

Brand profile

- VS offers a wide assortment of modern, fashion-inspired collections that provide superior quality, fit, function, and feminine feel.
- VS provides the best-in-class store services, including its signature bra fit experience that is provided by experts.

Market profile

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



Market leader in the industry that is characterized by high competition and low market share concentration.



Since 2016, market share has declined, from about 21% to 10.4%, due to a loss in consumer interest.



North American stores generate 53% of total sales, while digital and international sales constitute 40% and 7%, respectively.



The brand is perceived to be non-inclusive and portrays limited aspects of femininity and what is considered sexy.

The target consumer

- **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.



Attitudes that we want to change

- Alter the perceptions and bad reputation associated with the old Victoria's Secret.
- Present the brand as a representative, diverse and inclusive.
- Portray that women from all different backgrounds, shapes and sizes can be "sexy" and "confident"

The big idea

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.
- To show an emotional association with the brand that inspires a feeling of empowerment in every woman.

Creative Strategy

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.
- 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.
- Have 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.
- 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.