

A photograph of four models (three women and one man) wearing winter clothing, including coats, scarves, and hats. They are standing against a white background. The image is framed by a thick red border.

Esprit Communications Plan

ProximityLive BBDO, Shanghai

July 2011

ESPRIT

esprit.com



PROXIMITY LIVE



A quick recap of **Our Current Position in China ...**

We know that Esprit was appealing at one point in time,
but the Chinese youth's mindset has since **shifted**...

Based on your recent findings **our consumers see...**

A photograph of four models (three women and one man) dressed in winter attire, including coats, scarves, and hats. They are standing against a white background. Three semi-transparent grey circles are overlaid on the image, each containing text. The bottom right corner features the Esprit logo and website address.

A brand that isn't
modern, progressive,
and fashionable

A brand that has
aged, catering to an
aged consumer

A brand that does
not tell exciting
stories

ESPRIT

esprit.com

There is a clear divide between their perception and our brand. This requires us to shift ESPRIT towards being a more fashionable and exciting brand

A photograph of four models (three women and one man) dressed in winter attire, including coats, scarves, and hats. They are standing against a white background. Three semi-transparent circles are overlaid on the image, each containing text. The bottom right corner features the Esprit logo and website address.

Target a younger
modern and fashion
-driven consumer

Refresh the brand
while keeping our
existing loyal
consumer

Tell more exciting and
fashionable stories
about the brand

ESPRIT

esprit.com

A large, faint background image of a target with concentric circles. Three arrows are shown hitting the bullseye in the center. The arrows are light red with dark red fletching.

And reinforce Esprit as an **Affordable Luxury Fashion**
brand as our underlying goal

behind all communication efforts moving forward ...

Luxury Fashion



Affordable Luxury Fashion



Fast Fashion



Current position by perception





And The Perfect 3 Campaign will kick off this **TURN**
In perception

AGENDA

OUR MISSION

COMMUNICATION OBJECTIVE

OUR STRATEGIC APPROACH

OUR COMMUNICATION PLAN

Appendix

OUR MISSION



Develop a comprehensive and actionable communication plan for Esprit in China keeping our underlying goal on top of mind:

Reinforcing Esprit as an Affordable Luxury Fashion brand

OUR COMMUNICATION OBJECTIVES

Successfully promote **The Perfect 3** products in China

Drive maximum sales in China

And, ultimately Reposition Esprit a must-have “**affordable luxury lifestyle**” brand amongst our target consumers

* Note: All initiatives to be consistent with PHD'S media strategy



The audiences we want to reach...

Primary

The modern Chinese women, aged 25 – 45 *

Influencers

- Media
- Celebrities and Key Opinion Leaders
- Stakeholders

OUR STRATEGIC APPROACH

To deliver upon our communication objectives, our strategic approach will consist of two areas

1

Identify and communicate key brand message priorities

2

Execute an integrated, holistic communications plan

To identify and develop **key messages** that communicate our defined brand positioning to Chinese audiences,

We recommend to focus on the following **3 key priorities**

Brand Purpose
To fashion China??

Key Priority 1

Affordable luxury
fashion brand, first
and foremost

Key Priority 2

High-end quality
and aesthetically
trendy fashion

Key Priority 3

Fun, Exciting
and trendy

Behavioral Codes
Exciting, trendy, ...

Need the description of the
“Esprit Women”

How do we add depth to our messages?

Affordable luxury fashion brand,
first and foremost



Show **celebrities** with Esprit and give **customers** **advices** on how to dress like big stars with Esprit clothes

High-end quality and
aesthetically trendy fashion



Showcasing the **quality, colors, materials,** and **aesthetic dynamic** of the clothing

Fun, Exciting and trendy



Keep up with **social media trend**. Convey the information that Esprit is a brand like this

Messages will be communicated across
integrated touch points in an emotional and
compelling way that speaks to our audiences,
wherever they are

OUR PROPOSED COMMUNICATION PROGRAM

A **phased approach** to communicate Esprit in China

This **affordable luxury fashion** message will be delivered
to our Chinese target audience across relevant
communication touch points

WITHIN OUR ONGOING INTEGRATED COMMS PLAN

PR & Editorial



Paid Media



Digital & Social Media



Partnership and Sponsorship



Experiential



* To be further discussed upon receiving Esprit 2011 – 2012 marketing calendar brief

Key Marketing Initiatives

Q1 August-November 2011

- The Perfect 3 Kick-off

Q1 Communication Priorities

Touch Points	August	September	October	November
Marketing Activities	The Perfect 3 kick-off			
Press Release	- The Perfect 3 kick-off - Fall/Winter 2011 collection			
Editorial Angle	Esprit new series "The Perfect 3"	Esprit brand story , heritage and design inspiration		
Paid Media				
Social Media	Renren public homepage set-up			
Sponsorship and Partnership				
Other	N/A			

The Perfect 3

- Media burst to introduce Esprit new series “The Perfect 3” to Chinese media and target consumers to generate brand hype
 - Partner with cooperated media to create exclusive PR content
- Media caravan with small groups in the boutique to demonstrate Esprit’s latest seasonal collection



Creative Media Partnership (Print)



Partner with 1 select luxury fashion print media title to create a cover story of Esprit new product series “The Perfect 3” and a fashion photo shoot of her latest collection which reflects the “Affordable Luxury Fashion” brand style

Contents

- Leverage ad buy to maximize the editorial exposure
- Provide Fall/Winter 2011 collection items for exclusive photo shooting
 - Proposed media title: ELLE/Vogue
- Expected Issue Date: October/November

Q2 December 2011-March 2012

Make a Wish Digital Campaign

Q1 Communication Priorities

Touch Points	December	January	February	March
Marketing Activities	Make a wish digital campaign launch			
Press Release	-Make a wish digital campaign launch			
Editorial Angle	Make a wish together with Esprit			
Paid Media				
Social Media	Creative dialogue online to generate netizens to discuss Esprit brand			
Sponsorship and Partnership				
Other	N/A			

Make a Wish Digital Campaign

- Media burst to introduce Esprit **Make a Wish** digital campaign to Chinese media and target consumers to generate **brand hype**
 - Partner with cooperated media to create **exclusive PR content**
- **Media caravan** with small groups in the boutique to demonstrate Esprit's latest seasonal collection

Esprit Make a Wish Digital Campaign

- Create online dialogue on **BBS/SNS channels** to generate netizens to discuss on Make a Wish digital campaign
- Engage **3-4 celebrities and fashion bloggers** to dedicate blogs Esprit's designs and inspirations to maximize **IWOM** especially on Esprit Make a Wish Digital Campaign
- Leverage Esprit Make a Wish digital campaign to promote Esprit new affordable luxury fashion style positioning and **her iconic products**

Social Media Initiatives - BBS/SNS Sites

Bloggers

- Engage 1-2 local celebrity to attend the Make a Wish digital campaign and actively blog about her personal experience, inspirations about “Make a Wish” on BBS/SNS/ fashion blog sites/ personal sites
- Engage 1-3 savvy fashion and design KOL bloggers to dedicate blogs on Esprit Make a Wish digital campaign to maximize IWOM especially on Esprit new affordable luxury fashion style positioning and her iconic products