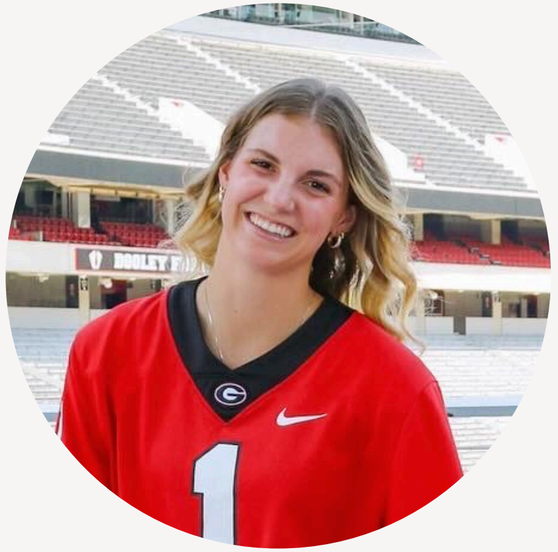


THE CHILDREN'S PLACE

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TXMI 3210
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OUR HISTORY

David Pulver and Clinton Clark, Harvard Business School graduates, **founded The Children's Place in 1969** in Hartford, Connecticut. What began as a retail location for clothing, accessories, and toys eventually transitioned to focus on children's apparel.

With rising popularity in the 1970s-1980s, TCP offered more expensive and high-end products until the 1990s where they shifted to compete with Gap Kids and other companies offering lower prices. The company regained its popularity in the early 2000s before fading away again. New CEO Jane Elfers developed a remodel strategy for the brand.

From 2017-2019, they reached their peak revenue of $1.938 billion and stock price of $125. After Covid-19 and lack of in-store shopping, The Children's Place closed approximately 300 stores by the end of 2021.







CORE DEMOGRAPHIC

The Children's Place targets **children and their parents as their main consumer group**. The brand focuses on offering up-to-date clothing inspired by popular characters, while also providing classic wardrobe staples.

By combining trendy & fun designs with practical everyday pieces, **the store aims to attract both kids, who like the styles, and parents, who like affordability and convenience**. While parents often make the purchasing decisions, children often help select items based on their preferences.



SWOT ANALYSIS

Strengths: A well-known and low-cost brand with a diverse product offering that appeals to their target demographic and increases accessibility for consumers. Their loyalty program additionally increases consumer retention.

Weaknesses: Lacks a strong international presence, so relies heavily on the U.S. market. Sales have periodically declined due to loss of stores and e-commerce activity. In attempts to keep up with trends, overproduction has occured.

Opportunities: Potential to invest in sustainability practices, such as eco-friendly clothing lines, as well as expanding into international markets, offering a diversification of their revenue.

Threats: Economic instability, competition, and current production practices. When the market downturns (i.e. Covid-19), less people buy and the supply chain is disrupted, increasing costs and hindering production.

PAST LEGAL ISSUES

The Children's Place has overcome many legal issues.

In **2021**, The Children's Place settled a case over misleading sales for $6.8 million. They were accused of inflating the original prices to make sales look unusually low. They plead not guilty but came to a settlement.

In **2023**, The Children's Place had a class action lawsuit over school uniforms being made from harmful chemicals (PFAS). The case was dismissed because the plaintiffs failed to show how the company had a legal duty to disclose the chemicals used.

Also in **2023**, they were sued over ADA accessibility issues, with claims that a New York store contained architectural barriers that made it inaccessible to wheelchair users. They have also dealt with claims of poor labor: in California there was a lawsuit alleging unpaid overtime, off-the-clock work, and missed meal and rest breaks.





CURRENT MARKETING STRATEGY

- **5W**, a full service public relations company, based in New York handles all TCP marketing

- Executed campaigns including
  - The Children's Place x Kevin Hart Back-to-school campaign
  - Gymoboree Easter & Holiday
- Developed press materials, messaging and creative angles for launching of campaigns and brands.
- Executed events and media opportunities to strengthen brand visibility
- The 12 month PR strategy helped ongoing outreach to maintain a year-round media coverage



CONTEXT ANALYSIS

Current economic/financial situation:

- Declining store traffic makes e-commerce the primary source of revenue
- Overuse of discounts has weakened full price credibility
- Inventory challenges lead to excess stock and end-of-season markdowns

How to adjust for the upcoming campaign:

- Reduce constant markdown and establish clear, consistent pricing
- Emphasize quality, durability, and sizing to justify stable prices
- Use smaller, curated collection drops to improve selling
- Upgrade website navigation, category clarity, and product presentation
- Strengthen the loyalty program to increase repeat purchases



CONTEXT ANALYSIS

Current legal situation:

- Using inflated “original prices” could raise concerns about misleading discounting practices
- Privacy expectations are rising as The Children’s Place collects more customer and loyalty data
- Children’s brands face pressure to ensure chemical safety
- Increased demand for transparency in sources and product labeling

How to adjust for the upcoming campaign:

- Adopt transparent everyday pricing to reduce legal risl
- Provide clear loyalty program disclosures and data-use explanations
- Highlight product safety, compliance, and responsible materials in messaging
- Communicate reliability and safety in brand quality statements



CONTEXT ANALYSIS

Current social conditions:

- Sizing inconsistency may deter online purchases
- Competitors (H&M, Old Navy, Gap) offer a polished, collection-based presentation that now sets the standard
- Busy parents want simple navigation and curated outfits instead of cluttered product pages
    - The Children's Place website is dated
- Shoppers increasingly expect transparency & sustainable practices, especially with kids' apparel

How to adjust for the upcoming campaign:

- Highlight sizing consistency and improve fit
- Organize site around seasonal, themed, or lifestyle-based collections
- Streamline simple website navigation
- Communicate sustainability efforts (safer materials and durability) to align with parent values

"Transform The Children's Place from a mass produced product line and lowest-price marketing strategy into an collection-based, quality brand with clear & concise branding that helps consumers meet needs through a company and products they can trust."

"WEAR BETTER, SPEND LESS."

CREATIVE PROPOSAL

STRATEGIES



As **brick & mortar sales decrease**, we are:

- **redesigning the website** to promote online sales
- developing consistent & reflective **branding and messaging**
- emphasising the **loyalty program**.

- Products will be released in **collections** and organized online through clear categories that reflect quality through **consistent sizing & pricing.**
    - Ex: products will not be shown as “on sale” at all times.
- More modeled studio photos rather than flat lay product images.

THE CHILDREN'S PLACE

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New Arrivals | Girls Sizes 4-18 | Boys Sizes 4-18 | Toddlers Sizes 6M-5T | Tweens Sizes 8-22 | Baby Sizes 0-24M | Shoes & Accessories | Uniforms | Sale

Find your new favorites...

20% OFF WITH CODE BF20













THE CHILDREN'S PLACE

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New Arrivals | Girls Sizes 4-18 | Boys Sizes 4-18 | Toddlers Sizes 6M-5T | Tweens Sizes 8-22 | Baby Sizes 0-24M | Shoes & Accessories | Uniforms | Sale

Find your new favorites...



$19.99 25% OFF!

Holiday Dress

☆☆☆☆☆



$9.99 ~~$21.95~~ 54% OFF

BLACK FRIDAY DEAL!

The Children's Place

Girls Print Microfleece Half Zip Pullover

EARN DOUBLE/TRIPLE POINTS

★★★★½ 8



$15.40

Faux Fur Lined Puffer

☆☆☆☆☆



$15.40 50% OFF!

Helllo Kitty Girls Pajama Set

☆☆☆☆☆

CREATIVE PROPOSAL

BUDGET & FINANCIAL CONSIDERATIONS

- Website redesign and UX improvements: $50,000-80,000
- New studio photography for collections: $20,000-40,000
- Loyalty program updates and CRM improvements: $15,000-30,000
- Digital marketing and paid ads: $40,000-70,000
- Sustainability packaging improvements: $2,500-10,000

Total Estimated Budget: $150,000- $260,000

Financial Considerations:

- The budget prioritizes online growth, improved visuals, & customer loyalty
- The Children's Place is able to reduce long-term cost by improving current margins and decreasing reliance on constant promotions