

**10Hills Studio
marketing
strategy
analysis audit
2.7.24
- Naisha Sahney**

Executive summary -

This research audit delves into the marketing practices of 10 Hills Studio within the streetwear market in India. There is a lot of background research conducted on the streetwear industry recently. It assesses its current digital marketing strategies that are being implemented through the social media forums of Instagram and YouTube in general. It identifies strengths and weaknesses, and proposes actionable recommendations for improvement which includes the influencer market.

Introduction -

What is streetwear?

Streetwear is defined as fashionable casual clothes, especially such clothes originating in hip hop, surfing, or skateboarding culture, such as sneakers, T-shirts, and hoodies. It incorporates aspects of hip-hop fashion, contemporary high fashion, and haute couture and has its origins in California. However, that characterization downplays what has grown into a multi-billion dollar retail phenomenon with roots in 1980s and 1990s countercultures including graffiti, hip-hop, skate, and surf. Streetwear is distinguished by its loose, casual fit, frequently oversized apparel, and striking graphic patterns. Streetwear essentially refers to the production, promotion, sale, and sale of casual clothing, primarily footwear, like sneakers, but also T-shirts and other items. Previously thought of as a fringe fashion, streetwear has recently become more widely accepted, with big designers and fashion houses developing their own lines of streetwear-inspired clothes. Streetwear has become more popular and accepted by the music business. Many rappers and R&B singers now incorporate streetwear into their stage attire. Singers such as Billie Eilish and rappers like Kanye West, Travis Scott and ASAP Rocky wear this acting like a big influence for their followers.

1

2

Street wear growth in India -

Streetwear popularity in India is because of Hype Culture and fashion trends, particularly towards Gen-Z and Millennials. Social media platforms like Instagram play a significant role with influencers and celebrities shaping consumer preferences. Indian youth express

¹ GoFyndBlog. "What Is Streetwear? Here's Everything You Need to Know." *Www.gofynd.com*, www.gofynd.com/thecloset/what-is-considered-streetwear.

Zeitgeist. "What Is Streetwear? The 411 on Fashion's Biggest Buzzword." *ZEITGEIST*, wearzeitgeist.com/streetwear/what-is-streetwear-fashion.

uniqueness and confidence through this as they get more and more attracted towards urban culture. Brands like Bomaachi, Jaywalking, and BluOrng have grown a lot in recent years blending Western streetwear influences. Marketing strategies such as limited drops and exclusive releases create further engagement on social media. Influencers like Karan Khatri, Rannvijay Singha, and Ranveer Singh play a crucial role in promoting streetwear brands. Streetwear brands promote comfort and affordability, offering unisex designs and many types of sizing so it can have a large customer base. There are many pop-ups across major Indian cities. Celebrities like Diljit Dosanjh further increase their popularity

3

4

Target audience of streetwear -

The group of people are usually aged 15 to 35. They typically make about \$40,000 a year (around 33,33,758 rupees). They're into different scenes like skateboarding or hip hop. They're not just shoppers; they're passionate about what they wear and are willing to spend between \$100 and \$300 (8,334 rupees - 25,003 rupees) on clothes or accessories they like. Many of them work in creative jobs like music, design, or art, where new ideas are a big deal. Social media, like Instagram and TikTok, plays a huge role in their lives. It helps them find out about new fashion trends and connect with others who share their style. They're always on the lookout for what's new and fresh because expressing themselves through their clothes is important to them.

5

6

Methodology -

The data collection process involved a thorough analysis of social media platforms, specifically Instagram and YouTube. This approach was undertaken to gather insights that could increase reach and enhance algorithmic performance. In addition to primary data from these platforms, secondary sources such as blog articles and websites were consulted. These sources provided a broader perspective on trends within the streetwear industry, thereby enabling informed recommendations.

Marketing strategy analysis -

³ Strategy&. "Streetwear: The New Exclusivity." *Strategy&*, www.strategyand.pwc.com/de/en/industries/consumer-markets/streetwear.html#:~:text=In%20addition%2C%20luxury%20brands%20are.

⁴ HT Brand Studio. "Indian Hypebeast Culture: Karan Khatri Is the "Hype" in Hypebeast." *Hindustan Times*, Hindustan Times, 5 Feb. 2021, www.hindustantimes.com/brand-post/indian-hypebeast-culture-karan-khatri-is-the-hype-in-hypebeast-101612524375203.html. Accessed 2 July 2024.

⁵ "Streetwear Market Research Report on Regional Size and Status 2023-2030." *www.linkedin.com*, www.linkedin.com/pulse/streetwear-market-research-report-regional.

⁶ "How Streetwear Is Growing into a Highly Covetable Sartorial Genre in India." *Grazia.co.in*, www.grazia.co.in/fashion/how-streetwear-is-growing-into-a-highly-covetable-sartorial-genre-in-india-6785-1.html.

Youtube -

To optimize engagement and build a strong brand presence, 10Hills Studio is embracing popular video formats like challenges, vlogs, podcasts, and YouTube shorts. These videos boast high production quality, reflecting positively on the brand's image. Leveraging attractive thumbnails further entices viewers to click and watch. However, maintaining consistency in uploads is crucial for sustained growth. Irregular intervals between uploads can deter potential subscribers. To address this, a structured schedule of uploading at least once a week or every two weeks is recommended to keep the audience engaged and attract more subscribers. Additionally, it's essential to establish brand recognition by consistently introducing 10Hills Studio at the beginning of each video and reminding viewers to like and subscribe throughout, thus encouraging active engagement with the channel.

7

8

Instagram -

At 10Hills Studio, consistency reigns supreme on their Instagram platform, ensuring followers are continuously engaged and excited about their offerings. Recent promotions, such as the Air Jordan campaign, have effectively kept their audience informed about the latest deals and releases. Their commitment to creating visually captivating content, featuring high-quality videos set to trendy music, has successfully captured the attention of followers scrolling through their feeds. Additionally, by sharing valuable insights about sneakers, they've enriched their audience's knowledge and enhanced the appeal of their brand. However 10Hills Studio should explore more trendy reel concepts that resonate with their younger audience, keeping them enthralled with their content. They should also consider implementing interactive polls where followers can vote between two sneakers or other merchandise, fostering a sense of community and engagement around their brand. By maintaining consistency, delivering engaging content, and incorporating interactive elements, they will be able to continue growing their Instagram presence and cultivating a loyal following of sneaker enthusiasts.

9

Data collection -

The data collection process involved a thorough analysis of social media platforms, specifically Instagram and YouTube. This approach was undertaken to gather insights that could increase reach and enhance algorithmic performance. In addition to primary data from these platforms, secondary sources such as blog articles and websites were consulted.

⁷ "14 YouTube Trends for 2020: New Forecasts & a Look into What's next - Financesonline.com." *Financesonline.com*, financesonline.com/youtube-trends/.

⁸ WordStream. "Social Media Marketing for Businesses." *WordStream*, 2023, www.wordstream.com/social-media-marketing.

⁹ Gilliland, Nikki. "30 Brands with Excellent Social Media Strategies – Econsultancy." *Econsultancy*, 25 June 2020, econsultancy.com/30-brands-with-excellent-social-media-strategies/.

These sources provided a broader perspective on trends within the streetwear industry, thereby enabling informed recommendations.

Recommendations

Introduction about the influencer market -

Influencer marketing is the process by which well-known social media users work with brands to promote those brands' goods and services. These kind of informal alliances date back to the early days of social networking.

People with substantial social media followings who have the ability to sway the purchasing decisions of their followers are known as influencers. While anybody can be an influencer, the wealthy, well-known, and gorgeous are frequently given preference on the internet and in general in society at large.

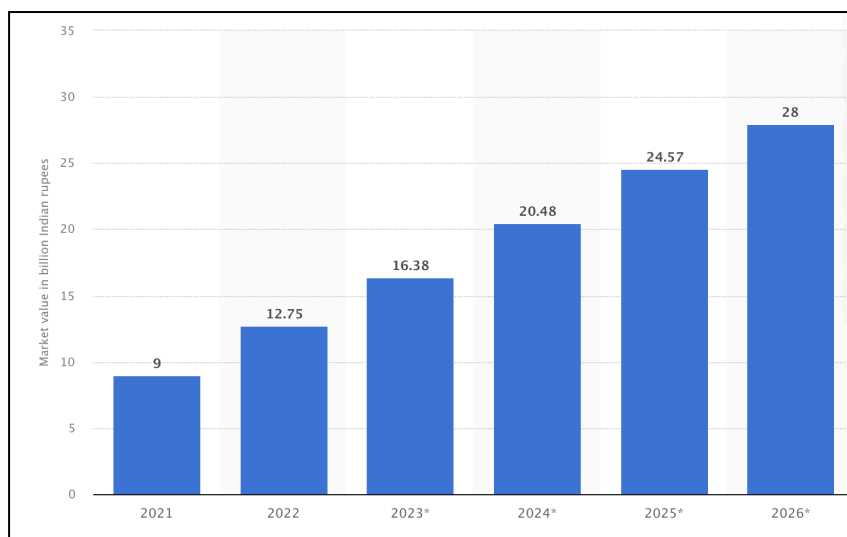
These two models are combined in influencer marketing:

An influencer who promotes a good or service gets paid a set amount per post. We call this a brand transaction. Even for an influencer who does not have millions of followers or a global profile, the flat rates can range from three to five figures. Stars may charge up to six figures for each post.

An influencer provides a link to a buying gateway in a post on a good or service. The influencer receives an affiliate commission each time a viewer uses a discount code or clicks on the link to purchase the goods.

10

Influencer market growth in india -



¹⁰ Mckinsey & Company. "What Is Influencer Marketing?" *Mckinsey & Company*, 2023, www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-influencer-marketing.

The Indian influencer market was worth more than 12 billion Indian rupees as of 2022. Over the following five years, it was expected to increase at a compound annual growth rate of 25%. An additional estimate put the industry's market worth at 28 billion Indian rupees by 2026. As of 2022, around 55 million Indians living in cities were direct consumers of influencers of various kinds.

Influencer marketing has become a crucial tool for companies in India, as relatable content helps to establish genuine ties with consumers. They have a significant impact on product research and consumer purchasing decisions. Many industries have adopted influencer marketing, with the personal care vertical leading the way with a 25 percent market share in 2022.

11

Which influencers 10Hills should collaborate with -

1. Noharika Gangaramany - 118k followers
2. Gayu (Gayathri Mohan) - 109k followers
3. Siddharth Batra - 267k followers
4. Sanket Mehta - 877k followers
5. Karan Khatri - 73.5k followers
6. Ikisvon - 70.05k followers
7. Misimi - 74.2k followers
8. Tarun Bhati - 56.1k followers
9. Arun Nair - 112k followers
10. 1tinx - 58.1k followers
11. Daksh Sumerpur - 79.7k followers
12. Khalid (Khalid Walid) - 146k followers
13. Aahana Sharma - 124k followers
14. Chirag Khanna - 188k followers
15. Anuj Dutta - 114k followers

12

¹¹ "India: Influencer Marketing Industry Value 2025." *Statista*, www.statista.com/statistics/1294803/india-influencer-marketing-industry-value/#:~:text=As%20of%202022%2C%20the%20influencer.

¹² GoFyndBlog. "15 Must-Follow Streetwear Fashion Influencers Setting Trends in India." *Www.gofynd.com*, www.gofynd.com/thecloset/streetwear-fashion-influencers-india. Accessed 2 July 2024.

