


Marketing Plan for:

Louis Vuitton

Spring 2020 Menswear

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BUF 3310



Intro

- Our marketing will emphasize Louis Vuitton's spirit of adventure and expression through its unique heritage and aesthetics. The brand's story will be communicated through the means of social media, influencers, native content, and magazine coverage. Our ultimate goal is to strengthen the brand's image and presence.
- What we aim to achieve is a broader audience, and a stronger brand presence by utilizing different marketing channels and different types of brand partnerships.
- Throughout this marketing plan, we will utilize two types of brand partnerships that can be used to Louis Vuitton's advantage. The two types of partnerships are:
 - Influencer Marketing
 - Sponsorships

Influencer Marketing

1. We will be increasing our efforts in this area in order to create more hype around our spring 2020 menswear collection for when it hits the stores. From December 12th until the release of the collection, we will aim to acquire as much engagement and reach as possible throughout all our social media outlets. At the moment we are at almost 36M followers yet we only average about 100k likes per post making it a .2% engagement ratio, which is considerably low.
2. We aim to partner with at least three influencers in order to work towards our goal.

Influencers

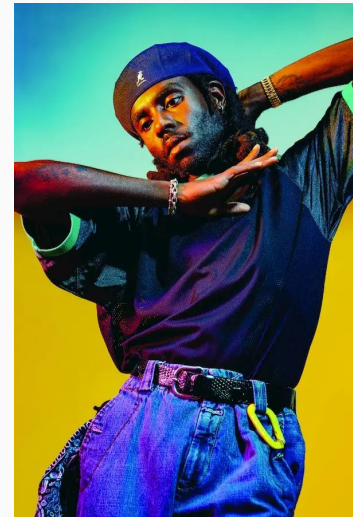
- **Bloody Osiris**
- 377K Followers on IG
- 50,000 avg. likes per post
- 13% engagement rate



- **Ian Connor**
- 1.2M Followers on IG
- 50,000 avg. likes per post
- 4% engagement rate



- **Devonte Hynes (Blood Orange)**
- 479K Followers on IG
- 30,000 avg. likes per post
- 6% engagement rate



Sponsorships

1. We will be sponsoring Devonte Hynes, who is an artist that is essentially part of a representation of today's social acceptance and forward-thinking zeitgeists. What is going to be done with this artist is basically create a short video campaign that can be seamlessly shared through any media outlet. This video will be released on January 1st and will be posted on the artist's and highsnobiety's Instagram along with a blog post on highsnobiety website explaining the video in detail.
2. This approach will help achieve our goal of further strengthening our brand presence and expanding our reach.

Content

1. We will be creating a short (2-3 minutes) video showcasing Louis Vuitton's 2020 spring menswear collection and showing in even more detail each item in the collection. One important product to showcase is the new and improved signature logo bag with 3d LV all around it. This is an important product to showcase because of bags and accessories being LV's cash cow products and now these products have become more detailed and much harder to replicate, thus fighting against the constant counterfeiting of LV's products.
2. In this video, the aesthetic for the majority of models will be either ethnic, transgender or both. The main reason for this is to show where Louis Vuitton stands when it comes to inclusivity in luxury fashion.
3. The video will be released on January 1st, 2020 on both Highsnobiety's and Devonte's Instagram along with a blog post on Highsnobiety's website.



Efforts to Date

1. Louis Vuitton has been awarded the butterfly mark for their measurable impact and company-wide commitment to sustainability (Positiveluxury.com, 2019)
2. On March 26 Louis Vuitton named Virgil Abloh its menswear artistic director. This makes Virgil the brand's first African-American artistic director.



Talent Snapshot

- **Playboi Carti**
- 4M followers on IG
- 800K avg. likes per post
- 20% engagement rate
- 1.1M followers on twitter



(Highfashionliving.com)

- **Jaden Smith**
- 14.2M followers on IG
- 500k avg. likes per post
- 3.5% engagement rate
- 8M followers on Twitter



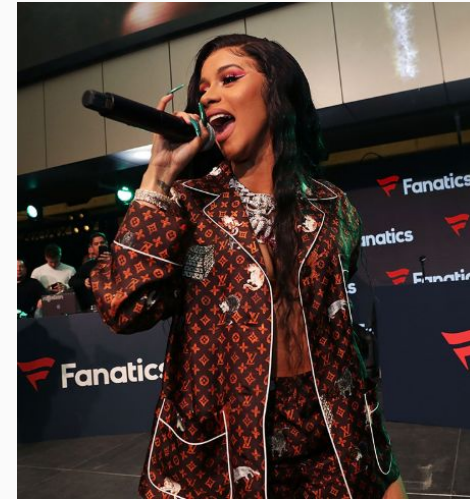
(footwearnews.com)

- **Tyler, The Creator**
- 8.6M followers on IG
- 1M avg. likes per post
- 11% engagement rate
- 8.3M followers on twitter



(bustle.com)

- **Cardi B**
- 55.7M followers on IG
- 4M avg. likes per post
- 7% engagement rate
- 8.1M followers on twitter



(celebmafia.com)

Timeline

Influencer Marketing

Begin: 12/12/19

Goal: Various influencers on IG posting in separate times throughout the day which will make LV a trending topic.

Release on Highsnobiety Social Media

Release Date: 01/01/20

Goal: Expand our reach and increase our engagement.

Product Drop

Date: 01/03/20

Short Video Campaign

Release date: 01/01/20

Goal: Stronger brand presence and image.

Blogpost on Highsnobiety.com

Release Date: 01/01/20

Goal: Educate the consumer on the detailing, quality, and craftsmanship of our products.