MARKETING
CASE
STUDY
2026

FASHION SCHOLARSHIP FUND
EST 1937

Fashion Crosses Industries

Objective: Establish a marketing plan centered around a cross-industry collaboration to engage the marketing funnel and create lifetime customer value.

2026 CASE STUDY

The borders between industries are narrowing and fashion brands are finding new collaborations that enable them to reach broader groups of customers and create long-term business value. According to the State of Fashion 2024 (BOF Team and McKinsey & Company, 2023), fashion brands will increasingly partner with adjacent industries to enrich consumer experiences and increase engagement. Collaborations provide an opportunity for brands to engage a broad array of consumers with their story, expanding their reach. Subsequently, collaborations drive revenue. Collaborations are not new to the fashion industry, but as the boundaries between industries narrow, a broader array of collaborations has emerged. Fashion brands are partnering with museums, universities, airlines, and car companies to bring beauty, comfort, and luxury to a broad array of consumers.

In the 2026 case study, you will explore how fashion brands can partner with companies in external industry, such as entertainment (music, gaming, film), technology (computers, software, technical instruments), transportation (automotive, air), hospitality (hotels, restaurants), or service industries (sanitation, postal delivery) to create intriguing and intentional collections. You will explore a collaboration between two businesses, not between a business and an individual.

Marketing applicants must identify a collaborative campaign that aligns with the goals of both brands and the target market.

Industry Examples

Consider examples of fashion brands collaborating with external industries.

CACTUS PLANT FLEA MARKET BOX

Cynthia Lu's kitsch leisure brand Cactus Plant Flea Market partnered with fast food giant McDonald's to launch happy meals for adults (Smith, 2023).

SIGNED BY MCFLY

LVMH announced sponsorship of the 2024 summer Olympic and Paralympic Games in Paris (LVMH, n.d.). The fashion conglomerate plans to showcase individual brands in the run-up to the games, showcasing their luxury craftsmanship and engaging with a diverse, global audience (LVMH, 2024).

LVMH PARIS OLYMPICS 2024

Revolve partners with The h.wood Group to launch the annual Revolve Festival coinciding with the Coachella Music Festival. However, in recent years, the brand has reduced their presence at the festival, opening the door for new cross-industry partnerships (Malach, 2024).

RVLV H.WOOD

In 2021, the Grammys partnered exclusively with brands committed to diversity, inclusion, equity, and philanthropy through their official gift bags. A-list guests received gifts from brands such as Signed By McFly, HGC Apparel, and others (Feitelberg, 2021).

Marketing Case Study

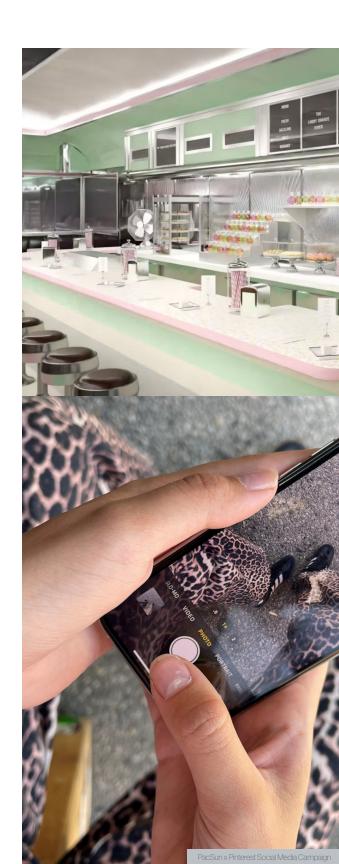## CREATING LIFETIME VALUE THROUGH A CROSS-INDUSTRY COLLABORATION

Your object is to create a strategic marketing plan for an existing fashion brand/retailer that centers around a cross-industry collaboration and utilizes a full marketing funnel approach (e.g., awareness, consideration, conversion, loyalty, advocacy). You are not proposing a "one hit wonder", your goal is to create a collaboration that will have lasting value, fitting the brand's image, goals, and customers. Therefore, some activities within your marketing plan may engage a specific, new customer segment while other activities may add value for existing customers.

Your brand collaboration and strategic marketing plan should solve for a friction point, adding value for the customers and brand. You must articulate how you will obtain return on your investment throughout the marketing funnel. Include specific marketing activities (i.e., tactics) in your marketing plan. Your marketing plan will not emphasize one-hit-wonder activities, or a campaign that creates immediate buzz but fizzles quickly; rather it will aim to create sustainable, lifetime value. Consider how you are adding value for the consumer and how that value will continue in the long-term. As you develop and introduce your plan, you may wish to consider how your campaign can build on other products and marketing activities. Your strategic marketing plan must address short-term (0-3 month), medium (approx. 1-year) and long-term (3-5 year) tactics.

Your Role:

Director of Marketing

You are the Director of Marketing for an existing brand/retailer of your choice. It is your responsibility to develop strategies that address the stages of the marketing funnel and communicate brand actions, goals, and values. It is also your responsibility to use analytics to assess the effectiveness of marketing activities and track consumer engagement. Your overarching goal is to drive return on investment (ROI) through acquisition or new customers and retention of loyal customers.

PacSun x Pinterest Social Media Campaign

Brand & Retailer Selection

CHANEL LUCKY CHANCE DINER

[01]

Generally Well-Known

The brand/retailer(s) that you select should be generally well-known.

[02]

Fashion or related industry

The fashion brand/retailer that you choose must be a fashion apparel, accessories, footwear, home, beauty, or health & wellness brand.

[03]

Publicly Traded

It is suggested (not required) that you choose a company that is publicly traded so that information regarding the company is easily accessible.

[04]

Non-Fashion Collaborator

The collaborator cannot be another fashion brand. For instance, collaborations between a designer brand (e.g., Diane Von Furstenberg) and a mass fashion retailer (e.g., Target) would not fit the requirements.

[05]

A Company, Not an Individual

The collaboration cannot be with an individual, such as a celebrity, influencer, designer, or politician (e.g., Pharrell Williams, Gwyneth Paltrow, Taylor Swift). However, either brand can belong to a designer's namesake brand (e.g., Jessica Simpson, Rachel Zoe, Rachel Ray, Martha Stewart), the collaborator brand must be an existing, fully formed business.

Checklist: Required Case Study Content

Case studies must be submitted as a **17–21-page slide deck i**ncluding title, body, appendices, and references (suggested breakdown included below). The slide deck should be in landscape orientation, with slides sized for on-screen show 4:3 or 16:9 display (approximately 10" x 7.5").

Files can be created in any software of the applicant's choosing, such as PowerPoint, Keynote, Adobe InDesign, or Adobe Illustrator. However, **all cases must be submitted in a flat PDF format without video or sound.**

Need extra guidance? Access 'Step-By-Step Directions' in the FSF student Dropbox.

☐ **Section 1: General Introduction (2-3 slides)**

    ☐ Title slide

    ☐ Executive summary

    ☐ (Optional) Table of contents

☐ **Section 2: Establish Your Brand (3-4 slides)**

    ☐ Introduction of two chosen brands (fashion brand, non-fashion collaborator)

    ☐ SWOT analyses of your chosen fashion brand and chosen collaborator

    ☐ Current marketing strategies

☐ **Section 3: Research-Driven Background (2-4 slides)**

    ☐ Research in suggested areas: Industry landscape, society, consumer and lifestyle, macroeconomics

☐ **Section 4: Collaboration Purpose & Goals (1-2 slides)**

    ☐ Purpose of collaboration aligned with goals

    ☐ Outline objectives achieved through collaboration

☐ **Section 5: Targeted Consumer (1-2 slides)**

    ☐ Consumer and Lifestyle research

    ☐ Create 2-3 consumer personas

☐ **Section 6: Strategic Marketing Plan (2-4 slides)**

    ☐ Strategic marketing plan with specific tactics for your collaboration including:

    ☐ Timeline, duration, and channels of each tactic

    ☐ Tactics connection to the marketing funnel

☐ **Section 7: Marketing Analytics (1-2 slides)**

    ☐ Connect marketing activities to stages of the marketing funnel and an analytical assessment of performance

    ☐ Key performance indicators (KPIs, minimum 3)

    ☐ Connect the KPIs to marketing tactics and customer performance objectives

☐ **Section 8: Marketing Mock-Up (1-2 slides)**

    ☐ Create an example of marketing content within your strategic marketing plan

☐ **Section 9: Future Growth (1-2 slides)**

    ☐ Outline plans to scale or exit your collaboration depending on its success

☐ **Section 10: Conclusion & References (2-4 slides)**

    ☐ Conclusion

    ☐ Bibliography (also known as, references, works cited)

☐ **(Optional) Section 11: Appendix (0-5 slides)**

    ☐ Present additional, supplemental ideas that support your project and add significant value
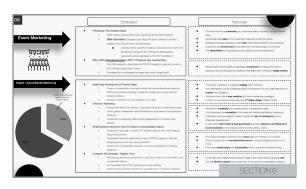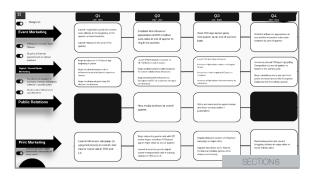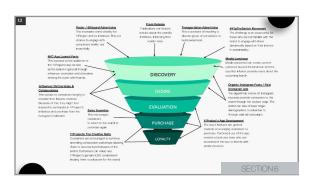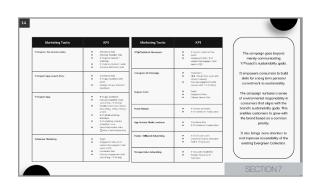
Y/Projects:
The Creative Suite

General Guidelines

Exclude College / University

Do not include your name or college/university affiliation on the title page or anywhere in the case study as the review process is anonymous.

Your name should be included on your resume and unofficial transcript; those documents are not a part of the case study judging process.

Format Your Way

No specific font or format will be enforced. You are encouraged to utilize visuals throughout your presentation. It is advisable to not overload each slide with information, and to keep your presentation concise and to the point: each slide should take no more than 1-2 minutes to absorb by the reader.

Stick to the Page Length

Do not exceed the page limit. Ensure your content connects from section to section to tell the story you are trying to convey. This is the first time judges will be exposed to your case study and they should be able to fully interpret your intended plans.

References

All references should be included within a references/bibliography page at the end of your slide deck or annotated in footnotes visible within the slide. Do not use hyperlinks in a footnote as the content cannot be accessed once the case study is uploaded.

Proofread

Be sure to proofread your case study. Points will be deducted for not following format directions, as well as for grammar and spelling errors.

AI Disclosure

You may use AI programs (e.g. ChatGPT) for brainstorming and help in generating ideas. However, note that the material generated by these programs may be inaccurate, incomplete, or otherwise problematic. You may not submit any work generated by an AI program as your own. If you include material generated by an AI program, it should be properly cited like any other reference material.

Judging Criteria

Your case will be reviewed by industry professionals including the FSF Board of Governors, FSF Mentors, and FSF Alumni.

Creativity & Feasibility (40%)

- Is the applicant's idea unique, inspiring, and innovative?

- Is the applicant's idea well-thought-out and conceivably executable?

- Is the applicant's idea clearly connected to the selected brand(s)/retailer(s)?

Research & Development (40%)

- Has the applicant researched the selected companies (i.e., brand/retailer and collaborator), demonstrating depth of knowledge of the company's activities and competitive positioning as relevant to the presented concept?

- Has the applicant conducted thorough research regarding the retail landscape and the attitudes, behaviors, and lifestyle traits of the intended consumer?

- Has the applicant developed an innovative marketing strategy, supported by research?

- Has the applicant conducted thorough market and consumer research, such as instances when an idea similar to their own has been executed in the past, and summarized relevant findings that will help them fulfill their objective?

- Has the applicant created consumer personas that align with the brand and marketing plan?

- Has the student identified KPIs that align with their project goals and clearly explained why these KPIs are important?

Clarity (15%)

- Does the applicant clearly and consistently tell their story, aligning direction from executive summary, through core content, and into the conclusion?

- Does the applicant's case follow logical development and a clear structure; is it easy to follow and summarize?

- Did the applicant clearly complete each portion of their prompt?

Format (5%)

- Did the applicant use correct grammar and spelling?

- Did the applicant include a title page with one sentence to summarize the case?

- Was the applicant's name and school kept anonymous?

Getting Started with Research

A variety of tools and supporting files are available in the FSF Student Dropbox. Research-specific resources are available for all case study tracks in the subfolder: FSF Student Resources.

(1) Start by getting familiar with this year's theme.

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(2) Dig into insights specific to your discipline, Marketing.

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