

REBRANDING PROJECT



ADA, DEANNA, MAJEEDUR, MONIKA



OVERVIEW



1 COMPANY FRAMEWORK
COMPANY TIMELINE, THE 4 P'S, AND SEGMENTATION

2 MARKET ASSESSMENT
SWOT ANALYSIS AND COMPETITOR ANALYSIS

3 STRATEGIC PLAN
BIG PROBLEM, BIG IDEA, THE NEW P'S, NEW SEGEMENTATION,
MARKETING CAMPAIGN, AND AIDA MODEL

1

COMPANY

FRAMEWORK



COMPANY TIMELINE



1977

Build-a-Bear is founded by Maxine
Clark at the Saint Louis Galleria
Mall in St. Louis, Missouri

2003

Opened their first
international store in England



2013

Maxine Clark retires,
and Sharon Price John becomes CEO



2004

Went on the NYSE
under the tickter BBW



2018

Sales slowed down,
causing stores to shut down



COMPANY VALUES

SLOGAN

Add A Little More Love To Life

MISSION STATEMENT

Placing a heart in a furry friend that brings to mind warm thoughts of childhood, friendship, trust, and love.

VALUES

Guests rediscover – and celebrate – the heart of childhood.



PRODUCT

- Stuffed Animals
- Clothes
- Add-Ons



PRICE

- Stuffed Animals: \$16-\$128
- Add-Ons: \$5-\$9.25
- Outfits: \$5-\$25



Happy Hugs Teddy Bear

\$28.00



Timeless Teddy Bear Santa Gift Set with Star Wishes Wristie

Buy the Bundle

\$76.50

4 THE FOUR P'S



PLACE

- Mostly located in malls in big cities
- Locations at theme parks, outlets, and companies
- New York City only has FIVE locations



4 THE FOUR P'S



PROMOTIONS - COLLABORATIONS

Pop Culture Icons

- Keep the brand culturally relevant

Charitable Causes

- Create hype and urgency

Cultural Institutions

- Expand reach and visibility



Wicked

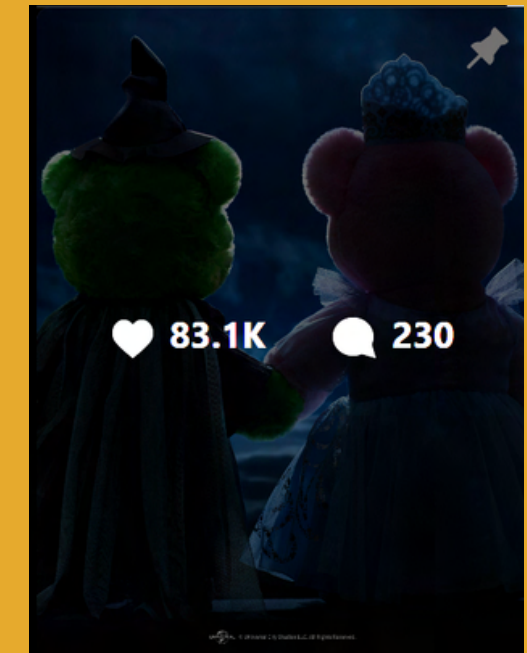
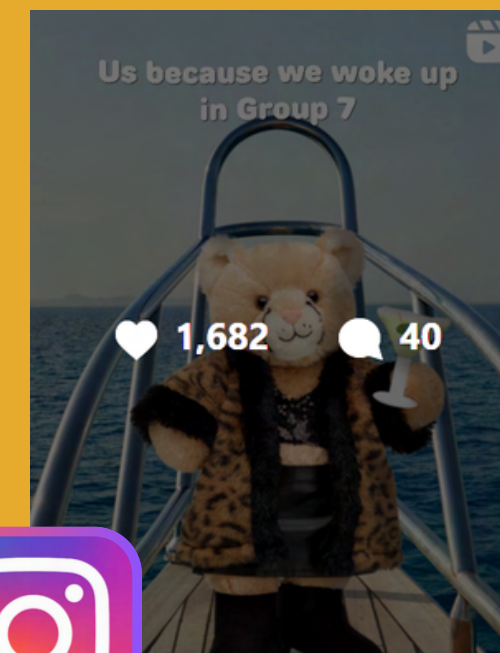
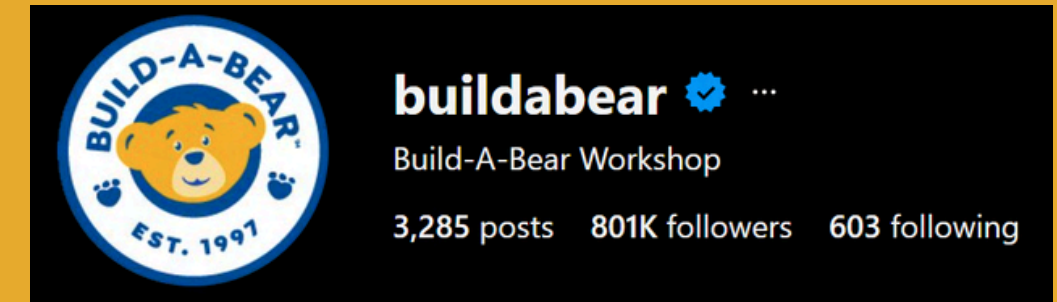


Van Gogh
Iris



PROMOTIONS - SOCIAL MEDIA

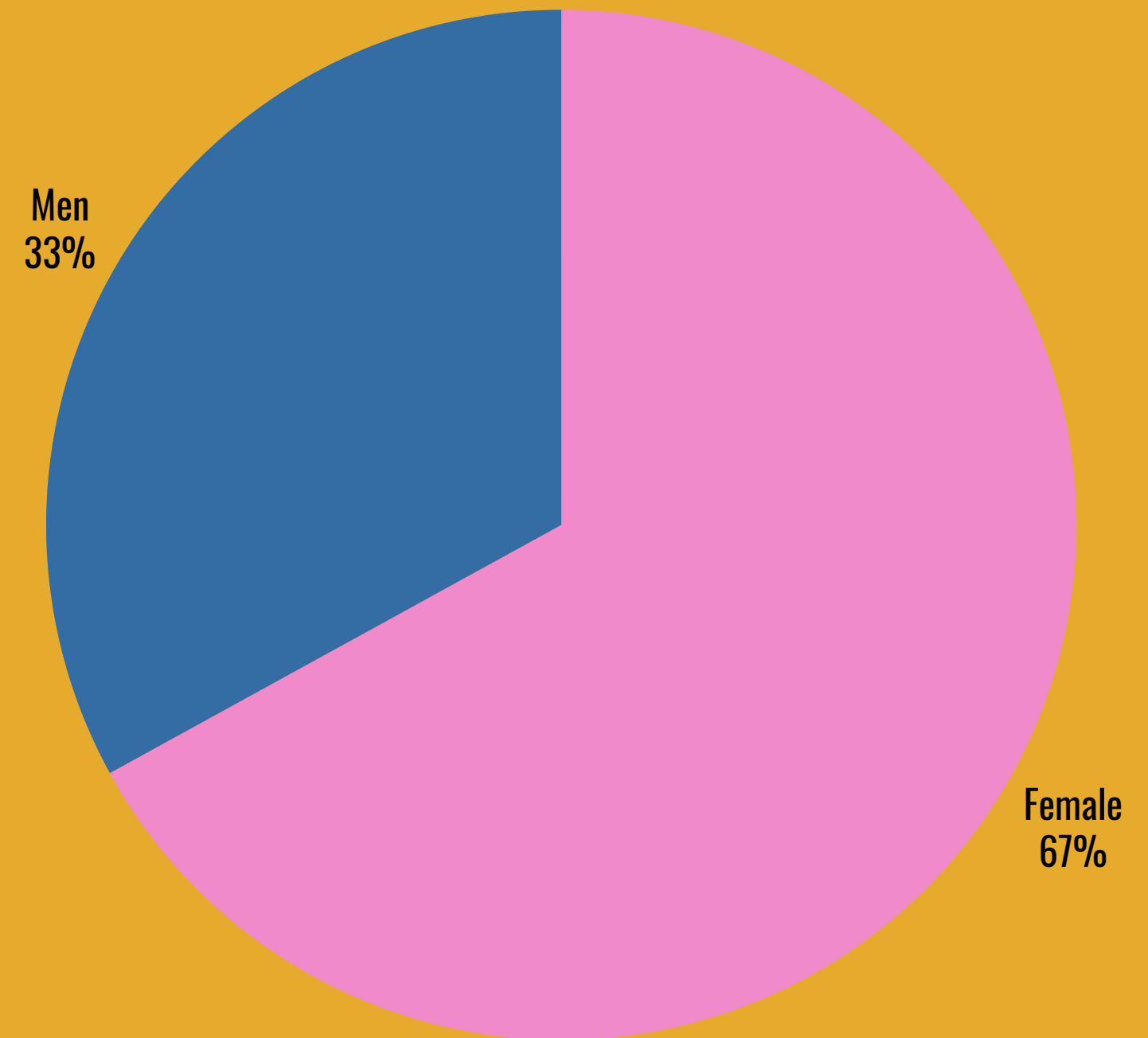
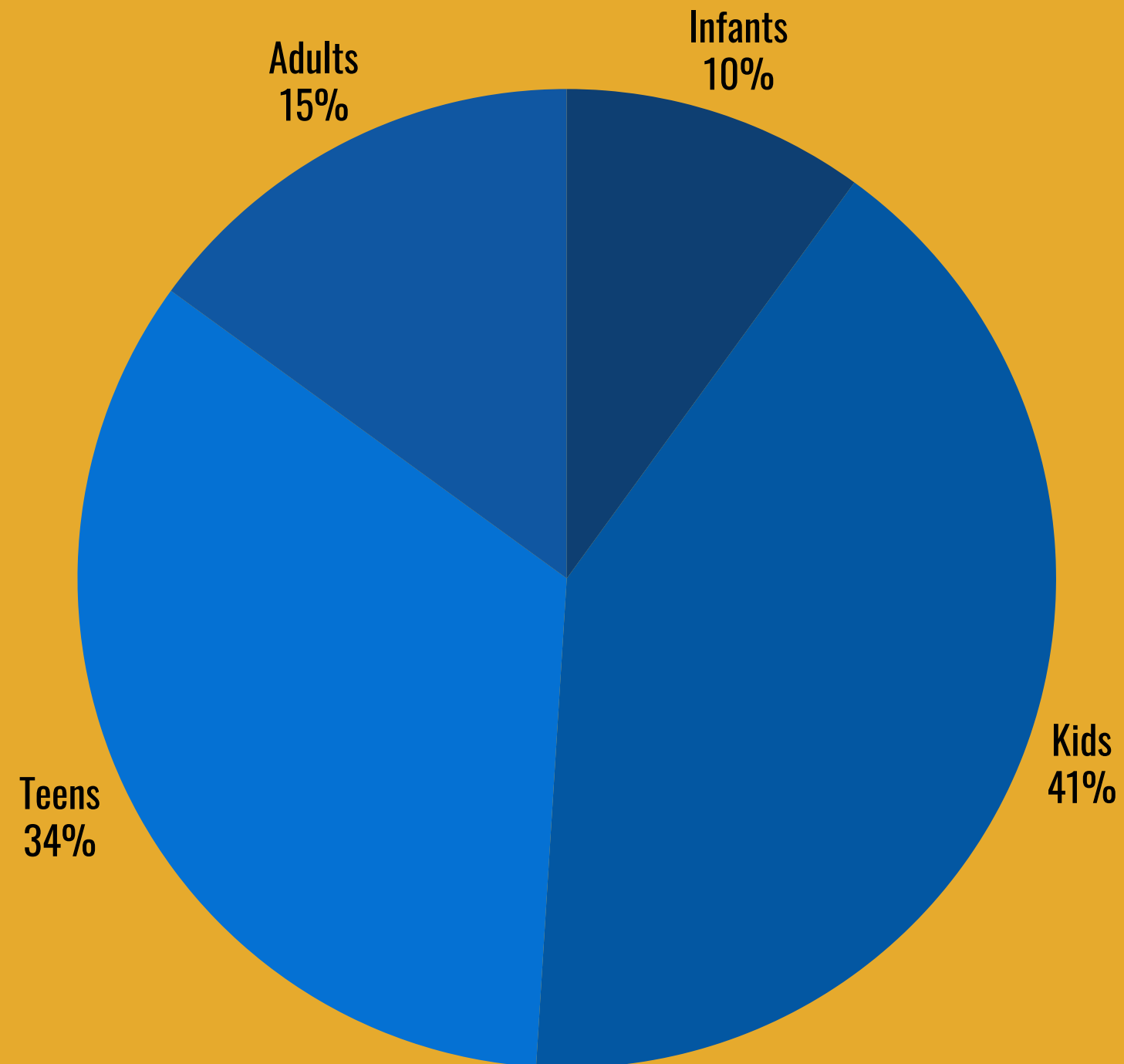
- Moderate following with growth potential
- Collaborations significantly increase engagement
- Central message tied to emotional connection



SEGMENTATION



DEMOGRAPHICS



SEGMENTATION



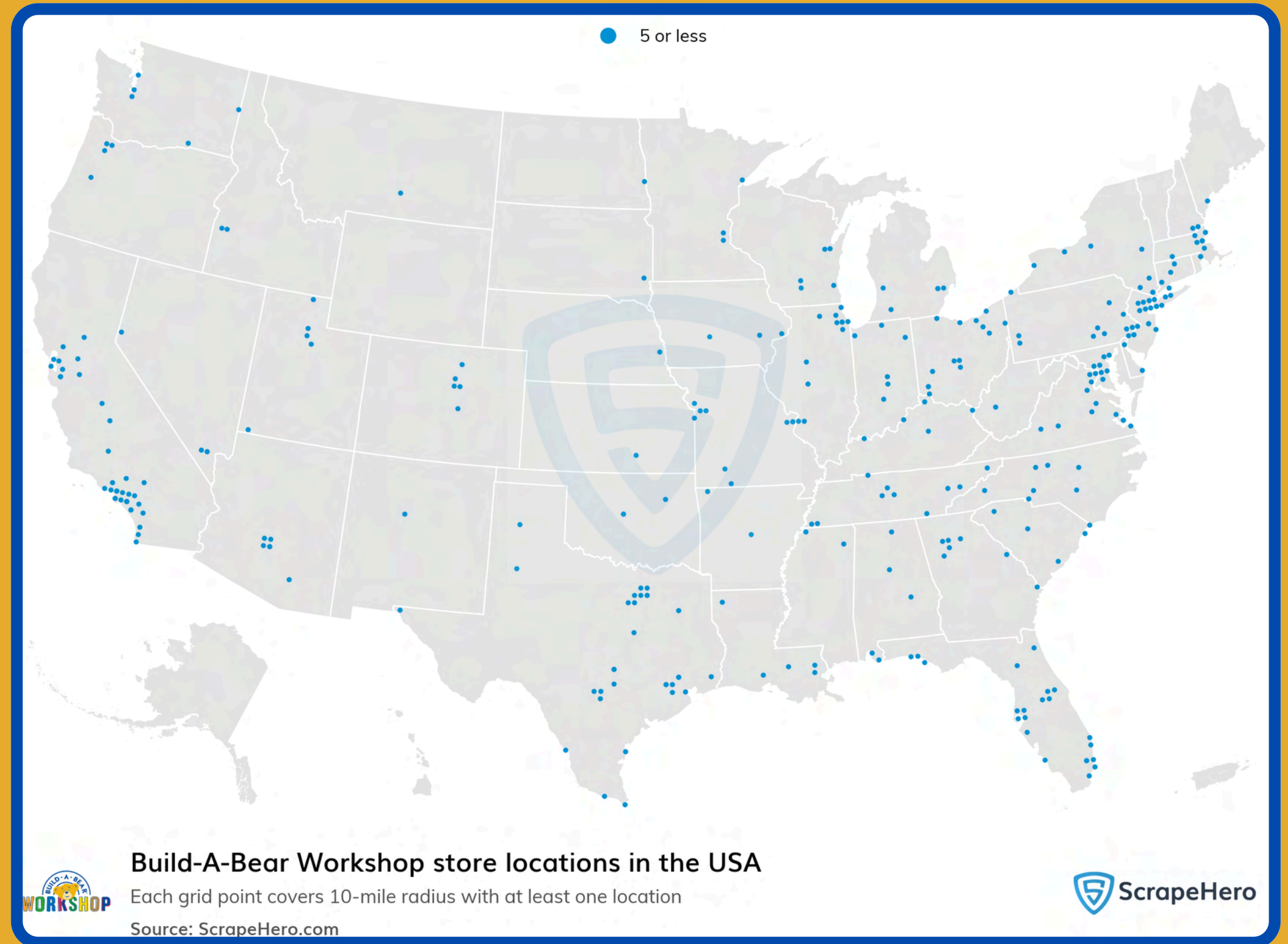
GEOGRAPHICS

- U.S. - 328 Stores
- Outside the U.S. - 123 Stores
- Partners - 138 locations

PSYCHOGRAPHICS

Appealing to:

- Kids who want a stuffed animal as a friend to play with.
- Adults who are motivated by nostalgia and desire a bear from their favorite show.



2 MARKET ASSESSMENT



SWOT ANALYSIS



STRENGTHS

- Offer a wide range of items: gift cards, clothes, scents, voices, and blind boxes
- Gender neutral and targets different age groups

WEAKNESSES

- Too reliant on licensed movies instead of creating original hype
- Limited originality in new plush shapes and designs

OPPORTUNITY

- Online apps and electronic devices to boost further interaction
- Leverage popularized characters in the gaming industry

THREATS

- Online shopping is being preferred over mall shopping
- Competing against newer and trendier stuffed animal brands

COMPETITOR ANALYSIS



Based around collectors and young adults



Large fanbase; their releases go out of stock in < 5 minutes



Mostly known for their keychains, not plushies



Their plushies are limited releases



A large range of stuffed animals, aren't just animals



Go by what fans want as a plushie; loyal fanbase



Not a lot of stores worldwide, mostly online based



Do not follow the trends of what is popular



Do not only sell plushies, large range of items



Big presence on social media



Does not do much collaborations



On the pricer side for a standard sized stuffed animal

COMPETITOR ANALYSIS



PRICE COMPARISON



Jellycat



Build - A - Bear



Pop Mart: Labubu



Squishables



3 STRATEGIC PLANNING



BIG PROBLEM



Build-A-Bear lacks a cohesive, modern brand identity that resonates with teens and adults, resulting in inconsistent engagement and low repeat purchases from older demographics.



BIG IDEA



Create collectibles that spark meaningful memories and form deep connections for a broader audience through storytelling.





PRODUCT

- Location exclusive bears
- Special edition attire
- Keychains

PRICE

- Exclusive Bears: \$60
- Clothes: \$5-\$10
- Keychains: \$10-\$15



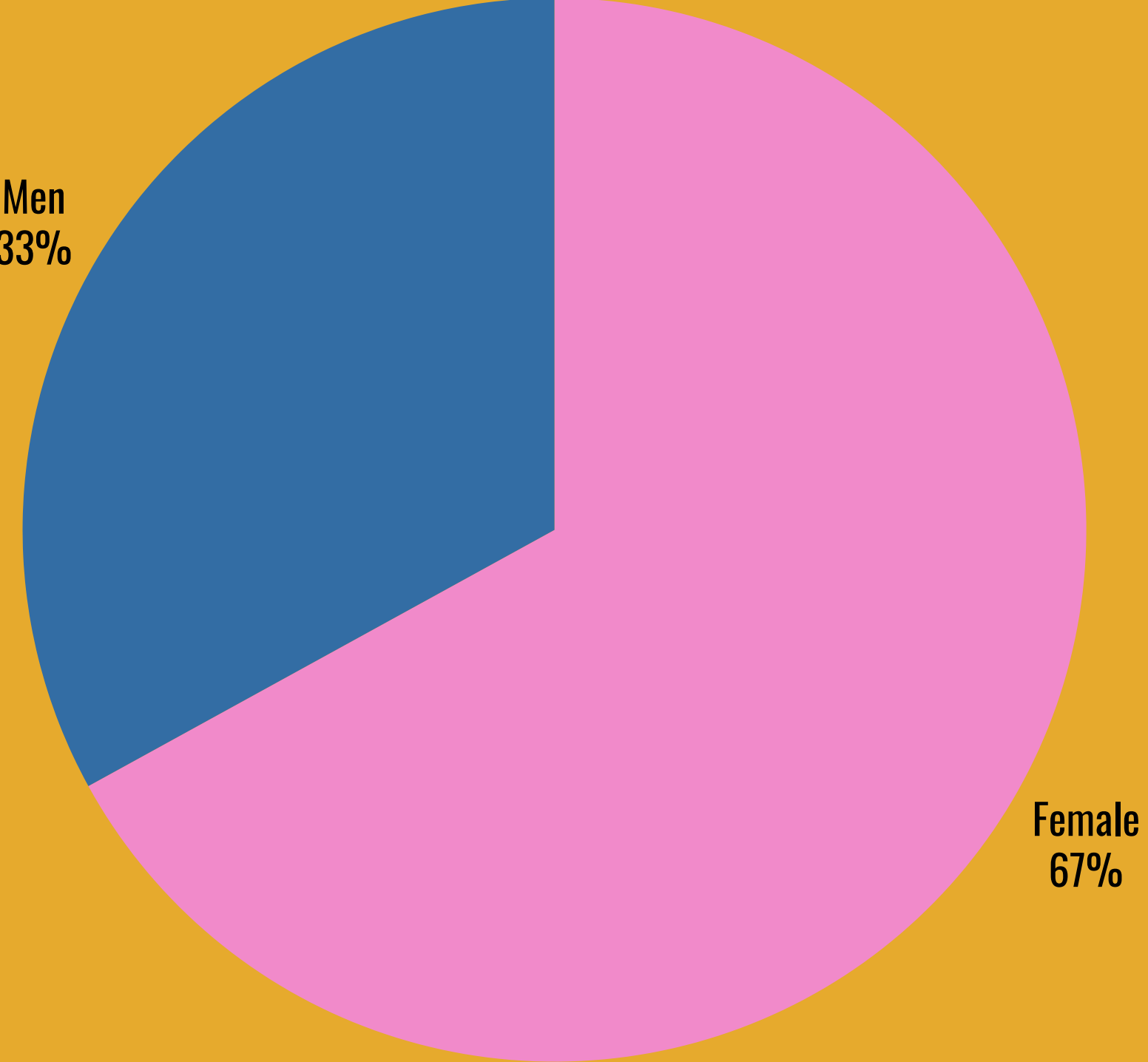
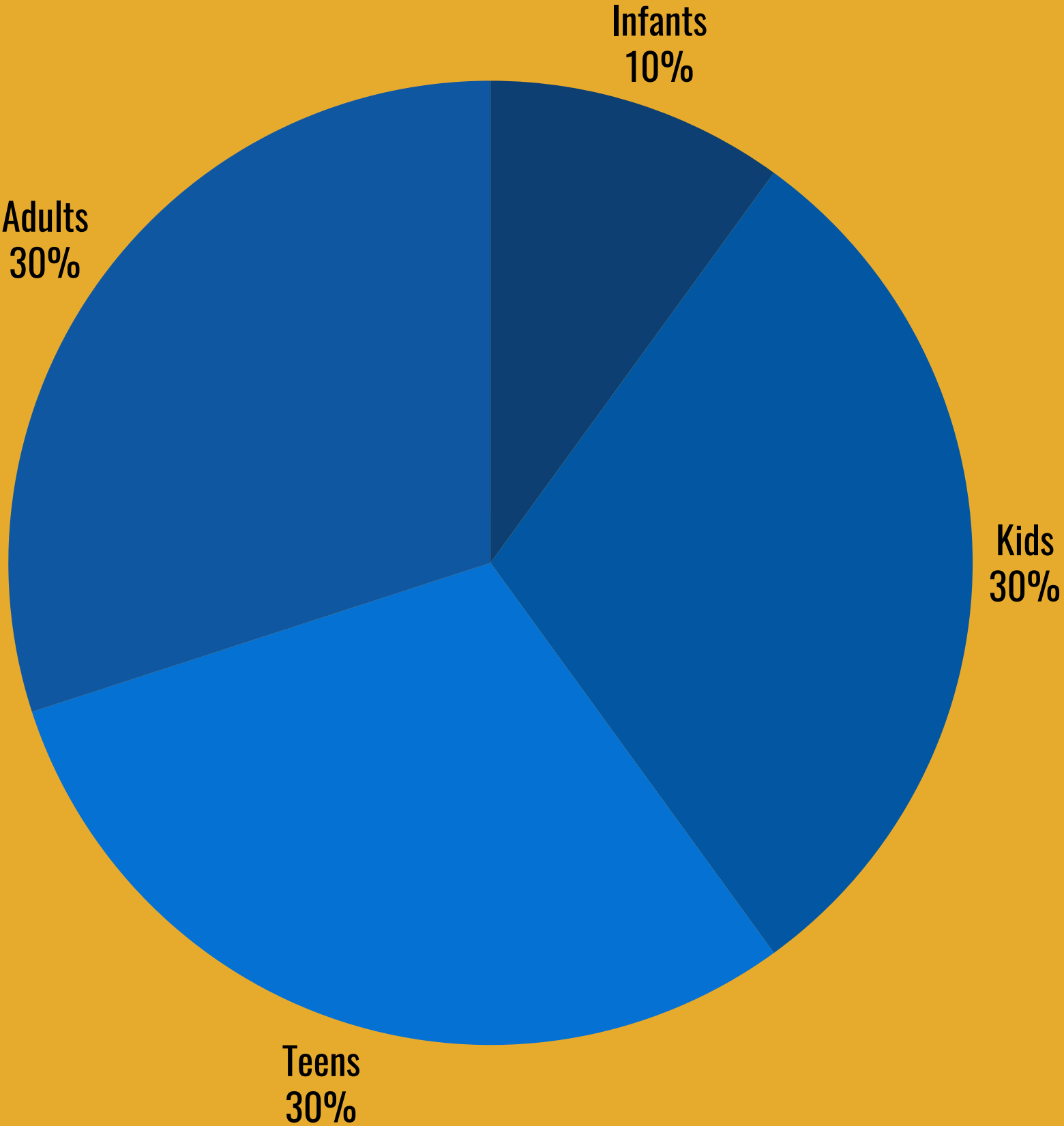
PROMOTION

- Social media countdowns
- AR filters + digital challenges
- Interact with fans

PLACE

- Month-long pop-up around the United States
- Exclusive spot where you can make the bear in-store
- Charitable locations

DEMOGRAPHICS



MARKETING CAMPAIGN



POP-UP THEME

Going on an adventure to continue the message of Build-A-Bear: Bonding with family, friends, and significant others.

MARKETING CAMPAIGN



POSTS




For a month, our bears want to go where YOU are!



The 13 most popular cities will be chosen! Good luck!




Stamp Your City Using The Link!




The bears want to go on a month-long vacation...

****U.S. Based Only**



Where do you want to see them?



POP-UP SCHEDULE

MAR 30	START MAR 31	APR 1-2 New York City @ MOB	APR 3-4 Menlo, New Jersey	APR 5
		APR 7-8 Miami, Florida	APR 9-10 New Orleans, Louisiana	APR 11-12 Iowa City, Iowa
APR 13 FREE KEYCHAIN W/ SHIRT	APR 14-15 Kansas City, Kansas	APR 16-17 Dallas, Texas	APR 18-19 Denver, Colorado	
APR 20	APR 21-22 Boise, Idaho	APR 23-24 Las Vegas, Nevada	APR 25-26 San Diego, California	
APR 27-28 Anchorage, Alaska	APR 29-30 Honolulu, Hawaii	MAY 1	MAY 2	MAY 3

THE AIDA MODEL



ATTENTION

- Collab with influencers
- Post videos of adults and kids with their bear(s)
- Post pictures of the location exclusive bear

INTEREST

- Trendy if an influencer has it
- How people have unique stories with the bears
- Special bears you can get as you travel

DESIRE

- Limited quantities of location bears
- Having adults relive childhood memories they had
- Show off their love for their city and Build-A-Bears

ACTION

- People will visit exclusive pop-up locations
- Share the experience on social media to show what they did
- Buy the bear before it sells out

THANK YOU!