

Market and Consumer Analysis

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Abstract

Evil Bunny Cosplay is a costume designer, that works on custom made items for the cosplay community. Haley Meserve, the founder of Evil Bunny Cosplay, has been in the cosplay community for over 8 years, and is currently making the switch from model to business owner. This transition needed a campaign that will showcase the new Evil Bunny Cosplay as a business, and not just person. The campaign will encourage new sales and brand awareness within the course of six months.

## **Capstone Thesis Project**

### **Introduction**

Evil Bunny Cosplay started off as a singular woman, Haley Meserve. She made her presence known by modeling her own designs in the cosplay community, and being a page manager for several cosplay accounts. As her skills increased, she came up with more elaborate designs to come up with variations of characters, and make her own. Soon friends and other members of the cosplay community came to her with designs seeing if she was able to recreate their ideas. Evil Bunny Cosplay turned into business, and that is what the campaign will be based around. As Evil Bunny Cosplay evolves, so does the image it needs to convey. The social campaign will be based around rebranding, and creating an image that showcases Evil Bunny Cosplay becoming a business.

### **Thesis Statement**

If the social media campaign for Evil Bunny Cosplay targets an audience of 25 to 35-year-old female cosplayers who make an average income of 70k - 100k per years, then there will be an increase in sales and followers by 50 percent over the next six months.

### **Situation Analysis**

#### **Company Overview and Current State**

Evil Bunny Cosplay is custom tailor for unique cosplay ideas. Haley Meserve is the founder and CEO of the company will oversee the entire campaign. She will make sure that image being displayed matches what she wants for the company, and where she wants it too go. The location of where Evil Bunny Cosplay is located is in Winter Park, Florida.

The overall goal for Evil Bunny Cosplay in this campaign, is to create brand awareness and a larger following within in the cosplay community. This will lead to the overall growth of the company

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and sales for Evil Bunny Cosplay. The campaign should increase the follower count on Instagram and Facebook by double, and 30 percent on Twitter. The campaign should also increase the sales of services by 50 percent within the next six months.

The current state that Evil Bunny Cosplay has with their market is actually a great relationship, but it more of a member to member instead of business to consumer. The biggest obstacle that will need to be overcome is this transition in the community. Through the course of the campaign the biggest change will be making it apparent the Evil Bunny Cosplay is a business that offers service to the cosplay community.

The current communications that are being used by Evil Bunny Cosplay are word of mouth and Instagram advertisements. The reputation that Evil Bunny Cosplay has is a model in the industry. Haley Meserve, has made sure to have a great reputation amongst other cosplayers, and makes sure that if someone ever needed help she would lend an ear. All this networking has given Evil Bunny Cosplay a great image in the community, and this will make sure that transition into business goes smoothly. The effectiveness will be measured in follower growth and sales.

**SWOT Analysis**

<b><u>Strengths</u></b> -Small company -Experience workers -Unique -Experienced	<b><u>Weakness</u></b> -Can't compete -No funding -low staff
<b><u>Opportunities</u></b> -Room to grow -Have an in with influencers -Filling a market	<b><u>Threats</u></b> -Larger companies -Premade cosplays -Other designers

The strengths that Evil Bunny Cosplay has will really make sure that they stand out, and will be highlighted in the campaign. Evil Bunny Cosplay has been a member of the cosplay

community for a long time, and as member of the community knows what the industry needs. Unique cosplays are what make people stand out, and that is what cosplayers are looking for. Evil Bunny Cosplay will make sure that every customer will have a unique variation on known characters that are crafted with such craftsmanship.

Because Evil Bunny is a smaller start up, it is going to be really hard to compete with larger companies that already have a following. This will make it harder for new customers to trust the service being offered because not too many people have experienced the outcome product the Evil Bunny Cosplay can make. What trust a company that just started when you can get guaranteed results from someone established?

The biggest opportunity that Evil Bunny Cosplay has for growth is the members that they know. Because they have been in the industry for so long, Evil Bunny Cosplay is friends with several models, and influencers that will help spread the word of the new services being offered. This will also help with brand ambassadors and word of mouth spread through the community, as well as pin pointing the target market.

The biggest threat of Evil Bunny Cosplay, are larger cosplay companies that sell premade cosplays. These places are easy to use and they carry the most popular options that are flooding the community at any given time. They are ready for wholesale, and even though they may not be quality, they will make it through several conventions still giving a decent look to cosplayers that may not have the time to make their own cosplays.

### **Competitive Analysis**

One of the biggest competitors for Evil Bunny Cosplay is a company called EZCosplay. They sell premade cosplays of all the current trends that are in the industry, as well as wigs, toy

weapons, and any unique makeup that may be used to complete a look that a cosplayer is going for (ESCosplay, 2020). This makes it very easy for them to reach thousands of members in the community and make it so smaller companies can't really make a standing in the community.

The major products that EZCosplay are well made, ready to ship cosplays that can show up at your door within a day with overnight shipping. This makes it very easy to get a last-minute look put together if needed in a rush. It also makes it easy to make sure that you have what you want, and it can always be returned if it just doesn't work for the consumer.

The campaign will be different than the competitors by making it about the experience and quality. The cosplay community takes pride in the work that they do, and it shows with unique looks that stand out (Decker, 2017). Evil Bunny Cosplay will make sure that each handcrafted cosplay will carry out the heart and soul of a cosplayer that just doesn't have the time to make something special to who they are. Evil Bunny cosplay is unique, and wants to share the unique ideas of other with the world.

### **Problem Statement**

A problem that will be had in this campaign will be really making sure that people know that there is a service for sale. For so long Evil Bunny Cosplay was just known as a person, or member in the community, but now it is a business that is looking for clients, not just friends. This will be something that needs to be carefully done because the services aren't free, and Evil Bunny Cosplay is looking to make a profit. The only way to do that is to separate themselves from the past, and move forward.

### **Target Market and Buyer Persona**

#### **Target Market**

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Evil Bunny Cosplay has a target market of young adult females between the ages of 21 to 31. Most of these females are located in the Central Florida area around Orlando. They are mainly females that have received some form of higher education, and have an occupation that has an income of around 70k to 100k per year. Because of the busy schedule they have, they are looking for extra help to complete looks that will help them with their cosplay hobbies.

Evil Bunny Cosplay's target market consists of young adult females in their 20s. They have a college education, with at least a bachelor's degree, and have a full-time job. There are involved with the cosplay community as either a model, or someone who just loves dressing up, but they take it seriously enough to dive head first and want to spend quite a bit of money on conventions, and merchandise. With the jobs that they currently have, they don't have a lot of time to really make their own cosplays, and that is why they seek out help making costumes from outside sources, or will buy premade cosplays from larger corporations such as PRO COSPLAYS (Procosplay, 2019).

Making something come to life is something that cosplayers really take to heart. The amount of time and effort that goes into making a look come to life helps them become that character (Decker, 2017). One habit that can be seen through the cosplay community is the amount of people that keep up to date with current movies, and entertainment that is popular. The most items that are sold are the ones that are actively in the media. This is where having ready-made items for a character like princess Elsa come in handy for sales (TrendsInCosplay, 2020). The trends follow the media, so whatever is popular, that is normally what is going to be cosplayed for the year.

The current relationship the Evil Bunny Cosplay has with their target market is pretty decent. Haley Meserve is a member of the community, and has been a part of it for over eight

years. She is friends with a good portion of the cosplayers that attend events in Florida. This will make it easier for the business transition that Evil Bunny Cosplay is trying to do, and help make sure that they have a foundation that they need to grow and make sales.

### **Buyer Persona**

Mary Adele is a practicing nurse in Winter Park, FL. She is 22 years old, and has been worked in many nursing homes as a caregiver before recently completing nursing school. She makes around 71k per year. She is currently living with her boyfriend in Winter Park, FL where they recently bought a house. At the moment she does not have any children, just a dog. They are looking into getting more animals because of their new home. She enjoys listening to music, mainly in the pop variety, and goes to several cosplay conventions per year when she is free from all the work that she has done. She mainly uses Snapchat, Instagram and Twitter for her main sources of social media. She is currently looking for a service that will help her get the look that she wants for her cosplay ideas, but has a hard time doing it herself.





Sabrina Spellmen, by Haley Meserve (2020) (Instagram)

### **Secondary Research**

The main demographic for the target market of Evil Bunny Cosplay is the Orlando Florida area. This can even be narrowed down the Winter Park area. Although the cosplay community is much larger, and covers an area nationwide, the main production area of the service that Evil Bunny Cosplay offers is in Orlando Florida. With that being said, orders still can be placed nationwide, but as of now all shipping and operation will take place in the United States.

The social media habits of the Evil Bunny Cosplay Target market, are mainly Instagram and Snapchat. The biggest following that Evil Bunny Cosplay has so far is on Instagram. This platform will be the launch into making sure that the campaign has the right information to move forward and create content that is attractive and interactive with the right market, and the best way to do that is through Instagram. This will also provide the campaign with some inside of who is interacting with the content, and how to target them more efficiently.

The main competitors for Evil Bunny Cosplay are larger, ready to ship cosplay stores. These stores have a bunch of current up to date cosplays that can be pretty cheap because they are mass produced. This can be appealing because cosplay can be kind of expensive, and time consuming, so why place a special order when you can get something already made, and you don't have to wait? The service is great for a consumer going for a quick look, but everyone that is truly into cosplay knows that it is about that heart soul that goes into it, and that is why a service like the one Evil Bunny Cosplay offers is so important to have in the industry. It will make sure that the right people are being rewarded for the hard work and effort put into it.

### **Primary Research Design**

The main thing that was focused on in creating the target market was the age, and how to find the amount of people in this age group. The main demographic that was found is an age group consisting of 23 to 29-year old (Decker, 2018). The best platform that seemed to reach the Evil Bunny Cosplay target market was Instagram. "Of US adults aged 18 to 24, 78% and 71% indicated they use Snapchat and Instagram, respectively. For both platforms, 54% adults aged 25 to 29 said the same." (Tran, 2018). This shows that the best way to reach the Target market is through surveys on these platforms, and to create engagement within the posts.

For the surveys that Evil Bunny Cosplay will be doing, there will be interactions within social media posts. Social media is where you get people in their most raw form (Sorman, 2020). They have no reason to lie, or make any excuse for what they are doing. Over 94 percent of adults have at least one social media account (Insights, 2020). This means that there will be a lot of people active on these sights, meaning that there will for sure be engagement at all times. One way that Evil Bunny Cosplay will make sure that they are creating surveys that matter to their target market is by Instagram polls. They are easy enough to create, and they are engaging. People will actively participate. There are ways to create polls, quizzes and ask questions (Cyca, 2019). With this, it is also much easier to "Branch Out" (Steere, 2017). This means that EBC can get feedback from other people that may also be interested in the service that they are selling. "400 million people use Instagram Stories everyday" (Mediakix, 2019). This is perfect because the target market is actively on Instagram, and this were Evil Bunny Cosplay will conduct most of their research.

### **Primary Research Findings**

Please refer to the Case Study in week 2 as a sample of how PR professionals publish findings.

## **Introduction**

The main reason for the primary research is to make sure that Evil Bunny Cosplay are meeting the needs of our target market in the most efficient way possible. By conducting this research no time will be wasted with trial and error, and the outcome of the campaign will have the outcome that is expected. Evil Bunny Cosplay is looking to maintain the clients they already have, and by making sure that they keep the market that they have built for so long, pin pointing the proper method will only encourage sales and growth without interrupting the progress already made.

## **Method**

The individuals selected to participate in the primary research findings were selected by their relationship with Evil Bunny Cosplay. Everyone selected to take part in this research was chosen because they are models in the cosplay community, that really do not have the time to create their own costumes. They are well aware of who Evil Bunny Cosplay is in the cosplay community, and know the work she has done. They follow Evil Bunny Cosplay because they love the work they have done, and may be interested in buying an outfit that they have made. They have also been picked because past costumers have been followers in the past, and several followers have also asked where to purchase what Evil Bunny Cosplay creates. They were notified over Instagram where most of the research was conducted.

The primary research was conducted through Instagram via direct messages, and surveys over Instagram stories. The stories reach had the protentional to be viewed by 1.8k followers, in total 150 people viewed the surveys, and 50 people responded to the Instagram story surveys.

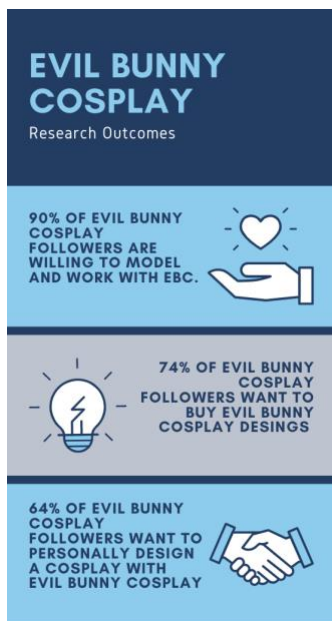
The results were gathered by viewing the results from the Instagram Story. Evil Bunny Cosplay has the Instagram account associated with the company set as a business account, so all

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the information from the survey is laid out to be reviewed instantly. The research conducted showed Evil Bunny Cosplay exactly what was predicted. The target market that the campaign is trying to market is who Evil Bunny Cosplay needs to reach in a larger scale to grow as a business in the cosplay community.

### Results

Over the course of this research, Evil Bunny Cosplay followers seem to take a liking to the new way Evil Bunny Cosplay will operate as a business, and how the cosplay the Evil Bunny Cosplay creates will be up for sale. 45 out of the 50 people that participated in the surveys showed interest in being a model for the designs that Evil Bunny Cosplay creates, 37 out of 50 participants said that they would be willing to purchase unique designs that Evil Bunny Cosplay creates, and 34 out of 50 participants want to work with Evil Bunny Cosplay to help them create the cosplay that they are planning





## Conclusion

With this information Evil Bunny Cosplay will be moving forward with their campaign. This has given them the information that the need to create a better plan on how to reach the target that is interested in purchasing the services that Evil Bunny Cosplay has to offer. This means that the content that will appear on the social media accounts will be targeted with these followers in mind, and the type of trends they have provided.

## Conclusion

Through the course of this research Evil Bunny Cosplay has found that the target market that they have been reaching out to will be the most effective way to grow their company in the

cosplay industry. The overall target market for the public relations campaign is young adult females in their mid 20s and 30s who don't have the ability to create their own cosplays either from lack of time, or skill. The best way to reach these women is through social media such as Instagram or Snapchat, but a few may still be on Facebook or Twitter.

The best way to go about hearing direct input, and needs from the target market members of the cosplay community is through Instagram Stories or Instagram direct message, and through this method that is how Evil Bunny Cosplay was able to confirm the go ahead to continue with the campaign in the direction that it was planned to go in. This way they will be able to reach their goal of doubling sales and follower count within the next six months of the campaign.

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