

# The Effect of Social Media Advertising on the Promotion of Fashion Brands: The Case of Fashion Nova

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**Abstract.** Social media advertising has showed as an important tool for fashion brand promotion with the advent of digital technology. In this study, Fashion Nova is used as a case study to investigate the impact of advertising in digital media on a fashion brand. The study consists a literature review and a case study. The aim is to examine the impact of social media advertising of brand image and market performance. Fashion Nova has increased brand awareness and consumer loyalty through the social media related strategies, including forming collaborations with key opinion leaders (KOLs) and integrating user-generated content (UGC). The results of the study show that Fashion Nova has rapidly grown its market share through the multi-platform social media advertising strategy. The particular success was among the younger demographics. The findings of the study emphasize the need for fashion brands to adopt a flexible approach to leveraging social media platforms. Combining Key Opinion Leaders (KOLs) and User Generated Content (UGC) in order to increase consumer loyalty. This study provides a theoretical framework and practical guidance for brands to develop digital promotion strategies.

**Keywords:** Digital Media Advertising, KOL Collaboration, User-Generated Content.

## 1. Introduction

Digital media advertising has become a necessary part of fashion brand promotion. The development of digital technology, the popularity of social media platforms, and changes in consumer behavior have grown rapidly. This study aims to explore how digital media advertising influences consumers' preferences and purchase patents towards fashion brands. In recent years, more and more fashion brands have built their brand image and try to gain a strong connection with their target consumer through digital channels. In addition, the application artificial intelligence has enabled personalized marketing, which has become the focus of academic attention.

This study adopts the literature analysis method and the case study method to focus on the importance of digital media advertising in contemporary fashion brand promotion and to explore the specific impact of different forms of digital media advertising on brand promotion. Studying the impact of digital media advertising in fashion brand promotion not only helps to understand market trends and guide brand strategies but also deepens the understanding of digital marketing mechanisms. Therefore, this study will focus on the issue of 'enhancing the market competitiveness and consumer recognition of fashion brands through accurate positioning and innovative content in the digital media environment. Based on the current development of digital media advertising technology and changes in consumer behavior, the study aims to explore effective advertising strategies and methods and to plan private marketing to enhance the market performance and consumer loyalty of fashion brands.

## 2. Literature Review

The impact of digital media advertising on fashion brand promotion is significant, and it plays an important role in this field. These include display ads, search ads, video ads, and interactive ads. A variety of techniques are employed to attract users, enhance brand awareness, and further promote sales [1]. The efficacy of advertising is primarily gauged through click-through and conversion rates

[1]. Interactive advertisements and cutting-edge technologies, such as augmented reality (AR), have been shown to markedly enhance brand loyalty and user experience [1].

Digital media advertising is important for fashion brands. It helps them attract customers and improve brand awareness and sales. New technology like augmented reality (AR) can help brands keep customers loyal and improve the user experience.

Advertising in digital media for fashion brands uses different formats, including display, search, video and interactive. Display ads use images to target users. For example, just share the brand information and achieve the marketing objectives. Search Engine Marketing (SEM) is based on what users search for. It allows targeted ads. Video ads use images and sounds to tell brand stories and make consumers feel attached to the brand. The effectiveness of advertising is measured by the click-through rate and the purchase rate. It shows how well an ad attracts users to click. The latter shows how many users make purchases. Different ads have different Click-through rates (CTR). Digital media, social media and mobile marketing have changed a lot and now have many ways to measure how well they work, including CTR [1]. Different types of ads have different levels of performance in terms of CTR. A high click-through rate may not always lead to a purchase. Scholars such as Veinhardt have suggested that online advertising is not always effective [2]. A high click-through rate does not always mean a purchase [2]. Content and consumer demand may not match. Some scholars say that online ads can be very effective or not, depending on the situation.

In the contemporary era, digital media advertising is a pervasive phenomenon, facilitating the rapid and intuitive presentation of products to consumers, thereby increasing the frequency and intensity of exposure. The efficacy of digital media advertising is not always reflected in the conversion rate of clicks into purchases. Furthermore, the prevalence of ad-blocking software and the general disregard for advertisements by users present additional challenges to digital advertising.

### **3. Fashion Nova's Digital Media Advertising Strategy**

#### **3.1. Fashion Nova Brand Overview**

Founded in 2006, Fashion Nova is a fast fashion brand based in Los Angeles, USA. The brand is known for its quick response to market demand and rapid launch of trendy clothing. At its inception, Fashion Nova operated primarily through offline shops, but with the rise of e-commerce, the brand quickly transitioned to online sales and has successfully captured the attention of young consumers around the globe [3]. Fashion Nova's market positioning focuses on young women between the ages of 18 and 34, a market segment that is fashion-sensitive and value-for-money-orientated. As of 2023, Fashion Nova holds a significant position in the fast fashion market in the U.S., with annual revenues exceeding \$1 billion [4]. With strong online retailing and social media marketing, Fashion Nova competes with fast fashion giants such as Shein, Zara, and H&M to maintain its market dominance.

According to the data, Fashion Nova's annual revenue in 2023 is as high as \$941.6M, of which online revenue is \$854.9M, which accounts for 90.8% of the total revenue [5]. This shows its significant position in the global fast fashion market.

#### **3.2. Fashion Nova's Digital Media Advertising Practices**

##### **3.2.1. KOL collaboration strategy**

Academic research has shown that KOL's social capital is closely related to the effectiveness of advertising, especially in the fashion industry, KOL can significantly increase brand loyalty by enhancing the emotional connection with consumers [6]. KOL creates a higher brand identity in consumers' minds by utilizing their personal influence, which enables the advertising promotion to accurately convey the brand's message. Fashion Nova's cooperation with Kylie Jenner's cooperation is a typical case, which further enhances the brand's awareness and market influence [7]. This strategy not only dramatically increased the brand's exposure, but also made it rapidly popular among the youth population.

### **3.2.2. UGC interactive creative advertising**

Academic research on user-generated content (UGC) has shown that UGC can significantly enhance brand authenticity and consumer trust in a brand, as well as increase user engagement. Studies have shown that UGC can create empathy among potential consumers, which in turn enhances a brand's influence [8]. Fashion Nova maintains close interaction with consumers on Instagram by frequently posting new styles, discount information, and UGC. This strategy effectively attracts a large number of young users to participate and share, enabling Fashion Nova to attract more than 30% new customers in 2021 [9].

### **3.3. Advertisement Content**

Fashion Nova places extreme importance on stimulating consumers' senses and purchasing behavior through strong visual effects in the design of its advertising content. Its advertisements usually adopt bold color schemes and compositions, especially in display advertisements and video advertisements, and use sharp contrasts and vivid backgrounds to attract attention. This type of design not only captures the visual focus of consumers quickly but also induces emotional resonance by conveying a stylish, sexy, and confident brand image, which in turn influences consumer decision-making. Through such visual communication, the advert does not just showcase the product but subconsciously shapes the consumer's desire and identification with the brand. This strong sensory stimulation can often be quickly converted into purchasing behavior.

## **4. The Impact of Digital Media Advertising on Fashion Nova Branding**

### **4.1. Brand Image Building**

Fashion Nova has successfully enhanced its image as an FMCG fashion brand through digital media advertising and increased its trend awareness and reputation among young consumers.

Firstly, the brand utilized social media platforms such as Instagram for targeted content marketing, identifying its target audience as people of all genders who are passionate about fashion and sexy clothing, and marketed its products to a variety of people interested in fashion, mainly from teenagers to young adults [10]. By posting about 20 to 30 times a day on INS and expanding its reach by focusing on everyday customers as well as influencers and celebrities using photos of them, the brand has created a youthful image of being on-trend, enthusiastic, and energetic on Instagram. The brand also tagged its customers with #NovaBabes by creating a hashtag to tag their photos of Fashion Nova products, encouraging consumers to post photos of themselves in Fashion Nova, creating a large amount of real user feedback and displays, increasing consumer trust in the brand and reinforcing consumer stickiness. Thanks to the right marketing strategy, Fashion Nova's website traffic is phenomenal every month. According to the report, it receives 15 million visits per month, more than any other luxury fashion brand.

At the same time, Fashion Nova is committed to cooperating with a large number of influential people who fit the brand image, such as Cardi B and Kylie Jenner and other popular figures in the field of fashion and entertainment, which are celebrities that can quickly generate a lot of attention and discussion, and expand the brand's popularity by giving away clothes in exchange for exposure, so as to make the brand image and bold, confident and glamorous. The brand's image is closely aligned with its bold, confident, and glamorous image [11].

Secondly, Fashion Nova adopts an ultra-fast fashion production model, with 500-600 new pieces hitting the market every week, offering ultra-fast fashion at affordable prices, emphasizing inclusivity and diversity, and catering to the values and aesthetic needs of the younger generation. By showcasing models of all shapes, colors, and styles, Fashion Nova successfully conveys the brand's philosophy that 'everyone can find fashion that suits them'. This strategy has effectively enhanced the brand's reputation among young consumers, allowing them to find a sense of identity and making it a fashion brand with a strong sense of personal style and social awareness.

In addition, the brand has also actively utilized emerging platforms such as TikTok to broaden its audience by collaborating with head netizens and gifting new products to small and medium-sized netizens. All these strategies not only increase the visibility of the brand but also establish a close connection with young consumers and strengthen the brand's trendy image.

#### **4.2. Market Performance and Competitiveness Enhancement**

Firstly, Fashion Nova has successfully driven sales growth by collaborating with social media netizens. For example, the collaboration with members of the Kardashian family significantly increased the brand's visibility and credibility, which directly translated into explosive sales growth with an additional \$50,000 knife dollars in a single day, according to relevant data on Google. In 2018, Fashion Nova was listed by Google as one of the world's most searched-for fashion brands, which was inextricably linked to its strong advertising campaign on social media.

Secondly, Fashion Nova's advertising strategy has helped it rapidly increase its market share in the highly competitive fast fashion market. Compared to traditional brands, Fashion Nova has achieved rapid expansion through social media advertising, especially in the US market, where its market share has skyrocketed in just a few years. It is estimated that Fashion Nova's annual revenues have surpassed billions of dollars, partly due to the efficiency and wide reach of its advertising.

Finally, comparisons with competitors show that Fashion Nova's innovations in digital media advertising have given it an edge in the market. In contrast, traditional fast fashion brands like H&M and Zara are significantly less invested and flexible in social media advertising, which allows Fashion Nova to capture market trends, position brand tone, and find the pain points of young consumers faster, thus giving it a leg up on the competition.

### **5. Theoretical Refinement**

#### **5.1. Brand Promotion Model**

Fashion Nova's social media branding strategy model can be integrated into a logical process. Firstly, the brand ensures that it reaches a wide range of target consumers by choosing to work with KOLs at different levels, from micro-influencers to top celebrities. Academic studies have pointed out that the promotion model combining KOLs and UGC has a powerful marketing communication effect in building brand awareness and enhancing brand value [12]. Next, these KOLs will post visually striking advertising content on social media platforms, usually combined with fashion trends, to attract consumers' attention. By encouraging user-generated content (UGC), brands can build interactions on social platforms, enhancing brand credibility and consumers' emotional connection.

#### **5.2. Influencing Factors and Key Drivers**

Fashion Nova's digital media advertising effectiveness is influenced by several key factors. The first is the selection of KOLs and cooperation strategy. By cooperating with different levels of KOLs, Fashion Nova can effectively expand the breadth of advertising and cover different consumer groups. Academic research has shown that the advertising strategy of combining different levels of KOLs with UGC can significantly improve the brand's market performance and consumer loyalty [13]. Secondly, the authenticity and interactivity of UGC are crucial to brand credibility and user stickiness, and by encouraging users to share their wearing experiences, brands are able to create empathy among potential consumers and enhance the impact of their advertisements [14].

#### **5.3. Theoretical Contributions and Practical Insights**

The case study of Fashion Nova further enriches the theoretical results of digital media advertising and brand promotion. The study shows that the comprehensive multi-platform use of social media, the in-depth cooperation with KOLs, and the effective use of UGC are all key means to enhance brand awareness and market share. Other fashion brands, can learn from Fashion Nova's successful

experience, and when conducting digital advertising and marketing, formulate a strategy that suits their own positioning, pay attention to the combination of KOL and UGC, and flexibly use social media platforms to achieve sustainable brand development.

## 6. Conclusion

The case study of Fashion Nova further enriches the theoretical results of digital media advertising and brand promotion. The study shows that integrated multi-platform use of social media, in-depth cooperation with KOLs and the effective use of UGC, consistently creating appealing advertising content, encouraging user-generated content to increase brand engagement, and ensuring that advertising content is diversified and caters to young consumers' demand for inclusiveness and personalization, amongst other things, are all key tools for increasing brand awareness and rapidly boosting brand visibility and market share. The study provides a theoretical basis for brands to optimize their marketing strategies. In the future, other fashion brands, can learn from Fashion Nova's successful experience, and when conducting digital advertising and marketing, formulate a strategy that suits their own positioning, focus on the combination of KOLs and UGC, and flexibly use social media platforms to achieve the sustainable development of the brand.

## Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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