



BURBERRY

BESPOKE

REDEFINING CUSTOM-MADE

PEER ASSESSMENT EVALUATION

When I learned that the final assignment was going to be a group project again I was dreading it because I didn't have a good experience working with someone for the first assignment. However, I decided that for this project I would work with new people. I chose to work with Tansu and Remi because I believed that we had the same work ethic and that we would do our best to make this final assignment a success. We also realised that we clicked well together.

Then when we 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. Also, we were struggling with the brand to choose. Then by chance, we had to search different word in google and we chose 'Trench Coat'. From this, we realised that realised that Burberry was in none of the Google listings and we decided to do something on Burberry and to do with trench coats.

When it came time to chose what the campaign was going to be about it was hard, then through the research, we discovered that Burberry has previously done a lot of innovative digital campaigns over the last few years including the allowing the customer to custom orders their trench coat with the app Burberry Bespoke. From that 'Burberry Bespoke: Redefining Custom-Made' campaign was born. We decided to relaunch the app but also incorporating other elements we liked from the previous campaign such as 'Burberry Kiss'.

We know that Burberry was a luxury brand with certain image and aesthetics, so we decide to use Canva to create the report and the presentation. With this, we could all work together at the same time. Moreover, we create a Gmail account to use and a WhatsApp group to communicate.



We decided to follow the homework task that Zoe had assigned to be able to figure out how to structure and what we need to research to be able to fulfil the assignment brief. We were able to find a lot of information about the brand from the website (www.uk.burberry.com) and yearly annual reports (www.burberryplc.com) for the company history and brand strategies. This enabled us to gain knowledge about the brand plans and to work like the company.

In order to complete the assignment together and complete it to a distinction level work, we assigned work for each other. However, to showcase everyone's knowledge and strengths we made sure that one module was only done by one person. I mostly worked on the Burberry Bespoke app research, Image sourcing and the presentation and report layout. Then for the module criteria, I covered the PPC campaign, Budget, ROI, Omni-channel process, social media policy and guidelines, digital vouchers, legal consideration and communication for good customer relations. My other teammates focus on covering the other model criteria (Reference Report Break Down & Learning Outcome Breakdown). In addition, when I had some emergency



personal issues arise I knew that I wouldn't be able to complete the section I was able to hand to my other teammate Remi and they were both very understanding.

It was very important that we plan and broke down each criteria that everyone would cover because it made the workload easier. We also believed that planning is the start of a project and that it would lead to high quality of work. The report breaks down allowed us to all contribute and focus on each area so that the work would be completed on time. Although we each had our sections to write we all contributed to the general plan each section should contain so we could all be on the same page. I believe that this approached work best for our group because it allowed us to all feel like

we were a part of every area even though we didn't write it up. The communication was really good because we could talk during lesson time but also to message and voice message when needed via WhatsApp. We also had a Canva, OneDrive and google drive account where we could work and share our work all at the same time.

Overall, we found assignment topic interesting, enjoyable and found our self-immersed in the brand mindset and that we actually thought we worked for Burberry.

The assignment really allowed us to showcase what we have grasped what was being taught and what areas we would like to work within in the work environment. What's more is that we believe that our idea would be achievable and that the brand would benefit from this campaign it was to happen in reality.





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*JUST WANTED TO SAY THANK YOU TO
ANGIE, ZOE AND ANTHONY*