



UNIQLO MARKETING PLAN

For Spring / Summer
2021 Collection by
Musarat Merchant

Brand Overview:

- Japanese company started in 1984 as “Unique Clothing Warehouse”
- Fast Retailing is the parent company
- Tadashi Yanai - Founder of Uniqlo
- SPA (Specialty-retailer of Private-label Apparel)
- Went international in 2001
- Known for innovations such as HeatTech, AIRism, Dry Ex, ULDs (Ultra light downs).
- Values exceptional customer service the most, aims to be the number one lifewear retailer in the world.
- More than 2000 stores in 21 countries with 827 in Japan.

Business Initiatives:

To help the UNIQLO *create brand awareness, as well as boost its online sales*, our marketing team will pursue the following partnerships in 2021:

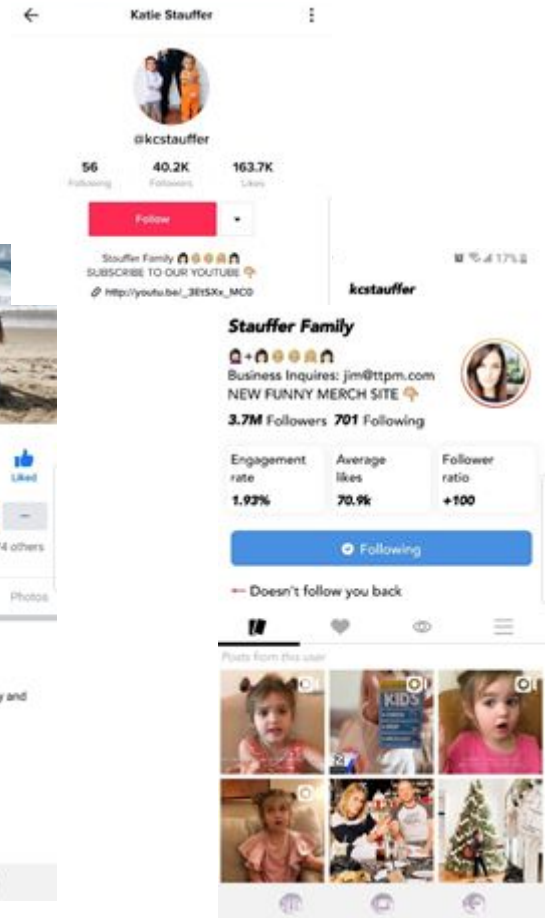
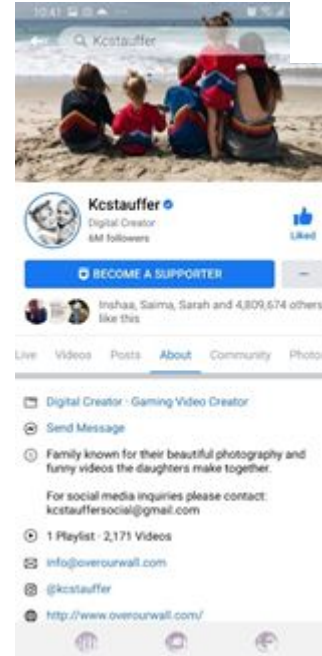
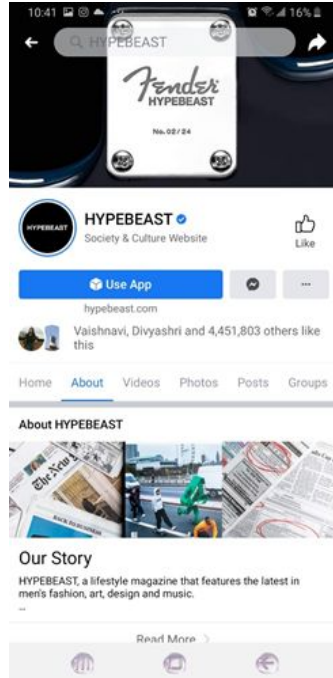
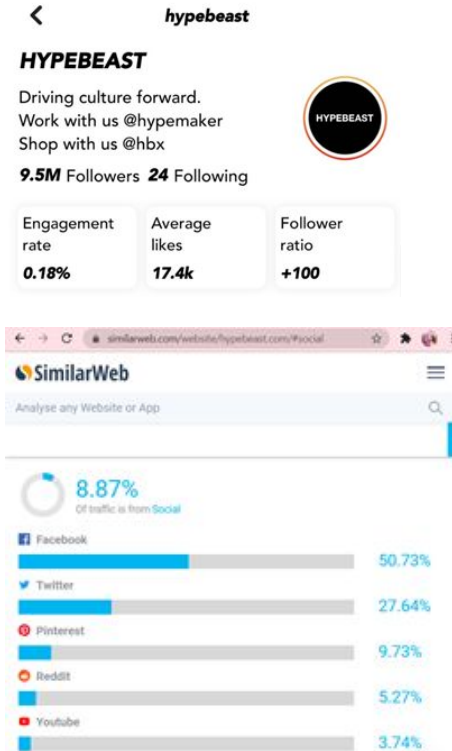
- **Native Content Partnership with HYPEBEAST:**

Goal of Initiative: Drive more web traffic to Uniqlo.com through select product recommendations with appropriate direct buying links to Uniqlo.com.

- **Influencer Partnership with The Stauffer Family:**

Goal of Initiative: Increase Brand Awareness for All Ages – Life wear for all in the United States by having the famous American Stauffer Family (7 members) as influencers of the brand. The family mirrors the brand's value of catering to all ages!

Metrics for Each Partnership:



Target Market:

1. Mothers/ fathers purchasing for their children (kids and even toddlers!)
2. Women of all ages
3. Middle aged men
4. The elderly (grandparents)
5. College Students



Buyer #1 Persona



Katie

30, HR Manager, 2 Kids

Bio

Katie is a busy mother of two. Her kids are 4 and 5 years old and requires her attention all the time. She shops for herself and her family needs. Mostly, she uses her smartphone or laptop to make purchases on-the-go or at work.

Goals

- great discounts, offers, and coupons
- best value products
- tracking delivery status
- quick access to discounts

*"Because I bought it on sale,
I actually made money."*

Behaviours

- buys for herself and her family needs
- shops online or on-the-go
- shops from online channels as they offer quick search for the products in different sizes
- mostly searches products based on discounts

Pain Points

- information overload on the app
- difficulty in browsing without product filters
- finding the right coupons
- not knowing what is on sale
- paying delivery fees

Buyer #2 Persona



**JOSHUA
ONG**

-
- 32 Years
 - Certified Accountant
 - Single
-

He shops online as the screen is larger and he can see more information at a glance. He finds UNIQLO's inner wear comfortable and of a high quality. Likes to check out various brands websites from time to time to see latest collections. He **prefers value for money** purchases, as compared to cheap buys. He looks out for coupon codes from time to time.

TECHNOLOGY USAGE



CORE NEEDS

- Good service standards
- Good quality fabrics
- Formal clothes options

PAIN POINTS

- Shopping apps are tough to use
- Knowing the clothes material
- Finding all the necessary information to make the decision

PREFERRED BRANDS

ZARA *H&M* G2000 TOPMAN UNIQLO

Competitive Analysis:

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.



Marketing Strategy:

Products: Promoting key spring and summer items such as the AIRism lineup, Dry Ex clothing, Supima Cotton and Premium Linen collection.

Price: Women (\$9.90 – \$59.90), Men (\$14.90 – \$69.90), Kids & Babies (\$5.90 - \$49.90).

Promotion: Via social media platforms and websites Uniqlo.us and Hypebeast.com

People: Stauffer Family (Charles 44 – father, Katie 43, Kaitlin 18, Charles 13, twins Mila and Emma 6 – kids)

Process: Launching marketing promotion on Thursday (bi-weekly) every month from March 11th of 2021 till September 16th of 2021 following our business initiatives.

Action Calendar:



Instagram



Day	Date	Month	Who and What Action?	Where?
Thursday	11 th	Mar	Promoting our SS2021 Collection on Hypebeast.	Native Content
Thursday	25 th	Mar	Dropping our SS21 collection at 10:00 am EST. with Online Exclusive Promo deals!	Uniqlo.us Website
Thursday	8 th	Apr	Stauffer kids Promoting our kids' line	Instagram
Thursday	22 nd	Apr	Stauffer couple Katie and Charles Promoting men's and women's line	Instagram, Facebook
Thursday	6 th	May	Hypebeast Promoting Men's line	Instagram
Thursday	20 th	May	Hypebeast Promoting shopping men's with the app with special limited time coupons worth \$10.	Native Content
Thursday	3 rd	June	Stauffer kids promoting Kid's AIRISM Line up	TikTok & IG
Thursday	17 th	June	Mila and Emma Stauffer (twins) promoting twinning outfits coordinated by Katie (mother)	Instagram Reels / IGTV
Thursday	1 st	July	Hypebeast promoting AIRISM Men's line up	Native Content
Thursday	15 th	July	Hypebeast promoting Dry Ex and Supima Cotton	Native Content
Thursday	29 th	July	"Uniqlo's WFH functional life wear" article with Premium Linen shopping links on Hypebeast	Native Content
Thursday	5 th	Aug	Stauffer family featured on website	Uniqlo.us
Thursday	19 th	Aug	Filming a Stauffer family shopping day at Uniqlo – life wear for all (short advertisement)	Uniqlo 5 th avenue, NY
Thursday	2 nd	Sept	Whole Stauffer family parents and kids promoting Uniqlo Premium Linen for all ages	Facebook & Instagram
Thursday	16 th	Sept	Hypebeast promoting last deals for the season	Native Content