

BURBERRY

VISUAL DIGITAL REPORT



BESPOKE

REDEFINING
CUSTOM-MADE

CREATED BY
OLUREMI AFOLABI | SIOBHAN
THOMPSON | TANSU GUNAY

CONTENTS

04	Executive Summary
05	Brand and Trench Coat History
17	Mission Statement , Aims & Objectives and Goals
21	Market Position, USP & Competitors
23	SWOT, PEST & Legal Considerations
30	Target Market & Consumer Profile
36	Burberry Bespoke Omni-channel Journey
41	Social Media Strategy Campaigns: Past & Present
47	'Burberry Bespoke' Social Media Strategy
51	Social Media Platforms
53	Social Media Policy & Guidelines
55	Content & Types Of Promoting
60	Influencer Marketing Brand Ambassadors
63	Social Media Mangement





CONTENTS

66	Digital Voucher: Burberry E-Gift Card
69	Search Engine Marketing Plan, Objectives & Our SEO Process
75	Keywords, Pay-Per-Click Campaign & AD Campaign
86	Measuring & Tracking Success
89	Paths To Conversion: The Sales Funnel
94	Burberry Retention Marketing Strategies
100	Retention Marketing: The Art of the Trench
106	Burberry Blog & Email Marketing Campaign
111	Communication For Good Customer Relations
117	Burberry Bespoke: Budget & Return On Investment
118	Burberry Bespoke: Overall KPI's
123	Benefits Of Our Online Marketing Plan
125	Conclusion
126	Burberry's Future

DIGITAL MARKETING TEAM



When we first received the brief we didn't know what to and how to even start this report. We were struggling to come with an idea that wasn't done already. By chance, we had searched Trench Coat into Google and realised that Burberry was in none of the Google listings. Therefore we decided to create an idea around the brand Burberry with a key focus on their trench coats.

Then through the research, we discovered that Burberry has previously done a lot of innovative digital campaigns over the last few years which have included offering customers the chance to custom order their trench coats with the Burberry Bespoke digital feature/app.

From that 'Burberry Bespoke: Redefining Custom-Made' was born. We decided to relaunch the app and to also incorporate other elements we liked from previous campaigns.

**P.S JUST WANTED TO SAY HUGE THANKS
TO ALL OUR LECTURERS.**

Remi, Siobhan & Tansu

DIGITAL MARKETING TEAM



EXECUTIVE SUMMARY

Burberry was born from the trench coat and we believe that is the core of our business. We as a brand would like to bring the Burberry Trenchcoat in the homes around the world.

With “70% of its retail sales having involved support from digital technology at some point in the customer journey, its ambition is for digital to remain a clear point of differentiation with scope to be more ambitious commercially.”

Therefore, we would like to create a campaign that is more on product focus and will allow “the customer to connect more readily with the creativity, craft and storytelling that define and differentiate” our product from others in the luxury sector.

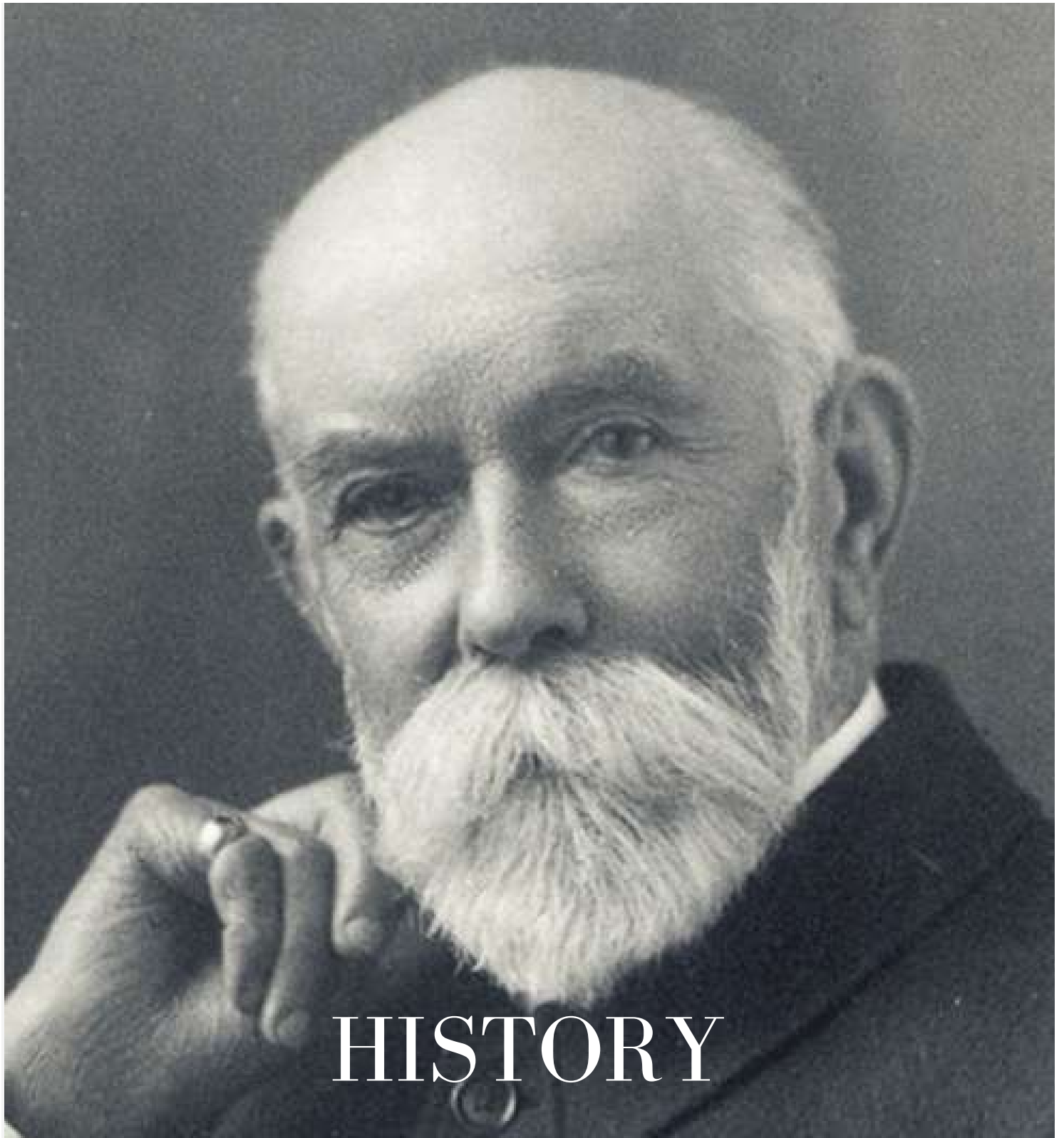
With this in mind we the marketing team has decided to relaunch the Burberry Bespoke

service again but make want to make it so that it incorporates the brand omnichannel goals.

The new app will “enabling seamless customer journeys across digital platforms and using technology to service customers in-store while ensuring that these online and offline worlds are linked.”

In this report, we aim to plan and create a detailed online marketing strategy that will focus on social media and search engine marketing campaign. In addition, the report will also cover the law and legal consideration along with what the consumer journey will be like and what are the positive response from the service and how we plan to retain the customers. Furthermore, to prove this campaign can become a success we will show some estimated return on investments.



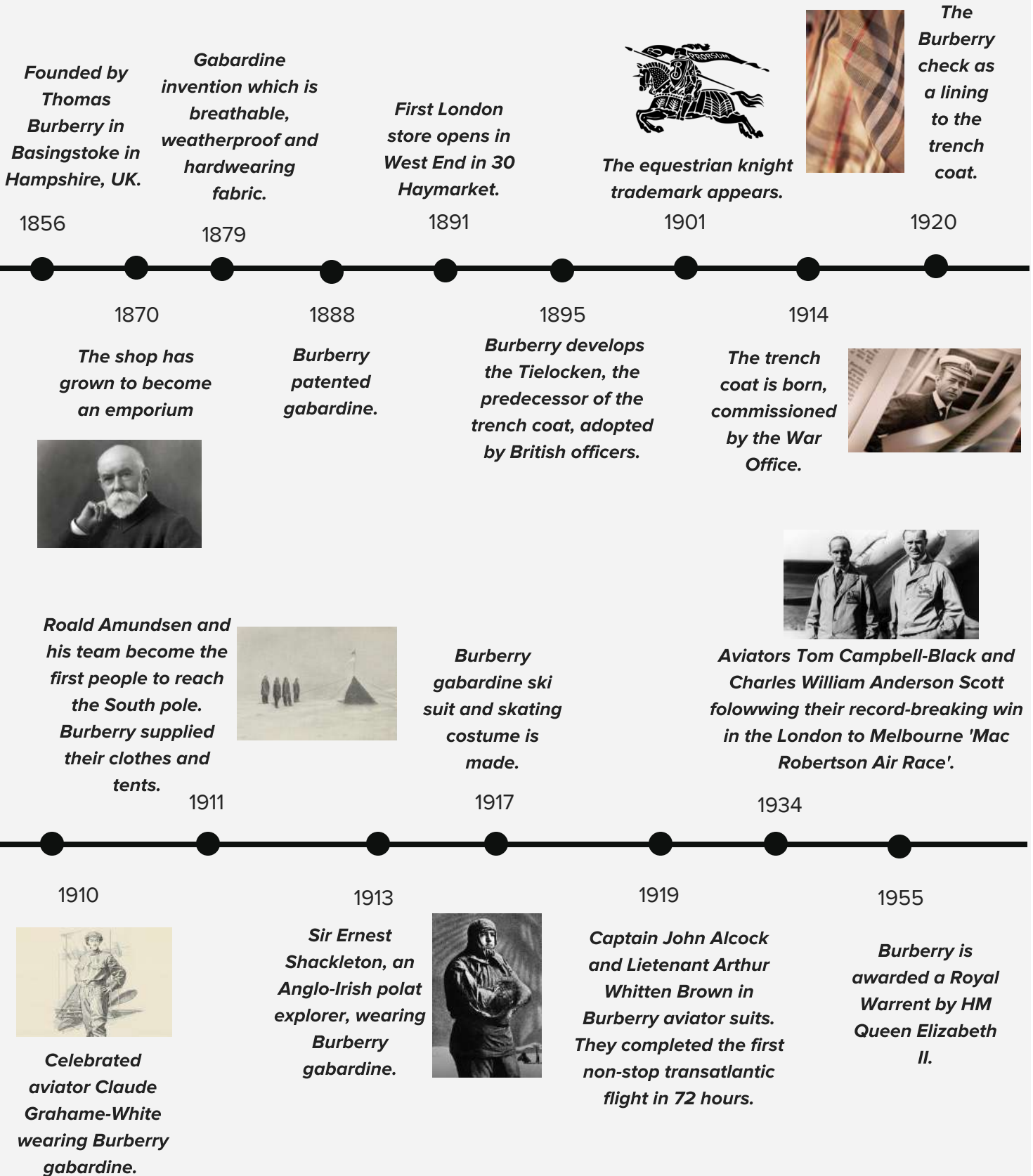


HISTORY

Burberry Group PLC is a British luxury fashion house headquartered in London, England and is known for its distinctive British identity. The Burberry fashion house was founded in 1856 in Basingstoke in Hampshire, UK, by Thomas Burberry. Burberry is known for its distinctive British identity.

Thomas Burberry was at the time a 21-year old apprentice draper who was a specialist in outdoor sportswear. He established a wealthy clientele who devoted themselves to hunting and fishing during the early years of his career.

BURBERRY TIMELINE





Riccardo Tisci
appointed the Chief
Creative Officer
Director for Burberry

Burberry opens the first store on Bond Street, London, reflecting the brand's status as an iconic, global luxury brand.

2000

Burberry launches the first transactional website in the United States.

2004

Burberry.com launched. It is now available in 44 countries, in 11 different languages and is optimised for iPad, iPhone and other mobile devices.

2011

2018

1999

Change of company name from Burberry's to Burberry.

2001

Christopher Bailey appointed as Design Director



2006

The UK transactional website launches.



2012

Opening of 121 Regent Street, London, our most digitally-advanced brand experience, bringing every aspect of burberry.com to life in a physical environment for the first time.



2020

BURBERRY BESPOKE

**We will relaunch the Burberry Bespoke digital feature.
'Redefining Custom-Made' allowing customers to create their own iconic trench coat to their personal tastes.**





HISTORY OF BURBERRY'S CHECK

This history of the Burberry check tells a story about class, Britain and many interpretations of “luxury.” The iconic Burberry check is one of the most recognisable patterns in the world. In the 1920's, Burberry saw its next great brand breakthrough with the creation of its iconic check, a Scottish tartan design with a beige base, accented by black, red, and white. Originally, the check was only sewn into the company's coats. In fact, it would take more than forty years from the check's origins for the design to become a fashion statement of its own.

The Burberry check, now registered as a trademark, originally was introduced as a lining to the trench coat. During the 1940's, Burberry supplied the British Army with a range of military apparel and accessories, including the trench coat. Burberry also catered for various other divisions of the Royal Air Force (RAF), the Royal Navy, the Royal Pioneer Corps, the Officer Cadet Training Unit (OCTU), and the Auxiliary Territorial Service (ATS) - including the women's division.

The trench quickly became so trusted that Burberry coats became standard issue for officers during World War I. This is, in fact where the term “trench coat” comes from; before the War, these coats were known as “Tielocken.” Numerous adventurers, from arctic explorers to aviators, also wore Burberry on their expeditions. Before it evolved into a luxury brand, Burberry was primarily an outdoor outfitter.

In the 1920s, Burberry saw its next great brand breakthrough with the creation of its iconic check, a Scottish tartan design with a beige base, accented by black, red, and white. Originally, the check was only sewn into the company's coats. In fact, it would take more than forty years from the check's origins for the design to become a fashion statement of its own.

At present, Burberry sources and markets its apparel and accessories worldwide with major markets in Spain, America and Asia Specific which accounts to 90% its revenue and emerging markets like China, India, Russia, East Europe and the Middle East.

The Burberry team consists of over 10,000 employees worldwide. Burberry products are sold globally through its 498 stores worldwide and online at Burberry.com, as well as through third-party wholesale customers, both instore and online.





HISTORY OF THE TRENCH COAT

A trench coat is a raincoat crafted using gabardine, a tough and hard-wearing fabric that is waterproof. Tight in its weave, gabardine is water-repellent yet allows for ventilation, and is still woven in Burberry's English mill to this day. The classic versions come in various styles and lengths ranging from just above the ankles (the longest) to above the knee (the shortest). The ever-recognisable Burberry check, a signature combination of camel, ivory, red and black, is used to line the trench coats, and this has been so since the 1920s. Each trench coat takes approximately three weeks to make.

The trench coat was originally an item of clothing for Army officers as an alternative to the heavy serge greatcoats worn by British and French soldiers in the First World War for use in the trenches, hence its name. It was designed for soldiers who needed shorter, light-weight, waterproof and breathable outerwear for extreme conditions. Most importantly, it would have to allow them to move freely and quickly. The traditional colour of a trench coat was khaki and the modern versions come in many colours.

The invention of the trench coat is claimed by two British luxury clothing manufacturers, Burberry and Aquascutum. Thomas Burberry invented gabardine fabric in 1879 and submitted a design for an Army officer's raincoat to the United Kingdom War Office in 1901.



THE TRENCH COAT

NAME

Patented by Thomas Burberry in 1912.

DESIGN

The original Trench coat featured a belt but was button-free. The classic (and insulating) double-breasted construction provided protection “from throat to knees,” claimed a 1916 ad.

COLOUR

For more than 100 years, Burberry’s classic gabardine trench has only ever been available in tan or black. However, starting in 2015, the heritage style also comes in red and navy.

CRAFT

All of Burberry’s trenches are still made in Northern England, where workers spend a year just learning how to stitch the signature notched collar.

FABRIC

Gabardine, a weatherproof cotton twill pioneered by Burberry in 1879, was revolutionary for being both lightweight and durable.

LINING

The iconic check lining wasn’t introduced until the 1920s. Today, it’s carefully placed so the checks align at a 45-degree angle.





After the war, Officers grew somewhat attached to their coats, and continued to wear them at home. Burberry and Aquascutum were leading menswear and sportswear designers at the time. This only added to the trench coat's popularity in civilian life. They continued to be seen as a coat of distinction and recognition.

When World War II started, the trench was still the coat of choice for officers in the field. Other countries saw how practical and popular these coats were and adapted them for the use of officers and soldiers in their armies. The style of the coat began to be adapted slightly for field use, and eventually shorter versions became available.



WORLD WAR





THE TRENCH COAT AND HOLLYWOOD

As well as being the coat of choice in the trenches and battlefields, the trench started to gain a celebrity status in the period between the World Wars. The golden age of Hollywood paid homage to the trench and it was seen in various films, being worn by stars of the silver screen. Detectives, gangsters, femme fatales and leading men could be seen wearing the iconic garment. In 1941's *The Maltese Falcon*, Humphrey Bogart wore an Aquascutum Kingsway trench. He also wore it in infamous scenes in 1942's *Casablanca* and 1946's *The Big Sleep*. Leading ladies such as Marlene Dietrich and Audrey Hepburn were also dressed in the alluring coats.

These powerful roles, along with their firm establishment in the military made the trench coat an even more enviable and covetable item. They were effortlessly cool and carried the attitude and persona of the powerful, fearless, brave, and mysterious. From Royalty to film stars, the trench became as important a piece of fashion as blue jeans. It incorporates style and function, with a history that makes it all interesting.





THE TRENCH COAT TODAY

It continues to be a fashion staple and an iconic garment that can be seen almost every year on catwalks all over the world. Burberry continues to be leaders in trench coat production; creating styles for men and women that evoke a sense of fashion prowess and impeccable taste. During the 1990's, the fashion house breathed new life into the trench, offering avant-garde variations; including bright colours, prints, and fabric details ranging from lace and satin to python skin. Where once this coat was limited to the safe colours of camouflage; khaki, beige and black, designers now have fun with it, and the trench has been created in all colours of the rainbow, including eye-catching metallics. The trench has come a long way from the mire of the trenches. The lightweight fabric and weatherproof finish also remain a staple characteristic.

Certain features remain ever popular; the wide lapels, epaulettes, large pockets and belted waist.

Now, the Burberry the variations of the trench can be regularly seen on the likes of Cara Delevingne, Suki Waterhouse, Emma Watson, Jourdan Dunn and Kate Moss. It is also worn amongst many millennials and bloggers/influencers. In 2016, the British fashion brand was once again in the forefront of fashion by introducing the see now, buy now model.



THE CHELSEA, OUR SLIMMEST CUT FOR A DEFINED FIT

SHOP THE CHELSEA



SLIM FIT
The Long Chelsea Heritage
Trench Coat
£1,450



SLIM FIT
The Long Chelsea Heritage
Trench Coat
£1,450



SLIM FIT
The Chelsea Heritage
Trench Coat
£1,450



SLIM FIT
The Chelsea Heritage
Trench Coat
£1,450



SLIM FIT
The Long Chelsea Heritage
Trench Coat
£1,450



SLIM FIT
The Long Chelsea Heritage
Trench Coat
£1,450



SLIM FIT
The Chelsea
Trench Coat
£1,450

THE WESTMINSTER, THE RELAXED-FIT TRENCH CREATED FOR EASY LAYERING

SHOP THE WESTMINSTER



RELAXED FIT
The Long Westminster
Heritage Trench Coat
£1,550



RELAXED FIT
The Westminster Heritage
Trench Coat
£1,550



RELAXED FIT
The Westminster Heritage
Trench Coat
£1,550



RELAXED FIT
The Westminster Heritage
Trench Coat
£1,550



RELAXED FIT
The Westminster Heritage
Trench Coat
£1,550



RELAXED FIT
The Westminster Heritage
Trench Coat
£1,550



RELAXED FIT
The Long Westminster
Heritage Trench Coat
£1,550

THE KENSINGTON, THE CLASSIC FIT FOR A TAILORED SILHOUETTE

SHOP THE KENSINGTON



CLASSIC FIT
The Long Kensington
Heritage Trench Coat
£1,450



CLASSIC FIT
The Long Kensington
Heritage Trench Coat
£1,450



CLASSIC FIT
The Kensington Heritage
Trench Coat
£1,450



CLASSIC FIT
The Kensington Heritage
Trench Coat
£1,450



CLASSIC FIT
The Kensington Heritage
Trench Coat
£1,450



CLASSIC FIT
The Long Kensington
Heritage Trench Coat
£1,450



CLASSIC FIT
The Kensington
Heritage Trench Coat
£1,450





MISSION STATEMENT

WE WILL CONTINUE TO ELEVATE THE BRAND'S STRONG REPUTATION IN LUXURY RETAIL, DESIGN AND DIGITAL INNOVATION, WHILST REMAINING RELEVANT TO THE EVER-EVOLVING MARKETS AND OUR CONSUMERS' TASTES.

AIMS

- Successfully relaunch, promote our current product and service to our desired target market (market penetration) through social media, search engine and retention marketing.
- To build familiarity, interest and favourability, as a leading luxury brand in digital.
- Entice our target market and reach new potential customers.
- Retain customers through providing great customer service.
- Create a unique and engaging online omni-channel experience for our consumers through multiple marketing strategies.
- Improve the overall percentage of online sales for the brand both locally and internationally.
- Consistently maintain our 'British' brand image and key message across all digital platforms.
- Improve search engine ranking.
- Successfully implement a market penetration strategy.





These are broad goals/objectives that we look to achieve after implementing our online digital campaign, which will be made more specific with SMART objectives within this report:

- Increase overall brand awareness and engagement.
- Boost online sales revenue.
- Drive traffic to the website
- Achieve number one ranking visibility on search engines.
- Increase customer acquisition
- Increase customer retention by improving on our customer satisfaction level.





MARKET ANALYSIS

We have conducted in-depth research on our current position in the digital luxury market and have mapped out an analysis assessing where our digital Burberry Bespoke marketing campaign will lie within the luxury market moving forward. We will be touching on our position in the market through SWOT and PEST analysis, defining our target audience including various customer segments and their buying patterns, our unique selling point of this strategy and current competitors.

Burberry has focused on targeting 'a young fashion-conscious consumer' for a number years now which has helped us rise above our competitors at an incredibly rapid pace. With our online marketing strategy for Burberry Bespoke, we will continue to target this specific consumer of affluent young men and woman in order to gain their loyalty to us as a luxury brand.

USP & COMPETITORS

Our unique selling point (USP) boils down to our strong British heritage, strong & influential digital presence, and innovative design of our product and service. The unique customisation feature that will appeal to our target audience and allow them to be part of the Burberry design process with ease also differentiates us from our competitors.

We have analysed and identified our current competitors within digital luxury retail. Competitors of Burberry are high profile luxury brands who are currently doing well on a digital scale and they include; Gucci, Hermes, Chanel, Balenciaga, Prada, Valentino, Fendi, Dior, Saint Laurent, Versace, Dolce & Gabbana, Louis Vuitton, Coach. Below is a curated perceptual map that shows our brand positioning amongst competitors in the field. We have positioned Burberry as a brand that is classic due to our strong British heritage, our product and service (Burberry Bespoke) is exclusive in the sense that customers will be able to create something that is personal and exclusive to them but we will be very accessible in terms of consumers being able to buy product and use our service anywhere they are with no restrictions.

TRENDY

D&G
DOLCE & GABBANA



VERSACE

GUCCI

BALENCIAGA

PRADA



FENDI

VALENTINO

EXCLUSIVITY

ACCESSIBILITY

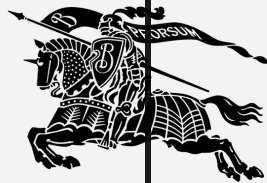
SAINT LAURENT
PARIS



COACH
NEW YORK



LOUIS VUITTON



BURBERRY
ESTABLISHED 1856

Dior



HERMÈS
PARIS



CHANEL

CLASSIC

SWOT ANALYSIS



17m followers



11.4m followers



215k followers



8.67m followers



315k subscribers

STRENGTHS

- Distinctive and iconic global luxury brand - 156 years of long history in British Fashion
- Top digital brand in luxury fashion - the brand uses technology to drive its digital strategy. It collaborated with technology companies, streamed content on Snapchat and maximized social media.
- Diverse product offerings and distinctively checkered pattern - instantly recognisable - Burberry's distinctive check pattern is one of the most well-known trademarks in the world as well as the creation of the trench coat during the 1st world war
- Focused branding created strong brand retention and brand recall - not a lot of TV ads or billboards promoting Burberry brands, mainly advertised on fashion websites, magazines like GQ, Glamour, Vogue etc
- Good advertising and brand presence in Europe especially England making Burberry a prominent brand
- Global presence - more than 500 stores in 50 countries. Sells through both retail and wholesale channels
- Well-known lifestyle brand - revamping and expanding brand through prestigious design, serving as an icon of status, class, tradition and luxury
- Received Royal warrant twice by Queen Elizabeth II and Prince Charles- added value to the brand
- Engagement with the social community - interacts and engages with social media audience to remain relevant to their target audience
- Associations with international celebrities to reach out to customers
- Burberry Regent Street flagship store– combined online and in-store shopping

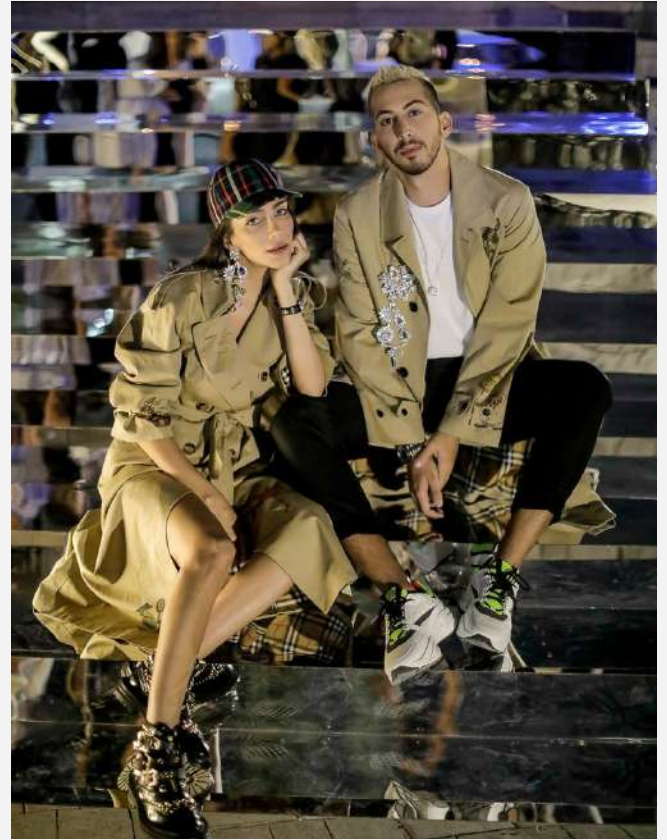
WEAKNESSES

- Premium price range - although pricing suggests quality and desirability, however, the young age/middle-class population can't afford for high priced products
- Limited product line - Burberry product line consists of apparels, beauty products and accessories which is limited in the luxury and fashion segment
- Asian markets - a significant proportion of Burberry's sales come from Asian consumers globally. Any change in consumer tastes or economic, regulatory or social and political environment in Asia could adversely affect their disposable income and travel which will subsequently impact the company revenue and profits
- The brand has to constantly fight with counterfeit products



OPPORTUNITIES

- Changing lifestyles - the changing consumer taste and preferences, education and changing lifestyle of developing economies has resulted into steep demand of premium goods and services
- Global expansion would help the brand grow worldwide
- Developing emerging markets - entering into new potential markets like Thailand, Turkey, Mongolia, Egypt and many other potential countries will be a way to succeed in the future and increase revenue for Burberry
- Expansion of business in China and India - as they are their growing markets in the future
- Expansion in product line - expanding its product line to home decor, furniture, personal grooming etc. This will open a new set of opportunities while at the same time it can differentiate itself from the competitors
- Increasing demand of premium products - expanding market size of these high range products through reaching new markets in the developing nations
- Growing existing e-commerce market - with the growth of e-commerce, Burberry's market share can increase, while saving on operational costs of brick and mortar stores
- More advertising and marketing would increase visibility



THREATS

- Competition from other brands - Chanel, Gucci, Louis Vuitton, Prada, Hugo Boss, Hermes, Versace, Valentino, Ralph Lauren, Christian Dior - all have presence worldwide which possess serious threat to the existence of Burberry
- Changing consumer lifestyle - continuously changing lifestyle and fashion is a major threat
- Ever-changing fashion - most products now have a short life-cycle, and people do not want to pay a lot for something that will be obsolete within a couple of weeks - Burberry must adapt and be quick to change as the market and consumers grow more complex and keep millennials loyal and focused on the right things
- Threats from imitation/fake products - one of the major issues faced by a premium brand is of imitation/fake products which can affect their brand equity over the period of time. Trademarks and other intellectual property (IP) rights are fundamentally important to Burberry's reputation, success and competitive position - unauthorised use of these, as well as the distribution of fake products, damages the Burberry brand image and profits

PEST ANALYSIS

POLITICAL

- Brexit laws - reduced the value of the pound by around 10% against the euro making the luxury market in Britain the cheapest in the world
- Burberry sales in the United States are not strong and matched with the presidential election in the US could trigger global economic and political effects. The political influences have shown to hinder American sales even further.
- Burberry needs to consider the trade regulation and tax assessment arrangement when sourcing or promoting items to parts outside Europe.
- Other factors include Government Stability, Taxation Policy, Foreign Trade Regulation and Social Welfare Policies.

SOCIAL

- Burberry is known to be the top British Fashion luxury brand with authentic merchandise, historic icons, which makes it popular among many. The constant change in fashion trends can have a direct impact on the people who can afford to buy from a luxury brand like Burberry.
- The British lifestyle and heritage of the brand is an advantage for Burberry as it brings success in overseas revenue. This is due to brand love and loyalty for the brand.
- The brand is extremely successful in the overseas market with increasing sales and profits. Burberry plans to make more business in China and India, holding two of the largest population.
- Burberry is a very social brand, with over 8 million users currently following their Instagram, Twitter and Facebook accounts. They have the highest number of followers on their Facebook account (17 million).
- Burberry is an attractive brand to shoppers, particularly tourists who are more inclined towards the British luxury labels.
- There is a cultural link between Burberry and Britain and this is something the brand continually use to their advantage.

ECONOMIC

- Burberry reported a 3% fall in underlying sales in July as sales across Europe are struggling in light of the terror attacks in Europe as well as other parts of the world. This has lead to series of economic led-decisions including unifying lines under one label and increasing the price of their core items. This has lead to a decrease in sales in the short-term, however, could boost profits in the near future.
- In 2016, Burberry planned to invest £5m in a new manufacturing and weaving facility in Leeds have also been paused due to current weakness of the pound, a move that could impact the brand authenticity. The plan was expected to provide permanent employment for more than 1,000 people.
- in 2017, Burberry spent an extra £50m a year into more attractive stores and better technology to establish itself "firmly in luxury".
- Nations crisis such as inflation, recession, interest rate and money supply could cause an impact on Burberry's quantity and profits.

TECHNOLOGY

- E-commerce represents only 4% of luxury sales, however 40% of luxury purchases are in some way influenced by digital experience.
- Burberry have focused heavily in a unique digital customer experience, with the introduction of the customer 1-2-1 service in 2013. The iPad application tool allowed sales advisers to create visual wardrobes and saved shopping preferences for customers/
- Burberry posts regularly on their social media accounts to keep their customers up to date and interested in the brand. They share their campaign photography, promotional videos consistently across their social media accounts.
- Burberry is the first luxury brand to live stream a runway show in 3D, where customers could buy products directly from the catwalk.
- All the stores are equipped with iPad devices for easily shopping and finding products in store and online.
- They also introduced a digital application tool to create and view customer profile (visual wardrobe, shopping history, size fits, saved products) all in one place.



LEGAL CONSIDERATIONS

Burberry as a brand knows that our employees and customers are the backbones of our business. So we believe in following all the laws and legislation that are put in place to protect them. We as a business know that the government has put the legislation in place to protect both the business and the consumer. We have followed these rules because we want our employees and customers to trust in our brand and that we will do everything to make sure that the product will reach them safely. With this in mind even though we follow every law and legislation, with 'Burberry Bespoke', we need to revisit and reconsider how these laws and legislation will affect this large scale campaign move.



COMPUTER MISUSE ACT, 1990

With regards to this act, we need to make sure that no one can be able to see the customers information without permission and we need to but protection in place so that no one can hack and steal peoples information for the website and mobile app of any service on this campaign. In addition, with our service begin omnichannel the hacker will be able to access multiple accounts and be able to give the consumer computers viruses. This will cause Burberry to lose customer trust, and therefore the new service will not be trusted and generate negative publicity and affect our ROI.

INTELLECTUAL PROPERTY

With regards to the law, Burberry will allow the customer to upload their own pattern for the lining of the new 'Bespoke' app and we need to make sure that the customer signs off for rights for the pattern to be used once for just this garment because they own the right to the design. Also, we need to make sure that they know that we might us their imagery for the Blog or campaign video and that they give the right for it to be used during this campaign run. the reason is that if we aren't clear on what they are agreeing to and we use their imagery without permission they can sue us sue for a bridge of intellectual property.

E-COMMERCE REGULATIONS, 2002

With regards to this law, it's very important to make sure that we implement this with the campaign because it's going to be and a service that will be selling goods online and via our app. we will also be doing adverts online via social media. We will need to make sure that the customer understands how to place the order for the Trench coat and the e-gift card. They must be informed that they confirm they understand what's going o happen when they place an order. Most important of all is that they receive a confirmation email acknowledging their purchase.



SALE OF GOODS ACT, 1979 & CONSUMER RIGHTS ACT, 2015

With regards to this act, it also incorporates the Sale of Goods Act. We will need to review our policy on returns which is "Please note it is not possible to return personalised, monogrammed or pierced jewellery items."

The reason is that with this new service the main selling point is being able to customise the trench coat. There we have a brand must change our policy to make sure that if the trench coat isn't made to the standard of the brand then the customer can return their item to have adjusted.

Furthermore, there is a delivery rule with this law so we need to make sure that we inform the customer on how many weeks the product will take to be made, but also that we keep them up to date if there is a delay in the process.

GENERAL DATA PROTECTION REGULATION (GDPR), 2018 & DATA PROTECTIONS ACT 1998

The GDPR is one of the most important laws that is being passed right now. it will affect every single business and also will be changing the policies of social media platform. So with that being said, Burberry will need to incorporate the rules set for the GDPR in there business going forward not just for this campaign to be launched in 2020. Furthermore, in the UK in May 2018 the new UK Data Protection Act, 2018 will incorporate the provisions of the GDPR.

So this that being said we need to make sure for this campaign has the service will require the customer's personal information to be able to fulfil the service that 'Bespoke' promises. We must make sure that we do not miss use the customer's data and information and they- they are keep in a secure and information must not be changed. Furthermore, with regards to the GDPR, all the customers in the UK and EU will be the right to see any information the brand holds on them. So when the customers sign up for anything in this campaign that requires personal information we must make sure that they opt-in by ticking a box after watching a video and what we require and will be doing with there information. If the business does not stick to the rules we can be fined around 4% of annual sales.



The reason to follow all these laws is that if the customer is unsatisfied with there service and product then it can create a negative image for the campaign. This will have a detrimental effect on the brand image and also the ROI.



TARGET MARKET

DEMOGRAPHIC SEGMENTATION

- Millennials – Aged 18-34.
- Men and Women.
- Location – Global / Specifically in Metropolitan areas.
- Affluent with high disposable income.
- Social class – Middle-Upper.
- Likely job roles – Entrepreneur & fashion-related positions.
- Marital status – Single, cohabiting or married.

BEHAVOURIAL SEGMENTATION

Our target consumer pays great attention to the value of any products or services that they choose to invest their money into and prefer to have different ways in which they can interact with brands. They tend to also show great brand loyalty when they trust a brand and are captured by authentic, inspiring and original content. Being avid researchers, they look for the best information before making purchase decisions. They appreciate creativity and innovation so they are quite resistant to the familiar. The customer spends a lot of time online being socially hyper-connected, communicating and purchasing via mobile phone mainly, but will happily shop in-store as well if the experience is worth it reflects how the brand is perceived online.



PSYCHOGRAPHIC SEGMENTATION

Our target consumers live very affluent lifestyles and are quite accustomed the finer things in life. They care a lot about their self-esteem, how their image and character is perceived, and indulging in their interests when they like. They have strong personalities; very intelligent and aspirational individuals, who would like to associate themselves with brands that have strong images and ethos, showing great empathy towards corporate responsibility and ethical issues.

The customer is fashion conscious, culturally aware, loves art, and very sociable so they enjoy days/evenings out with groups of friends. They are also very in sync with the latest technology and are very embedded in the digital culture, spending a lot of time on social media platforms. They tend to lead a lifestyle where they can appreciate and value the finer things in life.

GEOGRAPHIC SEGMENTATION

As we are a global luxury brand we are looking to take a local and international approach to our marketing efforts. Ideally, our target consumers will be located across a number of markets that we look to further penetrate including the US, China, UK, South Korea, France, Japan, Germany and Middle East (Saudi Arabia and United Arab Emirates). We will specifically target consumers who reside in metropolitan areas/cities within these geographic markets.





CUSTOMER PROFILES

Below are a few examples of customer profiles based on our target audience:



GISELLE

- Age – 22
 - Location – New York, USA
 - Job role – Buyer/Fashion Merchandiser
 - Marital status – Single
 - Shopping/online habits - Likes to shop online especially via mobile. As she's always busy and on the go. Loves to invest her money in striking luxury fashion pieces. Spends a lot of time browsing through Instagram as it is her main source of inspiration when it comes to social media.
 - Hobbies & Interests - Magazine collecting, travelling, photography, likes to visit art museums.
 - Best way to reach: Instagram, Twitter & Email.
-



JONAH

- Age – 26
- Location – Shanghai, Mainland China,
- Job role – Fashion Photographer
- Marital status – Single
- Shopping habits - Tends to shop online via desktop as he's always working on a PC or laptop.
- Hobbies & Interests - Photography, visits exhibitions, spends time working on his photography blog. Is a people's person so enjoys networking at fashion events.
- Best way to reach: Facebook, Youtube, Instagram.



TIFFANY

- Age – 30
- Location – London, England
- Job role – Creative Director
- Marital status – Engaged
- Shopping habits - Likes to shop online and in-store. Values excellent customer service and will show customer loyalty to brands who provide this.
- Hobbies & Interests - Visiting art & fashion exhibitions, travelling, fashion styling,
- Best way to reach: Instagram, Facebook & Email.

WHY WILL THIS DIGITAL CAMPAIGN APPEAL TO OUR CHOSEN TARGET AUDIENCE?

It is no surprise that millennials are more likely to purchase luxury products online rather than in store, especially via mobile, so as a luxury brand, we see this as an opportunity to continue to capitalise on the user experience of our e-commerce platforms for this digital marketing campaign.



The Burberry Bespoke campaign is driving attention towards the idea of customisation/personalisation, allowing consumers to co-create a unique product that is distinct to them. We find that millennials, in general, show great interest in products and services that are accustomed to suit their personal tastes and needs, which is why we feel that the concept of this campaign favours our specific target audience. We are trying to sell a story, an idea, a feeling, an ethos, as our target audience is more likely to buy into the experience as much as the product or service.

We have continued to lead the way in technological innovation and will continue to do so, as we want to invite our consumers inside the brand in a way that feels natural, and part of their everyday experience.



Our innovative social media marketing efforts will be most likely entice a younger audience who are currently in tune with the latest technologies and ideas of social media.

We would ideally like to create a luxurious digital experience that still upholds the exclusive brand image of Burberry whilst offering the convenience of shopping through digital.





EMMA WATSON " LOVE IT!X"

THE FIRST PERSON TO WEAR BURBERRY BESPOKE
TRENCH COAT, 2010

WHY BURBERRY BESPOKE?

Burberry's aim is to keep the trench coat front and centre and with the popularity of trench rise in the last few years. The brand wants to remind the industry that Burberry is the originator of the trench coat and they do it best. We plan to combine heritage and innovation by relaunching the 'Burberry Bespoke' for 2020.

The previous 'Burberry Bespoke' released in 2011 allowed the customer to customize their own trench coat. The service was an "interactive online experience allows consumers to explore the full possibilities of Burberry's iconic trench coat – silhouettes, fabrics, colours, hardware – and design a completely personalized edition" The service offered over 12 million combinations and the designs were made in England and was delivered within eight weeks.

With the new 'Burberry Bespoke' we will keep the concept and some features from the previous version to create a customizing service never before seen in the luxury market. The new service will "ensuring that customers can browse, buy and receive customer support seamlessly across any device or channel, globally." To deliver an innovative omni-channel journey.



“

"But people don't just shop in-store ... even when they're inside a store." - Aaron Orendorff, 2018

Omnichannel is multiple channel method to sales that pursues to offer the customer with a seamless shopping experience whether the customer is shopping online from a desktop or mobile device or in a brick and mortar store. To create an immersive experience with the Burberry Bespoke and we need to build an illusion of it being everywhere. By creating a full-fledged Omni-channel experience, we must make the Burberry Bespoke various customer touchpoints so interconnected that the user experience never ends.

WHAT IS OMNICHANNEL RETAIL?

Burberry as “online stock availability up 7% and significant improvements to digital conversion through the program” and we made sure that we “covering all aspects of the digital customer experience and designed to ensure that Burberry continues to lead the sector in this critical space”. That ‘why we aim to launch the new Burberry Bespoke app that will become a “core part of our digital universe as customers continue to move fluidly between the on and the off-line worlds, expecting seamless and personalized experiences”. We have a brand believes that omnichannel is the way forward for retail that will allow customers to have a unified experience across all channels.



"Omnichannel retail focuses on every customer interaction and their overall experience of your product and brand." Aaron Orendorff, 2018



BESPOKE OMNICHANNEL JOURNEY

To creating a full-fledged Omnichannel experience, we must make the Burberry Bespoke various customer touchpoints so interconnected that the user experience never ends.

We aim to allow customers to download the app, sign up and create their customer profile so that they can use the customizable service seamless when all their data is up to date.



The app will have all the feature but will offer more choices to choose from although it with also allows you to also add a custom print for the lining if you chose. The app requires you to add your measurements, so a 3D avatar can be generated to model your custom design for you. The avatar will be able to showcase the trench coat in a 360 view as well as move in the coat down a catwalk. The app will also allow you to share your designs via your social media accounts but also still jump back to the app when completed.

Once you have completed your design you can go to the checkout point to complete your order, however, a recommendation will come up before you place your order to book an appointment for an in-store appointment to get the coat fitted and alterations made before purchasing. Nevertheless, if you chose to complete your order a video will come explaining what will happen after you place the order and that the process will take up to 8 weeks for your coat to be made or up to 12 weeks if you chose to do a custom lining pattern.

After you have watched the videos and you ticked that you understand what you are signing up for it will take you to the check-out point where you chose your preferred method of payment. After placing the order, the app will also incorporate feature from the 'Burberry Kiss' app, that will allow the customer to see a digital version of the journey of how her coat will be made. The app will deliver a digital letter to the customer once the design has reached the factory then throughout the making process they will receive updates with videos and imagery on the history and how there coat us being made.

If you had opted to book an appointment for in-store alteration, then you will be taken to the appointment booking screen where you selected your time.



Similarly, it will show you video to explaining what will happen at the appointment and for you to tick that the sales advisor can view your personal data. You will be sent a confirmation email of your appointment times, the room you are in and a barcode pass. Also, the time will be added to your app calendar with a reminder attached.



Then when they get to the room they will feel like you're walking into the app when you step into the 'Bespoke VIP' room. The sales advisor will be waiting for them and all they must do allow the sale advisor to scan the barcode pass. This will automatically check them in it will provide the sales advisor with all their custom designs to be able to better help the customer thought out the appointment.

During the appointment, you will be in a basic trench style that you chose to form the app and you can choose the alterations you want made to fit you perfectly. The trench coat will be a chip-enabled and will allow the customers to stand in front of the mirror and see what their custom design will look like on them with all the alteration they made from with the app. The video footage from the mirror will be saved and send to the customer via there app. Also, all the alteration the customer made will be saved and added to the customer's account.

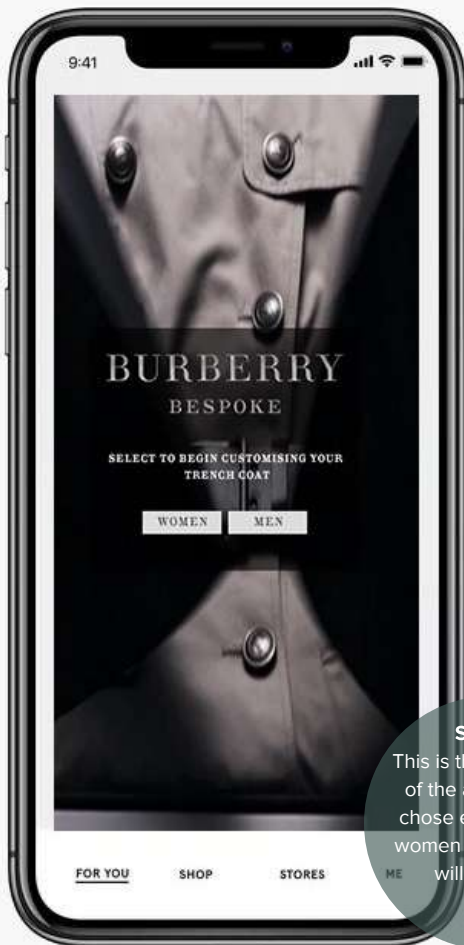
The customer can complete her order in store or they can choose to do it at home. The same process I explained above for the payment and aftercare section will be the same. Another service that will be part of the app is the delivery methods, the customer can choose to have the delivery done to the home or to the store. When been delivered to the customers that didn't opt in for the alteration before purchase must book an appointment 3 month after they receive their product for alterations.

The 'Burberry Bespoke' app will allow the customer an entry into the brand and allow the customer to experience a rich and exciting journey that will be consistent and seamless. Everything will be carried over to the next platform and connect to the last from brick-and-mortar to mobile-browsing and everything in between.

With regards to the customer being able to share their custom design on social media, it will be done through interactive advertising that can be shared on Facebook, Twitter, Pinterest, Snapchat and Instagram. You will have to click the share button within the app and it will show you a virtual image and video of your design on a model that looks similar to the customer. The customer can then choose to either share an image or video to their preferred social media account. They will be able to share the video footage filmed from there store alteration as well. Furthermore, when the customer has done sharing on social media they will be able to jump straight back into the app if they chose, which makes for an immersive experience and interconnects the app with the social media platforms.



BESPOKE: APP DESIGN IDEAS



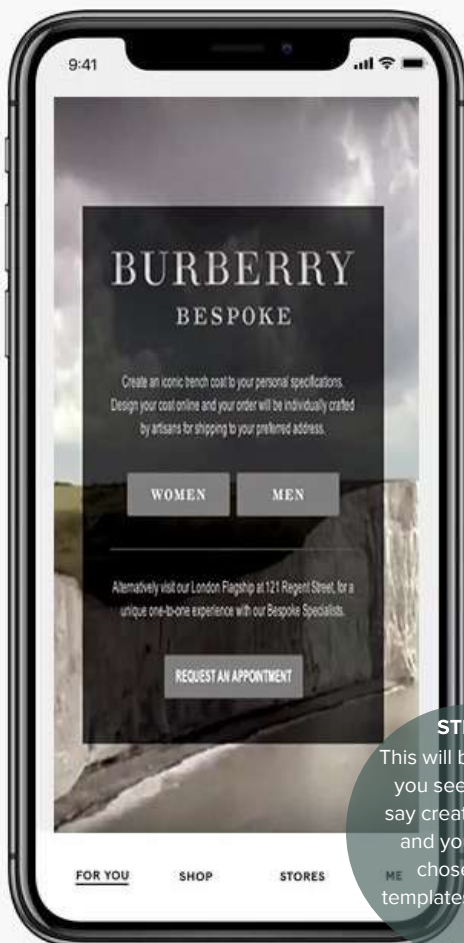
STEP 1

This is the homepage of the app and you chose either men or women and then you will sign up.



STEP 2

This is the home page that looks similar to the website homepage as well. This is also the intro after creating your account.



STEP 3

This will be the page you see after you say create a design and you have to chose which templates you want.



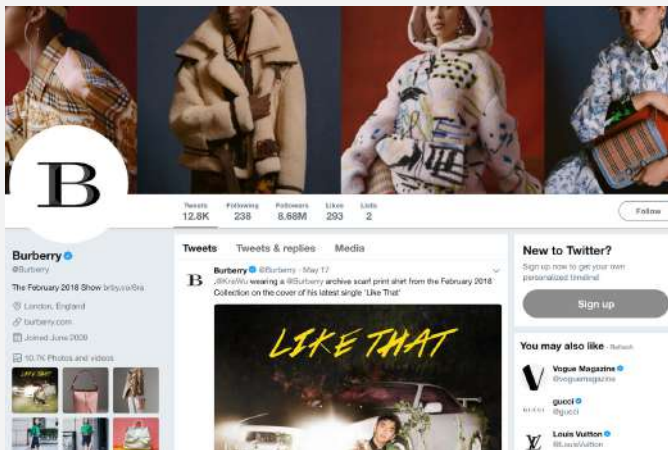
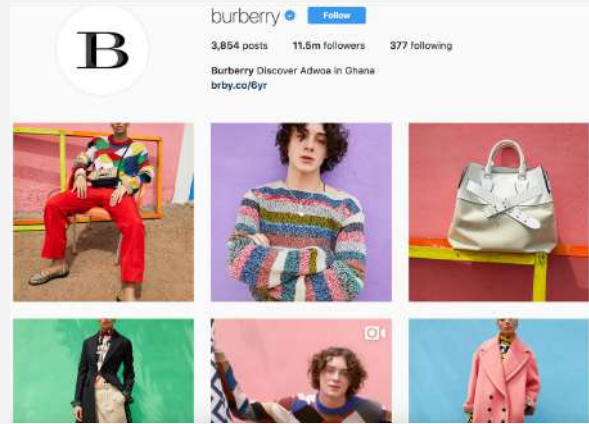
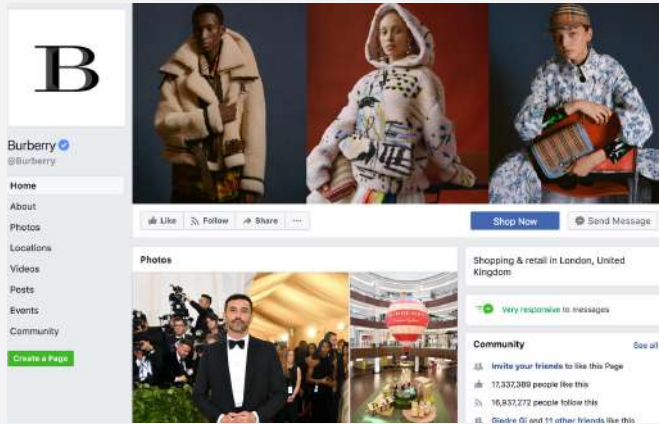
STEP 4

This is the 3D avatar that has been generated into a model based on your measurement, now you can start designing.

CURRENT SOCIAL MEDIA STRATEGIES

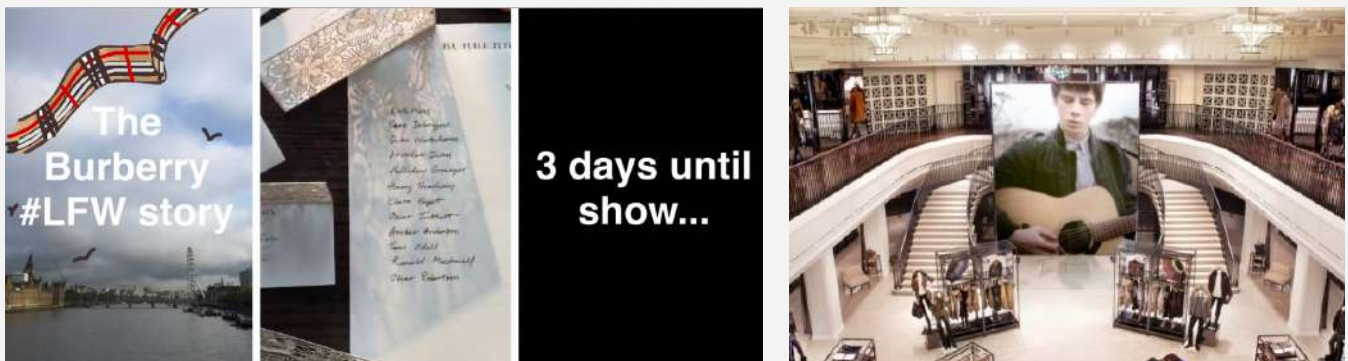


- Burberry Invest in social media as well as a heavy focus on digital marketing.
- Over 60% of their marketing budget is spent on digital media which outdoes every other luxury fashion brands.
- Their social media channels such as Facebook, Instagram and Twitter are central to their digital strategy.
- In 2010, Burberry was the first brand to broadcast live and in 3D its fashion show from London to 5 international cities.
- In 2011, Burberry staged Beijing catwalk - live models are mixed with a hologram to create a new and unique experience for its audience. All videos were then posted on YouTube for fans who had missed the shows. This helped to create a new and unique experience for its audience through digital marketing and social media strategies.
- These social media strategies helped Burberry to rejuvenate the brand and reposition it as a more fashionable and aspirational brand, especially amongst millennials.
- it has shown to increase in total revenue and profits in the recent years.
- Brand consistency throughout their social media accounts - good brand image and attract millennials
- Burberry posts quite frequently, averaging an update every 3-4 days.
- The highest number of followers on Facebook: 16 million followers.
- Burberry's Instagram account with 11.5 million followers receives an average of 50k+ likes and 100k+ video views.
- They use beautiful, engaging and high-quality content with a combination of images, videos on their social media platforms.
- A strong focus on simple beauty, that reflective of Burberry's image with the photos and campaign videos.
- There is good engagement on their social media platform and prove that Burberry is doing well compared to its competitors. They focus on their loyal customers



Burberry is one of the first major brands to experiment with Snapchat, using it for a seasonal product launch. They were one of the first brands to use the new Messenger Codes - a new QR code type portal for Facebook Messenger. It provided users with a 'snapcode' that they could use to unlock exclusive content. From the content of its Mr. Burberry fragrance to behind the scenes events of its campaign, Burberry provided all the details using snaps. Moreover, the brand's Spring/Summer collection debuted on Snapchat, a day before its release.

The Burberry flagship store based in London, Regent-street combines online and in-store shopping. The brand opened the flagship store to provide users with a unique e-commerce experience. The store brings their digital store to life in a physical space, where customers can experience every facet of the brand through immersive multimedia content that they see online. They want to create a seamless shopping experience for their customers that reflects the website experience as they walk through the doors of the store.



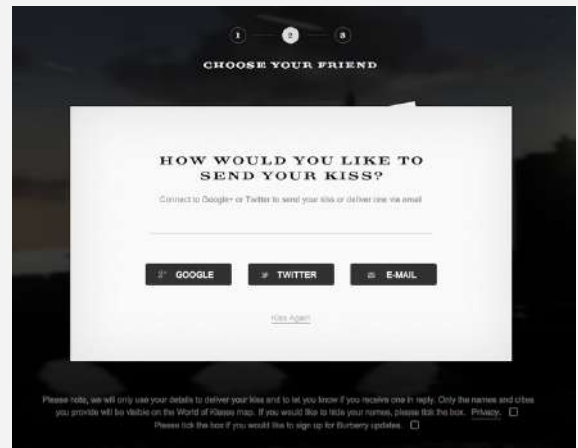
Overall, Burberry does a great job of using technology to drive its digital strategy. They know that millennials are interested in technology and collaborate with tech companies in order to stream their content and maximise their social media engagement. The results helped Burberry to achieve a steady growth rate and increase their brand value.



In 2013, Burberry partnered with Google to launch their "Burberry Kisses" digital marketing campaign. It was a web experience that allowed users to send a digital note to a loved one and seal it with a kiss from their own lips. Senders could then watch as that letter travelled across the globe to its recipient with Google Earth, Maps, and Street View.

WHY?

- Create more brand awareness
- Connecting with a younger audience – 'Millennials'. Creating relatable online interaction.
- Market Burberry's cosmetics, specifically lipsticks now popularly known as Burberry Kisses.
- Build emotion through technology (humanise).
- A collaboration for Google's Art, Copy & Code project – shows how the modern Web is shaping the future of advertising.



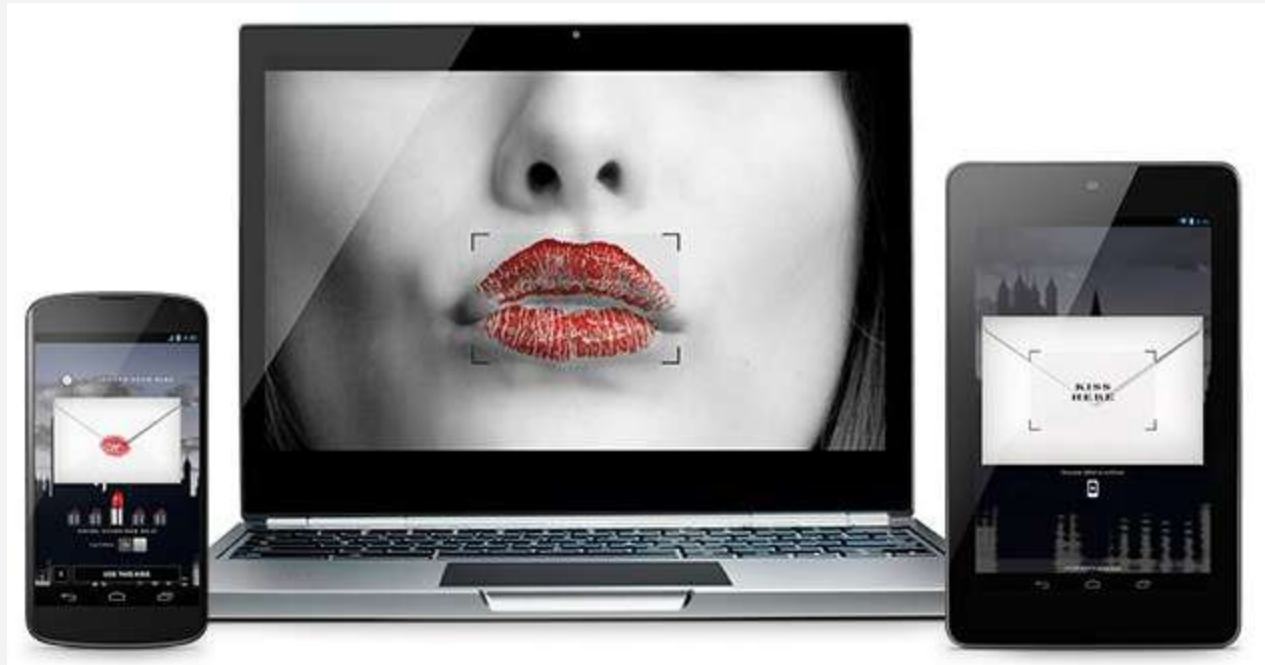
HOW?



- Facial recognition technology that could detect the outline of a user's lips through a camera.
- Plant a kiss on a phone screen and it would transform into a digital kiss print.
- Personalised by adding a Burberry Beauty lip colour', before sending it on by email with a personal note.
- The "journey" of each kiss was then 'brought to life' via a 3D animation using Google Earth and Streetview (location data.)
- Users saw their messages travel to their destination across a 3D landscape, they can see local landmarks and StreetView images.

PLATFORMS

- A dedicated app for mobile users.
- Kisses.Burberry.com - lets Google Chrome and mobile users share “kisses” via a desktop camera or touchscreen devices such as a smartphone or tablet.
- A promotional video was created to support campaign (Youtube, website).



RESULTS

- 253,000+ search results received for “Burberry kisses” on Google,
- In the 1st week of its launch, people had sent kisses to over 200 countries and were spending over 3 minutes engaging with the app.
- 13,000 cities used the campaign within the first 10 days.
- The “kisses” travelled over 109 million miles within the first week.
- Youtube - 738K+ views

MEMORABILITY

- An interactive, fun and engaging campaign that caught great attention from people on a global scale.
- They created a personal yet shareable experience that appealed to everyone, this campaign built a connection to the Burberry brand without feeling like a traditional ad.
- Innovative email marketing strategy.

CRITIQUE

- Strengths - interactivity, unique app, increased sales in regards to marketing
- Weaknesses - target audience wasn't defined
- opportunities - perhaps promote more on social media
- Threats - technical difficulties using technology

GOSHA X BURBERRY A LIMITED-EDITION CAPSULE COLLECTION

In 2018, Gosha Rubchinskiy worked in collaboration with Burberry to bring out a nineties-themed limited capsule collection. The eight-piece collection combines streetwear with Burberry's instantly recognisable classics. The collection was inspired by youth culture and the legacy of British football in Russia.

The main aim of this collection was to shake off the chavvy image of the brand and revive the Burberry's most divisive emblems - the vintage check. Through this collection Rubchinskiy brought back to life the most chequered era of Burberry's past, re-appropriating it for a new generation of fashion fans by reaching out to millennials.



Gosha Rubchinskiy
Russian Fashion Designer and
Photographer



“It crosses different privileged backgrounds, working-class backgrounds, cultures, subcultures, music, the arts, football, sports, and I love that diversity. I think it's what makes Britishness British.” - Gosha Rubchinskiy, 2018





SOCIAL MEDIA STRATEGY

As part of our marketing strategy to relaunch Burberry Bespoke, we will be implementing a social media marketing campaign to contribute to the marketing and promotion of our current product and innovative service. Social media marketing can be defined as a way of using social media channels to promote our brand product and services to our target consumers.

Our social media strategy will start as a target audience's consumer journey and will be used to push them into the sales funnel through different measurable tactics.

Our main aims are to use social media to generate leads and monetise on our big social followings by building on our brand, product and service awareness, improving engagement and customer service, generally garnering the interest of potential millennial consumers and weave a continuous thread of online content throughout our socials to create a seamless experience for the customer. We will look to deliver a consistent brand image across all of our social media platforms so that we can create a strong omni-channel experience for our target market no matter their location.

Social media is a big role player when it comes to the purchasing decisions of millennials who are our target market for this campaign. It has been reported by Forbes that "72% of them (millennials) report buying fashion and beauty products based on Instagram posts" Forbes, 2017.

Today, a strong online presence is crucial to successful online digital marketing, and social media plays a major influence in building that online strength. Converting leads through social media is what we look to do through this social media campaign. We hope that our social media strategy will gain our potential consumer's trust and interest which plays a strong part in purchase decisions.

OBJECTIVES

The following are objectives we would like to achieve through implementing our social media marketing campaign:

- Increase overall awareness and engagement by 40 percent across active social media channels within first 6 months.
- Increase traffic by 35% to the website in the next 3 months
- increase leads by 25% within 6 months of relaunch campaign.
- Drive 2 million mobile app downloads in the first 5 months of relaunch campaign



ADVANTAGES OF SOCIAL MEDIA MARKETING

Cost-related - Social media marketing can be more cost-efficient in comparison to other means of marketing, as it is free to access and use the majority of social media channels in the market today.

Social interaction - Social media has created a large scale of people to communicate with on a regular basis, where our potential consumers are more than likely to consider advice and information that they see shared online.

Interactivity - Social media marketing can provide interactivity, as we are able to give our audience great access to information as well as increasing user control of engagement with our social media content. An increase in the levels of interactivity can help to build great engagement within our target audience.

Target market - Social media can allow us to target our ideal audience and consumers based on information such as a user's personal interest and their friends may like.



DISADVANTAGES OF SOCIAL MEDIA MARKETING

Trust, privacy and security Issues - Using social media to market and promote can lead to implications in trusting our brand, privacy and security. It is very important for us to be aware of such issues in order to take the right measures in minimizing any exposure to liability related to the way we deal with user's personal data online.

Negative feedback - Social media opens up our marketing strategies to scrutiny from our potential consumer themselves, negative comments and opinions can spread very quickly across social media which can put our brand image in a bad light. This can be of the quality of our product or the way we present our service to the consumer.

Time-consuming - Social media marketing takes a lot of time and effort and commitment to be successful, as it generally involves having to build and establish long-term relationships to generate sales. It involved having to regularly monitor each social channel, responding to comments, answering questions, and keeping consistent with content being pushed out.

Trademark and Copyright Issues - We are an established luxury brand who need to protect our own trademarks and copyrights when using social media to promote our products and service, as our intellectual property is just as valuable.



GLOBAL-LOCAL STRATEGY

Our plan is to make sure our social media strategy appeals to our target market across many geographic locations, so we will be adopting a way of communication to our potential consumer with a blended approach of centralised local communication mainly focusing centralisation. Our brand message will still be maintained by a centralised marketing team so that we can ensure brand consistency across every market globally. However, we will still look to make sure that our messaging is translated into local languages and create region-specific.

Region-specific content will be geared towards emerging markets such as China. This is because of the many factors that we have to adjust to being able to promote a clear brand image and message to our target audience in this particular market. This is due to a difference in language, culture, social media platform usage, and tone of voice.

As we are already active on China's biggest social media platform Weibo, we will look to create and share content on this platform that best suits their culture whilst still maintaining our iconic brand image. Examples would be to promote relevant editorial imagery that includes models who are Chinese or campaign videos that are subtitled in their language. This blended approach will allow us to be more specific with our targeting by gaining opportunities to connect with our audience locally and craft message specifically for them, whilst still being a little more cost effective.

SOCIAL MEDIA PLATFORMS

The following social media platforms will be integrated into our social media marketing strategy because we feel that they suit our brand's target audience and brand positioning for the Burberry Bespoke digital campaign. We are also most active on these particular platforms currently and receive the highest engagement on them too. According to Ebizmba, the following platforms are also the top 4 social networking sites of 2018 so far. The content that we use across these accounts, while similar, will subtly be optimised to cater to the strengths of each platform.



INSTAGRAM - 11.4M FOLLOWERS

Our target audience is most active on the media sharing social network Instagram and is one of the main ways they like to share content and connect with brands. As Instagram's main characteristic is to share imagery and video content, we look to share our content on this platform including, campaign videos and editorials, GIFs, and using Instagram stories to upload daily content in order to capitalise on the storytelling element of the feature such a countdown to launch and how a trench coat is made. To also aid in lead generation, we will be using the swipe up function on Instagram stories to drive our followers to the Burberry Bespoke microsite landing page.



FACEBOOK - 16.9M FOLLOWERS

Although we know our audience won't be as active on Facebook as they are on Instagram, we would still like to focus effort in increasing awareness, as it remains the top social media platform with an impressive 1.86 billion monthly users. Our style of communication will differ here as our audience will be on this platform to connect with people and brands on a more personal level. We can benefit from Facebook by using its live streaming abilities, making announcements, sharing our campaign videos, imagery and links to the website, and communicating with our followers through our comments sections and messenger (which ties into our customer service/retention marketing). Facebook advertising will be invested in to target specific audiences also.





TWITTER - 8.7M FOLLOWERS

Our audience tends to use Twitter to keep up to date with the latest news, share live updates of daily activities, communicate with brands, and voice their opinions.

We will be using Twitter to provide live updates pre-launch and post-launch of Burberry Bespoke including countdowns in the run-up to it, a live video stream that will also fall in line with our Instagram and Facebook, Youtube, live streams, sharing images (static & GIFs) and videos that have also been shared on the across our Instagram and Facebook to of course maintain the brand image and message, and directing our audience to our website with links.



YOUTUBE - 315K SUBSCRIBERS

Youtube is another media sharing network that will be used to share content to further gain brand awareness. YouTube explains, "Millennials and today's independent buyer turn to YouTube to get quick answers, and you can easily become their go-to expert with incredible 'how-to' video content". We will build on this knowledge by creating exclusive Burberry Bespoke videos that show potential customers to interact with live streaming, videos on how to style our iconic trench coats and much more to garner there in the relaunch of the Burberry Bespoke.



SOCIAL MEDIA POLICY & GUIDELINES

A social media policy outlines how an organisation and its employees should conduct themselves online. It helps safeguard your brand's reputation and encourages employees to responsibly share the company's message. With the way everything is decided by your social media popularity, we as a brand must protect our reputation. With that in mind the policy must:

- Provide employees with guidelines and rules to consider when they communicate on social media and the worldwide web. This will be done by telling the employees what is not acceptable about the brand to post and what they can post.
- Provides the employers with more clarity on the business organization's values and culture for customers, employees and the public alike. This will help them to reduce the risk and legal exposure for the business.

The Policy and guidelines will also make sure that the employees know which laws the business follows and how they must act to not break them.

We can see what happens (Reference Page 54) when a business is not careful to protect their customers. That's why Burberry must make sure that they have strong policy and guidelines in place that follows all the laws (Reference Page 27) for this campaign.

FACEBOOK PRIVACY SCANDAL

The most explosive privacy violation for this year Facebook, the social media giant. They miss handled data belonging to of "87 million of its users". The scandal involves "researcher at Cambridge University had gained access to about 300,000 Facebook users by encouraging them to download an application to take a survey. " The researcher then shared the data with multiple sources.

This scandal date back to 2012 where the policies that Facebook had been looser than they are now in 2018. When the public took part in the survey "not only was their information shared but so was that of their Facebook friends. In the end, 87 M Facebook users were affected." With what as happen Facebook has outlined a that they will be releasing a new Privacy Policy that will inform users that their data is being gathered and by what app.

Furthermore, the retailer is still willing to work with Facebook, but the anger people are the customer because it feels like their human right have been violated. Another problem that could arise from this that Facebook also owns Instagram so does that mean they have to be careful what data Facebook is sharing our Instagram account.

So going forward Facebook has to make sure that inform people when they're doing a survey and that they know what data will be shared from the survey.





Engaging and creative content and the different ways that we promote them on social media is something that has helped Burberry grow as a brand and create a strong online presence. It is important to take into consideration how we would like to portray the brand and our products and services to our target market.

We look to push our content through different types of promotion within our social media campaign:

- Initial countdown of the relaunch on Instagram
- Official hashtag: #BurberryBespoke
- Social push through influencer marketing
- Live streaming of our main Q&A and reveal event
- Instagram stories updates
- Sharing exclusive videos on Youtube account
- Press release
- Website with blog

The following are examples of content we will produce and how we will promote our content via social media:



*PRESS RELEASE***BURBERRY
BESPOKE****REDEFINING CUSTOM-MADE**

A unique feature to redefine your own custom-made trench coat.

London, 24 May 2020

Burberry today announces a new innovative digital feature - to further strengthen its e-commerce presence and social media platform by targeting more tech-savvy millennials. The digital feature will launch on both the official Burberry website and app May 2020 in the UK, USA and China initially, expanding to other global markets thereafter.

For the first time, the technology developed by Burberry will allow our customers to design their own trench coat with their own choice of images or check design colours. This digital marketing campaign will be introduced to the UK, USA and China initially and will then be implemented to function with the rest of the world upon the success of the first stage of the relaunch. It will be possible to design your own customised trench coat on the app or in store. Customers will be able to follow through every stage of the design process of their very own trench coat through the digital feature both online and on the app. We aim to provide a consistent and curated digital experience for our customers and reach more millennials.

Ricardo Tisci, the new Creative Director for Burberry said: "We are thrilled to relaunch this digital feature that will give customers a unique and personal process of our most historic piece - the trench coat. Burberry has led the way in digital and this is a natural and significant evolution for us as we seek to reach a young fashion-conscious consumer. We want the digital expression of our brand to represent the very best in brand and product storytelling whether on our own platforms or through our new feature.

About Burberry

Established in 1856, Burberry is a global luxury brand, built around its core iconic outerwear.

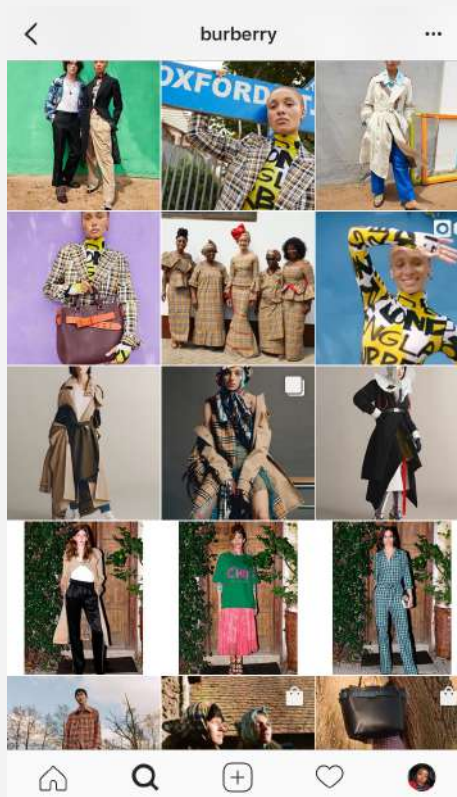
Burberry is headquartered in London. It is listed on the London Stock Exchange (BRBY.L) and is a constituent of the FTSE 100 index.

Visit www.burberry.com/redefiningcustom-made for further information.

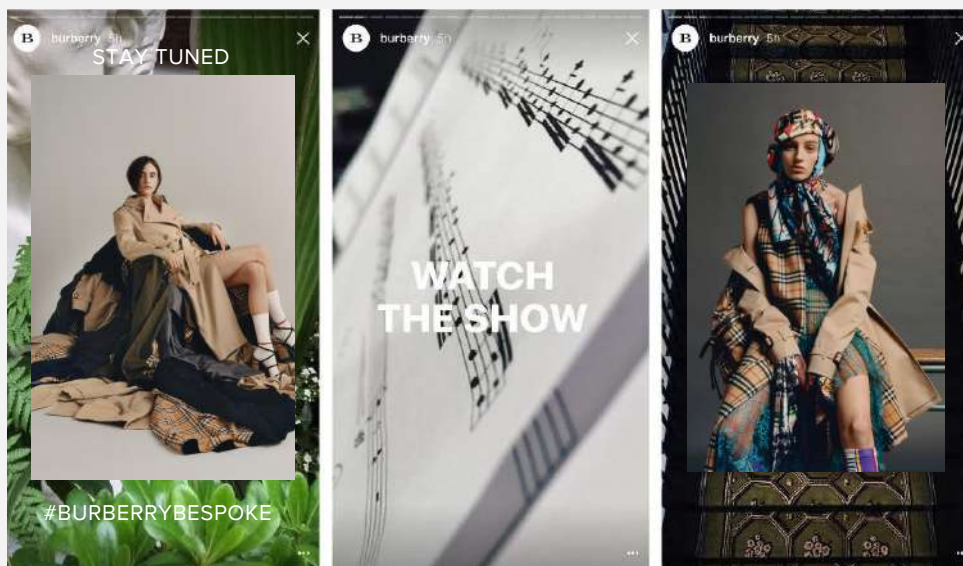
EDITORIAL IMAGERY & SHORT VIDEO CLIPS

Our visual content will mainly be editorial imagery to support Burberry Bespoke and will be shared on our social media accounts as static and GIF imagery. The editorials images will have a lot of focus on models wearing customised samples specifically created for the campaign. Short teaser clips from our high production campaign videos will be shared on our Instagram stories/feed and on our Facebook and Twitter too. We will start a countdown on Instagram to get people geared up for the relaunch of Burberry Bespoke, and share curated content from our brand ambassadors (social influencers) who will produce both imagery and video. These will be shared on both our feed and stories feature. To maintain brand consistency across all our platforms we will use the same imagery but they resize them to fit in with the suitable ratios of each platform e.g Instagram stories, Facebook page banner.

INSTAGRAM FEED



An example of how we will use the official hashtag _ #Burberry Bespoke



INSTAGRAM STORIES

CAMPAIGN VIDEOS

Our official campaign videos will consist of various clips around Burberry as a brand with a focus on the trench, behind the scene content of how a trench coat is made, an introduction and demos of the interactive customisation app, and individual videos for each of our Burberry Bespoke brand ambassadors (influencers). Whilst teaser clips will be shared on Instagram, Facebook and Twitter, Youtube and our website will be the main points of access to full length exclusive campaign videos.

VIDEO WHICH WILL INTRODUCE BURBERRY BESPOKE RELAUNCH



LIVE STREAMING Q&A AND TRENCH COAT REVEAL EVENT

Our live streaming event will involve chosen influencers answering a series of questions about their experience with Burberry Bespoke and the big reveal of the trench they all pitched in to design on the app. The event will be streamed live across multiple social platforms giving our audience different points of views of the event. With this varied choice, our audience is able to choose which platform suits there current situation via mobile or desktop, as live streaming viewed on Instagram is suitable for mobile users whereas facebook and twitter users will benefit by viewing on a desktop.



INFLUENCER MARKETING

Within our social media marketing plan, we will be investing in influencer marketing by creating a community of global Burberry Bespoke ambassadors who will help to promote the digital campaign for our product and service in their own creative ways. Influencer marketing will allow us to reach the consumers most likely to shop our product and service through the selection of large-scale influencers who are closely aligned with our target audience.

"FASHION IS NOW DRIVEN BY INFLUENCERS ON
SOCIAL MEDIA" - FORBES, 2017

We have realised that niche influencers will hold a lot of sway over the fashion-conscious millennial consumer group that we are targeting as they are the people who start trends and determine what is cool and desirable. Millennials are more influenced by peers more than anything today, so whilst we can make a potential customer aware of us and our product, current consumers and advocates can help to sell it.

The main social platform we look to generate and monetise through this social influencer campaign will be Instagram. Firstly because through research we have found that the Burberry Instagram is currently underperforming in regards to generating traffic and leads to the official website. Secondly, the influencers' total reach on Instagram is the largest in comparison to their other social media platforms.



BURBERRY BRAND AMBASSADORS [INFLUENCERS]

The selection of the following influencers as our brand ambassadors was based on:

- Each influencer is in-line with our current target market audience.
- They each have very large-scale followings and high engagement across their social media.
- They are influential young individuals within fashion industry whom their audience trust.
- A majority of them have been or are currently affiliated with Burberry.
- Their current geographic locations are markets we are looking to target.
- Our Burberry Brand Ambassadors will have a reach of 128.8 million +



Cara Delevingne

British Fashion Model and Actress
Reach - 41.2 M



Luka Sabbat

American Model & Entrepreneur
Reach - 1.1 M



Adwoa Aboah

British Fashion Model and Activist.
Reach - 601 K



Kris Wu

Chinese-Canadian Actor, Singer,
and Songwriter. Reach - 6 M



Zendaya

American Actress and Singer
Reach - 51.1 M



Tinie Tempah

British Rapper and Songwriter
Reach - 861 K



Zhou Dongyu
Chinese Actress
Reach - 765 K



ASAP Rocky
American Rapper, Songwriter,
Record Producer. Reach - 7.5 M



Simi & Haze Khadra
DJ Duo & Fashion influencers
Reach - 704 K



Dean
Korean R&B-Pop Singer -
Songwriter. Reach - 1.5 M



Kiko Mizuhara
American-Japanese Model
Reach - 4.9 M



Adam Gallagher
American Menswear Blogger
Reach - 2.1 M



Jourdan Dunn
British Fashion Model
Reach - 2.2 M



Sofia Richie
America Model / Socialite
Reach -3.5 M



Aimee Song
American Fashion Blogger & Social
Influencer. Reach - 4.8 M

SOCIAL INFLUENCER CAMPAIGN



The Influencer marketing will involve each influencer designing/customising their very own trench coat using the Burberry Bespoke feature/app and making it personal to them. They will each be creating a short video and explaining their thought processes and inspiration behind their bespoke designs. They will also be captured in a few looks that revolve around their newly customized trench.

These images and videos will be shared on their Instagram accounts including detailed captions describing their Burberry Bespoke experience, what inspired their ideas and they will encourage their audience to download and sign-up to the app to discover and experience Burberry Bespoke. We would also like them to utilise 'swipe up function' on their Instagram stories where we will provide trackable links to the main landing page. Although Instagram will be the main social media focal point, the ambassadors will be encouraged to share their created content to other social media channels such as Twitter and Facebook. The brand ambassadors will be involved in another customisation activity which will be filmed.

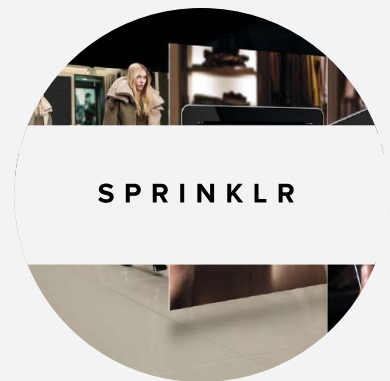
The video will capture each influencer in their own environment casually using their mobile or desktop to add their personality to a blank trench coat on Burberry Bespoke. The first influencer will be filmed adding a small customisation to trench on the app on the Burberry Bespoke app. Once they are done, the design is saved and the a new scene will appear with the next influencer picking up from where the previous left off and will do the same until the trench reaches the last person and the overall design is complete. Burberry will then put the design into production. The finishing result of the trench coat will then be put up for auction after a Burberry runway show with the proceeds going to a charity of Burberry's choice.

SOCIAL MEDIA MANAGEMENT

When implementing a social media marketing strategy, it is very important to be organised in order to carry it out successfully, so it is imperative for us to make sure we are managing our social platforms with a number of social management tools. Social management tools will give us the ability to manage multiple social platforms at once, publish/scheduling social posts, track analytics/activity, respond to customer queries, and more.

As we are a big business the type of social media management tools we look to use will vary to those of a what a small business would typically use. Below are some of the enterprise social media management tools that we look to use:

Sprinklr is a great tool which offers a broad range of functionalities. It supports a wide range of platforms that we currently use, making it easier to manage, test and evaluate our organic and paid content. Sprinklr allows importing analytics from external sources, the creation of media ads, geo-targeting and more. Sprinklr enables us to manage campaigns and conversations, whilst staying connected with our audience through social media as it is essential for us to process any positive and negative reviews that we receive from customers.



Spreadfast is a tool that will help us optimise our online presence and maximise engagement with our customers across our Instagram, Facebook and Twitter channels. It offers content curation tools and reports and allows teams within our business to collaborate and communicate with each other across multiple locations. Enforcing mandated approvals for all global social content, ensuring consistency of our voice across social channels which is important for our global-local strategy.

The CoSchedule tool is a dynamic interactive calendar which integrates within the overall marketing strategy that allows us to view our entire marketing schedule at a glance (marketing calendar), filtered views of our social marketing campaigns including our social influencer campaign, manage and publish all our blog and content and social promotion in on centralised location, an overview of social analytics and team reporting.





THE BURBERRY E-GIFT CARD

Burberry believes that they possess the “ability to change and adapt in the past – and we are now positioned to do so again for the future.” With that being said, with our customer evolving rapidly in the way they shop we aim to deliver the best experience for our customer and have decided to launch the digital gift cards voucher.

The Burberry E-Gift Cards will be a digital gift card that the customer can purchase as a gift for someone, so the person can use the card to pay for their purchases. What’s more, when you purchase the gift card in the ‘Burberry Bespoke’ app customers will have the option to customize the gift card with their own imagery.

In addition, the gift card will incorporate some features from our past ‘Burberry Kiss’ campaign. This means that when the customer purchases the gift card they can write a personal message to the receiver and it will send it like a virtual mail and delivered to the recipient. The customer who ordered and the recipient will be able to watch the gift card travel from the sender to the receiver (which means the gift card can be seen travelling across the world) with the help of our Google maps partnership.

The recipient will receive the gift card in a virtual gift box and when they click on the box it will open and the message card will come out first with the virtual gift card to follow. The gift card can then be registered to a Burberry account and can then be used to spend online and in store. Also, with the gift card, it will not only be a gift card but also a point gathering service. The user will be able to spend the money on it by a certain date before they lose the money but can top it up if they wish. The card will be able to gather points with every purchase and as points are gathered, they will be given certain privileges and treated like a VIP customer.



Digital Vouchers or coupons are available to use online or download to purchase products. They are located on a company's site, social media or email, and are very easy to use. We, however, do not offer digital vouchers or coupons because it doesn't fall in line with our brand image and values. It would lead to a negative impact on us as the brand in luxury retail as it cheapens our image and will not suit our clientele. These are just a few reasons why we look to opt for an e-gift card service instead.

We believe that digital gift cards for our brand are the way forward as they will:

- Increase traffic to the website and to the new Bespoke service. To generate traffic, we will be advertising the new feature on all our online platform (social media and email campaigns). This will allow us to deliver the e-gift cards worldwide and will bring more customer to the website and the bespoke app.
- Promotes customer loyalty – with the gift vouchers being made specifically for Burberry site in general but also ones that only be available with the 'Bespoke' service. This allows the brand to target new and old customers and will increase the probability that the new customers will keep visiting the site while grow to discover the brand and become a part of the legitimate customer base.
- Selling product or services- the e-gift card vouchers will help the brand with selling the new 'Bespoke' service as it will get the customers interested and with the e-gift card, it will make the custom trench coat seem affordable because they can request gift cards from their relatives now who live far away.
- Enhances our brand – it will bring more awareness to the brand in a positive way. It will also minimise the advertising cost because it will promote the brand and 'Bespoke' itself. Also, with it being digital it cost less to produce because you don't have to pay to have it made and for the packaging and easier to send to customers.
- Burberry E-Gift Cards will only be available to be purchased on the Burberry website. However, with the Burberry Bespoke E-Gift Card, this will only be available via the Bespoke app. The vouchers will have launched and marketed as part of the Bespoke App campaign. The e-Gift card will be marketed on social media with a challenge competition for each social media platform the winner will have their custom gift card design printed. This option will help with customer acquisitions and you will be able to engage and learn more about the customers. Then with the information gathered we will see what age group are interested in the voucher so we can develop a target market and will know how to promote to them.
- Similarly, with the information gathered via the points and keeping a track of what the customer buys we will be able to retain our customers and make them become returning loyal customers. To do this we will use the information gathered to send them a personalised email and because they are VIP customer we will be able to give them early access to Sales and tell them if a product they wanted will be going to the outlet, so they can be the first to buy the products. Furthermore, with our control of the gift cards, we need to make sure no one can abuse the gift card and that there are security measures in place to protect the customer's information.







SEARCH ENGINE MARKETING PLAN

In addition to our social media campaign for the relaunch of Burberry Bespoke, we will also be implementing a search marketing campaign to contribute to our marketing and promotional efforts. We feel that this type of marketing is something we as a brand should invest in further in order to be a step ahead amongst our key competitors on search engines. Our search engine campaign will look to convert the leads that we generate into sales.

We will be focusing on both channels that drive SEM—search engine optimisation (SEO), and paid search marketing—pay per click (PPC). Through SEO we will look to use a number of different techniques in order to help boost Burberry's search engine results through the organic search of our product and service. These processes will essentially help to establish the Burberry website and mobile app as useful resources, whilst also driving traffic to the website and app, and increasing our inbound sales leads.

With the paid search, we will be looking to draw attention, to our product and service through advertising on search engine results with PPC. Our SEM strategy will be implemented in slightly different ways on both Desktop and Mobile, with a lot of focus on the mobile platform as it currently drives up to 60% of our online traffic.



SEARCH ENGINE CAMPAIGN

OBJECTIVES

The following are the smart objectives we look to achieve through implementing our search marketing campaign:

- Increase website traffic by 25% in the next 4 months
- Achieve number one listing on Google and Baidu natural search for the keyword 'Trench Coat' by the end of 2019. - In order to reduce advertising costs, receive more traffic, and increase brand authenticity.
- Increase conversion rate by 15% within 9 months of launching search campaign.
- Increase online sales revenue by 25% within 6 months.



We believe that the following elements in our SEM plan that will help us achieve success in our SEM campaign.

DEFINING OUR TARGET AUDIENCE

Below is a brief summary of the consumers we are specifically looking to target, which has been thoroughly explained earlier in this report (please see page 30). Targeting our audience ensures we reach our customer, efficient spend of our budget and drives conversion.

- Millennials – aged 18-34.
- Men and women.
- Very fashion conscious.
- Geographical located all over the world in the metropolitan cities.
- Affluent with high disposable income.
- Social Class: Middle-Upper.
- Likely job roles: Entrepreneur.
- Single, cohabiting or married.
- Very connected through social media, which they use to communicate with others most the time.
- Tech-Savvy, with high use of desktop/mobile.

CHANNELS

The channels we look to deliver our campaigns to our target audience will be on our social media, website, search engines via desktop and mobile.

KEYWORD RESEARCH AND SELECTION:

Researching relevant keywords and short phrases that are highly searched by our target market is very important because we want to be able to optimise our website and make sure that it is search engine-friendly. We will also analyse our competitors search terms. Search tools we look to use are SEMRush/SEMRush PPC keyword tool (to select keywords to AdWords campaign. This is a step that will benefit both our SEO and PPC campaigns.

CAMPAIGNS:

Implementing both SEO and PPC campaigns.

OUR SEO PROCESS

RESEARCH:

The first step in implementing SEO is to research main keywords using various tools, analytics, and competitor analysis.

IDENTIFYING KEYWORD OPPORTUNITIES:

Here will develop structures for chosen relevant keywords on each page.

ON-SITE OPTIMISATION:

The following are the most important on-page factors that need to be addressed prior to starting our search engine optimization campaign:

Heading page, page title, image names, alt text, metatags—relevant and keyword-based to establish a page theme and direction to pages.

Rich informative content—specific quality content, e.g. descriptive text for our product pages, about page, and Burberry Bespoke page.

Internal links—creating relevant links within text (rich with relevant keywords).

Developing a sitemap which will make it easier for search engines to index our website.

CONTENT:

Content is great for both our website visitors and search engines. The more content that we have, means the more likely your visitors will stay, and search engines will add more of website's pages in the search index. Such content intends to include are videos, blog posts which will include how-to guides.





OFF-SITE OPTIMISATION

More focus on content marketing and link building:

Link building – Increasing the number of backlinks to the website (building links to our main landing page and other key pages of the website by doing the following: ↓

Press releases – To journalists and bloggers/influencers to help drive awareness and traffic from their blog post/website articles to Burberry's products and services.

Social media optimisation – This is where our search engine marketing can seamlessly combine with our social media marketing efforts:

Directing visitors from social media channels to the website download through links (Instagram stories/profile bio, Facebook, Twitter, Pinterest.

Influencer marketing: As we influencer will be aiding our social media campaign, they will also help drive traffic to through social.

Keywords: We can also implement relevant keywords into our Twitter content, as search engines are able to pick them on this particular social media network.



KEYWORDS

KEYWORDS IN A SEARCH MARKETING CAMPAIGN.

The starting point for our search engine optimisation (SEO) was to have a clear and thorough understanding of which keywords are relevant and will perform on our site. It was important to think broadly about which keywords could be effective as part of our keyword management strategy. Keywords will have to be the most relevant to our business and our online marketing campaign. This will be keywords that prospective customers are likely to use when searching for our products and services and the most profitable for our marketing campaigns.

Our approach is to use a mixture of short and long tail keywords, this way we are able to capture the searches with a high intent and also climb the ranks for short tail searches. SEMrush will be used as part of our SEO for our keyword research and to track the keyword strategy used by our competition.

We used KWfinder to find different suggestions around the keywords; "trench coat" and "Burberry trench" and to see which keywords do well on search engines such as Google.



KWFinder					
Search Import Lists History					
Suggestions Autocomplete Questions					
trench coat Anywhere Any Language					
Results filter					
+ Suggestions	Trend	Search	CPC	PPC	KD
trench coat		164,455	\$0.90	100	37
trenchcoat		49,500	\$0.86	100	37
trench coat women		33,000	\$0.86	100	34
black trench coat		9,867	\$0.79	100	25
long trench coat		4,418	\$0.64	100	32
ladies trench coat		3,600	\$0.78	100	28
short trench coat		2,979	\$0.86	100	42
beige trench coat		2,400	\$0.69	100	Q
trenchcoats		1,504	\$1.05	100	Q
mac coat		4,400	\$0.85	100	Q
navy trench coat		2,021	\$1.04	100	Q
black trench coat womens		1,082	\$0.76	100	Q
tan trench coat		1,600	\$0.79	100	Q
khaki trench coat		1,029	\$0.67	100	36
red trench coat		5,378	\$0.61	100	21
hooded trench coat		4,275	\$0.91	100	28

SEMrush					
Suggestions Autocomplete Questions					
burberry trench Anywhere Any Language					
Results filter					
+ Suggestions	Trend	Search	CPC	PPC	KD
burberry trench		6,600	\$1.40	100	51
burberry trench coat		27,100	\$1.44	100	48
burberry jacket		27,050	\$1.19	100	Q
burberry coat		26,987	\$1.47	100	Q
burberry trench coat women		5,317	\$1.58	100	47
burberry jacket mens		6,578	\$1.05	100	Q
burberry raincoat		4,418	\$1.56	100	Q
burberry coat sale		3,544	\$0.92	100	Q
burberry trench coat men		8,100	\$1.35	100	35
burberry mac		2,400	\$0.88	100	Q

BURBERRY BESPOKE KEYWORDS/PHRASES

Below are the list of short-tail and long-tail keywords we will use as part of our Burberry Bespoke search marketing campaign:

Short-tail keywords:

- | | | | |
|------------------------|----------------------|----------------------|------------------------|
| • burberry bespoke | trenchcoats | • beige trench coat | • trenchcoats |
| • burberry trench | customize trench | • classic trench | • customize trench |
| • burberry coat | burberry ladies/mens | • personalise trench | • burberry ladies/mens |
| • burberry jacket | mens/ladies trench | • trench jacket | • mens/ladies trench |
| • burberry trench coat | women trench coat | • summer trench | • women trench coat |
| • trench coat | custom made trench | • winter trench | • custom made trench |
| • trenchcoat | short trench coat | • autumn trench | • short trench coat |
| • customise trench | long trench coat | • spring trench | • long trench coat |
| • trench customise | tailer made trench | • classic trench | • tailer made trench |

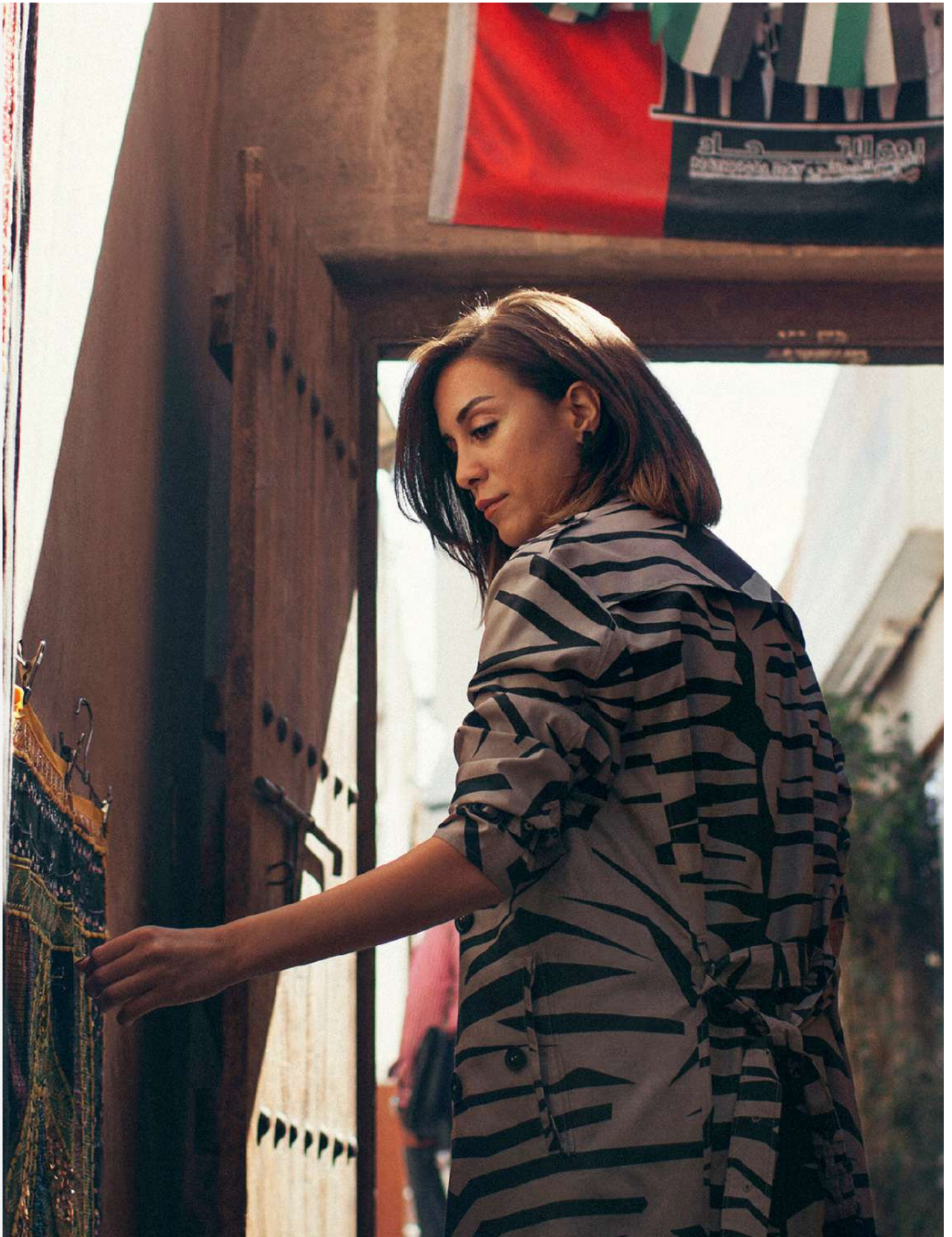
Long-tail keywords:

- | | |
|--|---|
| • burberry bespoke trench coat | • redefining tailor made trench |
| • burberry bespoke personalised | • buy trench coat personalise |
| • burberry bespoke customise trench coat | • burberry custom made trench ladies/mens |
| • burberry customised trench coat | • burberry jacket womens/mens |
| • burberry customized trench coat | • burberry bespoke trench coat |
| • burberry trench coat customise | • personalise my trench coat |
| • burberry womens trench coat | • personalised trench coat |
| • customise trench coat | • burberry personalised trench coat |
| • ladies/mens trench coat | • burberry new trench coat |
| • personalised trench coat ladies/mens | • burberry trench coat summer |
| • trench coat customise ladies/mens | • burberry trench coat spring |
| • trench coat women | • burberry trench coat winter |
| • buy trench coat women/men | • burberry trench coat autumn |
| • buy trench coat ladies/men | • burberry new season trench coat |
| • buy burberry trench coat | • customise burberry trench coat |
| • long trench coat | • customize my trench coat |
| • short trench coat | • burberry new trench coat |
| • custom made trench ladies/mens | • burberry ladies/mens trench new |
| • buy burberry trench coat | |

These keywords/keyword phrases aim to increase Burberry's visibility in search engines results pages. They will be used because they are relevant to our online marketing campaign for Burberry Bespoke. These will be the keywords potential customers will search for when looking for the customised Burberry trench coats. It will also be used to reach our intended target market and reach new and existing customers through common customer searches. Thus, it was important to research keywords that will be relevant to both the launch campaign and the target audience who will be looking for products like Burberry trench coats. We will also look at competitor keywords using tools such as SEMRush to help us stay relevant and ahead of our competitors.

These keywords will have a direct impact on our:

- Organic/Search engine optimization (SEO): the keywords will influence our landing-page optimization, from URLs, titles, and tags to the content that we look to publish on our website.
- Paid Search (PPC): the keywords will help to guide where we will spend our pay-per-click advertising budget.
- Content marketing: keywords will also help shape the content and resources that we create – from directing our social media efforts to creating website content.



PAY-PER-CLICK CAMPAIGN

The brand's aim of the keywords is to use it create our 'Burberry Bespoke' campaign. One of the import areas of the campaign will be our pay-per-click (PPC) ads. To create a successful paid campaign, we need to make sure that the keyword we have selected is well organised and that the proper ad group is created. We need to make sure that our ads have the relevant keywords, ad groups and quality landing page so that they will achieve a high google 'Quality Score'.

When it comes to choosing the keywords for an effective PPC campaign we must make sure that the keywords are not just short-tail but long-tail as well, because they are low cost and will help drive traffic to the landing page. In addition, when choosing the keywords for the Ad group we must make sure to:

- Add keywords that are relevant to Burberry and will work with the campaign we are creating.

- Add negative keywords so they are non-converting terms to reduce wasted spend and improve the campaign.
- Make sure that you are reviewing the keywords and shutting them off if they are under-performing if necessary.

The 'Ad Groups' are the fundamental stepping stone to a successful campaign, it allows the search engines to determine:

- The keywords that the ads will show in response to.
- What the ad content will compose of when it runs.
- Where the customer/visitor will be taken when they click on the ad.

More, however, the ad groups would best when they split to be smaller so that we can create more targeted ad text and landing pages. His overall will improve the click-through rate (CTR) and Quality Score allowing us a chance to win the bids.



The most critical element to high-performing PPC campaign is targeted 'Text Ads'. They are important because they are the first contact the customer will have with the brand and the campaign. Therefore, it is critical that the text ad is right and that it is well written and powerful to grab the customer's interest. Also, the better written the text ad is will improve CTR, generate a better-quality score and lower CPA.

The 'Text Ad' must consist of a headline, a display URL, and two lines of description. Each line of the ad has a limited character count so to write an attention-grabbing text ad that delivers a persuasive message, you need to make sure that it:

- The content of the ad has the relevant product or service that it will match the same content on the landing page.
- Contains the relevant keyword that will align with the searchers intent.
- Communicates the benefits or introduce the product/service Burberry will be offering and why they should visit the landing page.
- Will tell the searcher what to do and what they will receive if they click on the ad by having a convincing call to action, or a command.

We can optimise our campaigns using AdWords location targeting this will allow us to choose the geographic locations that we want our Ad to display in. This will help us to increase the ROI as a result if we focus on:



TEXT ADS & LOCATION

- Targeting the locations where your customers are. (adds that location to your list of targeted locations)
- Excluding certain locations can be just as important as targeting them. (prevent your ads from appearing to this location)
- Nearby (generates a list of nearby regions that you might consider adding as well)

1. Decide how much to spend

Your budget £1.00 per day

2. Choose a target audience

Locations

☐ All countries and territories ☒ United Kingdom

☐ Let me choose...

Enter a location to target or exclude.

Advanced search

For example: a country, city, region, or postal code.

Save Cancel

Daily potential reach
Search Network only

2+ clicks
37+ impressions

Networks Search Network, Display Network

Google AdWords Location.

LANDING PAGE



BURBERRY BESPOKE

THE BURBERRY APP Discover The Heritage Custom Make Your Own Trench Coat with Burberry Bespoke. Ready for Autumn/Winter. Download now from the App Store. Requires iOS 9.0 or later.

New discoveries are acquired through various senses and are usually assimilated, merging with pre-existing knowledge and actions. Questioning is a major form of human thought and interpersonal communication and plays a key role in discovery. Discoveries are often made due to questions. Some discoveries lead to the invention of objects, processes, or techniques. A discovery may sometimes be based on earlier discoveries, collaborations or ideas, and the process of discovery requires at least the awareness that an existing concept or method can be modified or transformed.



AUDIENCE TARGETING TECHNOLOGIES

Paid search is now shifting and moving towards. More audience targeting adverts instead of search queries adverts. This is a way of showing the correct ads to the right users. In order to optimise paid ads for the audience targeting we need to know:

- Where the customers are in the conversion funnel
- What audience tools to use that will fit your customer

However, after we have found out the information above we would then add audience targeting to ad groups to reach customers that have an interest in trench coats. We will be able to create an ad that will help us reach people who are searching for the products your brand sell. If we were to you 'Google AdWords' we would be able to reach all the customers that search trench coat while they are "browse pages, apps, channels, videos and content across the Google Display Network and YouTube. You can select from a wide range of categories – such as fans of sport and travel, people shopping for cars or specific people that have visited your website."

FACEBOOK DATA

Another audience targeting technology Apart from Google is Facebook. They have the biggest database of data on audience interest. To test this theory out I downloaded my own dad from Facebook and it was very easy and they keep me up to date when my data was ready for download. The had data dating back from when I joined Facebook till now and in things I didn't even understand. The data that I'm interested in in the data they had on my what ads I interact with.

The screenshot displays the Facebook Ads Manager interface. It shows a list of ad categories on the left, including 'ACCESSORIZE', 'adidas', 'adidas Running', and 'ALDO Shoes'. On the right, there are several sections: 'Ads interests' (Your interests based on your Facebook activity and other actions that help us show you relevant ads), '3D computer graphics', 'Advertising', 'Advertisers who've uploaded a contact list with your information' (Advertisers who run ads using a contact list they've uploaded which includes contact info that you've shared with them or with one of their data partners), 'Advertisers that you've interacted with' (Advertisers whose ads you've clicked on Facebook), and a list of 'Clicked ad' entries. The 'Clicked ad' entries include 'BUSINESS LOANS' (20 March 2018 08:32), 'Upgrade Your Boiler For No Upfront Cost' (23 March 2018 15:19), and 'Postgraduate funding' (23 March 2018 15:20).

From the data that I can see above, they gather information on three Ad categories: Ads Interests, Advertisers who've uploaded a contact list with your information and Advertisers that you've interacted with.

With this information that they have to gather Burberry could do the same and request this information from Facebook and ask how much people in my age group 25 years old are interested trench coat, vintage clothing, custom-made clothes etc. We would then use audience targeting in our campaign for when we launch Burberry Bespoke.

AD CAMPAIGN

We have created some example of what the paid search ad campaigns might be upon the launch of 'Burberry Bespoke'. We have used the keywords that were identified on 'Page 76' to create an 'Ad Group'. We have created three 'Text Ads' for the campaign that we will be bidding on.

CAMPAIGN 1



AD GROUP

- burberry bespoke
- custom made trench
- redefining custom made trench
- trench coat
- classic trench coat
- burberry ladies/men
- burberry custom made trench ladies/men
- burberry trench
- custom trench coat
- trench coat men/ladies

TEXT AD

[Burberry® Bespoke | Redefining Custom-Made | For men and women](#)

[Ad uk.burberry.com/burberry-bespoke-redefining-custom-made/](#)

Discover more about the Burberry Bespoke, designed for you to create your own custom-made trench coat by become your own designer. Download now at Burberry.com.

AD GROUP

- burberry bespoke
- tailor made trench
- tailor made trench coat
- trench coat
- burberry mens
- tailor made trench coat
- custom trench coat
- trench coat men
- burberry trench coat men
- burberry trench coat
- burberry trench
- burberry trench coat winter
- burberry trench coat autumn

TEXT AD

[Burberry® Bespoke | Redefining Tailor-Made](#)

[Ad uk.burberry.com/burberry-bespoke-redefining-tailor-made/](#)

Burberry Men's tailor-made trench coat. Come Rain or Snowy weather have the perfect coat to fit you all seasons. Creating your trench with Burberry Bespoke App Now...

CAMPAIGN 2



AD GROUP

- burberry bespoke
- custom made trench
- women trench coat
- vintage burberry trench coat
- burberry ladies
- burberry custom made trench ladies
- burberry ladies trench
- custom made trench ladies
- custom made trench ladies
- ladies trench coat

TEXT AD

[Burberry® Bespoke | Redefining Custom-Made](#)

[Ad uk.burberry.com/burberry-bespoke-redefining-custom-made/](#)

Discover the Heritage Custom Make Your Own Trench Coat with Burberry Bespoke. Becoming Your Own Designer. Intended for Burberry ladies on-the-go. Download Burberry Bespoke App Now

CAMPAIGN 3



B Burberry
Sponsored

Discover the Heritage Custom Make Your Own Trench Coat with Burberry Bespoke. Becoming Your Own Designer. Intended for Burberry ladies on-the-go.



Burberry Bespoke
Redefining Custom-Made

Download

Download Burberry Bespoke App ...

3M

500K Comments 2M Shares

Like

Comment

Share

Instagram

B Burberry

Sponsored



Download



5M likes

Burberry Burberry Men's tailor-made trench coat. Come Rain or Snowy weather have the perfect coat to fit you all seasons. Creating you ... more

B Burberry
@AdParlorDev

Our brand's most historic piece the trench coat, as been digitalize with @Burberry Bespoke, our new app COMING SOON! #burberrybespoke <http://brby.co/6yq>

11:05 PM - 26 May 2018



Burberry Bespoke Redefining

★★★★★ 5 ratings

Category

Install



10M



2M



Promoted

SOCIAL
MEDIA
PAID
ADS



Burberry Bespoke
Download now at Burberry.com.

Discover more about the Burberry Bespoke, ...

Download

ADVANTAGES & DISADVANTAGES OF SEARCH ENGINE MARKETING

SEO

ADVANTAGES:

- Cost-effectiveness – Implementing SEO tactics is definitely very cost and usually doesn't cost anything.
- It's trustworthy – Potential consumers are more likely to trust organic results in comparison to paid advertising in search engines. They are much more likely to click on organic listings than on a paid ad.

DISADVANTAGES:

- Long-Term Investment: SEO requires a lot of dedication and patience as seeing progress and becoming the most relevant website for a search, can take a long time even through consistency.
- Lack of Control: there are a lot of factors and elements that are out of your control when dealing with organic results. What your competition does, your past history, and Google's constantly evolving result preferences are all out of your control.

PPC

ADVANTAGES:

- Specific targeting: Targeting options are aplenty in paid search. It is a very efficient way to spend our advertising budget due to us having control over who will see our ads.
- Control of budget: It is easy to set budgets and limit how much is spent on a daily basis. This will ensure that there is no risk of going over the limit of our budget. We can also manage our bids on keywords in order to target higher returning keywords.
- Direct ROI: Setting up goals and conversions (especially for e-commerce sites) can help you directly link your marketing budget to returns.
- Instant: It will be easy to gain instant traffic to our website and mobile app as soon as our ad campaigns are set up.

DISADVANTAGES:

- Managing campaigns: There is a lot of complexity when running paid search campaigns due to the many different settings, the plethora of target options, and optimisation strategies that can be used for profitable campaigns. Managing these campaigns will call for expertise and a lot time spent.
- Competitors: The increase in competition has driven advertising costs up. Companies who have bigger budgets are more likely to dominate higher positions in search due to the higher competition in the market.



MEASURING & TRACKING SUCCESS

MONITORING OUR RESULTS:

Realistically speaking, our SEO and Paid Search efforts can contribute to many different parts of our consumer's journey the sales funnel. however, we look to measure search engine marketing KPIs in the considerations, decisions and purchase stages of the sales funnel to measure the success of turning our potential customers into real customers. In order to track the data needed to measure success will be using tools such as Google analytics which shows us web analytics results.

Below is an example how our traffic source and referral volume on a Google analytics dashboard.

Google analytics / Image
source: <https://blog.bufferapp.com/10-social-media-goals>

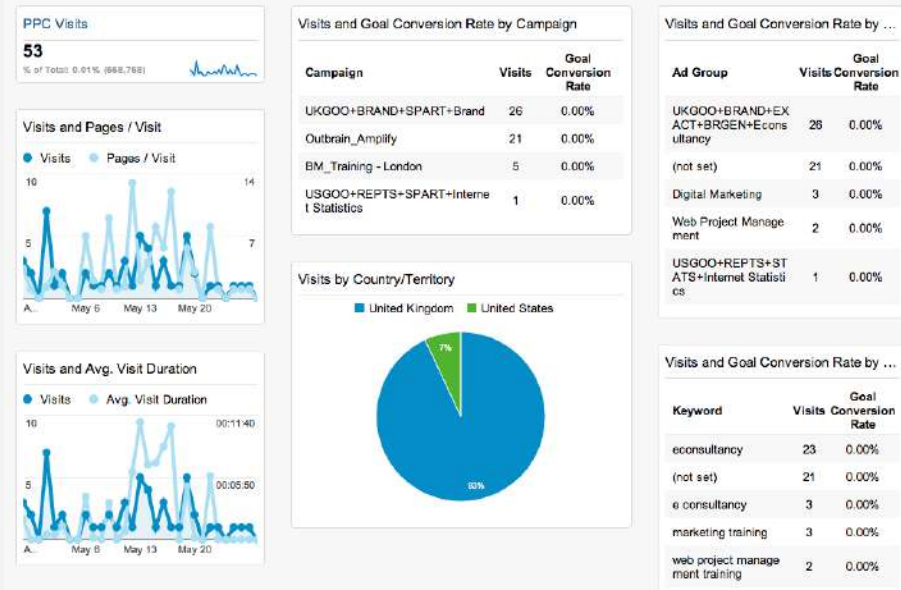
Default Channel Grouping	Acquisition			Behavior		
	Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	1,085,399 % of Total: 100.00% (1,085,399)	78.62% Avg for View: 78.58% (0.04%)	853,306 % of Total: 100.04% (852,947)	85.78% Avg for View: 85.78% (0.00%)	1.18 Avg for View: 1.18 (0.00%)	00:00:54 Avg for View: 00:00:54 (0.00%)
1. Organic Search	818,896 (75.45%)	82.89%	678,789 (79.55%)	86.84%	1.15	00:00:50
2. Direct	96,134 (8.86%)	76.29%	73,341 (8.59%)	84.00%	1.25	00:01:06
3. Referral	67,678 (6.24%)	75.00%	50,761 (5.95%)	80.95%	1.29	00:01:08
4. Social	45,820 (4.22%)	66.90%	30,653 (3.59%)	84.68%	1.19	00:00:58
5. (Other)	39,655 (3.65%)	34.62%	13,728 (1.61%)	79.26%	1.32	00:01:22
6. Email	17,216 (1.59%)	35.05%	6,034 (0.71%)	82.03%	1.25	00:01:10

Below is an example how our Google analytics dashboard would look when tracking our needed metric for our PPC campaign:

Google analytics / Image
source: <https://www.slideshare.net/Koozai/quickfire-analytics-7-free-google-analytics-dashboards>



Another example of how our Google analytics dashboard for PPC. This dashboard shows the total number of visits and its trends. Also it shows each PPC campaign and target keywords with a break up of visits and conversations.



Google analytics / Image source: <https://www.slideshare.net/Kooza/quickfire-analytics-7-free-google-analytics-dashboards>

Google Analytics is one of the easiest tools for tracking web traffic as it can provide information about our website from many different traffic sources, including social media.

Google Analytics, is also useful in showing the analytics of Google AdWords, we will be able to see the keywords and ads that drive potential consumers to our website and what actions they take when they end up on the landing page. Examples of analytics we will see is how high are we are ranking on the results page with the ads we've bid for and how much we are paying for clicks. This gives us a lot of clarity in regards to our ROI as well as help us make decisions as to whether we should be lower or higher for certain keywords.

Below are two other tools will use to monitor and measure the success of our campaign:

Kissmetrics is an important metric tool for funnel reporting. It can help us analyse the effective ways we can gain high amounts of converting web traffic to our website. This tool is used for tracking conversions on individual channels, showing us the sources of where our customers are coming from, how each channel that is been monitored is performing, and many more. With this tool, we can make our conversion process top tier and achieve an increase in revenue.



Marketo is an ROI tool that can help us identify the channels and campaigns that are returning the most revenue and highest marketing ROI in order for us to align our budget and resources in areas with the most impact. It will also help to simplify our key marketing metrics and set up reports daily, weekly or monthly.



PATHS TO CONVERSION

THE SALES FUNNEL

The sales funnel refers to the buying process that companies lead customers through when purchasing products. A sales funnel is divided into several steps designed to guide visitors toward a buying decision.

A funnel shape is used as it describes the natural loss of potential customers at each stage – many people may be aware of a particular brand, but this does not mean they'll purchase the product. The sales funnel can help with the following:

- Planning marketing campaigns
- Highlighting areas in order to improve your conversion rate (from potential to actual customers)
- Evolving the sales process
- Designing customer relationship management (CRM) system

The sales funnel model will help us to track and visualize data and track our sales process and will be used as part of our Burberry Bespoke marketing campaign. We will be able to track how many potential customers have downloaded our app through landing pages and emails and made a purchase through the app.

AWARENESS

The first stage is the create awareness for the Burberry Bespoke app through establishing a relationship with the customers. In order to make increase visibility and create awareness, we will use tools such as SEMRush. This tool will help us to track competitors, keyword research, backlink analysis and traffic analytics. We will, therefore, make sure that our paid search results and organic search results are optimized to increase the chances of visibility on search engines. This way it will be easy for potential customers to find relevant results.

Through the use of email marketing where we will introduce, inform and showcase the Burberry Bespoke app. We will also use social media marketing and aim to keep our content engaging and consistent in order to attract customers, especially the millennials. We will use Burberry app introductory campaign video, campaign photos and videos as well as influencer marketing and PR events to market our new idea/campaign. This will give potential customers an insight into the Burberry Bespoke app and possibly push them to the next stage of the sales funnel (interest).

INTEREST

We will attract customers to Burberry Bespoke through email newsletter sign-ups and offer exclusive live events of Burberry fashion shows and events for members only. We will focus on building creative and marketing content and market the campaign through e-newsletters and social media management. These will be used to engage and connect the brand and the Burberry Bespoke app with consumers especially millennials. This will be achieved by showcasing a unique in-app shopping experience to purchase a personalised trench-coat. The Burberry Bespoke will be available for personalization both in-app and in-store and will aim to give UK customers a unique digital shopping experience.



- EMAIL MARKETING
- UNIQUE BURBERRY BESPOKE APP
- PR/PRESS LAUNCH EVENTS
- BRAND AMBASSADERS
- ADVERTISEMENTS ON SOCIAL MEDIA/PARTNER WEBSITES
- SOCIAL MEDIA MARKETING - campaign video/photos/bespoke app video and images
- SEO/SEM
- INFLUENCER MARKETING
- DIGITAL GIFT VOUCHERS

ATTRACT CUSTOMERS TO BURBERRY BESPOKE:

- EMAIL NEWSLETTER SIGN UPS
- EXCLUSIVE LIVE SHOWS TO MEMBERS ONLY
- THE HERITAGE TRENCH HISTORY ON THE APP & WEBSITE
- UNIQUE DIGITAL IN APP AND STORE PERSONALISATION AVAILABLE
- RETARGETING THROUGH GOOGLE AND FACEBOOK
- CREATIVE CONTENT

AWARENESS

INTEREST

CONSIDERATION

DECISION

PURCHASE

- CUSTOMER REVIEWS
- STORYTELLING OF THE BRAND HERITAGE AND TRENCH COAT FACTS & HISTORY:
- INFLUENCER/BLOGGER MARKETING
- LINK-CLICKING
- BESPOKE APP 'DISCOVER THE TRENCH SECTION'
- FASHION MAGAZINE PUBLICATIONS
- FACEBOOK & GOOGLE RE-TARGETING
- CONSISTENCY ACROSS ALL SOCIAL MEDIA POSTS

GET CUSTOMERS TO MAKE A DECISION/CONVINCE THE BUYER:

- SALES PAGES
- EXCLUSIVE MEMBER THROUGH NEWSLETTER SIGN UP
- EMAIL MARKETING

PROVIDE A SEAMLESS & UNIQUE SHOPPING EXPERIENCE FOR THE CUSTOMER:

- ENSURE A SMOOTH TRANSACTION THROUGH THE APP & IN STORE
- APP IS EASY TO USE
- OFFER FREE SHIPPING
- UNIQUE DIGITAL APP EXPERIENCE - CUSTOMISED TRENCH COAT
- PURCHASE AND CUSTOMISATION AVAILABLE THROUGH APP & IN STORE



CONSIDERATION

Once a potential customer moves from the stage of interest, they enter the stage of consideration. We will focus on building a deeper relationship with existing and potential customers. This will be done through storytelling of the Burberry heritage and the Burberry Bespoke app. We will also use influencers/bloggers/celebrities who will share their own personalised trench coat. They will share their inspiration and honest views of the Burberry bespoke and their experience. This will generate awareness and interest for the Burberry Bespoke campaign. The Burberry Bespoke will be advertised on social media, various fashion magazine publications and on partner websites. The Burberry Bespoke will be easily searched for through our SEO and SEM to increase visibility. All these aspects will help to build a deeper relationship with the customer.

DECISION

The emphasis will be on keeping on developing the Burberry Bespoke application through increasing conversion (from potential to actual customers), especially on the Burberry Bespoke app. In the conversion stage, the customer will be aware of the value of our product and they will decide to make a purchase or not. We will attract customers through our mobile/desktop website. We will attract customers by showcasing them the unique app you can use to specifically customise your own trench coat through Burberry Bespoke. This will differentiate us from our and gain more customers and push them down the funnel and into the purchase stage. We will attract customers to buy the product by using calls to actions on the app and through landing pages.

PURCHASE

At this stage of the sales funnel, the customer has decided and will finalize their purchase by using the calls to actions on the app. The customer may be loyal and may return for future purchases with Burberry if they are already familiar with the brand. It is important to create a seamless user experience during this stage of the sales funnel by making the app easy to use and engaging. At this stage, the prospect is becoming a customer by finalising their purchase.





POSSIBLE PATHS TO CONVERSION

The aim is to increase digital customer acquisition and retention through our marketing strategy. We will create omni-channel customer journeys and will use a digital app to allow customers to customise their own trench coat. The digital technology and in-store service will engage our customers and drive e-commerce as well as in-store sales.

Through the marketing strategy, we also aim to use Burberry social media accounts in order to reach more customers and keep our loyal customers interest globally. Social media will allow us to promote and market the new Burberry Bespoke app to a wide range of customers. With Burberry's current high number of social media followers, we will be able to have a competitive advantage in terms of reach, awareness and engagement.

We want our customers and potential customers to experience the brand in a unique and engaging way. The new marketing strategy will easily capture the interest of our existing customers and new customers as it is digital and authentic in terms of the idea. We will form a more personal relationship with our customers by sending them exclusive news when they sign up for the app and keep them updated at all stages of the creation process of their personalised trench coat. They will be able to track and see which stage of the design process their trench coat is at and can communicate with our advisers online if they need any assistance. This will keep them engaged and provide a good service to improve customer loyalty.

We will set up automatic emails for signed up customers and offer free delivery and service in store through targeted transactional content. We will also track our SEM campaign by monitoring our keywords and social media engagement to help identify customers who are ready to make a purchase and find out where our customers are and engage our audience in order increase conversion.

Typical conversion rates through the sales funnel for our digital marketing strategy:

- pay-per-click (PPC) campaigns
- social media engagement
- build brand blog page
- email marketing campaigns - get more customers to sign up to Burberry newsletter
- use calls to action on website, mobile site and emails
- landing page relevancy
- live events and digital advertisement on fashion publications

It is important to optimise each of these stages of the sales funnel on an ongoing basis with continual analysis of key metrics at each stage of the funnel such as:

- SEM campaign
- landing page conversion rate
- customer conversion rates on app
- website
- e-newsletter signups
- hashtags on social media
- analysis of this year last year performance for brand
- competitor performance analysis and their current marketing strategies

RETENTION MARKETING

BURBERRY RETENTION MARKETING STRATEGIES

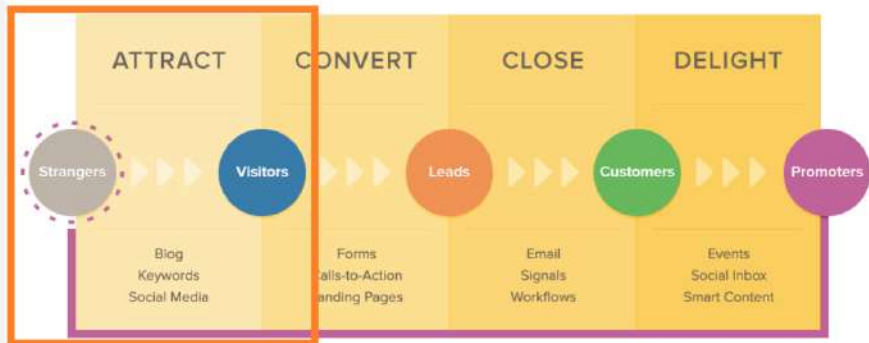
Retention marketing is a strategy which focuses on the existing customer base for a brand. The goal is create repeat customers, and increase both their frequency of purchase and the average order volume per purchase through customer loyalty.

In 2006, Burberry changed their vision to be 'the first company who is fully digital' and 'to build a social enterprise'. This vision was formed when Burberry faced a loss of net profits, expansion of fashion and beauty lines, an unclear marketing strategy worldwide as well as competition from other brands.

The aim of this new vision was to provide customers with total access to 'Burberry across any device, anywhere, anytime and they would get exactly the same feelings of the brand, feelings of the culture regardless of where, when and how they were accessing the brand'.

Burberry use many different retention strategies to keep their customers by engaging with them as well as to maximise their return on investment.

“We want to purify the brand message and how we were going to do that; by focusing on outer wear, by focusing on digital, by targeting a younger consumer.” - Adriana Ahrendts (Former Burberry CEO)



Some of the key retention strategies used by Burberry include:

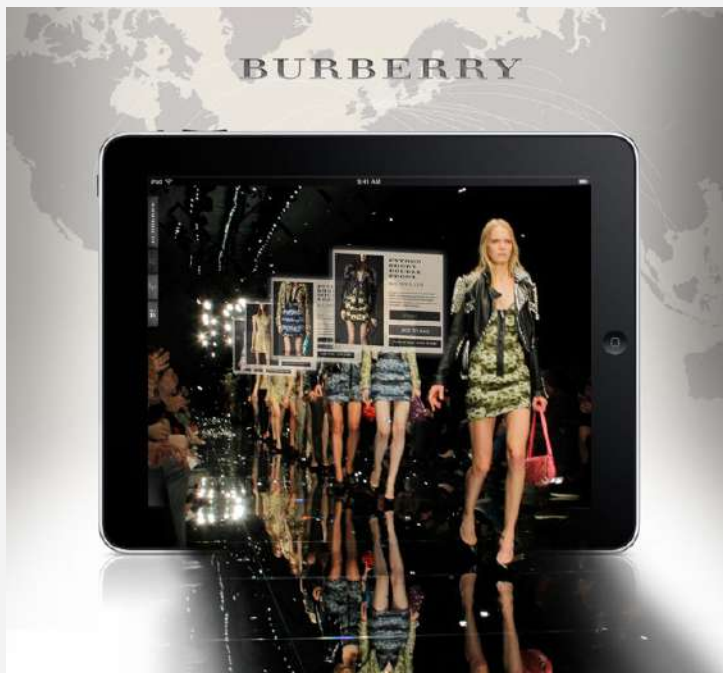
- Social media platforms - consistency and engagement across Facebook, Instagram, Twitter & YouTube
- Burberry website - brand history & heritage/engaging content
- E-mail marketing
- Burberry Acoustic, Shows - live streaming of catwalks
- The Art of the Trench on Pinterest
- Burberry Kisses campaign
- Create your own Trench Coat (Burberry Bespoke)

E-commerce leadership is central to the Burberry strategy and it is important to develop deeper relationship with existing digital audiences, whilst simultaneously attracting new customers to the brand. Thus, Burberry's digital campaigns are highly engaging to capture customers attention online and provide a higher level of service.



Burberry focus on their existing customers who tend to show an interest in their products and the willingness to buy increases the chances of converting them and making a sale. A good relationship with their current customers will allow to showcase Burberry's commitment to rewarding the customer's loyalty. It will also save the cost of marketing as acquiring new customers require a lot of resources, effort and expenses. Hence, why Burberry have many loyal customers who will trust the brand more and repeat a purchase and boost company sales. Burberry has maintained their positive brand image to acquire new customers and keep their customers loyal. Customer retention therefore helps a brand to get an idea of who the customers are, what they want and the data collected facilitates personalised and targeted promotions maximise chances of success.

The digital strategies help manage omni-channel connections with customers, by diffusing brand content and providing higher levels of service. Thus, it is important to develop a deeper relationship with their existing digital audiences, whilst simultaneously attracting new customers to the brand. Burberry focus on digital customer acquisition and retention to develop omni-channel journeys. They aim to achieve this through e-commerce by investing in technology and their people to stay ahead of their competitors.



WEBSITE

Burberry has focused on their website/mobile site to curate images/videos that would appeal to their audience. They are high quality, engaging with a mobile-friendly setup. The images on the website are always up-to date and align with their current collections/campaigns along with the highlights of the company's history. This is a good way to retain their customers and keep them up to date with the brand through their digital efforts.

They have a Live and Burberry Acoustic section to communicate with their audience and to keep good customer relations.

Burberry currently offer a free collect in store service, next day delivery and Saturday delivery for their customers on their website. This is given as a goodwill to keep their customers shopping again without having to pay for delivery every time which will help to build brand loyalty and improve customer satisfaction.

BURBERRY ACOUSTIC

Burberry supports new local artists on Burberry Acoustic by celebrating upcoming and established British artists with live performances and special collaborations. This is a good way to build brand image, retain and attract new customers by creating a community where creatives can come together and share their music all through Burberry Acoustic.



IMAGE ABOVE: BURBERRY RUNWAY DURING THE LONDON IN LOS ANGELES FASHION SHOW 2015. LIVE STREAMED ON PERISCOPE

SOCIAL MEDIA

Another digital touchpoint is Burberry's use of Social Media channels such as Facebook, Instagram, Pinterest and YouTube account to engage customers. Their posts are consistent across all their social media channels and it helps Burberry to promote their new campaigns and collections by engaging with their large fan base and gaining new followers which will lead to potential customers. Through social media, their customers are able to participate on social media posts through likes, comments, direct messages, personal posts, stories, hashtags, personalising, purchasing or sharing the experience with others.

They have also worked on projects such as 'Burberry Kisses' and 'Burberry Bespoke' where customers were able to design their own personalised trench coat with free of charge service to help build goodwill for a loyal customer who many continue to make future purchases.

EMAIL MARKETING

Burberry also use email marketing to boost customer loyalty where they send out regular emails on campaigns, new collections and events to registered customers only. This type of digital marketing strategy is used to keep in touch with their new and existing customers and to let customers know about the latest news and developments of Burberry while building a strong and valuable relationship with their customers.

BURBERRY EMAILS

The Heritage Trench
Today at 10:09 am

BURBERRY



THE HERITAGE TRENCH

Introducing our iconic Trench, reimagined. The Chelsea, The Kensington and The Westminster in three refreshed fits and five modern colours.

[Shop trenches](#)

[How to style](#)



Shipping & returns

Enjoy free shipping and returns at [Burberry.com](#)

Introducing The Pin Clutch inbox



Burberry

to me

31 May [View details](#)

BURBERRY



INTRODUCING THE PIN CLUTCH

The supersized archival kit pin makes a statement across our accessories and jewellery collections.

[Shop new in](#)

[Shop accessories](#)



Shipping & returns

Enjoy free shipping and returns at [Burberry.com](#)



Collect-in-Store

Shop online and collect your order in store

Burberry send regular emails to their registered customers. They tend to contain a single product promotion with minimal text and photos. They like to keep it simple and this reflect their on their brand image. They also use bold text in different sizes and a few calls to actions to drive traffic to their website.

As a recommendation and through competitor email marketing research Burberry can use relevant gifs, embed short videos of campaigns, more images on their emails. Also, they can have more product information in their emails in order to give the customers more details about the product/product line or application being promoted. More information given through the email will increase the chances of the customer going onto the website to view more and even make a purchase.

The ribbon trench inbox



Burberry

to me

20 May [View details](#)

BURBERRY



THE RIBBON TRENCH

The introduction of the heritage ribbon stripe moves the trench onwards.

[Shop](#)



Shipping & returns

Enjoy free shipping and returns at [Burberry.com](#)



Collect-in-Store

Shop online and collect your order in store





BURBERRY RETENTION STRATEGIES

'The Art of the Trench'

The 'The Art of the Trench' campaign microsite initially launched in 2014 that runs user-generated content of people wearing Burberry's signature trench coat. The social campaign initially was introduced as a microsite in 2009 that collated photos of customers wearing their Burberry trench coat. As of now, customers could upload photos of themselves in their Burberry trenches, customers could comment on them, 'like'; and share the photos via Facebook, email, or Delicious. Users could also sort photos by trench type, colour, the gender of the user, weather, popularity, and where the photo originated and click-through to the Burberry site to make a purchase. The campaign aimed to appeal to Burberry's high-end customer base and generate interest in the new youthful, aspirational future customer.

It became so popular that Burberry expanded it to Facebook, Instagram, Twitter and Pinterest using hashtags such as #artofthetrench and #aott to spread the word. This campaign kickstarted Burberry's social strategy, adding millions of followers across a host of social accounts. During the Spring/Summer 2010 fashion show, Burberry chose to live stream the event, giving anyone access to the traditionally exclusive runway action.

The 'Art of the Trench' is a good way for Burberry to communicate with their audience by engaging with them. It builds a network of people across the world which forms a community through their social media account. Also, the hashtag #artofthetrench is also used on Instagram for fans to share their image of them wearing their own trench coat. This helps to improve brand loyalty and image by keeping their customers interest. It is also a good way to retain their customers.

Art of the trench tumblr

BURBERRY

Shop Trench Coats

Burberry.com

Archive

Art of the Trench is a living document of the trench coat and the people who wear it. The project is a collaboration between you, Burberry and some of the world's leading image makers.

Upload your trench



SUBMIT YOUR TRENCH

To upload an image, please enter the following details in the caption field below and submit your image as a portrait hi-res jpg to the Burberry Tumblr. A select number of images will be chosen..

*Required for your image to be used

- Name*
- Email*
- Where was the photo taken?*
- What do you do?
- What are your interests?
- What's on your playlist?



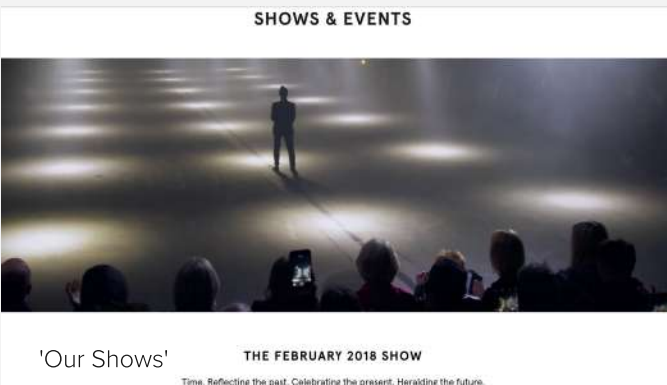
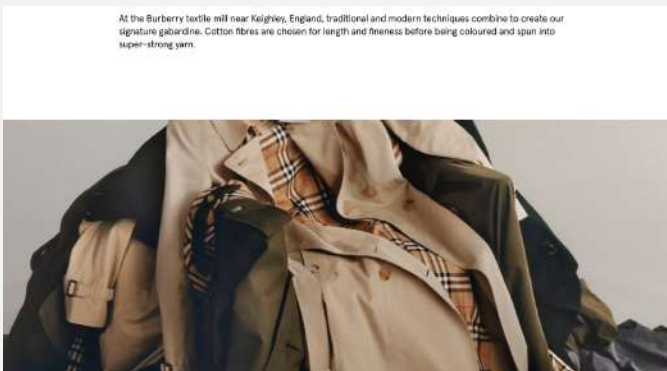
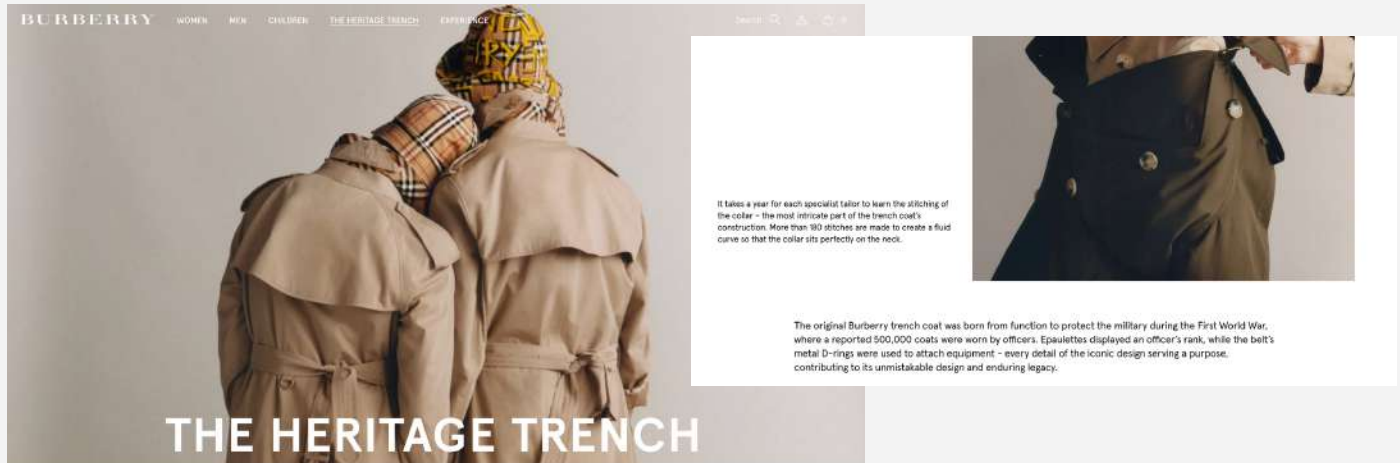
In 2014, Burberry expanded Art of the Trench to have a much bigger reach. Art of the Trench now taps into all of Burberry's global markets, as 1.4 million people have watched the reintroduction video and the site has received 24.8 million page views to date.

In 2015 the campaign featured Middle Eastern Influencers with 37 trendsetters shot in total for the Art of the Trench which spans the disparate worlds of film, art, design, food, sport, media, fashion, music and business. This is an indication of how wide-reaching and democratic a trench coat can be.

Bringing different people together through this campaign helped Burberry to reach out to more markets such as in the Middle East. They have used many popular influencers/bloggers for this campaign in order to reach out to more customers such as millennials. They will thus attract more customers and reach out to a wider target market through this campaign. It is also a way to engage their audience and show that Burberry can be worn by anyone for any occasion and in any climate.



BURBERRY - The Heritage Trench & Experience



Burberry also promote their 'Shows' and 'Burberry Acoustic' on their website. They want to build a community by celebrating the work of young artist within the music industry and share their videos on here. The 'Shows' is where they share their live events and the details of the event. These are good for communicating with their audience digitally and appealing to more millennials. Also, it is a good way to build customer acquisition and retention.

'The Heritage Trench' section of their website outlines the history behind the trench and why it is such a valuable part of the brand. After all, the trench is Burberry's main trademark. This is a good way to keep their audience informed and that they greatly value their heritage. Customers always want to know about top brands before purchasing. Thus, the information given has to be authentic, informative and reliable. In this case, Burberry want to build a sense of trust with their customers and aim to guarantee that what they sell is truly authentic and luxurious. They are able to build brand loyalty and image this way and retain their customers through providing quality products.



COMPETITOR RETENTION STRATEGIES

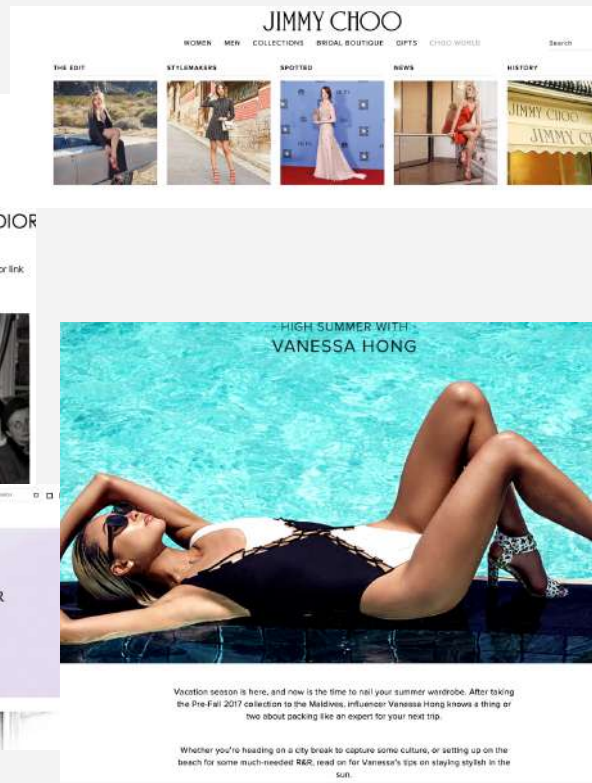
DIOR - 'DIOR MAG'



Dior currently has a magazine micro-site on their website where they sale exclusive news and introduction of their new product lines. It is a good way to keep their customers engaged and informed about the brand. It is a good way to improve customer acquisition and retain their customers through communication and social media engagement.

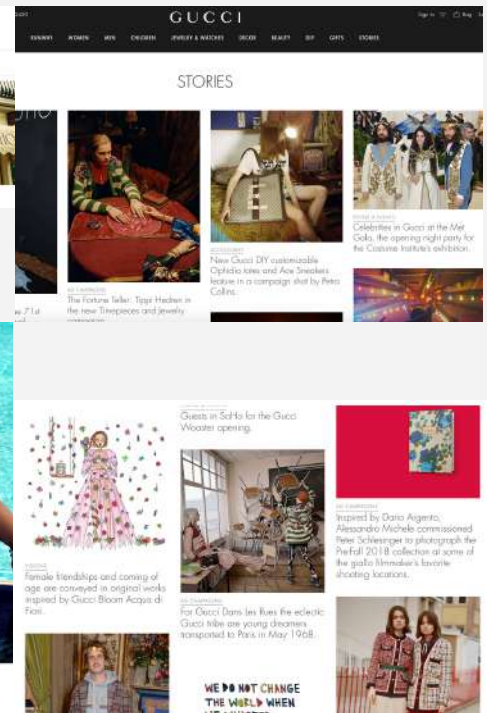
Overall, these brands do a good job of keeping their customers interest through healthy communications methods directly through their website. They want their customers to have a good experience while using their website and spend a lot of time on their products as well as keeping up to date with news. It is a good way to communicate and to keep good customer relations.

JIMMY CHOO - 'CHOO WORLD'



Jimmy Choo have a 'Choo World' section on their website where they share exclusive interview with celebrities, influencers or bloggers who promote their products, events. They have a spotted, the edit, stylemakers, new and history section as part of their Choo World. It also helps drive traffic to the shopping section of their website by retaining their customers and engaging with their current audience.

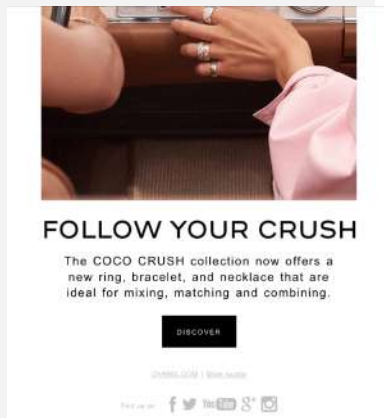
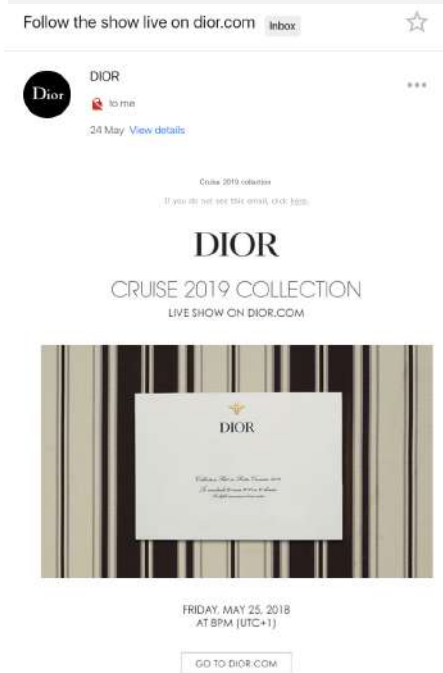
GUCCI - 'STORIES'



Gucci currently have a 'Stories' section' on their website to communicate with their fans/audience. They share interesting news on current fashion events/shows. It is a tool to communicate with their audience and keep their interest through engaging content. They are able to retain their customers and focus on keeping their current customers up to date through their website. The more people spend time on their website, the more chances of conversion.

COMPETITOR EMAILS

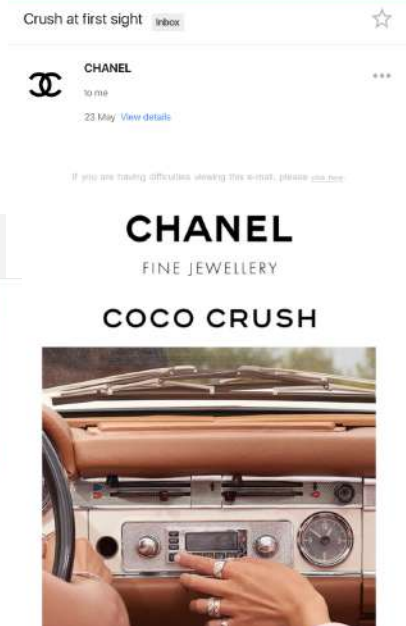
DIOR EMAIL



One of the Dior emails shared their upcoming show which can be watched live via dior.com. This is a nice way to keep customers engaged and feel involved in the Dior community.

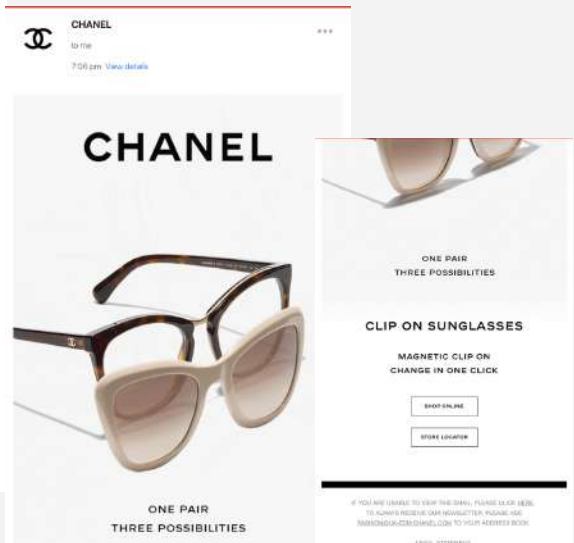
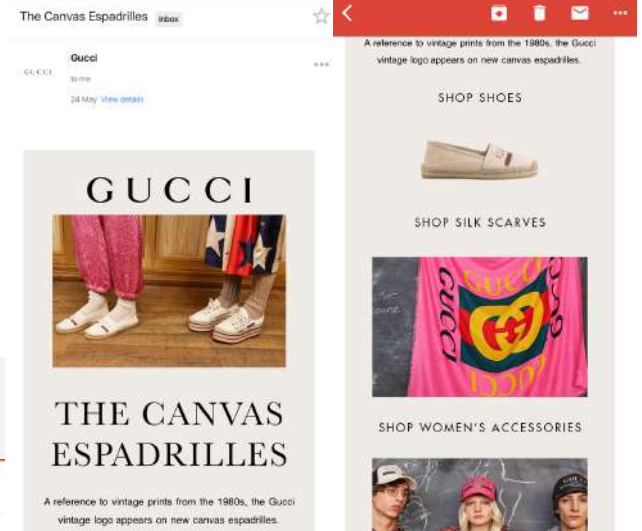


CHANEL EMAIL



Chanel introduced their new sunglasses with an interesting gif, where the sunglasses move up and down showing variations of the sunglasses. The gif is good to grab the attention of customers and the use of call to action makes it instantly viewable and shoppable.

GUCCI EMAIL

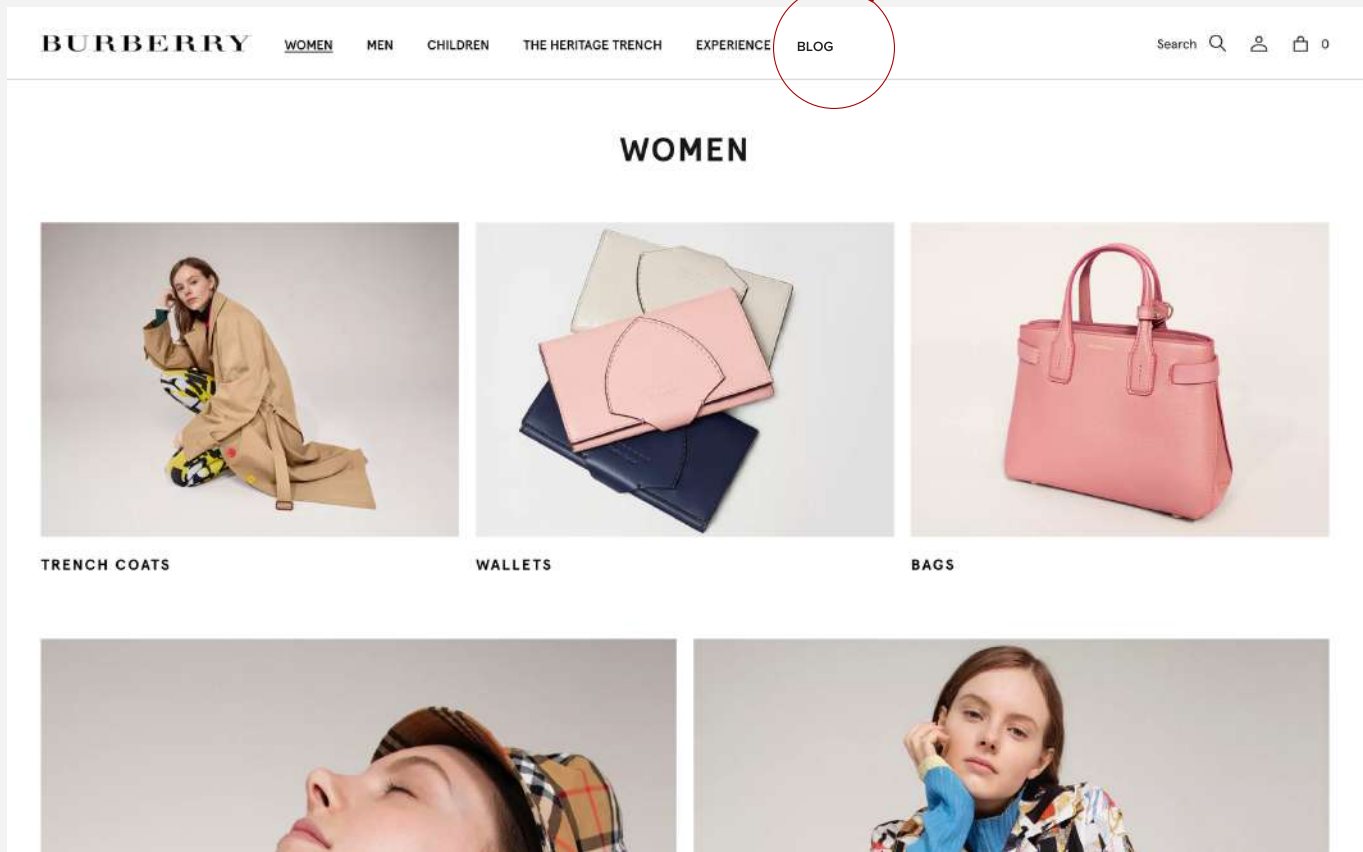


Gucci embedded a video in one of their emails which was interesting. This is a good way for storytelling and the video captures attention. It was used to promote their new jewellery line for their campaign.

Other brands such as Coast and Ralph Lauren introduced their sale to attract their customers. Ralph Lauren shared an exclusive promo code with their registered customers in order to push them to make a purchase. They have used calls to actions and bold and clear fonts with images to promote their sale.

BURBERRY BLOG PAGE

The 'BLOG' will be embedded onto Burberry official website and will be launched along with the Burberry's 'Redefining Tailor-Made' digital marketing campaign. It will consist of brand inside news, upcoming catwalk shows, new collections and campaigns, 'Redefining tailor-made' campaign inspirations, influencer interviews and outfit recommendations.



The 'BLOG' page will improve our social media presence and allow us to engage with our customers (millennials) more closely. We will also introduce a blog page to engage customers and keep them updated through regular updates on Burberry inside news as well as allowing customers to engage through blog comments. It will help increase brand loyalty and social media brand presence as it is a good way to retain customers and stand out in social media. We will also embed Burberry's social media accounts on the website to increase the brands visibility and social media engagement.

OUR EMAIL MARKETING CAMPAIGN

Bold logo of the new campaign 'Burberry Bespoke' - attracts attention



Eye catching large visual - very simple and good quality

Introducing the new campaign/mobile application

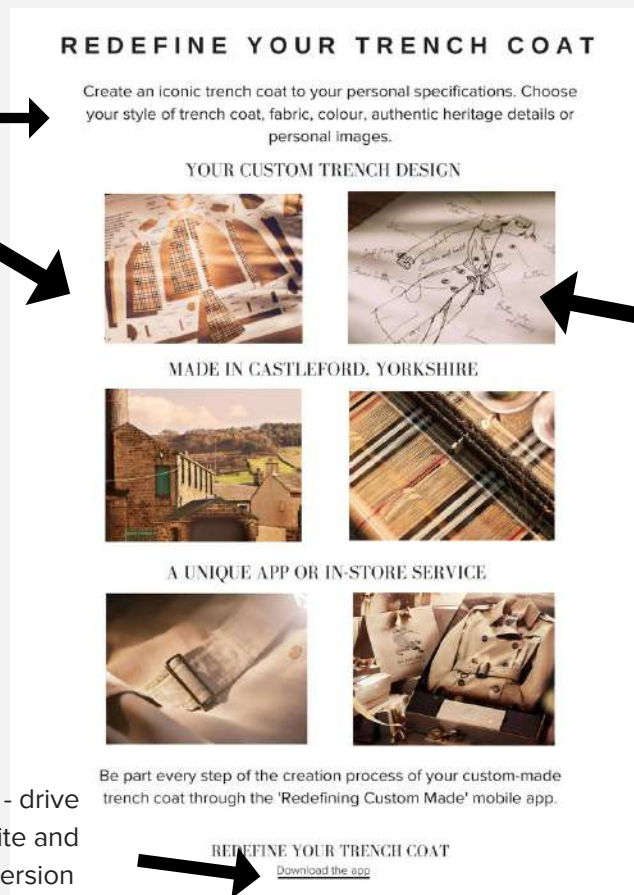
Introducing the relaunch of Burberry Bespoke, now live on Burberry.com and the official app.

Sets subscribers expectations - gives a brief detail about the new campaign.

Call to action - to download the app



Introduction to campaign - more information given here as to how you customise your own trench coat - more text and images to engage the customer. Minimal text used with varied fonts sizes and styles



Use of images from the new mobile application campaign introduction photoshoot.

Makes it interesting and engaging and helps the customer to visualise how they can customise their own trench coat and see the steps involved.

Calls to action - drive traffic to website and increase conversion

REDEFINE YOUR TRENCH COAT
Download the app

OUR EMAIL MARKETING CAMPAIGN

Introduction to brand story - give customer more information about brand heritage and trench history. In the last part of the content of the email - up to the customer if they want to find out more about the inspiration behind the brand.

THE TRENCH HERITAGE



The original trench coat was designed to serve the needs of the military in the early 20th century.

Today, all products are created and designed in Burberry's London studios by a team of dedicated designers.

Gabardine fabric was invented by Thomas Burberry more than 130 years ago.

The innovative cotton fabric, is both breathable and weatherproof, revolutionised rainwear.



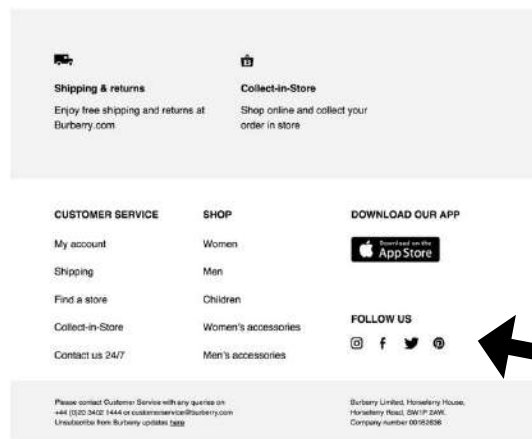
Burberry's Heritage trench coat continues to be made from gabardine and the design reflects the key features of the original.



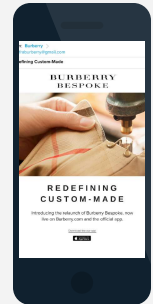
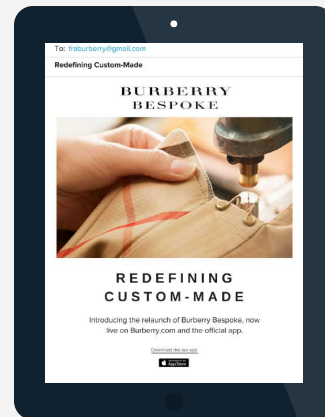
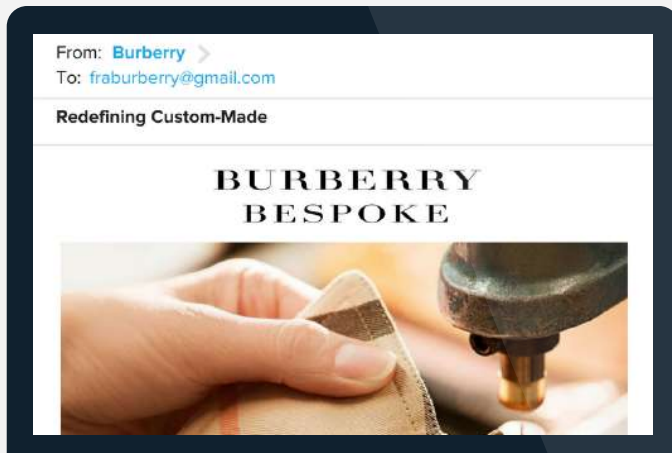
[Read more](#)

Use of relevant images next to short text to give more information to customer

More call to action - directs customer to website if they want to read more about the history of the trench and the inspiration behind the 'Redefining Custom-Made'



Social media accounts shared at the bottom - direct customers to our social media accounts if they would like to see the latest posts Burberry share and to find more posts, hashtags related to this particular campaign.



The email will be viewable on all kinds of devices such as a Mac, iPad, Smart phones such as Antroid and iPhone. The email will be sent out to our registered customers and will introduce the new campaign in an interesting and simplistic way.







CUSTOMER COMMUNICATION

Burberry knows that the customer is the heart of the business that's why we embed a "customer-centric mindset into all behaviour and decisions" we make for the business.

When it comes to the store Burberry we train our staff to be more engaging and friendly to our clientele so can improve customer loyalty. Also, to make sure that the first time the customer is introduced to the Burberry they will be pleased and happy with the service they received. Furthermore, the brand extended "its Customer Value Management outreach program and expanded its Burberry Private Client team by more than 50%.". This will allow the brand to deliver more outstanding customer service to the customers, which will help to improve its customer cultivation, retention and sales conversions.

We the digital market department teamed up with the FRA and got a few students to complete a store visit to see how the staff would react. While the student was visiting the store, they said that they received excellent customer service with the staff being friendly, knowledgeable and quirky (all had unique personalities that shine true.).

However, there were two staff members that gave exceptional service the 1st staff member left his post and took the student on a tour of the upper floor by showing them the VIP customer room and gave them information about how the store was laid out and how often it was restocked.

Then when they were having a look at the Heritage Trench a sales advisor came over and asked if they would like to try any trench coat and even when he fetched the coat for the student, but before he when he asked if they required anything to drink. While the student was trying on the coat he was informing them about the different style and fabric the coats come in. Then when the student had finished trying on the coat a ready to go he gave them a business card and said that if they had anymore enquired regarding the coat or would they like home to put them on old just ring or email.

The store visit showed that the changes we have made to our training of staff as paid off and we now have gained three more customers who are interesting in Burberry and would be willing to purchase when they have the means to.



BURBERRY CUSTOMER SERVICE

We have a brand have a general enquires page which informs the customer that we offer service 24-hours a day, 7 days a week globally. Also, we provide the customer with telephone service in multiple countries to meet our wide customer audience. We provide the customer with an email address to contact us with but also our 'Burberry Service' twitter account. The multiple customer contact points show that we have a brand care about our customer and are willing to help any way we can. Furthermore, we made sure that our 'Contact Us' page is easy to find and that when you search in google it's the first Text Ad to comes up.

GENERAL ENQUIRIES

If you have any queries or if we can be of any further assistance please do not hesitate to contact us by any means preferable to you. For your convenience Burberry offers global assistance 24-hours a day, seven days a week. We also include an option to locate your nearest Burberry store.

TELEPHONE

Please contact us by selecting your country below, and remember not all numbers are accessible or free from some mobile phone networks. Kindly note, we may monitor or record your communications for training and quality control.

United Kingdom

0800 279 4998
0203 402 1444

EMAIL

customerservice@burberry.com

TWITTER

[@BurberryService](https://twitter.com/BurberryService)

POST

Burberry Limited
Horseferry House,
Horseferry Road,
London
SW1P 2AW
United Kingdom

WEBSITE CONTACT US PAGE

BURBERRY
London, England

Thank you for contacting Burberry Customer Service.

We have received your email and are working to reply as soon as possible.

You may also refer to our Frequently Asked Questions at:

www.burberry.com/customer-service/faqs/

This email is an automated notification which is unable to receive replies.

They informed me that I could contact them for any other enquire I might have.

Another thing that I think was good is that the brand didn't responses to the email in the standard layout buy had a postcard design to the response. Why showcase that the brand is not a standard retail brand but a luxury brand.

EMAIL SERVICE

When it came to the email they responded to my enquire it was done within an hours time. They first acknowledge that I had made and enquire and that they were working on it and would get back to me as quickly as possible. Then an hour later they responded that they didn't have the size I required, the tone in the email was very friendly even though they were informing me that they didn't have the size I require.

BURBERRY
London, England

Dear Fara,

Thank you for contacting Burberry Customer Service and your interest in our collections.

I have looked into your query and we currently only offer this beautiful coat in a sizes 02 - 16. In some styles we may offer a larger size range but all available sizes will be listed on our website. I do apologise for any disappointment caused.

Please do not hesitate to contact us should you require any further help or information. We are available 24 hours a day, 7 days a week.

Sincerely,

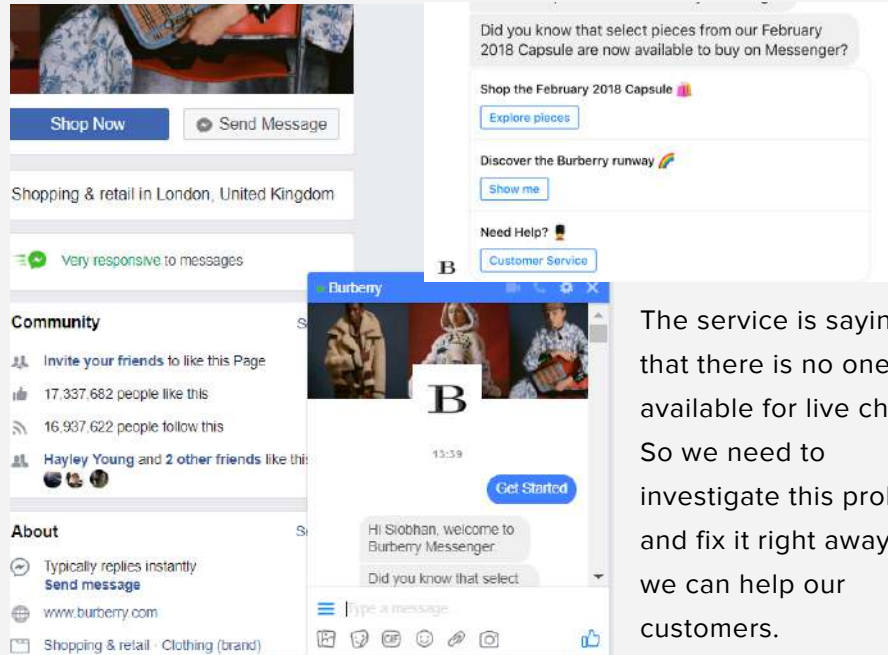
Owen
Customer Service

[Contact Us](#)

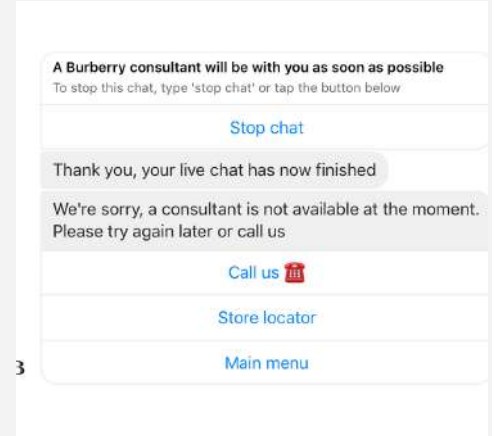
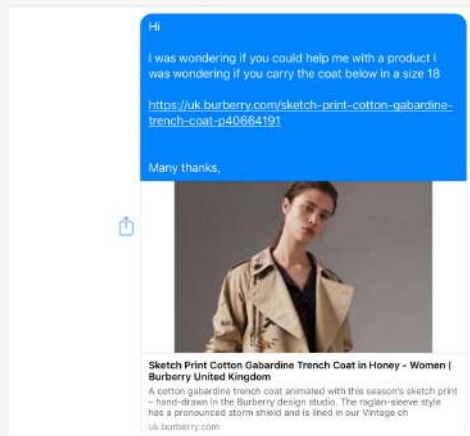
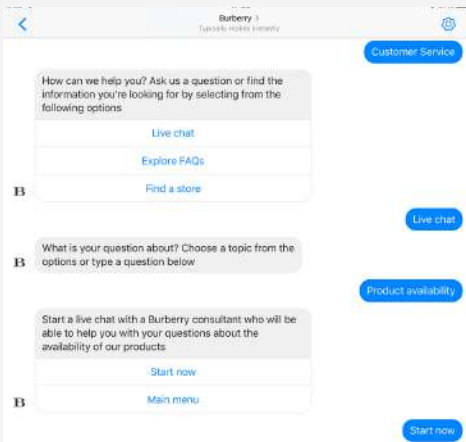
SOCIAL MEDIA CUSTOMER SERVICE

FACEBOOK

We have a brand also have a Facebook account that we customers can also use to enquire and any problems that may they have and we will respond very quickly. The customers just need to choose the customers' service options and follow the steps to the criteria you which to inquire about and then we will do a live chat with our customer. However, when we enquired as an anonymous customer the service was not working and we tied on two different days and time.



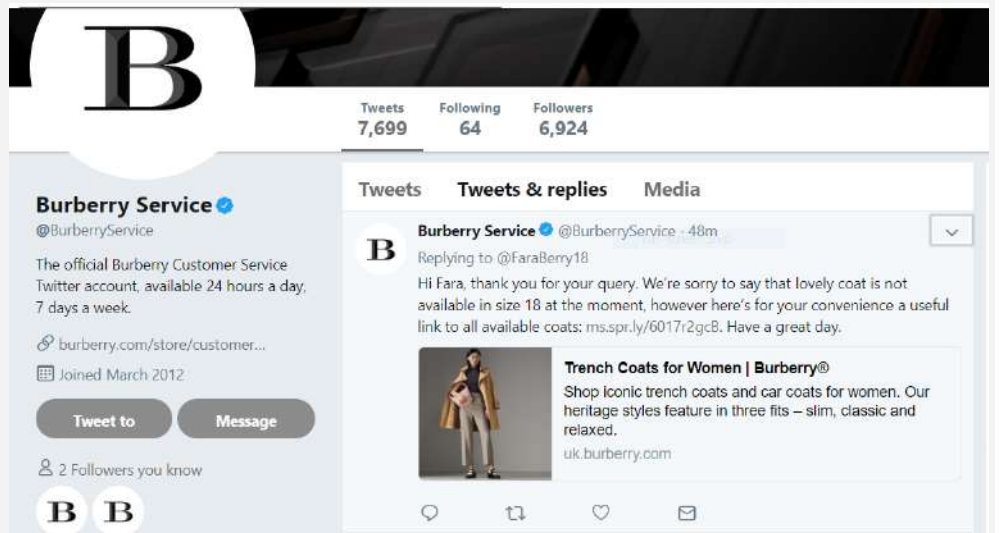
The service is saying that there is no one available for live chat. So we need to investigate this problem and fix it right away so we can help our customers.



TWITTER

We have a brand has created a twitter account just to respond to our customers in a quicker way, while they're on the go. The service is open 24 hours a day, 7 days a week. We answer question worldwide and will aim to respond to you as soon as we can.

When we made and enquire anonymously, we received a response within 48 mins of sending the tweet and was quicker than I expected. However, we as a brand thing that the response could



be quicker and under 30 mins and if the enquiry needs to be investigated more just inform the customer that you have seen it and get back to them with an answer as soon as possible.



IMPROVING SERVICE

When it comes to communication we think that we have a brand have a very good communication procedure in place that responds to customers in a timely and speedy manner. We have made inquiries as an anonymous customer and we were able to see what our response time is on a different platform.

We believe that to improve our service make sure we have a page on the website to information that has all the point of contact and how fast we will response and what area of enquires each service covers. Also, for the new bespoke app, we need to make sure that we have a chat function in the app and the website so that customers are able to get help for the service if they require it. Further for the app, we need to make sure we are able to communicate with anyone even our disabled customers.

If we make these changes to customer enquires service, it will help the brand to improve our customer cultivation and retention. The customer cultivation and retention. the reason is that the customer will now that the brand will answer their question and are willing to help. Future more if the customer has a great experience and in-store and online then they will be more willing to become a loyal customer and recommend our brand.



BUDGET & RETURN ON INVESTMENT

The budget is serious to the success of the campaign, we know that the budget will need to cover many areas of our campaign. The budget that has been allocated for this campaign is 10 million. 60% of our overall marketing budget will be spent on digital marketing. This budget will be split into various sectors. This will include, content, social media, email, paid search/pay-per-click (PPC), search engine optimisation (SEO), and mobile. For our search marketing campaign, will need to budget for SEO and PPC. We look to spend 20% of our digital marketing budget on SEO & PPC combined.

We created a few examples of campaign ads that could be created on 'Page 82'. The campaign ads will:

- Aim to Target 20 Million People in the UK first.
- 5% of the Consumer will make a purchase of £3,000 in the 1st 6 Months 10% of these consumers came from 1X PPC
- 3% of the Consumer will purchase again of £2,000 in the next 1 Year 5% of these consumers came from 2X PPC

The tables below show the work figures for the three campaigns and the ROI for each. (Reference Burberry Bespoke: ROI Workbook)

Traffic Focused Metrics					
Column1	Impressions	Clicks	CTR	CPC	Cost
Campaign 1	368329	36833	10%	\$18.41	\$678,093.69
Campaign 2	412329	41233	10%	\$18.72	\$771,879.89
Campaign 3	345160	34516	10%	\$16.66	\$575,036.56
				TOTAL COST	\$2,025,010.14

Conversion Focused Metrics			
Column1	Conversions	Conversion Rate	Cost Per Conversion
Campaign 1	36833	1.5%	\$552.49
Campaign 2	41233	1.5%	\$618.49
Campaign 3	34516	1.5%	\$517.74

Return on investment (ROI) is important of any marketing campaign, The ROI will inform us if we will get any revenue form the campaign and if the ideas are worth pursuing. The ROI is critical to the bottom line and will also help us to understand how to improve the campaign if we chose to launch it globally and run it for years to come. Further from the figures below we can see that the campaign would be success full.

Return On Investment (ROI) Focused Metrics					
Column1	Sales	Cost Per Sale(CPA)	Revenue	ROI \$	ROI %
Campaign 1	100000	\$30.01	\$3,001,051.06	\$2,322,957.37	342.57%
Campaign 2	30000	\$30.01	\$900,315.32	\$128,435.43	16.64%
Campaign 3	30000	\$30.01	\$900,315.32	\$325,278.76	56.57%
		TOTAL: ROI	\$4,801,681.69	\$2,776,671.56	



BRAND

Founded in 1856, Burberry today remains quintessentially British, with outerwear at its core. Digital luxury positioning and the optimisation across innovative mediums of the trench coat, trademark check and Equestrian Knight Device heritage icons, make the brand purer, more compelling and more relevant globally, across genders and generations.

OVERALL KPIs

Following on from the campaigns in our objectives, here are the KPIs that we will use to measure the success of our social media, search engine and retention campaigns:

SOCIAL MEDIA

AWARENESS & ENGAGEMENT

- The number of followers gained on social media channels.
- Impressions, clicks and views.
- Hashtag reach: The number of times the official hashtag #BurberryBespoke has been shared.
- Comments and likes; Measuring how engaged our audience is with our content.
- Mentions, shares and retweets.

WEBSITE TRAFFIC

- The number of visitors directed to the website

CONVERSION [LEADS]

- Percentage of users/visitors signing up to Burberry Bespoke via social media.
- The number of app downloads.

SEO

- No. of keywords on the 1st page of SERP (Search engine rank page)
- SERP position for specific keywords
- No. of outbound links generated
- No. of inbound links generated
- Traffic referral volume
- % of brand & non-brand search terms generated
- Pages viewed per visit

PPC

- Impressions, Clicks, Click through rate, cost per click.
- Conversions, conversion rate, cost per conversion.
- Sales, cost per sale, revenue, marketing ROI

RETENTION

- Email Open rate and click-through rate
- Email Unsubscribe rate
- Conversion rate
- Customer retention rate
- % of conversions that are repeat purchases



KEY PERFORMANCE INDICATORS

When setting our key performance indicators (KPIs), it is very important to make sure that they align with the aims and objectives of our marketing plan as this is an easy way to measure how successful we have been in achieving our specific set business goals and objectives throughout the marketing campaign.

KPIs will help to measure our brand marketing objectives through each stage of our consumers' journey and sales funnel of a which are the awareness, consideration and action stages. The diagram shows examples KPIs that can be measured at each stage of the consumer sales funnel.

Here is the process of how we look to set our key performance indicators of KPIs:

- Establishing business Goals & Objectives.
- Establishing Key Success Factors (KSFs) from the business Goals & Objectives.
- Establishing Key Performance Indicators (KPIs) from our KSFs.
- Collect Measures.
- Calculate Metrics from Measures.

ESTABLISHING BUSINESS GOALS & OBJECTIVES:

Throughout this report, we have stated our objectives for each of our key marketing processes; social media, search engine and retention marketing strategies which will all contribute to different stages of our target market's consumer journey in the sales funnel.

ESTABLISHING KEY SUCCESS FACTORS:

"Key success factors (KSF) defined as the basic planning, design, and implementation of the way in which products and services will be presented to consumers to result in successful sales". - Laura Lake, 2018

So in our case we as a global luxury fashion brand have planned, designed and will implement a range of marketing strategies in order to reach affluent fashion-conscious men and women between the ages of 18-34, based on the fact that we have researched and analysed that this target market will most likely be interested and keen to invest in our digital approach to custom design. As we have created marketing strategies that meet the needs of potential consumers within that market, this will help contribute to awareness, and successful leads and sales conversion of our product and service. Our key success factors are defined as our social media, search engine and retention marketing plans.





ESTABLISHING KEY PERFORMANCE INDICATORS

It is important to set KPIs in our marketing plan for Burberry Bespoke as they will be very effective in enabling us to continuously monitor the performance of the marketing campaigns we've implemented as the year progresses (monthly, quarterly etc). We can ensure that we are setting ourselves up for success, as we will be able to monitor how effective our online marketing plan is and whether or not we are on track for meeting set goals and objectives.

If we find that the performances of our strategies aren't working as well as we'd like during our tracking or measuring, we can use this information/data to then review our KPIs and change things accordingly to ensure that our business objectives are likely to be met in a timely manner.

Here is one KPI we have created for this campaign:

Business objectives - Increase customer retention by 25 percent in the next 6 months.

KPI - The percentage of repeat purchase through the email click-throughs.

Measure - Customer retention rate.

Measuring this KPI will be effective in letting us how many of those who clicked on our links and campaign channels actually performed a set of actions (such as signing up to Burberry Bespoke) that will turn them into leads or even sales.





BENEFITS OF OUR ONLINE MARKETING PLAN

Our brand is currently positioned as one of the leading luxury brands in the world, as we are pioneers of digital innovation within luxury retail. Over the years, we have created highly successful digital campaigns such as Burberry Kisses and Art of the Trench which have aided in our global reach and growth.

We have continuously embraced new technology and opened new opportunities by investing in digital platforms and marketing innovations strongly investing in our website and mobile platform, which we look to maintain with this campaign.

Here some benefits of our online marketing plan:

- **More customers:** Online digital marketing allows us to reach a wide range of customers very quickly thus increasing awareness of our brand, products and service. It also allows us to create a loyal customers base, using techniques like e-mail marketing for retention can encourage our customers to stick with our brand.
- **Keeping up with our competition:** Digital marketing strategies are used by all our competitors so it is extremely important to find ways to deliver innovative marketing strategies online. Making sure that we keep up with the or in our case set the trends, within the digital space gives us the ability to really connect with our customers as effectively as possible.



- Maximises the value of our website: Our digital marketing plan can also aid in the success of converting visitors to potential customers via our website, as it can drive the needed to traffic that we need to it.
- Reduces our costs: Digital marketing can be a little more cost-effective in comparison to traditional marketing (which involves advertising strategies such as print).
- Instant Feedback: Gaining instant feedback from our customers is important and online marketing aids in that being able to happen. If a customer is not satisfied with our product or service, we gain engagement and receive instant feedback, whether that be through social media or contact through our website.



CONCLUSION

To conclude this report, although we look to implement our digital marketing plan globally, the actual Burberry Bespoke concept will be trialled and focused on the UK USA and China market initially (our biggest market shares). This is to make sure that we gain insight into how successful Burberry Bespoke can really be on a larger scale and in terms of ROI. If successful, we can look to expand the concept across more markets.

Based on the Ansoff matrix, our strategic marketing plan implements the market penetration strategic technique, this is because we are looking to relaunch existing product into our existing market. The structure of our marketing plan will be beneficial in helping us to further penetrate the digital market and engage with customers both new and old in order to increase our market share and grow the market size.

A man is shown from the back, wearing a light beige Burberry trench coat over a dark blue vest, a white shirt, and a diagonally striped tie. He is also wearing a Burberry checkered flat cap. The background is a plain, light-colored wall.

BURBERRY'S FUTURE



THE TRENCH COAT



RICARDO TISCI
CREATIVE DIRECTOR



CHRISTOPHER BAILEY
PREVIOUS: CREATIVE DIRECTOR

THE NEXT CHAPTER

Over the past 161 years, Burberry has never stood still. In the past 15 years alone, this is a Company that has transformed from a predominantly licensed business, to a wholesale business, to our focus today on creating a leading luxury retail and digital business for this next phase. Which means we have shown our ability to change and adapt in the past – and we are now positioned to do so again for the future.

- CHRISTOPHER BAILEY 2017

In 2001, Christopher Bailey is appointed Design Director. Christopher Bailey was the president, and former chief creative officer of Burberry. In May 2014, he took up the role of chief creative and president.

Burberry has named Riccardo Tisci its new creative officer, effective March 12, 2018. Tisci succeeds Christopher Bailey, who announced his departure in October 2017 after 17 years with the company. Tisci joined the brand after more than a decade as creative director at Givenchy, where he is credited with resurrecting the LVMH-owned couture house with his dark, sensual and subversive collections.

We are looking forward to Tisci elements his own style and vision. He has expressed that "I am honoured and delighted to be joining Burberry as its new Chief Creative Officer and reuniting with Marco Gobbetti. I have an enormous respect for Burberry's British heritage and global appeal and I am excited about the potential of this exceptional brand,"

'B COLLECTION' SS19

"I wanted to celebrate the beauty, heritage and legacy that I discovered when I first arrived at Burberry. 'B Classic' is an edit that I've curated to honour the icons of the House - pieces like the trench coat, the quilted jacket, the car coat, the kilt - which sits at the heart of the SS19 pre-collection designed by the fantastic Burberry design team."

RICARDO TISCI, 2018



THE BARN JACKET



THE QUILTED COAT



THE CAR COAT

RICCARDO TISCI LOOK'S TO THE PAST WITH “B CLASSIC” COLLECTION

His designs have an elegance that is contemporary and his skill in blending streetwear with high fashion is highly relevant to today's luxury consumer. Riccardo's creative vision will reinforce the ambitions we have for Burberry and position the brand firmly in luxury,

Furthermore, with the 'Burberry Bespoke' we believe that it will fit into the direction of where Tisci wants to take the brand by honouring the past but also that it marries well with the digital ideas that Burberry is now known for in luxury fashion.



THE KILT



THE PONCHO



INTELLECTUAL PROPERTY OF OLUREMI AFOLABI, SIOBHAN THOMPSON & TANSU GUNAY