

**Social Media Plan  
for  
Serena Williams  
Fashion Line**

# **Serena Williams Fashion Line through the Home Shopping Network**

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## **INTRO**

Serena Williams is an American professional tennis player who has been ranked number one in singles on six different occasions by the Women's Tennis Association. Commentators, players, and sports writers regard her as the greatest female tennis player of all time. With her own website, sponsorships, and success, she alone is a global brand.

Serena Williams started a fashion line last September 2015 after she lost to Roberta Vinci in the U.S. Open Semifinals. Vogue editor and mentor Anna Wintour helped Serena create her clothing line. It was revealed during New York Fashion Week last year and the line can be found on the Home Shopping Network. This plan aims to help Serena Williams have better sales, profits, and brand awareness for her fashion line.

## **SWOT ANALYSIS**

### **Strengths:**

1. Serena Williams and HSN are well known
2. Appropriately priced for the quality materials used
3. Variety in genre of clothing (i.e. business, athletic, party)

### **Weaknesses:**

1. Inconvenient
2. The fashion line only targets women
3. Very little advertising via print and social media
4. Serena Williams is well-known, but her fashion line isn't
5. The fashion line is only on HSN.com, not even her own website
6. Website does not grab consumer's attention; very boring
7. No brand name, no logo

### **Opportunities:**

1. Create social media platforms for the fashion line
2. Print and television advertisements
3. Grow the market share with the male audience (if Serena creates a male line)
4. Understand men's clothing by hiring experts on male clothing design
5. Sponsor more fashion related events and have assistants model the clothing line
6. Attract more women workers
7. Open boutiques around the United States

**Threats:**

1. The fashion line isn't well-known by fashion consumers
2. Other brands may be more expensive, but the consumers will still buy because of the brand name
3. Reliable/brand loyalists in the fashion clothing market
4. Consumers will buy less expensive brands because they are more convenient in stores

**COMPETITORS**

Serena's clothes are only sold online on one website, HSN. Her clothes can't be found at department stores or other online stores (Amazon, Ebay). Serena's fashion line resembles clothing that could be found at department stores. Below is a list of competitors.

**Department Stores:**

1. Macy's
2. Lord & Taylor
3. Von Maur
4. Dillards
5. Neiman Marcus
6. Nordstrom

**Online Stores:**

1. Other fashion lines on the HSN (Iman, Vince Camuto, etc;)
2. Random online store that pops up in google ads that sells clothing similar to Serena's fashion line (i.e. Tobi, Lucy in the Sky, HelloMolly)
  - a. Stores may vary from each person depending on what other online stores the man or woman searches in Google

**TARGET AUDIENCE****Current Target Market****Demographics:**

1. Age: Ranges from 30-50
2. Gender: All female
3. Education level: Graduated from high school and/or college, pursuing higher education
4. Occupation: Business, finance, social work jobs, in the office
5. Household Income Level: \$75,000-\$150,000

**Psychographics:**

1. Social Class: Upper middle class
2. Lifestyle: Lives in a house in the suburbs or in an apartment in the city, enjoys shopping, fashion, sports (especially tennis)

3. Activities and Interests: Watches TV on channels such as ESPN, ABC, Tennis Channel, E TV, Fox. Reads tennis and fashion magazines. Plays tennis at a country club.

### Possible New Target Market

#### Demographics:

1. Age: Ranges from 30-50
2. Gender: Male
3. Education level: Graduated from college, may be pursuing a Masters degree
4. Occupation: Business, finance, economics jobs, in the office
5. Household Income Level: \$75,000-\$150,000

#### Psychographics:

1. Social Class: Upper middle class
2. Lifestyle: Lives in a busy city in an apartment, enjoys recreational sports, some fashion, living a very social life, self-conscious
3. Activities and Interests: Participates in recreational sports like tennis and golf on the weekends, socializes with friends at bars and clubs at night, travels frequently for work

## **TARGET MARKET RATIONALE**

Serena Williams fashion line only sells to the female consumer. The age range of the fashion line buyers is 30-50, which this campaign is focused on targeting the same age group of current female consumers as well as male consumers (hypothetically speaking if Serena would launch a men's line). The age range consists of the end of the Millennial era, and all of Generation X. Younger Millennials under 30 are not making the income level that is projected in our target markets above. The target market stops at age 50 because this is the age that some people are thinking about retirement (Bureau of Labor Statistics).

The occupations are very similar because the clothing is very business to business casual, as well as some party clothes. Therefore, the campaign will target men and women who live active, busy lives, who go to work from 8am-5pm, and then may have client dinners or bonding with friend activities after work. Men were chosen to be a new target because the fashion line could increase profits and sales, as well as more awareness to a wider group of people. Women are still the target because the fashion line has so many top competitors, Serena's line could go bankrupt if not enough women are interested in her products.

## POSITIONING AND CREATIVE BRIEF

The Serena Williams fashion line represents a business fashion lifestyle by the looks of her clothing. Fashion-forward, stylish, and sleek are often associated with Serena's brand and consumer. The fashion line is mainly targeted to the working woman around the ages of 27-45, who have graduated from college, live near or in a city, and enjoy reading fashion magazines. With this campaign, I want to enhance Serena's fashion line image, and attract more female consumers and male consumers (if Serena were to create a men's line).

**My goal is to increase Serena's fashion line sales by attracting the fashionable male consumer, while maintaining the existing female-dominated consumer base.** The campaign "Who are you Wearing?" targets men and women ages 27-45, who are active in their social, professional, and personal lives. The key message is that Serena Williams fashion line is cheaper than the top name brands, but just as comfy and stylish as the others. Event sponsorships and social media will be the campaign's main platforms for advertising the fashion line. With the increase of technology and use of smartphones, the desired target market is available and knows of the social media apps. The majority of this target market has Facebook, with some on Instagram and Twitter. A social media focused campaign will reach the largest percentage of our target audience and help create a community of loyal consumers. Shoppers often opt out of buying clothes online because they can't try them on first. Pop-Up Shops can let the retail consumer test the clothes out for themselves and the clothes are sold at a cheaper price.

### **SERENA WILLIAMS FASHION LINE: 2017 "WHO ARE YOU WEARING?" CAMPAIGN:**

Campaign Objective: To increase Serena's fashion line's women consumer base by 20%, men's consumer base (if she creates a men's line) by 40%, and total sales by 10%.

Tagline: "Who are you Wearing?"

\*A lot of people ask "who are you wearing?" at fashion shows and events. When people say they're wearing an outfit designed by Serena Williams, people will be shocked because she's not the typical fashion designer. This will cause interest and curiosity, which then brings more awareness to her brand and not just her name.

Timeline: March-September 2017

The campaign will be composed of a full schedule of social media posts, traditional advertisements, and Serena Williams fashion line sponsored events across the country. Serena can sponsor multiple fashion events in the United States including: Africa Fashion Week in New York, Detroit Fashion Week, DC Fashion Week, Fashion Week Cleveland, and many more that all fall within this timeline. The campaign will kick off in March as Serena promotes her new spring

fashion line, with the possibility of a brand new men's line. This campaign's goal is to drive more awareness and encourage people to wear Serena's fashion line.

During these campaign months, Serena will have tennis tournaments around the world. If she cannot attend the fashion weeks, assistants will be present to model her clothing and bring brand awareness to her fashion line. Serena may also promote her fashion line at each tennis tournament she plays by giving out small posters to fans.

Traditional Media: billboards, posters, signs on public transportation, giveaways.

## **MEDIA TACTICS**

### Traditional Advertisements

Serena's fashion line will have multiple billboards, in the top ten most populated cities in the nation. These billboards will be scattered along various highways, city intersections, and downtown. They will directly tie in with the social media campaign, while promoting the #WhoAreYouWearing campaign out to a wider audience. Some of the billboards will display Serena Williams wearing her fashion line on the runway. Other billboards will display men and women wearing her business clothes in office settings, engaging with other clients. The party clothes will show men and women out at a fancy club or on the street at night having a fun time. The billboards will attempt to capture the attention of the consumer and encourage them to check out Serena's fashion line and buy her products.

The images from the billboards and signs will be used for banner ads on YouTube and Facebook. People will see the ads in more locations, remember the hashtag, and use it.

### Facebook, Instagram, Twitter

First, Serena will have to create social media accounts for her fashion line. The social media campaign, "Who are you Wearing?", will give a way for Serena to interact with the consumers. The hashtag #WhoAreYouWearing on billboards will encourage viewers to use the hashtag on their social media pages. It will also enable Serena to interact with audiences at the events she sponsors. Twitter will be used to live tweet the fashion shows she sponsors. Facebook Live will be used to show video footage of Serena interacting with potential consumers at the fashion weeks. People can also use the #WhoAreYouWearing hashtag on Instagram for a chance to win a limited edition product by Serena.

Promoting the hashtag will help Serena's fashion line gain more followers on all platforms, which will enable the brand to stay connected with consumers.

### Snapchat

Serena Williams fashion line will have a snapchat filter featuring her brand logo and the #WhoAreYouWearing hashtag. The filter will be available for use at all sponsored fashion events she attends. With this filter, the fashion line will be allowing the customers to promote the product.

### Pop-Up Shop

There will be four pop-up shops throughout this campaign. Each will last 1 week, around the time Serena is sponsoring a highly populated city's fashion week. This will let Serena connect with consumers to build stronger relationships and to let consumers know she's serious about the fashion business. Launching a pop-up shop is cheaper than a traditional store and this will create brand awareness. Consumers will also be able to try on the clothes, feel the fabric, and buy the clothes right away.

## **MEDIA RATIONALE**

Billboards and advertisements on public transportation will be used to promote the brand and campaign directly in front of a wider audience (anyone who passes it, sees it). Facebook, Instagram, Twitter, and Snapchat are used a good amount by the target audience. These platforms are beneficial in promoting the campaign events, which ultimately promotes the brand. The use of snapchat particularly will act as a way for consumers to advertise the product themselves in a fun and interactive way. The pop-up shops will test the fashion line sales, and if successful, encourage Serena to open actual stores and not just sell her clothes online.

## **EVALUATION**

I will measure the success of the "Who are you Wearing?" campaign by evaluating the percentage of overall increased awareness and interest of Serena's fashion line by females and males in the target demographic of 27-45 years old. I will also measure the success by the increase in sales of the target market. Another area of the "Who are you Wearing?" campaign will be evaluated by the success of the social media interaction. I will observe the number of people getting involved with the hashtag, and the amount of followers from the beginning to the end of the campaign. By gathering all of this information, depending on the results, Serena can decide whether to continue in this creative direction or find a new way to reach the current women consumers and possible male consumers.

I will measure perception through focus groups and an online survey conducted pre-campaign, during the campaign, and post campaign. These tests will determine how consumers feel about Serena's fashion line.

Awareness will be measured through followers and likes on social media.

Ultimately, the success of the campaign will be measureable by whether or not sales increase, especially if the sales are female consumers. Once the female consumer base is solid, then Serena can focus on perfecting the male line.

## **ANALYSIS**

Serena Williams fashion line is only sold on HSN.com. She has no stores and very little advertising. There is no financial data for the first year of her fashion line, so it's hard to compare her fashion line's sales and profits to other brands. From a man's perspective, some may say they wouldn't ever wear clothing by a woman designer that only makes clothes for women; however, stores like Forever21, H&M, and Zara started off as typical girly stores, and now they sell men's products. It's hard to tell if Serena Williams fashion line will be successful. It's still too early because the line started last year. The clothing line needs to be promoted more if Serena wants to stay in the fashion business.