

Adam Stone Guest Reflection

Adam Stone played a significant role in Hanna Andersson's growth and strategies over his time with the company. After years of experiencing all kinds of companies, from those going bankrupt to well-established names and different levels of positions, he learned many tools of the trade. When he came to Hanna Andersson (HA), he recognized how HA was positioned as a brand and used this knowledge to build plans for how the company would develop.

HA is a brand built on high quality, and this quality was a driving point for their image, becoming more recognizable whenever a child was wearing an HA clothing item. This recognition creates an emotional connection between the parent and child and establishes how HA plays a role between the consumer and the product. These unique designs were a significant selling point and signified how HA was after "let your kids be kids" while maintaining their "It's a Hanna" status.

How do we get more children to wear more HA clothing? - Expansion. Stone recognized that HA had a minimal age range at the time, which kept them from growing more memories and customers. Using a broader approach, HA expanded its product line to a more extensive range of ages while perpetuating the ideal HA aesthetic design. While sustaining its brand image during this development, its new product line became a success as sales doubled within three years and generated more customer lifetime value than ever before.

With the modern-day retail landscape, fast fashion has a chokehold on everyone, including their children. And without leaning harder into a niche, aesthetic, "one-of-a-kind," HA comes off as just another kid's brand online. Their Instagram is a must, and yet, while it is professional without a doubt – it's not fun. It doesn't grab your attention or give off the "let kids be kids" vibe. It's sterile and is more like a catalog. That heartfelt connection isn't on display

even though the few reels they have posted in which the music doesn't correlate with the visuals, and the message HA is trying to give isn't coming through.

Social media aside, what is helping smaller personal stores bloom into successful physical locations has more to do with understanding and cultivating a niche target online audience and feeding into them into growing that online brand loyalty and transferring them to the website, pop-up sales, and finally to the physical store. The difference between newer and older brands, such as HA, is that older brands tend to think that on the internet, they are just as well-known or loved as they have been in real life, even when this is not the case. However, new brands start there.

In summary, Hanna Andersson needs a revamp within their marketing. Pursuing a more limited or niche draw, leaning harder into making Hanna even more distinct than before, coming out with premium designs outside of their signature "look," and narrowing their selection of items to appear more exclusive. For their social presence, they must drop the "catalog look" and go for something less professional while accentuating the status of wearing a Hanna. Children should be having fun while appearing "classy." Also, in today's fashion-scape, you cannot be clothing infants along with eight-year-olds. It would be wise for Hanna to separate infants into a "sister" clothing line, as young children do not want to be seen or associated with infants and toddlers. Children are trying to appear more grown up and mature, and while this can be achieved through HA's clothing while still letting "kids be kids," HA cannot accomplish this via association. People want something others don't have, and in return, more consumers feel they "have to have it." Recreating this status through a marketing revamp is not only achievable but would put HA at the top of children's fashion.