

By: Apparel Co

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Meet The Team



Alyssa Noemi Skerret, Copywriter/Production

I'm Alyssa Skerret and I'm currently in my third year at New York City College of Technology. My major is Fashion and Business and I hope to pursue my career, and become successful. I'm looking forward to graduating and starting a new chapter in my life. As the copywriter and producer, my responsibilities are providing written content based on a product for the radio,

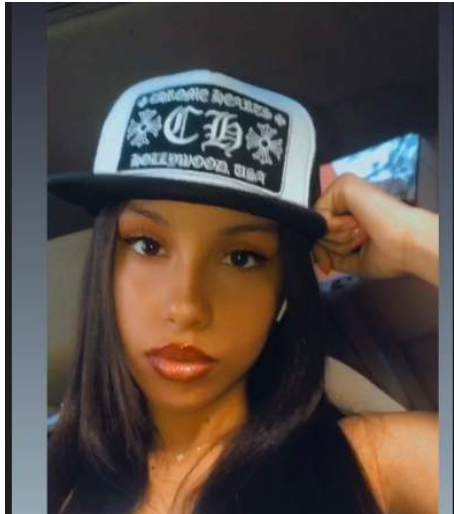
internet, magazines, newspaper and television.



Elisabet Leon, Media, Market Researcher

Elisabet is currently in her second year at New York City College Of Technology. Her major is Business and Technology of Fashion. She not only desires to be a part of the business world, but also the fashion world. She hopes to be successful, have different sources of income and travel a lot. Her dream job is to either be a Fashion Buyer, Creative Director, VP of Publicity, or a Marketing Director.

Elisabet will be responsible for gathering and analyzing all the necessary product, competitive and market research data required to complete the Advertising Campaign.



Yoleiny Vallejo, Account Executive

Yoleiny Vallejo is currently in her second year of college in New York City College of Technology. She's majoring in Business and Technology of Fashion. She's working hard in becoming her own entrepreneur and business woman. Her dream job is becoming the business owner of a beauty salon including nails, hair, and makeup. She'll work hard to understand her clients' objectives and then organize the

agency's creative and administrative teams to assist them create successful campaigns.

Media Planner: Tiesha Fedna



Tiesha Fedna is a student at New York City College of Technology, pursuing a bachelor degree in Business and technology in fashion. She attended and graduated from Kingsborough Community College receiving her associates degree. As the Media planner and scheduler her role is to select the proper media for the clients.

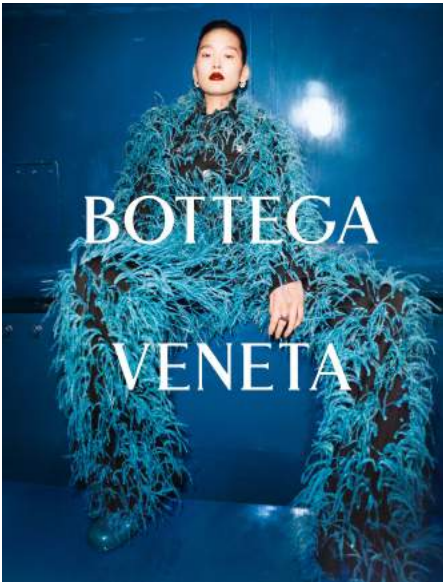
Artistic Director: Minwoo Park



My name is Minwoo Park and I am currently attending a New York City College of Technology.. I am a fashion major and also seeking to make a business related to the fashion industry. Planning on graduating from a different fashion major school and starting a new fashion business around mid 20s. As an artistic director, I have to decorate and look for the perfection of the paper.

Marketing Review

Bottega Veneta is an Italian luxury fashion brand that is based in Milan, Italy. It was originally founded by Renzo Zengiaro and Michele Taddei in 1966 in Vicenza, Italy. At the time, their main product was leather goods. In 2001, Bottega Veneta was officially owned by Kering, which is a multinational corporation (MNC). Not only does Kering own Bottega Veneta, it owns



other well known luxury brands like Gucci, Saint Laurent, Alexander McQueen, Balenciaga and many more.

Bottega Veneta offers products for women and men that includes varieties of footwear, clothing, accessories, handbags, jewellery and so much more. According to “Luxury Launches” Bottega Veneta owns about 251 boutiques in 43 countries, while their other products are being distributed across North America, South America, Australia, Europe and Asia. Their largest boutique is in Milan’s Via Sant’Andrea, which is in the center of Italy’s fashion capital. You

can find every piece of item that is made by Bottega Veneta as well as their men’s and women’s ready-to-wear, leather goods, shoes, fragrance, and home collections. This building is an 11,448 square-foot boutique, making it the first largest Bottega Veneta boutique. Bottega Veneta has also developed their own specialized school called “Scuola Della Pelletteria” that opened in 2006, located in Scandicci, Italy. The school prepares students to become professional craftsmen and helps the brand to continue to be successful. Today, if you were to search the school online, it seems that the name has been changed to “High School Italian Leather (Alta Scuola di Pelletteria

Italiana).”



Situation Analysis

While researching our brand's competition and advertising campaign, we decided to create a SWOT analysis of the company in the marketplace. SWOT analysis was used to help us organize and identify the strengths, weaknesses, opportunities, and threats towards our brand.

<i>Strength Of Bottega Veneta:</i>	<i>Weakness Of Bottega Veneta:</i>	<i>Opportunities for Bottega Veneta:</i>	<i>Threats to Bottega Veneta:</i>
<ul style="list-style-type: none"> ● Our padded sandals are known to be our most popular womenswear product. 	<ul style="list-style-type: none"> ● High priced products which can lead to limited customers. 	<ul style="list-style-type: none"> ● They can release a mobile app since most customers find it more convenient when browsing and shopping on an app. 	<ul style="list-style-type: none"> ● Luxury brands such as Coach, Hermes, Mulberry, Furla and Tod's are listed as Bottega Veneta top competitors according to zoominfo.com
<ul style="list-style-type: none"> ● Diversity plays a major role in our brand. 	<ul style="list-style-type: none"> ● Bottega Veneta doesn't have any social media accounts. 	<ul style="list-style-type: none"> ● Focus on opening more store locations worldwide. 	<ul style="list-style-type: none"> ● Customers have other luxury brands options.
<ul style="list-style-type: none"> ● With our products being made out of high quality, this will gain customer loyalty and outstanding reviews about our products and our company. 	<ul style="list-style-type: none"> ● Gucci has 483 operating stores worldwide, while Bottega Veneta only has 261 operating stores worldwide according to statista.com. 	<ul style="list-style-type: none"> ● They can join every social media platform to engage with customers, partner with influencers, and promote more content. 	<ul style="list-style-type: none"> ● Not everyone could afford our products.

Research Foundation: Questionnaire & Data

Our team is currently conducting an essential survey among the people in New York City who love the fashion community and getting to know what they love about the brand Bottega Veneta. Respondents' answers will be used for our project and will be confidential. Please be honest when answering all questions. Thank you!

1. How often do you purchase at Bottega Veneta a year?

- Once
- Twice
- More than twice
- Less than once
- I never shopped at Bottega Veneta

2. What do you usually purchase at Bottega Veneta?

- Handbags
- Footwear
- Clothing
- Accessories

3. How did you hear about Bottega Veneta?

- Social Media
- Peer Referral
- Television

Third-party review

Other

4. How familiar are you with the brand Bottega Veneta?

Very Familiar

Somewhat Familiar

Never Heard of the Brand

5. Have you ever made a purchase from Bottega Veneta?

Yes

No

6. Besides shopping at Bottega Veneta, where else do you shop for clothes?

Old Navy

H&M

Shein

American Eagle

Fashion Nova

Pretty Little Thing

Other:

Please continue on the next page

7. How unique are Bottega Veneta handbags in terms of the following product characteristics?

- Expensive
- Quality
- Exclusiveness
- Fashionable

8. How unique are Bottega Veneta clothing in terms of the following product characteristics?

- Expensive
- Quality
- Exclusiveness
- Fashionable

9. How unique are Bottega Veneta footwear in terms of the following product?

- Expensive
- Quality
- Exclusiveness
- Fashionable

10. When was your recent purchase at Bottega Veneta?

- Yesterday
- Last week
- Months ago
- Last year

11. Which shopping method do you prefer?

- Online
- In-person
- Both

Thank you for taking the time to answer the previous questions. The following personal questions are for statistical purposes only. The information provided here will be held strictly confidential. Thank you once again.

12. What is your Gender?

- Female
- Male
- I prefer not to respond.

13. What is your age?

- Under 18
- 18 - 25
- 26-35
- Over 35

14. What is your occupation?

- College student
- Employee Non-Professional
- Employee Professional
- Unemployed

15. Which paying method do you prefer?

- Cash

Debit

Credit

16. What is your ethnicity?

African American/Black

Asian

Hispanic/Latino

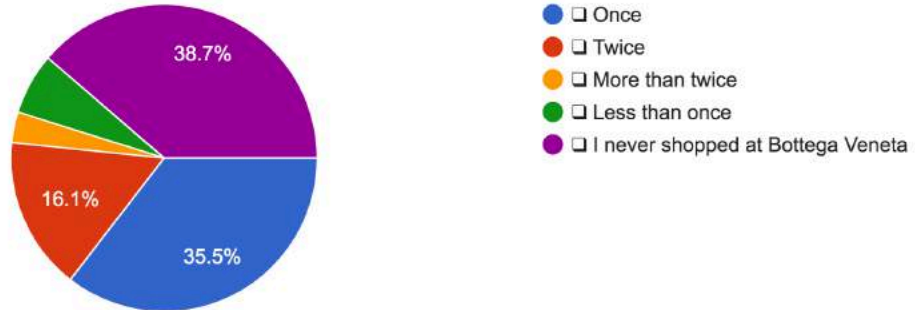
Caucasian

Thank you for your participation. Please feel free to use the space provided for any additional comments about Bottega Veneta.



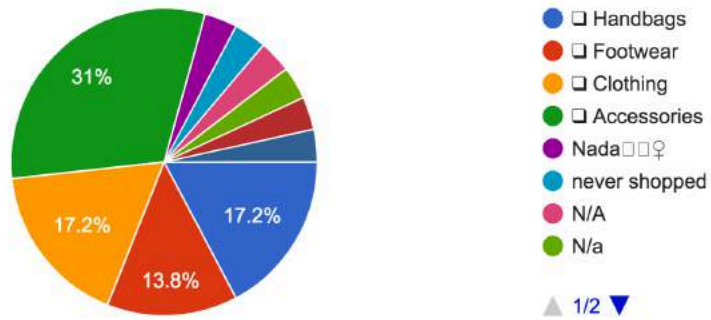
1. How often do you purchase at Bottega Veneta a year?

31 responses



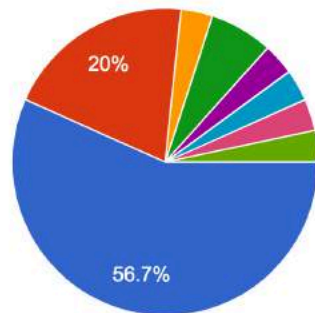
2. What do you usually purchase at Bottega Veneta?

29 responses



3. How did you hear about Bottega Veneta?

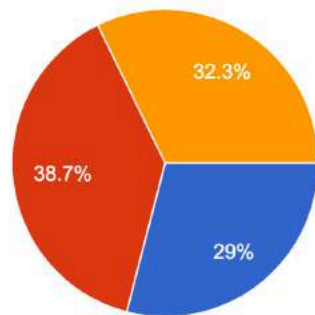
30 responses



- Social Media
- Peer Referral
- Television
- Third-party review
- Never heard about it 😊
- That song "I put all my jewelry just to go to the bodega"
- You Imao
- Through this survey

4. How familiar are you with the brand Bottega Veneta?

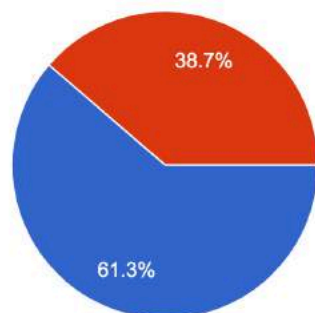
31 responses



- Very Familiar
- Somewhat Familiar
- Never Heard of the Brand

5. Have you ever made a purchase from Bottega Veneta?

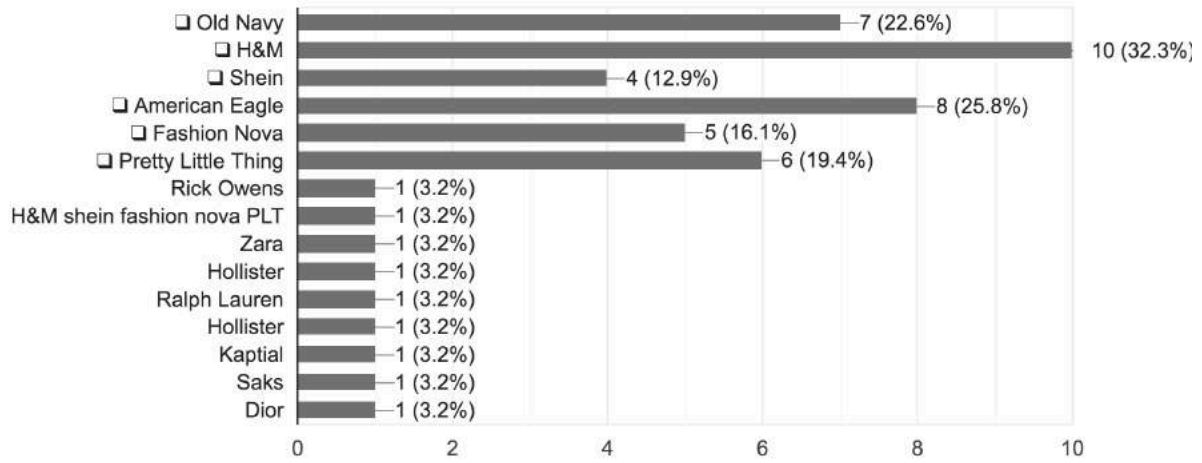
31 responses



- Yes
- No

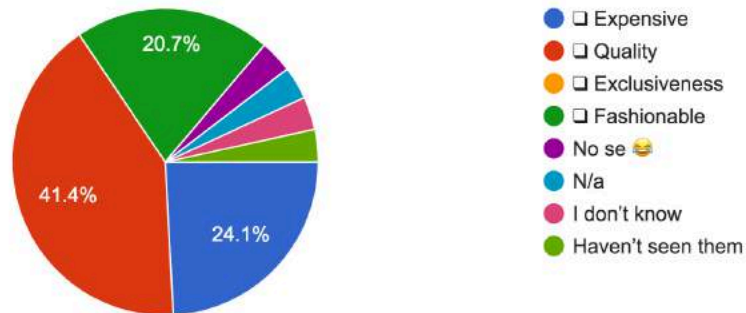
6. Besides shopping at Bottega Veneta, where else do you shop for clothes?

31 responses



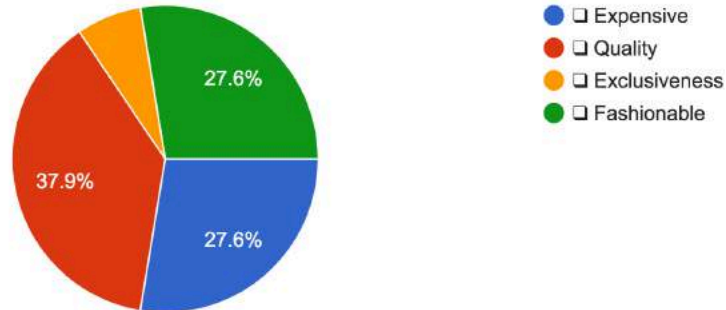
7. How unique are Bottega Veneta handbags in terms of the following product characteristics?

29 responses



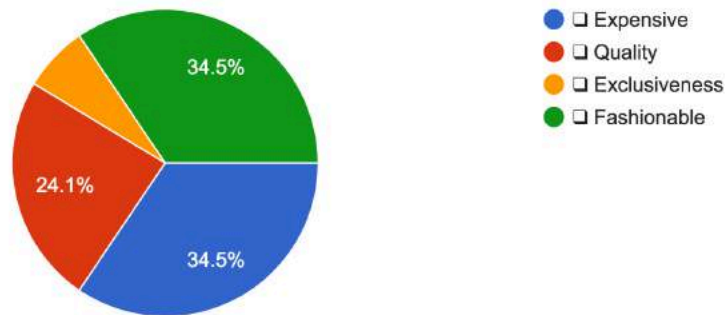
8. How unique are Bottega Veneta clothing in terms of the following product characteristics?

29 responses



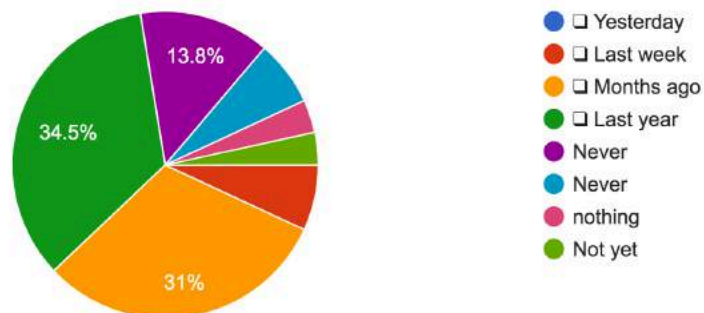
9. How unique are Bottega Veneta footwear in terms of the following product?

29 responses



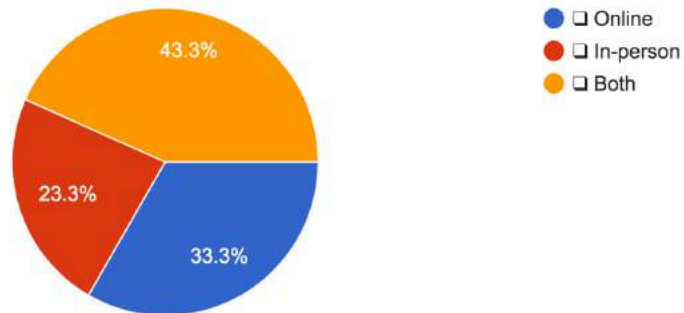
10. When was your recent purchase at Bottega Veneta?

29 responses



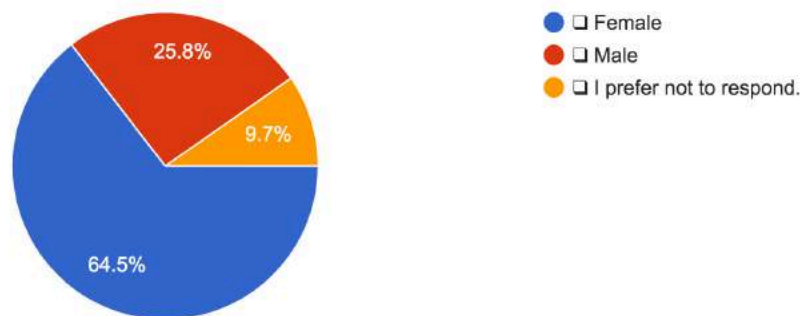
11. Which shopping method do you prefer?

30 responses



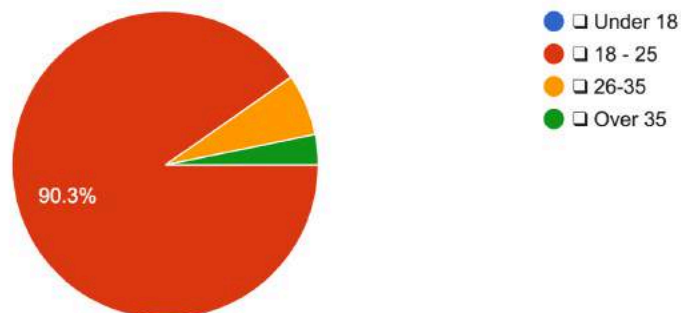
12. What is your Gender?

31 responses



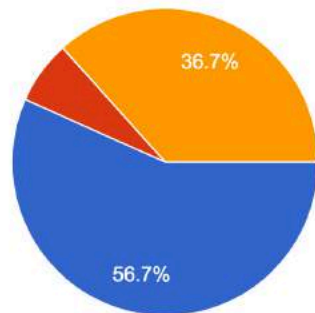
13. What is your age?

31 responses



14. What is your occupation?

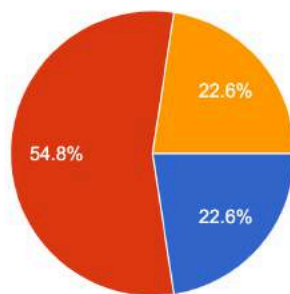
30 responses



- College student
- Employee Non-Professional
- Employee Professional
- Unemployed

15. Which paying method do you prefer?

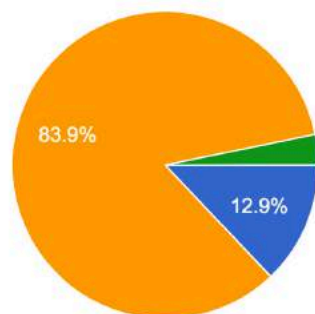
31 responses



- Cash
- Debit
- Credit

16. What is your ethnicity?

31 responses



- African American/Black
- Asian
- Hispanic/Latino
- Caucasian

Proposed Target Consumers

To project our proposed target consumers, we gathered information from geographic, psychographic and demographic to determine the target market. We have determined that the age group 18-25 are the ones who buy from the brand out of any other age group. We also concluded that this is an appropriate age group to reach our target consumers because, during those ages people began to buy luxury items for themselves and began to gain more knowledge about varieties of fashion brands. Customers who shop at Bottega Veneta are most likely to be lower middle class. We are seeking consumers that are looking for a fashionable and luxury experience. Our proposed target customers are consumers who are willing to try a high end brand that they most likely haven't heard much about.



Advertising Objective

Our main goal when it comes to advertising our luxurious products is through social media, billboards and sponsors. Almost everyone has social media accounts such as Instagram, Facebook, and Twitter. If we were to promote our products on any of these social media platforms, a product that may catch a young adult's attention would most likely be satisfied to make a purchase with us. Many users on social media look up to public figures, and with the use of public figures this is when sponsoring takes place. Public figures can help us attract more consumers and make our brand become more well known. For instance, if a young adult were to see their favorite singer wearing a footwear from our brand on Instagram, they might be







influenced to make a purchase on the same footwear. Rihanna requested a customized piece from Bottega Veneta that was made just for her. Her customized outfit was seen at her premiere of her third Savage x Fenty runway show. Just imagine how many viewers were stunned by her look and wanted to know what other items Bottega Veneta brings to their consumers. Having sponsors are very essential and extremely helpful to fashion brands like us. Another essential material that can help our brand are billboards being shown in



popular cities. We know in order to travel to the city of your state, you have to use transportation and, when you use transportation you come across billboards on taxis, train stations, buses, and high traffic areas such as in cities or along busy roads. Billboards are recognized frequently when people pass by them whether they are walking or driving

Total Budget

Television Expenses

Network	Type Of Ad	Time	Cost
	<ul style="list-style-type: none">Commercial	1 per week	\$97,000
	<ul style="list-style-type: none">Commercial	1 per week	\$175,000
	<ul style="list-style-type: none">Commercial	1 per week	\$175,100
	<ul style="list-style-type: none">Commercial	1 per week	\$300,000
	<ul style="list-style-type: none">Commercial	1 per week	\$19,000
	<ul style="list-style-type: none">Commercial	1 per week	\$15,000

Total Television Expenses Ads: \$781,100

Our Influencers on Instagram

Influencer Name	Username on Instagram	Followers	Pay Per Post
Zendaya	@zendaya	47.6M	\$600,000
Ashley Graham	@ashleygraham	15.1M	\$400,000
Rihanna	@badgalriri	12M	\$219,000
Issa Rae	@IssaRae	3.4M	\$100,000

Total Influencers Expenses Ad: \$1,319,000

Billboard Expenses

Locations	Type Of Billboard	Duration	Total
	Large Digital Billboard	1 Year	\$6,486,000
	Large Digital Billboard	1 Year	\$4,150,000
	Large Digital Billboard	1 Year	\$7,000,000
	Large Digital Billboard	1 Year	\$1,000,000







Total Billboard Expenses Ad: \$18,636,000

Social Media Expenses

Social Media Platform	Type Of Ad	Time	Cost
Instagram	<ul style="list-style-type: none">• Sponsor Post• Ads on Timeline• Ads between stories	1 Year	\$13,000,000
Twitter	<ul style="list-style-type: none">• Ads on Timeline	1 Year	7,000,000
Facebook	<ul style="list-style-type: none">• Sponsor Post	1 Year	\$3,000,000
Youtube	<ul style="list-style-type: none">• Ads before and after video• Paid Youtuber Ads	1 Year	\$2,000,000

Total Social Media Expenses Ad: \$25,000,000

Transportation Expenses

Locations	Type Of Ad	Time	Cost
	<ul style="list-style-type: none"> ● Bus Stop ● Train Station 	1 Year	\$195,500
	<ul style="list-style-type: none"> ● Bus Stop ● Train Station 	1 Year	\$185,000
	<ul style="list-style-type: none"> ● Bus Stop ● Train Station 	1 Year	\$195,200
	<ul style="list-style-type: none"> ● Bus Stop ● Train Station 	1 Year	\$145,000
	<ul style="list-style-type: none"> ● Bus Stop ● Train Station 	1 Year	\$190,000
	<ul style="list-style-type: none"> ● Bus Stop ● Train Station 	1 Year	\$135,150

	<ul style="list-style-type: none"> ● Bus Stop ● Train Station 	1 Year	\$156,000
	<ul style="list-style-type: none"> ● Bus Stop ● Train Station 	1 Year	\$149,000
	<ul style="list-style-type: none"> ● Bus Stop ● Train Station 	1 Year	\$130,000
	<ul style="list-style-type: none"> ● Bus Stop ● Train Station 	1 Year	\$139,000

Total Transportation Expenses Ads: \$1,619,850

Advertising Budget

Expenses	Total Budget
Television	<u>\$781,100</u>
Influencers	<u>\$1,319,000</u>
Billboard	<u>\$18,636,000</u>
Social Media	<u>\$25,000,000</u>
Transportation	<u>\$1,619,850</u>
Total Media Expenses	<u>\$47,355,950</u>
Production Cost 15%	<u>\$10,000,000</u>
Sales Promotion	<u>\$25,000,000</u>
Contingency Fund	<u>17,644,050</u>

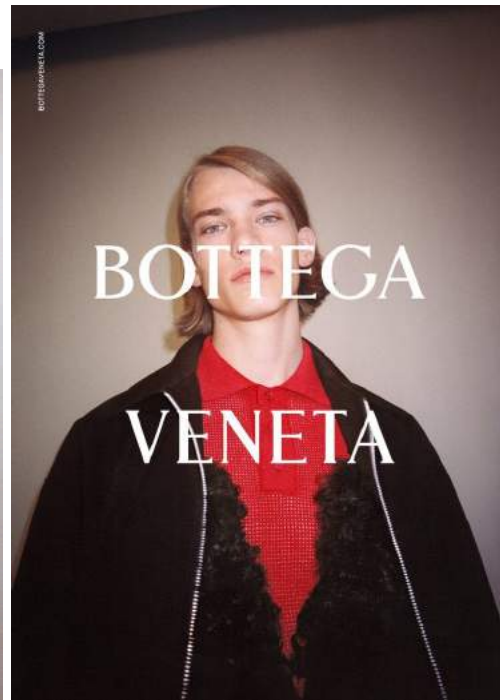
Total Expenses: \$100,000,000

Creative Supplement

BillBoard



Influencers





BOTTEGAVENETA.COM

BOTTEGA VENETA

Storyboard



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