



IVY PARK

#THISISMYPARK #IVYHIVE

BY Remi, Siobhan & Tansu



“Power is making things happen without asking for permission.”

BRIEF:

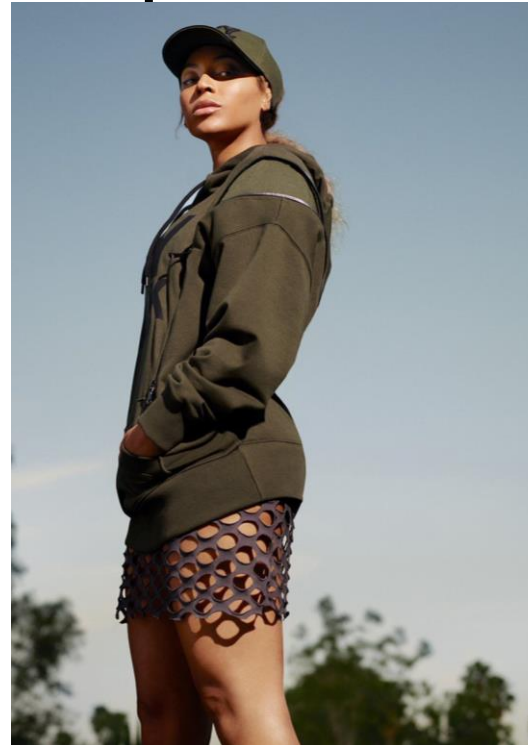
WE WERE GIVEN THE TASK TO IDENTIFY AND CREATE A DIGITAL KEY INITIATIVE TO INCREASE GROWTH.

THE BRIEF REQUIRED FOR US TO CREATE A CAMPAIGN THAT WILL:

- DELIVER SIGNIFICATION GROWTH FOR IVY PARK
- DELIVERS A STRONG RETURN ON INVESTMENT
- IS TAILORED TO THE IVY PARK TARGET AUDIENCE
- SUPPORTS THE BRAND ETHOS & MANIFESTO

CASE: THE NEXT DIGITAL KEY INITIATIVE

- DEMONSTRATE THAT SPORT CUTS THROUGH AGE,
ETHNICITY, STATUS, RELIGION –SHOW
THAT SPORT HAS THE POWER TO BE INCREDIBLY UNIFYING
AND LEVELLING
- PROVE MENTAL STRENGTH IS ACHIEVABLE THROUGH
PHYSICAL STRENGTH
- DEMONSTRATE HOW YOU CAN USE SPORT TO OVERCOME
LIFE'S CHALLENGES
- UNITE WOMEN ACROSS THE GLOBE



“MY GOAL WITH IVY PARK IS TO PUSH THE
BOUNDARIES OF ATHLETIC WEAR AND TO
SUPPORT AND INSPIRE WOMEN WHO
UNDERSTAND THAT BEAUTY IS MORE THAN
YOUR PHYSICAL APPEARANCE. TRUE BEAUTY
IS IN THE HEALTH OF OUR MINDS, HEARTS AND
BODIES.”

– BEYONCÉ

“IT’S REALLY THE ESSENCE: TO CELEBRATE
EVERY WOMAN
AND THE BODY SHE’S IN WHILE ALWAYS
STRIVING TO BE BETTER.
I CALLED IT IVY PARK BECAUSE A PARK IS OUR
COMMONALITY. WE CAN ALL GO THERE;
WE’RE ALL WELCOMED. IT’S ANYWHERE WE
CREATE FOR OURSELVES.”

– BEYONCÉ IN ELLE, APRIL 1ST 2017

MYSTERY SHOP

TOPSHOP



- *STAFF*
- *LAYOUT*
- *ASTHETICS*
- *FINAL THOUGHTS*

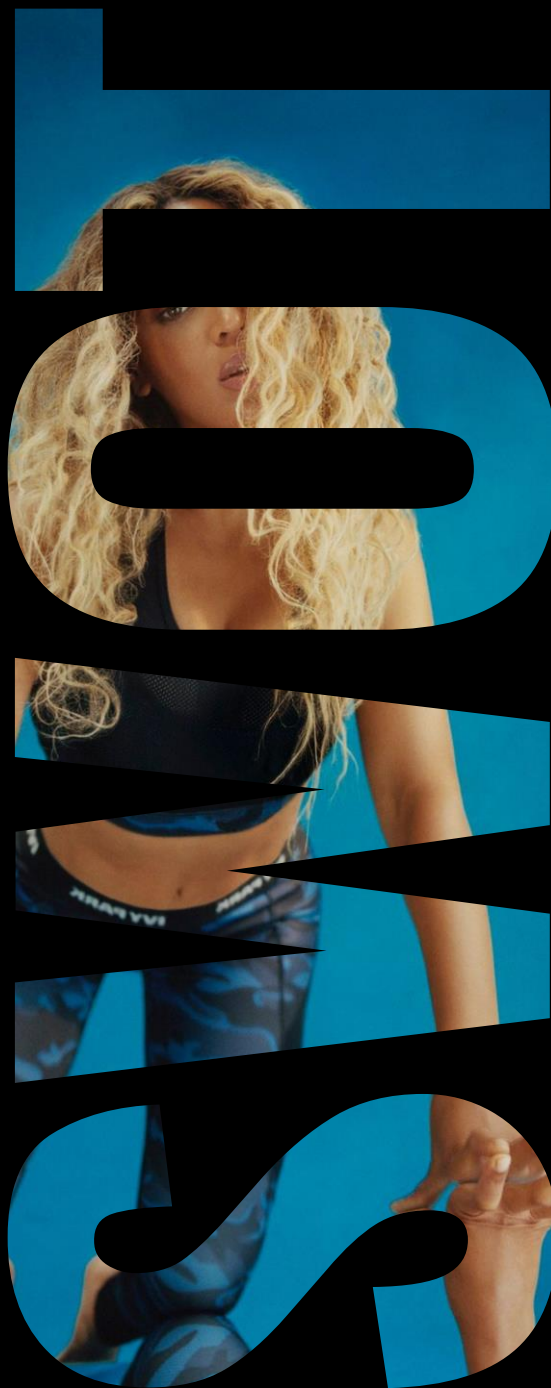
STRENGTHS

- - ACTIVEWEAR CLOTHING BRAND
- - BRAND IS CO-FOUNDED BY BEYONCE & TOPSHOP
- - AFFORDABLE PRICE RANGE

WEAKNESSES

- - LACK OF BRAND AWARENESS
- - LOW BRAND PERCEPTION
- - NO ONLINE STORE/ MOBILE APP TO MARKET AND SELL NEW COLLECTIONS MORE EFFECTIVELY
- - LACK OF ACTIVITY /ENGAGEMENT ON SOCIAL MEDIA ACCOUNTS
- - LACK OF MENSWEAR COLLECTION
- - LACK OF ECOMMERCE

MARKET RESEARCH



OPPORTUNITIES

- - USING BEYONCE ON THE FACE OF THE BRAND CAMPAIGNS
- - INTRODUCE
- E-COMMERCE/M-COMMERCE
- - USE OF SOCIAL MEDIA PRATFORMS
- - USE OF INFLUENCERS/CELEBRITIESTO PROMOTE NEW COLLECTIONS
- - FUTURE CELEBRITY/BRAND/INFLUENCER COLLABORATI
ONS
- -FUTURE STORES AROUND THE WORLD
- - REACH OUT TO NEW MARKETS GLOBALLY

THREATS

- - COMPETITIVE MARKET
- - COMPETITORS - PUMA, NIKE, ADIDAS, H&M SPORT, NEW LOOK,SWEATY BETTY
- - PRODUCT SUBSTITUTION IS EASILY AVAILABLE
- - VOLATILE YOUNG CUSTOMER BASE



BRAND POSITIONING

THIS MAP IDENTIFY HOW FURTHER ATHLEISURE RETAILERS, ALONG THE MAIN COMPETITOR FOR IVY PARK.

IVY

PA
RK

STRONG BEYOND MEASURE



IVY PARK
through our
eyes...

#THISISMYPARK

MEET *Alicia*

SHE'S IVY PARK LOOK SLAY QUEEN

ALICIA IS OUR TYPICAL IVY PARK GIRL, AT JUST 21 SHE'S MORE COMFORTABLE IN ATHLEISURE WEAR BUT STILL LOVE'S BEING FASHIONABLE, EDGY AND GIRLY, THAT'S WHY SHE BELIEVES IVY PARK IS THE BRAND FOR HER.

- MATERIAL STATUS: SINGLE (FEELING HERSELF TOO MUCH)
- OCCUPATION: FASHION MARKETING STUDENT / SALE ADVISOR
- INCOME: £5,500
- MOTIVATION: FAMILY, ENGORGING YOUNG GIRLS TO BELIEVE THAT ALL SHADES OF BLACK IS BEAUTIFUL
- HOBBIES: YOGA, SHOPPING, DANCING, VOLUNTEERING, SOCIALIZING WITH FRIENDS AND LISTENING TO THE QUEEN B'S MUSIC

*Her life Moto
" If you want
to be
somebody if
you want to
go somewhere
you better
wake up and
pay
attention"*



AIM

TO IMPLEMENT A THREE YEAR BUSINESS PLAN THAT WILL:

ENTICE THE TARGET MARKET AND ATTRACT NEW CONSUMERS, WHILE REMAINING TRUE AND IN LINE WITH THE BRAND'S MISSION & ETHOS.

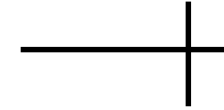
USE LEAD GENERATION TACTICS TO INCREASE INTEREST IN NEW PRODUCT IN ORDER TO BUILD STRONGER RELATIONSHIPS WITH TARGET AUDIENCE.

GENERATE SALES AND INCREASE REVENUE FOR THE IVY PARK.





OBJECTIVES

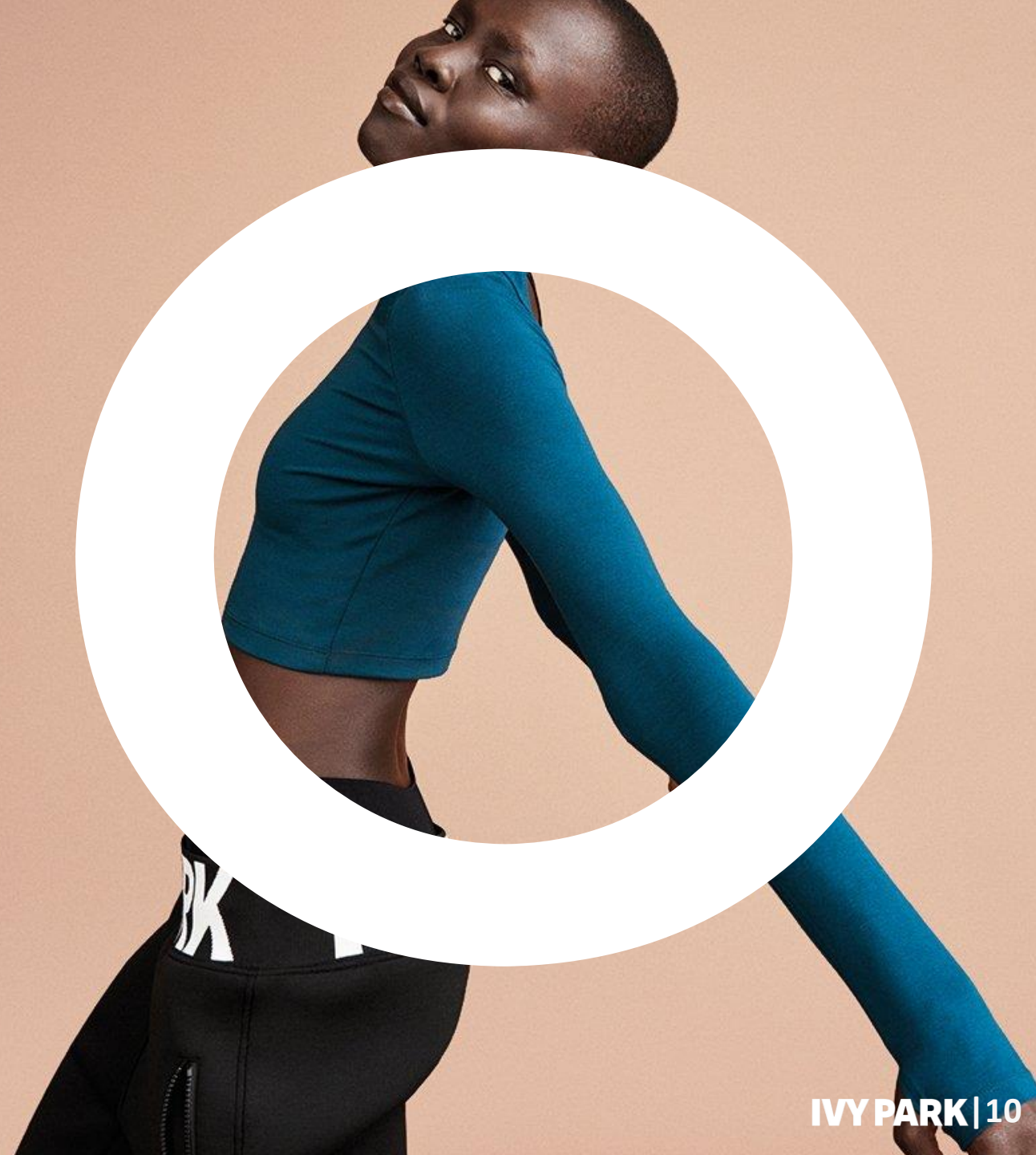


- BOOST SALES BY ROUGHLY 30% IN THE NEXT 3 YEARS
- INCREASE CONVERSION RATE 5-8% IN THE FIRST YEAR OF LAUNCHING THE CAMPAIGN
- GROW SITE TRAFFIC 20% IN THE NEXT YEAR
- INCREASE ENGAGEMENT BY 20% THROUGH IVY HUB AND SOCIAL MEDIA PLATFORMS
- TARGET AND INCREASE NEW CUSTOMERS BY 18%

DIGITAL ROADMAP: YEAR ONE

***DIGITAL CAMPAIGN –
EDITORIAL PROMOTING
INCLUSIVENESS AND LAUNCH
OF THE WEBSITE.***

INTERACTIVE HUB – [IVY HIVE]



USER GENERATED CONTENT

WE WILL LOOK TO CREATE A CAMPAIGN THAT SHOWCASES INCLUSIVENESS OF THE IVY PARK CUSTOMER. WE FEEL THAT THE AUDIENCE WILL FAVOUR REAL-LIFE EXPERIENCES & MOMENTS TO INSPIRE & VALIDATE THEIR PURCHASES.

WE WILL ENCOURAGE CONSUMERS TO CREATE USER-GENERATED CONTENT WITH AN END INCENTIVE.

BENEFITS OF UGC :

- EMBRACES AUTHENTICITY WHICH CONSUMERS CRAVE.
- THIS TYPE OF DIGITAL CONTENT WILL BE COST-EFFECTIVE.



IVY HIVE:

THE INTERACTIVE HUB

INVITING CUSTOMERS TO UPLOAD PICTURES OR IMAGES OF THEM WEARING NEW COLLECTION IVY PARK ON AN INTERACTIVE HUB - 'IVY HIVE'

TO UPLOAD, USERS MUST SIGN UP. THROUGH COMPLETION, THEY WILL RECEIVE EXCLUSIVE NEWLETTERS, DISCOUNTS & OFFERS.

USERS CAN BROWSE, COMMENT IN FORUMS, OR SHARE THE CONTENT ON THEIR SOCIALS.

#THISISMYPARK

#IVY PARK





MARKETING PLAN

[SOCIAL MEDIA]

- PROMOTION OF CONTENT ON SOCIAL MEDIA CHANNELS
- USE OF TWO MAIN HASHTAGS - #IVYPARK & #THISISMYPARK
- INFLUENCER MARKETING

[SEO]

- PRESS RELEASES
- LINK BUILDING – THROUGH ONLINE ARTICLES
- SOCIAL OPTIMISATION – DIRECT VISITORS FROM SOCIAL MEDIA TO WEBSITE

[PAID SEARCH]

PAY-PER-CLICK USING GOOGLE ADWORDS

IVY HIVE HUB

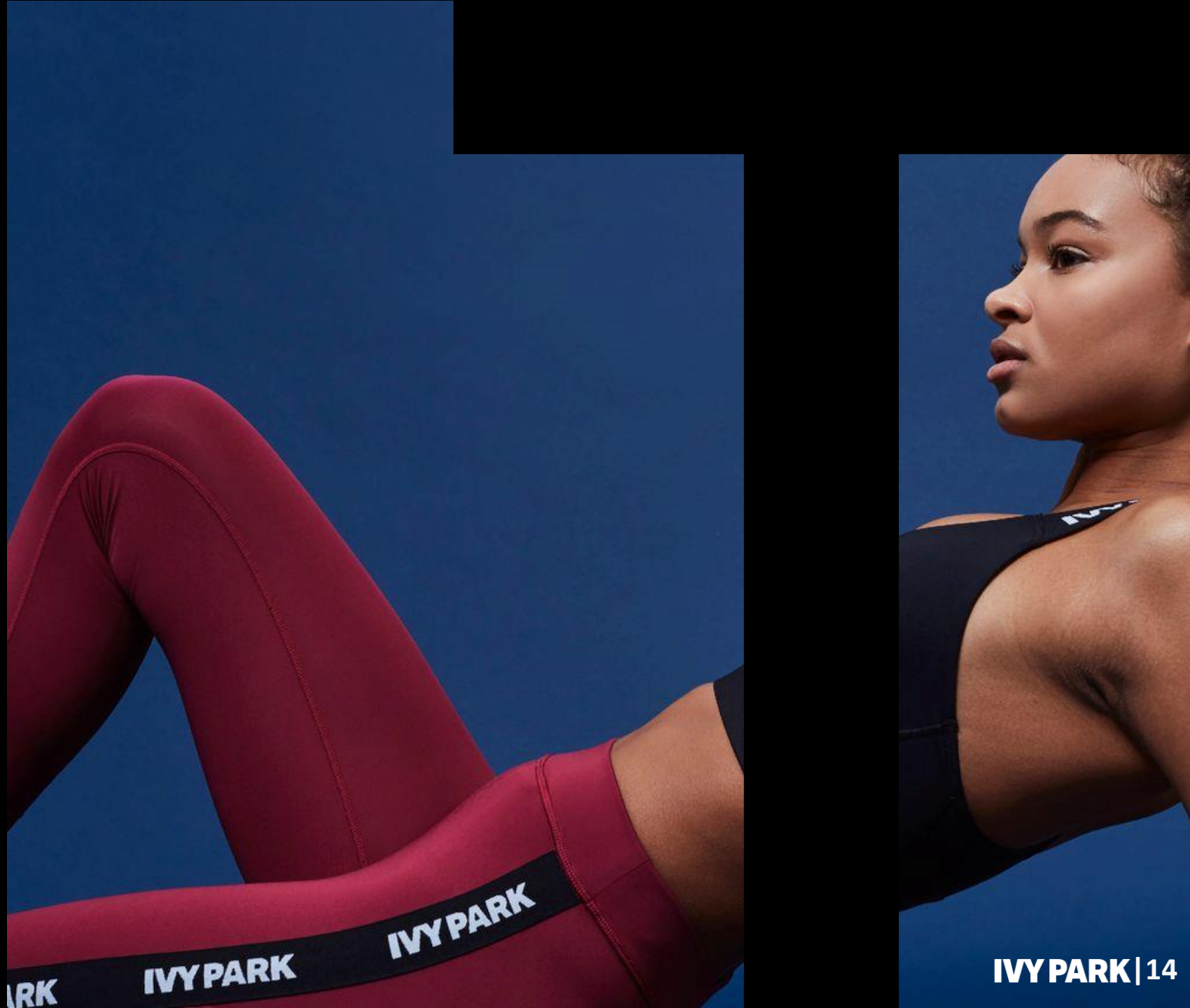
We would like to take you on a tour of what the Ivy Hive might turn out to be.

VIST: www.ivyhive.com

DIGITAL ROADMAP: YEAR TWO

*DRIVING AWARENESS BACK
TO IVY HIVE HUB FOR NEXT
CAMPAIGN MOVE.*

*INITIATE GLOBAL POP-UP
WORK OUT EVENTS IN KEY
LOCATIONS FROM HUB*



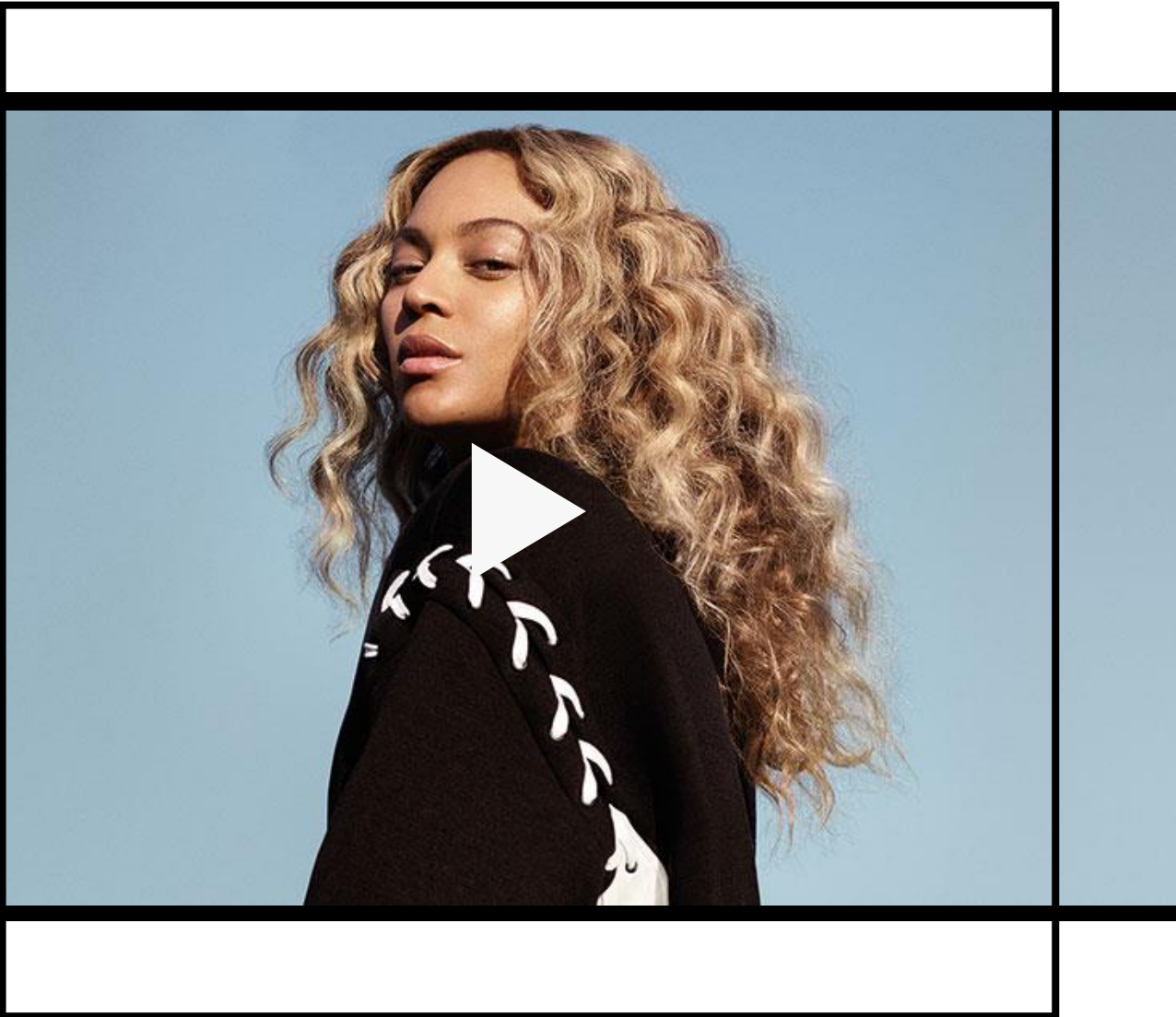
CAMPAIGN VIDEO



#WHEREISYOURPARK?

BEYONCE WILL CHALLENGE HER AUDIENCE TO GET CREATIVE AND SHOW HER WHERE THEIR PARK LIES IN THEIR HOMETOWN.

CUSTOMERS WILL BE ENCOURAGED TO UPLOAD CONTENT OF THEM WEARING IVY PARK IN THEIR 'PARK' ON IVY HIVE HUB



THE INCENTIVE

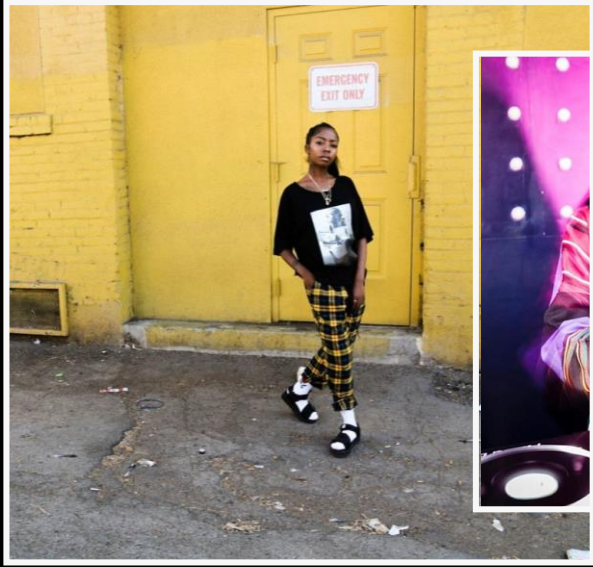
THE INCENTIVE BEHIND THIS CAMPAIGN WILL BE TO OFFER A FEW PEOPLE THE CHANCE TO BECOME IVY PARK BRAND AMBASSADORS FOR THEIR 'PARK'. PARTICIPATING IN THE INITIATION OF *GLOBAL POP-UP WORK OUT EVENTS* IN THEIR *HOMETOWNS*.

“

DO YOU HAVE WHAT
IT TAKES TO BECOME
AN AMBASSADOR
FOR YOUR PARK?



INFLUENCERS

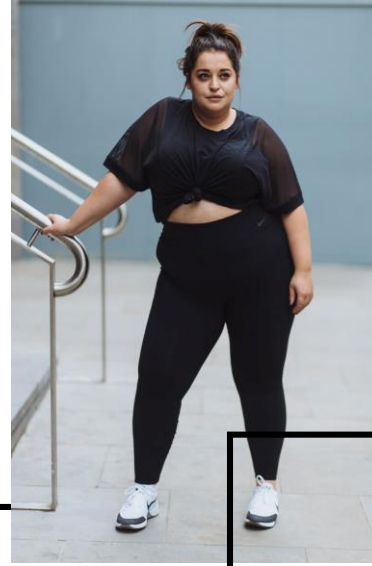


SIOBHAN BELL – DJ

REACHING OUT TO A NUMBER OF DIGITAL INFLUENCERS BOTH MICRO AND LARGE IN SCALE TO PROMOTE THE #WHEREISYOURPARK CAMPAIGN TO THEIR OWN AUDIENCE.

WE WOULD LIKE THEM TO SHOW US AND THEIR AUDIENCE WHERE THEIR PARK IS AND TELL A STORY ABOUT IT.

NADIA ABOULHOSN – MODEL/ BLOGGER



DANIELLE VANIE – BLOGGER



LESLEY – BLOGGER

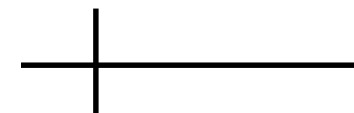
LYN SLATER – CREATIVE



WE WANT THE SELECTION OF INFLUENCERS TO BE QUITE DIVERSE IN ETHINICTY, SIZE, AGE, LOCATION ETC.



TAPPING INTO THE CHINESE MARKET



1.4 BILLION PEOPLE LIVING IN CHINA, AND OVER 600 MILLION OF THEM ARE ACTIVE INTERNET USERS.

BUILDING AN ONLINE PRESENCE IN CHINA IS ESSENTIAL WOULD BE GREAT FOR IVY PARK.

SOCIAL MEDIA MARKETING:

- UTILISE PRESENCE ON A NUMBER OF HOME-GROWN SOCIAL PLATFORMS SUCH AS WEIBO & WECHAT.
- WORKING WITH TRUSTED INFLUENCERS.

SEARCH ENGINE MARKETING:

- INCREASE VISIBILITY ONLINE THROUGH SEARCH
- SET UP PAID SEARCH & ADS ON POPULAR SEARCH ENGINE BAIDU.

KPI'S

SALES

SALES GROWTH
CONVERT FIRST TIME BUYERS
INCREASE CART SIZE
RETAINING REPEAT CUSTOMERS

DIGITAL MARKETING

CONVERSION RATE
GROWTH IN WEBSITE TRAFFIC/VISITS (GOOGLE ANALYTICS)
HIGHER RANKING VISABILITY IN SEARCH ENGINES
PUBLIC RELATIONS -
IVY HUB SIGN UPS/NO OF NEWSLETTER SIGNUPS

SOCIAL MEDIA

SOCIAL MEDIA ENGAGEMENT THROUGH #IVYHIVE,
#THISISMYPARK, #WHEREISYOURPARK
CONTENT SHARES
CONTENT DOWLOADS/VIEWS





BUDGET

THE ESTIMATED BUDGET FOR THIS CAMPAIGN WILL BE
£50,000 - £60,000+

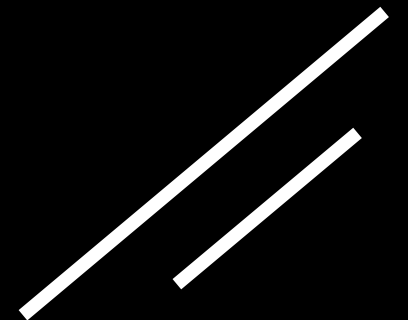
THE BUDGET WILL BE SPLIT ACROSS THESE MARKETING
CATEGORIES:

- SOCIAL
- CONTENT
- EMAIL
- SEARCH ENGINE
- EVENTS
- PR MATERIALS
- INFLUENCER



DIGITAL ROADMAP: YEAR THREE

*REGENERATION OF CHOSEN
SPACES AROUND THE
GLOBAL*



CHARITY WORK

#BEYGOOD

- #BEYGOOD CAMPAIGN FOUNDED BY BEYONCE (SINCE 2004)
- A PHILANTHROPIC INITIATIVE, TO HELP THE HOMELESS, SICK CHILDREN AND THE UNEMPLOYED

IVY PARK X #BEYGOOD CAMPAIGN

YEAR 1:

- WINNING LOCATION WILL BE CHOSEN
- BEYONCE POP-UP WORKOUT SESSION IN MOST POPULAR COUNTRY

YEAR 2:

- A REGENERATION PROJECT IN A LEDC COUNTRY
- TO PROVIDE ENVIRONMENTAL, AESTHETIC AND RECREATION BENEFITS
- SPORTS OPPORTUNITIES



THE CAMPAIGN



- RAISE AWARENESS FOR THE CHARITY ORGANISATION & IVY PARK
- PROMOTE “HEALTH, FITNESS AND STRENGTH” THROUGH SPORT
- PROVE MENTAL STRENGTH IS ACHIEVABLE THROUGH PHYSICAL STRENGTH
- DEMONSTRATE HOW SPORT CAN OVERCOME LIFE’S CHALLENGES AND THAT IS FOR EVERYONE (AGE, ETHNICITY, STATUS AND RELIGION)
- BUILD BRAND AWARENESS AND LOYALTY FOR IVY PARK THROUGH CHARITY EFFORTS
- IMPROVE BRAND PERCEPTION AND BUILD A POSITIVE IMAGE
- BRINGING PEOPLE TOGETHER AND INSPIRING THE NEXT GENERATIONS
- MAKE A POSITIVE DIFFERENCE INTO THE LIVES OF YOUNG PEOPLE AROUND THE WORLD THROUGH REGENERATION PROJECT



IVY PARK

***Thank you –
Any questions?***

