Annex 5, Figure E1.

6. Conclusions

It is evident that new technologies are part of our lives. Nowadays, and especially among the new generations, the whole population is permanently connected. The vast majority of people have a smartphone, a computer, internet access and accounts in different social networks. Due to this social change, companies have realized that the traditional way of communicating with their customers has gone out of fashion. Advertisements on TV, radio or in the newspaper are no longer as influential as they used to be, because now this power falls on social networks, influencers or even on email.

Having carried out this project, I have been able to analyze what is currently working when it comes to selling a product. Besides that, it has allowed me to realize that companies are no longer only looking to sell their products, but to sell stories, to get closer to the consumer and establish a relationship with them. This paper reflects the change in society and in the way of getting things done, since what matters now is to reach the customer and build customer loyalty in order to compete against other companies.

Thanks to the in-depth analysis of digital marketing, I have acquired new knowledge about the strategies that compose it, I have learned how to manage them and how to apply them effectively, and I have been able to establish the steps that must be followed to get closer to the consumer. In this way, the study has fulfilled my main objectives, as I have covered all the areas I wanted to focus on. The establishment of the theoretical framework has provided me with the necessary knowledge to later apply it in a practical case that would demonstrate the effectiveness of the techniques I had learned.

After conducting a strategic analysis of the company Nude Project, I have been able to extract the factors that have determined its success. The examination of the brand's social networks, as well as other digital marketing strategies that the company has implemented, has enabled me to confirm my two main hypotheses. Together with the research on three other companies of the sector and a comparison between them, I can now conclude that digital marketing provides the necessary tools for a company to succeed.

Upon inquiring about the results obtained by the companies once they applied the necessary techniques, I have observed how they have gained visibility, increased their sales and grown exponentially. I am talking about sweepstakes, discounts for subscribing to the brand, e-mail marketing and even the so-called hype every time a collection was launched. Thanks to these measures that companies have taken, they have kept their customers informed, created buzz and made the community interested in their products.

As I have previously mentioned, my second hypothesis has also been confirmed. Based on the research conducted, I can conclude that digital marketing favors the relationship between the company and the consumer. I have drawn these conclusions due to a deep investigation of the use that the analyzed brands have given to the tools that digital marketing uses.

Firstly, because of the constant content that brands post on their different social networks, I have noticed how this can help to keep their audience engaged and generate the kind of content that their users really want to see. Within this diverse content I have found multiple strategies used by the majority of the selected companies. One of them, and in my opinion a very important one, has been storytelling. This content creation tool has allowed brands to sell a story, make their customers feel identified with the brand and to want to be part of a community that shares specific values. A further highlight has been the feedback that brands have always offered to their customers, giving them a voice, which has created a close relationship that makes the customer feel supported by the brand.

The proper use of these features, as well as other methods such as podcasts (which created very interesting content for customers), the use of influencers (who exert an influence and contribute to sell the product), or others such as the functionality of their websites (which enabled the purchase of products), have helped brands to gain recognition among their targets and to be desired by them.

In the end, I come to the conclusion that having a really good or innovative product is not enough if it is not recognized. Nude Project, Eme Studios, Fake Gods and Blue Banana helped me to realize that what society is looking for is to identify itself with the product it is buying. As a result of my in-depth research, I have observed an enormous rise in brands, both in terms of revenue and expansion, and I have understood how they have been able to create a loyal community.

As a final conclusion of this paper, I extract the message that the new brands want to convey. The use of digital marketing has helped to blur the gap between company and consumer, leading to the creation of loyal communities that seek to feel part of a brand.

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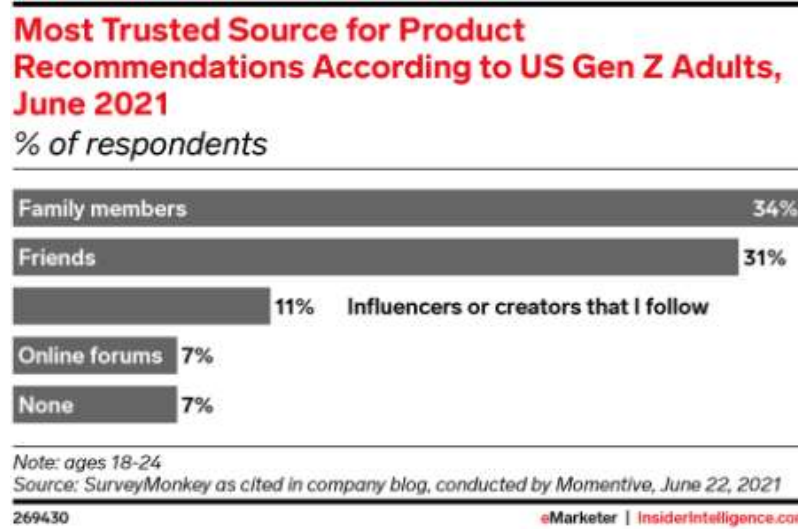
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8. Annexes

Annex 1. Social networks

Figure A1. Gen Z prefers people over marketers for product information



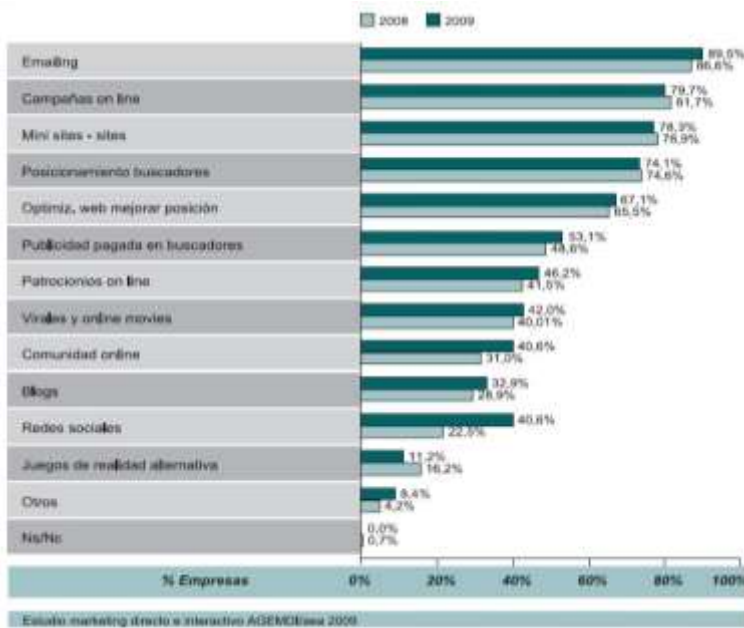
Source: eMarketer, 2021. <https://www.insiderintelligence.com/content/gen-z-prefers-people-over-marketers-product-information>

Figure A2. Social networks evolution since 2011.



Source: MuyPymes 2022. <https://www.muypymes.com/2012/09/11/historia-redes-sociales>

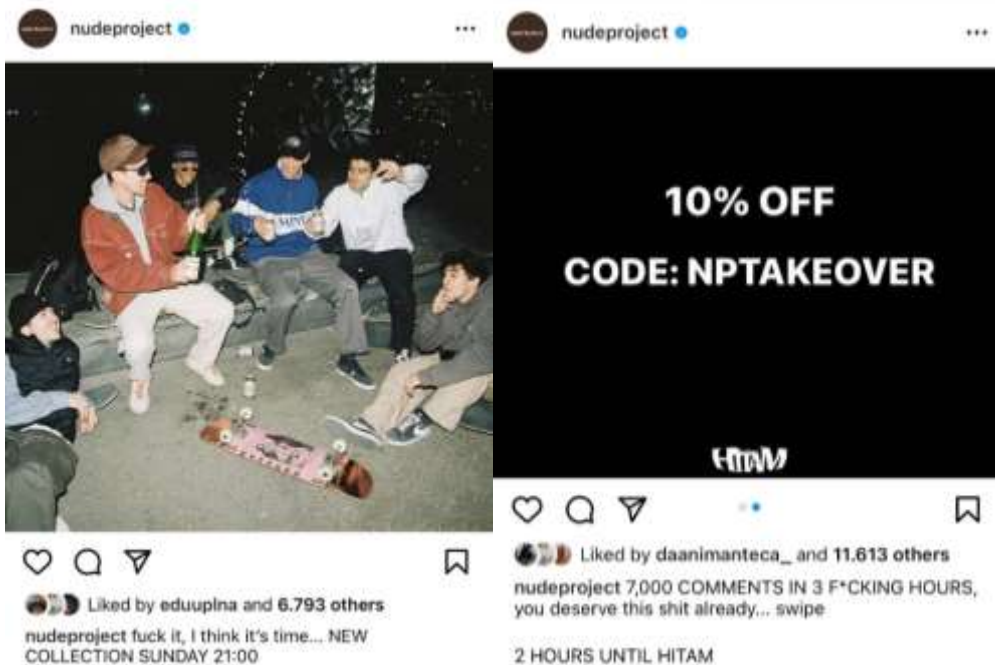
Figure A3. AGEMDI direct and interactive marketing study.



Source: ComunicaWeb 2009. <https://comunica-web.com/blog/marketing-digital/informe-anual-agemdi/>

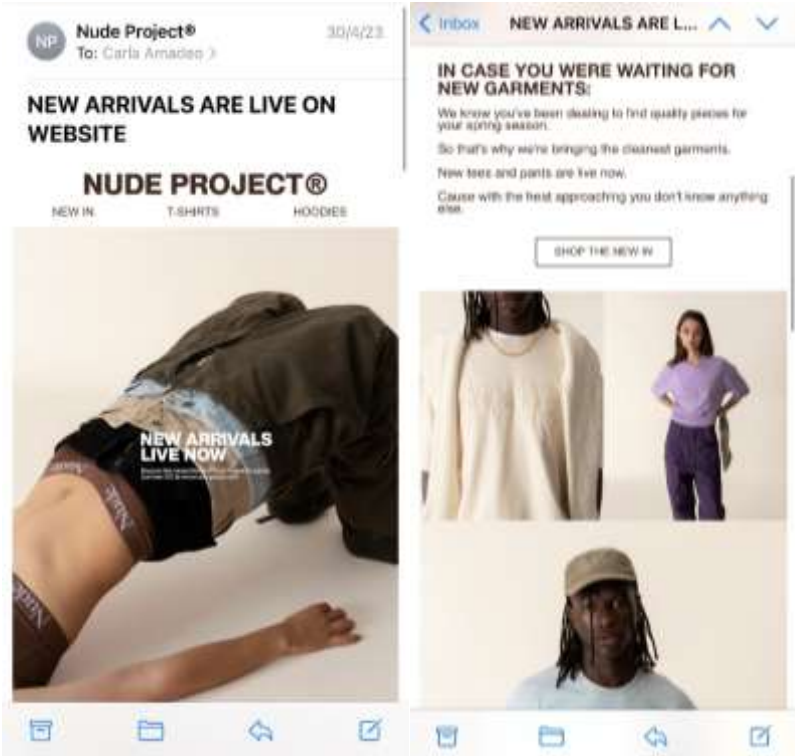
Annex 2. Nude Project strategies

Figure B1. Posts creating hype about the new collection HITAM.



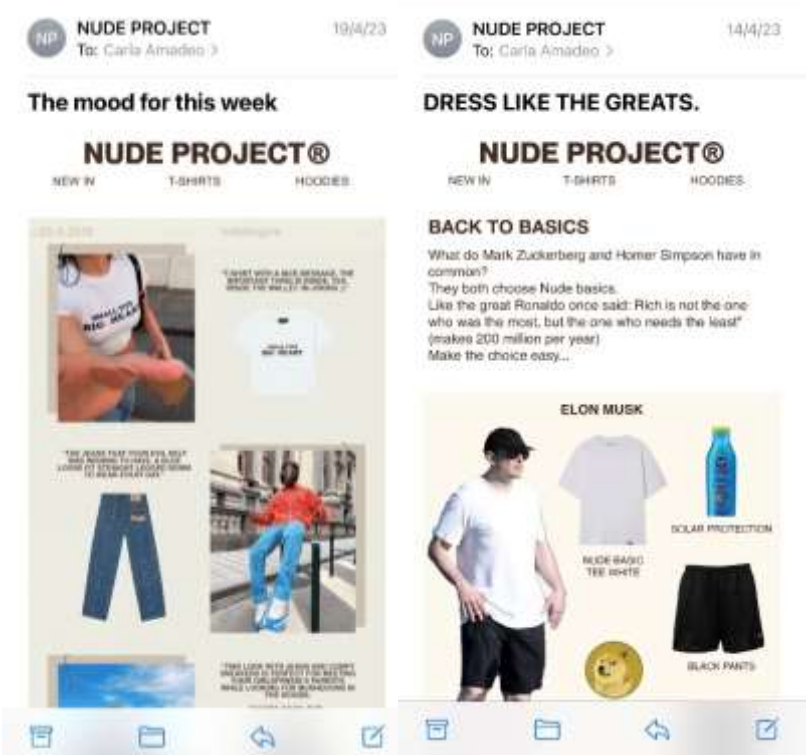
Source: @nudeproject https://www.instagram.com/p/CLZ-XZkIsTj/?utm_source=ig_web_copy_link

Figure B2. Nude Project’s e-mail marketing: announcing new arrivals.



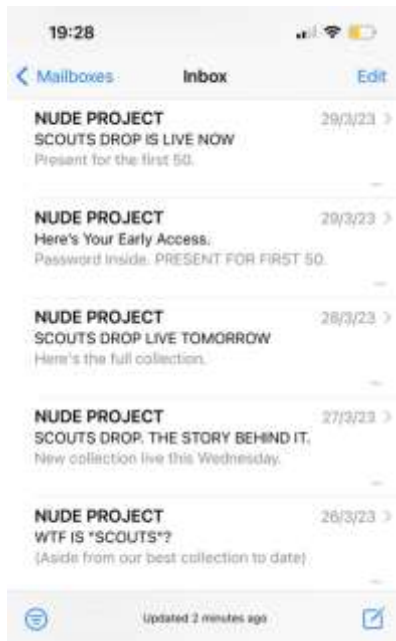
Source: info@nude-project.com

Figure B3. Nude Project’s e-mail marketing: outfit options



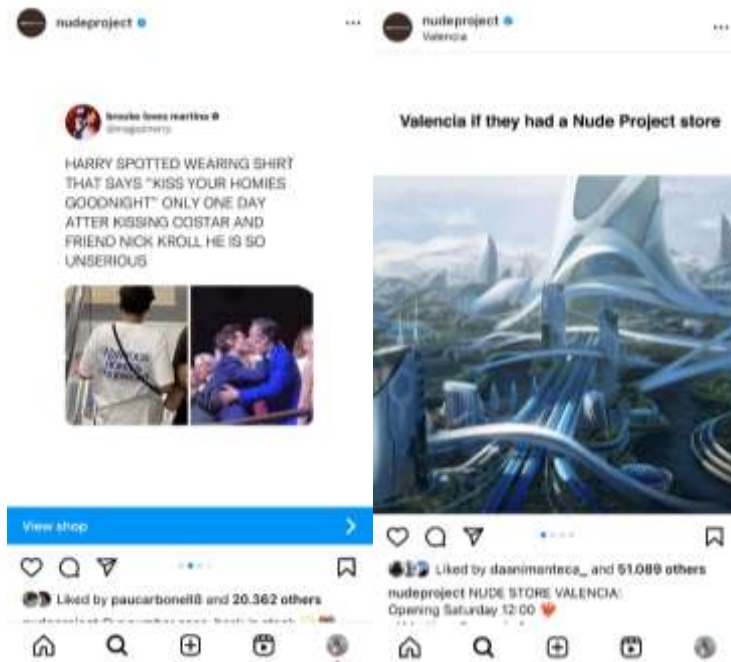
Source: info@nude-project.com

Figure B4. Nude Project’s e-mail marketing: hype about the new collection



Source: info@nude-project.com

Figure B5. Nude Project’s Instagram posts.



Source: @nudeproject

Figure B6. Nude Project's birthday giveaway.



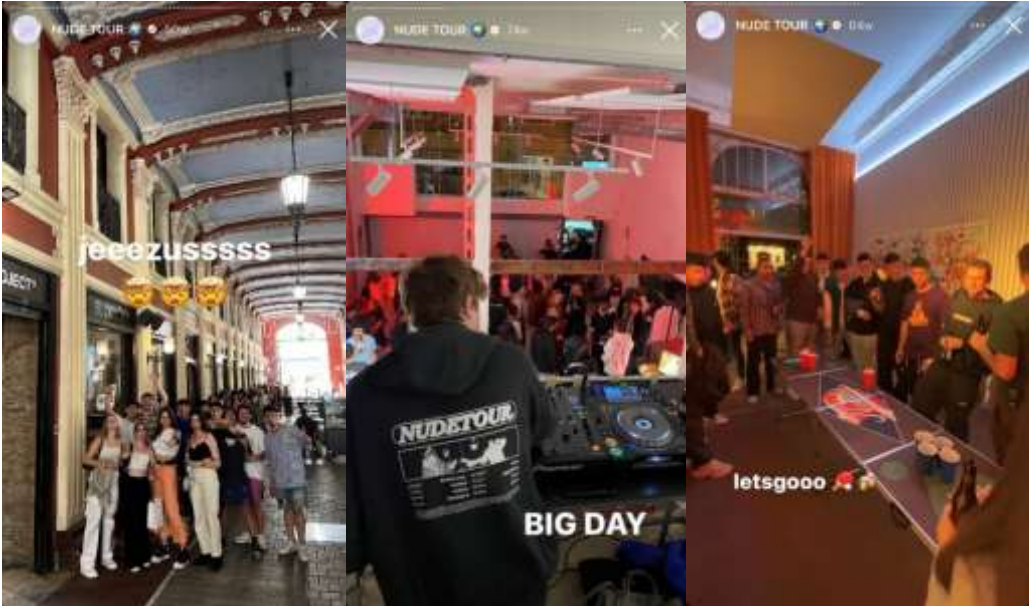
Figure B7. Influencers wearing Nude Project's clothes.



Source: @nudeproject

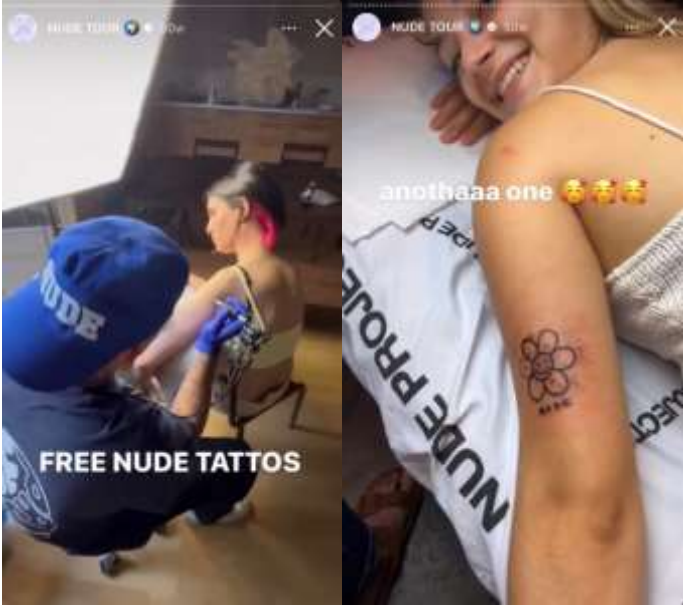
Annex 3. Nude Project stores

Figure C1. Images of what happened through the Nude Tour.



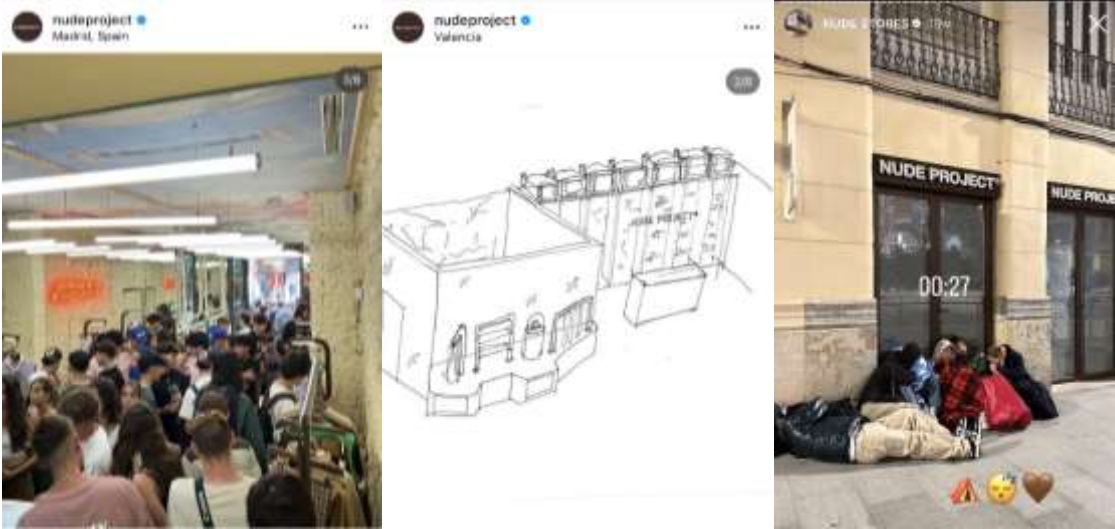
Source: @nudeproject

Figure C2. Nude Tour free tattoos.



Source: @nudeproject

Figure C3. Opening of the three Nude Project physical stores.



Source: @nudeproject

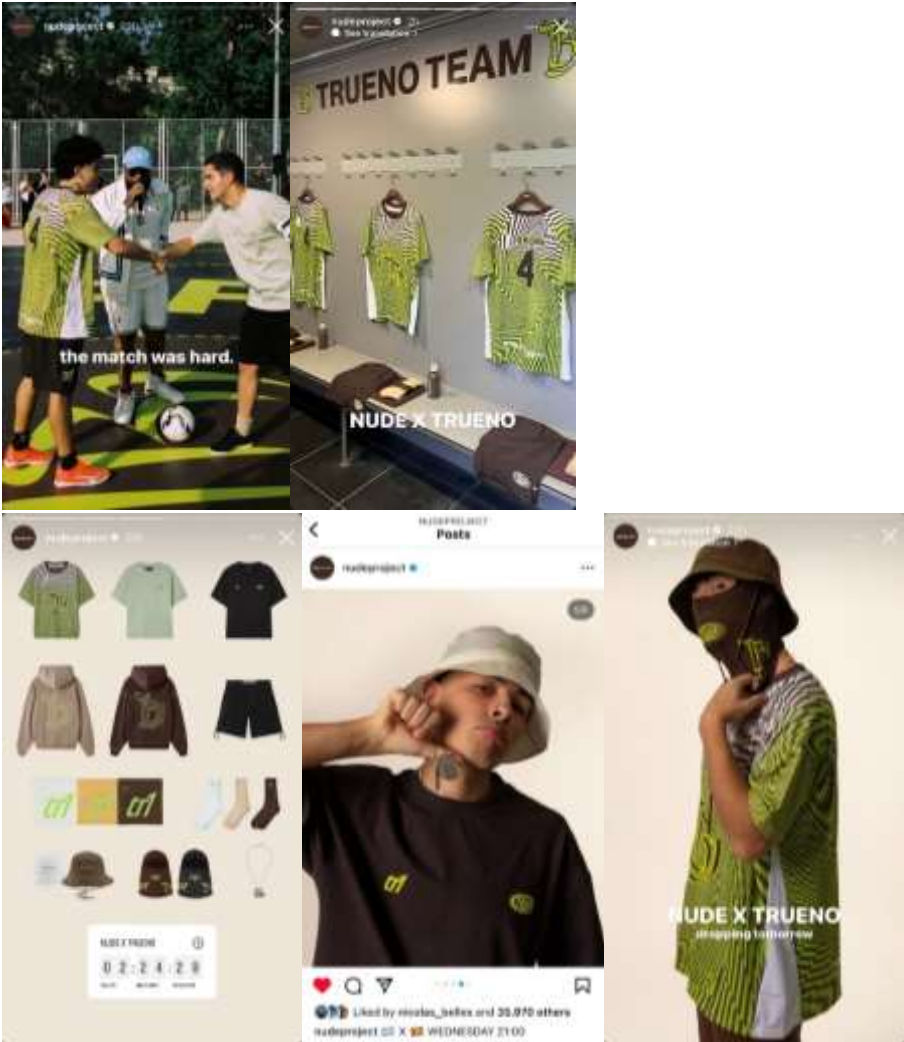
Annex 4. Nude Project internationalization

Figure D1. Collaborations of the brand with international artists.



Source: @nudeproject

Figure D2. Nude Project and Trueno new collaboration



Source: @nudeproject

Figure D3. Nude Project at Coachella's festival



Source: @nudeproject

Figure D4. Nude Project creating memes thanks to White House visit.



Annex 5. Brand Events

Figure E1. Blue Banana Brand Events

