

**Client Name: Amazon Fresh**

**OBJECTIVES / WHAT ARE WE TRYING TO ACHIEVE?**

What is the marketing / communication objective?	1) Encourage affluent fashion shoppers to shop on amazon fashion for their everyday fashion needs 2) Leverage content/media to drive cross-selling
--	---

**WHO ARE THE CONSUMERS?**

Consumer among whom we would need to meet this objective.	Affluent fashion shoppers. Fashion shopper who are comfortable shopping on Myntra, Ajio etc
---	---

**BARRIER / OPPORTUNITIES-**

<b>Consumer Barrier/Opportunity</b> -What is stopping consumer presently from considering the brand and/or what is the consumer opportunity to leverage to meet the objective?  <b>Category/Competition Barrier/Opportunity</b> -Is there a category/competition insight/opportunity/barrier which is relevant in meeting the objective?  <b>Brand Barriers/Opportunity</b> - Is there any brands barrier/opportunity coming in a way/facilitating these objectives?	Fashion features among the top 3 categories driving frequency of visits online. However this category is led by fashion only platforms like Myntra, Ajio etc who enjoy higher consideration due to their credentials in the fashion space and the presence of high value brands(eg H&M, Zara etc). Further Amazon fashion scores high in functional metrics like value, convenience but low in aspirational metrics like trendiness and selection due to how the app is designed.
c	

**COMMUNICATION STRATEGIES**

How is current communication design to address these barriers /opportunities?  What needs to be highlighted in order to overcome these barriers/leverage the opportunities?	Amazon fashion is launching new comms signalling the shift from festive fashion to everyday fashion. The brand's ambassador, Ananya Pandey will play a key role in promoting advocacy for the platform as the premier destination for top brands. Need to highlight- a) Launch of top brands on the platform b) Ability to design a complete look on the platform
---	--

**GEOGRAPHICAL NUANCES**

Markets to Focus	Metros followed by rest of top 57 cities in India
------------------	---

**MEASURE TO SUCCESS**

What is the measure of success?	- Increased Frequency of visits among affluent audience
What is the shift we want to see?	Lift in consideration for amazon fashion and lift in perception metrics like trendiness, selection etc