



Dior Marketing Plan Proposal

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BUF3310 — Contemporary Designers & Luxury Markets

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CHRISTIAN DIOR

Company Bio

Christian Dior otherwise known as Dior is a French luxury goods company. Currently the brand is controlled by Bernard Arnault the head of one of the world's largest luxury groups called LVMH.

Dior was originally founded in 1946 by French designer Christian Dior. The brand launched its first collection for the Spring/Summer season of 1947 primarily selling womenswear. While Christian Dior still remains primarily a womenswear brand the company has expanded into several different markets such as Dior "Homme" a division for menswear, baby Dior a label for children's wear, and Parfums Christian Dior's a perfumery and cosmetics line. Dior's transition to perfumery began in 1947 with its "Miss Dior" perfume since then the brand has continued selling fragrances for both women and men, eventually offering a variety cosmetics and skincare products.

Company Headquarters

Christian Dior headquarters is located at **30 Avenue Montaigne Paris, France**. The brand has a total of 210 locations worldwide with roughly about 163,309 employees as of 2019.

Company Mission & Vision Statement

Mission Statement

Christian Dior's values were those of excellence in all that he undertook, of elegance and of craftsmanship reflecting his unique talent. His mission was not only to make his clients - indeed all women – more beautiful, but also to make them happy, to help them dream.

Vision Statement

“To become the world's most popular brand in all products that enhance their lifestyle.”

Company SWOT Analysis

Christian Dior SWOT Analysis	
Strengths	<ul style="list-style-type: none">• Dior holds 42.36% shares of and 59.01% voting rights within their parent company LVMH group. LVMH acquisition of Louis Vuitton has been a great addition for Dior’s brand, as they have a prominent stake within its parent company.• Christian Dior has successfully branched out into all lifestyle product lines such as perfumes, footwear, eyewear.
Weaknesses	<ul style="list-style-type: none">• Due to Christian Dior’s brand international exposure, and its presence in more than 35 countries it is exposed to the risk of economic changes, workforce structure in different nations, and custom & import regulations/restrictions imposed by the countries.• Seasonality can be another weakness for the brand because the company’s performance can be subject to seasonal variations in demand, which may be affected by any unavoidable circumstances resulting into compromising business volumes and earnings.

Christian Dior
SWOT Analysis

Opportunities	<ul style="list-style-type: none"> As a prominent luxury fashion brand Christian Dior should look into focusing on green initiatives which are gaining popularity among fashion consumers. 	<ul style="list-style-type: none"> Christian Dior could strengthen its co-branding by working with leading fashion houses and hotel chains in order to help the brand reach out to a new consumer market.
Threats	<ul style="list-style-type: none"> Christian Dior just like any fashion brand in 2020 can ultimately face a global slowdown and recession which can decline the luxury market. This is especially so due to the presidential election being underway and the pending trade war between China and other countries which will continue to escalate. 	<ul style="list-style-type: none"> As a top tier luxury brand there is always a threat due to dupes, imitations, and fakes being sold on the market.

Company Goals & Objectives

Christian Dior strives to further expand on its brand’s presence to nations in Asia for the Spring/Summer 2021 selling season. To help the business do that, our marketing team will pursue the following partnerships in 2020: Christian Dior’s presence is limited in some parts of Asia and by expanding into these emerging markets in countries such as Taiwan, Thailand, and India it can further

help the luxury brand to sustain in such a competitive market. Christian Dior can communicate its marketing strategy through the following brand partnerships (co-branding & influencer marketing).

Marketing Initiatives & Goals of Initiatives

Initiative #1 — Co-branding

Chosen Brand Partnership: *Christian Dior x Comme Des Garçons*

Throughout the following 12 -14 months Christian Dior plans to work on designing a collaborative limited edition collection that will help attract a new consumer market. The merging of these two popular brands will create a stronger brand reach for both brands involved and show an increase in company sales.

Goal of initiative: To offer unique and innovative products to a new consumer market further gaining a competitive advantage which increases both market shares and brand reach.

Metrics to measure success: Both brands have a strong social media presence across these various platforms which will ensure a positive consumer response towards the collaboration.

Brand #1 (**Christian Dior**) social media impressions across:

Instagram (**33.2M followers**)

Twitter (**8.1M followers**)

TikTok (**478.4K followers**)

Brand #2 (**Comme Des Garçons**) social media impressions across:

Instagram (**2.1M followers**)

Twitter (**34.4K followers**)

TikTok (**#commedesgarcons trending viewed over 7.2M times**)

Christian Dior and Comme Des Garçons has a total of over **51.1M** impressions across all brand social media platforms.

Initiative #2 — Influencer Marketing

Chosen Brand Partnership: *BTS for Christian Dior*

Over the next 4 months, our brand plans to work with popular Asian celebrities to endorse and mention our new limited edition product line with Comme Des Garçons. The Korean pop group appeals to a younger audience not only in America but worldwide specifically within the Asian music scene.

Goal of initiative: To generate more sales and widen our reach within our Asian consumer market while also creating global brand recognition.

Metrics to measure success: By Dior's brand utilizing BTS's social influence we can garner a wider audience reach that will enhance the brand's appeal and generate more sales.

Influencer #1 (**BTS**) social media impressions across:

Instagram (**33.2M followers**)

Twitter (**8.1M followers**)

TikTok (**478.4K followers**)

Brand #1 (**Christian Dior**) social media impressions across:

Instagram (**33.8M followers**)

Twitter (**25.5M followers**)

TikTok (**24.8M followers**)

Christian Dior and BTS has a total of over **126M** impressions across all brand social media platforms.

Market Segmentation

Christian Dior's Niche Market(s): Top Parisian luxury goods in womenswear, menswear, and children's wear, perfumes and cosmetics, and accessories. Dior caters to each of its specific niche markets by managing multiple Instagram accounts for each segment.

Consumer Profile

When thinking of the typical target market Christian Dior would normally aim to attract it would be females and males between the ages of 18 to 40. These young consumers will be astute in their knowledge of current and upcoming fashion trends, leaving little to chance when creating their looks. Customers of Dior generally are found within the upper-middle class and upper class social groups, all over the globe.

Buyer Persona —

- Male or Female; between the ages 18-40.
- Lives in the metropolitan area or city of their respective countries.
- Students, young entrepreneurs, and 9-5 workers that are allotted disposable incomes; typical income is between \$30,000 - \$80,000.
- Generally watches fashion trends or is influenced through social media for what's new and hot on the market.
- Their typical lifestyle sees them traveling, partying, or simply engaging their social media followers with their fashionable looks.
- Enjoys buying luxury goods, drinking Starbucks, and brunching with friends.

Competitive Analysis

[Company #1: Gucci]

Gucci a well known luxury brand like Dior offers similar niche markets such as ready-to-wear, shoes, handbags, jewelry, perfume, and cosmetics. Although the brand carries similar products its the brands recognition plus being slightly more cost-efficient for a luxury product, which enables consumers to gravitate towards the brands products more. As well, Gucci tries to offer discounts from time to time in order to enhance sales and keep their loyal customers happy.

[Company #2: Louis Vuitton]

Louis Vuitton is a premium luxury brand that is known for its 100% pure leather products. The brand prices its products moderately well for a fine leather luxury brand, paying special attention to detail the brand gives its consumers the option to personalize their popular products. Louis Vuitton exclusively distributes its products at its own locations and due to limited store locations it reduces costs for the company because the distribution channel is shorter.

Marketing Strategy

Product

Christian Dior offers a variety of ready-to-wear apparel with a popular line of monogrammed products. The brand also designs leather goods, footwear, fashion accessories, timepieces, jewelry, makeup, fragrances and skincare products. The brand continuously pushes out fresh new pieces that appeal to the younger generations. Dior's most popular items to date are its "DWAY" shoes and handbags, and Miss Dior and Poison are some of its popular fragrances made for women and Sauvage, Jules and Higher cater to men's taste.

Price

Christian Dior markets its products for high-class and high-income group with help of its quality assurance and exclusive creations. The luxury brand is able to continuously adopt a premium pricing policy for its products due to brand recognition consumers view the brands logo as a status symbol worthy of the price tag attached.

Promotion

Dior offers its returning customers emails of the latest news of what's to come from the brand. Those consumers who are frequent shoppers receive exclusive invites to shop the brands pre-sale. As well as updating its engaging website Dior uses celebrities such as Ziyi Zhang, Blake Lively and Madonna to promote its new products to the public.

Place

Dior is available in over 200 stores. Most of Dior's franchise locations are located at prime locations in important cities like New York, London, Tokyo, Beijing and Paris. The brand sells its product through its numerous retail chains within the global market and online at dior.com. The brand can also be found for resale on websites such as Farfetch, Fashionphile, and The RealReal.

Positioning and Image

Christian Dior is the epitome of fashionable fabulousness. Dior as a brand is known to provide the finest French luxury goods. The haute couture brand was once popular amongst the older and wealthier consumer market but has now been designing luxury apparel and accessories geared to millennials and the younger consumer markets. Dior under its parent company LVMH has a variety of market segments such as Dior — which caters to the brand's luxury apparel and accessories for women; Dior Homme — caters specifically to menswear; Baby Dior — for children's wear; Parfums Christian Dior — supply's the brand's perfumery, makeup and skincare. Each of the sub-brands is addressed visually and verbally in accordance to its own distinct brand identity. Dior's consumers could find any and all information on the brand within the official website at www.dior.com and [@dior](https://www.instagram.com/dior) across all social media platforms. Currently Dior is working on the designs for its collaborative

accessories line with Comme Des Garçons with both brands posting collaboration/product teasers across their social media platforms. Meanwhile we are in talks with BTS and their management team on a 4 month contract sponsorship for our brand and new limited edition product line.

Time & Action Calendar

Dior Brand Partnerships Time & Action Calendar	
Dior x Comme Des Garçons	<p>Who: French luxury brand Christian Dior and Japanese fashion brand Comme Des Garçons</p> <p>What: The two brands plans to collaborate on a matching handbag and shoe collection within Dior’s DWAY line.</p> <p>When: Dior plans to design this collaborative collection April 2020 — May 2021; the brand plans to launch their line June of 2021</p> <p>Where: The collection will debut across both brands social medias and be exclusively sold on Dior’s official website</p> <p>How: Dior’s creative director Kim Jones and Comme Des Garçons designer Junya Watanabe will brainstorm and design a unique collection that features handbags, shoes, and accessories that is expressive of both brands style.</p>
BTS for Dior	<p>Who: French luxury brand Christian Dior and Korean pop group BTS</p> <p>What: Dior plans to work with the popular boy band to promote their new collaborative collection with Comme Des Garçons.</p> <p>When: The luxury brand intends to work with the pop influencers over the span of 4 months between May 2021 through August 2021</p> <p>Where: The brand would like the musicians to post across all their social media platforms and on their official website.</p> <p>How: Dior will have BTS do a campaign photoshoot to place on Dior’s websites homepage and social media page; as well they will have the boy band record short videos to periodically posts onto their Instagram stories.</p>

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