

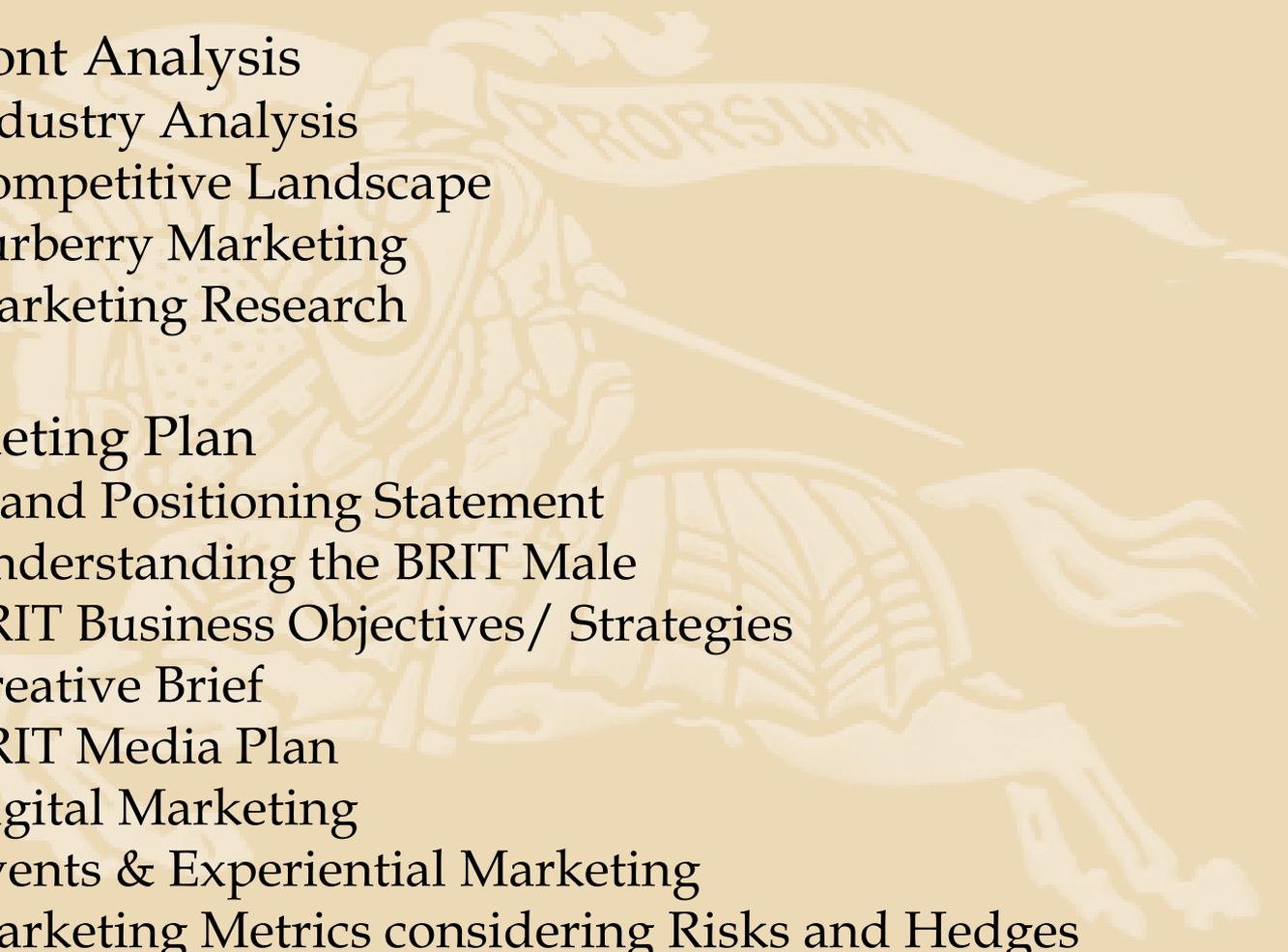


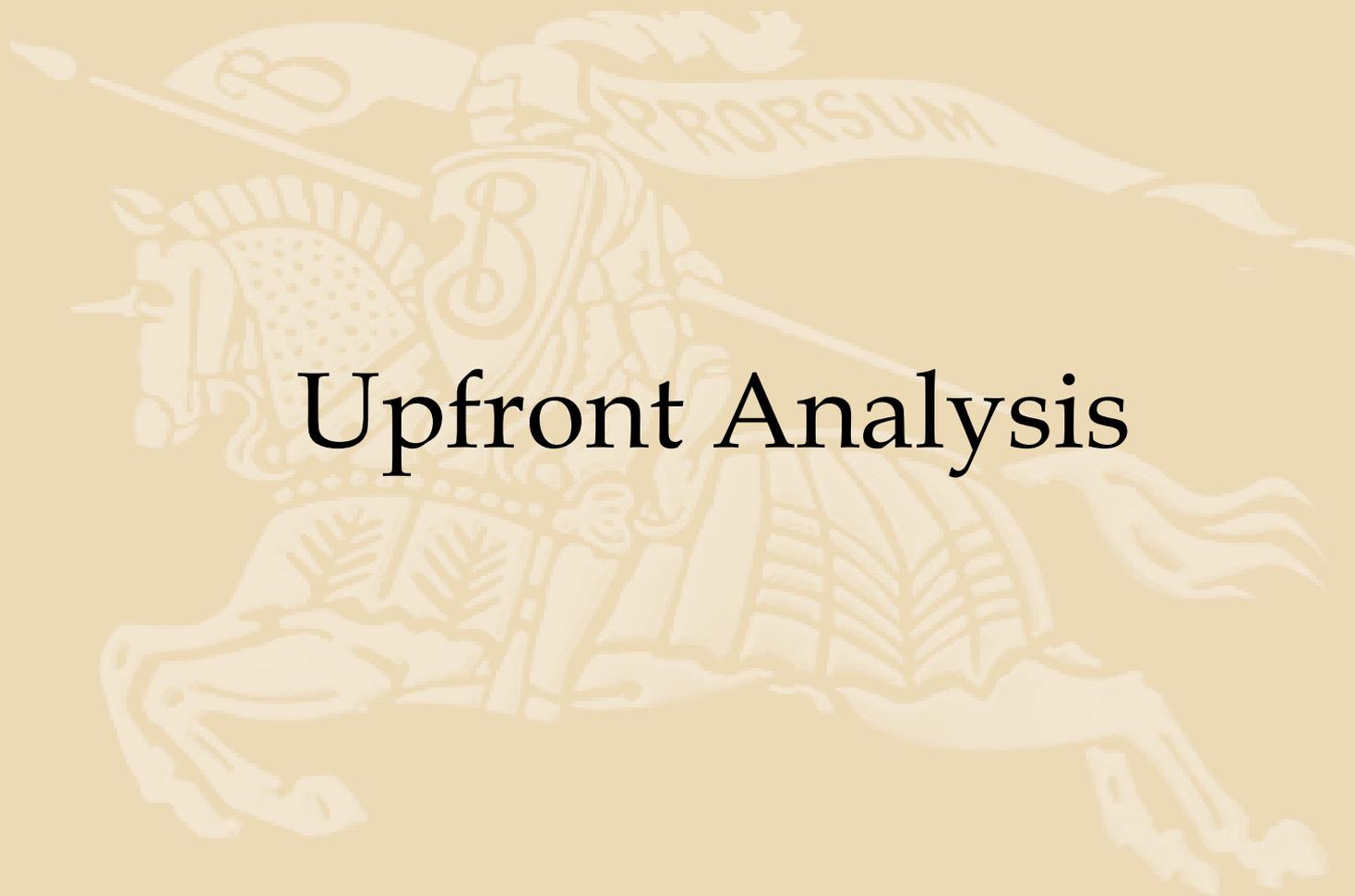
# Burberry BRIT

## Upfront Analysis & Marketing Plan

Ama Addae  
Mohammed Altaweel  
Brittany Castaneda  
Brienne Leon

# Agenda

- ❖ Upfront Analysis
    - Industry Analysis
    - Competitive Landscape
    - Burberry Marketing
    - Marketing Research
  - ❖ Marketing Plan
    - Brand Positioning Statement
    - Understanding the BRIT Male
    - BRIT Business Objectives/ Strategies
    - Creative Brief
    - BRIT Media Plan
    - Digital Marketing
    - Events & Experiential Marketing
    - Marketing Metrics considering Risks and Hedges
    - Appendix: Integrated Marketing Calendar, Media Budget
- 



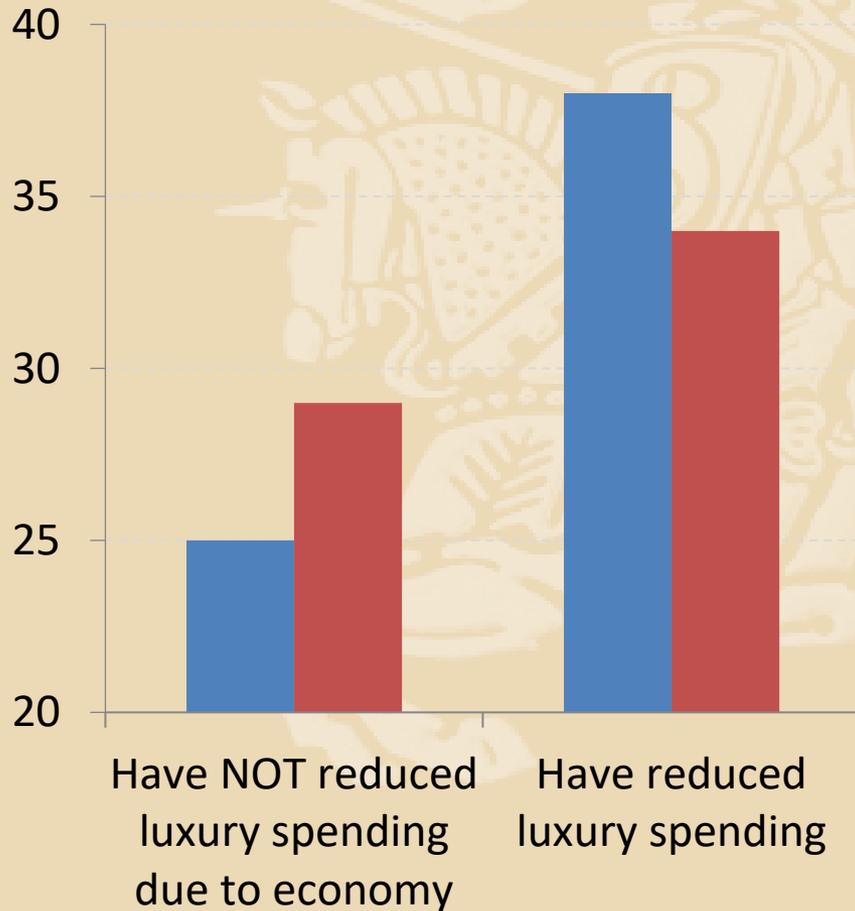
# Upfront Analysis



# Industry Analysis

# Industry Analysis

## Consumer Spending

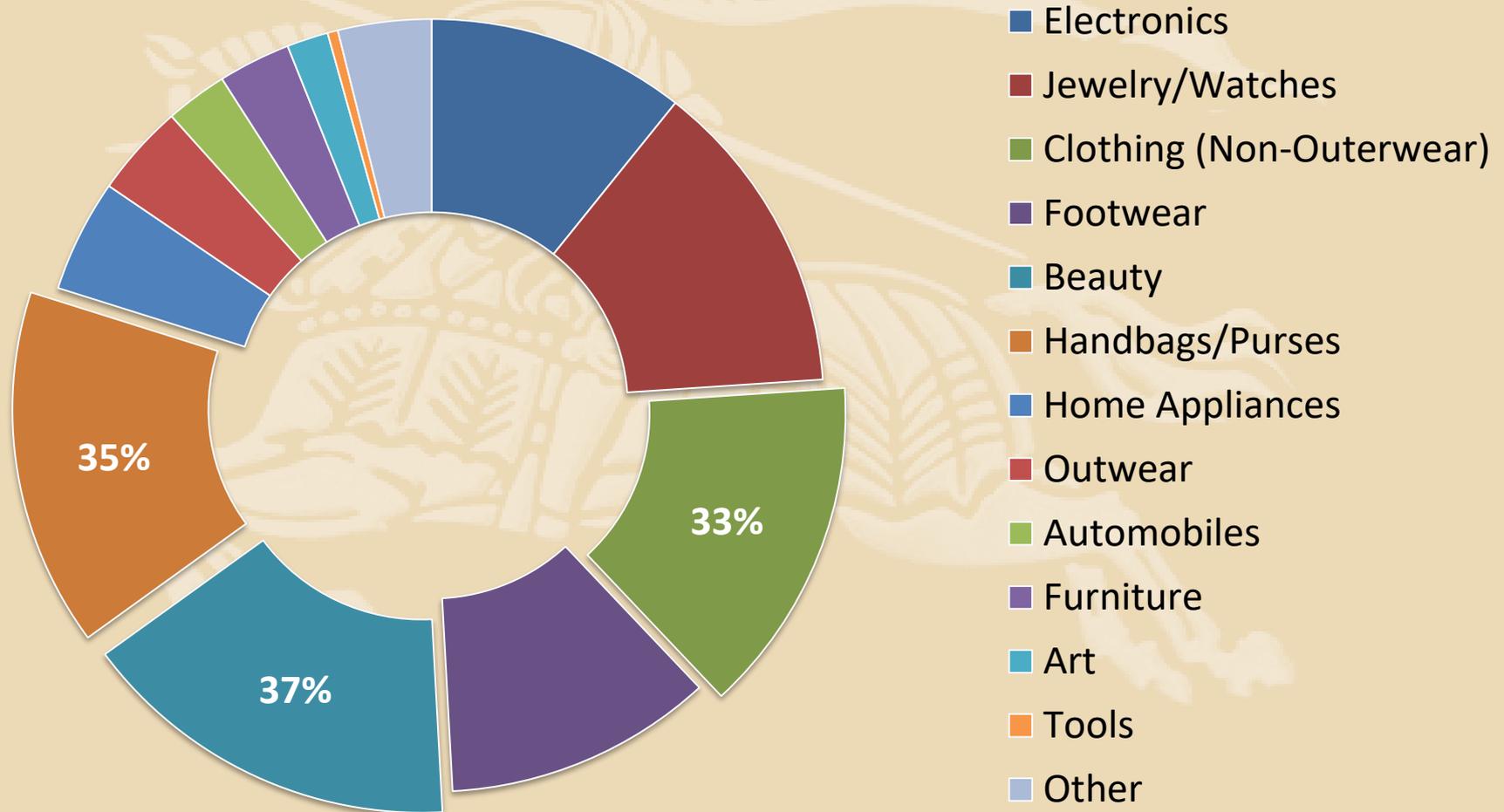


- ❖ Affluent consumer confidence on the rise & spending by affluent consumers is growing
- ❖ Average Millennial (18-34) luxury customer made 4.04-4.68 luxury purchases per year
  - Up from 3.71 purchases in prior year
  - Young adults (particularly 18-24) over index in number of luxury purchases made per year

# Industry Analysis

## Consumer spending

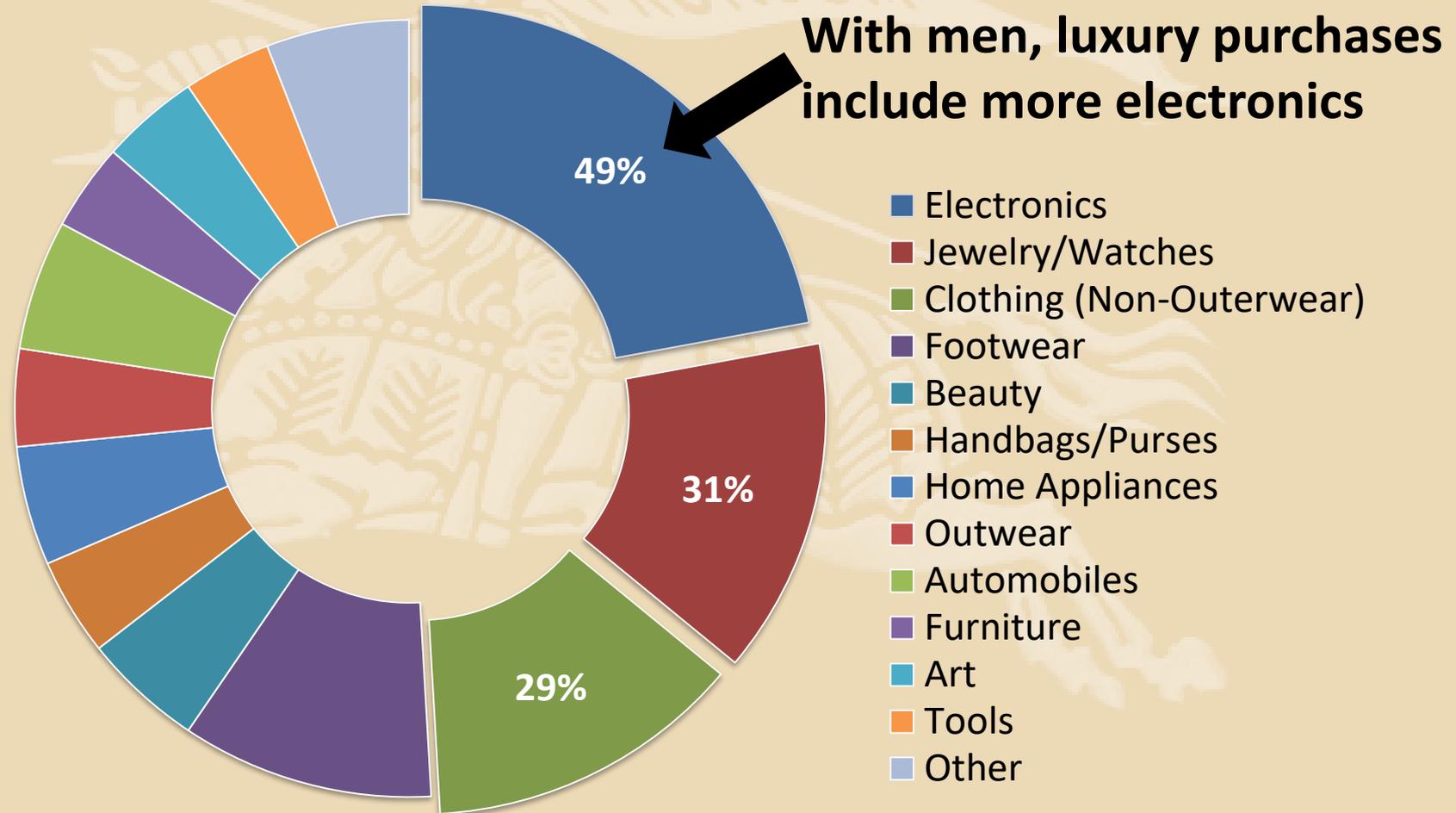
Breakdown of recent luxury purchases by Women (18+)



# Industry Analysis

## Consumer spending

Breakdown of recent luxury purchases by Men (18+)



# Industry Analysis

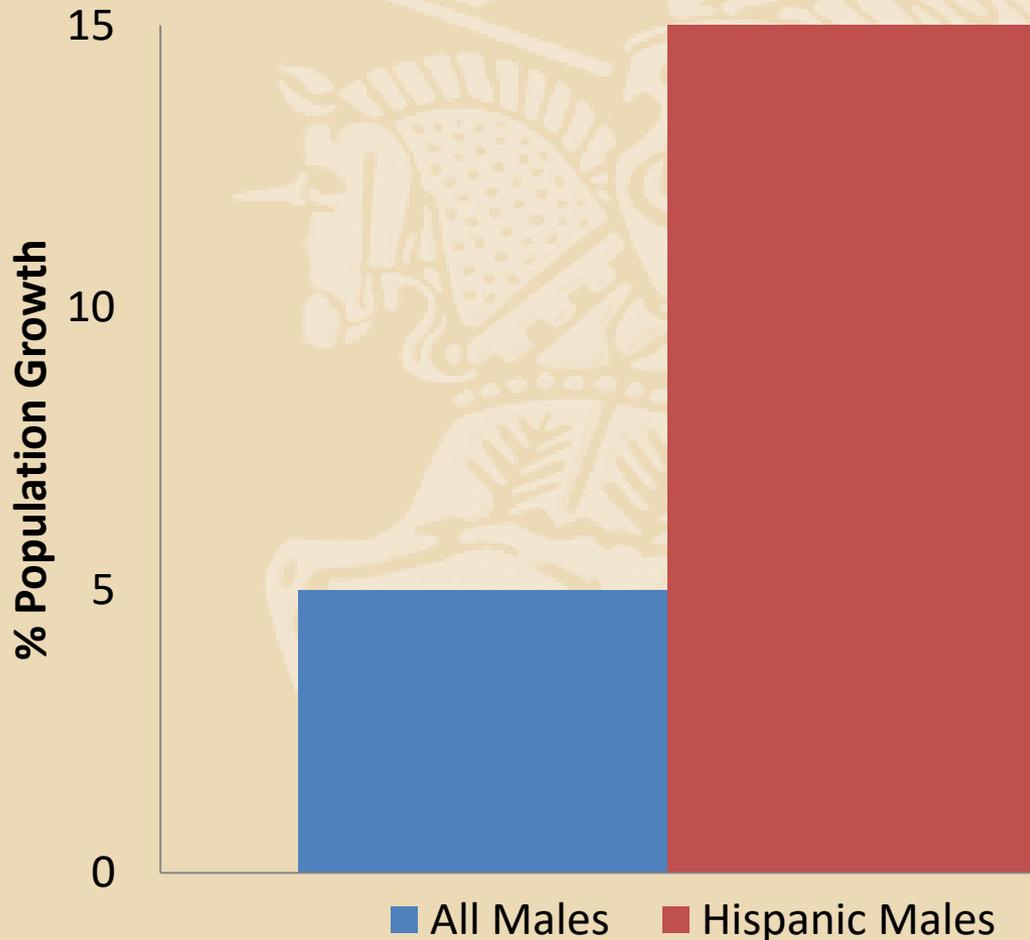
## Market Sizing & Growth Projections

- ❖ US Retail industry: \$4 trillion total revenue
  - Global revenue ~ \$15 trillion
- ❖ Total retail sales of men's clothing in 2011: \$57.4 billion
  - \$57.9 billion projected for 2012
  - 14% growth expected between 2011 and 2016, with sales reaching \$60 billion
  - Growth not expected to push revenues above pre-recession levels
- ❖ US Luxury market expected growth of 4% in 2012
  - Compared to projected 5% growth in Europe and 2% growth in Japan in accordance with a global growth slowdown
  - Despite slowing growth, revenue not expected to decline

# Industry Analysis

## Market Sizing & Growth Projections

US Male Population Growth Projections 2011-2016



- Hispanic males projected to grow at a rate 3x larger than the US male population as a whole
- With a highly image-conscious culture, Hispanics index higher on average annual spending on apparel as well as %age of income spent on apparel

# Industry Analysis

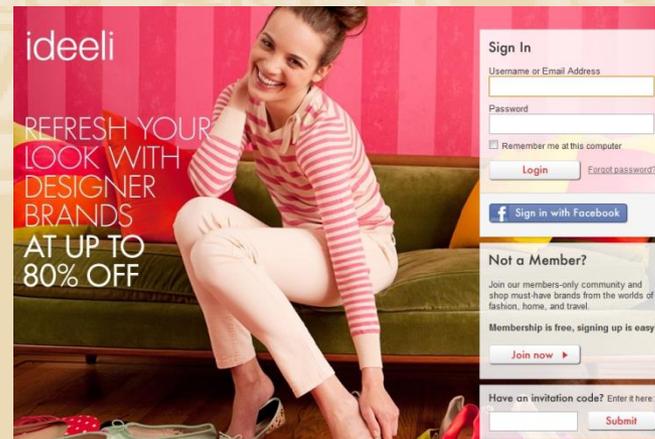
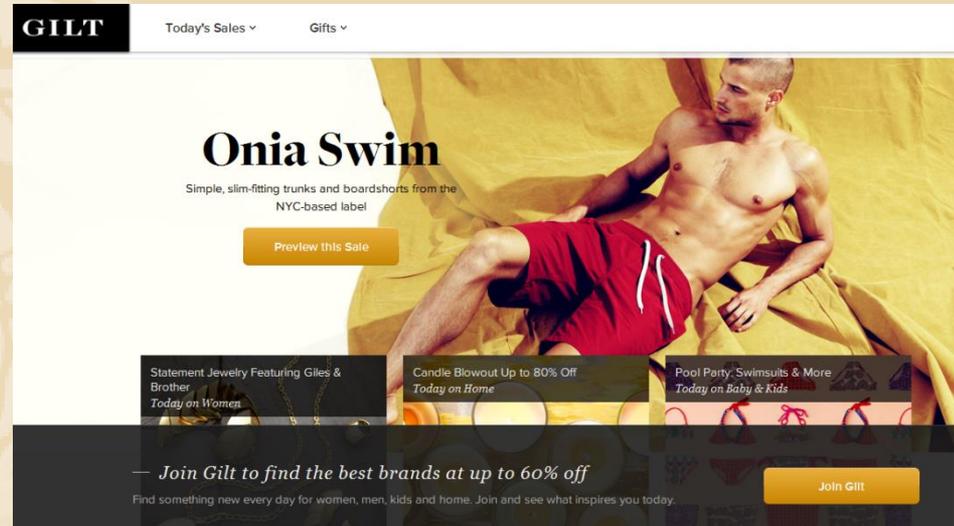
## The big trend: Online

- ❖ Rise of ecommerce changing how the luxury consumer shops
  - Using the internet to do more research before buying due to the recession *and* becoming more comfortable with online shopping
  - Rise of the *precision shopper*: consumers know exactly what they want and seek information to evaluate quality & craftsmanship
    - Not as easily swayed by advertising or sales people; self-reliant
  - Affluent consumers expect online experience to reflect in-store experience
- ❖ Luxury shoppers visiting ecommerce sites slightly more than brick & mortar locations
  - Men more frequently visiting websites & less frequently visiting stores vs. women

# Industry Analysis

## The big trend: Online

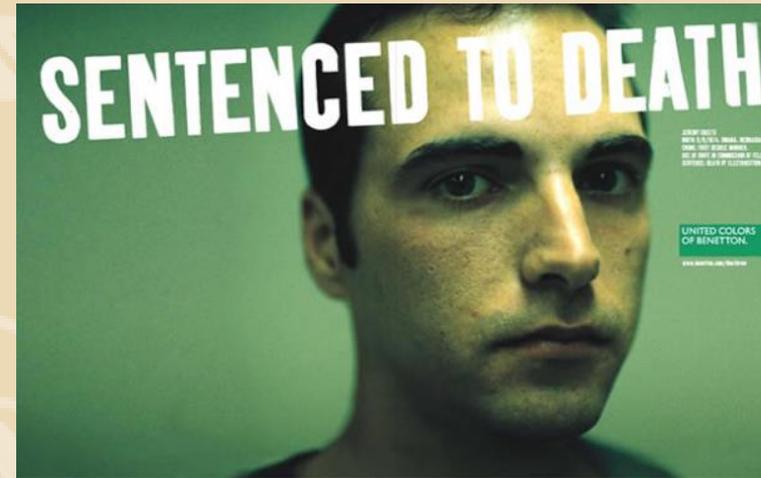
- ❖ Flash sale sites (Gilt Groupe, HauteLook.com, etc.) are a fast growing segment
  - Average consumers (not high net worth individuals) more cost-sensitive



# Competitive Tactics

## Worst Campaign

- ❖ Benetton's "Death Row" Ads
- ❖ Showcased stories of 36 death row inmates, in line with Benetton's socially-relevant focus in campaigns
- ❖ Ignored inmate's crimes, sparking public outrage & stress to families of inmates' victims
- ❖ As a result many contracts terminated and market share lost
- ❖ Sued by the State of Missouri



# Competitive Tactics

## Best Campaign

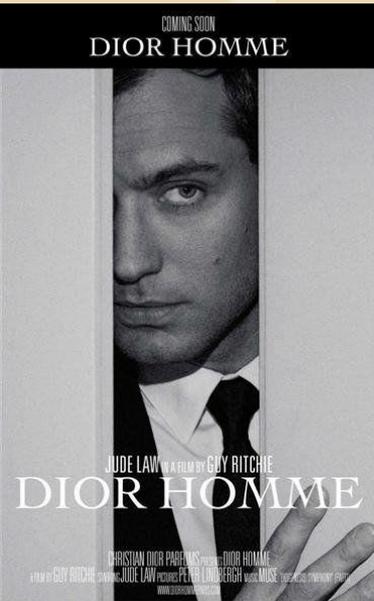
- ❖ **Lanvin fall 2011 Campaign**
- ❖ Models Raquel Zimmermann and Karen Elson star in commercial modeling items from Lanvin's fall collection while dancing to a top 40s hit by Pitbull
- ❖ Voted one of Harper's Bazaar's Best Fashion Ads of 2011
- ❖ Increased awareness of brand
- ❖ Positions brand as stylish and quality but also hip and fun-makes aspirational for the young and refreshes for existing customers





# Competitive Analysis

# Competitive Landscape

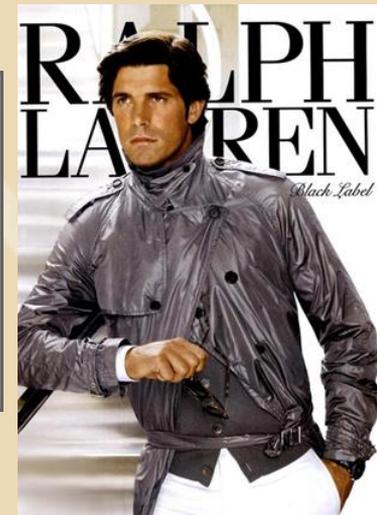
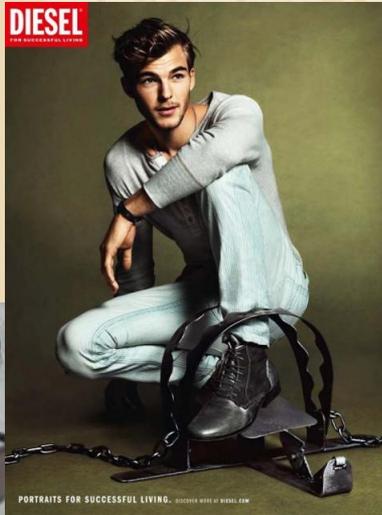


- The luxury market is very segmented
- 30 brands represent 80% of the market share
- LVMH is the market leader with 12%



# Competitive Landscape

Burberry Brit competes with specific Names due to its combination of Luxury Brand and Reasonable Price



# Diesel

- Over 5000 retail stores (300 Diesel Owned)
- € 1.3 Billion Revenue ~ \$1.6 Billion
- Wide Range in Jeanswear
- Black Gold Upmarket brand
- Pricing: Diesel \$200  
Diesel Black Gold \$400
- Doubled Marketing Spend 2006-2009
- Risqué Marketing with humorous advertising
- Focus on Viral and online marketing



**DIESEL**<sup>®</sup>  
FOR SUCCESSFUL LIVING

# Ermenegildo Zegna

World Leading Luxury Men's Suit maker

- 560 Boutiques worldwide/ \$1.1 Billion Revenue

- Pricing: Ermenegildo Zegna	\$2000
Zegna Sport	\$1000
Zzegna	\$500

- Marketing strategy to Focus on India and China

- Strong Social media presence



# Armani Collezioni/ Armani Jeans

- Armani Revenue €1.4 Billion (\$1.8 Billion)
- Over 650 stores worldwide
- Armani Share of Global Luxury Market 1.65%
- Armani Collezioni Share 10 %, Armani Jeans 13%
- Collezioni  
Lower-end luxury line with price points between Giorgio and Emporio Armani  
Young, sexy fashion featuring lots of denim and bigger logos
- Pricing: Collezioni Shirt \$300/ Armani Jeans \$200
- Both brands driving growth in recent years



ARMANI JEANS



ARMANI  
COLLEZIONI

# Michael Kors

- Company went Public & raised \$1.18 billion
- Plan to more than Double its stores in the Us
- Mostly focused on accessories but building on brand name to expand other segments
- Products are separated according to Type
- Pricing: \$150/shirt, \$500/Jacket
- Shift Focus to digital and Global Marketing



**MICHAEL**  
**MICHAEL KORS**

# Polo Ralph Lauren

- Classic, sporty, preppy, clean cut and conservative

Share of Global Luxury Market 4.43%  
Growth driven by Asian market

Revenue of \$4.9 billion  
Highest Distribution of luxury brand in 29,000 stores

-Advertising increased 22% in 2011 vs. a decline of 8% in 2010.

Develop sub-brands aimed to target different customer segments

- Pricing: Shirt \$200  
Polo Ralph Lauren \$125 - \$250





# Burberry Marketing

# Brand Positioning Statement

**Target:** Men (18-35), Clipsters (Classy Hipsters)

**Frame of reference:** casual, mid-tier luxury menswear

## **Points of Difference:**

Burberry: iconic British style, balance of classic and trendy designs

BRIT: stylish, casual, contemporary Burberry attire

**End benefit:** looks that reinforce his confidence and sharp image during his personal time

## **Positioning Statement:**

For men looking to smarten up their casual wardrobe, Burberry is a timeless luxury fashion brand epitomizing posh British flair. BRIT is a collection of attire that provides intelligent casual designs that balance modern fits and trends with sophisticated classic looks, giving him the sharp confidence he needs everyday.

■ His needs

■ Burberry's brand equity

■ BRIT's value proposition

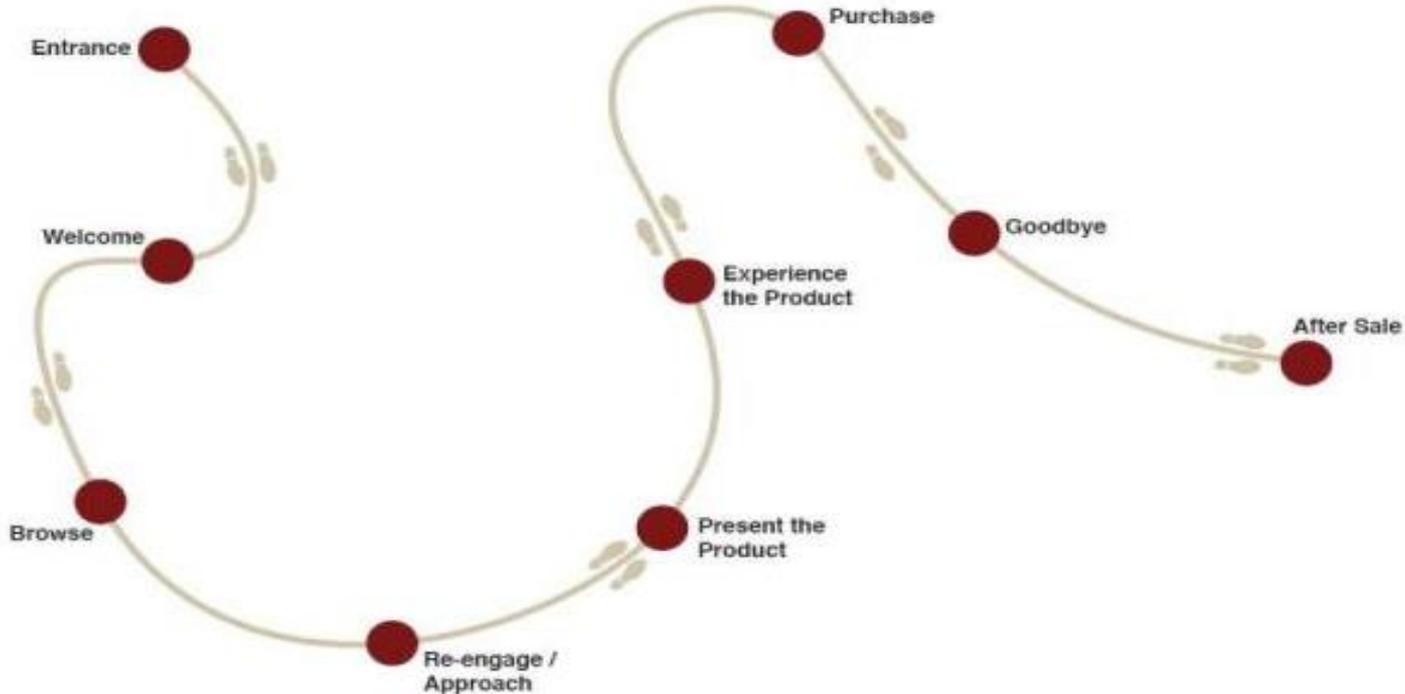
■ End Benefit

# Burberry Customer Touchpoints

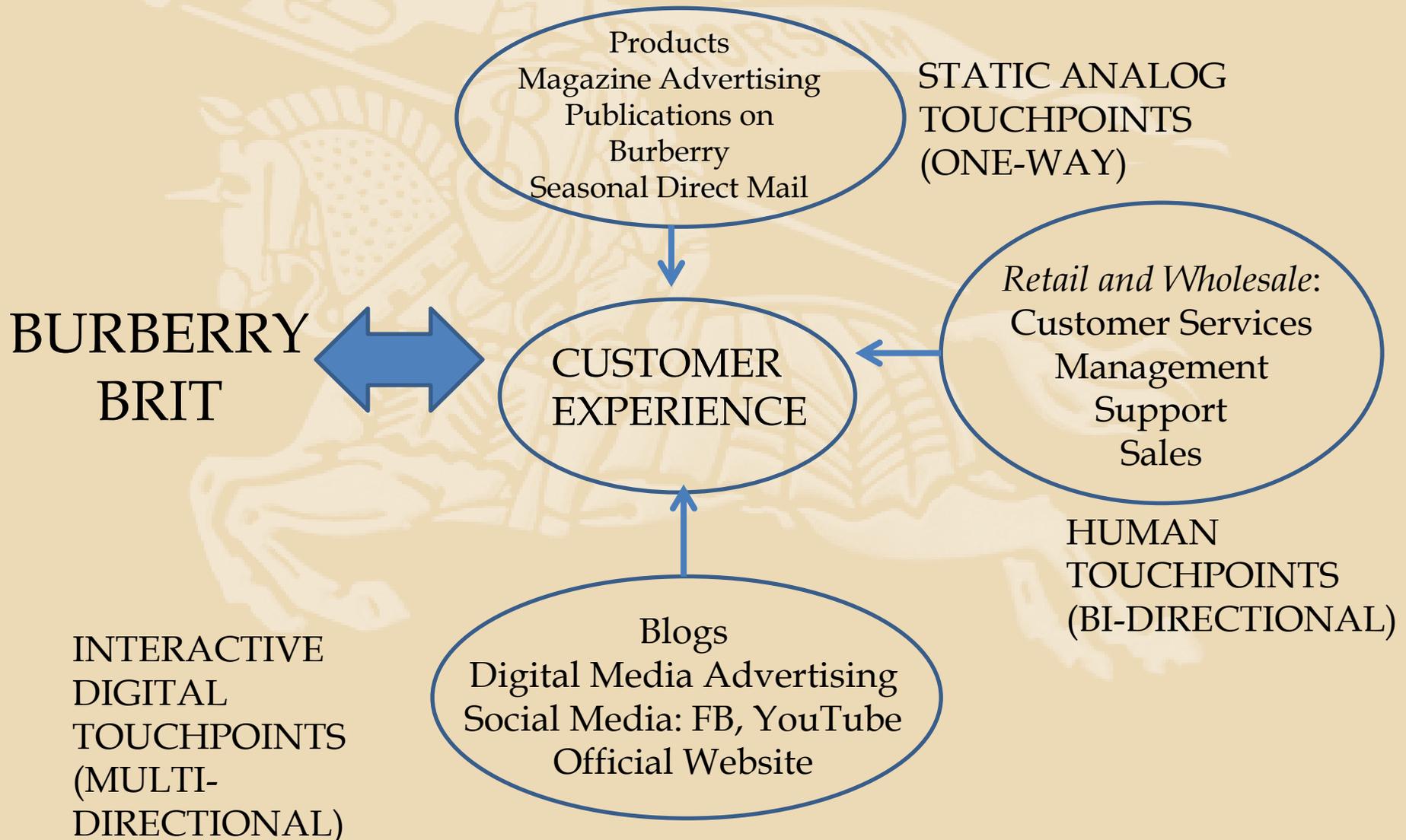
## The Customer Touchpoints

During every moment of the customer's journey with the Burberry brand, we have an opportunity to create and deliver an exceptional experience.

### THE TOUCHPOINTS OF THE BURBERRY EXPERIENCE



# Burberry Brit Overall Consumer Touch Points Map



# Lessons Learnt from Touch Points

## Map

❖ Burberry Brit's 2 main touchpoints are

1) Interactive

2) Bi-dimensional

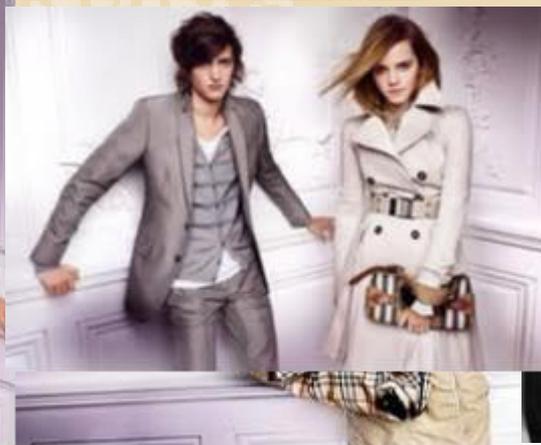
*They have a lot of impact on how their brand is communicated and their customer's experience*

❖ There must be a distinction between the message conveyed via Burberry (the company, the corporation, the campaign, and Brit the brand)

# Lessons Learnt from Touch Points Map

- ❖ A consistent message must be communicated to the consumer via all touchpoints
- ❖ Consumers are listening and are engaged
  - They should rapidly and frequently incorporate consumer feedback as a means for improvement

# BURBERRY AD CAMPAIGNS OF THE PAST



# Past Marketing Elements Spring/ Summer 2008



Pros:

Young, hip, fun,  
trendy brand

Cons:

Loyal,  
conservative  
customers may be  
confused or  
dislike the bright,  
“party”  
inspiration

*Movement, energy and character – the defining spirit of this Spring Summer 2008 ad campaign. Working together with an eclectic, British and talented group of musicians, actors, models and sportspeople to express a fresh new attitude of the Burberry family*

# Past Marketing Elements

## Autumn/ Winter 2008



Pros:

Shows distinctive, conservative classic Burberry style

Cons:

There is no signature Burberry product visible in the ad campaign

*The campaign is nostalgic returning to our signature black and white and capturing the poetic melancholy and romance of the winter collections which were inspired by L.S. Lowry.*

# Past Marketing Elements Spring/Summer 2009



Pros:

Ad looks natural and British (actors, garden, color choices, etc...)

Cons:

The garden background is a bit distracting and competes with products

*The images represent both the rich history and the modernity of Burberry whilst at the same time reflecting a quiet beauty, timelessness and strength. Re-enforcing the brand's rich heritage and signature icons, the series of color images are anchored in outerwear, including the Burberry trench coat, and innovations of the iconic Burberry check, all starting points for all collections.*

# Past Marketing Elements

## Autumn/ Winter 2009



Pros:

Focus is on menswear. 3 males to 1 female

Cons:

Does not highlight or show products distinctively from Burberry

*This campaign reflects the true heritage of Burberry outerwear, the iconic check and our British attitude. I wanted the mood to be gentle, relaxed, romantic and about a quiet beautiful sense of luxury. Shot in a garden in England on a group of eclectic great Brits, this campaign highlights the spirit of our wonderfully crumpled classics*

# Past Marketing Elements

## Spring/Summer 2010



Pros:

Burberry Bag is visible and clothing in ad look more elegant than past campaigns

Cons:

Ad is a bit dull

*This campaign celebrates our heritage and our timeless Burberry icons. The energy of the images and the dynamic cast reflect the different attitudes and expressions of the Burberry guy and girl*

# Past Marketing Elements

## Autumn/Winter 2010



Pros:

Edgy, young,  
leather jackets  
highlighted

Cons:

Does not highlight  
or show products  
distinctively from  
Burberry

*Burberry has developed a completely interactive advertising campaign using innovative technology users can select and control view and perspective of campaign, cast and products.*

*Individual products and cast respond to user controlled commands bringing people closer to collection, cast and location*

# Past Marketing Elements

## Spring/ Summer 2011



Pros:

Bright summer colors, ad taken on a beach. Signature trench style highlighted

Cons:

Highlights Prorsum brand line

*The SS11 advertising campaign is Burberry's first evolving ad campaign, revealing new cast members and multi-media content throughout the season every month on Burberry.com*

# Past Marketing Elements

## Autumn/ Winter 2011



Pros: Menswear line is highlighted. Many distinctive Burberry products visible

Cons: May alienate female consumers

*The new campaign features British actors, models and musicians and will introduce new cast members and themes each month throughout the season, supporting our longstanding association with unearthing and supporting emerging creative talent*

# Past Marketing Elements Spring/Summer 2012



Pros:

New styles, neutral colors, bright colored bag

Cons:

Ad is a bit dull due to neutral colors

# Lessons Learned from Past Marketing Elements

- ❖ Over the past five years Burberry has transformed their ad campaigns from daring ideas to capture their young audiences (Spring/Summer 2008 and Autumn/Winter 2010) to finding a good equilibrium between modern, young, and classic (ad campaigns for 2011 and 2012)
- ❖ They have gotten rid of “loud” backgrounds (Autumn/Winter 2008 and Spring/Summer 2009 ) and focused on having their distinctive products/patterns being highlighted.

# Lessons Learned from Past Marketing Elements

- ❖ The simplicity of their ads is an improvement but there is no WOW factor that makes you remember a Burberry ad. They could possibly integrate:
  - A fun tag line (“Not your grandmother’s Burberry”)
  - A digital/media reference
  - A site for “real people” to submit themselves wearing Burberry Brit (The Burberry Blog or Burberry Blurb)
  - Create a digital lookbook in their store window instead of using mannequins wearing the collections
  - Shopping bags can be reuseable---environmentally friendly, source of advertising
- ❖ They need to better differentiate their brands via ads or public relations. For example, they could do separate advertising:
  - Keeping Burberry Prorsum in magazines with its aspirational value
  - Burberry Brit solely via YouTube or their Facebook page
  - Possibly change their name from Burberry Brit to  
BRIT by Burberry

# Lessons Learned from Past Marketing Elements

- ❖ In 2008 Retail and Wholesale both evenly accounted for 50% of Revenues
- ❖ In 2011, Retail outperformed Wholesale by 125% and accounts for 65% of total revenues
- ❖ Burberry has opened stand-alone Burberry Brit and London stores in New York, London, and Emerging Markets as a means to capture this increase in demand for retail
- ❖ The perception of Burberry in Emerging Markets is a digital/young modern brand. Burberry needs to capitalize on this and consider opening more retail stores in these markets to capture their active audience

# Noteworthy Changes in Burberry

## May 2010

-  [First Burberry store to open in Latin America](#)
-  [Burberry Brit store opening on Columbus Avenue in New York](#)
-  [Burberry store openings in India](#)
-  [Christopher Bailey celebrates Burberry store opening in Lebanon](#)
-  [Burberry Opens First Store in Beirut](#)
-  [Burberry Opens Store in Jeddah, Saudi Arabia](#)
-  [Burberry Opens Childrenswear Store In Kuwait](#)
-  [Burberry Prorsum Menswear Pre Collection SS11](#)
-  [Burberry Prorsum Womenswear Pre Collection SS11](#)

## April 2010

-  [Christopher Bailey hosts table at Metropolitan Museum of Art Costume Gala](#)
-  [Burberry opens first store in Serbia](#)

## March-2010

-  [Burberry Art of the Trench](#)
-  [Burberry Sport Spring 2010 Menswear](#)
-  [Burberry Sport Spring 2010 Womenswear](#)
-  [Burberry opens first store in Serbia](#)

## February 2010

-  [Burberry takes London Fashion Week show global using 2D and 3D live stream](#)
-  [Burberry to stream Fashion Show in 3D to events worldwide](#)
-  [Christopher Bailey awarded International Designer of the Year at the Elle Style Awards](#)

## January 2010

-  [Burberry opens first store in Lebanon, Beirut](#)
-  [Childrenswear Collection - Spring/Summer 2010](#)
-  [Burberry Spring Summer 2010 Advertising Campaign](#)

# Noteworthy Changes in Burberry

## Press Releases

### JUNE 2011

[Burberry Enables Instant Purchase of SS12 Men's Collection](#)

### March 2011

[Burberry reveals Tali Lennox and Tara Ferry as March couple in Spring Summer 2011 ad campaign.doc](#)

### February 2011

[Burberry reveals Jourdan Dunn and Sacha M'baye as February couple in SS11 Ad Campaign](#)

### January 2011

[Burberry launches SS11 ad campaign and announces mens show innovation](#)

[Burberry enables instant purchase of AW11 Menswear Collection](#)

[Burberry Childrenswear Spring/Summer 2011](#)

### September 2010

[Burberry unveils retail theatre concept worldwide enabling live stream of Spring Summer 2011 Womenswear Show](#)

[Burberry takes Spring Summer 2011 Womenswear collection to its widest audience yet](#)

[Burberry celebrates Vogue Fashion's Night Out in London with in-store performance by One Night Only](#)

### June 2010

[Burberry launches digitally interactive advertising campaign for AW10](#)

[Launch of Burberry acoustic](#)

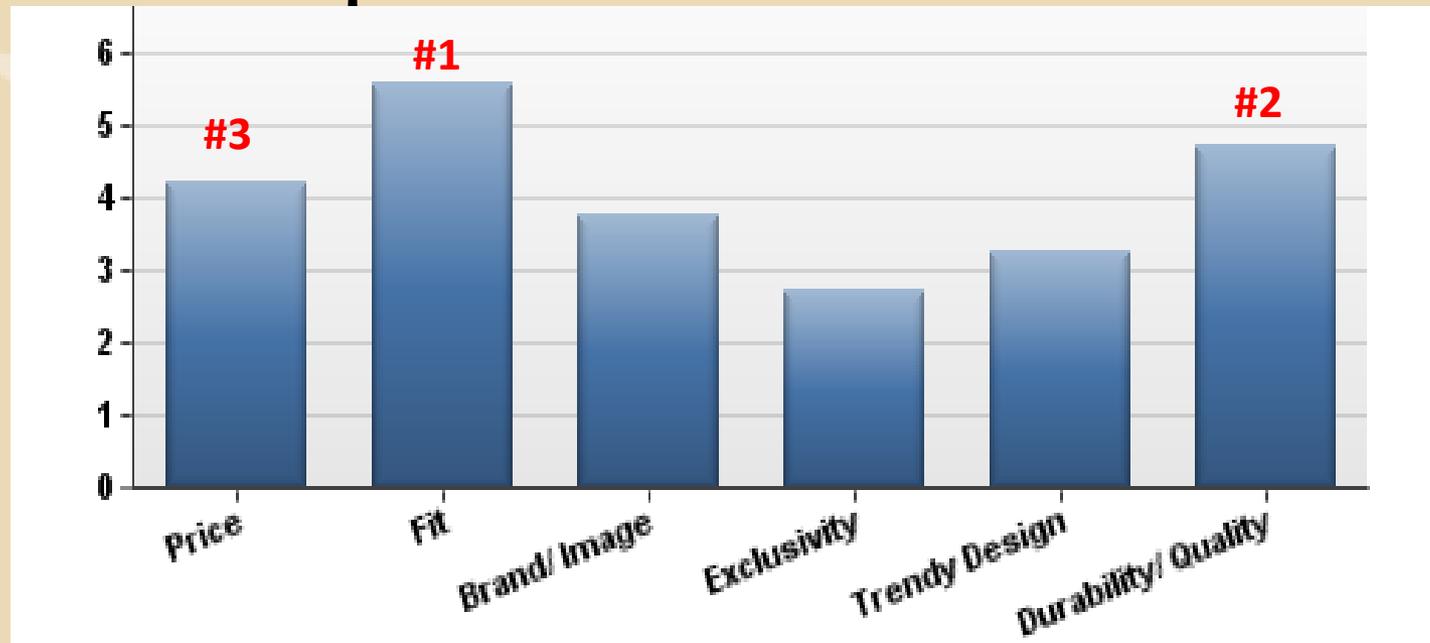
[Burberry Prorsum Spring Summer 2011 Menswear collection](#)

[Burberry to Launch Burberry acoustic and runway to reality](#)



# Marketing Research

# Most Important Purchase Drivers



**Good News-** providing quality and more fitted clothing could trump price sensitivity

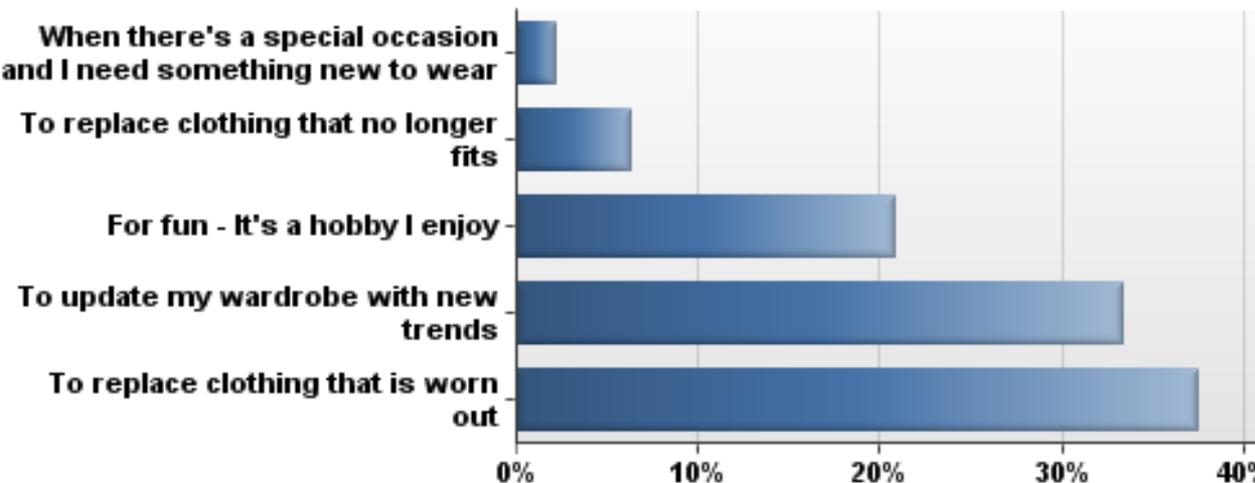
**Bad News-** a luxury brand's point of difference is usually communicated through image, exclusivity and trendiness, all of which are not as resonant for men

# Category Purchase Behavior

## Why?



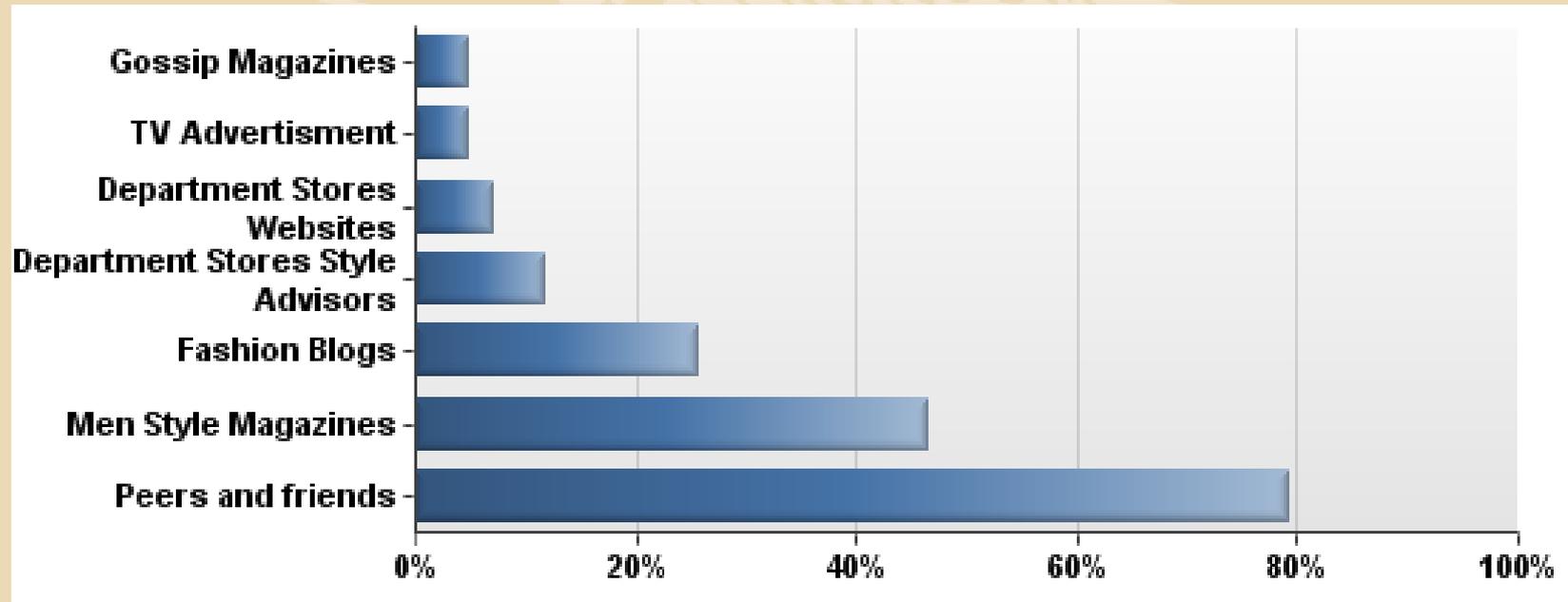
His purchase decisions are more externally based



He shops primarily to refresh his wardrobe

# Category Purchase Behavior

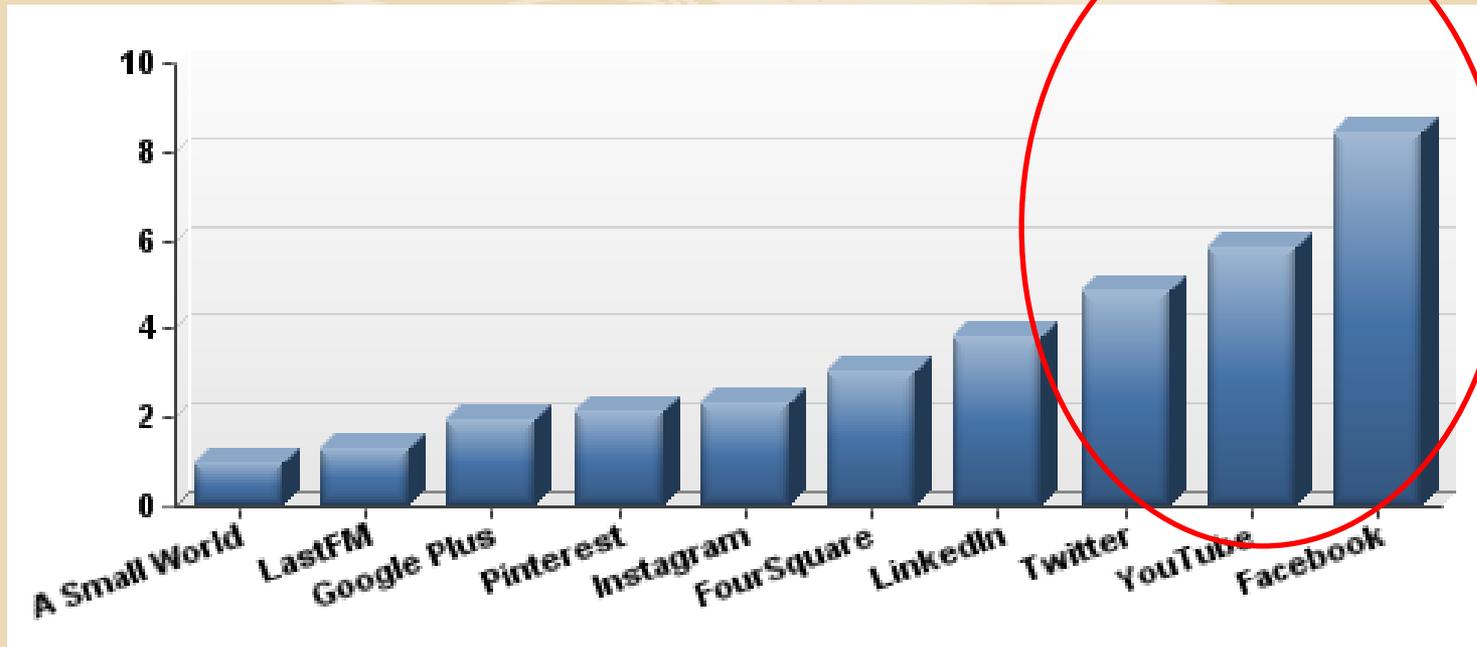
## How?



He is largely motivated by referrals, but may also be successfully influenced by men's magazines and blogs.

# Category Purchase Behavior

How?



He is heavily involved in social media, therefore investment in online media would be an effective way to reach him

# Category Purchase Behavior

What?

## Favored Trends

The surveyed are looking for more tailored/fitted clothing, patterned shirts (either checkered or plaid) and looks that blend formal and casual styles (blazers, narrow ties, hint of color in formal clothes)



# Category Purchase Behavior

Where?

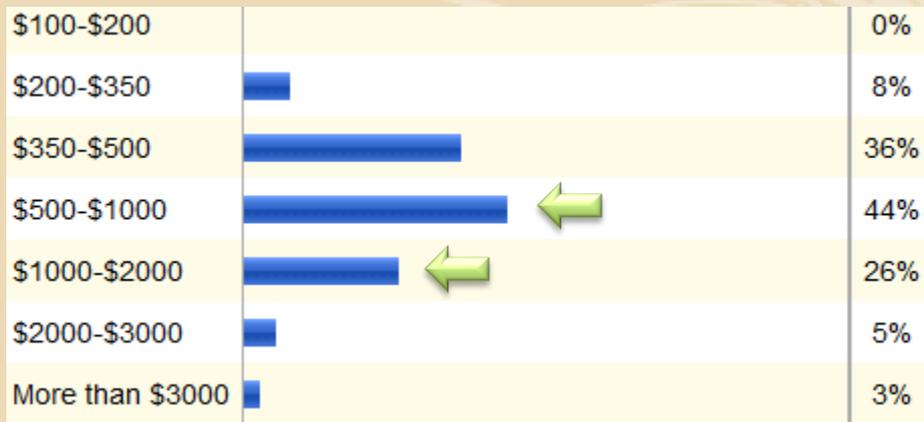


Respondents prefer shopping in-store by far but if shopping online, they slightly prefer flash sale sites over the official brand's website

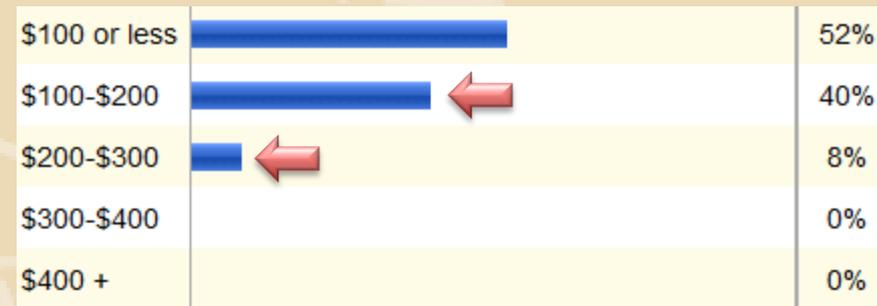


# Price/Value Equation

## Burberry Jacket Expectations



## Designer Casual Shirt Expectations



Actual Brit jacket: **\$600-\$1,200**

- Mostly right
- Under-estimators won't think it is worth the actual price (quality issue)
- Over-estimators may not even consider it because they think it is priced so high, unless they are made aware of price (opportunity)

Actual Brit Casual Shirt-**\$200-\$400**

- Bigger discrepancy for casual shirts
- He will be turned off by such high prices
- Either a quality or expectation issue (he thinks Brit shirts are not worth as much, or he doesn't believe casual shirts should be that expensive)

# Brand Awareness

Bought Burberry Before

Unfamiliar with different collections

YES (44%)

28%

NO (56%)

70%

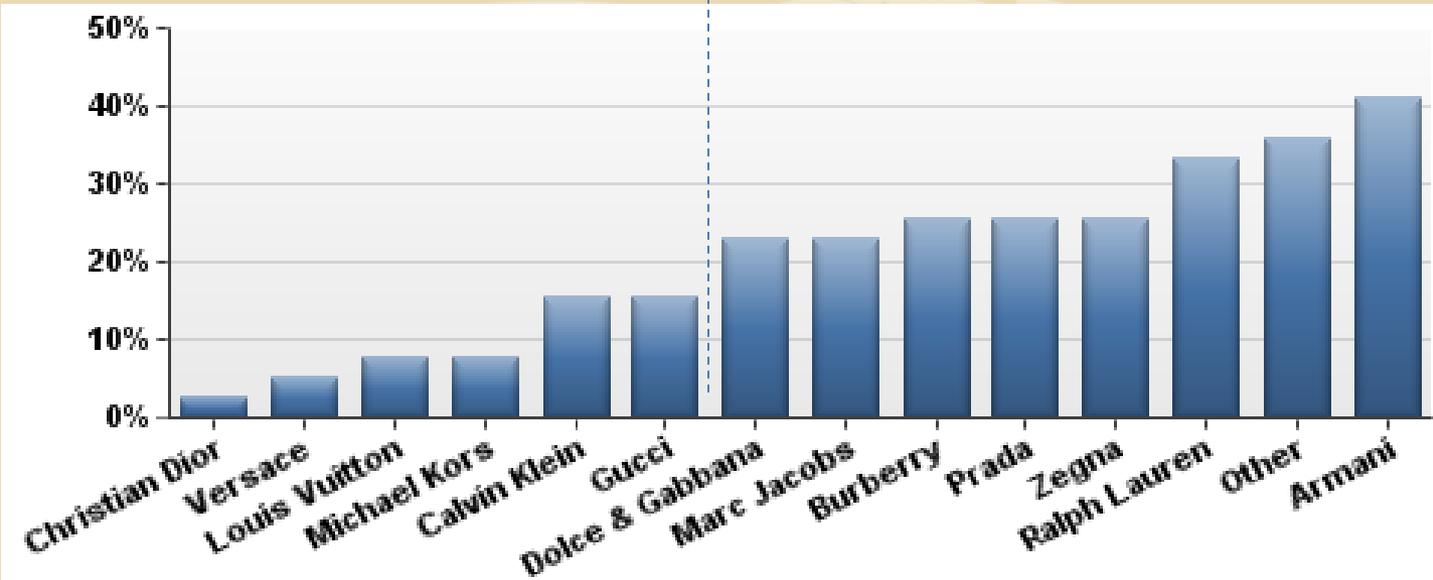
About half of all respondents had previously purchased from Burberry

**BUT**

Even among these people, almost a third of them did not know Burberry had different lines



# Brand Relative to the Competition



Burberry ranks fifth among 13 brands



'Other' brands include Hugo Boss as a clear leader

# Key Attributes vs. Competitors

	1. Armani	2. Ralph Lauren	3. Zegna	4. Prada	5. Burberry	6. Marc Jacobs	7. D&G
1. Fit	2	7	1	4	6	3	5
2. Quality	1	4	3	2	6	5	7
3. Good Price	4	1	5	7	3	2	6

Burberry's rank may indicate a price-value equation issue

- Among the top two purchase drivers, Burberry ranks among the lowest, which may make him less inclined to purchase at the brand's prices, even if they are decent compared to other competitors

# Perceptual Maps

**PRADA**

**D&G**  
DOLCE & GABBANA

Ermenegildo Zegna

GIORGIO ARMANI

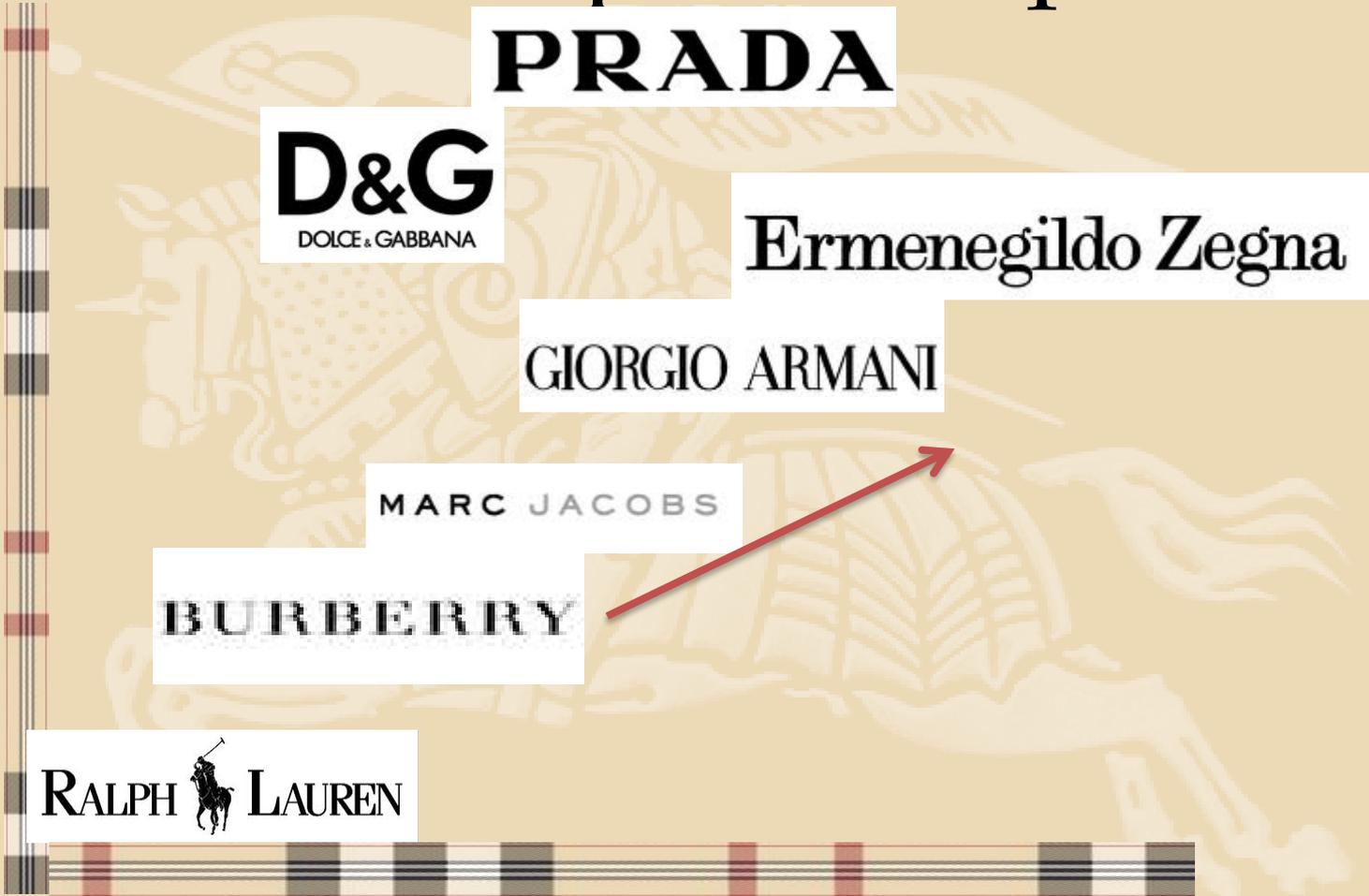
MARC JACOBS

BURBERRY

RALPH  LAUREN

Fit

Price



# Perceptual Maps

GIORGIO ARMANI

**PRADA**

Ermenegildo Zegna

RALPH  LAUREN

MARC JACOBS

BURBERRY

**D&G**  
DOLCE & GABBANA



Quality

Trendiness



# Perceptual Maps

**PRADA**

Ermenegildo Zegna

**D&G**  
DOLCE & GABBANA

GIORGIO ARMANI

**BURBERRY**

MARC JACOBS

RALPH  LAUREN

Price

Older



# SWOT

## Strengths

1. Distinctiveness of brand origin and iconic pattern (one of few British Luxury Fashion houses)
2. Leader in the digital/ social media space for luxury brands
3. Great brand awareness & equity among lux & non-lux consumers

## Weaknesses

1. Old, stuffy, conservative brand image
2. Confusion around different lines
3. Price/Value perception (seen as too expensive)
4. Lower visibility of menswear lines
5. There is no story behind the Burberry brand. Most luxury brands have a story associated with them.

## Opportunities

1. Consumers interested more in quality and fit
2. Consumers prefer more classic, timeless designs (luxury clothing is seen as an investment)
3. Consumers prefer shopping in-store, but are seeking information online (online savvy can connect brand to consumers willing to buy luxury but unaware of Burberry)
4. Given popularity of trench coats, rainwear, and tartan logo, the brand can convince him to purchase other products.

## Threats

1. Ease of product imitation
2. Increased competition for male demographic
3. Increased competitor focus on digital marketing
4. Inability to stretch from current (old, stodgy) brand perception among target
5. Trying to modernize brand while remaining true to its heritage may alienate existing customers and not draw in new users
6. Burberry style is not distinctive without the recognizable tartan logo

# Lessons & Implications

## Lessons Learned

## Marketing Implications

### Product

- Thin is 'in'
- Trend of checkered/plaid shirts
- He wants a hint of color

- Maintain fitted/tailored style of clothing
- Consider use of iconic Burberry plaid for shirts
- Infuse more color into clothing to combat beige color perception from plaid pattern

### Price

- He thinks Burberry is expensive and overpriced

- Keep prestige in tact by maintaining prices and quality of outerwear, but consider reducing both for more casual wear like regular shirts to capture more sales and trade up later

### Place

- He shops primarily at Burberry and department stores
- He prefers flash sale sites over the official Burberry site
- Confusion around lines

- Consider distribution in dept. stores
- Offer clothing on popular, upscale flash sites that will not denigrate the brand
- Clearer store layouts, more distinctive look of different sections, increase prominence of names

### Promotion

- He thinks Burberry is Old and Stuffy
- Men care less about traditional levers used by luxury brands
- They are externally focused
- They are heavily influenced by men's magazines and the online space
- He prefers shopping in-store vs online
- He likes Burberry shirts and outerwear

- Use modern language, young models from diverse backgrounds and feature fitted clothes
- Focus messaging on Fit and Quality of clothes
- Consider use of sex appeal in advertising
- Heavy media weight for print and digital
- Use online to drive to store but not necessarily for purchase
- Prominently feature shirts and trench coats



# Marketing Plan

# Brand Positioning Statement

**Target:** Men (18-35), Clipsters (Classy Hipsters)

**Frame of reference:** casual, mid-tier luxury menswear

## **Points of Difference:**

Burberry: iconic British style, balance of classic and trendy designs

BRIT: stylish, casual, contemporary Burberry attire

**End benefit:** looks that reinforce his confidence and sharp image during his personal time

## **Positioning Statement:**

For men looking to smarten up their casual wardrobe, Burberry is a timeless luxury fashion brand epitomizing posh British flair. BRIT is a collection of attire that provides intelligent casual designs that balance modern fits and trends with sophisticated classic looks, giving him the sharp confidence he needs everyday.

■ His needs

■ Burberry's brand equity

■ BRIT's value proposition

■ End Benefit

# Burberry BRIT Factsheet



When: Established January 2010

What: Entry-level Burberry brand

Where: Can be worn anywhere

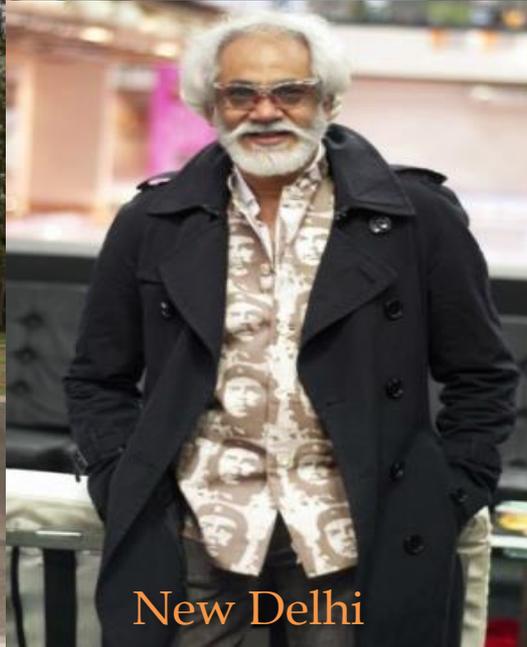
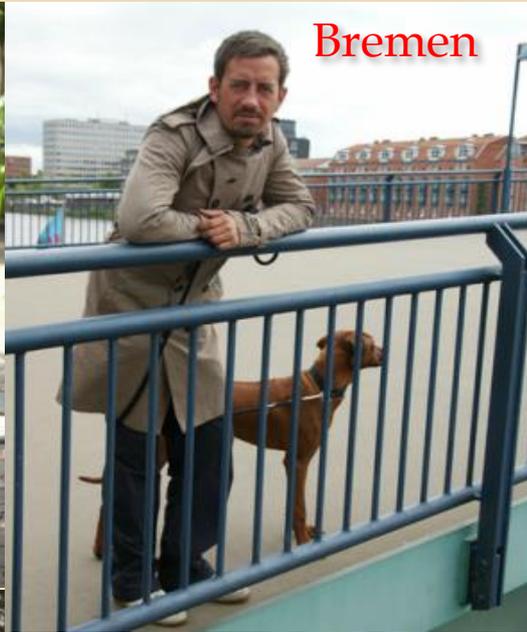
Why: Showcases an iconic brand, modernized for a smart, trendy, yet down-time style

**Who:** Ad campaigns embody the Brit male's style

*Burberry BRIT is not just a style, it's a lifestyle*

**Recommendations:** BRIT campaigns should focus on him and his lifestyle.

# Who is the BRIT male?



# Burberry BRIT Business Objectives

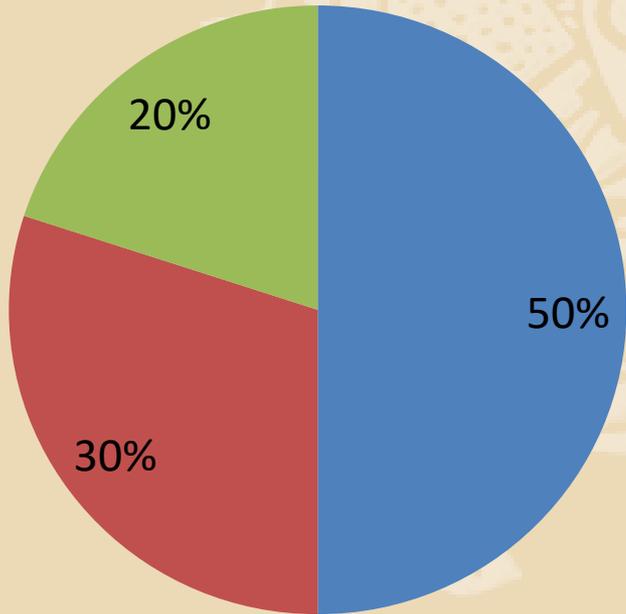


**Increase**  
*share of*  
*closet*

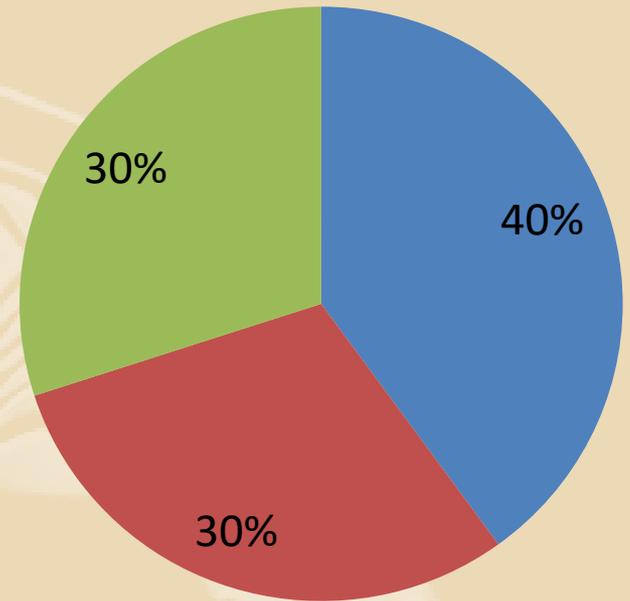
- ❖ Build BRIT brand awareness
- ❖ More purchases per current shoppers
- ❖ Gain new consumers from competition

# % of volume by item

Current Burberry BRIT Sales



Estimated Burberry BRIT Sales



■ Jerseywear (polo, t-shirts, sweaters)

■ Shirts

■ Outerwear and Bottoms

# How to attain Volume and Growth

- ❖ Make shopping effortless for men
  - Suggest the LOOK for him
  - Give him a “**Lookbook**” at the store, so he can browse effortlessly and again see the LOOK
- ❖ Make him feel special
  - Invite him to special events with affinity marketing promoting Britishness
- ❖ Keep Burberry frequently on his mind
  - App focusing on Burberry Acoustic with weekly updates
  - Playlist on Spotify, Pandora, social music sites
- ❖ Personalize your suggestions to his style
  - Make him feel like he has a personal shopper

# Geographic Strategy

## ❖ Focus on Metropolitan Cities

- New York
- Los Angeles
- Chicago

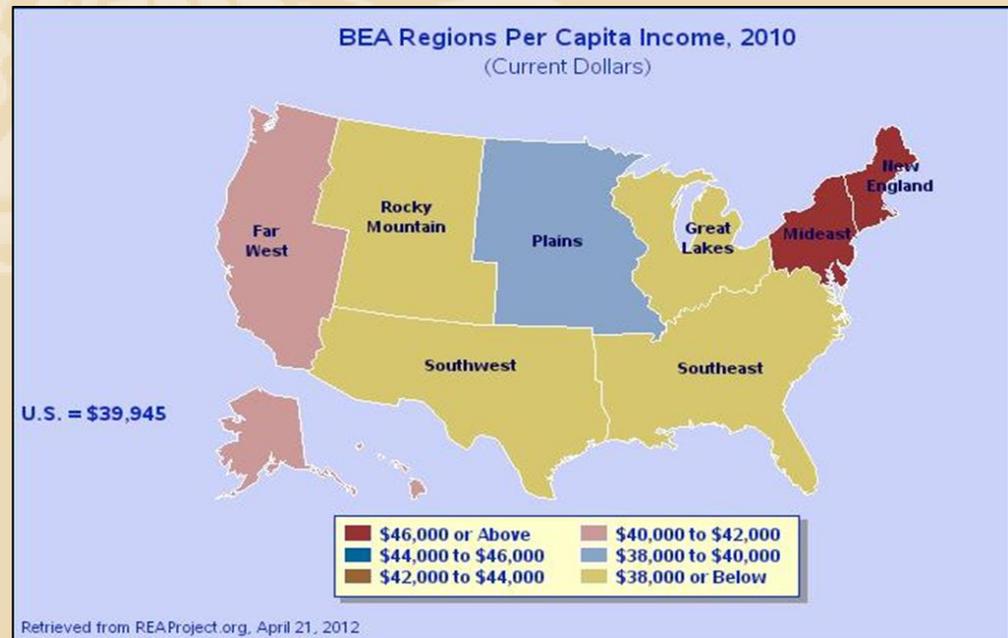
## ❖ Focus on Income per capita Growth areas

- New England
- Mideast
- Far West

## ❖ Focus on Travel Retail

- Ports of Entry
- Countries of Overseas Arrivals

*Focus on the overlap  
& Start in NYC*



# Creative Brief - Client

Brand Agency Leader: Saatchi & Saatchi  
Product: Brit by Burberry

Date: 4/24/2012

## Assignment/Creative Needed (Launch JAS '12)

360 Campaign to refresh Brit by Burberry: Print, OOH, Digital, PR, Partnerships/Endorsements

### Background

Brit by Burberry is the penultimate tier collection of iconic British luxury fashion house Burberry. The more prestige collections, London and Prorsum, are better known but Brit offers more casual and less expensive clothing with Burberry's top quality and balanced trendy/classic designs. Brit could be positioned to be more distinctive from Burberry's other collection and to capture more of the rapidly growing market of male luxury shoppers.

### Objective

- Reposition BRIT to a more defined target audience
- Drive awareness and knowledge in major metropolitan fashion capitals in the country, starting with NYC as a temperature check
- Capture more wardrobe share for new and current shoppers

### Target

Clipsters (Classy hipsters)

### Consumer Insights

He is externally-focused and exacting when it comes to his physical and social appearance. He is not a showboat, but he often tries to portray a well-rounded, intelligent and cultured image by lightly participating in sports and attending museums/art exhibits. The clothes he wears and products he buys are a reflection of how he wishes to appear to others to gain peer approval, status or sex appeal. He is very careful about his purchase choices. His top luxury buys are electronics and watches, and he revels in the selection process and rich technological specification data. For his attire selection process, he similarly fusses over specifications such as fit and quality to ensure he refreshes his wardrobe with improvements.

### Key Communication

Brit by Burberry is a collection that offers smart casual attire with the right blend of classic and trendy designs, providing smart, casual, contemporary menswear.

### Reason(s) to Believe

- Burberry's equity (reputation of impeccable quality and balanced designs)
- Brit by Burberry smart casual offering

### Brand Personality

- Burberry is British, timeless, sophisticated, modern, polished
- BRIT is smart, youthful, fun, contemporary, casual

### Barriers Advertising Must Overcome

- Burberry is old-fashioned

### Executional Mandates

Burberry is a prominent luxury fashion house. The brand must never be denigrated by associations or ideas that conflict with its prestige and the premium of its collections.

1. Reposition BRIT to a more defined target audience
2. Build Awareness & Knowledge
3. Capture Wardrobe Share  
(both current and new shoppers)

*"He is not a showboat, but he often tries to portray a well-rounded, intelligent and cultured image... For his attire selection process, he similarly fusses over specifications such as fit and quality to ensure he refreshes his wardrobe with improvements"*

**CAMPAIGN IDEA**  
Look (BRIT) Smart

# Creative Brief - Agency

**Objective:** Capture more wardrobe share of current and new shoppers with smart casual attire from BRIT

**Issue:** He sees Burberry as old-fashioned

**Insight:** He wants to be viewed as savvy and values fit above other attributes

**Challenge:** Entice him with BRIT smart, casual, contemporary menswear- denim (casual) complimented by British looks (smart) to reinforce his image

**Campaign Idea:** Look (BRIT) smart

**Tagline:** Contemporary Styles  
Classic Swagger

# Tagline



**BRIT**<sup>®</sup>  
Smart

Modern Fit Denim meets British Charm

Contemporary Styles  
Classic Swagger



**BRIT**  
by  
**BURBERRY**

A man in a brown trench coat and blue jeans walks towards the camera on a train platform. He is carrying a brown bag. In the background, a high-speed train is stopped at the platform. The station has a large, arched glass and steel roof. The scene is lit with warm, yellow lights.

**BRIT**  
Smart

Slim Fit Denim meets  
Timeless Trench

Contemporary Styles  
Classic Swagger

**BRIT**  
by  
**BURBERRY**

# BRIT

Smart

Tailored Overcoat meets  
warm English Chivalry

Contemporary Styles  
Classic Swagger

BURBERRY  
BRIT



# Media Plan

## OOH: Traditional



SOHO  
WILD POSTINGS

TIMES SQUARE  
BILLBOARD



# Media Plan

## OOH: Subway



**BRIT**  
by  
**BURBERRY**



**BRIT**  
by  
**BURBERRY**

# Media Plan

## OOH: Taxi

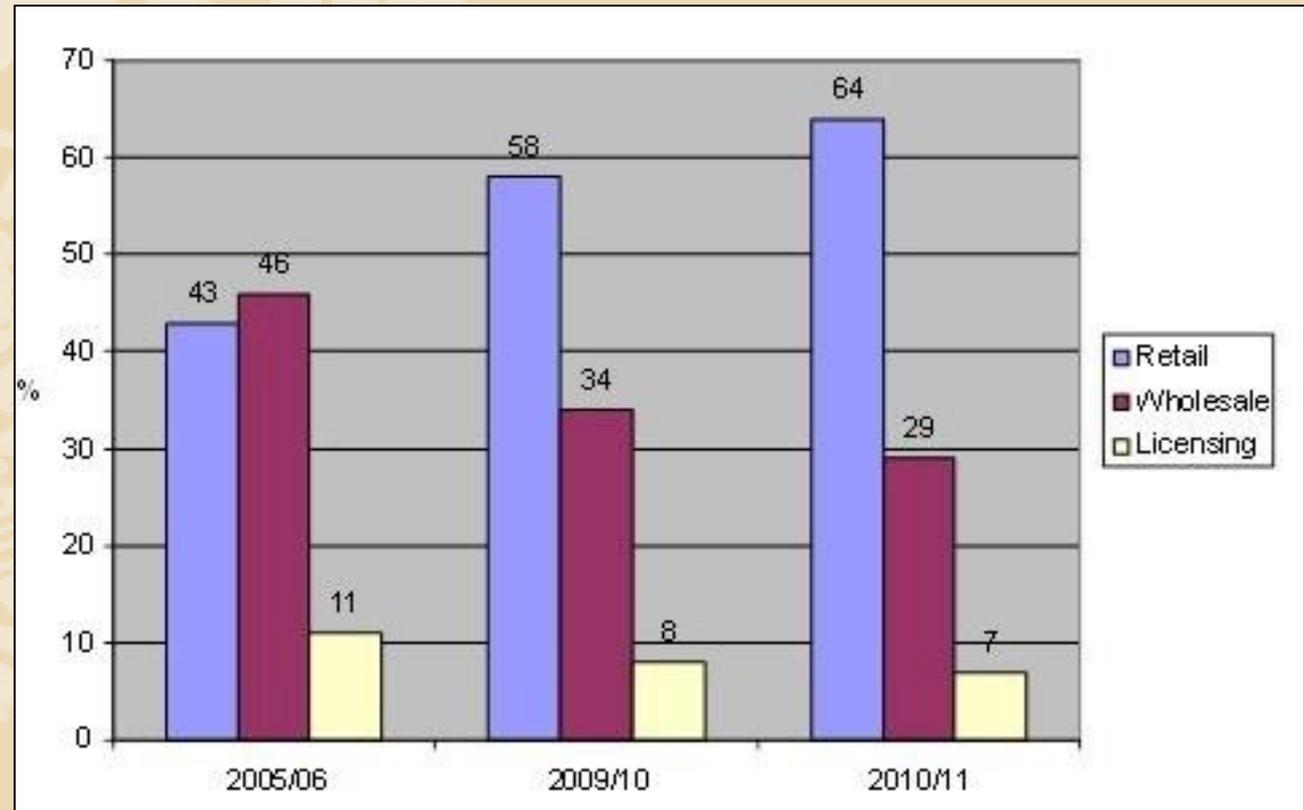
**Objective:** Build awareness and knowledge through brand engagement from a leading men's fashion figure

**How it works:** Promotional video features Christopher Bailey (Chief Creative Officer of Burberry) explaining new campaign for BRIT and shows denim outfits



# Channels of Distribution

- ❖ Retail
- ❖ Wholesale
- ❖ Licensing



- There is a focus on Retail and a shift towards digital as well
- Burberry became a retail led organization with 32% growth in sales\*

# Department Stores

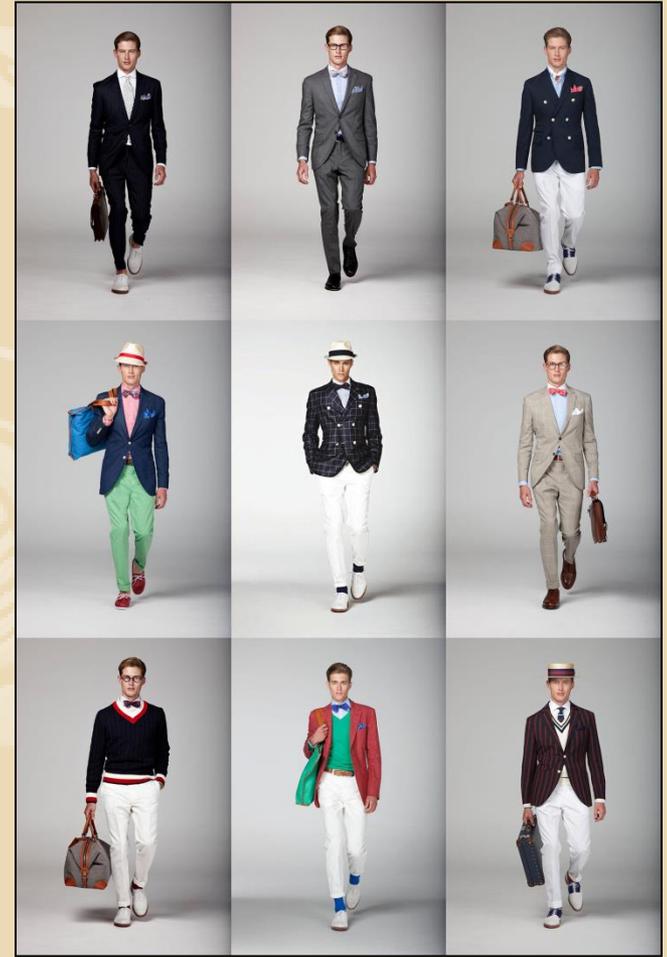
- ❖ Create Awareness of the different Burberry Lines
- ❖ Understanding Competitive Promoting tactics
- ❖ With less control on department stores, Focus will be directed to Retail and Digital Space



# Brand Retail

In-Store Burberry  
Lookbook organized by  
collection

- ❖ Makes it easy for him to find articles of clothing and direct salesperson to locate it



# Brand Retail

## Visual Merchandising

- ❖ Editorial photos of looks near the attire they portray (ideal for small NYC spaces with few mannequins)



# Digital Marketing

- ❖ Leverage the online community to convert likes to purchases
- ❖ Reward the online community:
  - Fashion Blogger reward program
  - Most likes/comments of Art of the Trench
  - Exclusive invites to Burberry events
- ❖ Optimize Burberry Brit search results
- ❖ Enhance the website experience

# Digital Marketing

- ❖ Leverage the online community to convert likes to purchases



The image shows a screenshot of the Burberry Facebook page. At the top left is the Burberry logo, a knight on a horse. To its right is the brand name "Burberry" in a bold, serif font. Below the name, it says "12,471,771 likes · 240,824 talking about this". To the right of the name are two buttons: "Like" with a thumbs-up icon and "Message" with a speech bubble icon and a dropdown arrow. Below this is a section with a light blue background. On the left, it says "Clothing" and "Burberry is a 156 year-old global brand with a distinctly British attitude". Below this is the "About" link. To the right are four navigation options, each with a small image and a label: "Photos" with a red umbrella, "Likes" with a thumbs-up icon and "12.4m", "Acoustic" with a guitar, and "Videos" with a man speaking.

**Burberry**  
12,471,771 likes · 240,824 talking about this

Like Message

Clothing  
Burberry is a 156 year-old global brand with a distinctly British attitude

About

Photos Likes Acoustic Videos

# Digital Marketing

**Objective:** Reward the online community

**How it works:**

- Exclusive invites to events
- Loyalty programs

FASHIONISING.COM

## Fashion blog

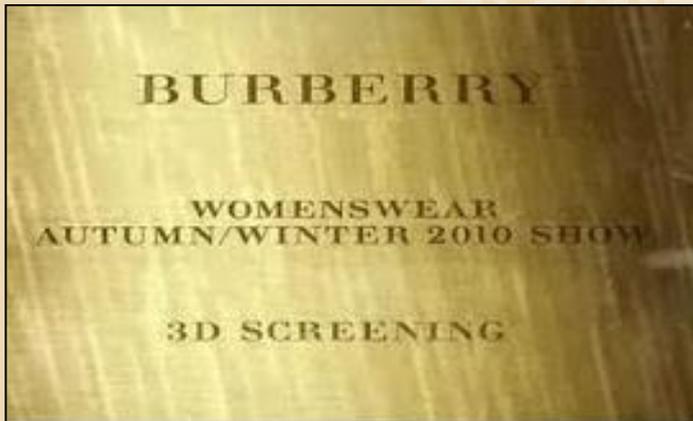


### Crystal Renn's hunger games

Written by Tania Braukämper on 23 Apr 2012

There's often a lot of frou-frou and frills to be expected from any Ellen von Unwerth shoot, though always in a playful and downright sensual way. It's none the less refreshing to see an Unwerth shoot that capitalises on her ability to make over-the-top costumery work in a powerful way, but one that channels it into something stronger and sharper. This shoot for Shon Magazine ...

Read '[Crystal Renn's hunger games](#)' >



# Digital Marketing



**Burberry Brit**  
Tempest Field Jacket  
\$695.00  
Cotton Check Sportshirt  
\$250.00  
Straight-Leg Denim Jeans  
\$195.00

**Burberry Brit**  
Trench Coat  
\$995.00  
Micro-check Gingham Sportshirt  
\$175.00  
Straight-Leg Denim Jeans  
\$195.00



## ❖ Enhance the website experience

- When you click on an item, all the products & accessories for the look should be recommended with prices and almost look like a package

# Digital Marketing

- ❖ Enhance the website experience
  - Make sub-brand differentiation clearer through features similar to Ralph Lauren website:
    - List each brand when the he rolls the pointer over menswear
    - Have a unique positioning statement and visual world to reinforce different branding identities for each sub-brand when he rolls the pointer over the sub-brand name



# Online Placement

The image shows a screenshot of the AskMen website homepage. At the top left, it says "20 MILLION READERS WORLDWIDE". The main header features the "AskMen" logo with the tagline "BECOME A BETTER MAN". To the right, there is a "NEWSLETTER SIGN UP" section with the text "GET THE BEST OF ASKMEN IT'S WEEKLY & IT'S IN YOUR CITY!" and a "SIGN UP" button. Below the header is a navigation menu with categories: "OUR FAVORITES" (Home, Top 10, Video, Galleries), "LOOK BETTER" (Fashion, Grooming, Health & Sports), "LIVE BETTER" (Dating & Sex, Fine Living, Power & Money), and "KNOW BETTER" (Entertainment, Celebs, Cars, City Guides). A secondary navigation bar includes "Top 99 Women", "Top 49 Men", "Top 29 Cities", "Great Male Survey", "Better Man 2012", "AskMen Specials", "AskMen Books", and "AskMen Lounge". A large banner for "THE CHIVAS BROTHERHOOD" is visible. The main content area features a large article titled "The Pimped-Out, Rugged & Semi-Affordable Land Rover" by Rob Lewis, accompanied by a photo of a Land Rover SUV. To the right, there is an "EDITOR'S PICKS" section with a list of four articles: "10 Off-The-Beat-Path Countries Every Man Needs To Visit", "The Smart Way To Buy Technology", "Meet The Real Jon Jones", and "We Poll You: What Fad Diets Are Men". The left and right sides of the screenshot are circled in yellow, indicating the focus of the web takeover.

- ❖ Focus web takeovers on sites with content relevant to the BRIT man's lifestyle

# Online Placement

**AskMen**  
BECOME A BETTER MAN

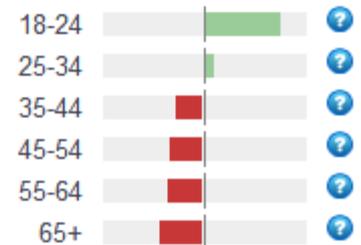
CONTINUE TO ASKMEN ▶



## Gender



## Age



# Online Placement

sign in | join now

# STYLE.COM / SEE FASHION FIRST

FASHION SHOWS | PEOPLE + PARTIES | NEWS | TRENDS + SHOPPING | ACCESSORIES | BEAUTY | VIDEO | COMMUNITY | MAGAZINE

APRIL 21, 2012

Search Style.com GO

**STYLE.COM/PRINT** order now

**ISSUE 02** available now

read all about it

advertisement

**BURBERRY BRIT**

*we salute*  
**A BEAUTY ICON**  
...him, not her

**Spiked Punch**  
surrealism hits fashion

**The Repossi Posse**  
gaia and friends have an evening out  
*plus:* koons puts the cherry on top

**Earthen Wear**  
a dozen ways to go green in style

# Online Placement



## THE COOL HUNTER

ROAMING THE USA AND THE GLOBE, SO YOU'RE IN THE KNOW

Home

News

Architecture

Design

Travel

Fashion

Lifestyle

Music

Art

Gadgets

Ads

Kids

Stores

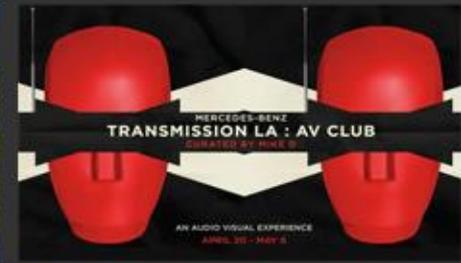
Events



Cool iPad Docking Station



For The Love of Wood



The Avant Garde Diaries - L.A



HOT PICK

Google™ Cus

Sign Up

Advertise

About Us

Contact Us

Twitter

Facebook

Search

RSS Feeds

Tag Cloud

Cool Hunter

# Events & Experiential

## Stealth Marketing

- ❖ **Objective:** Organically build BRIT brand awareness
- ❖ **How it works:** Guy wearing Burberry Brit and with a Burberry shopping bag strategically placed on the table gets complemented for his clothes by his friends.
- ❖ **Location(s):** SoHo, Greenwich Village, other neighborhoods filled with the BRIT man's regular haunts



# Events: Met Exhibit Opening

**Objective:** Drive buzz and awareness of Burberry as a modern brand with connections to the art world and a deep luxury heritage; leverage halo effect to increase BRIT equity

**How it Works:** Commission curator to create exhibit that illustrates the history of Burberry & emphasizes fashion's connections to modern art

- Invite celebrities & NYC-area socialites that emulate BRIT image
- Performance by Burberry Acoustic talent
- Exclusive, invite-only event
  - Invitations sent to current BRIT and Burberry clients as well as other NYC-area men that fit in target demo
  - Leverage QUBERS, Smallworld, other similar networks



# Events: Williamsburg Pop-up Shop

**Objective:** Build awareness of Burberry brand among target demo; test BRIT store concept in hip NYC neighborhood

**How it Works:** Location opens for 3 weeks in August/September selling featured lines and items; A big, flashy opening event will celebrate the shop and generate buzz

- Shop Opening with performance by Burberry Acoustic artist(s)
- Opening and closing events
  - Culminates on NYFW
- Digital displays play exclusive footage of models/British talent in BRIT apparel featured in store
- Personal shoppers



# Events: Burberry Acoustic Series

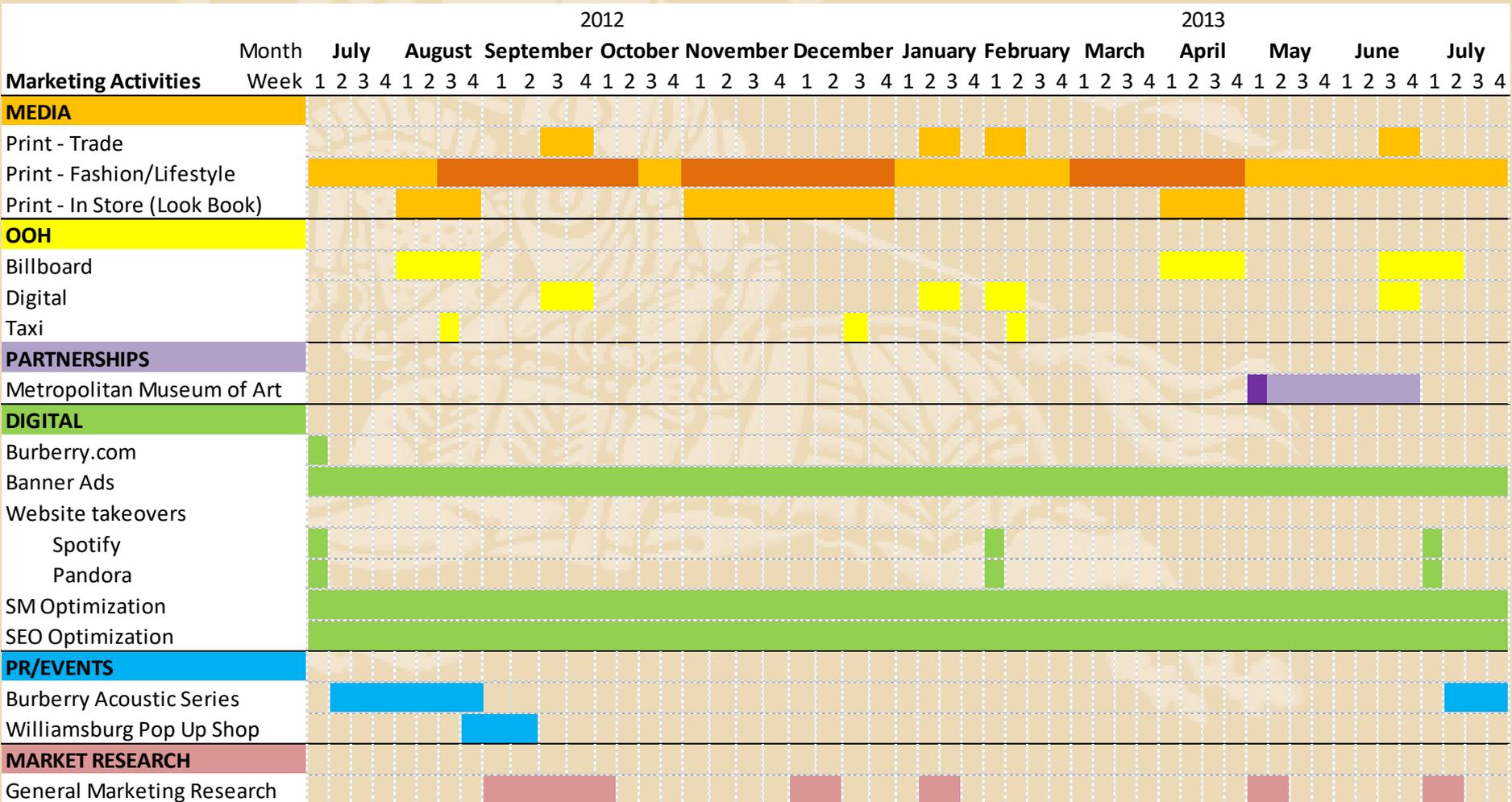
**Objective:** Drive buzz and build BRIT's equity as a lifestyle brand

**How it Works:** Series of exclusive concerts in major metropolitan areas to showcase Burberry Acoustic talent

- Elements of mystery built into event: Date and city broadcast in advance, exact location and times sent out to local Facebook fans the day of
- BRIT clients get special perks, access to VIP section
- Headlined by popular indie artists
  - Ex: Gotye



# Integrated Marketing Calendar



# Marketing Research

## 1. Name Change

- Qualitative research to assess whether a change to BRIT by Burberry still resonates with consumers and differentiates the brand while still leveraging Burberry brand equity

## 2. Williamsburg Location

- Review performance of Williamsburg location; if goals exceeded consider establishing a full BRIT location

## 3. Evaluate Campaign

- Research 6 months after campaign launch, note performance in market and against goals to determine effectiveness of campaign
- Optimize strategies if necessary

# Marketing Metrics

## 1. Overall Sales

- Sales Revenue: outperform market by 50%
- Market Share
- Foot Traffic
- Units Per Transaction
- Frequency of Purchases

## 2. Events

- Media impressions
- Attendance
- Social media activity before & after

## 3. Advertising Metrics

- Click-through rate
- Time spent on site
- Web Traffic
- Message amplification via social platforms

# Risks & Hedges

Risks for Burberry overall

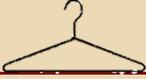
- Cannibalizing sales of higher end Burberry brands
- Fail to stretch brand far enough away from old/ “stodgy” brand perception among target audience
- Imitation of promotional strategies by competitors
- Focus on Brit could alienate loyal Burberry clients & dilute overall luxury status
- British sensibility will not translate to the lifestyle & personal style of American consumers
- Position BRIT as a lifestyle brand with an identity distinct from other Burberry brands
- Minimize use of iconic tartan pattern
- Differentiate with focus on Burberry heritage
- Maintain classic Burberry elements of high quality and tailoring
- Identify British talent that has crossover appeal
- Creative campaigns that speak to lifestyle and not just locality

Risks for BRIT

# Appendix

## Media Plan: Budget & Objectives

### OBJECTIVES

	% of Budget	Budget	Awareness	Education	Trial
Media	25%	\$ 9,338,613			
Out of Home	20%	\$ 7,470,890			
Digital	20%	\$ 7,470,890			
PR/Events	15%	\$ 5,603,168			
Partnerships	10%	\$ 3,735,445			
Direct/Promos	5%	\$ 1,867,723			
Market Research	5%	\$ 1,867,723			
TOTAL*	100%	\$ 37,354,452			

\*Marketing Budget is 6% of past year's US sales revenue (\$622.5742MM)