

# Chico's

## I. INTRODUCE

### 1.1. Chico's

Chico's is a renowned women's fashion brand known for its elegant, modern, and comfortable styles. Founded in 1983, Chico's stands out with its unique designs, sophisticated patterns, and high-quality fabrics, empowering women with confidence and style for every occasion. The brand offers a diverse range of products, from everyday wear to chic, sophisticated outfits, with sizes tailored to fit various body types. Chico's also prioritizes customer experience with personalized styling services and a loyalty program. As the brand expands globally, Chico's aims to bring its signature fashion aesthetic to women around the world.

### 1.2. Platforms

*a. Instagram:* Our uses this platform for visually driven content, including impact stories, product showcases, and influencer partnerships.

*b. Facebook:* More detailed posts and updates about our philanthropic work often appear here, where Chico's engages with a broad audience through videos and community discussions.

*c. TikTok:* Our creates short, engaging videos that appeal to younger audiences, highlighting both products and causes in a fun, digestible format.

*d. Google:* Our utilize Google Ads to target high-intent audiences through search, display, and shopping ads. This platform allows us to reach potential customers who are actively searching for products like ours or related causes, helping drive both traffic and conversions. Google Ads also supports our product launches, promotions, and philanthropic initiatives by increasing our visibility across the web.

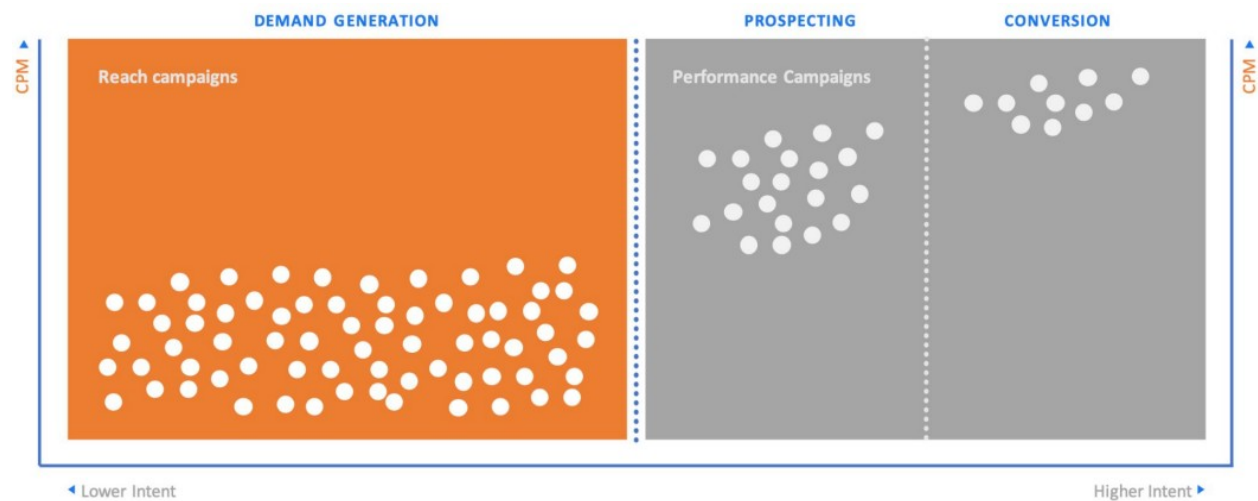
*e. PPC:* We can effectively manage budgets, paying only when a user clicks on our ad. This ensures cost efficiency, especially for targeting high-intent audiences. By strategically leveraging PPC, we can control how and when ads appear, ensuring our message reaches the right audience at the right time, while continually measuring ROI through detailed analytics.

### 1.3 . Workflow

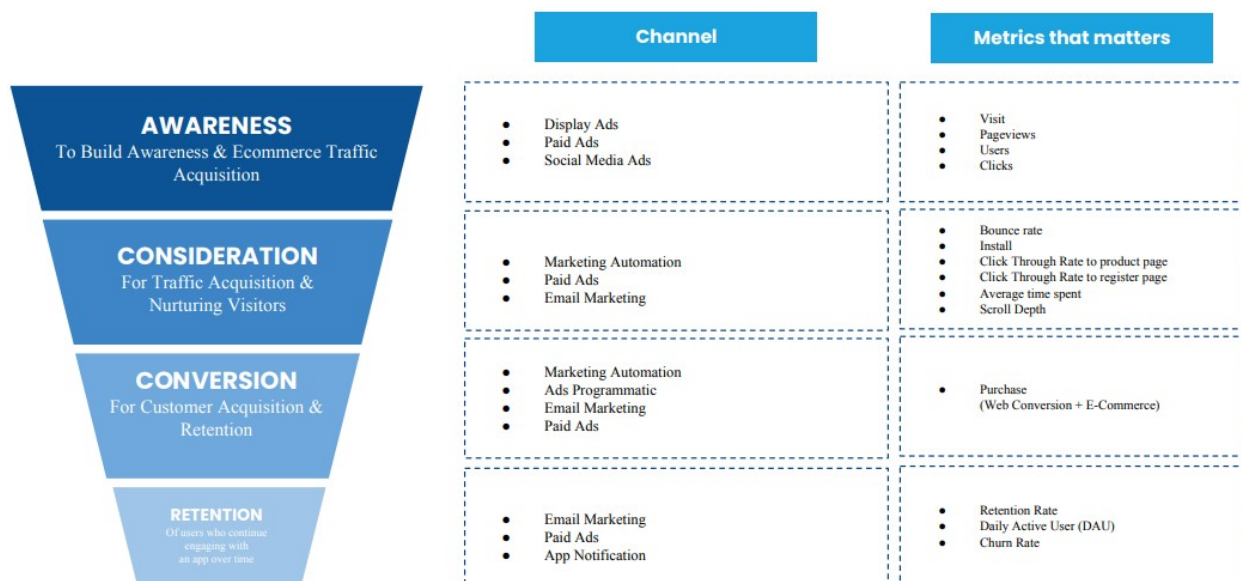
- Determine advertising goals
- Research and choose
- Discuss requirements and budget
- Campaign planning
- Deployment and monitoring
- Evaluation and optimization
- Reports daily data and results

## II. ANALYSIS AND EVALUATION

### 2.1. Build the Demand Market



### 2.2. Marketing Funnel (Define the objectives and key metrics for each channel)



## **2.3. Paid ADS**

### ***a. Meta***

- Meta. Reach users across Facebook and Instagram landscape.
- META's automated advertising products enhance our campaign performance by relying more on machine learning, such as automatically finding the most suitable audience or ad placements. They allow for pre-scheduling campaigns with optimized reach, predictable outcomes, and controlled frequency.

### ***b. Tiktok***

- TikTok. Reach the targeted audience across one of the most used social media for millennials and gen-z.
- TikTok has also created an ideal digital marketing platform for us to engage audiences and strengthen brand presence. Dominated by 450 million active users aged 18-34, with users opening the app more than 6 times a day.

### ***c. Google/SEM***

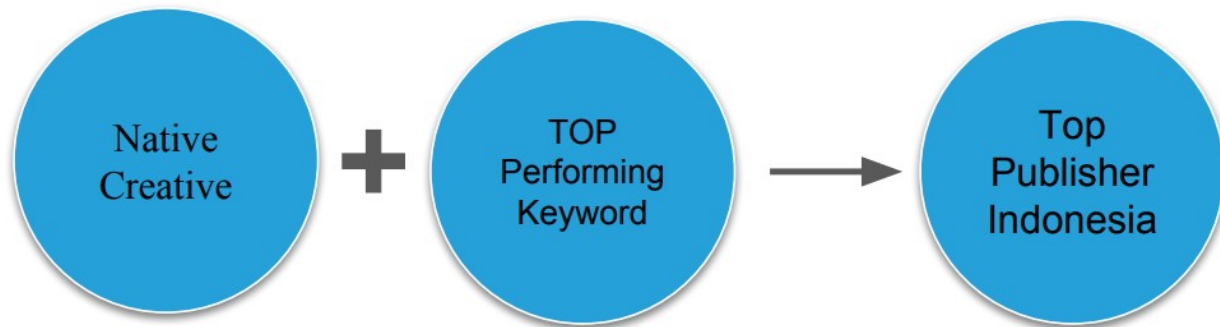
- Google. Reach the targeted audience across the vast Google landscape Youtube, Sites, Apps, Search Network.
- **Google - SEM** provides a powerful way for MVMT to gain immediate visibility, reach targeted audiences, and drive qualified traffic to increase sales market. It's a cost-effective, data-driven approach that complements other marketing efforts.



- Brand Keywords ensure high conversion rates by targeting users with strong purchase intent, protect your brand from competitors, and are cost-effective.
- Competitor Keywords allow to attract competitor customers, gain market intelligence, and provide a competitive advantage by positioning your brand as an alternative.
- General Keywords expand your reach to new audiences, capture users at the research phase, and drive brand awareness.

#### ***d. Google/Native Ads***

- Google Native Ads are designed to blend seamlessly with the look and feel of the website or app they appear on, offering a non-disruptive, more engaging advertising experience
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- Native advertising helps attract millions of daily visits, providing extensive reach to a large and diverse audience. Leveraging these platforms allows us to increase visibility and reach a larger audience on a wide scale.

### **III. MARKETING GOALS AND STRATEGIES**

#### **3.1. Key Campaign Goals**

##### ***a. Global Brand Awareness***

One of the main objectives of this campaign is to increase Chico's global recognition, transitioning from a predominantly U.S.-based brand to a worldwide leader in lingerie. By entering new markets, the brand aims to introduce its unique selling points—size inclusivity, comfort, and innovative Fit Finder technology—to international audiences. Increasing brand awareness globally will establish Chico's as a go-to choice for well-fitting bras, reinforcing its image as a premium and customer-first brand.

*Analysis:* In competitive global markets, especially in regions like Europe and Asia and countries with strong economies where established lingerie brands have dominated, Chico's challenge will be to differentiate itself. Its strong focus on inclusivity and fit customization may resonate well with modern, diverse audiences seeking personalized shopping experiences.

##### ***b. Addressing Size-Inclusive Lingerie Demand***

Chico's foundation is built on solving fit issues for women of all body types by offering over 80 sizes, including half-cup options—an offering that many global competitors don't match. As the market becomes more inclusive, this objective taps into a significant unmet demand for size diversity in lingerie, especially in countries where plus-size and custom-fit options are limited.

*Analysis:* This goal aligns with the growing consumer expectations for size inclusivity and body positivity in fashion worldwide. Expanding to markets that have underserved segments could give Chico's a unique edge, allowing the brand to capture niche customer bases that traditional brands overlook.

### ***c. Leverage Digital Tools & Personalization***

Chico's proprietary Fit Finder quiz is a key element of its success in the U.S. market, allowing customers to find their perfect bra size without needing to visit a store. The campaign aims to leverage this digital tool to deliver a highly personalized shopping experience in international markets. By emphasizing technology and convenience, Chico's can bypass some of the logistical barriers that typically hinder global expansion.

*Analysis:* Digital-first tools like the Fit Finder can help the brand scale efficiently while offering a personalized experience to global customers. However, challenges may arise in localizing this technology for different cultural preferences, languages, and internet access levels across target countries.

### ***d. Building Localized Marketing & Partnerships***

A crucial part of expanding into new regions is tailoring marketing strategies to fit local tastes, cultural norms, and fashion trends. Chico's campaign includes establishing partnerships with local influencers, collaborating with regional media outlets, and engaging in digital and physical promotions that resonate with each market's unique consumer behaviors.

*Analysis:* Localization is essential for international success, as a one-size-fits-all approach may not work in diverse markets. By engaging in local partnerships and adapting its branding messages, Chico's can ensure it aligns with each market's cultural and societal expectations while avoiding missteps that could harm its reputation.

### ***e. Customer Acquisition and Loyalty***

As part of the campaign, Chico's aims to not only attract new customers but also build lasting relationships with them. Through tailored promotions, superior customer service, and an enhanced online shopping experience, the brand hopes to foster customer loyalty in new markets, turning first-time buyers into repeat customers.

*Analysis:* Long-term success will depend on converting new users into loyal advocates. A seamless purchasing process, coupled with the comfort and fit of the product, can build strong brand loyalty. However, gaining customer trust in markets unfamiliar with the brand will require consistent messaging and quality service.

## **3.2. Strategies**

### ***a. Localized Marketing Campaigns***

While Chico's has a strong identity in the U.S., entering new markets requires understanding local culture, preferences, and buying behaviors. Localized marketing strategies will help Chico's resonate with diverse audiences.

**Cultural Sensitivity:** Adapt messaging, imagery, and product descriptions to reflect local values, body ideals, and beauty standards. For example, modesty is a priority in some cultures, while others may prioritize aesthetics.

**Language Localization:** Translate the website, marketing content, and Fit Finder quiz into multiple languages to create a seamless experience for non-English-speaking audiences.

**Geo-Targeted Campaigns:** Utilize region-specific social media platforms, search engines, and influencer marketing to ensure campaigns reach the right audiences.

#### ***b. Influencer Partnerships & Brand Ambassadors***

Collaborating with local influencers is a key way to build trust and generate buzz in new regions.

**Micro and Macro Influencers:** Partner with both micro (local) and macro (regional/national) influencers to leverage their established followings. Influencers can demonstrate the comfort, fit, and benefits of Chico's bras, helping the brand build credibility and authenticity in new markets.

**Celebrity Endorsements:** For larger markets, working with regionally recognized celebrities who align with Chico's values of inclusivity and body positivity can significantly boost brand visibility and appeal.

#### ***c. Collaborate with Local Retailers & Pop-Up Shops***

To build visibility and trust, establishing a physical presence can be beneficial.

**Strategic Retail Partnerships:** Collaborate with trusted local department stores, fashion retailers, or lingerie boutiques to offer Chico's products in brick-and-mortar locations. This allows customers to experience the quality firsthand, a critical factor in building brand trust.

**Pop-Up Shops:** Create temporary pop-up shops in major cities to introduce the brand to a new audience. Pop-up events can feature fittings, product trials, and demonstrations of the Fit Finder quiz to engage customers and generate word-of-mouth excitement.

#### ***d. Leverage Digital Marketing & Social Media***

Chico's can use its strength in digital tools to drive market expansion, but these must be optimized for global audiences.

**Localized Social Media Campaigns:** Tailor content to platform-specific trends in target markets.

**Paid Social Ads:** Run paid ads on local social platforms, focusing on the benefits of customization, comfort, and inclusivity. Use retargeting strategies to capture potential customers after they engage with the brand online.

**Influence of Digital Tools:** Promote the Fit Finder quiz in ads, emphasizing how it makes bra shopping easier and more personalized, even for first-time buyers.

#### ***e. Offer Free International Shipping & Flexible Return Policies***

A key challenge for international e-commerce is shipping and returns. By addressing this upfront, Chico's can remove barriers for potential customers.

**Free or Low-Cost International Shipping:** Offering free or discounted shipping for first-time international customers will reduce friction during the purchase process.

**Flexible Returns:** Extending the same try-before-you-buy model that's popular in the U.S., offering generous return policies for international customers will encourage hesitant shoppers to make a purchase without fear of commitment.

#### ***f. Leverage Data & Insights for Targeted Expansion***

Expanding to new markets should be driven by data and consumer insights to ensure success.

**Market Research:** Conduct detailed market research to identify regions with high demand for size-inclusive lingerie. Focus on urban areas where online shopping is more prevalent and where body positivity movements are strong.

**Data-Driven Customization:** Use existing consumer data to create tailored campaigns. For example, if data shows a particular region has more women needing larger cup sizes, Chico's can highlight its size range in those areas.

#### ***g. Localized Promotions & Discounts***

Offering targeted promotions can incentivize first-time purchases and build an initial customer base in new markets.

**Exclusive Regional Promotions:** Offer discounts or special promotions for new international customers, such as a first-time buyer discount or free accessories with purchase.

**Holiday & Cultural Events:** Align promotional campaigns with local holidays and events.

#### ***h. Content Marketing & Educational Campaigns***

Educating potential customers about Chico's unique benefits—especially in markets unfamiliar with the concept of half-cup sizes or Fit Finder technology—is essential for building awareness.

**Social Proof & User-Generated Content:** Encourage early adopters to share their experiences on social media. Positive reviews from customers across diverse markets can influence potential buyers to trust the brand.

#### ***i. Sustainability and Ethical Sourcing***

In many international markets, consumers are increasingly interested in ethical and sustainable fashion. Highlighting Chico's commitment to these values can help build loyalty.

**Sustainability Messaging:** Emphasize eco-friendly packaging, ethical production methods, and initiatives that reflect the brand's commitment to sustainability.

**Cause-Related Marketing:** Partner with local charities or women's organizations, focusing on initiatives related to body positivity, gender equality, or female empowerment.

#### ***k. Localization of Payment Methods & Customer Support***



Offering familiar payment options and providing high-quality customer service will enhance the overall customer experience.

Localized Payment Methods: Offer local payment options like Alipay, PayPal, or local credit card providers in new regions to remove purchasing barriers.

24/7 Multilingual Customer Support: Providing customer service in local languages and around-the-clock assistance will help build trust and improve the shopping experience for international customers.

## IV. DEMOGRAPHIC AND COMPETITOR ANALYSIS

### 4.1. Target demographics for expansion

Type	Demographic	Key Traits	Why Target
<b>Women Aged 25-45</b>	This is the core age demographic for Chico's product offerings, as these women are often seeking quality lingerie that balances comfort and style.	Active in their careers or balancing work and family life, leading to a need for comfortable, all-day wear. Fashion-conscious and interested in brands that reflect their personal values, such as inclusivity, sustainability, and ethical production. Likely to shop online, making them ideal for Chico's e-commerce-focused model.	Women in this age group are more likely to appreciate Chico's emphasis on a perfect fit and inclusivity, as they may have already struggled with sizing issues in the past. Their purchasing power and influence in the fashion and lifestyle space make them ideal early adopters in new markets.
<b>Plus-Size Women</b>	One of Chico's most unique selling points is its size inclusivity, offering bras in over 80 sizes, including half-cup sizes. This makes plus-size women an important target demographic.	Often underserved by traditional lingerie brands that don't offer a wide size range. Looking for bras that are both functional and stylish, with a strong emphasis on comfort and support. Active on social media and likely to engage with brands that champion body positivity and inclusivity.	This segment is growing in many markets as more brands begin to cater to diverse body types. Chico's can position itself as a leader in plus-size lingerie in new markets, building loyalty with a demographic that is eager for better-fitting, high-quality bras.
<b>Millennial Women (25-40)</b>	Millennials are digital natives who are highly engaged with online shopping, social media, and brands that reflect their personal values.	Tech-savvy and comfortable with using digital tools like Chico's Fit Finder quiz. Interested in brands that support social causes, sustainability, and body positivity. Likely to share their experiences on social media, amplifying brand awareness.	Millennials are a key demographic for expanding Chico's e-commerce model. They are also brand-loyal, especially to companies that prioritize inclusivity and sustainability. Their influence on social media and in consumer trends makes them valuable ambassadors for the brand as it enters new markets.
<b>Women in Urban Areas</b>	Women living in major cities globally are more likely to be familiar with global brands, have higher disposable incomes, and embrace new fashion trends.	Busy lifestyles that demand convenience, making online shopping a preferred option. Tend to have higher incomes and are willing to invest in quality, long-lasting products. Often more progressive in their views on body image, inclusivity, and sustainability, making them more aligned with Chico's brand values.	Urban women are likely to be early adopters of Chico's products due to their familiarity with international brands and preference for digital shopping. They also tend to be more engaged in fashion and are receptive to personalized products that offer a perfect fit.
<b>Postpartum and Nursing Mothers</b>	Women who are postpartum or nursing often experience changes in their body and breast size, making it difficult to find bras	Experiencing fluctuating body sizes and may need bras that adapt to their changing needs. Prioritize comfort and support in lingerie while still seeking products that are stylish. Likely to be health-conscious and prefer	This demographic faces unique challenges in finding well-fitting bras, and Chico's product offerings can cater to those needs. Building trust with postpartum and nursing mothers can lead to long-term brand



	that fit well. Chico's range of sizes, including half-cup options, makes it a great fit for this demographic.	brands that use high-quality, non-irritating materials.	loyalty, especially if they continue to purchase from the brand as their sizing needs change over time.
<b>Gen Z Women (18-25)</b>	Gen Z is an emerging demographic with significant purchasing power, particularly in the fashion and beauty industries. Although they may be younger, their influence in digital spaces makes them a critical audience for long-term brand growth.	Value brands that champion authenticity, diversity, and inclusivity. Active on social media and likely to engage with user-generated content and online reviews. Price-conscious but willing to invest in brands that align with their personal values.	Gen Z has shown a strong preference for brands that support social justice and inclusivity, two key aspects of Chico's brand identity. They are digital natives, comfortable with e-commerce and mobile shopping, which aligns perfectly with Chico's online platform. Although they may not have as much disposable income, their influence and engagement make them valuable brand advocates.
<b>LGBTQ+ Community</b>	Chico's emphasis on body positivity, inclusivity, and comfort naturally aligns with the values of the LGBTQ+ community, particularly those who seek gender-neutral or size-inclusive clothing.	Supportive of brands that are inclusive, body-positive, and promote diversity in their marketing and product offerings. Likely to be active on social media, engaging with brands that align with their personal values. May face challenges finding well-fitting lingerie, particularly if they don't conform to traditional sizing standards.	The LGBTQ+ community is highly engaged with brands that offer inclusive products and messaging. Chico's size range and focus on comfort make it a good fit for this demographic, and marketing campaigns that showcase diverse body types and gender identities will likely resonate well with this audience.
<b>Sustainability-Conscious Consumers</b>	As sustainability becomes increasingly important in global markets, targeting women who prioritize eco-friendly and ethically produced products can help Chico's appeal to conscious consumers.	Willing to invest in brands that are committed to ethical production, eco-friendly packaging, and sustainability initiatives. Likely to engage with brands that offer transparency in their manufacturing processes. Actively seeks out products made from sustainable materials and brands that align with their values.	Sustainability-conscious consumers are an important demographic in many international markets, particularly in Europe and North America. Chico's commitment to high-quality, long-lasting products, as well as its use of sustainable packaging, can appeal to this growing market segment.

## 4.2. Competitor Analysis

Brand	Strengths	Weaknesses	Comparison to Chico's
<b>Victoria's Secret</b>	Strong global recognition, wide product range	Lack of inclusivity, outdated image	Chico's is more inclusive and modern
<b>Aerie</b>	Affordable, body-positive marketing	Limited size range, casual aesthetic	Aerie is cheaper, but Chico's offers better fit options
<b>Soma</b>	Comfort-oriented, in-store fittings	Less stylish, smaller digital presence	Chico's offers better digital tools and inclusivity
<b>Natori</b>	Luxury appeal, high-quality materials	High price, limited inclusivity	Chico's offers premium quality with better size options
<b>True &amp; Co.</b>	Comfort-focused, inclusive marketing	Minimal structure, limited design range	True & Co. lacks Chico's structured bras and precision fit options

## **V. BUDGET & PAYMENT**

### **5.1. Budget**

The total advertising budget allocated across all these platforms ranges from \$100,000 to \$300,000 per month. If the campaigns perform well, the budget may be increased beyond the initial amount. Partners can receive bids and advertising spend that align with their resource capabilities.

### **5.2. Payment Methods**

PayPal, Stripe, Bank Transfers (SWIFT), or other approved major payment platforms.

### **5.3. Payment Proposal**

To ensure you have the necessary resources to effectively execute and manage this large-scale campaign, we propose starting with a fixed commission rate of 14%-19% of the total advertising budget during the initial research and brand awareness phases (you may suggest a more suitable rate). This will allow you to allocate sufficient manpower and focus on building a solid foundation for long-term success. Once the campaign runs smoothly and you have established sustainable growth, we would like to transition to a hybrid commission payment structure, including 50% upfront and 50% performance-based commission tied to sales. This model will incentivize you to continually optimize the campaign for maximum profitability while providing flexibility for scaling.

By maintaining a minimum ROAS of 2 to 3 times as a baseline and focusing on aligning our brand's ethical values with consumer expectations, you need to ensure real growth even in volatile markets. Our structured, research-based strategy will continually optimize and innovate to meet the demands of emerging trends while reinforcing our position as a leader in high-quality, sustainable fashion watches. We look forward to achieving sustainable, long-term success through this partnership.

### **5.4. What we offer**

This is a partnership contract with a service fee we commit to from \$100,000 to \$150,000 per year, depending on the capacity based on the performance of the project. And some incentives when working together will be announced.

Hybrid working environment – remote work. We will have 1 meeting on the weekend with your team.

## **VI. KPIS (KEY PERFORMANCE INDICATORS)**

### **6.1. Brand Awareness**

- Reach and Impressions: Track how many unique users see campaign content (target a 20% increase in reach across key platforms like Instagram and Facebook).
- Follower Growth: Monitor the increase in followers on social media platforms (aim for a 15% growth in followers by the end of the campaign).
- Mentions and Share: Track the number of times Chico's is mentioned on social media, including hashtag usage and media coverage.

### **6.2. Sales and Conversions**

- Website Traffic: Measure the percentage increase in traffic from social media to the Chico's website (Target 30% increase in site visits from Instagram).
- Conversion Rate: Track the percentage of users converting from website visits to purchases (aim for a 10% conversion rate from social media traffic).
- Sales Revenue: Monitor the overall increase in sales directly attributed to social media campaigns (aim for a 25% increase in sales driven by the campaign).

### **6.3. Expectations**

- Click-Through Rate (CTR): Target improvement of 1.2% to 1.4%
- Conversion Rate: Desired outcome between 2.3% and 3.3%
- Cost Per Acquisition (CPA): Target range: \$10 to \$25
- Return on Advertising Spend (ROAS): Desired ratio of 2:1 to 3:1
- Lead Generation Cost: Target cost per lead: \$9 to \$23
- Bounce Rate: Optimal range between 25% and 39%

## 6.4. Advertising Campaign Data

### a. Marketresearch, Exploration & Brand awareness phase

Metric	Value (\$80.000 USD)
Total Ad Spend	\$80.000 USD
Impressions	12.000.000
Reach	8.000.000
Clicks	400.000
Click-Through Rate (CTR)	3.33%
Orders	7.200
Revenue	360.000 USD
Conversion Rate	6%
Cost Per Order (CPO)	11.11 USD
Return on Ad Spend (ROAS)	4.5

### b. Sales & Ordergrowth Phase

Metric	Value (\$180.000 USD)
Total Ad Spend	\$180.000 USD
Impressions	27.000.000
Reach	18.000.000
Clicks	900.000
Click-Through Rate (CTR)	3.33%
Orders	16.200
Revenue	810.000 USD
Conversion Rate	6%
Cost Per Order (CPO)	11.11 USD
Return on Ad Spend (ROAS)	4.5

## **VII. MARKETINGMANAGEMENTBUDGET ALLOCATIONSHEET**

### **7.1. Marketresearch, Exploration & Brand awareness phase**

Category	Percentage	Amount (\$45,000)	Amount (\$80,000)
DigitalMarketing (Google,SEM,Display Ads)	40%	\$18,000	\$32,000
SocialMediaMarketing (Instagram, Facebook, TikTok)	30%	\$13,500	\$24,000
ContentCreation(High-end Production,possible UGC)	15%	\$6,750	\$12,000
SEO	10%	\$4,500	\$4,000
PerformanceReporting& Optimization	5%	\$2,250	\$4,000
<b>Total</b>	<b>100%</b>	<b>\$45,000</b>	<b>\$80,000</b>

### **7.2. Sales & Ordergrowth Phase**

Category	Percentage	Amount (\$130,000)	Amount (\$180,000)
DigitalMarketing (Google,SEM,Display Ads)	35%	\$45,500	\$63,000
SocialMediaMarketing (Instagram, Facebook, TikTok)	25%	\$32,500	\$45,000
ContentCreation(High-end Production,possible UGC)	20%	\$26,000	\$36,000
SEO	10%	\$13,000	\$18,000
PerformanceReporting& Optimization	10%	\$6,500	\$9,000
<b>Total</b>	<b>100%</b>	<b>\$130,000</b>	<b>\$180,000</b>

*Thank you for taking the time to read document.*

*If you need any further information, please feel free to contact us.*