**Media Strategy:**

Given that we are trying to reach a large variety of people, we would describe the campaign as a mix shot gun and profile-matching strategy. Shotgun is implemented when the target market’s profile “has a broad scope” (Tuckwell, 2017, p. 134). The main target market for our campaign is urban women between the ages of 16-60. The brand offers a large line of products that cater to all ages, needs, and budgets. We also need to keep in mind that people may purchase products from the brand for their loved ones, as gifts (such as men between the ages of 22-70).This means we need to reach those who may not shop the brand for themselves. Profile matching is used for targeted forms of advertising such as magazines and internet ads (Tuckwell, 2017, p. 135), which the campaign will include.

These strategies are ideal when the main goal is to reach as many people as possible (Tuckwell, 2017, p. 134). We want to raise awareness about the new Victoria’s Secret to anyone and everyone. The brand now offers maternity and mastectomy bras, displays curvier mannequins in stores (Jeunesse, 2021). It also has started a new initiative called “VS Collective” which features role models from different industries such as the tennis player, Naomi Osaka (Jeunesse, 2021). That’s what we want the public to see. Given that we also have a set budget, the shotgun strategy is the most cost-effective way to reach many (Tuckwell, 2017).

**Nature of the Message:**

Given that the main appeals identified for this message are positive, emotional and lifestyle, one of our biggest goals is to make sure this campaign is interactive. This is also important due to the message we are delivering. Since we are trying to reposition the brand as one that represents all women, we want people to be able to interact with the campaign and give their input. We want people to look at the different vehicles of the campaign and put the brand back on their minds. The vehicles that were chosen for this message were; the fashion show, interactive mirrors in stores, a TikTok, magazines, online ads, as well as outdoor billboards. These will be discussed in further detail on page 2.

**Geographic Market Priorities:**

The geographic focus for this campaign will be national. There will be an emphasis on the online world, as well as, large urban areas such as Toronto and Vancouver. The outdoor advertising will be placed in places such as Dundas Square and the interactive mirrors will be placed in stores, located at shopping malls, such as Square One and Eaton Centre. The event will take place in Canada, but it will be broadcasted internationally. The Tik Tok trend will also be created within Canada, but the platform will allow for anyone around the world to interact with it. By using online vehicles, it will allow the campaign to reach people beyond Canada.

**Timing of Advertising:**

Given that a major part of the campaign is to be as interactive as possible, the timing of our campaign will take place during people’s leisure time. The standard working hours for most people tend to be 9-5. The event will take time during the evening, around 8 pm, as this is a time where most people have reached home and have eaten dinner. The campaign will also follow a blitz schedule. We are trying to raise awareness as much as we can in a short period of time (6 months). There will be anticipation built towards the fashion show, but the campaign in its entirety will focus on being interactive and reaching as many people as we can.

The Tik Tok trend will be shared/published first thing in the morning. This is because we know that the first thing people do when they wake up is check their phone/ social media accounts. It will further be shared during lunch time (between noon and 1:30). The most publishing, however, will take place after 5.

Since we are targeting women of all different ages, the timing of the interactive mirror will run all day long. We are still aware that most people will go to shopping malls during their lunch break, after work and on the weekends. Nonetheless, we still need to keep in mind women who are stay at home mom’s, retired women and those who may be on maternity leave. Therefore, the focus will not be entirely on those who work the standard 9-5, as many women are not part of this group.

**Reach/Frequency/Continuity:**

With this six-month campaign, the goal is to raise awareness about the new brand image. Therefore, reach and frequency is very important throughout the campaign, especially during the initial phase. This is why there are several media outlets implemented. We want to make sure we reach a large number of people as quickly as possible. Continuity will become a priority towards the end of the campaign, closer to the date of the fashion show, as we’d like to build anticipation for it.

**Engagement:**

As it has been previously stated, a big objective for this campaign is to be very interactive. It has been stated by media planners that if engagement is a “strategic priority” then online and mobile advertising messages must be entertaining (Tuckwell, 2017, p. 141). This is why we chose vehicles that will allow people to engage with them however they please. For instance, people may choose to recreate the TikTok trend, they may take a selfie on one of the interactive mirrors and post it online, and they may choose to watch the fashion show and “react live” via Twitter or on the platform itself. There is an emphasis on online activity, as it has been stated that browsing on social media and the web accounts for 60% of Canadians leisure activities (Hirchberg, 2019). We want people to feel like they are a part of the campaign. We don’t want the brand to be seen as the fantasy that real women will never be able to achieve. We want them to feel like Victoria’s Secret is their brand.

Despite all the different vehicles being used, they will all feature the hashtag #WeAreVS, in order for people to tag us on whatever they are sharing about the campaign. This could include a selfie with the interactive mirror, a repost on our Tik Tok, a live comment during the show, or simply an honest reaction to the campaign. The main objective is to start a conversation about the campaign. This way, even if people are not too familiar with it, they can simply click on the hashtag on their favorite social media platform and get insights on what the campaign is about. It may even lead them to engage themselves.

**IMC Vehicles:**

**The event -Victoria’s Secret Fashion Show**

The biggest factor of this campaign will be the relaunched Victoria’s Secret fashion show. It will feature the traits which have made it so iconic throughout the years, such as the million-dollar bras and everyone’s current favorite artist performing along the models. This time however, women of all shapes and sizes will get to walk the runway. An open casting will be held in order to truly solidify that Victoria’s Secret is now inclusive. We want ordinary women to walk the runaway, in order to communicate to the world that anyone can be a Victoria’s Secret angel.

The original plan was to host the show on a streaming platform such as Netflix, but it has been decided that YouTube will be a better platform as it is completely free, meaning the campaign will reach more people. Furthermore, by hosting the show live on YouTube, it will allow viewers to leave live comments and reactions, therefore, creating more engagement. The show will be roughly 45 min long.

**Interactive In-store Mirror:**

The goal with this vehicle is for women all around the country who did not participate in the open casting to still feel like they are an angel. This mirror will have the silhouette of the iconic model wing with lights. There will be a designated space between the wings so that women can look in the mirror and feel like they are a part of the fantasy. This will also solidify engagement, as we hope that many will take selfies and upload them online, spreading even more awareness. The mirror will also feature a hashtag on the corner #WeAreVS, which will allow people to tag us on their social media platforms.

**Tik-Tok Trend:**

The campaign will feature Tik Tok specifically due to how interactive the app is. One of the things users do is recreate a trend or video idea that another user has made, and everyone puts their own personal twist to it. The videos are then compiled together into one big list as long as users use the sound of the original video. We want to start a TikTok video/trend that anyone can recreate or “stitch” which allows users to react to a video side by side.

A TikTok will be published from the company’s verified account and it will feature one of the Victoria’s Secret angels. “Hey TikTok! My name is \_ and I want you to show me your runway walk.” This is what the model will start the video with, she will show her runway walk and then the hashtag will appear. The TikTok will be shared in different social media platforms in order to reach many and hope that they will engage with the TikTok by showing their runway walk.

# Bibliography

Hirchberg, S. (2019, April 2). *Canadians and Their Leisure Time: Leisure Study Part 1.* Retrieved from Booknet Canada: https://www.booknetcanada.ca/blog/2019/4/2/canadians-and-their-leisure-time-leisure-study-part-1

Jeunesse, M. L. (2021, December 29th). *Unpacking the Victoria's Secret Rebrand*. Retrieved from Teen Vogue: https://www.teenvogue.com/story/unpacking-the-victorias-secret-rebrand

Tuckwell, K. J. (2017). Planning for Integrated Media . In K. J. Tuckwell, *Integrated Marketing Communications.* via VitalSource.