

Speculative marketing strategy for Lucy & Yak

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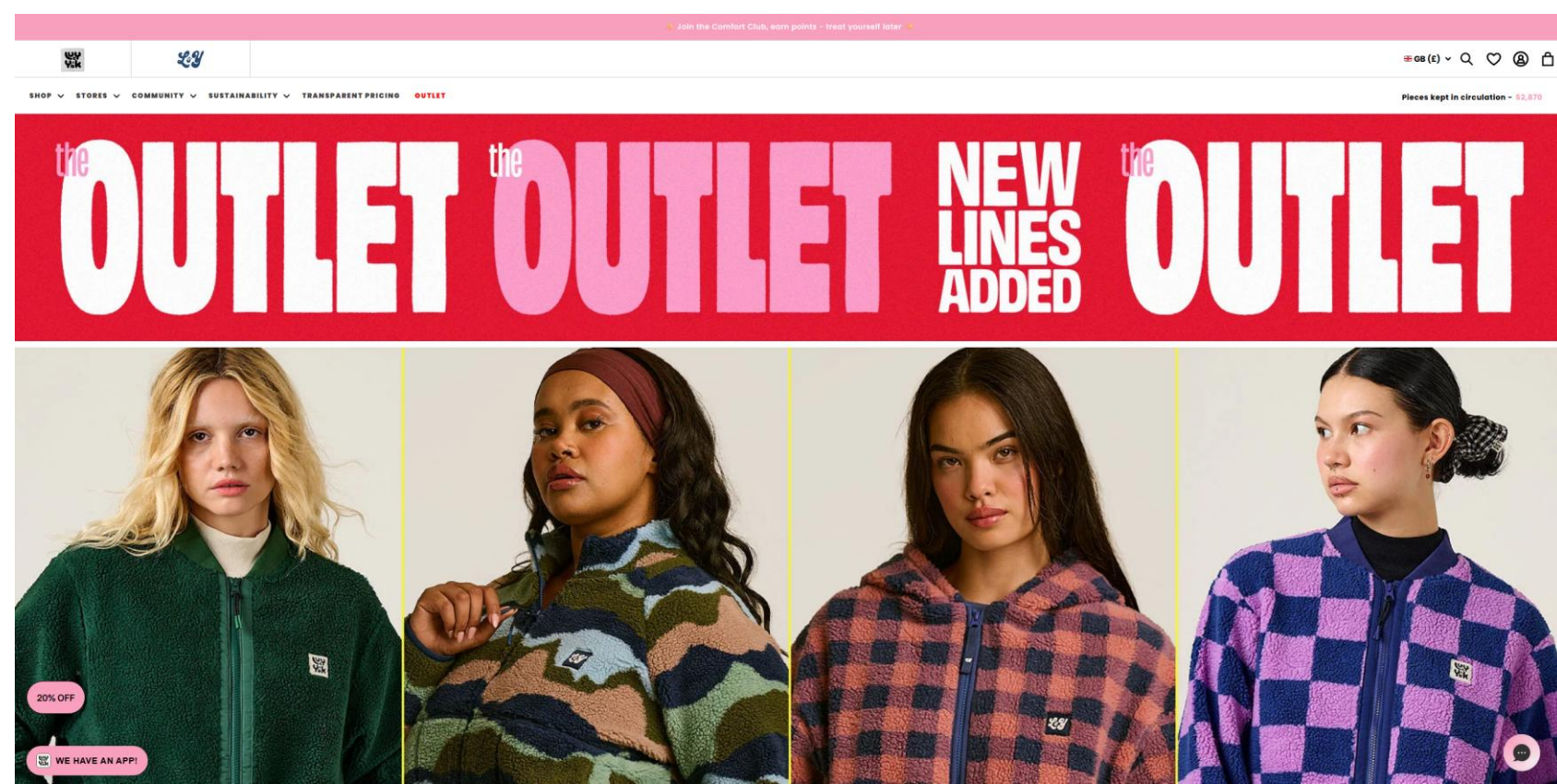
The brief

Lucy & Yak are a clothing brand with 15 stores in the UK. They do not have any physical stores outside of the UK but do operate an online store that ships worldwide.

They are looking to expand and reach a new audience. Their current primary audience is women, aged 25-34, in the UK. They want to reach consumers aged 18-24 who care about sustainability but currently only see the brand for their dungarees.

Lucy and Yak sell a variety of different clothes, like underwear, shirts, trousers, accessories, and dungarees.

How can Lucy & Yak expand its appeal beyond dungarees among sustainability-conscious consumers, while retaining the brand identity that made it recognisable?



The Current Situation

Website Traffic Demographics:

- Popular in the UK (45.11% of total site visitors are in the UK)
- Much more popular with women compared to men. (82.48% of site traffic is women)
- Popular amongst people between ages 25-34 years, making up 27.28% of their site traffic

Potential Competitors:

Companies that are very similar to Lucy & Yak:

- Snagtights.com
- Thehalara.co.uk
- Runandfly.co.uk
- Earthwardrobe.com

Top Social Media driving their website traffic:

- Facebook 42.48%
- Pinterest 21.72%
- Instagram 12.99%

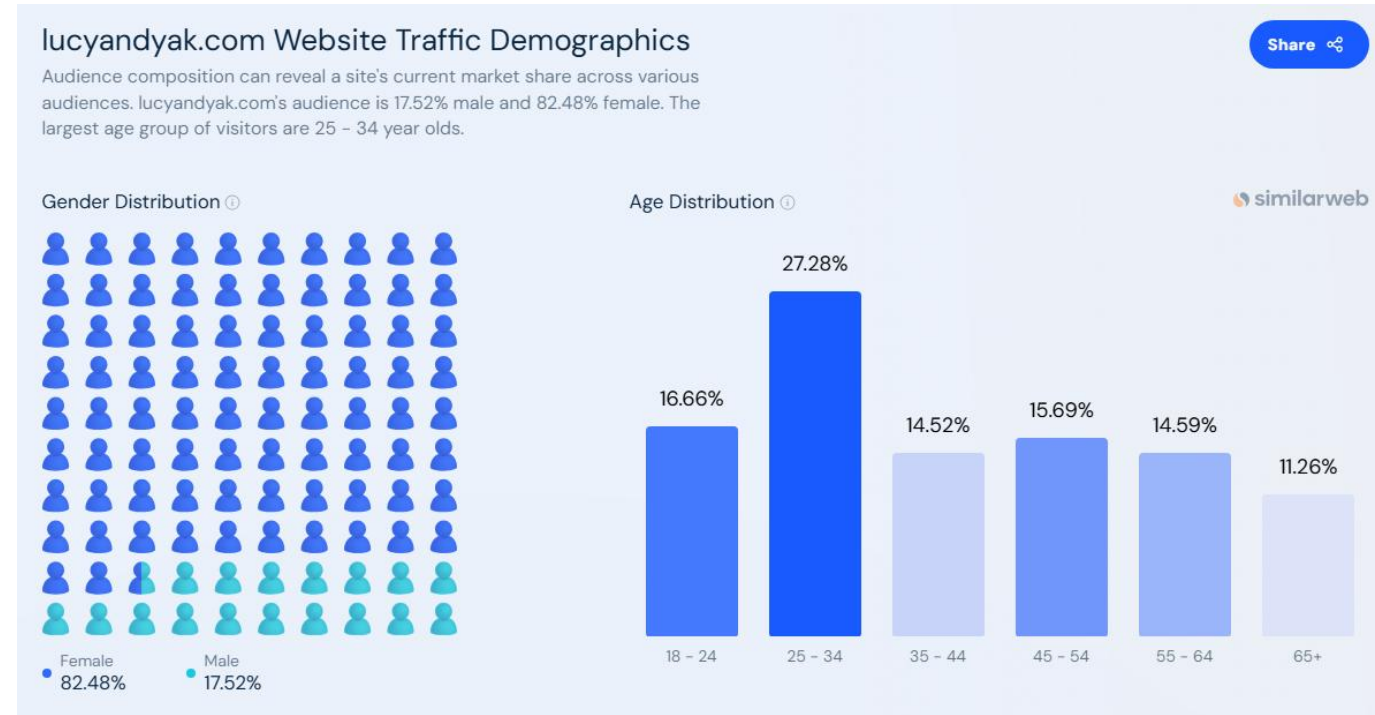
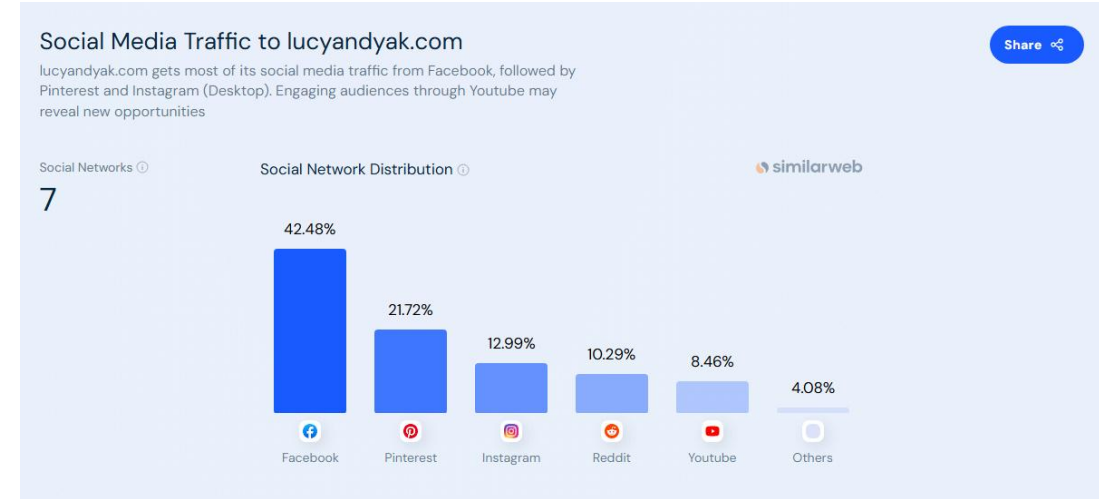
Top Keywords that drive site visits:

- Lucy and yak
- Lucy & yak
- Lucy Yak

Target Audience Interests:

- Shopping
- Fashion
- Lifestyle
- Sustainability

Top Website Traffic Source is Direct search 29.29%



The New Audience

Key points:

- Already aware of the brand
- Knows Lucy & Yak for their dungarees
- Is sustainability-conscious
- Wants to buy clothes that aren't dungarees
- Enjoys buying clothes
- Likes the style of Lucy & Yak



Fabrics from easily renewable crops



Biodegradable Packaging



Redesign clothes



Organic cotton cultivation



Shoes made from recycled rubber resin



Natural dyes from plant



Buyer Persona

Background:

- Enjoys shopping for clothes
- Prefers to shop sustainably
- Is environmentally conscious
- Likes everyday-wear and bohemian-inspired outfits

Demographics:

- 18-24 years old
- Earns less than 25k GBP/year
- UK based
- Likely a university student

Technology/Social Media:

- Is active on social media (Instagram, TikTok, Facebook)
- Mobile Phone preference

How does Lucy & Yak suit them?

- RE:YAK scheme allows people to return their used clothing to be resold / upcycled into new items.
- Lucy & Yak's sustainability mission supports the buyer's opinions on fast fashion and treating workers fairly.
- Lucy & Yak sells more than just dungarees, that would appeal to the buyer
- The buyer would feel confident in supporting the business
- Lucy & Yak are student-friendly, running discounts for students

Goals:

- Wants to buy from environmentally-conscious brands
- Wants to feel good about the companies they buy from
- Wants to be able to express their own fashion sense

Motivations:

- Finds out that Lucy & Yak sell more than just dungarees
- Finds out about the RE:YAK programme
- Finds out Lucy & Yak are inclusive to gender identity and unisex clothing

Challenges they face:

- Peers their age often shop on websites like Temu and Shien, which they do not support.
- They try to shop at places that are environmentally friendly, but often find clothes don't last very long (ripped, worn, twisted, shrink)
- They want to feel part of a community, not just treated as another purchase.

Skills:

- Good critical thinking
- Knows what their morals are
- Does research
- A keen eye for fashion
- Social Media savvy
- Charismatic

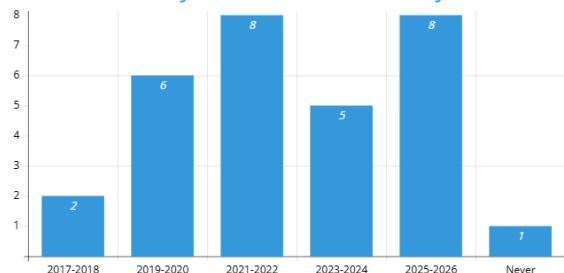
Quotes:

- "I don't support Shien or Temu. They don't treat their workers well."
- "I want to feel like I have shopped from a good company"
- "Fast fashion is damaging our earth"
- "I want my clothes to last me a long time"
- "I like donating my old clothes"
- "I often go to charity shops for clothes to give them a second life"
- "Companies just see us as a profit rather than a person"
- "I want clothes that fit my fashion sense"
- "I am willing to pay a slight premium if I trust the brand is environmental"
- "Just because I am a student, doesn't mean I want to buy cheap fast fashion"
- "I would call myself an activist"

New target audience research

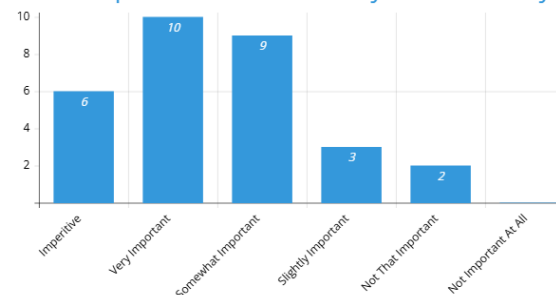
I sent out surveys to 30 of my connections who fit the buyer persona for the new target audience. These were female students aged 18-24 based in the UK. Here were the results:

When did you first hear about Lucy & Yak?



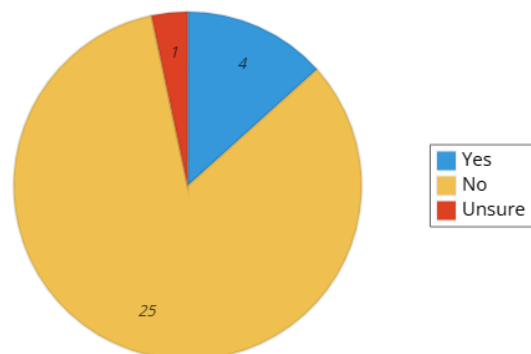
Most of the people surveyed first heard of Lucy & Yak in either 2021-2022, or 2025-2026. Only 1 person had never heard of them.

How important is sustainability in fashion to you?



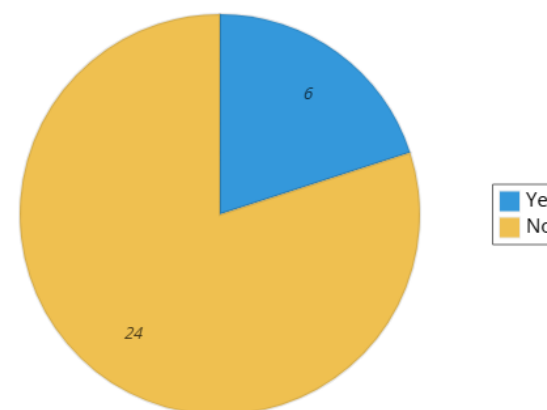
Over 50% of the people surveyed listed the importance of sustainability in fashion to be either very important, or imperative, to their beliefs. This shows there is a demand for sustainable fashion in students aged 18-24 in the UK.

Have you bought from Lucy & Yak before?



75% of people surveyed had never bought from Lucy & Yak before. This stood out to me considering most of them had heard of the brand already. I considered if this is because they associate Lucy & Yak with dungarees too much.

Have you heard about RE:YAK?

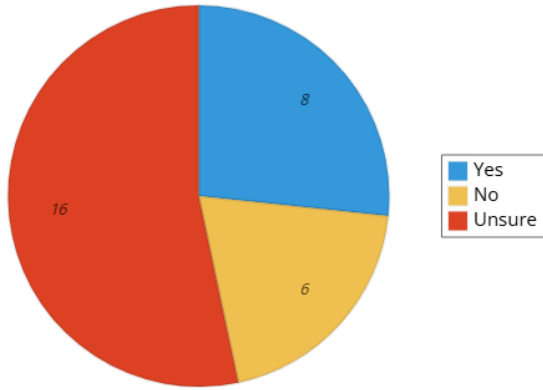


Almost 75% of respondents stated that they had not heard of RE:YAK. This could be because they have not explored the company outside of their iconic dungaree lines.

New target audience research

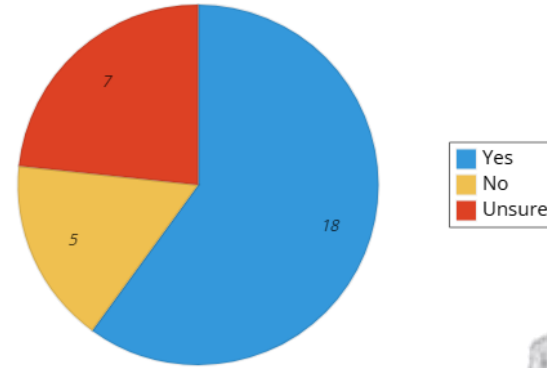
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Are Lucy & Yak in your price range?



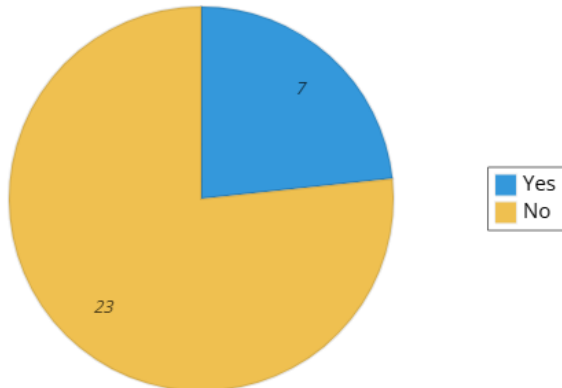
Over 50% of respondents stated that they were unsure if Lucy & Yak were outside of their price range. Considering the majority had also not purchased from the brand, it is likely that they simply have not visited the website or stores.

Would you pay a premium for sustainable fashion brands?



Only five out of thirty respondents said they would not pay a premium for sustainable fashion. This figure emphasises the previous question about the importance of sustainability in fashion.

Did you know about Student Discounts at Lucy & Yak?



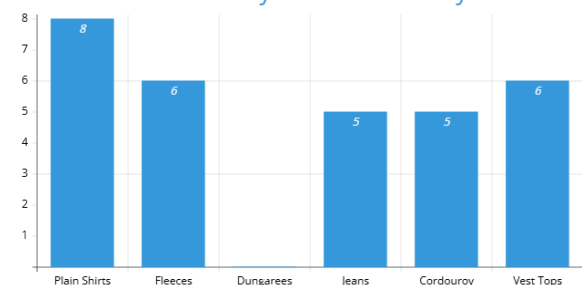
An overwhelming 76% of respondents claimed not to be aware of Lucy & Yak's student discounts. This shows that the demographic isn't connecting with the brand enough to research into discount opportunities.



New target audience research

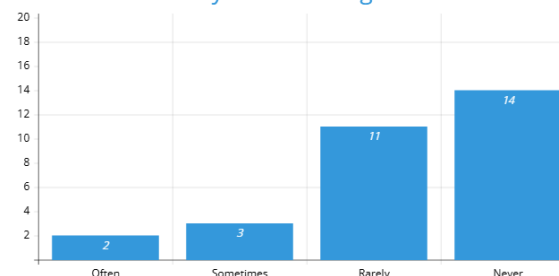
I sent out surveys to 30 of my connections who fit the buyer persona for the new target audience. These were female students aged 18-24 based in the UK. Here were the results:

What item is least likely to be on the Lucy & Yak store?



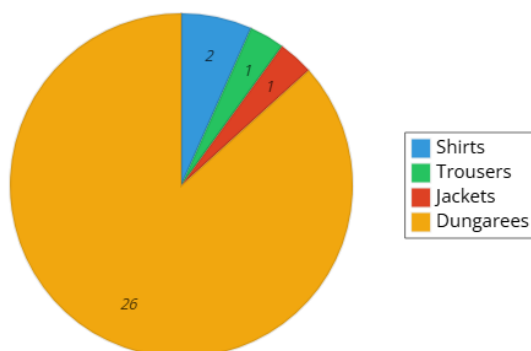
With dungarees having 0 votes, it displays the brand's prominent dungaree foundation. However, Lucy & Yak sell all of these items. Plain shirts has the highest number of votes, which could show that respondents do not associate the brand with plain everyday essentials.

Do you wear dungarees?



With 25 people stating that they either rarely, or never, wear dungarees, it is likely that they do not shop at Lucy & Yak because they only associate the brand with dungarees.

What item do you most associate with Lucy & Yak?



The results of this question works to support the question about least likely items. With over 75% of respondents clearly associating Lucy & Yak with dungarees before anything else.



The Gap

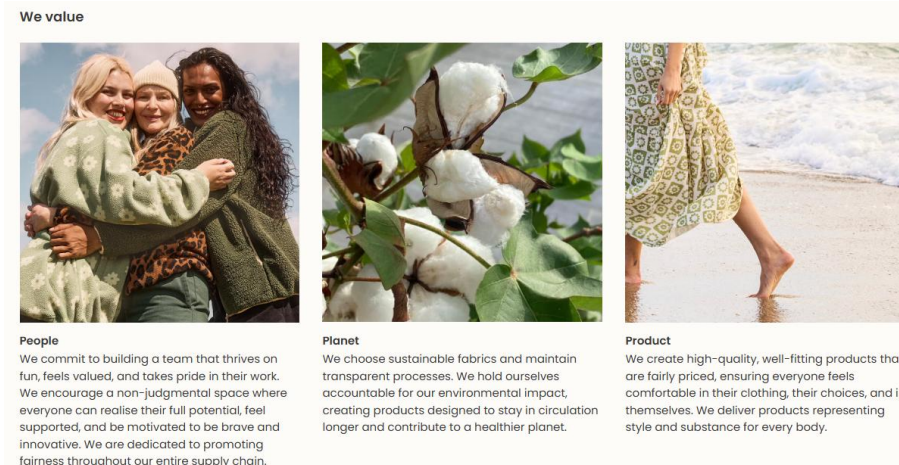
Lucy & Yak is recognised, but its product perception hasn't expanded enough to engage with students aged 18-24.

Top Gaps:

1. Strong dungaree association
2. Little knowledge on Student-friendly prices
3. Little knowledge on RE:YAK

The underlying issue I have found through my research is that their new target audience associates the brand too strongly with their dungarees. While this is important to Lucy & Yak, it is hindering awareness of their other products such as jeans, shirts, vests, underwear, and dresses.

Due to this underlying gap, it means that female students aged 18-24 are not exploring the company further. Therefore, they are unaware of the extent of the product range, sustainability mission, student discounts, RE:YAK scheme, and “Comfort Club” community.

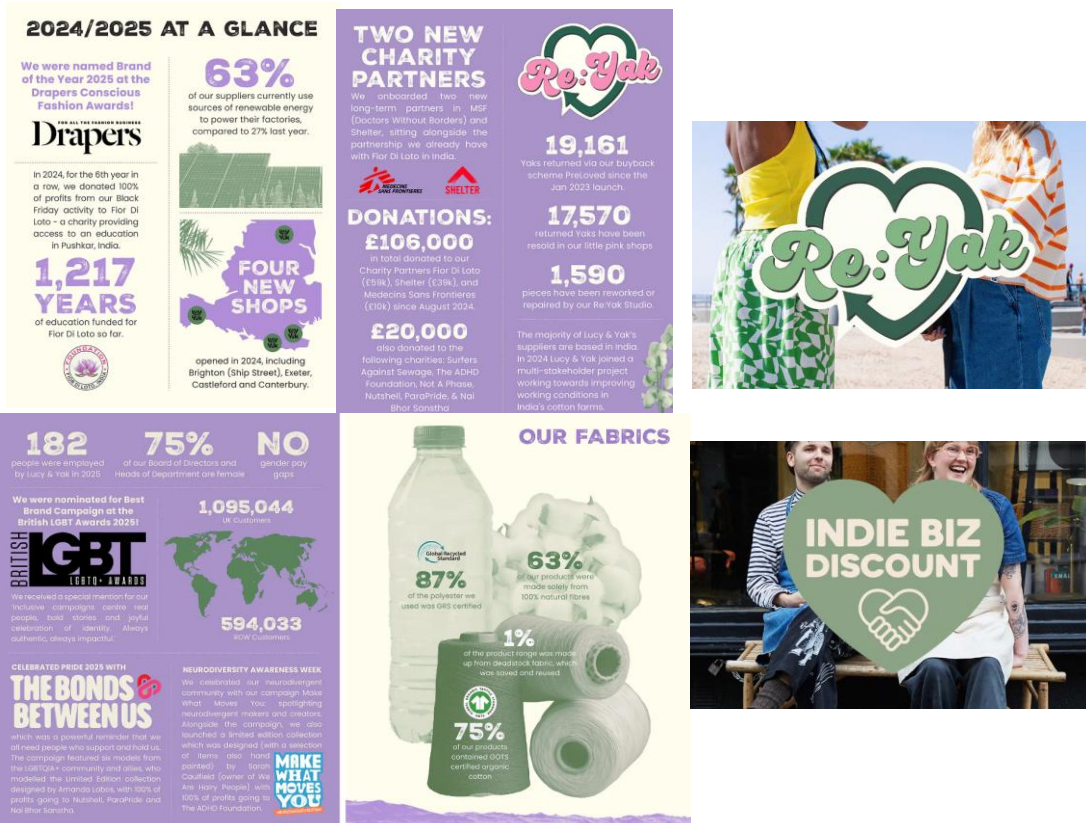


Strategic Insight

The problem isn't awareness, its association.

- The new audience are already aware of Lucy & Yak as a brand.
- The new audience values the things that Lucy & Yak stand for regarding the environment and sustainability.
- They are not yet aware of Lucy & Yak's mission or impact.

Lucy & Yak = Dungarees



The association with dungarees is valuable because it makes the brand distinctive, but it can limit consideration of the wider range of what they sell.

This strategy needs to expand what Lucy & Yak mean to the audience personally, rather than trying to introduce the brand from scratch.

Instead of moving away from the dungaree identity, the campaign should use it as the starting point to introduce the wider Lucy & Yak world.

The Strategy



Previous Campaigns



Each of these campaigns focuses on inclusivity and diversity. Celebrating the LGBTQ+ community, plus size community, and neurodivergent community.

These campaigns share that Lucy & Yak are inclusive and diverse but is not focused on their wider clothing range or sustainability. While the photos show different clothing articles, they are not the center of focus and it becomes easy to forget. In addition, the dungarees are still central in 2/3 photos.

On social media, they run a lot of community-driven campaigns such as:

- Get Ready With Me / Try-on hauls
- Shoppable collection catalogues with clickable purchase links
- Line-ups showing how their clothes fit different size bodies

What we will keep:

- Bright colours
- Dedicated typography
- Identity capture
- Positivity



The New Campaign

“YAK. YOU. US.”

Title: Yak. You. Us.

Big Idea: Combine community and identity to showcase Lucy & Yak’s sustainability and wider product lines.

The Message: Lucy & Yak is a brand built on sustainability and identity. With a wide range of clothing items made to last, the company prioritises fostering a community of like-minded, environmentally conscious individuals.

Creative Concept: A range of videos that showcase how fabrics are sourced, their mission, their impacts, and values. These should also explore specific articles of clothing that aren’t dungarees. For example: Vests, shirts, skirts, fleeces, and trousers. These can be used on social media platforms like Facebook, Pinterest, Instagram, and TikTok to reach 18–24-year-olds. They can be organic content or paid advertisements.

How to bring the strategy to life: Create short-form video content that includes community members and professional models to showcase both the identity and clothing. Photograph/graphical content could also be useful for Pinterest for evergreen content.



OUR COMMUNITY

“YAK. YOU. US.”

Mood board

PreLoved

(Im)Perfects

The Channel Strategy

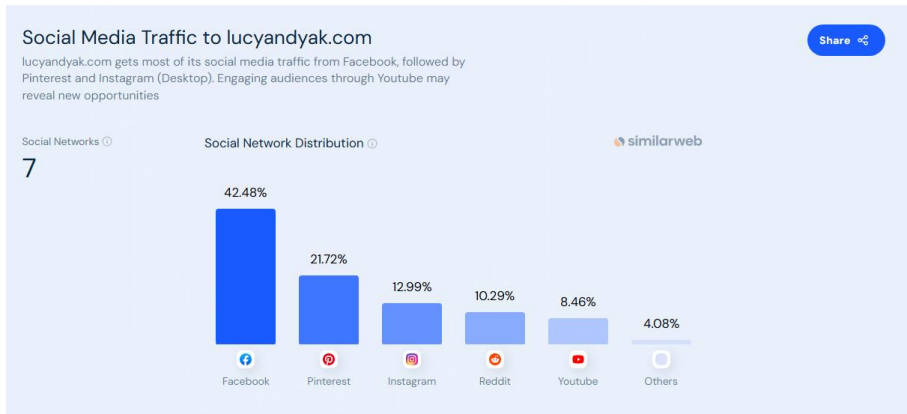
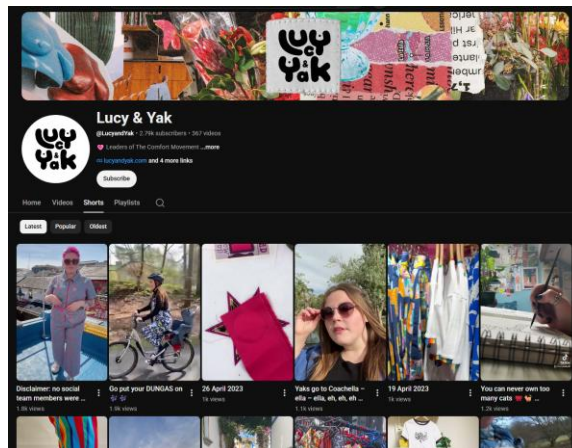
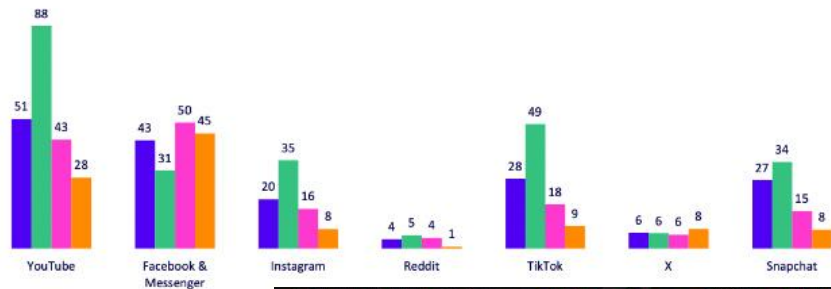


Figure 24: Average daily time spent by UK adult visitors to selected social media services, by age: May 2025 (minutes)



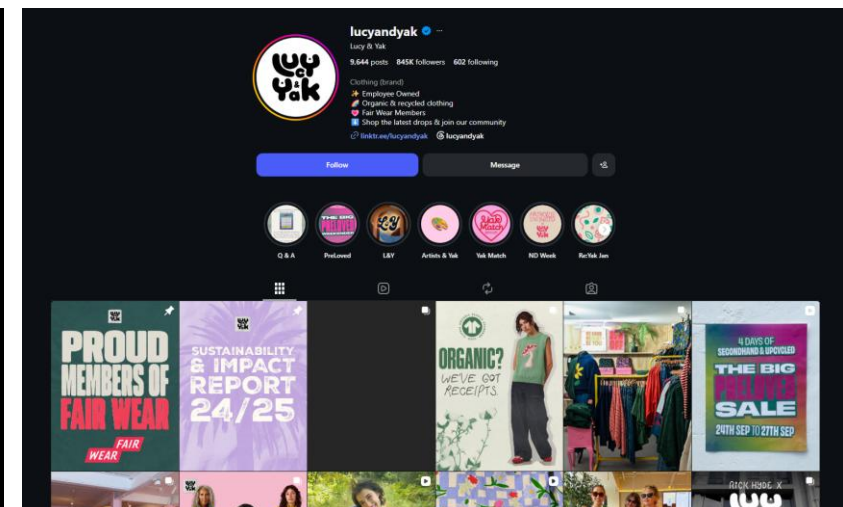
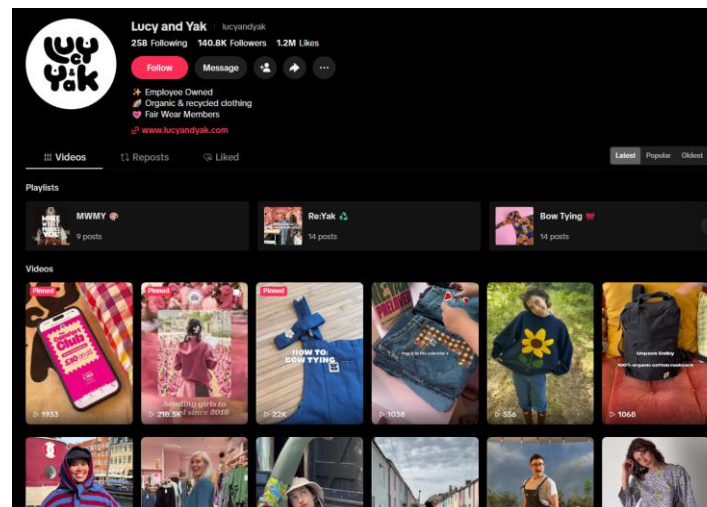
The top social network that drives traffic to Lucy & Yak's website is Facebook, which is primarily used by people aged 35-54. However, Lucy & Yak's current target market are people aged 25-34, who use Facebook the least.

The new target market, being 18-25, spend most time on YouTube, TikTok, and Instagram. Therefore, Lucy & Yak should be aiming to place their marketing materials on these platforms.

They could be in the form of:

- YouTube ads
- YouTube Videos
- TikTok promoted videos
- TikTok ads
- Organic TikTok content
- Instagram posts/stories
- Paid Instagram ads.

Lucy & Yak do have established accounts and communities on each of these platforms, which they can utilise.



Concept Ideas:

Hook: close-up of cotton being picked



Close up montage of the process of making the clothes



Cut to someone wearing a Lucy & Yak shirt



Quick match-cut montage of them wearing different items

Sustainable focus, items secondary

Hook: Person steps away from the camera, wearing Lucy & Yak clothes



They speak about being a student and getting discount



Say about how clothes are comfy at university lectures



Show lots of different outfits with clickable link to discount codes

Student focus, comfort mission

Hook: Someone holding a small stack of Lucy & Yak clothes



Talk about how they don't wear them anymore but hate throwing things away



Take the audience to a Lucy & Yak store



Record the process of RE:YAK and what happens to the clothes

RE:YAK focus, shows inside details of what it does

Next Steps

1. Test the concept:	Run the campaign with a small audience sample. Establish whether expanding perceptions of Lucy & Yak improves interest for the brand for the new target audience.
2. Launch and monitor:	Roll out the campaign across the selected channels and monitor awareness, engagement, website behaviour, and product/category interest for traffic within the new target audience age range.
3. Optimise:	Identify which creative, messages, and products generate the strongest response, then refine the campaign accordingly. For example: if the company see an increase in “comfort club” members in the new target audience, they could roll out direct email marketing within the campaign to reengage with those shoppers.
4: Measure perception shift:	Use pre/post-campaign research or surveys to assess whether the audience association with Lucy & Yak has expanded beyond dungarees.
5. Scale what works:	Invest further in the strongest-performing channels and creative, potentially expanding the campaign to additional audiences or markets.
6. What does success look like?	Success means moving Lucy & Yak from being recognised (by the new target audience) primarily as a dungaree brand to being considered as a wider sustainable fashion brand with a variety of clothes.