



# Creative Brief

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## Market Information

- The Lingerie, Swimwear & Bridal Stores industry is segmented into the following categories (market share %): lingerie and sleepwear (43.4%) and swimwear (22.8%), bridal gowns and accessories (14%), fur apparel (3.3%), and other (16.5%). (McGrath, 2021).
- Victoria's Secret (VS) is the market leader in the industry that is characterized by high competition and low market share concentration.

Brand	Share %
L Brands (Victoria's Secret, Bath & Body Works, Pink)	10.4
La Vie en Rose Inc.	4.1
Other	85.5

- North American stores generate 53% of total sales, while digital and international sales constitute 40% and 7%, respectively.
- Since 2016, market share has declined, from about 21% to 10.4%, due to a loss in consumer interest.
- The brand is perceived to be non-inclusive and portrays limited aspects of femininity and what is considered sexy.

## Brand profile

- VS differentiates itself by offering a wide assortment of modern, fashion-inspired collections that provide superior quality, fit, function, and feminine feel. (Victoria's Secret & Co., n.d.)
- VS provides the best-in-class store services, including its signature bra fit experience that is provided by experts.

### **Brand insight from a loyal customer**

" Their stuff is so well designed, meanwhile you could find the underwear you need for all occasions, in all color or fabrics. So, when I get a super tight dress or nude color dress or low cut dress that I can't wear regular underwear or bra, VS is the go to store because I know I will be able to find what I need." (Zhu, 2017).

## Competitor profile

VS faces competition from a wide variety of retailers operating in the same domain including individual and chain specialty stores, department stores, and discount retailers (MarketLine, 2022). However, they lack product diversity and the distinctive brand recognition that VS has in the market.

## Target market profile

Demographics: Urban; Women, 16-60 years old; Men, 22-70 years old; income \$25,000 and above; primary age group: Gen Y (millennials) and Gen Z.

Psychographics: Experiencers, liberal, vivacious, and expressive.

Behavior: Seek quality, good fit, function and product variety for various needs and occasions; will be loyal if they feel represented by the brand.

Media habits: Digital and social media, and fashion magazines.

## Budget

\$5 million.

## Problem

Amidst growing trend towards the empowerment of women and following backlash for promoting an unhealthy and over sexualized body image for women, VS is attempting to reposition itself as a more inclusive lingerie retailer that caters to the needs of all women. The challenge for the company is to change consumer perception of the brand, from being a provider for a certain class of women, to one that genuinely embraces diversity.

## IMC Objectives

- Alter the current consumer perceptions and bad reputation associated with the old image of VS.
- Create interest amongst consumers of various ages as the brand offers goods for every kind of woman.
- To reposition the brand as representative, diverse and inclusive.
- To achieve an awareness level of 75% for the new image.

## Positioning Statement

“Victoria's Secret is a specialty retailer of women's intimates, apparels, and beauty products. The brand represents a wide assortment of fashion-inspired collections that provide superior quality, fit, function, and feminine feel to inspire, uplift, and empower every woman.”

## Creative Objectives

- To depict a brand image that is perceived to be inclusive: represents all women. Portray that women from all different backgrounds, shapes and sizes can be “sexy” and “confident”. Consumers need to feel that they are represented by the brand again.
- To show an emotional association with the brand that inspires a feeling of empowerment in every woman.

## Creative Strategy

### The big idea

Central theme: Inclusivity, inspiration, and empowerment.

### Tone and style

The message will be presented in a vivacious manner.

## Appeal techniques

Positive and emotional appeals: Associate brand with positive feelings of happiness and empowerment.

Lifestyle appeal: Associate the brand with a modern, trendy lifestyle.

## Creative Execution

- Bring back the iconic Victoria Secret Fashion Show which lastly took place in 2018 (Thomas, 2021)
- Make it available exclusively on a platform such as Netflix or Crave.
- Make the brand stand out again by having the “classic” Victoria’s Secret angels walk with women who represent women from all different shapes, sizes, and backgrounds.
- Show that the brand wants to represent all women by having an open casting for the show. Use the slogan, “You can be an angel”, to attract women to the casting and engage them with the brand. We want to stick to the authentic Victoria’s Secret angel theme but also communicate that any and every woman can be part of the fantasy.
- The show should be seen as a celebration of all women, making it a positive, and emotionally appealing.
- Use testimonials from show participants and engage target on social media in order to create more buzz and hype about the show and the brand.
- In addition, communicate via online banner/video ads, outdoor signage, and ads in fashion magazines.

Our idea to bring back the Victoria’s Secret fashion show is simply related to how iconic it used to be. Models used to wear wings and bras that were worth millions of dollars, while some of our favorite artists performed on the walkway with them. The brand has finally made changes to make sure they serve consumer’s needs/wants while also adapting to the changes in the market. Unfortunately, their reputation is still stained, and it is time to make Victoria’s Secret the brand that every woman feels represented by.

## References

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