Empowering Local Brands Through Strategic Branding: Case Of MFD Studio

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ABSTRACT

The rapid growth of Indonesia's fashion sector contributes significantly to the creative economy. This is influenced by the post-pandemic shift in consumer behavior, making the Indonesian fashion market more competitive. Indonesia's local brands face challenges in competing in this Red Ocean market. One of the local brands facing this challenge is MFD Studio, a local fashion brand from Bandung. MFD Studio faces a challenge in building a strong brand identity and differentiating itself from competitors. This research was conducted using a qualitative approach with semi-structured interviews to explore internal and external perceptions of the brand. Moreover, secondary data analysis was conducted in journals, social media, and e-commerce. The data analysis was developed using brand audit analysis and value proposition canvas in terms of thematic analysis. The results identified that MFD Studio was experiencing challenges in terms of brand awareness and a mismatch between the visual elements and the values it wanted to deliver. According to the analysis results, a comprehensive improvement branding strategy is proposed, focusing on improving a more consistent brand visual identity, strengthening more precise values, and optimizing the use of digital channels to increase interaction with consumers. This strategy is expected to increase brand awareness, strengthen customer loyalty, and drived increased conversion, ultimately strengthening MFD Sttudio's competitive position in the Indonesian fashion market.

INTRODUCTION

The fashion sector is one of the largest contributors to Indonesia's economy. According to the Ministry of Tourism and Creative economy report, in 2023, the subsector fashion is the main contributor to creative economy export with a contribution value of US$6,56 million or equivalent to 55.25% of the 100% total export value (Kementerian Pariwisata dan Ekonomi

Kreatif, 2023). This impact on the fashion industry led to expected growth. Indonesia's fashion market is expected to show an annual growth rate (CAGR 2024 – 2029) of 4.26%, resulting in a projected market volume of US$9.51 billion by 2029 (Statista, 2023). The constant growth of Indonesia's fashion sector is being driven by the shifting of fashion consumerism behavior in Indonesia. Since the COVID-19 pandemic outbreak, with the restriction regulations, consumers have turned to online shopping, accelerating the growth of fashion e-commerce. A study from Bain & Company highlights that fashion was one of the best-performing sectors in Southeast Asia throughout the pandemic, and Indonesian customers grew to favor local brands due to accessibility restrictions and support for local businesses (Roberts, 2021). The shifting buying behavior in online commerce led to a massive number of new local brands.

According to the Hinton Magazine (2023), Indonesia's fashion market has been saturated due to the increasing number of brands and the impact of digitalization and social media marketing. This saturated market creates a choice overload, in which consumers are confused about which brand to choose. This presents a new challenge for both new and existing businesses. MFD Studio is a women's fashion brand based in Bandung, West Java. MFD Studio offers daily basic clothes such as shirts, blouses, outerwear, pants, and skirts. Since its establishment in 2021, MFD Studio has faced challenges in competing with other local brands. According to its initial research with 142 respondents, 61.3% of respondents do not know MFD Studio, 53.5% have never heard of MFD Studio from either friends or colleagues, and half of the respondents feel unfamiliar with the logo. This initial study indicates that MFDStudio lacks brand awareness due to its unclear brand identity.

Figure 1 MFD Studio's Brand Awareness
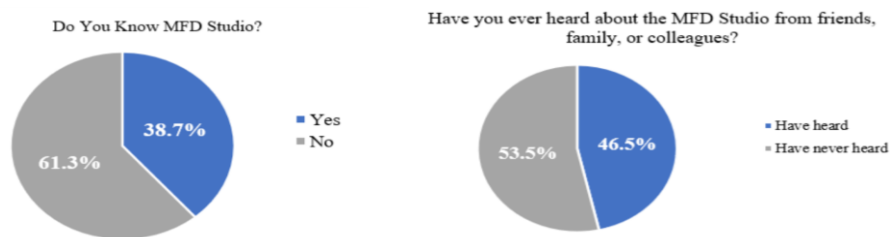
Source: Preliminary Research Data, 2024

These conditions affect the MFD Studio's conversion rate. According to the internal report, from August 2023 to August 2024, MFD Studio still needs to achieve its conversion target. There are significant conversion gaps between the actual and target in each month, indicating that the predetermined revenue cannot be achieved. The unachieved target leads to a decrease in revenue and profitability that has multiplier effects of unstable cash flow and affects the operational capability.

Figure 2 MFD Studio's Conversion Rate 2023 - 2024
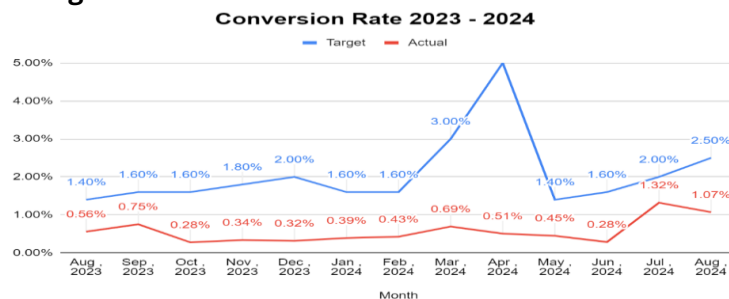
Source: Internal Data, 2024

Therefore, strong branding strategies should be applied to create a clear, consistent, and customer-centric identity. Consistent brand identity is the main formulation to building brand trust and creating emotional attachment with consumers, which drives to enhance the opportunity for conversion (Keller, 2020).

LITERATURE REVIEW

Branding

Branding creates mental structures that help consumers organize their knowledge about products and services in a way that clarifies their decision-making and, in the process, provides value to the firm (Kotler & Keller, 2016). Nowadays, branding and brands are more than just names and symbols; but it involve image, reputation, and perception from the customer's perspective (Permana, 2023).

Brand Audit

A brand audit is a comprehensive marketing audit with an emphasis on streamlining all marketing activities of the enterprise (Zozul'ov & Gnitetskyi, 2022). Brand audit development identifies internal and external analysis, known as brand inventory and brand exploratory (Keller, 2020) (Zozul'ov & Gnitetskyi, 2022) (Dagustiani, Buchroy, & Satya, 2015).

Brand inventory provides a comprehensive profile of how a company markets and brands its products and services. A study by Keller (2020) shows that internal aspects such as brand names, logos, symbols, characters, packaging, slogans, and other trademarks that are associated with brands and products are analyzed through brand inventory. Moreover, identifying marketing activities, corporate culture, and brand perception by employees and top management is also necessary to evaluate the brand inventory (Zozul'ov & Gnitetskyi, 2022) (Dagustiani, Buchroy, & Satya, 2015).

Brand exploratory emphasises the external aspect, which is highly connected to customers and competitors. This analysis involves brand associations, perceptions, consumer behaviour, market trends, and competitive environment (Keller, 2020) (Dagustiani, Buchroy, & Satya, 2015) (Zukhufani & Ratnasari, 2022).

Customer-Based Brand Equity

Building a strong brand involves four steps: (1) identifying and establishing the right brand identity by deep and broad brand awareness, (2) creating the right brand meaning through strong, favorable, and unique brand associations, (3) generating a positive, approachable brand response, (4) fostering a brand relationship with the customer that identified intense and active loyalty (Keller, 2020). Achieve these four steps involves six integrated brand-building blocks: (1) brand salience, (2) brand performance, (3) brand imagery, (4) brand judgments, (5) brand feelings, and (6) brand resonance.

Figure 3 Customer-Based Brand Equity
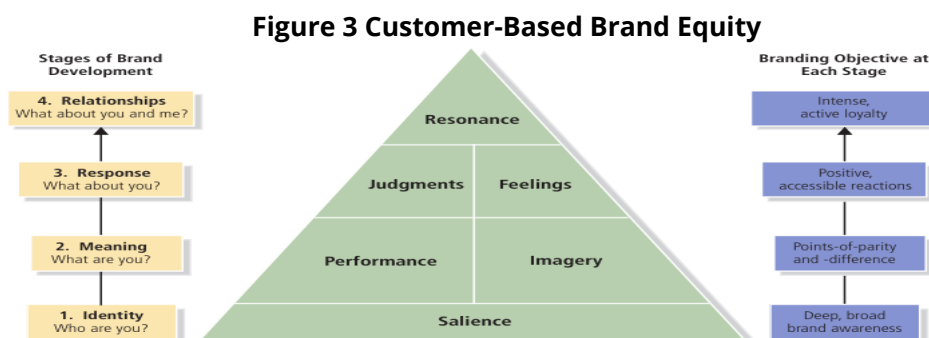
Source: (Keller, 2020)

Achieving the right brand identity involves establishing brand salience, which is related to the level of customer awareness about the brand. At the same time, brand meaning refers to how the brand is portrayed and what it is supposed to represent in the minds of customers. To create a brand meaning, establish a brand image associated with the brand and how customers perceive it are needed. In order to evaluate the brand's meaning and identity, the brand response is developed to define a customer's opinion and feelings based on their interaction with the brand through its marketing activities, and other information sources. The final position of the CBEE is a brand relationship, which focuses on the level of connection between the brand and the customers. The relationship is evaluated through the brand resonance aspect, which refers to the depth of the psychological connection between the customer and the brand (Keller, 2020).

Segmentation, Targeting, and Positioning

Marketing has two main targets, attracting new customers by providing a set of benefits and maintaining customers by providing satisfaction with the fulfillment of customers' needs and desires (Kotler & Armstrong, 2018). Therefore, to successfully satisfy customers' needs and wants, the company should define which customer segment the company will serve. Market segmentation is the process of dividing the market into groups with different characteristics, needs, wants, and behaviors. Markets with similar characteristics become the target market. Through the target market, the company is able to determine the market position and the added value of the product (Kotler & Armstrong, Principles of Marketing, 2018).

Value Proposition Canvas

The value proposition canvas determines whether the product created fits the market. The value proposition canvas is divided into two aspects: (1) value map and (2) customer profile (Osterwalder, 2014). A value map defines a set of values that a company has designed to attract the potential consumer. It mapped into three important parts: (1) Gain creators, (2) customer pains, (3) product and services. In addition, customer profiles describe the specific customer jobs, pains, and gains of customer segments. Identifying customer profiles and value maps is necessary to find the conformity between customer and company. The match between the value proposition and the value map indicates that the company's product has been accepted by customers, which is known as a product-market fit (Johansson, 2017).

METHODS

This study uses qualitative methods to explore the internal aspects of the brand and to explore consumers' perceptions of the brand more in-depth. Data was gathered through primary and secondary data mining. The data was collected through a semi-structured interview approach with the founder of MFD Studio, referring to the brand inventory evaluation. Moreover, the brand exploratory analysis was conducted with existing customers to explore the consumers' opinions, perceptions, awareness, knowledge, feelings, and behavior towards MFD Studio and daily basic clothing. The sample size of the in-depth interview is guided by the studies of Subedi (2021), which qualitative research focuses on the in-depth exploration of the study; thus, a small sample allows for an in-depth understanding of the phenomena. Therefore, the number of participants interviewed was set at 13 respondents to maintain the information enrichment and detail orientation. Furthermore, secondary data was collected by journal, e-commerce, and social media scraping to complement the primary data.

The primary data from the semi-structured interviews will be analyzed using the thematic analysis approach. The thematic analysis identifies the key concepts and meanings of each data and assigns labels or codes to these concepts (Brailes, Tragou, & Papachristopoulus, 2023). Therefore, using thematic analysis helps the analysis process to gain more understanding and

insights. Moreover, data and theory triangulation were conducted to validate the interview findings.

RESULTS

Brand Audit Evaluation

Brand audit evaluation is carried out by identifying the internal side of MFD Studio, referring to brand inventory, and the external side, which is known as brand exploratory.

Brand Inventory

MFD Studio products are generally divided into two categories: basic daily and seasonal products. Basic products are commonly used daily, such as shirts, pants, and blouses. Meanwhile, seasonal products are launched during certain moments, such as Eid Fitr and Christmas. MFD Studio offers basic daily products in the price range of Rp150.000—Rp249.000 and seasonal products in the price range of Rp349.000—Rp499.000. The products are available on e-commerce sites Shopee and TikTok. However, 90% of purchases are on Shopee. To promote its products and brands, MFD Studio maximizes its digital platform using Instagram and TikTok as its main social media platform. MFD Studio allocates strategy to advertising, endorsement, and payday discounts to gain sales.

Table 1 Four Ps Elements Of MFD Studio

Four Ps Elements		
Product Category	Basic daily products	Seasonal Products
Type of product	Shirts, Pants, Blouses	Lace outerwear, dresses, kurung shirts, abaya
Price Range	Rp150.000-Rp249.000	Rp349.000 – Rp 499.000
Place	Shopee and TikTok	
Promotions	Advertising, influencer endorsements, discount programs	

Source: Research Data

MFD Studio's name comes from the initial names of the founders and co-founders. Their initial vision was to create a women's brand, so the founders chose blossom flowers as their logo. The blossom flowers represent women themselves, where women can be beautiful in their own way, just like flowers that have their beauty and uniqueness. The logo is illustrated in mauve colors, showing that MFD Studio's brand colors are a rose gold-mauve palette. However, MFD Studio does not have typography, graphic elements, and other elements related to brand visuals.

Figure 4 MFD Studio's Logo

Source: MFD Studio, 2024

MFD Studio values its brand as timeless, versatile, and inclusive. MFD Studio wants to provide products that can be worn for a long time, are comfortable to use on various occasions, and can be used by anyone regardless of age, gender, size, and skin color. Therefore, MFD Studio creates products with premium-high quality materials to make them durable and able to be used for years. MFD Studio gets 4.9 out of 5 stars from a total of 274 reviews on Shopee. Most customers said that MFD Studio provides good quality and comfortable products. Moreover,

MFD Studio offers product products that are unique and innovative. One of the innovations that MFD continues to explore is making one piece of clothing that can be used in several models and styles. For example, MFD Studio's lace outerwear can be used in six different styles with the addition of buttons and belt features. Thus, it creates added value to the products and the brand itself.

Furthermore, MFD Studio has two main branding strategies: social media content and product launch campaigns. Social media content aims to create brand awareness through feeds, reels, and stories. product launch campaigns are created to raise issues related to society and women. Through these types of branding strategies, MFD Studio wants to build product awareness and an emotional attachment with consumers.

Brand Exploratory

According to the interview results, MFD Studio was identified as having a low level of brand awareness. Most of the respondents felt unfamiliar with MFD Studio before purchasing the product. Their familiarity only emerged after interacting directly with the product through purchases, e-commerce recommendations, or promotions on social media. Moreover, none of the respondents mentioned MFD Studio as top-of-mind when discussing basic fashion products. According to the social media scraping analysis, most of the audience did not know the MFD Studio product in the influencers' video promotions.

These results indicate that audiences did not recognize MFD Studio and its product before the purchase activities. MFD Studio still needs to strengthen its association with the basic fashion product category. Therefore, the brand could be the top-of-mind when consumers want to purchase basic fashion items.

In contrast, The brand performance evaluation of MFD Studio shows that the brand has strengths and weaknesses in several aspects. The majority of respondents are satisfied with fulfilling consumer needs from product quality. Products such as wide pants and oversized shirts by MFD Studio received positive responses for their comfortable materials and designs that meet consumer preferences. However, some consumers feel that MFD Studio still lacks a variety of basic products, whereas consumers feel that the brand catalog is still very limited, especially for other types of basic clothing such as t-shirts, sweaters, jeans, or blouses. Consumers felt that MFD Studio had a good level of responsiveness, and the product prices were still reasonable and commensurate with the quality provided.

Moreover, in terms of brand imagery, consumers assess MFD Studio's brand imagery as feminine and girly images, casual, simple, modern, and versatile impressions, as well as the versatility of products that can be used on various occasions. The associations with feminine and girly can be seen from the perception of the majority of respondents, who automatically associate MFD Studio with elements such as the pink colors, clothing models with the female segment, and the visual dominance of women on social media channels. Consumers feel that the unisex branding has not been significantly visible. This is a challenge for MFD Studio, considering that currently, 55.69% of MFD Studio consumers are men.

MFD Studio's brand credibility is also reflected in consumers' trust in the materials and production process. Consumer trust is further strengthened by MFD Studio's not overclaiming its products' quality, where the material quality is similar to that of a well-known brand. In addition, MFD Studio's responsiveness to complaints shows that its brand is committed to maintaining its reputation and customer relationships. However, with its high product quality and credibility, MFD Studio lacks the ability to build emotional attachments with consumers. Consumers said their purchasing decisions are mostly based on the product's attractiveness rather than on the emotional connection with the brand.

This indirectly affects the level of customer loyalty. According to the interview results, most respondents are fairly willing to repurchase because of the quality of the product.

Consumers are interested in repurchasing MFD Studio products, especially if the brand launches new products that suit their preferences and are of good quality.

Value Proposition Canvas
This part addressed the customers' needs, wants, motives, and preferences regarding basic daily fashion and MFD Studio products. After that, MFD Studio and its products were analyzed to assess whether the products offered could answer consumer desires.

Customer Profile
Most respondents need products with quality materials that provide comfort for daily use. Consumers are looking for products that are lightweight, absorb sweat, and are not itchy, making it easier for their mobility. Moreover, regarding personal style, customers prefer a simple, versatile, casual, and minimalist style with neutral colors. This is also influenced by the background of consumers with a high intensity of activities, so they need products that can be used on various occasions.

Moreover, they are looking for simple, casual, and minimalist products that are easy to mix and match. Therefore, they do not need to buy many fashion items to get a sophisticated look. Consumers with minimalist preferences are satisfied with a small number of clothes but with good quality and matching clothes that can worn for a long time (Sobreira & Mantovani, 2024). Hence, customers with this preference have a low buying frequency. Most of them buy products depending on their occasion needs.

Due to their high mobility, they have limited time to go shopping. Therefore, most of them buy products online. However, they have some concerns about shopping online. They are worried about the product's quality, which is unsuitable for their desires. Moreover, it is not uncommon for a consumer to experience overclaimed product quality, where products displayed on their platforms do not match the products they receive. In addition, most local brands use models with ideal weight and height for their product catalog. Thus, when consumers purchase and use products, they are less suitable for consumers' bodies. The uncertainty in quality, sizing, and model concerns affect buyers' purchasing tendencies (Dong, 2022). Moreover, consumers with small, big, and tall body types feel the pain point of limited sizing when buying fashion products. Currently, few local brands provide clothing sizes suitable for special body types. Most local brands only provide sizes in all sizes, small, medium, and large sizes.

The findings identified the customer's gains in durable and comfortable products that are easy to style and fit to personal style. Most of the respondents aim to have a comfortable and durable product that can be used in the long term, both in terms of style and material quality. Besides having comfortable and durable products, customers want products that make them feel confident and presentable.

Respondents want clothes with a statement look to support their appearance, which illustrates their gains in easy-to-style fashion. Moreover, to create an easy-to-style fashion, neutral and timeless designs are key to creating a neat and stylish look without much effort. This concept refers to the capsule wardrobe concept. A capsule wardrobe is a small personal closet that is chosen to contain basic, timeless, classic, and necessary pieces of apparel that are appropriate for any season (Bang & DeLong, 2022).

Value Map
To mitigate the pain point, transparent product descriptions should be developed to enhance the level of trust. The information related to characteristics, features, durability, and size should be delivered on e-commerce and social media platforms. Moreover, to overcome the mismatch model, it can be supported by recommendations or tips on the right size for each body type.

MFD Studio should extend its size range to cater to the market with special body types. They also could create an innovative adjustable product. Thus, the product can be used for any customer. In addition, enhancing product accessibility by participating in offline events such as offline bazaars and fashion exhibits will strengthen brand trust.

To fulfill the customers' needs, MFD Studio should focus on the quality of the products. Creating durable products with high-quality materials will increase the lifespan of the product. However, MFD Studio should ensure the comfort level. The product must provide the consumers with high mobility, so it utilizes soft, breathable, and sweat-absorbing materials. Furthermore, the product models should be versatile, minimalist, and stylish designs to fulfill consumers' desire to look presentable and well-dressed.

Figure 4 Value Proposition Canvas
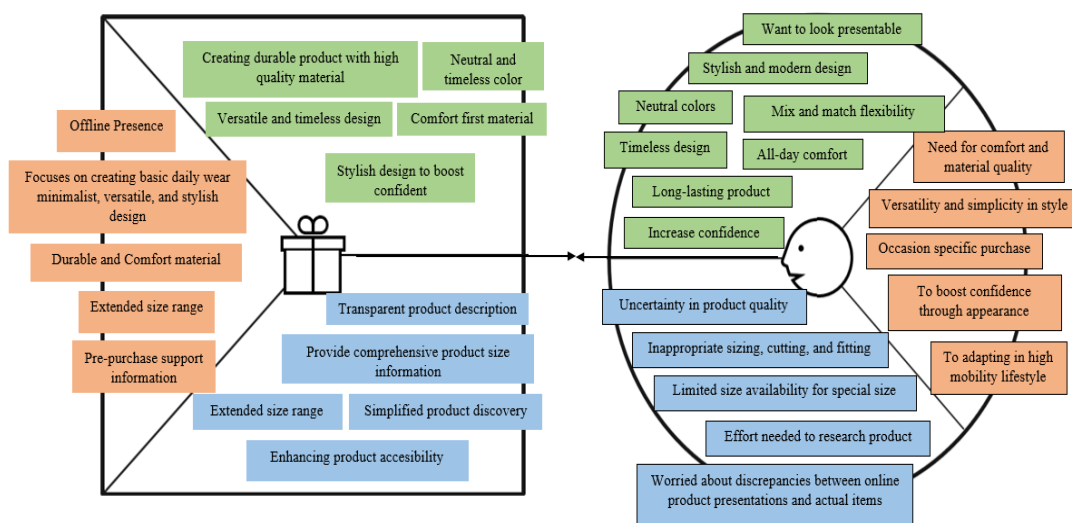
Source: Research Data

: Customer Jobs, Product and Services
: Pain, Pain Relievers
: Customer Gains, Gain Creators

DISCUSSION

According to the analysis results, MFD Studio has good product quality. However, the brand image is still inconsistent. Currently, MFD Studio has a male market segment, but the brand image tends to be feminine. This phenomenon could reduce the revenue opportunity. Moreover, they have not effectively communicated their core values regarding brand visuals and brand strategies. Therefore, an improved branding strategy is urgently needed in MFD Studio's case.

Proposed Segmenting, Targeting, and Positioning

To develop an improved branding strategy, it is necessary to define the segmentation, targeting, and positioning of the brand to provide a strategic basis for building a relevant and effective brand. The market groups are classified based on geographic, demographic, psychographic, and behavioral characteristics.

Table 2 Proposed Segmentation

Segmentations	Types of Segmentation	Description
Geographic	Country	Indonesia
	City	Jakarta, Bandung, Yogyakarta, and other big cities in Indonesia.
	Density	Urban
Demographic	Age	21 – 40
	Gender	Female and Male
	Occupation	Young professionals, Corporate employees, Government employees, Entrepreneur
	Income	Middle to upper-class
Psychographic	Lifestyle	• Consumers who have an active lifestyle with a high level of mobility need comfortable and versatile clothing for various occasions • Consumers who are looking for simple clothes with minimalist designs that are easy to mix and match. • Consumers who make fashion or appearance one of the important things (Want to look presentable and well-dressed). • Boosting confidence through appearance.
Behavioural	Purchasing behavioral	• Consumers prefer shopping through online platforms. • Purchase frequency is relatively low, but the frequency might be increased at offline fashion events (bazaars)

Source: Research Data

MFD Studio's focuses on creating a brand image emphasizing elegant simplicity and premium quality with timeless and versatile design. The product should be designed with a minimalist aesthetic that will give the impression of being organized and neat, which can give the impression of being organized and neat, thus making the consumer feel more confident.

Proposed Rebranding Visual

Branding improvement is done through partial branding due to the brand's consistent value, which has a chance to maintain and become a brand's competitive advantage. The partial branding involves upgrading the visual elements along with supporting strategic initiatives to create a better brand image.

1. Rebranding visual

The upgraded logo should portray an elegant, timeless, and versatile impression with a minimalist, modern, and memorable design. The proposed logo has a white background and black color with a simple font size. The elegant and clean font, along with the neutral colors, give a modern, minimalist, professional, and sophisticated impression. (Chandra, Halim, & Yuwanto, 2019)

Figure 5 Value Proposition Canvas

MFD STUDIO

Source: Author, 2024

Moreover, the brand color should be consistent to get recognition from consumers. The chosen color palette should portray its value. Two recommended color palettes are monochrome and earth tone. Monochrome colors portray premium, timeless, minimalist, and modern. Meanwhile, earth tone gives a warm, friendly feeling, which accentuates the impression of versatility and can be combined with monochrome colors.

Figure 6 Proposed Brand Colors

Source: Author with adopted photos from Pinterest, 2024.

In addition, consistent typography should be developed to strengthen its brand image. Typography should give the impression of being professional, clean, and easy to read and reinforce brand values. Three proposed fonts, Alice, Agrandir, and Lora, emphasize simplicity, modernity, and timelessness.

Figure 7 Proposed Typography

MFD Studio - Alice

MFD Studio – Agrandir

MFD Studio - Lora

Source: Author, 2024

2. Digital Rebranding

Due to the rapid growth of digitalization, rebranding should also be implemented digitally. MFD Studio can develop a website with user experience and responsive user interface design to ensure visitors can enjoy a comfortable experience. The brand colors and typography should be implemented to create a signature brand identity.

Figure 8 Proposed Website Mockup

Source: Author with adopted photos from Pinterest, 2024

In addition, social media optimization is essential for building relationships with local audiences and communities. Creating consistent visual content with the same color palette to ensure visual uniformity. This proposed social media visual uses a minimalist style with a neutral color palette such as beige, black, white, and earth tones approach. These elements are to give a more modern, timeless, and unisex impression aligned with the brand positioning. The visual composition is designed to be clean and aesthetic, with a simple background that emphasizes the product as the main focus.

Styling of male and female models was also chosen to create a sense of inclusiveness, while product details such as texture, cutting, and wearability were shown to communicate the premium quality and relevance of the products for everyday needs

Figure 9 Proposed Social Media Visual

| **Existing** | **Proposed** |
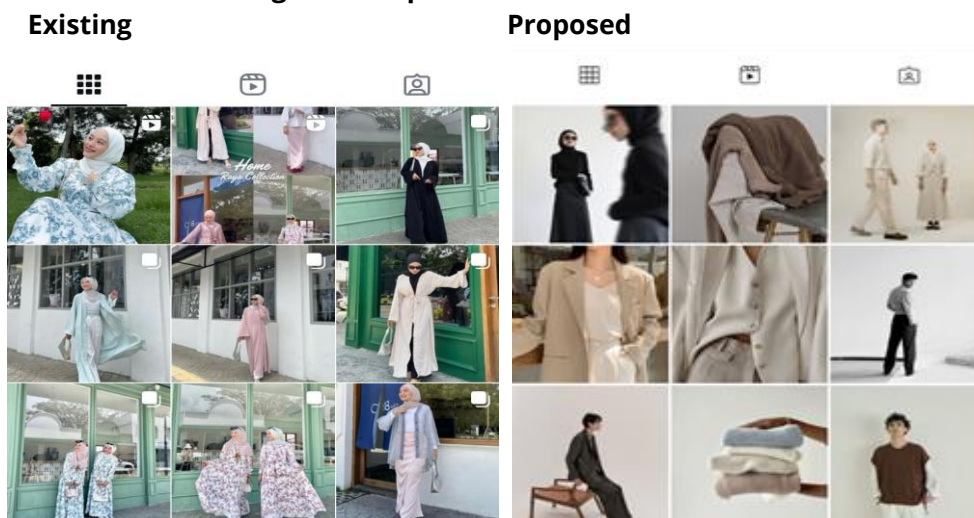
Source: Author with adopted photos from Pinterest, 2024

3. Campaigns

Emotional branding influences customer engagement and brand loyalty, which results in positive word of mouth, repurchase intentions, and a willingness to pay more (Gokarna, 2021). This strategy could be asses by creating campaigns that appeal to the consumer's emotional state, ego, needs, and aspirations. Therefore, the author proposed two campaigns that MFD Studio can undertake to increase consumer engagement and strengthen brand positioning by influencing their emotions.

Table 3 Proposed Campaigns

Campaigns	Be the First to Try: Your Voice Matters	Face of MFD Studio: Be the One
Objective	Invite the audience to try MFD Studio's new product before launch and provide helpful feedback.	Provide opportunities for consumers to become MFD Studio catalog models and be part of the brand's journey.
Benefit	• Gain insight from potential customers on product quality, design, and appearance. • Increase engagement through participatory content. • Establish a brand image that cares about customer needs.	• Strengthen brand identity through collaboration with consumers. • Increase emotional connection with the audience.

4. Creating Tagline

A value tagline must be built to strengthen the brand's position at the top of consumers' minds. Currently, MFD Studio does not have a tagline that describes the brand value, making it difficult for consumers to recognize the brand. The tagline should reflect the brand value and be easy to remember. The proposed tagline is ' Simplicity with Purpose,' this message describes MFD Studio's timeless and versatile products.

5. Participated in Fashion Events

To strengthen the brand's position in the market and increase brand awareness, MFD Studio can implement a strategy of participating in fashion exhibitions or events that are being talked about, such as Trademark, Hijabfest, Bandung x Beauty, etc. With this participation, the brand will get exposure, where consumers will start to know and see the brand name.

CONCLUSION

This research found that MFD Studio's position in the Indonesian fashion market is relatively weak, especially in terms of brand awareness and brand identity. Although MFD Studio offers good quality, innovative, versatile designs with high-quality materials, consumers tend to be less familiar with it. Most of the respondents admitted that they did not recognize MFD Studio before purchase, even after they had been purchased. This indicates that MFD Studio has low brand awareness.

In addition, MFD Studio is associated with women's products, although the brand has started to offer unisex products. This identified that MFD Studio has an inconsistent identity, where the brand is perceived as feminine, which hinders its penetration into the men's market. In conclusion, MFD Studio has an advantage in product quality but low brand identity and awareness.

MFD Studio needs to develop strategies to clarify its visual identity and increase awareness. Although the product is well-received and high-quality, MFD Studio should strengthen its brand image among men and women consumers.

SUGGESTION

To strengthen MFD Studio's position in the Indonesian fashion market, MFD Studio must build consistency in branding and visual identity. This included a partial rebranding, which refers to visual rebranding by updating the logo, color palette, and typography to make the brand more reflective of its timeless, elegant, and versatile values.

A more minimalist and gender-neutral visual design will help MFD Studio expand its market reach, given that male consumers currently make up a significant portion of MFD Studio's product segment. Furthermore, to increase brand awareness, MFD Studio should strengthen its presence on social media by utilizing the platforms they have built to interact with consumers. Storytelling campaigns are also needed to build emotional attachment, supported by collaborations with influencers to help introduce the brand to a broader audience. Improving the quality of visual content and aligning it with brand values and product benefits will create a deep connection with customers, increasing the likelihood of repeat purchases and loyalty.

Moreover, Evaluating how visual branding affects consumer perception might help guide future research. It would be beneficial to conduct in-depth research on how modifications to visual branding might affect consumers' perceptions of a brand's quality and worth. Furthermore, future research can develop tactics to boost consumers' loyalty so that MFD Studio can compete in the market.

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