

A thin, light brown L-shaped line that starts with a horizontal segment and then turns 90 degrees downward to a vertical segment.

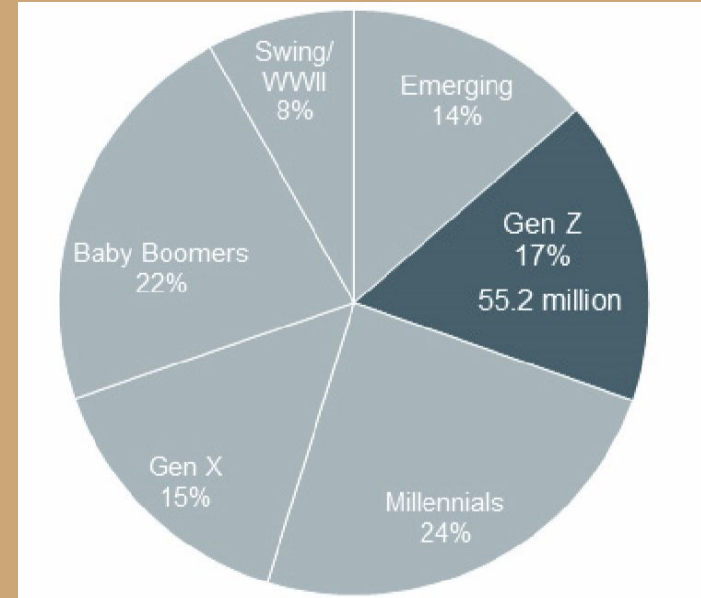
Group 3

Macy's Case Competition

A thin, light brown L-shaped line that starts with a vertical segment and then turns 90 degrees to the left to a horizontal segment.

Spring 2020

Who is Gen Z?



S: Multiple Sales Channels, Support Services, Liquidity Position

W: Operational Performance

O: Partnership with ZENZII, Focus on Growth Areas, Online Retail Market in the US

T: Intense Competition, Cybersecurity and Data Privacy, Manpower Costs in the US

From Familiar to Favorite

Re-engineer the Macy's marketing machine

What's New, What's Next

Think differently on how to find future growth

It Must Be Macy's

Products & experiences
that can only be found at Macy's



Funding Our Future

Create value

Every Experience Matters

Seamless omnichannel experience

North Star Strategy



**MACY'S ANNOUNCES NEW
THREE-YEAR STRATEGY, CLOSING
APPROXIMATELY 125 STORES**





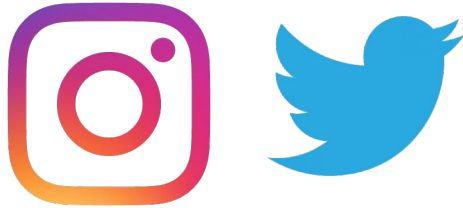
Social Media



Social Media & Micro-Influencers

SOCIAL MEDIA

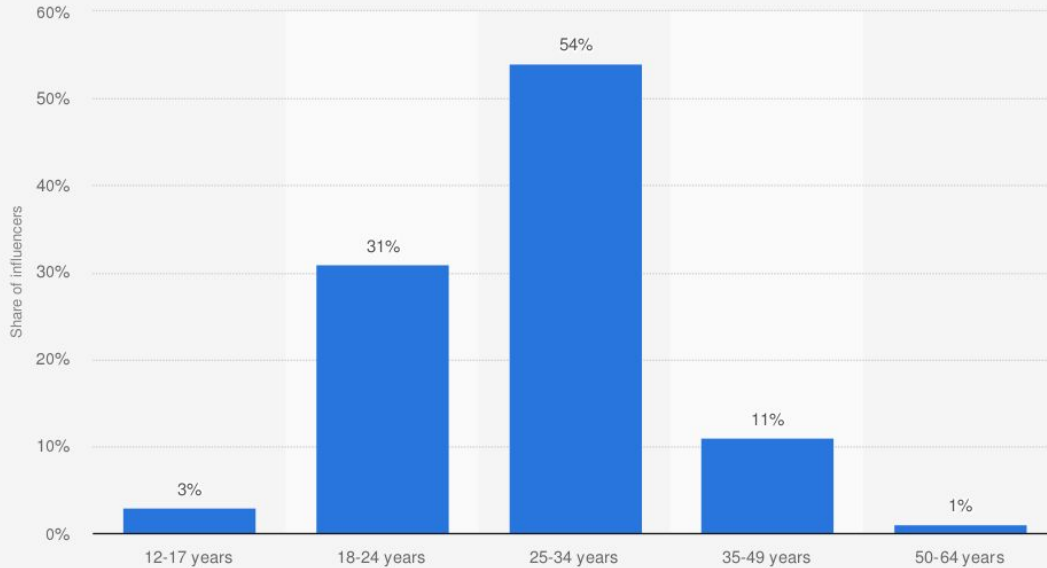
- Links to social media accounts in the app; twitter, instagram, facebook, etc.
- Rewards for promoting Macy's on social media or being a "fan"



INFLUENCERS

- "These smaller, more focused niche experts connect on a deeper level with their audiences and generate greater engagement. In fact, influencers with 1,000 followers generated 85% higher engagement than those having 100,000 followers, and as the number of followers increases the engagement tends to decrease." - Impactbnd.com
- Instagram = most important influencer platform
 - Instagram = most used social media platform by Gen Z
- No large companies have focused on using this strategy before - which we can choose to see as a benefit/competitive edge, rather than a risk

Distribution of influencers creating sponsored posts on Instagram worldwide in 2019, by age group



Sources

klear; Social Media Today
© Statista 2020

Additional Information:

Worldwide; 2019; 12-64 years; based on data from over three million Instagram #ad posts

31%

Includes members of Gen Z

54%

Includes people that Gen Z can still relate to & follow

With both situations shown above, there is a high possibility (85 percent) of grasping Gen Z's attention and engaging them.

Macy's as Its Own Social Media Platform

1.

Customers can submit a photo of themselves modelling Macy's clothes

2.

Designated affiliates will choose the best photos (those which best advertise Macy's products)

3.

People whose photos are chosen will have their photo featured on the homepage

4.

Huge increase in interest among Generation Z

Downloading the App

- Promote through social media
- Have a more interactive and personalized process through the use of a quiz
- Incentivize potential consumers



Social Media Within the Macy's App

- Be able to connect with other individuals
- Promote their own style to others
- Be able to see thousands of other profiles



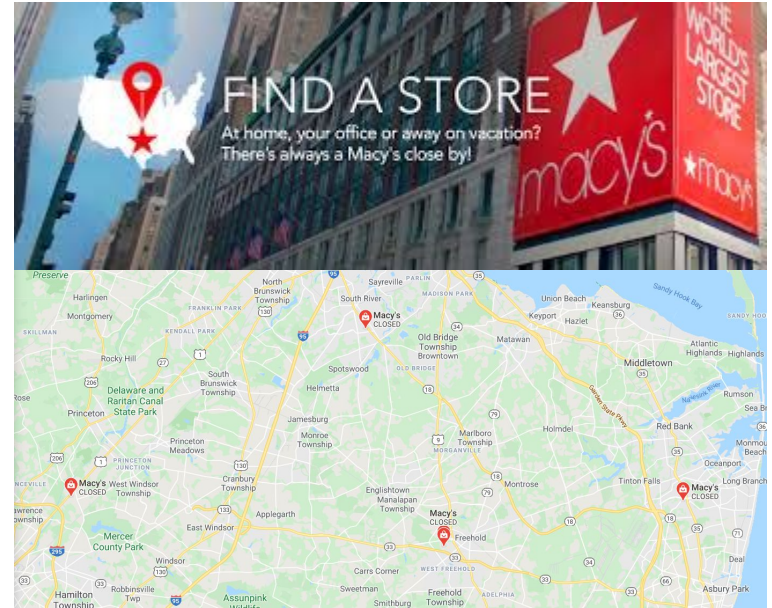
Building Around our Influencers

- Our influencers will play a large role within the app
- Will gain followers
- Will be able to encourage others to check out the clothes/accessories on their profile
- Can promote hot selling items as well as less popular items



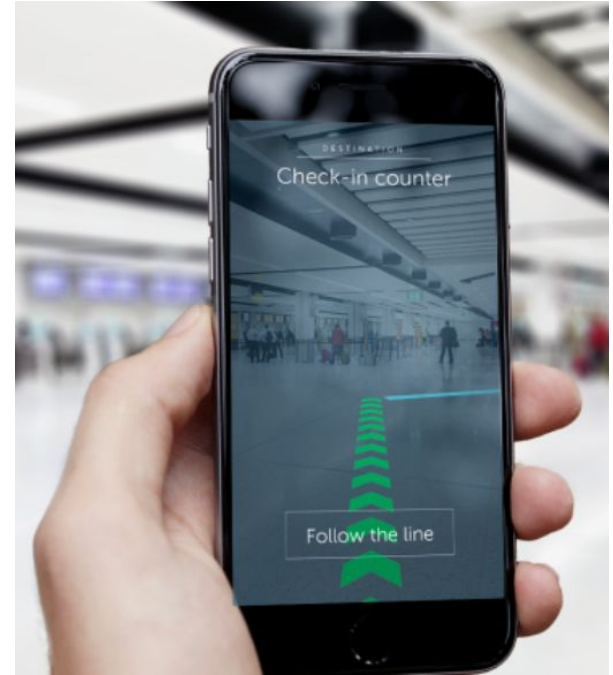
Regional Promotion

- Region-specific deals and promotions
- Catered to user based on quizzes
- Push Notifications & Dated List

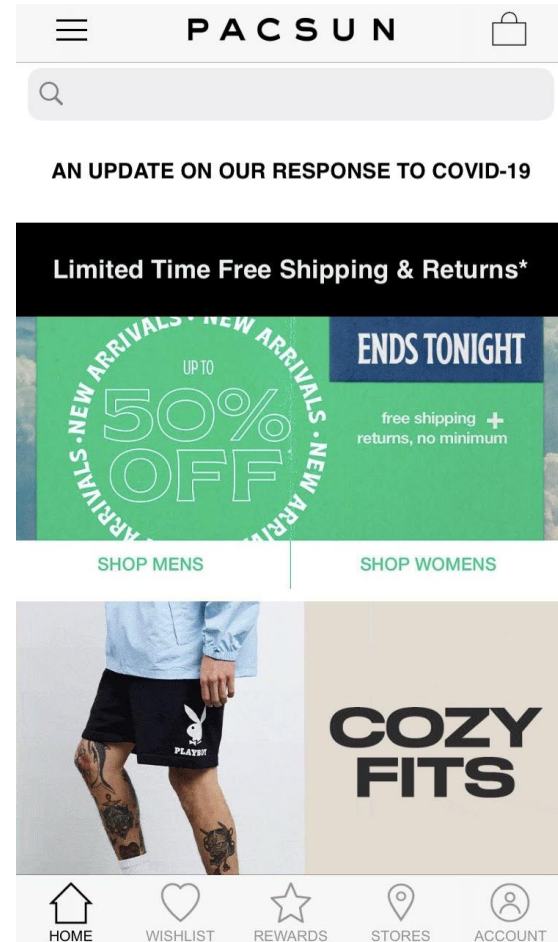
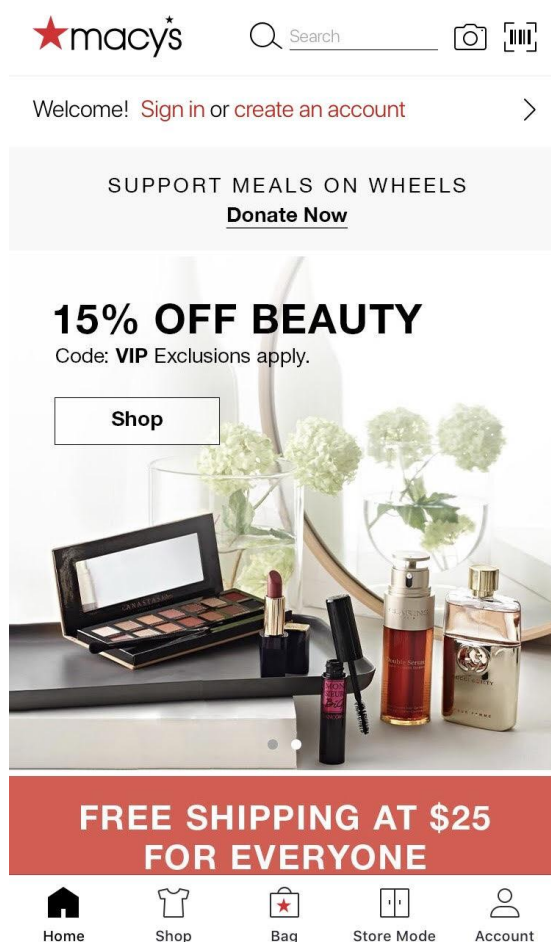


In-App Map

- AR Enhanced Store Map
- Easy Navigation
- Promotions Marked On Map



Key Design Changes





PAC SUN

LOGIN

JOIN

SHOP NOW



Welcome! [Sign in](#) or [create an account](#)



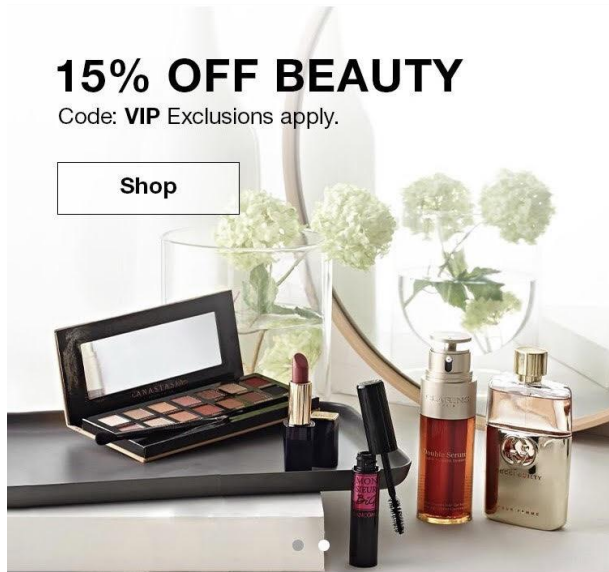
SUPPORT MEALS ON WHEELS

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Shop



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FOR EVERYONE**



Home



Shop



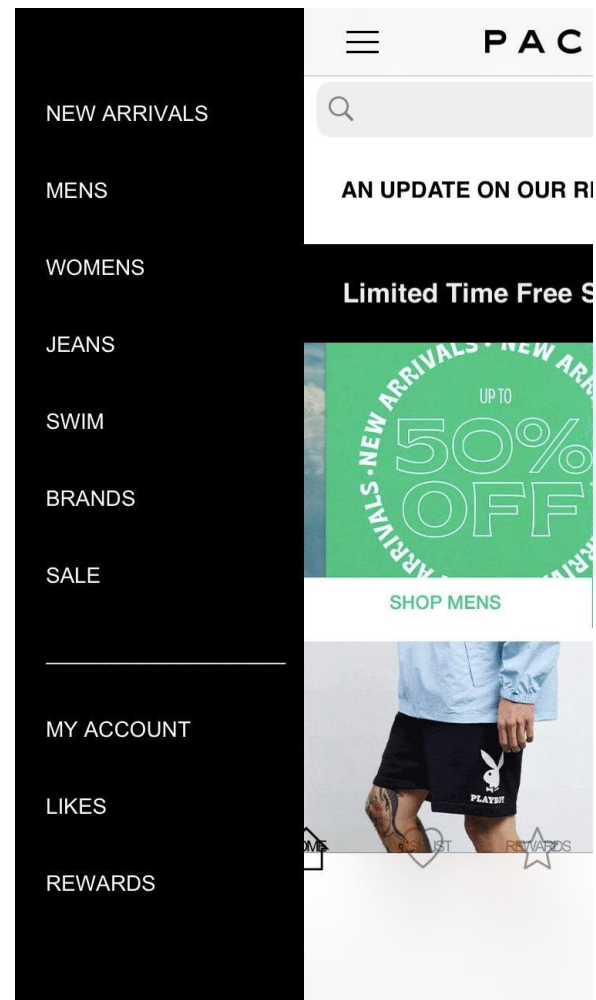
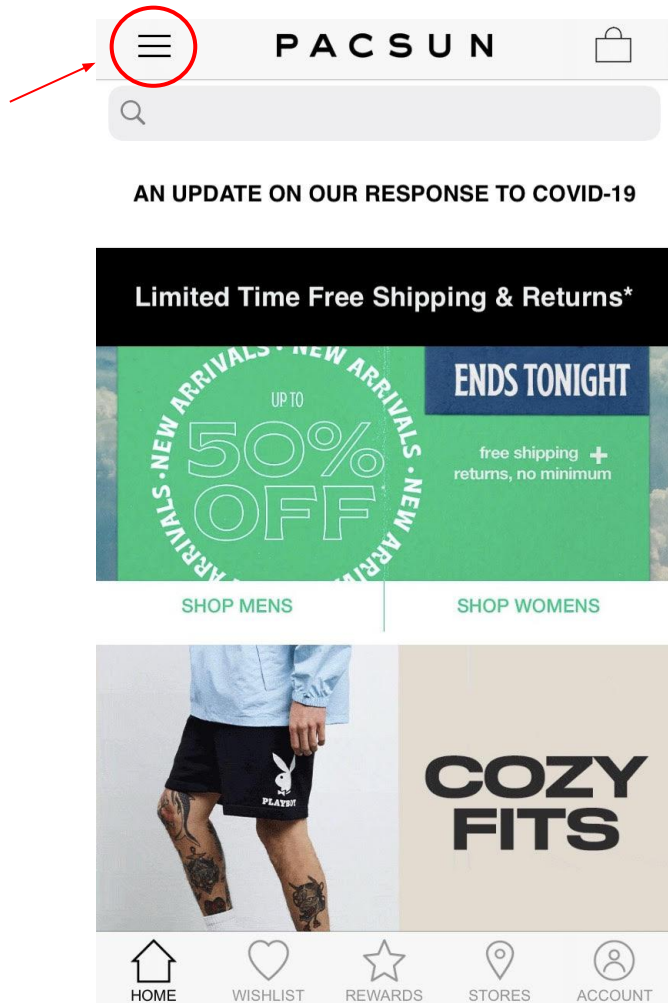
Bag



Store Mode



Account



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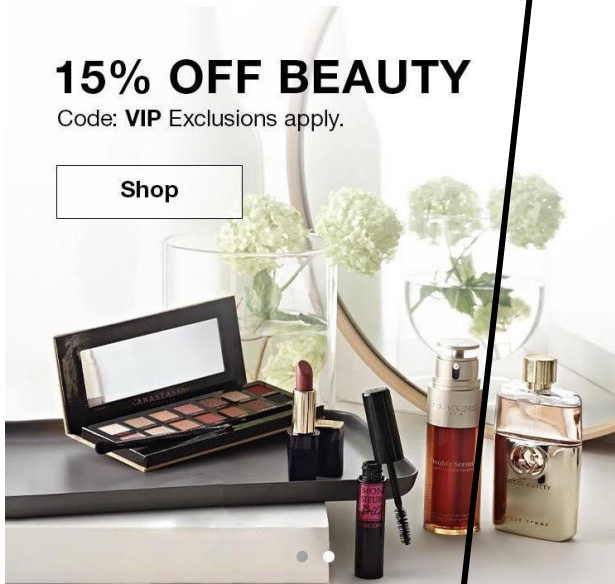


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Concluding Thoughts