



MICHAEL KORS



RESULTS

- Expanded customer base
- Increased market share
- Strengthened brand perception
- Improved sales and revenue
- Enhanced brand loyalty

The implementation of a well-defined audience strategy for luxury athleisure helped Michael Kors capture new market opportunities, strengthen their brand presence, and drive growth in the evolving athleisure market.

Transformed their Audience Strategy and Conquered the Luxury Athleisure Market



CHALLENGE

Michael Kors, a luxury fashion brand known for its high-end products, faced the challenge of developing a new audience strategy to tap into the growing market for luxury athleisure wear. They needed to expand their customer base beyond their traditional audience and attract younger, fashion-forward consumers who prioritize comfort and style in their activewear choices.



PROCESS

- **Market Research and Trend Analysis:** Analyzed industry trends, competitor strategies, and consumer insights
- **Audience Profiling and Segmentation:** Created detailed audience profiles & segmented the target audience based on their preferences, interests, and lifestyle choices
- **Brand Positioning and Messaging:** Developed a brand positioning strategy & crafted compelling messaging
- **Product Development and Assortment:** Aligned product development efforts with the new audience strategy & curated a diverse assortment of athleisure products
- **Marketing and Communication Campaigns:** Executed targeted marketing campaigns across various channels & leveraged data-driven insights and segmentation to tailor messaging and creative assets for different audience segments.



SOLUTION

- **Audience Segmentation:** Conducted audience segmentation to identify distinct target segments within the luxury athleisure market (e.g., fashion-forward millennials, fitness enthusiasts, working professionals).
- **Tailored Ad Messaging:** Created customized ad messaging that resonated with each target audience segment, highlighting unique value propositions and addressing specific needs and preferences.
- **Personalized Ad Targeting:** Utilized advanced targeting options such as demographic targeting, interest-based targeting, and remarketing to deliver relevant ads to the intended audience.
- **Dynamic Ad Creative:** Utilized dynamic ad creative to tailor messaging based on user interests or previous interactions with the brand, increasing relevancy and engagement.

By implementing these strategies within paid search campaigns, Michael Kors aimed to deliver relevant ads, engage their luxury athleisure audience, and drive conversions.