



HOW TO LEVERAGE LOCALIZED MARKETING STRATEGIES TO REACH CHINESE CONSUMERS

Abercrombie & Fitch

Final Project
CMGT 553 Shiqi (Eunice)Liu



agenda

Literature review

Brand history

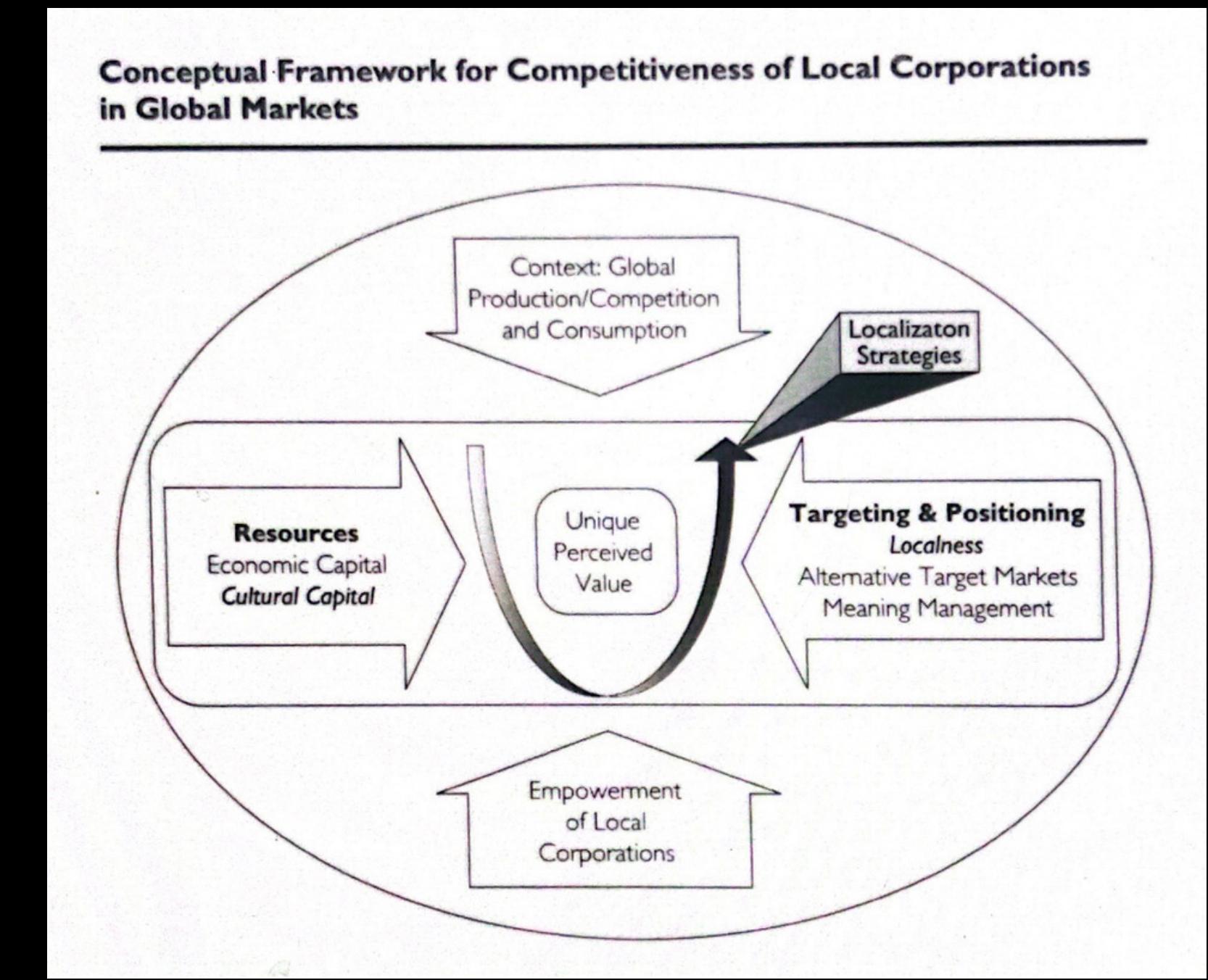
Current marketing efforts

SWOT

Brand application

Localized Marketing Strategy

Cultural Resources
+
Positioning of localness
to alternative target markets
=
Unique Perceived Value



LITERATURE BACKGROUND



**VAN HEERDEN AND
BARTER (2008)**

suit the local culture in order
to have the desired effect on
the target market.



HARON (2006)

subject to the differences in
culture, languages, economic
growth, customer values and
even lifestyles,



**HE AND HARRIS
(2020)**

The consumer decision-making
process tends to be driven purely by
self-interest and emotions;



Consumers are less likely to be
satisfied compared with how they
behaved before the pandemic.

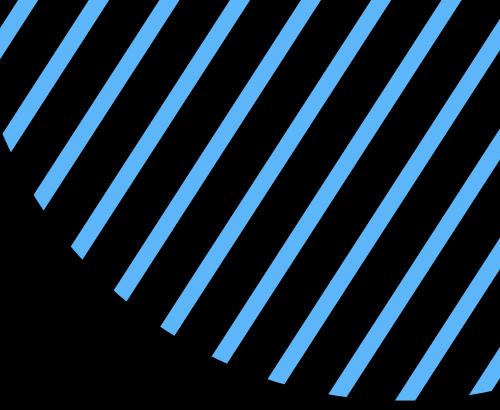
YU AND HU (2020)

Be aware of local cultural nuances with cultural sensitivity;
Adopt a mixed approach to optimize the marketing strategies;

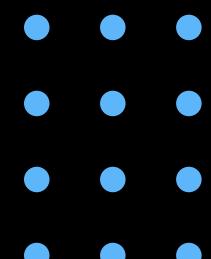
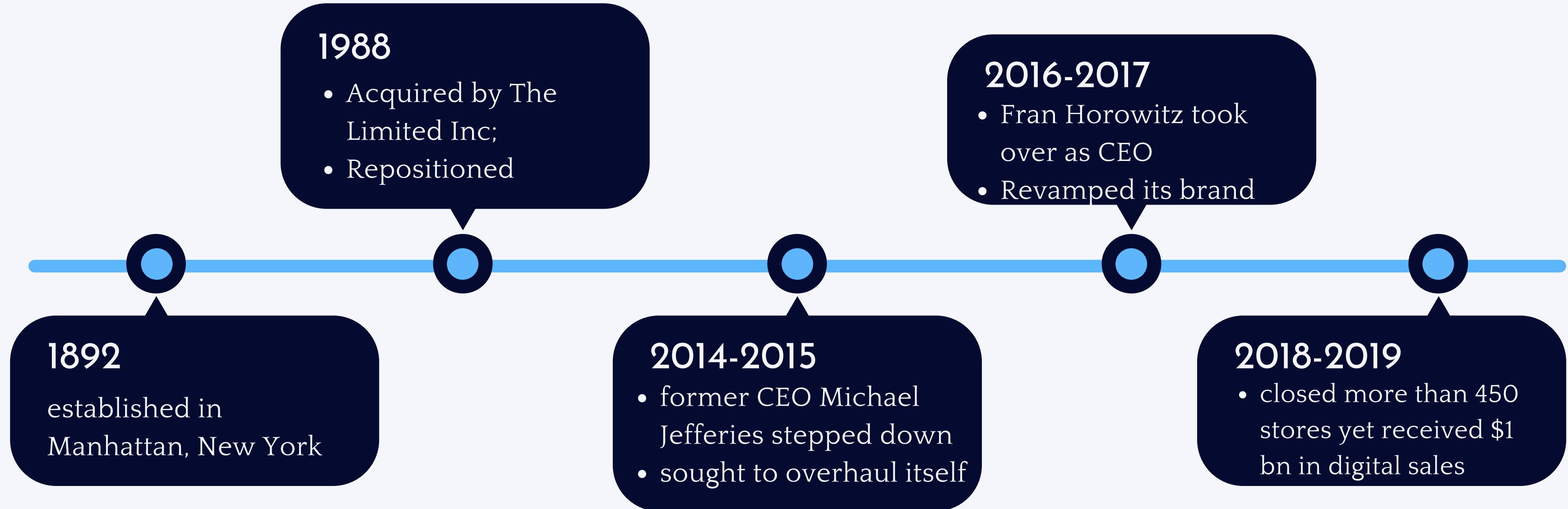
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Brand History





Brand History



Current marketing efforts

After the pandemic hit...



INSTAGRAM
A&F CONVERSATIONS X MEGAN RAPINOE

TIKTOK
#MOREHAPPYDENIMDANCE

SHUT ITS FIRST
STORE IN
MAINLAND CHINA



Strengths

- Strong brand image and global recognition
- Wide product portfolio

Weaknesses

- Overly priced
- less aspirational

SWOT Analysis

- Business expansion through online channels
- Social media marketing: Douyin, RED, influencers
- Local brands collabs

- Strong competition from other rivals that dilutes market shares for A&F
- Brand patriotism
- Changes in consumer preferences

Opportunities

Threats



Aēsop®

- In-store retail experience
- localized design strategy
- weave brand culture/values into the shopping experience



Brand Application

- **In-store retail experience**

- localized store design
 - pop-up stores
-

- **Collabs to enhance social media presence**

- partner with domestic brands/designers
 - co-create with local influencers/celebrities
-

- **localization efforts in marketing/
packaging/product languages**



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Aesop in Shanghai, China



Louis Vuitton in Chengdu, China

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Uniqlo x POP MART

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● localization efforts in marketing/ packaging/product languages

Coca Cola x PEACEBIRD

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Thank You!

