



GAP



MARKETING PLAN PROPOSAL: GAP FALL 2020

BY: ZI DI CHEN

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 Store Closures; 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



GROWTH STRATEGY: CO-BRANDING

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

GAP

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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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