

CHANEL

Couture Compassion Soirée

INTEGRATED MARKETING CAMPAIGN - EVENT

SPRINGFIELD PARKVIEW
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APRIL 10TH, 2024



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I. Executive Summary

DESCRIPTION OF THE EVENT

As the luxury market evolves, new challenges emerge. Luxury has become more attainable for all, and it slowly **loses** part of its **exclusivity**. Nowadays, in the context of contemporary fashion luxury branding, luxury brands need to **reaffirm their identity** so that they don't become mere logomania. As a strategic response to these challenges, Chanel's Couture Compassion Soirée will take place on June 1st, 2024 in the Lotte New York Palace Hotel. The event will connect with Chanel's best customers around the globe in a way that the brand will **reinforce their values** and showcase its commitment to **social causes** through charitable endeavors. To make this a unique experience for Chanel's most loyal customers, different activities that promise to leave its mark in the luxury world have been meticulously planned, **setting this event apart from conventional luxury marketing strategies**.

CAMPAIGN OBJECTIVES

1. Increase public engagement by 30% by the end of the campaign.
2. Boost revenue by 10% year-over-year by the end of the campaign.
3. Gather \$8.5 million to the ORG Malala Fund.

CAMPAIGN TARGET MARKET

Primary: Chanel's high-net-worth individuals.

Ages 28-55, **net worth > \$10M**, live in urban areas with strong luxury retail, value **exclusivity**, quality and ethical practices, are **loyal** to the brand, and seek **limited-edition** items.

Secondary: Luxury fashion consumers.

Ages 18-65, **income > \$80,000**, live in cosmopolitan cities, value **exclusivity** and **status**, are **engaged in fashion**.

CAMPAIGN ACTIVITIES AND SCHEDULE

- Determine guest list and send invitations __ **May 9th-12th**
- Tea reception _____ **May 13th-26th**
- Social media promotion _____ **May 20th-31st**
- Couture Compassion Soirée _____ **June 1st**
- Post-event promotion _____ **June 2nd-22nd**

BUDGET

Expected total <u>expenses</u> after taxes	\$3,095,482
Expected total ticket <u>revenue</u> after taxes	\$13,668,750
Expected total Charm of Change 2.55 <u>revenue</u> after taxes	\$273,375 - \$1,503,562

- Profit -> $\$13,668,750 - \$3,095,482 = \$10,573,268$
- ROI -> 341.57%

- Profit after 20% estimation errors -> \$8,458,614
- ROI -> 273.26%

*All profits will be donated to the Malala Fund ORG.

- Expected total donation -> $\$8,731,989 - \$9,962,176$

KEY METRICS



Uptick of customer engagement and brand awareness



Fundraising

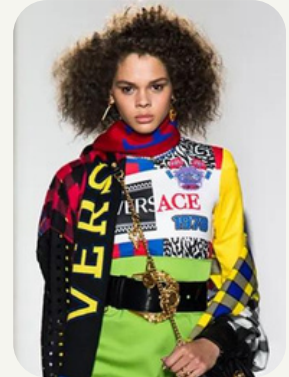


Post-campaign total revenue

II. Description of the event

Established in 1910, the House of Chanel stands as a paragon of influence within the luxury sector. Universally recognized, Chanel possesses a fascination that transcends mere accessibility.

Over time, the availability of luxury has evolved, becoming more attainable to a wider audience and consequently losing some of its exclusivity. Brands are compelled to adapt to the growing Gen Z market, resulting in the proliferation of luxury items such as graphic t-shirts, tote bags, and sneakers, leading to a dilution of the luxury experience into mere logomania. With the ascendancy of this new generation in the luxury market, customer experience has become a paramount factor in defining luxury. Consumers seek to be acknowledged as unique individuals rather than a mere sale number. Luxury brands must effectively communicate their identity and provide an immersive experience. As Forbes states, "Luxury is less about the brands themselves and more about enabling people to become more of who they really are."



Chanel has a set identity: the 2.55 handbag, Chanel no.5 perfume, the little black dress, and timeless tweed jackets have been the focus of the brand for over a century, and the House has made a magnificent job maintaining their essence: revolution, sophistication, and elegance. While elegance is attainable by all, embodying the essence of Chanel is a distinction given upon a select few. It is imperative for the public to comprehend or to be reminded of Chanel's purpose, transcending the perception of a superficial luxury brand. This underscores the critical role of brand marketing in the luxury market.

From Chanel, we know that our loyal customers are our most valuable treasure, and that's why we decide to treat them as best as possible, to take every single client into consideration, to get to know them. For this purpose, an exclusive event will take place at the iconic Lotte New York Palace Hotel on June 1st of 2024, in which Chanel's best customers from across the globe will enjoy a delightful gathering. The Couture Compassion Soirée will be full of unforgettable experiences, like a mini fashion show honoring Chanel's best pieces and an intimate dinner. The event also commemorates the brand's societal contributions through initiatives such as Chanel Supports Black Ambition and the Fight Against Counterfeits. On top of that, the soirée will serve as the backdrop for the unveiling of the brand's most exclusive and limited product launch in years, the handbags Charm Of Change 2.55.

This cause marketing campaign will allocate all proceeds from the limited-edition handbags and attire to a charitable endeavor, the ORG Malala Fund. The ORG Malala Fund aims to assist women in oppressed countries by ensuring 12 years of free, safe, and quality education for girls globally. This altruistic campaign echoes the spirit of Coco Chanel's initiation of the Chanel project at a time when women's fashion fell short of expressing their full capabilities.

III. Campaign objectives

At Chanel, our commitment goes beyond ensuring our customers recognize their importance to us. We are determined in our mission to reiterate to the world how exclusive, valuable, and extraordinary the Chanel experience truly is. Hence, we have cautiously organized a singular, unforgettable event: Chanel's Couture Compassion Soirée. To guarantee the success of this occasion, we have outlined **specific goals** that we are resolute in achieving:

INCREASE PUBLIC ENGAGEMENT BY 30% BY THE END OF THE CAMPAIGN

As emerging luxury brands garner attention and make their mark, we are committed to ensuring that Chanel's prestige remains unparalleled, consistently valuing our clients in a manner that distinguishes us from all others. To actualize this commitment, Chanel's Couture Compassion Soirée will organize one of the most special events seen in years. Additionally, we aim to give our esteemed clients the recognition they deserve, crafting an experience that uniquely highlights their significance for being part of this exclusive gathering. To **measure the increase of public perception**, we aspire to achieve a **75% attendance rate** at the event, complemented by a targeted **30% increase in engagement** on the Chanel Instagram account by the end of the campaign, measured by its uptick of followers and average of comments per post.

BOOST REVENUE BY 10% YEAR-OVER- YEAR BY THE END OF THE CAMPAIGN

After Chanel's Couture Compassion Soirée, we will ensure we have captivated the attention of the luxury sphere. Through strategic social media posts and featured articles in influential fashion magazines, we intend to position our event in every conversation of the luxury world. The affair will **elevate the brand's presence**, capturing the attention of discerning clients within the fashion industry. This **heightened demand** is anticipated to produce a consequential increase in sales. While the brand's growth will be perceptible by the close of 2024, our immediate goal is to increase revenue by 10% compared to 2023 by the end of the campaign.

GATHER \$8.5 MILLION TO THE ORG MALALA FUND

Coco Chanel, a revolutionary force in women's fashion, shattered sartorial norms by incorporating elements of men's fashion, liberating women beyond clothing. Today, the House of Chanel continues its impactful legacy through social causes. At the upcoming Couture Compassion Soirée, we proudly pledge \$8.5 million to the ORG Malala Fund, ensuring 12 years of free, safe, and quality education for girls worldwide. To make this possible, we have set **achievable goals** that include an expected **\$273,375 - \$1,503,562 donation** from the handbags Charm of Change 2.55 and the **total amount of the event proceeds** also dedicated to the Malala Fund ORG.

IV. Campaign Target Market

The campaign caters to individuals who seek high-quality and exclusive products, as well as those who are drawn to the heritage and prestige associated with the Chanel name. The target market values sophistication, classic design, and haute couture artistry, appreciating rarity and uniqueness. The **primary target market** for the Couture Compassion Soirée campaign makes reference to **Chanel's high-net-worth individuals**, which is those individuals who will receive an invitation to the event. The **secondary target market** consists of all **luxury fashion customers worldwide**. Next, there is a table of both target markets analyzed:

	Demographic	Geographic	Psychographic	Behavioral
Primary Target Market	<ul style="list-style-type: none"> · Age: 28-55 · Net worth > \$10M · Gender: both, mainly women. 	Global presence, concentrated in urban areas with a strong luxury retail.	<p>Sophisticated lifestyle that values cultural experiences, art, and exclusivity.</p> <p>Values that appreciate craftsmanship, quality, sustainability and ethical practices in fashion.</p>	Brand loyalty, view their luxury purchases as long-term investments and seek out limited-edition and exclusive items.
Secondary Target Market	<ul style="list-style-type: none"> · Age: 18-65 · Income > \$80,000 · Gender: both, mainly women. 	Global presence, strong in cosmopolitan cities, also emerging markets.	<p>Sophisticated lifestyle and values in exclusivity, craftsmanship, and the status associated with owning prestigious items.</p>	Willing to invest in luxury items. Fashion engagement, likely to stay informed about the latest trends and engage with luxury fashion content in various forms.

V. Campaign Activities and Schedule

MAY 2024						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JUNE 2024						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 Soirée
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

WEEK 1 _ MAY 6TH-11TH, 2024

DETERMINE GUEST LIST AND SEND INITIAL INVITATIONS

In the dynamic world of luxury fashion, maintaining a cherished sense of exclusivity faces challenges. The influx of new brands and increased accessibility may dilute the essence of luxury, while digital platforms risk normalizing certain brands. To fight this trend, Chanel introduces the Couture Compassion Soirée—an extraordinary celebration that reaffirms Chanel's commitment to uniqueness and ethical values in the luxury fashion domain. To uphold the utmost exclusivity, we're carefully selecting 200 global clients to be initially invited to this exceptional event, only 150 of them being able to attend. During the inaugural week of our marketing campaign, the Chanel team will extend personal letters to present guests with the exclusive affair. The invitation process is discreet and curated, aiming to elevate public perception. Our focus is on the primary target audience—high-net-worth individuals celebrated for their appreciation of exclusivity and brand loyalty (further explored in the

Campaign Target Market). For the initial weeks, the event remains undisclosed beyond select invitees and organic word-of-mouth. This limited awareness during the first two weeks aims to heighten the sense of exclusivity of the Couture Compassion Soirée.

CHANEL


Dear Mrs. Sparks,

From Chanel, we express our profound gratitude for your unwavering loyalty to the House. In recognition of your valued patronage, we are thrilled to announce a once-in-a-lifetime event scheduled for June 1st, 2024 in New York, USA.

This exclusive gathering is limited to a select group, and we are pleased to share that only 200 esteemed individuals worldwide, including yourself, have received this special invitation. We look forward to welcoming you to your personal Chanel store for a delightful tea reception where we will provide detailed insights into this unparalleled event, promising an unforgettable experience.

Please do not hesitate to contact your dedicated Chanel store assistant at +4172104776 to finalize a date, allowing us to make the necessary preparations and dedicate our attention entirely to you.

Best Regards,
Alexia Sanes
Chanel Team



WEEKS 2 AND 3 _ MAY 13TH-25TH TEA RECEPTION

By the end of the first week, carefully selected clients have received personalized invitations to visit the Chanel store. In the second week, prospective guests are expected to contact their dedicated store assistant to arrange a meeting. In the following weeks, a carefully planned tea reception awaits the **primary target audience** at the Chanel boutique. The store assistant will reveal **exclusive details about the charity event** during this intimate gathering. At the meeting's end, clients will be able to confirm their soirée attendance with a **\$100,000 contribution**, destined to support the ORG Malala Fund. Notably, only 75% of invitees will secure a spot, creating urgency and a **fear of scarcity based on RSVP order**. As a **token of appreciation**, each guest will receive a carefully chosen camellia flower accessory, Chanel's signature flower. This flower, worn at the event, will enhance the Soirée experience. The tea reception aims to make the **primary audience** feel valued, contributing to an **increased public perception of Chanel**.

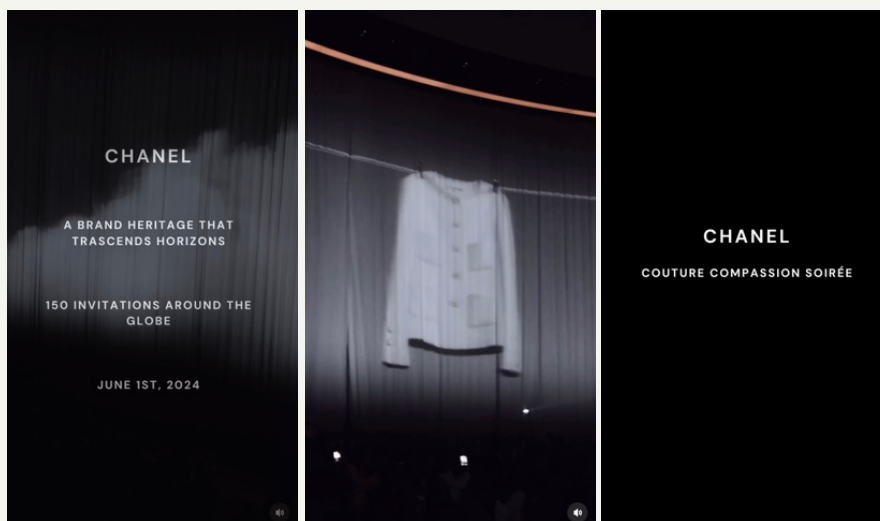
The **unveiling of the Couture Compassion Soirée** to the world is scheduled for the third week (May 19th) of the campaign. On this date, our promotion team will take action through a single **Instagram post** and a **Bing ad**.



SOCIAL MEDIA PROMOTION

So far, only those with invitations were privy to the Soirée, but it is time to unveil it globally. Our social media plan subtly reveals the event to our **secondary target market**. In the luxury sphere, **aspirational content** is crucial for SEO traffic and engagement. The global advertisement aims to spark intrigue, creating a buzz in the luxury fashion industry. The Chanel Instagram account, with 59.5 million followers, and Bing, known for its income-based geo-targeting, will be used **strategically**. This subtle social media presence aims to heighten **brand exclusivity and perception** in both the primary and secondary target market, contributing to **meet our objective of a 10% year-over-year revenue increase**. Now, let's explore the ideas for both types of advertisement, highlighting the details they will reveal.

For both the Instagram post and the Bing ad, envision a black and white video aligned with Chanel's iconic mini-films. This **mysterious advertisement** consists of minimalistic elements against a black backdrop, employing transition sound effects to intensify the intrigue between sentences.



This concise and visually captivating video **maintains the brand's elegance while teasing the unique event**, leaving viewers curious and enthralled.

WEEK 4 _ MAY 27TH - JUNE 1ST COUTURE COMPASSION SOIRÉE

It will not be until June 1st, the last day of the 4th week of the campaign, that the eagerly awaited soirée will take place. Precisely planned for **utmost exclusivity and innovation**, the event will host 200 special guests (150 official guests, 30 press invitees, and 30 other Chanel personnel) at the **Villard Mansion** of the **Lotte New York Palace Hotel**, in Manhattan. The venue will employ the Gold Room for the main event and the Madison Room for an exquisite dinner.



GOLD ROOM



MADISON ROOM



The event will feature **carefully planned activities** in the following order:

NETWORKING OPPORTUNITIES WITH COCKTAIL RECEPTION

Upon entering the Gold Room, guests will savor the most **exquisite** cocktails in New York while **encouraging meaningful connections** among the influential individuals, giving them the opportunity and space to network and socialize.

KEYNOTE SPEAKERS AND CHARITY IMPACT PRESENTATION

Following the cocktail reception, the emcee will deliver a welcoming speech, introducing and presenting the event. The **impact of previous charitable initiatives** will also be shared, explaining how the Soirée's contributions will make a global impact. Afterwards, McKinley Tretler, the Public Relations Director of Malala Fund, will provide a deeper insight into the organization's purpose and its impact on the world.

CHARM OF CHANGE 2.55 - PRODUCT LAUNCH PRESENTATION

The pinnacle of the evening has arrived – the unveiling of the limited-edition Charm Of Change 2.55. Virginie Viard, Chanel's current creative director, will present this exclusive purse launch inspired by the iconic 2.55 bag of Coco Chanel. Crafted from luxurious Lambskin leather in a unique purple tone and featuring a clasp adorned with 290 diamonds totaling 3.56 carats, each of the **30 available units** features a **distinctive characteristic** that sets it apart from every other bag. All proceeds from the handbags will support the **ORG Malala Fund**.

Adding a personal touch, the purse bears Virginie Viard's and Anne Hathaway's (the **face of the handbags**) signatures. Anne, chosen for **celebrity branding** because of her commitment to philanthropy, including women's rights and education, will share her passion for the cause, concluding the presentation of this **exclusive** purses.



FASHION SHOW

In **homage** to the femme icon Gabrielle Chanel and the firm's heritage, guests at this exclusive event will witness a mini fashion show showcasing the most iconic Chanel pieces through history. The runway will also feature the **unveiling** of the precious Charm Of Change 2.55 handbags, showed to the world for the first time.

CHARM OF CHANGE 2.55 - SILENT AUCTION

Being a cause marketing campaign, **all proceeds** from the Charm Of Change 2.55 **will be directed to charity**. Only 20% of the exclusive Soirée attendees will have the **chance to own this unique purse**. The selling mechanism involves a silent auction where guests can bid for the purse, starting at a **minimum bid of \$50,000**. The handbags will be showcased in a crystal box, and guests will have a set timeframe to place their bids, fostering a **sense of urgency**. As dinner approaches, the bidding will conclude, closing the opportunity to contribute to Malala Fund and acquire one of these exceptional handbags.

LIVE ENTERTAINMENT

To enhance the **sophisticated ambience**, the **Tribute String Quartet** group will perform enchanting music as the guests are able to put offers into the charity cause of the purse.

EXCLUSIVE DINNER EXPERIENCE

After closing the silent auction, we will **express our deep appreciation** to our guests by hosting an intimate dinner in the Madison Room. There, our guests will savor the finest custom-cuisine, prepared by executive chefs from the Palace Hotel with **acclaimed culinary expertise** from around the world.

HANDBAG DISTRIBUTION AND EVENT CLOSURE

Following, the **30 bag owners will be revealed and acknowledged** for their support to the charity cause. In closing, the emcee will express our gratitude to every guest for their presence at the Soirée.

CLIENT GIFTING

As a **sign of appreciation** for our cherished clients' attendance to the Soirée, each will receive a gift bag containing a **limited edition** of the iconic **Chanel No.5** perfume.

The Couture Compassion Soirée is crafted to leave an unforgettable mark on our **primary audience**. This exclusive event reinforces our commitment to our clients and social causes. By the end of the attire, we will have **achieved campaign goals** such as improving our primary target audience's perception of the brand and raising \$8.5 million for the ORG Malala Fund.

WEEKS 5 - 7 _ JUNE 3RD - JUNE 26TH

POST-EVENT PROMOTION

Luxury brand marketing thrives on **exclusivity**, maintaining consumer desire through **scarcity**. In the initial four weeks of the Couture Compassion Soirée campaign we raised money for a social cause and increased public perception among our primary target audience. For the remaining three weeks, our focus shifts to **generating buzz about the event** in the broader market, targeting our **secondary audience**. This involves a **strategic promotion strategy**, transitioning from a discreet approach to showcasing highlights of the event in fashion magazines, our official website blog, and social media, all while preserving the guests' privacy. The aim is to **increase public perception**, measured through the engagement on our Instagram account. This boost in popularity is anticipated to increase mid-term sales, targeting the 40% of **aspirational shoppers** who, according to Forbes, have been cautious due to economic concerns. Our post-soirée promotion will increase the interest of this population, contributing to a **10% increase in year-over-year revenue post-campaign**.

VI. Budget

COSTS:

KEY COMPONENTS	DESCRIPTION	TOTAL (FOR 150 GUESTS AND 50 OTHER PEOPLE)
Venue	· Gold Room Rental - \$15,000 · Madison Room Rental - \$15,000	\$30,000
Decor and Ambience	· Full Decor and Floral Design Services - \$20,000 · Signage and Branding - \$3,000	\$23,000
AV Equipment	· Total - \$6,000	\$6,000
Catering	· Tea Reception - \$10/guest (200) · Cocktail Reception - \$70/guest · Three Course Dinner - \$200/guest · Beverages - \$100/guest	\$76,000
Entertainment	· Tribute String Quartet - \$1,200	\$1,200
Marketing & PR	· Social Media & Paid Advertising - \$37,500 · Invitations (200) - \$185 · McKinley Tretler (Travel and Accommodation) - \$4,000 · Anne Hathaway (Celebrity Endorsement) - \$500,000	\$541,685
Other	· Guest Gifts - \$900 camellia/guest + \$165 perfume/guest · Security - \$6,400 · Fashion Runway (Models + Staff + Materials) - \$100,000 · Charm Of Change 2.55 - \$45,000/purse · Photography / Videography - \$0	\$1,669,400
Total	Before Taxes (23% Service Charge & 8.875% New York State Sales Tax) - \$2,347,285	After Taxes - \$3,095,482

REVENUE:

KEY COMPONENTS	DESCRIPTION	TOTAL (AFTER NY STATE SALE TAXES)	
Invitations to the Soirée	\$100,000/guest (150)	\$13,668,750	· Profit -> \$13,668,750 - \$3,095,482 = \$10,573,268 · ROI -> 341.57%
Charm Of Change 2.55	Variable - Estimated Profit \$10,000-\$55,000/bag (30)	\$273,375 - \$1,503,562	· Profit after 20% estimation errors -> \$8,458,614 · ROI -> 273.26%

*All profits will be donated to the Malala Fund ORG.

· Expected total donation -> \$8,731,989 - \$9,962,176

VII. Key Metrics

To gauge the success of Chanel's Couture Compassion Soirée, it's crucial to identify measurable Key Performance Indicators (KPIs). The following indicators are listed and compared to the campaign objectives:

UPTICK OF CUSTOMER ENGAGEMENT AND BRAND AWARENESS

One campaign objective is to enhance public engagement by 30%, with a focus on customer engagement and brand awareness on social media. Chanel's current Instagram account boasts 59.6M followers, averaging around 269 comments per post. Post-campaign, we aim for an average of 425 comments per post and a total of 64M followers, reflecting a 58% and 7% increase, respectively. This results in an overall 32.5% boost in measured public engagement, surpassing expectations. Additionally, public perception will be gauged through attendee participation. Anticipating a 75% attendance rate (150 out of 200 initial invitations), we aim to meet our goal for the soirée attendance.

FUNDRAISING

Another crucial metric is the total funds raised for the charity cause. Anticipating an average donation per guest ranging from 10% to 200% more than the initial bid on the silent auction for the 30 purses, we project revenues between \$1,650,000 and \$3,000,000. Out of this, \$273,375 to \$1,503,562 will be designated as benefits for the Malala Fund ORG. While the exact total funds cannot be specified, the expected proceeds, combined with the \$8,458,614 charity destined from initial ticket sales, indicates a likelihood of exceeding our \$8.5 million fundraising objective.

POST-CAMPAIGN TOTAL REVENUE

Post-campaign total revenue is a relevant and measurable metric. Tracking the increase in sales as an indicator of heightened brand awareness is a key aspect to evaluate the success of the campaign. Setting a specific goal, such as a 10% increase in Chanel's year-over year revenue for the 45-day campaign, provides a clear target to evaluate the campaign's impact on sales and overall business performance. Knowing that the 2023 sales records on the same 45-day period were \$2.12 billion, we aim for this year's to reach \$2.33 billion.

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