

LOUIS VUITTON MARKETING PLAN 2021

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LOUIS VUITTON

- Founded in 1854
- Was 16 years old when he walked to Paris and made a new life for himself
- worked for a successful box maker & packer which is where he learned how to craft and pack durable containers



LOUIS VUITTON CONT.

- Company specialized in monogrammed and personal luggage and handbags like briefcases and suitcases
- Louis Vuitton passed away in 1892 & his son, George Vuitton took over & introduced the iconic LV monogram logo



VISION & MISSION STATEMENT

- Mission statement is to showcase different qualities of Western “Art de Vivre” worldwide. They are able to do this by keeping their products elegant as well as showing creativity
- Vision statement is to keep long term goals and make sure all products deliver excellence and are innovative

SWOT ANALYSIS STRENGTHS

- Extremely strong brand recognition. People can recognize a LV bag because of the iconic monogram logo.
- Many people like LV bags because they're popular and it has an association with status and social class in society today.
- Have top celebrity endorsements like Scarlett Johansson, Angelina Jolie, Muhammad Ali & others

SWOT ANALYSIS WEAKNESSES

- They focus on exclusivity which makes them patent or risks copyright on more of their designs which can decrease their morale.
- Extremely high priced. A simple LG bag can costs \$1500 or even more & makes their target market niche.

SWOT ANALYSIS OPPORTUNITIES

- Have the potential to expand their markets to Asia in general, in particular, China and India. This is because the global market for luxury constantly increases
- Can increase their number of working women because the need for status symbols is growing and more women are entering the workplace

SWOT ANALYSIS THREATS

- Counterfeiting gives the brand a negative image and dilutes their market share
- Deal with competition with brands like Dior, Chanel etc.
- Constantly have to find new ways to one up their products

MARKETING INITIATIVES

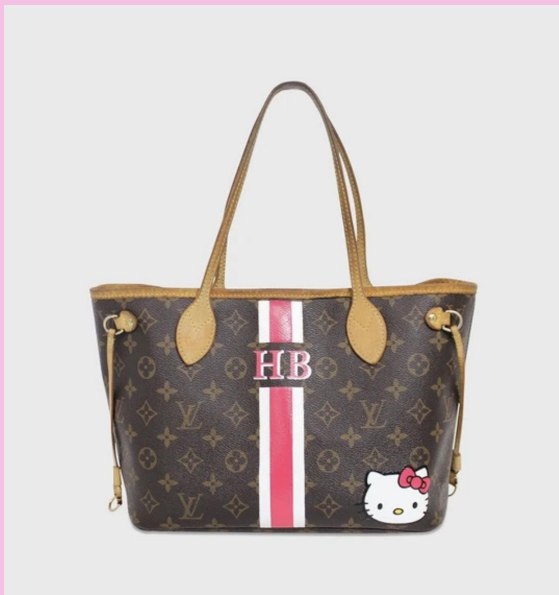
- Focus on Streetwear looks for the Spring/Summer 2021 Season
- Goal is to get attention by a younger audience as well as target women in Korea and China



LOUIS VUITTON X SANRIO

- Sanrio involves a lot of cute and different kinds of characters
- Sanrio is popular amongst teenagers and young adults
- Sanrio character will be placed in accessories, handbags, wallets and clothing garments like t-shirts
- Co-branding partnership and all products will be put on website
- Goal is to increase the target market to a younger audience as well as sell in Korea

LOUIS VUITTON X SANRIO CONT



LOUIS VUITTON X BLACKPINK

- Blackpink is a Korean girl group that debuted in 2016
- Became really popular amongst young teenage girls and young adults in Western countries
- Group has 4 members: Lisa, Jennie, Rosè & Jisoo
- Blackpink are LV's Macro Influencers and promote their products on their group and personal instagram accounts

LOUIS VUITTON X BLACKPINK CONT



TARGET MARKET

- Women who are between the ages 20-50
- These kind of women live in populated area like New York, Los Angeles and Chicago and countries outside the U.S like China and South Korea
- Like to shop and spend money on themselves

TIME + ACTION CALENDAR

- February 15 2021: Sanrio announces collaboration with Louis Vuitton on all their social media accounts
- February 20 2021: Louis Vuitton announces collaboration with Sanrio on all their social media accounts
- February 25 2021: Louis Vuitton has all products on their website
- February 26 2021: Sanrio launches collaboration products on their website

TIME + ACTION CALENDAR CONT

- March 01 2021: Lisa posts picture on instagram wearing Louis Vuitton streetwear collection
- March 03 2021: Jennie post picture with LV x Sanrio bag
- March 07 2021: Rosè post picture with LV sneakers
- March 09 2021: Jisoo post picture with LV 2021 collection
- March 11-20 2021: Louis Vuitton has a section on their website of all the clothing and accessories Blackpink wore in their instagram posts.

THE END!

