

TASK 2

BRAND OVERVIEW

Brand Name: Burberry

Industry: Luxury Fashion

Founded: 1856, London, England

***2. TARGET AUDIENCE :-**

Primary Audience

Age: 25–40

Gender: All

Location :- London, New York, Shanghai, Paris, Dubai.

Secondary Audience – Gen Z Style

Age: 18–25

Location: Primarily UK, US, China

Interests: Social media trends, street style, cultural movements

Blog Topics (Examples)

- “Fashion Meets Function: The Tech Behind Our Smart Outerwear” |
- “Burberry’s Met Gala Looks: Iconic Moments in Fashion History” |
- “How Gen Z Is Reimagining Heritage Style with Burberry”

5. Promotion Channels

Burberry Website/Blog*

Email Newsletters* (segmented by region and customer type)

Burberry App*