

"FOR THOSE WHO LEAD, NOT FOLLOW."

Burberry

REPOSITIONING





BURBERRY

ICONIC PRODUCT LINES



TRENCH COATS

CHECK-PATTER PRODUCTS



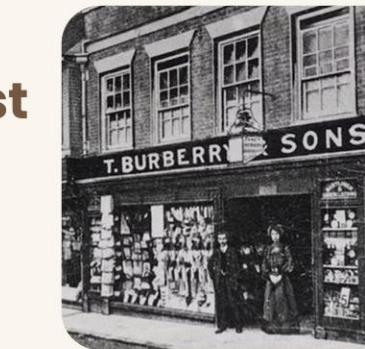
EQUESTRIAN KNIGHT LOGO CLOTHING & ACCESSORIES



**6: Founded in
Singstoke as
“erry’s” in England
Thomas Burberry**



1891:
Opened its first
store in
London.



**1879:
vented Waterproo
Breathable
Gabardine fabric**



1911:

Explorer Roald Amundsen wore Burberry to the South-Pole



**1999: rebranded as Burberry (from
Burberry's) for a younger, more
modern audience.**



DESIGN FEATURES

*Combines **practicality** with style*

*Blends classic **heritage** with innovation*

*Embodies **British elegance***



MISSION & VALUES

“Lead fashion trends with pioneering spirit and innovative design. Preserve tradition while pursuing excellence and sustainability”

AUDIENCE ANALYSIS

BURBERRY
ESTABLISHED 1856

A. OUR TARGET AUDIENCE

1.1 PREVIOUS TARGET AUDIENCE: YOUNG ADULTS (25–35)



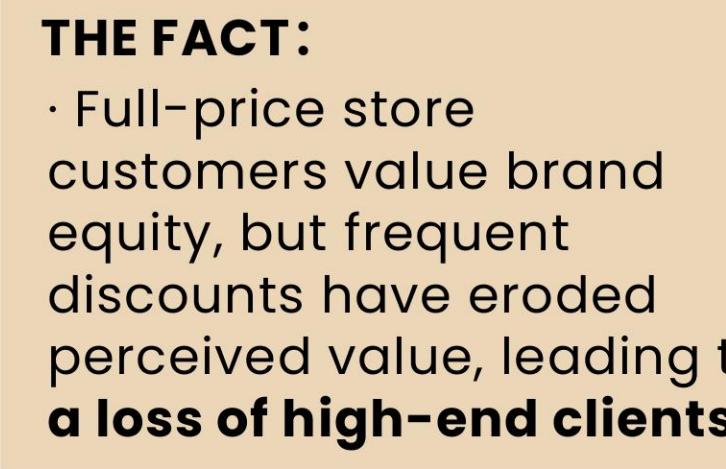
1. CORE CONSUMER GROUP

- Middle Class and Above: particularly entry-level luxury items (e.g. trench coats, scarves). ([SE](#))
- Youthful Branding Trend: Burberry's excessive pursuit of fashion trends has ambiguous its brand positioning. ([SE](#))
- Chinese Consumers: The Asia-Pacific region—especially China—has been a key growth market. ([SE](#))

BUT

THE FACT:

- **Recent price hikes** have driven this segment to outlet channels for lower price.
- In the first half of FY2025, Burberry saw a 24% year-over-year **decline in sales in mainland China**. ([SE](#))



THE FACT:

- Full-price store customers value brand equity, but frequent discounts have eroded perceived value, leading to **a loss of high-end clients**.

BUT

2. CONSUMER BEHAVIOR TRAITS

- Discount-Oriented: Outlet shoppers account for 30% of customers but contribute 60% of profits ([SE](#))
- Cultural Identity Driven: British heritage items remain the key purchase drivers ([SE](#))



3. GEOGRAPHICAL DISTRIBUTION

- Asia-Pacific: Used to be a growth engine, but sales dropped significantly in 2025 (**China: -24%**), due to both economic slowdown and strategic missteps. ([SE](#))
- Europe & North America: Sales **fell 13%** in EMEA (Europe, Middle East, India) and 21% in the Americas. High-end consumers have shifted to more stable luxury brands (e.g., Hermès). ([SE](#))



AUDIENCE ANALYSIS

BURBERRY
ESTABLISHED 1856

A. OUR TARGET AUDIENCE

1.2 NEW TARGET AUDIENCE: BUSINESS PROFESSIONALS (35-55)



Demographic

35-55

Corporate executives,
professionals in finance/law,
high-net-worth individuals
(annual income over \$150K)

Consumer Psychology

Value classic investments, brand heritage, and
understated luxury

Purchase Scenarios

Business travel,
premium social events



Decision Drivers

Prioritises **craftsmanship** and
service while also **seeking subtle**
prestige through **customisation and**
long-term value ([Source](#))

A Bain & Company report indicates that:

"Generation X and older

Millennials are at peak earning stages, forming the core of luxury consumption

and the primary source of future revenue growth."

([Source](#))



AUDIENCE ANALYSIS

BURBERRY
ESTABLISHED 1856

A. OUR TARGET AUDIENCE

1.3 CONSUMER CHARACTERISTICS-- A COMPARISON

A. CHARACTERISTICS OF THE FORMER YOUNGER CUSTOMER BASE

- Purchase Preferences: **Entry-level** handbags, trendy accessories, seasonal collaborations
- Consumer Psychology: Desire for **social media exposure**, and **high value-for-money**
- Behavioral Traits: Heavy reliance on **discount channels** (e.g., outlets account for 30% of sales) Influenced by **short-term trends** and social media
- Low brand loyalty**



B. CHARACTERISTICS OF OUR NEW TARGET CUSTOMER



Spending Patterns:

Low frequency, high purchase amount per time. ([SE](#))

Practicality Meets Prestige:

Craftsmanship, durability, brand legacy and classic designs ([SE](#))

Geographic Trends:

69% are based in tier-1 and tier-2 cities ([SE](#))

Sustainability & Experiential Spending:

They are willing to pay a premium for sustainable luxury, and plan to increase spending on high-end travel and wellness experiences. ([SE](#))

Heavy Buyer Contribution:

The top 10% of buyers contribute 45% of total sales ([SE](#))

Emotional Attachment ([SE](#)):

41% purchase due to brand culture, "quiet luxury" and social distinction

High Brand Loyalty:

72% repurchase from the same brand ([SE](#))

AUDIENCE ANALYSIS

BURBERRY
ESTABLISHED 1856

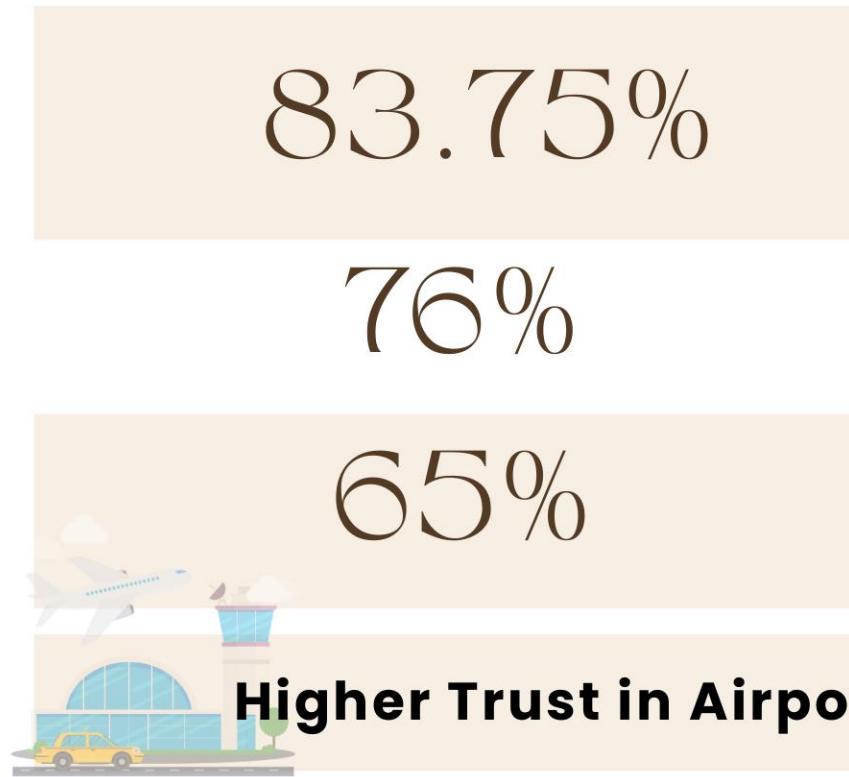
B.USAGE SCENARIO

SPECIFIC SITUATIONS	PARTICULAR NEED	Burberry's advantages (SE)
<p>Sports: Balancing Function and Style for Elite Lifestyles</p> 	<ol style="list-style-type: none">Expect apparel that adapts to changing weather conditions, offers comfort.Luxury buyers are motivated by both personal accomplishment and social identity. (SE)	 <ol style="list-style-type: none">The brand's origins in British military and equestrian culture give it a unique edge, blending function with classic aesthetics.The iconic trench coat and accessories such as riding boots combine practicality with elevated style, addressing diverse needs in sport-related scenarios.
<p>Business Travel: Balancing Professional Image and Comfort</p> 	<ol style="list-style-type: none">Business professionals on long-haul flights or multi-city trips need wrinkle-resistant, easy-care clothing suitable for various occasions.Luxury customers show interest in brand value and culture. (SE)	 <ol style="list-style-type: none">Clean lines and structured tailoring make it easy to pair with business attire, enhancing professional image.Accessories like cashmere shawls and scarves regulate temperature while adding visual depth to business outfits (SE).

AUDIENCE ANALYSIS

BURBERRY
ESTABLISHED 1856

C. MEDIA CONSUMPTION HABITS



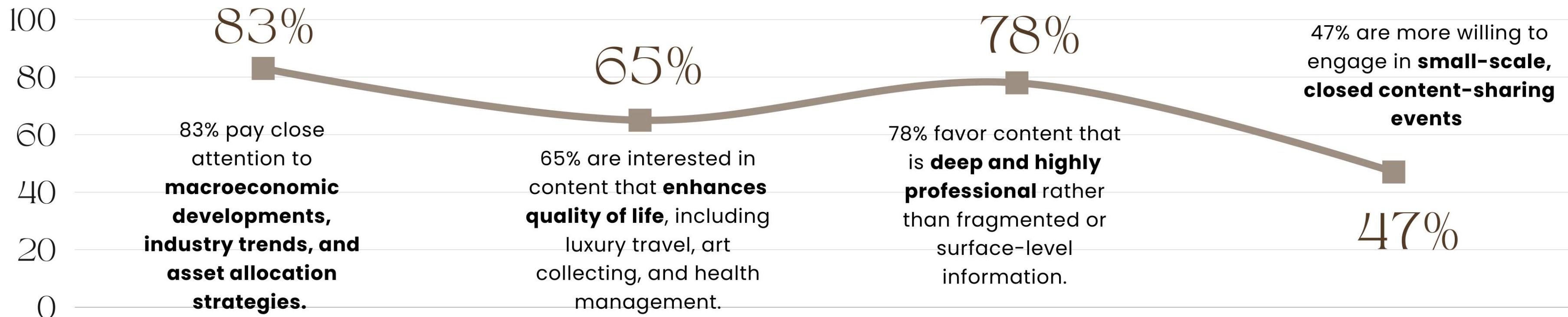
Authoritative Traditional Media:
83.75% of high-net-worth individuals primarily choose CCTV—particularly CCTV-2 (Finance Channel) and the News Channel. ([SE](#))

Professional Financial Media: ([SE](#))
Professional financial outlets such as Diyī Caijīng, which are their top source of information.

Social Media Platforms (such as WeChat and Weibo): ([SE](#))
65% of them use social media to gain market information. WeChat ecosystem has become an important touchpoint due to its **privacy and precise** recommendation features.

Over-marketing can reduce brand favorability. They value recommendations from people they know. ([SE](#))

D. CONTENT PREFERENCES (SE)



POSITIONING STATEMENT

BURBERRY
ESTABLISHED 1856

“ For mid-career business professionals ,
Burberry
is a premium apparel
brand
that provides timeless
elegance and professional
style suitable for formal
occasions
but also offers versatile
designs that transition
seamlessly into social
settings. ”



REPOSITIONING

For young fashion-forward consumers, Burberry is a luxury fashion brand that delivers the same high-quality craftsmanship and status symbol as other top luxury brands but uniquely blends classic British heritage with modern, trend-driven designs.



SWOT ANALYSIS OF BURBERRY

BURBERRY
ESTABLISHED 1856

S

- Strong "Royal" brand identity
 - high image affiliation with heritage & elegant style in design & operations

- High-Loyalty Customer base & Satisfaction

- 7th on **Vogue business index** ([Source](#))

- Royal, famous, & wealthy clientele

- Global Presence

- global e-commerce website & 422 Stores worldwide

- wide product range



W

- High Price point

- higher purchase intent needed

- smaller initial target market

- failed attempt to cater to wider target market

- inconsistent brand execution in design ([Source](#))

- Poorly targeted advertising ([source](#))

O

- Collaboration with relevant icons & brands
 - celebrities or establishments

- Refocus on existing core market

- Product-line Diversification

- Utilise story-telling marketing focused on burberry's heritage

T

- Luxury sector slowdown

- Post-pandemic economic slowdown in the luxury goods market ([Source](#))

- Mass counterfeiting

- Devalues the **burberry** brand image
 - reduces exclusivity (one of the selling points of burberry)



COMPETITOR ANALYSIS

BURBERRY
ESTABLISHED 1856



- **GOOD GROWTH**
 - 30% YOY REVENUE GROWTH + **62.5% YOY PROFIT GROWTH** (2022-2023; [SOURCE](#))
- **CUSTOMER SATISFACTION & POPULARITY**
 - **TOP 9 VOGUE BUSINESS INDEX** ([SOURCE](#))
- **TARGET MARKET:** AGE 25-40; UPPER-CLASS; QUIET LUXURY
- **PRICE RANGE:** \$2000 - \$5000 USD

• GOOD GROWTH

- 15% YOY REVENUE GROWTH + **25% YOY PROFIT GROWTH** ([SOURCE](#))

• CUSTOMER SATISFACTION & POPULARITY

- **TOP 6 VOGUE BUSINESS INDEX** ([APPX.1](#))

• TARGET MARKET:

AGE 25-35; MIDDLE-UPPER; TRENDY

• AVERAGE PRICE:

\$1,800-\$3,500 USD



Mulberry

• GOOD GROWTH

- 19% YOY REVENUE DECREASE + 24% YOY PROFIT DECREASE (2023-2024; [SOURCE](#))

• DECLINING CUSTOMER SATISFACTION & POPULARITY

- **TARGET MARKET:** AGE 35-60; MIDDLE CLASS; HERITAGE DRIVEN

• AVERAGE PRICE:

\$900 - \$2500 USD

BRAND POSITIONING MAP

HIGH PRICE



BURBERRY

LOW PRESTIGE



Mulberry

HIGH PRESTIGE

LOW PRICE RANGE

INTEGRATED MARKETING COMMUNICATION TOOLS

BURBERRY
ESTABLISHED 1856

ADVERTISING

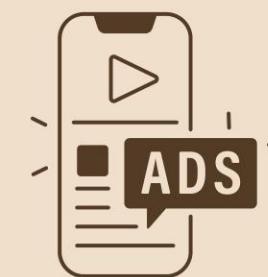
AIRPORT &
AIRPLANE
ADVERTISING



ELITE SPORT
EVENT
SPONSORSHIP



PRECISE PUSH
ADVERTISE-
MENTS IN
WECHAT
MOMENTS



PUBLIC RELATIONS

EXHIBITION

NEW CUSTOMER

BRAND
EXHIBITION
EXPERIENCE



EXISTING CUSTOMER

VIC
CUSTOMER
PRIVATE
GATHERING



IMC TOOLS: ADVERTISING

BURBERRY
ESTABLISHED 1856

AIRPORT & AIRPLANE ADVERTISING



ADVERTISEMENTS IN THE AIRPORT VIP LOUNGES

(TO SPECIFICALLY
REACH UPPER CLASS
TARGET MARKET)

*IMAGES ARE AI-GENERATED IN
CHATGPT TO HELP VISUALIZE



ADS IN MAGAZINES IN BUSINESS CLASS & ADS DISPLAYED IN THE IN-FLIGHT ENTERTAINMENT SYSTEM

SPECIFIC ROUTE:
 BEIJING
↔
SHANGHAI


中國東方航空
CHINA EASTERN

CHINA EASTERN
AIRLINES

SPECIFIC LOCATION:
TIER 1 CITIES'
AIRPORTS (E.G.
BEIJING;
SHANGHAI)



REASONS:

- Among **high-net-worth individuals over 35** years old, the advertisement they **trust the most are the ones placed in airports** (Research on China's high net worth population, 2025; [Source](#))
- **76.3%** of travellers on the **Beijing - Shanghai** route are **business travellers** ([Source](#))
- According to data of the **core passengers** of Beijing-Shanghai route, nearly **90% are high-level professionals** who **frequently travel for business**, who are our target customers ([Source](#))
- Nearly **half of the Beijing - Shanghai** route are operated by **China Eastern Airlines** ([Source](#))



EXECUTION PLAN DETAILS

BURBERRY
ESTABLISHED 1856

AIRPORT & AIRPLANE ADVERTISING

VALUE PROPOSITION:

Burberry is not just a luxury brand—it is an extension of one's identity and professionalism

KNOWLEDGE APPLICATION: Message Clarity and Consistency

Targeted Media Selection

High Reach and Repetition

“FOR THOSE WHO LEAD, NOT FOLLOW.”

TOUCHPOINT:

1. Posters, Digital Screen Ads, and Brand Displays in Airport VIP Lounges

Reasons:

Accurately Targeting New Core Audience ([SE](#))

High Attention Levels ([SE](#))

Short Conversion Path, Driving Immediate Exploration ([SE](#))

Reinforcing Brand Identity Through Real-World Immersion ([SE](#))

Ad Formats:

A. Poster Design for VIP Lounge)

“Elegance, Always On the Move”.

“Designed for today’s business elite—travel essentials by Burberry, for effortless journeys every time.”

Bottom: Burberry Logo + Website QR Code

[This poster is made by ai according to our detailed words description.](#)



B. Digital Screen Loop Ad

Format: 15-second silent loop video, playing on lounge screens

C. Product Display in Lounge

Location: Near the lounge entrance, beside the beverage bar, or in the reading nook

Premium Display Table + Freestanding Racks

Each item features a small plaque describing product features

Interactive Features:

- iPad station for browsing
- NFC tags that link directly to product information or shopping pages



Scent Branding:

Burberry fragrance diffused subtly throughout the area to enhance brand recognition and create a multi-sensory experience



EXECUTION PLAN DETAILS

BURBERRY
ESTABLISHED 1856

AIRPORT & AIRPLANE ADVERTISING

2. Opening screen ads and seatback magazine placements in first and business class cabins

Reasons:

Precise Targeting of
Key Demographic

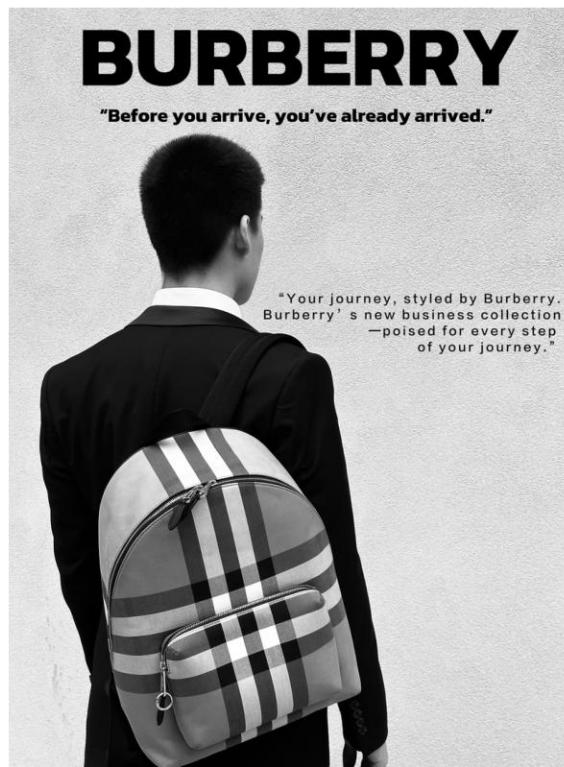
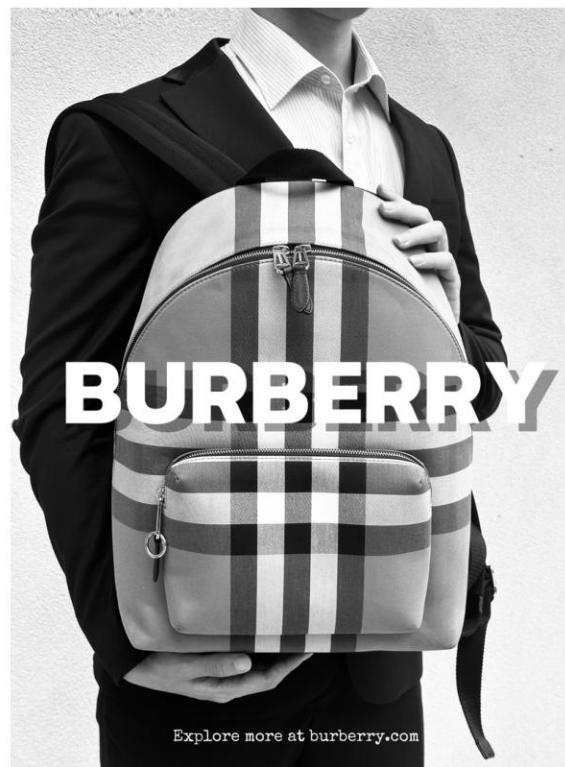
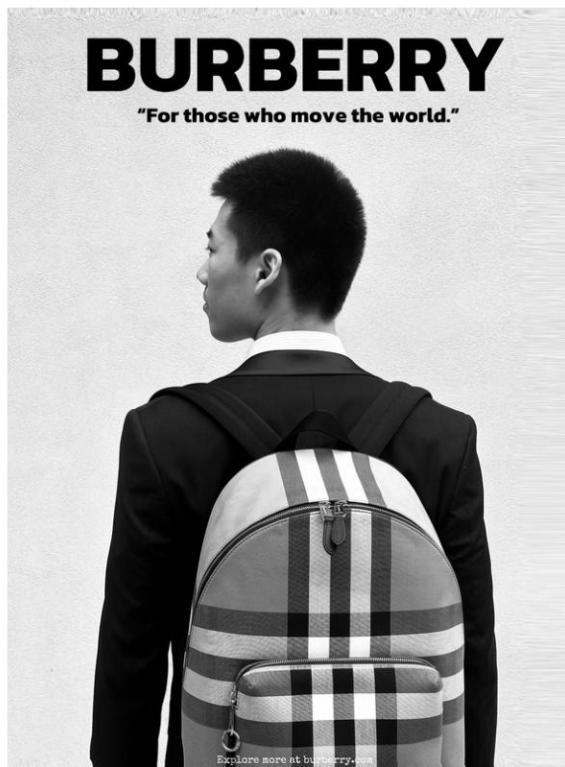
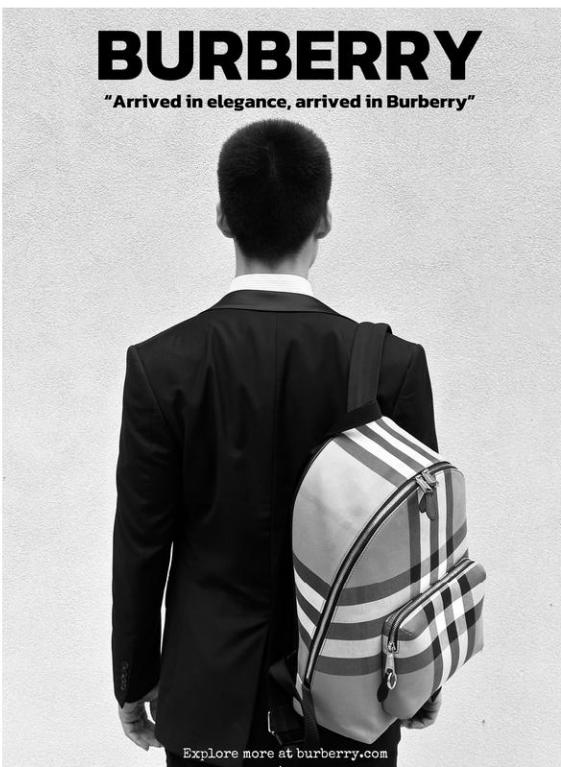
Alignment with
Brand Tone([SE](#))

High Attention
Environment ([SE](#))

Strengthening
the Brand's
Association
with Premium
Travel([SE](#))

Ad Formats:

A. Print Ad in In-Flight Magazine (Static Visual).



*“Arrived in elegance,
arrived in Burberry”*

*“For those who
move the world”*

*“Before you arrived,
you’ve already arrived”*

B. In-Flight Entertainment Opening Screen (5-second visual with tagline)

[Second 1]

Black background + white text
fades in:
“Before you arrive, you've
already arrived.”

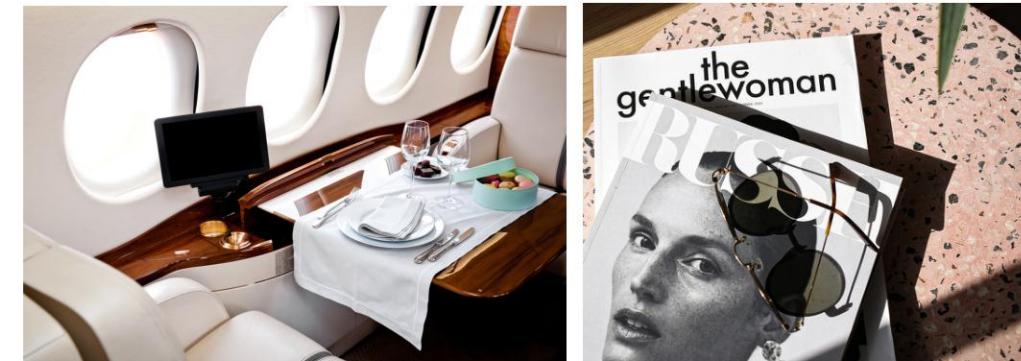
[Seconds 2-4]

A middle-aged man gently fastened his trench
coat belt at the boarding gate.
Soft, rhythmic background music sets a composed
and elegant tone.



[Second 5]

Back to black screen + white text:
“Burberry – The Business of
Elegance”
Below: “burberry.com | Explore Now”
Burberry logo appears in the bottom
right corner.



*This is a set of posters made by
us, the man in the photo is one
of our group mates*

*“Your journey, styled
by Burberry.
Burberry’s new
business collection
—poised for every step
of your journey.”*

IMC TOOLS: ADVERTISING

SPONSORSHIP OF ELITE SPORTING EVENT



SHANGHAI LONGINES GLOBAL CHAMPIONS TOUR (EQUESTRIAN)

1. The equestrian sport **aligns well with Burberry's royal heritage** (the brand was granted a Royal Warrant by Queen Elizabeth II in 1955).
2. Burberry's **logo features a knight/equestrian imagery**, making the association particularly relevant.
[\(Source\)](#)



HSBC CHAMPIONS (TOP-TIER INTERNATIONAL EVENT, HELD IN SHESHAN, SHANGHAI)

Known as the “Major of Asia”, this prestigious tournament attracts the world’s top golfers competing for the “Champion of Champions” title.

[\(Source\)](#)



REASONS:

1. Key age group being **28–49 years old** ([SE](#))
2. Brands like Longines and HSBC **target customer segments** that significantly overlap with ours, allowing us to **“piggyback” on this alignment**.
3. **High-income audience concentration** The Hong Kong Jockey Club charges a **high membership fee**. ([SE](#)) ([SE](#))
4. **Strong social aspect and a high potential for brand exposure**: horse racing is traditionally a social activity of the upper class

GOAL

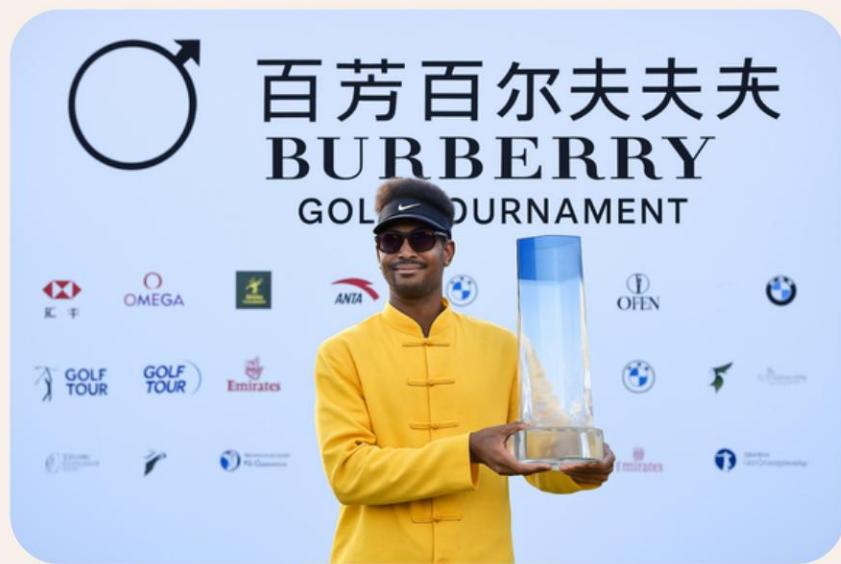
- Build the target group's perception of the brand: combining elegant fashion with elite sports
- Increase the first contact and attract customers to buy

EXECUTION PLAN DETAILS

BURBERRY
ESTABLISHED 1856

TOUCH POINTS:

(1) LOGO ON BACKDROPS, POSTERS, BORDERS DURING THE EVENT



(2) IMPACTFUL ORAL INTRODUCTION DURING OPENING, AWARDING, AND CLOSING

"As the official sponsor, Burberry proudly celebrates excellence and heritage. Today, we honour the winning knights – thank you for creating such a remarkable moment...."



PRE-EVENT CAMPAIGN ONLINE

- Banners & posters when event is searched
- Highlight logo and brand name



VIP GIFTS FOR SELECT PARTICIPANTS:

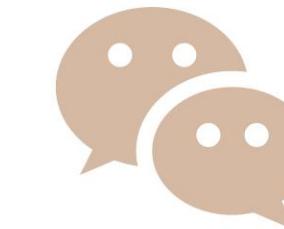
- Gifts go to the top 5% of ticket buyers based on price.
- for 5,000 total tickets, then the top 5% = 250 gifts
- Men: Ties or belts
- Women: Scarves or pendants



IMC TOOLS: ADVERTISING

BURBERRY
ESTABLISHED 1856

PRECISE PUSH ADVERTISEMENTS IN WECHAT MOMENTS DIRECT PROMOTION TO HIGH NET-WORTH INDIVIDUALS



SET TARGET USERS AGED
30-50 LOCATED IN
FIRST-TIER CITIES

GUCCI



GAIN ATTENTION
WITHIN THEIR
WECHAT CIRCLES

SET KEYWORDS:
“LUXURY GOODS”, “ELEGANCE”,
“POPULAR LUXURY”



GAIN LEVERAGE ON
THE SOCIAL
SIGNIFICANCE OF
THE PRODUCT

REASONS:

High net-worth individuals:

- don't blindly **follow trends**,
- highly **value social significance** that products give
- more likely to **accept recommendations from people around them**

([source](#))

- Advertisements in WeChat Moments **can be targeted** and **delivered based on tags** (e.g. region, interests consumption behavior)

([source](#))

- Burberry & tencent maintain a **good & cooperative** relationship ([Source](#))

'Overall Goal:

- Highlight Burberry's brand tone: combine elegance with the spirit of exploration
- Establish brand social value

EXECUTION PLAN DETAILS

BURBERRY
ESTABLISHED 1856

TARGET GROUP SETTINGS FOR WECHAT AD (SE)

BASIC DEMOGRAPHIC ORIENTATION:



30-55
YEARS
OLD



70%
MALE
30%
FEMALE

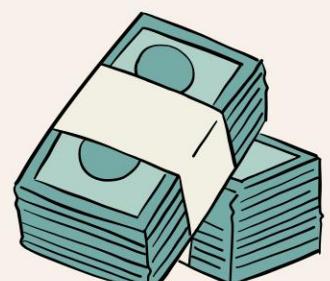


Beijing, Shanghai,
Guangzhou,
Shenzhen,
Hangzhou,
Chengdu, Xi'an
and Nanjing

INTEREST ORIENTATION:



"Business"
"Business
management"



"Finance"
"Investment"



"Luxury"
"Elegance"



"Travel"
"Luxury Tourism"

BEHAVIOURAL ORIENTATION:



Recent
Luxury
Purchase



Regular
browsing of
luxury items
and brands

DEVICE ORIENTATION:



High-end phone users



HUAWEI

REMARKETING TARGETING:

Choose users who have previously interacted with the brand by:

BROWSED
BURBERRY'S
WEBSITE



HAS CLICKED
A BURBERRY
AD PREVIOUSLY



HAS ADDED
A BURBERRY
ITEM TO
THEIR
SHOPPING
CART



THEME ORIENTATION:

Align quarterly collection theme

(e.g. 2025 midsummer collection theme "marine poetry")

with users' browsing interest

(e.g. chosen users' interests: "yacht", "cruise")



TARGETING TYPE:

Brand Promotion & Activity Promotion



品牌活动推广

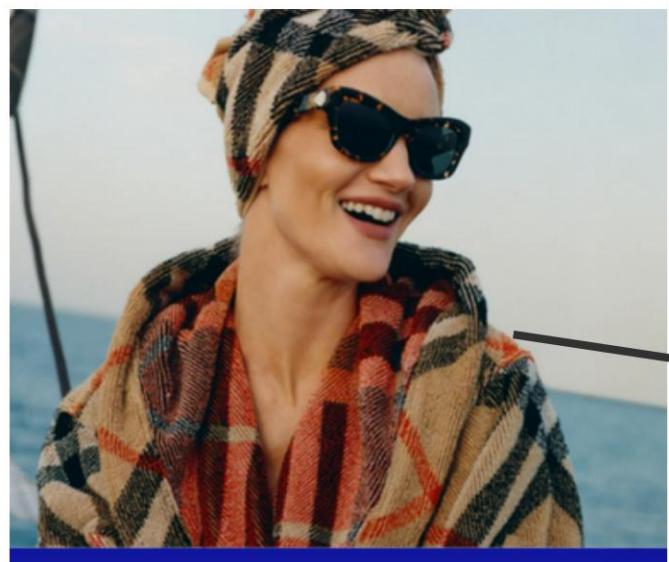
扩大品牌影响力，吸引更多用户参与活动



EXECUTION PLAN DETAILS: CONTENT

BURBERRY
ESTABLISHED 1856

COVER PAGE



BURBERRY

焕新呈现 共赴仲夏
巴宝莉2025仲夏系列



PICTURE
OF
MODEL
WITH
NEW
PRODUCT

TITLE OF
NEW
PRODUCT

PRODUCT / NEW PRODUCT CATEGORY DISPLAY



小皮件

探索更多



鞋履

探索更多



高级成衣

探索更多

READY TO
WEAR
COLLECTIONS



成都发布会后
众嘉宾解读他们眼中的早春度假系列

前往官网了解更多



THEMED FILMS FOR
THE CURRENT
SEASON'S NEW
PRODUCTS

LINK TO THE
OFFICIAL
WEBSITE

PICTURES VIA: BURBERRY WECHAT & WEBSITE

IMC TOOLS: PUBLIC RELATION STRATEGY

BURBERRY
ESTABLISHED 1856

BURBERRY EXHIBITION EXPERIENCE



[PICTURE SOURCE LINK](#)

- ADDS A BRAND TOUCH-POINT FOR BURBERRY

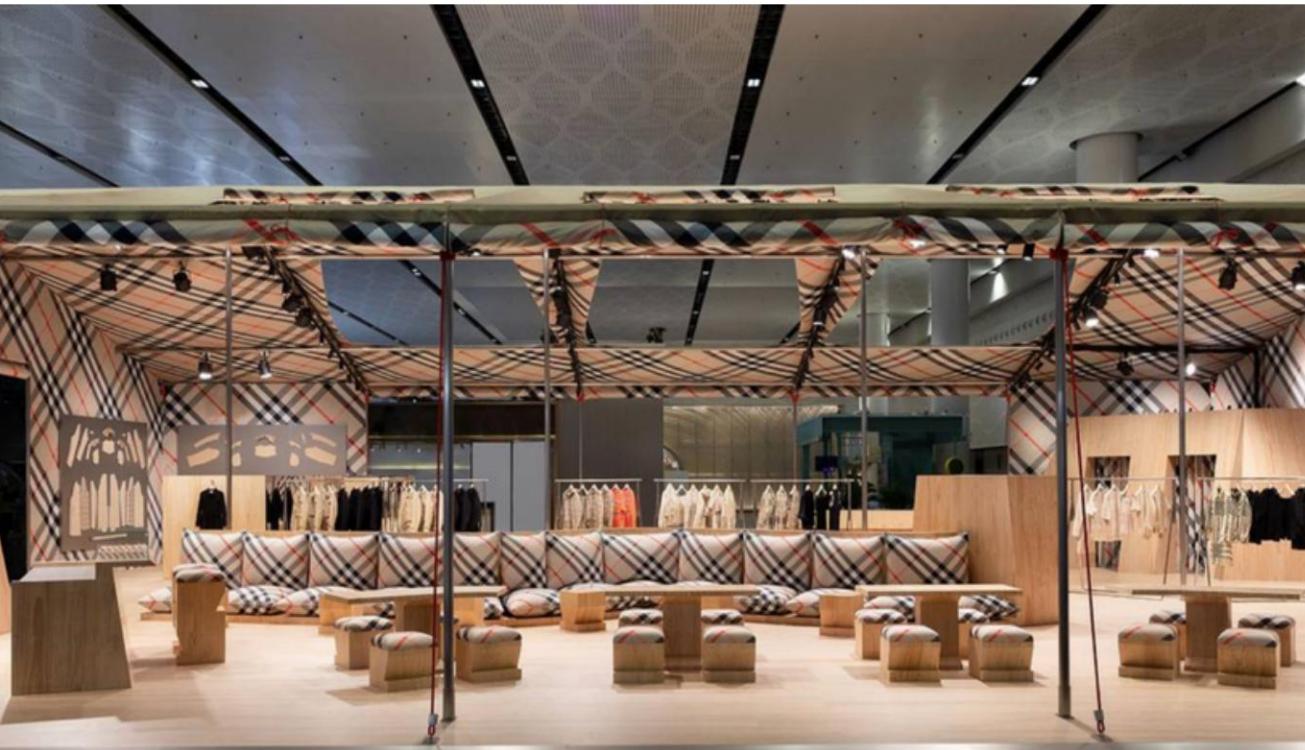




Location: Shanghai

Exhibition Venue:
中国国际进口博览会
(China International Import Expo)





REASONS:

- **Location Advantage:** Shanghai topped the list of luxury consumption in China with **53.5 billion yuan** spent on luxury goods (2023, [source](#))

- **Budgetary Advantage:** The Shanghai **government offers** a maximum **subsidy of 1 million yuan for the brand** exhibitions if meet the requirements ([source](#))

- **Customer Interest:** **65%** of the high-net-worth individuals are **concerned about high-end tourism, events, & experiences** ([source](#))

EXECUTION PLAN DETAILS

BURBERRY
ESTABLISHED 1856

BURBERRY EXHIBITION EXPERIENCE

Location: Shanghai

Exhibition venue:

中国国际进口博览会
(china international import expo)



“THE BUSINESS OF ELEGANCE”

THEME TITLE: “THE BUSINESS OF ELEGANCE”

EXHIBITION HIGHLIGHTS:

Static display of classic trench coats and the modern tailored suit collection

AR Fitting Mirror: Experience how Burberry integrates seamlessly into modern business attire

Short Film Screening Zone: A narrative titled “A Day in the Life of a Leader”, showing how Burberry accompanies professionals through complex schedules

INTERACTIVE EXPERIENCES:

On-site monogramming service
(e.g. customer initials)



VIP experience package available upon AR fitting or try-on appointment, with contact shared via **WeChat or LinkedIn**



PR FOCUS:

- Emphasize the **brand's alignment** with values of excellence, composure, and intelligence
- Create **word-of-mouth opportunities** by encouraging participants to share their experiences on personal and professional social media platforms (e.g. LinkedIn, WeChat Moments)



KNOWLEDGE APPLICATION:

Two-way communication

Foster engagement and a sense of belonging through interactive customer-brand experiences

Paid + Earned Media Strategy

Reputation Building

Position Burberry not merely as a fashion brand, but as a lifestyle emblem for mid-career professionals

VERY-IMPORTANT CLIENTS' (VIC) PRIVATE GATHERING

EVERY THURSDAY EVENING
6.30 – 8.30 P.M.

VIC CUSTOMER PORTRAIT (S)

AGE: 35-55

DISPOSABLE INCOME: > 500,000 RMB

PREVIOUS PURCHASE: > 300, 000 RMB



1 DINNER PARTY



2 NEW PRODUCT
TESTING



3 BRAND HISTORY EXHIBITION

VIC INVITED TO **SHOWCASE THE BRAND'S HISTORY AND CORE AESTHETIC VALUES.**

THIS **EXPRESSES THE BRAND'S DETERMINATION TO RETURN TO ITS CLASSIC STYLE TO ENHANCE VIC'S BRAND LOYALTY.**

GATHERING LOCATION:

SHANGHAI PLAZA 66 FLAGSHIP
STORE



REASONS:

- **Customer interest:** 47% of the high-net-worth individuals are more inclined to participate in small-scale, closed-door content sharing and communication activities. ([source](#))
- **Industry sales trend:** 2% of the customers considered in the VIC CATEGORY accounted for 40% of the sales volume ([source](#))
- **VIC concentration:** in the Chinese luxury goods market is relatively high and it has further increased (2022, [source](#))

EXECUTION PLAN DETAILS

BURBERRY
ESTABLISHED 1856

VERY-IMPORTANT CLIENTS' (VIC) PRIVATE GATHERING

SUBJECT: BRITISH RESONANCE

(Emphasizing the characteristics of high-net-worth individuals such as brand culture, understated luxury and social status symbolization through this approach)

“ BRITISH RESONANCE — 百年英伦回响 ”

Time: Every Thursday evening in July, 6:30 – 8:30

Location: Burberry Shanghai Jing'an Kowloon Centre Flagship Store

Invitation: Invite 20 VIC customers each time and allow one accompanying friend or relative (for social purposes). It is expected to reach 80 VIC customers and develop 40 new high-quality customers through the referral system.

Process: 1. Host a self-service dinner in the style of the British Royal Family.



Process: 2. Replicating the exhibition layout of the Tate Gallery, with the main colors being layered curtains and Knight Blue. ([SE](#))

Display of the collection archives:
Patent documents for Gabadain fabric from 1879, and the evolution of the emblems of successive equestrian knights.

Interactive Installation:
Windbreaker Craft Workbench
(Craftsmen Demonstrate Waterproof Sewing Thread Technique on Site)

Process: 3. Private tasting of new products ([Source](#))

Preview of the 2026 Spring/Summer Collection Windcoats, **with 1-on-1 Styling Consultation Service**



Customization Service:
On-site provision of wind coat lining embroidery (e.g. embroidery of VIC's initials)

EFFECTIVENESS MEASUREMENT

[\(SOURCE\)](#)

BURBERRY
ESTABLISHED 1856

EFFECTIVENESS MEASURES FOR EACH ACTIVITY BASED ON DIFFERENT CRITERIA

Activity	Objective	Collection	Indicator	Indicator	Indicator	Indicator
Airport Advertisement	Brand-image Building	Survey in VIP lounge (QUESTIONNAIRE)	Circulation reach	Contact frequency	Recall	Brand attitudes
Exhibition	Brand-value Conviction	On-site Survey	Brand attitudes	Event quality	Value consistence	Circulation reach
Wechat Push	Sales Boosting	Background Panel Data	Click rate	Time on page	Purchase conversion	ROI
Elite-Sport Event Sponsor	Brand-image Building	On-site Survey	Circulation reach	Contact frequency	Value consistence	Brand attitudes

*QUANTITATIVE MEASURES ARE HIGHLIGHTED



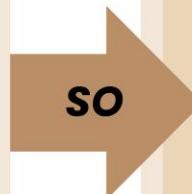
BUDGET & COSTS

BURBERRY
ESTABLISHED 1856

AIRPORT ADVERTISEMENT	LOUNGE LED SCREEN: RMB 80,000	VIP LOUNGE PRODUCT DISPLAY AREA: 100,000 / WEEK (FOR 40 WEEKS)	IN-FLIGHT ENTERTAINMENT SCREEN COST: RMB 1,500,000	IN-FLIGHT MAGAZINE SECTION: RMB 610,000,000	TOTAL COST: $(8+10)40+150W+61.6W=720W+216.6W= \text{RMB } 8,776,000$	(SOURCE 1)
EXHIBITION	EXHIBITION SETUP: RMB250,000	PRELIMINARY PUBLICITY: RMB 100,000	VENUE RENTAL: 23,800/9M SQUARED	PRIVATE SALON SETUP COST: RMB 40,000	VIC PERSONAL SERVICE: RMB 10,000	(SOURCE 2)
WECHAT PUSH	<u>10 MILLION ASSETS+ FAMILIES IN CHINA :</u> RMB 2,066,000	2,066,000*2 (MIDDLE-AGED HUSBAND AND WIFE) = RMB 4,032,000	COVER RATE: 1/2	CPM IN CORE CITY/KEY CITY: 150/100(2.8) WEIGHTED AVERAGE: 110	TOTAL OPERATION DURATION: 6 YEARS	(SOURCE 3)
ELITE SPORT EVENT SPONSOR	EVENT SPONSORSHIP FEE: RMB 5,000,000	PRELIMINARY PUBLICITY: RMB 100,000	KEY GROUP LINK: RMB 80,000	TOTAL COST: (300+10+8)*3= RMB 15,540,000	TOTAL SUM OF ALL COSTS: RMB 27,022,650	

COST BUDGET OVERVIEW FOR FEASIBILITY IN REAL LIFE

- BURBERRY CHINA REVENUE: RMB 5.83 BILLION** (22% OF GROUP'S TOTAL REVENUE; [SOURCE](#))
- LUXURY GOODS INDUSTRY SPENDING ON MARKETING: 15-25% OF REVENUE** ([SOURCE](#))
- 60% OF MARKETING BUDGET IS ALLOCATED TO DIGITAL MARKETING** ([SOURCE](#))



- TOTAL MARKETING BUDGET IN CHINA: RMB 5.83 BILLION X 15% = RMB 940 MILLION**
- DIGITAL MARKETING BUDGET: RMB 940 MILLION X 60% = RMB 565 MILLION**
- TRADITIONAL (MEDIA) MARKETING BUDGET = RMB 940 MILLION - RMB565 MILLION = RMB 375 MILLION**



thanks!
FROM VIRAL

B u r b e r r y

Appendix 1

Vogue Business Index: H2 2024 ranking

Rank	Brand	Score	Rank	Brand	Score	Rank	Brand	Score
1	Louis Vuitton	85	21	Givenchy	61	41	Carolina Herrera	48
2	Gucci	80	22	Jimmy Choo	61	42	Brunello Cucinelli	48
3	Dior	80	23	Valentino	61	43	Dolce & Gabbana	47
4	Hermès	75	24	Miu Miu	61	44	Tory Burch	47
5	Chanel	73	25	Chloé	60	45	Acne Studios	46
6	Prada	72	26	Moncler	59	46	Bally	46
7	Saint Laurent	72	27	Giorgio Armani	58	47	Tom Ford	45
8	Burberry	69	28	Stella McCartney	58	48	Longchamp	45
9	Loewe	69	29	Maison Margiela	57	49	Max Mara	45
10	Fendi	69	30	Marc Jacobs	57	50	Isabel Marant	44
11	Ralph Lauren	68	31	Loro Piana	56	51	Dries van Noten	43
12	Balenciaga	68	32	Salvatore Ferragamo	53	52	Supreme	42
13	Celine	65	33	Kate Spade	52	53	Bosideng	41
14	Bottega Veneta	64	34	Ermenegildo Zegna	51	54	Paul Smith	40
15	Versace	64	35	Tod's	51	55	Moschino	39
16	Tommy Hilfiger	64	36	Canada Goose	51	56	Balmain	39
17	Coach	64	37	Kenzo	50	57	Off-White	37
18	Hugo Boss	63	38	Mulberry	49	58	Rick Owens	34
19	Alexander McQueen	63	39	Stone Island	48	59	Etro	34
20	Michael Kors	62	40	Marni	48	60	Comme des Garçons	28

DATA SOURCE: VOGUE BUSINESS INDEX

© VOGUE BUSINESS

Source: Vogue Business Index

Appendix 2

Sample questionnaire distributed to the customers

Questionnaire

1. 您是否记得 VIP 休息室中的广告，它来自哪个品牌？(To calculate Recall)
Do you still remember the advertisement in the VIP lounge? From which brand did it come?

2. 今天您曾看到该品牌的广告几次？(To calculate Contact Frequency)
How many times have you seen the advertisement of this brand today?

3. 请根据您记忆中的广告内容，自由选择 3 个词描述这个品牌 (To examine Brand Attitude)
Please freely select three words based on your memory of the advertisement content to describe this brand.