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| **Module Name & Code** | Contemporary Marketing Principles and Practices - DGM22706 |
| **Assignment Name & No.** |  |

**Declaration:**

I have complied with [Ravensbourne University’s Academic Regulations](https://www.ravensbourne.ac.uk/asset-bucket/prod/2023-08/Ravensbourne%20University%20General%20Academic%20Regulations%202023-24.pdf) and have **acknowledged** the work and ideas of others that I have used in the production of this assignment.

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| --- | --- |
| **Software used and publisher:**  i.e., ChatGPT4/Canva Magic Studio  Grammarly |  |
| **Links** |  |
| **Description and rationale of the use of AI software:** add evidence where appropriate. | I have used AI as a research tool not as a asset. |

Date:\_\_\_\_\_\_\_\_\_\_\_\_25/01/2025\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



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Contemporary Marketing Principles and Practices

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# Introduction

The report aims to analyse the overall identification of the current marketing campaign and the role of the marketing campaign in generating customer value. It includes the campaign overview of Burberry in the fashion retail Industry of the United Kingdom. The report also includes the impact of different internal and external environmental factors in the market. By analysing those factors, the company can maintain an effective approach towards both traditional and digital marketing strategies and attract the audience.

# Brand Selection:

Burberry is one of the endowment fashion little organisations across the UK. It is a British luxury brand started in 1856 (Burberry, 2024a). The major aim of the organisation at that period was to secure the customers from British weather. After the starting period, they started to work on different types of fabrics which are breathable, waterproof, and weatherproof and many more (Burberry, 2024a). At the current time, the company aims to objectify the luxury approach and balance The Heritage with innovation according to the needs of the customer. With an annual revenue of approximately 323 billion GBP, the company has grown their business in different markets like shoes, women's clothing, men's clothing and outerwear.

# Main Body

## A. Campaign Overview

### Providing a detailed overview of the brand’s current marketing campaign.

The Burberry Spring 2024 campaign, directed by Daniel Lee, showcases the brand's evolving identity with a modern yet respectful nod to its British heritage. Shot by Tyrone Lebon in London, the campaign highlights a diverse cast, including figures like Bukayo Saka, Rachel Weisz, King Krule, and Tems, reflecting the inclusivity and creativity central to the brand's message (Burberry, 2024c). The collection blends classic Burberry pieces, such as the iconic trench coat, with more contemporary, sleek designs. The company majorly follows ***digital marketing strategies*** for promoting its luxury products. Digital marketing includes platforms like ***Social media, Apps, and Websites (***Dolega *et al.* 2021***)***. The company also use Augmented reality (AR) to allow customers to experience the brand online.

### Importance of marketing in generating customer value

Marketing plays a crucial role in creating, communicating and delivering value to the customers. In case of Burberry, marketing is essential to highlight its heritage and modernity. For example, Burberry Spring 2024 was a marketing campaign aimed to create emotional and aspirational value. Burberry uses digital platforms including AR features and social media to target a diverse customer base.

### 7P Marketing Mix

***Product***

The Burberry Spring 2024 campaign centres around a new product collection that merges the brand's heritage with contemporary designs under the creative direction of Daniel Lee (Radclyffe-Thomas *et al*. 2024). This collection introduces understated embellishments and features bold prints, such as fruits and floral motifs, blending traditional British elements with a fresh, modern London aesthetic.

***Price***

Burberry follows a premium pricing model, positioning itself as a luxury brand. While Burberry is generally associated with high-end luxury, it offers a range of products at various price points (Schweiger *et al.* 2020). Burberry’s pricing strategy aligns with its luxury status, ensuring that its products remain exclusive and desirable.

***Place***

Burberry operates in key luxury markets across the globe, including Europe, North America, Asia, and the Middle East. It has a significant presence in major cities like London, New York, Paris, Tokyo, and Dubai, with flagship stores located in luxury shopping districts (Wippel, 2023). Its online platform is designed to provide a seamless omnichannel experience, enabling customers to shop both in-store and online.

***Promotion***

Burberry uses a mix of traditional advertising such as print, outdoor, and TV alongside more modern, digital-driven approaches such as posts on social media. The brand’s advertising campaigns are typically aspirational and high-fashion, often featuring iconic figures, models, and celebrities (Gremaud, 2023). Burberry promotes its sustainability initiatives through various channels, reinforcing its commitment to environmental responsibility.

***People***

On social media, the audience of Burberry include typically 30-34 years old. Burberry's mostly target customers include customers who demand core outerwear and leather goods (Yan, 2023). in the audience base, a range of ages from the 20s to the 50s is the major audience.

***Process***

The company combine traditional craftsmanship and innovative manufacturing techniques to create desirable products. the organisation (Burberry, 2024d). The business model of the brand is majorly depending on the purpose-driven approach which effectively helps to maintain diverse and inclusive employees.

***Physical evidence***

Burberry has over 200 of its stores worldwide, as well as many department store concessions (Runfola *et al.* 2022). they also have their online platforms which include diverse attraction for the customers. Their main focus is the Burberry heritage product.

### Goals, target audience, and core messaging of the campaign

***Goal:***

One of the major goals of the brand includes the process through digital platforms, Burberry strives to reach a broad audience, particularly younger, tech-savvy consumers who are active online from the starting (Zackariya, 2023). With the campaign, the organisation can maintain effective reputation in the market. It strengthens Burberry's identity by merging its historic British roots with a fresh, modern narrative. It also expands reach by leveraging the campaign's diverse talent pool, including athletes and celebrities from different cultural backgrounds.

***Target Audience***

The target customers of the campaign include consumers drawn to iconic, high-end fashion brands that blend tradition with modernity. The campaign features multicultural talent and appeals to a global audience interested in contemporary streetwear and heritage styles (Carlotto, 2024). Individuals who value understated luxury and versatile wardrobe pieces suitable for day-to-night wear are also target customers of the brand. The campaign's use of natural backdrops and themes of renewal may resonate with environmentally aware consumers.

***Core message:***

The core message of Burberry's Spring 2024 campaign centres on a celebration of British heritage and modernity, embodying a blend of classic refinement and contemporary spirit (Giurdanella, 2024). Under the creative direction of Daniel Lee, the campaign highlights Burberry's iconic elements, such as the trench coat and plaid patterns, reimagined with modern silhouettes and playful details like seasonal motifs and textures.

### Identify the primary digital platforms

Burberry's primary digital platforms for campaigns typically include a mix of social media, e-commerce, and immersive digital experiences. Based on the goals of digital marketing campaigns, Burberry seeks to increase engagement on its digital platforms, including its website, Instagram, TikTok, and YouTube (Zhang *et al.* 2024). Interactive content, such as AR features, live-streaming events, or influencer collaborations, encourages consumers to engage directly with the brand. Burberry’s website is a central point for its digital marketing campaigns, where all content and commerce intersect. It is where exclusive collections, limited-time offers, or digital-first product launches are promoted.

### SMART Objectives

|  |  |
| --- | --- |
| ***Specific*** | The goal is to increase engagement and sales for Burberry's upcoming sustainable collection. |
| ***Measurable*** | Increase brand and customer engagement by 20% |
| ***Achievable*** | Using customer preferences can help to promote the connection with the audience. |
| ***Relevant*** | Burberry’s ongoing commitment to sustainability, capitalising on the growing trend of eco-conscious shopping behaviour, |
| ***Time Bound*** | 6 months |

**Table 2: SMART Objectives**

(Source: made by the learner)

### Analysing the content strategy

The brand's iconic trench coat and its dedication to British craftsmanship are woven into visual and written content, helping to maintain a strong brand identity (Giurdanella, 2024), Burberry is particularly good at incorporating its rich British heritage into its digital content, usually through compelling narratives that highlight the brand's craftsmanship, history, and timeless appeal. For example, the "***Burberry Spring 2024”*** campaign allowed consumers to experience the brand through digital filters and virtual characters, bringing Burberry into the gaming and tech-savvy culture (Spagnoli, 2022). Burberry consistently leveraged Instagram’s visual platform to its fullest, showcasing its products in beautifully crafted posts, stories, and reels. This is particularly important given how Instagram is one of the most influential platforms for fashion marketing.

### How these innovative approaches contribute to the campaign’s success

Burberry's spring 2024 collection showcases a refined balance between innovation and the brand's British heritage (Burberry, 2024b). A standout feature of the collection is its homage to Savile Row tailoring, evident in the use of classic patterns like Prince of Wales and houndstooth checks, reimagined in contemporary colours and compositions. The designs reflect a seamless blend of modernity and tradition, particularly in the outerwear, where Burberry's iconic trench coats were reinterpreted with exaggerated belts, asymmetric silhouettes, and a versatile cape-like drape. This creative reinvention highlights the brand’s dedication to craftsmanship and its commitment to evolving while honouring its roots.

### Examine how the brand engages with its audience and which marketing channels are used to create consumer awareness.

Burberry's Spring 2024 collection was promoted on multiple platforms, leveraging both physical and digital media to enhance its reach (Burberry, 2024b). The collection debuted prominently at London Fashion Week, solidifying its alignment with British heritage and gaining significant industry attention. Burberry utilized platforms such as Instagram and TikTok to showcase key looks, behind-the-scenes content, and promotional material, appealing to younger, tech-savvy audiences. The brand hosted activations, including a takeover of Norman’s Cafe in London, which provided an immersive experience linked to the collection's themes of British culture and outdoor utility.

### Demonstrate how the brand’s marketing approach connects customers with the product

Burberry uses storytelling in all facets of its marketing to establish a connection between its customers and its merchandise. The brand emphasizes quality, workmanship, and timeless design while frequently sharing its rich British background. In addition to being a product, the brand's recognizable trench coat has a backstory that connects it to Burberry's beginnings, the First World War trenches, and its development into a high-end fashion statement. Burberry embraces modernity while showcasing its heritage of British elegance in advertisements like "Burberry Spring 2024." This story supports the notion that purchasing Burberry is about joining a long-standing legacy of luxury and style rather than merely owning an object (Zhang et al., 2024). This story furthers the notion that purchasing Burberry entails more than just owning a product; it also entails joining a longstanding heritage of luxury and flair.

## B. Challenges and Adaptations

|  |  |  |
| --- | --- | --- |
| **Factors** | **Components** | **Impact** |
| Political Factors | * Brexit * Political instability | Negative |
| Economic Factors | * UK inflation rate: 1.74% (Statista, 2024b). * GDP of the country: 4.28 trillion GBP. | Positive |
| Social Factors | * The literacy rate in the UK: is 99% (GOV, 2024). | Positive |
| Technological Factors | * The internet penetration rate in the UK is approximately 97% (Statista, 2024a). | Positive |
| Legal Factors | * The Consumer Rights Act 2015 for Unfair Trading Regulations | Positive |
| Environmental Factors. | * Environment Act 2021 | Positive |

**Table 2: PESTLE Analysis**

(Source: made by the learner)

***Identify and explore any challenges faced by the brand during the campaign.***

The rise in geopolitical instability, including tensions between major powers like the U.S., China, and the EU, effects of trade regulations, Brexit and market access are the major challenges. These tensions could disrupt supply chains or complicate operations in key markets. (Muslemani *et al.* 2021). The UK government is increasingly focused on environmental sustainability, with stricter laws and expectations around reducing carbon emissions and adopting greener business practices. As a luxury brand committed to sustainability, Burberry must align with evolving UK policies such as the Plastic Packaging Tax and carbon reduction targets.

***Assess how the brand has adapted or overcome these challenges using the PESTLE framework***

To mitigate the political and economic challenges in the UK, Burberry can adopt different strategies like investing in renewable energy, sustainable materials, and reducing emissions throughout its supply chain to align with UK environmental policies. On the other hand Introduce flexible pricing strategies and limited-edition collections targeting high-net-worth individuals in the UK, while emphasizing the value of craftsmanship (Cariou and Notteboom, 2023). It maintains Burberry's luxury appeal despite economic pressures and helps retain customer loyalty during reduced discretionary spending periods.

## C. Competitor Comparison

***Conduct a competitor analysis using the SWOT framework***

Some of the major competitor of Burberry are Gucci and Louis Vuitton. They are famous for their Luxury clothing and accessories.

|  |  |
| --- | --- |
| **Strength**   * Burberry has a strong global presence but the global presence of LV and Gucci is also significantly high. * All of them have been operating their business for a significant period * Like Burberry, other organisations made a significant investment in their social media presence. * The organisations offer various products including clothing, accessories, and fragrances. | **Weaknesses**   * Burberry and the competitors sell luxury goods, which are pricey and desirable. * Regulatory changes can significantly affect the potential buyers of the brand. * The other brand's’s product selection is limited compared to its competitors. * Their distribution strategy primarily focused on retail |
| **Opportunities**   * Using a diversification approach can help attract audiences from different parts of the world. * Burberry is leveraging technology more than others which can help drive a considerable transformation to satisfy the needs of an increasingly digitally-first customer base. | **Threats**   * High competition due to Gucci and LV can affect the business of the organisation. * Economic downturn can also affect the business. |

**Table 3: SWOT Analysis**

(Source: made by the learner)

***Briefly compare the traditional and digital media marketing strategies of the chosen brand’s competitors.***

Burberry's competitors, such as Gucci, Louis Vuitton, and Prada, employ a mix of traditional and digital media marketing strategies to maintain their luxury brand presence.

***Traditional Marketing***

Gucci uses traditional methods like high-end print ads in fashion magazines such as Vogue, Harper's Bazaar and exclusive events such as fashion shows and collaborations with renowned photographers (Solomon and Mrad, 2022). On the other hand, LV’s traditional strategy is centred on exclusive magazine spreads, out-of-home advertising using billboards in fashion capitals, and limited-edition product launches with celebrity ambassadors.

***Digital Marketing***

Gucci has been a leader in digital marketing, with an engaging social media presence on Instagram, Twitter, and TikTok. They use influencer marketing and creative digital campaigns. Similarly, LV blends digital media with traditional luxury by maintaining an elegant presence on social media, using platforms like Instagram and YouTube for storytelling (Cabigiosu, 2020). They create exclusive online content, collaborate with digital influencers, and emphasise e-commerce to reach global consumers.

***Highlight areas where the chosen brand excels or differs from its competitors.***

Burberry has been a pioneer in integrating technology with fashion. It was one of the first luxury brands to live-stream its runway shows and even launched its e-commerce platform early. While brands like Gucci and Louis Vuitton have also embraced digital strategies, the organisation’s content strategy include innovation with heritage. (Javornik *et al.* 2021). Burberry leverages its iconic trench coat, British roots, and historic check pattern to create campaigns that emphasize timeless elegance and national pride. While many competitors, like Gucci and Louis Vuitton, are also focusing on sustainability, Burberry has been more vocal and proactive about its efforts, especially with its "ReBurberry" initiative, which focuses on sustainability and eco-friendly practices.

# Conclusion

## Summarise the key findings and insights from your analysis

In conclusion, maintaining both traditional and digital marketing approaches can be significantly beneficial for companies like Burberry to attract more audiences towards their upcoming new product. The already reading digital marketing campaign has been designed by the organisation to enhance the changes in the purchasing behaviour of the customers. By analysing the external and internal factors of the brand the company can maintain an affected business approach and handle challenges in the market.

## Recommendations for enhancing the brand’s digital media marketing campaigns

Burberry could expand its use of AR to allow customers to virtually try on clothing, accessories, or makeup in a fully immersive experience via its mobile app or website. Engaging customers with AR can make shopping more interactive, increase conversion rates, and appeal to the tech-savvy, younger generation while keeping the luxury experience intact. Shift from influencer-based promotion to long-term partnerships with key influencers and celebrities, creating authentic, storytelling-focused campaigns that show how these individuals incorporate Burberry into their lives. This could be via mini-documentaries, behind-the-scenes content, or lifestyle-based storytelling rather than just showcasing products.

***Suggestions for improving the Marketing Mix (7Ps) in future campaigns.***

Burberry can further commit to sustainability by expanding its eco-friendly and circular product lines. Introducing more eco-conscious materials, such as recycled fabrics, or offering products made entirely from sustainable resources, would cater to the growing demand for environmentally responsible fashion. As technology continues to evolve, Burberry can explore incorporating smart textiles or fashion tech (e.g., clothing with integrated tech, like LED lights or wearables) to align with the growing interest in high-tech fashion.

***Proposing any necessary adjustments or new strategies based on your analysis***

Burberry already uses influencers effectively, but the brand can deepen its partnerships with micro-influencers or creators who have highly engaged and niche audiences. This would allow the brand to reach more specific customer segments. Partnering with influential, rising stars in the fashion and lifestyle spaces such as Instagram or TikTok creators with niche followings, who can showcase how Burberry authentically fits into everyday life. Introducing weekly or monthly live-streamed events on social media such Instagram Live, and TikTok where Burberry insiders or designers showcase new collections, discuss fashion trends, and engage directly with fans in real-time.

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