

CEDARVILLE UNIVERSITY INSIGNIA PRODUCT MANAGEMENT

KEY MANUEVERS: 2016–2021

- Adopting a student-first approach
- Implementing strategic price points
- Launching e-commerce



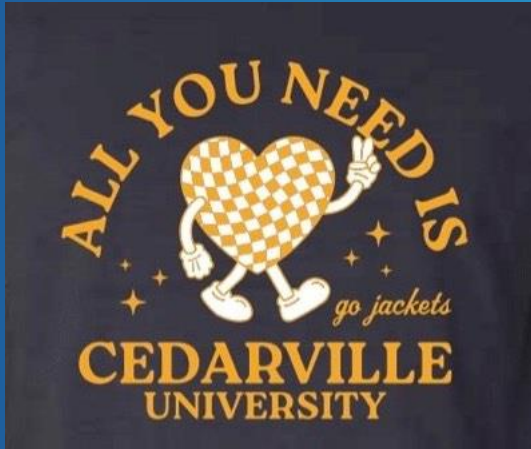
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A STUDENT-FIRST APPROACH

- “We always had the parent, but we didn’t have the student”
- Leveraged our familiarity with our campus and culture
- Unique designs and fashion trends maintained demand as saturation increased
 - Bold or unconventional
 - Modified
 - Custom
- Instagram and fun events developed goodwill and drove foot traffic
 - Giveaways
 - Competitions

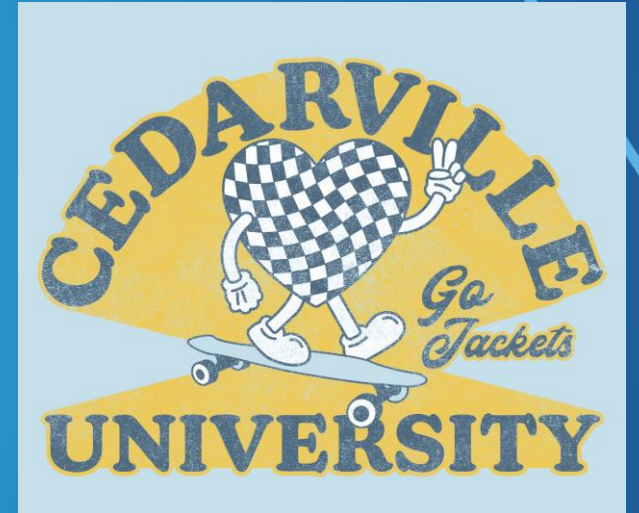


ORIGINAL



The screenshot shows a design software interface. At the top, there's a design for a white t-shirt with the text 'ALL YOU NEED IS TENNESSEE' and a heart character. Below it, another design for a white t-shirt with 'CEDARVILLE UNIVERSITY' and a heart character on a skateboard. Handwritten notes in black and red ink are overlaid on the designs. A note 'go jackets' points to the heart character in the top design. A note 'go vols' points to the heart character in the bottom design. A large note 'MIX these two?' is written in the center. A red note 'can he be riding a longboard? (skateboard?)' points to the skateboard in the bottom design. The interface also shows 'Garment: S1717 GRAPHITE', 'Ink Colors: MS 130 / WHITE', 'Design Size: 11" W', and a date '12/20/2022'. A file name 'SUM171-8777.pdf' and page number '10 of 14' are visible at the bottom.

MODIFIED



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STRATEGIC PRICE POINTS

- "Good, better, best"
- Something for every budget
- Inexpensive vs. cheap
- Top-tier brands



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ECOMMERCE

- From drop-ship to self-managed in 2020
- University's marketing department partnered to publicize launch
- Transitioning towards omni-channel experience
- Converting graduates to online customers

