

# GOODWILL FINDS

## REBRAND PROPOSAL



# PROJECT PROPOSAL

2024/25

## PROPOSAL MEMBERS

Greg Matthews

Emmali Thomason

Jace McGowan

Sarah Walkup



## Introduction:

Goodwill Industries is a non-profit organization that has specialized in running a chain of thrift shop stores across the United States and in 14 other countries. They have dominated the clothing resale industry for more than 120 years and in 2020 and have attempted to expand into the online sale sector. However, the online resale industry is already dominated by smaller competitors that could not compete with Goodwill in a brick and mortar setting.

For Goodwill to thrive they must change the way they operate and advertise their products in order to grow in the changing times.

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# EXECUTIVE SUMMARY

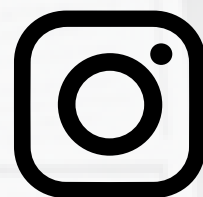
Through extensive research our rebranding team was able to produce modern, innovative, chic, and progressive ideas for Goodwillfinds.com to help propel the website into the future. We propose implementing changes to the existing website, the app, the aesthetics, and the social media platforms that will appeal to Gen Z and Millennial Americans. With this makeover we will not only set Goodwillfinds.com up for the future but the international market as well.

Our research shows that younger shoppers are more interested in thrift shopping than the generations before them, and the burgeoning size of the secondhand retail market also speaks to this trend. Sustainability is also one of the hottest topics in the news today with everyone from Greenpeace volunteers, celebrities, and government officials speaking about climate change and the need for recycling efforts. Popular influencers are also posting thrift shop “hauls” on YouTube, celebrities are wearing upcycled fashions, and there was even a self-titled song called “Thrift Shop” that went to number 1 in 2013, so it is safe to say that thrifting is in.

In this re-branding project, we are proposing an innovative approach that works with modern social media applications and v-logging that will make Goodwillfinds.com, and its associated applications, recognizable for Gen Z and Millennial shoppers. This campaign focuses on updating the website, updating the application, creating social media campaigns, creating video content for shoppers to follow us on our journey, and increasing accessibility for our younger target audience. We seek to help carry Goodwill’s reputation as the original national thrift store into the digital future, and we dug deep into the available metrics to determine what Gen Z and the Millennials want. We believe that once you read our proposals you too will be on board with our ideas for Goodwillfinds.com’s new direction and come with us into the future.







**33%**

**of gen Z shoppers  
report having**

**Purchased a product from an  
influencer-founded brand in the  
last year (insiderintelligence.com).**



**Most of the users on social  
commerce platforms are  
24-35 year olds who share  
universal values.**



**28%**

**Social Commerce  
encompassing sites**

**are possibly estimated to reach  
approximately two trillion USD  
by 2025, that's the equivalent of  
roughly 28% of all online retail  
sales in 2025 (deloitte.com).**

**+127%**

**Secondhand shopping is becoming  
a global phenomenon, expected to  
grow 127% by 2026 and in the U.S.  
it is expected to grow three times  
faster than the global market overall  
(heragenda.com).**

## INDUSTRY ANALYSIS

The online thrifting market is very diverse and rapidly growing. Secondhand shopping is becoming a global phenomenon and the online thrifting industry allows users to post their secondhand items up for sale, shop through other's profiles to buy secondhand items, and buy items directly from online thrift shops. This new platform of buying and selling used merchandise is a great train for already established businesses to hop on.

## COMPANY ANALYSIS

Goodwill's mission is to give back to the community by providing meaningful opportunities for personal growth, skill development, and employment. They have expanded their reach through various initiatives, including their online marketplace platforms and boutique establishments.

Goodwill started its online marketplace in 1999 with ShopGoodwill.com, allowing customers to bid on a variety of merchandise. They have assured customers that each purchase supports their mission of creating employment opportunities.

GoodwillFinds is a platform for high-end and collectible merchandise. However, there are areas for improvement, such as pricing transparency, accurate product representation, and customer service responsiveness, based on customer feedback. Named after founder Lloyd Auten, Auten's Loft boutiques offer a curated selection of designer and name-brand attire, jewelry, footwear, accessories, and home décor items. They provide personalized services and a refined shopping experience at affordable prices.

Goodwill's diverse approach, combining online and physical retail, demonstrates its adaptability and commitment to providing gratifying experiences for a wide-ranging clientele.



**Recycled clothing,  
conservation, and  
anti-fast fashion**

**are universal themes with  
most thrift store shoppers  
as each trending recycle  
store promotes these  
ideals to appeal to their  
customer base's needs.**

# PRODUCT ANALYSIS



The website offers counseling, skills training, and resume prep to aid job seekers, engaging with the community and supporters. Goodwill's digital efforts lag behind competing brands, with goodwill.org primarily focusing on their mission rather than product sales.

GoodwillFinds.com, aimed at a younger audience, lacks aesthetic appeal and efficient product presentation. Navigation is difficult, and low-quality images hinder visibility. Goodwill must pivot towards younger generations, ensuring both aesthetic appeal and tangible efficiency to resonate with Generation Z. Despite being a \$4 billion nonprofit, Goodwill employs common marketing techniques and emphasizes sustainability, partnerships, community engagement, and innovative merchandising.



Over 90% of online sales revenue directly supports Goodwill's mission, attracting over 21 million weekly visitors and 2.4 million registered customers. The website appeals to younger demographics seeking impactful purchases and plans to enhance its messaging to emphasize its positive societal impact, job creation, and eco-friendliness.

# COMPETITOR ANALYSIS



REVENUE  
\$322 million

Uses advanced AI, extremely consumer centric, Eco-friendly clean take on fast fashion.



REVENUE  
\$85 million

Use of sponsored content by creators/sellers, strong customer community, individuality.



REVENUE  
\$326 million

Higher-end products, showing off fashion trends, a "social media" like approach.

Goodwill, a significant player in the thrift shopping industry, not only focuses on retail sales but also aims to make a societal impact. However, in recent years, numerous competitors have emerged, each with unique value propositions tailored to target Gen Z shoppers effectively. To stay relevant and outperform these competitors, it is imperative for Goodwill to comprehend these new threats and their business strategies.

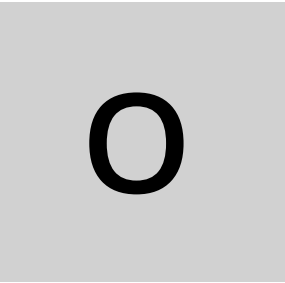
## STRENGTHS

- Brand recognition
- Upcycle used clothing
- Attract younger generation
- Offer IRL customer service
- Have a US network



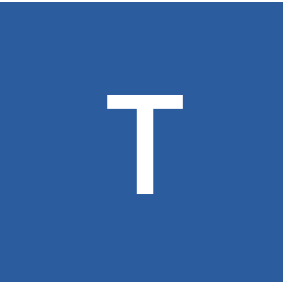
## OPPORTUNITIES

- Changing product offerings
- Highlighting the uniqueness
- Repositioning the websites
- Establishing social media
- Add some Personalization



## WEAKNESSES

- Relies heavily on donations
- Area affects prices
- Lack of innovation
- Lack of online presence
- Budget limits



## THREATS

- Intense competition
- Consumer preferences
- Jeopardy of losing audience
- A dynamic, fast market
- Fast fashion

# CONSUMER INSIGHT

Goodwill's primary target audience comprises young adult women, predominantly from Generation Z, with an additional focus on young adult men. These individuals seek gently used, high-quality fashion items and enjoy finding deals on thrifted designer brands. They typically earn around \$100K annually, possess strong social media skills, and have a preference for sustainable purchasing practices, often opting for products with green labels.

They derive satisfaction from obtaining rare and exclusive items discreetly, favoring brands that aren't overtly luxurious. This demographic is active on platforms like TikTok, Snapchat, and Instagram, where they seek authentic and relatable content, spending an average of 3-4 hours daily. They follow influencers and use social media for product research and discovery.

## PRIMARY PERSONA



### DESTINY BLAIR

**AGE** 20  
**LOCATION** Bowling Green  
**EDUCATION** BA Science  
**JOB TITLE** RA at Med Center

- MORALS**
- Reducing waste
  - Support Small Businesses
  - Conserve Energy
  - Volunteer for Environmental Causes
  - Advocate for Policies
  - Lead by Example
  - Transparent Social Media

- FRUSTRATIONS**
- Wasteful Companies
  - Unsustainable Practices
  - Greenwashing
  - Large Corporate Businesses
  - Economic over Environmental
  - Lack of Awareness
  - Fake Social Media

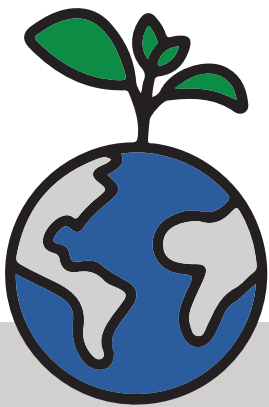
**FREQUENTLY USED APPS**



**"The best way to predict the future is to create it."**

Goodwill's secondary target audience within Gen Z consists of individuals with limited budgets for fashion, often college students burdened by debt. They share similar values with the primary audience, such as social equality and environmental awareness, and are attracted to Goodwill's long-standing reputation and commitment to sustainability. Goodwill aims to appeal to these consumers by leveraging their online platform, catering to the needs of busy professionals who prefer social commerce shopping and follow influencers for product recommendations.

Gen Z looks for authentic and relatable content, valuing transparency, honesty, and open dialogue. Gen Z typically uses these platforms when they want entertainment, when they want to discover new products, when they are seeking information/testimonials, and when they seek a sense of community so that they can connect with like-minded people who share their interests/values.



### SUSTAINABILITY

When it comes to daily life, one study found that 90% of Gen Z members reported making changes in their daily lives to live more sustainably.



### SOCIAL COMMERCE SHOPPING

The majority (97%) of Gen Z consumers say they now use social media as their top source of shopping inspiration.



# BRANDING STRATEGY

Goodwill Finds can position itself as a holistic, sustainable, and socially conscious choice for Gen Z. The recommendations align with the overarching values of Goodwill while adapting to the unique preferences and expectations of the target audience. This approach ensures that the new brand positioning not only reminds customers of Goodwill’s mission, but also it resonates with the evolving perceptions of Gen Z consumers.

Thrift store apps and websites focus on providing a user-friendly experience through simple navigation, clear product listings, and easy checkout processes. Users can search and filter items effortlessly, browse product details, and add items to their cart seamlessly. These platforms also offer user profiles for managing orders and saving favorite items, ensuring convenience and personalized shopping experiences.

The revamped branding strategy for Goodwill Finds involved crafting a fresh logo that retained the essence of the original design while appealing to a younger demographic. This approach ensured that Goodwill remained recognizable to older age groups while also captivating and intriguing to the younger audience.

As an already established brand, the new logo introduced a novel essence previously unseen in the brand’s identity. Incorporating a search icon, a universally recognized symbol across interface platforms, evokes notions of technology and exploration—two key facets of GoodwillFinds.com’s offerings. By maintaining consistent colors and similar fonts, the brand achieves cohesiveness while unveiling a new digital dimension to the Goodwill persona.



# BRAND BOARD

### NEW LOGO

### NEW LOGO PROCESS

Classic, well known, global Goodwill Logo G & Smiling face

"Search" icon used on several different well known apps and platforms

Goodwill logo and Search Icon joined together to be memorable & trendy

### COLOR PALETTE

#D3D1D0	#08539B	#231F20
C: 16 Y: 14 M: 14 K: 0	C: 98 Y: 7 M: 75 K: 1	C: 0 Y: 0 M: 0 K: 100

# COMMUNICATION STRATEGY

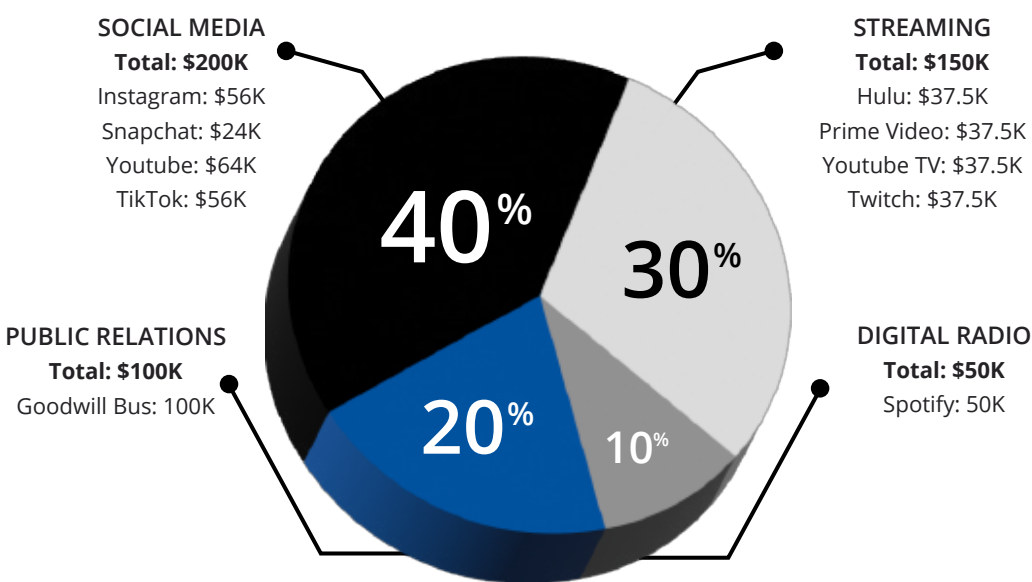
The "Find Good Will" campaign aims to resonate with Gen Z's digital-centric lifestyle and foster positivity in communities by supporting causes like Goodwill. Leveraging platforms like TikTok, Instagram, Snapchat, and YouTube, the campaign showcases DIY fashion tips, thrift hauls, and success stories, reinforcing Goodwill's values.

Additionally, short video ads run continuously on streaming services like Hulu and Netflix to reach the target audience. Digital radio ads on platforms such as Spotify and Apple Music further enhance brand awareness, with a focus on popular podcasts among Gen Z. Public relations efforts involve renovating a school bus into a mobile thrift shop, traveling to major cities and college campuses to engage consumers directly.

The campaign also involves hiring content creators, contracting local influencers, and sharing their experiences through v-logs. The goals include launching the "Find Good Will" bus and v-log by Spring Break, selecting suitable influencers and employees, and increasing impressions, sales, and awareness of Goodwillfinds.com over the next 6-12 months.



# BUDGET



The budget allocation for the rebranding initiative of Goodwill Finds encompasses the strategic dissemination of information tailored to the specific target demographic across pertinent platforms, ensuring optimal comprehension and engagement. With a predominant focus on technology-driven strategies, approximately 90% of the allocated resources will be directed towards platforms frequented by Generation Z. These platforms encompass various channels such as social media, streaming services, public relations, and digital radio. The advertising budget for this endeavor is capped at \$500,000.

The advertisement dissemination on social media platforms will prioritize those most popular among Generation Z, while also considering their significance within the competitive landscape of thrift brands. This entails leveraging platforms such as Instagram, Snapchat, YouTube, and TikTok.

Furthermore, the budgetary allocation extends to streaming services, public relations efforts, and digital radio, all of which are identified as prime channels for engaging the target audience effectively. The advertisements for these platforms will run during the months they will be seen the most. This strategic approach ensures that resources are optimally allocated to maximize reach and impact.



# ASSESSMENT

The "Find Good Will" campaign aims to resonate with Gen Z's digital-centric lifestyle and foster positivity in communities by supporting causes like Goodwill. Leveraging platforms like TikTok, Instagram, Snapchat, and YouTube, the campaign showcases DIY fashion tips, thrift hauls, and success stories, reinforcing Goodwill's values.

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# CONCLUSION

Overall, thrifting has made a major resurgence in popularity. This is especially the case among Gen Z. Apps like Depop, ThreadUp, and Poshmark all back up this claim as they have exploded in popularity and monetary value. GoodwillFinds seems to have missed this train and is working to enter the online thrifting space themselves. The company is faced with a unique positioning opportunity as most online outlets have an individualistic approach to their brand’s mission and core values. However, Goodwill has always had a holistic mission that gives people with disabilities or disadvantages, “A hand up, not a hand out”. Exemplifying this approach will be the main mission for this campaign.

Creating a sustainable solution for these employees is something that can be highlighted much more to the Gen Z thrifting community. This customer segment is shown to take pride in caring about these societal issues. The first step that should be taken is to gather the resources and personnel to get the GoodwillFinds bus operating by the start of August to coincide with the college school year. The content created from this can be the

foundation for the campaign as it exemplifies Goodwill’s original core values and shows off their freshly branded e-commerce site. By leveraging various media platforms in congruence with Gen Z’s online activity and ideology, Goodwill can take advantage of their brand recognition to showcase their website with much more success than before.



# RESOURCES

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