

BRANDED COMMUNICATIONS + SOCIAL INTEGRATION PROJECT

ETHAN ALTSHULER

BRAND CHOICE: HOT TOPIC (BAND MERCH)



ATTRIBUTES HOT TOPIC IS MOST WELL-KNOWN FOR

- LICENSED MUSIC
- COUNTERCULTURE RELATED CLOTHING & ACCESSORIES



TOP 5 COMPETITIVE BRANDS

- SPENCERS
- URBAN OUTFITTERS
- ZUMIEZ
- FOREVER 21
- MERCHNOW



URBAN OUTFITTERS

zumiez

FOREVER 21



AUDIENCE DEMOGRAPHIC

- TEENAGERS & YOUNG ADULTS, ESP. THOSE INTO EMO MUSIC
- LONGTIME FANS OF CERTAIN BANDS WHOSE MERCH IS MARKETED IN HT STORE LOCATIONS & THEIR WEBSITE



HOW CONSUMERS CAN PURCHASE THESE PRODUCTS

- BOTH IN-STORE AND ONLINE

HOW PRINT PIECES INFLUENCE PERCEPTIONS OF HT BAND MERCH/HOW SOCIAL MEDIA AMPLIFIES OR CHANGES THOSE PERCEPTIONS

- BECAUSE HOT TOPIC HAS SUCH A STRONG SOCIAL MEDIA PRESENCE, THEM MARKETING BAND MERCH CAN HELP AMPLIFY THE PRESENCE OF THE ARTISTS WHOS MERCH THEY MARKET ON THEIR WEBSITE AND IN THEIR STORES

MESSAGES I WANT TO CONVEY WITH THEIR BAND MERCH LINE

- IT IS A GREAT WAY FOR YOUNG PEOPLE TO DISCOVER NEW ARTISTS AND EXPLORE NEW GENRES LIKE EMO AND ALT ROCK FOR THOSE WHO ARE NOT NECESSARILY INTO THOSE KINDS OF GENRES
- IT HELPS PEOPLE EXPAND THEIR HORIZONS IN TERMS OF MUSIC TASTES AND BREAK OUT OF THEIR OWN SHELL OF A CERTAIN GENRE WHETHER IT IS R&B OR WHO KNOWS WHAT
- I WANT THIS MERCH LINE TO BRING BACK A SENSE OF YOUTHFUL NOSTALGIA TO THOSE WHO ARE NO LONGER IN THEIR TEENS OR SUPER YOUNG IN THEIR ADULthood BUT RATHER IN THEIR LATE THIRTIES/EARLY-TO-MID FORTIES/IF NOT FIFTIES WHO ARE STILL FANS OF THOSE SAME BANDS OR ARTISTS

HOW I WANT CONSUMERS TO BE PERCEIVED FROM WEARING THE MERCH

- CONSUMERS SHOULD BE PERCEIVED AS IF THEY ARE ACTUAL FANS OF WHATEVER BAND OR ARTIST MERCH THEY ARE WEARING

WHEN THE AUDIENCE PURCHASES FROM OTHER BRANDS

- NOT EVERYBODY IS INTO BAND MERCH OR POP CULTURE RELATED MERCH BUT RATHER STYLISH CLOTHING THAT DOES NOT PARTICULARLY PERTAIN TO A CERTAIN ARTIST OR SUBJECT OF POP CULTURE
- PEOPLE MAY PREFER TO SHOP AT CLOTHING STORES THAT MARKET CLOTHING THAT IS PLAINER AND MORE GENERICALLY STYLED & DESIGNED IN TERMS OF AESTHETIC, AS WELL AS NOT CARING IF THE CLOTHING WILL WEAR OUT QUICKLY
- PEOPLE MAY WANT TO SHOP AT STORES THAT OFFER YEAR-ROUND SEASONAL OUTFITS

16-PAGE PROCESS BROCHURE

HOT TOPIC HEADQUARTERS

18305 E. San Jose Ave
City Of Industry, CA 91748
United States of America

FOLLOW US



Questions? Reach us via [Live Chat](#)

Mon - Fri: 7am - 5pm PT

Sat - Sun: 7am - 5pm PT

Comments? [Submit Feedback](#)

HOT TOPIC

ABOUT US

THE BIRTH OF THE LOUDEST STORE IN THE MALL

It all started in 1988. A ton of teen retail accessory stores littered the malls, but there weren't any cool, music-inspired accessory destinations for both guys and girls. Enter Hot Topic.



As 1990 rolled around, adding apparel to our music mix seemed like a no-brainer, so we brought in the ultimate music fan essential: band T-shirts. Customers flipped when they walked into Hot Topic stores and saw Bauhaus, The Cure, TSOL, and Depeche Mode rock tees. Within a year, we offered about 50 different band titles, along with rock-inspired clothing lines like Lip Service and Serious. As we continued to expand, we discovered that our customers were also drawn to the underground cartoon, cult movie, and comic book scenes, so we brought the world of South Park, Care Bears, Superman, SpongeBob and tons of other pop icons right to them!



Today, Hot Topic offers band-related apparel and accessories, licensed merchandise, and fashion apparel and accessories, which you can find at more than 600 stores (check out our store locator to find the location nearest you!) and online at www.hottopic.com. More than 25 years later you can still feel the passion for music and pop culture in our stores, at HQ, and in our distribution centers.



MENS/UNISEX SHORT SLEEVES

MY CHEMICAL ROMANCE *MOST TRENDING*



BLACK PARADE T-SHIRT

\$16.73 - \$19.53
XS / SM / MD / LG / XL / 2X / 3X
(Listed in men's sizes)
100% cotton, wash cold; dry low
Available online & in select store locations



BOARD GAMES T-SHIRT

\$16.03 - \$18.83
XS / SM / MD / LG / XL / 2X / 3X
(Listed in men's sizes)
100% cotton, wash cold; dry low
Available online & in select store locations

BROUGHT YOU MY BULLETS TRACKLIST T-SHIRT

\$24.90 - \$28.90
XS / SM / MD / LG / XL / 2X / 3X
(Listed in men's/unisex sizes)
100% cotton, wash cold; dry low
Available online & in select store locations



DANGER DAYS PLANET T-SHIRT

\$16.03 - \$18.83
XS / SM / MD / LG / XL / 2X / 3X
(Listed in men's sizes)
100% cotton, wash cold; dry low
Available online & in select store locations



BLACK PARADE LOGO TIE-DYE T-SHIRT

\$18.83 - \$21.63
XS / SM / MD / LG / XL / 2X / 3X
(Listed in men's/unisex sizes)
100% cotton, wash cold; dry low
Available online & in select store locations



THE BLACK PARADE CREST T-SHIRT

\$16.03 - \$18.83
XS / SM / MD / LG / XL / 2X / 3X
(Listed in men's sizes)
100% cotton, wash cold; dry low
Available online & in select store locations

OTHER POPULAR SELLERS



PIERCE THE VEIL COLLIDE WITH THE SKY T-SHIRT

\$16.03 - \$18.83

XS / SM / MD / LG / XL / 2X / 3X
(Listed in men's/unisex sizes)
100% cotton, wash cold; dry low
Available online & in select store locations



GREEN DAY AMERICAN IDIOT T-SHIRT

\$14.34 - \$16.74

XS / SM / MD / LG / XL / 2X / 3X
(Listed in men's sizes)
100% cotton, wash cold; dry low
Available online & in select store locations

NIRVANA SMILE T-SHIRT

\$14.34 - \$16.74

XS / SM / MD / LG / XL / 2X / 3X
(Listed in men's sizes)
100% cotton, wash cold; dry low
Available online & in select store locations



BLINK-182 SKULL BUNNY T-SHIRT

\$16.03 - \$18.83

XS / SM / MD / LG / XL / 2X / 3X
(Listed in junior sizes; unisex fit)
100% cotton, wash cold; dry low
Available online & in select store locations



SYSTEM OF A DOWN TOXICITY T-SHIRT

\$14.34 - \$16.74

XS / SM / MD / LG / XL / 2X / 3X
(Listed in men's sizes)
100% cotton, wash cold; dry low
Available online & in select store locations



LINKIN PARK HYBRID THEORY T-SHIRT

\$13.14 - \$15.54

XS / SM / MD / LG / XL / 2X / 3X
(Listed in men's sizes)
100% cotton, wash cold; dry low
Available online & in select store locations

WOMENS SHORT SLEEVES



MY CHEMICAL ROMANCE *MOST TRENDING*



ROSE & LOGO GIRLS OVERSIZED T-SHIRT

\$18.32 - \$21.52
XS / SM / MD / LG / XL / 2X / 3X
(Listed in junior sizes)
100% cotton, wash cold; dry low
Available online & in select store
locations

THREE CHEERS TIE-DYE GIRLS CROP MUSCLE TANK TOP

\$23.12
XS / SM / MD / LG / XL / 2X / 3X
(Listed in junior sizes)
100% cotton, wash cold; dry low
Available online & in select store
locations



IN MEMORY OF HELENA GIRLS CROP MUSCLE TANK TOP

\$21.52 - \$24.72
XS / SM / MD / LG / XL / 2X / 3X
(Listed in junior sizes)
100% cotton, wash cold; dry low
Available online & in select store
locations





THREE CHEERS FOR SWEET REVENGE GIRLS T-SHIRT PLUS SIZE

\$18.54
0 / 1 / 2 / 3 / 4 / 5
(Listed in women's plus sizes)
100% cotton, wash cold; dry low
Available online & in select store locations

THE BLACK PARADE GIRLS T-SHIRT PLUS SIZE

\$24.72
0 / 1 / 2 / 3 / 4 / 5
(Listed in women's plus sizes)
100% cotton, wash cold; dry low
Available online & in select store locations

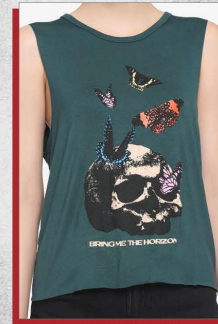


THREE CHEERS FOR SWEET REVENGE BOYFRIEND FIT GIRLS T-SHIRT

\$18.32 - \$21.52
XS / SM / MD / LG / XL / 2X / 3X (Listed in junior sizes; boyfriend fit)
100% cotton, wash cold; dry low
Available online & in select store locations



OTHER POPULAR SELLERS



BRING ME THE HORIZON SKULL BUTTERY GIRLS MUSCLE TOP

\$18.83 - \$21.63
XS / SM / MD / LG / XL / 2X / 3X
(Listed in junior sizes; unisex fit)
100% cotton, wash cold; dry low
Available online & in select store locations

NIRVANA LOGO GIRLS CROP MUSCLE TOP

\$18.83 - \$21.63
XS / SM / MD / LG / XL / 2X / 3X
(Listed in junior sizes)
100% cotton, wash cold; dry low
Available online & in select store locations



PANIC! AT THE DISCO HEY LOOK MA! GIRLS T-SHIRT

\$13.74 - \$16.14
XS / SM / MD / LG / XL / 2X / 3X
(Listed in junior sizes)
100% cotton, wash cold; dry low
Available online & in select store locations





DEFTONES SELF-TITLED ALBUM GIRLS CROP MUSCLE TANK TOP

\$18.83 - \$21.63
XS / SM / MD / LG / XL / 2X / 3X
(Listed in junior sizes)
100% cotton, wash cold; dry low
Available online & in select store locations

METALLICA ELECTRIC GIRLS CROP MUSCLE TOP

\$10.76 - \$12.36
XS / SM / MD / LG / XL / 2X / 3X
(Listed in junior sizes)
100% cotton, wash cold; dry low
Available online & in select store locations



METALLICA KILL 'EM ALL HELL ON EARTH TOUR GIRLS T-SHIRT

\$9.16 - \$10.76
XS / SM / MD / LG / XL / 2X / 3X
(Listed in junior sizes; unisex fit)
100% cotton, wash cold; dry low
Available online & in select store locations

SUPPORT THE ARTISTS YOU LOVE WITHOUT WAITING TO SEE THEM LIVE



HOT TOPIC



RELEASE THE INNER ROCKER
WITHIN YOU

HOT TOPIC



BE LIKE THOSE YOU
ASPIRE TO

HOT TOPIC



IPHONE ADVERTISEMENT MOCKUPS



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