

UNIQLO SS 2021 MARKETING PLAN

Uniqlo Marketing Plan for Spring / Summer 2021

Musarat Merchant

New York City College of Technology

BUF 3100

Prof. Jackson

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1. Company Brand Overview:

- **Profile / History:** UNIQLO is a Japanese company that started 1984 as “Unique Clothing Warehouse” that sold casual wear clothes for both men and women. The brand was going to shorten the name to “Uni-Clo” as a contraction for unique clothing but in 1988, the registration staff misread the C as a Q and that is how the name Uniqlo came into existence. Tadashi Yanai, the founder of the brand liked the new name better therefore, he changed the name to Uniqlo for all stores in Japan. Uniqlo’s parent company is Fast Retailing - which is inspired by similar strategies like The Gap, hence it became a “SPA” retailer (specialty retailer of private-label apparel). Uniqlo is known for its innovative Life Wear clothing, graphic T shirts and exciting collaborations with celebrated designers from all over the world. Today, “there are more than 2,000 Uniqlo stores in 21 countries with 827 in Japan. The first store outside Japan opened in 2001” (Forbes, 2020).
- **Mission Statement:** UNIQLO (Fast Retailing Group) has adopted a new sustainability mission statement, "Unlocking the Power of Clothing". With a focus on products, supply chain, employees, stores, and communities, we will change the world for the better through our business.
- **Vision Statement:** Our vision is bold; to become the number 1 clothes retailer in the world. We truly believe that this dream can be achieved through providing the best customer service experience on the high street. UNIQLO’s business is, and has always been, customer-driven, and customer-first. Products, stores, services, people, management. Everything we do centers around the individual who wears the clothes.

- **SWOT Analysis:**

Strengths

1. **Innovations:** Uniqlo is known for its innovative 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.
2. **Standards:** Even though Uniqlo sells all over the world, the company is extremely strict on maintaining its home country - Japan's culture. The company expects its employees to follow the Japanese ideals of culture valuing hard work, collaborative work and the ability of meeting goals in a specific time. Referring to a customer as a "customer" is not permissible the company refers to its customers as "guests" as that is the hospitality of a Japanese company. Sense of urgency is a big pillar for employees at Uniqlo. Employees show the Japanese culture by wearing a Uniqlo logo kimono to greet guests in the store as well as maintain the samurai position of peace when helping guests. (As normally samurais use their right hand to take out their sword, so locking the right hand by the left hand while standing is a symbol of peace in Japanese culture). In Japan, stores are neat and tidy all day long as if all the stocks were filled a few minutes ago, so the company is extremely strict on those standards. Even in the United States, it is very highly unlikely that you will see a Uniqlo store with merchandise unfolded or all over the place.

Weaknesses

1. **Online Presence:** In 2018 the brand launched its mobile app which I think is too late for launching an app as other companies have done it long before. Moreover, I have personally used its mobile app and it's not very great as it lags a lot, I have tried on other new phones as well, but it still lags so they need to fix the application. Other than that, they do not give any deals on purchasing from the app

which is not appealing as there are many brands of their category that offer coupons on their mobile apps to encourage customers to buy more to use their coupons. These are the reasons why Uniqlo suffers a lot in maintaining its online presence as compared to other competing brands, the company's share in e-commerce is only 4% of its business. In this pandemic, it might have gone up as most shoppers had no option but to shop online, but still, this is a major weakness for the company.

- 2. Low Brand Awareness in Foreign Countries:** Uniqlo is so popular in Japan that you can find a Uniqlo store as frequently as you find a Starbucks here in the United States. But in the western countries Uniqlo is struggling to build its name as most people don't even know that this brand exists. While the brand's competitors Zara and GAP have an extraordinarily strong brand awareness all over the world.

Opportunities

- 1. Expand in New Segments:** Uniqlo sells clothing "made for all" as that is the tagline of the brand. The brand has men's women's and kid's departments. Many people still don't know that Uniqlo sells kids' clothing as well so the brand can expand on that as well as its special maternity line that most people are not aware of yet. GAP is excelling at this as it does a lot of promotions for its Gap Kids and Baby GAP stores as they always include a whole family in their advertising which is why they are ahead of the game.
- 2. Celebrity Endorsements:** With a 10-year partnership with Roger Federer Uniqlo is gaining a lot of exposure in the US and in other western countries. Many people don't watch sports so if they do celebrity endorsements as GAP Kids did with Ellen DeGeneres who is a very influential woman to many women and mothers. So if Uniqlo can have a celebrity endorsement like that other than sports players, the brand can get a lot of exposure and will expand faster than ever!

Threats

1. **Intense Competition:** Retailers like The Gap, Zara, Tommy Hilfiger, and United Colors of Benetton are Uniqlo's biggest threats as they sell similar product offerings like Uniqlo aside from the tech – innovative products that only Uniqlo sells. So, if in future these brands come up with tech wear just like Uniqlo, that will be enough to kill Uniqlo's expansion plans.
3. **Rising Costs:** The thing that makes Uniqlo a desirable brand in front of its competitors is the affordability of the products that the brand offers. So, if in future, there is a rise in the costs of raw materials, it would directly affect the final price of their products hence breaking their brand's promise of offering affordable Life Wear for all.

- **Goals and Objectives:**

The goal is to eliminate the brand's weaknesses by carrying out the following objectives:

1. Fix its application's problems so that its users have a better online shopping experience.
2. Give out coupons frequently to use only for the Uniqlo app (through native content partnership and influencer partnership) NOT in-store as the store already does weekly sales promotion on its new arrivals in its physical locations.
3. Start a reward point system like many brands give points in each dollar spent on online shopping, (via app or website) this motivates the people to come back to use their accumulated points. As time passes it makes the customer a loyal returning customer.
4. Free standard shipping should be given for the first six months of downloading the Uniqlo mobile application.
5. Using marketing initiatives such as native content partnership and influencer partnership to create brand awareness in the United States.

2. 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., weatherproof wear and basics) for all ages* for Spring/Summer 2021 selling season.

- **Marketing initiatives:** 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*

Description of business initiative:

Over the next 6 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 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.

Metrics to measure success:

UNIQLO - UMV: **9,242,970** (Unique Monthly Visitors). Instagram @uniqlo has 2.4 million followers, with 0.31% engagement rate which gives them 7.3k average likes. Other than that, it has the USA accounts as well: Instagram @uniqlousa has 351k followers. On Facebook: Uniqlo USA has 929,543 followers and on Twitter: @UniqloUSA, the brand has 88.8 k followers.

HYPEBEAST - UMV: **9.4 Million** (Unique Monthly Visitors). **HYPEBEAST** social media impressions across Instagram are as follows: @hypebeast has 9.5 million followers, with an engagement rate of 0.18% which gives them about 17.4k average likes. Their Facebook page is HYPEBEAST. **820 Million Social Media Reach of HYPEBEAST.**

2. Have an Influencer Partnership with a famous family living in the United States – The Stauffer Family.

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.

Metrics to measure success:

UNIQLO - UMV: 9,242,970 (Unique Monthly Visitors). Instagram @uniqlo has 2.4 million followers, with 0.31% engagement rate which gives them 7.3k average likes. Other than that, it has the USA accounts as well: Instagram @uniqlousa has 351k followers. On Facebook: Uniqlo USA has 929,543 followers and on Twitter: @UniqloUSA, the brand has 88.8 k followers.

Stauffer Family social media impressions across Instagram, are as follows: @kcstaffer has 3.7 million followers, with an engagement rate of 1.93% which gives them about 70.9k average likes. Their Facebook page is Kcstauffer with 6 million followers. On TikTok they have 40.6k followers.

3. Target Market:

- **Market Segmentation:** Uniqlo's Target Population consists of the kind of people who are fashion forward, comfort seekers & givers, quality buyers, and low price point lovers. For Spring/ Summer 2021 we are targeting the following demographics:

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 Persona(s):**

Buyer #1: Katie (30 years old) is a working mother of two, so she barely has time to go and shop physically at a store, which is why she prefers to shop online through her smartphone or laptop on-the-go. But the issue is she finds it is hard to navigate coupons on the Uniqlo app. **She loves the discount deals** at Uniqlo because she gets **good value products** in **affordable prices** for herself and her family. She says, "because I bought it on sale, I actually made money."

Buyer #2: Joshua (32 years old) is a certified accountant who prefers shopping online specifically through his laptop so that he can see more information at once. He is constantly looking for formal clothing option on the internet. He uses social media very frequently; he **values good service standards** and **good quality fabrics**. Price is not an issue for him as he **prefers value for money** he spends on his purchases, rather than going for cheap clothing offers. Although he looks for coupons online from time to time. Other than Uniqlo, he normally shops from brands like Zara, H&M, Topman and G200.

- **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.

4. Marketing Strategy:

- **Product:** Since this marketing plan is for Spring / Summer 2021 we will be focusing on the key items such as AIRism lineup that is a range of essential products that keep you dry, sweat and odor – free, fresh, and comfortable all day long. The lineup is available for everyone, including women, men and even kids. The AIRism lineup includes everything from masks, undergarments, t-shirts, tops, leggings, trousers, dresses and even bedding - making it an essential and functional Spring / Summer 2021 lineup for every family in United States. Besides AIRism, we will be promoting, Easy Care Essentials such as Two -Way Stretch Technology clothing (trousers, dress shirts), Rayon lineup (shirts, dresses) Supima cotton (Polos, T-shirts, dresses, loungewear) and Premium linen shirts that are all Spring / Summer essentials for every age.

- **Price:** Women (\$9.90 – \$59.90)
Men (\$14.90 – \$69.90)
Kids & Babies (\$5.90 - \$49.90).
- **Promotion:** Our marketing initiatives are our promotion methods. We are planning on boosting our online sales as well as create our brand awareness so Hypebeast will be posting native content for Uniqlo as well as it will use its social media platforms to post “Paid Partnership with Uniqlo” stories. Just like that we will be getting our influencer, The Stauffer Family to use their social media platforms by making videos and small skits as they normally do to promote the brand they support.
- **People:** Besides being our influencer partner we also will feature the Staffer Family (Charles 44 – father, Katie 43, Kaitlin 18, Charles 13, twins Mila and Emma 6 – kids) on our Uniqlo.us website as the family represents our brand image, of Life Wear for all.
- **Process:** We will be launching marketing promotion on Thursday (bi-weekly) every month from March 11th of 2021 till September 16th of 2021 following our business initiatives.
- **Positioning and Image:** 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. The brand is also known for BlockTech which is a fabric that blocks the wind and rain from hitting the wearer’s body. Also, Uniqlo has been remarkably 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. Through our marketing plan for the fashion season of Spring / Summer 2021, we will successfully create brand awareness through our marketing initiatives and boost online sales in the United States.

5. Time and Action Calendar:

Our marketing plan will be in action from Thursday, March 11th, 2021 introducing our Spring/Summer 2021 catalogue and will end on Thursday, September 16th, 2021. The actions will be taken on Thursdays of every month bi-weekly. The detail action calendar is as follows:

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	Instagram

			twinning outfits coordinated by Katie (mother)	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

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