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## **Roxy Renegade: Championing Authenticity in Women's Sports**

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# ROXY

ROXY  
RENEGADE

SUMMER 2023 CAMPAIGN

Professional Project  
PUR 6956  
Fall 2022  
Surf Industry

Prepared By: Lauren Shanley

# TABLE OF CONTENTS

- Introduction: page 3 - 4
- Situational Analysis: pages 5- 15
- Primary Research: pages 16 - 25
- SWOT: pages 26 - 36
- Secondary Research: pages 37- 39
- Goals, objectives, tactics, and strategies: pages 40 - 44
- Evaluation: pages 45- 51
- Conclusion: page 52
- Student Bio: page 53
- References: pages 54-55
- Appendix: pages 56 - 64

# INTRODUCTION



This campaign will honor how consumers view Roxy and if its consumers believe the brand portrays women in sports accurately.

There will be a focus on external factors, such as public opinion, to reach this goal. To help build authenticity, Roxy should collaborate with professional female athletes and utilize user-generated content.

Being consistent with branding and messaging will be crucial to meet this level of brand success.

We'll think about how customers connect with the brand through time and how Roxy can keep going forward.



# WHO ARE ROXY RENEGADES?



The Roxy Renegades are a group of females who choose to challenge the status quo. These women are powerful, bold, and brazen.

Roxy Renegades promotes gender equality and women's rights. They don't hesitate to stand out and defend their beliefs.

In this campaign, Roxy Renegades are women spearheading the surf industry, fighting the double standards in every way.



# ROXY

**Situational Analysis**

# SITUATIONAL ANALYSIS

## *Summary*

Roxy is a global brand that was founded by Quiksilver in 1990. Roxy started to target the women's surf industry. It initially started as a swimsuit line but has grown to become a women's clothing line. Roxy is now a global lifestyle brand, offering products for every aspect of the active girl's life. (Roxy, 2022)

Late in the summer of 1990, Roxy made its debut to great success. A Roxy sportswear line had over \$1 million in sales by the following year when it was first presented. The brand's growth continued in 1992 with the introduction of a new denim line and significant snow wear items. (Roxy, 2022)

In 1993, the iconic Roxy logo was created. Then, in 1994 another significant turning point for Roxy occurred when Lisa Andersen, who was the ASP Female World Champion at the time, joined the team (Roxy, 2022). Roxy launched their renowned surf championships in 1995. This started with the first one, which happened in Oahu, and led to numerous more.

# SITUATIONAL ANALYSIS

*Summary Continued...*

These competitions continue to grow. In addition, Roxy began selling accessories and a Roxy Girl collection for young girls ages 7-16 (Roxy, 2022).

In 1996, the same year the company was nominated for The "California Rising Star Award" for excellence in design, Roxy made its New York Fashion Week debut at The Girl's Rule Show. (Roxy, 2022) Jewelry, bags, backpacks, travel accessories, skateboard gear, and Roxy Room, a collection of bedding, lights, and posters, were all sold in 1999. Through the 2000s Roxy kept introducing new products and lines with items for every facet of the active girl's life. Roxy is now a recognized lifestyle brand on a global scale.

The 'Roxy Renegade campaign focuses on challenging stereotypes of females in sports. Roxy is one of the few brands that solely focuses on female athletes.



# SITUATIONAL ANALYSIS

*Summary Continued...*

My team investigated Roxy's mission, values, history, strategies, and competitors to gauge a better understanding of the brand and determine whether it adheres to its philosophy.

By looking at Roxy and its competition, Roxy's strengths and limitations will be better understood. Having previous experiences and knowledge about Roxy, the team was able to come up with new strategies to focus on customer relations, brand perception, and authenticity.



ROXY



# SITUATIONAL ANALYSIS

## *Problem Statement*

This campaign seeks to understand if Roxy adequately portrays women who live active lifestyles. Being one of the most well-known female-only sports brands, it is important to ascertain whether it upholds its guiding principles.





# SITUATIONAL ANALYSIS

## *Internal Factors*

Roxy is a lifestyle brand that caters to women all around the world. Roxy offers products for all elements of an active girl's life.

“Our mission is to become the leading global youth apparel company; to maintain our core focus and roots while bringing our lifestyle message of board riding, independence, creativity, and innovation to this global community”. (Roxy, 2022)

Roxy’s core values are "Daring, confident, naturally beautiful, fun, alive" (Roxy, 2022)

Roxy’s vision is “to be a global lifestyle brand, offering products for every aspect of the active girl's life.” (Roxy, 2022)

Roxy aspires to benefit its customers through beauty, comfort, and excitement. Creating great relationships and experiences with consumers as well as society is vital to Roxy.

# SITUATIONAL ANALYSIS

## *Roxy Resources + Capabilities*

Roxy owns and manages numerous resources that can be categorized as tangible assets (physical) or intangible assets (not physical in nature).

Roxy provides easy access to its products, whether this is in person or online. Roxy has a large variety of tangible resources due to its international expansion and vertical integration. This will likely bring assets and our goals for this campaign into valuable outputs. While vertical integration will help the campaign and company develop shorter cycle times.

Additionally, Roxy is a privately held business, company management is not challenged by the public when making decisions. Roxy finds it simpler to come up with new lines because decisions will be made more quickly. If employed properly,

Roxy's complete autonomy to do whatever it wants is a positive thing.



# SITUATIONAL ANALYSIS

## *External Factors*

Below are the top competitors of Roxy:

1. Australian company Billabong International Limited is primarily a clothing retailer with a surf-related focus. It also makes accessories like watches and backpacks as well as skateboards and snowboards under other brand names. (Billabong, 2022) Billabong was founded in 1996 (Billabong, 2022) and is one of the most reputable brands for technical swimwear and surfwear. Billabong customers who purchase surf gear frequently love the brand and help it grow. Its target audience is 16–25-year-old males and females who prefer to look fashionable and hip while surfing or at the beach and have a carefree, easygoing lifestyle. Billabong's vision is to make a difference in the community and environment through the billabong Foundation. Its products have a luxury feel which is a major competitive advantage for the business. Billabong is successful because of its broad product offering and multi-channel business model.

# SITUATIONAL ANALYSIS

*External Factors continued...*

2. Hurley was established in 1999 in Huntington Beach, California. The organization's guiding idea is to inspire and support the next generation of skaters, musicians, artists, and tastemakers. (Hurley, 2022) Hurley is a popular brand that sells a lot of its products online, but it doesn't have a big presence in stores like Tilly's, Pacsun, etc. As a result, it is not as well-known as its rivals. Hurley does host highly regarded and widely watched surf events and sponsors many well-known athletes in the surf industry like Filipe Toledo, Carissa Moore, Koa Smith, and Kai Lenny. Hurley believes in inclusion, positivity, and freedom of expression.

# SITUATIONAL ANALYSIS

*External Factors continued...*

3. Rip curl is one of the most known and respected brands in the world, and it was founded by Brian Singer and Doug "claw" Warbrick in 1969. (Ripcurl, 2022) The WSL World Championship Tour surfing competitions and a variety of international surf and snow events highlight Rip Curl's outstanding events portfolio. Ripcurl has a very successful marketing strategy, the brand has multiple successful paid search campaigns promoting trendy seasonal products.



Hurley)(



# SITUATIONAL ANALYSIS

## *Marketing Strategy*

Roxy has evolved to become one of the world's largest retail brands. Roxy is most successful at pull marketing strategies. It utilizes digital marketing campaigns and connections with influencers/athletes in the surf industry. This strategy takes longer, but Roxy has demonstrated that it produces long-term results.

According to Daniel McKenzie, the Global Director of Marketing for Roxy, a bold video catchphrase; a user-generated social media campaign; endorsements from athletes, celebrities, and influencers; media and press backing; as well as a series of experiential events, such as surf competitions, are the five main elements of the businesses' digital campaigns.

Each element is carefully considered as a part of an engaging and enriching customer journey. Roxy employs storytelling to give women a sense of empowerment rather than just promoting its products.





# ROXY

**Primary Research**



# PRIMARY RESEARCH

This study's overall goal is to evaluate Roxy's fashion retailer's marketing initiatives critically to create a comprehensive marketing framework that focuses on how Roxy can use its brand awareness and brand loyalty initiatives to further encourage involvement among its customers.

However, the following research goals are highlighted in this paper:

- It will critically assess how Roxy's marketing strategies, particularly its brand loyalty and brand authenticity strategies, can be better aligned to encourage actions and attitudes that foster and enhance customer involvement
- It will identify Roxy's marketing strategies and its brand authenticity and brand loyalty strategies.
- This analysis would suggest and support potential adjustments that Roxy's marketing executives and managers should make to increase their brand's authenticity among female surfers and attract new clientele to become a market leader in the international retail and surf industry.

# PRIMARY RESEARCH

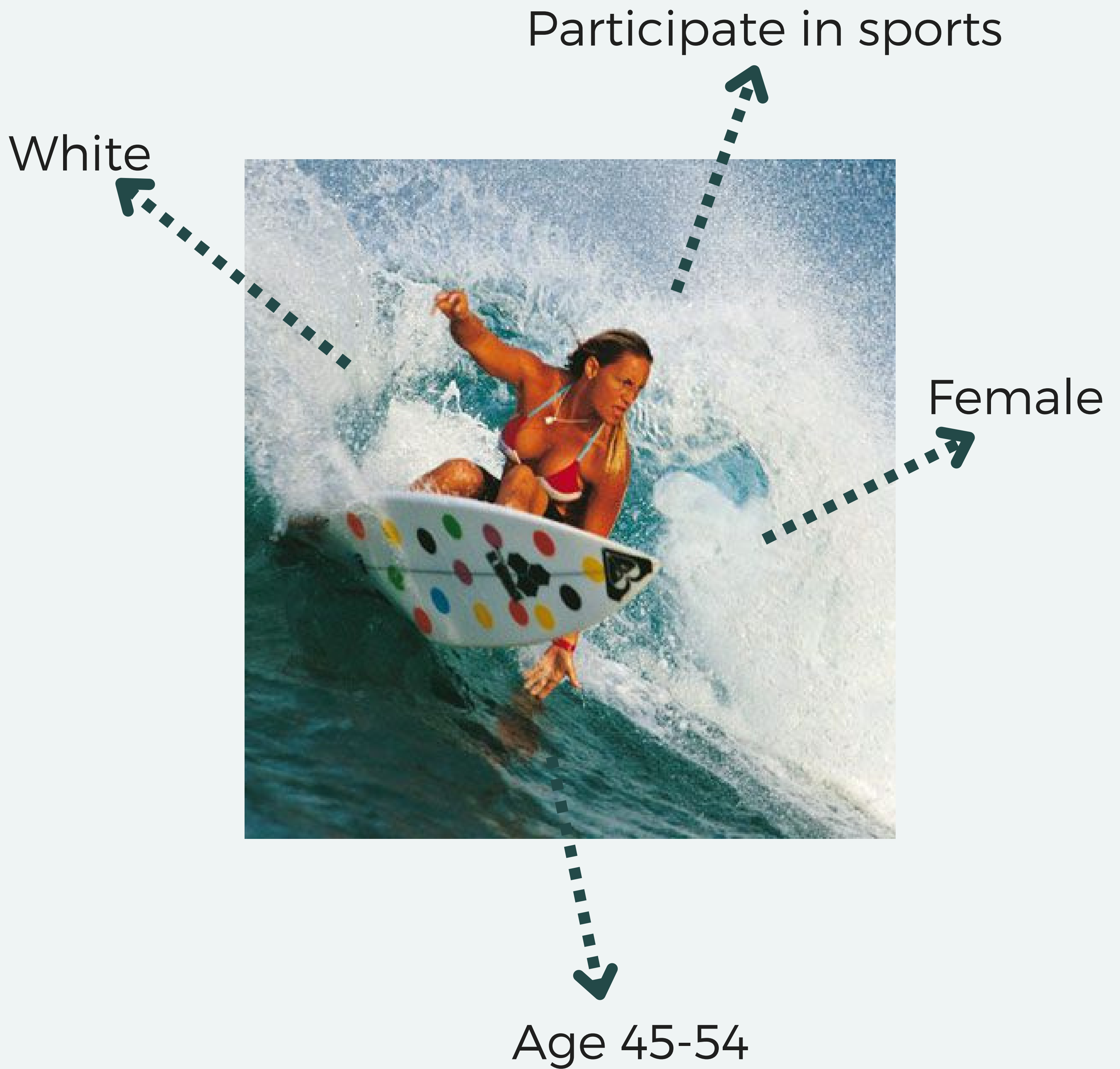
## *Procedures*

1. Participants were given a secure link to a web-based survey via social media.
2. Participants were asked to sort their responses according to how they felt about Roxy, female stereotypes, and buying intentions.
3. The link was shared numerous times by different people via social media sites, resulting in a snowball effect of increasing responders.
4. The poll was completed after two weeks for further study to identify the campaign strategy.
5. A survey research analysis was carried out to design a research-driven campaign.

## Methods

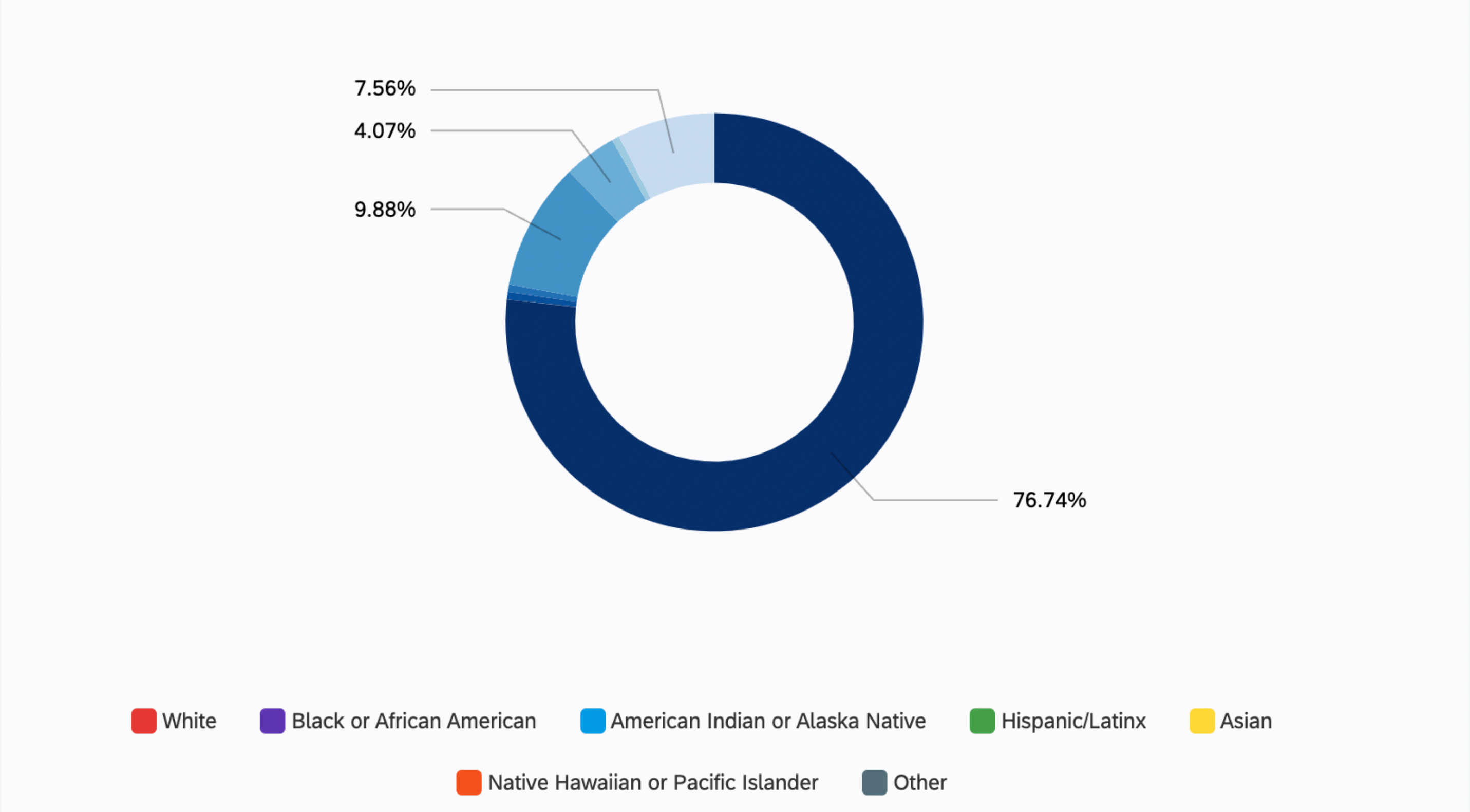
1. Shopping habits
2. Awareness/Familiarity with brand
3. Priorities of choosing a brand
4. Perceptions of Roxy
5. Perception of stereotypes in the surf industry

# AVERAGE DEMOGRAPHIC





# DEMOGRAPHIC



76.74% of participants were White

9.88% of participants were Hispanic/Latinx

7.56% of participants were other

4.07% of participants were Asian

0.58% of participants were Black or African American

0.58% of participants were Native Hawaiian or Pacific Islander

0.58% of participants were American Indian or Alaska Native

# PRIMARY RESEARCH

Primary research will be used in this campaign to assess public opinion and the perspective of Roxy.

The purpose of this survey is to uncover the perceptions, attitudes, and gender stereotypes toward Roxy. For the survey, a series of 14 Likert-scale and dichotomous questions were used and tested on respondents to see if survey participants perceive Roxy as an advocating brand.

The participants for this survey were selected by a sample of convenience. The team sent out the survey link to the “Women Who Surf” group on Facebook. The survey was provided through Qualtrics.

To collect research, the survey was separated into four components: overall perception of the brand, gender stereotypes, credibility of the brand, and intention to buy.

# PRIMARY RESEARCH

The findings of this study indicated that most participants had previously shopped at Roxy and were overall familiar with the brand. The participants, being women, said they have been challenged in the sports industry. The results have shown that a big majority of the respondents participate in sports and believe that female athletes are not taken as seriously as male athletes.

Gender stereotypes are a big issue in the surf industry. These stereotypes tend to discourage women from sports. The stereotype bases women's appearance and femininity on their athletic ability.

The problem statement proposed is to see if Roxy adequately portrays women who live active lifestyles. Being one of the most well-known female-only sports brands, it is important to ascertain whether it upholds its guiding principles.

# PRIMARY RESEARCH

The findings demonstrate that the respondents neither agree nor disagree with Roxy's advocacy of female empowerment, indicating that participants don't have strong opinions on this. Since the brand aspires to demonstrate female empowerment, this is an issue that needs to be addressed.

When asked if respondents think that Roxy cares about the female community, participants mostly responded with somewhat agree and neither agree nor disagree. Though this is not a bad response, Roxy should strive for a more certain response about its message and branding. Buyers are more naturally inclined to shop at brands that share the same values as them.

When asked questions about buyer behaviors, most participants strongly agreed with shopping at brands that represent and support women, as well as shopping at brands that share the same beliefs. Comments under the Facebook post of the survey said that Roxy has a lot of work to do with adequately representing women in the surf industry.



# PRIMARY RESEARCH

The second form of primary research will be a one-on-one interview with previous Roxy girl Isabelle Jaubert-Fried.

An interview will allow the team to dig deeper and ask more specific questions about what Roxy is doing right or wrong.

The interview will be a 30-minute Zoom call consisting of 4 questions.

Isabelle was sponsored by Roxy at the age of 41 for 3 years. Due to Roxy sponsoring her, she believed that Roxy was not an ageist brand. On top of being a good athlete, Isabelle believed that getting a sponsorship has much to do with what you look like. This illustrates how Roxy perpetuates sexism because of the people they pick. The woman who board for Roxy are good athletes but they are portrayed through the male gaze in the media.

# PRIMARY RESEARCH

"When I go by Hansen surf shop and see walls of men just ripping... One picture of a guy getting an air, and another totally slotted. Then I see Roxy pictures of women from thigh to the top of her head, looking gorgeous in a little bikini and holding a surfboard. When I complain to the board shops they say, 'well this is what they provide us.'" said Isabelle

She argues that Roxy uses selective advertising that does not showcase females' athleticism but shows their inherent beauty as athletes. Empowerment is more than looks. Isabelle shares that Roxy has a long way to go when it comes to representing women the right way.

She believed that Roxy does not practice what it preaches. She made suggestions that Roxy should represent more of a diverse set of female athletes and showcase women's athleticism instead of the women's inherent beauty as athletes. Empowerment is more than just looks.



# ROXY

**SWOT Analysis**



# SWOT ANALYSIS

Roxy has evolved to become one of the world's largest global lifestyle brands in the surf industry. Through SWOT analysis, Roxy can view its potential threats and weaknesses to plan and counteract them before they happen.





# SWOT ANALYSIS

*Strengths:*

## **One-of-a-kind**

Roxy's greatest strength is that it is the only surf brand exclusively for women. It focuses on selling its products to a specific industry and a niche target group. Being a one-of-a-kind brand distinguishes it as an industry leader and puts it well ahead of any rival brands, including those that cater to both men and women in the sector.

## **Popularity**

Roxy is well-known on platforms and has a strong online presence. Customers frequently post videos and images of themselves riding in Roxy gear. User-generated content (UGC) is a form of marketing that Roxy can utilize for free to expand its audience by developing a relationship of trust with its consumers. Additionally, Roxy has 1.6 million Instagram followers, demonstrating the company's strong social media presence. Many female athletes have been spotted wearing Roxy gear, including Olympic medalist Chloe Kim, ASP Women's World Longboard Champion Kelia Moniz, and social media influencer and surfer Tina Cohen.

# SWOT ANALYSIS

*Strengths:*

## **Surf Competitions/Sponsorship**

Surf competitions are a great way to help Roxy's exposure increase within the surf industry. Women surfers are sponsored by Roxy and can gain notoriety by participating in competitions while using Roxy apparel and supporting the company. Surfing enthusiasts who enjoy watching tournaments can go in person or even watch a Livestream of the competition. As more female surfers wear the equipment, Roxy's target market will eventually follow.

Roxy competitions are set apart from other competitions that are skewed towards men. Like surfing, numerous sports have both men's and women's leagues, however, men's leagues generally receive more attention than women's. Roxy allows women surfer to show off their skills in a league of their own. Roxy emphasizes female-only competition to demonstrate that women compete on the same level as men. These surfing contests demonstrate how popular the sport is among women worldwide.

# SWOT ANALYSIS

*Weaknesses:*

## **Sustainability**

Roxy is constantly under fire for its lack of CSR.

According to Quicksilver, which is the owner of Roxy, the company states, “Sustainability isn’t a fad for us. Over the past twenty years, it’s become a part of our DNA and is ingrained into the fabric of our operations and decision-making.” (Quicksilver, 2022)

Roxy received an overall F in ethical standards during this time last year, according to her annual evaluation from Baptist World Aid Australia. These ethical standards are measured on policies and governance, tracing and risk, supplier relationships and human rights monitoring, worker empowerment, and environmental sustainability.

In the end, surfing is a sport that is influenced by nature. There is no sport if there are no waves. Since Roxy is focused on the surf industry, it is crucial that it cares and works to protect the environment.

# SWOT ANALYSIS

*Weaknesses:*

## **Representation**

One of Roxy's core values is to be inclusive, yet it fails to do so in different forms. Roxy lacks representation with its models. Looking through the website and social media sites, Roxy only exhibits the cookie-cutter "Barbie" look. This shows that Roxy only wants its products to be worn by certain types of people with a specific body type. A brand that supports female empowerment cannot exclude all women. As a brand that is all about women's empowerment, it is important to support all women. Looking at Roxy's marketing you'd never know its size range goes above an 8.



# SWOT ANALYSIS

*Weaknesses:*

## **Male Gaze**

Since the day we are born, we are constantly exposed to stereotypes. While women are expected to act in a "feminine" manner, men are supposed to show certain characteristics and behaviors that are regarded as "masculine." Like many other sports, surfing has had inequity difficulties.

In her 1973 essay "Visual Pleasure and Narrative Cinema," British feminist cinema scholar Laura Mulvey first used the phrase "male gaze." When women in the media are presented as the "object" of heterosexual male desire and are viewed through the heterosexual man's eyes, this is what she called the "male gaze."

Many female surfers are displayed in ads surfing with their backsides in the air while executing moves on waves. When comparing these images to male surfers, men are shown on their frontside displaying their brilliant moves on waves. Female surfers are much more than just objects and should be shown on the same level as their male counterparts.

# SWOT ANALYSIS

*Opportunities:*

## **Celebrating Women**

Roxy can use the lack of representation as an opportunity rather than seeing it as a limitation. The business might begin utilizing a variety of models, surfers, and influencers in its advertisements, catalogs, and online platforms. This can give the company the chance to engage both new and existing customers sincerely while demonstrating that it supports every female for her unique differences.

To showcase the incredible diversity in these accomplished women, Roxy can also develop a digital campaign with video content of female boarders. To stay on track with its objectives, Roxy needs to put its principles into action and revisit its basic mission and values.

# SWOT ANALYSIS

*Opportunities:*

## **Influencers**

Roxy has been worn by many athletic figures. The use of ambassadors/influencers could boost Roxy's sales. Most companies constantly bombard their public with advertisements, and the use of influencers can create familiarity and make the brand relatable. Many companies have been able to capitalize on the social media site TikTok.

The use of influencers sporting Roxy gear can generate exposure. Roxy's products have been featured in several TikTok videos. The use of influencers can help Roxy increase brand trust and aid in attracting customers.

# SWOT ANALYSIS

## *Threats*

### **Competitors**

Roxy's biggest threat is its competition. A competitor that Roxy should watch for is Billabong. Billabong is a publicly traded company on the Australian Securities Exchange. Billabong and Roxy are both very recognizable and very similar brands.

Billabong appeals to a broader market. Unlike Roxy, it has products for both men and women. Billabong also has 677 stores worldwide that are in many malls and available online which makes it easy for consumers to purchase its products.



# SWOT ANALYSIS

## *Threats*

### **Marketing conditions**

A company's ability to manufacture its products can be impacted by any pandemic, war, recession, etc. We are currently dealing with problems that are hurting the supply chain on a worldwide scale. This may have an impact on a business's ability to manufacture items and import and export goods.

No matter how large a corporation becomes, these economic problems will always be a concern. Although Roxy is a leader in its industry, it cannot compare to larger companies such as Nike and Adidas. Larger businesses have more money to invest in resources that will enable them to further diversify their product lines. The market is fully under the control of supply and demand.

Due to the state of the economy, Roxy might have to cut budgets, which would harm company earnings.



# ROXY

**Secondary Research**



# SECONDARY RESEARCH

The concept of brand authenticity is critical for a company's success, according to more in-depth studies. Many consumers are now accustomed to brands pushing their products to increase sales. This can come across as phony. Although Roxy does not need to overhaul its entire approach, there is always an opportunity for improvement.

A brand's trust can be harmed by unethical activities or behavior. Breakdowns in trust occur when the actions of brands differ from the promises and values communicated by them (Portal, Abratt, Bendixen, 2018)

To build brand trust, a brand should have both good intentions and sound abilities (Delgado-Ballester, 2004; Delgado-Ballester & Luis Munuera-Alemán, 2001).

The team concluded that brands with personal qualities and a reputation for being honest will succeed because of their sincerity toward both the brand and its customers.

# SECONDARY RESEARCH

By working with a variety of emerging athletes to create an inclusive collection,

Roxy may show growth as a brand and show that it is a reliable and compassionate company.

Utilizing the "Roxy Renegade" campaign to accurately represent women who lead active lifestyles will help the brand succeed and improve every day.







# ROXY

**Goal, Objectives, Tactics, and  
Strategies**



# GOAL

Create a digital campaign for Roxy while working with diverse female athletes to promote a female all-inclusive line to grow the business and promote authenticity within the brand by the beginning of the 2023 summer season.



# OBJECTIVES

## *Objective I:*

Promote the 'Renegade Roxy' campaign amongst Roxy's 1.6M Instagram followers to boost excitement on the new inclusive Roxy line.

## *Objective II:*

Generate awareness to at least 50,000 of Roxy's primary audience through promotional material by the 2023 Summer season.

## *Objective III:*

Create, organize, and promote the Summer 2023 'Roxy Renegade' surf competition in Waikiki Beach, Hawaii by inviting over 20 popular and up-and-coming female surfers to compete and 10% of proceeds will go to the Women's Global Empowerment Fund.

# STRATEGIES

## *Strategy I:*

Create a digital advertisement to highlight committed female surfers of all shapes and sizes and post it on YouTube or Instagram. In sports, adjectives like "strong," "fast," and "vigorous" are often used to characterize men. To change the male-dominated narrative in the surf industry, the digital advertisement will feature dynamic women surfing while using similar adjectives to describe them.

## *Strategy II:*

Create promotional material (totes, posters, and social media posts) to generate awareness of the new and inclusive Roxy Renegade line

## *Strategy III:*

Create social media content for Instagram and TikTok with Roxy Girls to display their athletic prowess and dedication while rocking the Roxy Renegade collection.



# TACTICS

## *Web-content:*

- Instagram reel for Roxy Renegade digital campaign
- Social Media posts (Instagram + TikTok) highlighting Roxy renegades
- Instagram posts to promote the Roxy Renegade surf competition
- 

## *Promotional material:*

- Limited edition 'Roxy Renegade' totes for those who spend \$50 online or in-store
- PR packages for female surfers with the 'Roxy Renegade' surf line.
- Posters for Roxy stores
- 

## *Events*

- Roxy surf competition
  - Featuring: Kelia Moniz, Natasha Brown, Rhonda Harper, Sakura Johnson, Stephanie Gilmore, Vahine Fierro, and more!



# ROXY

**Evaluation**



# LIMITATIONS

Even though the campaign produced notable results, there are limitations. Although 173 people were able to participate in the survey, the sample size was too small when compared to the total number of Roxy customers globally. Despite Roxy being a worldwide brand, the majority of the data came from respondents in the United States.

A more complete understanding of Roxy and its marketing/PR effects on many cultures would be possible with data from different age groups, demographic groups, and cultural backgrounds.

Additionally, if respondents had been asked "why" in response to any of the survey's questions, more information might have been gained. The outcomes were certainly going to confirm what the company was seeking to prove, namely that women prefer to buy from businesses that support and empower them. The brand might be as open and honest with its customers as feasible with a more thorough analysis.

# RECOMMENDATIONS

For many different people, the concept of female empowerment can imply many different things. Making a focus group to learn what consumers want from empowerment could be a good strategy to improve customer perceptions and experience. To better address its faults and challenges, Roxy can benefit from gaining a deeper understanding of what its customers expect from the brand.

Another suggestion is to give respondents additional time to complete the survey. It is advised that future research should (I) give the data gathering period more time, at least three months. (II) A larger sample size, with more participants from various demographic groups and cultural backgrounds who are familiar with the Roxy brand and/or use Roxy's products, to examine how perceptions and opinions can influence communication in various cultures and whether cross-cultural messaging would affect brand attitude.



# RECOMMENDATIONS

After becoming aware of the problems Roxy has been associated with and all the marketing efforts the brand has developed, a preliminary survey might be conducted to assess participant attitudes. Analyzing the effects of public relations and marketing efforts on brand perception, brand loyalty, and purchase intention would be very beneficial.

As was previously noted in the section on limitations, public relations specialists can create a brand image message by using a larger sample size with a diverse range of cultures and ethnic backgrounds that accurately represent the client base of a global business-like Roxy.

To positively influence public perception of a brand or maintain devoted brand customers, public relations professionals and marketing teams can create communication plans targeted to various cultures and individuals with a better understanding of the cultural differences among all of Roxy's customers.

# RECOMMENDATIONS

A broad collection of academics can collaborate to establish focus groups with a variety of cultural backgrounds and to gather survey data from people in various nations.

This will aid those who work in public relations in developing focused PR and marketing communication initiatives that are strategic and powerful.





# MEASUREMENT

**OVERALL BUDGET = \$121,000**

Photoshoot/video shoot= \$12,000

Fashion Designer Pay = \$14,000

Promotional Material = \$40,000

Surf competition = \$55, 000





# MEASUREMENT

The effectiveness of this campaign will be determined at the end of the 7-month campaign using the KPIs and objectives.

February 6, 2023 - August 1, 2023

- 4 months to plan and implement a social media campaign
- The 'Roxy Renegade' line drops on May 1, 2023
- 'Roxy Renegade' competition from June 26 - July 6
- Promote and sell until August 1, 2023

To measure the campaign objectives, Roxy can look at the following

- Campaign Awareness:
- Social media impressions
- Website Traffic Campaign Engagement
- Comments Likes Shares



# CONCLUSION

Brand authenticity is a must for a company's success. Roxy is one of the leading active-wear companies in the industry. Being consistent with Roxy's branding and messaging will be crucial in order to meet this level of brand success and show authenticity.

Roxy Renegade' brings a genuine and personal touch to Roxy which will enhance its customer base and open opportunities in the future for more collaboration. As stated before, great relationships are based on trust.

This campaign is proactive and will help the business and smaller creatives flourish and establish brand authenticity.

Roxy must constantly ask itself: How can we do more? How can we be better?



# STUDENT BIO



Born and raised in Miami Florida, Lauren Shanley developed a passion for advocacy at an early age. While attending her undergrad at Florida Gulf Coast University she began her career in public relations.

Soon after she attended Florida International University to complete her master's in Global Strategic Communication.

Lauren has run a number of successful PR campaigns in the past and worked closely with a wide variety of teams. In her spare time, she enjoys surfing and traveling.

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# ROXY

**Appendix**



# APPENDIX A

**How long were you sponsored for and what does a sponsorship from Roxy entail?**

I was sponsored by Roxy for 3 years. Being sponsored by Roxy is cool, it basically gave me access to all their products. When I was sponsored by Roxy, I was older [41 years old]. So, I was really pleased to see that the brand was not ageist but from a distance, I still look young.

Roxy never gave me money and they would only put “cute and young” girls on their website. I was on what they would call flow, I was just an athlete... they probably have 100 athletes on their docket, and there were so many of us. To be sponsored by Roxy is so huge because you get so many products. I got all my clothes from Roxy, so I was able to pay my way to get into a contest. I know people in the industry that came out with a lot of determination and much higher skill level, but they wouldn't get picked up because they didn't fit that mold that Roxy is looking for. Cara-Beth Burnside was one. Lynn Kramer, she's a 14-time world champion, but they are more non-binary. I figured the world is the way it is, and I do what I can, but I did not want to miss the opportunity since I was a single parent.

# APPENDIX A

I started because of my kids. I realized that if I could have photos taken of me, I could get sponsored. When Roxy dropped me, I cried. I loved Roxy, but Roxy is very corporate. When they dropped me, they didn't care. For me, I was mid-season. They didn't even give me a notice or let me finish the rest of my season.

## **Do you see any challenges for females with Roxy?**

It's so much about what you look like, but you also must be a good athlete. They perpetuate sexism because of the people they pick. The women who surf, skate, and snowboard for Roxy are good athletes but it's the way that they portray them in the media. When I go by Hansen surf shop, I see walls of men just ripping. You know one picture of a guy getting air and another totally slotted. Then I see Roxy pictures of women from thigh to the top of her head, looking gorgeous in a little bikini and holding a surfboard. When I complain to the board shops they say, "well this is what they provide us." Roxy needs to showcase what we do not what we look like. Women athletes don't want to be objectified. We know Kelly Slater is gorgeous, but we don't see him in a string bikini with his backside showing.



# APPENDIX A

Roxy has a long way to go. I mean kudos for what they do, but at the same time, if you look at who's on the board of directors is basically predominately men. Sexism and female exploitation exist when men run the show.

**Do you have any suggestions you would like to give Roxy?**

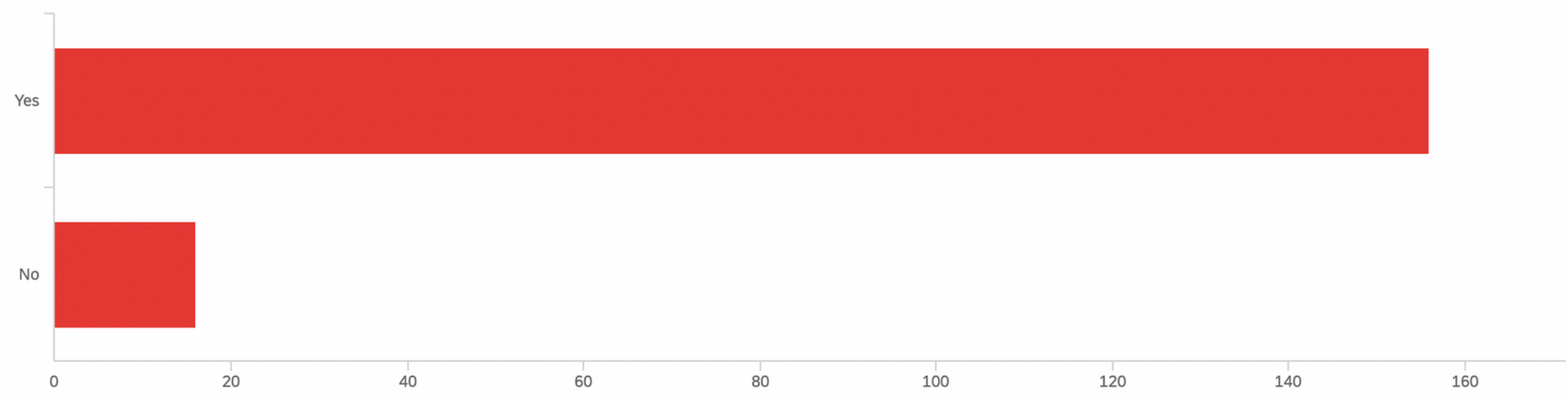
There are some great things but at the same time, Roxy says one thing and gives a little but really, it's the same thing just a different day. I would love to see plus-sized girls and different races sponsored by Roxy. All I see are these 5'9-5'11 thin Barbies. As a female athlete, you want to get the same amount of respect as a male athlete. I think Roxy says one thing, but they still objectify us. Their selective advertisement is very insensitive. It doesn't showcase our athleticism; it shows our inherent beauty as athletes. Empowerment must be more than what we look like. Roxy constantly says things like "go out and rock your beauty" or "That's Cute!" but, it's just lame, it's a very distorted view of surfing.



# APPENDIX B

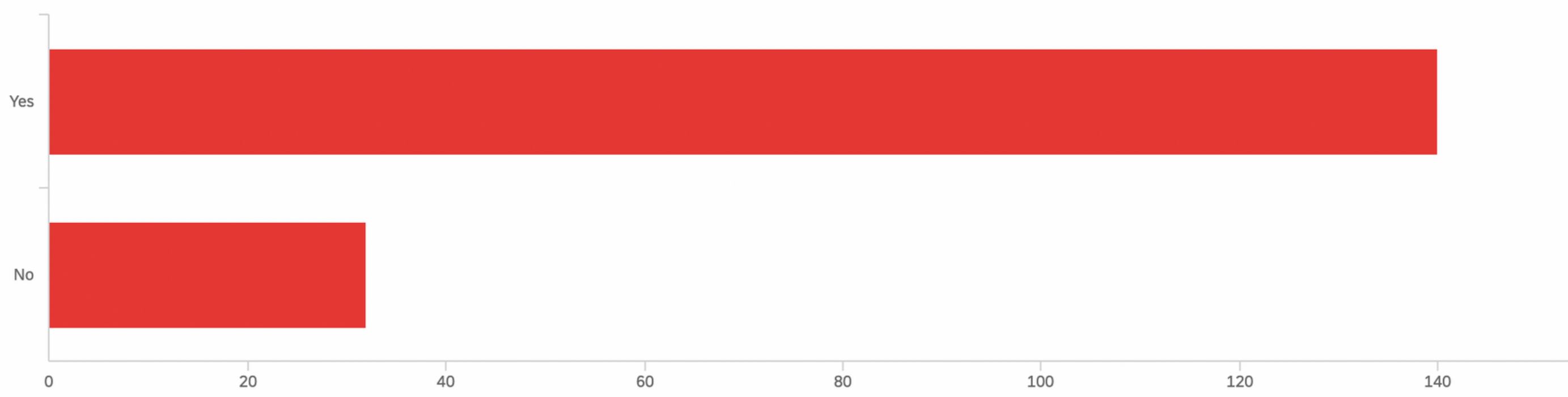
1 - Are you familiar with the brand Roxy?

Page Options ▾



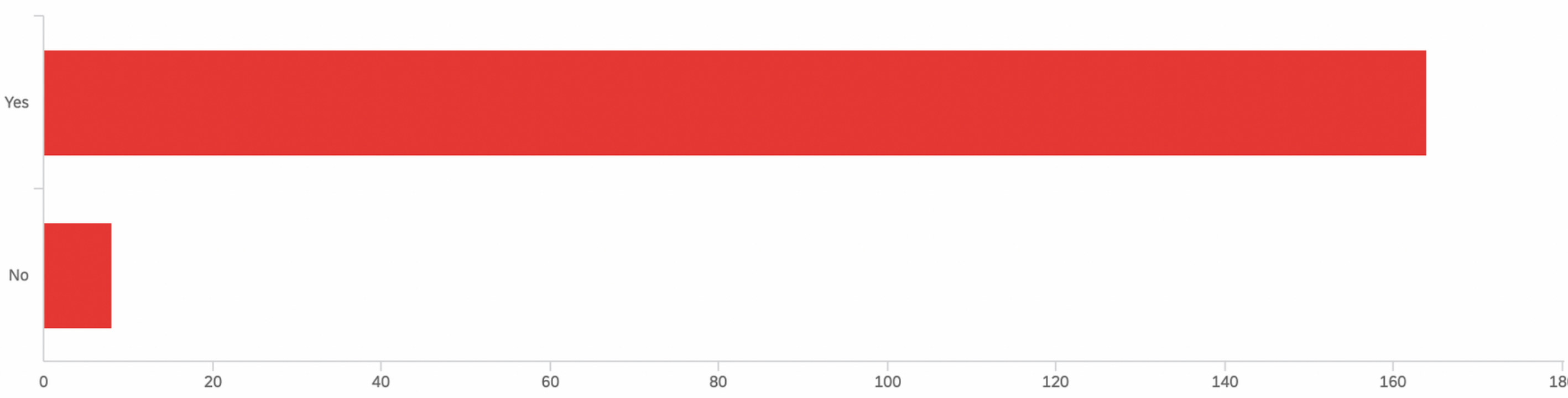
2 - Have you ever purchased any products from Roxy?

Page Options ▾



3 - Do you currently or have you ever participated in sports?

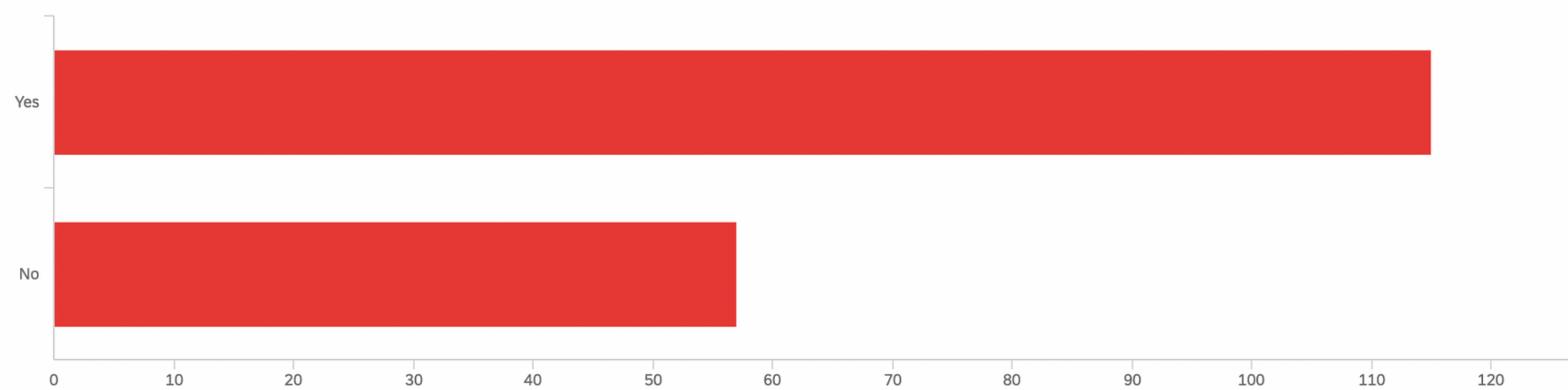
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# APPENDIX B

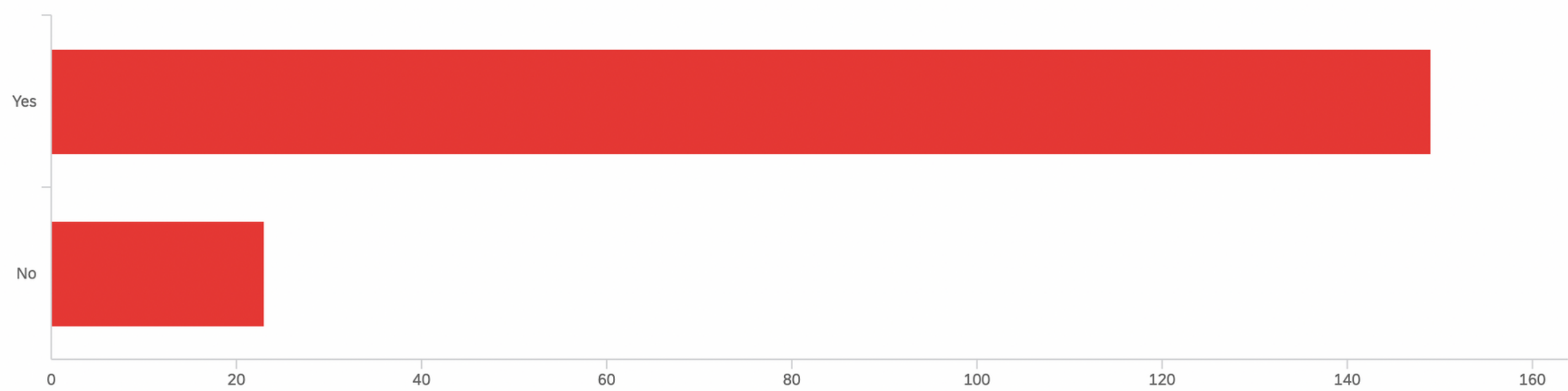
4 - Have you ever heard someone say that you can't accomplish something because you're a female?

Page Options ▾



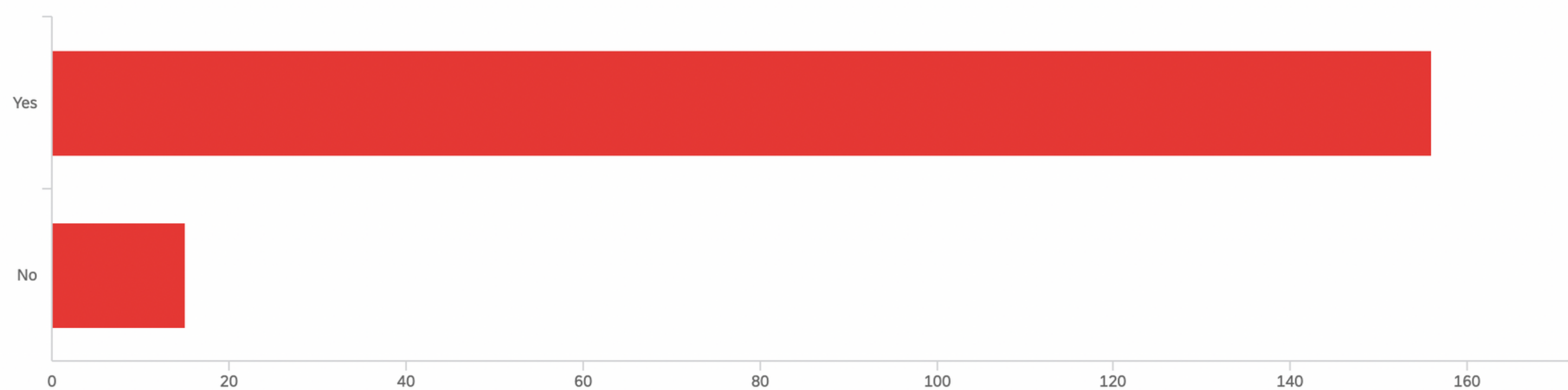
5 - Do you think female athletes are not taken as seriously as male athletes?

Page Options ▾



6 - Do you believe that female athletes are ever treated unfairly because of their appearance?

Page Options ▾

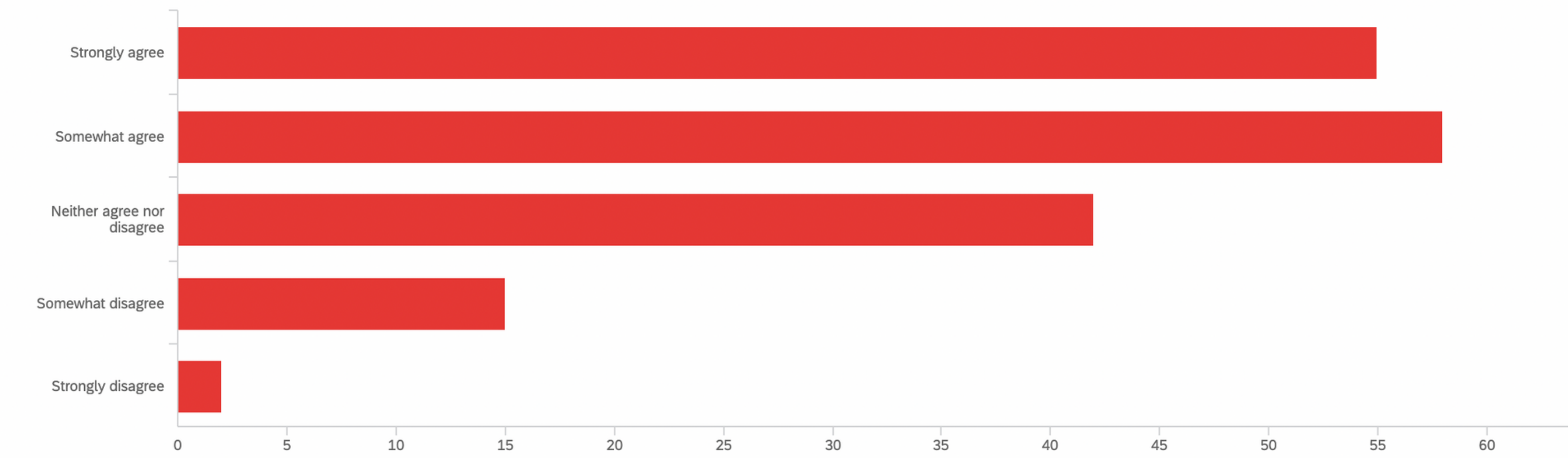




# APPENDIX B

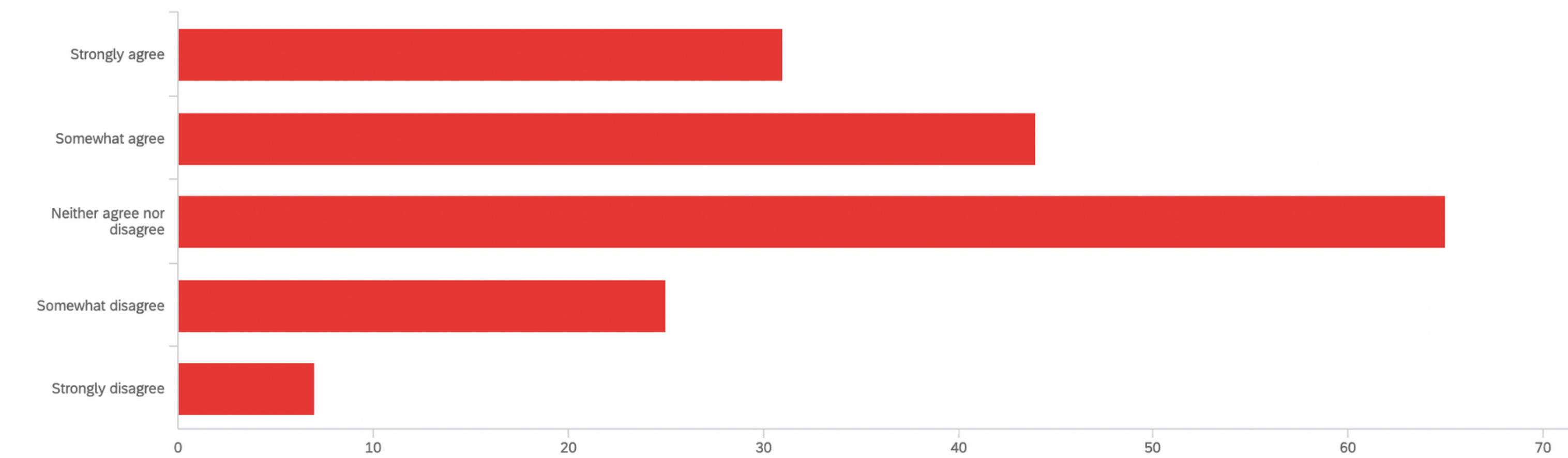
7 - The brand Roxy represent females...

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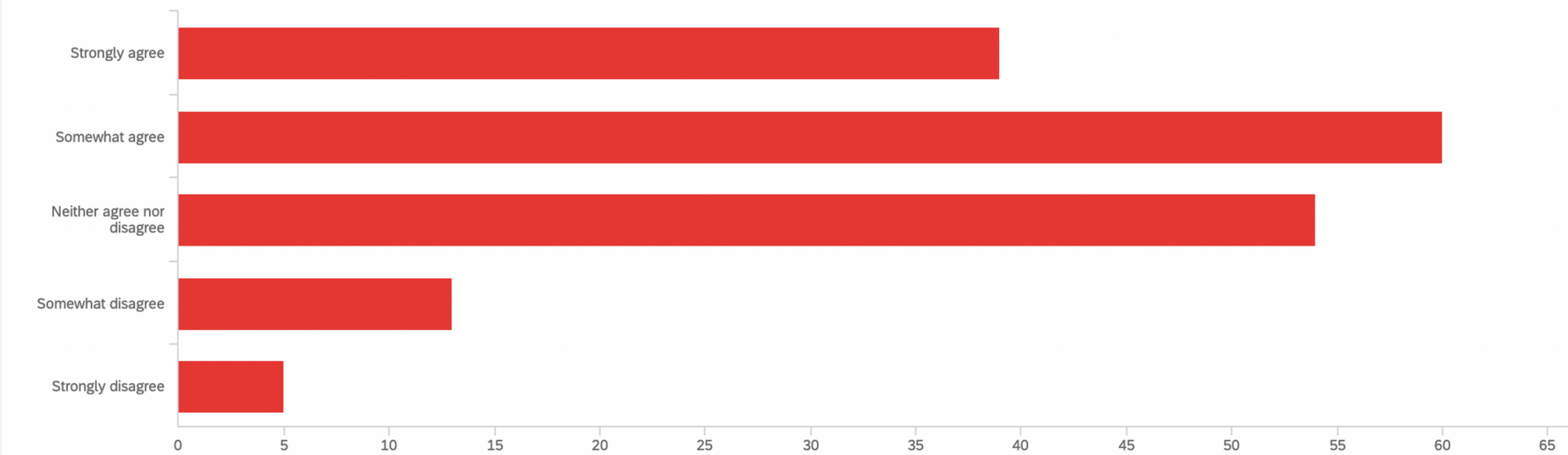
8 - The brand Roxy stands for female empowerment...

Page Options ▾



9 - The brand Roxy cares about the female sport community...

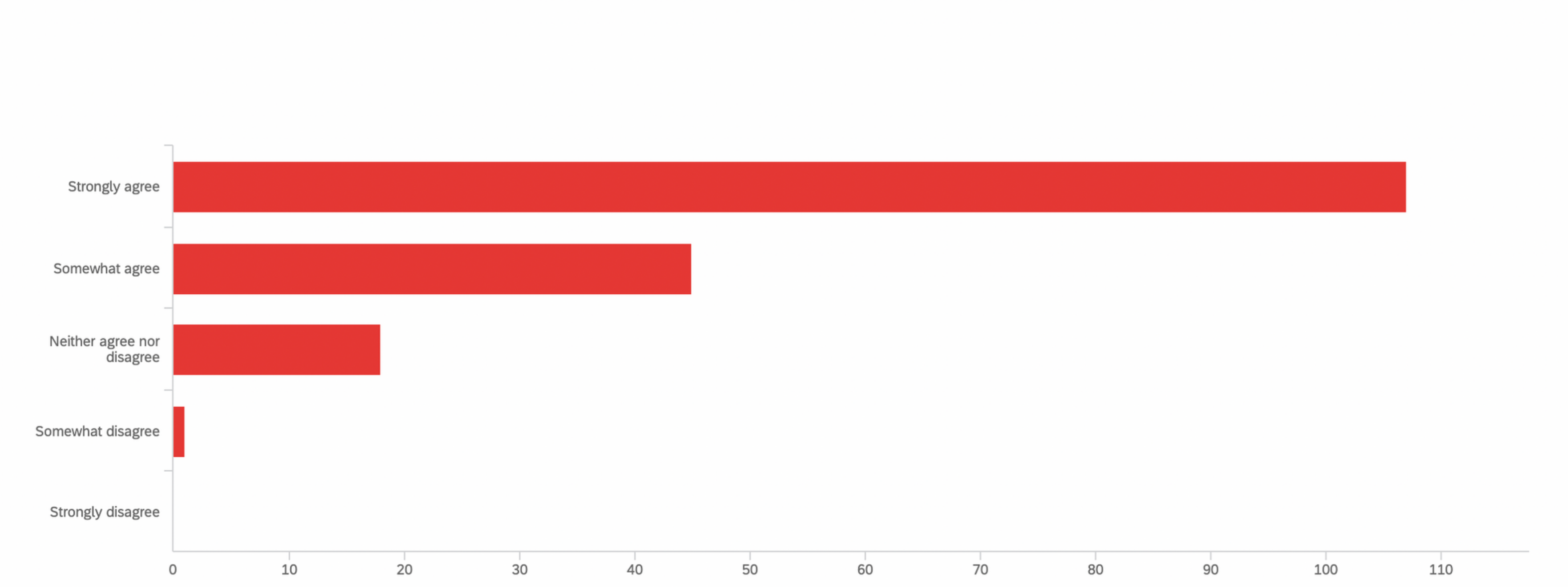
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# APPENDIX B

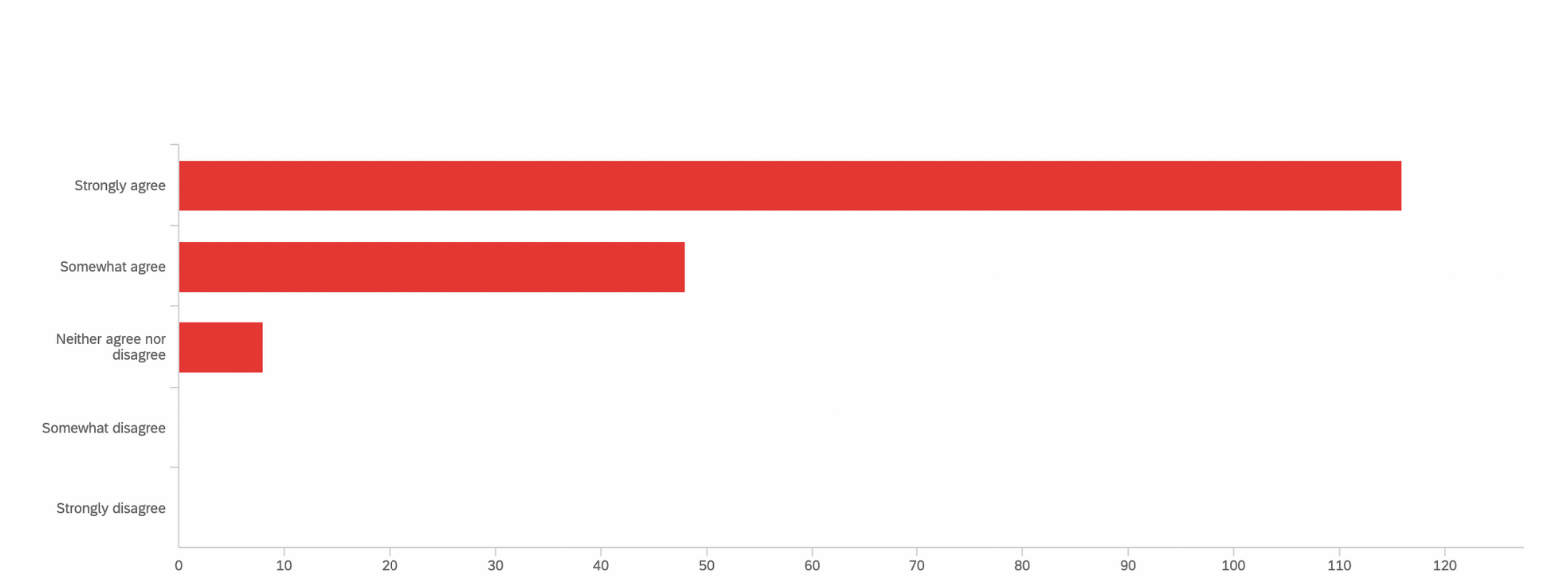
10 - I am more likely to shop at brands that represent and support women...

Page Options ▾



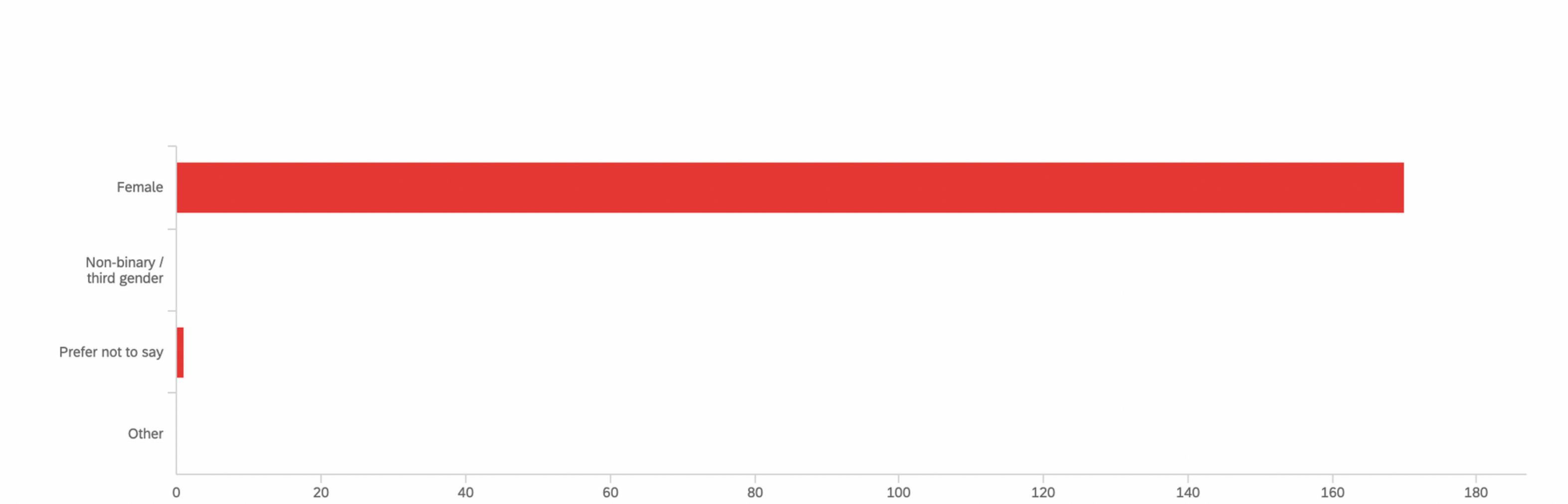
11 - I am more likely to shop at brands that share the same values as me...

Page Options ▾



12 - What is your gender?

Page Options ▾

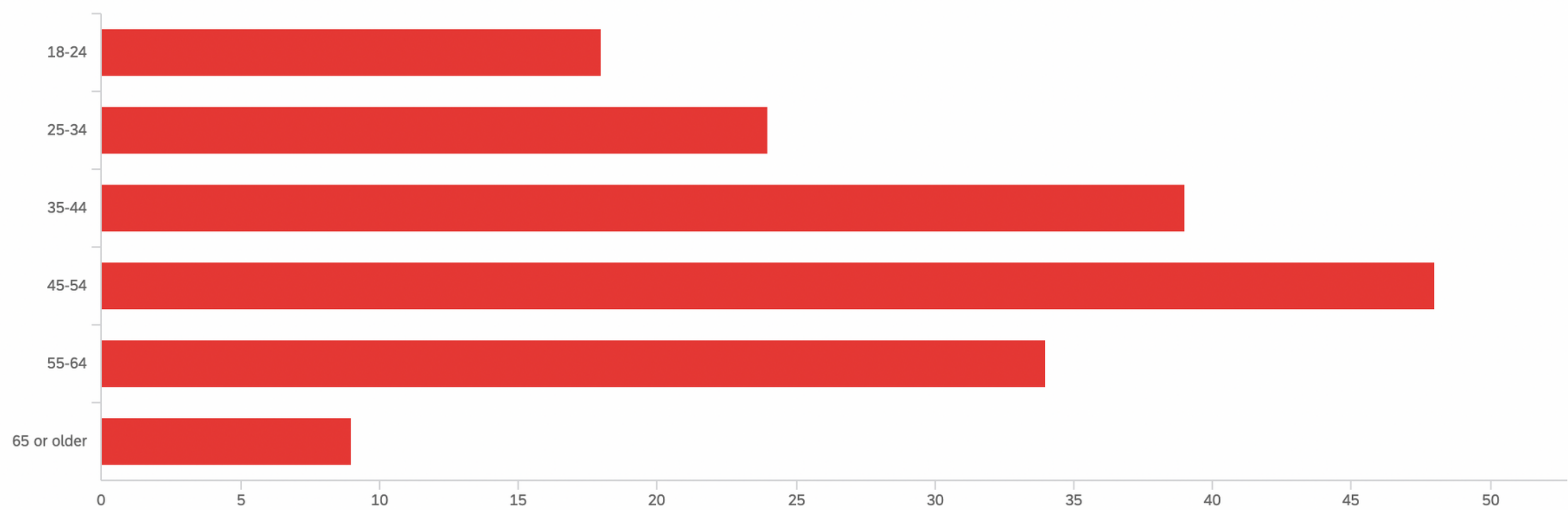




# APPENDIX B

13 - What is your age?

Page Options ▾



14 - What is your ethnicity?

Page Options ▾

