



PROJECT ASSIGNMENT

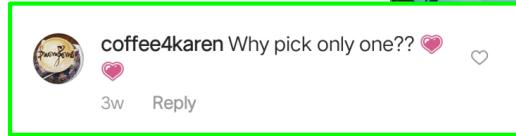
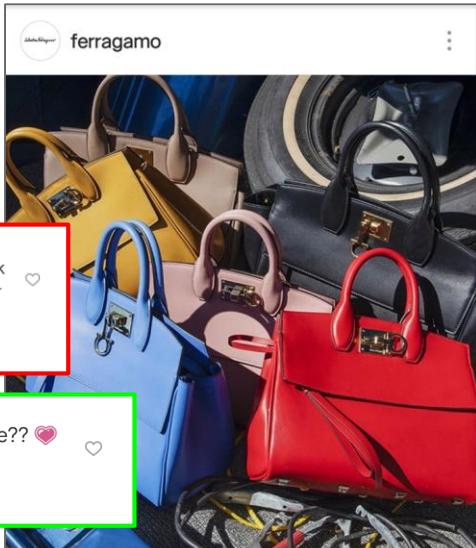
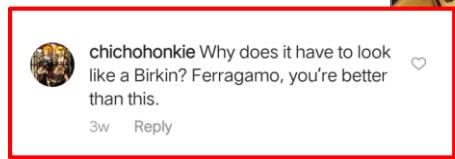
Create a social media strategy for

Salvatore Ferragamo

Debnath Sushmita • Talanga Federica • Vangeli Arianna • Villani Chiara • Wischkowski Natalie

*What does the audience
think/say about
Salvatore Ferragamo?*

INSTAGRAM COMMENTS



khgwkim The display makes it look so cheap. Fire that Merchandise Director. Wtf



_alphillips #NoStoryHere - I don't know what you are doing to your brand - I am lost ... all I see is colour, no shapes, no romance, no dream



mabos Bellissimo ma siamo tornati al 1974, quando mia parte si sposò vestita esattamente così. Evviva l'innovazione 😊😊😊

WEIBO COMMENTS



He doesn't want to buy Ferragamo anymore because he thinks that the celebrity doesn't fit with the brand.

Repost 3 Comments 6 Likes 14

你说你要去看海_gif
以后都不想买菲拉格慕了，他的气质和菲拉格慕一点都不搭啦.....

6-27 07:05

YvesShiLaurent 好像Tory Burch啊 这鞋子

Yohjizzt: TB什么样子 看看

6-27 04:47

A red box highlights the first comment about the shoes looking like Tory Burch's Oscar.

He thinks the shoes look like Tory Burch shoes (Oscar) it looks like Adidas Stan Smith



Back 菲拉格慕Ferragamo

Repost 5 Comments 32 Likes 47

玫君-到底來了沒啦啦啦
张钧甯 美包美人，钧甯这气质，真的没的比了。所谓腹有诗书气自华，说的就是钧甯了。❤️❤️❤️

6-21 18:33

YvesShiLaurent 还是戚薇背的好看呢

Yohjizzt: 真的呢 为什么会这样呢

6-21 08:11

蓝莓73 哇！好美😍😍😍

6-21 18:55

A green box highlights the comment from YvesShiLaurent.

Everyone says that she looks great with the bag.

ONLINE MAGAZINE INTERVIEW



The limited edition collection from the Canton Road flagship store features peonies

Poletto believes the switch isn't just a millennial thing, but an entire change wrought by technology. "The customer has changed today," he says. "Even people in their 30s, 40s or 50s – they can have a millennial mindset too because of this baby [he points to his iPhone]. So it's not just an ageing thing when we talk about millennials; it's also more of an attitude. The codes for the millennials are because of the contemporary world, more than ageing. And I think that has already changed the way we need to operate across the board."

Interview with the former CEO of Salvatore Ferragamo Eraldo Poletto

be doing now?"

"Now" is a very different reality than the one Salvatore lived through – one in which technology is leading fashion, rather than aiding it. It's also one in which so many luxury brands are playing catch-up, particularly in China.

"The customer is so much smarter

there now," says Poletto. "They love that we have this history, because everyone is attracted to something authentic. But at the same time, they want us to be relevant. They will say, 'You have a great history, a great story – but show me something good now.' That is the judgement they make all the time."

PERCEPTION VS. REALITY

Salvatore Ferragamo

- Prestigious
- Elegant
- Modern + fresh / classic + sophisticated
- Unique & luxurious
- Attractive & Stylish

Audience “Millennial”

- Classic & basic
- Traditional
- Elegant
- Luxurious
- Old Fashioned
- Serious

PERCEPTION VS. REALITY

✓ SOCIAL MEDIA STRATEGY BASED ON A NEW CONCEPT

+

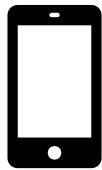
RELATED

✓ TO IMPROVE THE BRAND IMAGE + PRESENCE

AGENDA

1. Social Media Analysis
2. The New Concept
3. The Social Media Strategy
4. The Pop-up Store/Event

1.



SOCIAL MEDIA ANALYSIS

SOCIAL MEDIA CHANNELS



Neutral reviews



Products
Red carpets
Fashion shows
E-commerce
Advertisement



Positive & negative feedbacks



Products
Red carpets
Fashion shows
E-commerce and price
Advertisement



Neutral reviews



Products
Advertisement
Fashion shows
Red carpets



Positive & negative feedbacks



Products
Chinese celebrities
Advertisement

SOCIAL MEDIA CHANNELS



Neutral reviews



Products
Fashion shows
Red carpets
Not regularly used



Neutral reviews



Advertisement
Fashion Shows
Products
Not regularly used



Positive reviews



Job offers
Advertisement
Products
Not regularly used



Positive feedbacks



Advertisement
Fashion Shows
Not regularly used

2.



THE NEW CONCEPT



THE AIM OF THE CONCEPT/ADV. CAMPAIGN IS:

- To attract the attention in general
- To attract the attention of Millennial
- To make people talk about it and bring it back to their minds: "Word of mouth"
- To catch the consumers emotions
- To change the image of Ferragamo as an "old fashioned" brand into a innovative and trendy brand

MOODBOARD



“

Welcome to the world of
Ferragamo,
Let me show you a secret.

”



THE CONCEPT STORY

Let me show
you a secret.



Discovers an old shoe box of Ferragamo in the house of her grandma

Enters the magical world and wonders around.

She meets the shoemaker, Salvatore Ferragamo, who invites her to the “Ferragamo world”.

THE CONCEPT STORY



The shoemaker shows the magical Ferragamo world with a variety of different materials, colours, accessories, patterns , forms, representing each step of shoemaking.



She creates her own perfect pair of wonder Ferragamo shoes which she always dreamed about.

Salvatore Ferragamo

“

Where magic happens

”



THE FEMALE TESTIMONIAL

Chloe Grace Moretz
“21”



NEW VALUES

Young
Modern
Fresh
Trendy
Stylish
Curious

American actress & model

14,8 M. followers on Instagram
“chloegmoretz”

Facebook 1,4m

THE SHOEMAKER TESTIMONIAL

Alessandro Borghi

“32”



EXISTING VALUES

Made in Italy
Elegant
Classic
Prestigious
Heritage

Italian actor

128k follower on Instagram

Influencers of Millennial
because of his tv series
(mainly Suburra)

Strong interest for fashion

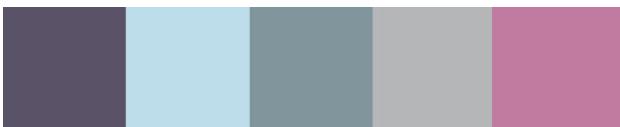
ADV CAMPAIGN

Shooting ideas

1st Shooting



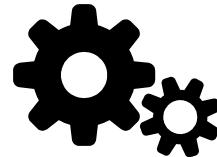
2nd Shooting



3rd Shooting



3.



SOCIAL MEDIA STRATEGY

SOCIAL MEDIA CHANNELS

INSTAGRAM



FACEBOOK



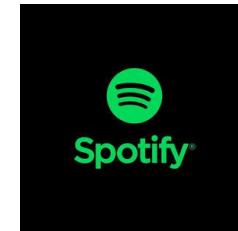
WEIBO



YOUTUBE



SPOTIFY





WHY USE INSTAGRAM?

- Inspirational videos, fashion shows, shooting and campaign insights,
 - Storytelling, + promotion of products
 - advertisement and influencer marketing
- by posting pictures, stories, short videos and full HD videos on IGTV

USE OF HASHTAGS:

- Creating a relation and link to the brand
- Increasing the worldwide range of sharing communications and information
- Creating communities and groups of people with the same interests

WHAT IS THE TARGET?

- Millennial/Generation Y age range 18-24 (1980-1994)
- Generation Z age range 23-16 (1995-2012)



WHY USE FACEBOOK?

- Providing information and news
- Providing direct links for shopping websites and interviews with magazines.
- Product Description
- Creation of Interaction and engagement
- Connection with instagram posts by the use of hashtags

WHAT IS THE TARGET?

- Baby boomer/Generation X age range 53-39 (1965-1979)
- Millennial/Generation Y age range 38-24 (1980-1994)



WHY USE WEIBO?

- Promotion of new Collection and products
- Celebrity and influencer marketing (Mostly Chinese)
- Providing links to online shopping website in Mandarin language
- Providing information and news about brand and products in Mandarin

USE OF ENGLISH AND MANDARIN HASHTAGS:

- Increasing the Asian range of sharing communication and information
- Creating communities and groups of people with the same interests

WHAT IS THE TARGET?

- Millennial /Generation Y age range 38-24 (1980-1994)
- Generation Z age range 23-16 (1995-2012)



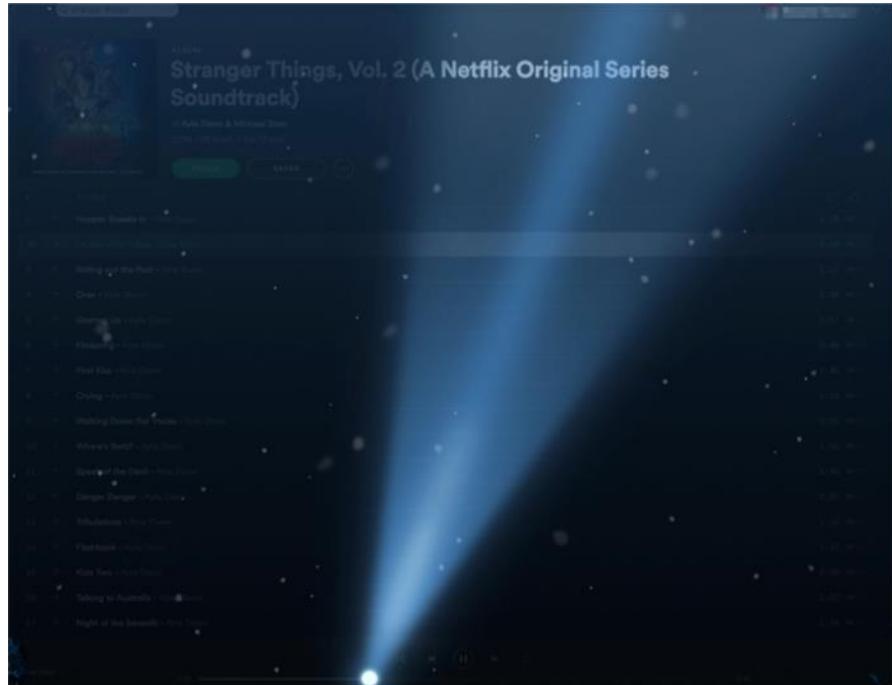
WHY USE YOUTUBE?

- Full HD videos like fashion shows and Adv. Campaigns

WHAT IS THE TARGET?

- Millennial /Generation Y age range 38-24 (1980-1994)
- Generation Z age range 23-16 (1995-2012)

→ Might be some day replaced by IGTV which provides the same function/service



For the launch of the new Ferragamo advertising campaign, Spotify will **transform** its classic green and black **interface in the new wonder world** of Ferragamo when a user is **listening to the soundtrack of the adv. campaign**. It doesn't influence the listening of the music, but it would add some elements that characterized the world of Ferragamo.

<https://www.youtube.com/watch?v=TvmXBGu6v4>

THE EDITORIAL PLAN

EDITORIAL PLAN: ADV CAMPAIGN LAUNCH WEEK

March

CONTENT: PRODUCTS



- Detailed products descriptions
- Shooting
- Fashion Shows
- Adv campaign
- Collab. With influencers and celebrities
- "Handmade" manufacturing processes



Use photos, stories, videos, hashtags.

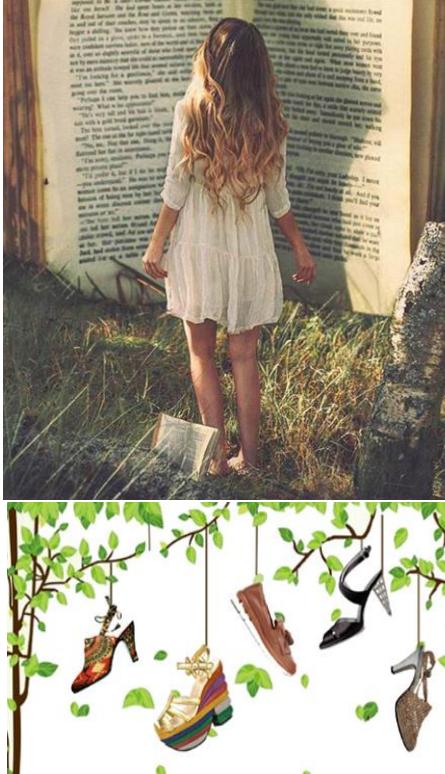


Use photos, direct links to website, videos, hashtags.



Use photos, direct links to website (Mandarin Language), videos, Mandarin + English hashtags.

CONTENT: ADV CAMPAIGN



- Complete video of adv campaign
- Testimonials
- Interviews
- Products
- New hashtags: #FerragamoWorld
#FerragamoSecrets
- Story behind the adv. campaign



Use photos, stories, videos, hashtags, IG TV



Use photos, direct links to website, videos, hashtags.



Use photos, direct links to website (Mandarin Language), videos, Mandarin + English hashtags.



Video,

CONTENT: POP-UP STORE



- Details and characteristics of the new pop-up store
- Curiosities about the opening event
- Testimonials and Ambassadors
- Interviews
- Products
- New hashtags: #FerragamoWorld
#FerragamoSecrets



Use photos, stories, videos,
hashtags, IG TV



Use photos, direct links to website,
hashtags.



Use photos, direct links to website
(Mandarin Language), videos,
Mandarin + English hashtags.



Video

CONTENT: FASHION SHOW/SPECIAL EVENTS



- Fashion show
- Focus on details
- Curiosity before the special event
- Special guests, ambassadors and influencers
- Video about the special event



Use photos, stories, IG TV, videos, hashtags.



Use photos, direct links to website, videos, hashtags.



Use photos, direct links to website (Mandarin Language), videos, Mandarin + English hashtags.



Video

CONTENT: INFLUENCERS



- Influencers wearing Ferragamo products
- Participation at Ferragamo events
- Showing off the gifts received by the brand
- Use of hashtags



Use photos, stories, hashtags, IG TV



Use photos, hashtags.



Use photos, Mandarin + English hashtags.
(For Asians [particularly Chinese}
influencers only)

POTENTIAL INT. AMBASSADORS



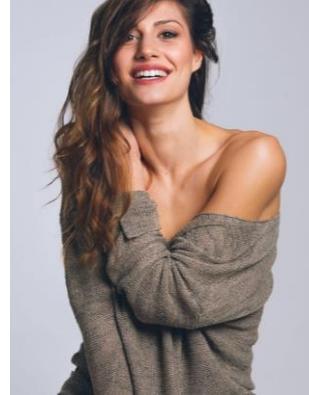
Camila Coelho
“camilacoelho”
7,2M



Caroline Daur
“carodaur”
1,5m



Marco Fantini
“marcofantini_mf”
983K

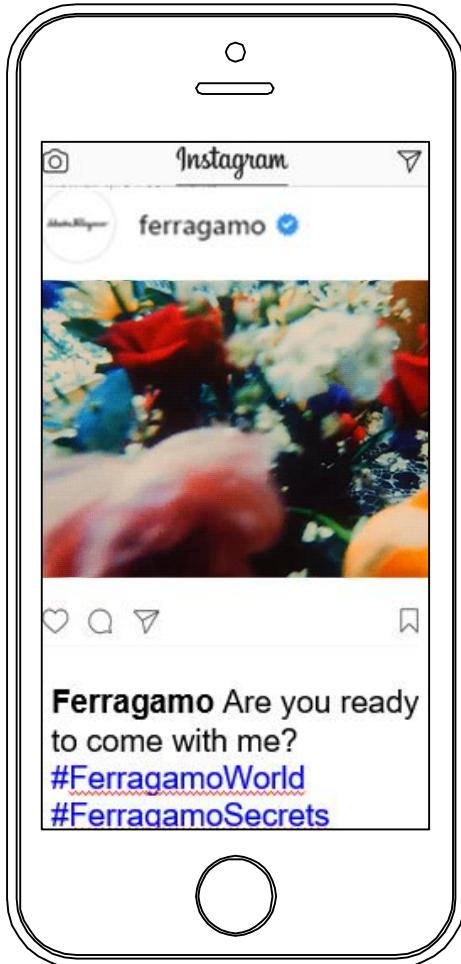
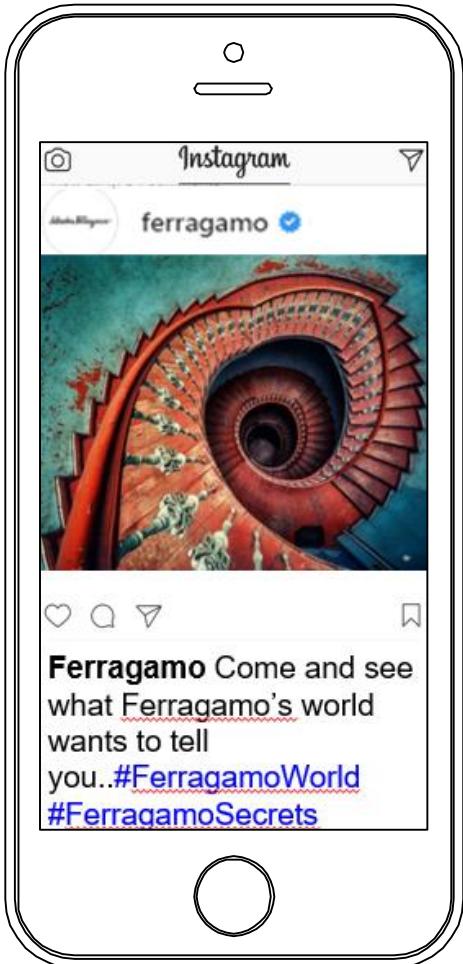


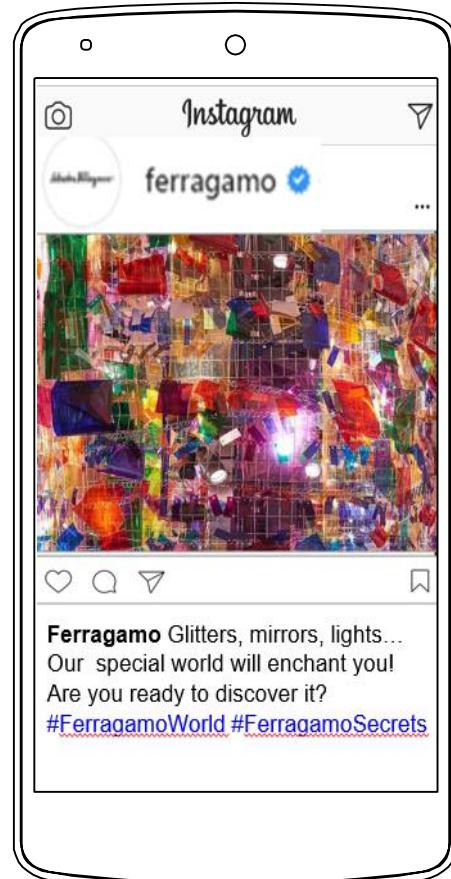
Beatrice Valli
“vallibeatrice”
1,7M

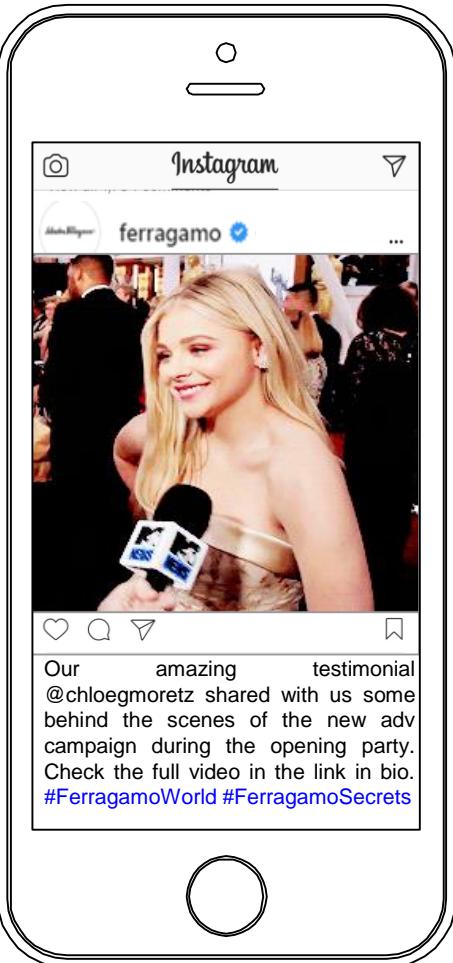


Zoe Sugg
“zoella”
10,8M

POST SUGGESTIONS









Salvatore Ferragamo
Saturday at 08:00

...

Part of the Ferragamo's new collection is Limited Edition because it requires a great amount of time and a high level of craftsmanship. Furthermore, the combination of technology and traditional Made in Italy, lead to the creation of unique products. Discover more here:

#FerragamoWorld #FerragamoSecrets



517

3 comments 27 shares

Like

Comment

Share



Salvatore Ferragamo
Saturday at 08:00

...

The 4th of April is coming and Ferragamo's secrets are about to be discovered... Make sure to be present! We are ready, and you?
#FerragamoWorld #FerragamoSecrets



**KEEP CALM
4th of April
Is coming!**

517

3 comments 27 shares

Like

Comment

Share

Salvatore Ferragamo
Saturday at 08:00 · 6

The shoemaking is an art, and who better than Ferragamo can teach us how it works? Come to our new pop-up store and find out the secrets that lie behind it..
[#FerragamoWorld #FerragamoSecrets](#)



517

3 comments 27 shares

Like

Comment

Share

Salvatore Ferragamo
Saturday at 08:00 · 6

Marco Fantini appeared perfect at the opening party in Brera last night. It is difficult to get unnoticed while wearing an outfit totally designed by Ferragamo. Don't you think?

[#FerragamoWorld #FerragamoSecrets](#)



517

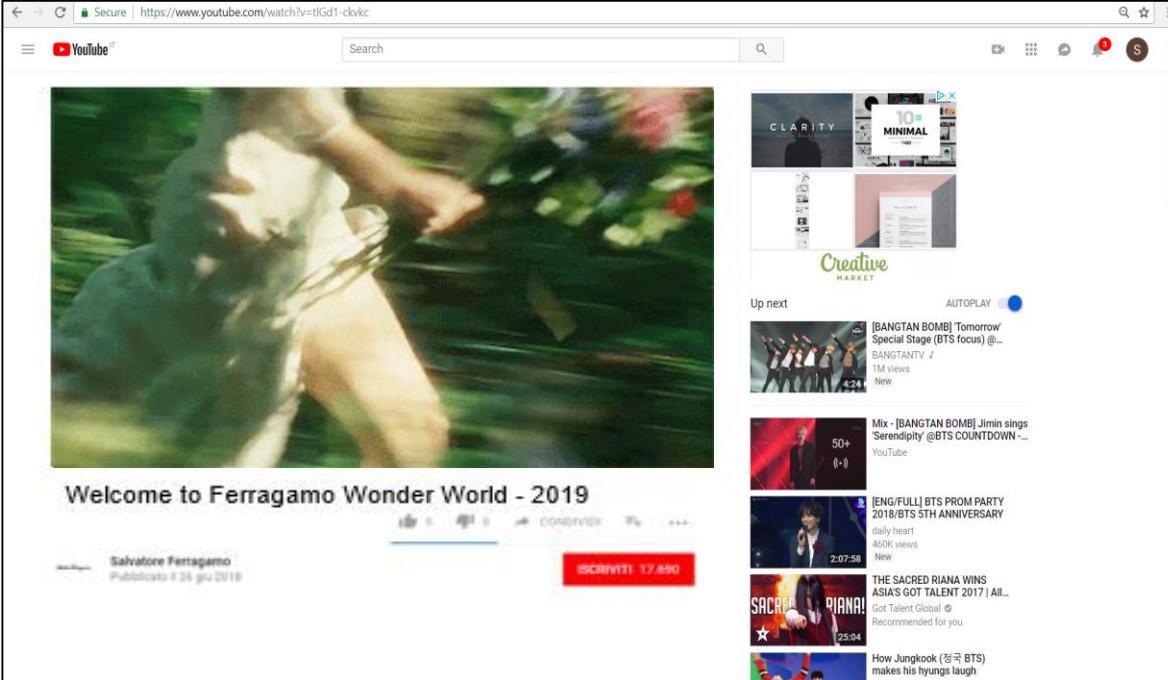
3 comments 27 shares

Like

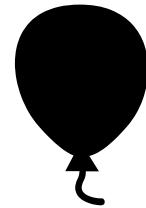
Comment

Share





4.



THE POP-UP STORE /EVENT

MOODBOARD



POP-UP STORE CONCEPT

STORE LAYOUT

“Welcome To The World Of Ferragamo”

THE MYSTERIOUS
ENTRANCE



THE MAGICAL
TREE



THE SHINY WALLS WITH
MOVING FRAMES



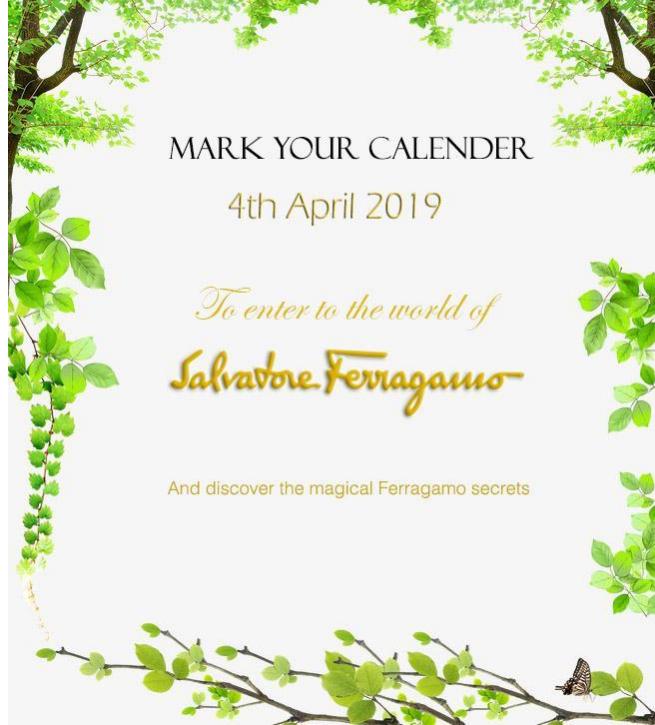
THE COLOURFUL
CEILING



POP-UP STORE OPENING PARTY

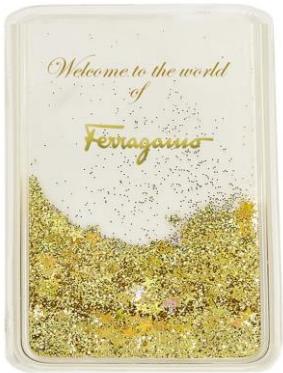
“The World of Ferragamo” **#FerragamoWorld, #FerragamoSecrets**

- ⌚ Attract the audience through exclusive storytelling and unique shopping experience.
- ⌚ Attract Millennial by the design, style and Advertising
- ⌚ Sell the new collection
- ⌚ Promotion of limited collection
- ⌚ Attract Attention of Media and Audience
- ⌚ Create Curiosity & “Wow Effect”



Announcement of the “Save the Date”

INVITATIONS & GIFTS



Book form invitation: The outer cover will be transparent plastic containing liquid glitter. Inside the book Salvatore Ferragamo key will be inscribed with the invitation message.

Pop-up book: it describes the imaginary story of “Ferragamo and the shoemaker”.



Goodie bag: Transparent plastic tote bag with the brand name, the tagline and the hashtags in golden colour.

COLLABORATION & CATERING



Tesla → Pickup Service
Cibario → Catering
Franciacorta → Drinks



ENTERTAINMENT & SERVICES

Create your own wonder shoes made of candy (simulation of shoemaking process)

1. Choose the shape of your shoe (made of bread/cake/Cookie)
2. Choose the colour of your shoes (chocolate sauce, candy sauce, candy paste)
3. Choose your shoe accessories stones etc. (fruits, candy, chocolate sparkles, gems)
4. Create and post memories with the selfie box #ferragamoworld #ferragamosecrets



**DO YOU WANT TO FEEL THE
EXPERIENCE?**

HUNGRY?

