



House of Gucci

(Market Planning)

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TABLE OF CONTENTS

01

Project Overview

02

Technical Approach

03

Audience Analysis

04

Recommendations for
Campaign Marketing

01

Project Overview



About the Project

Our goal is to develop a marketing strategy and campaign monitoring plan for the movie House of Gucci:

To construct a data-driven marketing plan, we implement the following approach:

- Find similar movies to House of Gucci by listing common tags.
- Analyze demographics, psychographics, and geographics of similar movies.
- Discover **House of Gucci's** target audience by aggregating demographics, psychographics, and geographics of similar movies.

Finally, we suggest 3-key marketing strategies and a campaign monitoring plan based on our target audience.



Project Steps



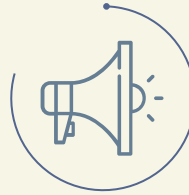
Discovering Similar Movies

Finding similar movies to House of Gucci based on common tags in DMA Market Share data and Content Metadata Tags data.



Defining Target Audience

Identifying demographics for the top 10-similar movies and aggregate across 10 movies to find **House of Gucci's** target audience characteristics.



Marketing Plan: (3 Key Insights)

Recommending 3 tactical marketing strategies that are catered towards House of Gucci's target audience.



Film Campaign Dashboard

Developing a plan to monitor the film campaign and creating a mock-up executive dashboard.

02

Technical Approach



Finding Similar Movies to House of Gucci

Goal: Find similar movies to House of Gucci based on common tags in DMA Market Share data and Content Metadata Tags data:

Step 1: First, we listed all of the tags for movies that overlap between the two datasets:

- 53% of movies in DMA Market Share exist in Content Metadata Tags (288 movies)

	10 Cloverfield Lane	12 Strong	About Last Night	Abraham Lincoln: Vampire Hunter	Act of Valor	Action Point	Addicted	Admission	Adrift	Alien: Covenant	...
0	2010s_KW	IMAX_KW	2010s_KW	1800s_KW	terrorism_KW	2010s_KW	2010s_KW	high school_KW	female protagonist_KW	IMAX_KW	...
1	apocalypse_KW	2001_KW	friendship_KW	Black List_KW	armed forces (U.S.)_KW	1970s_KW	female protagonist_KW	mother/son_KW	isolated_KW	survival_KW	...

Step 2: Next, we listed 150 tags for **House of Gucci**, after watching the movie →

Step 3: After finding common tags between each movie and House of Gucci, we sorted movies on similarity and selected top 10-similar movies:

Length = Length of common words list between given movie & House of Gucci

	I, Tonya	Molly's Game	Creed	Black Mass	Taken 3	Hereditary	Star Wars: The Force Awakens	Jackie	Saving Mr. Banks	Moonlight
length	17	13	12	12	11	11	11	11	11	11
1	fall from grace_KW	New York_KW	parent_KW	biopic_KW	wrongly accused_KW	surprise ending_KW	family_KW	biopic_KW	family_KW	mother_KW
2	husband_KW	fall from grace_KW	family_KW	murder_KW	murder_KW	parent_KW	betrayal_KW	historical_KW	mother_KW	betrayal_KW

House of Gucci
estranged_KW
weapon_KW
1980s_KW
killer_KW
wedding_KW
heir/heirss_KW
forbidden love_KW
relationship_KW
first love_KW
obsession_KW
fall from grace_KW
separation_KW
love triangle_KW
addiction_KW
wealthy_KW
greed_KW
lawyer_KW
health_KW
father/daughter_KW
sabotage_KW
culture_KW

Demographics of Top 10-Similar Movies

Goal: Identify demographics for top 10-similar movies using DMA Market Share and Demographics datasets:

Step 1: First, we identified top 5 DMAs for each top 10 movie based on Index column:

- **Index** = Film Shares relative to the Typical Market Share of a given DMA

```
{ 'I, Tonya': ['553', '676', '705', '766', '502'],  
  "Molly's Game": ['625', '519', '571', '804', '744'],  
  'Creed': ['504', '711', '626', '661', '749'],  
  'Black Mass': ['506', '521', '583', '543', '625'],  
  'Taken 3': ['647', '640', '525', '718', '711'],  
  'Hereditary': ['749', '765', '635', '641', '803'],  
  'Star Wars: The Force Awakens': ['770', '820', '740', '802', '821'],  
  'Jackie': ['550', '766', '519', '716', '804'],  
  'Saving Mr. Banks': ['770', '813', '804', '855', '767'],  
  'Moonlight': ['501', '807', '804', '543', '511']}
```

Step 2: For each similar movie and each top 5 DMA, we listed the top 2 values for the following demographics:

- Population, Language, Gender, Age, Marital Status, Education, Income, Family Type, Occupation, and Occupation Class

Step 3: Finally, we aggregated the top demographics for each category across the top 5 DMAs for each movie.

Targeting House of Gucci's Demographics

Goal: Identify demographics for House of Gucci:

Step 1: First, we analyzed the top two values for each demographic category that occur for each of the top 10-similar movies:

	Population	Language	Gender	Age	Marital Status	Education	Income	Family Type	Occupation	Occupation Class
I, Tonya	White Alone, Amer. Indian and Alaska Native Alone	Speak Only English at Home, Speak IndoEuropean...	Male	Age 55 - 64.1, Age 45 - 54.1	Married, Spouse present, Total, Never Married	High School Graduate (or GED), Some College, n...	Income 50, 000—74,999, Income 35, 000—49...	Married-Couple Family, no own children, Marrie...	Office/Admin. Support, Sales/Related, Manageme...	White Collar
Molly's Game	White Alone, Black or African American Alone	Speak Only English at Home, Speak Spanish at Home	Female	Age 25 - 34.1, Age 35 - 44.1	Married, Spouse present, Total, Never Married	High School Graduate (or GED), Some College, n...	Income 50, 000—74,999, Income 35, 000—49...	Married-Couple Family, no own children, Marrie...	Office/Admin. Support, Sales/Related, Manageme...	White Collar
Creed	White Alone, Some Other Race Alone	Speak Only English at Home, Speak Spanish at Home	Female	Age 25 - 34.1, Age 35 - 44.1	Married, Spouse present, Total, Never Married	High School Graduate (or GED), Some College, n...	Income 50, 000—74,999, Income < \$15,000	Married-Couple Family, no own children, Marrie...	Office/Admin. Support, Sales/Related, Manageme...	White Collar

Step 2: After creating a list of all values that occur within a given column, we aggregated across the ten movies to find the most frequent values for each category:

- This allowed us to find the top demographics & geographics for **House of Gucci**

	Population	Language	Gender	Age	Marital Status	Education	Income	Family Type	Occupation	Occupation Class
House of Gucci	White Alone, Some Other Race Alone, Black or A...	Speak Only English at Home, Speak Spanish at Home	Female	Age 25 - 34.1, Age 35 - 44.1	Married, Spouse present	High School Graduate (or GED), Some College	Income 50, 000—74,999, Income 35, 000—49...	Married-Couple Family, no own children	Office/Admin. Support, Sales/Related, Manageme...	White Collar

DMA 1: Palm Springs (804)
DMA 2: Helena (766)
DMA 3: West Palm Beach—Ft. Pierce (625)
DMA 4: Charleston, SC (519)
DMA 5: Meridian (711)

03

Audience Analysis



Analysis of Target Audience

Top Two Demographics

Rank	Population	Language	Gender	Age	Marital Status	Education	Income	Family Type	Occupation	Occupation Classification
1.	White Alone	Speak Only English at Home	Female	Age 25 - 34	Married	High School Graduate (or GED)	Income \$50,000 - \$74,999	Married-Couple Family	Office/Admin. Support	White Collar
2.	Some Other Race Alone	Speak Spanish at Home	Female	Age 35 - 44	Spouse Present	Some College	Income \$35,000 - \$49,999	no own children	Sales/Related	White Collar

Analysis of Target Audience

Top Five Geographics and Psychographics

Geographics and Psychographics			
Rank	City	Region	Psychographics of Audience
1.	Palm Springs, CA (804)	Urban	Stylish hotels, spas, golf courses, fine architecture, vintage boutiques, interior design shops and restaurants.
2.	Helena, MT (766)	Urban	Elegant, elite, and privileged society.
3.	West Palm Beach-Ft. Pierce, FL (625)	Urban	Beaches, unique shopping districts.
4.	Charleston, SC (519)	Urban	Fine arts and cuisines, fine wines, and other gourmet products. Experts in matters of taste and affluence.
5.	Meridian, ID (711)	Urban	Contemporary art.

Overview of Target Audience

The Following Characteristics Encapsulate House of Gucci's Target Audience:

- White, English-speaking or Spanish-speaking females (Aud 1)
- Married and between the ages of 25 - 44 (Aud 2)
- High school or college education level with income of \$35K - \$75K per year (Aud 3)
- White Collar, office or sales-related occupation (Aud 4)

Interests:

- Stylish hotels, spas, and restaurants
- Beaches, unique shopping districts
- Fine arts and cuisines, fine wines, and other gourmet products



04

Recommendations for Campaign Marketing



Recommendation #1

- Find the most frequently occurring tags across top ten similar movies to identify creative theme to focus on.
- Connect these creative themes with four major audience profiles in that order (slide 13).

Creative Themes and Audiences					
#	Creative Theme or Tag	Aud 1	Aud 2	Aud 3	Aud 4
1.	Female Protagonist	Y	Y	Y	Y
2.	True Story		Y	Y	Y
3.	Father or Mother	Y	Y		
4.	Son or Daughter	Y	Y		
5.	Family Drama	Y	Y		Y
6.	Crime Scene			Y	Y
7.	Death		Y	Y	Y
8.	Biographical			Y	Y
9.	Violence or Fight	Y		Y	Y

Recommendation #2

Optimize Publicity By:

- Reaching the fashion-driven crowd as well as Lady Gaga fans 'Little Monsters'.
- **OOH** House of Gucci experience like the 'IT Experience' (pictured).
- **Go International:** Italy, France, Spain, UK, Brazil, Japan are the top fashionable countries according to US News.

Advertise on These Platforms:



Instagram: 57% female, largest age group 25-34 (33%)



Snapchat: 58% female, largest age group 13-34 (75%)



Youtube: 72% of all female internet users, largest age group 15-25



Pinterest: 78% female, largest age group 30-49 (but spike in millennial usage)



Recommendation #3

Cultural Moments:

- **The Instagram/selfie museum** (as mentioned previously):
 - o The reopening of indoor entertainment
 - o *A House of Gucci experience in different cities*
 - o *KPI: Experience ticket sales*
- **True Crime:**
 - o Making a Murderer, Tiger King, The People vs. OJ are some of the most popular series of the past 5 years
 - o Crime Podcasts outpace sports and politics in popularity
 - o *Potential advertising partnership with podcasts like Crime Junkie*
 - o *KPI: Podcast ROAS vs traditional ROAS*
- **Vintage Fashion:**
 - o The luxury resale market is growing at 4x the primary luxury market
 - o *Showcase vintage Gucci in the movie and have a website listing all fashion items and where to find them*
 - o *Partner with Poshmark, Mercari to sponsor a vintage Gucci section*
 - o *KPI: % of web traffic driven from these channels*

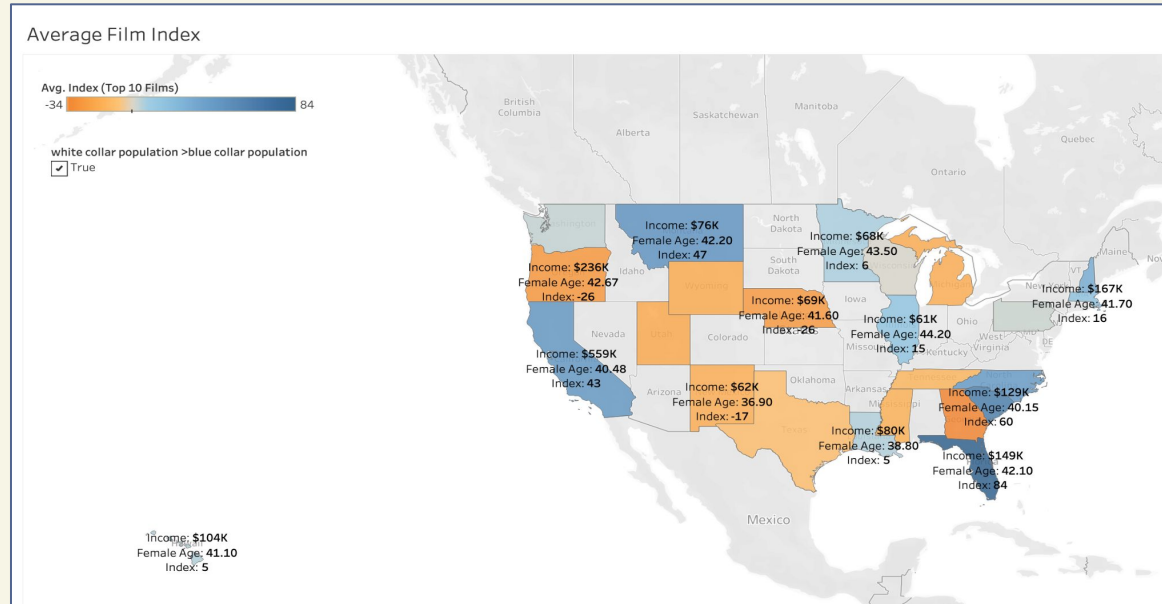


Dashboard: Data Acquisition

	DMA Code	DMA	Avg. Index (Top 10 Films)	Population	Male Population	Female Population	Avg. Male Age	Avg. Female Age	Avg. Income	Blue Collar Population	White Collar Population
0	676	Duluth-Superior	6.297500	419765.0	212636.0	207129.0	41.8	43.5	68247.0	45395.0	108526.0
1	571	Ft. Myers-Naples	29.091000	1387468.0	684767.0	702701.0	45.9	47.6	80600.0	108288.0	303489.0
2	766	Helena	46.635556	74054.0	36696.0	37358.0	40.7	42.2	75504.0	6426.0	24308.0
3	744	Honolulu	5.038000	1440281.0	729618.0	710663.0	38.6	41.1	104020.0	119027.0	393257.0
4	519	Charleston, SC	36.796000	916502.0	445899.0	470603.0	38.2	40.5	82308.0	86972.0	256934.0

- First, we gathered the top 5 DMAs for each of the 10 most-similar movies to House of Gucci.
- Then, we listed the corresponding data for each DMA and each of the following columns:
 - **Average Index:**
 - This is the average index taken across the top 10-similar movies to House of Gucci for each DMA.
 - Population, Male Population, Female Population, Average Male Age, Average Female Age, Average Income, Blue Collar Population & White Collar Population

Dashboard: Demo and KPIs



- The three key performance indicators (KPIs) for measuring the success of the film House of Gucci can be categorized as follows:
 - o **Average age** of the female watching population
 - o **Income** bracket (total household income)
 - o **Index** (Average market share score of top 10 similar movies)



THANKS!

Any Questions?