

asos

discover fashion online

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OUR JOURNEY



- ASOS is a fashion & beauty e-commerce
- Founded in London, UK in the year 2000
- Instantly branded itself as a risk-taker brand
- Today it is the largest fashion online brand without the backing of a physical store

OUR MISSION

"Our mission is to become the world's number-one online shopping destination for fashion-loving 20-somethings."

- ASOS



OUR VISION

"Our aim is to build an increasingly desirable, defensible and differentiated business model, with a customer experience to match. "

-ASOS



BRAND PERSONALITY



A truly inclusive brand, that's nothing short of a fashion democracy- in which all sizes, gender's, race's, sexes and personalities are encouraged

Externally

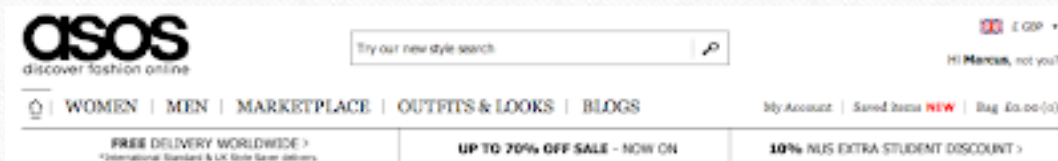
Holds these values internally as well, with a team composed of diverse individuals who are constantly encouraged to be themselves

Internally

Brand Identity



ASOS



- "As Seen On Screen"
- Roman typefaces are used for headings “to give their writing classical weight” (Wysocki, 2004).
- Sans serif typefaces are used for all the captions beneath the images. This makes it less formal, and relates back to the shopper, as it has more to do with the shopper themselves, than the website or season trend.

Packaging

Through our [environmental policy](#), we commit to managing waste generated from our business operations according to the principles of reduce, reuse and recycle. We do this by focusing on four key areas:

- Packaging.
- Customers.
- Premises.
- Supply chain.



TARGET MARKET & CUSTOMERS

	Performance	Original Target
Age	18-23 (55%) , 24-29(20%), 30-35(20%), 36-42(5%)	15-34 year olds
Gender	80% of customers are female, 20% are male	Female and Male customers
Occupation	Young professionals and students	Young professionals and students
Ethnic Group	The majority are white	All
Income	Average income	Middle
Location	Most of shoppers are from the UK, Europe, USA and Australia.	Global audiences



Cont'

- They spend plenty of time on social media including Facebook, Instagram, and Snapchat.
- The majority are online shoppers.
- They like having fun.
- They are mobile-native and eager for the next new thing.





oasis

TOPSHOP



Asos
Customer





Internal marketing

- ASOS Academy, which is a festival of learning for their employees.
- Around 1,200 ASOS attendees experienced 5 days of masterclasses, workshops and creative taster sessions at ASOS HQ with 55 events.
- Work with experts to train their employees on body image and health.
- They provide employees health and workout facilities, a quiet zone library and cafes as well as a technology bar and help them with their non-work related needs.



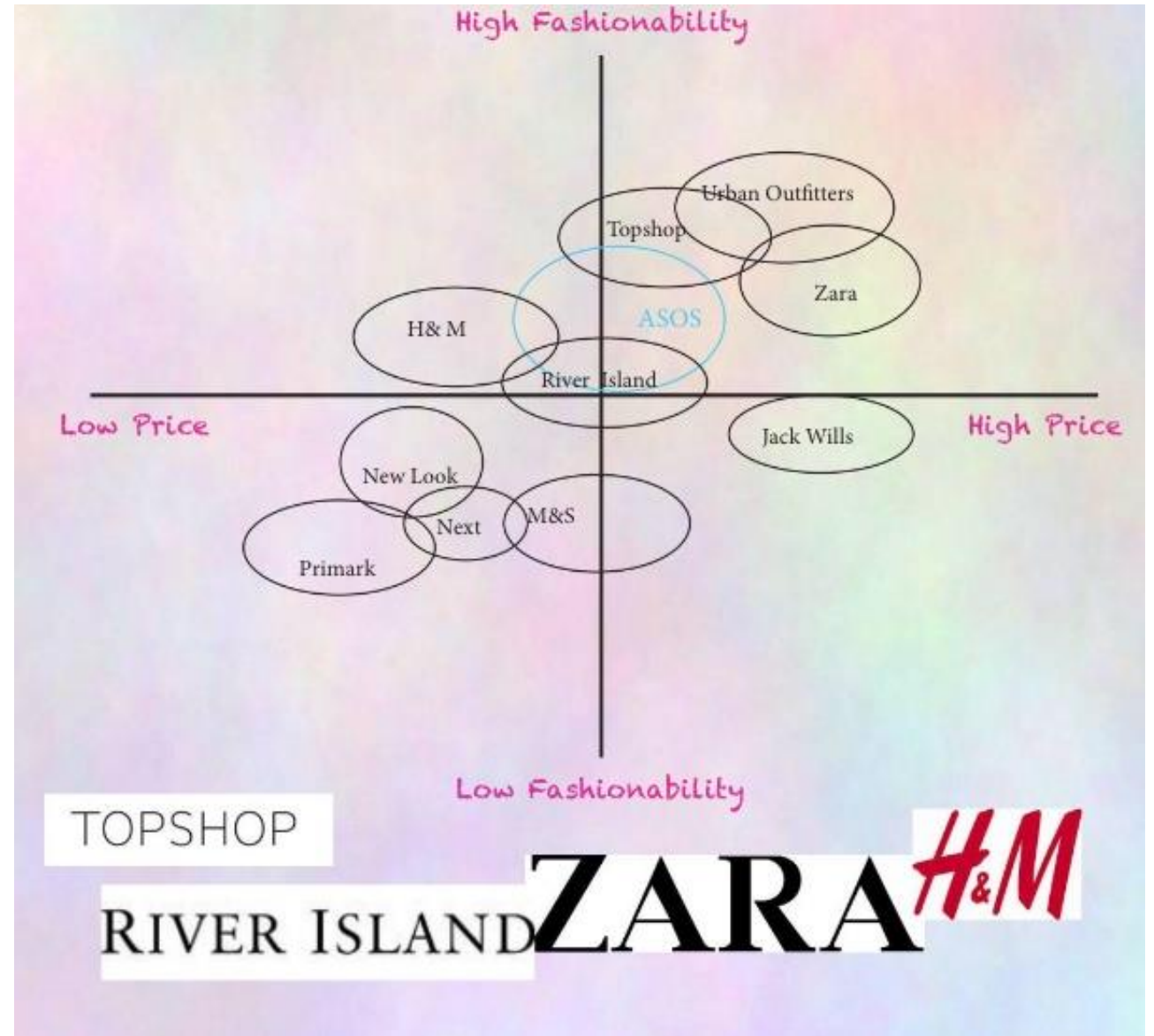
External Marketing

- ASOS listens to and interacts with customers, who in turn become brand advocates.
- ASOS uses bigger influencers, ASOS Insiders, a mix of fashion, beauty and lifestyle bloggers who wear ASOS clothing (with prompts to buy the look) on sponsored accounts (as opposed to sponsored posts).
- They also have ASOS Insiders, a marketing initiative designed by the retail giant to give its users more personal content - namely, “fashion tips and style advice”.

Competitors

Our top competitors are Zara, Topshop, H&M, and River Island.

- They have high fashionability, meaning that they provide their customers with the best trends and fashionable clothes.
- They are also moderately priced.



ASOS price architecture

Based on products available on July 25 2017.



Price points USD	Zara	Boohoo	Forever 21	H&M	ASOS	La Redoute	Next	Topshop
\$0-10	20.9%	25.4%	25.0%	30.1%	7.3%	5.3%	5.2%	13.1%
\$10-20	37.4%	48.4%	38.0%	32.5%	23.1%	13.2%	16.4%	20.4%
\$20-30	21.2%	19.9%	15.0%	22.0%	22.5%	14.4%	16.1%	16.6%
\$30-40	10.7%	4.9%	10.3%	5.6%	16.7%	14.1%	18.4%	16.1%
\$40-50	5.5%	0.7%	6.5%	5.5%	9.7%	9.8%	11.0%	9.9%
\$50-60	2.2%	0.4%	2.1%	1.8%	6.0%	8.9%	8.4%	9.9%
\$60-70	0.9%	0.1%	1.5%		2.8%	6.4%	4.1%	3.2%
\$70-80	0.4%	0.1%	0.7%	1.0%	3.0%	5.3%	4.4%	3.9%
\$80-90		0.0%	0.1%	0.4%	1.8%	2.9%	3.2%	1.5%
\$90-100	0.4%	0.1%	0.4%	0.4%	1.7%	3.2%	2.1%	1.1%

- ASOS prices compared to its competitors.



Positioning the Brand

- ASOS provides fast fashion at competitive prices and stimulating fashion editorials, the distinctive brand image of ASOS is well reflected by its merchandising assortment, packaging and website design.
- ASOS benefits greatly from its pure-play positioning. It targets a particular market segment (twenty- something) that is full of internet users.
- Also, unlike Amazon or Ebay, ASOS only trades in the field of fashion to better serve audience within specific market sectors.
- Thus, its online presence is convenient to customers and enables the company to offer products at more competitive price point than multichannel retailers.

Positioning the Brand

Multichannel Marketing

➤ Social Media Platforms

- Facebook, Twitter, Google Plus, Instagram, Pinterest, Tumblr
- YouTube allows customers to shop through pop-up images within the videos

➤ Monthly Magazine

- Features new talent
- Features exclusive shoots
- Display new styles for the season and interpretation of new trends

➤ Blog

- Allows new labels, independent brands, and boutique sellers to share their blogs about fashion news



DISTINCTIVE FEATURURES

01

Extremely successful without the backing of a physical store

02

Offers clothing ranging from sizes 0-30, truly allowing for inclusivity

03

Sell hoodies, but also sell bridesmaid dresses

04

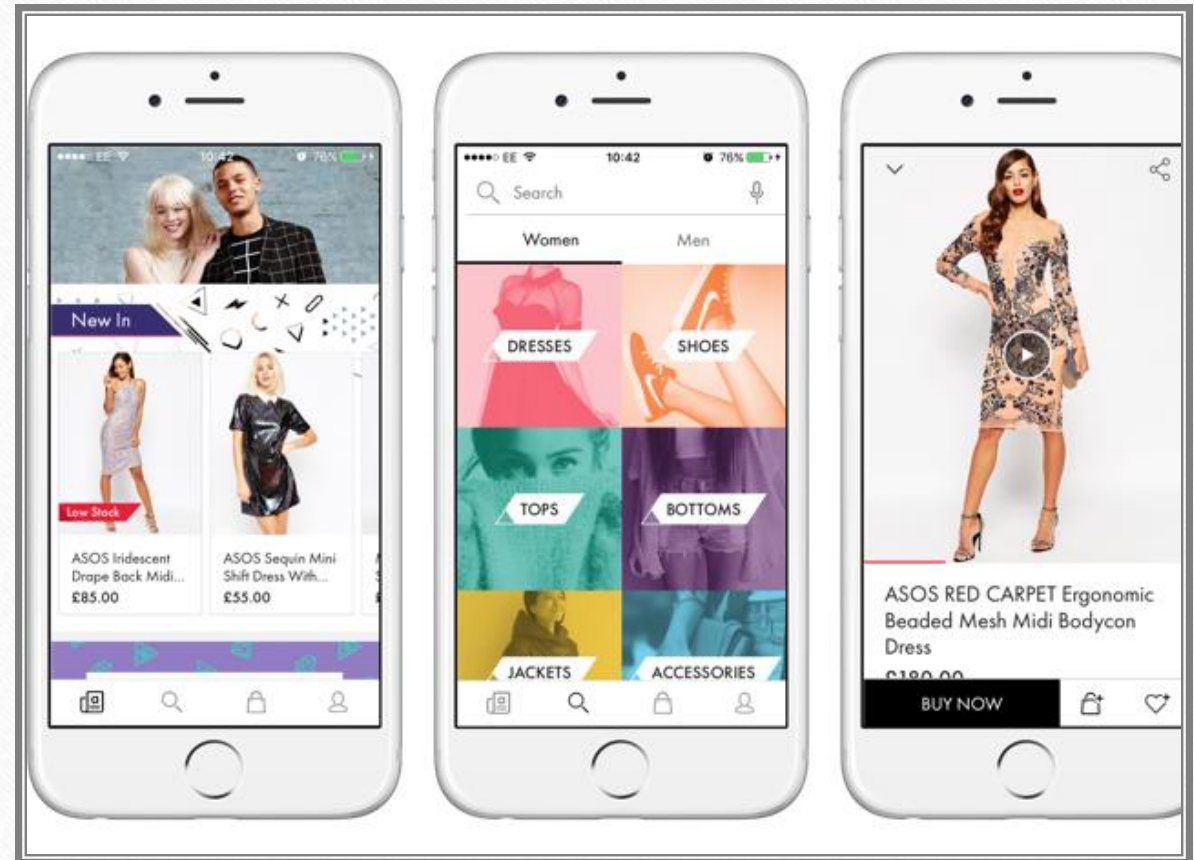
Composed of an internal team who **is** our target consumer, giving us an advantage

05

Always on the lookout for new upcoming designers to join their team

PRODUCT MIX

- 85,000 Brands
- 4,000 new products are received weekly
- Clothing
- Shoes
- Accessories
- Activewear
- Face +Body
- Exclusives
- Promoting activewear
- Featuring exclusives (Nike, Puma, Ellesse)



ASOS labels

ASOS
DESIGN

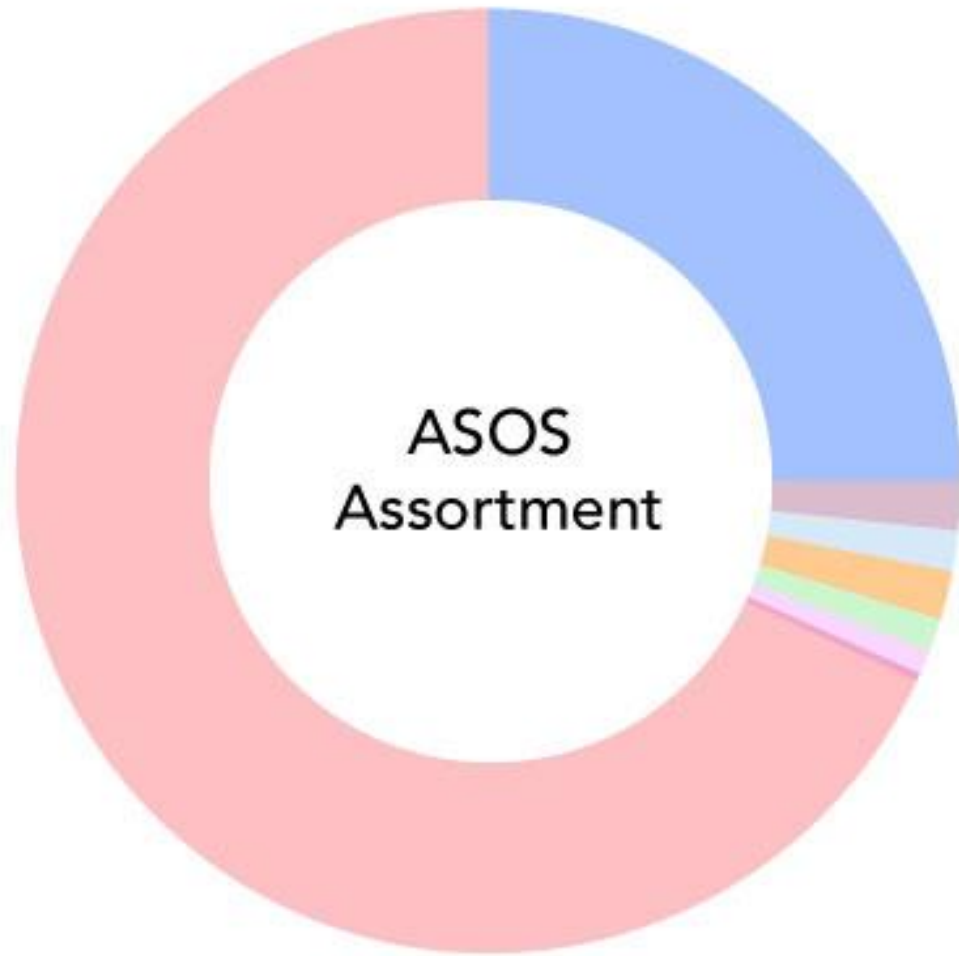
ASOS
EDITION

ASOS
WHITE

ASOS
MADE
IN
KENYA

ASOS
4505

Based on products available on July 25 2017.



- ASOS
- ASOS Curve
- ASOS Petite
- ASOS Maternity
- ASOS Tall
- ASOS Reclaimed Vintage
- ASOS White
- Other brands

Pricing Strategy



ASOS OUTLET

New In Dresses Shoes Tops



34.43.29

Q: What's the max amount of outfit-extras one person should own? A: ... the limit does not exist!

Ends midday Monday*

SHOP NOW >

SHOP ALL OUTLET >

ASOS

New In Dresses Shoes Sale



30.47.02

I'll just put this in my Saved Items and buy it lat... wait, what do you mean it's almost gone?! Sale's nearly over, so don't wait – seize the day (dress).

Ends Wednesday 8am.*

ASOS DRESSES >

BRANDED DRESSES >

TOPS >

SHOES >

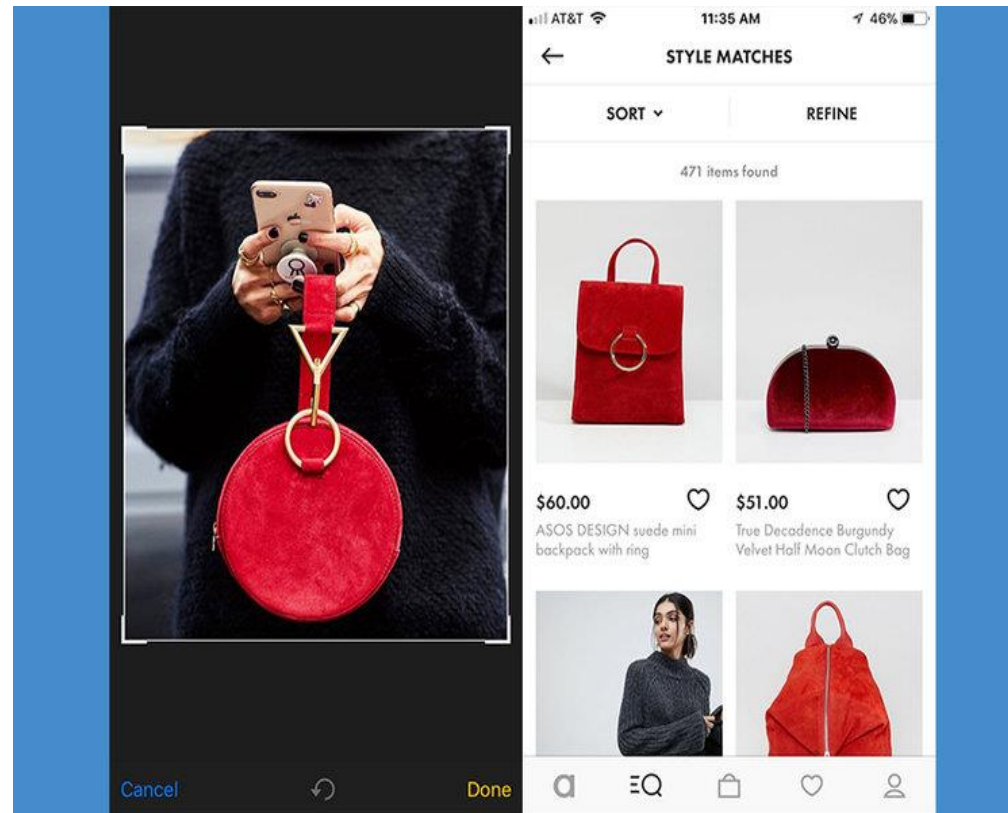
SWIMWEAR >

JEANS >

SHORTS >

JUMPSUITS & PLAYSUITS >

Service and Support



- Price range bar
 - Allow consumers to shop by ideal prices
- 10% Student Discount
- ASOS App Features
 - Create Account
 - Favorites
 - Order History
 - Style Match
 - Product Video

BRAND COMMUNICATION

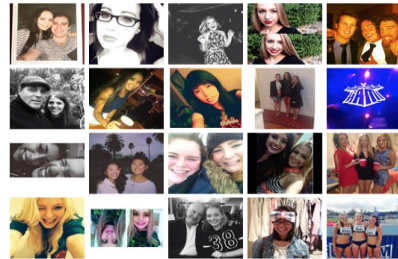
FOLLOW ASOS



ASOS on Facebook

Like 3.4m

You and 3,441,873 others like ASOS.



ASOS on Google+

Follow 2.5M



@ASOS_Au on Twitter

Follow @ASOS_Au



ASOS Australia @ASOS_Au

1h

Our girl @nataliecantell getting the goss from Kiwi model/blogger @brighteyesblog at @NZFashionWk. Total babe-town! pic.twitter.com/4zhEmfvufj



ASOS Australia @ASOS_Au

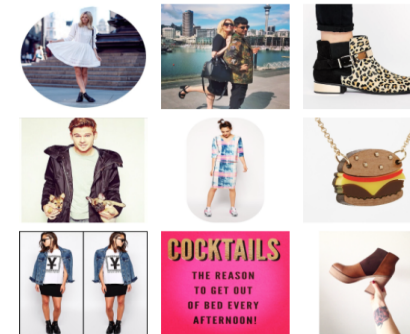
7h

Get your college colours on and go back to (style) school. Here's how: asos.to/1vJmgwC #asosau #asos pic.twitter.com/JVywPcpCLt



ASOS on Instagram

View on Instagram



ASOS on Pinterest

Follow ASOS



iOS and Android apps



ASOS Growth Strategy

- ASOS pursues an organic growth strategy without resorting to business acquisition or merging.
- It archives customer acquisition and conversion through merchandise development, customer communication, and brand expansion strategies.
- The e-commerce is succinctly demonstrated by the growth of ASOS.



VERTICAL INTERGRATION



Through the development of ASOS own brands, the company definitely indulge in vertical integration- in which they oversee and control the various stages of the production/distribution chain.

GLOBAL EXPANSION



- ASOS prides itself on the global reach it has accomplished throughout the years
- However, it's global expansion is an on-going effort. ASOS wants to be able to say that it is available to everyone with no exceptions

Thank You!!!

References

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