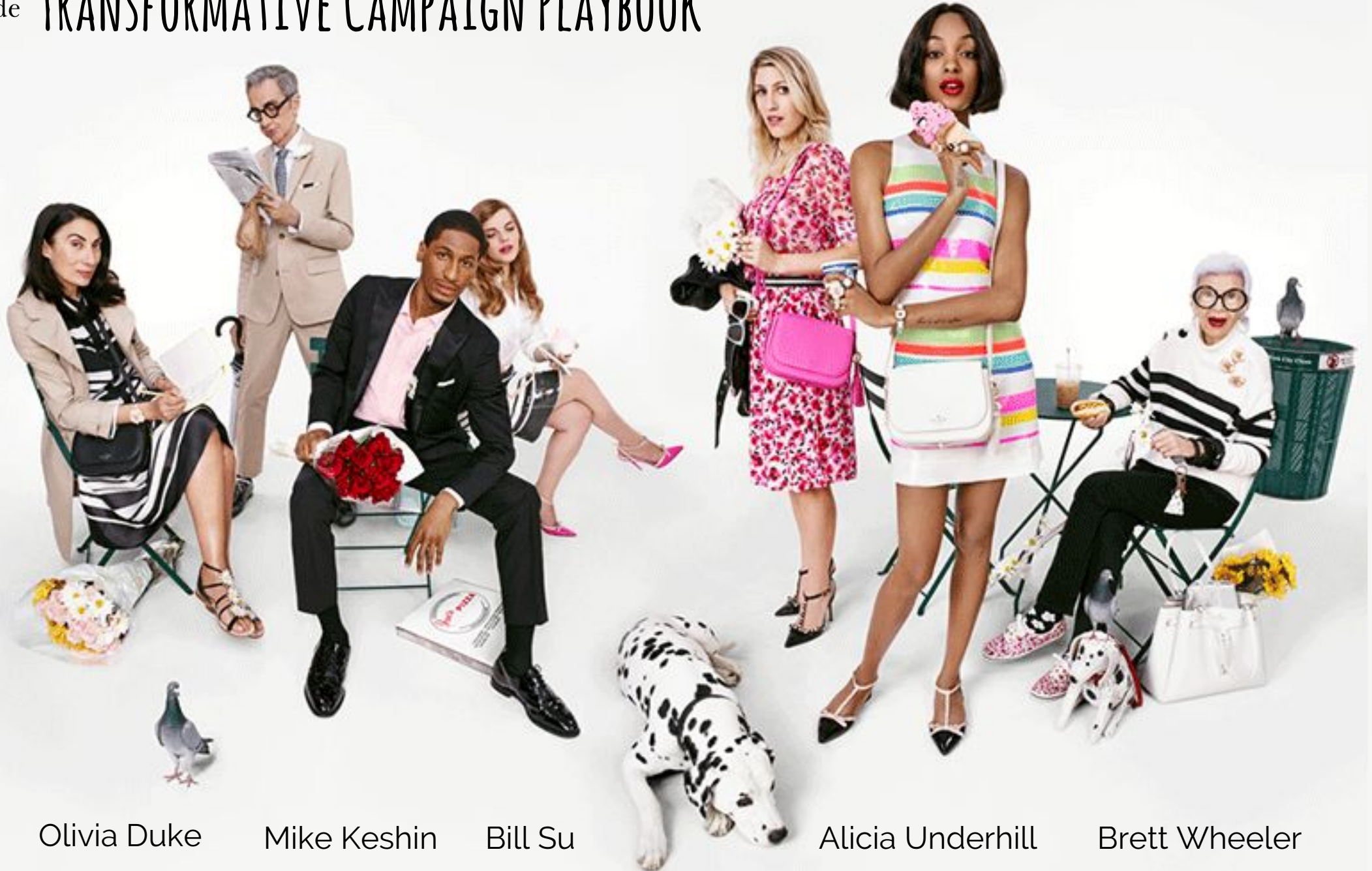


TRANSFORMATIVE CAMPAIGN PLAYBOOK



Olivia Duke

Mike Keshin

Bill Su

Alicia Underhill

Brett Wheeler

♠ MEET THE CAST ♠

springtime in new york is...



...spring cleaning
and
Walking along
the highline.

[SHOP JOURDAN'S LOOK >](#)

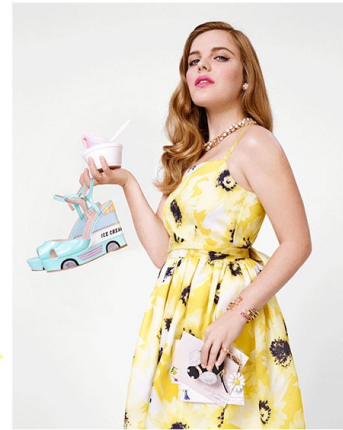
jourdan



...eating lunch on a
park bench and
*Always full
of promise*

[SHOP IRIS' LOOK >](#)

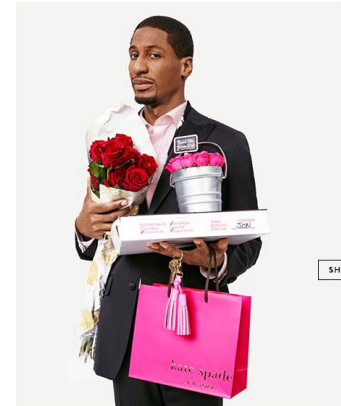
iris



...getting the scoop
over lunch and
*SWIMMING
IN THE
ROCKAWAYS*

[SHOP SYRIE'S LOOK >](#)

syrie



...grand gestures
and
*FRESH
KICKS*

[SHOP THE ROSE-COLORED GLASSES ROSE PAIL BAG >](#)

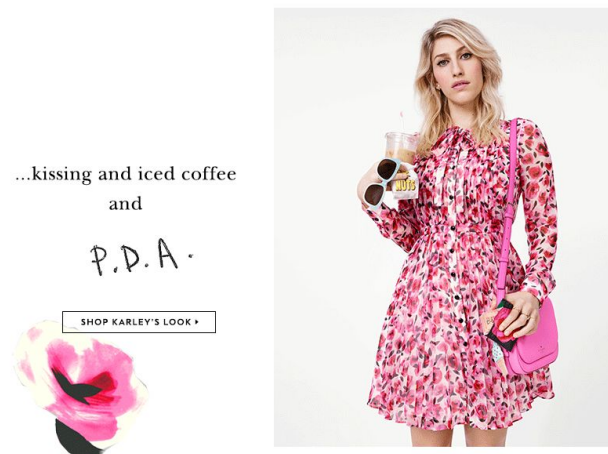
jon



...promising
and
*THE LOVE THAT
ROMANCE MAY
BE IN THE AIR*

[SHOP ROBERT'S LOOK >](#)

robert



...kissing and iced coffee
and
P.D.A.

[SHOP KARLEY'S LOOK >](#)

karley

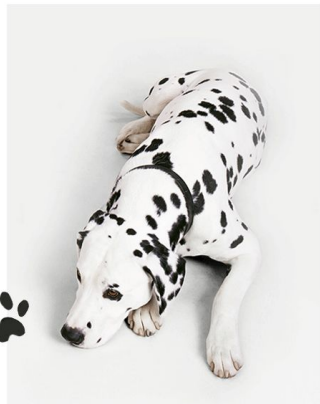
...going out to the deli
but coming back with
a new dress and
feeling the breeze

[SHOP ANH'S LOOK >](#)



anh

...finishing everyone's
soft pretzels and



liam

1



Create a unique campaign title that is **hashtag-able** and applicable to broad brand marketing

♠ Create a unique campaign title that is **hashtag-able**

- Leverage power of UGC by crafting unique hashtags for each campaign that customers can track and engage with
- “Cast of Characters” is not unique enough of a name to easily track on social media and customers can not use it to describe their daily lives
- Under Armour’s “I will what I want” is both unique and personal and highly resonated with their target market



#DATINGMYPURSE

2



Create more **interactive**
website pages to increase
sales and customer
engagement

The “Cast of Characters” page is performing worse in **user engagement** and **revenue generation**.

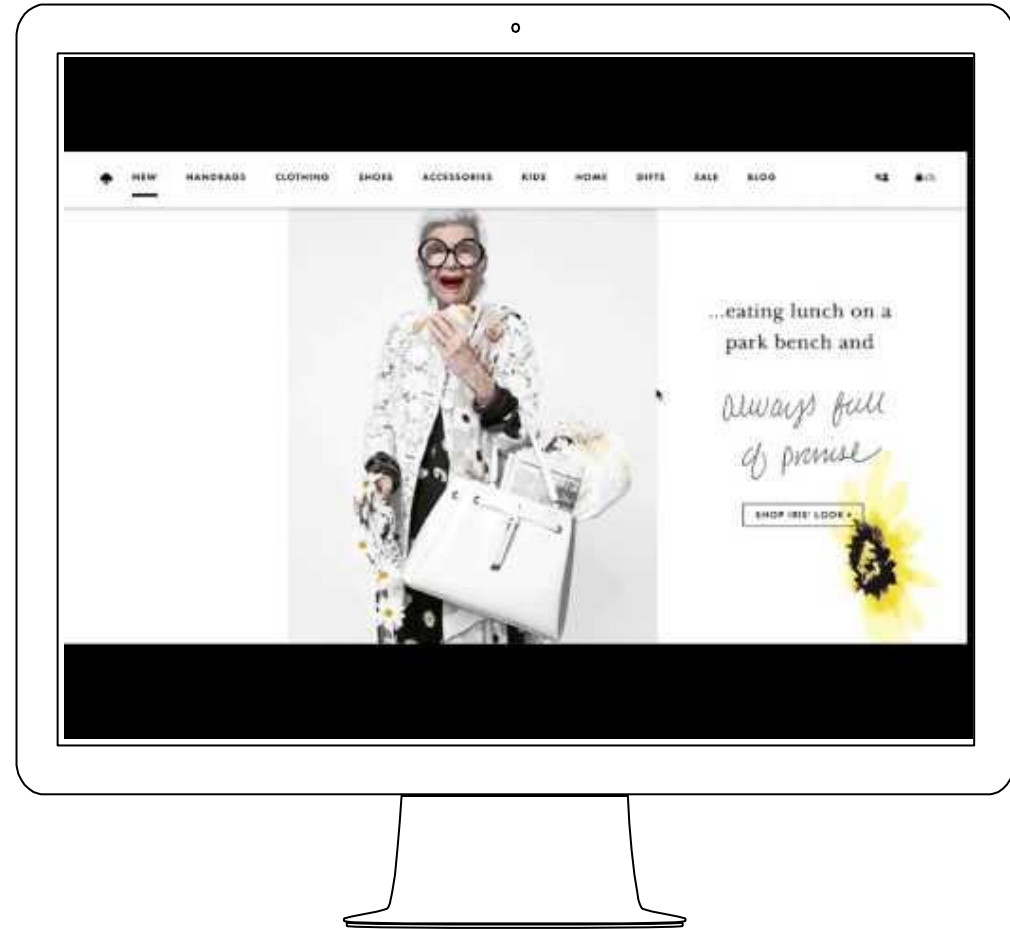
	Page Views	Sessions	Orders/Session	Sales	Bounce Rate	Page Views/Session
Cast of Characters	39,917	32,748	0.38% ↓	\$29,324.75 ↓	54.03% ↑	1.22 ↓
Median of Top 80 Pages	55,091	40,371	1.85%	\$127,507.90	51.74%	1.38

♠ Users have reflected that the “Cast of Characters” Page...

“Is too long To
read”

“Has a strange
layout”

“Does not resonate
with me”



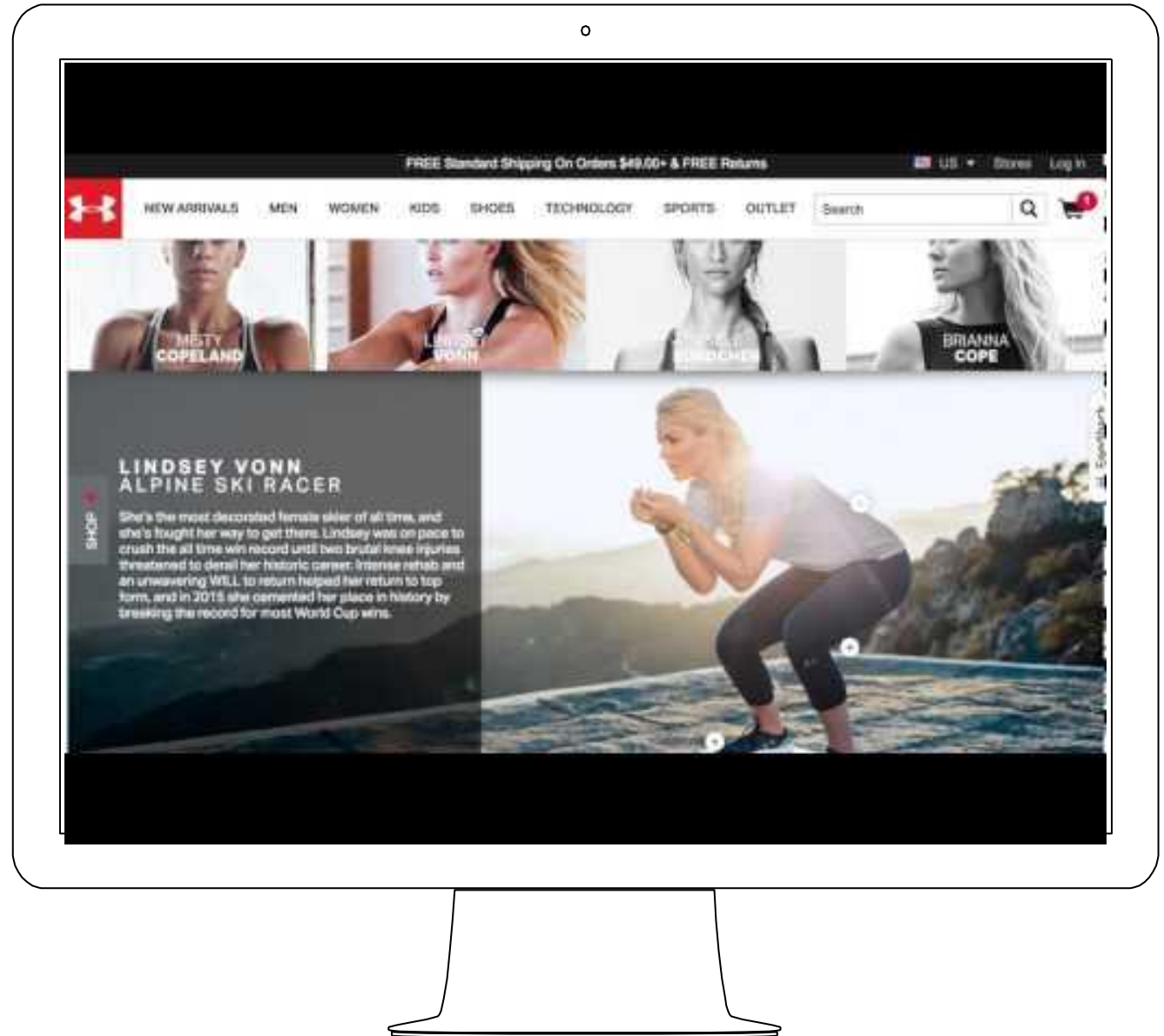
Suboptimal user experiences on the campaign site **undermine** the campaign's conversion rate and eventual success.



Kate Spade should make **interactive** campaign sites to...

Improve Digital User
Experience

Promote More Direct
Paths To Purchase



3



Use insights from customer interviews and clustering to introduce a **new Character**

♠ The Worldly Achiever

Young, highly educated professionals who are likely to purchase travel accessories and home goods.

"My kate spade briefcase makes me feel like a badass...I walk into the interview and I know I'm going to kill it."

-kate spade customer



4



Generate **dynamic** web pages
based on the need of each
customer groups



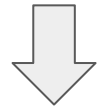
Information gain analysis has revealed that **three simple factors** can accurately predict a customer's cluster.

Variable	Information Gain
Age	0.848701632
Marital Status: Married	0.198530099
Marital Status: Single, Alone	0.196836847
Bridal Likelihood of Purchase	0.069587491
Social Media Recommendation Importance	0.039673469
Education	0.037957457
Marital Status: Divorced	0.027367843
Marital Status: Single, Involved	0.026192089
Friend/Family Recommendation Importance	0.024795984
Fashion Spending	0.022398111

Kate Spade campaign websites should **dynamically** tailor to each individual customer's needs

Registered Users

Predict a user's cluster using
Machine Learning



Direct to targeted campaign
pages and offer targeted
coupons



Unregistered Users

Identify a user's location
based on IP address



Direct to store-centered/e-
commerce centered homepage



Higher user engagement and
conversion

5



Purse First: stay true to being handbag centric





Purse First: stay true to being handbag centric



Present all products in relation to handbags to continue to assert kate spade's heritage as a handbag company

6



Cultural Relevance: create timely
commentary on the social climate

♠ **Cultural Relevance:** comment on social climate

Move from “product” to “lifestyle” by challenging social norms in an empowering way



7



On-board current customers with the expansion, and expand responsibly to **one** new group at a time



Expand in **one** direction at a time

MEET THE  WOMEN OF WILL



It is important to grow out to different targets **individually** to avoid confusing new customers and alienating current ones

J.CREW

THE PLAYBOOK

- ♠ Create a unique campaign title that is **hashtag-able** and applicable to broad brand marketing
- ♠ Create more **interactive** website pages to increase sales and customer engagement
- ♠ Use insights from customer interviews and clustering to introduce a **new Character**
- ♠ Generate **dynamic** web pages based on the need of each customer groups
- ♠ **Purse First:** stay true to being handbag centric
- ♠ **Cultural Relevance:** create timely commentary on the social climate
- ♠ On-board current customers with the expansion, and expand responsibly to **one** new group at a time



QUESTIONS?



Clusters

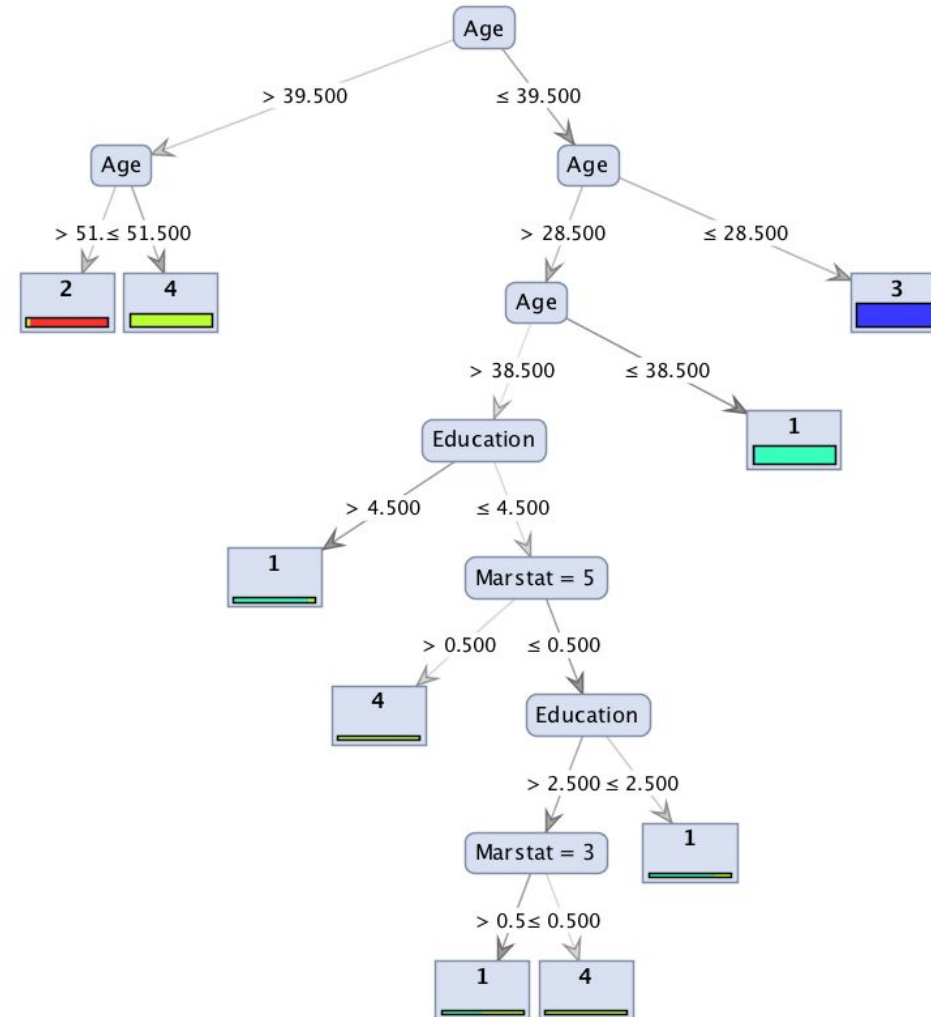
Final Cluster Centers				
	Cluster			
	1	2	3	4
Handbags	4.58	4.54	4.58	4.67
Shoes	3.02	2.90	2.86	3.07
Casualwear	2.39	2.48	2.37	2.57
Dresses	2.59	2.44	2.63	2.61
Outerwear	2.42	2.35	2.50	2.51
Home Goods	3.14	2.83	3.32	2.93
Accessories	4.10	3.86	4.23	4.00
Bridal	2.15	1.52	2.60	1.61
Travel Accessories	3.32	2.97	3.59	3.17
Tech Accessories	3.42	2.90	3.76	3.32
Direct Mailer/Postcard from kate spade new york	2.63	2.48	3.14	2.70
Print Advertisement	2.41	2.35	3.02	2.59
Email from kate spade new york	4.84	4.66	5.14	4.84
Please indicate your age.	33	58	23	45
Internet Search	3.69	4.02	4.37	3.93
Internet Advertisement	3.12	3.35	3.92	3.37
Social Media Posting/Advertisement	3.08	2.34	3.89	2.86
Friend/Family Recommendation	3.17	3.11	4.01	3.22
A sale in stores or online	4.94	4.89	5.35	4.95
Browsing in store	3.87	3.92	4.49	4.05
Browsing online	4.98	4.88	5.32	4.98
Browsing on phone or tablet	4.42	3.74	4.84	4.26
What's your current marital status?	2.53	3.29	1.66	3.11
What is the highest level of education you've completed?	6.21	5.68	5.03	5.83

- 1 The Worldly Achiever
- 2 The Young-at-Heart
- 3 The Next Generation
- 4 The Value Seeker

Number of Cases in each Cluster

Cluster	1	3474.000
	2	1034.000
	3	3848.000
	4	2018.000
Valid		10374.000
Missing		99.000

Sample Decision Tree Analysis

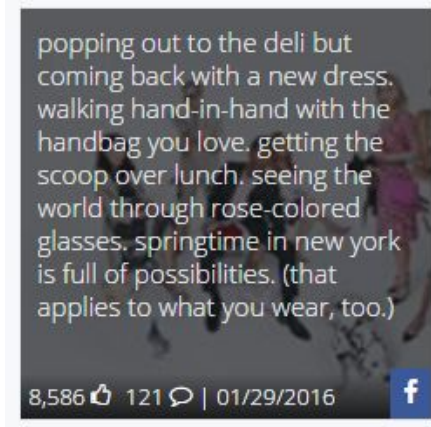


1: Worldly Achiever 2: Young at Heart 3: Next Generation 4: Value Seeker

Marstat: 1. Single and Alone 2. Single and Involved 3. Married 4. Windowed 5. Divorced 6. Separated 7. Prefer Not to Answer

Social Media Engagement

- a. **Cast of Characters - Spring Campaign post**
8,586 likes; 121 comments; 300 shares; 2.8M views (.3% engagement)



- b. **Miss Adventure - Season 2 Episode 1**
56,907 likes; 1,974 comments; 7,194 shares; 16.6M views (.4% engagement)

