



Brand
Audit for
The Gap
Clothing

Brand Audit for The Gap Clothing

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Agenda

- Objective
- Identify Sources of Brand Equity
- Desired Brand Knowledge
- Communication Objectives
- Marketing Tools
- Action Objectives
- Next Growth Opportunity—Gap Home
- Build and Maintain Brand Equity

* Focus of presentation, analysis and recommendations are based primarily on the adult Gap clothing line.



Main Objective

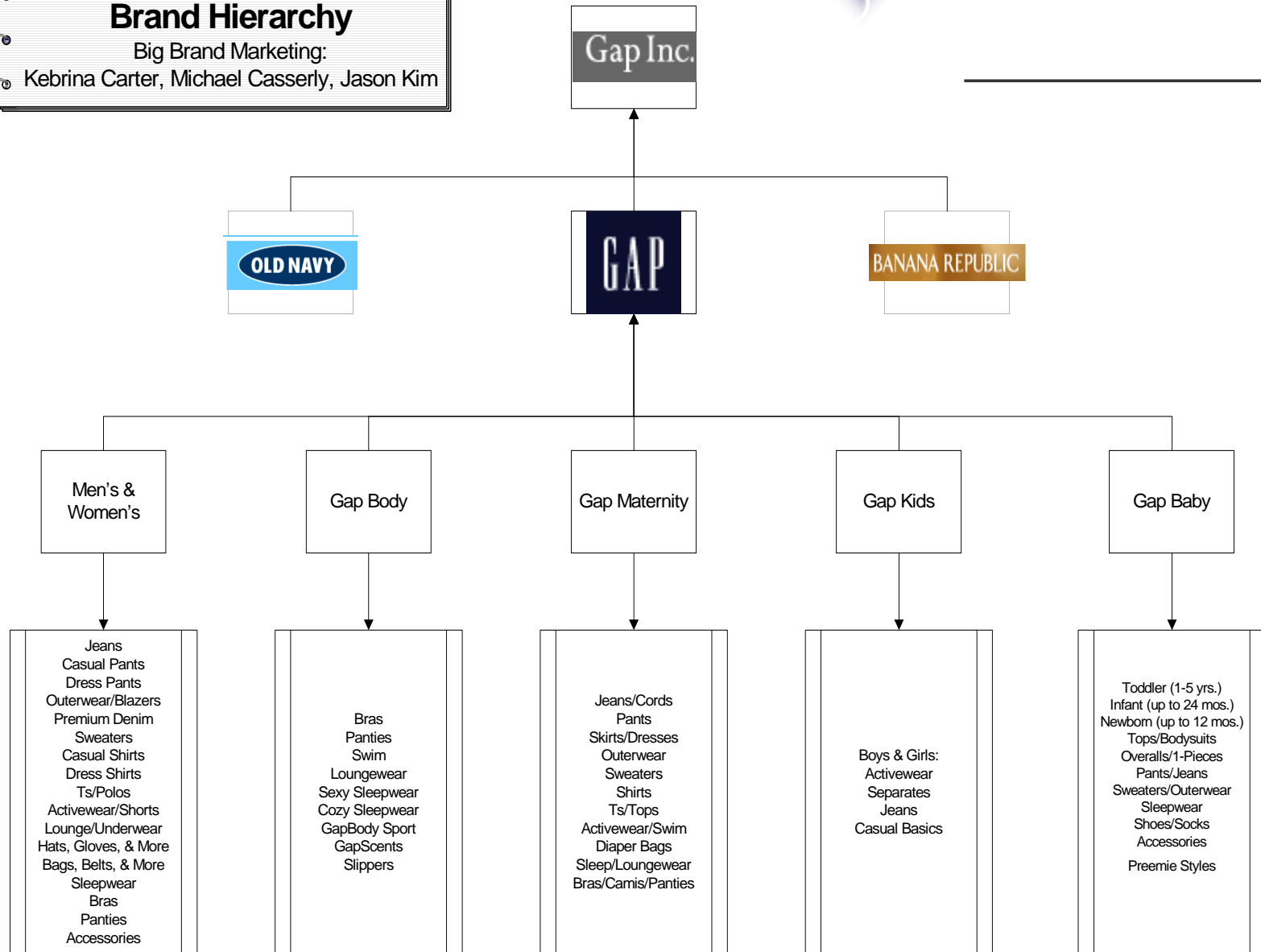
To strengthen nodes in The Gap's associative network with the words fun and colorful, in addition create a node for fashionable personalization. These nodes will be enhanced through strategically focusing on communication, marketing, and action objectives that will emphasize The Gap's accessory offering.

The Gap

Brand Hierarchy

Big Brand Marketing:

Kebrina Carter, Michael Casserly, Jason Kim





Identifying Sources of Brand Equity

- Conducted both qualitative and quantitative consumer research:
 - Word Association
 - 49 responses
 - Sentence Completion
 - 34 responses



Identify Sources of Brand Equity

Product-related attributes:	Durable/long-lasting quality fabric, blue bag, tag-less shirts, big embroidered, 3-letter sweatshirts, light-blue oxford button-down shirts
User imagery:	Preppy, trendy, northern California, yuppie, young, mainstream
Usage imagery:	Everyday wear, casual, corporate dress-down (business casual)
Brand Personality:	Fun, classic, all-American, "Sarah Jessica Parker"
Functional benefits:	Convenient, nice accessories, easy returns, durable, dependable
Experiential benefits:	Comfortable fitting, relaxing to wear
Symbolic benefits:	Feelings of classic style and fashion



Survey Findings: Where does The Gap stand?

- Respondents favorite place to shop for clothes:
 - Banana Republic (21%)
 - The Gap (12%)
 - Macys (6%)
 - Bloomingdales (6%)
 - N/A (5%)
 - Theory, Armani, Rainbow, LL Bean, Bebe, Barney's, Arden B, Nordstrom, Forever 21, Army/Navy thrift stores, Dr. Jays, Ann Taylor, Brooks Brothers, Target, New York and Company, Filene's Basement (50%)



Survey Findings (continued)

Respondents' favorite place to shop for clothes:

* One person could provide more than one answer

In general	Online	For my kids	For myself	For other kids	For others
Banana (7) The Gap (4) Macy's (2) Bloomies (2) N/A (2) Other (17 different answers)	N/A (17) The Gap (5) Macy's (2) Other (10 different answers)	N/A (23) GapKids/ babyGap (7) Old Navy (2) Other (2 different answers)	Banana (12) The Gap (6) Macy's (3) NY & Co. (3) Old Navy (2) N/A (2) Other (6 different answers)	GapKids/ babyGap (17) N/A (5) The Children's Place (3) Old Navy (2) Other (7 different answers)	Banana (10) N/A (7) The Gap (5) JCrew (4) Macy's (2) Other (6 different answers)



Validity of Data

- Things to Consider:
 - Survey offered ethnically-diverse opinions
 - Survey Bias
 - age groups
 - administered in city limits
 - peer influence
 - Survey was administered as “The Gap” survey, which automatically placed “The Gap” in the respondent’s mindset.



Observations on Survey Findings

Some thought on the respondents' favorite places to shop for clothes...

- It would not be wise for The Gap Corporation to pit The Gap Clothing store against its own Banana Republic brand
- The Banana Republic brand was popular among respondents either shopping for themselves or other adults



Key Sources of Brand Equity

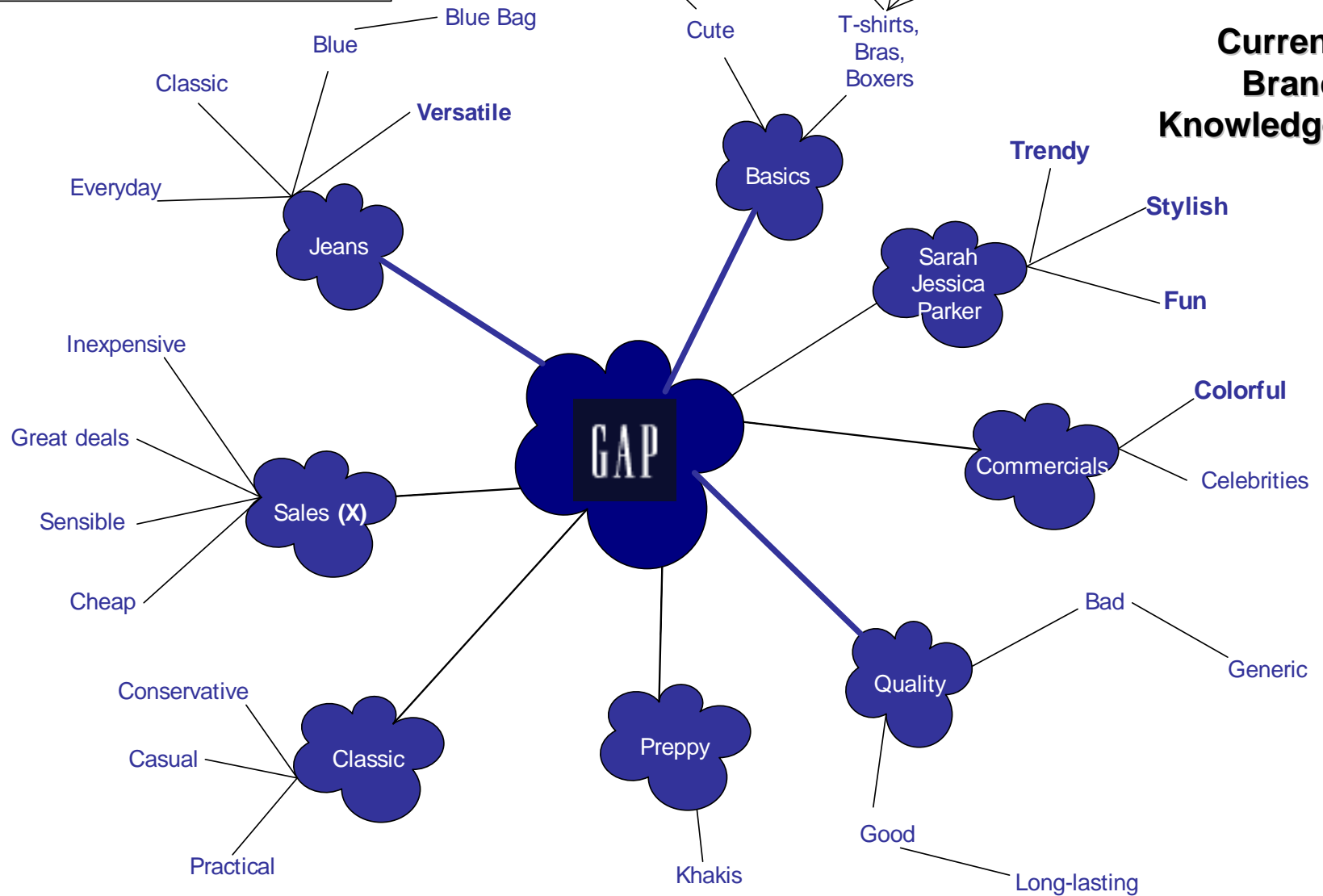
- Basics
- Quality
- Jeans
- Comfort
- Classic

The Gap Associative Network

Big Brand Marketing:

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Current Brand Knowledge

Sentence Completion Projective Technique

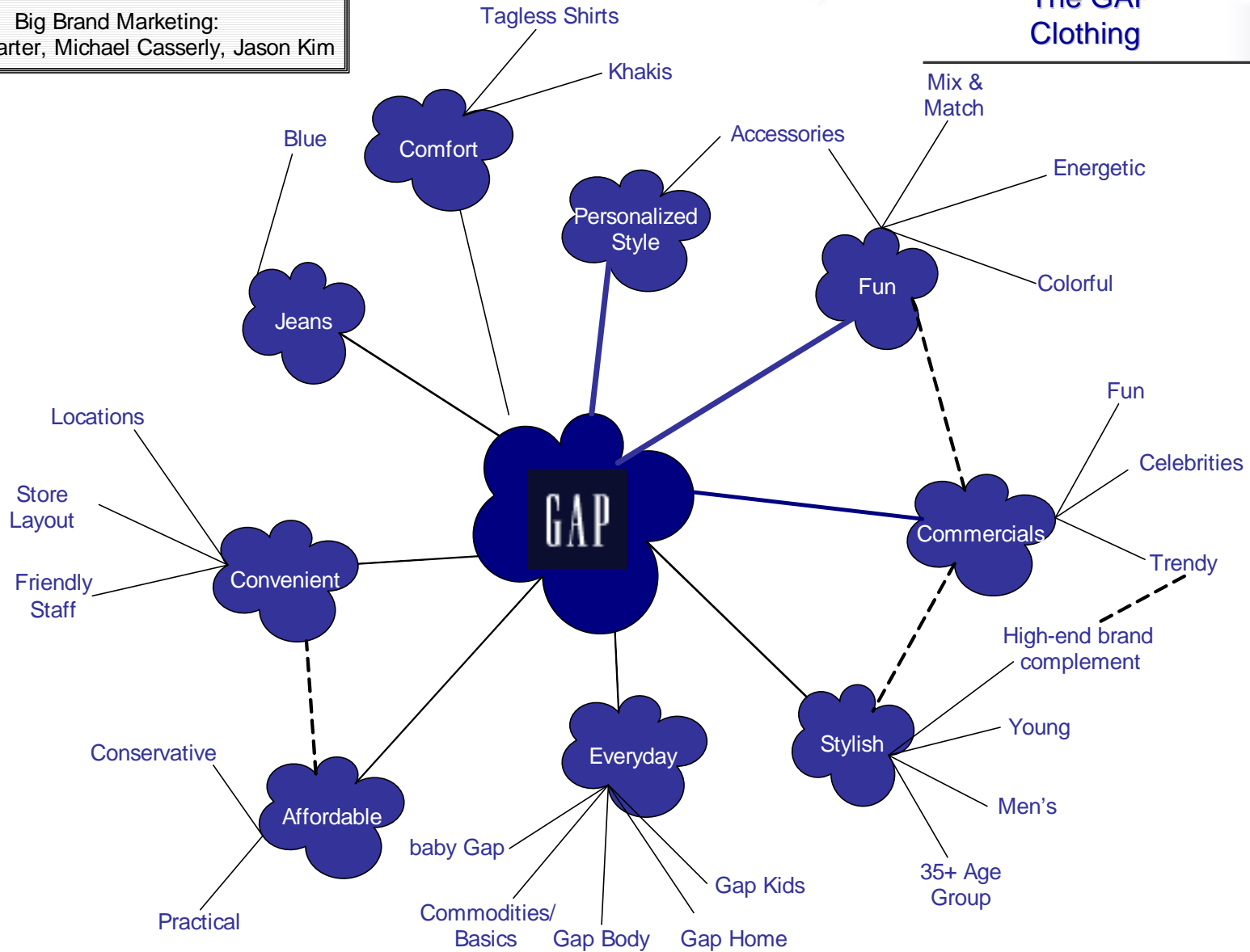
- High response for shopping at The Gap for kids clothing whether for their own or someone else
- 24% (1/4) of respondents stated they were bored or had no emotional feelings toward The Gap
- When asked to complete the following statement
 - “The Gap is...”
 - 53% of respondents had positive comments to make about the Gap ranging from quality to fun to reliable
- 52% of the respondents who answered the question, “when I wear Gap I feel...” said they felt comfortable
- The number one reason respondents did not like The Gap - IT IS NOT UNIQUE

The Gap Ideal Network

Big Brand Marketing:

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Desired Brand Knowledge

- The Gap should have a higher correlation with the following words/phrases:
 - Fun
 - Personalized style
 - Trendy
 - The source for all of your clothing **basics** & more...
 - The perfect fit for everybody/ every body
 - **Quality**
 - **Jeans**
 - **Comfort**
 - **Classic**
- **Brand Personality (photo)**
 - Fashion conscious, down-to-earth, stylish





Current Communication Objectives

- **Annual Reports**
 - (2000) Classic clothing that are must have fashions
 - More energy and styles to basics offering broader assortment with new fits and washes
 - (2001) Simple classic styles for everybody
 - Gap is about khakis, jeans, ribbed sweaters
 - (2002) Classic casual American style
 - Get the right fit and the right product
 - Enhance store operations

Note: The next few slides on marketing tools will show you how these objectives played out in The Gap's advertising and detail the most recent communication objectives.



Desired Communication Objective

- **Gap is fun**
 - Enhance fashion conscious ads
 - Make the personalization statement “How Do You Wear It” more prominent
 - Create solo ads highlighting accessories
- **Observation**
 - Appears that current ad messages, particularly “how you wear it” are not reaching consumers successfully as responses from surveys don’t reiterate their ad messages



Marketing Tools

- Print Ads
- TV Commercials
- Promotions
 - eToys gift certificate with Gap purchase
 - Online and store promotional contests and giveaways
- Internet - online advertising
- Affiliate programs
- Other
 - "Share The Warmth" clothing donation program -> "Brannan the Bear" teddy bear



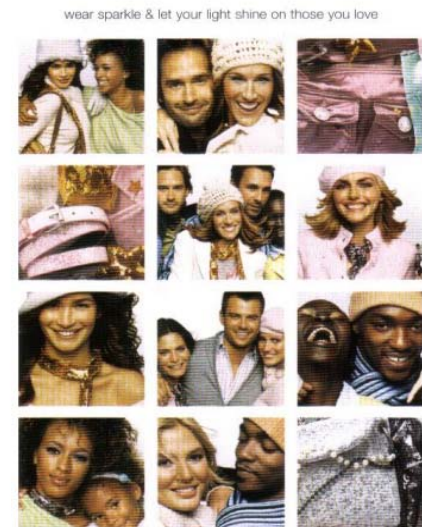


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Print Advertising

- Consistency
- Fashion magazines, periodicals
- Use of celebrities that personify the brand
- Use of colors
- Focus on the holidays
- Tagline: "Give Your Gift"





“Individuals of Style” – 1988+



- Basics and individual components
- Whoopi Goldberg, Spike Lee, Lorraine Bracco, Christina Ricci, Dennis Hopper
- Directed by celebrities also: Cameron Crowe and the Coen brothers
- These individuals personify the Gap brand
- [Lisa Prisco - Gap "Two White Shirts"](#)





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“Khakis Swing” – 1997/1998



- Fun and trendy
- Back to Gap's khaki staple
- Likeability and integration of music to match the mood
- [Lisa Prisco – Gap "Khakis Soul"](#)
- [Lisa Prisco – Gap "Khakis Street"](#)





“Give A Little Bit” – 2001

- Supertramp
- Spotlighted a music celebrity's take on “Give a Little Bit”
- Introduction of personal style
- Sheryl Crow, India Arie, Lisa Lopez, Dwight Yokam, Alanis Morissette





“Jeans For Every Generation” – 2002



“Forever in blue jeans, babe” – Will Ferrell as Neil Diamond

- Established, Current, and Break-out celebrities
- "Whether you are six, sixteen or sixty, nothing is more universal than a pair of Gap jeans," opines Millard Drexler. But then he would say that, he was President and CEO of Gap
- Willie Nelson, Ryan Adams, Whoopi Goldberg, Sissy Spacek



Madonna – “updated classic”, 2003



- Cross-over commercials with Missy Elliot
- “I can do that”
- Brings sense of style and trendiness
- Continues with music mix theme
- Targets women, especially trendy moms
- Do consumers think Madonna buys her jeans from The Gap?



Sarah Jessica Parker - "style conscious", 2004

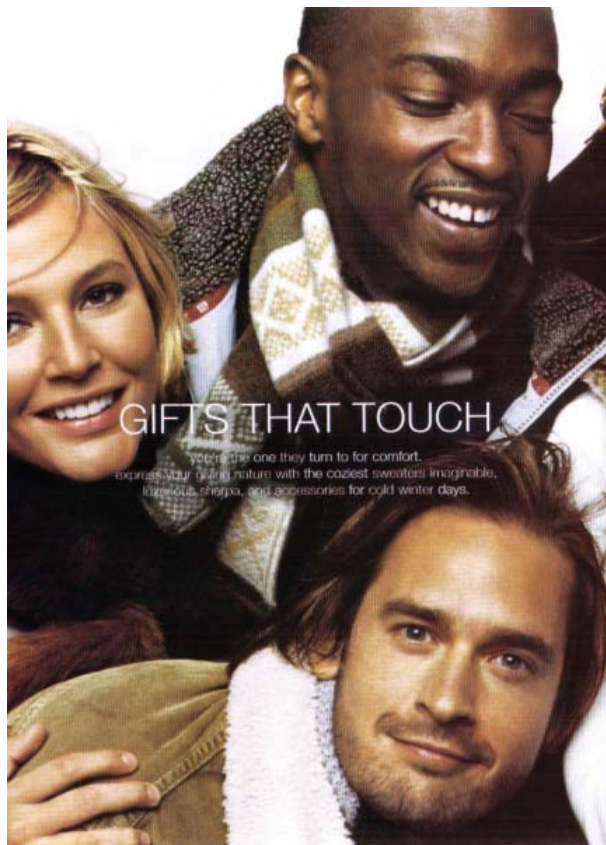
- Mega trendy and stylish
- Montages of clothing – outfits, not single pieces
- Accessorize with your own style
- Fresh and affordable
- "You fit in, but you stand out" – Pina Ferlisi, Gap Head Designer
- "I think the Gap is terrifically creative, fun, inspired, and the clothes are for everyone, of every age," said Parker, known as a fashionista both on-screen and off, in a statement e-mailed to The Associated Press. "They are timeless, easy, colorful, classic and affordable."



- [The Gap "How Do You Wear It?"](#)



"How Do You Wear it?" - 2004



- "Asking the world 'How Do You Wear It?' is an invitation for personal expression and a conscious effort to connect the brand more closely with consumers," Gary Muto, President of Gap
- "That's the Way (I like it)"
- Additional promotion of regular people trying-out for ads with non-celebrities showing how they wear Gap clothes
- Migration to 'How Do You Share It?' and 'Share The Warmth' campaign



Marketing Tool Focus

- Extend current brand objectives
- Focus on brand segments, especially women and teens
- Accessories for personalization
- Pilot 35+ Women's line
- Extend into a horizontal product line: Home Goods



Action Objectives

- Reinforce:
 - Emotional ties to The Gap – fun, comfort
- Extend:
 - Uniqueness for personalization
 - Stylish comfort
 - Women audience



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Next Growth Opportunity (current)

35+ line of clothing

- The Gap's marketing research points to this area
- Continuation from Sarah Jessica Parker
- Focus on trendy classics
- Gap products as a required staple
- Targeted for late 2005





Next Growth Opportunity (recommendation)



- Gap Home!
 - 53% of respondents said they may buy or definitely would buy Gap's home line
 - Offers Gap lovers a continuation of the Gap experience
 - In line with most prominent brand equity of comfort

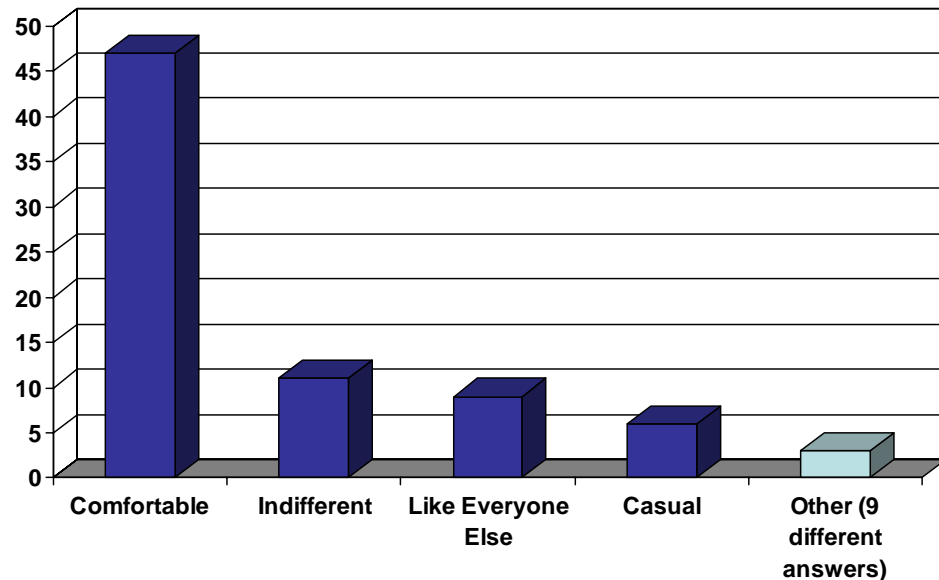
* Note: When designing and marketing the home line be conscious of differentiating it from Pottery Barn. Also, respondents seem price sensitive in this area, therefore focusing on competitive pricing is key. Lastly, respondents appeared excited about the possible color combinations and patterns the Gap would create.



Next Growth Opportunity (recommendation)



When I wear Gap I feel...





Build and Maintain Brand Equity

It is extremely important for The Gap to recognize the sources of perceived value in its brand, and not stray away from those sources in any of its marketing campaigns.

As mentioned earlier, the primary sources of The Gap's brand equity include:

- Basics
- Quality
- Jeans
- Comfort
- Classic

It is important for The Gap to promote the personalization aspect of its products. This will help to combat the common feeling among current consumers that The Gap is “not unique”



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Questions





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Thank You





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Findings (APPENDIX)



Female Factor

- Studies show that women's influence on 65% to 85% of all purchasing decisions
- U.S. Census data shows that between 1970 and 2002, even as the population of American women outpaced that of men, the employment gender gap closed by more than half
- The number of unmarried American females is at an all-time high and the percentage of children living in households headed by a single mother has more than doubled since 1970

Source: Adweek, 12/06/04



Key Highlights

Associative network shows there is a great deal of distance between the Gap and mix & match, trendy, stylish, fun, colorful and versatile.

These are things we want to bring closer to the Gap, as our objective is to strengthen the connection between the Gap and fun/colorful.

There is a concern that Sarah Jessica Parker (SJP) is closely associated with the Gap which in turn triggers some connection with fun, stylish, trendy. When she is removed as the spokes person will the nodes that she generates go with her? We want to make a stronger connection with those nodes without the presence of SJP.

In addition, we want to weaken the association with sales/deals/bargain hunting.



Important Strategic Point

In determining what the desired brand knowledge should look like we were careful not to delete the positive qualities that consumers associate with the GAP. These were things that were pointed out in the brand equity slides as being critical to the Gap's success.

These qualities are highlighted in red on the "Desired Brand Knowledge" slide.



Data Collection (Phase 1)

90%

- Contact Rate
 - The percentage of people who are reached
 - 90%: Out of 83 surveys sent, 75 people were reached successfully.

63%

- Cooperation Rate
 - The percentage of people who were contacted who actually agreed to participate in the study
 - 63%: 49 out of the 75 people who were contacted actually agreed to participate in the study.

100%

- Completion Rate
 - The percentage of people who cooperated and completed the study through the end.
 - 100%: Of the 47 people who cooperated, 47 completed the study.



Demographics (Phase 1)

	Total	% of Respondents
Ages 29 and under	30	61
Ages 30-35	10	20
Ages 36+	9	19
Married	20	41
Men	23	47
Women	26	53
Have Children	11	22



List the first 7 things that come to mind when you think of the GAP (No more than one or two words per line)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

If you have more words to add, please list them below.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

If you have exhausted your word list on the GAP look over your list of 7 to help you come up with more words. List them below.

- 1.
- 2.
- 3.
- 4.
- 5.



Brand Audit for The Gap Clothing

Associative Network Survey

Tier 1,
Respondents
1-25

Respt	Sex	Age	Marital Status	Kids?	Kid's Ages	Q 1.1	Q 1.2	Q 1.3	Q 1.4	Q 1.5	Q 1.6	Q 1.7
1	M	27	Single			lenny kravitz	over priced	poor quality	ellen sullivan	yuppies	grammar school	REM
2	F	29	Single			clothes	hip	affordable	conservative	stylish	good quality	edgy advertising
3	F	27	Married			jeans	khakis	young	classic	colors	stripes	sweaters
4	F	27	Single			Now it's GAP instead of "The Gap"	sarah jessica parker	commercials	7th grade	the jeans I'm wearing today	blue bags	pocket tees
5	F	28	Single			quality	versatile	variety	comfortable	style	colorful	sarah jessica parker
6	M	27	Single			preppy	tom brady ad	jeans	light colors	stores are everywhere	modest pricing	teenagers
7	M	27	Single			t-shirts	underwear					
8	M	28	Single			preppy clothes	high school days	the mall	affordable	the TV commercials	ex-girlfriends	christmas shopping
9	M	27	Married			khakis	golf shirts	back to school shopping	boxer shorts	jeans	gap kids	casual
10	F	27	Single			sarah jessica parker	jeans	white	classic	color	christmas ads	jeans jackets
11	F	39	Married			expensive	not enough color selections	always wait on line	good quality clothing	cluttered environment	not enough choices	good branding
12	F	27	Single			young	not unique	simple	cute	solid colors	horrible prints	priced down the middle
13	F	26	Single			casual	good sales	color	classic	everywhere	work	clean
14	F	40	Married	3	5thru11	expensive	fashionable	jappy	cute kids stuff	not much of a choice for "fuller figures"	good quality	good return policy
15	M	27	Married			blondes	blondes in tight jeans wearing wife-beaters	blue gap bag	their jeans never fit right	established in 1969	my brother only shops there	decent turtleneck sweaters
16	F	26	Single			moderately priced	good jeans	mainstream	generic	great advertising	abundant	good sales
17	M	36	Married	2	6thru9	quality	costly	sale	good sizes	fashionable	color	washable
18	F	37	Married	2	4thru7	cute	preppie	pricey	classy	fun	bright	drive-thru (employees w/ headsets)
19	F	27	Single			kids clothes	poor quality (men's/women's clothes)	outdated	basics	sara jessica parker	sweaters	khakis/jeans
20	M	28	Single			pocket t's	classic	advertising/marketing	stores everywhere	high school	basic	fall into the gap song
21	M	27	Single			farley, spade, and sandler (SNL)	khakis	GAP FAT (horatio sans SNL)	jeans	late 80's, early 90's preppies	light blue oxford button down shirts	how much I hate Aerosmith and their GAP ad
22	M	32	Married	1	1	jeans	rich girls	khakis	annoying commercials	Saturday night live skit	good shirts	preppie kids
23	F	37	Married	2	2thru5	baby clothes	kids clothes	sales	jeans	sara jessica parker	on-line	style
24	M	27	Married			comfortable	casual	good commercials	khakis	appropriate prices	jeans	christmas shopping
25	F	34	Married	1	3	sale items	shirts	jeans	sweaters	jackets	belts	dressess



Brand Audit for The Gap Clothing

Associative Network Survey

Tier 1,
Respondents
26-49

Respondant	Sex	Age	Marital Status	Kids?	Kid's Ages	Q 1.1	Q 1.2	Q 1.3	Q 1.4	Q 1.5	Q 1.6	Q 1.7
26	M	27	Single			LL Cool J	Ugly sales help	grettles pretzels	inexpensive	quality		
27	F	23	Single			fashion	jeans	beautiful colors	sales	denim	good quality	trendy
28	M	28	Single			Great commercials	Denim	Corduroy	Bras/Undies	Basics	Comfort	GAP logos (from the 80s)
29	F	32	Married			Simple	Affordable	Jeans	Celebrity Ads	Maternity Wear	Baby/kids wear	Accessories
30	M	36	Married			Inexpensive	Hip	Good Commercials	Old Navy	Bad stitching	Many locations	Sweatshirts
31	F	29	Single			Sarah Jessica Parker	Jeans	Middle School	The Mall	Khakis	Commercials	the 80s
32	M	34	Married			Madonna Ads	Jeans and white t-shirts	High School	Cheap deals	3 big embroider letter sweatshirts	Khakis	Girls
33	F	31	Married			Sarah Jessica Parker	Stripes	Blue Gap shopping bag	Casual	Blue Jeans	Gap logo	Gap commercials
34	M	27	Single			Basics	Preppy chic	Everywhere, ubiquitous	White people	Stylish TV commercials	Denim	Conservative
35	F	36	Single			Sterile	Anal	Boring	Basics	Cheap	Common	Did I say boring
36	M	27	Single			High quality	Nice clothes	Classic styles	Good bargains	Brand name	Favorite spot	Excellent commercials!
37	F	33	Married			Clothes	Blue	Brand	Mellow yellow	everywhere	Cheap	Chain
38	M	30	Single			Value	One stop shopping	Trendy	Questionable Quality	Back-to-school shopping	Jeans & tees	Ubiquitous
39	F	27	Single			Khakis	Inexpensive Clothes	Cookie cutter clothes	Probably child labor in Asia	Chick from Sex and the City	Younger Style	Hole that a running back tries to run through
40	M	32	Single			Simple	Comfortable	Basic	Loungey Clothes	Cheap basics	Lenny	Banana Republic
41	F	34	Married			Basics to trendy	Becoming overpriced	TV coomercials, Print Ads	Suspect quality	Cotton	Great return policy	In everyone's closet
42	M	34	Single			Colorful	Everyday	Flowers and stripes	Bras	Kids clothing	Jeans	Gap scents
43	F	32	Single			Rhymes with crap	Big sweaters	School teachers	Denim jackets	Conservative	1969	Jeans
44	M	33	Single			Young	Inexpensive	Good Quality	Colorful	Casual Clothes	Marketing giant	Large wide space between two points
45	F	33	Single			preppy	average quality	mainstream	middle america	nice commercials	nice website	boring styles
46	M	34	Single			CUTE	QUALITY	NICE	CHEAP	CLASSIC		
47	F	34	Single			plain	preppy	boring	all blue jeans	moderately priced	lack of choices	dis appointing
48	F	27	Single			sarah jessica parker	madonna	basic clothing	clothes that fit america bodies--I'm too petite	colorful scarves	tank tops	khaki
49	M	38	Married	2	2thru5	Chicks	Strong Marketing	"Today's Fashion"	Fresh New Look	Colorful	Clean and Organized	Professional



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Associative Network Survey

Tier 2,
Respondents
1-25

Respondant	Sex	Age	Marital Status	Kids?	Kid's Ages	Q 2.1	Q 2.2	Q 2.3	Q 2.4	Q 2.5	Q 2.6	Q 2.7	Q 2.8
1	M	27	Single										
2	F	29	Single			young adults	trendy	practical	<i>preppy</i>	good clearance sales	multi-channel sales points	convenient	cool
3	F	27	Married			<i>preppy</i>	big stores	men's on the left	women's on the right	<i>celebrity ad campaigns</i>			
4	F	27	Single										
5	F	28	Single										
6	M	27	Single			comfortable clothes							
7	M	27	Single										
8	M	28	Single			<i>solid colors</i>	the GAP logo						
9	M	27	Married										
10	F	27	Single										
11	F	39	Married										
12	F	27	Single			good for a pre-teen crowd	you're getting what you pay for	good place to run to if you need a quick shirt someplace	cute is for kids--not adults	<i>good solid color shirts--everydaywear</i>	the prints--I don't even want to go there (they should stick to solids)	not too expensive but not totally cheap either	I personally hate the jeans
13	F	26	Single			<i>sarah jessica parker</i>	socks						
14	F	40	Married	3	5thru11								
15	M	27	Married										
16	F	26	Single										
17	M	36	Married	2	6thru9								
18	F	37	Married	2	4thru7	trendy	warm	comfortable	<i>classic</i>	my sister	clearance		
19	F	27	Single										
20	M	28	Single										
21	M	27	Single										
22	M	32	Married	1	1	polos	expensive	northern california					
23	F	37	Married	2	2thru5	easy returns	great kids PJs						
24	M	27	Married										
25	F	34	Married	1	3								



Brand Audit for The Gap Clothing

Associative Network Survey

Tier 2,
Respondents
26-49

Respondant	Sex	Age	Marital Status	Kids?	Kid's Ages	Q 2.1	Q 2.2	Q 2.3	Q 2.4	Q 2.5	Q 2.6	Q 2.7	Q 2.8
26	M	27	Single										
27	F	23	Single			corduroy jackets	nice socks	matching accessories	sweat jackets	high prices	durable and long lasting clothes	fun	gap scents
28	M	28	Single			sarah jessica parker	Cotton Tees	Seinfeld	Catchy jingles	Cute actors			
29	F	32	Married										
30	M	36	Married										
31	F	29	Single										
32	M	34	Married										
33	F	31	Married			Reality Bites							
34	M	27	Single			Relatively inexpensive	A little bland	Stripes and solids	Sweatpants	Everyone's got something from one	Back-up clothes	"Good enough"	Cute skirts
35	F	36	Single			Did I say Anal	Colors	T-Shirts	Sweaters				
36	M	27	Single										
37	F	33	Married			Banana Republic	Jeans	T-Shirts	Casual	Affordable	Common	Boring	Poor quality
38	M	30	Single										
39	F	27	Single										
40	M	32	Single										
41	F	34	Married										
42	M	34	Single			Sales	Sweatshirts	Sarah Jessica	Fun ads	Capris			
43	F	32	Single										
44	M	33	Single										
45	F	33	Single			argyle	purple	turquoise	nice socks	good clothes for kids	not for older people	nice accessories	not to buy jeans
46	M	34	Single										
47	F	34	Single										
48	F	27	Single										
49	M	38	Married	2	2thru5	Presentation	Young	Space to walk	Gift certificate	head set	chicks	baby gap	nice clothes



Brand Audit for The Gap Clothing

Associative Network Survey

Tier 3,
Respondents
1-25

Respondant	Sex	Age	Marital Status	Kids?	Kid's Ages	Q 3.1	Q 3.2	Q 3.3	Q 3.4	Q 3.5
1	M	27	Single							
2	F	29	Single			comfortable	easy to wear	sensible	convenience	
3	F	27	Married							
4	F	27	Single							
5	F	28	Single			fun	long lasting	stripes	<i>jeans</i>	dependable
6	M	27	Single							
7	M	27	Single							
8	M	28	Single							
9	M	27	Married			predictable selection	low cost	long lasting	blue drawstring bag	college
10	F	27	Single							
11	F	39	Married							
12	F	27	Single			First thing that comes to mind is 1990's teen mallrat	Second thing that comes to mind is 2004 pre-teen mallrat			
13	F	26	Single							
14	F	40	Married	3	5thru11					
15	M	27	Married							
16	F	26	Single							
17	M	36	Married	2	6thru9					
18	F	37	Married	2	4thru7					
19	F	27	Single							
20	M	28	Single							
21	M	27	Single							
22	M	32	Married	1	1					
23	F	37	Married	2	2thru5					
24	M	27	Married			boxers	the mall	four seasons	jackets	blue
25	F	34	Married	1	3					



Brand Audit for The Gap Clothing

Associative Network Survey

Tier 3,
Respondents
26-49

Respondant	Sex	Age	Marital Status	Kids?	Kid's Ages	Q 3.1	Q 3.2	Q 3.3	Q 3.4	Q 3.5
26	M	27	Single							
27	F	23	Single			denim jackets	pocket books	easy refunds	credit cards	awesome
28	M	28	Single			Baby GAP	Classic not trendy			
29	F	32	Married			Cool	Functional	Colorful	Variety	Stylish
30	M	36	Married							
31	F	29	Single							
32	M	34	Married							
33	F	31	Married							
34	M	27	Single			Cotton	Frat guy	All-american	Repetitive	Blue bags
35	F	36	Single							
36	M	27	Single							
37	F	33	Married			Commercial				
38	M	30	Single							
39	F	27	Single							
40	M	32	Single			Cheap	Little Cheesy	Colorful	Good T-shirts	
41	F	34	Married			Homogenized	Corporate	Omnipresent		
42	M	34	Single							
43	F	32	Single							
44	M	33	Single							
45	F	33	Single			sweaters	jackets	business casual	no corporate seperates	no shoes
46	M	34	Single							
47	F	34	Single			incredible sales	very few selection	distinct GAP 'colors'	family shopping	high store availability
48	F	27	Single							
49	M	38	Married	2	2thru5	gap kids	options	accessories	men and womes's fashion	expensive



Data Collection (Phase 2)



100%

- Contact Rate
 - The percentage of people who are reached
 - 100%: All 47 people were reached successfully.



72%

- Cooperation Rate
 - The percentage of people who were contacted who actually agreed to participate in the study
 - 72%: 34 out of 47 people who were contacted actually agreed to participate in the study.



100%

- Completion Rate
 - The percentage of people who cooperated and completed the study through the end.
 - 100%: Of the 34 people who cooperated, 34 completed the study.



Demographics (Phase 2)

	Total	% of Respondents
Ages 29 and under	22	65
Ages 30-35	8	24
Ages 36+	4	11
Married	20	59
Men	13	38
Women	21	62
Have Children	10	30



1. My favorite place to shop for clothes is_____
2. My favorite place to shop for clothes online is_____
3. When I shop for clothes for my kids (if applicable) I go to_____
4. When I shop for clothes for myself, I go to_____
5. When I shop for clothes for other people's children I go to_____
6. When I shop for clothes for others I go to_____
7. When I go to the GAP, I feel_____
8. The GAP is_____
9. I associate GAP with_____
10. I like GAP products because_____
11. I don't like the GAP because_____
12. Tell me 3 things you know about the GAP: _____

13. The number one trait I think of when I hear GAP is_____
14. If GAP came out with a home line (bed linen, curtains, etc.), would you buy it?
_____.What do you think it look like?_____
15. When I wear GAP I feel_____



Brand Audit for The Gap Clothing

Sentence Completion Exercise

Quest. 1-8
Respondents
1-12

#		1	2	3	4	5	6	7	8	9	10	11	12
Respondent Demographics:													
Age		30	28	31	28	30	28	33	32	28	27	29	28
Sex		F	F	M	F	M	M	F	F	M	F	F	M
Married		Yes	Yes	Yes	Yes	No	No	no	no	no	?	no	no
Kids		No	No	No	No	No	No	no	no	no	yes	no	no
Kids Age		No	No	No	No	No	No	N/A	N/A	N/A	?	n/a	n/a
1	My favorite place to shop for clothes is...	Banana Republic	all over, anywhere, banana, gap, old navy, bloomies, woodbury, depends on what i need (this is hard, i feel like i haven't gone in a while!)	Woodbury, Bloomies	Theory	Banana Republic	Bloomingdales	Rainbow	no special place, depends on the mode and money	LL bean	Bebe	banana for work, old navy for casual	Barney's
2	My favorite place to shop for clothes online is...	Banana Republic & Gap	Depends	N/A	Bluefly	Don't shop online	Macys.com	Newport News	don't shop on line, like to try on clothes	nowhere	Bebe	n/a I need to try on	n/a
3	When I shop for clothes for my kids I go to...	Old Navy/Gap Kids	oh lord...better not need to do that anytime soon.	No kids	N/A	N/A	N/A	N/A	n/a	n/a	Macy's	n/a	n/a
4	When I shop for clothes for myself, I go to...	Banana Republic	depends...probably same places as mentioned in #1	BR, Club Monoco, Bloomies	Bloomies	Banana Republic	Dept Stores, Gap, BR	everywhere	Gap, H&M, Zara, Ralph Lauren	nowhere	Bebe	same as 1	n/a
5	When I shop for clothes for other people's children I go to...	Gap Kids	gap, gymboree, bloomies	Baby Gap, Gymboree, Bloomies	Gap Kids	Will be Gap	Baby Gap	Children's Place	BabyGap	n/a	Macy's	baby gap	Barney's
6	When I shop for clothes for others I go to (if need be specifying man or woman)...	Man, Banana Republic	same places	Jcrew for both or Macy's	J. Crew, Banana Republic	Don't shop for others	Banana Republic	the stores they like	same places I shop for myself	n/a	banana	banana or j crew for men	n/a
7	When I go to the GAP, I feel...	I know what to expect	paper-cutter stuff	Like I'm back in high school	Happy	Utilarian	Confident of finding something	left out, I'm a plus size woman	comfortable	strange	nothing	nothing special	
8	The GAP is...	Reliable	very commercialized	Young, affordable, trendy	Fun	a place where i can get not so high quality clothes. everyday-ware when i'm not doing something formal	a good place to find casual clothing	not ethnic enough (conscious)	affordable yet contemporary	rarely visited by me	good for reasonable price basics	affordable quality clothes	



Brand Audit for The Gap Clothing

Sentence Completion Exercise

Quest. 1-8
Respondents
13-24

#		13	14	15	16	17	18	19	20	21	22	23	24
Respondent Demographics:													
Age		26	26	54	26	27	41	26	24	28	27	27	39
Sex		F	F	F	M	F	M	F	F	M	M	F	F
Married		no	yes,	yes,	no,	No	Yes	No	No	No	No	No	Yes
Kids		yes	yes	yes	np	No	3	No	No	No	No	No	3
Kids Age		4	3 & 1	6&9	n/a		11,8,5						11,8,5
1	My favorite place to shop for clothes is...	ArdenBe	Nordstrom	n/a doesn't shop for clothes	Armani	Forever 21	Macys	Banana	the gap and learner s	army / navy / thrift stores	Dr. Jays	Ann Taylor, The Loft, Gap Kids, and the Gap	New York and Company
2	My favorite place to shop for clothes online is...	Amazon	overstock, gap	n/a	n/a	n/a	Macys	n/a	gap	small/unique/one of a kind shops	n/a	n/a	n/a
3	When I shop for clothes for my kids I go to...	Old navy	gap, nordstrom	Gap kids	Gymbore e, Gap	n/a	Gap	n/a	n/a	must get date first	n/a	n/a	Old Navy
4	When I shop for clothes for myself, I go to...	NY & CO	Zara, Banana, Gap	n/a doesn't shop for clothes	Banana, Brooks Brothers	Forever 21, Century 21, Bebe	Macys	Banana, Ann Taylor, Ann Taylor Loft	old navy, gap, learner s and	army / navy stores and unique stores that carry one off items	Macys	Gap and Gap Kids	New York and Company
5	When I shop for clothes for other people's children I go to...	JC Penny	Gap discount	Gymbore e	Gap, Brooks Brothers	Century 21	Childrens Place	Target	gap and old navy	small/unique/one of kind shops	n/a	Gap Kids	Old Navy and H&M
6	When I shop for clothes for others I go to (if need be specifying man or woman)...	Macy's	Banana, zara	n/a	Banana,	n/a	Gap	Banana	gap, macy's , old navy	army / navy / thrift	Macys	wherever they like to shop	it depends, but hardly ever Gap
7	When I go to the GAP, I feel...	clean	excited about the baby clothes	old	confident	basic	Like I'm spending too much	Bored	excited	bored	fine	like I am going to get in trouble by you for spending more money	like I'm spending too much for the same styles I can get for less elsewhere
8	The GAP is...	boring	a great store for sales and discounts	quality	casual	for basic clothes	trendy	Boring	trendy	basic	ok	convenient	expensive



Brand Audit for The Gap Clothing

Sentence Completion Exercise

Quest. 1-8
Respondents
25-34

#		25	26	27	28	29	30	31	32	33	34
Respondent Demographics:											
Age		27	27	27	37	27	28	28	35	35	35
Sex		M	F	M	F	F	M	M	F	F	F
Married		Yes	No	Yes	Yes	No	No	No	Yes	Yes	Yes
Kids		No	No	No	2	No	No	No	1	2	2
Kids Age					5,2				2	6,4	7,5
1	My favorite place to shop for clothes is...	Filene's Basement	Banana Republic	BROOKS BROTHERS	The Gap	Banana Republic	gap	downtown new york city	GAP, Banana Republic, old navy	Macys	Target
2	My favorite place to shop for clothes online is...	Sierra Trading Post	Nordstrom.com	N/a	The Gap	ShopBop.com	n/a	n/a	Gap	Old Navy	n/a
3	When I shop for clothes for my kids I go to...		n/a thank god!	n/a	The Gap	n/a	n/a	n/a	baby gap, old navy	Dillards	The Children's Place
4	When I shop for clothes for myself, I go to...	J Crew / Banana Republic	Banana Republic	BROOKS BROTHERS, GAP	Old Navy	Banana Republic	gap or dept store	downtown new york city	banana republic, gap	Macys	New York and Company
5	When I shop for clothes for other people's children I go to...		gap kids	Gap Kids	The Gap	Gap Kids	n/a	n/a	old navy, gap	The Gap	The Children's Place
6	When I shop for clothes for others I go to (if need be specifying man or woman)...	Banana Republic	bloomingdale's	GAP, J CREW, BANANA REPUBLIC	The Gap	Banana Republic	department store	n/a	old navy	The Gap	n/a
7	When I go to the GAP, I feel...	pissed that I am spending money on clothes	underwhelmed	COMFORTABLE	like shopping	like buying clothes	boring	like I'm at the Gap		happy	n/a
8	The GAP is...	a store that sells clothes	common	Reliable	convenient	a nice store for basics	good store to shop	a clothing store chain	is an easy to locate store with quality merchandise	fun	expensive



Brand Audit for The Gap Clothing

Sentence Completion Exercise

Quest. 9-12
Respondents
1-12

#		1	2	3	4	5	6	7	8	9	10	11	12
Respondent Demographics:													
Age		30	28	31	28	30	28	33	32	28	27	29	28
Sex		F	F	M	F	M	M	F	F	M	F	F	M
Married		Yes	Yes	Yes	Yes	No	No	no	no	no	?	no	no
Kids		No	No	No	No	No	No	no	no	no	yes	no	no
Kids Age		No	No	No	No	No	No	N/A	N/A	N/A	?	n/a	n/a
9	I associate GAP with...	Great Ads	sarah jessica parker and every day things	Commercials	Fuzzy sweaters and colorful scarves	look above	casual clothing	Banana Republic	Katie Holmes	mid-price general clothes & khakis	basics		being normal
10	I like GAP products because...	Priced reasonably	reasonable	They're all around useful and affordable	They're fun	look above	comfortable	N/A	god desings, colorful, selection	n/a	you know what to expect	I know I will find basic products necessary for wardrobe	
11	I don't like the GAP because...	Everyone has the same thing	not unique	It's not for my age group except for basics	Not a great fit	look above	it can be too generic sometimes	same as # 8	clothes don't always fit, must tailor	pants wrinkle	some stuff is cheap		it's so cookie cutter
12	Tell me 3 things you know about the GAP:	Easy to find, something is always on sale, its dependable	jeans, underwear, and fun commercials and ads		Great underwear, good basics, and colorful	own banana republic so they are positioning themselves as a cheaper brand; relatively cool commercials but rely on brand rather than quality or other selling proposition, hq located south of market street in san fran, great cafeteria.	N/A	colorful clothes, simple designs, not made for the average black woman	owns Banana, public company, 3 different HQ	swing ads, owns old navy & Banana, mid-price of the 3 stores	catchy ads, based in SF, owns banana & old navy	part of banana & old navy, Sarah j parker spokes person	good marketing, quick to bring products to market, decent price



Brand Audit for The Gap Clothing

Sentence Completion Exercise

Quest. 9-12
Respondents
13-24

#		13	14	15	16	17	18	19	20	21	22	23	24
Respondent Demographics:													
Age		26	26	54	26	27	41	26	24	28	27	27	39
Sex		F	F	F	M	F	M	F	F	M	M	F	F
Married		no	yes,	yes,	no,	No	Yes	No	No	No	No	No	Yes
Kids		yes	yes	yes	np	No	3	No	No	No	No	No	3
Kids Age		4	3 & 1	6&9	n/a		11,8,5						11,8,5
9	I associate GAP with...	khakis	quality that last	snowboardin g, snow boards shown a lot on there labels	jeans	khakis and t- shirts	malls	Sarah Jessica	good quality and the latest fashions	khakis	t-shirts and underwear	my closet	clothing you buy for the tag
10	I like GAP products because...	they last	inexpensi ve quality	they fit	comfortab le	because of their stretchy cotton shirts	they are stylish	I DONT REALLY LIKE THE GAP THAT MUCH. I THINK IT'S BORING	they look good and last long	inexpensi ve	they're cheap and durable	I'm little and they fit me	
11	I don't like the GAP because...	it boring & over priced	out of stock on items to often	slutty girl clothes	it's everywher e	their clothes are mostly too big and kinda boring	too pricy	It's Boring	n/a	everything looks the same	the jeans dont fit right and if you buy a shirt there you will see four people with the same one	n/a	they are not reasonabl e for families.
12	Tell me 3 things you know about the GAP:	lasting clothes, underwear , support apartide	baby gap, children and adult division of gap		sells jeans, part of Gap inc, commerci al with Lenny & Jessica	t-shirts, overpriced for basics, khakis	nice sweaters, overwork d mgmt, well lit	Khakis, Denim, White Shirts	They sell clothes, accessories and fragrances; They are affiliated with Banana Republic and Old Navy; They produce quality clothing	huge corp.; catchy ad campaign s; they are everywher e	Sarah Jessica Parker; Affiliated with Banana Republic and Old Navy; If you catch something on sale you might get lucky	are everywher e; have great sales; clean looking/or ganized stores	trendy expensive I can use my Old Navy Credit card there



Brand Audit for The Gap Clothing

Sentence Completion Exercise

Quest. 9-12
Respondents
25-34

#	25	26	27	28	29	30	31	32	33	34	
Respondent Demographics:											
Age		27	27	27	37	27	28	28	35	35	35
Sex		M	F	M	F	F	M	M	F	F	F
Married		Yes	No	Yes	Yes	No	No	No	Yes	Yes	Yes
Kids		No	No	No	2	No	No	No	1	2	2
Kids Age					5,2				2	6,4	7,5
9	I associate GAP with...	Banana Republic and Old Navy	good advertisements	Khakis	baby clothes	stylish and classic good quality clothes	mass marketing	corporate america and youth	clean, crisp casual clothing that could be worn to work and on weekends	Sarah Jessica Parker	sale
10	I like GAP products because...	they're comfortable (when they fit)	they're reasonably priced	They Last	they are good quality	see answer above	fashionable	they are usually good quality for a good price	they are durable, quality material	they're trendy	quality
11	I don't like the GAP because...	their stuff don't fit usually	clothes are not very original	n/a	n/a	GETTING TOO TRENDY IN THE PAST FEW YEARS, MOVING AWAY FROM BASICS	everybody has their clothes	it reminds me of being in high-school		they're sometimes overpriced	expensive unless there is a sale
12	Tell me 3 things you know about the GAP:	Originated in 1969; Owned by same company as Old Navy and Banana Republic; There are 3 letters in the name	there are several of them everywhere; they own banana republic and old navy; established in 1969	RELIABLE; PREDICTABLE; LONG LASTING	Free shipping on \$50 order with gap card; \$10 reward after spending \$150 on gap card; You can use your gap card in Old Navy & Banana Republic	SARAH JESSICA PARKER IS THE SPOKESWOMAN 2. THE BAGS ARE BLUE 3. IT USED TO BE "THE GAP" NOW JUST "GAP"	also own banana and old navy; solid brand; changed ceo's a year or too ago	it is a large chain; they have good tv commercials mainly because of the music they use; they cater to younger people	if you're a card holder you get 10% off on the first tues of the month; You can use the gap card at old navy and banana republic as well; The first time you use your gap card to purchase on line the shipping is free	their stores are bright and friendly; they carry quality merchandise; they have cool commercials	quality; fashionable; expensive kids clothes



Brand Audit for The Gap Clothing

Sentence Completion Exercise

Quest. 13-15
Respondents
1-12

#		1	2	3	4	5	6	7	8	9	10	11	12
Respondent Demographics:													
Age		30	28	31	28	30	28	33	32	28	27	29	28
Sex		F	F	M	F	M	M	F	F	M	F	F	M
Married		Yes	Yes	Yes	Yes	No	No	no	no	no	?	no	no
Kids		No	No	No	No	No	No	no	no	no	yes	no	no
Kids Age		No	No	No	No	No	No	N/A	N/A	N/A	?	n/a	n/a
13	The number one trait I think of when I hear GAP is...	Great	everyday	Young	Casual	casual everyday where	comfort	khaki	everyday clothes	mid-price clothes & heavy on the khakis	basics	affordable	
14	If GAP came out with a home line (bed linen, curtains, etc.), would you buy it? What would it look like?	If the quality and price were up to par, yes	No, colorful and stripes	Maybe but it would probably have the same colors as clothes, materials, and patterns		only out of convenience. look like? stuff better be soft	No	yes, It would look like a low scale pottery barn	it will look like t-shirt material, soft, affordable, cool designs. Depending on price would buy it	unlikely	yes if functional and reasonable price. Basic earth tones and patterns that changed with the season	possibly, basic line	
15	When I wear GAP I feel...	Casual	Boring	Comfortable		casual	comfortable	fat	comfortable, my weekend look	like part of a machine	comfortable	comfortable	don't wear gap



Brand Audit for The Gap Clothing

Sentence Completion Exercise

Quest. 13-15
Respondents
13-24

#		13	14	15	16	17	18	19	20	21	22	23	24
Respondent Demographics:													
Age		26	26	54	26	27	41	26	24	28	27	27	39
Sex		F	F	F	M	F	M	F	F	M	M	F	F
Married		no	yes,	yes,	no,	No	Yes	No	No	No	No	No	Yes
Kids		yes	yes	yes	np	No	3	No	No	No	No	No	3
Kids Age		4	3 & 1	6&9	n/a		11,8,5						11,8,5
13	The number one trait I think of when I hear GAP is...	clean cut	discounts	slim pants	reliable	plain basics	tough to work for	12?	stylish	basic	assembly line	convenience	overpriced
14	If GAP came out with a home line (bed linen, curtains, etc.), would you buy it? What would it look like?	yes, white, pinstripe, patriotic, Tommy Hilfiger	yes, for the kids; khaki, conservative, preppy	yes, pottery barn for teens	No, knock off pottery barn	Neutral colors, simple prints, nothing fancy	no; stylish	No; SIMILAR TO THEIR CLOTHING LINE, SIMPLE AND CLASSIC	I would absolutely buy those products; I think the products would be colorful, and maybe look like some of their clothes. I think the products would have many different patterns.	No; classic/basic	Yes; No idea	No; it would look too trendy	No
15	When I wear GAP I feel...	comfortable	good, comfortable	old	relaxed	feel like a student	comfortable	Nothing really	pretty	asian = i.e. this stuff don't fit me	comfy	comfortable	like I'm trying to be like everyone else.



Brand Audit for The Gap Clothing

Sentence Completion Exercise

Quest. 13-15
Respondents
25-34

#		25	26	27	28	29	30	31	32	33	34
Respondent Demographics:											
Age		27	27	27	37	27	28	28	35	35	35
Sex		M	F	M	F	F	M	M	F	F	F
Married		Yes	No	Yes	Yes	No	No	No	Yes	Yes	Yes
Kids		No	No	No	2	No	No	No	1	2	2
Kids Age					5,2				2	6,4	7,5
13	The number one trait I think of when I hear GAP is...	I don't get this....clothing?	jeans	Casual	Jeans	classic	comfort	youth		blue jeans	quality
14	If GAP came out with a home line (bed linen, curtains, etc.), would you buy it? What would it look like?	Sure, if I liked it.; I hope it would look like bed linen, curtains, or whatever else it is supposed to be.	No; i'm no psychic, but would probably involve plaid and gingham	No; n/a	Maybe; n/a	Maybe; FLORAL PRINT, T-SHIRT MATERIAL, FLANNEL, COTTON.	no; gay and pastel	Maybe; probably a lot of solid color options, as well as striped options	I would buy sheets, childrens towels	Yes; solid colors and/or stripes	n/a; patriotic, red white and blue
15	When I wear GAP I feel...	the same as when I wear other brands	comfortable	COMFORTABLE	comfortable	LIKE I'M NOT NAKED B/C I'M WEARING SOMETHING.	comfortable	like I'm wearing something casual and comfortable	in fashion	conservative	good