

Lecture

Wrap-up & Unit Recap

BSc (Hons) Fashion Management & MSc Strategic Fashion Management, Year 1
Marketing Management, Week 14 (Lecture)

Sonia Vega-Pérez (s.vegaperez@fashion.arts.ac.uk) | November 2023

Contents

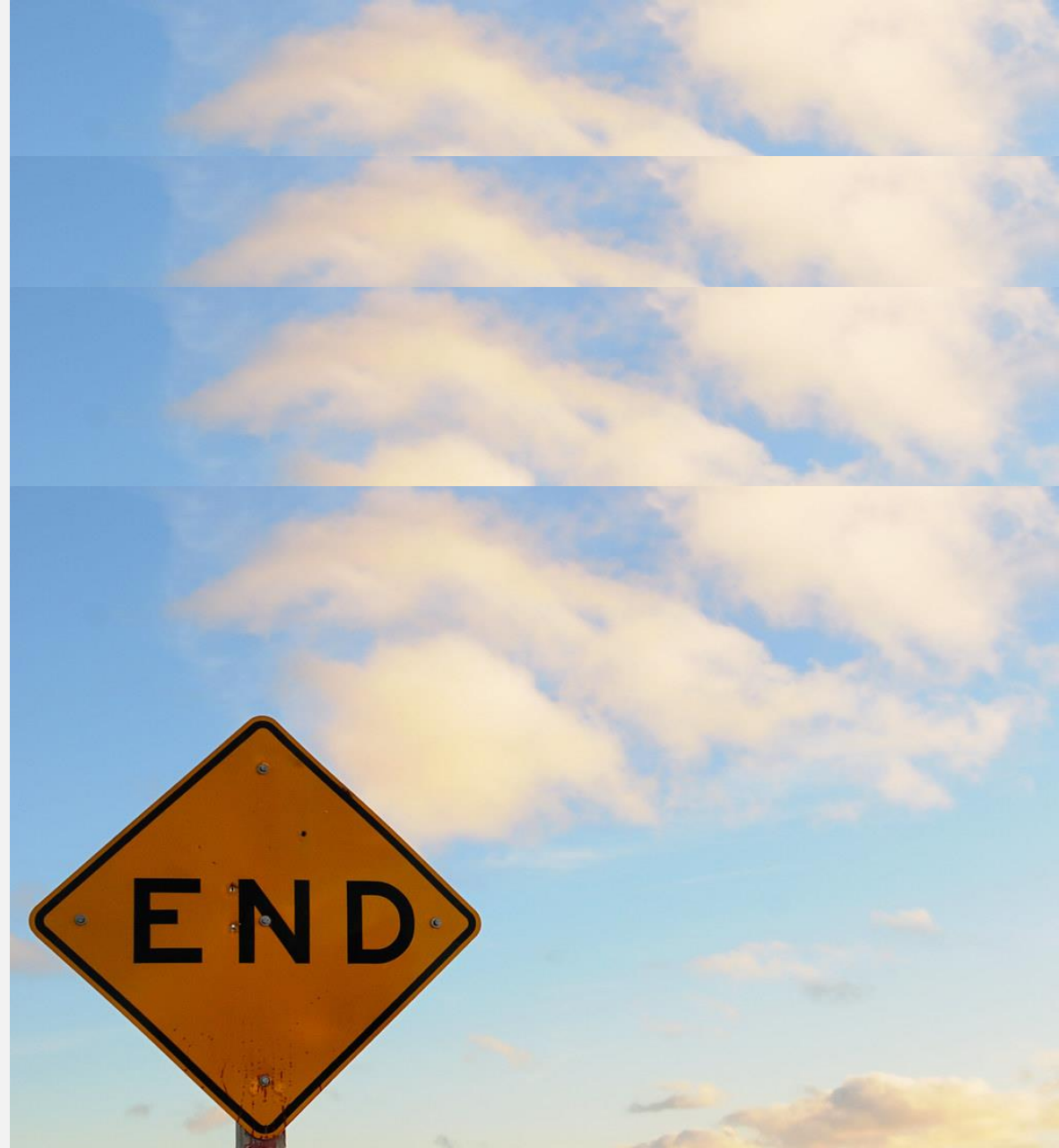
Wrapping up: Campaign Strategy & Planning

- Campaign concept creation
- Planning implementation
- Performance monitoring & measuring

Unit Recap

- Research & Analysis
- Setting up objectives
- Ideation & campaign creation
- Planning and reporting on effectiveness
- Writing conclusions: assessing challenges & risks, and considering further opportunities for potential next steps.

Q&A



Learning Outcomes (LOs) supported

LO1 Evidence of evaluating the current position of a fashion organisation within its chosen sector or market (enquiry);

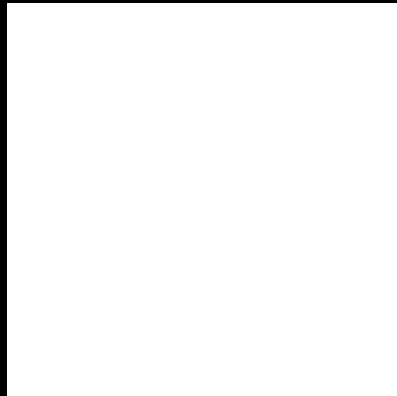
LO2 An understanding of the role of principle marketing theory and contemporary practices in the achievement of organisational objectives (knowledge);

LO3 The application of relevant theory combined with contemporary industry changes, to plan marketing activities that contribute towards achieving organisational objectives (process, realisation);

LO4 The ability to communicate effectively in an appropriate digital format that is well organised, well presented and actionable (communication).



Wrapping up:
Campaign Strategy & Planning



For your project...

Propose a Marketing Communication plan

In Section 4, you are to propose a new marketing campaign for your brand.

It should be based on your research and analysis (sections 1-3).

In Section 4.1.,

- Outline the proposed communication tools you intend to use to achieve your objectives.
- Demonstrate creative implementation in the form of campaign content, message and creativity (mock-ups) - Adobe skills!

In Section 4.2.,

- Campaign schedule
- Campaign budget allocation
- Effectiveness measurement plan

Section 4: Proposed Marketing Communication Plan (approx. 400 words)

You are required to outline the proposed communication tools you intend to use to achieve your marketing objectives. Creative implementation in the form of campaign content, message and creativity, scheduling (what happens when, for how long, and with what frequency), and budgeting should be discussed. Campaign concepts should be visually produced using digital design skills and software. You are required to propose a new integrated marketing campaign for your chosen brand, based on your research and analysis from sections 1-3.

4.1. Present your campaign concept, by selecting and developing **at least 3** of the following communication channels below:

- Advertising – examples include video, billboard, TV and online.
- Digital Marketing – examples include social media campaigns and/or mobile marketing.
- Direct Marketing – examples include catalogues, SMS, email, push notifications
- Affiliate Marketing – examples include collaborations, influencer marketing and affiliate
- PR Activities – examples include celebrity styling, events

4.2. Marketing Plan – schedule the marketing activities with calendar dates (consider frequency, teasers and length of the campaign) and discuss the financial implications of the proposed marketing campaign, and how you will measure the effectiveness of it.

Conclusions (approx. 100 words)

Campaign concept creation

The Creative Strategy

The creative strategy aims to:

- define the message to be communicated,
- outline the campaign goals and
- satisfy the brief/problem.

The creative solution is the outcome of this process.

Four key considerations:

- Identify campaign **goals** and expected outcomes
- Identify target audience and optimal positioning **(STP + D = CA)**
- Outline the **message**, 'the big idea' and 'the claim'
- Satisfy your **AIDA**

Campaign concept creation

Marketing objective can be focused on the external or internal relationships of the brand:

External Relationships

To provide targets for managing relations with customers and other publics. Examples include:

- Building brand image, awareness and preference
- Stimulating product trial
- Acquiring new customers
- Existing customer retention
- Increasing customer satisfaction and loyalty
- Acquiring or defending market share
- Expanding or defending distribution

RECAP!

**Identify campaign
goals and expected
outcomes**

Internal Relationships

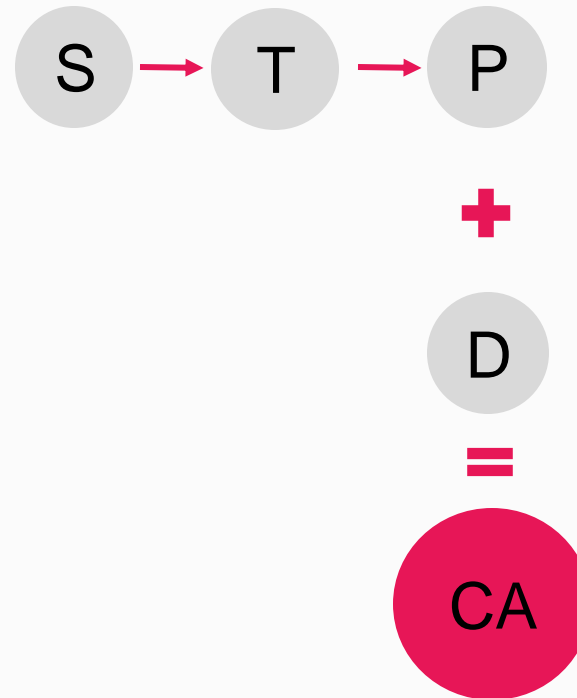
To provide targets for managing specific marketing activities such as:

- Increasing output or speed of new product development
- Improving quality of goods and services
- Streamlining order fulfilment
- Managing resources to enter new markets or segments
- Conducting market research

Campaign concept creation

RECAP!

Identify target audience
and optimal positioning:
the STP process



Segmentation & Targeting

Divide your brand's market into smaller, focused sections and analyse their individual attributes. Through this process you will be able to develop appropriate product targeted to appeal to a particular group of customers.

Positioning

Remembering that your brand's competitors will likely have similar target customers, how does your brand differentiate in the marketplace?

When applied effectively, STP results in **competitive advantage**

Campaign concept creation

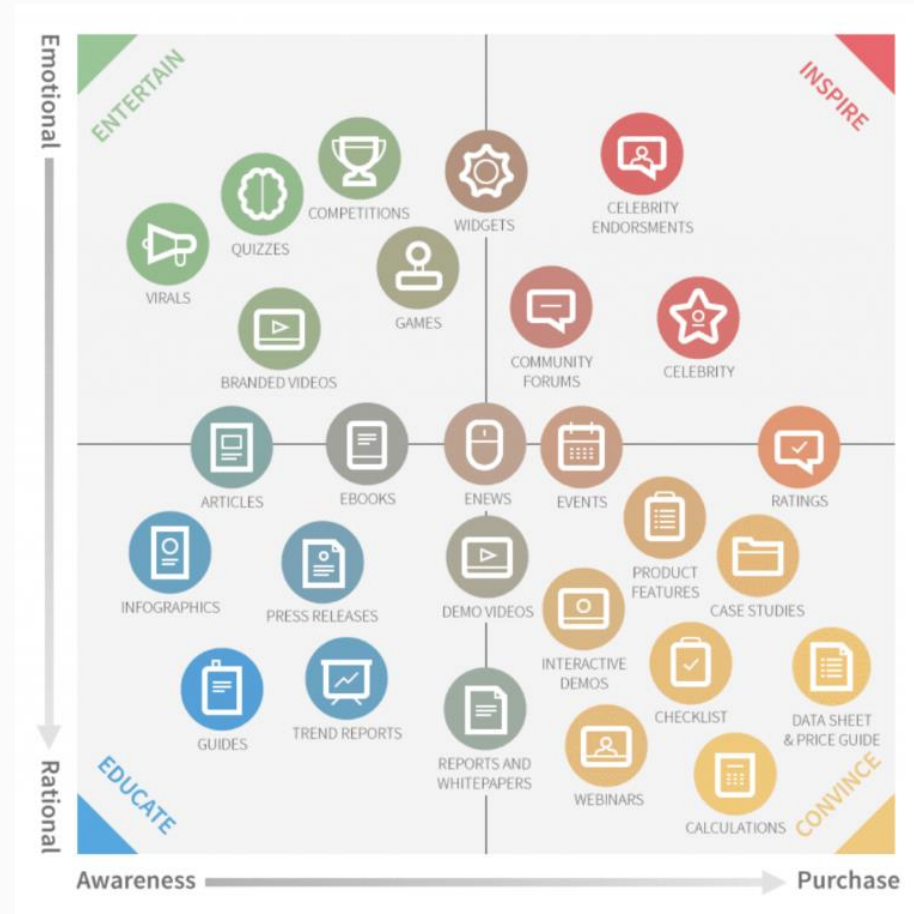
RECAP!

Outline the message,
'the big idea' and 'the
claim'

Now you know the goal and who you're talking to we can move onto **the content**.

What's the "big idea" of your campaign?

Research will form the basis of your content, how you are going to create the desired response, and establish a value exchange between brand and customer.



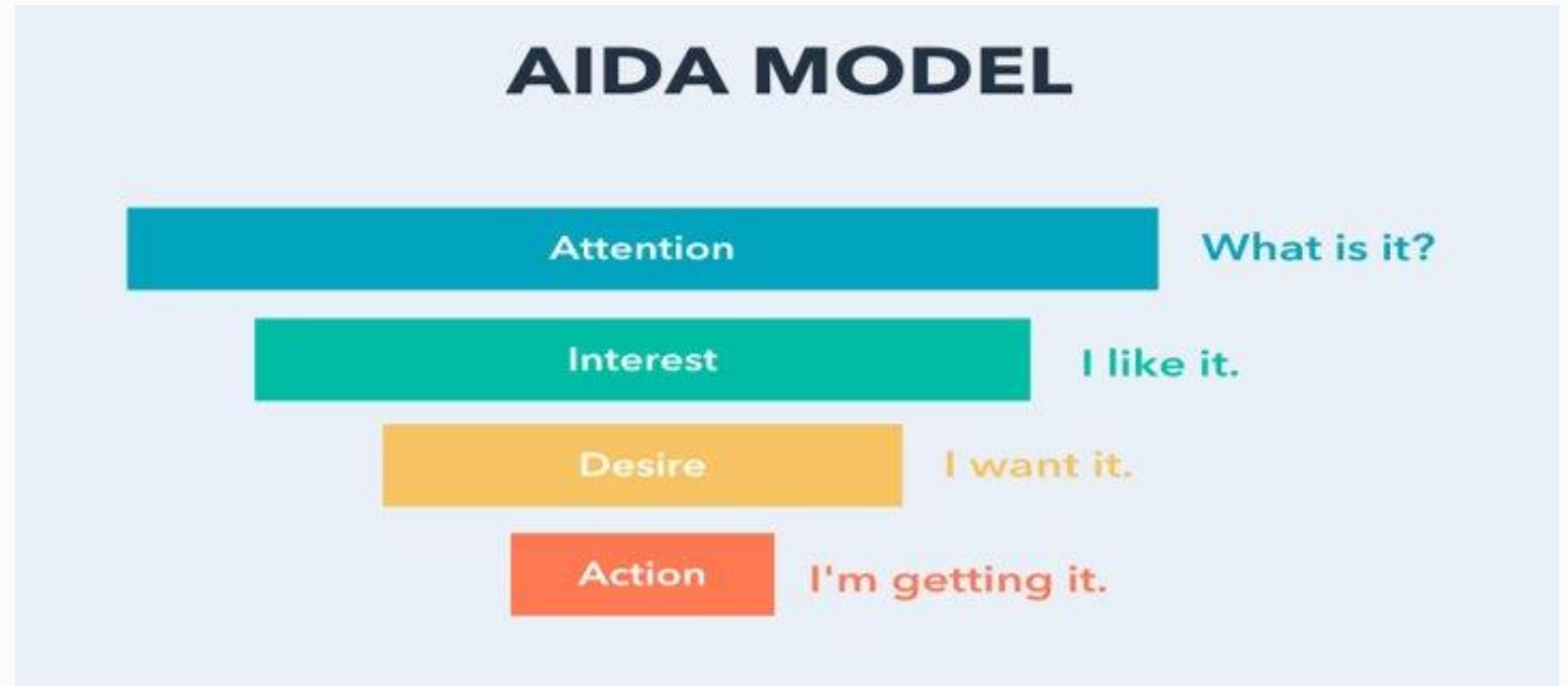
(Matrix by Smart Insights, 2023)

Campaign concept creation

Establish a plan of action of how you **aim to satisfy all areas of your intended AIDA.**

Based on the **marketing objectives** set up for your campaign, assess and define **what stage(s) of the marketing funnel your marketing campaign aims to focus on**, and how it will support them as part of the funnel towards Action.

RECAP!
AIDA Model



Planning Implementation

Selecting your media

The process of selecting the optimal combination of media outlets for giving reach to the campaign involves: researching, identifying, analysing, comparing, planning, and working around a brand's budget, audience and message.

Media mix considerations:

- **Suitability for message** e.g. sustainability, ethics, market adaption.
- **Suitability for audience** i.e. are they TikTokers or Facebook natives?
- **Suitability for budget:** spend vs ROI.
- **Media Frequency & continuity:** high intensity, teasers, repetitions, waves of release

Planning Implementation

Effectiveness & conversion tactics

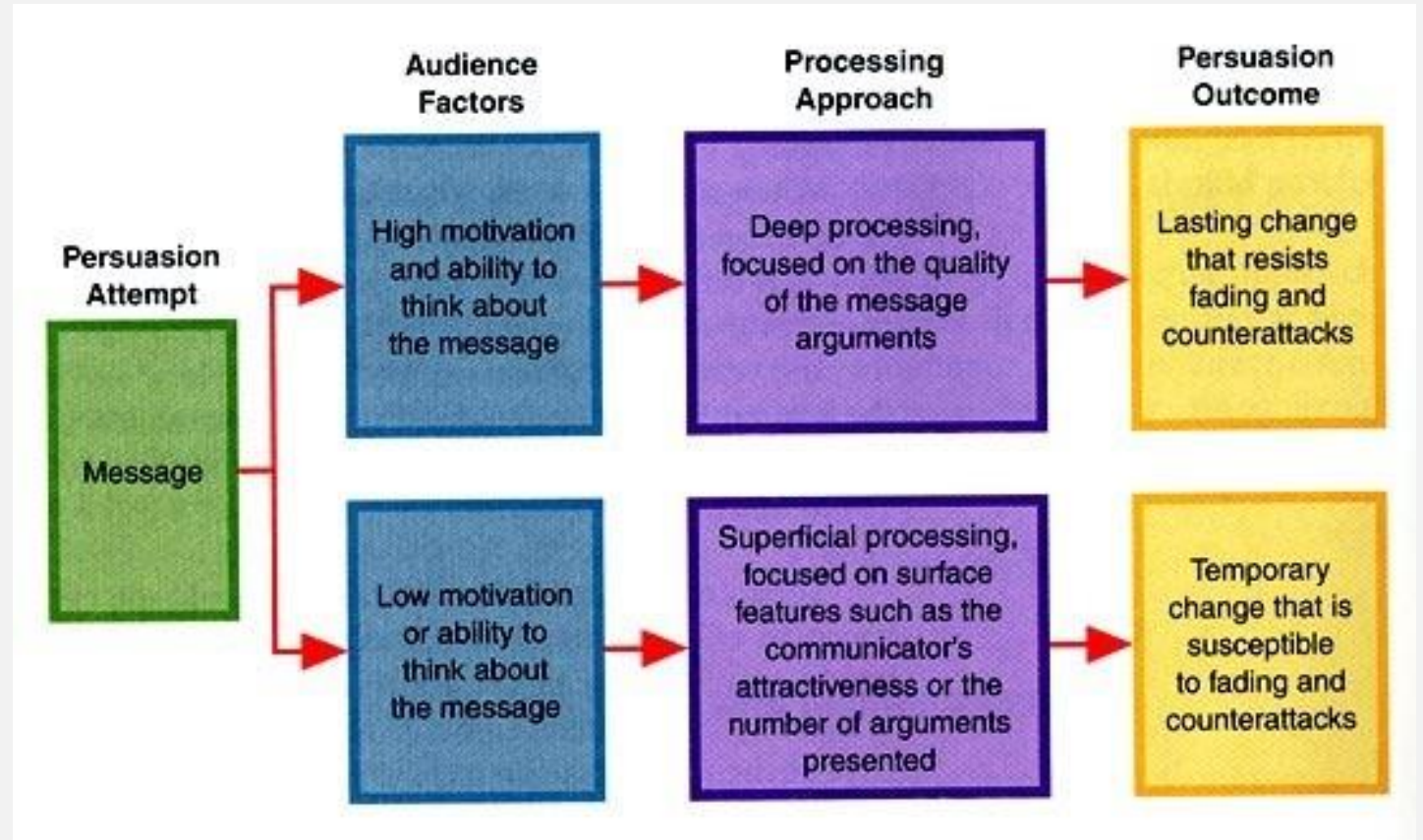
Length of Ad	Suited For
6 seconds	Micro videos or 'vines' are considered best for delivery of simple, authentic messages. Good for social. Should involve the brand as part of the story.
15 seconds	Suitable for stretching TV budgets for simple messages or reinforcing complex messages (trigger memory).
30 seconds	Best for more complex messages including new product launches, a new campaign or to reinvigorate the brand.
60 seconds	These should seek to tell complex brand stories which engage the viewer emotionally. Requires a degree of involvement whilst the ad generates event status.
+60 seconds	Typical to YouTube and other video platforms. Ideal for fans who are immersed in a brand and its entertainment. Inspirational content should be regarded as a reward for advocates and other brand-loyal customers.

(Fill & Turnbull, 2016)

Planning Implementation

Effectiveness & conversion tactics: ELM.

- Petty & Cacioppo's 'Elaboration Likelihood model' (ELM) aims to demonstrate the process of 'persuasion'.
- 'Lasting change' requires the marketer to 'cut through the noise' and be memorable.
- You can utilise the theory to strategize the persuasion outcome.



Planning Implementation

Effectiveness & conversion tactics: other considerations

- Rational & emotional approaches
- The rise of ESP (Emotional Selling Proposition)

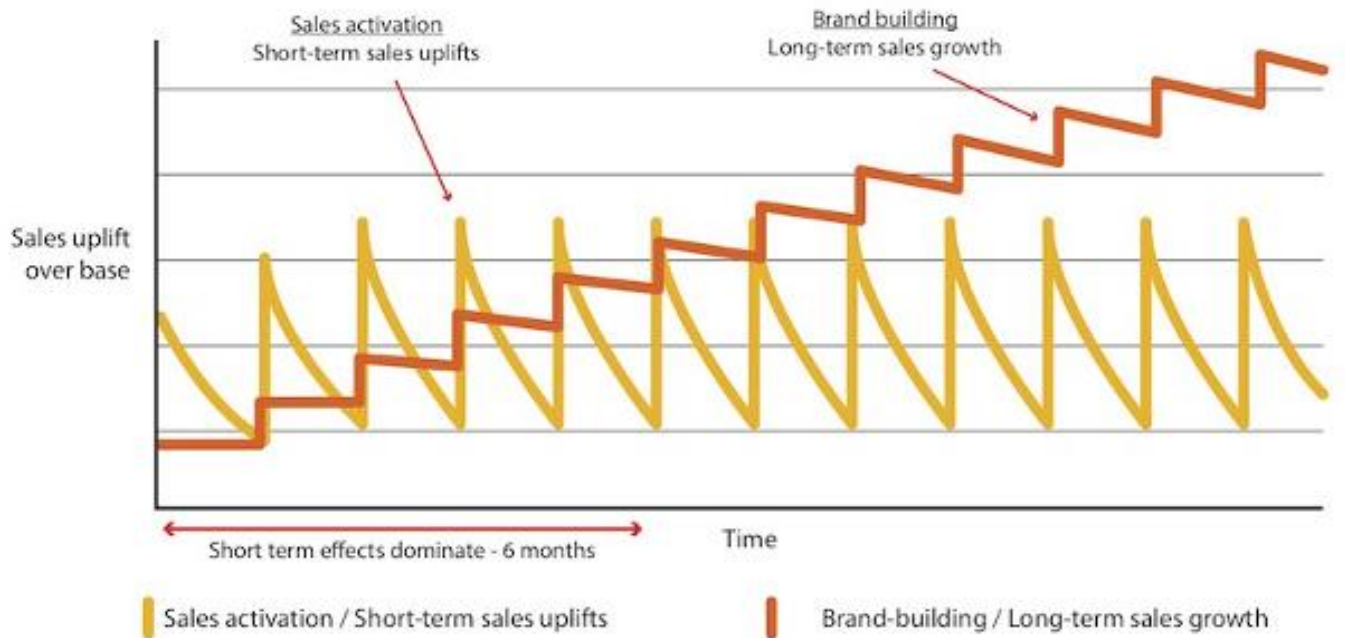
- **Short term:**

- Communicate what is immediately relevant and credible
- Persuade a conscious decision to buy

- **Longer term:**

- Generate interest leading to association and recognition
- Trigger emotions and memories

Brand-building and sales activation work over different timescales



(Binet & Field 'Media Effectiveness in the digital era', 2020)

Planning

Implementation

1. Identify key delivery dates.
2. Break down the deliverables into tasks.
3. Work out timescales and lead times.
4. Identify connected tasks.
5. Creative indicative **Gantt chart (schedule)**.

Campaign schedule

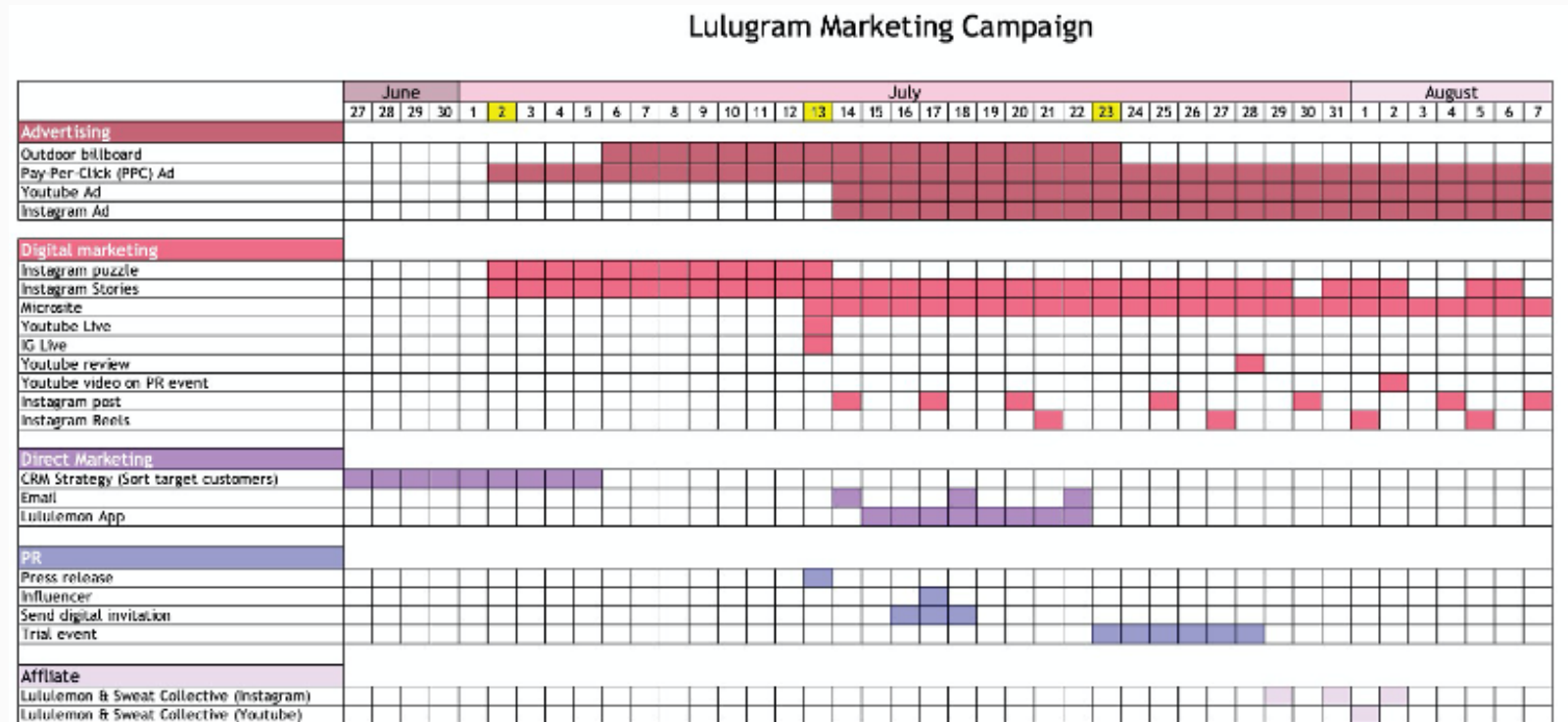


Table 12. Marketing calendar (2020)

Key Milestones

- 2 July 2022: Instagram puzzle begins
- 13 July 2022: Launch date
- 23 July 2022: PR event first day

Student example

Planning Implementation

The advertising budget reflects the **amount the brand is willing to commit to achieve the marketing goals**.

It's led by the **estimated ROI** so needs to be led by the brand's value of the campaign and the potential commercial gains.

Cost considerations:

- Media options
- Description/spec of media option
- Costing estimate – cost of each insertion & total
- Cost of materials
- Location, models, freelancers (editing, animation, photography, film making), usage and agency charges
- Design & creative charges
- Miscellaneous charges (e.g. transportation/ insurance)
- Remember to make good use of owned and earned media.

Financial Implications: Budget

Student example

Planning Implementation

Financial Implications: Budget

Lulugram Marketing Campaign Budget

Budget: **£132,000** (9% of projected total revenue £1,464,750)

	Estimated cost (£)		Estimated cost (£)
Advertising		Direct Marketing	
Outdoor billboard (2 weeks)	5,000	CRM Strategy (Sort target customers)	20,000
Pay-Per-Click (PPC) Ad	15,000	Email	5,000
Youtube Ad	555	Lululemon App	5,000
Instagram Ad	1,000		
Advertising total cost	21,555	Direct marketing total cost	30,000
Digital marketing		PR	
Instagram puzzle	50	Influencer	4,000
Instagram Stories	50	Send digital invitation	5,000
Microsite	35,000	Trial event	20,000
Youtube Live	650		
IG Live	650	PR total cost	29,000
Youtube review + home page video	1,500	Affiliate	
Youtube video on PR event	1,000	Lululemon & Sweat Collective (Instagram)	3,000
Instagram post	100	Lululemon & Sweat Collective (Youtube)	4,500
Instagram Reels	200		
Digital marketing total cost	39,200	Affiliate total cost	7,500
Total cost		127,255	

Table 13. Budget spreadsheet (2020)

Student example

Planning Implementation

Financial Implications



PRINT RATE CARD

SIZE/POSITION	RATE (£)
Page run of paper	30,290
Page facing matter	37,210
Page specified position	39,070
Contents / masthead	42,020
Inside back cover	45,550
Outside back cover	48,560
Inside front cover gatefold	161,090
Barn door	161,090
Standard 4 page gatefold	111,000
1st DPS	77,070
DPS solus / specified position	68,840
DPS run of paper	59,420
Half page masthead	79,790
Half page	14,950

BOUND IN / SCENT TRIPS

National	
2 sides	37,090
4 sides	64,750
8 sides	128,080
16 sides	241,400

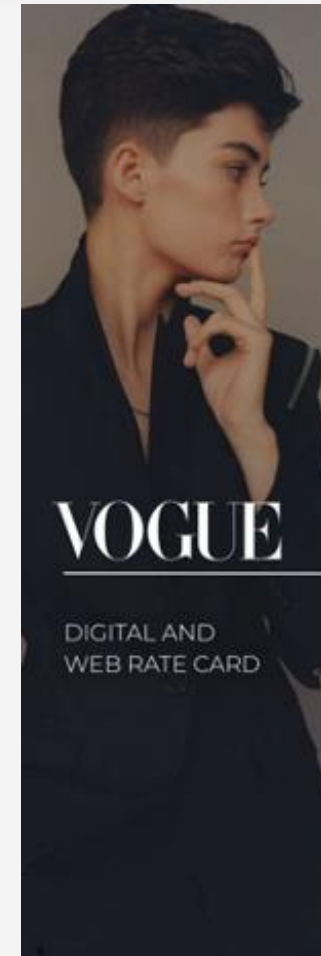
BRANDED CONTENT

Costs are made up of a space rate as above plus a net production charge from £4,500 per page for a Vogue shoot or £2,000 per page with supplied assets. Special terms and conditions apply.

For individual costings and creative ideas, please contact Vogue Branded Content on 020 7152 3078

CONTACT

CHLOE HAGGERTY chloe.haggerty@condenast.co.uk



DIGITAL RATE CARD

SECTION SPONSORSHIPS

	TIMING	STANDARD TIMING	PREMIUM TIMING
Vogue Homepage	7 days	£26,000	£36,000
	1 day	£5,400	£11,75
News	7 days	£27,000	£31,050
	1 day	£4,324	£4,743
Runway	7 days	£21,000	£23,000
	1 day	£3,000	£3,400
Beauty	7 days	£19,500	£36,225
	1 day	£4,773	£5,488
Arts & Lifestyle	7 days	£29,700	£34,555
	1 day	£4,455	£5,323
Fashion Homepage	7 days	£3,340	£6,141
Fashion Trends	7 days	£3,000	£14,950
People & Parties	7 days	£2,500	£2,875
Miss Vogue	7 days	£1,250	£12,598
Vogue Shops	7 days	£6,400	£7,360
Street Style	7 days	£1,800	£2,075
Jewellery	7 days	£8,000	£9,200
Vogue Weddings	7 days	£3,600	£4,340
Mini Vogue	7 days	£1,000	£1,150

Premium timing: February, March, September, October, November, December

STANDARD ADS

970x250 665 CPM | 300x600 665 CPM | 728x90 £24 CPM | 300x250 £38 CPM

British Vogue is pleased to present a new audience targeting tool, SHOE, now available with standard ad formats. SHOE accesses Condé Nast's unique 1st party audience data across print, online, email, and social, identifying highly valuable audience segments. These audience segments are loyal readers of Vogue across various passion pillars. A premium of 20% applies to standard CPM rates.

EMAIL

Partners can sponsor the Vogue Daily Newsletter (£4,300 / 79,488 subscribers) or send a dedicated Solus Email to our database (£71,023 / 73,492 subscribers)

APPLE NEWS

7-day sponsorship: £25,986 / 288,758 estimated impressions

CREATIVE PARTNERSHIPS

Vogue offers bespoke partnerships featuring custom content, videos, social events and much more.

ORGANIC & TARGETED SOCIAL

Social packages are available to promote partnerships, or utilize client assets.

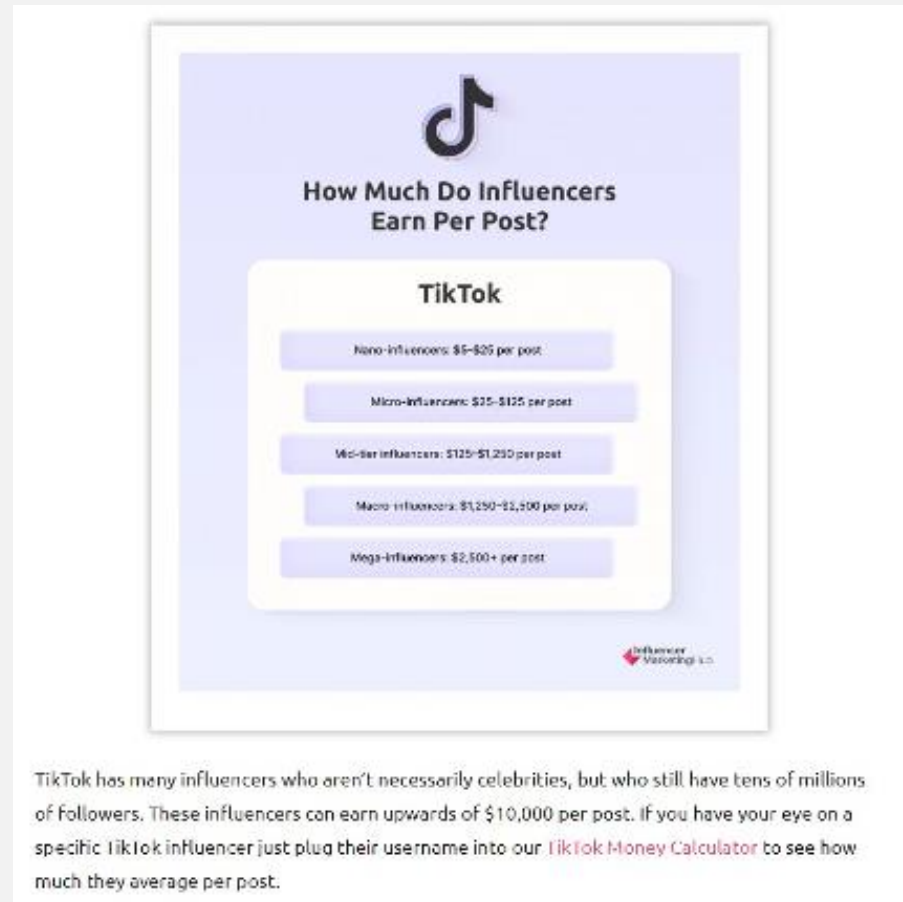
Minimum spend applies.

CONDÉ NAST

(UK Vogue Media Kit, 2022)

Planning Implementation

Financial Implications



<https://influencermarketinghub.com/influencer-rates/>

Influencer Marketing Hub

TikTok Money Calculator [Influencer Engagement & Earnings Estimator]

By: Werner Geyer | Last Updated: September 18th, 2022 | 10 min read | Influencer Marketing

The TikTok Money Calculator allows you to calculate your estimated earnings from your TikTok account if you believe you are an influencer based on your engagement and number of followers. This is for the "Western" version of TikTok, not the Chinese version, Douyin.

TikTok Influencer Engagement & Earnings Calculator

The tools below are not official TikTok tools and not in any way associated with or endorsed by TikTok. We developed this tool to provide earning potential guidelines to influencers. Ultimately, both the brand and influencer negotiate what they consider to be fair value for endorsing the product or service. This is only an *estimation* and can vary greatly by niche, country, audience location and audience brand affinity.

Enter your TikTok Username

TikTok Username

Estimated Total Earnings by Account

Drag the sliders to calculate potential earnings

<https://influencermarketinghub.com/tiktok-money-calculator>

(Influencer Hub)

Performance monitoring & measuring

Attribution, Conversion & ROI

It is important that the campaign brief and costs are considered in-line with the potential commercial benefits of the campaign.

Benefits can include:

Attribution

Using specific KPI's to analysing marketing activities to determine conversion and or sales aligned to specific objectives of the company – this can be used during the campaign.

Conversion

Conversion can be mapped alongside the customer persuasion process. You can use a model like the AIDA model to set specific conversion targets and use this to measure against.

ROI (Return on Investment)

This the important guidance structure for the budget. There is the commercial ROI (short termsales) alongside the longer-time brand building ROI (long-term is harder to analyse) – use as a target or concluding analysis.

Performance monitoring & measuring

Goals & targets (ratios)

CLV to CAC ratio

(e.g. Target 5:1 CLV to CAC ratio)

Determine if marketing campaign increases the value (spend) of loyal customers (**Customer Lifetime Value**) to the brand over the cost of acquiring them (**Customer Acquisition Cost**)

ROI target ration

(e.g. 3:1 Target revenue to cost)

Determine the comparative marketing campaign **contribution to revenue growth** against the cost of the campaign.

Performance monitoring & measuring

Goals & targets (% rates)

AIDA Conversion

(e.g. Conversion rate target from Awareness to Action = 10%)

Mapping the campaign to the AIDA funnel and determining the target conversion rates for each phase – usually guided by objectives.

AIDA Conversion goal

(e.g. Conversion goal = Email newsletter sign-up)

Assigns specific media activations in the AIDA funnel as crucial to the conversion phases (tipping points).
Example: newsletter sign up being a key conversion point.

Engagement rate by reach

(e.g. Email click through target = 33%)

Selects specific media activations to measure engagement rates against assigned targets. Important to match appropriate metrics with objectives.

Planning Implementation

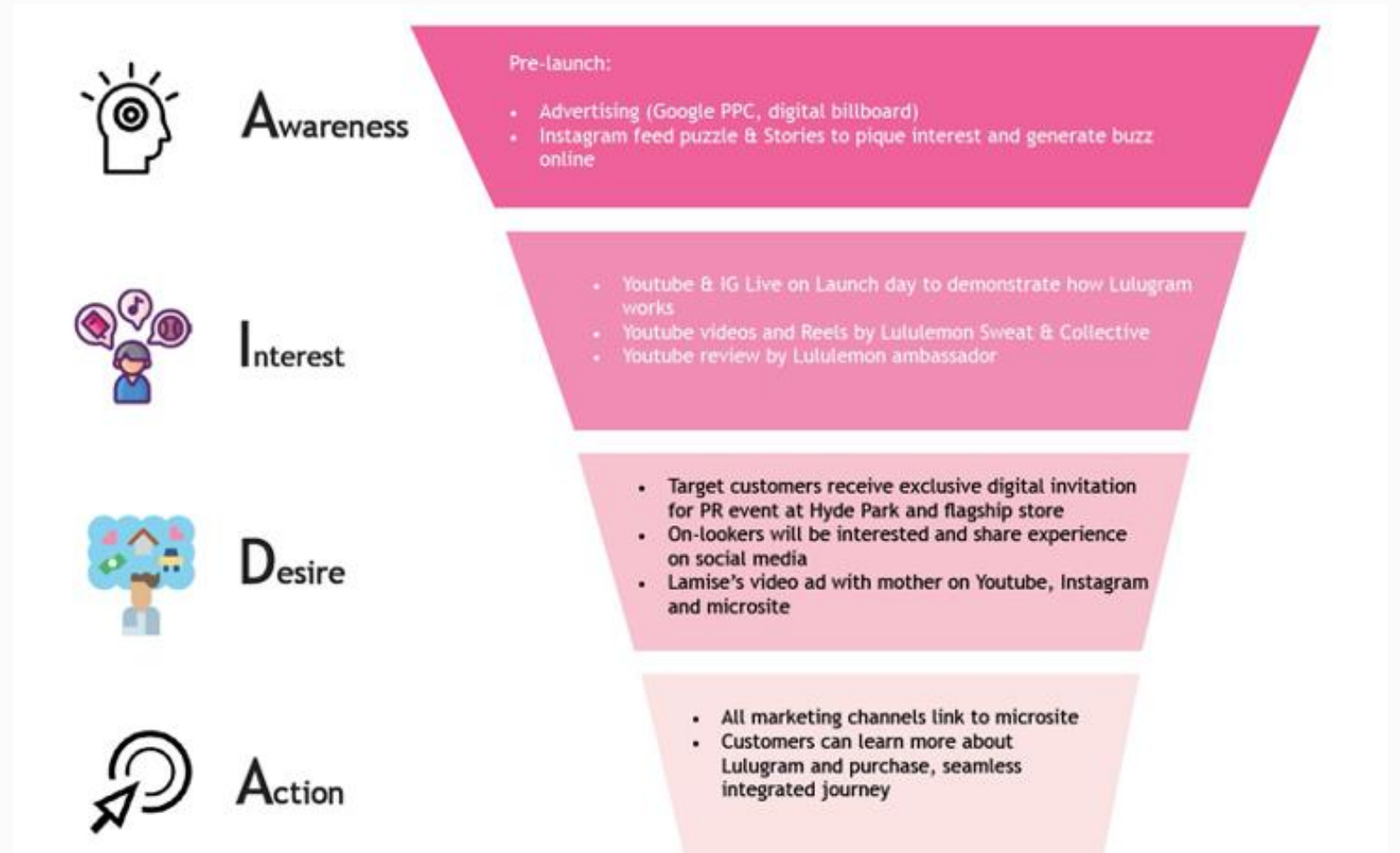
Performance monitoring & measuring



Student example

Planning Implementation

Performance
monitoring &
measuring



Student example

Planning Implementation

Performance monitoring & measuring

FINANCIAL IMPLICATIONS

TOOL	ESTIMATED COST
ADVERTISING	
PRINT	\$210,000
VIDEOS	\$20,000
ONLINE (50,000 CLICKS)	\$75,000
DIRECT MARKETING	
DIRECT EMAILING (12 MONTHS)	\$4,800
AFFILIATE MARKETING	
HIRE LILY COLLINS	\$300,000
PR ACTIVITIES	
LIVE STREAMING (5 PLATFORMS 12 MONTHS)	\$60,000
TOTAL	\$670,000

Figure 93

MEASURE OF EFFECTIVENESS

- Measure how many times the app is downloaded in one month and calculate the percentage change between every month.
- Calculate how many in-store appointments are booked every month and compare the number with data previous to the app launch.
- Calculate the increase in sales and compare it with data previous to the app launch.
- Ask brides why they chose Pronovias and what was special about their shopping experience.



Student example

Planning Implementation

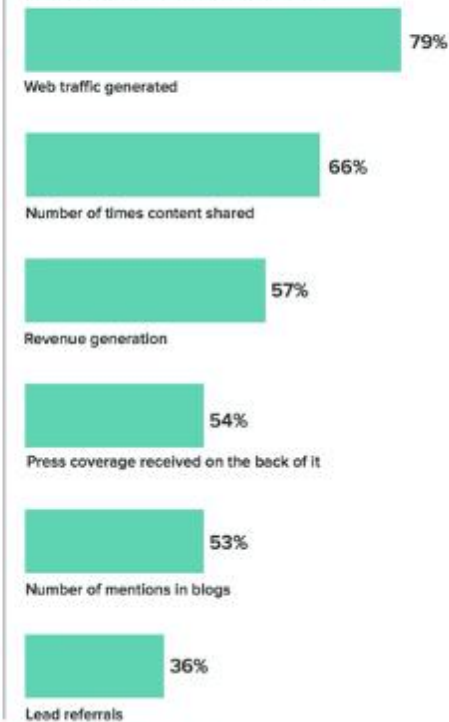
Performance monitoring & measuring

Some useful tools

Fashion monitor

FASHION
BEAUTY/MONITOR

How do you measure the success of a campaign where influencers have been used as part of the strategy?



Reach and engagement remain critical metrics in determining ROI, according to interviewees. One of the biggest challenges that many brands face when running an influencer marketing programme is trying to differentiate between the influencers they work with, as while a high number of followers may seem attractive, it does not necessarily guarantee the best results.

Furthermore, reach can be particularly tricky to measure through Facebook owing to its newsfeed algorithm. "You could have two influencers of the same calibre posting at different times on different days. One of them in another situation might get a better reach than the other, but it's the timing of our collaboration that becomes a big factor on Facebook. So it's hard to determine when one has 20% more organic reach, whether that's purely dependent on the time of posting," explains Amy Jackson at Lipsy.

Due to these limitations, it is important brands focus on the reactions that an influencer receives during a collaboration, as the true gauge of success.

Fashion chain Mango has its own way of calculating the engagement of an influencer

Planning Implementation

Performance
monitoring & measuring

Some useful tools

WARC

ROI Benchmarker

This tool allows you to calculate your Return on Investment, and benchmark your campaign against the Warc database. You can use the tool to calculate:

- **Return on Investment** (also known as Return on Marketing Investment) – this is a calculation based on the profit a campaign delivers, and is regarded as a 'true' ROI.
- **Incremental sales return** – this is commonly used in case studies as a form of ROI, though does not take into account the variable costs of increased sales.

Category-specific results are available for campaigns in the sectors with sufficient historical ROI data: financial services, food, household & domestic, soft drinks and toiletries & cosmetics sectors. Campaigns from other sectors will be benchmarked against the total Warc database.

Step 1: Campaign background

Categories

Category (select one) ▼

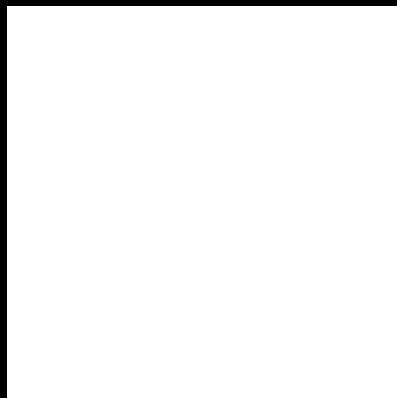
Geography

United States ▼

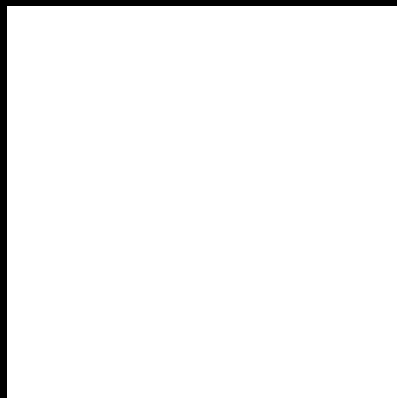
Step 2: What were your campaign costs?

My currency

US Dollar ▼

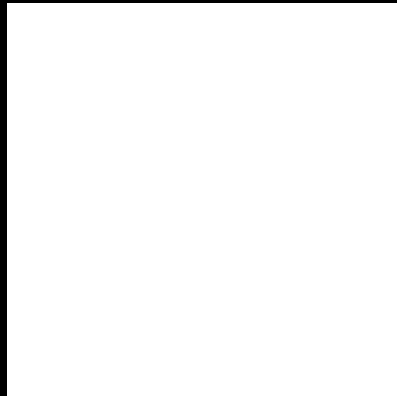


BREAK





Marketing Management Unit Recap



For your project...

Market Sector. Current Market Analysis

- It's important to ascertain the size and performance of your market sector as a starting point for your research.
 - Use credible and current research to determine a brand's position within a particular market.
- Apply analytical frameworks such as PESTEL and SWOT analysis
 - Provide a critical summary of the internal and external situation analysis, covering the factors that may affect a brand within a particular market.

Tip!

Your SWOT & PESTEL charts (not included in the word count), can be included in the appendix, while your critical discussion of those factors should always be included in the main body of your report, under Section 2. If you do add the charts as appendix, make sure to reference them clearly in your commentary text.

Section 1: Introduction (approx. 300 words). Write this section after completing research on Section 2 and 3.

- Purpose of the report – why the report was written.
- Legitimacy of the report - sources of information used, limitations of your research, how you conducted your research.
- Marketing Objectives – examples include attracting a new target customer, launching new products, promoting a new store, designing a new market positioning strategy, or to increase brand awareness. Ensure you validate your objectives in connection with the overall brand strategy.

Section 2: The Market Sector – Introduce Your Market (approx. 400 words)

- 2.1. **Current market analysis** (size and performance of your chosen sector/s).
- 2.2. **Summary of situation analysis for your market:** this is an analysis of the relevant external and internal marketing environment. (Include your PESTEL and SWOT analysis in the appendices and summarise key points into situational analysis).
- 2.3. **Key Marketing Trends** – Use [LS:N](#) Global and/or WGSN Insight for examples that align with your market sector.

Section 3: Marketing Mix and Positioning (approx. 800 words)

- 3.1. Introduce the brand – mission statement/values, core products/services and USP.
- 3.2. Analyse the brand's current financial performance (KPIs).
- 3.3. Present target customer profile – include motivations, segmentation information, and cross-reference with secondary consumer insights from [LS:N](#) and/or WGSN.
- 3.4. Key competitors – plot and analyse your brand and competitors on a Positioning Map.
- 3.5. Marketing Mix Analysis
 - 3.5.1. Place – Analyse their current retail presence.
 - 3.5.2. Product – Analyse their current product.
 - 3.5.3. Price – Analyse their current pricing.
 - 3.5.4. Promotion – Analyse a recent marketing campaign.
- 3.6. Summarise the key findings for *Section 3.5. Marketing Mix Analysis*, and outline what the opportunities are for a new integrated marketing campaign. (Also return to Section 1 to

For your project...

Market Sector. Situational analysis.

- The situation analysis is vital for starting the marketing planning cycle and answering the '*Where are we now?*' question.
- You will be shown how to conduct your SWOT analysis in Week 7 lecture.
- Review PESTEL slides from Management & Economics, and CRAAP assessment of sources.

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For your project...

Applying trend insights in your report

Macrotrend reports and news items will contextualise the PESTEL environment and alert you to the main shifts. (Section 2.2.)

Micro insights incl. consumer research and trends applied to fashion will provide insights into emerging behaviours and drivers in fashion to be aware of. (Section 3.3.)

Product reports will be actionable content for teams (product, marketing etc). (Sections 2.3. & 3.6 - 3.8 & 4)

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For your project...

Customer Profile, Competitor Analysis, and Positioning Map

- Define demographics, geographics, psychographics & purchasing motivations.
 - Generational terminology or WGSN / LSN Consumer types
 - Socio-economic grade or Life-stage acronym
 - VALS description e.g. 'Thinker'
- Lifestyle and hobbies (usage and benefit segmentation)
- Brand preferences
- Visual collage of images that represent lifestyle, activities & aesthetic
- Image of customer
- Built from primary and secondary research

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For your project...

Competitor Analysis and Positioning Map

- Based on your Market sector research, select the most relevant competitors to represent the competitive landscape for your brand in a Positioning Map.
- Use market research to assess position vs. perception.

Remember!

Positioning maps tend to be drawn up by brands to identify where they would like to be positioned.

Perceptual maps from consumer intelligence identify where their customers place them.

The difference in position between desired position and perceived position feeds into the brand strategy.

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For your project...

Analyse your brand's current product

Research and define the full **product offer** for your chosen, brand as it currently is.

Don't forget core, actual, and augmented products – intangible elements are just as important as tangible.

Support your **current product offer analysis** with the use of models and matrices.

Develop your analysis takeaways by highlighting **product opportunities** for product expansion / new product etc.

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For your project...

Analyse your brand's current product

An effective product analysis should cover:

- Brand offering
- Product Dive (goods & services)
- Product Performance

Use analytic models & frameworks such as Ansoff Matrix, bestsellers or *fashionability* rankings to support your analysis.

Your product analysis should summarise your takeaways and be supported and explained through relevant visuals (images, graphs, figures).

As part of your product analysis takeaways, you can present new product ideas - at the end of the product analysis propose your ideas by summarizing all the points you have been gathering as you conducted your analysis.

Remember!

All proposals need to be validated by your research:

- Identified in the product analysis/comparative research and models.
- Cross-referenced with the brand strategy and your draft marketing objectives, and perhaps situational analysis headlines.
- Validated with secondary research on trends.

For your project...

Analyse your brand's current pricing

Analyse your brand current pricing strategy, taking into account all the discussed defining factors.

Make sure you apply some of the suggested frameworks, such as "Good, Better, Best" product analysis, Price Band Matrix, Like-for-like comparison, and Competitor Comparative price analysis.

Present these through visual assets – images, graphs, tables - to support your commentary.

Tip!

Try to include at least a comparative framework (*like-for-like AND/OR competitor comparative price analysis*), for an enhanced pricing analysis considering not just your brand's pricing in isolation but also offering a view of the relevant sector.

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For your project...

Analyse your brand's current retail presence

Which channels does it operate?

What distribution strategy?

How is the shopping experience for the customer?

Cover all relevant channels in your analysis –ie. Online and in-store visits.

Remember to add visuals (eg. photos and screenshots from your primary research) to support your commentary, and to critically discuss your findings and observations.

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For your project...

Analyse recent Marketing Comms by your brand

To complete your Marketing Mix analysis, explore your brand's recent campaigns (Section 3.5.4.)

Who were the targeted audience of those comms? What channels and formats were used for implementation? What was the impact? What was the narrative theme? How did it align to current/recent marketing trends?

What can be done better? (This can be an inspirational point for your own proposal; to be presented in Section 4)

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For your project...

Marketing Objectives

- Goal setting based on your chosen brand's identity, values & mission; this relates to Section 3.
- Revisit objectives again from a marketing perspective in your strategic planning; this relates to Section 3 & 4.
- Note that you will need to complete Sections 2 & 3, in order to set your final marketing objectives and start your strategic planning.
- Once you have done this, you can write you Section 1: Introduction.

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For your project...

Propose a Marketing Communication plan

Present your campaign idea by explaining the concept and its implementation through at least three of the discussed channels.

Remember to build a strong narrative that works across all channels, reflecting a relevant and impactful storytelling.

Make sure that every element of your campaign is aligned with your brand STP, and relevant to your customer/consumer audience.

Section 4: Proposed Marketing Communication Plan (approx. 400 words)

You are required to outline the proposed communication tools you intend to use to achieve your marketing objectives. Creative implementation in the form of campaign content, message and creativity, scheduling (what happens when, for how long, and with what frequency), and budgeting should be discussed. Campaign concepts should be visually produced using digital design skills and software. You are required to propose a new integrated marketing campaign for your chosen brand, based on your research and analysis from sections 1-3.

4.1. Present your campaign concept, by selecting and developing at least 3 of the following communication channels below:

- Advertising – examples include video, billboard, TV and online.
- Digital Marketing – examples include social media campaigns and/or mobile marketing.
- Direct Marketing – examples include catalogues, SMS, email, push notifications
- Affiliate Marketing – examples include collaborations, influencer marketing and affiliate
- PR Activities – examples include celebrity styling, events

4.2. Marketing Plan – schedule the marketing activities with calendar dates (consider frequency, teasers and length of the campaign) and discuss the financial implications of the proposed marketing campaign, and how you will measure the effectiveness of it.

Conclusions (approx. 100 words)

Concluding statement to summarise the key recommendations presented in the report.

Reference List (Not included in word count)

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Appendices (Not included in word count)

Additional information to support your report. E.g., primary research evidence (like the full customer profile interview), or full versions of your PESTEL and SWOT, full version of your budget and schedule etc. Any information that is added into the Appendix section must be curated, synthesised and summarised into key findings and included in the main body of the

For your project...

Propose a Marketing Communication plan

In Section 4, you are to propose a new marketing campaign for your brand.

It should be based on your research and analysis (sections 1-3).

In Section 4.1.,

- Outline the proposed communication tools you intend to use to achieve your objectives.
- Demonstrate creative implementation in the form of campaign content, message and creativity (mock-ups) - Adobe skills!

In Section 4.2.,

- Campaign schedule
- Campaign budget allocation
- Effectiveness measurement plan

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For your project...

Conclusions

Concluding statement to summarise the key recommendations presented in the report.

You might want to briefly touch on some conclusive aspects, such as:

- What are the challenges your strategy might face?
- What risks and other implications might be carried by the brand implementing your strategy?
- What next steps or follow-up marketing activities could help develop your marketing strategy further?

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For your project...

Executive Summary

This is the last thing to write, once you have finished all other sections.

It is the first thing your reader will read - make it impactful yet concise and comprehensive.

It is a compressed summary aimed for the reader to quickly understand what they can expect from the report – its journey and outcome.

Indicative Structure of the Report (guidance only), however the mandatory components are shown as the **BOLD** titles below:

Title page - include plagiarism statement, student name and ID, degree and unit title, name of unit leader, and total word count.

Table of contents & Table of figures (not included in the word count)

Executive Summary (approx. 350 words, which is not included in the word count)

- Write this section after you have concluded all other sections. It should be the last thing you write.
- A compressed summary of what the reader should expect from each section of the report.
- The first thing read by your reader – make it impactful yet comprehensive.
- Its concise length and summary format will enable the reader to quickly understand the journey and outcome of the report.
- Your executive summary should be no more than a page.

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For your project...

General Indicative Structure: Other academic report elements

Title page

- Make sure you include all the essential information as detailed in the Assessment Brief document.

Table of contents & Table of figures

- Make sure your report pages are numbered, and your sections and figures are titled consistently – using the same titles and subtitles on the table of contents & figures and on the main body of the report.

Reference list

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Appendices

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Prep for submission...

Other useful resources

Make sure you fully understand:

- The Assessment Brief – [BSc doc here](#) ; [MSc doc here](#).
- [The Unit Learning Outcomes](#)
- [The UAL Assessment Criteria](#)

Other relevant documents to support your submission preparation:

- [Assessment Brief Breakdown deck \(incl. examples\)](#)
- [Make The Grade checklist](#)
- [Q&A Padlet board](#)

Please check the full list of reading and other resources for further support.



References

Chaffey, D. and Bosomworth, D., 2015. Digital marketing strategy guide. ([Online source to paper](#))

Dillon, S. (2018) The Fundamentals of Fashion Management. 2nd ed. London: Bloomsbury Visual Arts. ([eBook](#))

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(Bosomworth 2015)



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**Did you enjoy
Marketing
Management?
Leave your
feedback on the unit!**

We would love to hear your thoughts about this unit. Please take this 5-question survey and tell us.

Unit Evaluation: Marketing Management



Thinks to do this week

Reading & Preparation Activities: Lecture

- Review past lectures and unit handbook.
- Prepare and bring your questions to the final unit recap.

Preparation Activities: Seminar

- Prepare for tutorial.
- Add questions to Padlet or attend the Open-Office session.

Portfolio Progress Tracker:

- Proof Reading.
- Use Make the Grade checklist.
- Refine and perfect visual presentation.
- Prepare for Submission.

**Thank you
...and best of luck!**

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