



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...



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





behind all communication efforts moving forward ...

#### **Luxury Fashion**











#### Affordable Luxury Fashion









#### **Fast Fashion**



ME&CITY

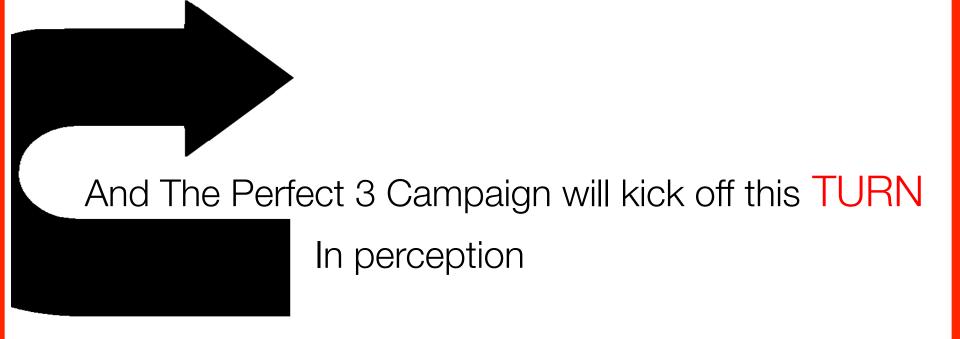
Meters/bonwe





Current position by perception





## **AGENDA**

**OUR MISSION** 

COMMUNICATION OBJECTIVE

**OUR STRATEGIC APPROACH** 

OUR COMMUNICATION PLAN

Appendix

# **OUR MISSION**



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



# **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

# Behavioral Codes Exciting, trendy, ...

#### **Key Priority 3**

Fun, Exciting and trendy

Need the description of the "Esprit Women"

## How do we add depth to our messages?

Show celebrities with Esprit and give Affordable luxury fashion brand, customers advices on how to dress like big first and foremost stars with Esprit clothes High-end quality and Showcasing the quality, colors, materials, aesthetically trendy fashion and aesthetic dynamic of the clothing Keep up with social media trend. Convey the Fun, Exciting and trendy 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



\* 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