

Penta

# Crazy Shirts Momentum Report

July 2023



Provide Crazy Shirts with a better understanding of their momentum and an ongoing view of forces & competitors that could impact the business in the US.

Specifically:

- **Identify** the momentum of the topic through a momentum & drivers mindset
  - What drives Crazy Shirts momentum today?
  - What are the “low mass, high velocity” conversation that Crazy Shirts can leverage from?
  - What are the momentum “watch outs”
- **Analyze** brands that are driving the conversation and the future
  - Life is Good
  - Quiksilver
  - The Black Dog
  - Ron Jon Surf Shop
- **Develop** a “What’s Next” for Crazy Shirts

## Objectives

## Key Findings

**Net-Net: Crazy Shirts' positive sentiment provides many opportunities for their momentum to rise, utilizing the momentum drivers effectively**

**Crazy Shirts' competitors consistently demonstrate a strong positive sentiment. Most content revolves around promotions but competitors also activate on social impact, innovation, and polarization momentum drivers**

- + **Life is Good** generates momentum by their partnerships
- + **The Black Dog** generates momentum by their product releases
- + **QuikSilver** generates momentum by using partnerships and activations on surfing
- + **Ron Jon Surf Shop** generates momentum by surfing activities and creating new locations

### **Watch Outs**

- The main topic of discussion on their Twitter account revolves around listings for selling Crazy Shirts on platforms like Poshmark and eBay.

## Section One

# Momentum Analysis for Crazy Shirts

# MFactor is our proprietary metric to quantify & shape future momentum

We use it to understand the momentum key issues, topics & movements

Measures the **cultural momentum** of any company / brand, person, issue, trend or movement

Captures data from **all sources of online conversation** (online news, social media, forums, blogs, websites, you name it...)

For anything you can “google,” our algorithm measures **MASS x VELOCITY** to quantify its **MOMENTUM**

## MASS: Volume + Reach

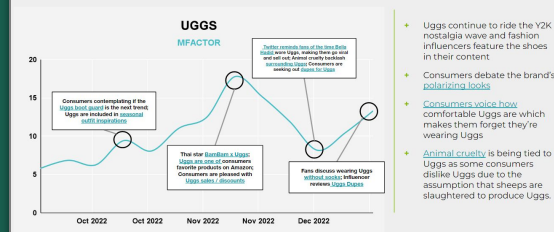
Metrics that represent awareness and indicate how much conversation there is

## VELOCITY: Engagement + Polarization

Metrics that measure engagement, discussion and debate, indicating how the conversation is changing and how quickly it is moving

## e.g. MFactor for Uggs

Ugg's momentum in Q4 was driven by KPOP celebrities, the shoe's seasonal appeal, and UGC about wearing Uggs now and in their past



## We analyze the data through the five drivers of momentum

### DISRUPTION

Turning it upside down & taking the opposite perspective

### INNOVATION

Constantly evolving and making something new and improved, ultimately driving FOMO (people want to be in the know and part of what you are doing)

### POLARIZATION

Competition and conflict. Having a clear POV, even if it is not for everyone. The tension drives passionate discussion & debate

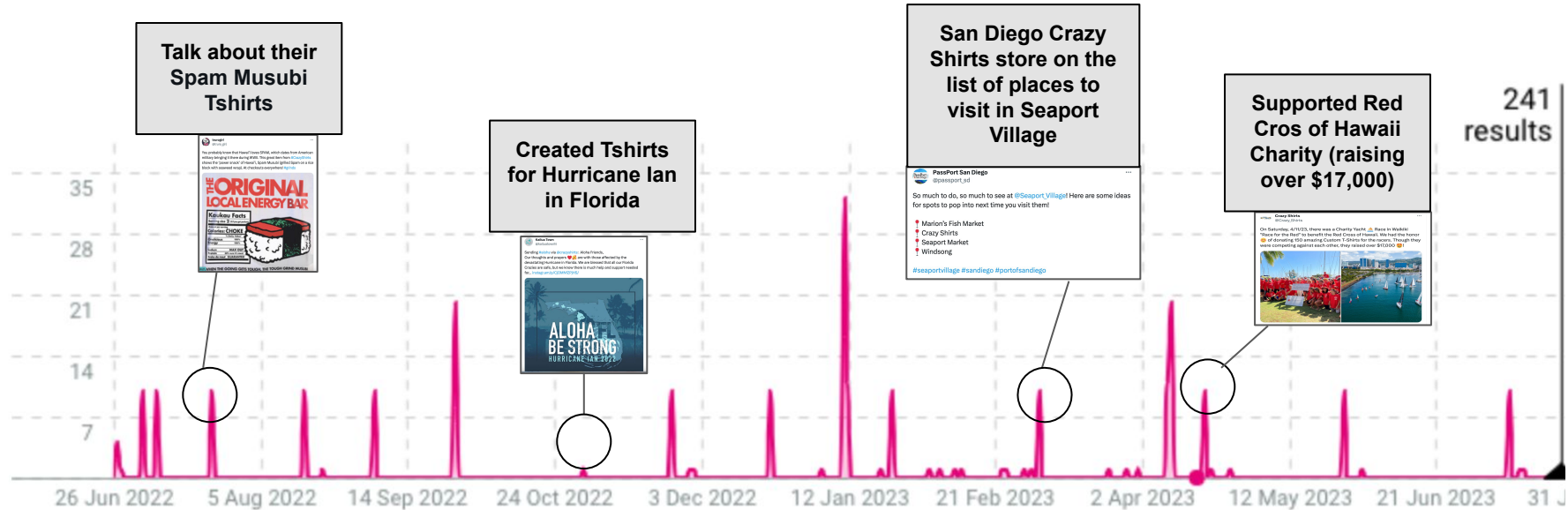
### STICKY

Creating something memorable

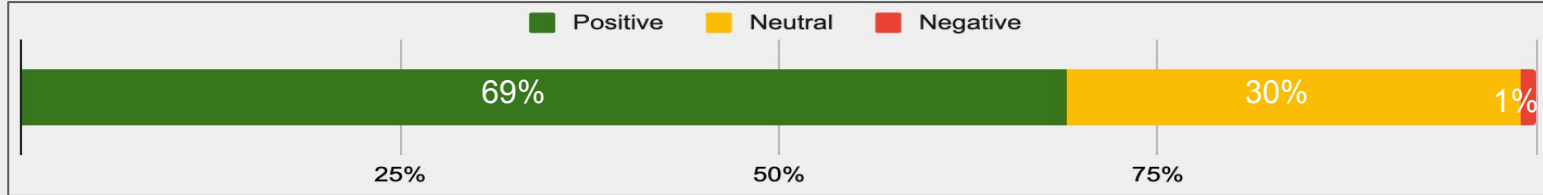
### SOCIAL IMPACT

Finding a larger purpose

# Social media conversation volume for Crazy Shirts is driven by their social impact



## The sentiment regarding their shirts is overwhelmingly positive, reflecting a deep affection



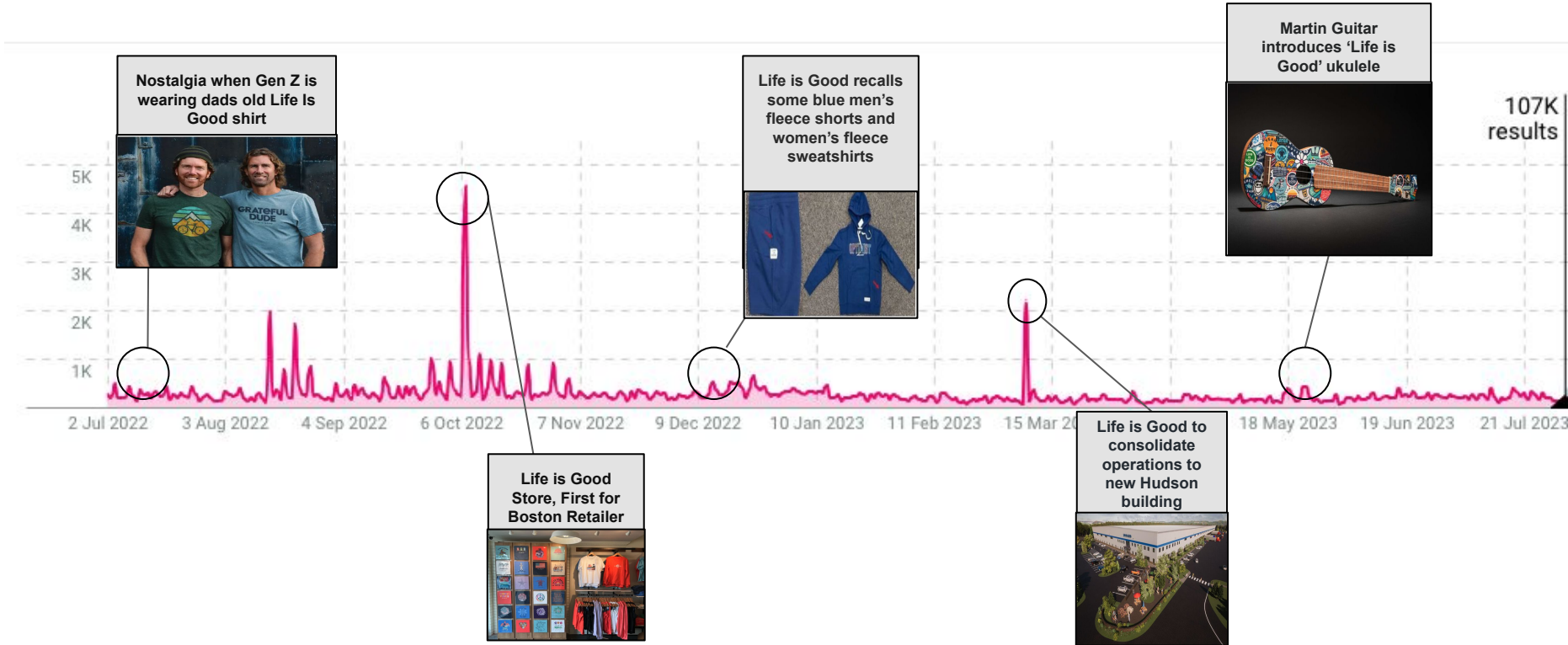
### Positive Conversation Drivers (69%)

- Consumers love the shirts they are getting
- “Tag a friend to enter” is one way the brand keeps their customers happy
- Consumers think their shirt are great gifts to give to family
- Marketing strategy - register a tshirt and get a coupon

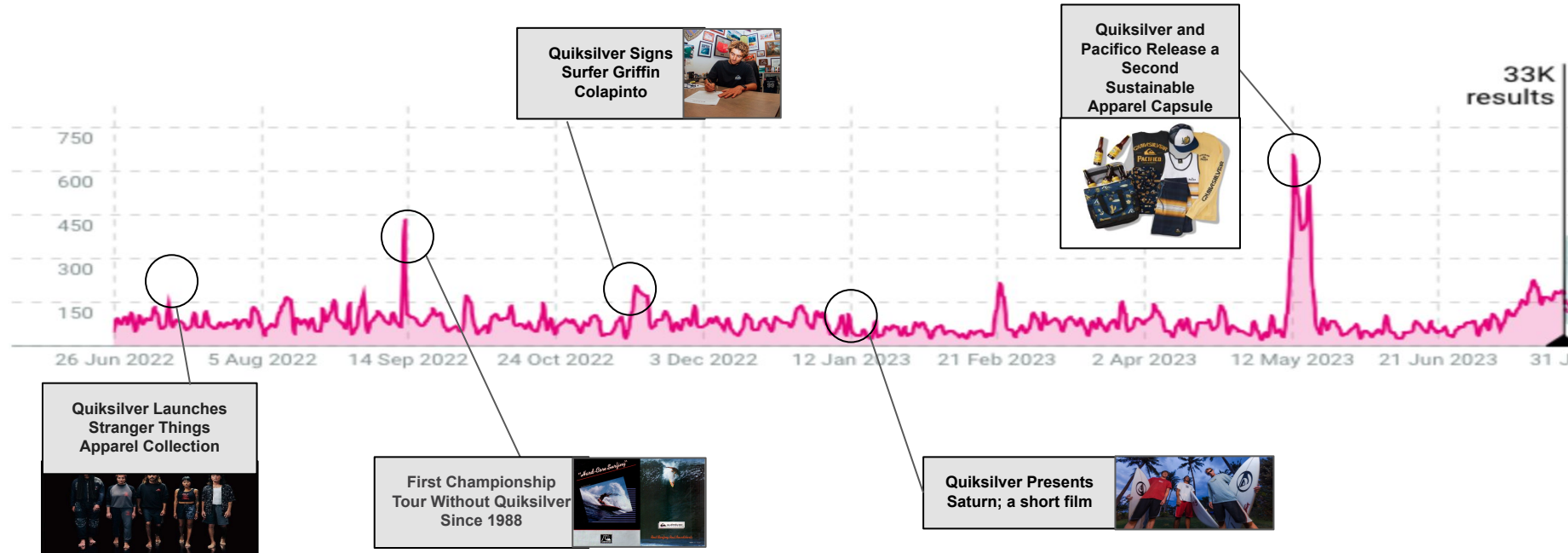
### Negative Conversation Drivers (1%)

- Consumers not knowing if there are still Crazy Shirts stores available

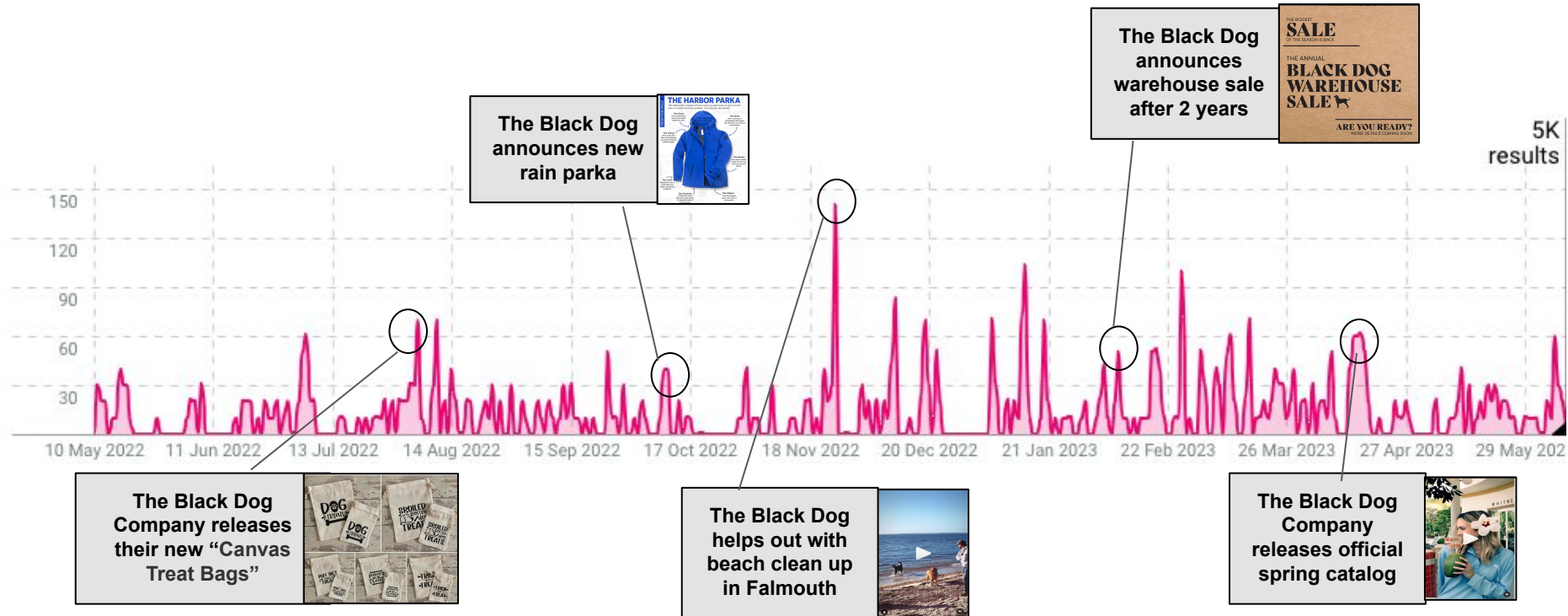
# “Life is Good” conversation is driven by Gen Z wearing the brand



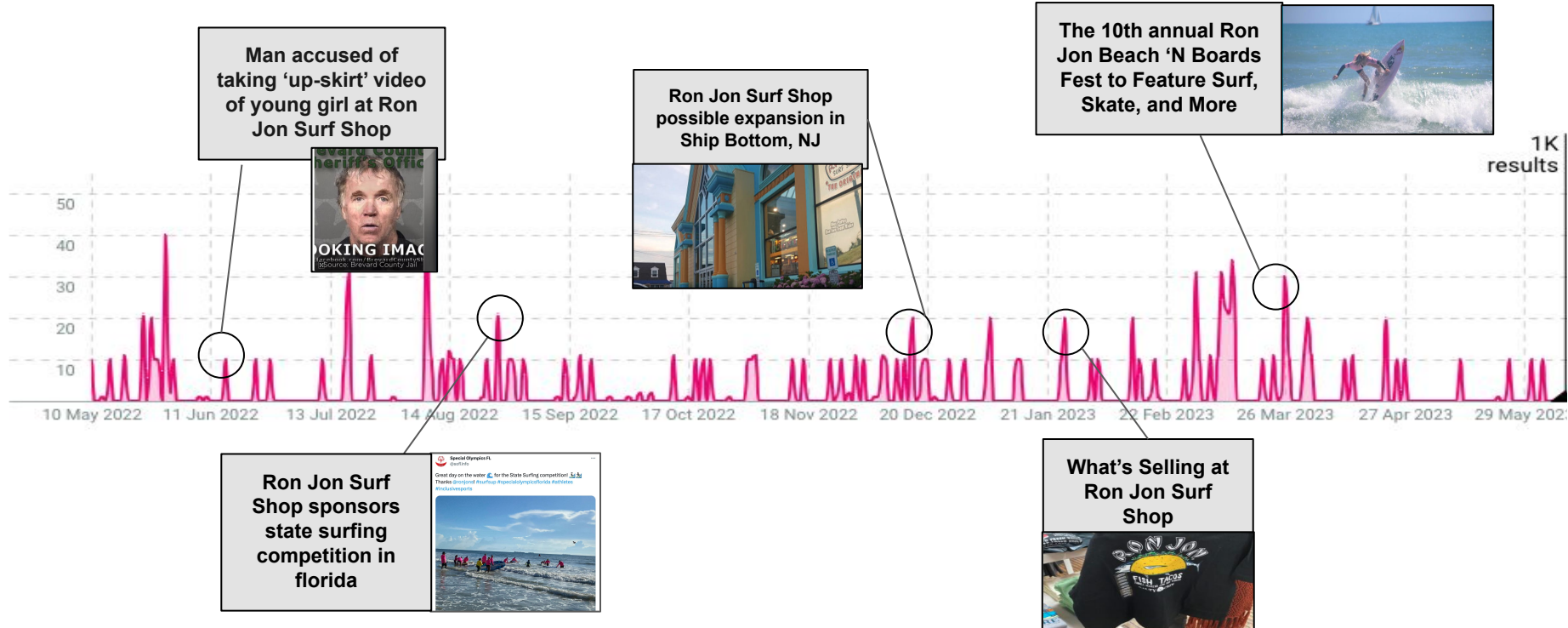
# QuikSilver conversation is driven by partnerships and activations on surfing



# The Black Dog conversation is driven by their product releases



# Ron Jon Surf Shop conversation is driven by surfing activities and new locations



## What Makes Crazy Shirts Stand Out?

Crazy Shirts' momentum thrives on its memorable positioning and social impact. There is ample opportunity to maximize momentum further by disrupting and innovating their momentum drivers.

|                                                                           | Crazy Shirts                                                                                                  | Life is Good                                                                                                             | Quiksilver                                                                                                                                                          | The Black Dog                                                                                                        | Ron Jon Surf Shop                                        |
|---------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|
| <b>DISRUPTION</b><br><i>Opposite perspective</i>                          | X                                                                                                             | X                                                                                                                        | X                                                                                                                                                                   | Black Dog warehouse sales can be seen as surprising to consumers                                                     | X                                                        |
| <b>INNOVATION</b><br><i>Constant evolution, creating FOMO</i>             | X                                                                                                             | X                                                                                                                        | Quiksilver is at the forefront of building a better and more sustainable future through its unwavering commitment to style, quality, innovation, and responsibility | X                                                                                                                    | X                                                        |
| <b>POLARIZATION</b><br><i>Clear POV, creating discussion &amp; debate</i> | X                                                                                                             | X                                                                                                                        | X                                                                                                                                                                   | X                                                                                                                    | X                                                        |
| <b>STICKY</b><br><i>Memorable positioning</i>                             | Crazy Shirts creates lasting memories for customers during their vacations with unique and memorable t-shirts | Their captivating t-shirts and diverse product range serve as constant reminders to embrace the positive aspects of life | Quiksilver crafted a captivating film chronicling 4-month journey chasing swells across the Pacific and Indian oceans.                                              | X                                                                                                                    | Ron Jon Surf Shop puts on an annual surf fest in Florida |
| <b>SOCIAL IMPACT</b><br><i>Larger impact</i>                              | Crazy Shirts produces dedicated shirts for tropical storms, aiming to raise funds for those impacted          | X                                                                                                                        | X                                                                                                                                                                   | The Black Dog makes a substantial positive impact on society through their dedicated participation in beach cleanups | Ron Jon Surf Shop sponsors State surfing competition     |

## Section Two

# What's Next for Travel

# **“What’s Next”: informing culture opportunities to fuel Crazy Shirt’s Momentum**

**Penta conducted a “What’s Next” Analysis looking at key forces that impact the Crazy Shirts brand – specifically around trending cultural conversations relevant to travel:**

- + Eco-tourism**
- + Experiential Tourism**

**The goal of this analysis is to help Crazy Shifts identify emerging signals within each key theme:**

- + In “What’s Next”, we are looking to identify the topics of conversation that are under the radar and are starting to bubble up in conversation but are not yet mainstream**
  - + Identify and quantify sub-topics of conversation that are “low mass, high velocity”**
  - + Inform conversations that ignite engagement & debate and reflect where communities are moving towards**
  - + Offer a forward looking view of where the selected categories are trending and potential “watch-outs” to be aware of**

# Methodology: What's Next

## Named Entity Recognition (NER)

Our NER system is a machine learning technique that allows us to extract the key topics, names, brands, etc. within a given topic (e.g. what is most relevant or what is up-and-coming). The tool is extremely valuable because it allows us to open doors and ask questions that we would have never thought to ask otherwise.

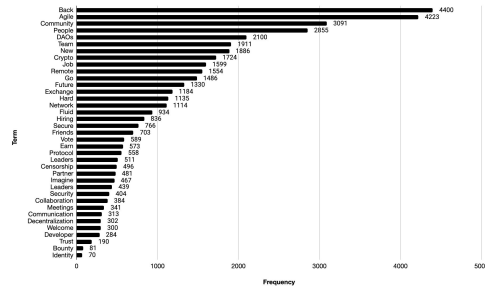
## Process

1. **Taxonomies:** Adjusted queries & taxonomies based on team feedback
2. **Data Collection:** We scraped 1M+ documents across online news & social media between January 2023 - May 2023
3. **Pre-Processing:** Cleaned and tokenized documents to hone in on only relevant content and conversations; removed uninformative content like URLs and emojis
4. **Named Entity Recognition (NER)**

## Low Mass, High Velocity

We look for “**low mass, high velocity**” terms, which have lower frequency but are generating high engagement

These terms point to under the radar trends that represent **what's coming next**



## Decoding

- Quantified topics point us in the direction of where the interesting conversations are happening
- Our data exploration techniques allow us to dive deeper into specific conversations and extract insights

## Key Findings

### Eco-Tourism Travel

- + Exploring white spaces in various locations is currently a trending travel trend. It involves venturing to places often overlooked by tourists, offering unique experiences and hidden gems waiting to be discovered. *In what ways can Crazy Shirts provide unique outdoor experiences to customers that off the beaten path?*
- + The momentum of educating consumers about sustainability through products has been growing greater awareness and responsible choices. *In what ways Crazy Shirts education customers on sustainability and gain greater trust through their existing eco-friendly production practices?*

### Experience Travel

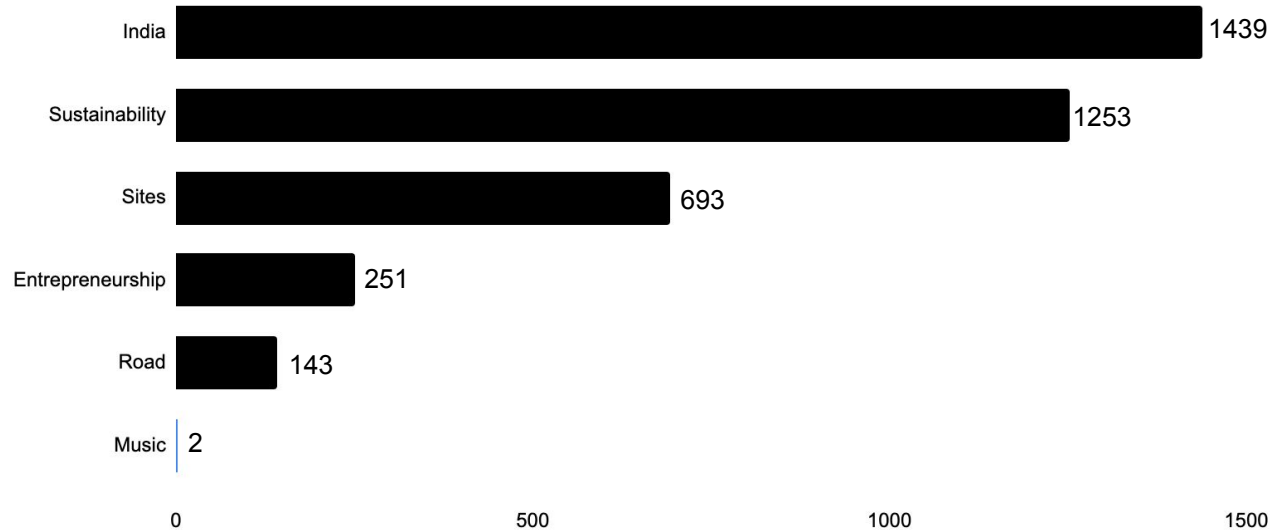
- + Consumers are actively seeking activities that provide an authentic local experience, allowing them to immerse themselves and enjoy a personalized journey. *In what ways can Crazy Shirts serve as the ultimate gateway to enriching local activities and experiences?*
- + Consumers are increasingly opting for road trips over flying, as it allows them to make delightful stops at enjoyable destinations along the way. *In what ways can Crazy Shirts actively integrate itself into travel guides or become an indispensable inclusion within them?*

### Watch Out

- + Recognizing the limitations of providing everything for everyone

To understand where the conversation around where **eco-tourism travel** could go next, we conducted a “what’s next” analysis to identify small but emerging topics

### Low Mass, High Velocity terms



# Nontraditional tourism activities have gained traction, moving away from traditional sightseeing locations

*Lesser known areas are becoming top mind to travelers*

Challenging conventional norms by incorporating stops at niche food and art

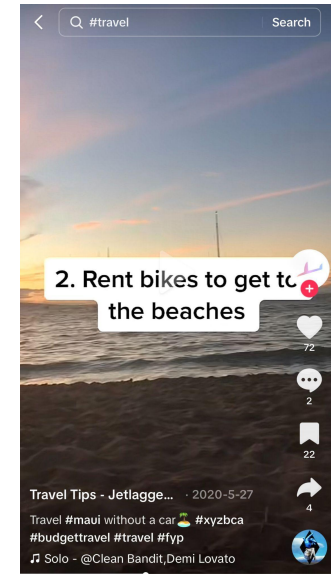


**OUT OF THIS WORLD** Little-known secret location in Las Vegas looks like it's from outer space & that aliens created it themselves

**Implication:** Crazy Shirts can offer a unique to experience destinations, breaking away from the typical tourist expectations

**Watch Out:** Crazy shirts stores are in conventional areas which poses as a risk of not capturing the tourist seeking a unique experience

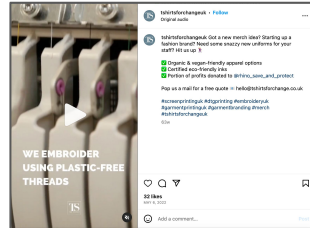
Tourists are utilizing alternative transportation methods to access obscure attractions



# Fashion encourages travelers to make sustainable choices while exploring

## *Showcasing sustainable practices are leading to a more environmentally friendly retail experience*

### Companies activating creating products for eco-friendly events



### The trend toward sustainable practices continues to gain momentum among retail companies

#### Shein Is the World's Most Popular Fashion Brand—at a Huge Cost to Us All

Walmart Doubles Down on Reducing Waste To Create More Sustainable Omnichannel Fulfillment Network

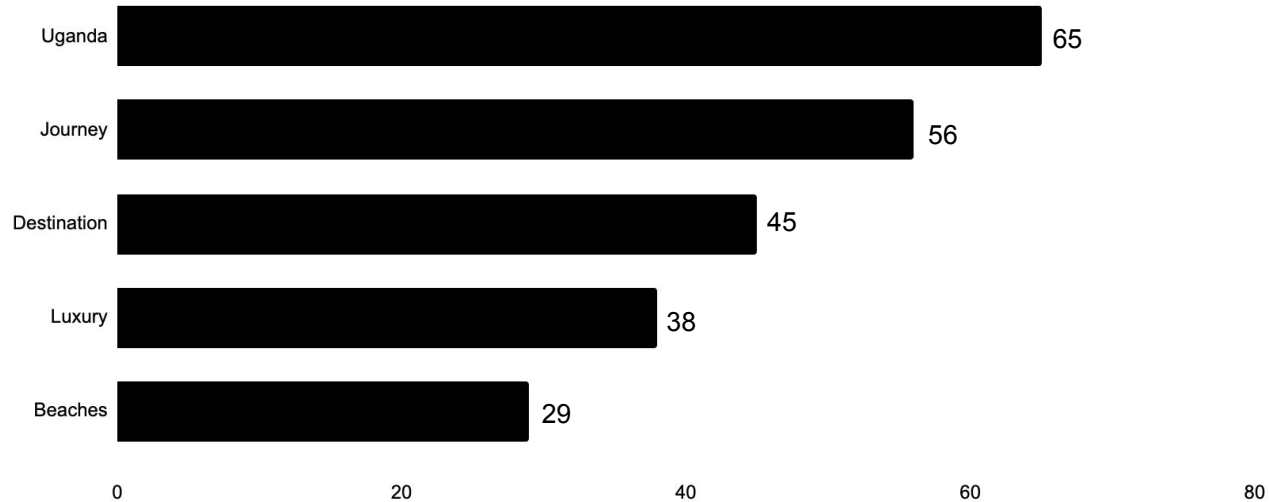
#### H&M Leans Into Sustainability; Builds Circular Business With Help From ThredUP

**Implication:** Crazy Shirts is taking a significant step towards sustainability by transitioning their specialty dyes from pigmented to reactive dyes.

**Watch Out:** Consumers may have concerns about companies approach to sustainability, through questioning their authenticity

To understand where the conversation around where **experience travel** could go next, we conducted a “what’s next” analysis to identify small but emerging topics

### Low Mass, High Velocity terms



# Exclusive opportunities unlock the gateway to hyper-local experiences

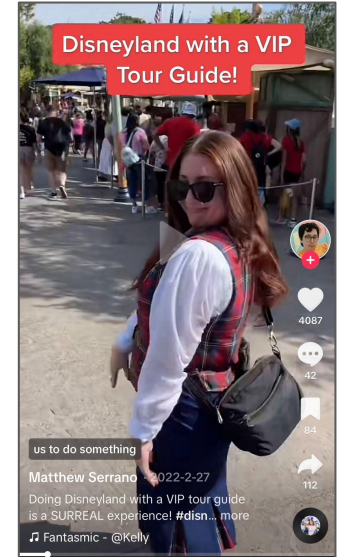
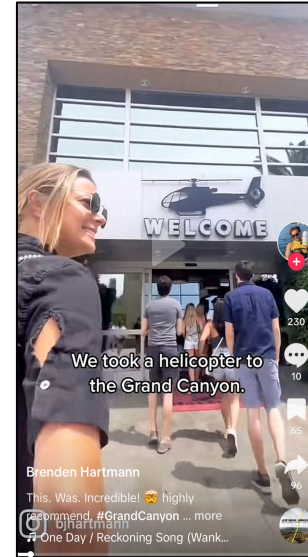
Companies are activating on tourists seeking a “local experience” when visiting popular destination

Tourists are attaining the local experience through special access

HIKE HANGING LAKE: PERMITS & INFORMATION

**Implication:** Crazy Shirts can be a gate keeper and provide exclusive local opportunities for customers (e.g. first track passes in Vail, access to hawaii beaches)

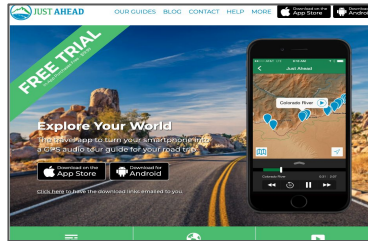
**Watch Out:** Brands will find it difficult to distribute access to everyone



# Influential travel guides provide consumers a personalized journey

*As road trips continue to be on the rise, guides can break up monotonous drives by highlighting fun stops*

Tourist want to engage in customizing their personal touching points



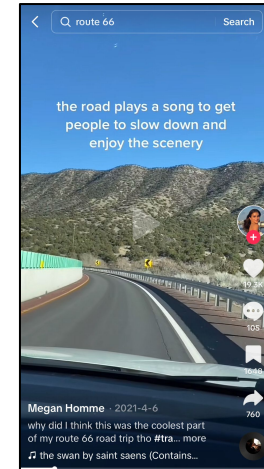
## AAA TripTik Travel Planner, Maps & Travel Guides

**Implication:** Crazy Shirts can design a travel guide crafted for each area where our stores are located, to ensure they are on top of mind for tourists

**Watch Out:** People may get very focused on other activities, not stop in at a Crazy Shirts Store

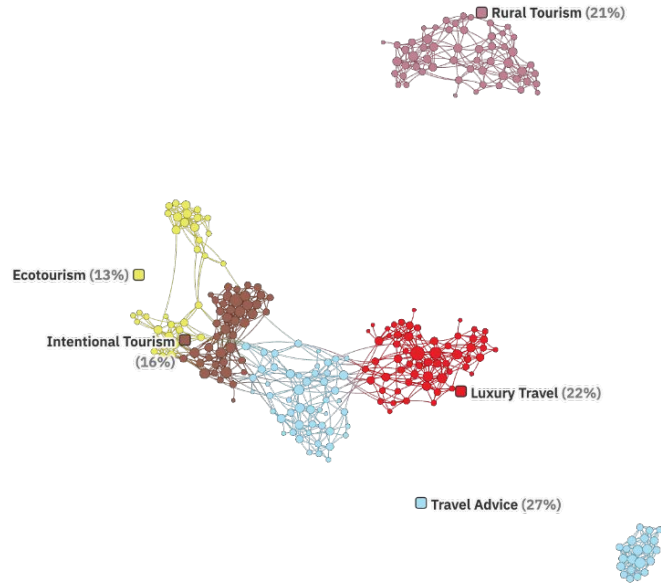
Route 66 serves as an example of innovation for road trip activations

## New Route 66 Event Series “Shop 66 Saturdays” Launching June 5



TikTok content showcases diverse perspectives on travel and the innovative ways people approach it.

Travel Topics of Conversation on TikTok  
*Based on video transcripts*



#### Top Content Buckets (by size)

1. **Travel Advice (27%)**  
*Content providing insightful travel advice, including effective budgeting tips*
2. **Luxury Travel (22%)**  
*Content showing luxurious travel options, such as indulgent cruises, for a truly exceptional experience.*
3. **Rural Tourism (21%)**  
*Content showing featuring outdoor tourist destinations and exciting activities to experience and explore in the great outdoors*
4. **Intentional Tourism (16%)**  
*Content showcasing purposeful travel, with people embarking on meaningful journeys like retreats and other special pursuits*
5. **Ecotourism (13%)**  
*Content highlighting emerging trends in ecotourism, with a special focus on the evolving market landscape*

## Section Three

# IDI's

*IDI's were conducted with 3 store managers at Crazy Shirts to gain insights on their associations with the brand*

## The quality of the shirts and customer service are noticed as attributes of Crazy Shirts

When asked what they think sells the best, respondents note the speciality dyes due to environmental benefits and unique to the brand

Why do you think customers choose Crazy Shirts?

“Once they see the quality, they keep coming back and exploring other types of products.” - Grely Tanguines

“The way we run customer service, I feel like is significantly different than other companies” - Nicole Hudson

“It's the people, culture of excellent customer service” - Janet Fujita

***Takeway:*** There is opportunity to “shine a spotlight” on customer service

What do you think sells the best at Crazy Shirts? Why?

“Definitely our specialty dyes because we are the only ones that do it at that scale” - Janet Fujita

“ Our specialty dye crew necks because when they see the dying process, they are impressed” - Grely Tanguines

“ We are currently changed our dye process from pigment to reactive dyes - Janet Fujita

“ Our Tshirts, specifically our specialty dye because they are unique and what folks know Crazy Shirts for” - Nicole Hudson

***Takeway:*** Utilizing the unique dyes used can help identify the brand from their competitors

# There are opportunities to optimize the business from an employee standpoint by streamlining technology and expanding the brand

The culture of Crazy Shirts is welcoming, inclusive and interconnected

If you had a magic wand, what would you change about Crazy Shirts?

"I'll be honest, the foot traffic...where I wish there were more people that would actually come to the store to where we can customer service and we can do more sales" - Grely Tanguines

"I would add International locations" - Janet Fujita

"Give myself a bigger back room since I don't actually have one in my store" - Nicole Hudson

"My team would say better computer systems, making them more reliable" - Nicole Hudson

**Takeway:** Could reevaluating the use of employee feedback present an opportunity to enhance business awareness?

What makes Crazy Shirts Unique?

"The company doesn't just care about sales and products they care about employees" - Janet Fujita

"The way the company is set up...They make it point for you to know everyone within the company" - Nicole Hudson

"I like the open door policy so I can talk to Scott, or even your dad" - Grely Tanguines

**Takeway:** Can Crazy Shirts integrate their internal culture into their product marketing strategy

## Section Four

# Next Steps

## Next Steps

**The insights findings made in the what's next (ex. exclusive opportunities for hyper-local experiences, sustainable choices, influential travel guides, etc.) can reveal innovative ways Crazy Shirts can amplify their social presence and engage with their audience**

1. To gain invaluable insights, it is essential to conduct surveys or interviews to understand any gaps that may exist between consumer brand perceptions and internal perceptions. This can lead to the identification of new marketing initiatives and strategies
  - + Where do you shop at when visiting XXX?
  - + Why do you choose to shop at XXX?
  - + Do you plan to visit that shop when your making travel plans?
2. Social media provides opportunity to showcase Crazy Shirts authentically and highlight exclusive Crazy Shirts products
  - + Example: Adriana, (a college aged sales worker) began making [tik toks](#) about working at Crazy Shirts with co-workers

The background is a solid teal color with a complex, abstract pattern of overlapping geometric shapes. On the left, there are several large, semi-transparent circles. In the center, there are various 3D cubes and rectangular prisms of different sizes, some appearing to be stacked or floating. On the right side, there is a large circular inset that contains a dense cluster of smaller, light-colored bubbles or spheres, creating a sense of depth and texture.

Penta

Thank you!