

French Connection

French Connection have that age-old challenge: when is the time right to move on? There is no denying that FCUK has been one of the most inspired, outrageous and successful brand communication ideas of the past twenty years. But there comes a time when a brand has to look to the future and decide how long a single idea can last without becoming tired.

The Brief:

'i-am' were asked by Stephen Marks in 2007 to give a view on the future brand positioning and strategy for the French Connection brand. The competition is hotter and fiercer than ever and the business is now looking for the best direction to take the brand.

The Solution:

Based on extensive research 'i-am' advised that the FCUK communication idea had become bigger than the brand and was becoming as much a constraint as a driver of growth. Throughout 'i-am' pointed to a series of new thoughts that would take the brand on and make it a differentiated and compelling offer for today's sophisticated customer.

The Result:

The French Connection management team have taken the 'i-am' review findings and proposals into consideration as part of their decision making process for the future.

