

MASSIVE

NAMED COLLECTIVE

By JOE BYRNE



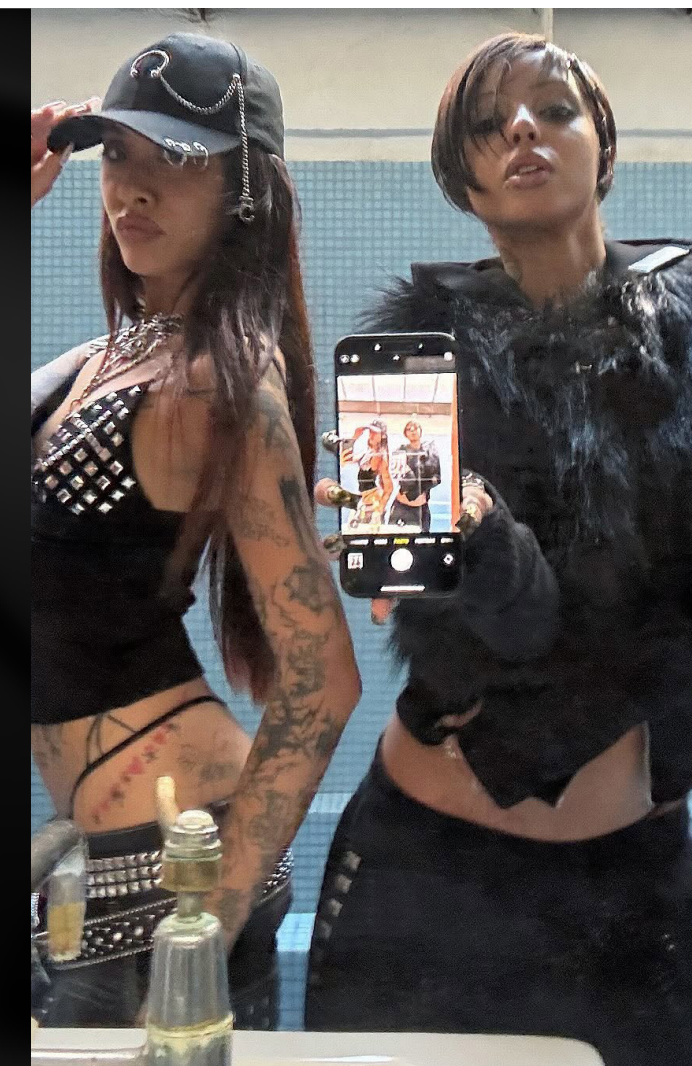
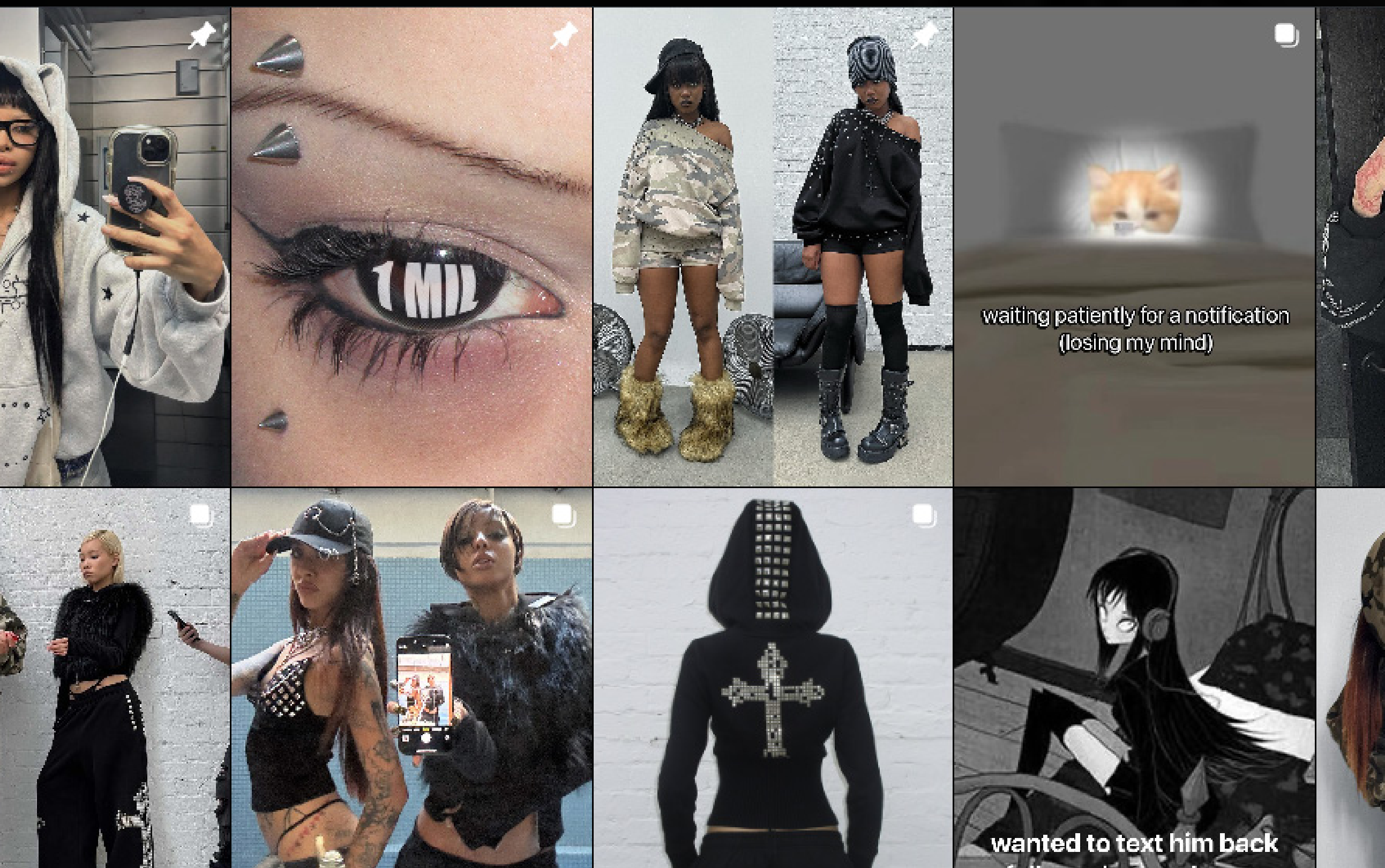
INTR 😊

Named Collective are a London-based independent streetwear brand, known for bold, rhinestone-embellished designs that express individuality and freedom, with a revenue of around £14 Million in 2024.

My Goal is to develop a culturally resonant campaign for a new product line, tapping into Gen Z trends of nostalgia. Through creative storytelling and a hype-driven strategy, this campaign aims to unlock new revenue, boost engagement and elevate brand loyalty.

NAMED COLLECTIVE

Named Collective, founded in East London in 2018 by Georgia and Sam, has grown from custom, community-led streetwear to a highly engaged global brand, generating £14.5M turnover, through its unapologetic, co-created design culture. (NC LDN LTD FINANCIAL STATEMENT, 2024).



S.W.😊.T

STRENGTHS

Gender-fluid design aligns with Gen Z values , 61% feel mainstream fashion overlooks non-binary identities and 87% calling for better gender representation, positioning Named Collective as authentically inclusive.

WEAKNESSES

Named's current product range is limited and repetitive, which conflicts with the 46% of UK students who want more diverse offerings

OPPORTUNITY

The Y2K + Emo nostalgia revival is booming. Y2K sales up 40% and 42% of Gen Z actively recreating throwback looks which directly aligns with Named Collective's aesthetic and demand.

THREATS

82% of Gen Z plan to buy "dupes" and 63% choose vintage or upcycled pieces, affordability and sustainability are reshaping purchase habits, challenging Named's premium pricing and increasing competition.

SITUATIONAL

ANALYSIS



The UK toy market has seen significant growth, driven by the rise of the “kidult” consumer with sales up 8% and £1bn (1 in 3 toy purchases) being purchased by this consumer. The market is expected to reach £7.44bn by 2025 with continued annual growth of 2.79% (Statista, 2025)

So why is this growing audience rediscovering the joy of collectibles?

For Gen Z, collectibles act as emotional anchors in a stressful world, with 83% experiencing high work-related stress and 80% reporting loneliness. (Mental Health UK, 2025)

Psychologically, these products evoke glimmers of joy through evoking the safety and simplicity of childhood nostalgia while reflecting identity, self-expression, community and relatability in adulthood.

GENZ

- ★ Gen Z have total spending power of \$860 billion, projected to reach \$12 trillion by 2030.
(PwC, 2025)
- ★ By 2030, they will represent 17% of the global retail spend (Currently 5% (+%12)).
(Exploding Topic, 2025)
- ★ Gen Z prefers spending on experiences over products, with 78% prioritizing experiences and 82% attending live events monthly.
(Sekker, 2025)

OBJECTIVES

- ★ Develop a New Product line that appeals to a new market, whilst also Named's primary & secondary consumers with the goal of increasing revenue by 15% by 2027.
- ★ Elevate & Develop existing brand Engagement and Community by 40% by 2027

PRIMARY CONSUMER

(THE FASHION ENTHUSIAST)

DEMOGRAPHIC

Name: Blaze
Age: 20
Pronouns: She/They
Location: Manchester, UK
Income: Part-Time Barista
Education: Studying Art in College
ACORN Segment: Digital Enthusiast / Modest Means

LIFESTYLE

Chronically online, in various digital communities connecting with those with same interests and aesthetics. Goes with the flow, likes unique, grunge and y2k fashion and the edgy subcultures in between, frequently scrolling Instagram, Tiktok and Pintrest for style inspiration and music.



CUSTOMER

BEHAVIOUR & SHOPPING PREFRENECES

Tech Behaviour - Spends majority of free time on tiktok as a temporary escape from the outside world, looking for new music, funny content to share with friends and influence her own personal style.

Shopping Habits - Vinted and thrift warrior, loves and always open to finding new affordable clothing and accessories to compliment her style, whilst being semi-price and value conscious but easily persuasive.

Brand Loyalty - Loves alternative, streetwear and vintage brands such as Cozy world wide, Named, Hysteric Glamour and Kmri however always open to try new brands if they align or elevate her style.

Key Shopping Moments - Pay day! Loves to indulge and treat herself to multiple low ticket clothing and accessories and will invest in high ticket designer or high value perceived items when possible, as a 'reward'.

VALUES

A heavily expressive individual, who dresses to express her mood, creativity and identity, that reflect her unapologetic personality and love for being different.

Values brands that foster collaboration, connection and authenticity, allowing her to join and feel apart of a community.

Blaze believes in self-confidence, gender equality and empowerment through expression. She gravitates toward brands and communities that champion diversity and inclusivity.

PERSONAS

SECONDARY CONSUMER

(THE COLLECTOR)

DEMOGRAPHIC

Name: Taylor
Age: 29
Pronouns: He/Him
Location: London, UK
Occupation: Freelance Graphic Designer
Income: Moderate / Stable
Education: BA in Visual Communication
ACORN Segment: Creative Professionals / Emerging Affluence

LIFESTYLE

Taylor is a creative millennial collector who grew up immersed in early-2000s pop culture, streetwear and gaming. He's participates in nostalgic yet design-conscious, collecting both for art appreciation and cultural identity. His home doubles as a creative space, decorated with vinyl toys, sneakers and art prints that showcase his own personality and interests.

BEHAVIOUR & SHOPPING PREFRENECES

- Tech Behaviour – Taylor spends his screen time tracking collectible releases on Instagram, TikTok and Reddit. He follows brands like Superplastic, Kidrobot, KAWS and Pop Mart, engaging with posts that reflect his art, design and lifestyle.
- Shopping Habits – Strategic buyer, always alert to limited drops, collabs and pre-orders. He enjoys the chase of securing exclusives and isn't afraid to invest in high-value collectibles if they hold high cultural or resale significance.
- Brand Loyalty – Supports creative, story driven brands that feel authentic and have strong communities such as BE@RBRICK, KAWS and Supreme. Values brands that bridge streetwear, design and collectible culture.
- Key Shopping Moments – Big drop days are major events for Taylor as he plans and clears his schedule for them, sharing wins or misses with friends and his community. He also indulges after major freelance paydays, often rewarding himself with a high-ticket collectible or limited fashion piece.



VALUES

- Appreciates design-led, artist-driven products that tell a story.
- Supports brands with unique creative voices and cultural credibility.
- Finds belonging through shared interests, conversation and collaboration.

PERSONAS

CUSTOMER

CAMPAIGN



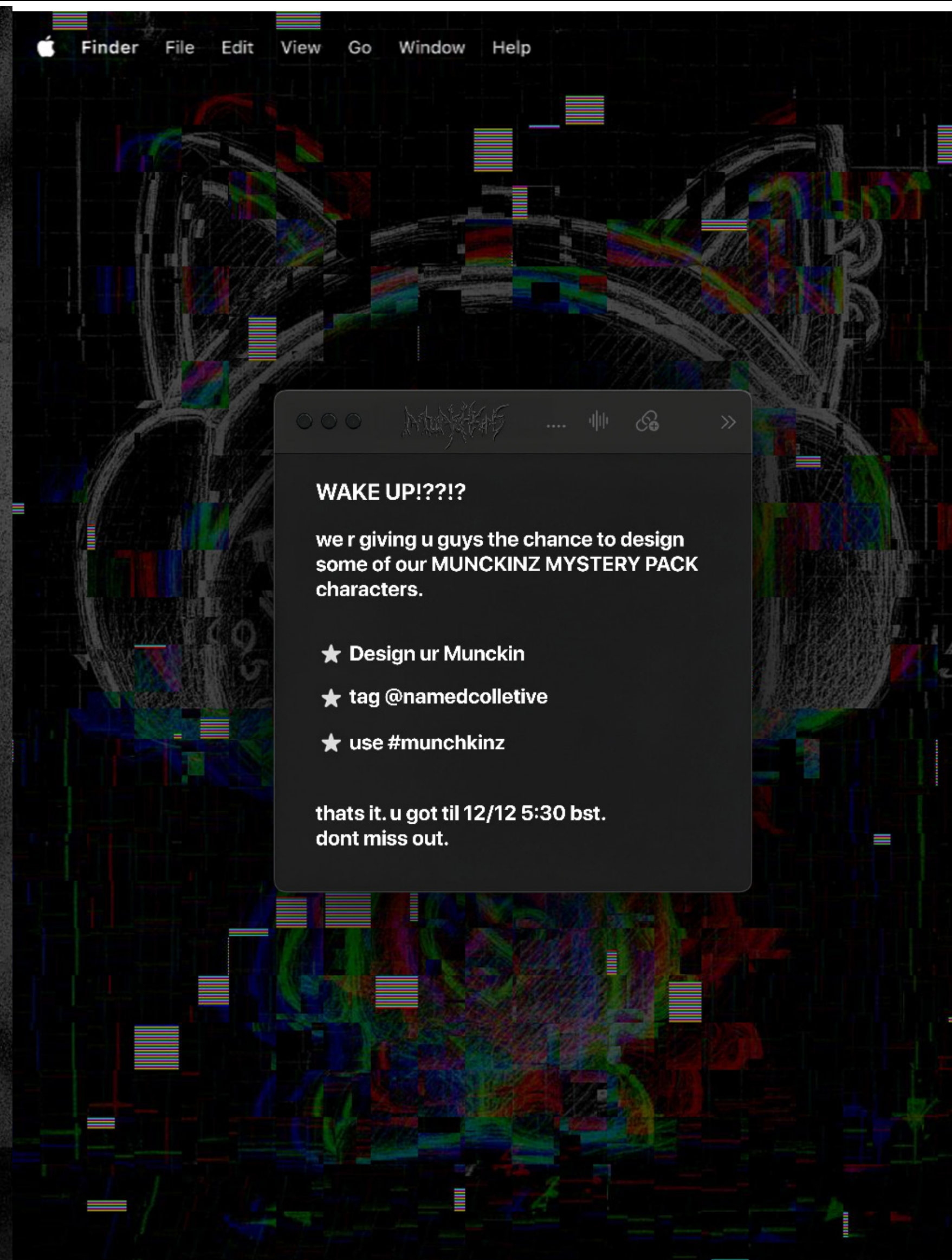
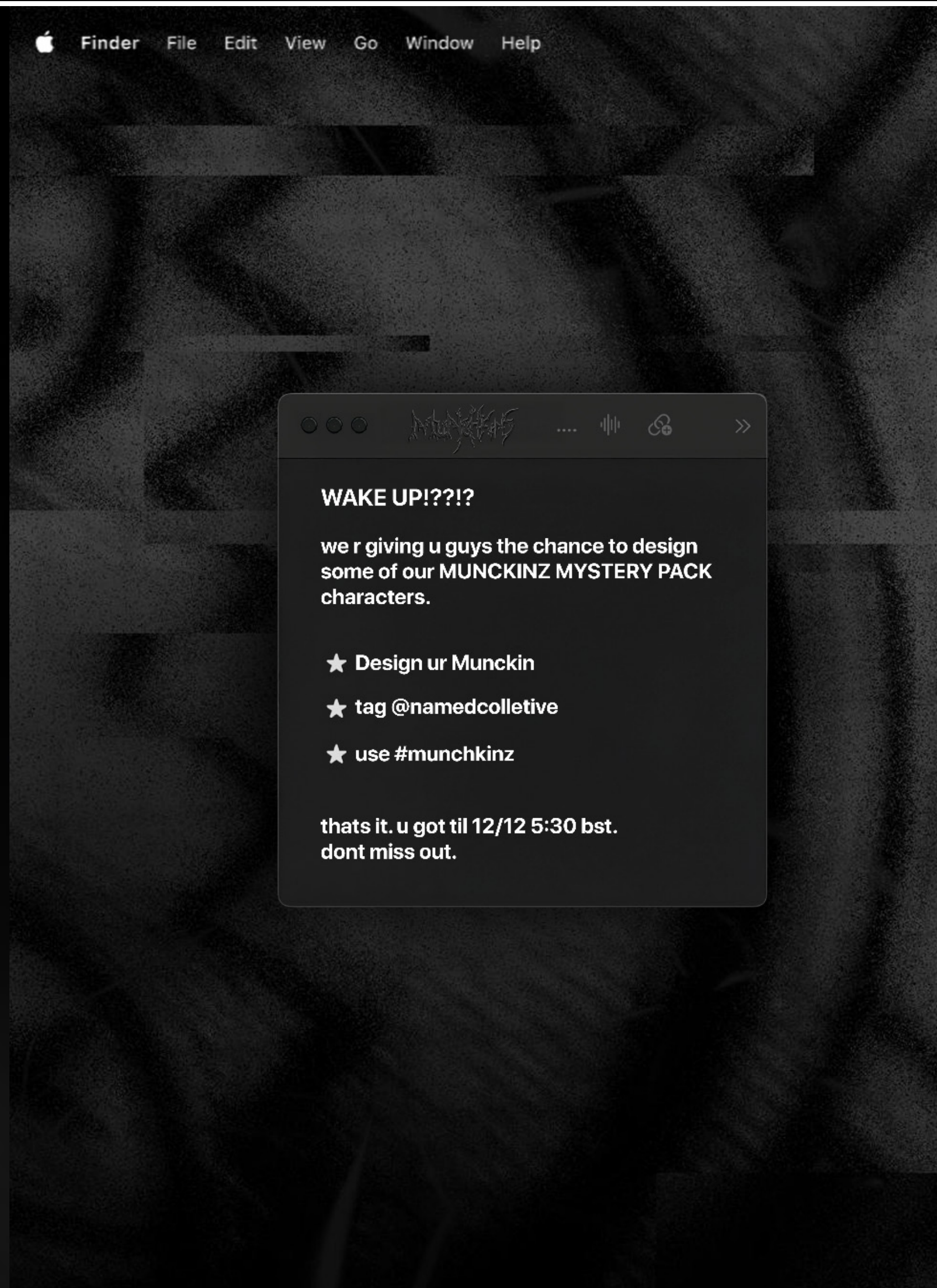
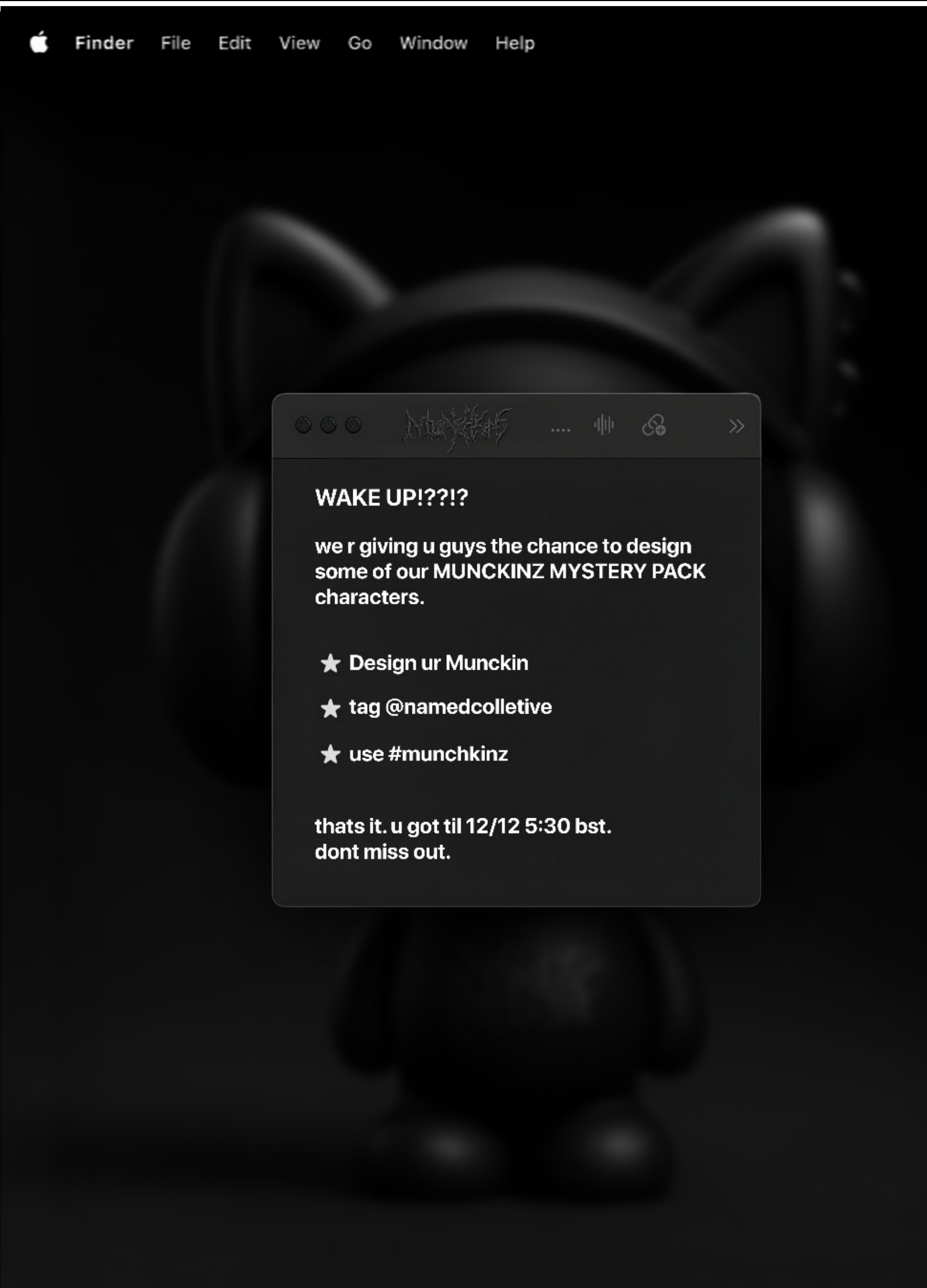
MUNCHKINZ
NAMED COLLECTIVE



This campaign invites the community to design their own MunchkinZ character through an interactive, online, creative competition. Fans submit designs by posting them to their social accounts using #MunchkinZ, using any style or medium, with selected community favorites featured in future official future Named Collective Munchkinz Mystery Packs.

This marketing tactic aligns with the 81% of Gen Z consumers say being part of an online brand community makes them more likely to purchase the brand more often, whilst aligning with Named's design ethos and DNA.

COMPETITION

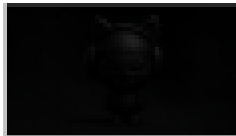
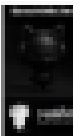
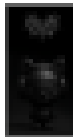
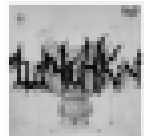
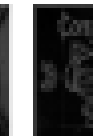
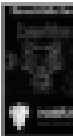


TACTICS

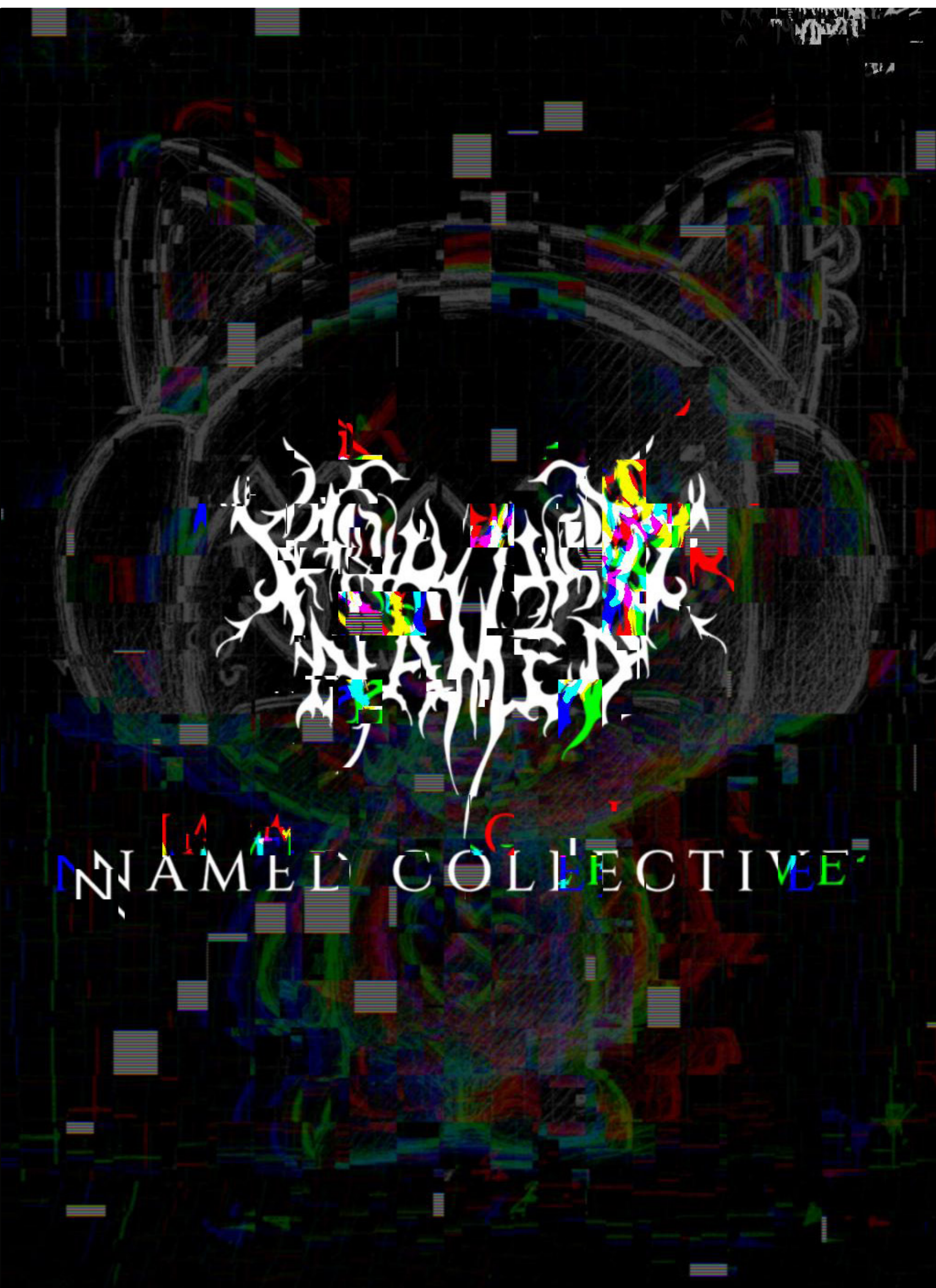
- ★ Exclusivity - Limited drops + rarity tiers create hype and drive collectibility.
- ★ Phygital Ownership - RFID integration ensures authenticity and extends the experience digitally.
- ★ Community Ownership - Fan-designed characters build belonging and long-term brand loyalty.
- ★ Experiential Marketing - A London scavenger hunt taps into the 78% of Gen Z who prioritise experiences and 82% attend live events monthly.
- ★ Emotional Resonance: Nostalgia strengthens brand affinity, aligning with the 70% of Gen Z who value emotionally intelligent brands.
- ★ Digital Momentum: User-generated content + creator partnerships sustain hype and cultural relevance.



MEDIA PLAN

1	MunchkinZ Campaign 2026								
2	CAMPAIGN	MARKET	SCHEDULE	CHANNEL	CONTENT TYPE	VISUALS	COPY	STATUS	RESPONSIBLE
3	MunckinZ Promotion ▾	World Wide ▾	28 Jun 2030	Insta & Snap ▾	Story ▾		NOT NEEDED	Under review ▾	Joe Byrne
4	MunckinZ Promotion ▾	World Wide ▾	29 Jun 2030	Instagram ▾	Post ▾		† MUNCHKINZ COMING SOON ?!	Under review ▾	Joe Byrne
5	MunckinZ Promotion ▾	World Wide ▾	30 Jun 2030	Instagram ▾	Post ▾		MUNCHKINZ COMING SOON ?! ✨🌟🌟🌟 ☆	In progress ▾	Joe Byrne
6	MunckinZ Promotion ▾	World Wide ▾	01 Jul 2030	Instagram ▾	Story ▾		NOT NEEDED	In progress ▾	Joe Byrne
7	MunckinZ Promotion ▾	World Wide ▾	30 Jun 2030	Snapchat ▾	Story ▾		NOT NEEDED	Under review ▾	Joe Byrne
8	MunckinZ Promotion ▾	Europe ▾	01 Jul 2030	Snapchat ▾	Story ▾		NOT NEEDED	Under review ▾	Joe Byrne
9	MunckinZ Promotion ▾	LATAM ▾	03 Jun 2030	Snapchat ▾	Story ▾		NOT NEEDED	Under review ▾	Joe Byrne
10	Competition Launch ▾	UK ▾	06 Jul 2030	Instagram ▾	Paid Meta Ads ▾	  	SYSTEM ALERT: MUNCHKINZ DESIGN ACCESS GRANTED !!	Completed ▾	Joe Byrne
11	Competition Launch ▾	World Wide ▾	08 Jun 2030	Instagram ▾	Paid Meta Ads ▾		NOT NEEDED	Completed ▾	Joe Byrne
12	MunckinZ Promotion ▾	Europe ▾	15 Jun 2030	Instagram ▾	Post & Event ▾		WAKE UP LONDON 🚨 MUNCHKINZ ARE LOOSE \("□"/\)	Completed ▾	Joe Byrne
13	MunckinZ Promotion ▾	LATAM ▾	16 Jun 2030	Insta & Snap ▾	Post ▾		SERIES 1 MUNCHKINZ JUST DROPPED. COP YOURS NOW ★	Under review ▾	Joe Byrne

INSTAGRAM & SNAPCHAT [STORIES]



EMAIL CAMPAIGN

Named Collective



MUNCHKINZ
NAMED COLLECTIVE

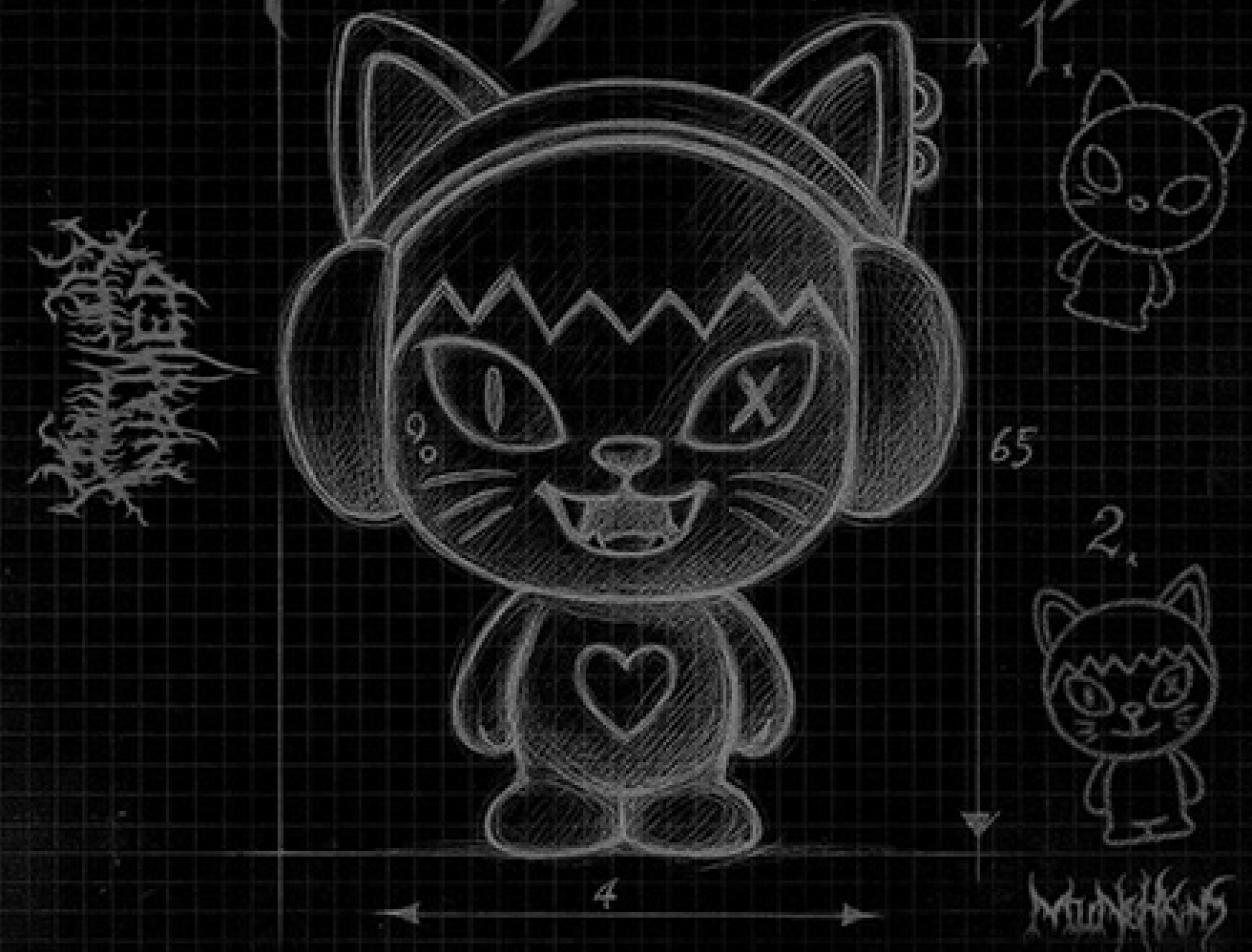
Named Collective



MUNCHKINZ
NAMED COLLECTIVE

Named Collective

Competition



MUNCHKINZ
NAMED COLLECTIVE

INSTAGRAM STILLS



EVENT



The MunchkinZ campaign includes a city-wide experiential event where limited-edition MunchkinZ are hidden across London inducing the spectacle effect”. Participants follow clues shared on Named Collective’s social channels, encouraging community collaboration, and generating organic buzz and user-generated content

VIDEO CONTENT

<https://youtu.be/99qn1KzfuAg>

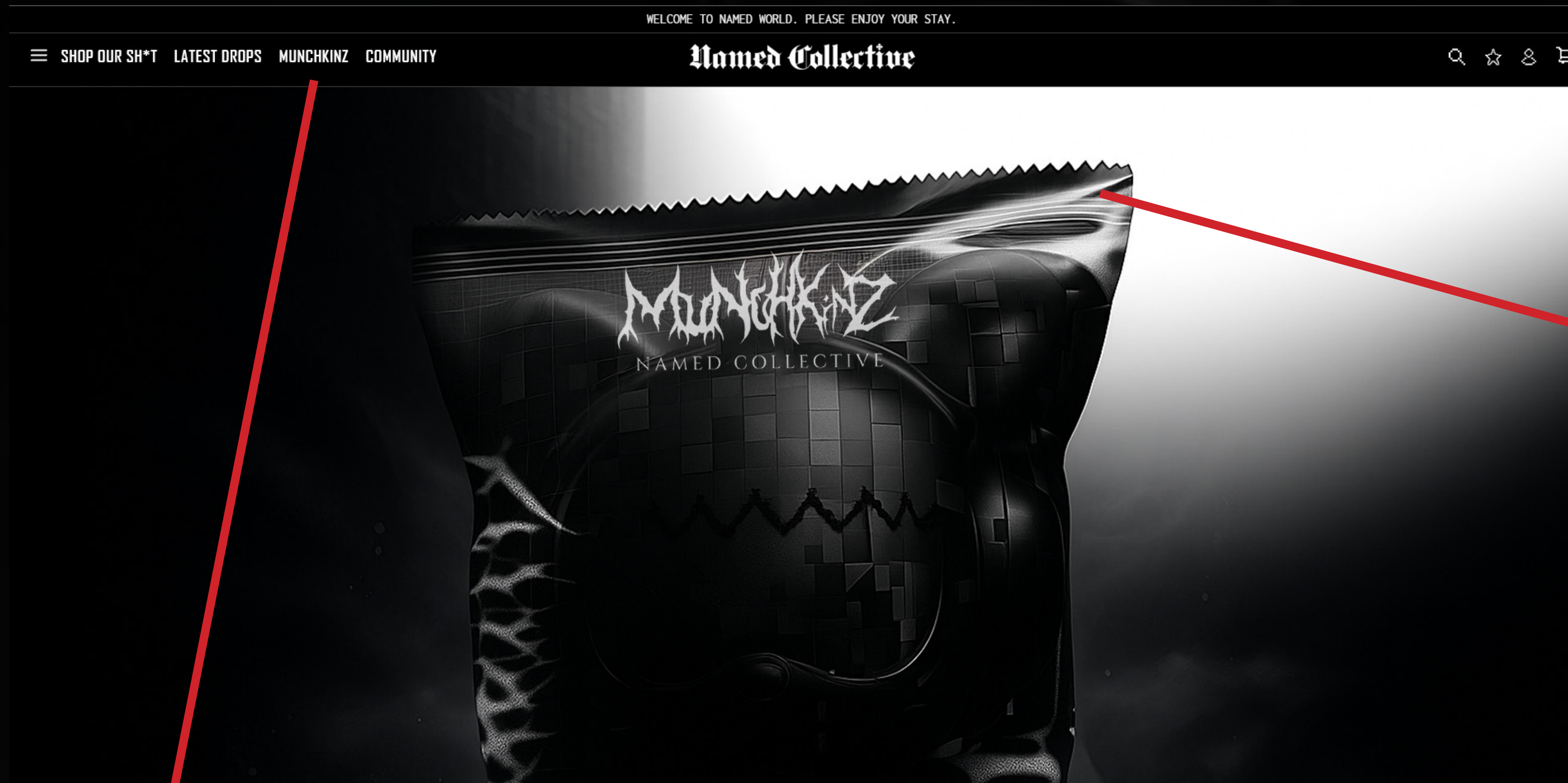
VIDEO CONTENT

<https://youtu.be/hu92ep7dyYo>

VIDEO CONTENT

<https://youtu.be/OmISRIADgMs>

WEBSITE



SNEAK PREVIEW OF
PRODUCT, WHICH
IS CLICKABLE
AND WILL TAKE
CUSTOMER TO
DIRECT EMAIL /
SMS SIGN UP PAGE
TO BE NOTIFIED
WHEN PRODUCT IS
RELEASED)

NEW CATEGORY ADDED (REDIRECTS CUSTOMER TO MUNCHKINZ HUB)

VISUAL CONTENT



Series 1



Competition

2

3



1

KPI

	Leading Indicator	Tertiary KPI	Secondary KPI	Primary KPI
Social	Followers	Engagement	Site visits	Conversions
SEO	Impressions	Site visits	Conversions	Revenue
PPC	Impressions	Click Through Rate	Conversions	Cost per Acquisition
Email	Delivery Rate	Open Rate	Click Through Rate	Conversion rate
Referrals	Referrals gained	Site visits	Conversions	Revenue
Content	Content views/visits	Bounce Rate	Content shares	Conversions

My KPI's will track the MunchkinZ campaign across the full customer journey. Metrics such as impressions, followers and content views will measure initial reach and visibility, while engagement rates, click-throughs and site visits will indicate audience interest and traffic to key.

Secondary, KPIs such as conversions, Cost Per Acquisition and revenue will evaluate sales performance and return on investment. Together, these metrics ensure the campaign remains data-driven, cost effective and aligned with Named Collective's goals of building awareness and driving conversions.

SUMMARY

The MunchkinZ campaign blends alternative fashion, collectibility and community into an immersive experience that appeals to the 78% of Gen Z who prioritize experiences and taps into the growing “kidult” joy economy. The Limited-edition character figures offer nostalgia, self-expression and comfort, resonating with the 60% of Gen Z seeking simplicity and escapism from modern stress.

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SEVEN