

将品牌精神和驾驶乐趣延伸到车外的一种生活方式

FACTORY MADE

THE COOPER 品牌精神

“FACTORY MADE” collection is a series of clothing and lifestyle products inspired by the engineering spirit of the BMW Group. It pays tribute to the brand's rich history, and the spirit of engineering and innovation, while making the best possible. It is a collection of products that are designed to be practical, functional, and stylish. It is a collection of products that are designed to be used in the car, on the road, and in the city. It is a collection of products that are designed to be used in the car, on the road, and in the city. It is a collection of products that are designed to be used in the car, on the road, and in the city.

MINI COOPER 品牌精神

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JOY LIVING

VERSATILITY 百搭

JOY 愉悦感

QUALITY 品质感

EFFORTLESS 不做作

SIMPLICITY 简洁

BASIC 基础款

LEFT LANE

赛车文化

品质感

运动潮流

专业感

六大品类覆盖全渠道增长类目

车载用品

运动户外

生活家居

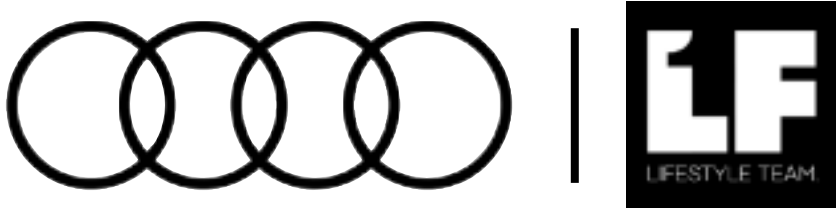
服饰配饰

箱包收纳

文创潮流

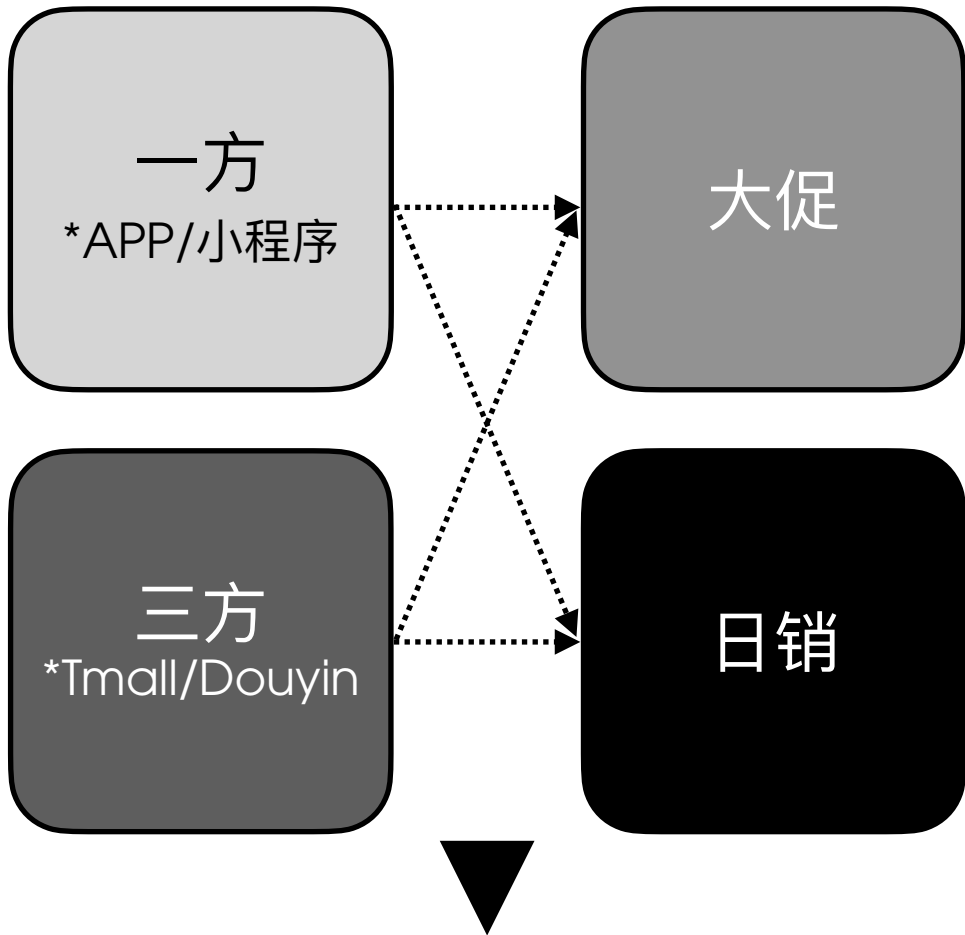


Audi Local Lifestyle - First Year



渠道货品差异化定位

分渠道、分平台定制差异化货盘&价标



货品分层 *渠道首发/品类

营销玩法 *自造节/热点借势

促销权益 *直降/满赠

车载用品、居家办公 同比 300%+
儿童电动车、陪伴玩具 同比 700%+

一品一策 开品逻辑构建

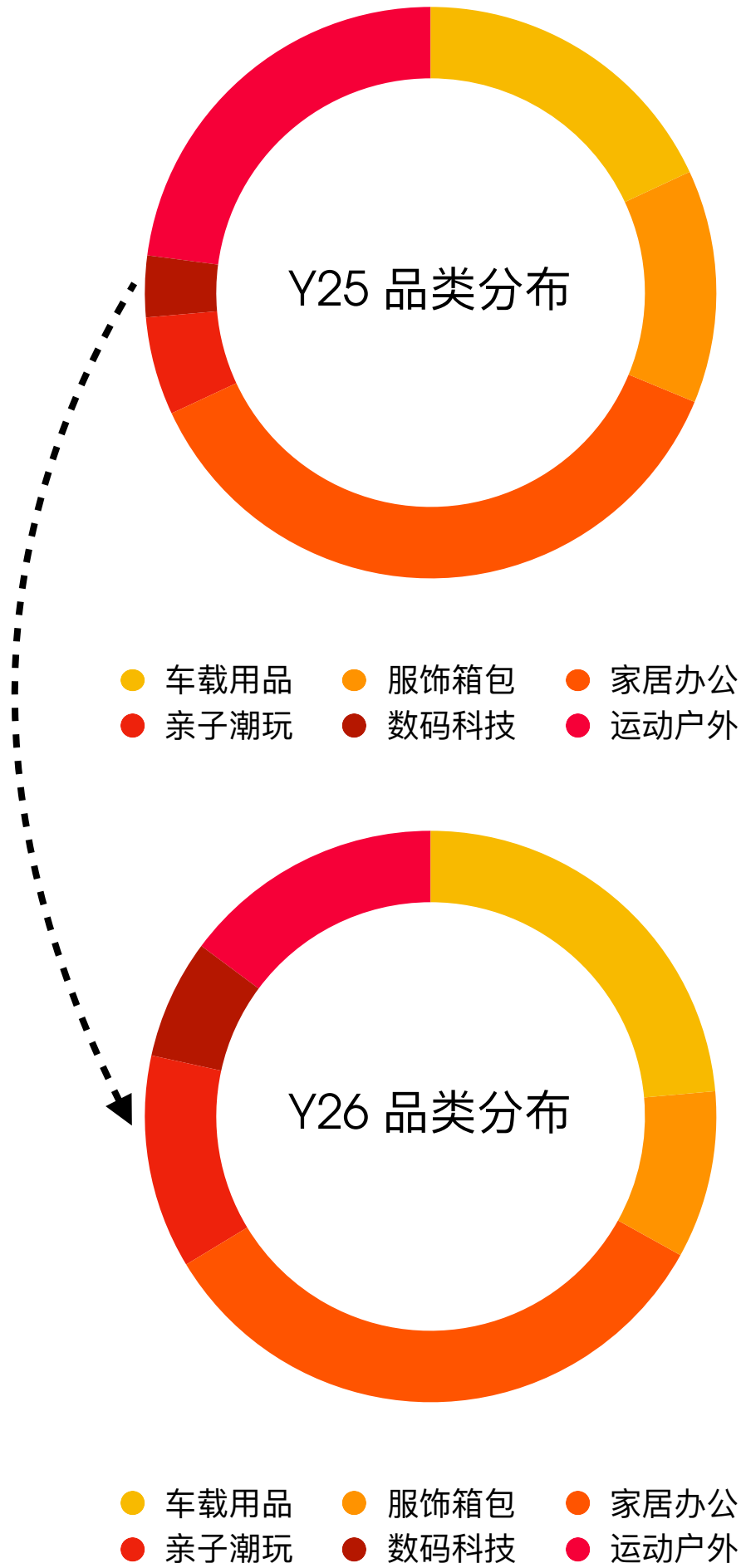
市场、行业、用户调研做趋势探查



CNY礼盒&箱包品类拓宽

Y26货盘结构升级

结合历史销售和市场趋势制定全年规划



APP/Tmall运营策略



Pop - Store

