



Fashion Industry's Worst
Campaign

Group 10
BECS
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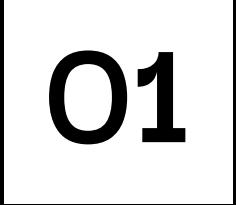
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01



Best Campaign Recap



The Fashion Industry



Brand Identity and Positioning

- Fashion brands are crafted with distinctive identities to appeal to target demographics.
- Brand positioning is reinforced by elements like logos, color schemes, slogans, and celebrity endorsements

Consumer Psychology

- Fashion marketing taps into psychology to understand what motivates purchasing decisions.
- Campaigns often highlight how clothing can elevate social status or foster a sense of individuality.

Influencer Marketing & Social Media

- Fashion brands are among the heaviest users of social media and influencer marketing.
- Visual platforms like Instagram, Pinterest, and TikTok are critical for showcasing new collections and creating interactive experiences.



The Fashion Industry Cont.



Sustainability & Ethical Marketing

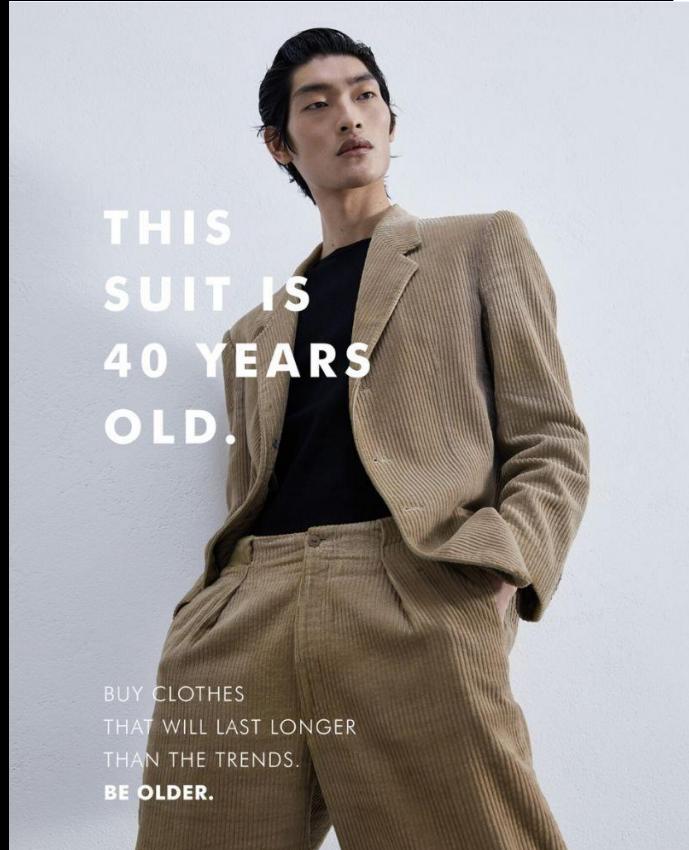
- There's a growing consumer shift towards sustainable and ethical fashion.
- Brands are responding by marketing eco-friendly materials, transparency in production, and fair labor practices.

Personalization & Technology

- With technology, fashion marketers use data analytics and AI to personalize consumer experiences.
- Virtual try-on technologies and augmented reality (AR) are also emerging as ways to engage consumers digitally, reducing friction in the purchasing process.

Retail and E-commerce Strategy

- While brick-and-mortar stores focus on experiential marketing and in-store branding, online strategies lean on SEO, targeted advertising, and user-generated content to drive sales.
- Fashion e-commerce relies on high-quality visuals, reviews, and an easy-to-navigate website to enhance the digital shopping experience.



Recap of Nike's “Just Do It” Campaign

- Nike's “Just Do It” Campaign is simple and attractive campaign with a clear message.
- More universal and non-political
- It has widespread use which extends Nike's appeal from professional athletes to everyday people
- Has become a part of pop culture, being used as a regular phrase outside of sports
- Has remained relevant for decades without getting old



Balenciaga

- Balenciaga is a luxury fashion brand known for its cutting-edge designs, provocative marketing, and distinctive streetwear-luxury fusion.
- Founded in 1919 by Spanish designer Cristóbal Balenciaga, the brand became iconic for its innovative shapes and structures which redefined modern fashion aesthetics.
- After being acquired by the Kering Group, Balenciaga experienced a resurgence, especially under Creative Director Demna (formerly Demna Gvasalia), who introduced a subversive, contemporary twist on high fashion.
- Known for bold, sometimes controversial campaigns, the brand appeals especially to younger consumers seeking distinctive, avant-garde pieces.
 - Its collections often play with exaggerated silhouettes, asymmetry, and streetwear influences, setting it apart from traditional luxury brands.





02

Worst Campaign Analysis





Price range:
\$400 - \$7,000

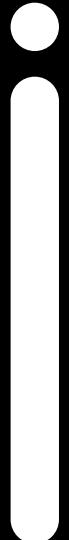
Product Characteristics

Anti-Fashion

Luxury

Avante garde and
experimental style





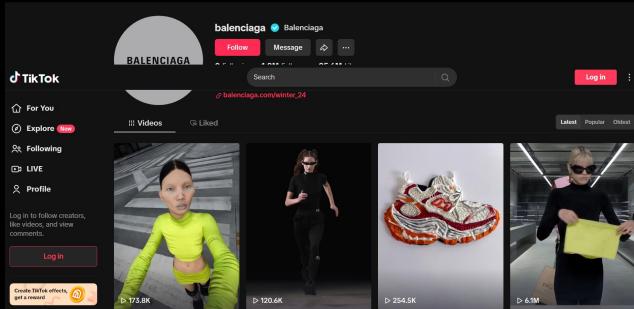
Promotions

Social media:

Instagram

X (Twitter)

Tik Tok



Celebrities sponsorships
and Ambassadors





Places

Balenciaga can be found in high end stores, and through the website online.





International Markets



the United States, Japan, China and Korea, being top purchasers.

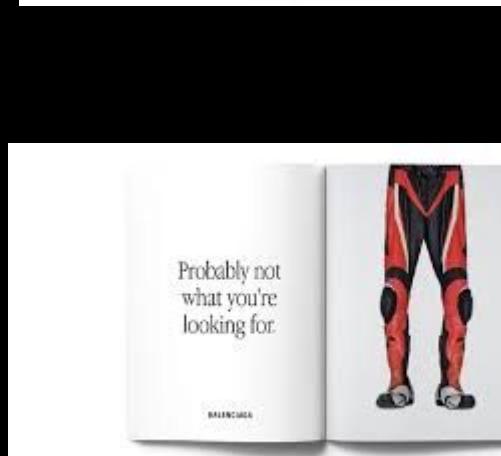
Balenciaga doesn't break down its revenue. It's Parent company Kering will break down its revenue stream, but note this includes several other companies.

23% north america,
Asia-pacific 35%,
Western europe 28%,
14% other



Balenciaga has approximately 300 stores worldwide. China has the most Balenciaga stores of any country, with over 60 locations.

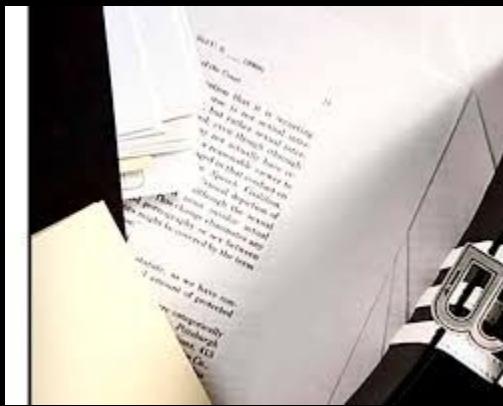
←



←
i



Worst Campaign



LIFESTYLE

Balenciaga under fire over 'creepy' ads of kids with 'bondage outfits'

By Brooke Kato

November 21, 2022 | 9:45am



Backlash



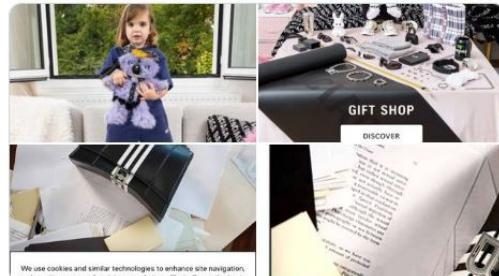
shoe

@shoe0nhead · Follow



the brand "Balenciaga" just did a uh.... interesting... photoshoot for their new products recently which included a very purposely poorly hidden court document about 'virtual child porn'

normal stuff



10:26 - Nov 20, 2022



Read the full conversation on Twitter

120.6K

Reply

Share

Read 4.5K replies

10:56

AT&T

Tweet



kelli

@kelliislove43

Balenciaga is TRASH, they are hurting our children so disgusted 🤢
@KimKardashian tagging Kim cause she's so tied to it.... so gross



shoe

@shoe0nhead · 1d
the brand "Balenciaga" just did a uh.... interesting... photoshoot for their new products recently which included a very purposely poorly hidden court document about 'virtual child porn'

normal stuff

Show this thread





Consequences

Balenciaga experienced in the fourth quarter a 7% drop in revenue

Fell to €5.28 billion euros (\$5.67 billion,) below the €5.48 billion that analysts had forecast

Restructured the marketing department.

03

i Balenciaga Makeover Strategy

How can this campaign be fixed?

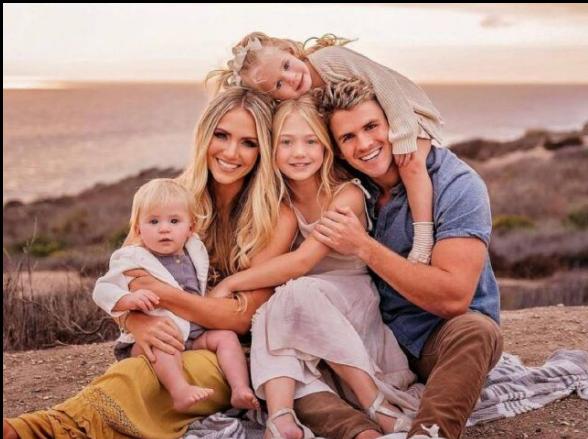


Makeover

- Exploitative framing of images involving children→ Portray family-friendly themes that highlight innocence, warmth, and creativity
- Campaign was viewed as neglectful of social ethics→ Pledging a portion of profits to organizations supporting children's welfare/sponsoring educational initiatives on child safety
- Ambassadors like Kim Kardashian faced backlash for their association with the campaign, risking reputational damage→ Partner with ambassadors known for family-oriented values and children's advocacy to endorse the revised campaign



@Zeth - 12.9 million followers (tiktok)



@savv.labrant - 30.2
Million followers (tiktok)

Makeover Cont.



“Balenciaga Bright”: Where Holiday Magic Meets Family Moments”



- Cozy holiday scene with families, reinforcing warmth, love, and creativity through age-appropriate gifts and environments
- Styled in Balenciaga pieces, capturing authentic family celebrations with a touch of luxury.
- Highlight family-centered stories
 - gift-giving, traditions, and celebrations
- Each visual subtly integrates Balenciaga's designs, making them part of holiday memories

04

Campaign Storyboard

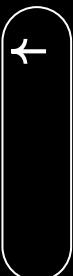


VOGUE



Although she is able to make friends later, the time she got bullied has always been a nightmare for her. ...She always wake up at the middle of the night.





05 Conclusion

Bringing a touch of elegance and warmth to the holiday season, "Balenciaga Bright" creates a heartwarming scene that highlights the joy of family traditions, gift-giving and holiday celebrations. The campaign captures authentic family moments through Balenciaga's creations, blending luxury with love and creativity to make the holidays unforgettable. By focusing on family-centric stories, Balenciaga seamlessly integrates its designs into holiday memories, making each piece feel like part of a cherished tradition. Every gift and gathering embodies the spirit of the season in timeless Balenciaga style.





Thank you

