

PRESENTED BY HANNAH PIPA

# ABERCROMBIE & FITCH

IMC CAMPAIGN STRATEGY

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# Today's Agenda

1. Who is Abercrombie & Fitch?/Product Description
2. Situational Analysis
3. Brand Positioning
4. Campaign Objectives
5. Target Audience/Brand Personas
6. Customer Insight/Key Message
7. The BIG Idea
8. Campaign Description
9. Advertising Strategy
10. PR Strategy
11. Social Media Strategy
12. Influencer Strategy
13. Customer Journey Map
14. Media Schedule
15. Campaign Budget
16. References

# WHO IS ABERCROMBIE & FITCH?

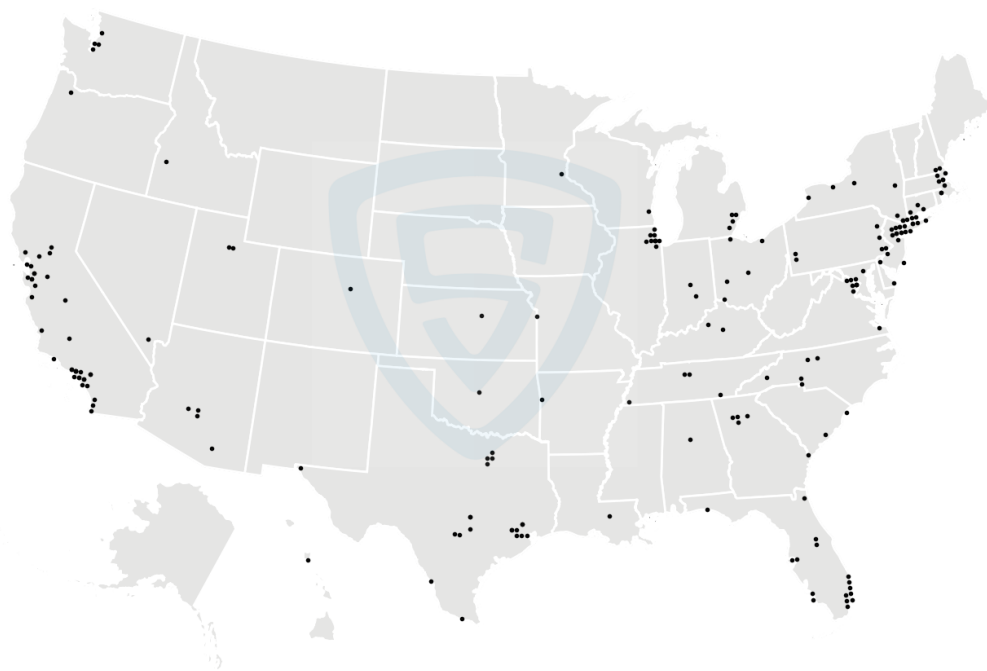
Abercrombie & Fitch is a leading, global specialty retailer of apparel and accessories for men, women, and kids and is a publicly traded company. The brand's goal and commitment is to offer products of enduring quality and exceptional comfort that allow consumers around the world to express their own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

## 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 CHARACTER WORDS

Fierce

Inclusive

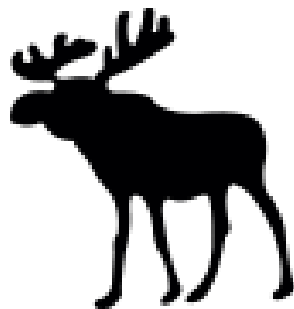
Outgoing

## 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



**Abercrombie  
& Fitch**

# 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

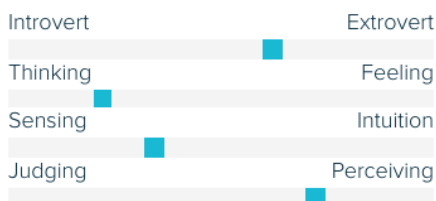
**Work:** Social Media Manager

**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.

### 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

### Motivation

Incentive

Fear

Growth

Power

Social

### Brands



### Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

# Brand Personas

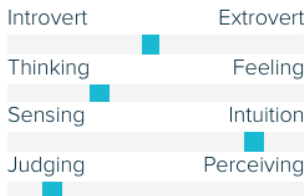
## Trusting Tracy



"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!

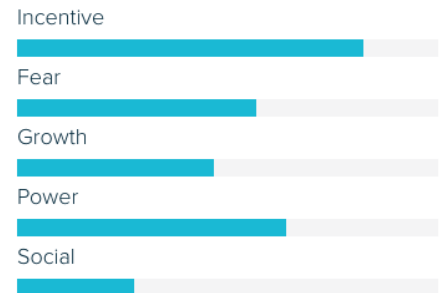
### Criteria for Selecting the Brand

- 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

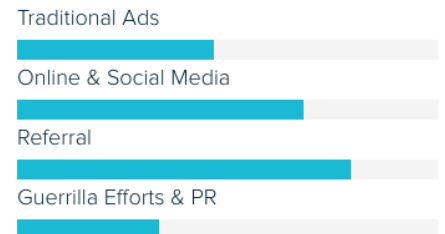
### Motivation



### Brands




### Preferred Channels





# Customer Insight



**The target audience wants to support brands that stand for something greater than themselves.**

"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:

*Happy 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).

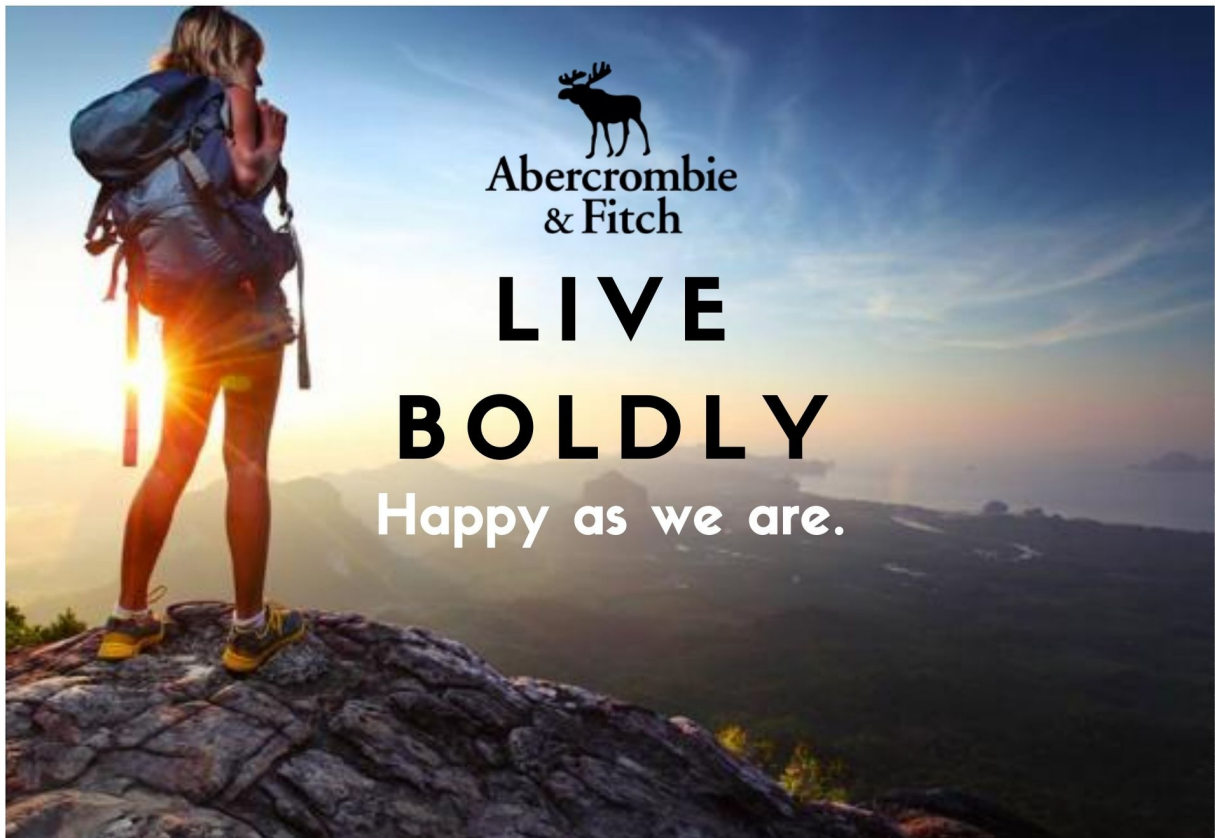
## Tactics:

- 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

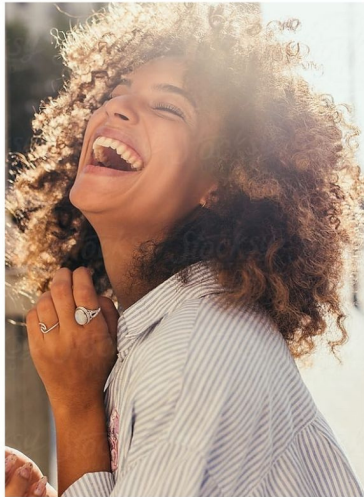


*stop apologizing*  
HAPPY AS WE ARE  
Abercrombie & Fitch





# 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](#)





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



**Zoe Sugg**  
11.5 million subscribers



**Jenn Im**  
2.5 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, Design  
josh.stephens@img.com



jamescharles

Message



900 posts

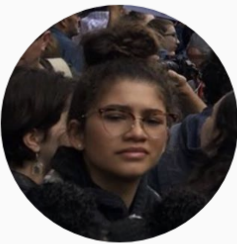
20.2m followers

259 following

**James Charles**

Blend, but don't blend in. 💕💕

business@spinandco.com



zendaya

Follow



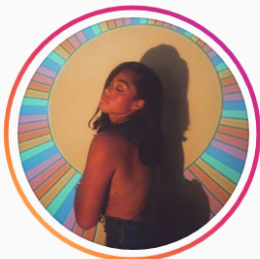
3,447 posts

76m followers

1,491 following

**Zendaya**

@euphoria on @hbo Sundays @ 10pm  
[blacklivesmatters.carrd.co](https://blacklivesmatters.carrd.co)



jordynwoods

Follow



2,679 posts

11.6m followers

437 following

**HEIR JORDYN**

Woods Management Group  
Contact@jordynwoods.com



kayla\_itsines

Message



9,722 posts

12.6m followers

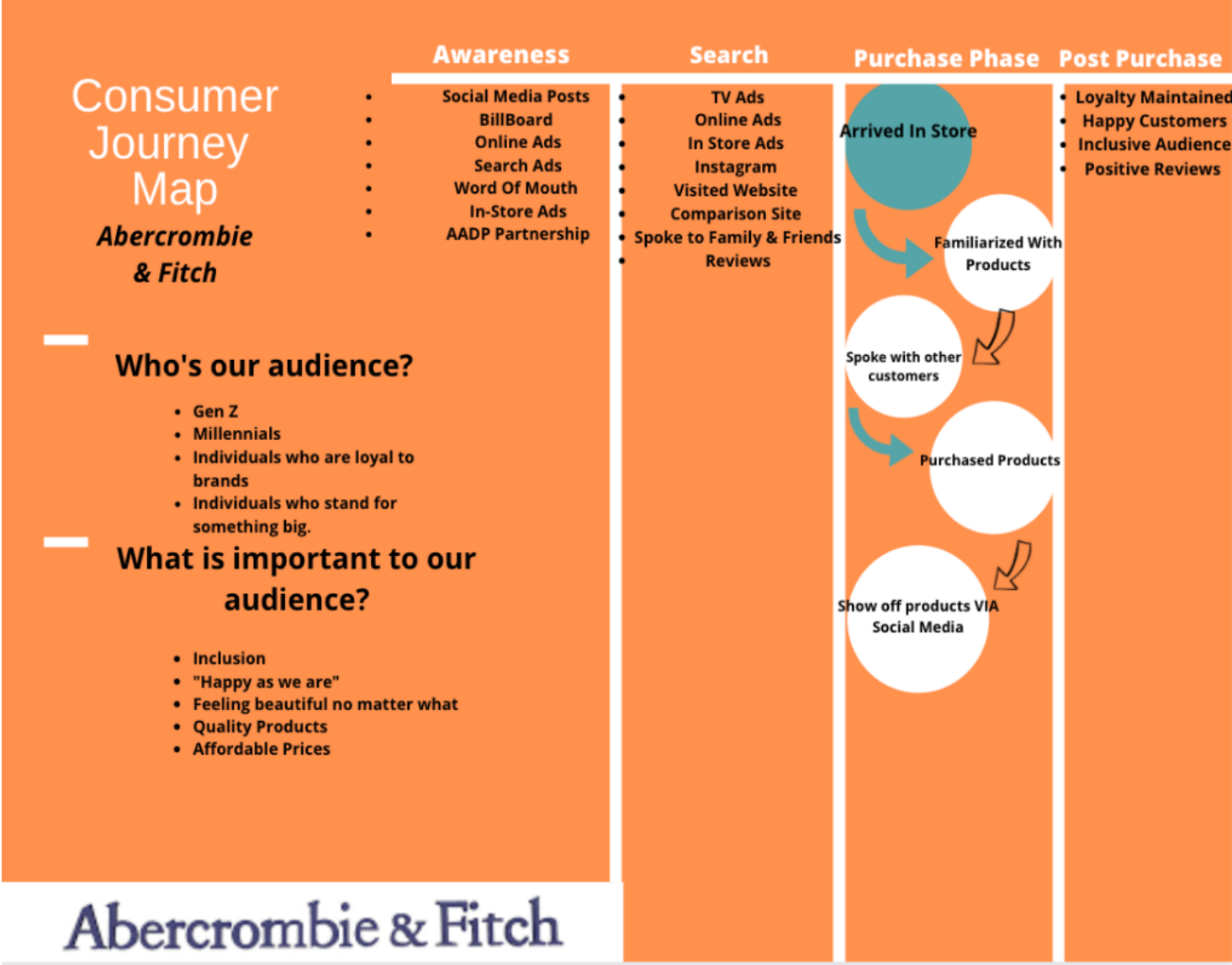
578 following

**KAYLA ITSINES**

💧 @SWEAT TRAINER 🏋️

👉 Creator of the #BBG programs

# Customer Journey Map



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