

# MARKETING PLAN PROPOSAL: GAP FALL 2020

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## **HISTORY**

- Established 1969 San Francisco,
   California by Donald and Doris
   Fisher
- 1971 Corporate Headquarters in Burlingame, California
- 1973 Opened 25 New Locations (Holcomb, 2017)



## MISSION AND VISION STATEMENT

- Mission Statement: to democratize fashion and make shopping fun again. To bring incredible style and quality to families the world over.
- Vision Statement: creating opportunities for the people and communities touched by our business throughout the world.

(Mission Statement Academy, 2020)



## **BRAND IDENTITY**

- Casual Style Aesthetic
- "American Optimism"Attitude

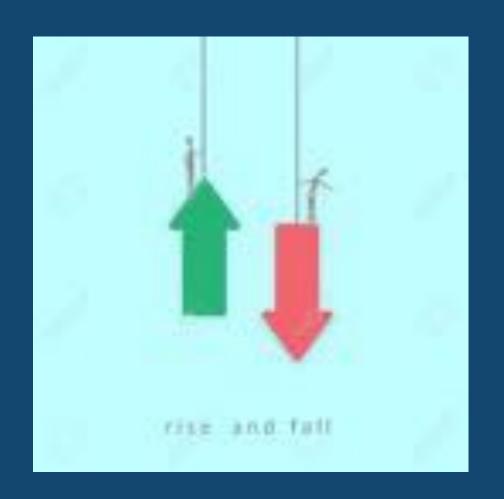
(Gap Inc., n.d.).



## EVALUATION AND BRAND AUDIT

- Rapid Expansion upon launching corporate headquarters
- 2002 was arguably the turning point downwards for GAP

(Biron, 2019)



# EVALUATION AND BRAND AUDIT CONTINUED...

- 2006 Poor Working Conditions in Overseas Factories Backlash
- Announcements of StoreClosures; 2013 & 2019
- 2019 Old Navy split off,
   CEO Art Peck departs
   (Biron, 2019)



# EVALUATION AND BRAND AUDIT---STORE VISIT

- Business Insider Conducts GAP
   Store Visit in FiDi, New York
   upon Announcement of Old
   Navy Split
- Lack of Variety, Unappealing,
   Stale, Disorganized,
   Confusing



## EVALUATION AND BRAND AUDIT CONCLUSION

#### Reasons for recent struggles

- Quantitative Data: Lack of Appeal, Sales Declines
- Qualitative Data: Rapid
   Expansion, Acquisitions, Slow
   Transition to E-Commerce



# GAP'S CURRENT POSITIONING STRATEGY

What are the Benefits and Purpose?

 Improving lives through incredible style for all people (Benefits), Create opportunities for people and their communities where GAP's businesses reach (Purpose)

(Mission Statement, 2020)

**Reasons** and Differentiators that support and create such Benefit?

- Core values of Serving The World, Prioritizing
   Customers, Respect, Innovation
- "GAP for Good" Initiative (Washwell™, Better Cotton Initiative, Personal Advancement & Career Advancement)

(GAP, Inc., n.d.)

**Who** is the Target, Potential Customer?

- Demographics: Age 3-45, Male/Female, Students/Employees/Professionals,
- Psychographics: Strugglers, Aspirers, Explorers
  - Easy Going, Cost Advantage, Self-Expression

(Dudovskiy, 2016)

**Against Whom:** Who is the Competition?

- J. Crew
- Uniqlo
- Zara





ZARA

# GROWTH STRATEGY: CO-BRANDING

- Licensing, Global Expansion, Brand
   Extension–DOESN'T MAKE SENSE
- Gain relevance back through new inspirations and ideas







# THE BRANDING PROCESS PROPOSAL: NEW POSITIONING STRATEGY

- Narrow down Target Market
  - Ages 16-30, students or employees in the working class
- Co-brand with Telfar
   (Witt, 2020)
- Re-capture Market Share by re-gaining Brand Relevance

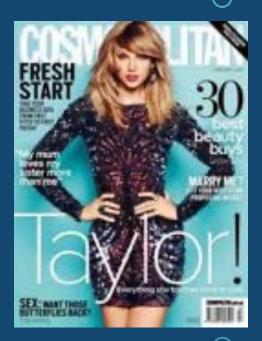


## MARKETING INITIATIVES

- Editorial Ad Campaigns
   (People, Times, &
   Cosmopolitan Magazines)
- Celebrity Endorsements







# MARKETING INITIATIVES CONTINUED...

- Digital Advertising
  - Social Media: Facebook, Instagram,
     Snapchat, YouTube, TikTok
  - Streaming Services Ads: Hulu, Sling, YouTube TV

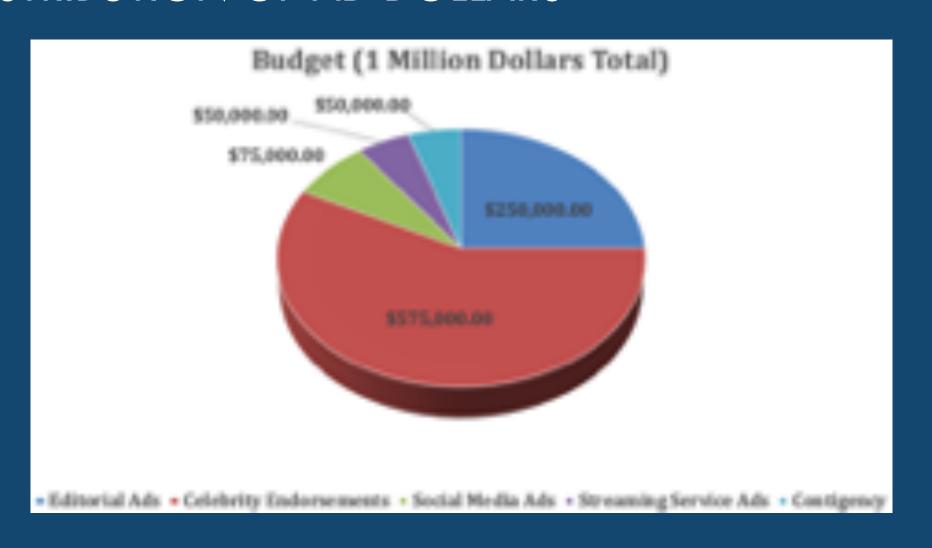








## DISTRIBUTION OF AD DOLLARS



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