

PRESENTED BY HANNAH PIPA

ABERCROMBIE & FITCH

IMC CAMPAIGN STRATEGY



Today's Agenda

1. Who is Abercrombie & Fitch?/Product Description
2. Situational Analysis
3. Brand Positioning
4. Campaign Objectives
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6. Customer Insight/Key Message
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11. Social Media Strategy
12. Influencer Strategy
13. Customer Journey Map
14. Media Schedule
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WHO IS ABERCROMBIE & FITCH?

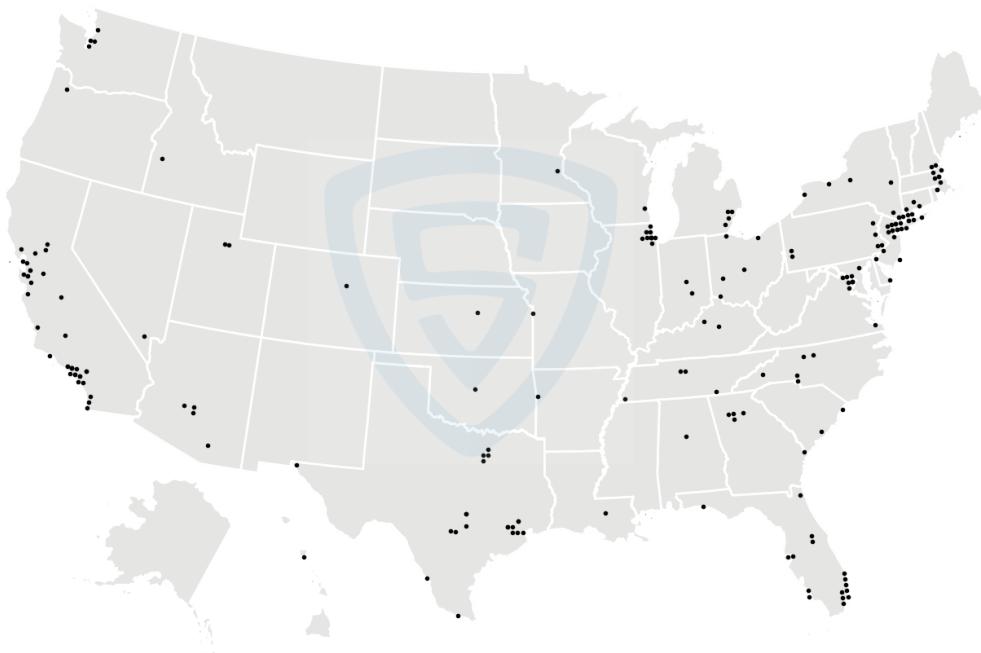
Abercrombie & Fitch is a leading, global specialty retailer of apparel and accessories for men, women, and kids and is a publicly traded company. The brand's goal and commitment is to offer products of enduring quality and exceptional comfort that allow consumers around the world to express their own individuality and style (Corporate).

There are currently 315 Abercrombie & Fitch locations in the United States and 18% of them are in California alone. They have focused on putting locations on the West and East coast, where their audience of trendy, self-expressing people are known to live in a broad sense.

● 5 or less

PRODUCTS

- knit tops
- woven shirts
- graphic t-shirts
- fleece
- sweaters
- jeans
- woven pants
- shorts
- outerwear
- dresses
- intimates
- swimwear
- personal care products
- accessories for men, women and kids



Abercrombie
& Fitch

Abercrombie & Fitch Locations in the USA

Each grid point covers 10-mile radius with at least one location

Source: ScrapeHero.com



Situational Analysis

Category and Industry Analysis

The retail industry is one of the most powerful industries of today's world. We rely on this industry to get products and services directly to consumers as efficiently and effectively as possible. When analyzing opportunities for the retail industry, one of the most profitable is related to enhancing the consumer experience. Brands like Abercrombie & Fitch must tailor their products in order to meet each individual's needs as best as possible.

Brand Analysis

Abercrombie & Fitch is a leading, global specialty retailer of apparel and accessories for men, women, and children and is a publicly traded company. The brand's goal and commitment is to offer products of enduring quality and exceptional comfort that allow consumers around the world to express their own individuality and style (Corporate). There are currently 315 Abercrombie & Fitch locations in the United States and 18% of them are in California alone. They have focused on putting locations on the West and East coast, where their audience of trendy, self-expressing people are known to live in a broad sense. Abercrombie & Fitch currently holds 6.26% of market share according to Q4 findings of 2019 (CSIMarket).

Situational Analysis Continued

Competitive Analysis

Direct Competitors



J.CREW

Indirect Competitors



TARGET



SWOT Analysis

Strengths

- Global Presence
- Unique Retailing Quality
- Brand Recognition
- Good Website

Weaknesses

- Declining Brand Equity
- Internal Controversy
- Prices
- Consumer engagement

Opportunities

- Brand Rebuilding
- Expansion abroad
- New Market penetration
- Product expansion

Threats

- Competitive Marketplace
- Hard to remain unique in market
- Flexible consumer (Lack of brand loyalty)

Brand Positioning

BRAND CHARACTER WORDS

Fierce

Inclusive

Outgoing

WHAT

- Leading global specialty retailer in apparel
- Currently changing their "what" to offer more modest and professional products

HOW

- Moving toward a world of belonging
- Launched a plus-size campaign
- Have added 3 Millennials to their Diversity and Inclusivity Council in 2017
- Added more lighting and turned down music in their brick-and-mortar stores to make a more inviting atmosphere
- Models are now dressed more modestly, no more shirtless male employees outside of the store

WHY

To provide high quality and stylish clothing, so that people of all body types have the confidence to live their happiest life.

BRAND POSITIONING STATEMENT

For young people aspiring to create change in the world, Abercrombie & Fitch is the apparel retailer that delivers beautiful clothing to match your confidence level because only Abercrombie & Fitch is committed to growing as evolving as our consumers do.

BRAND PERSONALITY

Abercrombie & Fitch is the friend you go to when you need a boost of confidence. They are always there to celebrate your uniqueness and remind you that you deserve to be comfortable in your own skin. They provide the clothes and accessories that you can use to display that uniqueness. It's almost as if you are going to a friend's house to borrow something from their closet. This friend has a goal for you to see yourself as the amazing person they see you as.

Campaign Objectives

1. Inform 75% of target demographic of the #HappyAsWeAre campaign within 1 year
2. Increase shared media content by 25% compared to previous year
3. Increase engagement in social media by 50% within a one year period
4. Change brand perception from negative to positive within 30% of the target audience within 6 months
5. Convert 50% of trial consumers to adoption consumers
6. Increase awareness of A&F as a lifestyle brand within target consumers within 6 months
7. Include a diverse group of models across all IMC strategies



Target Audience

Gen Z/Millennials



- Ages 21-34
- Most are in later years of college, or beginning their careers
- Typically stereotyped as "entitled," but are, in fact, very socially conscious
- Value authenticity, open-mindedness, and inclusivity
- Appreciate brands that take a stand for what they believe in
- Motivated by their desire to create lasting impact on society

Brand Personas

Cool Katie



"Life is a journey, not a destination."

Age: 24

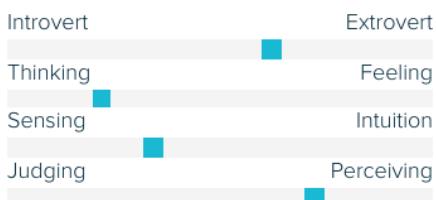
Work: Social Media Manager

Marital Status: Single

Location: Long Island, NY

Character: The Maestro

Personality



Confident Ambitious Creative

Goals

- Is saving money to move into her dream apartment
- Currently training to run a marathon
- Wants to be a role model to those around her

Bio

Katie is a recent college graduate from SUNY Binghamton. She graduated with a degree in Public Relations & Advertising and is now working as a Social Media Manager at a small start-up company in New York City. She has aspirations to grow with the company, and is saving up money by living at home with her family temporarily. Although she is very driven, her friends would describe her as caring and sweet. She often thinks of others before herself. When she isn't working you could find her going for a run, cooking a delicious meal, or doing a paint by number to relax after a long day.

Motivation

Incentive

Fear

Growth

Power

Social

Brands



Preferred Channels

Traditional Ads

Online & Social Media

Referral

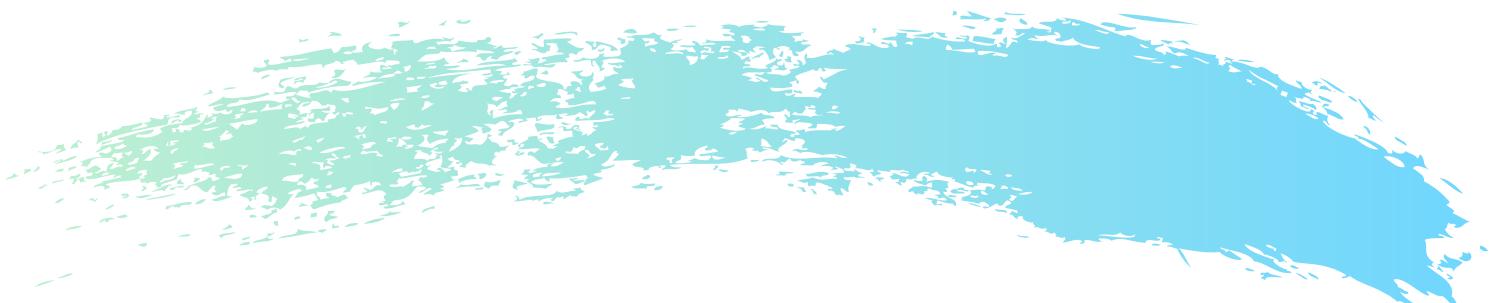
Guerrilla Efforts & PR

Criteria for Selecting the Brand

- There is an element of nostalgia from when the brand was more popular during her middle school years
- Walks in to look through the sale rack or if she sees a sale going on
- Is looking for cute, simplistic pieces that can be worn to work and social occasions

Frustrations with the Brand

- Finds the atmosphere in the store to be very dark and uninviting
- Has heard negative things about the brand's view on body inclusivity
- Believes the pricing is too high for the more basic pieces if there isn't a sale going on



Brand Personas

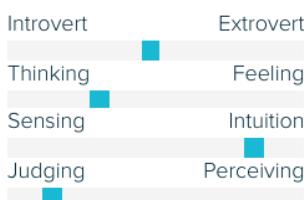
Trusting Tracy



"So whatever you wish that others would do to you, you also do to them."

Age: 31
Work: Executive Manager
Marital Status: Married
Location: Boston, MA
Character: The Beloved

Personality



Loving Bold Driven Protective

Goals

- Looking to start a family in the near future
- Is trying to excel in the workplace so she will be considered for the promotion being offered soon
- Stay healthy, both mentally and physically, so she can enjoy a long life with her family

Bio

Tracy is a hardworking wife and hopes to become a mom soon. She graduated from Brown University and is now working as an Executive Manager at one of the best accounting firms in Boston. Tracy is hoping to have an early retirement, so she is able to travel, and be actively involved with the lives of her future children. Her work ethic and desire to succeed has made her one of the top candidates for a promotion at work. Her family would describe her as loving and caring, willing to do anything and everything for the people she loves. When Tracy isn't working or spending time with family, she loves to cook, clean around the house, and shop!

Criteria for Selecting the Brand

- Is encouraged to purchase when brands use various ethnicities in their advertising
- Clothes must be comfortable in addition to being stylish
- Always checks to see if there is a sale on the most popular items

Frustrations with the Brand

- Has a brand reputation of being "sexy", which conflicts with her more family-orientated values
- Had a negative experience with a salesperson
- Inappropriate models on the walls make her uncomfortable

Motivation

Incentive

Fear

Growth

Power

Social

Brands



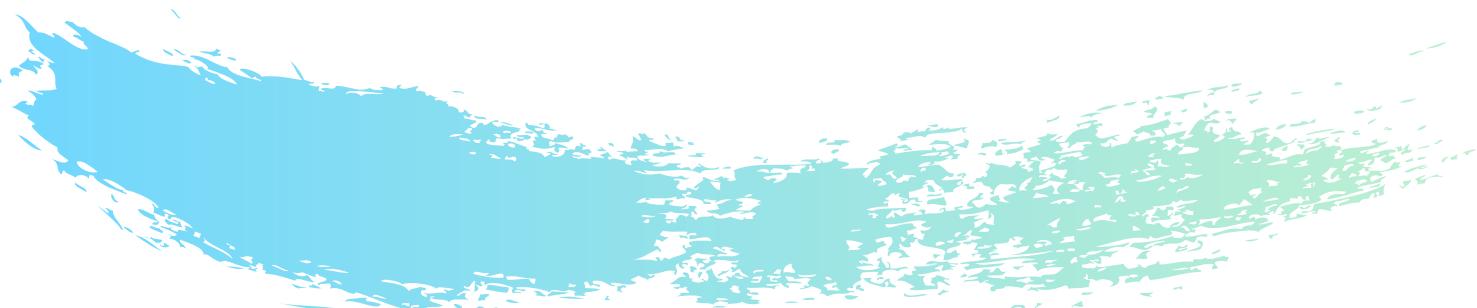
Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR



Customer Insight



"In a transparent world, younger consumers don't distinguish between the ethics of a brand, the company that owns it, and its network of partners and suppliers. A company's actions must match its ideals, and those ideals must permeate the entire stakeholder system" (True Gen, 2018).

Key Message

- Abercrombie & Fitch is striving to give customers a sense of belonging and overall happiness
- A&F will accomplish this goal by moving away from exclusivity and will be a brand that includes models of all shapes and sizes
- Will use an overarching motto:

Fappy as we are.

The BIG Idea

The big idea is to enable customers to love their bodies and not feel like they have to look a certain way to become happy. Abercrombie & Fitch wants their consumers to feel confident in who they are, and this will lead to happier attitudes and an overall higher quality of life. Enabling our customers to have a fulfilled life is the objective of the new campaign.

Campaign Description

The "Happy As We Are" Campaign will be carried out through 4 different IMC strategies:

Advertising Strategy:
Billboard Ads



PR Strategy:
Association for People with Disabilities Partnership



Social Media Strategy:
Focus on Instagram
following



Influencer Strategy:
Partner with influencers



Advertising Strategy

Objectives:

- To inform consumers of Abercrombie & Fitch's new brand messaging
- To increase awareness of this new messaging by 50% within the target demographic of older Gen Z/younger Millennials

Key Tracking Metrics:

- An optional post-purchase survey will be given (either online for orders made through the website or via a pamphlet given by the store clerk with a link printed on it) gauging the customer experience. One of the questions will be "What prompted you shopping with us today?" with an open-ended response option.

Strategy:

- Use billboard advertising to boldly proclaim Abercrombie & Fitch's new message of inclusivity
- According to the Arbitron National In-Car Study (2009), 71% of Americans consciously look at billboard messaging while driving. Therefore, it delivers a low cost per impression due to the number of people who see the ad (Wroblewski, 2018).

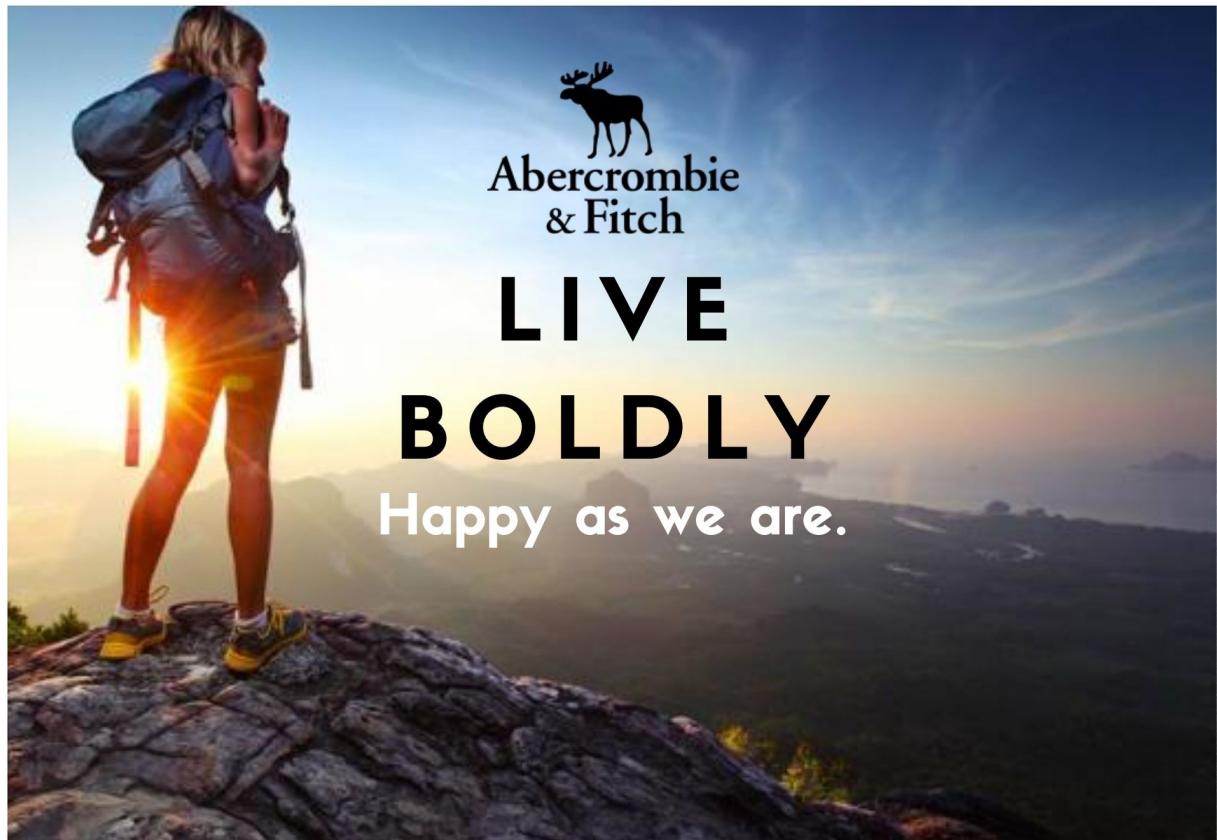
Tactics:

- Purchase outdoor static billboard space in and around metropolitan areas, particularly areas that consist of a young adult demographic
- Create a bold graphic that includes images of many different body types, ethnicities, etc. Messaging will include the "Happy as we are" motto, conveying that Abercrombie & Fitch has made a conscious effort to correct their past wrongdoings
- Run billboard campaign during the summer months (approximately May-August) while people are driving the most

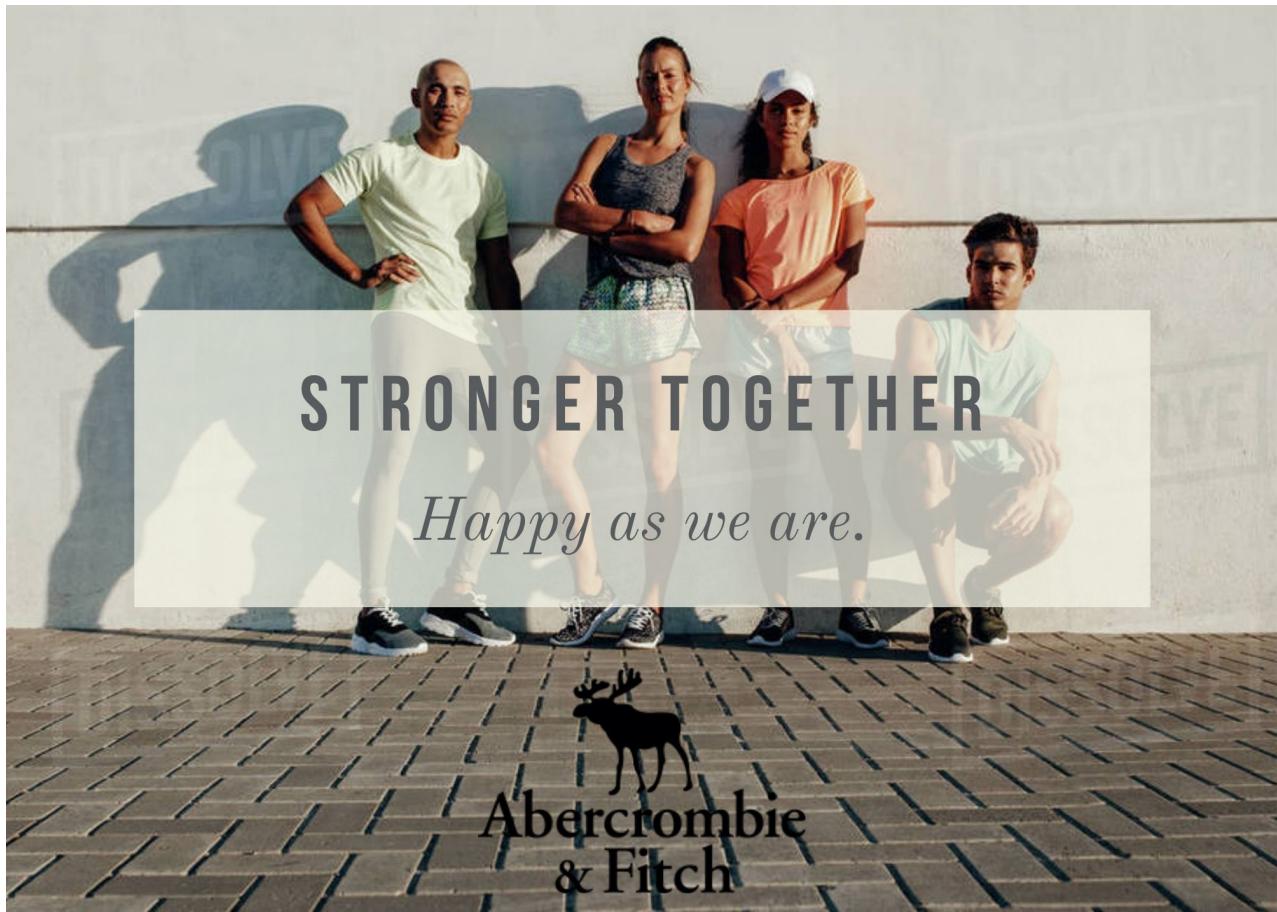
Billboard Mock-ups



stop apologizing
HAPPY AS WE ARE
Abercrombie & Fitch



Billboard Mock-ups Continued



DON'T LET ANYONE STEAL YOUR JOY

Happy as we are.

Abercrombie & Fitch

PR Strategy

Objectives:

- Increase awareness of A&F as a lifestyle brand within target consumers within 6 months
- Change brand sentiment from negative to positive for 25% of consumers within the 24-31 age range

Key Tracking Metrics:

- Utilize social media sentiment analysis tools, such as Brandwatch, to assess consumers' perception of the brand

Strategy: Partnerships

- Abercrombie & Fitch will partner with various organizations that align with the #HappyAsWeAre movement. This collaboration will emphasize A&F's idea of body positivity, inclusion, and accepting each individual as they are. In doing so, it will stress the big idea to their customers that you don't have to look a certain way to be happy. A&F wants to make uniqueness the new norm, while giving disabled individuals a chance to feel as beautiful as they are. This strategy will act as an influential starting point that will stick with A&F, to help encourage their message of "Happy as we are"..

Tactics:

- Abercrombie & Fitch will partner with organizations such as the American Association for People With Disabilities (AAPD)
- In-store models will include disabled & unique young adults in A&F's clothing in partnership with this organization. This can also be done within across other IMC campaigns

Social Media Strategy

Objectives:

- Inform 75% of target demographic of the #HappyAsWeAre campaign within 1 year
- Increase shared media content by 25% compared to previous year
- Increase engagement in social media by 50% within a one year period

Key Tracking Metrics:

- Abercrombie & Fitch will use Brandwatch Consumer Research, a social media monitoring tool, in order to track how followers are adopting and using #HappyAsWeAre

Strategy: Partnerships

- Their Instagram currently has 4.7 million followers and is already equipped with a large platform that can get a message out to a broad range of customers. We have created mock social media posts to show examples of what Abercrombie & Fitch's Instagram will look like. Note how the model is in her upper 20's and portrays our suggested targeted age demographic of 24-31 years old. Additionally, it will be important to also post images of people who are still skinny and not make that body type feel shamed or unwelcomed anymore.

Tactics:

- Posts will be shared to Instagram daily (like the one shown below) so that all 4.7 million followers start seeing and believing that they too can be happy as they are because they will be able to relate to the way the models appear
- The social media posts will push the big idea of "Happy as we are" by putting on display people of all shapes, colors, and sizes to their Instagram followers.
- These models will give off a happy, content, included, confident vibe even if they are not size zero

Mock Social Media Post



Abercrombie & Fitch • Follow

5ft 2in Dress size 14

5ft 4in Dress size 18

5ft 8in Dress size 12

5ft 11in Dress size 12

6ft 1in Dress size 10

Heart Comment Share

Liked by john and 307,633 others

Abercrombie & Fitch We are now making clothes that fit all shapes and sizes! We (Abercrombie & Fitch customers) are HAPPY AS WE ARE no matter what our body looks like. We are empowered by each other and the confidence that we have in ourselves. We do not shame any body type and strive to allow all women, men, and children have a happy, confident life.

#tag1 #tag2 @party ... more

View all 430 comments

abbysmith123 This is awesome!! Love this movement!! #inclusion @john

5 MINS

Influencer Strategy

Goals/Objectives:

- Increase Awareness of the #HappyAsWeAre Campaign to 60% of the target demographic of 21-34 year olds
- Increase engagement with the brand by 50%
- Increase positive Perception of A&F

Key Tracking Metrics:

- Awareness will be tracked by unique views, shares, likes, follower count, and primary research such as surveys, or customer interviews
- Engagement will be tracked by shares, likes, mentions, comments, and direct feedback
- Perception, though harder to collect data on, will be tracked through social listening, direct feedback from our audience, comments, and sales.

Strategy #1: Partner YouTube Videos

- Partner with a minimum of 15 (max of 20) influencers in the lifestyle, style, and fitness/body positivity sphere to create sponsored content that is based on the #HappyAsWeAre message
- Each video will be designed in the cadence and style of each influencer, and will be no longer than 15 min long

Strategy #2: Sponsored Instagram Posts

- Through this strategy we will work with Instagram influencers to produce posts with A&F apparel, or products, and including "#HappyAsWeAre"
- These influencers will have the opportunity to create their own unique post that they can have total creative control over outside including the campaign hashtag
- We want the influencers to have fun and be their authentic selves. Opportunities include product or style reviews, taking a selfie, a short clip/video, and any other ideas they may have. With an influencer strategy, the opportunities are only bound by their creativity.

Suggested YouTube Influencers



Lucie Fink
225k Subscribers



Jenn Im
2.5 million subscribers



Zoe Sugg
11.5 million subscribers



Alex Costa
2.74 million subscribers



TeachingMensFashion
4.82 million subscribers



The Modest Man
285K subscribers

Suggested Instagram Influencers



mynameisjessamyn  [Follow](#)

758 posts 447k followers 7,500 following

Jessamyn
I make space for people to be themselves.
HBIC. [@theunderbellyyoga](#)



zachmiko  [Follow](#)

1,398 posts 88.1k followers

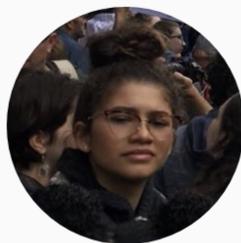
Zach Miko
1st Brawn w/ [@imgmodels](#) □, Desigr josh.stephens@img.com



jamescharles  [Message](#) [Person icon](#) [Down arrow](#)

900 posts 20.2m followers 259 following

James Charles
Blend, but don't blend in.  
business@spinandco.com



zendaya  [Follow](#) [More](#)

3,447 posts 76m followers 1,491 following

Zendaya
[@euphoria](#) on [@hbo](#) Sundays @ 10pm
[blacklivesmatters.carrd.co](#)



jordynwoods  [Follow](#) [More](#)

2,679 posts 11.6m followers 437 following

HEIR JORDYN
Woods Management Group
Contact@jordynwoods.com



kayla_itsines  [Message](#) [Person icon](#) [Down arrow](#)

9,722 posts 12.6m followers 578 following

KAYLA ITSINES
💧 [@SWEAT TRAINER](#) 📱
💪 Creator of the [#BBG](#) programs

Customer Journey Map

Consumer Journey Map

Abercrombie & Fitch

Who's our audience?

- Gen Z
- Millennials
- Individuals who are loyal to brands
- Individuals who stand for something big.

What is important to our audience?

- Inclusion
- "Happy as we are"
- Feeling beautiful no matter what
- Quality Products
- Affordable Prices



Abercrombie & Fitch

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