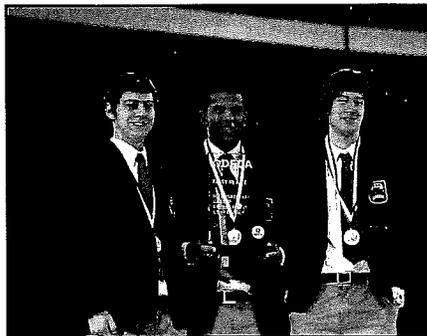


2012 INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

Written Event Winners



FASHION MERCHANDISING PROMOTION PLAN

1st Place

Navya Cherukuru
Pooja Pandey
Sanjeev Ranga
Monta Vista High School, CA

2nd Place

Maria Dillman
Dan Sepe
Badger High School, WI

3rd Place

Kaitlin Siemering
Woodinville High School, WA



TOMS

FASHION MERCHANDISING PROMOTION PLAN

Monta Vista DECA

Monta Vista High School

21840 McClellan Road

Cupertino, CA, 95014

Navya Cherukuru, Pooja Pandey, and Sanjeev Ranga

April 31st, 2012

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I. Executive Summary

The TOMS™ Proposal

Apparel is more than a simple aesthetic: it's a choice. TOMS™ Shoes acknowledges this concept and capitalizes upon the emotional decision within a transaction. Namely, when a customer purchases a pair of shoes, in actuality, they are purchasing two. **One for them, and one for a child in need.** Blake Mycoskie, CEO and founder, envisioned a company that would instill a moral citizenship to consumption, transforming shoppers into proponents of charity by providing help for those in need: since TOMS™ donates a pair of shoes for every pair purchased. TOMS™ has expanded since 2006, to a flourishing company that sells shoes, shirts, and eyewear, all operating under the "One for One™" policy. Shoes for Tomorrow™, known as TOMS™, has changed the industry as we know it, creating brand new horizons for the future. Through the Time for Tomorrow™ Spring 2011 Promotional Plan, TOMS™ will become the premiere choice for footwear.

The Problem

In a market crowded with competitors, TOMS™ aspires to stand out among retail giants such as Vans, Converse, and BOBS by Sketchers. A major setback TOMS™ faces is that, as a young company, all of our competitors have the advantage of having been around longer than we have and consequently have an established customer base. It is paramount that TOMS™ increases its customer base by means of new promotional and marketing activities. An increased customer base is an easily achievable goal for a company of TOMS™ stature through increased awareness of the company's unique proposal of charity through capitalism.

Time for Tomorrow™ Objectives

Through successful implementation of the Time for Tomorrow™ promotional plan TOMS™ will achieve the three proposed objectives: increasing our customer base, improving customer loyalty, and establishing a unique brand equity. The Time for Tomorrow™ promotional plan will increase TOMS™ customer base through an aggressive media and advertising effort to penetrate our target market to its fullest potential. To improve customer loyalty we will capitalize on our customer's response to incentives. In order to establish unique brand equity, TOMS™ will market itself as a platform for social responsibility, helping consumers help others. By associating TOMS™ with social responsibility we will create a TOMS™ culture ingrained in moral citizenship through consumption. An established positive affiliation between TOMS™ and philanthropy ensures a favorable perception of TOMS™ in the consumer's mind. This perception will go a long way in not only attracting customers to TOMS™ during the Time for Tomorrow™ promotional plan but in creating a long lasting impact that will reverberate in the minds of consumers whenever they are in the market for footwear.

TOMS™ Target Market

TOMS™ serves various clienteles, ranging from toddlers to ballerinas to brides and grooms. Our primary target market for this seasonal plan consists of higher-income women, ages 26-45. Our secondary market is our already established customers, principally young women and men, ages 14-22, from higher-income households. Both target markets aspire to fulfill their social responsibility and would leap at an opportunity to be a proponent of charity through consumption.

Proposed Methods of Advertisement and Publicity

TOMS™ will fulfill the outlined objectives through a four-pronged advertising effort utilizing visual and written media, viral marketing, and electronic advertising. By advertising our new line, TOMS™ by Stella, in Vogue we will appeal to our primary target market through a trusted source which influences a bulk of their purchases. A book signing event with CEO and founder, Blake Mycoskie, will foster an intimate connection between our customers and the brand, further enhancing the TOMS™ culture. Collaboration with LOOK-BOOK.nu, an online street fashion blog, will yield maximum impact by allowing us to reach a large number of potential customers. The launch of our new TOMS™ Totes will be advertised throughout the retail establishment, and by marketing representatives in store, hence expanding our mission to address not only poverty, but education as well. Our final and most global advertising effort will be our One for Japan design contest, which will diversify our customer base while still sticking to our core values of social responsibility.

Analysis of Proposed Campaign

The Time for Tomorrow™ Promotional Plan succeeds in achieving the three objectives needed in order to take TOMS™ to the top of its market. It rectifies the current shortcomings of a limited customer base, low customer loyalty, and the absence of brand equity. The Time for Tomorrow™ Promotional plan will create a TOMS™ that still appeals to its previous target markets while attracting brand new ones. The Time For Tomorrow™ Promotional Plan has an expected budget of \$ 55,925. From this investment of \$55,925 you will make a **return on investment of 105% which is \$1,797,588.** The plan will result in a more widely known and accepted TOMS™, a platform of charity through consumption.

II. Description of the Store

TOMS™ is a revolutionary shoe company, with every pair purchased TOMS™ donates a pair to a child in need. TOMS™ is a for-profit company founded in 2006 by Blake Mycoskie based in Santa Monica, California. Mycoskie's vision for the TOMS™ mission statement was fueled by a trip to Argentina, where he encountered abject poverty and felt motivated to become the proponent of positive change. He took the traditional Argentinian Alpargata shoe and reinvented it for the U.S. market with a simple goal in mind: to show how together, we can create a better tomorrow by taking compassionate action today.

Mycoskie chose to create a business rather than a charity due to the sustainable fashion of a business which would allow it to last longer than a charity and thus create a longer-lasting impact. TOMS™ believes that by providing children with shoes they will enable them access to an education since in these countries, schools are scarce and usually far away, making it hard for children to have to walk barefoot for miles to get to class. Through an education these children can go on to change their own lives. TOMS™ operates a non-profit subsidiary known as Friends of TOMS™, and through them TOMS™ donates thousands of shoes to children in need worldwide every year. To date TOMS™ has donated over 1,000,000 shoes in more than 20 countries globally.

We chose the Nordstrom's in San Francisco's Union Square as the venue to serve as our marketing base for the Time for Tomorrow™ Promotional Plan. Nordstrom's, Inc., a department store, is a retailer of TOMS™ shoes, and carries high-end, luxurious products ranging anywhere from apparel to home furnishings. A store with a strong customer loyalty program that caters to higher income households, Nordstrom's is the perfect place to carry out our Time for Tomorrow™ Spring 2012 Promotional Plan for TOMS™. Situated in Union Square, this Nordstrom's is a prime location due to the high influx of fashionistas year round. By promoting TOMS™ at this location, we will be sure to target the trendsetters who will organically spread the word of TOMS™ to the rest of the fashion industry.

Target Market

TOMS™ caters to the philanthropic fashionista -- higher income women, aged 26 – 45, looking for the latest trends while feeling obligated to shop as philanthropically as possible from a sense of social responsibility. Market research shows that when given the choice to shop and give back in the process or shop for purely consumption needs, customers overwhelmingly chose the first option. This data proves that TOMS™ will be catering to a market that is willing to spend money to help others. TOMS™ secondary target market will consist of our already established customers, principally young women and men, ages 14-22, from higher-income households. This age group has grown up in a society whose mantra is to go green, and would not hesitate to make TOMS™ their number one

choice for footwear.

Promotional Overview

TOMS™ will hold the Time for Tomorrow™ Promotional Plan throughout the month of May 2012. The Time for Tomorrow™ Promotional Plan contains a revamped advertising program, promotional events, and partnerships. The new advertising media and promotional events will further the TOMS™ unique selling proposition of charitable consumption and utilize previously untapped marketing strategies to effectively penetrate our target market. By successfully reaching our target market, The Time for Tomorrow™ Promotional plan will also achieve our objectives to increase our customer base, improve customer loyalty, and establish a unique brand equity.

Overarching Goal

By implementing the Time for Tomorrow™ Promotional Plan, TOMS™ will see an increase in customers and consequently, an increase in revenue. The use of the Time for Tomorrow™ Promotional Plan nationwide will successfully boost TOMS™ overall revenue and achieve the objectives of the campaign on a national scale. It is the conglomerate of the TOMS™ innovative designs and their philanthropic mission that allows TOMS™ to be not only a socially responsible asset to society, but a highly profitably firm.

III. Objectives

The over-arching goal of this seasonal sale promotional plan is to attract more customers through various events that will not only lead to higher profits, but also spread the TOMS™ message of philanthropic capitalism. In order to escalate sales, the following objectives must be met:

-  *Increase customer base:* By utilizing previously untouched methods of marketing, and introducing new products to target specific consumers while offering a unique selling proposition of charitable consumption, TOMS™ will expand its reach resulting in a long -lasting increase of customers.

-  *Improve customer loyalty:* Through the means of incentive driven programs such as coupons, text message updates, direct mail, and the use of a customer database, we will keep customers coming back and make TOMS™ their number one choice for footwear.

-  *Establish unique brand equity:* TOMS™ will establish unique brand equity by capitalizing on its unique selling proposition. By making TOMS™ synonymous with philanthropy and charitable consumption, we will position it as a one-of-a-kind company that differentiates itself on the basis that it allows its customers to fulfill their social responsibility.

IV. Schedule of Events

The Time for Tomorrow™ Spring 2012 Promotional Plan will take place in the month of May 2012, in order to take advantage of spring/summer apparel shopping craze. We will kick off the month with a design contest and brand new products for our customers to enjoy. In the middle of the month, on May 19th, TOMS™'s resident visionary and CEO, Blake Mycoskie will give a guest appearance. Throughout the month we will be heavily advertising through various forms of media. We will also be maintaining a new, welcoming, in-store TOMS™ display area.

Event	Date
Start of Time For Tomorrow™ Promotional Plan	May 1 st
Blake Mycoskie Book Signing	May 19 th
Deadline for Design Contest	May 28 th
End of Time For Tomorrow™ Promotional Plan	May 31 st

A. Special Events

1. TOMS™ Totes

TOMS™ has expanded their product line to carry both shoes and eye-wear for the One for One™ movement. With our Time for Tomorrow™ promotional plan, we will add one more prong to the TOMS™ namesake: TOMS™ Totes. In the same manner that buying a pair of shoes will provide a pair to someone in need, the TOMS™ Totes, priced at \$60 a piece, will serve to improve education in underprivileged areas. With each purchase of a TOMS™ Tote, a durable bag full of school supplies (e.g. pencils, paper, workbooks, notebooks, etc.) will be given to a student in need. This duality of benefits within purchasing a TOMS™ Tote is imminent: the customer is provided their fashionable carry-all, and TOMS™ humanitarian venture will further itself in the conquest to spread education. To promote the sale of these totes, we will offer 20% off a pair of TOMS™ shoes to customers who purchase a TOMS™ Tote. This offer will run for the first three weeks of May.



Figure 1: TOMS's three products

2. TOMS by Stella™

Stella McCartney is a British fashion designer, and also the daughter of Beatles' member, Paul McCartney. McCartney's clothing line is primarily catered to middle-aged high-income women, and is often made from organic substances and without leather products. We will combine this environmentally friendly aspect with the philanthropic aspect of TOMS™, by having McCartney design a small line of TOMS™ Shoes, pro bono, that reflect the eco-friendliness of the series. By associating with a renowned designer, TOMS by Stella™ are designed to appeal to our primary target market, women ages 26-45. This co-op with Stella McCartney will increase our overall customer base by appealing to our target market and reinforce the TOMS™ brand image through the use of green design.

3. Book Signing



Figure 2: *Start Something That Matters*

Blake Mycoskie, the founder and CEO of TOMS™, wrote a book, *Start Something That Matters*, that chronicled the birth and growth of TOMS™. To promote this book and the brand's philanthropic ideals, Nordstrom's San Francisco Centre will hold a book signing on May 19th, 2012, followed by a presentation by Mr. Mycoskie himself. Mr. Mycoskie's presence within the store will foster an opportunity to personally meet the followers and proponents of his movement, allowing TOMS™ to capitalize upon the psychological relations garnered within a consumer. A personal connection with a company is proven to strengthen the

bond that the company, as a seller, and the customer, as a buyer, have. This event will foster the TOMS™ culture and help increase customer loyalty along with increased brand equity.

4. Shoes for Japan

To include our customers in the company's affairs, TOMS™ will host an interactive design contest, "One for Japan," particularly aimed at funding the environmental crisis in Japan caused by the 2011 tsunami. This event is a reinforcement of TOMS™ presence as a world citizen. Competitors will be required to hand-draw a shoe design, on the available form, that relates to Japan's environmental crisis. This contest will begin at the start of the promotional plan, the deadline for entries will be Monday, May 28th, and the winner will be announced on the last day of this promotional period, Thursday, May 31st. The winning shoe design itself will be launched in the next season so this promotional plan will have an extended impact.



Figure 3: One for Japan

All designs will be posted on the TOMS™ website for voting and the contest will be promoted on the Nordstrom's website as well. Proceeds brought about by the winning shoe design will further the One for One™ concept through shoe drops occurring in Japan. The grand winner of the contest will win a \$500 gift-card to TOMS™ and his or her own pair of the new One for Japan design. This contest will promote TOMS™'s wide spread philanthropic mission whilst simultaneously increasing consumer traffic both online, and in Nordstrom's.

B. Advertising

1. Magazine Ad

As of now, TOMS™ has a diverse array of advertisements in circulation. Print advertisements have appeared in *Teen Vogue* and *Seventeen*, and the brand has been featured in multiple spreads and articles for its philanthropy



Figure 4: Magazine Ad

and creative vision. To advance the brand name and image, the "Time for TOMS™" promotional plan will also have a one-page, full color advertisement in acclaimed fashion magazine, *Vogue*, promoting TOMS by Stella™. The readers of *Vogue* are already familiar with Stella McCartney, and are, conveniently, also the age group from our primary target market. Thus, by giving customers a taste of the familiar mixed with a taste of the new, McCartney's acclaimed green design with TOMS™ that aids to the needy, we will be able to attain a better brand image coupled with an increased customer following.

2. LOOKBOOK.nu

An incredibly popular fashion blog, LOOKBOOK.nu, relies on viewer-based submissions of outfits that are then rated by "hype." In the past, LOOKBOOK.nu has collaborated with brands like H&M and Mango to host various contests where photos submitted under the contest must receive "hype" to win the grand prize. The TOMS™ site already features a "How We Wear Them," section that allows consumers to submit photos of them wearing their TOMS™. This feature will simply be integrated into the LOOKBOOK.nu site, through ads and side banners, where users will be encouraged to put up photos of themselves wearing their TOMS™ for the duration of the "Time for TOMS™" promotional plan.

3. QR Code

QR Codes are a very popular new method of advertising. QR codes, which resemble bar codes, can be printed onto posters, clothing, and virtually any surface and thus serve as a versatile medium of advertising. We will have QR codes on all our advertisements; customers can scan these codes using the app on their smartphone and will be redirected to the TOMS website.

C. Display

Currently, the TOMS™ section at Nordstrom's is limited to two tables that elicit little customer attention. For the duration of the promotion, we plan on doubling the size of this area. There will be a massive TOMS™ flag as the focal point of the layout to immediately draw attention to the products. Lining the walls will be banners featuring the beneficiaries of the One for One™ movement, including children that have been helped all over the world. More tables will showcase the assortment of shoes, especially the up and coming Ballet Flats collection along with Stella McCartney's line. Two 40 inch TVs airing previous shoe drops and a rug of a world map with TOMS™ flags in countries where TOMS™ has made an impact will also decorate this area. The area will be furnished with plush blue and white couches and welcoming sales associates to create an overall warm and inviting environment. This atmosphere will attract more Nordstrom's customers, and expand publicity of the philanthropy of TOMS™ through the banners.

Furthermore, from the outside of Nordstrom's, there is little way to tell whether TOMS™ will be sold inside. During the Time for TOMS™ Spring 2012 Promotional Plan, the window displays of the southwest entrance of Nordstrom's (entry to the shoe section) will display TOMS™ Shoes in a creative and engaging manner. TOMS™ shoes, boots, and flats will be set on stands of increasing heights, with an enormous TOMS™ flag in the background, and in the foreground, the phrase "Time for TOMS™. Put a *spring* in your step!"

The interior and exterior displays will publicize the brand, and thus help to increase overall Nordstrom's shoe sales. A personal selling area for TOMS™ will go a long way in establishing our brand equity.

D. Publicity

1. Social Media

Millions of people use social media. Facebook alone has 250 million active users with 700,000 new accounts daily. We will create a San Francisco Nordstrom's TOMS™ Facebook page. On this page our customers can "like" our posts and ask us questions. This Facebook page will serve as a platform for us to communicate with our customers. We will post about upcoming events and products. On our Facebook page we will have a contest where whoever gets the most "likes" on a status that has San Francisco Nordstrom TOMS™ tagged in it will get the opportunity to accompany CEO Blake Mycoskie on a TOMS™ shoe drop. The Facebook page will improve our customer loyalty.

2. Hype the Type

To publicize the book-signing event with Blake Mycoskie, flyers with event details will be posted up all around Nordstrom's Union Square. In addition, members of the TOMS™ customer database will receive a postcard reminding them of the event.

3. One for Japan Promotion

Public attention and interest will be necessary for the "One for Japan" design contest to yield the best results. Similar to the book signing event, flyers and cards will be distributed to all customers who shop at Nordstrom's and will be up for display in Union Square. In addition to these physical advertisements, "One for Japan" will be displayed on the company website, TOMS™.com, with access to submitting designs on the site itself.

E. Other In-Store Activities

To promote the products, we will have the sales associates wear TOMS™ shoes, boots, and flats during this short promotional period. This product placement will encourage Nordstrom's shoe shoppers to buy TOMS™, because the stylish and fashionable employees are doing so. The sales employees will not only be dressed for the job, but also they will be passing out flyers and cards for the upcoming TOMS™ events (e.g. Hype the Type, One for Japan) to all customers who purchase products and interact with the sales staff.

Starting in May, we will begin a TOMS™ customer database. From the information in this database we will email coupons and monthly updates about sales and new styles. Due to the database we will also be able to utilize SMS text messaging. We will text customers about sales and special events. During the month of May under the Time for Tomorrow™ Promotional Plan, one day a week at a random time we will offer 10% of all TOMS™ items for an hour at the San Francisco Nordstrom's. We will text our customers 30 minutes prior to the start of the hour to allow them a chance at the discounts. This will not only increase customer traffic, but also brand loyalty.

V. Responsibility Sheet

Responsible Party	Tasks	Frequency	Verification
Store Managers	Oversees and administers planning of all events. Revises Stock Clerk's reports, orders more TOMS™ products, monitors sales trends, and heads staff meetings	Stock Clerk Reports reviewed every 5 days, new TOMS™ products ordered at the beginning of promotional period, monitors and writes trend reports weekly, hold staff meeting bi-weekly	Products ordered should register in Nordstrom's corporate system, all trend reports should be sent back to TOMS™ headquarters
Supervisors	Monitors all employees, physically oversees all events during. Creates and distributes special work schedules implemented throughout promotional period	Employee Reports and evaluations required weekly, work schedules due one week prior to promotional plan's start date	Presence at events can be noted, Employee Reports must be written and turned in to Manager weekly, allowing verification of completion
Sales Floor Staff	Maintain organization and cleanliness on the floor, help customers with products, promote special events, wear TOMS™ shoes throughout promotional period	Daily operating hours of Nordstrom	Supervisors monitor Sales Floor Staff performance
Visual Merchandising	Organize TOMS™ section in the shoe department, with TVs, sofa, etc	Should be done prior to the beginning of the promotional period	Supervisors verify and approve organization and display

VI. Budget

Item/Event	Reasons for Budgeting	Quantity	Price	Projected Cost
TOMS™ Bags	TOMS™ will manufacture these bags for \$17 each (covers the cost of the consumer bag, and donating bag). Nordstrom will buy these in bulk, starting with 500 for \$35 each. They sell for \$60 a piece so Nordstrom will make a profit.	500	\$35 each	\$17,500
TOMS™ by Stella	Stella is donating her design, no	500	\$40 each	\$20,000

	cost. Production cost of \$9. Nordstrom will buy these shoes in bulk, starting with 500 for \$40 each, and because they are designer shoes they will sell for \$65 a pair.			
Nordstrom's Total Investment				\$37,500
Book Signing	Mycoskie will fly in from Texas which will be about \$300 for the flight. \$350 for hotel expenses during his two night stay. He will be doing the presentation for free. Postcards for advertising the book signing will be ordered in bulk, lowering the production cost. 1,500 postcards will be cost around \$200	1 ticket, 1 night in hotel 1,500 post-cards	\$300 ticket \$350 for hotel \$200 in bulk	\$850
One For Japan	Cost of flyers with design template, \$0.05. \$500 for TOMS™ gift card for the winner.	2,000 flyers 1 gift card	\$0.05 per flyer \$500 gift card	\$650
Vogue Ad	1 month of advertising in Vogue, full page costs around \$9,800	1 advertisement	\$9,800 per month	\$9,800
Wall display	A 6'x10' TOMS™ flag will cost \$25; we will need two for the in-store display. Posters will be ordered in bulk so production cost will be lowered, 20 3'x5' will cost \$150	2 flags 20 posters	\$25 per flag \$150 in bulk for posters	\$200
World Map Rug	This rug will have a world map that indicates the countries TOMS™ has helped. It will be custom ordered and will cost around \$500	1	\$500	\$500
TOMS™ couches	TOMS™ blue and white couches will be custom ordered for \$200 a piece. Four couches will ensure a comfortable seating arrangement.	4	\$200 each	\$800
TVs	2, 40 inch Apex LCD TVs for screening TOMS™ videos will cost about \$350 each	2	\$350 each	\$700
LOOKBOOK.nu website banner	LOOKBOOK.nu sells banner space for fashion ads. A mobile on the top and center of the website costs \$800 a week but there is a 25% discount if purchased for a month, making it \$2400	1	\$2400 per month	\$2400
Shoe Drop Trip	The costs of this trip will cover flight, food, and hotel expenses for the winner, approximating \$2,500	1 trip	\$2500	\$2500
SMS Machine	This machine will be installed to send text messages to many numbers at set times.	1	\$25	\$25
Total TOMS™ Investment				\$18,425
TOTAL				\$55,952

VII. Statement of Benefits to the Retail Establishment

The "Time for TOMS" Promotional Plan is guaranteed to achieve its primary goal: increasing sales. By a combination of a more direct sales effort, an opportunity for customers to partake in the creative experience, and embarkation upon yet another philanthropic quest to provide education, TOMS™ will grow as a brand premised upon the charitable domain of consumers, and fulfill the objectives of the plan: to increase our customer base, improve customer loyalty and to establish a unique brand equity.

-  Adding TOMS™ Totes to the line of TOMS™ products sold at Nordstrom continues TOMS™'s One for One™ policy but incorporates education for the poor as another cause TOMS™ supports. TOMS™ Totes help establish TOMS™ unique brand equity as a company dedicated to improving the world.
-  The One For Japan contest and shoe also help establish TOMS™ unique brand equity. The event reinforces TOMS™ presence as a world citizen. One For Japan also increases our customer base by attracting consumer traffic due to the contest.
-  The TOMS™ by Stella line of footwear will allow us to appeal to the woman aged 26 – 45, our primary target market for the Time For Tomorrow™ Spring 2012 Promotional Plan. By attracting this demographic that TOMS™ previously ignored, we are effectively increasing our customer base. All while furthering the establishment of our unique brand equity by associating ourselves with Stella McCartney, a designer known for her eco-friendly designs.
-  The book signing event with CEO and founder, Blake Mycoskie, serves as the perfect event to foster a relationship with our customers and improve customer loyalty. This event also increases brand equity by letting our customers know that TOMS™ is a very human company rather than a corporate giant.
-  Advertising in Vogue Magazine is the prime way to communicate our product to our primary target market of women aged 26 – 45. These women read Vogue frequently and their purchases are highly influenced by it. Advertisements in Vogue will bring about a large increase in our customer base.

Revamping the TOMS™ display in the San Francisco's Nordstrom's will appoint TOMS™ with a sense of culture. Having an inviting area, filled with evidence of TOMS™ philanthropy will firmly establish TOMS™ unique brand equity of charitable consumption.

Collaborating with fashion blogs such as LOOKBOOK.nu will bring about higher traffic to the store and effectively increase our customer base.

Utilizing social media, namely Facebook, can allow us to increase our customer base by having hosting contests and sweepstakes and also allow us to improve customer loyalty by offering coupons and incentives to existing TOMS™ customers.

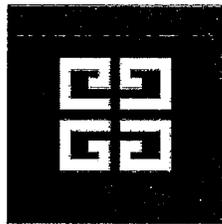
The use of a customer database will greatly aid us in improving customer loyalty. By storing contact information in the database we can later use it to send out mass emails with information about upcoming events, current products and information about sales. We can also send out coupons to show our customers that we appreciate them. The database also allows us to send SMS text messages, which we can use to facilitate limited time discounts.

TOMS™ is a corporation that will expand to further the humanitarian pursuit of allowing the youth to truly be the proponents of tomorrow. TOMS™ purchases provide the gift of sight, the gift of transport, and through this promotional plan, the gift of knowledge; **it is a gift that keeps giving**. The direct impact of the TOMS™ Time For Tomorrow™ investment can be seen in the smiles of little children, happy for a simple pair of shoes with which they can walk to school tomorrow.

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BERGDORF
GOODMAN



NEW YORK

GIVENCHY

Fashion Merchandising Promotion Plan
Badger DECA
Badger High School
220 South Street
Lake Geneva, WI 53147
Maria Dillman & Daniel Sepe
April 25, 2012

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I. EXECUTIVE SUMMARY

Bergdorf Goodman, located on Fifth Avenue, midtown Manhattan, is eight levels of elegant shopping bliss. From the main floor where celebrity divas and upper east side debutantes enter, to the in-store boutiques and spacious changing rooms looking out across Central Park, to the endless in-store labels such as Dior, Gucci, and Chanel, Bergdorf is no doubt a leading department store in today's fashion industry. Bergdorf Goodman exudes the ideal atmosphere for Givenchy, the French-based label, to launch its "Little Black Dress" collection. Inspired by the original little black dress worn by and designed for Audrey Hepburn in the film *Breakfast at Tiffany's*, Givenchy is going back to basics with a more classical line. The collection boasts a distinct image, veering away from the couture hard-edged style to the venerable and distinguished look that graced the 60s. This campaign would make Hubert de Givenchy's close friend and confidant, as well as fashion icon, Audrey Hepburn proud. As a Goodwill Ambassador for UNICEF, Audrey Hepburn represented compassion and care for others. Bergdorf Goodman is proud to partner with UNICEF during the campaign to better the health and education for children and mothers in developing countries around the world. Givenchy, UNICEF, and Bergdorf Goodman are partnering up to create a difference in 2012.

As *marketing managers* for Bergdorf Goodman, we convened a series of meetings in order to formulate the best four-week promotion campaign for the Givenchy line. The following objectives have thus been established:

- increase sales of the Givenchy line by 20% and total sales of store by 10%
- promote Bergdorf Goodman's global and ethical values by sponsoring UNICEF
- return back to the classic look that first was launched by Givenchy in the 1950s and spread into the fashion industry today
- increase awareness of Bergdorf Goodman and Givenchy in the target audience

The campaign will begin on November 3, 2012, and end on December 1, 2012. The promotion will be focused on Givenchy's Hepburn-inspired Little Black Dress Collection. The campaign is packed full of fresh ideas from special events to publicity. Featured special events include a Snowflake Ball; Audrey-inspired perfume gifts with Givenchy purchase, "Breakfast Across from Tiffany's" party, and a fashion show. The lineup for publicity and advertising is a one page spread in *W Magazine*, and an appearance on the hit television show, *Project Runway All Stars*. The in-store campaign includes a new design for the Givenchy designated floor space and weekly employee meetings.

Bergdorf Goodman's budget for this campaign is estimated to be \$182,010 as detailed in the plan.

The four week campaign will benefit Bergdorf Goodman by increasing popularity of the Givenchy line as well as the store, which will lead to lasting business/client relationships and ultimately higher revenue. This will be accomplished by the fresh advertising and promotions detailed in the project. Reintroducing classic outfits to the high-end clothing realm will spark a flame in the world of fashion, just as Audrey did half a century ago.



II. DESCRIPTION OF THE STORE

As a dominant member of the luxurious stores that grace New York's famed Fifth Avenue, Bergdorf Goodman department store has been a household name since its founding in 1899. Its real prominence began in 1914 when founder Edwin Goodman became the first couturier to create ready-to-wear, becoming the talk of the town not only in New York but also in France where his business partner Herman Bergdorf retired. In 1928 Goodman purchased the



exquisite mansion of Cornelius Vanderbilt to transform into the location for his business, where it remains to this day. It remained the *only* Bergdorf Goodman retail location until 1990 when the men's store moved across the street.

In 1972 the business was sold to the owners of Neiman Marcus and still remains part of their company. The two Bergdorf Goodman stores rake in 14% of Neiman Marcus's total revenue, an impressive feat considering there are over 40 Neiman Marcus stores. The store today not only houses collections of some of the world's best designers, but also a salon, spa, and the BG restaurant. The store's major competition comes from other high-end retailers, mainly Bloomingdales, Saks Fifth Ave, and Barney's New York. Bergdorf Goodman, however, remains the pillar of New York's illustrious Fifth Avenue.

One of Bergdorf Goodman's top fashion houses from the start has been Givenchy. Founded in the mid 1950's, Givenchy has been an icon in women's-wear for half a century. Hubert de Givenchy's friendships with famous families like the Kennedys, Guinnesses, and Grimaldis propelled him to the top of the fashion world at the start of his career. His name was truly known after becoming the personal designer and confidant of Audrey Hepburn. It is said

by many in the fashion industry that the dress he designed for her to wear in the opening scene of *Breakfast at Tiffany's* is the most famous and best little black dress.

Since Richard Tisci's induction as head designer, the house has veered from its original state with a more gothic style and minimalist collections. He has also launched the menswear department and transformed the more classic style to a bit edgier, high-fashion look.

The style of Givenchy is high detail, couture, feminine, pure, and addictive. Givenchy's clientele have the look of straight elegance. Tisci has made a name for himself with high fashion and imaginative looks that include sportswear, jersey dresses, lean pants, evening gowns, and cashmere coats. Givenchy has a target market of men and women between ages 25 and 54 with an income higher than \$100,000 annually. The pieces in the collection usually fall between \$500 and \$2000. Bergdorf will use the gorgeous clothing wear of Givenchy as a platform to bring awareness to the beloved UNICEF cause.

The mission statement of UNICEF, founded by the United Nations in 1946, is "to  advocate for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential." UNICEF mainly focuses on nutrition, children safety, education, and stopping transmitted diseases. Bergdorf Goodman fully supports UNICEF's mission and strives to make a large impact on the lives of children around the world.

III. OBJECTIVES

Bergdorf Goodman will be featuring Givenchy's Little Black Dress Collection for the winter promotional plan. All of the advertisements, displays, and promotional techniques will be highlighting the theme "A Classic Dress for a Classic Cause." This will promote the black dress collection designed by Givenchy as well as Bergdorf Goodman's sponsorship of UNICEF



throughout the campaign. During this campaign, Bergdorf Goodman is giving back to children's education to celebrate all the blessing they have been "GIVENchy". The team has come up with the following objectives to make the campaign a success:

- increase sales of the Givenchy line by 20% and total sales of store by 10%
- promote Bergdorf Goodman's global and ethical values by sponsoring UNICEF
- return back to the classic look that was first launched by Givenchy in the 1950s and spread into the fashion industry today
- increase awareness of Bergdorf Goodman and Givenchy in the target audience

IV. SCHEDULE OF EVENTS

A. Special Events

1. Audrey Themed Fashion Show

To commence the new exclusive collection by Givenchy at Bergdorf Goodman, Bergdorf will host a fashion show to highlight Givenchy's best pieces. Models will strut down the runway to the soft crooning of Audrey's Oscar-winning performance of "Moon River" from *Breakfast at Tiffany's*. Audrey's elegance and grace will be displayed through not only the pieces of fashion but also the décor and design of the entire show. This event will kick off the entire promotion on November 3, 2012, and set the tone for the following four weeks.

2. Snowflake Ball

The one thing Audrey Hepburn loved more than fashion was being charitable. She



herself was an ambassador to UNICEF (the United Nations Children's Fund) for decades, and at their annual Snowflake Ball they give away an award in her honor. To promote Bergdorf Goodman, Givenchy, and UNICEF, the three will team up to hold the Snowflake Ball in memoriam to Audrey this winter. Givenchy Paris will bring over the

original *Breakfast at Tiffany's* dress to put on display as the focal point of the party. Sarah

Jessica Parker, known as this generation's fashion icon and UNICEF ambassador, will host the event that will also feature a performance by Michael Bublé. This event will be held on November 10, 2012.

3. Perfume Promotion

To bring more people in to the store during the campaign, customers who purchase over \$500 of Givenchy products at Bergdorf Goodman will receive a free sample of Givenchy's perfume, L'Interdit. This perfume has a special place in Audrey Hepburn's heart, as it was originally created just for her personal use and was later sold to the public. Customers will get to take home a small piece of Audrey's history and get hooked on its elegant aroma, making them come back for more. The promotion will continue while supplies last.



4. Little Black Friday

Every shopper's favorite day of the year comes the day after Thanksgiving – Black Friday. This year for the first time ever, Bergdorf Goodman is going to take part in the tradition. On “Little Black Friday,” Bergdorf will offer free consultations with our esteemed stylists. Coming at the beginning of the Givenchy Little Black Dress campaign, this event will not only increase floor traffic throughout the store, but also increase awareness of the promotion. This event will take place during the normal store hours.

5. “Breakfast across from Tiffany's” Party

What better way to celebrate the end of the four-week campaign than a celebratory brunch. The party will take place on November 25, 2012 at 11:00 A.M. at Bergdorf's BG restaurant. Ladies will be invited to sip on mimosas and delight in the large brunch spread. To receive an invitation to this exclusive party, customers must purchase a little black dress from the



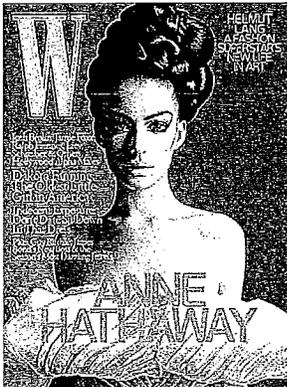
Givenchy collection during the four-week campaign. The guest with the best “Audrey look” will receive a remake of the original *Breakfast at Tiffany’s* dress, designed by the Givenchy House. Everyone will receive a party gift of the book *5th Avenue: 5 AM: Audrey Hepburn, Breakfast at Tiffany’s, and the Dawn of Modern Woman*. This will be the perfect



opportunity for New York’s upper-east side socialites to show off their Audrey inspired style while enjoying a day with friends on the glamorous 7th floor of Bergdorf’s.

B. Advertising

1. Print Ad in *W Magazine*



The print ad will be a one page spread in *W Magazine*, a high-fashion magazine that covers American and European society in a larger-than-life manner (dimensions of the magazine are 10 by 13). Eighty percent of *W’s* audience are female with an average income of \$135,840.

The ad will appear in the November 2012 issue. Published in New York, *W* has earned loyalty and respect from readers; the cost of the ad will total

\$59,260.00. With a circulation that reaches nearly half a million, CPM will be \$271.68.

2. Transit Advertisement

Bergdorf Goodman will be placing an ad on local transportation systems with routes throughout the five boroughs of New York. On the side of the vehicle will be a sign that says “It’s Okay to Look” with the famous picture of Hepburn looking over her sunglasses, and on the back will be a sign in pink lettering on a white background proclaiming, “It’s Hard Not To. Givenchy” #BergdorfGoodman, so the younger audience can chat about the trend hitting New York on the social media outlet known as Twitter.



3. *Project Runway All-Stars*

As one of the highest-rated reality shows on television, *Project Runway* has changed the fashion industry. New this year, *Project Runway* started a spin-off show, *Project Runway All-Stars* where fan-favorite designers from all the past seasons come back for another chance to win a collection of their own. As a way to promote the Little Black Dress collection, an episode of *PRAS* will be dedicated to the designers designing a dress for the line to be sold exclusively at Bergdorf Goodman. This will bring in new customers and give large media coverage to the line, as well as boost the store's charitable connection with UNICEF. Half of the proceeds from the sale of the limited edition dress will go towards UNICEF.



C. Display

1. *Storefront*

The spectacular window displays that grace Fifth Avenue, where Bergdorf stands, have become a holiday tradition for New York. The world-renowned displays have never disappointed with their unique fashion wit, creativity, and ingenuity. This year will be no exception as Givenchy leaves its mark at Bergdorf Goodman. David Hoey and Linda Fargo, the chief designers at Bergdorf, will create the exhibit for Givenchy's Little Black Dress Collection. The background will be entirely white with five Givenchy dresses hanging in mid-air on hangers. In the corner in black lettering on the window will read Givenchy's LBD.

2. *In-store Layout*

The Little Black Dress Collection will be featured on the third level: the Designer Collection floor. It will take over the northwest corner of the floor, approximately 500 square feet. An Audrey poster will be hung on the wall with the slogan, "A Classic Dress for a Classic



Cause” above it. There will be a short bio of UNICEF on the wall. UNICEF posters will be hung on the walls surrounding the collection.

D. Publicity

1. Press Release

We will issue a press release to local media outlets in the tri-state area. The press release will have information about UNICEF’S annual Snowflake Ball to be hosted this year by Bergdorf Goodman.

2. UNICEF Displays



On the walls surrounding the LBD collection display, pictures of children from the various 191 countries that UNICEF supports will be hung. Under the picture will be a short description of how donated funds go to help these children. As shoppers peruse through the collection they can see these posters and be reminded of what the holiday season is truly about: sharing with others.

Customers can simply fill out a donation card at any of the registers in the store and Bergdorf will take care of the rest. This supports Bergdorf Goodman’s partnership with UNICEF as well as promotes the goodwill of Bergdorf’s customers.

E. Other In-store Activities

1. Training for Employees

We will hold weekly morning meetings thirty minutes before the store opens to clarify plans for the week and designate jobs for special events and promotions. This will be an opportunity for employees to give feedback as to how the promotion is going and where there is room for improvement. We believe that employee-customer relationships are a key to business success and will be making this a top priority during the campaign and into the future.

V. Responsibility Sheet

- | | |
|--|--|
| 1. Store Manager (1) | <ul style="list-style-type: none"> 1. Organize and conduct weekly Monday meetings 2. Confirm red carpet and attend meetings about the Snowflake Ball 3. Confirm location and details for fashion show 4. Contact Lifetime for <i>Project Runway</i> Advertisement 5. Submit layout to <i>W Magazine</i> |
| 2. Store Supervisors (5) | <ul style="list-style-type: none"> 1. Execute in-store layout design and window display 2. Supply sales associates with L'Interdit perfume 3. Monitor employee performance and sales 4. Contact and organize models for fashion show 5. Host "Breakfast Across from Tiffany's" party and create guest list |
| 3. Sales Associates (23) & Personal Stylists (10) | <ul style="list-style-type: none"> 1. Stay focused on direction and styles embodied by the campaign 2. Incorporate friendly personal selling tactics 3. Assist with all events including the Snowflake ball and Little Black Friday 4. Assist customers with UNICEF donations and special event invitations 5. Aid customers in locating merchandise and keep organized store environment |

VI. Budget

Financial plan	Cost
1. "Breakfast Across from Tiffany's" Party Includes dress replica, book, food and beverages	Total: \$4,500
2. Audrey Themed Fashion Show Includes models, food for the models, make-up and hair	Total: \$20,400
3. Snowflake Ball Promotion and donation	Total: \$50,000
4. Perfume Promotion Perfume sample	Total: \$2,000
5. Little Black Friday Includes stylist consultants	Total: \$1,500
6. Print add in W Magazine One-page spread in color	Total: \$90,210
7. Transit Advertisement Two-panel exterior bus advertisement	Total: \$7,500
8. Storefront Design cost, main window display materials	Total: \$2,200
9. In-store Layout Print cost, design cost, and display materials	Total: 3,700
GRAND TOTAL ESTIMATION	\$182, 010.00



VII. Statement of Benefits to the Retail Establishment

The "Givenchy Little Black Dress" fashion promotion plan for Bergdorf Goodman is sure to complete all of our objectives to the "T". Using the new Givenchy Little Black Dress line will help the store and the line return to the spotlight of the fashion world and bring back the elegance with which they both started.

Sponsoring the "Snowflake Ball" will be a great way to not only bring recognition to Bergdorf Goodman's charitable side, but also shine a spotlight on a great cause that any store would be lucky to partner with. *The Project Runway* episode will also shed some light on the store and the Givenchy line and create the buzz that's needed to get the campaign off its feet. This will make the high fashion world seem more accessible to everyone and spread awareness of the store and what it's doing to help the world.

The events that take place within the store are sure to increase sales tremendously. Using the perfume promotion to draw people in is just what is needed; it will not only give people a whiff of the fabulous new Givenchy line, but it will also create the return customers that are needed to boost sales. The "Breakfast Across from Tiffany's" party is sure to make the dresses fly off the rack and celebrate the end to a great campaign.

Advertising in such an esteemed magazine as *W* will inspire many high-fashion readers to venture into the store to pick up a piece of Audrey while they can. The bus ad that will travel all around New York City will also make the news that "Audrey's back" spread like wildfire.

Every promotion and event was tailored around Audrey Hepburn. From her elegant style to her charitable personality, she is the perfect muse for a store like Bergdorf Goodman. Audrey will make sure that she and her little black dress will once again change the fashion industry and bring it back to its golden years with Bergdorf Goodman as her stage.



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IX. Appendix

FOR IMMEDIATE RELEASE:

Contact:

Maria Dillman

Bergdorf Goodman

1.800.558.1855

md.EVENTS@bergdorfgoodman.com

BERGDORF GOODMAN PARTNERS WITH UNICEF TO THROW THE “SNOW” BALL

New York, New York – November 1, 2012 – This year Bergdorf Goodman will be partnering up with UNICEF to host the 8th annual Snowflake Ball in order to create a winter wonderland for children around the world. The glamorous gala will take place on November 10th in BG the restaurant located on the seventh floor of Bergdorf Goodman.

“A Classic Dress for a Classic Cause” will be the theme of the night as Bergdorf launches its winter campaign that revolves around Audrey Hepburn’s famous little black dress worn in the film *Breakfast at Tiffany’s*. The designer of the original dress, Givenchy, is also partnering with UNICEF to make the campaign a hit. Givenchy will be putting the original dress on display at the ball for the guests to admire. Celebrity guests will also be able to participate in the cause by auctioning off their own spin on the timeless attire that is worn at the snowflake ball.

Sarah Jessica Parker, said to be the fashion icon of the new decade, will be hosting the event, which starts at 6:30. Michael Bublé will perform during the festivity, and many UNICEF ambassadors will be present such as Uma Thurman, Kevin Jonas, Katie Couric, and Selena Gomez. The President of UNICEF notes, “I’m extremely excited for this year’s Snowflake Ball. I believe it has potential to be the most impact we’ve had yet, and Bergdorf Goodman has been great to work with.”

Bergdorf Goodman is a high-end clothing store located in New York which has styles for both men and women. For additional information on the Snowflake Ball contact Bergdorf Goodman, 5th Avenue at 58th Street; New York, NY 10019.

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NORDSTROM

**FASHION MERCHANDISING
PROMOTION PLAN**

Woodinville DECA Chapter

**Woodinville High School
19819 136th Avenue NE
Woodinville, WA 98072**

Kaitlin Siemering

Thursday, April 26, 2012

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I. Executive Summary

When it comes to fashion and style, the key is often to make it something worth remembering, something worth photographing. This will be the idea behind the "Make it Memorable!" promotion created for BP. (or Brass Plum), the juniors clothing and accessories department found in all Nordstrom full-line stores. This four-week promotion will run from May 26th to June 23rd, 2012 at the Nordstrom in Bellevue, Washington.

The Bellevue Nordstrom is one of the company's largest full-line stores and Bellevue Square's largest anchor tenant. Approximately 7,000 square feet of the store's 270,000 square feet are dedicated to BP. Each year, 16 million people visit Bellevue Square and individually spend \$126 and nearly two hours per trip. The Bellevue BP. department has annual sales per square foot of \$859, which is well above the national average of \$386 per square foot (as calculated by the International Council of Shopping Centers).

One objective of this promotional campaign will be to improve sales by 5% over the 2nd quarter of 2011 from approximately \$1,702,000 to \$1,787,000. The other objectives will be to gain new customers and increase customer loyalty, both of which will lead to increased sales. A major focus will be put on good customer relations during this promotion. The most important principles behind promotion are to inform, persuade and remind customers of BP.'s product mix and of BP. itself; the four special events in this promotion were created with this in mind. The Unforgettable Style event will inform customers of the merchandise available. The Lasting Impression t-shirt and tank top collection, which benefits "charity: water", will persuade customers to make purchases. The Make it Memorable Polyvore contest will get customers to interact with available merchandise, informing them of what is available and persuading them to buy. And the final event is the Trademark Your Style fashion show sponsored by Trademark H (a new premium denim brand whose biggest retailer is Nordstrom) will remind customers of all the memorable merchandise they have been exposed to throughout the promotion. These events were designed with the target market in mind: trendy girls born between 1993 and 1999. These members of Generation Z are fast-paced, expressive and generally fashion-forward.

Social media will be the major source of advertising for this promotion. We will be able to reach over 100,000 members of our target market on Facebook by using their targeted ads. A new Tumblr blog will create another way to reach our tech-savvy target market. Advertising this promotion will also depend on the help of the Nordstrom BP. Fashion Board, a large group of selected high school students in the greater Seattle area. These students are highly interested in the business of fashion and dedicated Nordstrom customers. Members of the board will be asked to stimulate word of mouth advertising through their social media accounts, place Post It notes with QR codes where they spend their time and invite their friends to the Bellevue BP. page on Facebook. Invitations will also be used to encourage customers to attend the fashion show.

The Bellevue BP. department will not have a drastic change in look for the promotion but the displays will be changed to put more focus on the mannequins throughout the department. We will also be utilizing one of the closed store windows by the mall entrance to Nordstrom to create an enticing display featuring the promotional theme, the Lasting Impression collection and key trends.

The budget for this promotion will be \$7,750, which is off set by the minimum expected sales increase of \$85,000. The actual projected costs of this promotion total \$7,345, leaving room for unexpected or variable costs. We were able to keep the costs of this promotion low because the catalogue ad will be paid for by NPG and the fashion show will be sponsored by Trademark H premium denim. Trademark H will cover all costs related to the production of the fashion show, earning them naming rights, advertising and high exposure to their target market.



II. Description of the Store

Nordstrom Inc. started as a single shoe store in Seattle in 1901 and has since grown to be one of the nation's leading fashion specialty retailers. We currently operate 225 stores in 28 states. These include 117 full-line stores, 105 Nordstrom Racks, two Jeffrey boutiques and one clearance store. Nordstrom is able to cater to an even broader scope of customers through our catalogs, online presence at nordstrom.com, and mobile application available on iTunes and the Android Market.

Though we have grown significantly over the last 100 years, the company's philosophy has remained unchanged since its establishment by John W. Nordstrom in 1901: offer the customer the best possible service, selection, quality and value. Nordstrom constantly strives to provide more than the customer expects, whether this means writing thank you notes to valuable customers or contributing to a good cause. The company offers a wide range of quality fashion merchandise for men, woman and children with varying budgets.

Nordstrom's junior clothing and accessories department is known as BP. (originally, Brass Plum). This department features many labels ranging in style and price in order to provide tangible options for everyone in its primary and secondary target markets. BP's primary target is girls between the ages of 15 – 19 who most likely depend on the financial resources of their parents who have household incomes of \$100,000+. These girls are trendy but also look at fashion as a form of self-expression. They are impulse buyers who are extremely fashion forward. Our secondary market includes girls ages 13 – 19 who understand trends but hesitate to follow them. They view their clothing purchases as investments and have household incomes of \$75,000+. The Nordstrom Product Group (NPG) has designed specific labels (Frenchi, Rubbish, BP. and Suzina) to accommodate these different markets.

The BP. department offers a special program known as the Nordstrom BP. Fashion Board to high school students who are interested in the business of fashion. Membership in this program involves an extensive application process and requires the members be dedicated to attending monthly meetings and seminars. Fashion Board members are representatives of Nordstrom and ambassadors of the BP.



brand. The NW Fashion Boards has over 150 active members, with 45 designated to the Bellevue BP.

The Downtown Bellevue Nordstrom location has the largest BP. Department of all our stores with approximately 7,000 square feet of sales space. At the Bellevue store, every sales associate is equip with a iPhone for on-floor sales and quicker communication. Considering those features and the fact that Bellevue is closer to our target markets than Seattle, the Bellevue Nordstrom makes the perfect location to run this BP. promotion.

III. Objectives

These are the three main objectives of the “Make it Memorable!” Promotion:

1. Increase 2nd quarter sales by five percent
2. Increase customer loyalty
3. Attract new customers

Using Nordstrom’s comprehensive computer database we will be able to track the achievement of each of these objectives. In the second quarter of 2011 (May - July), the Bellevue BP. department recorded approximately \$1,702,000 in sales. We would like to increase the second quarter revenue in 2011 by five percent, which would mean a minimum increase of \$85,000. Customer relationship management will be important to increase customer loyalty within a young market. And through our special events and advertising we will be able to attract new customers that may have previously viewed Nordstrom as too expensive or too trendy for them. The achievement of these objectives will be measured using the customer information database that allows the tracking of shopping frequency and purchase total by individual.

IV. Schedule of Events

A. Special Events

Unforgettable Style Event – On Saturday, June 2nd, BP. will host a personal stylist shopping night as the major kick off of the “Make it Memorable!” promotion. As customers arrive they will be greeted by a BP. sales associate at one of the red carpet style entrances set up at each end of the department. That sales



associate will then take the customer's photo (either individually or in a group depending on how they arrive) in front of the red carpet backdrop using their Nordstrom iPhone, this photo will be a key part of event follow-up. That BP. sales associate who greets them will then act as a personal stylist to that individual, or group, for the evening unless they would prefer to shop alone. All of the Bellevue Nordstrom's professional stylists will also be present in order to increase the number of available personal stylists. Though the basic purpose of the night will be in to inform customers of the new promotion, it will also allow us to start reaching our promotional objectives. Giving customers a personal stylist experience will increase their likelihood to make purchases due to increased confidence in their ability to style the clothing. This experience will also increase their loyalty to BP.

Lasting Impression Collection - NPG will design a line specifically for this promotion that consists of 3 t-shirts and 3 tank tops, each featuring a bold, unique message and design. 50% of the profits from this 'Lasting Impression' collection will be donated directly to charity: water. Charity: water is a non-profit organization bringing clean and safe drinking water to people in developing nations. Community support, both in the United States and internationally, is one of Nordstrom's core values and therefore charity: water fits well with Nordstrom's social responsibility code. The messages on the tops will catch the attention of customers but a special tag attached to each will explain to them the cause behind them. This collection will be featured on the front of the June Nordstrom catalogue, paid for by NPG. When giving is tied into a product or a brand it drives customers to purchase the products as well as spread the word about them and their cause. Therefore this collection will help us to reach all three of our objectives especially through the customer whose interest in the cause will make them an evangelist for the collection and in turn, for BP.

Make it Memorable Polyvore Contest - To promote customer interaction with the BP. merchandise, we will be holding a contest using the popular style and trend community, Polyvore. Using Polyvore's virtual styling tool, people mix and match products found on internet retailers to create a set. For the purpose of



this contest we will be asking customers to create sets using only products found on nordstrom.com and to start with the template created for the contest. Both these things are easily found with a quick search on the virtual styling tool. When the set is given a unique title to fit the look it can be published and shared on Polyvore, blogs, Facebook, Twitter, etc. We will ask the contestants to post their sets to the BP. Nordstrom Facebook page so that they can be put into the contest photo album. The way that contestants can win is by being the creator of one of the six sets with the most “likes” in the Facebook photo album by June 16th. Each winner’s collection of products will be featured in the Trademark Your Style Fashion Show and under ‘Browse Juniors’ Looks’ in the ‘Your Style’ section of the Nordstrom App. Each winner will also be given a \$50 gift card and priority seating for two at the fashion show to increase their likelihood of reaching out to their social networks.

Trademark Your Style Fashion Show - This will be the culminating event of the promotion on June 23rd, educating our customers while providing entertainment and promoting our credibility as a teenage fashion retailer. This will be a formal cooperative fashion show using amateur models. The show will start at 7 pm and be set up in the children’s shoes department, located next to BP. Trademark H is a new premium vintage denim brand whose tagline is “Trademark Your Style”. As the Trademark H brand is working to expand their customer base, they have agreed to partner with Nordstrom as the sponsor for this fashion show; earning them naming rights as well as direct access to a large group of their target market. The models in the fashion show will be Bellevue BP. Fashion Board members. By using real high school girls instead of professional models our target market will be more receptive to the shows content. Also, friends of the fashion board members will be even more likely to attend if they are going to support their friend. The show will consist of three short scenes and a finale featuring all the models. The first two scenes will feature the latest trends, the third scene will feature the Polyvore contest winners’ outfits and then the finale will feature all the models in Trademark H jeans and tops from the Lasting Impression collection. These basic outfits in the final scene will highlight the individual models unique beauty, the purpose behind



the Lasting Impression collection and the sponsor of the show. BP. will request Peter Nordstrom (President of Merchandising) as the commentator for the event but if he is unavailable, the BP. Fashion Board Coordinator will be used as the show commentator.

B. Advertising

Word of Mouth – For this promotion, word of mouth will be an extremely important form of advertising due to the nature of our target market. Over 3.5 billion brand related conversations take place daily in the United States and 78% of consumers trust peer recommendations while only 14% trust advertisements. This proves that the best way to sell something, especially to a teenager, is to get their friends to sell it. But in today’s social media world, word of mouth advertising doesn’t stop with conversations, anything that consumers post on their blogs, Facebook pages, Twitters, etc. is a way of generating trusted recommendations. To stimulate these ‘conversations’ we will be asking the Fashion Board members to frequently post of their social media platforms about BP., whether it’s a photo of an outfit from BP. or about an upcoming promotional event, their posts will encourage new customers to come in and see what BP. has to offer.

Facebook – With over 800 million registered users, Facebook is the largest and most rapidly growing social network in the world. We will be able to utilize Facebook advertising in multiple ways, better connecting BP. to our target market. The first way will be by asking our Fashion Board members to invite all of their Facebook friends to “like” the Bellevue Nordstrom BP. page; this will give us the ability to place information about the promotion directly on our target markets news feed. To reach even more potential customers we will be using Facebook’s target defined ads. The picture at right is a sample of how we could define our market so the ad we create will be shown to only to the Facebook users who would likely be interested in the promotion. We would utilized the CPC (cost-per-click) payment method and set our maximum cost to \$150 per day.

- Estimated Reach 11:
- 106,740** people
- who live in the United States
 - who live within 50 miles of Bellevue, WA
 - 19 years old and younger
 - who are female
 - who like #Clothes, clothes, #Shopping, #Shopping mall, #Nordstrom, bp nordstrom, nordstrom believe square, bp nordstrom fashion board, #Bellevue, Washington, #Fashion, nordstrom rack, #Victoria's Secret, #Starbucks or #Forever 21



Tumblr – Nordstrom already runs a blog called The Thread through their website but by starting a simple Tumblr blog Nordstrom will be able to better connect with BP.'s target market. Tumblr's style is a subset of blogging that uses quick, mixed-media posts. Acquiring followers is much easier than on a traditional blog and the re-blog feature makes it so that quality posts can have a much farther reach than just the blog's base of followers. Four sales associates will be given the task of contributing to this blog which will be mostly Instagram photos (a popular iPhone photo editing app that easily uploads photos to Tumblr) of displays, merchandise and other fashion inspiration, as well as relevant re-blogs.

Postagram Postcards - Postagram is a free smartphone application that makes it possible to instantly print and ship photo postcards from Instagram, Facebook or the phone. The BP. sales associates would use this application as a follow up to the Unforgettable Style Event. Using the photos taken of customers at the event, the sales associates will create a custom postcard with a short message saying that they are glad to have met them and inviting them to come to the fashion show. The cards will be created immediately following the event so that no customers are forgotten. The information needed to send these postcards will be easily accessible through Nordstrom's customer database. Photos will be deleted as soon as the cards are sent to ensure customers' privacy. The normal cost of a Postagram is 99 cents but when buying bulk packages each card costs approximately 85 cents each. These postcards, which come with a pop out, Polaroid type picture, are in-line with Nordstrom's quality customer service that encourages sales associates to send notes to their loyal customers.

QR code Post-It's - QR (Quick-Response) codes, an example is shown on the right, are read by certain smartphone application and give consumers immediate access to relevant information. Due to this, QR codes are becoming an increasingly popular way to reach customers. We will be using QR codes by creating custom Post-It notes featuring the BP. logo, a QR code that links to the Bellevue Nordstrom BP. Facebook page, a small explanation of how the QR code works and an encouragement to get the reader to use it. We will order 50 sets of these Post-It's and give one set to every





girl on the Bellevue BP. to leave on lockers, bulletin boards, walls or any surface in a place where the girls spend their time. At \$1.97 for each set of 50 custom Post Its, these will be an economical way to increase our exposure to new customers and get them connected to the BP. department via Facebook.

Invitations – Starting three weeks before the fashion show, sales associates will begin to give an invitation to the Trademark Your Style Fashion Show along with each purchase made. The invitations will encourage the customer to come to the show and bring their friends but will not be required to get in.

C. Display

Inside the BP. department, mannequins at the corners and within the selling area of the department will be the main source of display. Showing the trends and advertising the special events, the mannequins will have a fundamental role in generating product interest and enhancing the store's visual image. The corner mannequins will be basic dressing forms framed by a Polaroid style frame with "Make it Memorable" across the bottom. For the first two weeks of the promotion, next to the forms will be a simple explanation of Make it Memorable Polyvore contest, directing them to talk to a sales associate if they are interested in participating. Then for the final two weeks the contest explanation will change to an encouragement to vote online. There will be ten other mannequins on platforms throughout the department; all of these will display the latest trends. During the first week of the promotion the platform mannequins will advertise the Bright Possibilities Trend Orientation and for the last three weeks they will advertise the Trademark Your Style Fashion Show. The three featured mannequins in the middle of the department will be set up to display the Lasting Impression collection and Trademark jeans for the entire promotion.

Nordstrom's mall entrance has two large enclosed window displays on either side, one of which BP. will get the chance to utilize for the promotional period. This display will feature four mannequins, each one with a Polaroid style frame in front. Two of the mannequins will feature tops from the Lasting Impression collection and Trademark H jeans. The other two will wear trendy outfits, one for each of our target



markets. There will also be a sign saying to take the escalator to the third floor to meet with a BP. sales associate.

After walking through the mall entrance, there will be a stand at the corner of the escalator directing customer's up to the BP. department. This will be for new customers who might not be as familiar with Nordstrom's large scale as frequent BP. shoppers.

D. Publicity

We will create a press kit specifically for this promotion, highlighting the special events, new trends being introduced, and the BP. Fashion Board. This kit will be sent to the Seattle Times, local newspapers, King 5 News and other local media. For the Trademark Your Style Fashion Show we will be inviting local news to cover the event. We will also be sending press releases focused specifically on several selected members of the BP. Fashion Board to teen fashion magazines like Seventeen and Teen Vogue who often publish stories about specific teen's involvement in the fashion industry. These media placements will provide highly valuable exposure for the promotion.

E. Other in-store activities

BP. Fashion Board Meeting – Fashion Board meetings occur each month at the Bellevue or Seattle Nordstrom locations. Since the Bellevue Fashion Board will play an important role in the execution of this promotion, the 2-hour meeting will take place at the Bellevue location one week prior to the start of the promotion. We will inform them of all the events involved in the promotion and the advertising help that is being asked of them. The 45 fashion board members will get the chance to preview the Lasting Impression collection and can volunteer to model in the fashion show. If there are no more than 24 volunteers, then there will be no audition process and the models will simply be asked to attend a one hour model training class and a three hour fitting and show rehearsal.

BP. Staff Training and Competition – All Nordstrom employees go through sales training before beginning their employment; but we will require each BP. sales associate to go through a sales refresher



course before the start of the promotion. In order to further encourage customer relations, we will be running a staff competition over the course of the promotion. The objective will be to earn as many points as possible. Points are earned through sales, repeat sales, customer contest participation, referrals and positive feedback. The sales associate with the most points at the end of the four weeks will get a \$150 Nordstrom gift card.

V. Responsibility Sheet

- NW BP. Regional Merchandise Manager (Fashion Board Coordinator)

- Coordinate Lasting Impression Collection with NPG
- Order Lasting Impression Collection with BP. Buyer
- Set up and run May Fashion Board meeting
- Follow-up with Fashion Board members on advertising
- Run Unforgettable Style Event

- Special Events Regional Managers

- Arrange Trademark H sponsorship
- Contact Peter Nordstrom about being fashion commentator
- Coordinate details of the Trademark Your Style Fashion Show

- BP. Sales Associates

- Sell merchandise
- Create great customer relations
- Act as a personal stylist
- Inform customer about special events
- Keep department looking neat and orderly
- Help set up fashion show

- Marketing Department

- Create Facebook Ad, Custom Post Its and Invitations
- Create and send out press kit
- Contact media for event coverage
- Monitor Facebook page and Tumblr blog

- Visual Stylist Team

- Design and coordinate all displays for promotion
- Set up runway and backdrop for the fashion show

- BP. Department Manager

- Work with Regional Merchandise Manager to coordinate Fashion Board members involvement
- Coordinate and manage Make it Memorable Polyvore contest
- Schedule staff
- Present and manage BP. Staff Competition

VI. Budget

The budget for this 4 week promotion will be \$7,750, which is an extremely small portion of what Nordstrom dedicates to promotion each year. The total investment for this promotion is expected to be \$7,345, which is \$405 below the funds allocated to this promotion. This leaves room for unexpected expenses. The tables on the following page display all the expenses for the promotion.



Unforgettable Style Event	Lasting Impression Collection	Make it Memorable Contest	Trademark Your Style Fashion Show
Red carpet set-up: \$700	Catalogue cover: \$32,000	Winner prizes: \$300	Set-up costs: \$3,300
Extra Stylists: \$840	NPG co-op: (-\$32,000)		Extra Employees: \$900
Refreshments: \$200			Trademark H sponsorship: (-\$4,300)
Subtotals: \$1740	\$0	\$300	\$0

Advertising	Display	Publicity	Other Expenses
Facebook: \$4,200	Window Display: \$175	Press Kit: \$200	Staff competition: \$150
Postagrams: \$132	Department Display: \$350		
Post Its: \$98			
Invitations: \$200			
Subtotals: \$4,630	\$525	\$200	\$150

Total Investment: \$7,345

VII. Statement of Benefits to the Retail Establishment

Meeting or exceeding the objective of five percent sales increase over the second quarter will be a major short term benefit to the Bellevue Nordstrom BP. department. The long-term benefits of this promotion will be the increase in customer loyalty from both new and existing customers. Each special event will serve a unique purpose but all of the events ultimately lead to higher sales and better customer relations.

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2013 INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

WRITTEN EVENT WINNERS



FASHION MERCHANDISING PROMOTION PLAN

1st Place

Jessie Hawk

Eaglecrest High School, CO

2nd Place

Kalei Munsell

Woodinville High School, WA

3rd Place

Erin Belcher

Margaret Frank

Avery Field

Beech High School, TN



Fashion Merchandising Promotion Plan

The Lilly Pad

Beech High School DECA Chapter

Great last
piece for
Alicia
Wall-Hough
Consistent
Best
strategic
plan



Beech High School

3126 Long Hollow Pike

Hendersonville TN, 37075

Erin Belcher, Avery Field, and Margaret Frank

January 28, 2013

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I. Executive Summary

Description of the Store

We designed "*Your Fairy Tale Spring*" for The Lilly Pad in Gallatin, Tennessee. The Lilly Pad is a children's boutique that sells high-end, consigned clothing and merchandise. The store sells clothing to kids from infancy through elementary school and is currently in its first year of operation. The business is attempting to build a strong customer foundation that will support the shop and allow it to grow in the coming years. Thus, The Lilly Pad is looking to show the community the benefits of shopping at their store and encourage potential customers to visit.

Objectives

*A*fter meeting with The Lilly Pad's owner, Rebecca Lilly, we came up with a list of objectives that will increase the awareness and success of the business. Our objectives are as follows:

- 1) Increase community awareness of the store
- 2) Increase store foot traffic
- 3) Increase sales for elementary-aged children's clothing
- 4) Increase internet marketing

Promotions and Marketing

*O*ur plan includes many different ways to attract a wide variety of potential customers to The Lilly Pad. *Your Fairy Tale Spring* consists of numerous events and sales, internet and newspaper advertisements, charity work, giveaways, and interior and exterior displays. Our goal is to create a whimsical, fairy-tale atmosphere for The Lilly Pad to attract customers to the store. *Your Fairy Tale Spring* will help to accomplish all four of our objectives and increase the profitability and success of the Lilly Pad.

Budget

*W*ith so many events and promotions planned, our *Your Fairy Tale Spring* promotion will cost \$3,913.48. As a small, start-up business, The Lilly Pad doesn't have money to waste. Therefore, our plan maximizes every dollar in order to help the business reach its potential.

Statement of Benefits

*F*or a small business to invest \$3,913.48 in a promotion plan, the benefits would have to be significant. *Your Fairy Tale Spring* will introduce thousands of new potential customers to The Lilly Pad and bring numerous additional shoppers through the doors. With this increase in foot traffic, The Lilly Pad's sales will flourish and the store will become far more successful. After all of our events, advertising, and sales, we estimate that the *Your Fairy Tale Spring* plan will bring The Lilly Pad an additional \$15,000: a total that makes the relatively small \$3,913.48 invested more than worth it!

II. Description of the Store

In May of 2012, Rebecca Lilly launched what had been her lifelong dream: the opening of her very own children's boutique. The Lilly Pad, situated in the heart of downtown Gallatin, Tennessee, depicts the very image of a children's store. The store's bright walls and a cozy interior create a comfortable childlike atmosphere which customers notice upon walking into the shop. The Lilly Pad offers a unique shopping experience to each customer who visits the business. The store has a wide variety of apparel such as clothing, shoes, and bows. This variety allows The Lilly Pad to appeal to different types of customers. The local community has shown overwhelming support for The Lilly Pad, and, thus, the store has far exceeded any of Mrs. Lilly's expectations in the brief time it has been open.

The Lilly Pad's early success is largely due to its difference from normal children's clothing stores. The Lilly Pad is a consignment shop. The clothes sold at Mrs. Lilly's store are all previously owned and gently used high end children's attire such as Matilda Jane and Strasburg Kids. The nature of a consignment store has allowed The Lilly Pad to create close ties with the local community as it relies on individuals to bring in the clothing the boutique sells. Through these strong ties, The Lilly Pad has established itself as a favorite children's store in just a few short months.

While the community's acceptance of the store has been overwhelming, The Lilly Pad still has room for improvement. Even though most people know that the store offers products for infants and toddlers, much of the community is unaware of the products it has to offer to older children. The store has also recently added custom made clothing and embroidery to their product mix: items Mrs. Lilly hopes to market to the community. Through the promotion *Your Fairy Tale Spring*, The Lilly Pad will be able to market its name and products, bring more customers to the store, and increase the success of Mrs. Lilly's new business.

III. Objectives

1. Increase community awareness of the store

Our main objective in creating this promotion plan is to increase the awareness level of The Lilly Pad in the Sumner County area. As a new store, The Lilly Pad's success is dependent upon its ability to reach

out to the community. Being a consignment store, The Lilly Pad depends on customers not only to buy their clothing, but also to bring in the merchandise they sell to the store.

2. Increase store foot traffic

The most successful way to increase sales for The Lilly Pad is to get customers through the door. Once inside, the customers are subjected to the incredible prices and quality of the store's clothing. As a consignment shop which sells slightly used clothes, the store is able to sell clothing cheaper than other children's boutiques. Therefore, if The Lilly Pad is able to get customers to the store, sales will sky rocket for the young business.

3. Increase sales for elementary-aged children's clothing

As is often the case for children's stores similar to The Lilly Pad, the largest demographic the store appeals to is the mothers of infants and toddlers. A majority of the customers who enter The Lilly Pad come looking for clothes for small children, while many in the community remain unaware that the store sells clothing for older children as well.

4. Increase internet marketing

As an intuitive businesswoman, Rebecca Lilly has utilized social media as a tool to make her store more successful. The Lilly Pad currently advertises and sells clothing through Facebook to all customers who "like" the business' page, which are usually people who have come to the store and have wanted to come back for more. Currently, 976 people "like" this page. However, Mrs. Lilly is continuously looking for ways to increase awareness of her store. In this promotion we will aim to use the internet to reach people who have never heard of the store.

IV. Schedule of Events

A. Special Events

Once Upon a Time (March 2, 2013)- The Once Upon a Time event will kick off not only the spring clothing sales at The Lilly Pad, but also the new *Your Fairy Tale Spring* promotion. The goal of the event is to create awareness of the *Your Fairy Tale Spring* plan. Spring clothing will go on sale and be marked down 15%. This sale will help to increase awareness in the community and bring more customers to the store. Decorations will be set up throughout the store to match the plan's fairytale theme. Additionally, The

Lilly Pad will make it possible for young children to meet a prince or princess. As every child has dreamed of meeting (or being) royalty, The Lilly Pad will have a photo shoot where their young customers can not only meet, but also take a picture with a prince or princess. Once Upon a Time will increase community awareness and foot traffic for the store and introduce the *Your Fairy Tale Spring* plan.

Knight in Consigned Armor (March 5-6, 2013)- As a children's boutique, The Lilly Pad often struggles in attracting the parents of young boys. The store gives off a feminine vibe which may be unappealing to customers shopping for boys. The goal of this promotion is to attract this male demographic and create awareness of the quality products that The Lilly Pad sells for boys and girls alike. For this promotion, all boys clothing will be marked down 20% to encourage customers to come to the store to shop. In addition, all customers who purchase \$40 dollars or more of merchandise will receive a free foam sword for the young knight in their life. "Knight in Consigned Armor" will be advertised in the Summer Parent Magazine which will encourage customers to visit the store. This event will help The Lilly Pad to accomplish our first three objectives.

If the Shoe Fits (March 8-9, 2013)-This event will be inspired by the beloved princess fairytale, Cinderella. While in the story Cinderella may have lost her shoe and had it delivered by a handsome prince, in reality, all she had to do was come to The Lilly Pad and shop their super shoe sale for a replacement. All foot apparel will be marked down 20% so that every princess and prince can find their perfect fit. For each purchase of \$40 or more, the customer will receive a crown or tiara for their prince or princess to wear. If the Shoe Fits will increase awareness and foot traffic at The Lilly Pad.

Your Fairy Grade Mother (March 2-23, 2013)- To help gain awareness for the custom clothing line at The Lilly Pad and to increase sales for elementary-aged children, the store will host an event that rewards students for good grades. Children can bring in their report cards and receive 3% off any custom made item or embroidery work per "A." With this promotion, we will be able to make customers aware of The Lilly Pad's custom made clothing, their embroidering services, and the elementary-aged clothing they sell. In addition, these customers will be encouraged to visit the store because of the discount they will receive because of their hard work. After visiting the store, these customers will see the quality and low prices of the clothing and will return to The Lilly Pad regularly to shop for their elementary school

children. Your Fairy Grade Mother will help The Lilly Pad to increase community awareness, store foot traffic, and sales for elementary-aged and custom-made clothing.

Snow White and the Seven Days of Savings (March 11-18, 2013)- For the Snow White and the Seven Days of Savings event, the store will discount one of its seven most consigned brands each day for seven days. The clothing will be marked down 10% and each day's sale will be advertised on The Lilly Pad's social media sites. This event will allow the community to see that The Lilly Pad is not your average consignment store; they sell high-end clothing at great prices. Therefore, this event will help to accomplish our first two objectives.

Your Happily Ever After (March 23, 2012)-To close the promotion, The Lilly Pad will host one final event: Your Happily Ever After. The purpose of this event will be to end the Your Fairytale Spring promotion in a way that will leave an impression on The Lilly Pad's customers and encourage them to continue shopping at the store. What better way to celebrate *Your Fairy Tale Spring* than to be treated like a prince or princess for a day? Throughout the promotion plan, customer's names will be placed in a drawing to win a day of royal treatment for every \$50 they spend. The winner will receive a \$40 gift card to a nearby restaurant for lunch, a spa session for two, a \$50 gift card for dinner, and two movie passes. Your Happily Ever After will be an incentive for customers to not only visit The Lilly Pad, but also to spend a little extra in order to add their name to the drawing. On the day of this promotion, the store will also mark all spring clothing down 25% in order to sell the remainder of their clothes for the season. Your Happily Ever After will wrap up the *Your Fairy Tale Spring* plan and help The Lilly Pad to increase awareness and sales for their business.

B. Advertising

Social Media

Since The Lilly Pad will have a small budget for this promotion, we are utilizing as much inexpensive advertising as possible. Twitter, Facebook, and Instagram are easy ways to create awareness for The Lilly Pad and the *Your Fairy Tale Spring* plan at no cost to the company. Currently, The Lilly Pad runs a Facebook page with nearly 1,000 people following. The *Your Fairy Tale Spring* plan will not only double this number on Facebook, but will also set up Twitter and Instagram pages for the store. This social

media expansion will help increase The Lilly Pad's community exposure and reach audiences which they hadn't through Facebook. Customers will be encouraged to follow the store on its social media sites as information will be placed on cards by The Lilly Pad's register, in magazine ads, and on their website. In addition to general advertising, The Lilly Pad will post special sales and promotions on their sites as incentive to follow. Social media advertising will help The Lilly Pad to accomplish all four of our objectives.

Local Magazines

Since The Lilly Pad is a small, local store, we will utilize an area magazine to attract customers who live near the store. We will use a half page ad in the local Sumner Parent Magazine, which is seemingly tailor-fit for our target market. The magazine circulates to roughly 35,000 households in the area surrounding The Lilly Pad and is geared towards mothers of young children: the exact target market of the store. The ad will be bright and captivating so that it catches the customers' attention. In addition, the ad will express the message of our plan, dates of our events, and will read: "*Your Fairy Tale Spring* Starts at The Lilly Pad."

Square Fest

Every year in March, the city of Gallatin hosts an event called Square Fest. Square Fest is a day in downtown Gallatin where local stores and shops can come to sell their goods and advertise their businesses to the local community. Each year, roughly 10,000 people from the Gallatin area visit "Square Fest." This event will be a perfect opportunity to advertise The Lilly Pad and our *Your Fairy Tale Spring* promotion plan. The occasion will allow The Lilly Pad to sell its quality products to potential customers who have never heard of the store before. We will also distribute our social media cards to people who walk past The Lilly Pad's booth.

Hire a Website Designer

While The Lilly Pad has a website, it's ineffective for anyone wanting to know more about the store. The website shows very little about what the store sells. By hiring a website designer, we will be able to revamp the website and make it more appealing to potential customers. The new website will allow customers to get a better feel for what the store has to offer and how unique the store really is.

C. Display

Interior

As mentioned before, The Lilly Pad will create a whimsical feel throughout the store by using decorations to reinforce the fairytale theme. Since The Lilly Pad doesn't have a large window available to use for display, we will utilize the front of the store to decorate. A mini display will be set up so the costumers spot it the minute they walk in the door. The display will have an enlarged calendar showing the schedule of event and mini tables with bright table to display the apparel. Behind the tables will be a castle cut out. Turquoise curtains will be hung on the mini windows throughout the store.

Exterior

For The Lilly Pad's exterior display, we will utilize the front porch and walkway to create awareness for the promotion before the costumer ever step foot in the store. A sign will be hung on the door reading, "*Your Fairy Tale Spring* begins here." Next to The Lilly Pad sign in the front yard we will set up a castle yard display to match the whimsical feel on the inside. Additionally, we will invest in landscaping such as flowers and bushes to make the store more appealing from the street.

D. Publicity

While our plan is mostly aimed at increasing awareness and sales for The Lilly Pad, we also want to create a positive image for the store. Throughout the entirety of the promotion we will encourage customers to bring in teddy bears, candy, and other items to fill Easter baskets. The Lilly Pad will then take these baskets to nearby Vanderbilt Children's hospital. The baskets will be for children who are unable to leave the hospital for Easter. The Lilly Pad will bring Easter to these children. This cause is close to Mrs. Lilly's heart because she has children of her own and can sympathize with how horrible it must be for children and parents to be stuck in a hospital on Easter. We will send information about this event to local newspapers, not only to encourage people to bring in items, but also to show the community how much The Lilly Pad cares.

E. Other In-Store Activities

Share a Good Tale

Since The Lilly Pad has no full time employees besides Mrs. Lilly, we will offer our sales incentive to the consigners. The Lilly Pad relies heavily on consigners to bring in the clothes they sell. The store is always looking for new people to add to their collection of apparel. In order to gain new consigners, we will reach out to those who have previously supplied clothes for The Lilly Pad and offer them a chance to earn a bonus. When any consigner recommends The Lilly Pad to a new consigner during the *Your Fairy Tale Spring* plan, they will receive an embroidered bag courtesy of Mrs. Lilly.

V. Responsibility Sheet

The Lilly Pad, as a new and personally owned children's boutique, has few employees. Mrs. Lilly is the only full time employee and has one part time employee: her mother, who serves as assistant manager and embroidery specialist. Therefore, the responsibility list for our promotion plan is reasonably short. A majority of the responsibilities, including creating and sending advertisements to the local magazine, ensuring that the store is prepared for each promotion, and generally running the plan, fall on Mrs. Lilly's shoulders. However, Mrs. Lilly can delegate responsibilities such as handling customer questions, facilitating sales, and updating social media sites to her mother.

VI. Budget

Event	Items and Expenditures	Cost of Promotion
Once Upon a Time	<ul style="list-style-type: none"> • Spring Clothing Marked Down 15% • Prince/Princess Photos 	Sale: \$24.75 Photos: \$173 Total: \$197.75
Knight in Consigned Armor	<ul style="list-style-type: none"> • Boys Clothes Marked Down 20% • Foam Swords 	Sale: \$33 Swords: \$72.88 Total: \$105.88
If the Shoe Fits	<ul style="list-style-type: none"> • Foot Apparel Marked Down 20% • Crown/Tiaras 	Sale: \$6.40 Crowns/ Tiaras: \$36.20 Total: \$42.60
Your Fairy Grade Mother	<ul style="list-style-type: none"> • Embroidery Sale 	Sale: \$180 Total: \$180
Snow White and the Seven Days of Saving	<ul style="list-style-type: none"> • Seven Different Brands Marked Down 10% (Each on a different day) 	Sale: \$16.50 Total: \$16.50
Your Happily Ever After	<ul style="list-style-type: none"> • All Clothing 25% Off • Day of Royal Treatment Giveaway 	Sale: \$41.25 Giveaway: \$270 Total: \$311.25
Social Media Advertising	<ul style="list-style-type: none"> • 10% Off Specials • Promotion Cards with Social Media Contact Information (400) 	Sale: \$27.50 Promo Cards: \$72 Total: \$99.50
Local Magazine Advertising	<ul style="list-style-type: none"> • Ads in Summer Parent 	Ad: \$800 Total: \$800
Square Fest	<ul style="list-style-type: none"> • Square Fest Booth 	Booth: \$60 Total: \$60
Hiring a Website Designer	<ul style="list-style-type: none"> • Hire a Web Designer 	Designer: \$1000 Total: \$1,000
Interior Display	<ul style="list-style-type: none"> • Entrance Display • Decorations Throughout Store • Castle Cut Out 	Supplies: \$350 Total: \$350
Exterior Display	<ul style="list-style-type: none"> • Signs and Decorations for Store Front • Landscaping Supplies 	Sign: \$50 Supplies: \$500 Total: \$550
Share a Good Tale	<ul style="list-style-type: none"> • Free Embroidered Bags 	Bags: \$200 Total: \$200
Plan Total Estimate		Total for Sales: \$329,40 Total Expenses: \$3,584.08 Total: \$3,913.48

VII. Statements of Benefits to the Company

As a small business in its first year of operation, money is important to The Lilly Pad. Mrs. Lilly obviously can't afford to waste any of her hard earned money. With a budget of \$3,913.48, the benefits of the *Your Fairy Tale Spring* Promotion would have to be dramatic in order to be worthwhile. They will be. Our plan will increase awareness and foot traffic for The Lilly Pad. This increase will be significant: with roughly 35,000 parents seeing our ad in the Summer Parent Magazine, an additional 1,000 people on The Lilly Pad's Facebook page, and thousands more seeing The Lilly Pad's improved internet advertising, the number of people who are aware of the store will grow exponentially. With more people being aware of the store and the benefits of shopping there, The Lilly Pad will see a substantial increase in foot traffic. These additional customers in The Lilly Pad will naturally lead to more sales and profits. We estimate that our plan will increase sales for The Lilly Pad by twenty-five percent. Therefore, we expect The Lilly Pad to see an additional \$15,000 in sales over the year following *Your Fairy Tale Spring*. This \$15,000 will make the original investment of \$3,913.48 more than worth it!

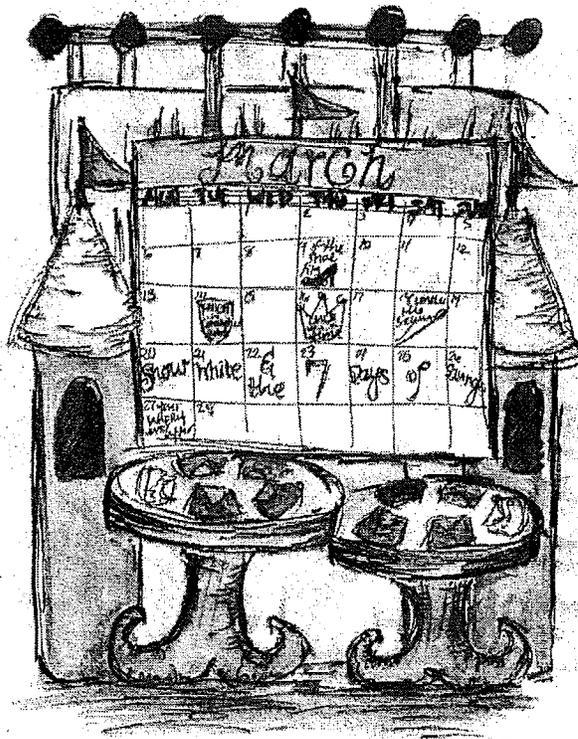
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IX. Appendix



Sketch of store exterior



Sketch of interior display

*Great opening line!
said "I'll give you
pressure of the
this is the most revolutionary
idea
Inspiration
I've ever seen!
to change the
world girl!*

FOREVER 21®

Fashion Merchandising Promotion Plan

Jessie Hawk

Eaglecrest DECA

Eaglecrest High School

5100 S Picadilly St

Aurora, CO 80015

January 15, 2013

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I. Executive Summary

Objectives

- Create a relationship with the “Love is Louder” movement
- Design and promote a clothing line with the movement
- Hold a promotional fashion show

Budget

Fashion Show/Clothing line.....	\$1,120,000
Advertising/Promotion.....	\$125,000
Launch Party.....	\$18,000
Total.....	\$1,263,000

Schedule

Print ads in “Seventeen”.....	November 2014 issue
Press Release to NY Times.....	November 2014
Social Media Advertising.....	Fall 2014
Fashion Show.....	November 2014
Launch Party.....	December 2014

Evaluation of the Plan

Forever 21 is going to go where no major retailer has gone before: the company is starting a campaign based solely on body positivity. The campaign will feature a relationship with the “Love is Louder” movement, a movement based upon the idea of body positivity; a clothing line; and a promotional (body positive) fashion show. The promotion will last approximately four weeks and will be centered around the 5th Avenue store in New York City.

Forever 21 has proved a major success within the fashion industry, largely due to their target market of 18-25 year old men and women and low prices. The demographic is ideal for the “Truly Beautiful” campaign as it is the fashion industry’s largest market. Forever 21 will be the first retail chain to create a campaign with a body positive theme. The “Love is Louder” movement has already attracted positive media attention, and by pairing up with them, the market will continue to expand. The clothing line associated with the campaign will feature positive messages on fashion tops, and part of the proceeds received from this line will go toward the “Love is Louder” movement. The fashion show premiering the new clothing line will be the first “body positive” fashion show and will be open to the public. This will be the first public establishment of the relationship with the “Love is Louder” movement. Part of the proceeds from the night will also go to the movement. “Love is Louder” already has an established relationship with Seventeen magazine, where we will be doing the greatest amount of print advertising.

II. Description of the Store

"A phenomenon in the fashion world, Forever 21 provides shoppers with an unprecedented selection of today's fashions, always changing and always in style."

Forever 21 is a private retail chain that got its start in the Highlands Park district of Los Angeles, CA in 1984. Within the first year, sales had skyrocketed from \$35,000 to \$700,000 and the store was expanding continuously -- a new store was opening every six months. The 11th store opened in Panorama City, CA in 1989 and was the first of the chain to open in a mall. There are now over 450 stores in 15 countries and the franchise continues to expand.



The incredible number of stores makes the company accessible to its target market and beyond. 18 to 25 year old women, and now men, have a Forever 21 readily accessible to them at all times. And if their usual mall doesn't have one, they're willing to make a special trip to another nearby. The merchandise they choose to sell is cycled through the stores on a weekly,

or even daily, basis in order to constantly provide its customers with the newest and hottest trends. This also raises sales because its customers know an item may not be there tomorrow. They often provide clothing and accessories in a variety of sizes, colors, and patterns. The franchise stays on top by offering the latest fashions at affordable prices and this makes it extremely attractive to the young men and women of their

target market. The franchise now has six brands of its own, including clothes for kids, men, plus size, and pregnant women. This has resulted in a growth in sales, because now more women see Forever 21 as a store they could buy from. They aren't only offering clothes for model-women, but now they're offering clothing for "real" women and their boyfriends too.

Forever 21 is quickly climbing the ranks to the top of the fashion industry. The store

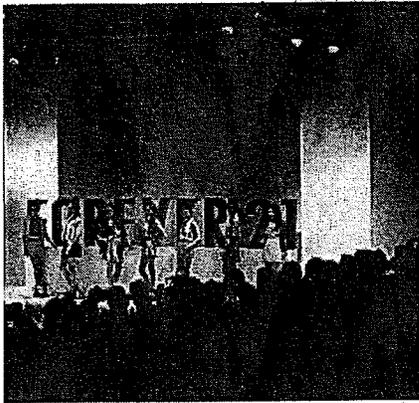
continues to be heavily visited and heavily talked about. It personifies the idea of word-of-mouth: with little advertising it relies on the young women who make up their target market to tell their friends about the Forever 21 experience.

III. Objectives

Create a relationship with the “Love is Louder” movement. The “Love is Louder” movement is an organization providing support to young men and women struggling with the “pressure to be perfect.” Its main goal is to make sure every young adult knows that they are loved and there is no such thing as perfect. By establishing this relationship, our stores will become a safe haven where young people can shop without working about size or looks.



Create a clothing line with the movement. A new clothing line will be present within the stores throughout the month of December (suicide awareness month) featuring fashion tops with body positive words and phrases. A portion of the proceeds will go to the “Love is Louder” movement as we establish a long-term relationship.



Hold a fashion show. A week before the clothing line launches, a fashion show will be held near the 5th Avenue store. The show will be the premier of the new clothing line paired with traditional Forever 21 wear. The models will be women of all heights and sizes and they will all feature a natural look. The entire show will be centered on a body positive theme and the “Love is Louder” movement will have a strong presence.

IV. Schedule of Events

A. - NY Fashion show - November 29, 2014 (One week before launch)

The fashion show will consist of models of every size. The models will be volunteers who will have the chance to sign up, and more or less “try out”, within the month of October in the 5th Avenue store. The objective of the show is to promote body positivity and create an official and public relationship with the “Love is Louder” movement. The women will wear shirts promoting the new clothing line along with traditional Forever 21 wear. They will also have a more natural look than the traditional fashion show. The show will be for the public and a portion of the proceeds will go to the movement.

- Launch Forever Love clothing line - December 6, 2014

The clothing line will consist of fashion tops and t-shirts with images and phrases promoting positive body image. A portion of the proceeds (5%) from the line will be donated to the “Love is Louder” movement. The line will be promoted through December (suicide awareness month) in the stores and will be available online through February 2015. Each store will have a special display for the line and promotion posters in the windows.

- Promotional party at the launch

A "Love is Louder" booth will be located on the first level of the 5th Ave store during the launch party to talk about the cause, collect donations, and sell merchandise. Brittany Snow -- the celebrity founder of the movement -- will be present to talk to customers, sign posters, and promote the cause. The party will be advertised throughout the Fall of 2014 within the store. The party will be located to the public, but will be limited to the entrance of a maximum 350 people at a time to comply with New York fire safety codes.

B. - Ads in Seventeen magazine - November 2014 issue

Forever 21 is very particular about advertising which makes Seventeen the ideal magazine for promotion. The magazine reaches the particular target market the "Truly Beautiful" campaign (teenage girls and young adults) aims for.

- Social Media advertising - start November 2014

Social media is a relatively inexpensive and extremely efficient way to advertise, especially to a young target market. Facebook offers ad space as well as the opportunity to create a "like" page for promotion; Twitter offers a free and streamlined way to get information to mass amounts of consumers at a time; and sites such as Tumblr offer free blogs to post photos and text to both give information and promote products.

C. - Pictures of women (all sizes) wearing the new clothing line will be displayed in the windows of stores and inside the store itself.

This will be a continuation of the body positive messages displayed in the fashion show. The photos will consist of the models that participate in the show. They will wear the "Love is Louder" line shirts along with clothing typical of a Forever 21 store.

The display will be on the main/heaviest traveled floor in each store. It will consist of a wall display, clothing racks, mannequins, and posters. The display should be large, colorful, and representative of our mission. On top of the circular clothing racks will be pictures of the models wearing the new clothing line (similar to the window advertisements). There will also be a large banner located above the wall racks to promote the "Love is Louder" movement and their relationship with Forever 21.

D. - Press release to NY Times for fashion show - Fall 2014

This will detail the date, time, and place for our show. We will announce the show as public and tell the price of tickets along with where and when to buy them. The press release will also go out to more localized New York newspapers.

E. - Staff members will be asked to wear items from the clothing line as much as possible

Female members will wear the shirts from the line as much as possible while working during the months that the line is available within the stores.

- Staff members will wear buttons with phrases pertaining to the support of the cause

Buttons will be made with phrases and images promoting positive body image and the "Love is Louder" movement. Love is Louder also has bracelets that the employees will be asked to wear to further the promotion of the relationship.

V. Responsibility Sheet

Creative Department

- Fashion show
- Design, makeup, models, and outfits

Marketing Department

- Seventeen ads
- Social Media Advertising
- In-store posters/advertising
- Plan 5th Ave store launch party

Executives

- Contact "Love is Louder"
- Arrange for Brittany Snow
- Oversee all operations

Financial Advisors

- Budget/overseeing the proper use of the budget.

Executive Buying Team

- Clothing line design
- Orders and delivery of items
-

Store Managers

- Delegate tasks
- Oversee promotion/display

Store Employees

- Promote within the store

VI. Budget

Fashion show and clothing line

Venue.....	\$150,000 (\$130,000 after the subtraction of \$20,000 ticket sales)
Models.....	Volunteers
Stage.....	\$15,000
DJ.....	\$5,000
Set Design.....	\$40,000
Cameras and Lighting.....	\$60,000
Hair and Makeup.....	\$100,000
Clothing line.....	\$750,000
Total.....	\$1,120,000

Advertising/Promotion

“Seventeen” ad.....	\$15,000
“Facebook” ad.....	\$5,000
Social Media.....	Free
In-store posters.....	\$100,000
5th Ave advertising.....	\$5,000

Total.....\$125,000

5th Ave Launch Party

DJ.....\$2,000

Brittany Snow.....\$5,000

Promotion.....\$1,000

Food/Drinks.....\$10,000

Total.....\$18,000

Total.....\$1,263,000

VII. Statement of Benefits

Forever 21's marketing ploy has been primarily word of mouth since the beginning, and this technology-based generation perpetuates the long-lived tradition. Utilizing social media for advertising is an efficient way to get the word out to the market. The "Love is Louder" movement has proven successful from the start, largely due to the outpouring of support from celebrities, so creating the "Truly Beautiful" campaign with them is sure to provoke a positive response. Women have always been told what the definition of beautiful is, but within the last decade those standards have been put out of reach for most of them. Many of the most popular retailers cater to these standards and offer very little in the way of size variation; even Forever 21 is often seen as a "skinny girl store" by many. This campaign will bring attention to the chain's plus size section (available in most stores and online) and will help create a comfortable atmosphere where all women can shop without feeling judged for size. No other retail change

has made this step to improve the fashion industry and being the first to do so would bring positive media attention and new customers. This can expand the market even further and bring attention to the lines for men, maternity, and children. A continuously growing market makes the expansion of the company's retail stores a reality.

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IX. Appendix

A.



Example of model wearing the new clothing line along with typical clothing of the Forever 21 Brand.

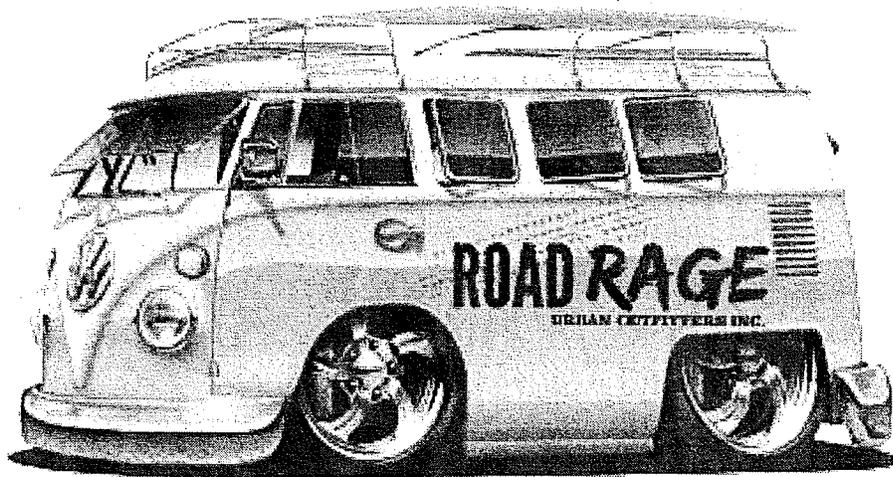
B.

Tying the Forever 21 brand to the Truly Beautiful campaign.



ROAD RAGE

URBAN OUTFITTERS INC.



Woodinville High School

19819 136th Ave NE

Woodinville, WA 98072

Kalei Munsell

Woodinville DECA Chapter

Fashion Merchandising Promotion Plan

2012 - 2013

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I. EXECUTIVE SUMMARY

Preparation and Measurement

A SWOT analysis has been completed based on the Urban Outfitters location on Melrose Avenue in preparation for the creation of the Road Rage™ promotional plan, identifying internal strengths and weaknesses as well as external opportunities and threats. This analysis will act as a guideline, as well as deciding on appropriate plan objectives, and be used as a reference throughout the promotion to measure success.

Objectives

Through the successful implementation of the Road Rage™ promotional plan, Urban Outfitters will achieve the three proposed objectives: improving customer loyalty, increasing customer base, and increasing sales within the period of the promotion, setting the store up for future success. The Road Rage™ promotional plan will improve customer loyalty by implementing a series of activities that involve the target market, encourage them to continue with return purchases in the future, and create a more personal brand-customer relationship. To expand the customer base, Urban Outfitters will approach this promotion plan with an aggressive media and advertising effort directly where our target market is located, college campuses, guaranteeing a large positive response. Within the goals of expanding the customer base and increasing customer loyalty, Urban Outfitters sales will also increase dramatically during this time period based on exposure and promotional success.

Target Market

Urban Outfitters serves various clienteles, ranging from the suburban hipster to the A-list celebrities. Our primary target market for this seasonal plan consists of higher-household-income women, ages 18-24 attending colleges in Southern California—a subsidiary of the corporate target market, and already existing customers. Through Road Rage™, we plan to achieve each of the objectives mostly within this segment of the target market.

Promotional Specifics

The Road Rage™ promotion will run from February 1st, through the 28th taking place in the Melrose Avenue Urban Outfitters location, and focus on a four-pronged advertising effort in which Urban Outfitters will maximize the exposure of the events. We will utilize visual and written media, viral marketing, and digital advertising to reach the highest advertising potential available during these four weeks.

Corporate Profile

Established ability to understand our customers and connect with them on an emotional level is the reason for our success...our brands are both compelling and distinct. The emphasis is on creativity. Our goal is to offer a product assortment and an environment so compelling and distinctive that the customer feels and empathetic connection to the brand and is persuaded to buy. This focus on creativity is reflected throughout the entire Road Rage™ promotional plan, echoing the philosophy and over-arching mission of Urban Outfitters.

Outcome and Benefits

The Road Rage™ promotional plan succeeds in achieving the three objectives needed to escalate Urban Outfitters to the top of its competitive market. With an expected investment of \$18,500 and the goal of increasing sales by 7% during this time period, leaving a high return on investment and a prediction of \$29,813 in increase in sales.

II. DESCRIPTION OF THE STORE

Founded in 1970, Urban Outfitters operates more than 130 stores in the United States, Canada and Europe, all offering an eclectic mix of merchandise. We stock our stores with what we love, calling on our — and our customer's — interest in contemporary art, music and fashion. Urban Outfitters, Inc. consists of a few other brands including Anthropologie and Free People, but Urban Outfitters caters to the youngest and most vibrant segment of the corporate target market. Urban Outfitter stores carry a private line of high fashion clothing and accessories, along with numerous designer brands. The price ranges at these stores vary because of the huge variety, from around \$40 - \$200 per item, landing on the moderate – high price range for clothing. Urban Outfitters merchandise is sold both online and in-stores, around the world.

Location

The Los Angeles Melrose Avenue Urban Outfitters location is approximately 13,590 square feet (8,727 square feet of selling space)— one of the largest and most popular locations to date, attracting well-known celebrities along with a following of loyal customers. As of 2012, Urban Outfitters reached sales of \$550/square foot, with average monthly sales of \$400,000, and continues to grow.



Target Market

From men's & women's apparel and accessories, to items for the apartment, we offer a lifestyle-specific shopping experience for the educated, urban-minded individual in the 18 to 24 year-old range. Urban Outfitters caters to the retro fashionista – females looking for the latest trends incorporated with fashion from previous decades, primarily college students. The Road Rage™ Promotion Plan was designed to increase interest within Urban Outfitters' primary target market, and is projected to have a successful impact on Urban Outfitters' sales by connecting with these retro fashionistas.

III. OBJECTIVES

The Road Rage™ Promotional Plan for Urban Outfitters has been designed to promote the spring line with these goals in mind:

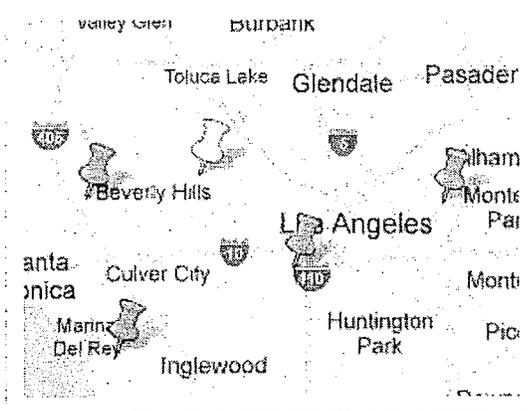
- **Increase Customer Loyalty:** Through various incentives and programs such as coupons, direct mail, and digital interaction, we will increase the developed brand loyalty within our target market.
- **Increase Market Share:** By utilizing previously untouched methods of marketing, Urban Outfitters will intensify it's exposure within the Target Market community and increase the customer base.
- **Increase Sales by 7%:** In result of an effective promotion plan sales are expected to increase by 7% for the duration of Road Rage™. During the month of February 2012, sales were \$425,900, projecting sales as a minimum of \$455,713, or an increase of at least \$29,813 during this promotional period.

Each of the goals will be measured by comparing sales directly to 2012 during the same time period, and various surveys. These goals provide both long and short term benefits for Urban Outfitters.

IV. SCHEDULE OF EVENTS

A. Special Events

During the month of February, Urban Outfitters will host a variety of special events



with a college Spring Break road trip theme.

Focused around the Los Angeles Melrose

Avenue Urban Outfitters, events will be hosted

at a series of surrounding colleges. The

promotional period was chosen to both

predate the Spring Break timeline for each of

these colleges, and emphasize Urban Outfitter's spring collection released at the same time.

Road Trip: During the four-week period of the Road Rage™ Promotion Plan, a classic VW bus will travel through Southern California, hosting the events at colleges in the area. The bus will make one "pit



stop" at one college campus per week, surrounding the Los Angeles store location (USC, Cal State LA, LMU, UCLA). The bus will spend a total of two days at each college campus of the participating schools. The road trip idea will not only allow us to interact personally with a variety of people of different locations, but the idea of stopping at colleges ties in perfectly with Urban Outfitters' primary target market. Customers that tweet or Instagram a photo of themselves in front of the Road Rage van will receive a coupon code for 15% off their entire order if they use the tag #UORoadRage and/or reply to @UrbanOutfitters, creating a hash tag conversation among social media.

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"Greetings from UO!" Postcards: Four Urban Outfitters specialized postcards will be designed corresponding to each college and handed out freely at each of the destinations. The post cards will take on the vintage style that UO is most known for, and contain information and a coupon for customers to use. The card will feature the nearby Urban Outfitters locations, along with social media URLs for online interaction. In addition to this, the card can be used at any of the listed locations to receive 25% off their entire order through that week. These postcards can also be used as an invitation for the fashion show event at the end of the promotional period, as designated on the back.

UO Limited Edition College T-Shirts: For each of the colleges

that are a "pit stop" during our promotional road trip, Urban Outfitters' will design a limited edition, vintage college T-Shirt.

These shirts will be sold as collectables for \$20 each from the UO Road Rage™ Bus at each stop, online, and in the LA store.

50% of the proceeds from these shirts purchased during the month of February will be donated towards the

corresponding school as a thank you from Urban Outfitters for

participating. This donation is a great way for Road Rage™ to reach out to the community and generate a positive public response.

Hit the Road Sweepstakes: As part of the Road Rage™ promotion, the store will be hosting a sweepstakes for the bus used in the promotion. February 1st – 25th,

customers will be able to enter the sweepstakes by bringing a photo of themselves on their favorite vacation to the campus pit stops, with their name, number, and email,

and leaving them in the designated drop box in the bus window. On February 28th, a winner will be randomly drawn from the box and will be announced at the Levi's On-

*cannot
- donate
schools
profit on
promo apparel*



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The-Go Fashion Show. Giving away the Road Rage™ bus will generate hype among the participants of the promotion plan, and allow Urban Outfitters another aspect to advertise and promote.

Levi's On-The-Go Fashion Show: As the culminating event of the promotion plan, on February 28th Urban Outfitters will host a low key and casual fashion show event targeted at the college students who participated in Road Rage™. This fashion show will educate our customers while providing entertainment and increasing brand awareness. Models will all be local college students that attend one of the four participating schools, making it more casual and relatable to the audience. The event will take place at the Urban Outfitters store, and consist of two scenes with a finale. The first scene will feature Urban Outfitters Spring collection based on the latest trends. The second scene will use the collection to tie in the road trip theme, for "on the go" outfits. The finale will consist of all the models wearing their college t-shirts and various products of Levi's that are sold at Urban Outfitter locations. The entire fashion show is sponsored by Levi's, carried at all Urban Outfitters locations, in order to raise their own brand awareness within the similar target market presented during the Road Rage™ promotion. The sponsorship earns them naming rights and products in each of the runway scenes, featured in the finale.

Invitations: Starting three weeks before the fashion show, sales associates will begin to add invitations to the fashion show to the bag of every purchase made. These invitations will raise awareness of the event, and encourage customers to come with their friends.

B. Advertising

Email/Text Alerts: Texts and emails will be sent to all established customers in Southern California with phone numbers/emails available, and include the Road

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Rage™ schedule. Both advertise the sweepstakes, discounts, and college pit stops taking place during the promotion along with links to all social media channels.

Facebook Advertising: Advertising on Facebook allows us to reach the exact target market that we're looking for. The advertising can be limited to only females who live in Southern California between the ages of 18 and 24, getting maximum efficiency. A Road Rage™ ad will be put together highlighting the college visits and perks of the promotion period, taking place through the entire 4-week period along with 2 weeks in advance.

Audience

106,120 people

- who live in the United States
- who live within 50 miles of Los Angeles, CA
- between the ages of 18 and 24 inclusive
- who are female
- who are in college
- who are in the category Fashion

Suggested Bid

\$0.71–\$2.03 USD

Campus Signage: Since the campus visits (or "Pit Stops") are one of the larger events in the promotion plan, getting publicity and direct access to the target market, these events will be advertised in advance on the campus the visit is taking place. Designated signs will be posted on campus message boards and in dorm lobbies, with the date and time of the visit, along with information and promotional activity to occur.

Brand Integration/Product Placement: Urban Outfitters has an existing relationship with ABC Family's *Pretty Little Liars*, which heavily overlaps with the target market. Many outfits seen on the show are from Urban Outfitters, and before the release the Spring Collection will be featured on the show. These outfits will be then shown on the blog, driving extra traffic with SEO results and promoting the spring line.

C. Display

Stores will be decorated one week before the promotion begins in order to maximize exposure and increase potential participation. All signs and decorations will be in place, encouraging customers to ask the sales associates about the promotion.

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Exterior: Most of the Urban Outfitters exterior is glass paneling to create a sleek and modern look, and the promotion will utilize this glass by posting signs and advertisements on the interior side of the window visible to street traffic. The prime location on Melrose Avenue allows great exposure for the posters advertising the spring collection, Road Rage™ as a promotion, special events, and college visits. Mannequins in the window will also be dressed accordingly as stated below. Signs with specific event dates and promotion information will be visible from all windows of the store, allowing walk-by customers to see what's going on, when.

Interior: All of the mannequins in the window displays and front entrance will be dressed in outfits from the spring collection, carrying road trip accessories (maps, sunglasses luggage, postcards, etc.) Throughout the store, vintage luggage stacks will be used as accessory tables to incorporate the road trip theme. Signs and flyers will be hung throughout the store advertising Pit Stops, event dates, and the sweepstakes encouraging participation and questions.

D. Publicity

Social Media Integration: Throughout the four-week period of the Road Rage™ promotion plan, all social media channels will be continuously updated. Photos from each event and college visit will be consistently posted on the Urban Outfitters Facebook page. Twitter will host a variety of events such as "find and tweet" in the Southern California area, by sending out hints on the bus's location in the area of the college of the week, and those who find the bus via these tweets will receive a free limited edition UO college t-shirt. Urban Outfitters will also focus a lot of attention on their Pinterest page during this promotion, pinning each of the items from the spring

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collection with a direct link to purchase. Boards will be created for outfits based on the individual items, and photos of the road trip will also be featured online.

Blog: The Urban Outfitters existing blog will be consistently updated as the road place takes place, posting pictures from the events, and featuring one customer per week that visits the bus on campus. In addition to this, the blog will post an outfit of the day using the spring collection of UO clothes, with links to the site for purchase.

Press Releases: An official press release will be provided each week, based on the campus visit. The press releases will be distributed to the local press, campus newspaper systems, and teen/young women magazines. These will increase community awareness and draw attention to the promotional events.

Radio Interview: Urban Outfitter managers will be featured on style interviews for college radio stations during the promotional period. Not only discussing current springtime fashion trends, they'll promote the Road Rage promotion for the last two weeks of January and the month of February while the promotion takes place. By airing these interviews on college radio stations, UO will be able to hit the target market maximizing participation potential for the campus Pit Stops.

E. Other In-Store Activities

A staff meeting will be held 4 weeks prior to the beginning of Road Rage™, so employees will have the opportunity to organize and delegate tasks for the promotion. Employees will go over all activities, and goals in order to maximize success and prepare them for the upcoming events.

For additional internal marketing research, customers will be offered \$15 Urban Outfitters gift cards to participate in quick surveys pre and post promotion. These surveys will be used to measure the promotion's effectiveness of public awareness.

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V. RESPONSIBILITY SHEET

Six weeks before the Road Rage™ promotion plan begins, the Los Angeles Urban Outfitters will hold a mandatory employee meeting, informing all of the working employees about the promotion and allowing them to get familiar with the plan. The employees will be assigned their responsibilities during that time, as follows:

Manager

- Order products
- Receives shipments
- Employee meeting
- Schedule events
- Monitor sales
- Coordinate events
- Radio interviews

Assistant Manager

- Creates schedules
- Inventory
- Oversees all activity
- Social media activity
- Manages bus
- Store displays
- Manage fashion show

Sales Associates

- Assists customers
- Housekeeping
- Inform customers
- Postcards
- Pit Stop events
- Signage
- Fashion show set up

VI. BUDGET

Promotion	Description	Cost	Quantity	Total Cost
<i>Advertising</i>				
Facebook Ads	Series of Facebook ads throughout promotional period.	\$0.71 /click	n/a	\$1,250.00
Postcards	Four custom postcards based on corresponding colleges, handed out at visits.	\$0.25	4,000	\$1,000.00
Campus Signage	Posters and signs plastered across all participating college campuses.	\$1	500	\$500.00
<i>Specialty</i>				
VW Bus	Purchase a used VW bus with alteration and customization cost.	\$7,000	1	\$7,000.00
T-Shirts	Four vintage t-shirt designs based on corresponding college.	\$3.50	2,000	\$7,000.00
Fashion Show	Fashion show sponsored by Levi's jeans, promoting spring collection.	\$5,000 (-\$5,000)	1	\$0.00
Store Decor	Mannequin accessories, decorations, and road trip themed décor for the store.	\$1,000	1	\$1,000.00
Budget Leeway	Extra money allotted in case of unexpected changes in budget.	\$750	n/a	\$750.00
TOTAL				\$18,500.00

VII. STATEMENT OF BENEFITS TO THE RETAIL ESTABLISHMENT

The Road Rage™ promotional plan is guaranteed to achieve its primary goal of increasing sales. By a combination of direct selling, customer participation, and a creative month filled with new events, Urban Outfitters will successfully increase current customer loyalty, and attract new customers as well. Each and every aspect of the Road Rage™ promotional plan has been tailored to reach the plan's objectives through connecting with the target market.

Established ability to understand our customers and connect with them on an emotional level is the reason for our success. Our brands are both compelling and distinct. With an emphasis is on creativity, our brand's goal is to offer a product assortment and an environment so compelling and distinctive that the customer feels an empathetic connection to the brand and is persuaded to buy. The Road Rage™ promotion embodies this over-arching goal of Urban Outfitters as a whole, and is predicted to be a major success in the Los Angeles area.

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ODECA WRITTEN EVENT WINNERS

2014 INTERNATIONAL CAREER DEVELOPMENT CONFERENCE



FASHION MERCHANDISING PROMOTION PLAN

1st Place

MCCALL LEVY
ALISA KEAN

Inglemoor High School, WA

2nd Place

UYEN CAO

Inglemoor High School, WA

3rd Place

SYDNEY SLYFIELD

Rochester Adams High School, MI

FASHION MERCHANDISING PROMOTION PLAN, 2014
Wear and Share Campaign



INGLEMOOR HIGH SCHOOL, #49-055

INGLEMOOR HIGH SCHOOL
15500 SIMONDS ROAD NE
KENMORE, WA 98028

MCCALL LEVY
ALISA KEAN

May 1, 2014

II. DESCRIPTION OF THE STORE



H&M provides customers with high fashion at a low price while keeping a brand image of quality clothing. The company sells women's, men's, and children's clothing; The **Wear and Share** campaign will focus primarily on the women's line. The women's line accounts for 52 percent of the merchandise sold at the store and is expected to offer the greatest opportunity to drive an increase in sales.

The **Wear and Share** campaign has been specifically created for the University Village H&M store, located less than five miles from the heart of downtown Seattle. This H&M location is surrounded by other stores that attract the same target market, including American Eagle Outfitters, Ann Taylor, Anthropologie, Aritzia, Free People, Gap, J Crew, Lululemon, and Victoria Secret.

Two groups of customers represent over 60 percent of buyers. The first market segment is college age women 18-21 years old who live within a five mile radius of the store. The store is conveniently located within one mile of the University of Washington campus. These potential customers want affordable clothing at an accessible location because they have a limited budget and are not very mobile. The second market segment is women age 21-26 who are in the early stages of their career and have an annual income of \$20,000-\$50,000. These women typically live within a ten mile radius of the store and shop for fashionable work clothes and casual everyday outfits.

H&M sells clothing in the price range of \$10 to \$80 and styles ranging from business wear to basic everyday pieces. The University Village store is larger than the



average store in the H&M chain, and compared to other H&M stores in the Seattle area, the University Village store consistently produces some of the highest quarterly sales volumes (store-wide including the men's and children's departments) at approximately \$400,000.

III. OBJECTIVES

In 2013, the University Village H&M store experienced its lowest sales of the year in the second quarter, during the spring season. In order to meet the main sales goal, two objectives have been established, 1) increase repeat business, and 2) increase store traffic. Promotional activities will encourage customers to participate in the **Wear and Share** campaign in order to achieve these objectives.

- **Increase repeat business (customer loyalty):** The campaign will also generate more repeat business. H&M will sell discount totes that can be used in the store repeatedly throughout the duration of the campaign. In addition, H&M University Village will start a reward program that will encourage customers to make more purchases.
- **Increase store traffic:** The **Wear and Share** campaign will increase the number of people who come into the store per day. Compared to last year's average of 120 people in the store per day, H&M University Village can expect to see 150 people per day throughout the second quarter. To do this, H&M will host a fashion night, give customers the opportunity to send their outfit ideas via in store e-card, distribute door hangers, utilize interactive window banners, and publish a news release.

IV. SCHEDULE OF EVENTS

The promotional plan will include special events, advertising, publicity, display, and other in-store activities. All activities planned are cohesive with the entire campaign, and are appropriately scaled for the size and location of the store. Each event is tied to the central idea of increasing the repeat business of current customers and getting these loyal

customers to generate referrals based on their personal experience, as well as with incentives offered through the campaign.

A. Special Events

1. Fashion Premier Night

H&M will hold a Fashion Premier Night in stores at the University Village location on the last day of the campaign, May 2, 2014. The event will be exclusive to customers who signed up for the H&M Rewards Card. Customers will also view a fashion premier to preview the upcoming summer clothing collection which will help to engage customers and generate interest for the next fashion season. Throughout the evening, customers are encouraged to "tweet" about their experience at the Fashion Premier Night.

B. Advertising

1. Social media

H&M will post daily promotional photos and videos advertising the current spring clothing line, and the **Wear and Share** campaign on Instagram, Pinterest, Twitter, and Facebook. Because the targeted buyers are avid social media users, these popular social media tools are an efficient way to broadcast the store's message. These media outlets will be used by customers to share details of the campaign, and of their participation in the multiple campaign events.

2. Door hangers

Door hangers will be distributed to residential on campus housing who belong within the target market. The hangers will mention the University Village H&M location and contact information, and specifically advertise



the Fashion Premiere Night. They will be placed as bundles of 50 on doors and doorsteps to encourage sharing throughout the campus. As an incentive to come to H&M, anyone who brings in a door hanger to the University Village H&M will receive 15 rewards points.

3. Newspaper Advertisement

An advertisement will be placed in the University of Washington campus newspaper, promoting the **Wear and Share** Campaign and specifically mentioning the H&M Rewards Card, discount totes, and photo shoot e-cards in the description of the campaign. This newspaper is well circulated among college students, thus serving as an effective outlet to reach potential customers.

C. Display

1. Interactive Window Display

In order to meet the objective of increasing store traffic, the window display will be changed to feature H&M clothing that follows the current fashion trends worn by real customers. Two white projector screens will be placed in the windows of the store, and a projector placed within the store will project images of H&M customers wearing their new H&M clothing they have just purchased. The images projected will come from the e-card station and customers will sign a waiver allowing H&M to project their pictures on the window display.

2. Layout

The layout of the store will be reorganized to improve the flow of traffic for shoppers and extend their shopping experience. The register will be moved to the back of the store to allow customers to travel through the entire store to expose them to more

items to purchase. Clearance items will also be featured in the back of the store in order to have customers viewing higher profit margin items before viewing the lower profit margin items. Additionally, placed on the top of the clothes racks and behind the store register will be signs advertising the Rewards Card event.

D. Publicity

1. News Release

University Village H&M will publish a news release to local journalists announcing the **Wear and Share** campaign and provide a schedule of upcoming promotional activities. The pitch to news outlets will be about how H&M is using new social media to increase their business. The goal is to get an article published in the entertainment and/or business section of online and print publications.

2. Television Feature

The **Wear and Share** Campaign and the University Village H&M will be featured in a brief television feature on UW TV about student's shopping near the college campus. The feature will specifically mention each of the campaign activities and will involve an interview with a few sales associates and the management trainees. UW TV is viewed by not only students on campus but also alumni state-wide.

E. Other In-Store Activities

1. Rewards Card

The H&M Rewards program includes a Rewards Card that encourages repeat business. Through loading cash on to the Rewards Card, and making in-store purchases with the card, customers will earn more points. Additionally, customers can participate in other campaign activities to earn points on the card, which ties the Rewards Card into

various campaign activities, and build upon the principles of “wear” and “share”. The points earned can be used to choose from a selection of items H&M has available for customers. With more points, customers can choose their “rewarded” item from a larger selection of clothes and accessories. Customers can track their points online through the H&M University Village website.

2. Discount Totes

In order to meet the objective of increasing repeat business, H&M will sell

discount totes to customers. Totes will be sold in stores for \$10.00, which customers can bring in stores any day of the campaign and fill with items that they will then receive a one-time 20 percent discount.



An option of “reserving a tote” online will be available, by going to the University Village H&M webpage and signing up to purchase a bag. The totes will be paid for in store only, but customers who choose to reserve their tote first will receive additional rewards card points when they pay at the counter. The link will be placed on the H&M website and shared on twitter.

3. E-Cards

During the course of the campaign, a photo shoot area will be set up in the University Village location and will be run by sales associates. Customers have the opportunity to have a picture taken of them wearing their new H&M clothing. These photos can then be sent to their friends and family via email in the form of an e-card. For each e-card that is forwarded, the customer will receive 20 loyalty points on their Rewards card. For each person that comes into the store and presents the e-card, they too will receive 20 points when they open a Rewards Card.



4. Employee Training

In order to maximize customer satisfaction as well as increase the number of items sold per customer, employees will attend a new training program. The program will focus on 1) campaign knowledge, 2) customer service mindset, 3) selling skills, and 4) dressing in H&M clothing.

V. RESPONSIBILITY SHEET

Individual tasks have been assigned to each of the four different employee roles within the store. The roles include the store manager, assistant manager, management trainee, and sales associate. By dividing the tasks based on the job description of each person, H&M ensures that responsibilities will be carried out by the appropriate person. The following chart shows the responsibilities and tasks divided up between each type of employee.

Campaign Responsibilities for Employees April 4th, 2014 to May 2nd, 2014

Store Managers	Assistant Manager	Management Trainees	Sales Associates
Supervisor of Fashion Premier event	Organize models for Fashion Premier event	Facilitate in store banners	Undergo training program
Speak at Fashion Premier event	Train sales associates	Order supply of H&M Rewards Cards	Set up and maintain organization of store layout
Approve budget	Prepare door hangers	Post weekly on social media outlets	Hang door hangers
Delegate employee schedule and wages		Order supply of Discount Totes from producers	Assist customers at photo shoot e-card station
			Pass out discount totes to shopping customers



VI. BUDGET

The budget for the campaign is \$4,500 and is appropriate for both the size and location of the store. This budget is comparable to previous campaigns of similar complexity and is expected to generate a fourfold return on investment of \$18,000 after campaign costs are subtracted.

Promotion	Cost
Fashion Premier Night: H&M Rewards Card holders will be invited to an exclusive fashion premier night at the University Village H&M. Costs for this event include catering of food, the cost of models for the summer collection runway show, and clothing to be worn by the models.	\$1,000
Door Hangers: 1,000 custom printed paper door hangers will be placed on the doors of all women's residential homes on campus. The paper door hangers will be placed in bundles of 50 and recipients are encouraged to share with their friends. The hangers will advertise the Fashion Premier Night promotion. Sales associates will hang the dorm door hangers two days before the Fashion Premier Night event on May 1, 2014.	\$100
Window Banners: Two blank white banners will be hung in the windows of the store. Images from the E-card activity will be projected onto the blank banners. The \$830 cost reflects the expense of the blank banners and the two projectors.	\$830
Discount Totes: 325 discount tote bags will be produced at a cost of \$2.92 each. These totes will be sold in the store for \$10.00 each while supplies last. The totes can be used by customers every day during the campaign.	\$950
E-cards: The backdrop for the e-cards will be purchased for \$200, and a professional camera and tripod will be rented for a budget of \$300. Because the photos are sent electronically, there will be no cost associated with mailing.	\$500
H&M Rewards Cards: 300 plastic rewards cards will be produced for use during the campaign. The cost to purchase these cards is \$2.50 each. The cost to the giveaway items provided as a result of the Rewards Card is \$300.	\$1,050
UW Newspaper Ad: An ad for H&M and the Wear and Share campaign will be placed in the UW newspaper in order to expand awareness of the campaign to students of UW.	\$70
Total	\$4,500



VII. STATEMENT OF BENEFITS TO THE RETAIL ESTABLISHMENT

Activity	Benefits	
	Increase Repeat Business (objective one)	Increase Store Traffic (objective two)
Rewards Card	<ul style="list-style-type: none"> • Encourages more sales per customer • Contributes to long term customer/brand relationship • Customers participate in more campaign activities 	
Ecards	<ul style="list-style-type: none"> • Incentive for customers to sign up for Rewards Card 	<ul style="list-style-type: none"> • Generates referrals ("share" aspect of campaign)
Discount totes	<ul style="list-style-type: none"> • Encourage customers to buy more ("Wear" part of campaign) • People are likely to return again during campaign • Customers earn rewards points 	
Fashion Premiere Night	<ul style="list-style-type: none"> • Customers sign up for rewards card • People stay interested with H&M even after campaign ends 	<ul style="list-style-type: none"> • Must come to store in order to participate
Door Hangers	<ul style="list-style-type: none"> • Initiates sign ups for Rewards Card 	<ul style="list-style-type: none"> • Attracts people to store • Advertises Fashion premiere night • Encourages customers to "share" hangers
Window Display	<ul style="list-style-type: none"> • Incentive to partake in E-card event 	<ul style="list-style-type: none"> • Display fashion trends and items offered inside

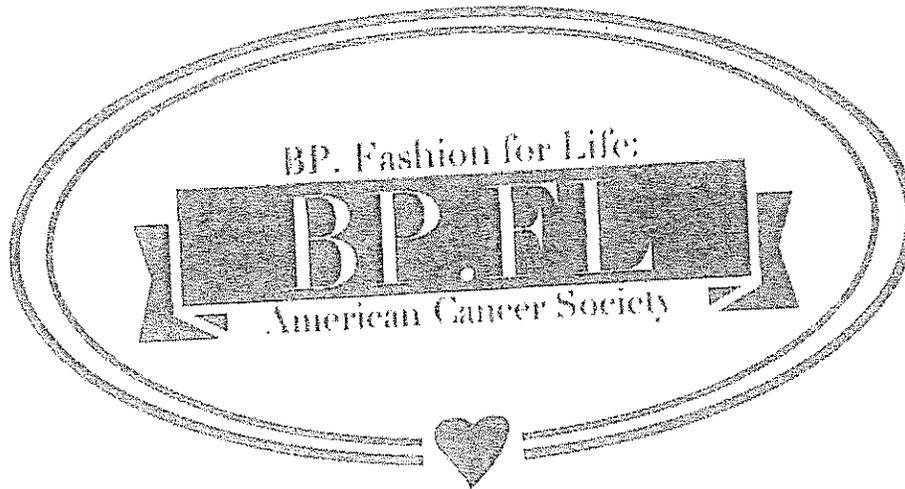
As a result of the **Wear and Share** campaign, the second quarter sales of University Village H&M will reach \$229,500 as opposed to last year's number of \$206,500, which represents the campaign goal of an 11 percent increase. The estimated budget for the campaign is \$4,500 with an expected fourfold return on investment of \$18,000. The campaign will additionally raise awareness of the H&M brand, and increase the exposure of the University Village store among the Washington State division of H&M.



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FASHION MERCHANDISING PROMOTION PLAN, 2014



Inglemoor High School, # 49-055

**Inglemoor High School
15500 Simonds Rd NE
Kenmore, WA 98028**

Uyen Cao

May 7, 2014

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I. EXECUTIVE SUMMARY

13 million people are affected by cancer each year. The BP. Fashion for Life (BP.FL): American Cancer Society promotional plan has been designed to increase cancer awareness through the sale of Nordstrom's house brand "BP. Undercover". During a four week period, we will leverage numerous promotional events, radio/television spots, social media, and Nordstrom's talented workforce to increase sales of this line in Q2 by 25% as compared to the same quarter in 2013. As a result, overall store sales are projected to increase by 10% in 2014 as compared to the same quarter in 2013, all while remaining below a budget of \$10,000. BP. Undercover will continue to utilize its appealing active wear to promote a healthy lifestyle to its target market of teens, however, during this drive it will also be branded with the "BP. Fashion for Life" logo. In addition, 8% of sales will be donated to the American Cancer Society.

Promotion Plan Description: The line will be introduced to BP consumers on May 3rd, 2014. It will be presented and promoted to consumers through a schedule of events, organized by management trainee, Uyen Cao, that are spread throughout a four-week period lasting from May 3rd to May 31st, 2014.

Store Description: This promotion plan will be held at the Nordstrom store located at the Alderwood Mall in Lynwood, WA. This clothing line will continue to be sold in the Brass Plum (BP) department. This location was chosen because the BP. Undercover line has been underperforming at this location as compared to other Nordstrom's in the region, consistently selling 10% less than its peers.

Target Market: BP targets girls age 13-20. Its ideal consumer is a sixteen-year-old high school girl seeking runway designs transformed into school-appropriate attire. Its consumers range from middle to upper class. BP. Fashion for Life targets the girly-girl in search of feminine active wear and the tomboy in search of chic comfort.

Objectives:

Qualitative Objectives	Quantitative Objectives
<ul style="list-style-type: none"> Grow consumer base by improving current BP. consumer perception Increase awareness of Nordstrom BP's broad mix of products Increase sales in clothing categories other than casual attire 	<ul style="list-style-type: none"> Increase sales of BP. Undercover active-wear of FY14 Q2 in comparison to FY13 Q2 by 25% Increase Nordstrom BP sales for Q2 2014 in comparison to Q2 2013 by 10% Execute a four-week promotional plan under a budget of \$10,000

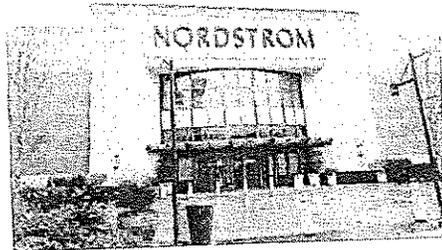
Components:

Special Events	Sales Training	Displays	Publicity
<ul style="list-style-type: none"> Fashion show modeled by cancer survivors Booth/Pop-up store at Relay for Life of the University of Washington 	<ul style="list-style-type: none"> Weekly staff meetings, employee sales commission award 	<ul style="list-style-type: none"> Internal and external banners Survivor-of-the-week displays 	<ul style="list-style-type: none"> Radio announcement and King 5 News' New Day Northwest feature

II. DESCRIPTION OF THE STORE

Established in 1901, Nordstrom now operates 117 full-line stores in 35 states, and offers online shopping in 44 different countries. Nordstrom is known for its unrivaled customer service and its unique mix of merchandise. It provides men, women and children with quality clothing, shoes and accessories tailored to their tastes. As a leading fashion specialty retailer, Nordstrom commits to offering the best possible shopping experience for its high-end consumers by providing quality customer service as well as improving this service every day. These commitments have taken Nordstrom from a small Seattle shoe store to the leading fashion retailer it is today. ("About Us")

The Alderwood Mall Nordstrom was established in 1979, in the midst of Nordstrom's rapid national expansion. (Alderwood). The Nordstrom department is segmented into eleven sub-divisions, including Brass Plum



Alderwood Mall Nordstrom

(BP), which offers merchandise catered towards modern day teens ranging from ages 13-20. Nordstrom BP carries both a private line as well as numerous designer brands. Because of the diversity in its products, prices range between \$5-\$100, appealing to the middle and high class. (Alderwood).

A. Location

Alderwood Mall Nordstrom is located in Lynnwood, Washington, a city in Snohomish County about 17 miles north of Seattle. Lynnwood is considered a centralized location for many suburban cities, resulting in a high visitation rate. (Alderwood). The Alderwood Mall Nordstrom BP lies on the 2nd floor of the department and consumes about 500 square feet of selling space. The BP department lies adjacent to Savvy, a department supplying women with edgy, of-the-

moment looks. Because of its location, BP attracts not only teens, but women reaching their mid twenties, immensely adding to monthly sales. (Roos).

B. Target Market

Nordstrom BP offers a variety of products that provide its target market of girls ages 13 to 20 with trend-conscious clothing and accessories. Nordstrom BP primarily targets high school students who are seeking the latest runway trends translated into suitable school attire. The BP Fashion for Life (BP.FL): American Cancer Society promotional plan is designed to attract high school athletes who wish to incorporate style with comfort. BP.FL is foreshadowed to successfully impact Nordstrom BP with its broad outreach towards both the girly-girl in search of feminine active wear, and the tomboy in search of chic comfort. (Roos).

III. OBJECTIVES

To accomplish multiple goals, both qualitative and quantitative objectives were considered. These objectives will assist Nordstrom BP with its consumer perception as well as its Q2 sales.

Qualitative Objectives	Quantitative Objectives
<ul style="list-style-type: none"> • Grow consumer base by improving current BP, consumer perception • Increase awareness of Nordstrom BP's broad mix of products (School attire, active wear, delicates, etc.) • Increase sales in clothing categories other than casual attire 	<ul style="list-style-type: none"> • Increase sales of BP. Undercover active-wear of FY14 Q2 in comparison to FY13 Q2 by 25%. • Increase Nordstrom BP sales for Q2 2014 in comparison to Q2 2013 by 10% • Execute a four-week promotional plan under a budget of \$10,000

IV. SCHEDULE OF EVENTS

To effectively promote the products, a four week promotional plan will be implemented. In order to achieve the listed objectives, the following events will take place within the promotional period:

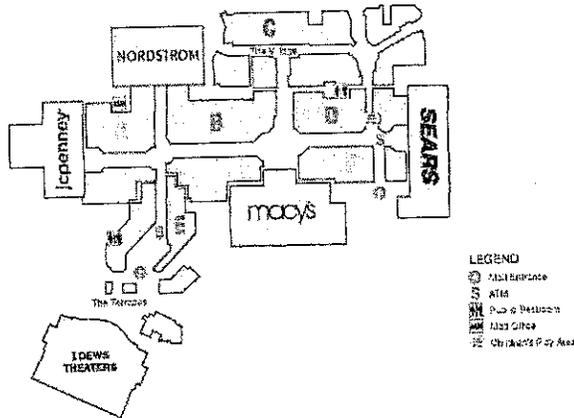
Timeline of Events

<p>Week 1: May 3, 2014-May 9, 2014</p>	<ul style="list-style-type: none"> • Radio announcements • Execute fashion show May 3rd, 2014 at 2:30 PM • Announce and display "Survivor of the Week" • Implement BP. Fashion for Life: American Cancer Society tab on Nordstrom General website • Three posts on Nordstrom BP Fashion Blog • Nordstrom catalog released
<p>Week 2: May 10, 2014-May 16, 2014</p>	<ul style="list-style-type: none"> • Relay for Life of the University of Washington • Announce and display second "Survivor of the Week" • Conduct Instagram photo competition • King 5 News' New Day Northwest Feature • Three posts on Nordstrom BP Fashion Blog
<p>Week 3: May 17, 2014-May 23, 2014</p>	<ul style="list-style-type: none"> • Announce and display third "Survivor of the Week" • Conduct Instagram photo competition • Three posts on Nordstrom BP Fashion Blog
<p>Week 4: May 24, 2014-May 31, 2014</p>	<ul style="list-style-type: none"> • Announce and display fourth and final "Survivor of the Week" • Conduct Instagram photo competition • Three posts on Nordstrom BP Fashion Blog • Analyze employee sales to determine winner

A. Special Events

1. BP. Fashion for Life (BP.FL) Fashion Show

A Fashion show displaying products from BP.FL will be presented on Saturday, May 3rd, 2014 at 2:30 pm, a peak hour for Nordstrom BP target market traffic (Nordstrom), on the first floor of Alderwood Mall directly centered between the Nordstrom entrance and the food court.

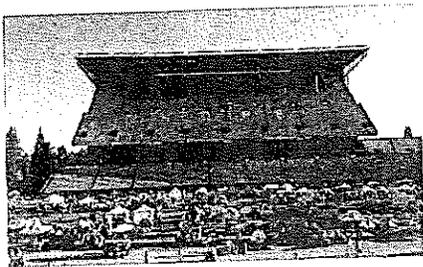


Alderwood Mall map

The fashion show equipment will be provided by NFI Productions, a leading Northwest fashion show producer. Cancer survivors will be recruited as models in the show and will be dressed in BP.FL attire to showcase its material

quality, aesthetic appeal, and its support for American Cancer Society. We will also utilize our current Nordstrom BP Fashion Board members with merchandise incentives; the member who brings the most guests (preferably guests within the target market of teens) to the fashion show will receive one free BP. FL item.

2. Relay For Life of The University of Washington, Edmonds/Lynnwood and Bellevue



Relay for Life of The University of Washington

Relay for Life is a charitable event conducted by the American Cancer Society at a multitude of locations across the nation. With over 100 event locations in just the greater Seattle Area, thousands of participants gather each year to walk or run at their pace of choice while receiving sponsored donations for distance goals. (Cancer). Because the events are highly active and last overnight, they strongly appeal to an audience in our campaigns target market, active teens, because they simulate teen sleep-overs. We have chosen to present at a Relay for Life event on May 10, 2014 at the University of Washington, which consistently attracts the most participants. (Relay). Head bands from the line will be provided to all cancer survivors free of charge. All teams that raise a minimum of \$1,000 will also receive a free head band as well as a 15 percent discount applicable to items from the BP. Undercover line. In order to promote these incentives, Nordstrom BP will be present at the event with a pop-up store/booth available for participants to browse through.

3. Survivor of the Week

Throughout the four-week promotional plan, a teen cancer survivor will be featured and honored each week. Survivors will be recognized by displaying a life sized poster with the survivor dressed in BP. FL items adjacent to a biography about the survivor's journey and goals. This information will also be displayed through various other mediums. A smaller version of this

photo as well as the biography will also be placed by the cash register to accommodate customers.

4. Customized name tag

Jeweled name tags embedded with the promotion plan name will be produced and sold one time only at the Relay for Life event. 100% of profits from these tags will be given to American Cancer Society.

B. Advertising

1. Internet Sources

Nordstrom has a general, all departments website as well as a fashion blog specifically for Nordstrom BP. We will use both websites in our efforts for the promotional plan.

Nordstrom General Website: We will utilize the general, all departments website by creating a BP. FL ad/banner that will transition photos containing survivors dressed in our apparel on the home page. The banner will list the benefits of buying BP. FL attire in regards to the American Cancer Society. The women's clothing category will have a BP. FL link, highlighted to differ from others.

Nordstrom BP Fashion Blog: We will utilize the Nordstrom BP fashion blog by having one



of our teen bloggers write 2 weekly posts: one pertaining to the Survivor of the Week and one displaying a BP. FL outfit of choice. Using both

Nordstrom BP Fashion Blog sites will enable us to reach a broader audience.

2. Incorporating the American Cancer Society into sales

Eight percent of total profits derived from BP. FL will be given to the American Cancer Society. We will display this number on ads both in stores and online.

3. Nordstrom Catalog

A spread will be created and dedicated to displaying BP. FL apparel and accessories. This spread will be paid for by the supplier. It will consist of 2 pages, exposing consumers to available products and prices directly on the page.

4. Social Media

Nordstrom BP currently has an Instagram account; a social media network that is predominantly used by our target market, girls in their late teens to early twenties. (The Buffer Blog).

Instagram: We will utilize a photo sharing contest on Instagram that will increase exposure for the promotional plan. We plan on asking girls to post photos dressed in BP. FL apparel and accessories with captions containing the simple hash-tag "BPFL". The department manager will choose a weekly winner to receive a \$35 gift card applicable to BP. FL items.

5. The Nordstrom Café Bistro

The Nordstrom BP department is located next to the Nordstrom Café Bistro, which is highly regarded for its affordable yet quality meals. (Nordstrom Restaurants). We plan to take full advantage of the traffic the café attracts by



The Nordstrom Café Bistro

placing a promotional ad and fliers by the cash register as well as in an independently standing flier stand with the café's menus so that customers in line have the opportunity to gain full knowledge of the campaign and make the decision of whether or not to contribute.

C. Display

A key to achieving maximum consumer exposure is through interior and exterior displays.

All displays will include models dressed in BP. FL attire as well as the American Cancer Society Relay for Life logo.

Interior Displays: A banner will be located in front of the Nordstrom BP department near the escalator exit. In addition to this banner, poster boards will be placed near the products displaying the "Survivor of the Week" model and her biography.

Exterior Displays: Nordstrom consists of 5 entrances; 4 on the bottom floor and 1 on the top floor. (Alderwood). All entrances will have external banners announcing the promotional plan and its support for the American Cancer Society. Banners will be placed on both sides of doors to gain full exposure and will direct potential consumers to the BP department.

D. Publicity

Because the campaign ultimately benefits a great cause and it coincides with National Service week, both broadcasters listed have been gracious enough to make announcements and features at an immensely discounted price.

1. Radio announcement

Announcements will be made about the campaign through stations that appeal to the target market. Data shows that our target age group listens primarily to KUBE 93.3, KISS 106.1, and KPLS 101.5. (Entertainment). Announcements will be made every two days for the first week of the campaign, beginning May 3rd, 2014, during peak hours when traffic is at its highest.

2. Television broadcast announcements

King 5 News' New Day Northwest will be conducting a feature on BP. FL. The segment will include models showcasing our various products in addition to an interview with the BP department manager.

E. Other in-store activity(ies)

1. Employee incentives

Similar to our Nordstrom BP Fashion Board members, Nordstrom BP employees/sales associates will have the opportunity to receive gifts in exchange for their commission achievements. The employee with the highest total sales at the end of the four-week promotion plan will receive a \$100 gift card to Nordstrom. Total sales data will be collected through our computer system database. Employees will also be asked to wear attire from the line three times a week.

V. RESPONSIBILITY SHEET

In order to efficiently execute the BP. FL promotional plan, it is important to incorporate all members of the Nordstrom BP team. It is highly important for all Nordstrom BP members to remain active in executing the following requests:

Department Manager	Assistant Manager	Employees
<p>The department manager plays a pertinent role in the execution of all scheduled promotional events and in the overall success of the campaign.</p> <ul style="list-style-type: none"> -Continued contact with an American Cancer Society Relay for Life representative throughout the duration of the campaign. -Contact the store manager in regards to exterior displays. -Contact Alderwood Mall management in regards to the BP. FL fashion show. -Continued contact with NFI Productions to book fashion show as well as outline event. -Continue to handle customer service conflicts -Book pop-up store/booth for Relay for Life events 	<ul style="list-style-type: none"> -Oversee all Relay for Life events/manage pop-up store/booth -Recruit 15 cancer survivors to model in Fashion Show; 4 of whom will be featured as Survivor of the Week throughout promotion plan. -Coordinate set up of Fashion Show. -Manage backstage of Fashion Show. -Accumulate individual employee sales at the end of 4-week period to determine winner. 	<ul style="list-style-type: none"> -15 employees will assist with execution of fashion show. -Demonstrate sincere, quality customer service. -Update Survivor of the Week posters and biographies. -Attain a strong understanding of the promotional plan and its goals. -3 employees will work in pop-up store/booth at Relay for Life events. -Re-organize and re-stock line merchandise in store.

VI. BUDGET

The BP. Fashion for Life promotional plan has obtained a budget of \$10,000 for all promotional efforts listed under the Schedule of Events. This budget will be divided as follows:

A. Special Events	\$30
• Pop-up store/booth tent and table	\$15
• Clothing racks for pop-up store	\$500
• Headbands for survivors and participants who raise \$1,000	\$2,000
• NFI Production costs (includes audio system)	\$100
• Ads/posters to promote fashion show (\$20 x 5)	\$300
• Survivor of the Week life size poster (\$75 x 4)	\$800
• Customized name tags	\$3,745
Total Special Events Cost	\$3,745
B. Advertising	\$1,000
• Professional advertisement designer for website banner	\$0
• Nordstrom BP Blog posts	\$0
• Nordstrom Catalog Spread	\$140
• Photo contest winner gift cards (\$35 x 4)	\$1,140
Total Advertising Cost	\$1,140
C. Display	\$550
• Promotional banners (Interior and exterior: \$50 x 11)	\$550
Total Display Costs	\$550
D. Publicity	\$850
• Radio Station announcements	\$500
• New Day Northwest feature	\$1,350
Total Publicity Costs	\$1,350
E. Other In-store Activities	\$100
• Employee gift card incentive	\$192
• Employee payroll (12/hr x 16 hours)	\$292
Total In-store Activities Costs	\$292
Total Promotion Plan Cost	\$7,077

VII. STATEMENT OF BENEFITS TO THE RETAIL ESTABLISHMENT

Both tangible and intangible benefits will be gained through the promotion plan. The intangible benefits are a larger market as well as an improved consumer perception/image.

Tangible benefits are an increase in Q2 sales for the BP. Undercover line by 25 percent and

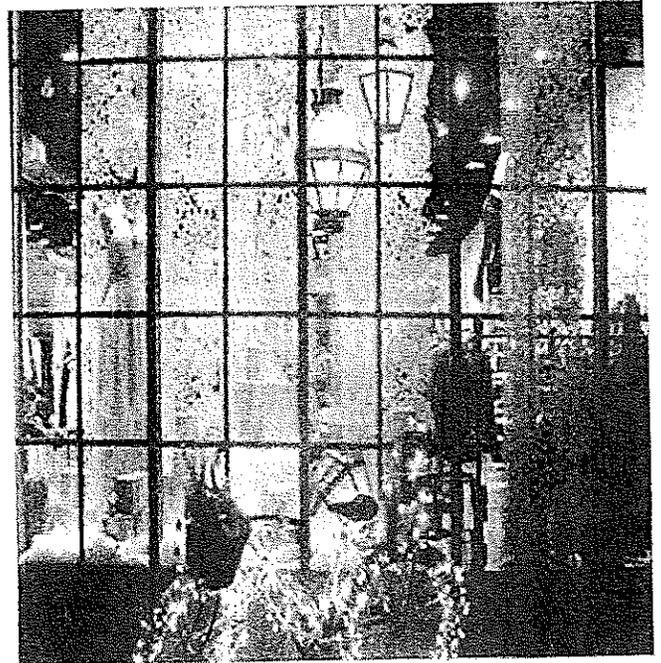
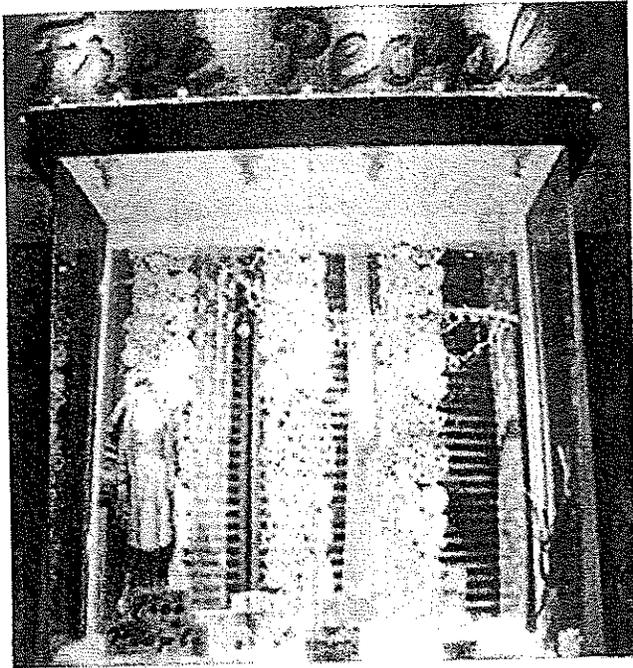
an increase in total Nordstrom BP. sales by 10 percent. For Q2 in 2013, BP ran a promotion for its BP. Undercover active-wear line titled "Spring Break" which brought in a net-earning of \$84,396.56. BP. FL is projected to bring in \$105,495.70. Nordstrom BP earned \$935,000 in Q2 2013, and is projected to earn \$1,028,500 in Q2 2014. This is a department return on investment of 12:1. Accomplishing this increase will mark the success of the campaign. In addition to benefits for Nordstrom BP, the American Cancer society will receive eight percent of all sales within the BP. FL promotion plan duration. Millions of lives are affected by cancer, whether indirectly or directly. BP. Fashion for Life looks beyond the numerical successes it brings towards Nordstrom BP. It strives to raise awareness for an honorable organization that will benefit millions of people around the world.

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free people

Stroke of Midnight



Fashion Merchandising Promotion Plan
Adams DECA
Rochester Adams High School
3200 W. Tienken Road
Rochester Hills, MI 48306
Sydney Slyfield
2/19/2014



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I. EXECUTIVE SUMMARY

Since 2002, Dick Hayne's wholesale, bohemian style clothing line, Free People, has been catering to twenty-something women by producing affordable and quality clothing that reflects the wearer's intelligence, creativity, and individuality. Each store creates an inspiring and serene environment for their customers with custom flooring, handmade fixtures, crocheted hangers, and a vibrant and cozy lounge area where the customers can embrace their surroundings. The 2014-2015 Free People holiday line, "Stroke of Midnight", provides all things necessary to create a unique holiday look including vegan leather jackets, wool coats, textural layers, crocheted pullovers, nubby knits, and sparkling metallic holiday skirts and dresses. Free People will partner up for the 2014 holiday season with Miracle Foundation, an organization that established 3 family-styled orphanages in India. The primary target market for the holiday line is free spirited, creative, and intelligent urban women ages 20-29 with a minimum annual income of \$65,000.

Through a series of meetings, Free People's marketing management team has developed the best possible six-week promotion campaign for the "Stroke of Midnight" line. The following objectives are those that have been established:

- Increase overall in store sales at all locations by 15% and online sales by 10% by the end of the campaign, January 6, 2015
- Increase popularity of the Stroke of Midnight holiday line and increase awareness of the brand throughout the fashion industry
- Promote Free People's ethical values by raising \$50,000 for The Miracle Foundation by the end of the six-week promotional campaign

The campaign will begin on November 18, 2014 and end January 6, 2015. The name of the Winter line, "Stroke of Midnight", has a double meaning. The first meaning refers to New Years Eve celebration which relates to the holiday theme. The second refers to the speech "Tryst with Destiny" made by Jawaharlal Nehru, the first Prime Minister of independent India in which he recited his now famous phrase, "At the stroke of the midnight hour, when the world sleeps, India will awake to life and freedom." This directly ties into our goal of raising money to help the foundation build family-styled orphanages where Indian orphans can grow to reach their full potential.

Throughout the six-week campaign special events include a fashion show, Free People shopping spree with spokes model Selena Gomez for select customers, an in store discount for customers who donate \$20 or more The Miracle Foundation, and a four hour online sale. Publicity and advertising for the campaign will include direct mail advertisements to established customers and two full-page ads in the popular and fashion-forward *ELLE* magazine. One ad will include Free People models and the other will feature Free People spokes model Selena Gomez. Also, a special appearance at the Philadelphia store location on the popular series *Pretty Little Liars*.

The special events and advertising will be very costly but also very manageable since Free People has a primary target market of women earning higher incomes. The budget for the events and advertising is estimated to be \$533,155. The six-week campaign will greatly benefit the store by increasing awareness of the line and the Free People boutique which will lead to increase in sales. The line will gain this popularity through the multiple advertisements and special promotional events. Also, the partnership with The Miracle Foundation will boost the brand's image. Through this line Free People can continue to establish ourselves as a quality fashion brand that creates fun clothes for unique and modern young women.

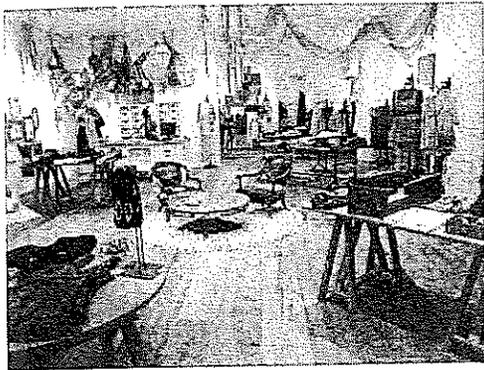
II. DESCRIPTION OF THE STORE

Free People owners, Dick and Meg Hayne, had a vision of a boutique where young shoppers could find clothes to express freedom and individuality. These young consumers would be able to purchase quality products in a serene and idyllic setting in which individuality is celebrated. This vision came to life in the early 1970s when the first Free People store opened its doors in Philadelphia, Pennsylvania. As the store gained popularity, the company expanded and opened a second location and the name was changed to Urban Outfitters. Demand quickly became overwhelming so a wholesale line was created under the company's original name: Free People.

In spring 2001, Free People chose to shed their junior image and began to create a more mature and contemporary brand which catered to women in their 20s who craved uniquely crafted clothing that reflected their individuality. This led to the opening of the first Free People Boutique in Paramus, New Jersey. The boutique caters to all their customer's adventures by selling quality accessories, shoes, intimates, and swimwear as well as their bohemian styled apparel. Product prices tend to range from \$70.00 to \$400.00. Today, Free People has over 81 U.S. store locations and two in Canada and plans to continue growth. Additionally, the line is sold in over 1000 specialty stores worldwide and the online store ships to 132 countries worldwide.

Free People continues to reach out to confident women in their 20s who favor an adventurous and creative style. It provides for women with a wide range style preferences: sweet, rugged, bohemian, or girly so that each customer can create their personal look. The target customer is worldly, educated, and curious. She is interested in art, culture, music, and travel and enjoys adventures such as surfing, rock climbing, or hiking.





The Free People boutique is decorated to enhance the free spirited nature of the clothing and create a serene and inspirational environment for customers. Every boutique is created with its own unique flare, just like its customers. Though no boutique is identical, each

location boasts a vibrant and cozy lounge area with brightly quilted chairs and intricate handmade features. Other touches added into the boutique design include warm wooden floors and bouquets of flowers on tables.

The Miracle Foundation was established in 2000 and has since been working to establish family-style living environments in which orphans are empowered to reach their full potential.

The founder of the non-profit, Caroline Boudreaux, was inspired to dedicate her life to empowering orphaned children after visiting a decrepit and overcrowded children's home in a remote village in eastern India.

The Miracle Foundation fundraises through long-term sponsorship of a child, individual donations, or traveling to the orphanages to through their volunteer program. Since the non-profit organization consists of a large number of volunteers and very few employees, about 83% of donations go to direct care of orphans, instead of administrative costs.

Today the organization has established three children's homes in Eastern India and cares for over 500 children. Each child is guaranteed nutritious food, high-quality healthcare, and a college-prep education which includes English proficiency and computer literacy. But, the most important provision is a trained Housemother who provides a stable, loving, nurturing home for each child in her care.



III. OBJECTIVES

Through all of the promotions, events, and advertisements for "Stroke of Midnight" and through the line's ties to The Miracle Foundation's work helping Indian orphans, Free People's holiday sales will increase and Free People's ethical values will be promoted. In order to ensure the line's success, our team of *marketing managers* has established the following objectives:

- Increase overall in store sales at all locations by 15% and online sales by 10% by the end of the campaign, January 6, 2015
- Increase popularity of the Stroke of Midnight holiday line and increase awareness of the brand throughout the fashion industry
- Promote Free People's ethical values by raising \$50,000 for The Miracle Foundation by the end of the six-week promotional campaign

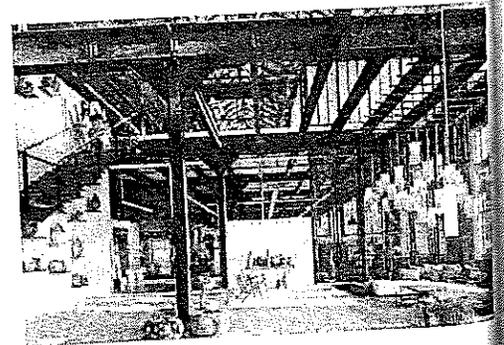
IV. SCHEDULE OF EVENTS

A. Special Events

1. *Navy Pier Holiday Fashion Show*

To begin our holiday promotions for "Stroke of Midnight", Free People will host a fashion show on November 18, 2014 at our corporate headquarters at Navy Pier Campus in Philadelphia. The office's minimal furnishing, high ceilings, brick walls, and recycled pine floors mirror the atmosphere of the Free People boutiques, thus, making the 53,000 square foot space the perfect location to showcase the new holiday line. The show will be hosted by owner's Dick and Meg Hayne and the guest list for the night will be chock-full of designers, celebrities, photographers, and fashion reporters of the Associated Press. This high profile coverage will guarantee a perfect kick off for "Stroke of Midnight."

2. *Miracle on Walnut Street Celebrity Shopping Spree*





Customers who register online to be monthly sponsors for The Miracle Foundation by midnight November 24, 2014 will be eligible to win a shopping spree at the Walnut Street, Philadelphia location with celebrity spokes model Selena Gomez, who is frequently spotted wearing Free People clothing. After registering online to become a sponsor, customers will automatically be entered into a

raffle where one lucky winner will win a two hour shopping spree on December 1, 2014 at the boutique where they'll be given \$1000 to shop. Lunch will also be provided for the winner and Selena Gomez in the lounge area of the store.

3. The Miracle Foundation Donation Discount

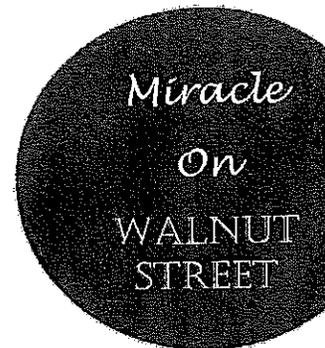
Throughout the entire six-week promotion, at any of the Free People Boutiques and online, customers who donate \$20 or more to The Miracle Foundation will receive 10% off their total purchase of any item from the "Stroke of Midnight" collection. This discount will give customers incentive to donate to the foundation as well as encourage them to purchase merchandise from the holiday line.

4. Annual Four Hour Sale

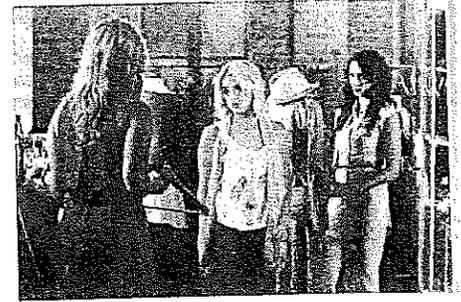
The annual online Free People Four Hour Sale starts at 8PM and ends at 12PM eastern time on November 22. During the sale, customers who purchase a gift of from \$25 to \$1000 in addition to their online purchase receive 15% off \$200-\$499 orders and 25% off \$500+ orders (order includes the gift purchase from The Miracle Foundation.)

B. Advertising

1. Pretty Little Liars



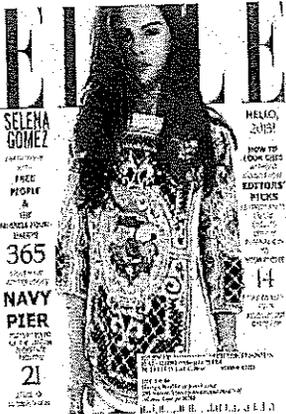
The ABC Family hit series *Pretty Little Liars* reaches about 2.47 million viewers worldwide, the majority being women ages 18-34, thus, making it the perfect show to promote the “Stroke of Midnight” line. Executive producers of the hit drama have agreed to film a scene at the Philadelphia store, since the show takes place in a small town just outside of



Philadelphia. The scene will feature the four fashionable main characters shopping for “Stroke of Midnight” merchandise. Also, we will provide *Pretty Little Liars* with four outfits for the girls to wear for the rest of the episode. The episode will be filmed on July 10, 2014 and will air on December 9, 2014. The Philadelphia store will be closed for four hours on the film date to prepare and shoot the scene.

2. *Elle Magazine Ad*

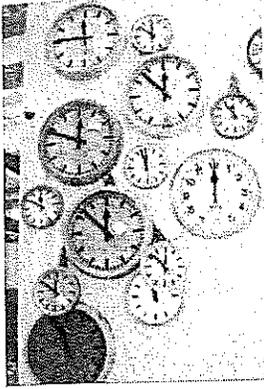
We will be working in conjunction with *ELLE* magazine to publish two full page ads in the November 2014 issue. The first page will feature a model wearing a piece from the holiday line “Stroke of Midnight” and will have information on the upcoming promotions and activities. The second will feature our spokes model, Selena Gomez wearing a t-shirt with The Miracle Foundation’s logo with information on the partnership between Free People and The Miracle Foundation in India.



C. Display

1. *Window Display*

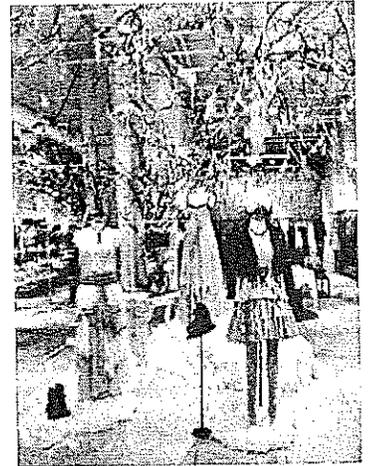
The window display is an important component to attracting customers into the boutique. Since the outdoor displays will be most customers’ first impression of the line, the displays must be visually appealing and accurately capture the beauty and uniqueness of the clothing.



The mannequins will feature two different looks: a fun outfit fit for any holiday party and a casual outfit featuring winter layers like legwarmers under boots and knit sweaters under trendy wool coats. The mannequins will be surrounded by a snowy scene, strung white lights, and stacks of presents wrapped in silver and white paper. The surrounding smaller windows will feature photos from the holiday catalog.

2. Store Layout

The stores will be decorated according to a winter wonderland theme. Each store will be uniquely decorated, as usual, but will all feature similar winter elements like those in the window displays. The ceiling in the boutique will be strung with white lights to look like moonlight and stars at midnight. Also, an artificial tree will be decorated in the store with white garland, lights, sparkly ornaments, and artificial silver, sparkly snow birds. The main component of each store's display will be a feature wall covered with clocks to focus on the New Years Eve theme Stroke of Midnight.



D. Publicity

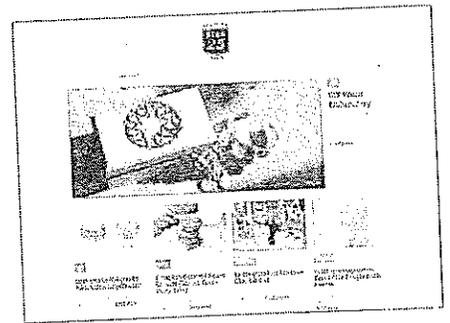
1. Press Release

We will draft and issue a press release to major fashion editors such as those at ELLE Magazine publisher Hearst Publications, Vogue Magazine, and Nylon Magazine. The press release will also be sent to local media outlets in major cities where Free People boutiques are located such

as New York City, Philadelphia, Los Angeles, and Chicago. The press release will provide information about the "Stroke of Midnight" fashion show at Navy Pier on November 18, 2014.

2. Social Media

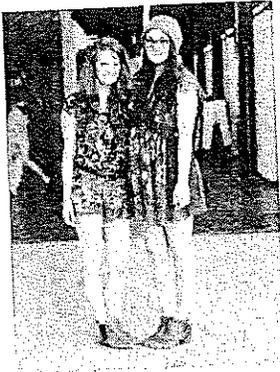
In order to more inform potential customers about upcoming and ongoing promotions and events for "Stroke of Midnight" in a more cost-effective manner, Free People pages on Facebook, Instagram, and Twitter will consistently updated with information and photographs of the clothing and the events. The social media pages will also include links to coupons and to both the Free People website and The Miracle Foundation website. Also, directions to register to win for the *Miracle on Walnut Street* Celebrity Shopping Spree will be posted on the Facebook page and Free People blog, blog.freepeople.com.



E. Other in-store activities

1. Employee Involvement

It is important that during any important campaign each employee be motivated to be enthusiastic and involved. This is especially important since for our six-week campaign we are holding multiple in-store promotions. In order to enthuse our employees about the "Stroke of Midnight" clothing line, each employee will model pieces from the collection while at work. Also, customers will be asked to name the employee who helped them during their shopping experience. The employee who sells the most merchandise within the first three weeks of the promotion will receive a \$500 bonus. Through these efforts, employees will be motivated to improve their customer service skills which will ultimately increase overall customer satisfaction.



V. RESPONSIBILITY SHEET

Employee Title	Duties and Responsibilities
A. Corporate Offices	1. Organize guest list for Navy Pier fashion show
	2. Submit two-page spread layout to <i>ELLE</i> Magazine
	3. Confirm Selena Gomez for <i>Miracle on Walnut Street</i> celebrity shopping spree
	4. Decide on display materials and items for all store locations
	5. Monitor employee sales and provide \$500 bonus
B. Store Manager	1. Order merchandise to stock stores according to demand
	2. Order display materials for window displays and in-store layout
	3. Confirm the filming of <i>Pretty Little Liars</i> and prepare the store for the shooting of the episode (Philadelphia store location only)
C. Store Supervisor	1. Monitor employee performance and sales
	2. Prepare store for <i>Miracle on Walnut Street</i> celebrity shopping spree and order food for the winner and Selena Gomez
	3. Create and update their location's pages on Facebook, Instagram, and Twitter
D. Sales Associates	1. Implement friendly, enthusiastic, and helpful selling tactics and positive attitudes
	2. Maintain an organized store environment

VI. BUDGET

Financial Plan	Cost
1. Navy Pier Fashion Show Includes models, makeup and hair, décor, and beverages for backstage	\$2500 x 4 models \$300 for beverages \$300 for décor and other expenses
2. <i>Miracle on Walnut Street</i> shopping spree Includes food and beverages plus shopping allowance	\$1000 shopping allowance \$60 food and drinks
3. <i>ELLE</i> Magazine Advertisement Two page spread in color	\$63,465 x 2 pages = \$126,930
4. <i>Pretty Little Liars</i> Scene	\$400 (approx.) per outfit x 4 outfits = \$1,600
5. Window Displays (Per Store) Includes print costs and display materials Employee Bonus	\$60 x 10 posters per 80 stores = \$48,000 \$1,500 for design cost \$500 per 80 stores construction cost = \$40,000
6. Store Design	\$3000 per 80 stores for materials = \$240,000
Total Estimate of Costs	\$533,430

VII. STATEMENT OF BENEFITS TO THE RETAIL ESTABLISHMENT

The promotional campaign for "Stroke of Midnight" in conjunction with fundraising for Indian orphans with The Miracle Foundation will communicate the importance of giving back which we know is important to our customers and will increase holiday sales revenues in store by 15% and online by 10%. Through our multiple special events, such as the fashion show at Navy Pier, and promotional events, such as coupons and discounts, in store sales will have increased by 15% over last year's holiday sales by the end of the "Stroke of Midnight" six-week promotional campaign. Also, social media buzz created by our updated Facebook, Instagram, and Twitter pages will gain our pages followers who will continue to check in online for updates on future campaigns, fashion lines, and events. Through our most high-profile event, the fashion show at Navy Pier, the Free People brand will gain more recognition and buzz within the global fashion community since the event will be covered by numerous reporters and attended by the most fashion-forward and current celebrities, such as our spokes model Selena Gomez. Most importantly, this campaign will promote Free People as an ethical brand with a mission to improve the world and help those in need. The use of the hit show *Pretty Little Liars* as well as the ads in *ELLE* will help us do so by reaching mature and cultured young women across the country who would be attracted not only to Free People's unique, bohemian style but also helping those less fortunate than themselves. The planned promotions, advertisements, store design, window display, and social networking will work together in order to achieve all our set goals. Free People will see an increase in sales as well as recognition for being a brand with high ethical values.



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IX. APPENDIX

Contact:

Press Release

FOR IMMEDIATE RELEASE

Free People's "Stroke at Midnight" Kicks off at Navy Pier

Sydney Slyfield
ss.press@freepeople.com
5000 South Broad St.
Philadelphia, PA 19112
215-454-5500

Philadelphia, Pennsylvania- October 26, 2014- Free People's holiday 2014-2015 line "Stroke of Midnight" kicks off November 18, 2014 at the Free People corporate headquarters at Navy Pier in Philadelphia, Pennsylvania.

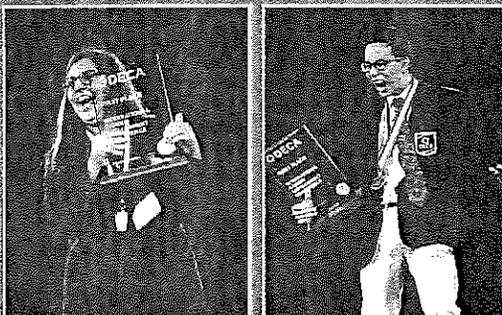
Celebrities, designers, editors, photographers, and members of the press will all come together to view the unique and fun clothing inspired by New Year's Eve fashions in a winter wonderland themed surrounding. This is a fun way to kick off the six-week promotional campaign for "Stroke at Midnight".

Free People celebrity spokes model, Selena Gomez, will be in attendance and also will be promoting The Miracle Foundation and Free People's ethics. "Stroke at Midnight" is in conjunction with The Miracle Foundation through various, upcoming in store promotions in order to raise money to help provide a stable home for orphans in Eastern India.

DECA

WRITTEN EVENT WINNERS

2015 INTERNATIONAL CAREER DEVELOPMENT CONFERENCE



FASHION MERCHANDISING PROMOTION PLAN

1st Place

BEN ZHAO

Glenbrook North High School, IL

2nd Place

SYDNEY BURKE

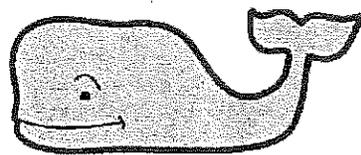
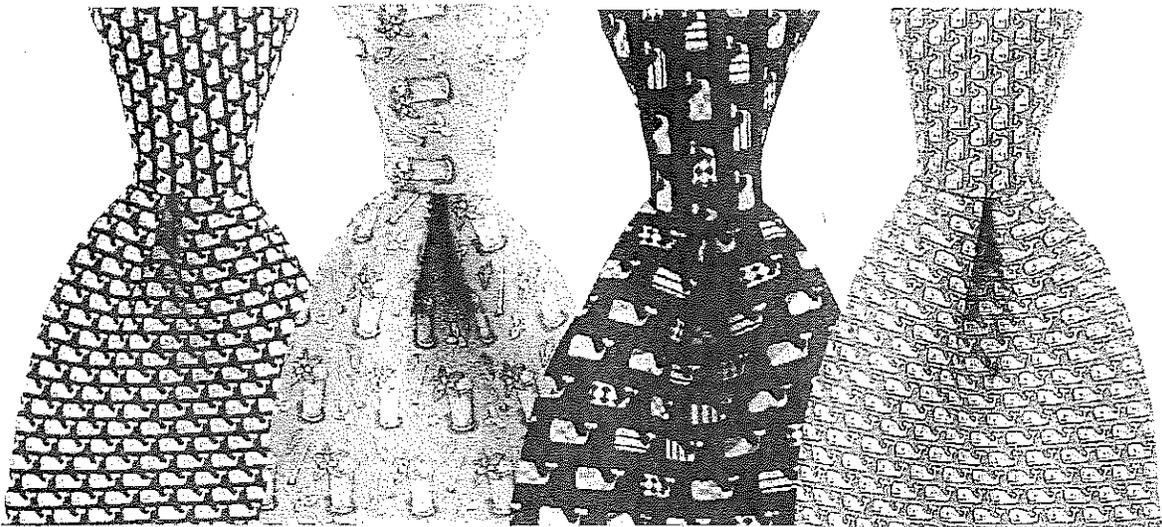
Woodinville High School, WA

3rd Place

CASEY ROSEN

Inglemoor High School, WA

FASHION MERCHANDISING PROMOTION PLAN



vineyard vines®

“Set Sail”

Ben Zhao

Glenbrook North DECA

Glenbrook North High School

2300 Shermer Road

Northbrook Illinois, 60062

2014-2015

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I. EXECUTIVE SUMMARY

Vineyard Vines was started in 1998 with one principal philosophy: *every day should feel this good*. Viewing fashion as more than just clothing, but as an integral part of life, Vineyard Vines capitalizes on everyday moments to create clothing representative of its ideology. Its bright colors, witty designs, and positive slogans bring happiness to its customers, creating an image almost instantly recognizable.

The Problem

With a new store about to open in late 2015, Vineyard Vines needs to secure its grasp on the Chicago fashion market. Operating on the renowned Michigan Avenue, Vineyard Vines faces tough competition in a crowded market from stores like Kate Spade, Ralph Lauren, and J. Crew. These companies offer clothing at a similar price range, share the same target market, and reside in close proximity to the Vineyard Vines Chicago location. Vineyard Vines must distinguish itself by establishing it as a brand that focuses on the beauty of life, and as a result, gaining a unique brand equity.

Objectives

By following the "Set Sail" promotional plan, Vineyard Vines is poised to resolve its current weaknesses, and achieve the following objectives:

- ☞ Increase seasonal sales - "Set Sail" aims to execute this objective through a unique marketing approach that includes unprecedented use of traditional and unconventional promotion.
- ☞ Establish unique brand awareness and equity throughout the Chicagoland area - A multi-pronged effort will cement Vineyard Vines' image, creating ubiquitous recognition in the Chicagoland area.
- ☞ Expand loyal customer base - "Set Sail" will be pivotal in exposing a huge untapped market of young professionals and college students to the Vineyard Vines brand, creating a vital consumer base.

Target Market

Vineyard Vines serves a multitude of clientele, having a universal appeal. "Set Sail" aims to pinpoint the following target markets: Our primary target market is comprised of metropolitan males and females between the ages of 25-40 who aspire to embody the effortless sophistication Vineyard Vines offers. They typically earn higher incomes, attributing to the spending power they control. Many of these individuals may work corporate jobs, and Vineyard Vines presents the opportunity of expression through clothing choice. Our secondary target market consists of fashion conscious college students from fairly affluent backgrounds in the general vicinity of the Chicago area. These students epitomize the youthful spirit of Vineyard Vines.

Promotional Strategy

"Set Sail" will reach its projected objectives through taking a multidimensional marketing approach, encompassing all aspects of the business. Utilizing unique marketing tactics including an emphasis on social media as well as multiple live marketing events throughout the promotion, "Set Sail" will be the key in unlocking the huge untapped market of Chicago. This promotional plan takes into account the true potential that social media possesses, and takes an innovative approach to build upon Vineyard Vines' success. Constant communication between our company and consumers will be made possible through interactive links created by "Set Sail". Focusing on what makes life beautiful and aiming to appeal to a universal audience will allow Vineyard Vines to connect to an unparalleled number of people. Incorporating elements such as music festivals, celebrity endorsements, and designer collaborations will guarantee an array of consumers interested in the Vineyard Vines brand.

Analysis of Proposed Strategy

Currently, Chicago contains a condensed amount of potential consumers fitting our customer profile. "Set Sail" will be effective in resolving Vineyard Vines' current problems and meeting the proposed objectives through its revolutionary marketing methods. Integrated and radical promotion will create consumer interest. Unconventional marketing techniques will demand the attention of potential customers across the Chicagoland area. Event sponsorship and constant presence in press and social media will generate exceptional volume of sales, increasing seasonal profits. Highlighting Vineyard Vines' iconic slogan, campaigning through social media, and underlining philanthropic initiatives will solidify Vineyard Vines' public image, creating a unique brand equity. An incentivized loyalty program and increased customer interaction through technological and tangible means will duly increase loyal customers. Altogether, the "Set Sail" positions the Chicago Vineyard Vines location for the future, creating a solid foundation, ensuring its success for generations to come. With expected seasonal sales totaling 1 million dollars, a return on investment of 109%, "Set Sail" is the explosive catalyst to bring Vineyard Vines into the Chicago market.

II. DESCRIPTION OF THE STORE

In 1998, Shep and Ian Murray found themselves working tireless, miserable jobs in corporate New York. In the pursuit of happiness, both decided to quit their jobs, and return to their roots: Martha's Vineyard. Instead of wearing their ties, they decided to make them. Tired of the mundane, they used Vineyard Vines as an outlet to express their creativity, producing over 800 ties in 3 months. Within one week, all 800 were sold out.



Today, Vineyard Vines has expanded to over 18 states, totaling over \$100 million in sales. Their brand may have increased, but the foundation stays the same. Vineyard Vines' has retained its image as a fun, quirky, and preppy brand for more than 15 years and its products, now including a full range of men's and women's wear, are almost instantly distinguishable. Its slogan, *every day should feel this good*, is conveyed throughout every piece in the store and is emulated through the "Set Sail" promotional plan.

The Chicago location is the retailer's second store operating in a major city's downtown limits. Residing on the "Magnificent Mile", Vineyard Vines has the opportunity to affiliate itself with some of the most celebrated cultural and shopping centers of the world. With so much surrounding competition, it is imperative that Vineyard Vines is able to pull ahead of its competition through means of sales, brand awareness, and customer loyalty.

III. OBJECTIVES

The "Set Sail" promotional aims to meet the following 3 objectives:

- ☞ Increase seasonal sales - with only one half fiscal year of operation, thus far, Vineyard Vines has massive potential for sales growth. By utilizing a myriad of aggressive marketing techniques, "Set Sail" will be the solution in realizing this goal.
- ☞ Establish unique brand awareness and equity throughout the Chicagoland area - "Set Sail" will fulfill this objective through strategic use of print advertisement, social media, and public figures. Designer collaboration and philanthropic ventures will further enhance "Set Sail" initiatives.

☞ Expand customer base - Loyal customers are key to any company's success, and Vineyard Vines is no exception. "Set Sail" will gain Vineyard Vines' loyal customers by constant interaction through rigorous use of social media, sales promotion, event marketing, mobile application, and an incentivized loyalty program.

In order to meet these objectives, "Set Sail" plans to launch a revolutionary approach to market Vineyard Vines by taking into account all aspects of business. This comprehensive promotional plan will guarantee Vineyard Vines' success in Chicago and further establish its role in the fashion industry.

IV. SCHEDULE OF EVENTS

"Set Sail" will officially commence on August 19, 2016 and conclude on September 19, 2016 in order to benefit from the surge of shoppers, tourists, and students during that time. The summer season in Chicago will particularly spike consumer interest in Vineyard Vines and coincide with the launch of "Set Sail".

A. Special Events

i. Collaboration

Collaboration facilitates new ideas, advances, and perspectives. "Set Sail" plans to utilize collaboration in order to appeal to a larger audience by fusing and reinventing the Vineyard Vines aesthetic with Proenza Schouler. According to Karen Walker, "Collaboration is the key to growth, combining multiple visions fills the gap of what consumers want." In order for Vineyard Vines to flourish, a collaboration with Proenza Schouler will take place during the "Set Sail" promotional plan. Proenza Schouler is a CFDA award winning New York based brand designed by duo Jack McCollough and Lazaro Hernandez. Known for their modern interpretations of classic styles, as well as their experimentation in material technologies, they create invigorating clothing that has taken the fashion world by storm.

Vineyard Vines will launch an all white, 20-look *Canvas* collection, a joint effort with Proenza Schouler. The word "*Canvas*" is a representation of the blank palette the collection provides its wearers, allowing them to create art in their clothing choice. The color white, the purest form of color, will emphasize Vineyard Vines' pure focus on the cut and style of the collection, a clean slate for Vineyard Vines fashion lines' reinvention. The collection will include different interpretations on the Vineyard Vines aesthetic, giving a youthful, chic take on many Vineyard Vines classics as well as other fashion essentials.

The modern injection of Proenza Schouler combined with the classic spirit of Vineyard Vines will create clothing appealing to Vineyard Vines' entire target market. To incorporate an element of cause marketing, 20% of sales will be donated to the Global Conservation Fund. This, combined with the prestige of Proenza Schouler, provides our customers with a major incentive, expanding the influence and awareness of Vineyard Vines throughout the fashion industry. By aligning with Proenza Schouler, "Set Sail" creates an opportunity to fully penetrate vast markets of potential consumers.

ii. North Coast Music Festival

One of the foremost events of the Chicago music festival season is the North Coast Music Festival, the heart of music, fashion, and life. Started in the late 2000's, North Coast is typically regarded as one of the highest profile festivals in Chicago, regularly hosting some of the most well-known contemporary artists of all genres. Traditionally held in late August, North Coast provides Vineyard Vines with an opportunity to conduct an unprecedented amount of direct interface with potential customers. At the festival, booths will be set up providing festival entrants with free Vineyard Vines' merchandise, giveaways, charging stations for mobile appliances, bottled water, and information about upcoming and current "Set Sail" promotions. With both specified clientele groups attending the 3-day festival, Vineyard Vines will be able to continually promote "Set Sail" activities to festival attendees and further inaugurate a lasting consumer base.

iii. Chicago Air and Water Show

Started as a family tradition in the 1950's, the Chicago Air and Water Show has become a one-of-a-kind event, with air and water sensations for spectators on Michigan Avenue to watch. Involving tricks and stunts in the air and in the water, the event is one of the most anticipated free events in Chicago, with an average annual attendance of over 2.2 million viewers. Vineyard Vines will become an official sponsor for the event to gain exposure from the Chicago community.

iv. Vineyard Van

Unique to the Chicago Metropolitan area is the diverse community formed by college students from all the corners of the world. "Set Sail" plans to capitalize on this market of over 670,000 students by introducing the "Vineyard Van". Painted with signature Vineyard Vines patterns and decals, the "Vineyard Van" has become an icon throughout the East coast. By introducing the "Vineyard Van" to the Chicago location, Vineyard Vines will have the ability to directly interact with an enormous previously untapped market. The vehicle will travel to



the major university campuses of Chicago, which include the University of Chicago, University of Illinois at Chicago (UIC), Loyola University Chicago, Northwestern University, as well as other popular Chicago destinations, such as Millennium Park, Navy Pier, and Grant Park. At these locations, products like stickers, lanyards, and cup holders will be handed out to students and spectators. Coveted North Coast tickets will be given out in raffles. Employment of the "Vineyard Van" will increase visibility to the Chicago public, encourage participation in other "Set Sail" activities, and produce a new generation of Vineyard Vines customers.

v. *Wind in Your Sails* Social Media Campaign

In order to increase Vineyard Vines' presence on social media, the *Wind in Your Sails* social media campaign will be launched, which will run during the entirety of the "Set Sail" promotional plan. The promotion works by having users post images of themselves in Vineyard Vines merchandise alongside items and/or people that add value and inspiration to their lives, using the hashtag #WindInMySails. Just as a sailboat needs wind to guide it through water, everyday people need inspiration to guide them through their days. With the *Wind in Your Sails* campaign, the connection between Vineyard Vines and everyday inspiration will be established. Through all social media platforms, users will be able to create a virtual communities of Vineyard Vines wearers, inspiring customers who share the same passion for life and Vineyard Vines' clothing. The *Wind in Your Sails* campaign truly conveys Vineyard Vines' quintessential slogan, *every day should feel this good*. The underlying goal of the *Wind in Your Sails* campaign will be to network masses of Vineyard Vines' current and perspective customers, solidifying a public image of positivity and happiness.

The incentive to participate in this movement will include the opportunity to be featured on Vineyard Vines' website, various social media platforms, or in-store displays. Users posting five images or more with the hashtag #WindInMySails will be offered a 10% discount on their next purchase, and all users posting will be entered into a drawing, with certain users winning giveaways of assorted Vineyard Vines merchandise.

B. Advertising

i. Magazine

According to *Forbes*, publishing magazine advertisements is a viable method to consistently establish brand recognition and identity. "Set Sail" aims to utilize print advertisements to Vineyard Vines' advantage by launching full spreads in the fashion magazines *Vogue*, and *V. Vogue*, an internationally renowned brand, is

known for the timeless quality of its fashion stories and resonates particularly well with our primary target market. With a strong presence on social media and circulation of over 12 million women, *Vogue* is the perfect medium for Vineyard Vines to advertise. *V* magazine was chosen because of its youthful, innovative, and experimental outlook on fashion. Known as the biggest magazine in fashion (with dimensions of 11"x17"), its daring and confident pages hones in on our younger clientele. These magazines, combined, have total readership of 13.1 million people, allowing Vineyard Vines to reach an audience of fashion aficionados far and wide, solidifying its position in the fashion industry and broadening customer base.

ii. Campus Newspapers

By launching full page advertisements in various college newspapers across Chicago, Vineyard Vines will be able to reinforce its channels to reach our secondary target market. These acclaimed newspapers include Northwestern's *Daily Northwestern*, Loyola University Chicago's *Phoenix*, UChicago's *Maroon*, and University of Illinois at Chicago's *UIC News*. A constant source of relevant stories and campus perspectives for college students, these newspapers give Vineyard Vines the opportunity to promote brand image and increase following.

iii. Social Media

It is crucial for Vineyard Vines to be able to utilize social media to its utmost potential. With an ever increasing number of users spending more and more time on social media, "Set Sail" must establish Vineyard Vines' brand image by educating customers on various products and promotions. Through Facebook, Twitter, and Instagram, Vineyard Vines Chicago will be posting various information about "Set Sail" promotions, new product releases, and "My VV" loyalty program rewards. The fashion-forward crowd of followers will be incentivized to continue following Vineyard Vines due to the fast pace of promotional events happening throughout the "Set Sail" promotion, resulting in loyal customers that consist of both primary and secondary target markets.

In order to magnify Vineyard Vines' social media presence, sponsored social media advertising on Facebook, Twitter, YouTube, and Instagram will be used in order to reach an even wider target audience. Advertising through YouTube will benefit Vineyard Vines because of its AdWords program, which allows Vineyard Vines to direct advertisements to those who will be most interested in our brand, and gives us the ability to immediately analyze the success of our advertisements. A waxing trend in the fashion industry, Instagram fashion and style bloggers have seen massive surges in their follower counts and rising influence over



their loyal supporters. "Set Sail" will sponsor bloggers @weworewhat (930k followers), @peaceloveshea (730k followers), @rumineely (550k followers), and @rachparcell (430k followers) because they effortlessly represent Vineyard Vines' brand values. Their popularity and impact among our target markets make them an effectual method of increasing brand awareness, adding to our loyal customer base, and heightening traffic on Vineyard Vines' social media platforms.

iv. Mobile Application

As technology becomes increasingly interconnected, potential for e-commerce growth must be harnessed. According to Pew Research, over 85% of Americans ages 18-45 own a smartphone, stressing the influence mobile technology has on our two target markets. In order to capitalize on this market, Vineyard Vines will be developing a mobile application to work in conjunction with the "Set Sail" promotional plan. The current Vineyard Vines mobile application only allows users to download a copies of the current catalogue. Redevelopment of the application will allow Vineyard Vines to become a more approachable, user-oriented company. Features for this interactive app will include integration with the "My VV" loyalty program, ability to shop straight from the app, catalogue browsing, and the "StyleMap", which allows users to observe trends and products from the entire US. This advanced mobile application will set a new precedent for Vineyard Vines' future technological interaction through mobile technology.

C. Display

i. Exterior

Visual merchandising is the art of implementing effective design ideas in order to increase store traffic and sales, the key component to any retailer's exterior display. Vineyard Vines will use visual merchandising, the "silent salesperson", by completely renovating our front exterior displays to correspond with the "Set Sail" promotional plan. The Chicago location's storefront windows will feature an image of a boat leaving a dock, as to represent the "Set Sail" promotion, and display clothing from the *Canvas* collection. Overall, the exterior displays will attract needed customers and enhance Vineyard Vines' public image.

ii. Interior

Interior displays must feature both functionality and creativity. In order to heavily promote the *Canvas* collection, the 20 looks will be featured in the front of the store. TVs will be set up around the store to feature



submissions of the *Wind in Your Sails* campaign, various Vineyard Vines motion editorials, and behind-the-scene from catalogue shoots. Hands-on iPad displays will contain further product information, giving consumers a unique way to interact with the clothing. These added components will ultimately add to the buoyant atmosphere of the store and encourage consumer buying.

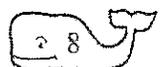
D. Publicity

i. Celebrity Endorsement

Vineyard Vines will be endorsing Shailene Woodley to endorse its products during the “Set Sail” promotional plan to bring more attention to its new location in Chicago. Woodley possesses the qualities of sophisticated, graceful actress. Her versatility transcends through every film she is in. Only 23 years old, she is already one of the most sought-after young talents in film. From *The Descendants*, to *The Fault in Our Stars*, and now *Divergent*, her appeal is universal, receiving acclaim from both target markets, symbolizing the poise, strength, and liveliness of the Vineyard Vines customer. Because Woodley will already be in Chicago due to the filming of the upcoming *Divergent* sequels, Vineyard Vines will be endorsing her by having her wear and promote its clothing to “Set Sail” special events, store appearances, interviews, autograph signings, premieres, magazine advertisements, and red carpet appearances. These measures will not only increase sales for all nationwide locations, but also improve public perception of Vineyard Vines.

ii. Press Release

Interest in the “Set Sail” promotional plan will be ignited with a live press release at Vineyard Vines’ Chicago location on August 19, 2016. An online live-streaming of the release will also be available on Vineyard Vines’ website, and recorded versions will be promoted throughout its social media platforms. At the release, Vineyard Vines will present to reporters, fashion press, and the general public about exciting upcoming events. The Proenza Schouler *Canvas* collaboration, “Vineyard Van”, *Wind in Your Sails* social media campaign, “My VV” loyalty program, North Coast Music Festival and Chicago Air and Water show sponsorship, and revamped mobile application will be highlighted throughout the event. By using this press release as the official launchpad for this promotion, Vineyard Vines will be able to prepare potential consumers for its long-awaited entrance into the Chicago fashion market.



E. Other in-store activities

i. Loyalty Program

Although the “Set Sail” promotion rigorously emphasizes expansion, the same amount of effort is placed upon retaining and satisfying a loyal customer base; the “My VV” loyalty program is the foundation to that loyalty. The basis of this program will be a point system that corresponds with consumer purchases and interactions with Vineyard Vines. Points can be earned through store visits, mobile application download, and merchandise sales. Points accumulated can be redeemed to receive exclusive “My VV” benefits including products, meet and greets, and opportunities to be featured on Vineyard Vines’ various platforms. A page on the newly designed mobile application will be dedicated to the “My VV” loyalty program, with each member receiving a code to scan in-store to receive points. The goal of this program will be to encourage constant interaction and create a stable customer base.

iii. Employee Training

Employees are a vital component in determining the success of the “Set Sail” promotion. In order for the “Set Sail” promotional plan to be effective, employees must be educated on the company’s history, current products, and other activities related to “Set Sail”. New employees will undergo a three week shadow program where experienced workers will teach them appropriate customer service policies and theft controls. Vineyard Vines values its employees and wants to make sure they feel comfortable to serve customers.

iv. Global Conservation Fund

Philanthropy has always been a core value of Vineyard Vines; “Sail Sail” plans to continue this altruistic legacy by providing support for Conservation International’s Global Conservation Fund. As far as Vineyard Vines icons go, nothing is more recognizable than its iconic pink whale. “Set Sail” aims to preserve all the whales in the ocean, as well as our surrounding environment for generations to come. The Global Conservation Fund uses science, partnership, and field demonstration in order to analyze human impact on nature and build a foundation dedicated to solving global environmental issues such as marine wildlife or human carbon emissions. 20% of profits from the *Canvas* collection and 10% of all other store profit will be allocated to the Global Conservation Fund. Customers will be able to take heart in knowing that through consumption, they are simultaneously supporting a worthy cause.

V. RESPONSIBILITY SHEET

Persons Responsible	Task
Public Relations Department	<ul style="list-style-type: none"> <input type="checkbox"/> Set up social media advertising <input type="checkbox"/> Set up and operate <i>Wind in Your Sails</i> campaign <input type="checkbox"/> Execute "My VV" loyalty program <input type="checkbox"/> Set up press release to kickstart promotion <input type="checkbox"/> Coordinate celebrity endorsement
Accounting Department	<ul style="list-style-type: none"> <input type="checkbox"/> Provide other departments with budget statements <input type="checkbox"/> Determine proper rewards for loyalty program <input type="checkbox"/> Determine appropriate donation to Global Conservation Fund
Marketing Department	<ul style="list-style-type: none"> <input type="checkbox"/> Work with magazines to feature advertisements <input type="checkbox"/> Execute collaborative designer agreement <input type="checkbox"/> Set up North Coast and Air and Water Show sponsorships <input type="checkbox"/> Set up "Vineyard Van" promotion
Fashion/Merchandising	<ul style="list-style-type: none"> <input type="checkbox"/> Plan and execute Vineyard Vines fashion editorials, videos, and advertisements <input type="checkbox"/> Collaborate with Proenza Schouler on the <i>Canvas</i> collection <input type="checkbox"/> Plan and execute interior and exterior store displays <input type="checkbox"/> Set up <i>Wind in Your Sails</i> in-store features
Technology Department	<ul style="list-style-type: none"> <input type="checkbox"/> Develop mobile application <input type="checkbox"/> Program iPad and TV displays
Managers	<ul style="list-style-type: none"> <input type="checkbox"/> Oversee product trends and inventory <input type="checkbox"/> Enforce positive customer relations <input type="checkbox"/> Train new employees and create schedules
Floor Employees/Sales Associates	<ul style="list-style-type: none"> <input type="checkbox"/> Practice positive customer relations <input type="checkbox"/> Maintain order in stores <input type="checkbox"/> Encourage and promote "Set Sail" activities

VI. BUDGET

Item	Budget cost
Customer loyalty program start-up costs	\$2,000
Celebrity endorsement	\$50,000
Designer collaboration and licensing agreement	\$40,000
<i>Wind in Your Sails</i> Campaign	\$1,000
Magazine advertisements and profiles	\$75,000
Sponsorship of North Coast Music Festival	\$50,000

Sponsorship of Chicago Air and Water Show	\$25,000
Use and maintenance of "Vineyard Van"	\$10,000
College newspaper advertisements	\$5,000
Mobile app development and release	\$5,000
Exterior and Interior display renovations	\$8,000
Social media advertising and Instagram blogger sponsorships	\$3,500
Total Promotion Budget:	\$274,500

VII. STATEMENT OF BENEFITS TO THE RETAIL ESTABLISHMENT

Following the "Set Sail" promotional plan, Vineyard Vines will see a series of valuable results. Net profits in Chicago will see positive growth within 3 months of implementation, with a projected return on investment of at least 109%, totaling to 1 million USD in revenue. Additionally, the revitalizing *Canvas* collection, direct contact through live events such as the "Vineyard Van", and increased technological impact will allow Vineyard Vines to possess a strong leverage in the American fashion industry. The overall presence in both fashion, social media, and community will ensure appeal to the intended target markets. This innovative promotional plan will assist Vineyard Vines in distinguishing itself from its competitors, gaining a unique brand equity as a dynamic, spirited brand. In addition to expansion, Vineyard Vines will also be able to establish and preserve an essential consumer base through its employee training program and exciting loyalty rewards. Overall, the "Set Sail" promotional plan will ensure the long-term success of Vineyard Vines' Chicago location. All the components in this promotion are used to satisfy each of Vineyard Vines' initial objectives.

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CICADA BRIDAL



My Fairytale Ending

September 5-27, 2015

FASHION MERCHANDISING PROMOTION PLAN

Woodinville High School DECA

Woodinville High School

19819 136th Avenue Northeast

Woodinville, WA 98072

Sydney Burke

January 5th, 2014

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I. EXECUTIVE SUMMARY

The "My Fairytale Ending" promotion will take place September 5-27, 2015. Wedding season in Washington begins in June and brides typically begin looking for as well as purchase their dress 8-9 months before their wedding therefore making this a premium time to execute a promotion plan.

Cicada Bridal

Like many thriving businesses, Cicada Bridal found it's home in Seattle. Seattle's economy and demographics allow for spending on luxury items such as wedding dresses. Cicada sells high-end wedding dresses for reasonable prices while providing excellent customer service and dedication to the needs of the customer. The store is located on First Avenue with several nearby areas for parking and has standard operating hours with appointments available.

Objectives

Overall, our main objective of this promotional plan is to increase profit. The following objectives will aid us in reaching the overarching goal of the "My Fairytale Ending" plan:

- Increase community awareness
- Increase sales by 35% over the sales from last year during the same period (approximately \$48,000)
- Foster customer engagement

By tailoring each promotional activity to specifically address these objectives, not only will the plan run smoothly and effectively, but also the company will see several benefits including the above goals as well as positive word-of-mouth advertising.

Schedule of Events

As mentioned previously, each event will specifically meet one or more of the plan's objectives. Special events, advertising, display, and publicity will be carefully planned and executed in order to ensure success. Special events will include the Snow White... and Other Trendy Colors fashion show, the Princess of Pinterest contest, the Cinderella Sale, and the Rapunzel's Royal Look event. Advertising efforts will be focused into magazine ads, a mobile application called the MyStorybook App, and maintaining the current website. Both interior and exterior displays will be redecorated in order to fit theme. Press kits and social media outlets will be utilized for publicity purposes. Finally, there will be a cash incentive for employees to ensure they are working at maximum effort during the promotional period.

Budget

The budget for the "My Fairytale Ending" promotion plan will be allocated as follows:

Special Events	\$2200
Advertising	\$5800
Display	\$800
Other	\$1150
TOTAL	\$9950

Benefits to the Retail Establishment

As a result of this plan, Cicada Bridal will see an increase of community awareness, an increase in sales, and an increase in customer engagement and word-of mouth advertising. Overall, this will lead to an increase in profit.

II. DESCRIPTION OF THE STORE

Cicada Bridal, located near the waterfront of downtown Seattle, is a thriving boutique that has catered to hundreds of brides in the greater Seattle area. The philosophy of Cicada Bridal is to craft beautiful dresses that are both flattering to different body types as well as create dresses that emphasize fluidity and movement.

Seattle, a beautiful city located near Puget Sound, is a diverse and economically stable region. With a population of 640,5000 people in the city alone and 3.6 million falling within 90 miles of the city, Seattle has a grand variety of races and ethnicities residing in the area. Average income in the Seattle area is \$67,000 and within the past year, almost 10,000 jobs were created in the past year. Additionally, Seattle is a hub for business of all kinds because there is opportunity to thrive within the community. The primary demographic of Seattle is young adults 25-34 years old, with approximately 120,000 of those young adults being female members of the population.

A SWOT analysis has been performed of the company and business environment:

Strengths (Internal)	Weaknesses (Internal)
Quality products	Not well-known
Exceptional customer service	Parking in nearby areas (Not directly by store)
Opportunities (External)	Threats (External)
Growing economy	Competition
Stable business conditions	Potential demographic shifts

The target market of Cicada Bridal easily aligns with the demographics living in Seattle.

Cicada Bridal's primary target is as follows:

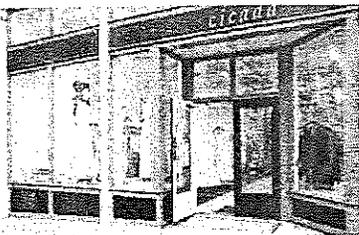
Demographics	Psychographics	Geographics
Females, engaged	Likes to shop in the city	Living within 90 miles of Seattle

25-34 years old	Getting married	Metropolitan area
Annual income of \$40,000 or more	Interested in a larger wedding	Population of over 500,000

The ideal customer for Cicada Bridal is a young woman who is excited for her wedding day. She intends to have a larger wedding in the Seattle area. You can often find this woman in the city, shopping and going to coffee with her friends. She is financially stable enough to support herself and has enough money to purchase a luxury item, such as an upscale wedding dress.

More affordable than most upscale bridal boutiques, Cicada offers dresses anywhere from \$900 to \$1500. As a result, profits are approximately \$430,000 annually as Cicada caters to about 30 customers a month. Annually, Cicada spends up to \$21,500 on promotion, emphasizing September and October as it is 9 months before wedding season in Washington begins and brides typically begin searching for their dress 9 months before their wedding date.

Different products offered include wedding dresses from various designers, custom wedding dresses, bridesmaid dresses, formal wear, and accessories. Not only do the two owners hand craft the dresses, but they sell the wedding dresses of local designers from all around the country. Oftentimes, however, brides opt for the customization option in order to ensure that their dream dress comes to life.



The store itself is located on First Avenue in Seattle with convenient hours as well as an option to schedule an individual appointment with designers. Merchandising teams work hard in order to convey a sense of cleanliness and organization as well

as beauty and elegance with displays, attracting customers to the store.

With social media pages, a website that is easy to navigate, and regular features in Seattle Bride and Seattle Metropolitan magazines, Cicada has created a positive brand image

within the community but they are not reaching their maximum potential so this plan has been created to ensure that this wedding season, Cicada Bridal is at the forefront of every bride's mind.

III. OBJECTIVES

Over the course of the promotional period, September 5th through 27th, efforts will be organized in order to reach or exceed the following objectives, which all fall under the umbrella of meeting the main objective which is to increase profit:

- Increase community awareness
- Increase sales by 35% from sales during the same period of last year (approximately \$48,000) resulting in selling an additional 10 wedding dresses
- Foster customer engagement and interaction through positive brand experience

These objectives lend nicely into each other as a cause-and-effect scenario. As community awareness increases, sales will increase and because this plan will ensure that every bride's experience at Cicada is extraordinary, customer engagement and interaction will increase. This will also spark brand engagement which will be ultimately beneficial to the company. Overall, this will bring an increase in profit to Cicada Bridal within the promotional period. In addition, these objectives can continue to be carried out after the promotional period has ended. These objectives will be met by various special events, advertising mediums, display strategies, increased publicity, and other in-store activities.

IV. SCHEDULE OF EVENTS

A. Special Events

As the promotion is named "My Fairytale Ending," all special events, known as "Enchanting Events," will be carried out with a fairy tale theme.

Snow White... And Other Trendy Colors Fashion Show

The first event will be a fashion show where previous customers come in, get made up by stylists, and model their Cicada wedding gowns for a reward of \$75 each. Acknowledging

that other colors besides white are entering the wedding dress industry, the show will be called "Snow White... and Other Trendy Colors Fashion Show." This will take place on the first Saturday of the promotion, September 5. As this event will be shared through all advertising mediums and shared with the press which will include local newspapers and bridal magazines, objective one will be met. Additionally, it is hoped that this experience will create a positive response not only with those currently seeking dresses but reinforcing positive relations with previous customers, meeting objective three, by creating organic word-of-mouth advertising.

Princess of Pinterest Contest

Secondly, there will be a contest titled the "Princess of Pinterest" in which brides create themed wedding boards and tag their pins with #CicadaBridal and #PrincessofPinterest as well as label their boards dedicated to this contest as "Princess of Pinterest." As brides are using Pinterest increasingly by the day for DIY decorations, activities, and styles, Pinterest is an excellent medium for running a contest. The winner will receive a free veil styled to match her dress. This is a fun event that aids in meeting objectives one, by tagging Cicada Bridal and increasing awareness in the Pinterest community; and three, by creating a positive experience for brides to share with their friends. This will run from September 5 to September 19 and a winner will be selected by the end of the promotional period.

Cinderella Sale

The third event is what will be called, "The Cinderella Sale." September 11-13 will be an opportunity for brides to save 15% on all non-custom gowns. This will also be regularly promoted through all mediums throughout the promotion in order to attract customers. "The Cinderella Sale" should effectively draw customers in as well as create a positive experience that is shared with friends of customers, meeting objectives two and three.

Rapunzel's Royal Look

Our final event will be called "Rapunzel's Royal Look." In this event, we will bring in our preferred local vendors and have them show brides the latest styles in photography, hair and makeup. After the initial event, by appointment, brides can have hair and makeup trials done as well as consultations with photographers. Meanwhile, the show floor will be open to brides. This event is a great way to bring brides who may have already purchased their dress during or after previous events to meet vendors as well as be exposed to wedding accessories, such as veils, available for purchase. There will be an entrance fee of \$5 which will be donated to Futures Without Violence, an organization which serves to aid victims of domestic violence. The press will be informed of this event, creating community awareness and meeting objective one. In addition, by bringing in customers to the store, there is a larger potential of increasing sales, reaching objective two. Finally, this experience will inspire a goodwill view of the company and customer engagement as well as participation in future events and positive feedback on social media sites which caters to objective three, fostering customer engagement. This will take place on September 12, the second Saturday of the promotion.

B. Advertising



Advertising during this promotional period will be comprehensive and help ensure that we reach the first objective, raising community awareness. Three main mediums will be used both before and after the promotional period to ensure that the promotion is successful: local bridal and metropolitan magazines, website, and mobile application.

In order to reach our target market effectively, we must advertise in magazines that share the same primary target market. Local bridal magazines and metropolitan magazines have proven to share primary target markets with Cicada Bridal. Specifically, we need to use Seattle

Metropolitan Magazine, Seattle Bride Magazine, and Seattle Magazine. All three will allow us to reach our target market, are reasonably priced, and have a large circulation within the target market.

Circulation

Seattle Metropolitan Magazine	55,331
Seattle Bride Magazine	50,492
Seattle Magazine	47,370

Advertisements will be placed in the two bi-weekly issues that fall within the promotional period. Design efforts will be used to convey the theme of our promotion plan, "My Fairytale Ending," as well as a cohesive message.

Additionally, our website will be utilized in order to keep customers and potential customers updated on our Enchanting Events as well as display current styles and provide information.

Finally, a mobile app will be developed using source code, as that is the most cost efficient option. With this app, customers will be able to access a mobile version of the website in order to look at styles. In addition, the app will provide a wedding countdown, planning tips and timeline, access to Cicada's social media content, and contacts of our preferred vendors. This will be a fun way for customers to become exposed to as well as interact with Cicada Bridal.

C. Display

Our merchandising team will be utilized in order to create a beautiful storefront design fitting to the theme. Dresses that best suit the theme will be displayed in the window display and decor will be changed in order to fit the theme. Decorations should give a sense of magic and enchantment as well as be visually appealing, inviting customers into the store.

The interior design will also be updated in order to fit the promotional theme. The show floor will remain the same but decorations will be added to fitting rooms, cash registers, and other areas in order to display a cohesive theme. The decorations will make the store appear as if it came directly out of a storybook.

Ultimately, the new storefront design and interior decor will attract customers as well as create a positive experience which will aid us in reaching objectives pertaining to increasing sales and customer engagement.

D. Publicity

The press will be crucial in reaching objective one which revolves around raising community awareness. Not only will the media be invited to each event, but press kits will be created. A large benefit of press kits is that they allow us to maintain some control over publicity, typically a medium where a business does not have any control.

Similarly, social media will be a large part of publicity and this promotion plan. Social media is an excellent tool as it allows us to interact with customers and give them a positive experience for no charge. Outlets used will include Facebook, Instagram, Pinterest, and Youtube. Facebook will be utilized for all content including event notification, pictures from events, updates, and videos posted to the Youtube account. Instagram will be used in order to provide a visual to customers of new dresses as well as post photos from the special events. A crucial part of special events as well, Pinterest will be used for the "Princess of Pinterest" contest. Finally, Youtube will be used to begin a wedding miniseries called "The I Do's and I Don'ts" in order to aid brides in planning for their big day. In addition, it is hopeful that these videos go viral or at least generate plenty of community awareness in order to help reach our first objective. All outlets will help us reach the first and third objective as they build awareness in

the community as well as provide a medium for customers to communicate with us, therefore fostering engagement.



E. Other In-Store Events and Activities

Recently, many retailers have utilized a new strategy of customer service: reward employees for good work and keep them happy because it has been proven that happy employees provide better customer service. Using this mentality and the fact that incentives drive employees to work harder, a \$250 bonus will be offered to the employee who sells the most dresses within the promotional period.

In addition, training for the promotional period as well as training for specific events will be necessary in order to ensure that employees are prepared to manage tasks excellently and efficiently.

V. RESPONSIBILITY SHEET

The responsibilities during the promotional period will be delegated as follows:

<i>Publicity and Advertising Department</i>	Managing social media, creating press kits, inviting media to events, mobile application, manage website, create and manage advertisements
<i>Visual Merchandising Department</i>	Interior and exterior displays
<i>Accounting Department</i>	Ensure that plan stays within budget, make sure all expenses are paid
<i>Store Management</i>	Ensure that plan is carried out effectively, staff training for promotion
<i>Information Technology (external)</i>	Create and maintain application

VI. BUDGET

The budget will be allocated as follows:

<i>Advertising</i>	
--------------------	--

Magazine Advertising	\$800
Mobile App (Development and Maintenance)	\$5000
<i>Display</i>	
Store Decor	\$800
<i>Special Events</i>	
Fashion Show	\$1800
Rapunzel's Royal Treatment Event	\$200
Contest Prize	\$200
<i>Other</i>	
Employee Incentive	\$250
Unexpected Costs, Misc. Items	\$900
Total	\$9950

VII. STATEMENT OF BENEFITS TO THE RETAIL ESTABLISHMENT

Measurement of Success

Both during and after the promotional period, Cicada Bridal can expect to see multiple benefits as a result of the "My Fairytale Ending" promotion plan. We will utilize several resources to measure these benefits. To measure whether or not we have reached the first objective, a survey will be distributed to women in the area both before and after the promotional period in order to gauge how much impact over their awareness of Cicada the promotion held.

Additionally, social media accounts and the mobile application will be monitored for number of likes, followers, shares, downloads, and views before, during, and after the plan's execution in order to track the reach we have received through media. We will check if we have met the second objective by comparing sales of the same time period in the year 2014 to those in the duration of the promotion plan. Finally, to ensure that we have met our third objective, we will track engagement in activities, attendance at events, the tag #CicadaBridal, and the Cicada

Bridal Yelp! page and see whether or not we have fostered customer engagement within the plan. We will also provide proof of all actions such as press kits, photos of events, media portfolios, accounting records, and other documentation to ensure that the budget was spent accordingly.

Benefits to the Retail Establishment

Once we have measured the success of the promotional period, we will see direct benefits that will have a positive impact on the country not only during the execution of the plan but in the future as well. Exclusively for the promotion, we will see an increase in sales. Beyond the promotional period, however, we will see an increase in community awareness, an increase in future sales, an increase in customer engagement, and an increase of word-of-mouth advertising. Overall, we will see an increase in profit and a positive image within the community.

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- <http://www.seattlemet.com/site/advertise>
- <http://www.seattlemag.com/advertise>
- <http://seattlebridemag.com/advertise>
- <http://expandedramblings.com/index.php/pinterest-stats/>
- http://allfacebook.com/seattle-facebook_b17816
- http://www.pewinternet.org/files/old-media/Files/Reports/2013/PIP_SocialMediaUsers.pdf
- <http://www.soundvision.com/info/weddings/statistics.asp>
- <http://www.brides.com/blogs/aisle-say/2014/02/why-you-have-to-buy-your-wedding-dress-nine-months-ahead.html>
- <http://www.cicadabridal.com/>
- <http://www.yelp.com/biz/cicada-seattle>
- <https://www.facebook.com/pages/Cicada-Bridal/183690884985013>
- <http://www.entrepreneur.com/article/83094>
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FASHION MERCHANDISING PROMOTION PLAN, 2015
ABERCROMBIE AND FITCH

Abercrombie

CURVE

IHS DECA
Inglemoor High School
15500 Simonds Road NE
Kenmore, WA 98028

Casey Rosen

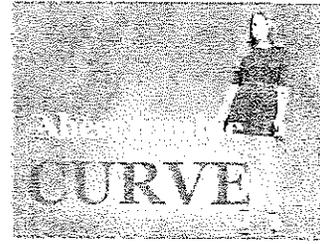
April 27, 2015

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I. EXECUTIVE SUMMARY

Abercrombie CURVE will be a promotional campaign to revolutionize Abercrombie & Fitch, and will be test marketed to Ohio natives in August, 2015. Abercrombie's brand has been dramatically plummeting in value, due to their continuous unethical decisions and major public controversy. The all-American retailer has faced tremendous scrutiny over the past decade, as result of the discriminatory comments made by their former CEO, Mike Jeffries, based on the sizes of his target market. "Are we exclusionary? Absolutely. Those companies that are in trouble are trying to target everybody: young, old, fat, skinny.... You don't alienate anybody, but you don't excite anybody either" (ivillage.com). After being down in sales for six consecutive quarters, Abercrombie's marketing department conducted a massive company audit, which revealed their lack of sizes to be a main weakness. Arthur Martinez then stepped in as the new CEO, making the executive decision to merchandise sizes above 10. As over 67 percent of retail consumers are above size 14 (medicaldaily.com), this gives Abercrombie the product mix necessary to be competitive; all that is lacking is promotion.



The Abercrombie Curve test market campaign will launch August 3-31, lasting a duration of four weeks. With August being the primary back-to-school shopping month for Abercrombie's target market, the campaign will utilize the massive amount of foot traffic, in conjunction with the brand's recent media attention, and use them both to their advantage. The line will include Abercrombie's signature clothing, from flannels to graphic T's, in sizes 12-18, in attempt to reel in the plus size shoppers from their top competitors, H&M and American Eagle.



The line's **primary target market** will focus on the center of the controversy: the famous "girlcott" protesters of New Albany, Ohio. This group is led by 15 high school students, angered by the store's size discrimination, and has led to a national protest with over 70,000 participants. Abercrombie will reach out to the initial protest leaders and publicly thank them for their influence on the new line, in attempt to change the public opinion. As these women were once the leaders of a boycott, they will now be the leaders of the store's progression, introducing the public of the change they personally have made. **The secondary demographic** will target the store's current clientele. Abercrombie will be directing their marketing strategies towards maintaining loyalty with these customers, by providing them incentives to introduce the new line of sizes to their friends and family, receiving special sales promotions in return.

The campaign budget is \$9,000, derived from Abercrombie's annual marketing budget. With this bold promotion plan, Abercrombie will expand their target market, improve their public relations, and accumulate record breaking sales of \$40,000. With this campaign, Abercrombie has the opportunity to take advantage of their current media attention, and redirect the public opinion, which will ultimately turn the brand around.

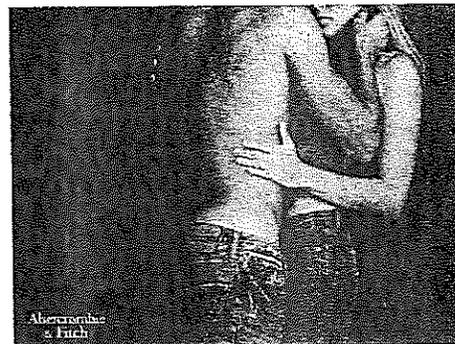
II. DESCRIPTION OF THE STORE

Founded in 1892, Abercrombie & Fitch is a classic, all-American retail store for young men and women, ages 18-22. Offering high quality preppy basics, Abercrombie quickly became known for their polos, flannels, graphic tees, and jeans- the classic American wardrobe essentials. The entire store has an urban-meets-woodsy feel, with dim lighting and loud music, and splashes of wood detailing and moose head fixtures. The clothes and atmosphere combine to create their *cool* brand: the idea of classic casual wear for the privileged yet fun-loving Ivy League student.



Over the past century, Abercrombie and Fitch has grown to be a globally recognized brand, with over 400 locations worldwide, in over 20 countries. Ironically, Abercrombie has stayed true to their all-American routes, despite this global growth, taking it to the occasional extreme with controversial, racially exclusive branding. Since the late 1990's, Abercrombie has received continuous flack for their use of race exclusion throughout their advertisements and in-store employees; Abercrombie became notorious for only hiring and marketing to good-looking, white-skinned blondes.

After their publicity-capturing controversy due to racism, they moved on to receiving much more flack for multiple ethical issues- sexism, encouragement of drugs and alcohol, offensive celebrity jokes, nudity in advertisements, and most



controversial of all: size discrimination. Even the strong scent of cologne, in-store darkness, and overbearing music volume strike many nerves with Abercrombie's once-loyal target market, leading their fall in market share from being the number one junior retailer, to barely gracing the top 10.

III. OBJECTIVES

Expand Target Market

Abercrombie and Fitch will be expanding from their current customer base, into a demographic who is strongly against their brand as a whole: the famous "girlcott" protesters. This includes 15 female high school students who led a boycott against Abercrombie's brand, as consequence of their size discrimination. Although targeting these women is a very bold move, it gives Abercrombie the opportunity to take advantage of the media attention, and publicly announce the launching of their new line, as well as their gratitude toward the protestors for helping the brand progress. As these 15 girls once led 70,000 people away from a brand, it is crucial to get the leaders of this movement back on Abercrombie's side, so the rest will follow.

Improve Public Relations

Abercrombie has been caught in a negative PR frenzy for the past 20 years, and with the switch of corporate leadership, they are finally addressing and changing these behaviors. With these changes to the product mixes being made, such as adding the extension of sizes, leads to a promotional opportunity: to communicate a precise message that will turn around the opinions of the public. Ultimately, this will result in an improved public image for Abercrombie, which will revolutionize the brand long term as well.

Sales Goal of \$40,000 in Four Weeks

From the vast amount of promotions at the beginning of the line, to create buildup buzz, initial sales will begin with record breaking sales of \$20,000 in the first week, with \$5,000 deriving from the Abercrombie Curve line. This ratio of Abercrombie Curve sales in comparison to the sales of the classic line will improve throughout the following three weeks, with the word-of-mouth and repeat business these promotions will generate. The line will end on August 31, which is four weeks from the promotion plan's debut. The total sales forecast for these four weeks is \$100,000, with \$40,000 being the exclusive sales goal for Abercrombie Curve. The final gross profit for Abercrombie Curve will be \$15,000 after subtracting the \$9,000 plan costs and the \$16,000 cost of goods sold, from the 60 percent markup. This is projected before subtracting taxes, operating and overhead costs, and wages. This results with a return on investment of 67 percent.

IV. SCHEDULE OF EVENTS

Below is the promotional grid for the Abercrombie Curve back-to-school campaign, representing the schedule and budget for each promotion. This campaign will take place from Sunday, August 3, 2015, to August 31, 2014.

Week	Displays	Signs	T-Shirts	Model Search	Social Media	Blogger Event	Training	Total
1	X	X	X	X	X		X	\$6,500
2	X	X		X		X		\$2,500
3	X	X		X				None
4	X	X		X				None
Cost	None	\$6,000	\$200	None	None	\$2,500	\$300	\$9,000

A. Special events

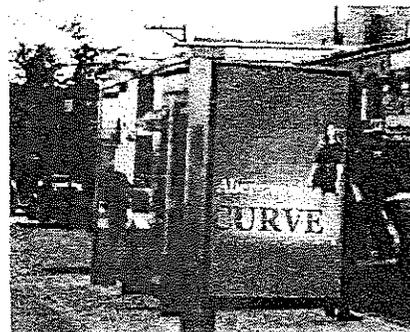
During the second week of the campaign, Abercrombie will host an event in collaboration with the most popular fashion blogger on the east coast, the Curvy Fashionista. The mission of the Curvy Fashionista bloggers are to alter the typical female image of the fashion industry into much more accepting molds of various sizes. Their values as a brand and loyal following base align perfectly with Abercrombie Curve, which makes them the perfect candidate to draw in both plus size and fashion conscious customers to the store. As the Curvy Fashionista is charging Abercrombie \$1,000 for the event appearance, it leaves \$1,500 left in the event budget for 150 t-shirts to be given away to customers- first come first serve. The t-shirts will have Abercrombie Curve slogan, "I made the difference. I'm ahead of the curve." and will be distributed with the first 150 Abercrombie Curve purchases.



At the event, customers will wait in line to receive a picture with these reputed fashion bloggers, in front of an Abercrombie Curve logo-plastered backdrop, as they are encouraged to post the pictures on social media with the hashtag #AbercrombieCurve. Each shopper will get one minute to meet-and-greet with the famous bloggers, which will be regulated by the Columbus Mall security. In result, the event totals \$2,500.

B. Advertising

Ad space on four of the brand new electronic billboards will be rented for the entire four weeks, cycling through 20 second dynamic advertisements. Since the majority of the New Albany Abercrombie customers are pulled in through foot traffic, these



signs will be highly valuable to the campaign, triggering impulse buying upon the back to school rush.

Locations	Cost
Middle of Columbus Street	\$1,250
Corner of 1 st Ave and Pine Street	\$1,250
Corner of 2nd Ave and Columbus Street	\$1,250
Middle of Columbus Mall	\$2,250
Total	\$6,000

The three roadside ads will capture New Albany commuters' attention by showcasing the bold images of the typical, stick skinny Abercrombie model, transforming into a real, curvy woman. At the end of the dynamic ad, the store's website link will appear, as well as the phrase, "Be ahead of the Curve." This will persuade additional customers through the classic "bandwagon technique", as well as instilling name recognition.

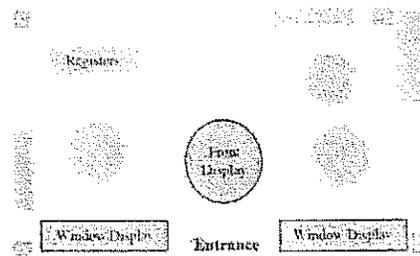
C. Display

The Abercrombie Curve merchandise will be distributed generously throughout the front half of the store, typically referred to as the "showrooms".

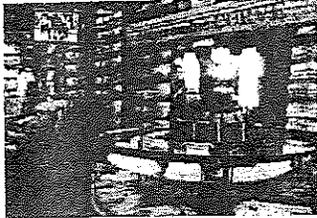
Each mannequin, showcasing a different

Abercrombie Curve ensemble, will be highlighted with wooden signs to draw additional attention and awareness.

The window displays will also incorporate the bold signature image for the campaign: the black and white image of a curvy woman, with high red print reading "Abercrombie Curve".



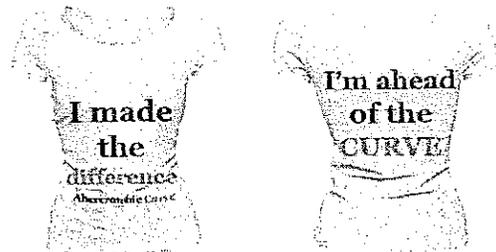
The TVs in each store corner will cycle through promotional photos of the campaign, as well as “mirror pictures”, or images of real women wearing the line. Mirror pictures are a rapid trend of both Abercrombie target markets, and are commonly posted on social networking sites, from Instagram to Twitter. By adding the incentive for each



customer to share photos of them trying on the Abercrombie Curve clothes, in return for their image being broadcasted on the Abercrombie corporate social media accounts and on in store TVs, it will encourage customers to try on the clothing- a proven method of increasing the buying behavior. It was also pull in the customers with the bandwagon technique, because the store TVs will be plastered with real women wearing the clothes, which will strongly influence the other shoppers.

D. Publicity

Abercrombie will be custom producing 15 t-shirts with the campaign slogan, “I made the difference. I’m ahead of the curve.” These t-shirts will be given to the 15 “high school



students in New Albany, Ohio, who started the national girlcott protest against Abercrombie. These shirts will serve as a symbol of gratitude from the brand, as Abercrombie will thank them for making the difference, and leading the way to the fashion industry’s size acceptance.

When these girls receive their shirts, their opinion of the brand will not only change, but these girls will be able to influence their massive following, and turn them towards the Abercrombie Curve Line. As these girls wear the t-shirts around their community,

post on social media, and even capture the local media attention, it will create highly valuable PR for the brand as a whole, as well as awareness for the new line.

Each shirt costs roughly \$10 to produce and customize. With 17 girls to distribute shirts, to, and a \$30 dollar cushion to spend on three backup shirts, this promotion totals to \$200.

E. Other in-store activity

At Abercrombie's Sunday meeting during week one, there will be a one-hour training session added onto Abercrombie's weekly meeting. This will extend a half hour overtime, which will be accounted for in each of the



employees' wages. Combined with the costs of supplies, food, and drinks, the training will cost \$300 in total. This training will be run by Hilary Elson, New Albany Abercrombie's assistant manager, as well as the district manager, Monica Smith, who will provide additional incentives for the staff.

Adding onto the social media and technology trend of the campaign, Abercrombie will be using their hashtag, #AbercrombieCurve, to launch a model search. Because Abercrombie Curve only a test market campaign for New Albany, Abercrombie and Fitch Corporate have plans to take this campaign globally if it is proven successful. As the campaign grows, the need for many more advertisements will occur. This opportunity will be solved with New Albany's model search, as any customer who posts a picture of them in Abercrombie Curve clothing, using the specific hashtag, will be automatically entered in the model search contest, which they can opt out of at any time. Once all

pictures are collected by Abercrombie and Fitch Corporate, at the end of the four week test market, a winning photo will be chosen- and the new face of Abercrombie Curve will be hired.

V. RESPONSIBILITY SHEET

The Abercrombie Curve campaign will utilize each of the 18 Abercrombie employees to provide the most efficient and effective promotional campaign. The following responsibility sheet indicates, by week, which roles are specifically associated with which employee level: store managers, assistant managers, and in-store staff.

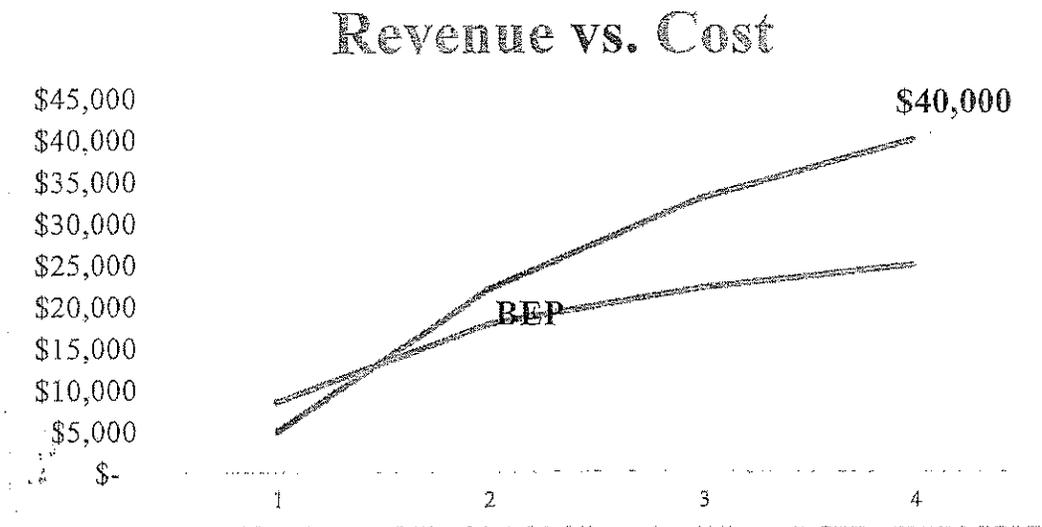
	Store Managers	Assistant Manager	In-Store Staff
Week 1	<ul style="list-style-type: none"> • Send shirts to protesters/bloggers • Plan training agenda • Purchase sign materials 	<ul style="list-style-type: none"> • Train staff • Update social media • Conduct weekly promotion evaluation 	<ul style="list-style-type: none"> • Attend training • Inform customers on upcoming line • Update social media
Week 2	<ul style="list-style-type: none"> • Create weekly displays • Follow-up with protesters/bloggers • Send weekly report to corporate • Select social media pictures 	<ul style="list-style-type: none"> • Conduct weekly promotion evaluation • Update social media 	<ul style="list-style-type: none"> • Execute weekly displays • Sell • Report customer feedback
Week 3	<ul style="list-style-type: none"> • Create weekly displays • Send weekly report to corporate • Select social media pictures 	<ul style="list-style-type: none"> • Conduct weekly promotion evaluation • Update social media 	<ul style="list-style-type: none"> • Execute weekly displays • Sell • Report customer feedback
Week 4	<ul style="list-style-type: none"> • Create weekly displays • Follow-up with contest winners • Send weekly report to corporate • Select social media pictures 	<ul style="list-style-type: none"> • Conduct weekly promotion evaluation • Update social media 	<ul style="list-style-type: none"> • Execute weekly displays • Sell • Report customer feedback

VI. BUDGET

The campaign budget is \$9,000, provided from Abercrombie and Fitch's annual promotional budget. With the 67 percent projected return on investment for the line,

being the highest projected return ever for a test market campaign, it is a highly valuable investment for the entire brand, both financially and with their long term public image.

Below is a graph of the weekly accumulative gross costs, including both the cost of goods and plan costs, in comparison to the accumulative sales, exclusively derived from the Abercrombie Curve line. The breakeven point will occur during week two, and the sales goal of \$40,000 will be met by week four.



VII. STATEMENT OF BENEFITS TO THE RETAIL ESTABLISHMENT

Although the Abercrombie Curve test market campaign will last a short duration of four weeks, there will be many long term benefits. By improving Abercrombie's public relations, customer sales will correspondingly increase, as well as their loyalty. Once Abercrombie addresses the girlcott protestors and uses their platform to redirect the public opinion, Abercrombie will finally be able to turn the brand around.

Abercrombie's target market expansion will benefit the brand long term, as they will finally be able to access, through promotion, the 67 percent of retail consumers who are

above a size 14. This promotion plan will draw in the two new markets, and the positive PR that is generated will turn into repeat business, leading to reliable, long term sales.

With a mix of seven revolutionary promotions, Abercrombie's customer base, public relation, and financial success will thrive. By investing \$9,000 into this plan, there will be a 67 percent return on investment back to the corporation, as well as the critical information to take the campaign globally. With the approval from New Albany Abercrombie's managers, this plan will immediately be put into action.

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DECA

WRITTEN EVENT WINNERS

— 2016 —

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

FASHION MERCHANDISING PROMOTION PLAN

1st Place

MEGAN DOI

Amador Valley DECA, CA

2nd Place

BRIANNA ANDERSON

JESSICA DEXHEIMER

Elk River High School, MN

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Bright Beginnings

December 26, 2016 – January 23, 2017



FASHION MERCHANDISING PROMOTION PLAN

Amador Valley High School DECA

Amador Valley High School

1155 Santa Rita Road

Pleasanton, CA 94566

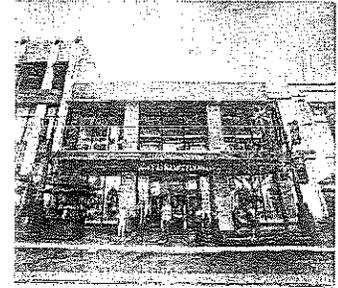
Megan Doi
April 25, 2016

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I. EXECUTIVE SUMMARY

Anthropologie is known for its sophisticated and luxe collection of women's apparel, accessories, home goods, and gifts. The "Bright Beginnings" promotional plan will feature the winter collection and represents what the New Year brings- a fresh start with endless possibilities and opportunities. Between December 26, 2016 and January 23, 2017, Bright Beginnings will establish a series of promotional activities and events at the Grove location of Anthropologie in Los Angeles, California (pictured at right).



The objectives of this campaign are to increase revenue at the Grove location by 10%, increase customer loyalty, and involve the community. The "Bright Beginnings" promotion plan includes the following events and activities:

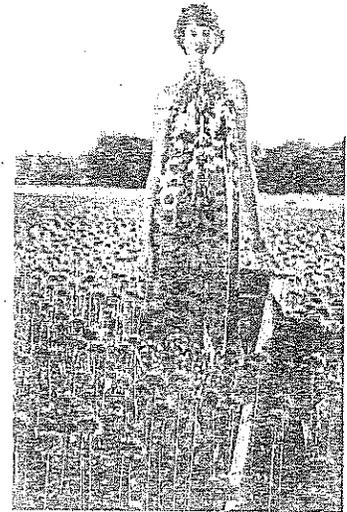
<i>Date</i>	<i>Event</i>
December 31, 2016	"Light up the Night"
A New Years Eve party with a DJ, discounts, food, & sparklers to end the night/begin the new year.	
January 8, 2017	"Sip and Shop"
Registered customers will have the opportunity to taste local wines, snack, & shop.	
Entire Plan	"Recycle for Rewards"
By bringing in old clothes to donate to the textile recycling program, customers will receive a punch on a rewards card granting them discounts on their purchases. This will take place at all store locations.	
Weekly	#AnthroLOVE
A social media challenge that will take place throughout the promotion plan. Customers have the chance to win a \$150 gift card every week of the promotion plan after receiving entry through purchasing products, participating in events and activities, or posting photos on social media of their Anthropologie merchandise and purchases.	
"Philanthropic" is pair of events meant to involve & give back to the community.	
January 12, 2017	"Crafting for a Cause"
Adults and children are invited to create one craft to keep & one to donate to the Children's Hospital of Los Angeles.	
January 21, 2017	"Handpicked from the Heart"
Customers will style and purchase an outfit that will be donated to the Downtown Women's Center.	

The "Bright Beginnings" promotion plan necessitates a successful execution by the staff of the Grove location. The total cost of the events and promotions is \$11,298.00 and profits will be approximately \$28,734. This promotion plan is to continue and expand on the success of Anthropologie as a store that can attire, style, and inspire its customers.



statement of Anthropologie is "Lifestyle merchandising is our business and our passion.

The goal for our brand is to build a strong emotional bond with the customer. To do this we must build lifestyle environments that appeal emotionally, and offer fashion correct products on a timely basis. Our customers are the reason and the inspiration for everything we do." Anthropologie prides itself as a company that makes women feel good (and look good) while wearing their apparel and accessories.



Before creating my promotional plan, I completed a SWOT analysis of the business in order to evaluate its current state and assist me in strategizing.

- Quality goods
- Unmatched customer service
- Loyal customer base

- Apparel only for women
- Does not serve all socioeconomic levels

- Involve the community-central location
- Economy growing at steady rate

- Competition from other boutique style stores
- Higher prices than competitors

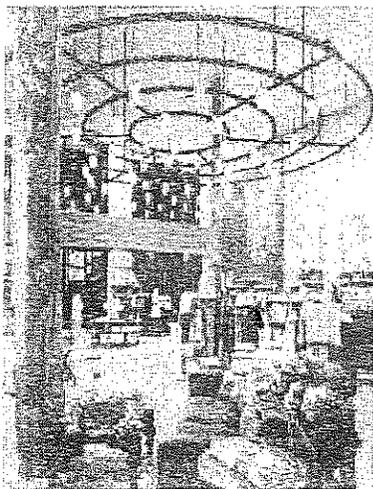
To fully understand who the target market of Anthropologie is and how this promotional plan can reach and meet customers' expectations and desires, I researched and created a small characteristics chart.

<i>Psychographics</i>	<i>Demographics</i>	<i>Geographics</i>
Love for style	Women	Near large city
Classic/sophisticated look	Ages 25-45	Populations >100,000
Affluent lifestyle	Income >\$70,000	Access to internet (online shop)



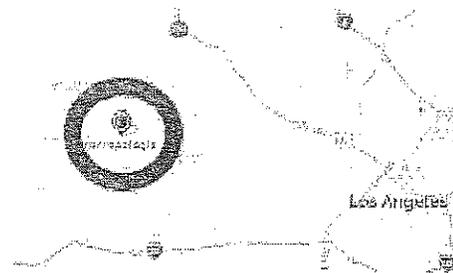
II. DESCRIPTION OF THE STORE

Anthropologie has created a unique shopping experience with its curated mix of exceptionally designed and crafted products. Its stores are homey and have an organic feel, making them inviting to all. Since its founding by Richard Hayne in Wayne, Pennsylvania in 1992, Anthropologie has been committed to offering the best merchandise that emulates their customers' personal style, and encourages them to follow their passions with the confidence its products evoke. The target market is women aged 25 to 45. Most clothing items are priced over \$100, while



accessory and home goods prices vary greatly. Each Anthropologie store averages around 7,300 square feet of selling space filled with over 40,000 SKUs. The unique items and exceptional customer service has made it a successful company operating over 185 stores in the United States, the United Kingdom, and Canada, in addition to a catalog and online shop. Stores are located in upscale street locations, enclosed malls, and specialty retail centers.

The Grove location in West Hollywood (pictured above with location shown on map), which is where all promotional events will take place, is the largest of the United States stores and has the most foot traffic with its ideal location. It has two stories-- large enough to host the events. The mission



III. OBJECTIVES

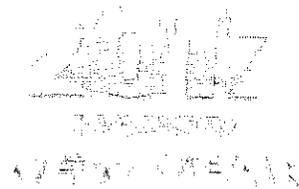
The three main objectives for the "Bright Beginnings" campaign are as follows: 1. Increase total revenue by 10%; 2. Involve the community; 3. Increase customer loyalty.

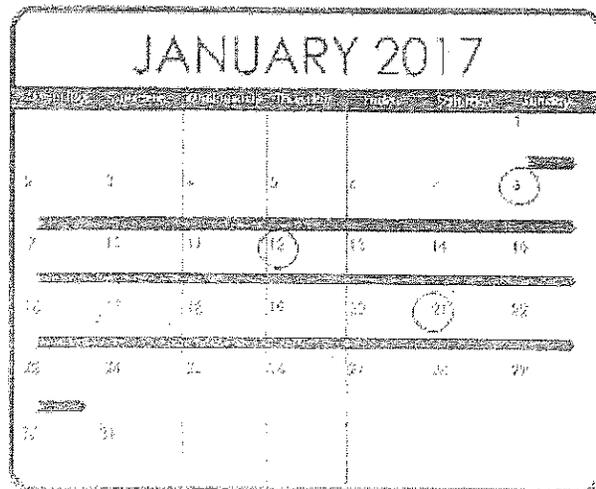
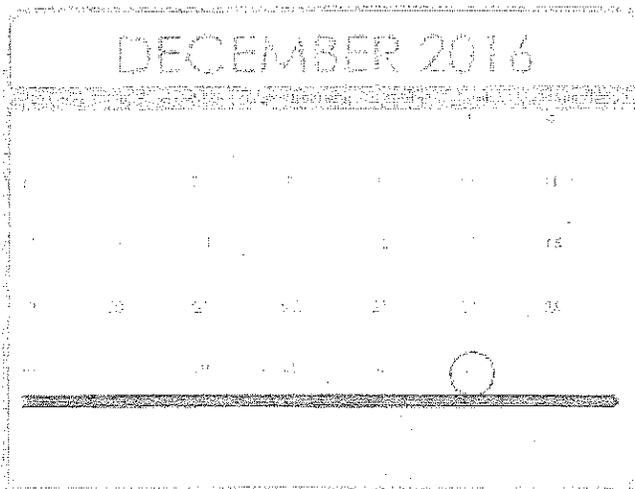
The main goal of this promotional plan is to increase sales, whereby Anthropologie will become a more successful company. In order to do so, the events and promotional activities are outlined in the following (Schedule of Events). Social media will also play a large role in advertising, creating relationships, and involving customers with these interactions. By promoting the "Philanthropic" events, we are not only involving our customers-- we are giving back to the community and strengthening our image as a company that cares. With promotional activities such as the "Recycle for Rewards", customers are given an incentive to return to the store and become regular customers.

IV. SCHEDULE OF EVENTS

A. Special Events

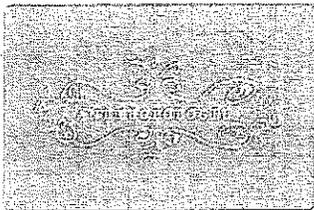
The "Bright Beginnings" campaign will take place during the winter season, from December 26, 2016 to January 23, 2017. The promotion plan runs for four weeks with multiple events and ongoing promotional activities. The campaign is centered around the New Year because of what the holiday represents-- the New Year brings a fresh start, with many people making goals, wishes, and resolutions to begin the year. Anthropologie's mission is for customers to develop a sense of excitement as they explore the store and find new pieces to love every time they make a visit to an Anthropologie location.





December 26, 2016 is the kick-off date for the promotion plan. The weekly drawings for a \$150 Anthropologie gift card will begin on that day. Customers will receive

#AnthroLOVE



an entry into the contest every week by purchasing items, participating in other promotional activities and events, or posting photos adorned in Anthropologie pieces to any form of social media (ex: Facebook, Twitter, Instagram, Pinterest) with the hashtag #AnthroLOVE.

On December 31, 2016, the first of the events, "Light up the Night", will take place. It is a New Years party that customers will need to register for in advance with a charge of \$25. There will be food, special deals on the clothing and accessories, and a DJ to play music the whole night. The party, from 6:30 p.m. to 12:30 a.m., will culminate with sparklers (a representation of the "bright" in "Bright Beginnings").

"Sip and Shop" is the next event, planned for January 8, 2017 from 7:00 p.m. to 10:00 p.m. Beverages (wine and nonalcoholic drinks), snacks, and desserts will be provided for

SIP
and
SHOP



customers as they peruse the last of the winter apparel shipments. This event is for all ages, but IDs will be needed for alcoholic beverages, and registration is required for participants. Local wines will be served, and there will be special deals during the event.

There are two events in the "Philanthropic" activities category. The first, "Crafting for a Cause" will be held on January 12, 2017. People of all ages are invited to join in on

philanthropic this public crafting extravaganza. Employees will be leading crafts for people to create a craft for themselves and one (or more!) that will be donated to the Children's Hospital of Los

Angeles. At this event, customers are also welcome to contribute monetary donations to the hospital. "Handpicked from the Heart", the second "Philanthropic" event, is scheduled for



DOWNTOWN WOMEN'S CENTER
Homelessness ends here.

January 21, 2017. Customers will style an outfit and/or pick

out pieces that they would like to be donated to the

Downtown Women's Shelter, a women's homeless shelter in Los Angeles. These outfits would be fashioned for those in the career programs trying to obtain a job and who are in need of stylish clothing.

B. Advertising

Rather than using the conventional forms of media advertising in radio, television, and print, Anthropologie relies on its eye catching store windows, extensive mix of products, highly visible stores, and brand recognition to draw customers into their stores and return.

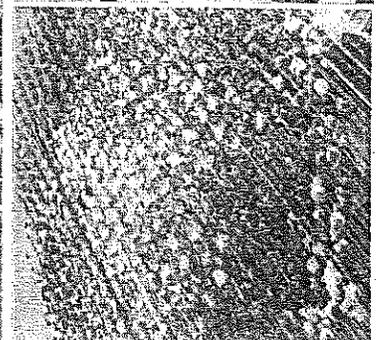
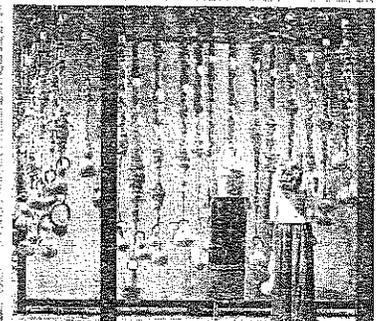
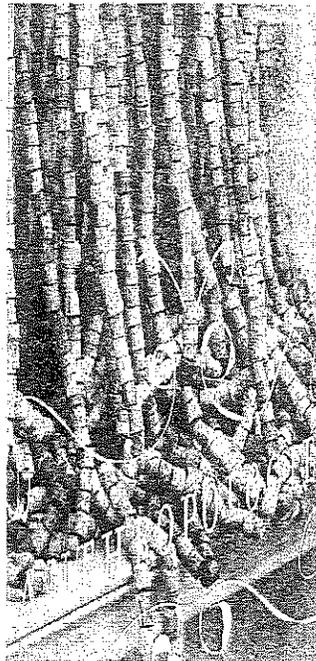
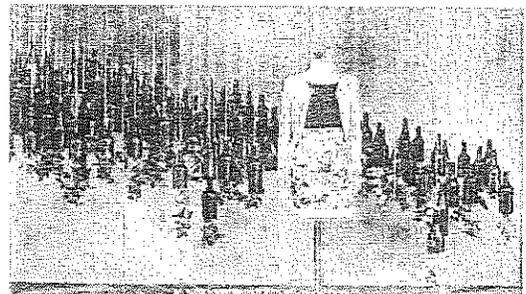
Because of this, advertising will be done through social media and with



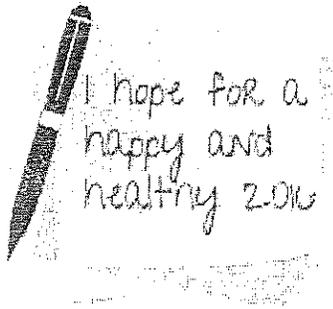
the usual mix of advertising, with a select number of paid advertisements throughout the web to promote the events. Anthropologie has a strong technological connection with their customers. To create an even larger customer base and attract people to the promotional events, we will tap into those connections. We will utilize fashion bloggers, online style forums, and charity advertising websites to advertise for the events and activities. Bloggers have large followings and far reaching influence. In addition, direct email marketing will be used to let our customers know about the events and promotions. A storefront window display will involve customers and draw people into the store.

C. Display

Anthropologie is widely known for their intricate, creative, and resourceful window displays. They use a variety of mediums to showcase their apparel and accessories. Most notably, they have used wine corks, egg cartons, and glass bottles (pictured) that they have repurposed to create stunning works of art. The front display is a main component of the promotional plan, especially because it depends on the public's participation. Strings of LED lights will be hung as the backdrop of the display. Mannequins will be draped



with the new winter merchandise. A box, pens, and cards (recycled paper, of course!) will be placed outside of the store for customers to express their wishes,



dreams, hopes, aspirations, fears, resolutions, goals, plans, gratitude, or love for the New Year. Each of the cards will be strung onto fishing line and hung from the ceiling of the display by employees after shifts. Fishing line is a staple item of most of the Anthropologie window creations; it is used to

suspend objects and create a mystifying effect. Additional lights will line the walls inside of the store, while employees' cards of their New Year resolutions or wishes will be written on chalkboard signs. The "Bright Beginnings" window display creates an opportunity for current/future customers to interact and share with us and represents the theme of the promotion plan.

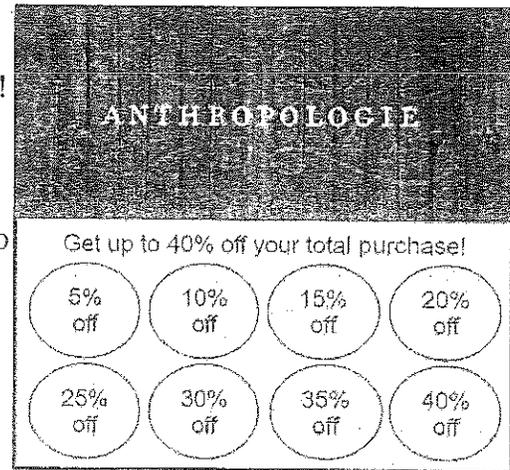
D. Publicity

Customers have created the success and growth of Anthropologie since its inception. Without their loyalty and continued support, the stores would fail. It is from their word-of-mouth suggestions that our customer base has grown. We will continue to use word-of-mouth publicity during this campaign. We will also send all media outlets and news reporters event updates, information on all the activities, and our plans for the events. The news station KTLA will do interviews and a segment about the charity events. For the other events, fashion YouTubers will be vlogging during and doing meet and greets at the store.



E. Other Instore Activities

Although Anthropologie employees do not work on commission, a little competition never hurts! Employees will log customers' information into a database to track their purchases. Employees will also be running the "Recycle for Rewards" activity for the entire four weeks of the plan. Customers will bring in their old clothes (in any condition) to be turned into



new textiles through the clothing recycling program. Employees will punch a customer's reward card (pictured above) for every donation the customer makes to the program. The rewards increase in value with each donation. Whichever employee is able to get the most customers to participate and log the most customers receives an entire outfit of their choice (up to \$500) from the store.

V. RESPONSIBILITY SHEET

In order for the plan to run smoothly, it is imperative that each employee knows what is assigned and expected of them during the promotion plan.

<i>Position</i>	<i>Assignment</i>	<i>Duration</i>
Manager	Organizing window display, making sure everything runs smoothly, delegate for events/activities	Entire plan
Assistant Manager	Collecting and sending off the contributions for the clothing recycling	Entire plan
Sales Associates	Punching "Recycle for Rewards" cards, stringing cards up for window display, executing activities, helping customers	Entire plan
Marketing Manager	Managing publicity campaigns, advertising, and marketing	Entire plan



VI. BUDGET

The total cost of the plan is \$11,298; each individual item's cost is detailed in the chart below. The total revenue of Anthropologie stores in the 2015 sales year was \$265 million. For the Grove location, with an increase in sales of 10%, the total additional profit made will be around \$28,734 during the promotional period. The ROI would be 154%.

<i>Item</i>	<i>Description</i>	<i>Price</i>	<i>Quantity</i>	<i>Total Price</i>
Advertising	Ads on fashion blogs/forums	\$15 per month	15 sites	\$225.00
Lights	For the window displays/interior of store	\$1.12/ft	250 ft X 1 store	\$280.00
Recycled paper/pens	For Customers' New Year's wish/resolution/"Recycle for Rewards" punch cards	\$26.50 for 600 (3X5 in) cards	4 orders+ \$25 of pens	\$131.00
Crafting supplies	For the "Crafting for a Cause" Event	\$1,148.00	1	\$1,148.00
Fishing line	To hang up the wish cards	\$0.86 per foot	150 feet	\$129.00
Bottles of Wine/drinks	For the "Sip and Shop" Event	12 bottles= \$240+ flat of 24=\$25	9 cases+ 35 flats	\$3,035.00
DJ	For the "Sip and Shop" Event	\$120 per hour	6 hours	\$720.00
Gift Cards	For the #AnthroLOVE event	\$150	4 weeks	\$600
Snacks	For the "Sip and Shop" and "Light up the Night" Events	\$2,345	2 Events	\$4,690
Sparklers	For end of the "Light up the Night" Event	\$34 for pack of 50	10 packs	\$340.00
			Total	\$11,298.00



VII. STATEMENT OF BENEFITS TO THE RETAIL ESTABLISHMENT

With a successful implementation of my promotional plan, I believe that all of the objectives will be met and surpassed. Each of the objectives serves to better the company and its service to customers. With the expected influx of customers from the promotional events, the goal of increasing total revenue by 10% for the Grove location of Anthropologie will be reached. With an ROI of 154%, the benefits of this outreach campaign will continue to bring customers in and contribute to the overall success of the Grove Anthropologie, and the rest of the Anthropologie stores. This promotion plan includes participation from members of the community, provides entertainment and fun, and gives back to the Los Angeles area. The customers participating in the events and activities are sure to return and become loyal customers. With the help of the "Bright Beginnings" promotion plan, the future of Anthropologie looks even brighter!



Bright
Beginnings

VIII. BIBLIOGRAPHY

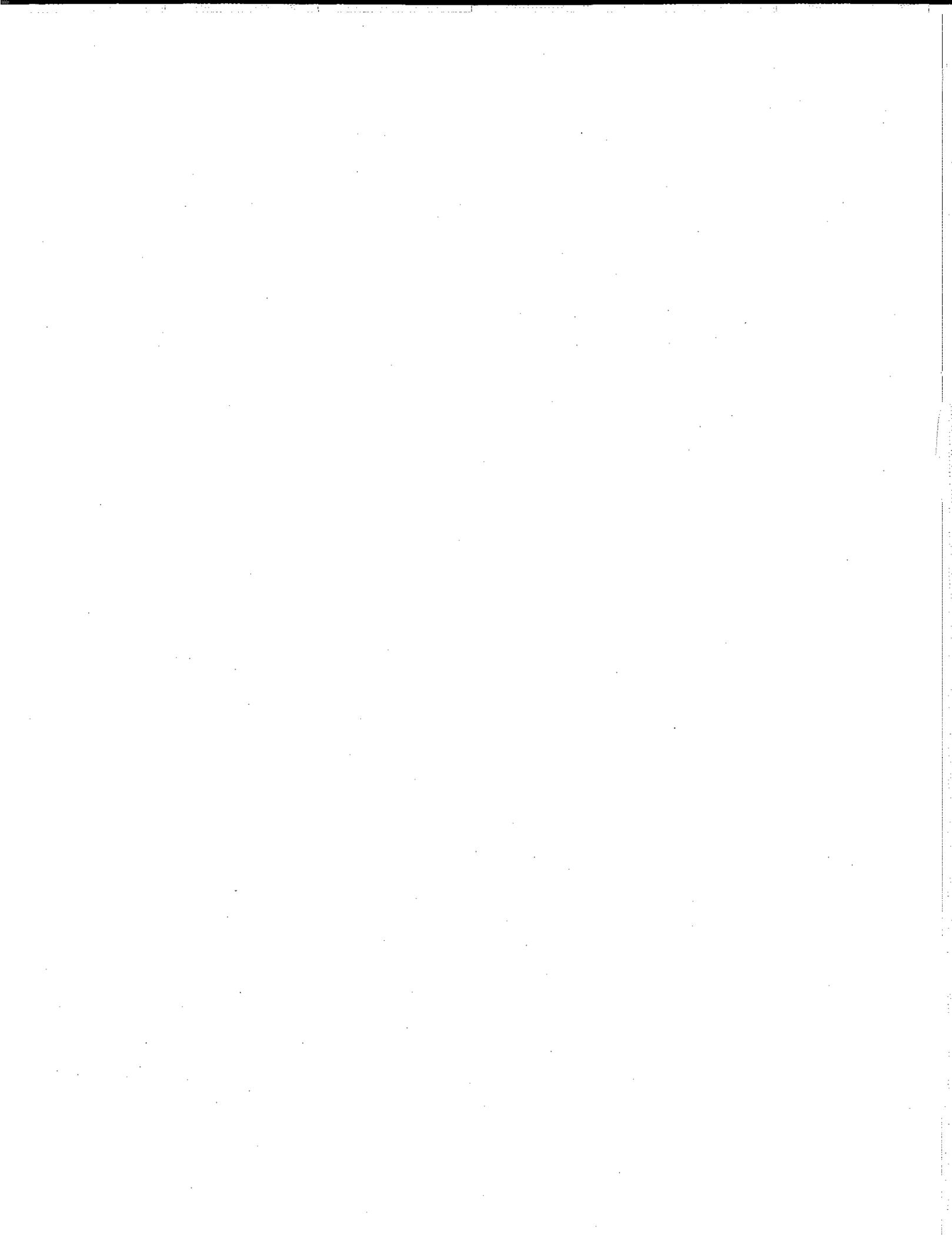
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Trendsend
EVEREVE

LIVE your LIFE

FASHION MERCHANDISING

PROMOTION PLAN

Elk River DECA Chapter

Elk River High School

900 School St. NW

Elk River, MN, 55330

Brianna Anderson, Jessica

Dexheimer

April 25th, 2016

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I. EXECUTIVE SUMMARY

LIVE your LIFE is a four week promotion plan that has been created for TRENDSEND by EVEREVE based on a \$100,000 budget to meet the following objectives:

- o Increase the awareness of the TRENDSEND service inside all Minnesota EVEREVE store locations by 25%
- o Increase the participation of the TRENDSEND service by 25%
- o Increase sales of the TRENDSEND service by 10%

EVEREVE is a contemporary women’s retailer created specifically for moms. To appeal to the busy lifestyle of its target market EVEREVE created a fashion subscription service, TRENDSEND. The LIVE your LIFE fashion promotion specializes in advertising the benefits of the TRENDSEND service through special events.

EVENT	DESCRIPTION
Ladies Night In	Invite customers to come into Minnesota EVEREVE stores to enjoy complimentary snacks and beverages while learning more about the TRENDSEND service and meet with their stylists.
In-store Party	This is an opportunity for different groups of people or organizations who are looking to host a party inside of an EVEREVE location with discount/donation opportunities.
Advertising	Social media, commercial, and interior promotions
Donations	The Give Life Collection, and 10% store donations

Budget and Benefits

TRENDSEND by EVEREVE will benefit greatly from LIVE your LIFE and will quickly make up the \$100,000 budget while bringing in an additional \$157,400 in Minnesota by the end of January of 2017, including a 157.4% return on investment.

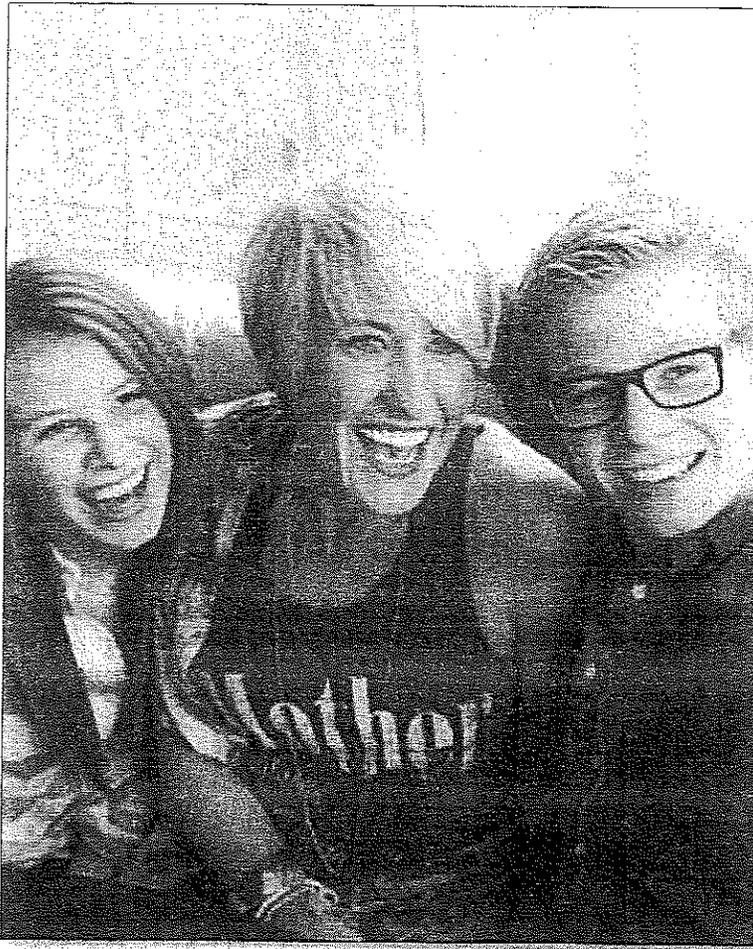
II. DESCRIPTION OF THE STORE

EVEREVE is a contemporary women's retailer and community-oriented store operated by caring employees. Megan Tamte is a former 3rd grade teacher; the founder and CEO of EVEREVE; and her favorite job of all, she is a mom. Megan started her business—formerly named Hot Mama—ten years ago with a passion and dream to help moms. She took a leap of faith when opening the very first store in Edina, Minnesota. EVEREVE's success has resulted in national growth; currently there are 50 stores coast-to-coast and nine locations in Minnesota. Megan understands the busy lifestyle of moms and therefore was driven to create a clothing store that makes shopping easy, helpful, and fun. One goal EVEREVE focuses on is taking care of moms. Their slogan states, "take care of your family, we'll take care of you." A huge selling point for some moms is that EVEREVE is a family friendly environment: kids, boyfriends, and husbands are welcome. Inside store locations there is a healthy supply of animal crackers and toys for little ones with an addition of video games for older children. The reasoning behind that is to ensure everyone is entertained so that moms can get a personalized styling experience and walk out of the store feeling ready to take on whatever life throws their way. EVEREVE wants moms to be able to look and feel their best after their fashion adventure in the store.

Trendsend
EVEREVE

LIVE your LIFE

Megan's mission is not confined to just in-store purchases, but EVEREVE also provides a personal styling service that brings the styling experience of EVEREVE stores to the comfort of your home called TRENDSSEND. Overall, Megan's passion comes from a very simple place, that a mom who is fully alive is the best gift to her family. EVEREVE means "life" and is a badge of honor to moms who give life then live it.



Megan

III. OBJECTIVES

The following three objectives have been established for the four week promotion of the TRENDSEND service:

- o Increase the awareness of the TRENDSEND service inside all Minnesota EVEREVE store locations by 25%
 - Original promotion: bag stuffers
 - New promotion: bag stuffers, two floor talkers, 10 mirror clings, interior banner, window display
- o Increase the participation of the TRENDSEND service by 25%

NUMBER OF BOXES SENT PER MONTH			
Current Per Store	Current In Minnesota	Projected Per Store	Projected In Minnesota
150 boxes	1,350 boxes	180 boxes	1,620 boxes

- o Increase sales of the TRENDSEND service by 10%

TRENDSEND SALES PER MONTH			
Current Per Store	Current In Minnesota	Projected Per Store	Projected In Minnesota
\$26,000	\$234,000	\$28,600	\$257,400

IV. SCHEDULE OF EVENTS

A. Special events

Ladies Night In: On Friday, December 30th of 2016, each Minnesota EVEREVE location will host a Ladies Night In to kick off 2017 in style. The objective of this night is to invite customers to come into the EVEREVE stores from 6:00-9:30 PM to enjoy complimentary snacks and beverages while learning more about the TRENDSEND service. Customers can meet with personal stylists, observe the various clothing options they will receive, and most importantly, sign up for TRENDSEND.

In-store Party: This is an opportunity for different groups of people or organizations who are looking to host a party inside of an EVEREVE location. Hostesses have two reward options for their party:

- o Customers may purchase merchandise at the regular price and 15% of the sales go to an organization of their choice. This is very popular for school fundraisers and is normally the more popular option of the two.
- o The second option for the hostess is to give the party attendees 15% off of their purchases and no donation is made.

Trial Box: Customers who signed up for TRENDSEND on either the Ladies Night In or an In-store Party by Friday, January 27th, will receive a 15% discount on their first box. This box will include the styling fee and promised 2-3 outfits sent by your own personal stylist but any purchases made will receive 15% off the total amount.

B. Advertising

Facebook advertising: During the four week promotion—Friday, December 30th to Friday, January 27th—a Facebook advertisement will be promoted to the primary and secondary target market of LIVE your LIFE. The ad will show up seamlessly on people's timelines on both desktop and mobile devices.

Mirror clings, bag stuffers, floor talkers: This is a current advertising method done at EVEREVE store locations but this promotion plans to include a more detailed advertisements.

Commercial displayed on social media: EVEREVE currently has a YouTube account to showcase their seasonal look books. To further advertise, these videos can be showcased on social media, sent out on emails to current customers, and linked on the TRENDSEND and EVEREVE website.

C. Display

Interior: One of the biggest ways to showcase the TRENDSEND service inside of the store is to create a creative window display. Inside of this window would be the box that outfits are shipped in, the wrapping paper inside of the box, and example outfits.

Exterior: How exciting would it be to find a pink box on your doorstep as you arrive at your home? Each outfit enclosed inside of the box will be wrapped in tissue paper that has the EVEREVE logo printed on it. Lastly, inside of each box there will be a promotional advertisement to attract continued TRENDSEND participation.

D. Publicity

Blog Reviews: Various fashionistas and bloggers share their experiences with TRENDSEND. To effectively highlight this information EVEREVE will share a new blog each week during the TRENDSEND promotion on social media.

Facebook, Instagram, and Twitter page: EVEREVE will create a Facebook, Instagram, and Twitter page to post daily ads revealing the various features of TRENDSEND and share personal bios on the EVEREVE stylists.

Pinterest: The EVEREVE Pinterest account will organize boards that show different trending styles and fashions to help customers discover their style preferences and ultimately help the stylists understand their customer.

E. Other in-store activities

Employee Discount: In order to increase employee participation, the existing employee discount of 30% off their total purchase will carry over into the TRENDSEND service.

iPads: To show customers just how quick and easy the TRENDSEND sign-up process is, EVEREVE will have two iPads available in the store.

The Give Life Collection: The Give Life Collection is made up of two simple pieces; a necklace and set of earrings. Proceeds from this collection will help mothers in developing countries attain a micro-loan. These purchases help a mother start her own business so she can feed her family and bring life to her community.

Donation: 10% of total profits from EVEREVE and TRENDSEND go towards charities important to moms—locally and worldwide.

V. RESPONSIBILITY SHEET

The chart below shows the responsibilities of EVEREVE employees during the four week promotion plan:

EVENT/ACTIVITY	RESPONSIBILITIES	PERSON(S) IN CHARGE
Social Media	Facebook, Instagram, Twitter, Pinterest posts	1 Social Media Manager
	Send emails with advertisements	
	Highlighting blogs	
Commercial	Produce Commercial	1 Production Company
In Store Advertisements	Creating Floor Talkers, Mirror Clings, Bag Stuffers, and Interior Banners	2 Designers
		1-2 Printing Companies

The activities below require the listed positions in each nine Minnesota store locations:

EVENT/ACTIVITY	RESPONSIBILITIES	PERSON(S) IN CHARGE
Ladies Night In	Stylist	3 TRENDSEND Stylists
	Equip store with snacks/beverages	1 Intern
	iPad subscription sign-up	2 Sales Associates
	Working the floor	1 Sales Associate
	Register	1 Sale Associate
In Store Party	Dressing room attendants	2 Sale Associates
	Working the floor/register	2 Sale Associates
Window Display	Designing display	1 Display Coordinator
	Creating the display	1 Visual Manager

VI. BUDGET

The chart below shows budget for the TRENDSEND LIVE your LIFE promotion:

ITEM	AMOUNT OF EACH ITEM	DETAILS	COST
TRENDSEND Cardboard Box	1,620	\$8.00/box	\$12,960.00
TRENDSEND Tissue Paper	12,960	\$2.00/10 sheets 8 sheets/box	\$2,592.00
Facebook Advertisements	28	\$1.00/day	\$28.00
Commercial	2	\$2,500.00/commercial	\$5,000.00
Floor Talkers	9	\$100.00/floor talker	\$900.00
Interior Banners	9	\$34.00/banner	\$306.00
Mirror Clings	90	\$4.00/cling	\$360.00
Window Display	9	\$5,000.00/display	\$45,000.00
Bag Stuffers	27,000	\$0.39/card	\$10,530.00
TOTAL			\$77,676.00

The chart below shows budget for the TRENDSEND Ladies Night In party:

ITEM	AMOUNT OF EACH ITEM	DETAILS	COST
Drinks (Ice Water)	2	\$4.00/pack 40 bottles/pack	\$8.00
Drinks (Champagne)	12	\$15.00/bottle 5 people/bottle	\$180.00
Snacks (Assortment of Cookies)	120	\$0.40/cookie 2 cookies/person	\$48.00
Drink Cups	60	\$0.21/cup	\$12.60
Napkins	200	\$0.02/napkin	\$3.00
iPad Air	2	\$400.00/iPad	\$800.00
Additional Labor	25 extra work hours	Changes in work scheduling and jobs available	\$300.00
TOTAL PER STORE			\$1,351.60
TOTAL IN MINNESOTA			\$12,164.40

Total for the LIVE your LIFE four week promotion: \$89,840.40

Return On Investment: 157.4%

VII. STATEMENT OF BENEFITS TO THE RETAIL ESTABLISHMENT

With LIVE your LIFE, a four week TRENDSEND promotional plan, EVEREVE will achieve three main objectives that have been established:

- o Increase the awareness of the TRENDSEND service inside all Minnesota EVEREVE store locations by 25%
- o Increase the participation of the TRENDSEND service by 25%
- o Increase sales of the TRENDSEND service by 10%

TRENDSEND will increase sales by \$16,711 per month in each Minnesota location from the LIVE your LIFE promotion plan. Total sales for Minnesota will equal \$257,400, increasing the state's TRENDSEND sales by \$157,400. Another benefit will be the 270 additional boxes sent to new customers in Minnesota.

Not only will the TRENDSEND service benefit from this promotion plan, but moms around the world as well. EVEREVE will easily cover the \$100,000 budget and bring in an additional \$157,400 by the end of January including at 157.4% return on investment.



EVEREVE



TRENDSEND

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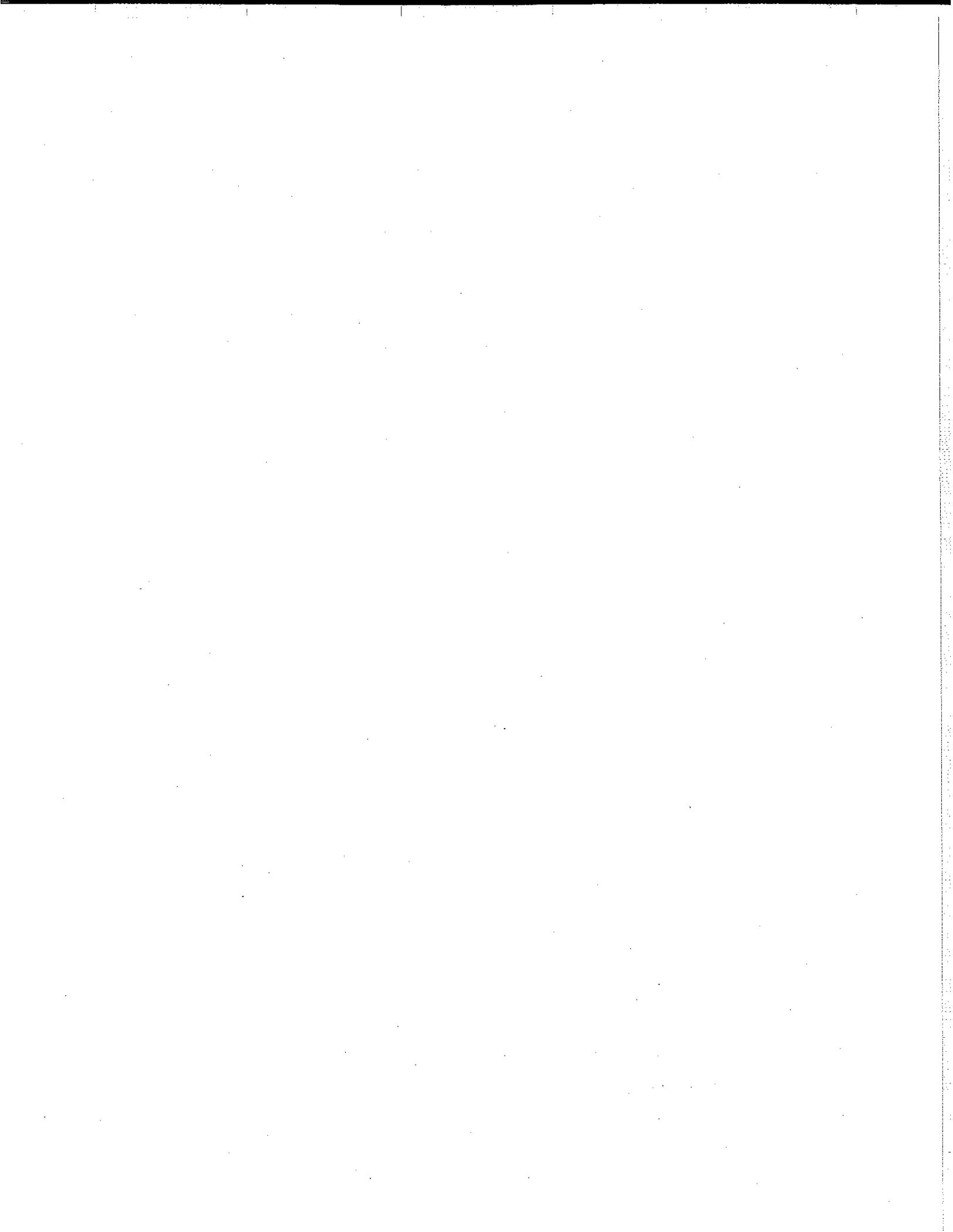
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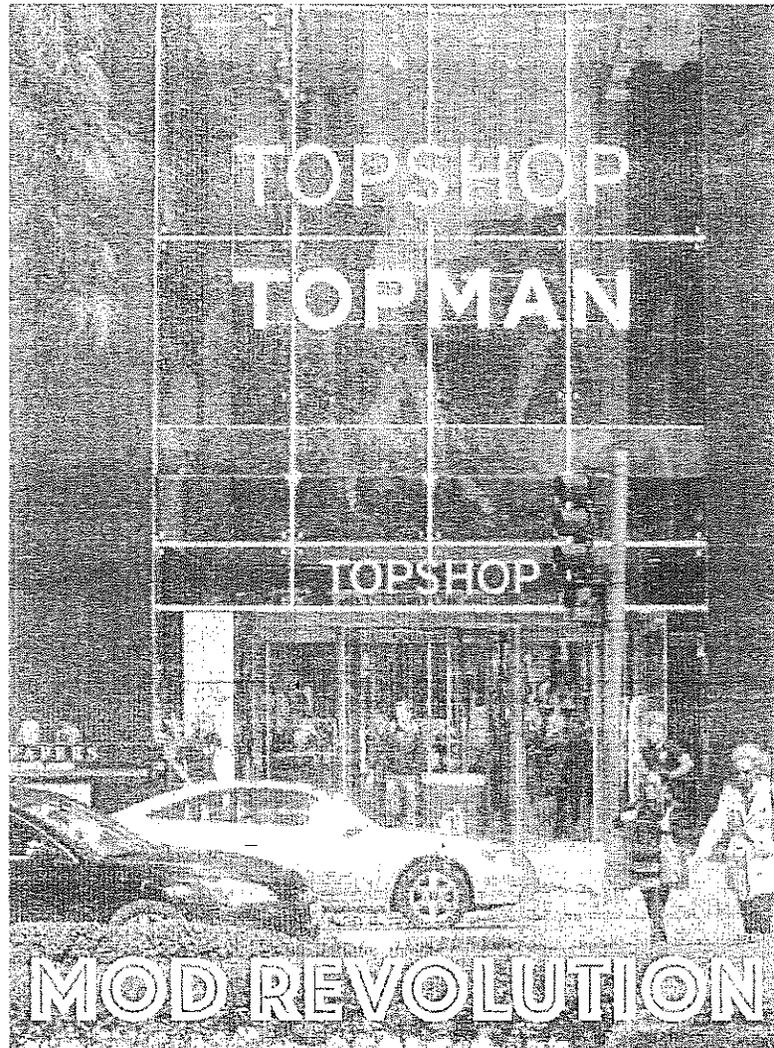
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TOPSHOP

FASHION MERCHANDISING PROMOTION PLAN



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April 23-26, 2016

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I. EXECUTIVE SUMMARY

Fashion, in its purest form, is an unstoppable force of ideas, innovations, and transformations. Topshop, through the proposed Mod Revolution campaign, aims to capitalize on this momentum to create a lasting impact on the American fashion industry. Using a contemporary lens to pioneer tomorrow's fashion, Topshop has accumulated countless followers through its unique offerings and continues to stand at the forefront of today's fashion. Inspired by the British Mod movement in the 1960s, the Mod Revolution promotion campaign plans to completely reinvent Topshop's image through a cohesive integration of its British Heritage, store-centered advancements, and unrivaled presence in social media and technology.

The Problem
With competition waxing on Chicago's Michigan Avenue, Topshop has seen its profits and store traffic plateau. Brand visibility has been obscured by the presence of additional retailers, which has compromised Topshop's share of the fashion market. Although Topshop occupies optimal retail space within the heart of Chicago's retail scene, growth has been halted while consumer markets remain untapped. Topshop must harness its potential in order to leverage its position in the Chicago fashion industry.

Objectives
By adhering to the Mod Revolution promotional plan, Topshop acquires the ability to overcome its current weaknesses and accomplish the following objectives:

- Build brand awareness within the Chicago fashion industry - By focusing on its core emphasis on culture, Topshop will gain brand equity through channels of music, art, and film.
- Increase profits - A multidimensional marketing approach that thoroughly encompasses Topshop's tradition and ingenuity will elicit demand within target markets, escalating profits.
- Strengthen customer loyalty - The Mod Revolution campaign will pave the way for Topshop to achieve this objective by maximizing interactions with current and new consumers.

Target Market

The Topshop clientele is not only concerned about the clothes they wear, but also about the world around them. The primary target market for the Mod Revolution promotion plan consists of stylish Chicagoan females between the ages of 18 and 30. These contemporary consumers embody the Topshop spirit in their zeal for innovation and youthful outlook. It is their sophistication and bold spirit that defines their tastes in clothing. The Topshop target audience looks for not only novelty in clothing, but expects a certain timelessness and expression in what they do. These women are chiefly college students or young professionals and dress in Topshop for their careers and for leisure. Topshop's classic versatility is an integral component in their wardrobes and is relied on for success in their metropolitan lifestyles.

Promotional Strategy

The Mod Revolution's proposed strategy will fully utilize Topshop's latent potential and transform its marketing method. The promotional campaign will take a holistic approach to marketing Topshop by introducing live marketing events and direct marketing initiatives that will reach a new demographic. Additionally, technological developments and new, cutting-edge strategies will be initiated in order to push the envelope and bring Topshop up to the modern frontier. Humanitarian ventures will further highlight Topshop's commitment to improving the world as a socially responsible company. These promotional activities will expand upon Topshop's rich history and modern social media advancements, reaching Topshop's full capability as a retailer.

Analysis of Proposed Strategy

As the young, professional demographic in Chicago continues to flourish, the Mod Revolution campaign is architected to secure this market and fulfill the promotion's intended objectives. An array of concatenated events and sponsorships will engage consumers and manifest Topshop's dedication to fostering art and culture within the Chicago community. This distinct dedication will firmly establish brand awareness within the Chicago metropolitan area. An amalgam of social media promotions and altruistic ventures will fortify relationship with customers, raising profits for the retail store. A new incentivized loyalty program, opportunities for philanthropy through consumption, and constant communication through direct media means will ensure customer loyalty to the store. Overall, the Mod Revolution campaign will reinvigorate Topshop's profile and launch it on the path of positive growth. With a return on investment of 114%, totaling to over \$102,950 of additional sales, the Mod Revolution campaign will be the explosive catalyst to activate growth for Topshop.

II. DESCRIPTION OF THE STORE

Topshop is an international English retailer founded in 1964 during the height of the British Mod movement. Originally, its London Oxford street flagship was renowned for stocking the trendiest and most experimental designers, from Mary Quant to Paco Rabanne. Style icons and young "Mods" would flock its locations to shop its offerings. Since then, Topshop has



expanded its locations to six continents, becoming a global fashion superpower. Although Topshop's business today is predominantly focused on its own label, its youth-oriented reputation upholds, and Topshop strives to cater to the next generation of fashion aficionados.

Chicago's Topshop flagship was the second location launched by Topshop in the United States, opened in 2011. Since its inception, Topshop Chicago has been the source of fashion-forward clothing for young urban individuals. Located at the heart of the city's retail core, Topshop has distinguished itself from its competitors by offering original, vintage-inspired pieces for its consumers at an affordable price. Just as fashion was revolutionized in the 60's by the Mod movement, the Mod Revolution campaign aspires to emulate the same youthful spirit as the legendary movement to radically change the modern fashion landscape. With a concentrated amount of young trendsetters in the Chicagoland area, the Mod Revolution plan will be the key to unlock this market.

III. OBJECTIVES

The Mod Revolution promotion plans to address and achieve the following 3 objectives:

- Build brand awareness within the Chicago market - By overturning the issue of waning brand recognition through a host of live publicity, print, and social media campaigns, the magnitude of Topshop's visibility will be substantially increased.

- Raise profits - In order to sustain growth, the Mod Revolution will create a series of incentivized promotions to raise overall profit. Opportunities for charity through consumption will further encourage customers to increase in-store spending.
- Strengthen customer loyalty - Through focusing on a previously ignored target audience, the Mod Revolution will be able to successfully retain clientele by promoting through direct modes and launching programs that maximize interactions.

To achieve the preceding objectives, Topshop will revolutionize its marketing efforts by embracing the Mod Revolution's proposed promotions. This in-depth promotion plan will guarantee Topshop's success in Chicago for generations to come.

IV. SCHEDULE OF EVENTS

The Mod Revolution campaign will officially begin on June 24, 2017, and promotional activities will conclude on July 18, 2017 in order to capitalize on the simultaneous summer tourism and shopping season. This will ensure all activities will attain maximum exposure.

A. Special Events

i. Museum of Contemporary Art Chicago

Art is a fundamental component in Topshop's design aesthetic, and consequently, many emerging young artists and creators are avid followers of the Topshop brand. To cultivate the growth of this market, Topshop will sponsor The Propeller Group exhibit running during the summer 2017 season at the Museum of Contemporary Art Chicago. The Propeller Group is a team of artists known for creating interdisciplinary art that fuses multiple forms of media, from film to music to digital illustration. At the exhibit, Topshop will be creating awareness about the Mod Revolution promotion by featuring QR codes next to displays, projecting promotional film material, and handing out amenities such as notepads and



pens. All exhibit-related publicity and museum brochures will also feature Topshop's logo and will include a blurb about Topshop's commitment to art. By aligning itself with this avant-garde artistic force, Topshop will be able to connect with young aspiring artists and art enthusiasts. This market will be key in spreading Topshop's message and gaining valuable customers.

ii. Pitchfork Music Festival

An explosive mixture of indie music, fashion, and culture, Pitchfork Music Festival will be instrumental in paving a path for Topshop to reach a new demographic of consumers. Pitchfork is the premier event in midwest for alternative music, and regularly brings in the foremost artists in this genre. Since its inception over 10 years ago, Pitchfork has attracted average crowds of over 50,000 people to its Chicago Union Park venue, making it the perfect place for Topshop to spread its brand message. By becoming an official partner of Pitchfork Music Festival, Topshop will set up a tent at the venue that will operate all three days of the event. At the tent, amenities will be supplied such as free water bottles, charging ports for mobile devices, and sunscreen. Raffles will be providing concertgoers with fanny packs, phone cases, and sunglasses. By forming an interactive link between Topshop and its prospective customers, sales and brand awareness will surge.

iii. Chicago International Film Festival

The oldest running competitive film festival in North America, the Chicago International Film Festival will serve to create a lasting affiliation between Topshop and the art of cinema. Hundreds of films are featured each year during the two-week festival, drawing in thousands of film junkies, celebrities, and prominent filmmakers. Sponsorship of the film festival will effectively diversify Topshop's current customer base and connect with a larger market of buyers that fit Topshop's specified clientele. Topshop's partnership with the Chicago International Film Festival will call for promotional motion editorials to be played before each of the films that are screened as part of the festival. Topshop logos



and QR code coupons will also be featured on festival brochures and film booklets. Through the incorporation of film into the Mod Revolution promotion plan, new consumers will be reached, and a stronger relationship between Topshop and film will be established.

iv. Narciso Rodriguez x Topshop Collection

The fusion of many perspectives is vital to advance fashion perspective. Topshop will spark this reaction by collaborating with esteemed American designer, Narciso Rodriguez. The collection, inspired by Topshop's vintage background and concurrent modern outlook on fashion, will feature 20 outfits that will be available only through limited release at Topshop's main flagship locations. Started in 1997, the Narciso Rodriguez atelier has won three CFDA awards and numerous other international fashion honors. Like Topshop, Rodriguez also defines art and performance as a code within his fashion work. He has personally produced numerous film and dance productions, and has been the subject of a Los Angeles Museum of Contemporary Art exhibit on the interplay between architecture and fashion. By uniting with this illustrious designer, an opportunity for creative innovation is created.

The Narciso Rodriguez x Topshop Collection will successfully bridge the gap between Topshop and its potential consumers. Its simple, Mod-inspired monochrome palette and range of contemporary silhouettes will pique the attention of buyers, and draw customers into stores. As an added altruistic incentive, Topshop will donate 25% of all proceeds from the collection to the Polaris Project charity. The collection will appeal to Topshop's audience through its distinction and goodwill.

v. #TopshopStyle Social Media Campaign

With over 12 million followers through Facebook, Instagram, and Twitter, Topshop has truly become an internet phenomenon. To harness this digital potential, Topshop will be renovating and relaunching the #TopshopStyle social media campaign. Previously, the hashtag #TopshopStyle was used primarily just for wearers to show off their Topshop apparel. However, the Mod Revolution campaign



aims to fully utilize this hashtag for the future by merging it with the concept of achievement and motivation. The premise of the social media campaign is to have users posting descriptions of all their daily accomplishments while wearing Topshop apparel along with the hashtag #TopshopStyle to emphasize how Topshop promotes and facilitates self-confidence and pride. The incentive to participate in this movement is that if a user posts five times using the hashtag and tags one of Topshop's social media platforms, users will receive 10% off their next in-store or online purchase. The central focus of the campaign will be to allow customers to experience and build upon Topshop's positive philosophy while further stressing how Topshop is not just clothing, but a lifestyle and attitude in life.

B. Advertising

i. Magazine

While the Mod Revolution does recognize the sheer power of digital marketing, traditional forms of print marketing will also be employed because of their ability to convey potent ideas to readers. CR Fashion Book, started in 2012 as a synthesis of editorial fashion and modern literature, is a viable platform for Topshop to advertise because of its millions of online followers and appeal to youth. Issues typically sell out days after each release; a testament to CR Fashion Book's reverence within the fashion community. VICE Magazine was chosen because of its fresh methods of reporting and its global scope of stories. Topshop will be launching two-page spreads in these magazines, which will feature new clothing releases such as the Narciso Rodriguez collaboration. With combined reach of over two million readers, both magazines are read and coveted by fashion followers and will bolster Topshop's efforts to boost public image and increase sales.

ii. Campus Newspapers and Radio

To integrate Topshop within its primary target market, the Mod Revolution promotion will feature Topshop advertisements on campus newspapers and radio stations throughout the Chicago

metropolitan area. The lifeblood of a vibrant campus is its student journalism and broadcasting. In order to benefit from it, Topshop will present advertisements on WNUR 89.3 FM and in the Daily Northwestern newspaper at Northwestern University, on Radio Depaul and in the DePaulia newspaper at DePaul University, on WLWU 88.7 FM and in the Phoenix newspaper at Loyola University Chicago, and on WHPK 88.5 and in the Maroon newspaper at The University of Chicago.

iii. Visual Supply Company (VSCO) and Instagram

Through sponsorships of bloggers on new forms of social media and digital platforms, Topshop will be able to permeate its message to devoted followers of fashion. VSCO, a mobile application that started off as a photo editor, intrigued users because of its minimalist filters that uniquely enhanced photos. Today, VSCO is a popular social media-based photo sharing application with over 30 million users, with VSCO bloggers seeing consistently rapid growth of followers from Topshop's chief demographic. Instagram bloggers will also be used because of their universal appeal to fashion enthusiasts. Topshop will sponsor VSCO bloggers alisaueno, lizgardnermpls, and quirkyfile. Instagram sponsorships will be extended to @camillecharriere, @lookdepernille, and @thefashionguitar. Bloggers will be expected to feature Topshop clothing and spotlight Mod Revolution promotions. Combined, these bloggers have a following of over 1.4 million users, who will successfully advance Topshop's new initiatives, reinforcing brand equity.

iv. Mobile Application

The keystone of the Mod Revolution's digital marketing is the redesigned mobile application. Currently, the Topshop application only allows for browsing and purchasing of merchandise. With the promotion, the new application will include a reinvented StyleMap feature, social media and loyalty program integration, as well as an overall cleaner interface. By making these changes, the application will become more user-friendly and appeal to a larger group. Collectively, the application will link the different components of the Mod Revolution campaign, adding to the overall coherence of the plan.



C. Display

Michigan Avenue, the "Magnificent Mile," is one of the most visited streets in all of Chicago, and as a result, the Topshop flagship location receives high exposure from consumers. To ensure cohesion across all fronts, the Mod Revolution campaign will completely renovate Topshop's exterior while adding adjustments to interior displays. All windows will expand the established "Mod" theme with 60's inspired prints. Outfits from the Narciso Rodriguez x Topshop collection will be a main focal point of the display. On the interior, iPads and promotional posters will be set up. The overhaul of Topshop's display will successfully translate promotion concepts into tangibility.

D. Publicity

i. Press Release

A combined print and online press release will set the Mod Revolution plan in motion. Information on the release will emphasize Topshop's live marketing events, such as The Propeller Group exhibit, Pitchfork Music Festival, and Chicago International Film Festival. The collaboration with Narciso Rodriguez and Topshop's new humanitarian efforts will also be stressed. This information will be continually given to press outlets to broadcast to a wider audience. As potential customers learn about the promotional plan, interest will grow, guaranteeing participation and boosting store profits.

ii. Social Media

Constant communication through use of social media is what allows for successful virtual interaction. Topshop will use social media publicity to its highest capacity by regularly posting updates about whereabouts and promotional information of Mod Revolution activities. As millennials and professionals become increasingly immersed in social media, publicity through this medium will captivate interest. Through Facebook, Instagram, and Twitter, the Mod Revolution will create a stronger base to ensure potential consumers are aware of upcoming promotions.

E. Other in-store activities

i. Loyalty Program

Currently, Topshop does not have a loyalty program, which hinders future expansion. The Mod Revolution plan will create a comprehensive program that will retain long-term customers. The program will feature a point system in which purchases, in-store visits, and social media interactions will be converted to point values that are added to each user's account. After points are accumulated, they can be redeemed for gift cards, free products, or tickets to coveted Topshop events. Although the promotion plan aggressively promotes expansion, the loyalty program is what will ensure its enduring effects.

ii. Employee Training

As the faces of Topshop, employees must exude Topshop's values and culture. With the Mod Revolution promotion, it is also imperative that employees understand and can properly advocate for the plan. Consequently, the promotional plan will include a two-week training program in which employees will be familiarized with promotional concepts and reminded of proper demonstration of customer service relations. Employees will also be the first to experience promotional innovations and changes, certifying their fluency with the promotion.

iii. Polaris Project

Being a global citizen is of utmost importance to Topshop. Currently, there are over 20 million victims of human trafficking worldwide. Named after the North Star that guided slaves to freedom, Polaris Project aims to educate about and disrupt systems of modern slavery to wholly eradicate human trafficking. To establish Topshop's commitment to improving the world, the promotion calls for 25% of all proceeds from the Narciso Rodriguez x Topshop collaboration to be donated to the charity, as well as an automatic \$10 donation every time a customer creates a loyalty program account. Support of the project will solidify Topshop's image and encourage consumption through philanthropy.

V. RESPONSIBILITY SHEET

Persons Responsible	Task
Corporate Office	<ul style="list-style-type: none"> • Hire sufficient staff • Provide and approve promotional materials • Execute loyalty program
Public Relations Department	<ul style="list-style-type: none"> • Set up and update social media publicity • Set up and operate #TopshopStyle campaign • Set up press release to kickstart promotion
Accounting Department	<ul style="list-style-type: none"> • Provide other departments with budget statements • Determine appropriate donation to Polaris Project
Marketing Department	<ul style="list-style-type: none"> • Work with magazines and newspapers to feature advertisements • Set up sponsorships with Chicago institutions and events • Set up and facilitate Instagram and VSCO blogger sponsorships
Fashion/Merchandising	<ul style="list-style-type: none"> • Plan and execute Topshop fashion editorials, videos, and advertisements • Collaborate with Narciso Rodriguez on new collection • Plan and execute Mod Revolution exterior and interior store displays and features
Technology Department	<ul style="list-style-type: none"> • Develop mobile application • Program iPads and in-store features
Managers	<ul style="list-style-type: none"> • Oversee product trends and inventory • Demonstrate customer service mindset • Train new employees and create schedules
Floor Employees/Sales Associates	<ul style="list-style-type: none"> • Practice positive customer relations • Encourage and promote Mod Revolution activities

VI. BUDGET

Item	Budget cost
Customer loyalty program start-up costs	\$2,000
Designer collaboration and licensing agreement	\$10,000
#TopshopStyle social media campaign	\$500
Magazine advertisements and profiles	\$8,000
Sponsorship of Pitchfork Music Festival	\$7,000

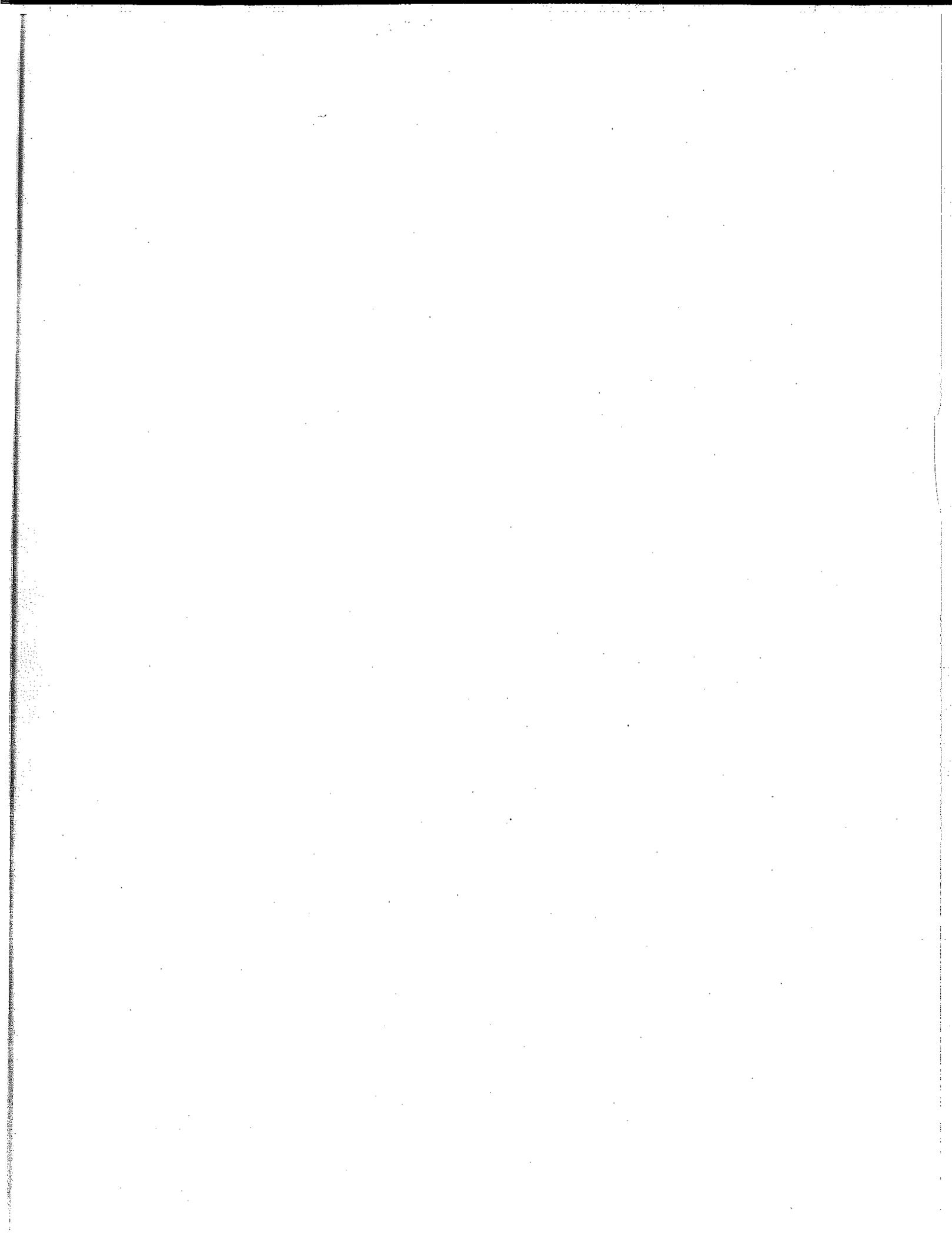
Sponsorship of Chicago International Film Festival	\$3,000
Sponsorship of The Propeller Group Exhibit	\$5,000
College newspaper and radio advertisements	\$2,000
Mobile app development and release	\$5,000
Exterior and Interior display renovations	\$3,000
Instagram and VSCO blogger sponsorships	\$2,500
Total Promotion Budget:	\$48,000

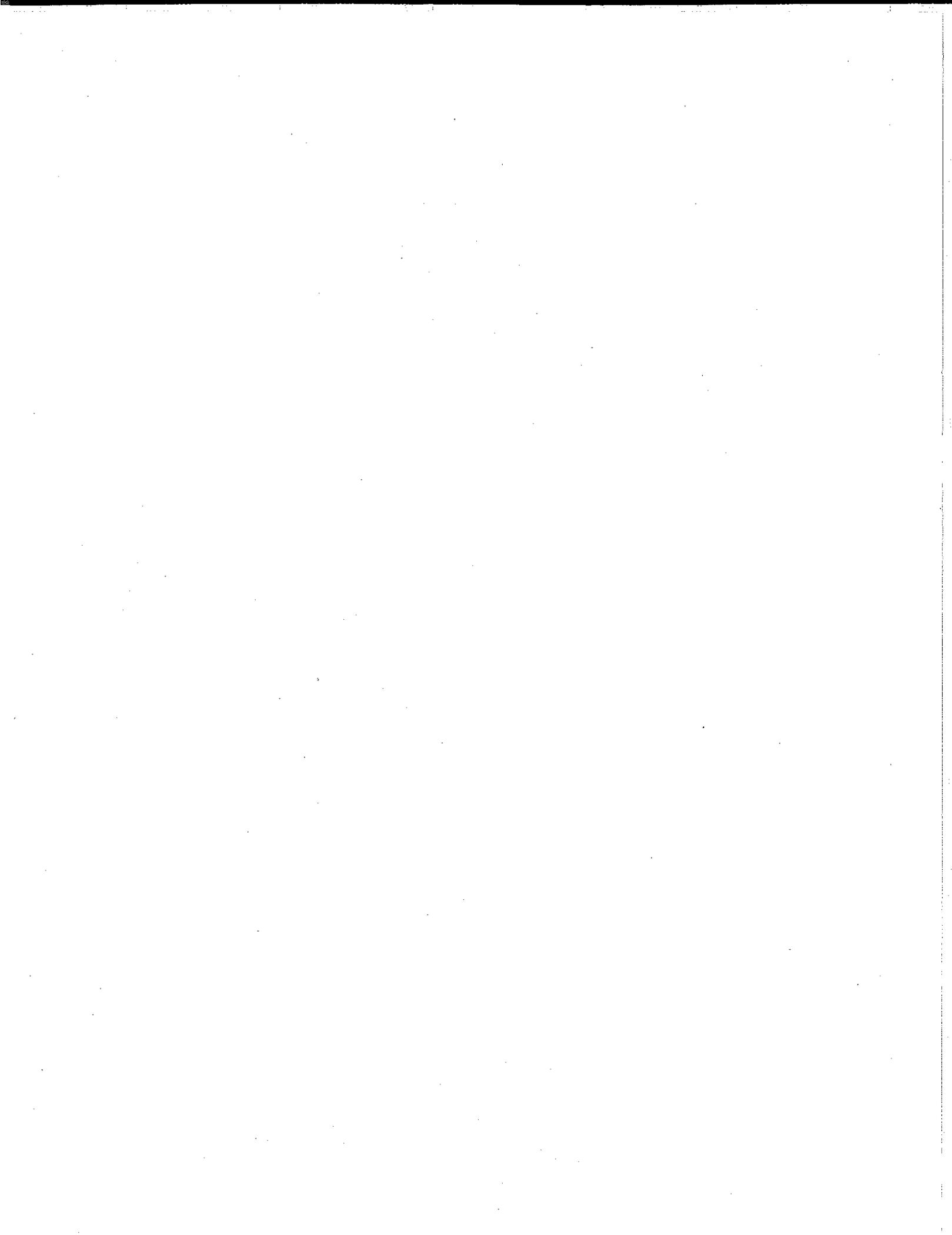
VII. STATEMENT OF BENEFITS TO THE RETAIL ESTABLISHMENT

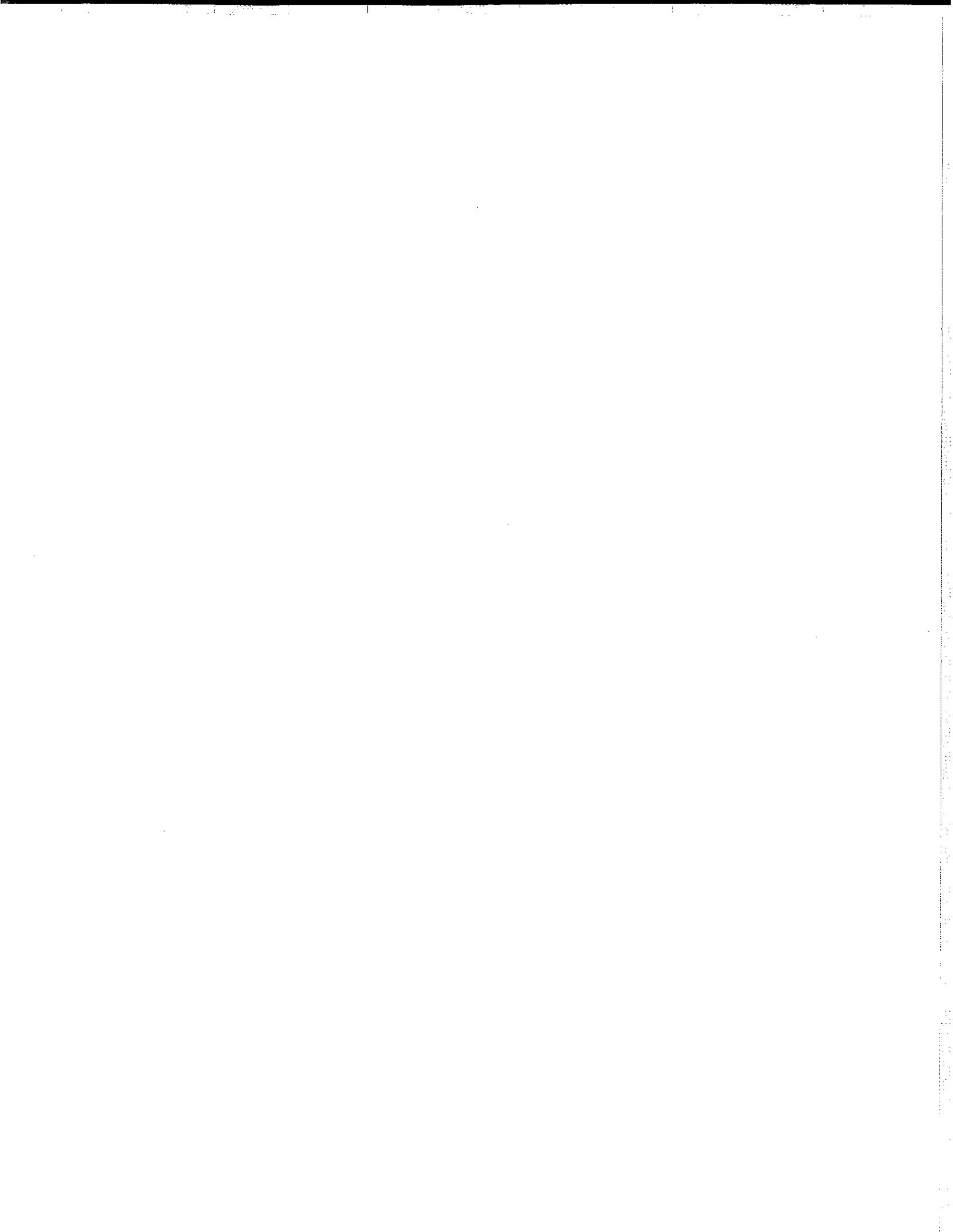
Through following the delineated course of action in the Mod Revolution promotion plan, Topshop will receive a monumental return on its investment. The Chicago flagship will see increased revenue within one month of implementation with a forecasted ROI of at least 114%. Radical new designer collaborations, creative sponsorships of Chicagoan art institutions, and advertisement through all channels of media will anchor Topshop's reputation within the fashion industry. Strengthened social media platforms, interactions through live events, and charity initiatives will create broader interest, propelling sales figures, surpassing \$100,000 in new sales. Finally, an interactive mobile application, better customer service experiences, and a thorough loyalty program will inaugurate a lasting customer base. These valuable results will bring aggregate growth in the long-term and allows for Topshop to transcend above its competitors. Each constituent of the Mod Revolution is necessary to fulfill the original objectives.

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WRITTEN EVENT WINNERS

FASHION MERCHANDISING PROMOTION PLAN

1st PLACE

ZHONGQI CHEN

Bayview Secondary School, ON

2nd PLACE

SAVANNAH BHOJWANI

KARAC JOHNSON

SELENA ZINGSHEIM

Minnnetonka High School, MN

3rd PLACE

KEIRA ENGELEN

University of Toronto Schools, ON

2017

INTERNATIONAL CAREER
DEVELOPMENT CONFERENCE

Fashion Merchandising Promotion Plan

The Story of the Star



Bayview DECA
Bayview Secondary School
10077 Bayview Ave
Richmond Hill, ON, L4C 2L4
Zhongqi Chen
April 28th, 2017

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I. Executive Summary

Description of the Store: The 100-year tradition of producing high quality sneakers has allowed Converse to emerge as one of the leaders in the footwear industry. Today, Converse appeals to a wide range of target market around the globe. In 2015, Converse introduced Chuck Taylor II, a revision of its classic design, hoping to appeal to a broader target market. Therefore, with 2018 marking both the 100th year anniversary and an important turning point in Converse's products, the promotion plan *The Story of the Star* will be implemented to recap Converse's history while envisioning the future. *The Story of the Star* is planned to run between June 23rd, 2018 and October 23rd, 2018 for a total of a four-month duration.

Objectives:

Increase sales of Chuck Taylor II by 8%	Enhance presence on social media by 20%
Reinforce the artistic brand image	Expand current customer base by 1%

Schedule of Events:

#MyConverseStory: Jun 23 — Oct 23	Jun	Social Media: Jun 23 — Oct 23
Converse Your Imagination: Jul 7 — Oct 14 Sneaker Exhibition: Jul 23 — Oct 23	Jul	Pop-up Truck Sales: Jul 21 — Oct 23 SEO: Jul 3 — Oct 23 Viral Video: Jul 5 — Oct 15
Virtual Reality: Aug 15 — Oct 15	Aug	

*Sponsorship for AFH will continue throughout and after the promotion

** All events will start in either June, July, and August and end in October

Responsibility:

In total of 8 groups are responsible for the promotion, including the executive team, finance team, marketing team, technology team, creative directors, partnership team, social media specialists, and salespeople. Two key groups are the executive team, who will oversee the operation of the promotion, and the marketing team, who will carry out this promotional plan.

Budget: The promotional plan requires a budget of \$9,099,500 to be successfully launched. According to calculations and projections, there will be an approximately **8% increase in the sales of Chuck Taylor II** and a **return-on-investment of 749.59%**. A comprehensive financial analysis will be conducted at the end of the promotion to quantitatively measure its impact.

Benefits: By endorsing this promotion, Converse will benefit from achieving both its short-term and long-term objectives. In the short-term, the increased revenues provide Converse with the necessary financial resources to further expand. The long-term objectives will be achieved through a wide array of promotional events. At the end of the promotion, the enhanced presence on social media, the reinforced brand image, and the expanded customer base will all help to set the foundation for Converse to strive in the upcoming years. After all, *The Story of the Star* will be a milestone that marks Converse's step into its next century.

* All values used in this report are in USD.



II. Description of the Store

Founded in 1918 in Boston, Converse has now established itself as an iconic brand in the footwear industry. Throughout the past century, Converse has expanded its target market from Boston residents onto a global scale. Today, Converse appeals to a wide range of customers.

Demographic	Psychographic
<ul style="list-style-type: none"> - Young adults between the age of 12 and 30 - Lives a modern and urban lifestyle - Capable and willing to spend for trend-related products 	<ul style="list-style-type: none"> - Fashion- and style-conscious - Prefers apparels that can express their artistic personalities - Daring to attempt new products and experience new ideas

By spreading positive influence among its target market, , Converse represents not only a brand but also a lifestyle that many young generations live by. In 2015, Converse made its boldest decision to introduce Chuck Taylor II, a revision of its classic sneaker model Chuck Taylor. Incorporating new technology from Converse's parent company, Nike, Chuck Taylor II represents Converse's ambition to expand its current customer base and cater to the current trend. The year of 2018 marks Converse's 100-year anniversary and a crucial turning point in Converse's products. In 2018, Converse hopes not only to recap its footprints in the past century but also to envision the future of Chuck Taylor II. Therefore, the promotional plan, *The Story of the Star*, will be launched across North America in 2018 to fulfill such a mission.

<p style="text-align: center;"><u>Strengths</u></p> <ul style="list-style-type: none"> - Converse is a well-established brand and has a loyal fan base - Converse has a strong financial and technological support from its parent company, Nike 	<p style="text-align: center;"><u>Weaknesses</u></p> <ul style="list-style-type: none"> - Converse's target market is limited to specific demographics, such as artists or young teenagers - Converse has not changed the design of its sneakers for a long period of time
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"> - Chuck Taylor II might open Converse to new customers who appreciate the new designs - Converse will welcome its 100th year anniversary in 2018, which can serve as a major theme for the promotion 	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"> - Competitors such as Vans and Timberland have incorporated new technologies into their products - Competitors have had strong campaigns such as the "Off the Wall" campaign of Vans



III. Objectives of *The Story of the Star***Increase Sales
of Chuck Taylor
II by 8%**

The main objective of the campaign is to increase the sales of Converse's new model, Chuck Taylor II, by 8% during the span of the promotional plan. Since its introduction in 2015, the sales of Chuck Taylor have remained relatively low comparing to Converse's other products. Therefore, with diversified means of promotion, Converse seeks to significantly boost the sales of its new model.

**Reinforce the
Artistic
Brand image**

Converse's main competitors such as Vans and Puma have positioned themselves clearly in the market by constantly reinforcing their brand image. In the meantime, Converse's insufficiency in stressing its brand image has rendered it less competitive in the industry. Therefore, one objective of *The Story of the Star* is to reinforce and remind customers of Converse's brand image.

**Enhance
Presence on
Social Media by
20%**

Currently, Converse has 5.5 million followers, 36 million followers, and 100,000 subscribers on Instagram, Facebook, and Youtube, respectively. At the end of this promotion, Converse hopes to increase all three figures by 20%. As social media gradually becomes the main theme of its target market's lifestyles, Converse is in an eager hope that its expanded presence on social media platforms will bring out new opportunities.

**Expand Current
Customer Base
by 1%**

The introduction of Chuck Taylor II boasts Converse's ambition to expand its current target market. As a technological revision of the original Chuck Taylor, Chuck Taylor II will attract not only customers that come for the style but also customers that come for the comfort and walking support that the new model can provide. Therefore, by centering around this new product, *The Story of the Star* expects to expand the current customer base by 1%.

IV. Schedule of Events**A. Special Events**

Online Competition — #MyConverseStory
Duration: June 23rd, 2018 — October 23rd, 2018

This online competition will kickstart the promotion on June 23, 2018 and conclude by awarding the final winners on Oct 23, 2018. Based on Instagram, a major photo-sharing platform, this





online competition encourages Converse's customers to post photos that relate to Converse with the #MyConverseStory with the hope to excite the North American fans and evoke their memories of Converse. By enhancing its presence on Instagram, #MyConverseStory will allow not only customers to engage with Converse but also Converse to give back to its customers. The 500 randomly drawn winners will each be rewarded a free pair of Chuck Taylor II, and the first entry at the beginning of each week will be

rewarded a \$1000 Converse gift card.

In-Store Design Contest — “Converse Your Imagination”

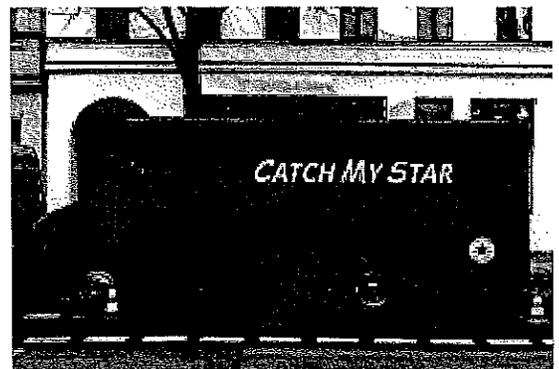
Duration: July 7th, 2018 — Oct 14th, 2018

By allow emerging artists to express their ideas on a blank template of Chuck Taylor II, “Converse Your Idea” will actively engage Converse’s primary target market. Through supporting artistic expressions, Converse will reinforce its brand image and the ideologies that it defends. During the three-month period, “Converse Your Idea” will be held in its 7 major flagship stores across the North American continent. 15 final designs at each location will be awarded a prize of \$5000 in support of their artistic career, and the designs will also be made into limited editions that will be exclusively sold in the flagship store from which it was created.

Pop-up Truck Sales — “Catch My Star”

Duration: July 21st, Aug 4th, Aug 18th, Sep 1st, Sep 15th, Sep 29th, Oct 13th, Oct 23rd

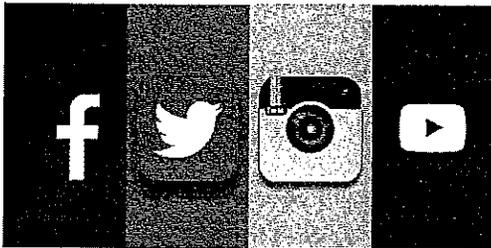
In 2016, Converse’s parent company, Nike, launched a campaign named “Kiss My Airs”. In this campaign, several “Kiss My Airs” trucks will pop up in random locations of the city that was previously announced and sell exclusive editions. Having seen the



popularity of Nike's campaign, Converse will incorporate the Pop-up Truck idea into *The Story of the Star*. Every second Saturday, a city name will be announced on Converse's social media, and fans from that city are encouraged to find the truck. With an hope to effectively appeal to its target market and enhance its customer engagement, Converse will visit the following cities: Toronto, Boston, LA, San Francisco, Seattle, Chicago, Houston, and New York.

B. Advertising

Social Media — Facebook, Twitter, Instagram, and Youtube
Duration: June 23rd, 2018 — October 23rd, 2018



Social media has gradually become the main platform in which the young generations exchange information. Through posting advertisements, announcing events, and uploading short videos on these platforms,

Converse can easily reach a massive audience group. During this promotion, all social media posts will relate to the theme that *The Story of the Star* is a turning point in Converse's history. All graphic layouts will have a consistent theme color and will aim to reinforce the messages that Converse hopes to deliver through this promotion. At the end of the promotion, Converse hopes to expand its social media followers by 20%, further solidifying its position in the rapidly changing market.

Search Engine Optimization (SEO)
Duration: July 3rd, 2018 — October 23rd, 2018

As a company that prides itself in sneakers, when the keyword "sneaker" is entered on Google, Converse does not appear within the first ten pages of search results. In order to direct more online shoppers to Converse's website, Converse will implement SEO with Google and move to the first page when certain keywords are entered. Converse's website's cookies will be used to measure its daily traffic and the effectiveness of the SEO.



**Viral Video — “Your Converse, Our Story”
Duration: July 5th — October 15th**

The video will be comprised of real stories of young Converse fans. In the video, Converse hopes to portray the role and importance of its sneakers in the life stories of many young men and women, furthering reinforcing its brand image. The video will be released at the beginning of the promotion to gather attentions from North American fans and instill momentum for the four-month promotion. To better reach the target market, this viral video will hyper-target social media users who are affiliated with keywords such as “sneakers”, “Converse”, “nostalgia”, etc. The ultimate goal of this video is to make customers resonate with the free and self-expressive ideologies that the Converse brand strongly believes in.

C. Display**Virtual Reality Installation — Converse in Their Chucks
Duration: August 15th — October 15th in Boston, L.A., Toronto, Chicago, and Houston**

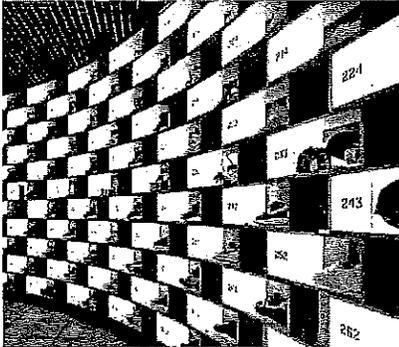
Currently, in New York’s Flatiron District, Converse has set up an outdoor installation that creates a virtual reality with Google’s Cardboard.¹ As the promotion is launched, new installations will be opened across North America.

This virtual reality installation allows viewers to experience a 360-degree video of the sneakers, and it also enables users to step into the shoes of celebrities. The feedback from the New York Installation provided many positive reviews. By expanding this installation, Converse seeks to foster an inclusive community and appeals to a wider target market. The implementation of this new technology will showcase to the public that Converse is adapting to the trend despite being a company that prides in its traditions.

Sneaker Exhibitions — Artistic Expression: Through the Lens of Converse

¹ "Explore these iconic converse shoes in virtual reality." *PSFK*. N.p., 04 Mar. 2015. Web. 09 Jan. 2017.



Duration: July 23rd — October 23rd

The story of Converse cannot be told without its support for artistic expressions. Therefore, to showcase such spirit, *The Story of the Star* will launch a sneaker exhibition across North America. Named *Artistic Expression: Through the Lens of Converse*, this sneaker exhibition will aim to narrate the stories of Converse sneakers in the past century. Through telling its

story in museum settings, Converse seeks to foster an inclusive sense of community around its customers, further strengthening its customer base. The exhibition will be held at five museums, including the Brooklyn Museum in New York, the Sneaker Museum in Boston, the California Sneaker Museum in LA, the Bata Shoe Museum in Toronto, and the Hyde Park Art Center in Chicago. The five cities are selected for their geographical proximity to our target demographics.

D. Publicity

Sponsorship — Artists for Humanity**Duration: June 23rd — October 23rd**

Artists for Humanity is a Boston-based, non-profit organization whose mission is to provide under-resourced urban young artists paid employment in art and design.² Converse has long been a supporter for AFH, especially for teens who aspire to be a shoe designer. Last August, Converse partnered with AFH to have produced four custom Chuck



Taylor sneakers, each of which is now available on its online store. For each pair sold, Converse made a donation to AFH. For the upcoming promotion, Converse seeks to help AFH expand its impact to other parts of North America, such as Toronto, Chicago, and Los Angeles, where under-resourced artists will benefit the most from the career and financial support.

² "FOLLOW US." *ABOUT*. N.p., n.d. Web. 09 Jan. 2017.



E. Other In-Store Activities

Employee engagement is the key to the success of *The Story of the Star*. To stimulate employee enthusiasm and to incentive the commitment necessary from the employees, Converse will increase employees' sales commission rates by 2% during the promotion seasons. Employees will also be encouraged to submit meaningful or moving stories that they have encountered during their time at Converse for a monetary reward.

V. Responsibility Sheet

Executive Team	<ul style="list-style-type: none"> • Oversee the operations of the promotional plan • Ensure that each event meets at least one of the objectives • Coordinate teams with different assigned tasks to create a smooth advancement of the promotion
Marketing Team	<ul style="list-style-type: none"> • Create a detailed plan outlining each step to achieve the objectives of the promotional plan • Utilize diversified advertising and promotional techniques to achieve the objectives • Maximize Converse's strength in the promotion
Technology Team	<ul style="list-style-type: none"> • Ensure proper functioning of all online and digital platforms
Finance Team	<ul style="list-style-type: none"> • Closely monitor the expenses of the promotion • Analyze financial situations and make adjustments accordingly • Prepare financial statements at the beginning and the end of the promotion to measure the effectiveness of the promotion
Creative Directors	<ul style="list-style-type: none"> • Ensure that a consistent theme of colors, monograms, and slogans is used throughout the promotion • Direct and set up the sneaker exhibitions
Partnership Team	<ul style="list-style-type: none"> • Monitor the sponsorships for Artists for Humanity • Foster a strong brand image by engaging the Converse brand in community service and philanthropic acts
Social Media Specialists	<ul style="list-style-type: none"> • Maintain and operate Converse's social media accounts • Take advantage of the characteristics of social media
Salespeople	<ul style="list-style-type: none"> • Engage enthusiastically in everyday operations to foster positive interactions with potential customers



VI. Budget:

Item	Unit Cost	Quantity	Total Cost	Impression
Special Events				
Randomly drawn winners from #MyConverseStory	\$115	500	\$57,500	
First entry winners from #MyConverseStory	\$1,000	18	\$18,000	2,500,000
Awards for winners from "Converse Your Imagination"	\$5,000	105	\$525,000	1,200,000
Pop-up Trucks (including logistics)	\$34,000	16	\$544,000	1,850,000
Advertising				
Social media platforms (including hyper-targeting)	\$66,500	4 months	\$266,000	
Online advertisement materials production	\$25,000	1	\$25,000	2,850,000
Search engine optimization	\$53,500	4 months	\$214,000	1,250,000
"Your Converse, Our Story" viral video production	\$150,000	1	\$150,000	2,500,000
Display				
Virtual reality installation	\$155,000	5	\$775,000	1,850,000
Museum rentals	~\$211,000	5	\$1,055,000	
Museum decorations	\$133,000	5	\$665,000	1,350,000
Sneaker collections	\$89,000	5	\$445,000	
Sponsorship and In-Store Activities				
Sponsorship for AFH	\$150,000	3	\$450,000	
Employee Commission	\$2,300	1,700	\$3,910,000	N/A
			Total	\$9,099,500
				15,350,000

* All values are in USD.



Increase in Current Customer Base		New Customer Base	
19,550,000 4 %	Current Customer Base Influenced by the Promotion	Impression Made Customer Conversion Rate	15,350,000 1.5%
782,000 \$65	Influenced Customers Revenue per Customer	Increase in Customers Revenue per New Customer	230,250 \$115
\$50,830,000	Total Sales	Total Sales	\$26,478,750

Total Increase in Sales: 77,308,750

Return on Investment (ROI): 749.59%

VII. Statement of Benefits to the Retail Establishment:

By endorsing *The Story of the Star's* budget of \$9,099,500, Converse will effectively achieve both its short-term and long-term objectives:

Increase Sales of Chuck Taylor II by 8%

Reinforce the Artistic Brand Image

Enhance Presence on Social Media by 20%

Expand Current Customer Base by 1%

According to the above calculations, the projected increase in sales is \$77,308,750, with a return on investment of 749.59%. The capital gains of this promotion will not only provide Converse with the necessary financial resources for continuous expansions but also mark a successful product transitioning. Therefore, this promotional plan will be a foundational step for Converse to secure its position in the competitive footwear industry. Aside from achieving the short-term objective, Converse will also benefit from achieving its long-term objectives. With a reinforced brand image, it is easier for Converse to differentiate itself from its close competitors and stand out among similar brands. Through sponsoring non-profit organizations and featuring its sneakers in museum settings, Converse will showcase its appreciation for creativity and



self-expression in *The Story of the Star*. In addition to the reinforced brand image, Converse will also boast a stronger presence on social media at the end of the promotion through the use of popular social media platforms for its advertising. The final objective, which is to increase the customer base by 1%, will be effectively achieved through the many customer engaging events. By giving back to its loyal customers and showcasing the nostalgia that many people share with Converse, the promotional plan will demonstrate that Converse highly values its customers. Ultimately, *The Story of the Star* will help Converse secure its position and continue to strive in the competitive footwear industry.

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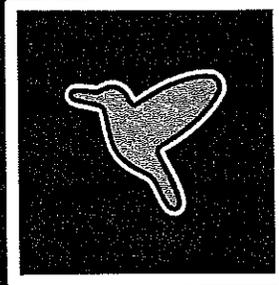
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BIRDDOGS

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THE BRO CAMPAIGN

ABOUT BIRDDOGS

Birddogs, founded on November 23rd, 2014, is an internet-based fashion retailer for college-aged males. Targeting the untapped men's athleisure market, Birddogs shorts feature specialized pockets, moisture-wicking fabric, and a silky liner, which allows the Birddogs experience to be an underwear-free one. From the golf course, to the lakeside, to the gym locker-room, the versatility of Birddogs shorts celebrates the young, adventurous lifestyle, no questions asked.

OBJECTIVES

1. Improve brand image and customer loyalty
2. Increase market share in the Midwest
3. Increase sales in the winter months

STAGE 1

Sept 1 – Oct 31: "Freedom Fighter Bros" Recruitment and social media build to "Check Yo' Self" Special Edition Shorts release.

STAGE 2

Nov 1 – Nov 23: Pop-ups hosted on Big Ten Campuses by "Freedom Fighter" and "Thanks to the Bros" social media campaign.

STAGE 3

Nov 24 – Jan 1: "Brave the Cold" social media campaign and Hall of Fame Induction for successful "Freedom Fighter Bros."



117% ROI

High ROI is a result of Birddogs' unusually high conversion rates, high margins, and low social media costs.

In the Bro Campaign, Birddogs challenges its customers to a carefree, fun-loving, underwear-free lifestyle- a lifestyle defined not only by the Birddogs brand, but by each individual customer. Unlike the contrived, elitist brands of today, Birddogs gives men what they want: comfortable shorts, loose rules, and good jokes.

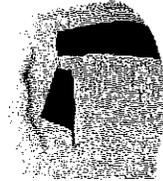
II. Description of The Store

Birddogs, founded on November 23rd, 2014, is an internet-based fashion retailer focused on providing comfortable and convenient shorts for men in the niche market of men's athleisure clothing. The founder, Peter Baldwin, set off to create the "most comfortable shorts a guy never has to take off" and "free men from the tyranny of underwear." Birddogs combines youthful, athletic males with light-hearted humor and the freedom of the underwear-free shorts to promote a cohesive and charming brand image. Birddogs shorts are made with pockets with specialized utility in wallet storage, phone security, and "deep hand pouches." The shorts are also equipped with moisture wicking fabric, which prevent odor and allow fast drying. Birddogs' main feature is the short's silky liner, which allows the Birddogs experience to be an underwear-free one.

Phone Pocket



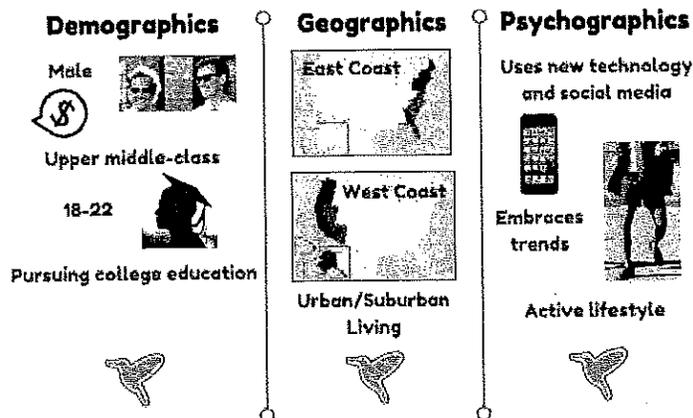
Wallet Pocket



Silky Liner



Birddogs' primary target market is undergraduate college males ages 18-22. Market segmentation as of 2017 is sorted into demographics, geographics and psychographics.



Birddogs' secondary target market is males age 22-28 and includes graduate students who maintain involvement on college campuses, have higher incomes, and demand more versatile clothing.

Birddogs has strengths and opportunities that should be capitalized in any effective promotional campaign. Analysis of the business is divided internally and externally into strength, weaknesses, opportunities, and threats.

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Humorous, refreshing brand image • Expansion unhindered by retail locations • Low cost per acquisition - <\$10 vs. \$60 industry average • High conversion rate - 3.72% of website visitors buy vs. 1.35% ecommerce retail average 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • No brick and mortar store • Low marketing budget • Less diverse product mix • Targeting niche consumer • Low name recognition
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Male athleisure market is untapped • Trend towards less corporate, adventurous, personable brands • Lack of male lifestyle brands • Unique product with little competition • Untapped markets in Midwest 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Competition from brands like Chubbies and Bonobos • Target market has limited buying power • Consumers are less likely to buy shorts in the winter or in colder locations

I. Objectives Of The Plan

1. Improve brand image and customer loyalty 



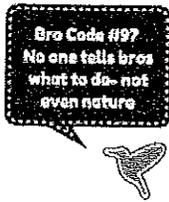
- a) Establish personal relationships with customers and create a trusted “Freedom Fighter Bro” Birddog Ambassador network within “The Big 10” college campuses
- b) Collaborate with The Testicular Cancer Foundation
- c) Preserve Birddogs’ signature use of humor in advertising and promotional ventures

2. Increase market share in the Midwest



- a) Provide Midwest “Freedom Fighter Bros” with promotional opportunities like a referral code to pass onto friends
- b) Host pop-ups on “The Big 10” campuses to showcase Birddogs

3. Increase sales during the Winter months



- a) Utilize buying incentives like charitable special edition shorts and referral code for "Freedom Fighter Bros"
- b) Transition Birddogs shorts into a season-less item through social media campaigns

II. Schedule Of Events

A. Special Events

The Bro Campaign will occur from September 1st, 2017 to January 1st, 2018 and will be divided into three stages, allowing for a large-scale, yet unified, campaign. The campaign will be centered on Birddogs' anniversary and the holiday season to strengthen brand image, increase market share in the Midwest, and increase sales during the winter.

Stage 1 (September 1st, 2017 – October 31st, 2017)

"Freedom Fighter Bros" Recruitment: The Bro Campaign will commence with the beginning of "Freedom Fighter Bros," a new program of ambassadors who will advocate for the Birddogs brand. Recruitment of "Freedom Fighter Bros" will occur on Big Ten colleges in the Midwest, expanding market share and brand recognition in those untapped areas. Birddogs will contact reputable organizations of young men at these college and use existing mailing lists to recruit ambassadors. Potential representatives will apply through an online application; all "Freedom Fighter Bros" must have good standing in their colleges, connections in student organizations, and a fun-loving, carefree character that embodies the Birddogs lifestyle. Perks to being a good "Freedom Fighter Bro" include advance knowledge of Birddogs announcements, professional experience, self-promotion, and the opportunity to win free shorts by referring others.

WE WANT YOU! BECOME A BIRDDOGS AMBASSADOR

Freedom Fighters Bro

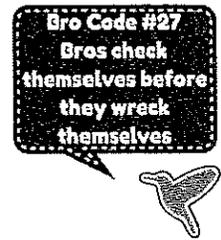
DUTIES OF A FREE-BALLING CRUSADER

- Promote Birddogs to friends, family, strangers, enemies, teachers, and everyone in between.
- Share Birddogs posts on social media and post Birddogs updates.
- Be a champion of justice, freedom, and questionable shenanigans in the fight against underwear.

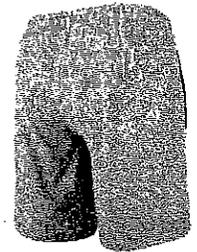
PERKS

- Ambassador referral code (yournameFreedom) for 10% off order; you receive 1 pair of Birddogs for every 10 referrals.
- Experience the honor of defending the Birddogs name, lifestyle, and ideals.
- Be featured on the Birddogs website as a Freedom Fighter, show off to all your underwear-trapped plebeian friends, and feel an empty sense of importance.

Special Edition Shorts Release: To conclude Stage 1 of the Bro Campaign, Birddogs will release special edition shorts entitled “Check Yo’ Self” on October 31st. These will be sold for Stage 2 and 3 of the campaign. The “Check Yo’ Self” shorts will be sold for \$65, approximately \$10 more expensive than the average Birddogs short, and 20% of the purchase will go towards the Testicular Cancer Foundation. The shorts will be blue and white, the colors of the Testicular Cancer Foundation, and feature golden embroidery on the waistband with the words “check yo’ self,” a reference to Ice Cube’s iconic song and a humorous reminder for men to check themselves for cancer before they “wreck themselves.” The increased price will not be detrimental to sales, as 42% of consumers will pay a premium price for products that support a cause. Additionally, the Testicular Cancer Foundation partnership will attract first-time customers through publicity, cause marketing, and social media, just in time for holiday shopping.



TCF TESTICULAR CANCER
FOUNDATION
AWARENESS. EDUCATION. SUPPORT.



Stage 2 (November 1st, 2017 -November 23rd, 2017)

Pop-Up Shops: Stage 2 of the Bro Campaign will feature pop-up shops on college campuses. The campaign will target Big Ten schools with active “Freedom Fighter Bros” to increase market share in those areas. The pop-up shops will feature an array of Birddogs’ shorts, special edition “Check Yo’ Self” shorts, a changing room, assorted handouts relating to the Bro Campaign, and humorous cardboard cut-outs. The cardboard cut-outs will create a funny, light-hearted social media trigger for customers, inciting organic social media from college students that promotes the Birddogs brand. All pop-ups will be promoted and staffed by the resident “Freedom Fighter Bro” at each campus, along with a corporate Birddogs representative and photographer. Pop-up shops will be very beneficial to sales, market share, and brand awareness; in the past, each store collects an average of \$2,500 in sales, as 13% of all foot traffic at Birddogs’ pop-ups purchases a pair of shorts and 84% of customers who try-on the shorts purchase.

Stage 3 (November 24th, 2017 -January 1st, 2018)

"Freedom Fighter Bros" 2017 Hall of Fame Induction: Birddogs will conclude the Bro Campaign by celebrating the new "Freedom Fighter Bros" program with an induction into the Hall of Fame on January 1st for key ambassadors. Each "Freedom Fighter Bro" will write short, comical bios for themselves; the bios will be featured on the Birddogs website and individually promoted on each "Freedom Fighter Bros" social media. The eventual "Freedom Fighter Bro" Hall of Fame inductees will be determined by the number of likes they receive on an Instagram post of them in Birddogs' shorts. The entire process will bring potential customers to the Birddogs website, reward successful "Freedom Fighter Bros," and emphasize the success of the "Freedom Fighter Bros" program, which will be continued in 2018.



B. Advertising

Advertising during the Bro Campaign will be purely through Birddogs' social media and website. Social media marketing is the cheapest, most efficient form of advertising for Birddogs', because the retailer is only online, targets social-media active young males, and has high conversion rates. Current social media ventures include Twitter, Facebook, and Instagram. Birddogs' social media content takes advantage of its humorous, light-hearted brand image and is "liked" by 0.62% of viewers, 6 times better than competitors. Social media during the Bro Campaign will complement the special events of each stage.



Stage 1 (September 1st-October 31st)

Get Hyped: The first social media campaign will focus the release of Birddogs' special edition shorts in support of The Testicular Cancer Foundation. The "Get Hyped" campaign will use Twitter, Facebook, Instagram, and the e-mail newsletter to hint at the special edition shorts release on Halloween, with the usual humor and candor of Birddogs.



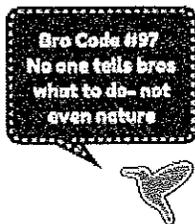
Stage 2 (November 1st-November 23rd)

Thanks to the Bros: The second social media campaign will increase brand loyalty by unifying the Birddogs' customers through a positive "Bro Campaign". The campaign will promote "Giving Thanks to the Bros in Your Life" this Thanksgiving and holiday season. The campaign will utilize Twitter, Facebook, and Instagram to showcase the fun, carefree Birddogs community.



Stage 3 (November 24th-January 1st)

Brave the Cold: The third social media campaign will be a photography-based winter campaign on Instagram and Twitter. This campaign celebrates our shareholders by posting submitted and reviewed photographs of customers in Birddogs shorts, especially special edition "Check Yo' Self" shorts. Additionally,



the campaign will include voting for the "Freedom Fighter Hall of Fame" on Instagram. A winner will be determined by the amount of Instagram likes on a winter-themed photograph in Birddog shorts.



The Bro,
The best buddy who would never let you eat a large pizza by yourself
The "bring home to mom" kinda guy
The sibling whose tough love made you the scrappy guy you are today
The hard-working, fun-loving, hunk of a guy, who doesn't always get the recognition he deserves
The life of the party, the epitome of work hard, plays hard, and enjoys life even harder
The Bro, the man birddogs loves to love.

Birddogs wants to know, what does Bro mean to you?
Don't forget to give thanks to the Bros in your life this Thanksgiving.

28K Views
Like Comment Share

112

share

Write a comment

Two Comments



Birddogs · birddogs · Oct 15th

This Halloween we want to remind you of what is spookier than cotton underwear... Testicular cancer! Remember to take a look on the Birddogs website and also a look down there. #1guyeveryhour #Stoptesticularcancer



C. Display

Website

The Birddogs' website will act as the main display and purchasing platform for the shorts. The front page of the website will feature the special edition "Check Yo' Self" shorts and will also complement each social media campaign. The website will also feature "Freedom Fighter Bros" personal bios during the Hall of Fame Induction.



Pop-ups

An external display of Birddogs will occur at its pop-ups. The stands will include various signages featuring the "Thanks to the Bros" social media theme and advertisements to become a "Freedom Fighter Bro." The pop-ups will also include creative cardboard cutouts to promote photo opportunities and trigger promotional social media posts.

D. Publicity

College Newspaper/Press Releases

Pre-written releases will be given to various newspaper groups in participating Big Ten Schools. These releases will include information on upcoming pop-ups on campus, the "Freedom Fighter Bros" program, and any opportunities for student participation or promotion.



Testicular Cancer Foundation Blog

Birddogs' special edition "Check Yo Self" shorts will donate 20% of the purchase to the Testicular Cancer Foundation. As a key partner, Birddogs will be featured on the foundation's blog with links to Birddogs' website.

E. Other In-Store Activities

“Freedom Fighter Bros” Involvement

The newly established network of “Freedom Fighter Bros” will be integral to the Bro Campaign by sharing and retweeting key social media messages. In addition, they will also generate interest in Birddogs through their own social media and word-of-mouth activities.

Pop-Up Sales Activities

Each pop-up will be managed by on-campus “Freedom Fighter Bros” and a professional Birddogs photographer and representative. The “Freedom Fighter Bro” will promote the pop-up to local organizations and students, answer questions, and act as a cashier. Meanwhile, the professional Birddogs photographer and representative will also answer questions, provide instruction to the “Freedom Fighter Bros,” manage the pop-up, and document the event for the Birddogs social media.

V. Responsibility Sheet

Departments	Responsibilities
Social Media	<ol style="list-style-type: none"> 1. Content: Produce social media posts 2. Review: Sort through photo submission for social media campaigns and report analytics 3. Photography: Travel to pop-ups to supervise and produce relevant photographs for campaign
Accounting	<ol style="list-style-type: none"> 1. Accounting: Oversee finances with The Testicular Cancer Foundation, special events, and the referral code program for Ambassadors
Marketing	<ol style="list-style-type: none"> 1. General Marketing: Oversee press releases and manage distribution (pop-ups and online) 2. Ambassador: Establish college clubs and organizations to work with and manage Freedom Fighter Bros program.
Fashion/Merchandising	<ol style="list-style-type: none"> 1. Virtual Design: Design special edition short mock-up and website display 2. Event: Design pop-up stands and provide photo opportunities for events
Ambassadors	<ol style="list-style-type: none"> 1. General Duties: Pass referral code to friends and family, post about Birddogs on personal Social Media accounts, run pop-up stands.

VI. Budget

Item	Budget Cost
Special Edition Shorts: <ul style="list-style-type: none"> • Variable Costs (\$7.50/pair)* • Costs of Goods Sold (\$20/pair) 	\$8,250
Pop-Up Stand (\$750 each)	\$7,500
Press Releases	\$245
20% Donation to Testicular Awareness***	\$3,900
Website Maintenance and Design (\$18/hr)	\$162
Social Media Advertisements	\$400
Total	\$20,454
<small>Estimated 300 pairs based on past sales analytics **Variable Unit Cost of \$7.50 includes (1)\$2.59 Shipping, (2) \$2.85 in Shipping Mtrls & Labor, (3) 2.3%CC Processing, (4) 5% Return Rate and (5) 7.5% Customer Inquire***Based on estimated sales amounts</small>	

VII. Statement of Benefits To The Retail Establishment

Following the Bro Campaign, Birddogs will experience improved brand image, increased market share in the Midwest, and increased sales during the winter. Stage 1, which includes an the establishment of the "Freedom Fighter Bros" program, a partnership with The Testicular Cancer Foundation, and a strengthened social media presence, will focus on improved brand image. Stage 2 centers on increased market share in the Midwest through pop-up stands on Big Ten campuses, attracting new customers and increasing brand recognition. Stage 3 will increase sales during the winter through a holiday-themed social media campaign and celebrate "Freedom Fighter Bros" through a Hall of Fame Induction. The wrapping up of our final, winter stage and voting for the "Freedom Fighter Hall of Fame" will mark the end of the campaign. Improved brand image, market share growth, and increased sales potential due to campaign activities will create sustainable growth of Birddogs. Unlike other, more traditional campaigns, the Bro campaign focuses on Birddogs' strengths as an online business with a fresh, unique brand image.

The estimated ROI of the “Bro” campaign is 117%. This high ROI is a result of Birddogs’ higher than average margins and conversion rates.

Sales	
<ul style="list-style-type: none"> • 300 Special Edition Shorts (\$65 each) • 10 Pop-Ups (\$2,500 each) 	\$44,500
Budget Costs	\$20,454
Net Profit	\$24,046

What does it mean to be a Bro? Birddogs challenges its customers to a carefree, fun-loving, underwear-free lifestyle - a lifestyle defined not only by the Birddogs brand, but by each individual customer. Unlike the contrived, elitist brands of today, Birddogs gives men what they want: comfortable shorts, loose rules, and good jokes.



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free people



Fashion Merchandising Promotion Plan (FMP)

University of Toronto Schools DECA Chapter
University of Toronto Schools
Toronto, ON | 371 Bloor St. West | M5S 2R7
Keira Engelen
28 April 2017

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EXECUTIVE SUMMARY

Description of the Company: Free People is a highly successful fashion company under the management of Urban Outfitters, Inc. It provides ethically-sourced, bohemian-style fashion merchandise to free-spirited women interested in leading a holistic lifestyle. They operate through boutiques, wholesale showrooms, department stores and online retail sites. Last year, Free People's total revenue was \$663 million (Investor Relations, 2017).

Target Markets:

Primary Market: Millennials	<ul style="list-style-type: none">• Women aged 18-37• Earn more than \$75 000 annually• Live in metropolitan cities across North America
Secondary Market: Generation X	<ul style="list-style-type: none">• Women aged 37+• Earn more than \$75 000 annually• Live in metropolitan cities across North America

Promotional Plan: This promotional plan will relaunch the company's currently existing, separated vegan merchandise collections under one unified line: VEGANWEAR. The campaign will take place during one month (November 2017) and include a fashion show, commercial and catalogue advertising, store display, celebrity marketing and employee engagement. The rebranded VEGANWEAR line will marry fashion with a respect for nature, mirroring the values of many Free People customers.

Objectives of the Plan: The campaign's ultimate objectives are to increase comparable retail segment net sales for Free People; specifically, by strengthening the company's positive brand image, increasing sales for the relaunched VEGANWEAR line by 10% and increasing product awareness/brand recognition by 50%.

Budget: This one-month promotional campaign requires a budget of \$823 280, representing 0.1% of Free People's current annual net profit. The cost covers all aspects of the promotional plan.

Statement of Benefit to the Retail Establishment: The VEGANWEAR promotional plan will positively impact Free People in a number of ways. By supporting the values of the target markets, as well as harnessing the increasing popularity of vegan and cruelty-free clothing, this investment will be recovered in a month and a half along with a 10% annual increase in revenue. The campaign's emphasis on positive brand values that reflect those of the target markets' will also increase future earnings potential.

DESCRIPTION OF THE COMPANY

Background:

Free People first opened in 1970 in West Philadelphia, Pennsylvania. Dick Hayne, the founder, established FREE PEOPLE as a retail store that “nurtured the young people who lived there and shopped there, who looked for a little of their own freedom in the clothes they wore” (Free People, 2016). Over the years, Free People has developed into a mature, contemporary brand under the ownership of Urban Outfitters, Inc. The company’s mission is to provide clothing reflective of “femininity, courage, and spirit”, encouraging customers to select clothes that showcase their individuality and self-expression: no two shoppers should come out of Free People dressed the same (Free People, 2016). This special shopping experience and gypsy-chic clothing selection is recognized by their millions of loyal customers and followers on social media.

Description:

Free People takes pride in supplying private-label brand merchandise with a distinctly vintage and sophisticated luxury-bohemian feel. They offer a product mix of women’s apparel, intimate apparel, accessories, activewear, outerwear and shoes. Free People’s commitment to innovative fashion is apparent in their 124 boutiques across North America, as well as their online stores and catalogues in the US, Canada, UK and China. Free People clothing can be found in 1800 specialty high end department stores (i.e. Nordstrom), as well as wholesale showrooms in New York, Los Angeles, Chicago and London (MarketLine, 2016). Comparable retail segment net sales increased 17% over last year while revenue rose nearly 8% to \$739 million. Net income fell 12.5% to \$32.8 million, or 25 cents per share, as cost of goods sold rose 10% (Investor Relations, 2017).

TARGET MARKETS

Primary Target Market: Millennials

Free People has a primary target market of millennials, with an emphasis on females aged 20 to 30 who enjoy the retro yet luxury appeal (Urban Outfitters, Inc., 2014). On their store website, Free People has defined their target customer as a "26-year-old girl, smart, creative, confident and comfortable in all aspects of her being, free and adventurous, sweet to tough to tomboy to romantic." These women have been college educated and sport post-graduate degrees. This allows them to earn upward of \$75 000 a year and live mostly in metropolitan areas. Free People customers are very socially aware, often opting to eat vegan and purchase cruelty-free merchandise as much as possible. They are different from other Millennials because they care about the future of the Earth and are searching for new and sustainable solutions that allow them to protect the future while still looking trendy and fashionable.



Secondary Target Market: Generation X

The second target market of Generation X consists of women born between the years 1960 and 1980 who are also college educated and earning a household income of over \$100 000. Unlike Millennials, members of Generation X have families and are very conscious about purchasing organic, non-toxic products that are healthy for their children, often shopping at farmers' markets or local businesses. Free People's clothing aesthetic appeals to them because the vintage collections remind these women of outfits from their childhood, inspiring feelings of familiarity and nostalgia. Generation X is also more financially secure, so they have more disposable income to spend on luxury items.

PROMOTIONAL PLAN

Corporate-Social Responsibility:

The defining feature that separates Free People's brand personality from other retail brands is its strong social conscience. In 2011, the company released a line of cruelty-free and eco-friendly clothes in the form of multiple vegan collections; these consisted of animal-free skincare, makeup, shoes, accessories, bags and outerwear, maintaining a "fashion forward aesthetic while catering to women who care about animals and the impact of their choices" (Free People). Although it generated positive recognition among target markets, Free People's vegan collections have yet to experience pronounced success due to lack of promotion and unity. Vegan merchandise is currently not being highlighted through display or promotion, making the products difficult to find and identify in-store and online.

Plan:

The VEGANWEAR promotional plan will unify the existing vegan clothing, skincare and makeup collections and relaunch them under the line name VEGANWEAR. Using a promotional mix that includes special events, digital and physical advertising, display, publicity and in-store activities outlined in the Schedule of Events during world vegan month, November 2017. This will encourage sales for the line's many faux leather and faux fur outerwear pieces as well. Furthermore, Thanksgiving and Black Friday will provide a platform to get customers thinking about giving back and shopping for last-minute sales on Christmas presents. The rebranded VEGANWEAR line will exemplify the best way to be fashionable yet respectful to nature and mirror the values many Free People customers hold dear. People are willing to pay a premium for causes they believe in. As well, it will increase sales by appealing to the target demographics' needs and interests, unifying existing products to

create a line that encourages consumers to reconnect with nature and buy sustainable clothing from a company that respects the world's future.

OBJECTIVES OF THE PLAN

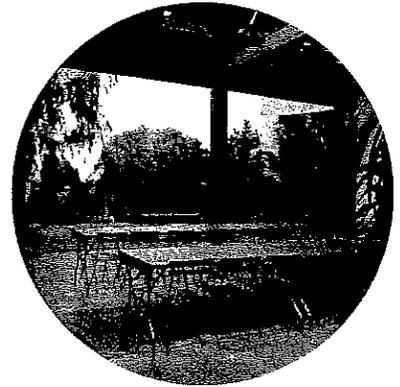
The success of the promotional plan will be evaluated through both short-term and long-term objectives. The timeline to achieve the short-term objectives is by the end of November, while the success of the long-term objectives will be measured after a six-month period. Both sets of objectives are structured as SMART goals, meaning that are specific, measurable, attainable, realistic and time-specific. The success of the objectives will be measured using a variety of quantifiable metrics, including but not limited to, unique visitors, page views, and point-of-sale (POS) data.

<p align="center">Short-Term Objectives</p> <p align="center"><i>November</i></p>	<p align="center">Long-Term Objectives</p> <p align="center"><i>Fiscal 2018</i></p>
<ol style="list-style-type: none"> 1. Strengthen positive brand image 2. Increase sales for VEGANWEAR products by 10% 3. Increase product awareness and brand recognition by 50% 	<ol style="list-style-type: none"> 1. Encourage prospective consumers to develop brand loyalty 2. Dominate niche market 3. Sustain sales for VEGANWEAR line over the 2018 fiscal year

SCHEDULE OF EVENTS

Special Events:

- Cruelty-free fashion show: VEGANWEAR line showcase, vegan refreshments and guest speakers
- Held on November 1st (World Vegan Day) at the Millwick, a repurposed warehouse in Los Angeles
- 300 tickets will be released to the public through social media advertising while 50 fashion bloggers, celebrities, social media stars and reporters from news outlets will be personally invited
- Each attendee will receive a free vegan accessory from the VEGANWEAR accessory collection
- Spread awareness for the VEGANWEAR line launch, peak consumer interest, and encourage customers to actively participate in the rebranding process



Advertising:

Physical Advertising

- Urban Outfitters circulated nearly 27.9 million digital catalogues across all brands in FY2015 (MarketLine, 2016)
- Printing physical catalogues on recycled paper and biodegradable seed paper will add luxury and exclusivity
- Advertised at VEGANWEAR store display locations and over social media

- The physical catalogue will feature the relaunched line without diluting the brand through mass marketing (i.e. billboards, banner ads) and directly target consumers
- They will be distributed to customers purchasing +\$200 of in-store merchandise

Social Media Advertising

- A separate Instagram account for will be created for the VEGANWEAR line and one photo will be released each day for the month of November
- A 3-minute video will be filmed and distributed on YouTube and other social media platforms to introduce the VEGANWEAR line and increase consumer interest
- The hashtag "VEGANWEAR" will be circulated across social media platforms (Facebook, Instagram and Twitter)

Direct Mail Advertising

- Email customers within the database directly with information pertaining to the VEGANWEAR line launch and where it will be available in-store to purchase
- Invitations to the 'cruelty-free fashion show' will be sent through direct mail
- Notify subscribers of 30% off in-store discount in effect for the last two weeks during the month of promotions (18th to 24th)

Display:

-
- VEGANWEAR merchandise will be available in nine cities across North America chosen for their large density of millennials: Vancouver, Toronto, Chicago, Seattle, Atlanta, Las Vegas, Los Angeles and New York

- A specific vegan section will be added to stores in these cities to feature all VEGANWEAR products
- The retail displays will use only salvaged or reusable materials and be made by hand in-store by display team

Publicity:

- Media packets will be released to the press before the first week of promotions to spread public awareness of the VEGANWEAR line launch
- Celebrity endorsement from social media stars that fall within the target markets and advocate for cruelty-free products and living a sustainable lifestyle (e.g. Kalel Cullen and Carli Bybel, who have over 2 million and 5 million followers respectively)
- 30% off coupon codes will be available for social media celebrities to push online sales to their viewers



In-Store Activities:

- Employees will be required to attend one of two training sessions prior to November 1st to be briefed on the VEGANWEAR line's origin and values
- Each employee will have \$500 of gratis and 40% employee discounts for all VEGANWEAR items
- Sales employees will be required to wear clothing that is at least 60% from Free People's VEGANWEAR line for the first week immediately following the launch
- They will hand out print VEGANWEAR catalogs to all customers purchasing more than \$200 in merchandise

RESPONSIBILITY SHEET

Field	Team Members	Responsibility
<u>Executive Office</u>	<ul style="list-style-type: none"> • VP of Marketing 	<ul style="list-style-type: none"> • Approve overall budget • Provide vision and structure to the promotional campaign
<u>Special Events</u>	<ul style="list-style-type: none"> • Event coordinator • Event planner 	<ul style="list-style-type: none"> • Coordinate and execute the VEGANWEAR fashion show • Responsible for the venue, invitations, models, refreshment, etc.
<u>Advertising</u>	<ul style="list-style-type: none"> • Chief Digital Officer • Social media manager • IT Department • Chief Creative Officer 	<ul style="list-style-type: none"> • Continue current social media activities • Implement the VEGANWEAR Instagram page • Create the print catalogue • Produce commercial
<u>Display</u>	<ul style="list-style-type: none"> • Display Coordinator 	<ul style="list-style-type: none"> • Design and manage the assembly of display components
<u>Publicity</u>	<ul style="list-style-type: none"> • Marketing Director • Public Relations Director 	<ul style="list-style-type: none"> • Send clothing items to social media influencers • Follow up with recipients • Release media packet to the press
<u>In-Store Activities</u>	<ul style="list-style-type: none"> • Store managers • Store employees 	<ul style="list-style-type: none"> • Distribute print catalogues • Push VEGANWEAR line merchandise to store customers

BUDGET

Advertising/ Promotion Media	Description	Quantity	Estimated Views	Unit Cost	Overall Cost (\$)
Special Event	Fashion Show	1 show	350+ people	\$75 000 (venue)	\$200 000
				\$100 000 (show)	
				\$25 000 (gifts and refreshment)	
Digital	YouTube Commercial	1 video	10+ million	Idea, location, staffing, editing, snacks	\$200 000
	Daily Instagram Posts	1 post/day	2+ million	N/A	N/A
	Direct Mail	2 emails /week	800 000+	N/A	N/A
Physical Advertising	Catalog Printing	75 000 copies	3 000 customers per day	\$2.00 per magazine	\$150 000
Store Displays	Themed displays	35 stores	17 500 per day	\$2 000 per store	\$72 000
Celebrity Marketing	Product Endorsement	20 media celebrities	50+ million followers	\$1 000 per celebrity	\$20 000
Employee Engagement	Training Sessions	1 hour-long session	N/A		\$1280
	Gratis & Discounts	3 pieces per employee	N/A	\$500 per employee	\$180 000

TOTAL COST: \$823 280

STATEMENT OF BENEFITS TO THE RETAIL ESTABLISHMENT

The VEGANWEAR promotional plan will have an immediate and positive impact on the Free People company. The company will achieve a ROMI of approximately 802% on the VEGANWEAR line, resulting in an additional annual profit of 10%. These sales gains will be achieved by harnessing the target markets' affinity for vegan and cruelty-free clothing. Vegan retail merchandise is an emerging trend as the world moves in a more environmentally-friendly direction and the VEGANWEAR promotional plan will capitalize on this to be the front-runner of the vegan merchandize movement. The VEGANWEAR promotional plan will also emphasize brand values that will create positive recognition amongst consumers and increase future earnings potential.

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