

Name: Musarat Merchant

CONTEMPORARY DESIGNERS AND LUXURY MARKETS

Term Project Assignment 2: BUSINESS INITIATIVES

Setting Marketing Initiatives, Goals, & Measuring Metrics

Choose a fashion brand of your choice and began conducting research about the company's history.

Marketing Plan for **UNIQLO** Spring/Summer 2021 collection.

PART 2. Business Initiatives

Business Initiatives

- UNIQLO thrives to become *popular online as many people in the United States do not know that the brand of UNIQLO exists and also sells exceptional quality "Life Wear" (i.e. weather proof wear and basics) for all ages for Spring/Summer 2021 selling season.* To help the UNIQLO *create that awareness, as well as boost its online sales*, our marketing team will pursue the following partnerships in 2021:
 1. *Start a Native Content Partnership with Hypebeast*
 2. *Have an Influencer Partnership with a famous family living in the United States – The Stauffer Family.*

Brand Partnership & Business Initiative # 1:

Description of business initiative:

Over the next 12 months, we will work on **increasing the online sales of uniqlo.com particularly for Men's department** as currently the company requires online sales to support it especially when most stores remain closed due to the pandemic. A Native Content Partnership with Hypebeast would help get exposure to the brand's website and thus increase online sales. Product recommendations from the Hypebeast would be greatly beneficial for the brand as 75% [Hypebeast's readers / subscribers](#) (are males around 18 – 35 years old) who mirror the target market of the brand of Uniqlo.

Goal of initiative:

Drive more web traffic to Uniqlo.com through select product recommendations example: "Best affordable and packable winter coat under \$100 – Uniqlo's ULD Long Coat" with appropriate direct buying links to Uniqlo.com. Such posts would bring in a lot of customers to the brands website. Also, a key factor that makes people trust buying product online are reviews so Hypebeast native content would encourage reader who are potential buyers to leave review after

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they wear the coat and be rewarded by 100 Uniqlo points. (Note: 1 Uniqlo point = \$0.1 / 1 cent). So, for posting a review they get 100 Uniqlo points i.e. \$1 of Uniqlo Online store credit. The option for reviewing will only be available to customers who order online, as the link to leave a review will only be given in the order delivered email from Uniqlo.

Chosen Brand Partnership: Native Content Advertisement with Hypebeast

Metrics to measure success:

UNIQLO UMV: 9,242,970 (Unique Monthly Visitors)

HYPEBEAST UMV: 9.4 Million (Unique Monthly Visitors)

HYPEBEAST Influencer # 1 social media impressions across Instagram and Facebook:

The image shows a composite of HYPEBEAST's social media presence. On the left is a profile card with the following details: a back arrow, the brand name 'hypebeast', the logo 'HYPEBEAST', the tagline 'Driving culture forward. Work with us @hypemaker Shop with us @hbx', and statistics: '9.5M Followers' and '24 Following'. Below this are three boxes: 'Engagement rate 0.18%', 'Average likes 17.4k', and 'Follower ratio +100'. On the right is a screenshot of the HYPEBEAST Facebook page. The page header shows the profile picture, name 'HYPEBEAST', and category 'Society & Culture Website'. It includes a 'Use App' button, the website 'hypebeast.com', and a notification that 'Vaishnavi, Divyashri and 4,451,803 others like this'. The page content includes a 'Home About Videos Photos Posts Groups' navigation bar, an 'About HYPEBEAST' section with a collage of magazine covers, and an 'Our Story' section stating 'HYPEBEAST, a lifestyle magazine that features the latest in men's fashion, art, design and music.' A 'Read More' link is visible at the bottom of the story section.

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UNIQLO Brand # 1 social media impressions across Instagram:

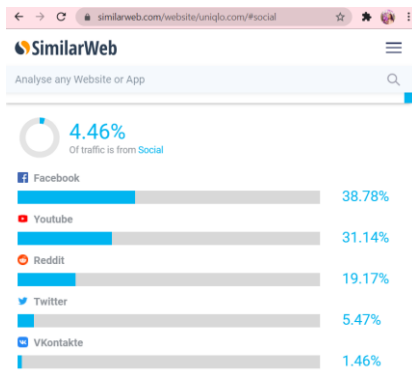


UNIQLO doesn't have a global Facebook page, although it does have a page for Uniqlo Vietnam which is liked by 376K Facebook users.

Total social media impressions (includes all brands and/or influencer impressions of all platforms): **820 Million Social Media Reach of HYPEBEAST.**

Website Traffic % of Uniqlo.com and Hypebeast.com from social media platforms:

(Uniqlo)



(Hypebeast)



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Brand Partnership & Business Initiative # 2:

Description of business initiative:

Increase Brand Awareness for All Ages – Life wear for all in the United States by having the famous American Stauffer Family be influencers of the brand. This family of 7 people is perfect as they represent people of all ages. 1 mom, 1 dad, 1 older sister, 2 brothers and 2 young famous twin sisters Mila and Emma who will be showcasing Uniqlo's kids' line. So, all together the whole family can showcase all departments women's, men's, and kids!

Goal of initiative:

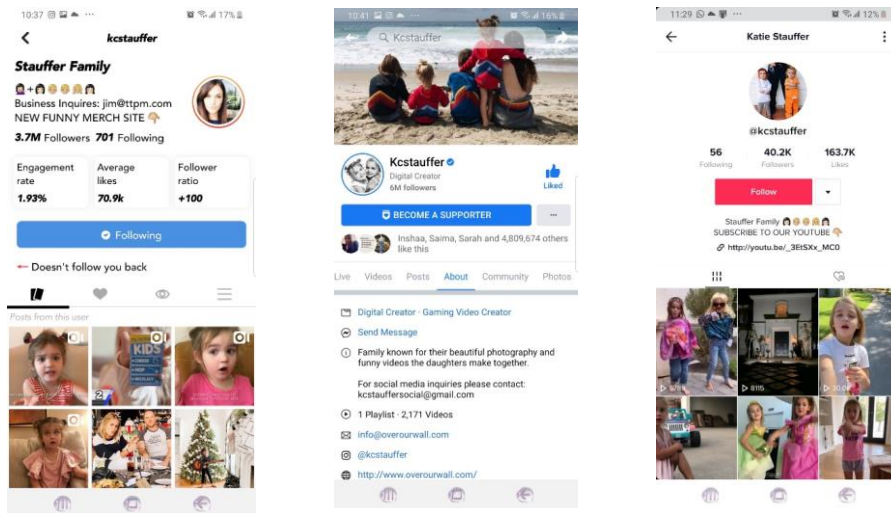
Create a seamless buying experience both online and instore for life wear for all and inform families that Uniqlo has clothing for every member in their family hence boost sales in all departments. But with the Influencer partnership with the Stauffer family, the customers who come from the family's social media platforms can use a special 30% off barcode given by this influencer family and use it both online and instore. The family will be posting on their Instagram, TikTok and Facebook page.

Chosen Brand Partnership: Influencer Partnership with the Stauffer Family.

Metrics to measure success:

UNIQLO UMV: **9,242,970** (Unique Monthly Visitors)

Stauffer Family Influencer # 1 social media impressions across Instagram, Facebook & TikTok:



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Brand # 1 social media impressions across Instagram, Facebook: (Refer to Page 2).

Competitive Analysis

Within our target market(s), we expect to compete with **The GAP Inc.**

Uniqlo and Gap are currently competitors in the clothing market today. They both sell a variety of clothing such as denim, shirts, outerwear and much more. Although they sell similar products, they both have competitive advantages in certain target markets. Both Uniqlo and Gap would be a family-oriented market ranging from parents to children.

Gap has an advantage in experience since it was founded in 1969. Uniqlo is relatively new as it was founded in 2006. However, the age of the three companies does not necessarily mean it is upcoming as it is established and known by many. Gap has the advantage as well in America but Uniqlo has the advantage of Japan which is essential for distribution in Asia.

Both the companies sell products for all ages men's, women's and kids but what makes Uniqlo stand out is that it competes in price and innovation both as compared to The GAP Inc.

Commented [MM1]:

Price range: \$ 9.90 – \$ 179.90

Positioning and Image: provide brief synopsis of who (the brand), where (consumers find information), and how (what brand partnerships are currently being implemented).

Uniqlo is known for its innovative Life Wear clothing such as HeatTech fabric which turns moisture into heat this making the wearer feel warm in chilly winters. Airism is stretched fabric known to absorb sweat and keep the wearer dry and cool in hot summer days. They also have BlockTech which is a fabric that blocks the wind and rain from hitting the wearer's body. Also, Uniqlo has been very successful with its special collaborations with celebrated designers from all over the world like Alexander Wang, JW Anderson, Ines de la Fressange, Tomas Maier, Hana Tajima, KAWS, Marimekko, Takashi Murakami, etc.

In addition – Uniqlo has a unique line of items like graphic t - shirts and more designed by influential artists from all over the world, mainly New York based artists and a collaboration with the Museum of Modern Art under "SPRZ NY," which stands for "Surprise New York.", that specifically targets the young adults.