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The Assignment

Create a campaign that will shift brand interest from PINK customers and brand loyalists to the Victoria's Secret brand, including cross-shopping, up-selling, etc.

Executive Summary

Everyone knows Victoria's Secret. It is a household name in the intimate apparel and lingerie market, and brand awareness is your thing. However, there is a gap in shoppers between PINK and Victoria's Secret that one cannot explain--until now. This gap occurs directly between the age demographics that both PINK and Victoria's Secret are trying to reach, ages 18-24. Our campaign proves that with the right message and targeting, this gap can be demolished and the transition from PINK to Victoria's Secret will be a seamless transformation for generations to come.

To prepare for this campaign, we needed to fully understand what our age demographic (18-24) was thinking. We began this journey with primary and secondary research to identify the gap and what was holding our consumers back from making the jump from PINK to Victoria's Secret. In addition, we collected thirty different personal interviews to get valuable insight on what women in this demographic are thinking. With this research, we were able to formulate an effective and innovative campaign that will directly communicate and inspire our target audience to transition from PINK to Victoria's Secret. Join us on the journey of becoming an angel.





Situation Analysis



Overview of the Market

Beginning in 2010, global sales of the intimate apparel market hit \$60.3 billion. Since then, the market has had a steady increase each year. In 2015, the market hit \$76.9 billion. By the end of 2016, it is projected that the market will exceed \$82.1 billion (statista.com).

That is a \$21.8 billion jump in six years, and things won't be slowing down any time soon.

There has been an increase in marketing campaigns focusing on body positivity and diversity since the industry came under fire for hyper-sexualization in its marketing. VS and PINK in particular have been criticized for not being inclusive of larger women and marketing “inappropriate” attire and attitudes to adolescent girls.

Who is Victoria's Secret?

According to the L Brands website, Victoria's Secret has over seven million "selling square feet", providing an amount of real estate that is unrivaled in the market

VS accounts for 65% of all of L Brands and has tremendous success in stores and online

PINK is a great asset to Victoria's Secret; in 2013 it was a \$1.5 billion company and is projected by Bloomberg.com to double in size in the coming years

VS also reaches 390 million consumers annually through its direct catalogue

Customer experience is what Victoria's Secret is known for.

“Victoria's Secret didn't start dominating lingerie until it stopped being **cheap** and began focusing on the **customer experience**” according to [businessinsider.com](https://www.businessinsider.com)

“Victoria's Secret has the **asset of the experience** that a shopper receives when they come in to visit a store. They are all **about an in-store experience**,” they continued.

The higher prices make customers feel that they are making a worthwhile investment from a specialty retailer.

The customer experience in store is what gives Victoria's Secret an edge in comparison to their competitors. This is what makes you unique.

Our research showed that VS is in a category of its own when it comes to women's lingerie, however the top two competitors that offer similar products at a similar price point are Aerie and Adore Me.



Insights that make Victoria's Secret unique within the competitive landscape

98% Brand Awareness and Recognition with the public
Victoria's Secret Fashion Show and VS Angels

The concept of fantasy: we want our audience to be
apart of the VS fantasy and to feel like the Angels
High quality for a reasonable price, meaning they are
targeting their audience of middle class women 18-24
well

“Best at Bra’s” in the lingerie market

Any professional model wants the chance to be a VS
Angel, making the Angels even more sought after

Taking a look at the competition

Victoria's Secret is in a league of its own. You have dominated the market for years, and have the biggest market share by far, sitting at 65%. However, with recent companies taking direct aim at the brand and it's consumers, there are two main competitors that we need to be aware of. Specifically for the 18-24 year old demographic, Aerie and Adore Me are the top two brands that are gaining some attention from young women.



Aerie claims 15% of total U.S. female population, this includes ages 15-24, a demographic similar to VS

This is significant though, considering Aerie has only 137 stores compared to Victoria's Secret 1,000+ stores

Aerie claims 2% of the U.S. lingerie market share, compared to VS's 65%

However, Aerie could easily catch up to VS and PINK by copying their move to attach their physical locations (Aerie stores) to the physical American Eagle stores

This would dramatically increase their reach as there are 900



The key to Adore Me's success is the perception that it is the same high quality as Victoria's Secret, but for a lower price

The first matching lingerie set for women is \$20, and moves to \$39.95 after that-- in addition, shipping is free in the U.S.

AdoreMe is a huge threat to VS, revenues have grown from \$1.1 million to \$16.2 million in three years alone, a growth rate that cannot be ignored

Their audience is 75% millennials, and marketing has been inspired by YouTube and did an unboxing ads

They sell sizes between 30AA and 44G, wanting to "cater to all women" and "inclusiveness is incredibly important to the brand."



Where Victoria's Secret currently is:



High Quality Product

Low Brand Differentiation



High Brand Differentiation

Low Quality Product



Where Victoria's Secret WILL be:

High Quality Product



Low Brand Differentiation



ADORE ME High Brand Differentiation

Everyone knows that Victoria's Secret has high quality product, but not everyone is aware of the difference in the two products. This is where our campaign will come into play, educating our consumers on this product differentiation and therefore in a league of your own.

Low Quality Product





S

Strengths

- Brand Awareness of PINK and Victoria's Secret
- High loyalty to their brand
- Highest market share in intimate apparel
- Perception of great quality
- Great social media presence
- Appeal to both genders
- Supermodel backing/model endorsement

W

Weaknesses

- Perceived body negativity
- Cost
- Seen as objectifying women
- Say they don't market to men, but ad is very sexualized as if to appealing to men
- Lack of recognition for active wear
- Can't seem to get people to graduate from PINK to VS
- App gets little to no usage

O

Opportunities

- More distinct line and marketing strategy between PINK and VS
- Diversify models
- Re-create apps
- Separate and organize demographics through the products
- Rewards/deals that encourage cross-shopping and up-selling

T

Threats

- More affordable options at retailers
- People having a more positive perception of other brands that encourage diversity
- People not wanting to leave PINK due to low cost
- Lack of reach for the 18-24 year old demographic in VS
- More affordable options for the college age student

The foundation of our strategic approach to our primary research and campaign development:

- Current VS shoppers don't know the difference between the PINK and Victoria's Secret brand
- Creating an environment that 18-24 year olds want to shop that feels sexy and sophisticated to stay on brand, but not too sexy where they feel uncomfortable
- There are very few differences between PINK and VS brands in their online marketing strategies
- Separating products into different age demographics will create the right difference for the brands to promote graduating from PINK to Victoria's Secret





Our Target Audience



Our Target Audiences

Primary Audience

Millennials Making a Name for Themselves

18-24 year old women

Coming to a point in their lives where they want to be taken more seriously. They are becoming a more sophisticated, mature woman wanting to make a name for themselves.

Celebrating their accomplishments and what is to come: college graduation, a job, living on their own

Need products that are high quality but affordable for a college student

Secondary Audience

High School Sweethearts

14-17 year old girls

Realize they need quality bras and underwear

Still shopping with their mothers, and need to know that they can go somewhere that will have high quality, age appropriate clothing

Want products that are fun, cute and girly

Their budget depends on their parent's income and what they are willing to spend on their children

Why them?

These 18-24 year-old women are the next generation of Victoria's Secret shoppers. From our psychographic data, we know that the millennial generation is a group of motivated and enthusiastic individuals ready to confidently take on the world. These women want something practical, cost effective and high quality, yet still on par with the latest fashion trends. All of these characteristics of the millennial female make this demographic a perfect fit with the Victoria's Secret brand. They are the generation setting the new standard for what it means to be a sexy, sophisticated, forever young female.

Because the goal of this campaign is to graduate current PINK shoppers to Victoria's Secret, it is fortunate that 41% of Instagram users are ages 16-24. To continue the concept of this campaign for generations to come, it is imperative to not only reach the current 18-24 demographic, but the future 18-24 demographics. With the research found on the effects of social media platforms like Instagram, Twitter, YouTube and others, the younger 14-17 age demographic will indirectly be affected by our campaign.

Although we will not use any specific tactics to garner the attention of the 14-17 year old demographic, because of the platforms and media outlets that will be used throughout the campaign there will be unintended benefits to capture the up and coming generation.



Our Target Audience

Our MRI research showed us that college students are one of our biggest markets that need to be reached. Our ideal target audience is female college students, ages 18-24. We then learned their behaviors when it came to their social media habits, where they spend most of their time online, and where we can appeal to them that will be the most effective and productive. With 100 being the benchmark for a valid index, we know our digital media plan will be an extremely effective way to reach our target audience considering the data below.

Index	VALS	VALS	Index
I spend time daily on Facebook			157
watch online videos (YouTube)	171		I
I make purchases for my personal use		112	I have a laptop
computer	119		
I use internet-only radio services (Pandora/Spotify)	135	175	I have a smartphone or

Source: MRI+ Database



Primary Audience



{ 18 - 24 year-olds }

MILLENNIALS

What's Important?

Female millennial consumers want....



Affordability

#1



Comfort

#2



Style

#3



Psychographic Profiles



Our target audience brought to life

The personas of our target audiences are the backbone of our campaign and the reasoning behind why we are doing what we are doing. These people are not simply a number anymore, they are consumers that we want to directly target with our campaign.

Their attitudes, hobbies, beliefs, interests and overall personalities are what make them important to the Victoria's Secret brand. They encompass what it means to want the fantasy that Victoria's Secret has to offer them. These are millennial women who are looking for something more mature, sexy, and sophisticated to complete their wardrobe. These women are getting ready for some of the most important times of their lives, specifically going to college, graduating college, and finding their way in the real world.

This is a vital time in our target audience's life, and we want them to know that Victoria's Secret is there to celebrate them. By assigning our primary target audience a name, we give our campaign something to look at and ensure that we are taking the right measures to reach this specific woman.

We plan to target them directly to show them why celebrating life's moments with Victoria's Secret is the perfect decision for them. Meet Emily, Jasmine and Alexa.





The Up-and-Comer: Emily Stern

Emily Stern is a 18 year old high school student from Chicago, Illinois. She is the leading scorer for her field hockey team, enjoys shopping on Michigan Ave with her friends, and staying up to date on all of the latest trends. Her parents are willing to buy her the clothes she needs, but want to make sure it is age appropriate for an 18 year old.

She's obsessed with her phone and is all over Instagram, Twitter, Facebook, Snapchat and YouTube. She loves to follow brands and celebrities that have bold and original style. She is looking for a brand that makes her feel more like the celebrities she idolizes, but also one that her parents are comfortable providing for. She watches more YouTube than cable television, and loves feeling connected to influential people, specifically Kendall Jenner who is one of her favorite celebrities.

Emily loves shopping at PINK and has been a PINK loyalist and PINK Nation member for years. We want to make sure that she stays a brand loyalist when it is time to make the transition from PINK to Victoria's Secret.

She has a younger sister and lives with her parents who together make \$100,000 annually. They are wanting to instill good values in their daughter before she leaves for college in a few years.



The Wanderer: Jasmine Smith

Jasmine Smith is an 22 year-old college senior at University of Texas at Austin. She was born and raised in Dallas, Texas and loves being active and getting outside in her free time. She values her faith and family. She is a double major in Accounting and Finance and is Vice President of with the Accounting Club. She works part-time at boutique on campus.

She loves social media platforms, specifically Snapchat and Twitter. She also enjoys a good in-store experience and appreciates great customer service. She gets all of her news from Twitter every morning and afternoon, instead of spending money on a newspaper subscription.

Jasmine previously shopped at PINK before she went to college, but has since stopped due to her personal finances becoming more important to her. She wants to resume shopping somewhere, but doesn't know where to go. She feels as if she has outgrown PINK, but isn't old enough for Victoria's Secret.

Her individual finances are important to her. She was raised with two brothers, and her parents who together make \$75,000 annually. She is more inclined to shop at places that offer a student discount considering her attention to her personal budget.



The Loyalist: Alexa Jones

Alexa Jones is a 20 year-old junior at the University of Southern California. Her parents instilled values that reflect a ‘work hard, play hard’ mentality. She loves hanging out with her friends, trying new things and is an aspiring journalist. She is an active member of the Society of Professional Journalists and recently had an internship at a fashion magazine in Los Angeles.

She feels connected to different brands through social media. She follows Victoria’s Secret on Instagram, and enjoys keeping up with lives of the VS Angels via their social platforms as well. She wakes up each morning and the first thing she does is check her phone and get her first dose of social media.

She shops at PINK often and loves the Victoria’s Secret brand, but hasn’t made the crossover due to prices and feeling tied to the PINK brand. She likes the idea of Victoria’s Secret, but isn’t sure she is ready to commit to that brand over PINK.

She is an only child and is the daughter of parents who together earn \$150,000 annually. Alexa hopes to stay in the Los Angeles area and work for a fashion magazine.



Primary Research



The Problem

Victoria's Secret is seeing a drop in millennial sales. Millennials may be shopping at PINK, but they tend to leave the brand entirely when it comes to crossing over to a more mature look. We need to solve this problem by promoting a seamless transition from PINK to Victoria's Secret.

Therefore, we were posed with the question of how can we encourage current PINK shoppers to cross-shop and "graduate" to the Victoria's Secret brand? What is the x factor that is missing from the current brand offerings that is halting the crossover?

In order to answer this question, we designed primary research to fully understand our target audience and their psychographic profiles. We began by conducting a survey that would ask our specific target audience of 18-24 year-olds questions about their brand perception, awareness, and knowledge of Victoria's Secret vs. PINK. We followed up with focus groups in order to ask more open-ended, in-depth questions once again to our specific target audience. The following pages will explain our findings, what they mean to our campaign, and more importantly what they mean to Victoria's Secret moving forward.



The background of the slide features a photograph of four models, likely Victoria's Secret Angels, sitting inside a white tent. The models are diverse in ethnicity and are wearing light-colored, possibly white, lingerie. The lighting is soft and natural, coming from the tent's opening. Overlaid on this image are several red circular shapes containing text and numbers.

The How

298

Qualified
Surveys

2

Focus
Groups

30

Personal
Interviews

1

Ethnography

Qualitative: Personal Interviews

Methodology:

A total of 30 individual interviews were conducted. Researchers contacted current PINK and Victoria's Secret female shoppers ranging from 17-45 years of age, though 82% were millennials.

Respondents:

Participants were interviewed outside of the store to ensure candid responses.

Demographics:

All female shoppers

82% millennials

Qualitative: Personal Interview Quotes

"I enjoy shopping at Victoria's Secret and I think that they have the best bra's. I like going into the store because most of the time I get someone to help me find exactly what I'm looking for, and they make sure it fits right"

-Woman, 23 years old



"PINK and Victoria's Secret are separate? I honestly had no idea. I thought that PINK was just a cheaper version of Victoria's Secret, but I always thought some of their stuff looked the same."

-Woman, 21 years old



"I knew that PINK and Victoria's Secret were separate, but I like shopping at PINK more because of all the discounts and sales that they do, like the 5 for \$25. I just can't afford most of the nicer stuff in Victoria's Secret unless my mom is shopping with me."

-Woman, 22 years old



"I buy some things at Victoria's Secret sometimes, but for the most part I still shop at PINK for underwear and bra's. It's just cheaper and looks like some of the Victoria's Secret stuff. I like a lot of the Victoria's Secret stuff, it's just I can't afford a \$60-\$70 bra right now while I'm still in college."

-Woman, 22 years old



Qualitative: Personal Interviews

After conducting our personal interviews that allowed us to ask open-ended, in-depth questions about Victoria's Secret and PINK, we were able to delve into the minds of our demographic and gain insights into their lives and motivations. These interviews helped to expand on the concrete quantitative data we had already gathered.

Our biggest problem that we found from our personal interviews were two of the points that were found in our survey research: some people didn't realize they are two separate brands, and most college-aged students can't and don't cross over because of the price difference between Victoria's Secret and PINK.



Quantitative: Online Survey

With the largest percent of respondents fitting in our specific demographic, we knew we would get an accurate view of our target audience's brand perception and knowledge of both the PINK and Victoria's Secret brands.

Although respondents were heavier in the South, we still received many responses on both a national and international level. As the infographic on the previous page showed, the darker the state, the more the respondents.

It was important for us to get a complete and wholesome understanding of brand perception, and therefore we wanted to make sure that we had representatives from as many states as possible from all over the country. We wanted to ensure that we would get respondents out of the South region to understand what the less conservative states are thinking when it comes to Victoria's Secret and brand perception. This would allow for a more accurate quantitative measurement of our survey and give us a better basis of research to build our campaign upon.

Key Findings



75%

indicated they shopped/shop at **PINK** during the ages of **10 - 18 years old**

27%

indicated they shopped/shop at **Victoria's Secret** from age **19 years old and up**

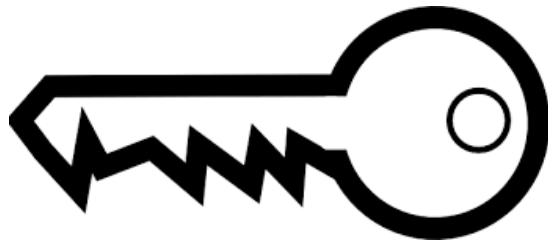
78%

However,

associate the **Victoria's Secret** brand with the **18 - 24 year old age group**

Q: Why are millennials not shopping VS?

Key Findings



65%

are most comfortable shopping for bras and underwear in specialty stores

48%

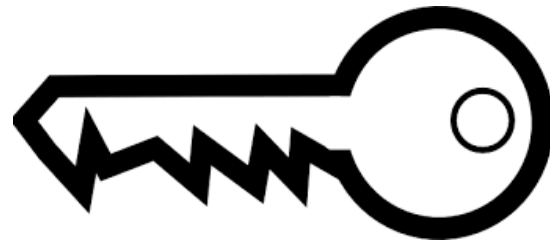
of respondents who do shop Victoria's Secret **visit only 1-2 times annually**

60%

are most likely to shop at Victoria's Secret during **sales**

A: Millennials want to shop, but need incentive

Key Findings



With such a high percentage of female millennials (71%) taking a survey about the world's most popular lingerie brand, researchers knew brand recognition would be high among respondents. However, researchers were surprised to find a high percentage of respondents who did not know the difference between the PINK and Victoria's Secret.

52%

of the respondents that **didn't shop** Victoria's Secret were
unaware of the difference between the PINK & Victoria's Secret brands.

Campaign focus: Define the Victoria's Secret brand

Campaign Focus



Based off our psychographic data and quantitative research, the research team had concluded that millennials want to make cost efficient purchases, but also high quality and style. Because Victoria's Secret already offers high quality and style, the only thing the brand needs now is a way to show millennials specifically where and how the Victoria's Secret brand can fit their current lifestyle and a way to provide more incentivised purchases.

After outlining the campaign focus, the research team began to formulate focus groups to find out more relating to brand perception as well as what female millennials want from the Victoria's Secret brand specifically.

Qualitative: Focus Groups

Methodology:

Our research team gathered focus group participants within the University of Oklahoma. The snowball sampling method was used since participants were recruited via pre-existing participants recruited by the research team.

Respondents:

Our team conducted 2 focus groups with a total of 12 participants. These participants had all taken the online survey as well and were each familiar with the PINK and Victoria's Secret brands.

Demographics:

100% of respondents were female

100% respondents were 18 to 22 years old

Qualitative: Focus Groups

These focus groups were comprised of female millennials who knew about and shopped for PINK and Victoria's Secret products either in the past or currently. Like the typical millennials represented through psychographic data as well as through our three personas - Alexa, Jasmine, and Emily - these girls were budget conscious, opinionated, goal-oriented and loved to have fun.

Participants discussed the brands in relation to their own lifestyles as well as their experiences with the brands in the past.



Consumer Confusion

"[PINK] can be sometimes borderline tacky...totally fitting for a 14 year old".



Age: 21

Age: 20



"I don't like going to PINK and seeing 12 year olds buying the same underwear I'm getting when I'm 20 years old".



Age: 20

"...I buy some things from [VS], but that's more like my mom's age. But, with PINK, they target like 12 - 15 year olds. There's nothing in between for us [20 year olds]".



Whom are the brands meant for?

Word Association

— — — What words do you associate with the PINK and Victoria's Secret brands?

PINK



Victoria's Secret



Consumer Confusion

Defining the brand takes more than just showing consumers what the brand has to offer in merchandise. During the focus groups, our research team discovered that millennials want a brand tailored to their needs, their wants, and their generation.

It is the goal of our campaign to illustrate that while PINK is a great brand that accommodated the needs of our consumers during their pre-teen and early teenage years, it is the Victoria's Secret brand that can help shape their current and quickly maturing lifestyles.

This is exactly why we have based our campaign around celebrating life's moments. Everyone has moments that are worth celebrating, especially our target audience. When going through such a transition time in their lives, we want our consumers to know Victoria's Secret is not only there for them, but with them to celebrate.

Focus Group Key Insights:

Focus group participants stated that the main reason they shop at PINK rather than Victoria's Secret is due to the price difference. They suggested that a new and improved loyalty program - less complicated than the current one - would give them incentive to shop the Victoria's Secret brand more.

Mirroring the results of the online survey, focus group participants often labeled Victoria's Secret as "too mature" for their lifestyle.

Once again, researchers found that millennials want to own stylish and high quality bras and underwear, they just don't see Victoria's Secret as a brand tailored to their needs and wants.

Qualitative: Ethnography

Methodology:

Researchers went to the local Norman, OK PINK and Victoria's Secret store to visit and study the culture, atmosphere, and consumer/employee relationship.

Consumers:

Overwhelmingly women 18-25 years of age shopped mostly alone in the Victoria's Secret section while girls ranging from 13-16 years of age shopped with friends and mothers in the PINK.

Employees:

Most were at the front of the store helping with purchases while others engaged in greeting consumers and rearranging merchandise.

The Relationship Between Research and Target Audience

Our research shows us that the in-store experience that VS offers is unlike any other competitor in the Intimate Apparel Market

Aerie and Adore Me are targeting the 18-24 year old middle class women and do not struggle with losing any audience because it is not subdivided within the company- it is one cohesive brand and therefore doesn't have to worry about graduating one audience to the next brand

VS has a huge opportunity to take over even more of the market by targeting two specific demographics with two different brands: PINK and VS

By appealing to the 14-17 year old demographic, PINK will encourage the younger market to come in to VS for an in-store experience unlike any other, and will become the best specialty retailer for a girl's first bra

This will also give Victoria's Secret a larger and more loyal customer base, they will expand their audience to a younger demographic and provide more people to encourage cross shopping and up-selling when they turn 18 and want something more mature

By appealing to the 18-24 year old demographic, Victoria's Secret will prove that the transition from PINK is a seamless transition that can and will be made after a customer outgrows the PINK brand



Goals, Objectives & Strategies



Goal

To educate current PINK customers on the unique and distinct offerings of Victoria's Secret vs. PINK to increase brand awareness and brand crossover.

Objective 1

To raise brand awareness of distinct brand offerings of PINK and Victoria's Secret by 40% by the end of 2017.

Strategies

1. Differentiate marketing within digital media platforms.
2. Highlight the foundation and brand definition of PINK.

Objective 2

To increase cross shopping and up-selling by 50% by end of 2017.

Strategies

1. Host promotional in-store events to promote up-selling.
2. Offer coupons and discounts for PINK Nation members and consumers on Victoria's Secret items.
3. Create Victoria's Secret brand reps for college campuses.

Objective 3

To increase the cross over of the PINK consumers to the Victoria's Secret brand by 25% by the end of 2017.

Strategies

1. “An Angel Gets Her First Set of Wings” campaign conveying the fantasy of being a Victoria's Secret Angel when a consumer buys their first Victoria's Secret bra.
2. Creating the VS Moments App that will allow for easy crossover from the PINK brand to the Victoria's Secret.
3. Celebrating the crossover from PINK to Victoria's Secret with VS Summer Bash.



Public Relations Plan



Our Campaign Challenge

Our PR plan is the backbone of our campaign. We used the important research and key findings to understand what exactly our target audience needs to make the crossover from PINK to Victoria's Secret. We learned that our target audience of 18-24 year old women want something that is affordable, but yet extremely chic and fashionable. This information led us to tailor our campaign to meet their needs.

To do so, we wanted to create tactics that would be functional and effective. These tactics will be the foundation to our creative approach and our media plan that will lead the transition of our target audience from PINK to Victoria's Secret. We thought to ourselves- what would Emily, Jasmine and Alexa think? This thinking is what led us to create some of our biggest components of our campaign: VS Moments and VS Summer Bash.



The Campaign: Challenge & Goal

The Challenge:

Victoria's Secret is seeing a drop in millennial sales. Millennials may be shopping at PINK, but they tend to leave the brand entirely when it comes to crossing over to a more mature look. Where are these women going after they leave PINK? What is causing the drop off of these people?

How can we encourage current PINK shoppers to cross-shop and “graduate” to the Victoria's Secret brand?

Goal of our Campaign:

To educate current PINK customers on the unique and distinct offerings of Victoria's Secret vs. PINK.

The Campaign: Objectives & Strategies

Objective 1

To raise brand awareness of distinct brand offerings of PINK and Victoria's Secret by 40% by the end of 2017.

Strategies:

Define the specific uses and needs of the Victoria's Secret brand versus PINK.

Highlight the foundation and brand definition of PINK.

Defining the Brand is Key

PINK and Victoria's Secret are two separate brands - consumers need to know this!

Victoria's Secret needs to showcase how the 18-25 year old demographic can utilize the brand in their everyday lives

We'll showcase the Victoria's Secret brand as a brand for mature, yet still sexy and forever young, women

Through our "Graduation Day" themed promotion, we will encourage consumers to celebrate their maturing lifestyle and "graduate" to a brand that can fit their changing needs

Victoria's Secret is not for "just for the honeymoon" or "your mother", it's a chance for you to celebrate your new job, your birthday, and all the rest of life's moments!



The Campaign: Objectives & Strategies

Objective 2

To increase cross shopping and up-selling by 50% by end of 2017.

Strategies

Host promotional in-store events to promote up-selling.

A new App: VS Moments. Offer coupons and discounts for PINK Nation members and consumers on Victoria's Secret items through the app.

Create Victoria's Secret brand reps for college campuses.

Who doesn't love a GNO?

The in-store experience is what makes Victoria's Secret different than any competitors. We want to highlight this strength and make a lasting impression on our consumers, therefore we want to host exclusive in-store events.

To get current PINK customers into the store to try on Victoria's Secret apparel, we will promote a Girls Night Out for girls and their mom to come into their local store, get a bra fitting and 15% off their first Victoria's Secret bra.



Bringing the campaign to life: “VS Moments”

This App will transform the way consumers view the Victoria's Secret brand. The new App will not only include rewards and discounts, but it will provide a personal approach to shopping and a direct line of communication between the Victoria's Secret brand and consumers.

It will include both the Victoria's Secret and PINK brand to encourage the cross-shopping between the two brands, but will use milestone moments to encourage users to celebrate with Victoria's Secret.

“VS Moments”

Users will sign up with their school (.edu) email address. The App will keep track of times in a woman's life that are worth celebrating: birthdays, graduations, weddings, special moments in time. These celebrations call for a set of wings, which will be encouraged with discounts and promos.

Moments that deal with an older demographic like college graduation will have rewards exclusive to Victoria's Secret.

The App will not solely consist of rewards or discounts, but will also offer exclusive content such as Q&A's with the VS Angels, behind the scenes looks at the Victoria's Secret Fashion Show, and contests and giveaways.

Through the app, in August 2016 there is a competition for people to post pictures with a friend in VS Swim Apparel and use the hashtag #showoffyourwings, winner wins a trip with two tickets to the VS Fashion Show and backstage pass

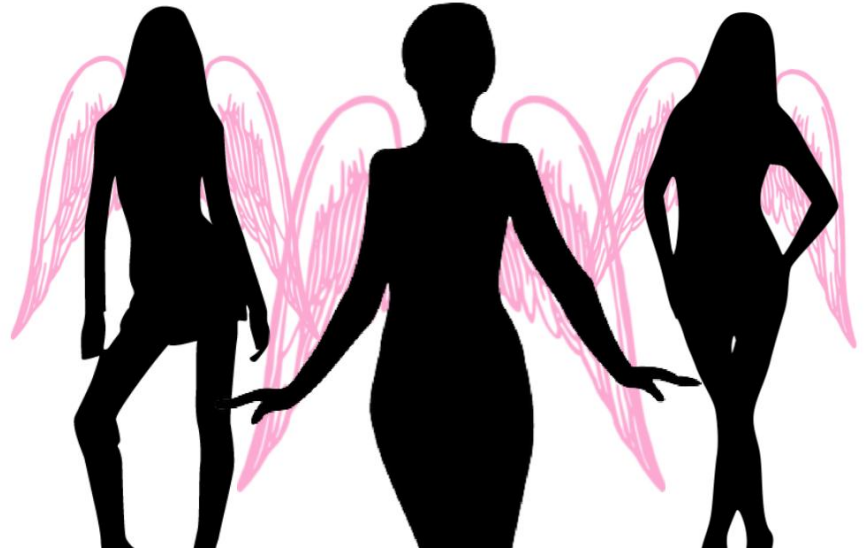


Creating College Reps

A seamless transition for the Victoria's Secret brand is to encourage cross-shopping and up-selling by providing an outlet for college students to easily access apparel from the brand.

We will create brand reps for the Victoria's Secret brand to partner with the PINK brands that are already established on campuses nationwide. These reps will have times that they work together, and times that they work separately to make sure both demographics are being reached.

VS Moments will provide the locations of nearest brand reps, how to contact them, and how to become a Victoria's Secret rep on their own campus.



The Campaign: Objectives & Strategies

Objective 3

To increase the cross over of the PINK consumers to the Victoria's Secret brand by 25% by the end of 2017.

Strategies:

“An Angel Gets Her First Set of Wings” campaign conveying the fantasy of being a Victoria's Secret Angel when a consumer buys their first Victoria's Secret bra.

Victoria's Secret Summer Bash-- a brand party in Las Vegas

“An Angel Gets Her First Set of Wings”

Growing up is a part of life, and Victoria's Secret wants to help you grow up in style!

PINK is a great brand that has always been there for you, but Victoria's Secret is here to help you mature into the confident and “forever young” woman you are today!

Victoria's Secret wants to help make you look good/feel good during that first day of college, first day at the new job, or any day you want to feel your best in your constantly changing and maturing life!

The “An Angel Gets Her First Set of Wings” will be a promotional event aimed at young girls just entering the 18-25 year old demographic

Moms and daughters will be invited to stores to shop together during this special buy one get one FREE event

Victoria's Secret Summer Bash

The summer of 2017 will be the biggest on record for Victoria's Secret!

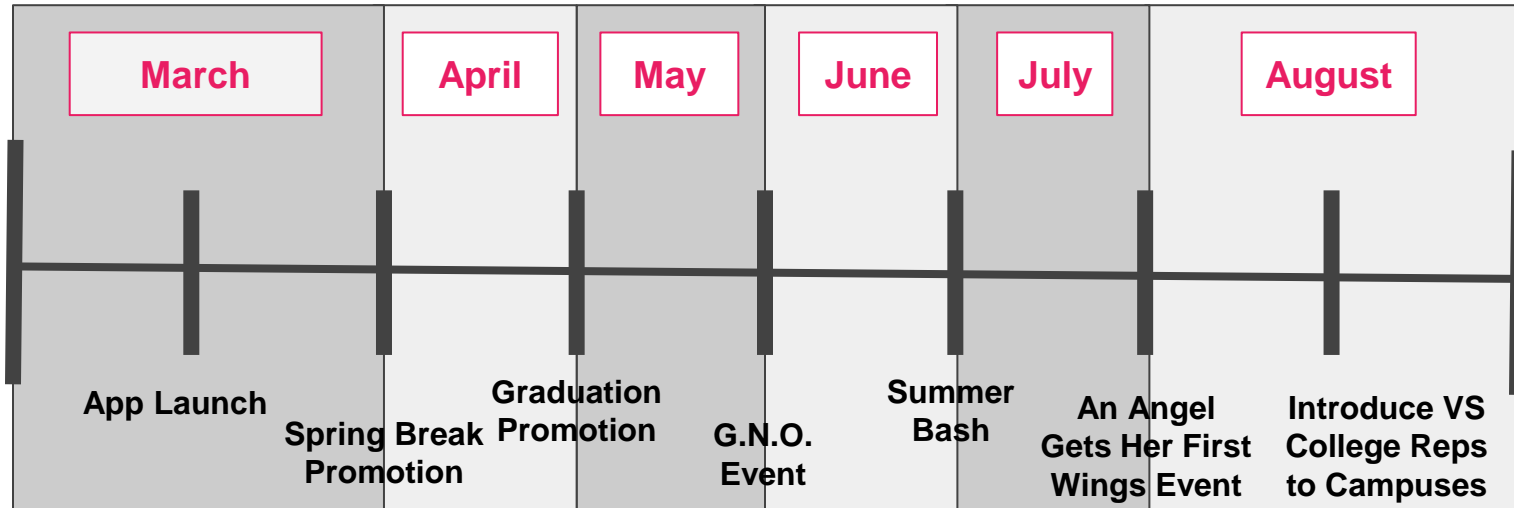
Sticking with the celebratory “VS Moments” app and campaign theme, we want to invite up to 80,000 guests to the 2017 Victoria's Secret Summer Beach Bash in L.A.

This event will occur during the last week of June to kick off the summer and to celebrate recent graduates

The event will also be an opportunity for app users to score major incentives and goodies with the VS Moments app

The Campaign: General Timeline

2017





The Creative



Communication Objective:

To educate current PINK customers on the unique and distinct offerings of Victoria's Secret vs. PINK.

After conducting primary and secondary research about Victoria's Secret and PINK and understanding our target audience psychographics, we discovered that there is a huge gap in the education of consumers on what the two brands stand for and what makes the two brands different. We need to communicate the difference of the two brands to our consumers through our creative content.

Our PR plan and our creative content will work seamlessly together to present our consumers with a new view on the Victoria's Secret brand. Our creative will encourage our target audience to celebrate the huge life moments that are happening, such as college graduation, getting their first real-life job, and becoming a more mature, sexy woman in society. Our research taught us that our target audience is extremely goal oriented, meaning there will be many moments in her life she will want to celebrate.

Our campaign will ensure that these women will want to celebrate their special moments with Victoria's Secret.



There are many significant moments in time that embark meaningful change in a woman's life. For our demographic, graduating from college and entering the real world is one of the first big moments a woman encounters on her own doing.

A transformation occurs within, and our strategy is to correlate this transformation directly to the distinction of the two brands within Victoria's Secret. We will encourage college graduates to also 'graduate' from PINK to Victoria's Secret.

Main Message:

Victoria's Secret is the ultimate lingerie and intimate apparel destination for millennials and young professionals looking to establish themselves as strong independent women. Celebrate the milestone moments in life, including getting your first set of wings.

Call to Action

Our research shows target audience values something that is cost efficient but high quality. They want something that is going to make them feel good, but also sexy and sophisticated. They want something they can celebrate in.

Our call to action is to draw these millennial consumers in via technology and digital media. Through the VS Moments app, users will be exposed to many different advertisements and opportunities to come in to Victoria's Secret and celebrate with our brand.

— — —

Tone and Manner

Our campaign tone is one that is exciting and engaging. We want to directly appeal to the young millennial generation of women that are our target audience and reflect the psychographics of our three personas-- Alexa, Jasmine and Emily-- and therefore will use new, innovative and strategic ways and messages to communicate with them.

We will use new platforms such as Snapchat, YouTube, and an entirely new app to create and send messages directly targeted at these women. It will highlight moments in time that tug on our viewer's and demographic's heartstrings.

We will use an encouraging tone that wants to celebrate the achievements and important moments of our demographic, and therefore promote the crossover from PINK to Victoria's Secret. We will directly correlate the celebration to a transformation that also occurs within Victoria's Secret and its two beloved brands. We will also educate our target audiences on the differences between the two brands by clearly differentiating the brand offerings in our advertisements and marketing strategies.

Our research showed us that these are what our target audience value, and we need to show them that Victoria's Secret values them as well.



So why this approach?

An emotional advertisement and campaign always has an impact on the audience watching it. Victoria's Secret hasn't released a campaign like this before, therefore it will be a breath of fresh air for the demographic and the company.

The concept of fantasy will still be prevalent, due to the VS Angels being the subject of the advertisements. However, it will show the Angels in a new light and highlight the impact that significant moments in a woman's life has on her own lifestyle changes.

These changes will make it obvious that not only will some moments have an impact on a woman's life forever, but also on the role of Victoria's Secret in her life forever.

We invite you to...
celebrate life's moments with
Victoria's Secret



VICTORIA'S
SECRET 70

Campaign Video: "Victoria's Secret Moments"

Campaign
Concept:

Video
Storyboard

1



Narrator: "Life is a journey made up of moments."

2



N: "Moments you create with friends...and family."

3



N: "Moments of joy...and excitement."

4



N: "...of uncertainty...of bravery."

5



N: "...of hardship and struggle."

6



N: "...of joy and celebration."

Campaign Concept:

Video Storyboard



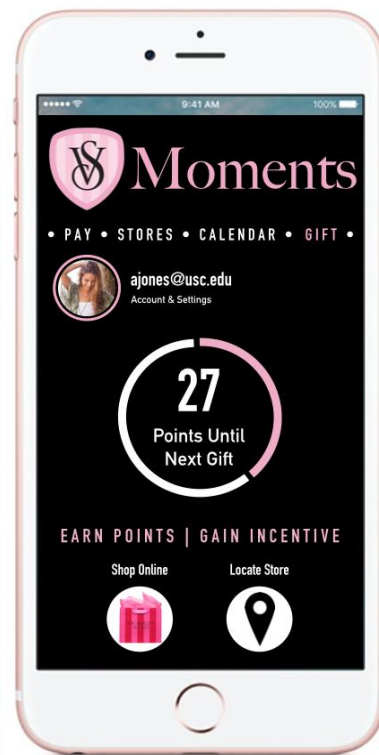
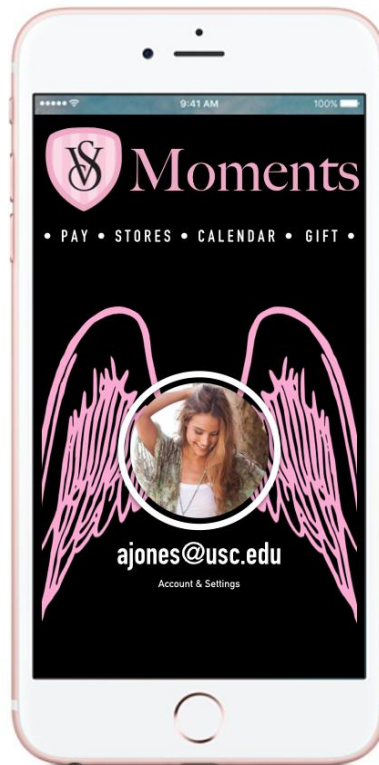
Introducing VS Moments

VS Moments is an entirely new app created specifically for our target audience of 18-24 year old women.

Women will enroll in the app with their college email address, and will be exposed to different incentives and discounts to PINK but more often Victoria's Secret.

It is the perfect balance between the two brands, and provides our target audience with a customizable experience. Brand ambassadors and special events will also be available.

Many of our advertisements will appear through the app and be directed to the emails registered with the app.



Email advertisements and in-app ads

Ads such as this will be sent out via email and as pop up ads on the app.

Users will be exposed to these ads as soon as they open up the app, encouraging them to shop Victoria's Secret instead of PINK.

We strategically placed these ads so that consumers wouldn't feel they are being punished for shopping at PINK, but instead simply encouraged to shop at VS.



Nothing feels as good as getting your first set of wings

Graduation is a special moment in everyone's life. You've loved PINK for years, now it's time to celebrate with Victoria's Secret. Throughout your life moments, Victoria's Secret will be here to celebrate with you.

It's time to become an angel


VICTORIA'S
SECRET

Email and in-app ads



G.N.O.

Victoria's Secret is hosting a girls night out!

You are becoming a woman. You are maturing and becoming independent. This is a special time in your life and you and your mother are cordially invited to Victoria's Secret, July 1st at 7 p.m. for your first bra fitting!

Celebrate your life moments with Victoria's Secret!

Those who join us on this special evening will receive 15% off your very first bra!

Advertisements such as these will be incentives through the app and email to encourage women ages 18-24 to come into the store and shop Victoria's Secret exclusively.

We want our consumers to think of Victoria's Secret when they think of celebrating and important moments.

This is where we will highlight some of our specific tactics in our campaign that will draw consumers into the store on special occasions.



Your first steps.
Your first words.
Your first day of school.
Your first kiss.


Your first bra.

Have this first experience at Victoria's Secret. With our trained associates, you can be measured properly, find the right style for you, and share this amazing first

Email advertisements and in-app ads

This is another pop-up ad that will appear in VS Moments and via email strategically around popular graduation dates and our user's specific graduation day.

We want to congratulate them on their achievement, and show up on their smartphones and computers on the exact date of their graduation.



VS
VICTORIA'S
SECRET

You shop at PINK, now it's time to shop
at Victoria's Secret. Graduation is a
special moment in every woman's life,
You're growing out of pink, so celebrate
and graduate to Victorias Secret
and get your wings!

Graduation day is here

An
Angel gets
her first set of wings

Happy is
Victoria's
Secret



Nothing feels as good as getting your
first set of wings



In-app ads

Fun, lighthearted ads will be promoted strictly through the VS Moments app that will continuously encourage users to transition from PINK to Victoria's Secret.

These ads do not have as much of a straightforward message as previous ads, but instead want to plant the idea in consumer's heads that happy and Victoria's Secret go hand in hand.

Times Square Billboard Ad

The Times Square Billboard is the only source of advertising that is not digital.

We wanted our advertisement to be fun and eye catching, to gain the attention of pedestrians walking by the street and get people talking about the advertisement.

We illustrate the idea behind the campaign of women “getting their first set of wings” by drawing the wings on a recent college grad. Because of the cost of the billboard, it will only be up during the second and third weeks of May, right around college graduation and when many people are going on vacation after getting out of school.

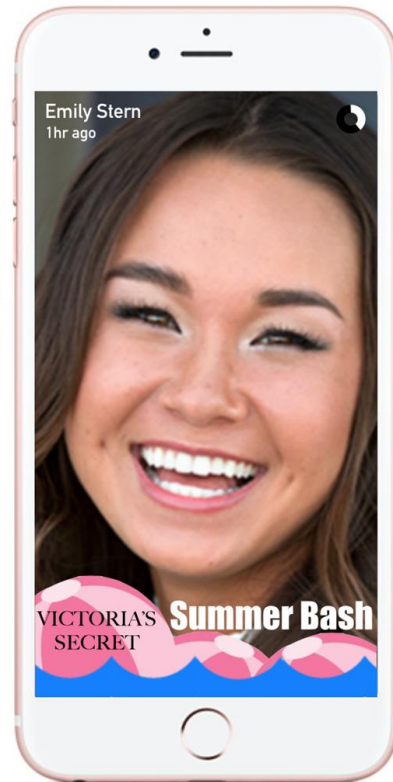
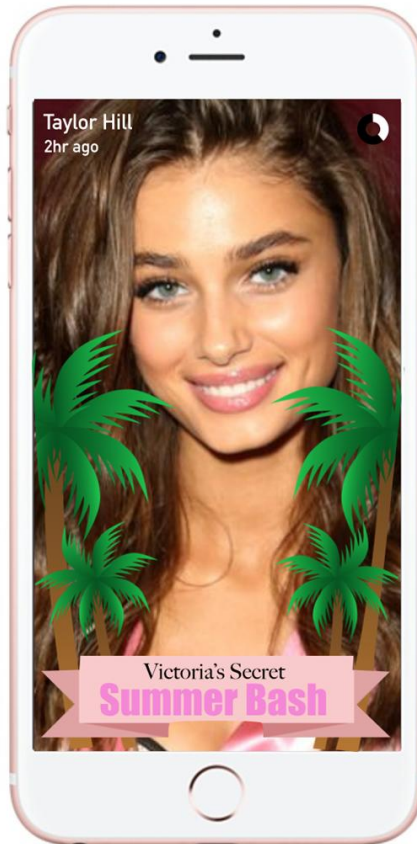


VS Summer Bash

VS Summer Bash will be the talk of the summer come June 2017. With Selena Gomez performing and VS Angels in attendance, it will be a party to remember for years to come.



In hopes of what will be an annual summer event to celebrate the VS Swim collection and the graduation of many customers nationwide, we want to make sure that people in attendance can easily post about the party. This is where the Snapchat filters will come into play, so that Snapchat users can interact with the geofilter.



Social Media Sample Posts

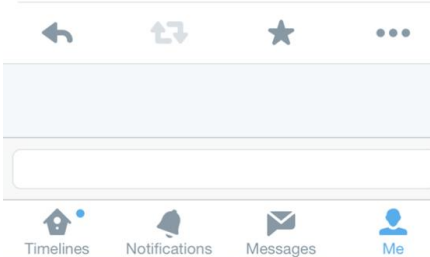


Victoria's Secret
@victoriassecret

@selenagomez is ready for #VSSummer Beach Bash...Are you!? #VSmoments



4/2/14, 12:23 AM

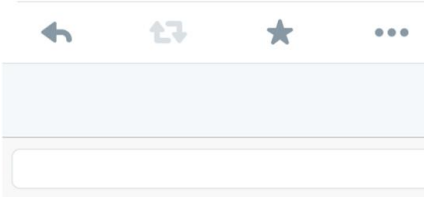


Victoria's Secret
@victoriassecret

Whether it's a new job, a bday, or just a #gno with bffs, celebrate all life's moments #treatyoself #VSmoments #celebrateYOU



4/2/14, 12:23 AM



Victoria's Secret

6min



85 Likes

victoriassecret Midterms got you down? Download our free #studentdiscount app today for your #springbreaksavings #VSmoments



Victoria's Secret

6min



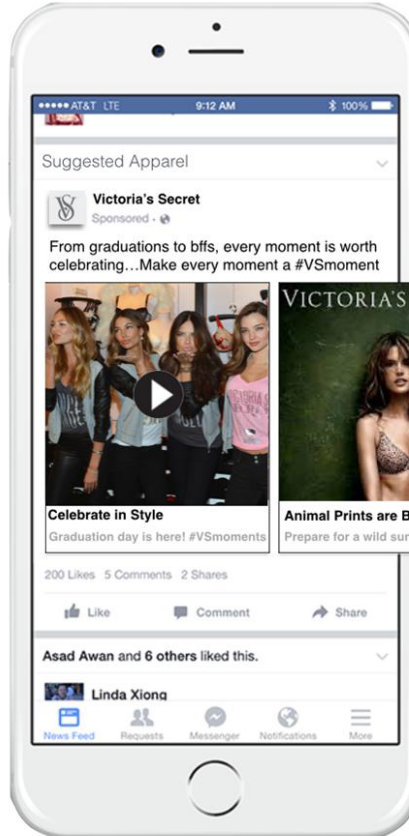
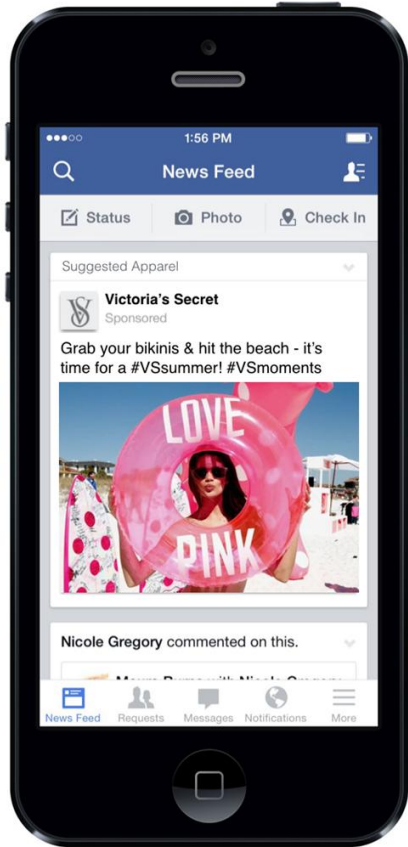
85 Likes

victoriassecret grad · u · a · tion (noun) def: a moment of achievement in one's life calling for excessive celebration. #shoptillyoudrop #celebratelifemoments #celebrateyou #VSmoments

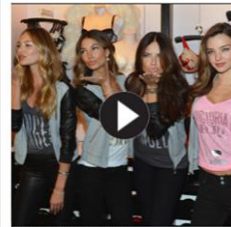


VICTORIA'S SECRET 80

Social Media Sample Posts



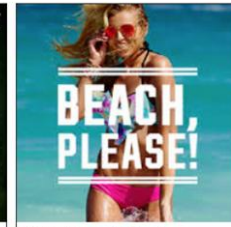
Facebook will be a huge outlet that we will advertise for VS Summer Bash and an outlet where we can communicate directly to the party goers.



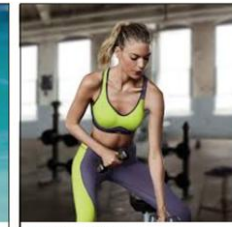
Celebrate in Style
Graduation day is here! #VSmoments



Animal Prints are Back
Prepare for a wild summer...



Spring Break is Here!
Stay fun & flirty during your time off



Get Your Fit On
Work hard / play hard with VS Sport

Cohesiveness is key

Our PR plan, creative concepts and content and our media plan must all flow seamlessly together to provide our consumer and target audience with the same brand image and messaging. From our beginnings of understanding the market, then proceeding to our primary research and finding our perfect target audience and their personas, our campaign has one main message: celebrate life's moments with Victoria's Secret.

This is something that will stay continuous with our creative content and media plan together. Now that we have the content that we want to put out to our target audience, we must ensure that they see it. Therefore we must understand what media will be most productive, and therefore encouraging our audience to make the transition from PINK to Victoria's Secret.





Media Plan



Revisiting our personas

While beginning our media plan, we needed to keep in mind what our personas-- Emily, Jasmine and Alexa-- value as young millennial women in our age demographic of 18-24. We must be strategic in the ways of communication we use to reach these women, and encourage them to celebrate with Victoria's Secret. Before we dive into our media plan, we remind ourselves of what is important to these women and therefore what is important to us.



**The up-and-comer:
Emily Stern**



1. Obsessed with her phone and is all over Instagram, Twitter, Facebook, Snapchat and YouTube.
2. Loves to follow brands and celebrities that have bold and original style.
3. She watches more YouTube than cable television, and loves feeling connected to influential people, specifically Kendall Jenner who is one of her favorite celebrities.



**The wanderer:
Jasmine Smith**



1. She loves social media platforms, specifically Snapchat and Twitter.
2. She enjoys a good in-store experience and appreciates great customer service.
3. She gets all of her news from Twitter every morning and afternoon, instead of spending money on a newspaper subscription.



**The loyalist:
Alexa Jones**



1. She feels connected to different brands through social media.
2. She follows Victoria's Secret on Instagram, and enjoys keeping up with lives of the VS Angels via their social platforms as well.
3. She wakes up each morning and the first thing she does is check her phone and get her first dose of social media.

Media Summary

Our media plan for Victoria's Secret is all about highlighting brand awareness and following that the lingerie powerhouse already has.

We're taking the young millennials that already know and love the Victoria's Secret brand and creating a more intimate relationship with our audience. In order to do this, we are doing a majority of our media in a non-traditional format, taking many digital platforms by storm. Our research shows that 26% of people ages 18-24 look at their phone immediately when they wake up, according to time.com. People are also checking their phones up to 46 times per day.

This is exactly why all of our content and advertising will be available at the fingertips of our target audience, and will reflect the interests and attitudes of Alexa, Jasmine and Emily.

Media Objective

We want to make an impression on our demographic that will inspire them to take the leap from PINK to Victoria's Secret.

Our media objective is to reach **60%** of our audience, women 18-24, with an average frequency of **4** over the course of **6 months** from March 2017 to September 2017.

Our campaign will run on a continuous schedule within the 6 month duration. The media strategy will span sales periods like Spring Break and graduation dates for students that are in our demographic. It also leads into the summer when consumers are buying new clothes and swimwear.

Media Budget

The overall budget for the campaign is:

\$5
million dollars

Majority of the media plan will be spent on digital, as our target audience is millennials that spend their time on digital platforms, according to time.com and our primary research. With the exception of a Times Square billboard, our campaign is a totally digital campaign. We will use the 5 million dollars to reach 18-24 year old women, spanning over 7 months.

Seasonality

March 2017



September 2017

March is the ideal time to start the media for this campaign because it is the beginning of spring and contains one of the most important things to young millennials: Spring Break.

The media plan kicks off with the celebration of Spring Break and continues on throughout the summer.

The media plan will continue with the summer months, appealing to our target audience on times that are often celebrated: graduation and the beginning of summer, including the VS Summer Bash.

Our campaign is focused around celebrating life's moments, and many big moments happen March thru June.

The plan will finish out in September, after celebrating going back to school and starting off a new year strong. The beginning of a new school year, or new year where a graduate is not going back to school, will bring the creative concept of the campaign back full circle again.

Geographical Influence

Our MRI data shows that there are 10 cities that are key markets for our demographic and our media plan. These 10 markets are vital to the Victoria's Secret brand, and are therefore vital for our media strategy. Since the markets are all over the nation, we will be very strategic in the digital platforms that we choose to spend our media budget on.

These cities have a high index of our target audience, and will be our main concern for our media expenditures. The top 10 cities are as follows:

Atlanta

Detroit

San Francisco

Boston

Los Angeles

Washington

Chicago

New York

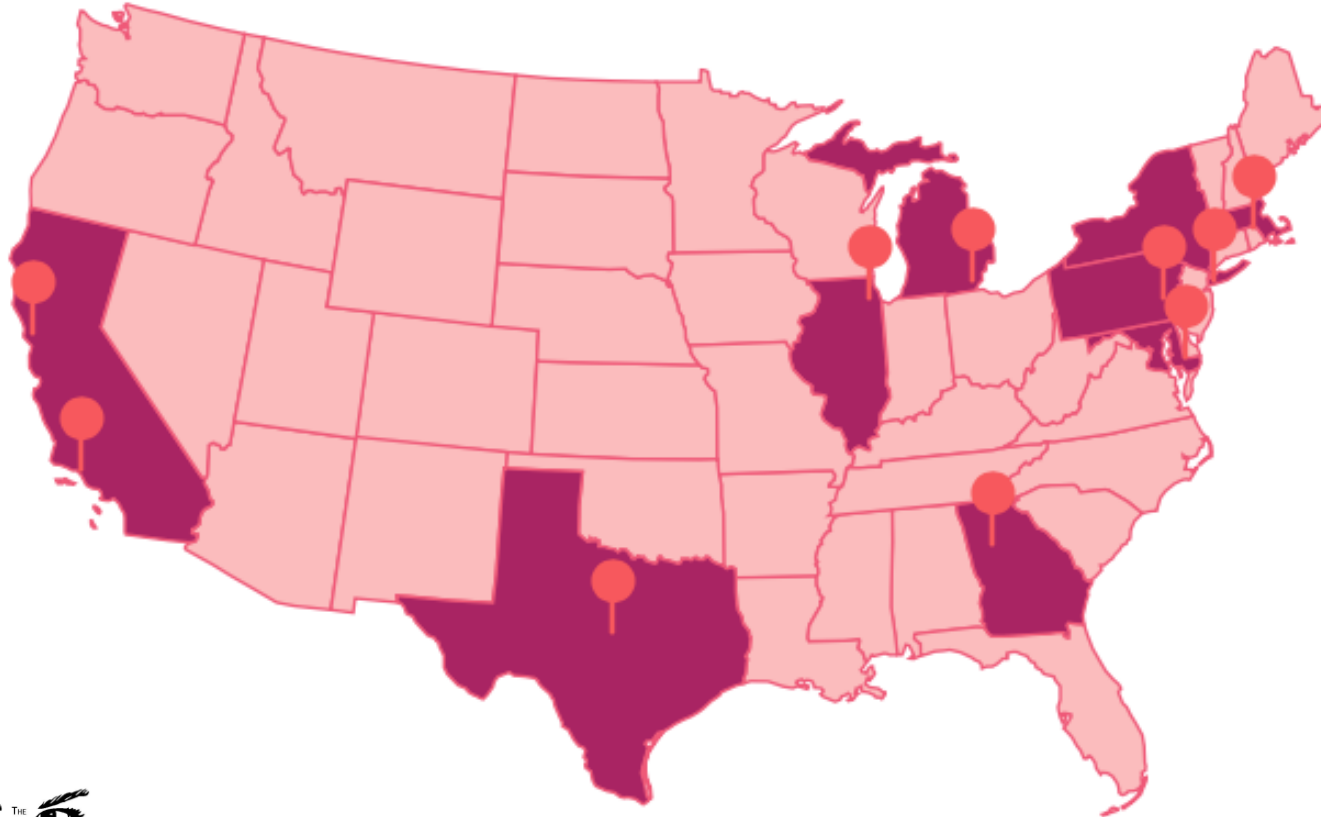
DC

Dallas

Philadelphia

The following slide shows just how widespread these cities are, and therefore how widespread our campaign will be. One of the benefits of a completely digital campaign is that our high indexes of our target audience's behaviors are consistent nationwide.

TOP 10 MARKETS FOR VICTORIA'S SECRET

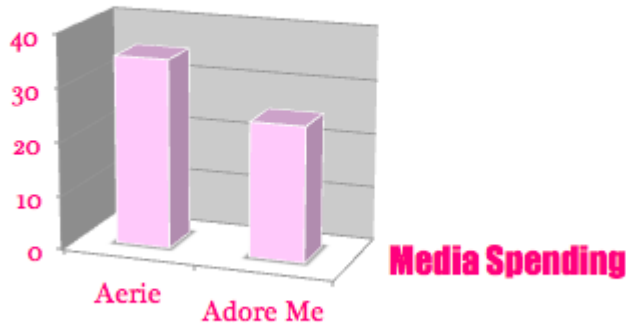


1. Atlanta
2. Boston
3. Chicago
4. Dallas
5. Detroit
6. Los Angeles
7. New York City
8. Philadelphia
9. San Francisco
10. Washington D.C.

Competitive Spend

Our top two competitors, Aerie and AdoreMe are both young, inexperienced companies when it comes to the intimate apparel market.

We want to take advantage of this immaturity in the market, and use our 98% brand awareness as the asset that it is.



Aerie: spends \$35 million annually, \$25 million occurs in the US



AdoreMe: spends \$1 million monthly on Google search alone, plus television ads and social media ads, around \$20-\$30 million a year

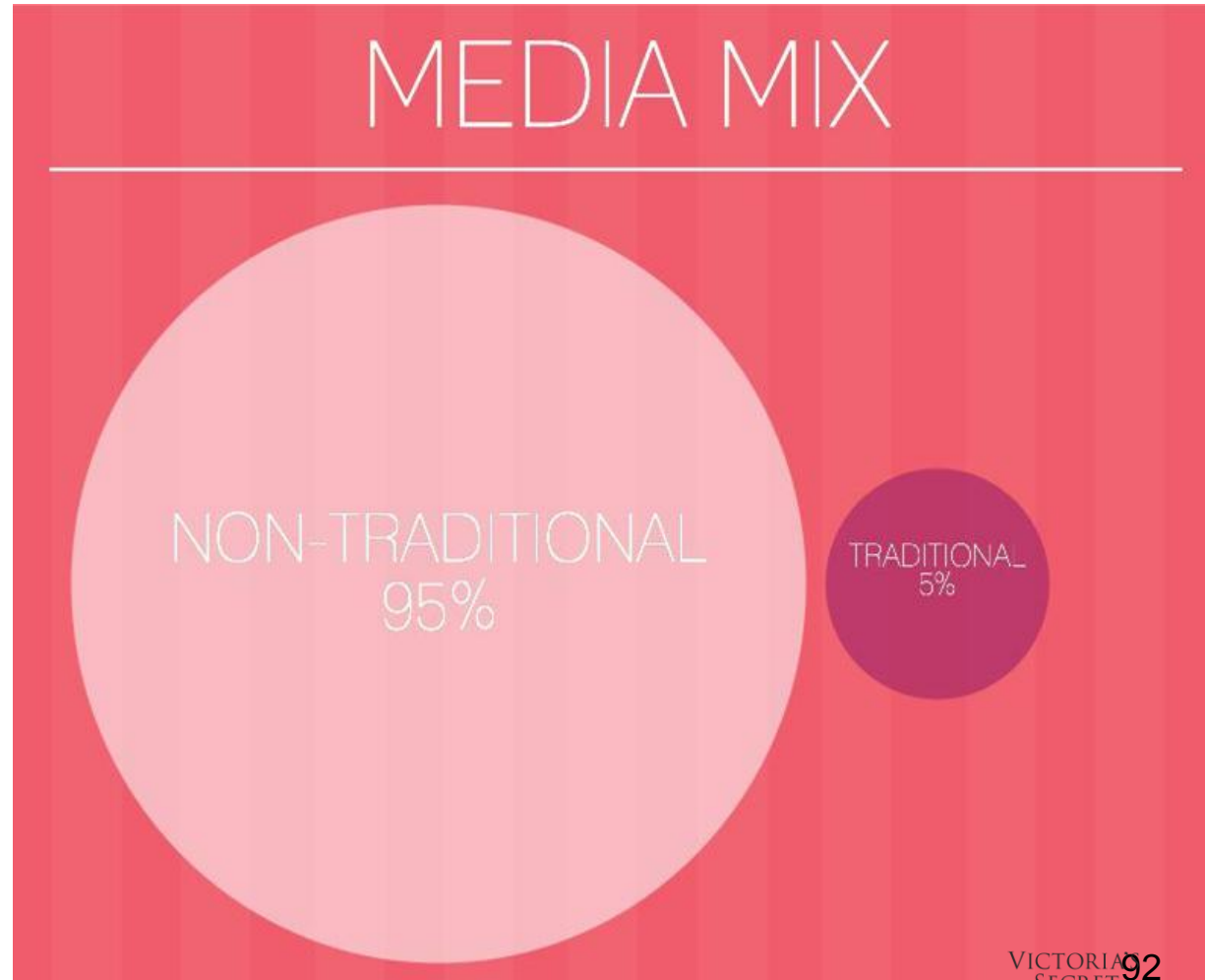
Sources: mobilestrategies360.com and adweek.com

Our media mix is a majority of non-traditional media, which best appeals to our target audience of 18-24 year olds.

Many young millennials thrive on digital platforms, such as Facebook, Twitter and Instagram.

In addition streaming services such as Hulu and Spotify are popular for people looking to save money and still indulge in their favorite TV shows and music. YouTube also draws in more 18-34 users than any cable network in the US.

The only traditional source of media we will be using is the ABC Superboard Billboard in Times Square from April-September.





Targeting our audience means strategically placing advertisements that will come in direct contact with 18-24 year-old women. In 2015 alone, there were over 30 million viewers on YouTube specifically in our 18-24 year old demographic. YouTube reaches more 18-34 year-olds than any cable network in US.

YouTube is the perfect platform, as it continues to grow each year. Vlogs and tutorials are some of the most popular videos to date.

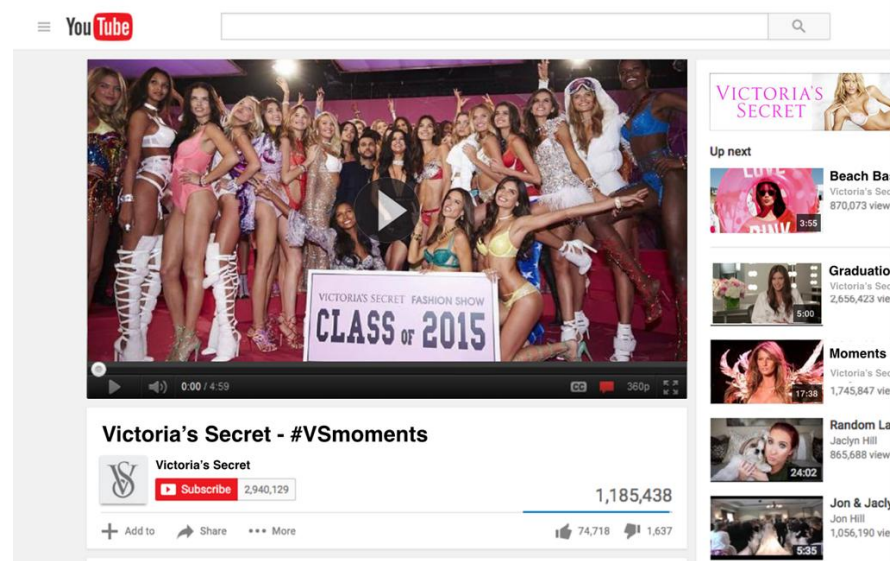
The Statistics:

1 billion users
1/3 of all internet
users watch YouTube videos

More than half of YouTube views are from mobile
Average viewing session is 40 min.

Ads skipped before 30s (or the end) are not billed
Based on a bidding system, \$.10 - \$.30

Spend: \$1,000,000 on video advertisements on YouTube from March- September, the entire duration of the campaign.



Source: digiday.com



Instagram



Instagram is Victoria's Secret's strongest platform with 36 million followers. Nearly one fourth (22.9%) of users are our target audience age of 18-24, according to statista.com.

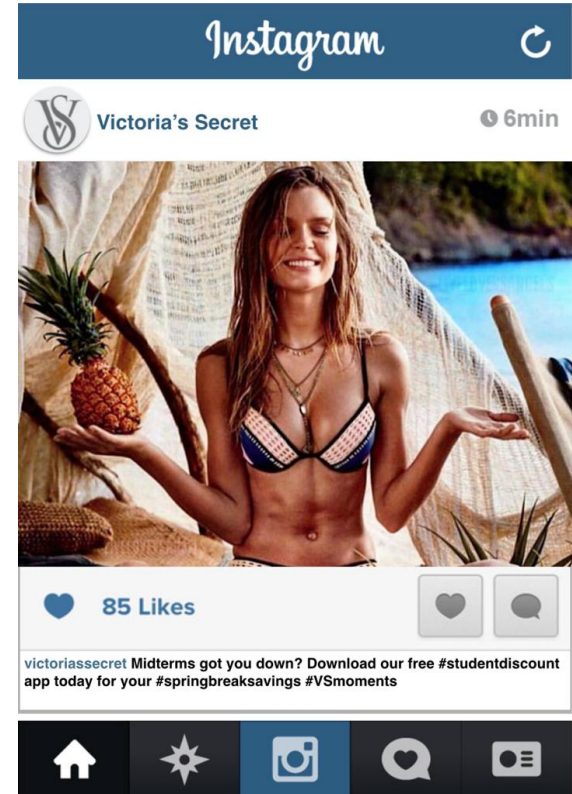
The visual format of Instagram fits perfectly with our campaign seeing as many of our advertisements are visual.

Ads appear as the user is scrolling, which guarantees users will see the ad and can click to follow the ad back to VS profile or click 'Shop Now'

The Statistics:

400 million users and growing
3.5 billion likes daily
73% of Instagram users are between 15-35

**Spend: \$625,000 on
"Sponsored" posts for
newsfeeds.**



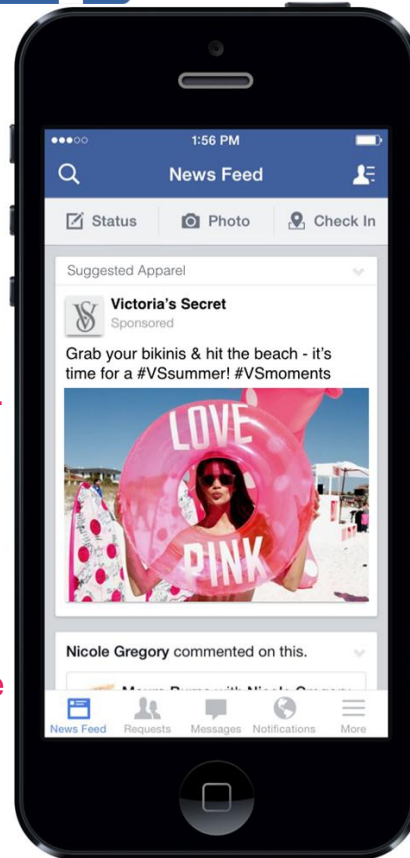
Facebook



Facebook is a platform that many millennials still use, with 42 million users being ages 18-24. This accounts for 23.3% of the total Facebook users.

We will use a very specific advertising tactic to reach 50% of our audience: Facebook Carousel.

You can showcase many different photos and links in one area, directing traffic to the App and website. We will be able to showcase the App, specific rewards, videos and photos at one time to our target audience.



The Statistics:

936 million daily active users

Users spend an average of 40mins/day on Facebook

Normal “sponsored” advertising is only seen by 5-7% of people

\$1.00 CPC, \$2.00 CPM

Video carousel reaches **50%** of our target audience **in just one day**

Spend: \$1,000,000 on the Facebook Video Carousel and other promoted posts. Although expensive, the effectiveness will reach half of our target audience in one day.

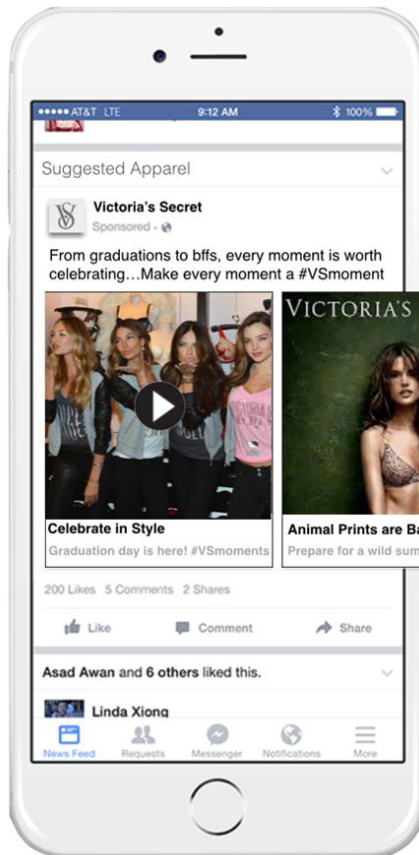
Facebook Carousel

This advertising option will benefit the campaign 3 different ways:

#1: The carousel displays up to 5 different images & videos, giving audiences a glimpse of what all the brand offers

#2: Audiences engage & interact with the brand by selecting which images they find most interesting

#3: Using algorithms, the carousel feature is tailored to audiences' online shopping habits



VICTORIA'S
SECRET

Twitter



According to journalism.com, 49% of Twitter users ages 18-34 get their news sources from the social media platform.

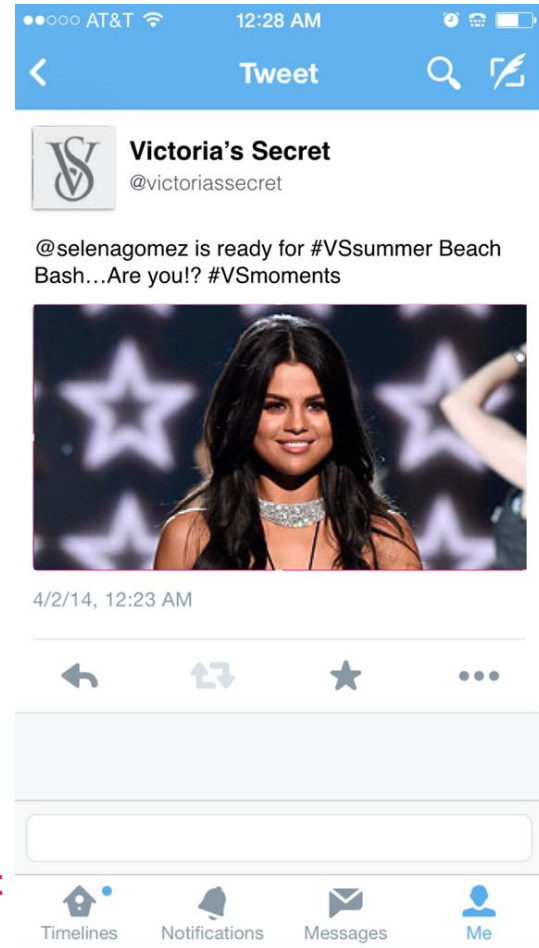
Additionally, 18.2% millennials receive their news and other important information on Twitter due to its straightforward and quick access and demand.

This means that nearly half of these users are checking Twitter every day to get their news.

The Statistics:

Over 645,000,000 registered users
304 million monthly active users
9,100 tweets sent out every second

Spend: \$625,000 on “Promoted” tweets to access a greater percentage of our target audience.



Snapchat



Snapchat is the most recent, newest form of social media that millennials and specifically college students are using on a daily bases. According to statista.com, 37% of users are our 18-24 demographic.

This is a direct line of communication to our target audience, and we will create a Snapchat filter that will allow customers to take a selfie with as a part of our “An Angel Gets Her First set of Wings” campaign.

We will also have a Snapchat geofilter for the VS Summer Bash.

The Statistics:

Over 114 million snapchat users and growing
Over 410,000,000 snaps sent per day
70% of users are women
77% of college students use Snapchat daily
71% of Snapchat users are under 25 years old

Spend: \$552,000 on Snapchat for filters and any added costs.



Hulu



hulu

Cable television numbers have been falling steadily for the past 10 quarters, and 18-24 year olds are now using streaming services to binge watch some of their favorite TV shows and movies.

According to marketingcharts.com, 34% of television watchers 18-24 have stopped watching cable TV and switched to a streaming service.

Even with the \$7.99/month charge, users will still see commercials. These cannot be skipped, and therefore will be seen by the 900 subscribers.

The Statistics:

Over 900 paid subscribers

Over 700 million hours of content streamed

Cannot skip advertisements
100% ad completion

#1 in engagement with consumers

Allows for specific ad targeting

Only bills VS when ads are viewed at 100% completion

Based on a bidding system, \$25-\$30 CPM

Spend: \$518,000 on Hulu March-September, as it is \$25-\$30 CPM.

Pandora/Spotify

Similar to video streaming, paying for individual songs is a thing of the past, specifically for our target audience of 18-24 year olds. Pandora and Spotify are the top two audio streaming services.

Users can get these Apps for free on their smartphones, tablets and computers and don't have to pay at all for the services.

With the unpaid subscriptions, users will hear commercials after every 3-5 songs that the user cannot skip.

The Statistics for Pandora:

- 80 million Pandora users
- 3.9 billion hours streamed in 2015
- 19% of users are 18-24 years old
- 52% of users are women
- \$8-\$12 per audio ad, CPM - \$30

The Statistics for Spotify:

- Available in 58 countries
- Over 46 million Spotify users
- Highest percentage of users, 26% are 18-24 years old
- 55% of users are women
- Per view, bidding system



Spend: \$90,000 on Pandora for audio commercials during streaming and \$90,000 for a sponsored summer playlist on Spotify.



Times Square Billboard

Our research consistently shows that digital media is what our target audience looks at daily, therefore the majority of our campaign media will non-traditional and digital. Since we are appealing to the 18-24 demographic, we wanted to spend most of our money appealing to them on things they spend the majority of their time on.

However, we believe that Times Square is a perfect opportunity to use a traditional source of media to launch the campaign. There are over 8.5 million people living in NYC alone, meaning there will be plenty of foot traffic that will occur by the billboard.

The Statistics:

Will run from May 12-May 26 2017, around graduation days for colleges in NYC/vacationing to NYC post college graduation
300,000 people/pedestrians walk past the billboard daily
115,000 people in cars drive by daily
Times Square Billboards can garner 1.5 million impressions daily

Spend: \$500,000 for two weeks in Times Square.

Time to get out of the media-box

We're having a celebration of our own, and everyone is invited. VS Summer Bash will be the perfect counterpart to the Victoria's Secret Fashion Show that airs during the winter.

This celebration will occur in June 2017, as our customers are celebrating their own moments in life, specifically graduation.

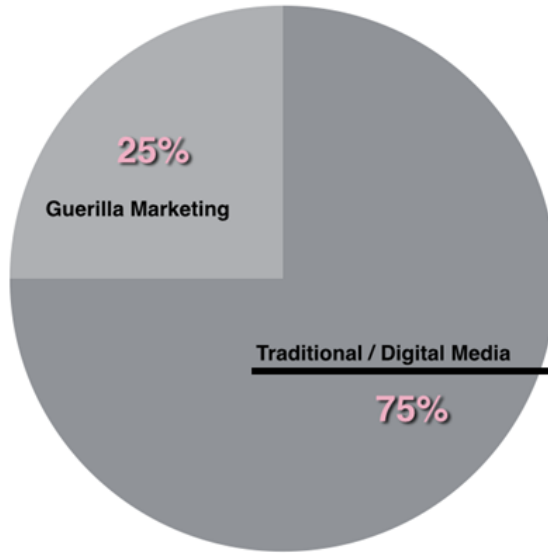
We will have Selena Gomez performing on the beach in Orange County, California celebrating with some of our favorite angels. With the beach, we will have the opportunity to promote our swimwear and the Victoria's Secret brand as a whole, encouraging recent grads to move up from PINK to Victoria's Secret.

The many aspects of this creative promotion cannot be budgeted for.

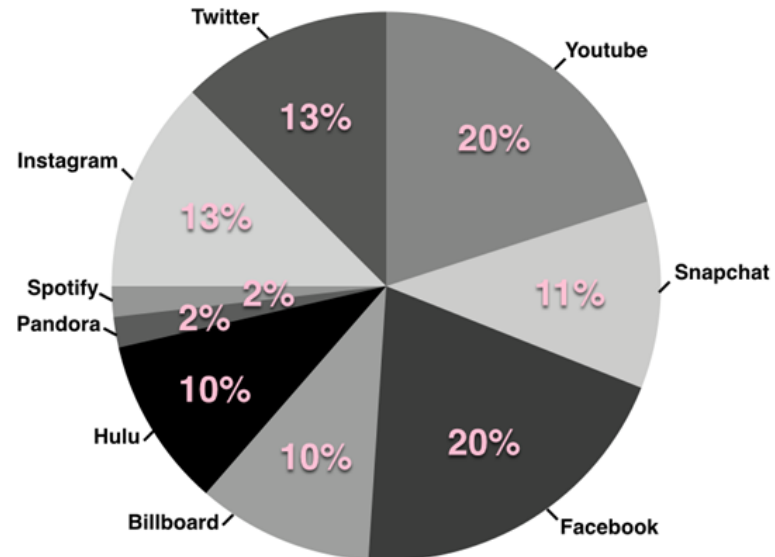




Campaign Budget



Traditional / Digital Media Breakdown



Budget Breakdown

— — —

YouTube: \$1,001,250

Facebook: \$1,001,250

Twitter: \$624,060

Instagram: \$625,000

Snapchat: \$550,000

Hulu: \$516,750

Times Square Billboard: \$500,550

Spotify: \$91,000

Pandora: \$90,050



Total: \$4,999,910

Summary

Our media plan will appeal directly to our target audience of 18-24 year old college aged women. Our audience is realizing they are coming to a point in their lives where they want to be taken more seriously and sophisticated, and are celebrating their accomplishments and what is to come: college graduation, a job, living on their own.

Our digital media presence will ensure that they always know Victoria's Secret is there to celebrate with them and wants to make their moments special. Our campaign is tailored to our target audience and all of their social media platforms.

Our media plan covers the entire duration of the campaign, from March-September. The timeline is exactly in sync with our PR plan, making sure that the tone and message of the campaign is cohesive at all times. This tone will be an exciting, encouraging campaign that will entice PINK customers to make the transition and celebration to the Victoria's Secret brand.

THANK YOU!

Lastly, thank you! It was truly an honor to get to work for such a powerful and impressive brand like Victoria's Secret. You have made our capstone experience so enjoyable and fun. Thank you for this amazing opportunity.

With love and appreciation,

The Secret Collective



Biographies & Appendix

Get to know us a little better...



Courtney Counts, Senior, major in Advertising. Hometown is Broken Arrow, Oklahoma. My professional passions are writing and developing strong advertising concepts for clients. Outside of school and work, I am an artist. I love food, art, my cats and good documentaries.



Katie Cunningham, Senior, major in Public Relations with a minor in Interior Design. Hometown is Oklahoma City, OK. My faith, family, friends, and German Shepherds are by far the best things about life. Public relations called my name three years ago, as a Sophomore, when I realized that I could create relationships with people and write for a living. Talk about a dream! I look forward to continuing the dream after graduation in May.



Alessandra Hull, Senior, major in Advertising with a minor in art. I came upon advertising by accident and immediately fell in love with it. I love advertising because it is a mix of art, business and psychology. I hope to move to the West coast and find an agency to call home upon graduation.



Abby Seal, Senior, major in advertising. Hometown is Ada, Oklahoma. My professional passions involve music and art with a strong interest in advertising and marketing. My passions are stories in my professional life and my private life. In my rare free time, I like coming up with concepts for stores and artwork and relaxing with good music.

Get to know us a little better...



Jenna Smith, Senior, major in Public Relations with a minor in African American Studies. Hometown is Oklahoma City, OK. I chose PR as a sophomore when I discovered the opportunity to write alongside cultivating relationships. I plan to transfer over the beneficial skills I gained from PR into my new interests with human resources and recruitment. After graduation, I plan to move to New York City to pursue a career in talent acquisition.



Olivia Taylor, Junior, major in Public Relations with a minor in Geographic Information Science. Hometown is Russellville, AR. Growing up in a small town, I stayed connected with my community. I have always enjoyed public speaking, writing, and working with people. So it was no question that PR was the path for me. I also run cross country and track at OU and look forward to pursuing a career in sports PR upon graduation.

Appendix: Topline Summaries

Team Member: Courtney Counts

Courtney Counts
The Secret Collective
Topline Summary

1. Victoria's Secret was founded in 1977 and is under the L Brands parent company. Victoria's Secret is the largest seller of women's premium lingerie and has the highest market share for retail lingerie. It is by far the biggest player in the industry. The main competitors are department stores and value brands, Adore Me and Aerie. Department stores and value brands attract a different demographic than Victoria's Secret or Pink are looking toward, but Adore Me may be stealing customers from Victoria's Secret and Aerie has the same consumer base as Pink. Aerie and Pink are in the same price category, but Adore Me is much less expensive than Victoria's Secret. My assignment is to graduate Pink customers to Victoria's Secret so that the company does not lose them in that critical time of transition.
2. The demographic for Pink is girls aged 18-24 and the demographic for Victoria's Secret is women aged 21-35 or so. The audience for Victoria's Secret is quite broad, but their marketing focus is narrow. There is some overlap between the Pink and Victoria's Secret demographic, and those crucial years are what we need the customer to begin to cross-shop and transition. The main competitors are Adore Me, Aerie and Hanes, which owns Maidenform, barely there, Balli, Playtex and the Wonderbra. Victoria's Secret has the highest price point of all of these, but also high perceived quality. It also has over 1000 stores across the United States, making it easily accessible for many women who need to browse in person and have help from a personable sales associate. The experience in the store is tailored to the shopper, from

the bra drawers, to the helpful customer service and the possible gift with the purchase.

The annual sales are widely anticipated by consumers, and their various rewards programs also give more incentive to shop with them. The additional fragrance and lotion product lines add diversity to the store, making it more well-rounded than its competitors. It also has its Pink line which reaches out to younger consumers as a way to introduce them to the brand and transition them into a Victoria's Secret loyalist.

3. Victoria's Secret positions itself as a high quality bra maker that sells sexy, supportive bras. They are the fantasy brand and their products are seen as luxurious but attainable. They utilize their angels in events and advertising campaigns. The angels are the face of Victoria's Secret and are known as the hottest young models. Their emphasis is and has always been on sexiness.

4. Victoria's Secret customers feel that while the products may be too expensive, they feel good about spending the money because it feels like an investment. They view the bras as being the highest quality and they feel sexy wearing them. The clerks and sales associates are proud of the brand and use the products personally. The Pink customers also view Pink products as being higher quality but not as much as Victoria's Secret. There appears to be a perception that Pink is a bargain brand of Victoria's Secret. The fragrances are extremely popular, and so are the giveaways at checkout. Everyone loves the Pink dog that they can get with their purchase. Many customers are reluctant to buy bras over the internet, but they will browse different styles and comparison shop online. Most people said they liked the website fine or were unsure off the top of their heads what it was like. While many people said they might consider buying a gift card for someone as a gift, people did not immediately think of the fragrances and clothes

that Victoria's Secret offers. They think of Victoria's Secret as a bra store and would feel uncomfortable buying a bra as a gift. Many men do not feel comfortable going into Victoria's Secret to buy gifts because they do not want to be perceived as a pervert. They also think of it as a lingerie store and may be at a loss for what to buy. Pink had more people who were favorable towards giving gifts from there due to a more diverse array of products.

5. A problem for Pink and Victoria's Secret is in the marketing of both. While their marketing has always been very successful, it can cause consumers to wonder if they are right for Victoria's Secret or Pink. The company would like young girls to view Pink as the place where they can get their first bra, but the marketing for Pink may be arguably too sexy, albeit not as provocative as Victoria's Secret. Girls getting their first bras are usually around 13-15, while the models for Pink are older and modeling push-up bras. A current in-store and online ad says "Crush on this date", which clearly is targeting the upper side of the demographic but can influence the lower side. They could be losing the younger end of the demographic that they want to reach, so Pink may only be cannibalizing Victoria's Secret.

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<http://www.adoreme.com/!/>

7.

- Around what age do you see people graduating to Victoria's Secret from Pink?
- Do you see any cannibalization between Victoria's Secret and Pink?
- Do you do anything currently to incentivize cross-shopping or transition?
- Do you have a strong mobile platform that garners any loyalty or purchases?
- Do you see a lot of online traffic? If so, when?
- Do you see Pink marketing as age appropriate for the people buying their first bras, as these people are largely in middle school and high school?
- How do you believe the hyper-sexiness of your marketing impacts the brand?
- Was the initial purpose of Pink to serve as an introduction to Victoria's Secret?
- Who do you view as your biggest competitor to Pink and Victoria's Secret?
- Where do you see Pink and Victoria's Secret in 10 years?



Appendix: Topline Summaries

Team Member: Katie Cunningham

Katie Cunningham

JMC 4403-002, Holistic Campaigns

Topline Summary

Campaign 1: A campaign that would graduate current "PINK" customers and loyalists to the Victoria's Secret brand including cross shopping, up selling, etc.

The retail lingerie category in the United States is a booming market that has had a steady increase of consumer interest every year. Victoria's Secret is the powerhouse in this market, competing with only a few other smaller companies. As we explore how to graduate PINK customers to the Victoria's Secret brand, we will be focusing on where the 20-22 age demographic goes to shop when they leave the PINK brand. Furthermore, we will dive in to the marketing and brand differences between Victoria's Secret and PINK. By discovering and highlighting the biggest differences between the two brands, we will be able to market these two brands to two specific demographics. We will also highlight the ideal time to start cross shopping and gradually changing from PINK to Victoria's Secret by combining the two brands together when appropriate.

Victoria's Secret sets themselves apart from the competition very well because they know exactly what they are good at. Bras are the ~~egg~~ of the company, and that is where much of their success lies. By not straying too far from the core ideals of the company, Victoria's Secret is able to master their position in the competitive set and guarantee that they are the number one place to buy lingerie and intimates. However, during my first market research of the brand itself, I found the marketing and advertising of PINK and Victoria's Secret to be very similar. On each website and Instagram, there

are a lot of the same style of images and lingerie at first impression. With this quick finding, I believe there is a large opportunity to further separate the two brands in the digital marketing sector. This will avoid confusion between the two brands and also prevent them from competing against their own counterparts. Other competitors that have a small percentage of the market are Adore Me, local boutiques and department stores. However, right now Victoria's Secret controls 40% of the market making it the most dominant in the retail lingerie category (Business Insider).

The target audience for the Victoria's Secret brand is extremely wide, because they believe that any woman who wants to feel sexy, sophisticated, and forever young will come to Victoria's Secret to find what they need. Therefore, the primary target audience is women ages 18-49. This encompasses many generations of women, but still includes anyone who wants to shop and feel comfortable at the store. The secondary target audience for Victoria's Secret is a much smaller demographic of women ages 18-24. This is the target audience that we as a campaign will be focusing on. This age of women includes high school seniors, college students, and college graduates. These women are going through many different transitions in their lives, and Victoria's Secret aims to be there for them as a lingerie retailer through all of these transitions.

Victoria's Secret's current advertising and public relations efforts are extremely strong. Although it doesn't advertise much at all in print media, it has an incredibly strong presence on the Internet, television, and Instagram. Victoria's Secret, according to Executive Vice President of Brand Communications and Events, Monica Mitro, is the number one fashion brand on Instagram. They are also one of the "most searched brands" on Google, and the "most visible brand" on CNN. Worldwide, Victoria's Secret was

named the "most popular brand in the world" by WWD. These statistics prove just how prominent the Victoria's Secret brand is. Their advertising efforts have been strong with commercials that air year round, and even more frequently during the holiday season. The brand completely turned the world of fashion shows upside down when they began the Victoria's Secret Fashion Show in 1995. This was a huge win for the public relations efforts of Victoria's Secret, due to it now being the biggest fashion show in the entire world. Our goal is to come up with the second biggest marketing and public relations success in the company thru this campaign. The show had over 70 billion media impressions worldwide, 700 million views worldwide, \$650 million in publicity value, and 35 billion social media impressions worldwide (Victoria's Secret Video).

After conducting primary research and field research on my own, I found that many people do like the Victoria's Secret brand. However, there were a few people that believed the brand was portraying things that were "too sexy" or not "age-appropriate" for some people. Starting off with consumers, I asked them what they thought of the Victoria's Secret brand as a whole. Every person stated that they liked shopping at Victoria's Secret, and they believed they definitely had the best bras to offer. A few also commented that they loved how comfortable they feel when they go in to shop at a Victoria's Secret, but often leave feeling guilty or ashamed of their bodies. This was one of the biggest problems that popped up in my interviews, body image. Many loved the brand, but wished there was a bit more diversity in the models and advertisements of the brand. Furthermore, this led to a discussion about the marketing being "too sexy." One person I interviewed even said that sometimes they feel they are looking at pornography when they see something on their website or Instagram. This was also a concern to many

that didn't participate in my interviews, but noticed the PINK brand seeming to appeal to even preteens in a sexual manner (Ad Week).

When asking about the PINK brand specifically, many people were under the impression that it was a cheaper and more affordable brand in comparison to Victoria's Secret. One woman I interviewed was in her late 30s and said that she still shops at PINK because the bras are cheaper. Another woman commented on the five panties for 25 dollars that they have often at PINK, and that is what draws her in there versus Victoria's Secret. When it came down to the biggest differences, price and perceived sexuality were what hindered PINK shoppers from Victoria's Secret.

Specifically in college aged females, they simply couldn't afford to move to Victoria's Secret, or if they did see something they liked they would only buy that one garment. After purchasing this garment, they would go back down to PINK and continue their shopping there. When asked about the college reps and the college clothing that PINK has to offer, only one person I interviewed knew about the reps. She didn't know what they were for exactly, but knew that they handed out free items on campus sometimes. One person I asked said that she didn't feel like she was missing out on too much from the Victoria's Secret brand, considering the different styles that have recently come out from PINK like the Date Collection. However, majority said they would eventually like to switch over and buy everything from Victoria's Secret, but that she simply didn't have the money to do so right now. They believe it will come later on once they have jobs and graduate college.

When asking about the two different websites, the interviewees felt that they were extremely similar. One even commented on the fact that there was a link to the PINK



Appendix: Topline Summaries

Team Member: Katie Cunningham,

cont

website on the homepage of the Victoria's Secret website, so it made it very easy for her to get to the PINK website. One woman commented on the difference in make up on the models in PINK vs. Victoria's Secret, but that the type of lingerie and models look the same. This is what led me to realize one of the biggest marketing challenges that Victoria's Secret has.

I believe that the key to creating two different demographics of guests for Victoria's Secret and PINK needs to start with creating two totally different marketing techniques. The brand reps that appear on college campuses are a good idea, however the structure needs to be totally revamped. These reps have lost their demographics and don't truly function to help the brand awareness of PINK. Furthermore, the marketing strategies need to be differentiated between Victoria's Secret and PINK. There needs to be a line drawn for the target audience of 18-24 year olds, so they know exactly where to go when they need it. By highlighting the differences between the two brands, it will provide the target audience with a clearer understanding of the brands making it easier to decipher where to go for what product. Another huge opportunity for this campaign lies within the applications for each of the brands. According to Mitro, 50% of people who download the Victoria's Secret app use it only one time, and sessions have been declining year over year.

By using this research and these findings, it will allow us to create a campaign that will capture the attention of the target audience and convince them to graduate from the PINK brand to the Victoria's Secret brand. We will follow up with a list of questions that will further answer any remaining questions we have about the campaign and the brands themselves.

1. In your words, what is the biggest difference between Pink and Victoria's Secret?
2. What does cross shopping and up selling look like to you?
3. Why do you want to graduate people from Pink to Victoria's Secret?
4. What is your ideal demographic for Victoria's Secret from Pink?
5. What do you want from the brand Pink? Do you want it for a younger demographic?
6. When do you see customers transferring from Pink to Victoria's Secret (at what age)?
7. Would you ever consider having two totally separate stores nationwide for Pink and Victoria's Secret?
8. Where do you see the Pink brand in 10 years?
9. Where do you see the Victoria's Secret brand in 10 years?
10. What social media presence is most important to your brand and why?
11. What was the intention of launching Pink?
12. Were you afraid that you would wind up competing with yourself, or was there another competitor you were trying to compete with?
13. In your mind, who is your biggest competitor to Victoria's Secret?

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Appendix: Topline Summaries

Team Member: Alessandra Hull

Alessandra Hull

JMC 4343

1/30/16

Victoria's Secret is owned by L Brands, which is based in Columbus, Ohio. Victoria's

Secret accounts for over 50% of sales with L Brands. Besides Victoria's Secret, L Brands is also known for the bath and beauty store, Bath and Body Works. Victoria's Secret stores have over \$5 million in sales each year. There are over 1 thousand stores in the United States. The Victoria's Secret catalog has over \$338 million in sales each year. The catalog reaches 390 million customers yearly. Victoria's Secret sells fragrances, makeup, beauty products, lingerie, bras, panties and sleepwear.

Victoria's Secret sister brand, Pink, is a lifestyle brand that sells loungewear, sleepwear, bras and panties. The line is sold in Victoria's Secret stores, free-standing stores, in the Victoria's Secret catalog and online. The Pink line is targeted to a younger customer, high school and college age, while Victoria's Secret is targeted to an older woman.

Victoria's Secret competitors include: The Gap Inc., Fruit of the Loom Inc. and Hanes Brands for underwear and lounge ware. For sports bras, Lulu Lemon, Nike and Under Armour.

Lulu Lemon is another lifestyle brand that focuses on quality and its fabric that wicks away sweat. Lulu Lemon was founded in 1998 in Canada. Lulu Lemons' prices are a little higher than the comparable Victoria's Secret athletic wear.

Nike is a little more similar in price to Victoria's Secret, as well as Under Armour. Both companies are known for their athletic wear, especially with shoes when it comes to Nike. Victoria's Secret doesn't sell athletic shoes, while Under Armour and Nike both do.

Alessandra Hull

JMC 4343

1/30/16

Victoria's Secret's target market is a middle class woman (or middle class man shopping for a woman.) The age of this woman is early 20's to late 30's.

The target market for Pink is a younger woman in her mid teens to early 20's. This woman, if younger relies on her parents to pay for her items as she is still a teenager. The price point for Pink is slightly lower than Victoria's Secret to encourage purchases by teenagers who may work who make only minimum wage unlike the Victoria's Secret shopper who makes \$40,000 a year to \$80,000.

Pink attracts younger customers by having a slightly lower price point, brighter colors, less racy underwear designs, and is meant to be a "gateway" to the more "adult" Victoria's Secret.

Victoria's Secret uses popular models who already have a high social media presence for its fashion show it has each year. This draws in social media hungry millennials who have the money to spend on Victoria's Secret.

Victoria's Secret has an advantage against its competitors because the inside of the stores are set up like you are inside of a supermodels closet. You feel at home in their stores, and you don't feel that way at The Gap and fruit of the loom and Hanes don't even have stand alone stores. You have to go to Walmart or Target to get those brands and those stores aren't set up luxuriously at all. Unlike The Gap, Victoria's Secret has associates who are trained to properly measure your bust so you can get a proper fit. At other stores the products are lined up on racks in bright, unflattering light. In Victoria's Secret, the products

Alessandra Hull

JMC 4343

1/30/16

are laid out nicely with the excess product in drawers underneath the top. This makes for an overall better look and makes the products seem more luxurious.

Victoria's Secret focuses on digital advertising. Their Facebook page is the second most popular for retail stores with 18 million fans. Victoria's Secret is the 18th most popular page on Facebook overall. Victoria's Secret is also immensely popular on YouTube, Twitter and Instagram. Victoria's Secret also relies heavily on email marketing. Whenever a new style of bra, loungewear, underwear, or athleticwear is produced, emails are sent out. Emails are also sent out whenever a sale is going on in-store or online. With mobile marketing, Victoria's Secret has an application for iPhone and Android and the app has their online selection to be shopped. There are also ext alerts that are sent out as well via VS All Access. Victoria's Secret also promotes and advertises its brand through the Victoria's Secret fashion show held every year. The show is broadcasted on CBS and reached over 6 million people this year. Victoria's Secret is active with TV ads as, especially their Super Bowl commercials which sell the idea of Victoria's Secret rather than the product.

The strength of Victoria's Secret's marketing strategy is they utilize all social media platforms are extremely active on these platforms. Victoria's Secret utilizes TV commercials as well as digital social media advertising and therefore reach a larger audience. The VS name is well known because of this and their amount of stores in the market.

Alessandra Hull

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I think Victoria's Secret's weakness that has to do with my assignment (getting PINK shoppers to shop at VS, to graduate to VS and cross shop between VS and PINK,) there should be a more seamless flow between PINK and Victoria's Secret. I know a lot of the stores are divided between PINK and Victoria's Secret with some even being completely separate stores. So that can make for a hard cross shopping experience.

10 questions for Victoria's Secret:

1. What do you like about your advertising?
2. What do you dislike?
3. How do you think you can better target men to shop there?
4. Do you think you are creative in your advertising?
5. What is the difference in your opinion between PINK and VS?
6. Why did you create PINK?
7. How do you think you could better encourage cross shopping?
8. Do people not already cross shop?
9. Do you think some people may consider VS too racy?
10. Do you think some people may consider PINK childish?



Appendix: Topline Summaries

Team Member: Abby Seal

Abby Seal

The Secret Collective

Group Objective: Graduate from PINK to Victoria's Secret

1/30/16

Topline Summary: Victoria's Secret

The Summary

Victoria's Secret is perhaps the only successful retail lingerie brand in its category. Victoria's Secret prides itself on selling mainly lingerie and underwear for the discriminating woman. Victoria's Secret goes up against retailers who can't say they specialize in lingerie such as Nordstrom, Calvin Klein, and Gap Body. Victoria's Secret and their Angels are the sole brand that fill the gap in the retail lingerie category. Allowing women a place to go to shop for their delicate items and to get such items for blossoming young girls as well. Our group will be researching ideas on how to graduate PINK customers to Victoria's Secret and bridging the gap between the two brands. Victoria's Secret positions themselves in a truly memorable and remarkable manner as the competition pales in comparison with little to no focus on their lingerie lines. They have focus on the fantasy of their angels which bring their products to a staunch forefront. With no other brands really bringing light to their lingerie in this way they simply pale in comparison.

The broad scope of the target audience is women aged 18-30. However, as my group will be focusing on how to graduate young women who mainly buy PINK to the Victoria's Secret lines we will be dealing and researching two different age groups. Firstly, we will need to research and learn about our PINK customers, who are mainly college students. Therefore the age group for PINK will be women aged 18-22. Since our focus is how to get these younger women to buy

from Victoria's Secret as well, we will also need to research and learn from our older age group, women aged 22-30. The main difference between Victoria's Secret, Nordstrom and Gap Body is that Victoria's Secret intent in their position is more clearly defined. They are very clearly targeting young women. However, Nordstrom and Gap Body are much less discerning. The distinguishing factor between these two and Calvin Klein is that Calvin Klein is targeting young men and women. As they are a more well-known brand, their marketing reflects this popularity, having a picture of Justin Bieber on the very front of their homepage. The difference between Calvin Klein and Victoria's Secret is that Calvin Klein is also targeting young men.

Victoria's Secret uses their angels for "Fantasy" purposes. They want to give women something to want and perhaps even aspire to. This leaves Victoria's Secret open to interpretation and gives them almost an air of mystery. They are also in the top position in retail lingerie, having no real direct competition from outsiders. They want to be viewed as the destination for a woman's needs when it comes to lingerie and underwear. So they are always offering promotions in order to encourage women's brand loyalty. They are also selling themselves as high fashion, with their yearly fashion shows and their special stores used for selling more expensive and rare items.

For the purposes of this summary, I spoke to three women all aged around nineteen and asked them about what they felt about PINK and Victoria's Secret and what they felt the difference between the two were. The first girl, Racheal that I spoke to said she mainly shops at PINK for their underwear. Racheal said that PINK was more fun and funky and felt more directed at her as person than Victoria's Secret did. She said she had bought something from Victoria's Secret before because she had wanted something to make her feel sexy, but that the

only reason she bought anything from there was because there was a promotion going on at the time that allowed her to buy from PINK and Victoria's Secret. The first words out of the second girl's mouth, Christina, were "It's too expensive." Then proceeded to tell me that she only shops at Victoria's Secret for her bras and panties when she goes there at all. She also said that she only ever goes to Victoria's Secret when there was a sale going on because otherwise it was all too expensive for her. Christina then says that she goes to PINK for hoodies and for things to be comfortable. When I asked her for words that she thinks of when she thinks of Victoria's Secret her responses were; "Sexy, expensive, skinny, model" The last girl that I spoke to, Bry, (Pronounced Bree) says that she only shops at Victoria's Secret and never shops at PINK. She firstly, perceives Victoria's Secret to be less expensive of an investment than PINK is and that she goes to Victoria's Secret because it seems like it is for more mature women, whereas PINK is for a younger female audience and she likes the feeling it gives her. When she was then asked what the main difference between the two were she said that the only difference is the label. When asked what words she thinks of when she thinks of Victoria's Secret she responded with "Lacy and delicate"

I believe the biggest challenges with Victoria's Secret marketing advertising and communications is the changing audiences and their desire for authenticity. The Victoria's Secret image lacks a certain amount of relatability to their growing audience. The biggest advertising challenge will be taking a younger audience and having the "Fantasy" image of the wider Victoria's Secret campaign and having that appeal to them. The largest communications challenge will be getting across the believability of Victoria's Secret as a more tailored option for the young girl, who often wants to feel at the center of attention in this day and age. As far

as this specific area of focus, the challenge will be taking this problem and resolving it in the way of Victoria's Secret. As the average girl who shops at PINK feels like it is for her, whereas, Victoria's Secret is a different animal for an older, more mature woman. We will be taking the believability of PINK and applying it to Victoria's Secret.

The Questions

- 1) What exactly is the differentiation between PINK and Victoria's Secret in your mind?
- 2) Is PINK meant to be an introduction to Victoria's Secret?
- 3) Why did you launch PINK?
- 4) Are you afraid of PINK over taking Victoria's Secret?
- 5) Why do you feel the need to 'graduate' customers from PINK to Victoria's Secret?
- 6) Do you want us to think of PINK as a competitor?
- 7) Is there incentive with the PINK card to give customers incentive to shop at Victoria's Secret?
- 8) How do you balance promotions between Victoria's Secret and PINK?
- 9) What do you personally think our biggest challenge will be with this objective?
- 10) Why do you think customers aren't returning to Victoria's Secret

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Appendix: Topline Summaries

Team Member: Jenna Smith

Jenna Smith

Professor Debbie Young

JMC 4343

January 24, 2016

Top Line Summary

Victoria's Secret

Headquartered in Columbus, Ohio, Victoria's Secret is the largest retailer of women's lingerie. Besides lingerie, the brand also offers apparel, swim wear, fragrances and beauty products. Sharon Jester Turney serves as the brands president and CEO. Victoria's Secret is owned by its parent company, L Brands.

Pink by Victoria's Secret

Pink is a sister brand of Victoria's Secret that includes bras, panties, swim wear, accessories and apparel such as lounge and sleep wear. The brand also has a collegiate collection that represents the consumer's specific university. Pink's target audience are younger consumers in high school and college while Victoria's Secret target audience is older women.

Pink's main competition is Aerie by American Eagle that offers inexpensive merchandise as well as models that portray a healthy body image. For marketing, Aerie developed the campaign #AerieReal that featured curvy women and non-airbrushed photos of the models along with the slogan "the real you is sexy".

In addition, Pink also has 198 campus reps in 99 schools throughout the nation who promote the brand on college campuses. These representatives host Pink parties and events. They also receive incentives such as access to exclusive products and free merchandise to hand out on campus.

Victoria's Secret Market Audience

Victoria's Secret target audience is primarily middle class women. Their secondary target is a younger demographic around college age women. However, their secondary target audience seems to relate more to Victoria's Secret Pink line.

Victoria's Secret Department Stores

Victoria's Secret retail stores have a very nice appearance. The store looks like walking into a supermodels closet. There is a luxurious and fantasy like theme within the store that ravitates to consumers.

Victoria's Secret Angels

The brand is represented by famous supermodels who are also known as "angels" such as Jessandra Ambrosio, Adriana Lima and Candice Swanepoel. The models are supposed to be a fantasy for 98% of the brand's female consumers.

Victoria's Secret Fashion Show

Victoria's Secret set themselves apart from their competition with the Victoria's Secret fashion show held annually in New York City. The fashion runway show is another great way for the brand to gain massive exposure due to the hype and media attention surrounding the anticipated event. Former Victoria's Secret runway models include Naomi Campbell, Tyra Banks, Helena Christensen and Heidi Klum. Some of the most recent models featured in the runway show include Gigi Hadid, Kendall Jenner and Jasmine Tookes, who have a strong social following. The event consistently brings in notable celebrities and performances from musicians such as Rihanna, Selena Gomez and Ellie Goulding.

Victoria's Secret Competitors

Victoria's Secret is dominating the lingerie industry with 40% of the intimate apparel market. When it comes to competition in the lingerie category, there are fairly new startups such as Adore Me, Aerie by American Eagle, Intimix, and True and Co. However, these brands often offer lower prices and not the same quality as a Victoria's Secret lingerie. Victoria's Secret main competitors include Gap Inc., Fruit of the Loom, Inc. and Hanesbrands, Inc. concerning underwear and lounge wear. When it comes to sports bras, Victoria's Secret competitors include Nike, Under Armour, Reebok, Adidas and Lulu Lemon.

Social Media

Victoria's Secret has social platforms to connect with their consumers such as Facebook, Twitter, Instagram, Pinterest and YouTube. The brand's Instagram page is the most successful with over 31 million followers. Their Facebook page has the second largest following with over 26 million followers. Victoria's Secret definitely utilizes digital and social marketing to capture the attention of their audience, especially with help from supermodels. Many Victoria's Secret models have a strong social presence following that helps leverage the brand in popularity and continues to increase brand awareness.

Email and Mobile Marketing

Victoria's Secret uses email marketing to notify their consumers about new bras, underwear, apparel and other brand items through sending out email blasts. They also utilize email blasts when they are having large sales either in store or online.

For mobile marketing, Victoria's Secret has their own application that is compatible for many different devices. The app can be used to browse and shop online. There is also a separate app for the Victoria's Secret Pink line. They also send out text alerts via mobile phone to consumers.

Strength

I think Victoria's Secret strength is their large social following. They definitely know how to use the Victoria's Secret Angels and supermodels to represent and expand their brand, especially on social media. I also think that they know how to use email and mobile marketing to build awareness among their consumers on brand items and sales.

Weakness

I believe Victoria's Secret weakness is graduating Pink consumers to the Victoria's Secret brand. This can be difficult because the younger demographic may not sexy or mature enough for their main line. There are two separate stores for the main line and the sister brand. It is important to find a way integrate the two brands to develop a smooth transition of their younger consumers moving from Pink to the Victoria's Secret brand.

Interviews

Female, Age 19

1. She does not shop at Victoria's Secret but her sister does.
2. Her sister can't find bras in her size anywhere else because she has a bigger chest size.
3. She likes the brands perfumes because of her sister.
4. She does not like their marketing because she sees the models as just people walking around in lingerie. There is no connection to the brand for her.
5. She does not watch the Victoria's Secret Fashion Show but she did read an article about the recent 2015 fashion show in BuzzFeed.

Female, Age 21

1. She does not shop at Victoria's Secret because it is expensive and she does not really think to visit the store.



Appendix: Topline Summaries

Team Member: Jenna Smith, cont.

2. However, she does like the brands perfumes. She also likes some of their beauty products that she has received as gifts.
3. She is not a big fan of Victoria's Secret marketing because she feels the women are over sexualized. She also feels that they don't talk about the perk of the product.

Questions for Victoria's Secret

1. What is the exact difference between Pink and the Victoria's Secret brand?
2. Why was there the development of Pink?
3. Was Pink meant to be an introduction for younger consumers eventually go to Victoria's Secret?
4. What is cross shopping and up selling?
5. What age do you plan to transfer Pink consumers over to Victoria's Secret?
6. How do you view your website currently?
7. Do you think the website reflects a difference between Pink and Victoria's Secret?
8. Is there a specific age range for the models to model for both Pink and the Victoria's Secret brand?
9. How do you think the marketing for the Victoria's Secret brand impacts the specific age group of Pink consumers?
10. Who are Victoria's Secret main competitors to you?

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Interviews

Sierra Voss

Kelsey Link

Appendix: Topline Summaries

Team Member: Olivia Taylor

Topline Summary The Secret Collective Agency

Olivia Taylor
1-26-16

1.

Victoria's Secret is known primarily for their high quality lingerie, but they also offer many other products as well including swimwear, athletic, lounge, and fragrances. They also have a sister brand which was formed within the Victoria's Secret brand, called PINK. PINK is targeted towards a younger group, approximately ages 11-17, while Victoria's Secret is more for ages 18 and up. One other difference between these two brands is the level of quality. Both brands are of high quality, but PINK is of lesser quality just so the younger demographic can more easily afford it. Each of these stores also have their own way of rewarding their customers, including the Angel Credit Card, Angel Rewards Card, and the PINK Nation membership option.

Specifically referring to the campaign project concerning PINK/Victoria's Secret cross-shopping, some of our biggest competitors will be popular department stores such as Dillard's. In the sports bra category our toughest competitors include Lululemon and Nike. However, Victoria's Secret does remain number one in the overall lingerie category.

2.

The primary target for the PINK brand is teenage girls, ages 13-17, and the secondary target for PINK is pre-teen girls. For Victoria's Secret the primary audience is college women ages 18-24 while the secondary target is women ages 25-45. Competitors of the Victoria's Secret brand include Adore Me, Aerie, and Calvin Klein. Victoria's Secret sets itself apart from competitors with their unique advertising and reputation which are tightly correlated with the annual

Victoria's Secret Fashion Show. They are also well known for their high quality products as well as selling their products only in Victoria's Secret stores. This way, customers are guaranteed the same quality everywhere they shop.

3.

As for advertising and public relations efforts, Victoria's Secret is seen in either one of two different ways: very positively or very negatively. Many people have responded that they really like the unique advertising that sets Victoria's Secret apart from other competitors while some have commented that they do not like the intensity of the sex appeal in the ads. Some girls, ages 18-21, have commented that they feel pressured or uncomfortable by the ads and commercials they have seen from Victoria's Secret either in the store or online.

4.

Respondent 1:

- Not a lot of experience with Victoria's Secret, just PINK
- Thoughts on PINK products: "Nice sweats, cute workout wear, but not for serious workouts, only easy days where you won't sweat a lot"
- PINK is good for "good cozy, comfy, pajama wear"
- Thoughts on Victoria's Secret Fashion Show: "Not into it, only saw it a few times"
- Gifting: "I would never buy gifts from VS, maybe from PINK, but it's all pretty expensive"
- Minimal website use

Olivia Taylor
1-26-16

- Thoughts on fragrances: "VS and PINK always smell nice like cotton candy, I'd maybe would buy perfume"

Respondent 2

- Loves VS and PINK
- Big fan of VS fashion show, watches it each year
- Gifting: "Expensive but worth it, it's a great gifting option because of the high quality and wide selection"
- "There's something for everyone"
- Sportswear: fan of VS sports bra / athletic wear
- Checks website all the time looking for sales / deals
- Receives ads in mail / coupons / sales info
- Dislikes high prices, but understands the demand for high quality products
- Thoughts on fragrances: Likes the perfume, but only select few - others seem to be overpowering
- Follows VS on Instagram

Respondent 3

- Negative view of VS, too "girly", PINK included
- Thoughts on demographics: It's for little girls or "girls who need to grow up"
- VS more mature, fine for older women, not for high schoolers or teenagers

Olivia Taylor
1-26-16

- Never seen VS fashion show
- Didn't know they sold any products besides apparel
- Never visited website
- Athletic wear not for serious athletes, only for people who want to be seen working out
- Doesn't like the pressure of VS on young girls, "girls are fine the way they are, they don't need to look like fashion models"
- Gifting: VS gifting destination for bachelorette party or valentines day with spouse, nothing else

5.

I believe the biggest marketing goal for Victoria's Secret will be to show that their brand is also appropriate for 18-24 year old women as well as older women. They need to show this demographic that they have product and apparel for them as well.

6.

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7.

1. What is the biggest difference between pink and VS?
2. Why do you like the brand, and what does it bring to the apparel world?
3. What is your definition of cross-over and up selling?
4. Does VS internally (models, photographers, fashion designers) see PINK as "underneath" or "less than" VS?
5. What is pink nation?
6. When it comes to catering to your in-store customers, how do you cater towards bigger women (both in waist size and bra size)?
7. How does this reflect your image and mission?
8. The fashion/model industry has faced negative criticism, how does this affect the way VS markets their brand?
9. How do you combat negative feedback through your models (i.e. use of social media)?
10. Referring to advertising, what has been the biggest mistake of the Victoria's Secret brand thus far?

Olivia Taylor
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Appendix

Situation Analysis

February 13, 2016



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Overview of the Intimate Apparel Market

Global sales of the lingerie market hit over \$29.23 billion in 2012

The number is expected to grow by \$30 billion in the next year, and is anticipating a 5.5% growth rate until 2020 according to IBIS World



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There is a large increase in marketing campaigns focusing on body positivity and diversity, after the industry came under fire for hyper-sexualization in it's marketing, specifically VS and PINK.

Studies have found that "there is a cause-and-effect relationship between viewing sexual content in the media and earlier age at first sexual intercourse" (Strasburger, MD).



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VS as a company under the L Brands umbrella:

According to the L Brands website, Victoria's Secret has over seven million "selling square feet", providing an amount of real estate that is unrivaled

VS accounts for 65% of all of L Brands and has tremendous success in stores and online

VS also reaches 390 million consumers annually through its direct catalogue

PINK is a great asset to Victoria's Secret; in 2013 it was a \$1.5 billion company and is projected by Bloomberg.com to double in size in the coming years



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Overview of the Intimate Apparel Market

There are many subcategories in the intimate apparel: bras, panties, shapewear, sleepwear and lingerie.

Bra's make up 50% of the products made in this category, and competitors are not competing on all fronts

Many also sell shape wear such as Spanx, but VS has no hand in the shape wear category



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"Victoria's Secret has the asset of the experience that a shopper receives when they come in to visit a store. They are all about an in-store experience."

-businessinsider.com



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The customer experience is so renowned at VS that customers are not turned off by a higher price point.

"Victoria's Secret didn't start dominating lingerie until it stopped being cheap and began focusing on the customer experience" according to businessinsider.com

The higher prices make customers feel that they are making a worthwhile investment from a specialty retailer

Our research showed that VS is in a category of its own when it comes to women's lingerie, however the top two competitors that offer similar products at a similar price point are Aerie and Adore Me



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Aerie

- Aerie is a brand of lingerie targeted at the same audience as Victoria's Secret: middle class women ages 18-24
 - In the last quarter, Aerie had an extremely successful campaign that did not allow retouching or airbrushing on their models, and directly affected sales as they shot up 21% after launching the campaign.
 - This appealed directly to young millennials, especially amidst controversy that PINK may be too sexy for the younger demographic they are trying to attract (14-17 year old girls).
 - However, it does struggle because it is a newer brand that is still trying to gain traction.
 - In 2014, it only operated 154 of its own stores compared to VS's 1000+.
 - According to the New York Post, "AEO's executives are...claiming that Aerie's models are more 'natural' and not as 'touched up' as their rivals..."
-



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Competitive Analysis



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#AerieReal

- Campaign promoted non-photoshopped or retouched models. It had both positive and negative reactions.
 - Some audience reacted negatively, claiming that Aerie models were still traditional looking models with the same body type, there was still a lack of diversity in their social media and print ads.
 - Some audience reacted positively when they saw curvier and plus-size women featured in online and print ad content of the Aerie brand.
 - Sales rose to 9% during this promotion.
 - This made brands like victoria's secret look very exclusive and not inclusive of a diverse demographic.
-

Source:
<http://www.businessinsider.com/aerie-is-the-hottest-lingerie-company-2015-7>



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Demographics/ Specific Numbers

Source:

<http://www.forbes.com/sites/greatspeculations/2014/03/24/american-eagles-aerie-can-adopt-competitor-victorias-secrets-ways/#4142e7a56c81>



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- Aerie claims 15% of total U.S. female population, this includes ages 15-24, a demographic similar to VS.
- This is significant though, considering Aerie has only 137 stores compared to Victoria's Secret 1,000+ stores.
- Aerie claims 2% of the U.S. lingerie market share, compared to VS's 35%.
- However, Aerie could easily catch up to VS and PINK by copying their move to attach their physical locations (Aerie stores) to the physical American Eagle stores.
- This would dramatically increase their reach as there are 900 physical American Eagle locations, while there are only 137 Aerie physical store locations.

Adore Me



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- The company is young, founded in 2011.
- It was founded to "bridge a gap in the lingerie industry between high fashion and affordability... the company is now disrupting an industry that has traditionally been dominated by a few key players" according to crunchbase.com
- Sells sleepwear, corsets and swimwear in addition to lingerie.
- There are no physical storefronts, all sales are done only online.
 - The site works by catering to people and making it feel customized: a seven-question style quiz and relevant sizing questions are asked to create a customized profile
 - Incredibly enough, due to this specific style guide and customizable option, there is only a 6 percent return and exchange rate
 - They raised \$11.5 million in startup funding

"I frequently heard friends and family complain about how there needed to be a better option for buying lingerie in the U.S.," Hermand-Waiche tells Business Insider. "People are so tired of high prices and slow-fashion from Victoria's Secret."

-- according to AdoreMe founder,
Morgan Hermand-Waiche



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"By offering designer-crafted lingerie at an incredible price and with the convenience of online shipping we're quickly chipping away at Victoria's Secret's market share," he went on.

Adore Me

- The key to AdoreMe's success is the perception that it is the same high quality as Victoria's Secret, but for a lower price.
- The first matching lingerie set for women is \$20, and moves to \$39.95 after that-- in addition, shipping is free in the U.S.
- AdoreMe is a huge threat to VS, revenues have grown from \$1.1 million to \$16.2 million in three years alone, a three year growth rate of 15,000 percent.
- Their audience is 75% millennials, and marketing has been inspired by YouTube and did an unboxing ads
- They sell sizes between 30AA and 44G, wanting to "cater to all women" and "inclusiveness is incredibly important to the brand."

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"If you're petite, or if you're plus sized, why do you need to feel sidelined?" asked Sharon Klapka, AdoreMe's director of business.

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Online Sales

- Unique to lingerie market since it is all online
- Adore Me encourages users to sign up for a free V.I.P. membership.
- Members are sent a new set of lingerie each month at a discounted price of \$25 for the first order, then a \$10 discount on sets, which typically sell for \$50.
- Every sixth set is free.
- Members can opt out of monthly orders or cancel any time.

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Adore Me

Plus Size Campaign

- Focused on showing "real" women
- "Skinny doesn't sell"
- The plus-size campaign star sold 4 times as many products as the slim blonde models featured in a previous ad.
- There was A/B testing, in which consumers are shown different ads in order to measure their preferences.
- The campaign was to show that the company wants to sell lingerie to any person, in any shape, size or color.
- It was also diversity inclusive, highlighting dark skin and dark haired women.

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Adore Me

Valentine's Day Campaign



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- The company introduces a collection every month and offers a broad range of sizes, from petites to plus.
- Sales are 20 times more popular during Valentine's, even larger than Cyber Monday and Black Friday.
- Valentine's Day collections are extremely successful, and simply show up on the doorstep of customers.

Insights that make Victoria's Secret unique within the competitive landscape



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- 98% Brand Awareness and Recognition with the public.
- Victoria's Secret Fashion Show and VS Angels.
- The concept of fantasy: they want their audience to be apart of the VS fantasy and to feel like the Angels.
- High quality for a reasonable price, meaning they are targeting their audience of middle class women 18-24 well.
- "Best at Bra's" in the lingerie market
- Any professional model wants the chance to be a VS Angel, making the Angels even more sought after.

SWOT

Strengths

- Brand Awareness of PINK and Victoria's Secret
- High loyalty to their brand
- Highest market share in intimate apparel
- Perception of great quality
- Great social media presence
- Appeal to both genders
- Supermodel backing/model endorsement

Weaknesses

- Perceived body negativity
- Cost
- Seen as objectifying women
- Say they don't market to men, but ad is very sexualized as if to appealing to men
- Lack of recognition for active wear
- Can't seem to get people to graduate from PINK to VS
- App gets little to no usage

Opportunities

- More distinct line and marketing strategy between PINK and VS
- Diversify models
- Re-create apps and PINK website
- Separate and organize demographics through the products
- Rewards/deals that encourage cross-shopping and up-selling

Threats

- More affordable options at retailers
- People having a more positive perception of other brands that encourage diversity
- People not wanting to leave PINK due to low cost
- Lack of reach for the 18-24 year old demographic in VS
- More affordable options for the college age student

Key findings that are the foundation of our strategic approach to our primary research and campaign development:

- Current VS shoppers don't know the difference between the PINK and Victoria's Secret brand
- Creating an environment that 18-24 year olds want to shop that feels sexy and sophisticated to stay on brand, but not too sexy where they feel uncomfortable
- There are very few differences between PINK and VS brands in their online marketing strategies
- Separating products into different age demographics will create the right difference for the brands to promote graduating from PINK to VS (creating a mini "An Angel Gets Her First Pair of Wings" campaign and an experience for girls getting their first bra)



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Analyzing the Target Audience / Publics

Primary Target Audience

18–24 year old middle class women

Secondary Target Audience

14–17 year old middle class women



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Relationship Between Research and Target Audience

- Our research shows us that the in-store experience that VS offers is unlike any other competitor in the Intimate Apparel Market.
- Aerie and Adore Me are targeting the 18–24 year old middle class women and do not struggle with losing any audience because it is not subdivided within the company- it is one cohesive brand and therefore doesn't have to worry about graduating one audience to the next brand.
- VS has a huge opportunity to take over even more of the market by targeting two specific demographics with two different brands: PINK and VS.
- By appealing to the 14–17 year old demographic, PINK will encourage the younger market to come in to VS for an in-store experience unlike any other, and will become the best specialty retailer for a girl's first bra.
 - This will also give Victoria's Secret a larger and more loyal customer base, they will expand their audience to a younger demographic and provide more people to encourage cross shopping and up-selling when they turn 18 and want something more mature.
- By appealing to the 18–24 year old demographic, Victoria's Secret will prove that the transition from PINK is a seamless transition that can and will be made after a customer outgrows the PINK brand.

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Goals, Objectives & Strategies

February 18, 2016



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The Secret Collective Campaign Goal

To educate current PINK customers on the unique and distinct offerings of Victoria's Secret vs. PINK.



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Objective 1 | Strategy A

Differentiate marketing within digital media platforms.

From our own quantitative research, we discovered one fourth of current PINK Shoppers are not aware that PINK and Victoria's Secret are two separate brands.

This is the insight that inspired our entire campaign- without knowledge of the two brands, the risk of cannibalization dramatically increases, therefore losing the 18-24 demographic we are seeking.

PINK is a great asset to Victoria's Secret, we simply have to educate consumers. "In 2013, PINK was a \$1.5 billion company, and is projected to double in size in the coming years," Bloomberg.com.



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Objective 1

To raise brand awareness of distinct brand offerings of PINK and Victoria's Secret by 40% by the end of 2017.

Strategy 1

Differentiate marketing within digital media platforms.

Strategy 2

Highlight the foundation and brand definition of PINK.



VICTORIA'S
SECRET

Objective 1 | Strategy B

Highlight the foundation and brand definition of PINK.

Once again, with only 25% of current PINK Shoppers knowing they are two separate brands, we have a huge opportunity to discuss and clarify why PINK was originally created.

Consumers understanding the root of this asset is what will continue to drive it into success in the coming years.



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VICTORIA'S
SECRET

Objective 2

To increase cross shopping and up-selling by 50% by end of 2017.

Strategy 1

Host promotional in-store events to promote up-selling.

Strategy 2

Highlight the foundation and brand definition of PINK.

Strategy 3

Highlight the foundation and brand definition of PINK.



VICTORIA'S
SECRET

Objective 2 | Strategy A

Host promotional in-store events to promote up-selling.

"Victoria's Secret has the asset of the experience that a shopper receives when they come in to visit a store. They are all about an in-store experience" -businessinsider.com

The in-store aspect of Victoria's Secret is a huge strength; by highlighting this experience with specific events, not only will we draw in consumers that want one-on-one attention, but we will also be able to promote the Victoria's Secret brand directly to PINK consumers.

Victoria's Secret has over seven million "selling square feet" according to L Brands. This real estate is something that should be used in favor of the brand. These promotional in-store events will be a perfect use of the unrivaled real estate.



VICTORIA'S
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Objective 2 | Strategy B

Offer coupons and discounts for PINK Nation members and consumers on Victoria's Secret items.

From our own quantitative research, we found that 65% of Victoria's Secret shoppers said they predominantly do their shopping during any kind of sale.

Offering coupons and discounts for PINK Nation members will increase users on the App and increase Victoria's Secret sales. Coupons will encourage cross-shopping between the two brands.

Victoria's Secret reaches over 390 million consumers annually with its direct catalogue, according to L Brands. This is another platform that already exists that can further draw in shoppers.



VICTORIA'S
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Objective 2 | Strategy C

Create Victoria's Secret brand reps for college campuses.

Our quantitative research showed that 78% of respondents associate the 18-24 year old age demographic with Victoria's Secret. Therefore, our demographic matches that of college students.

Creating Victoria's Secret brand reps for college campuses will provide convenience and education when paired with the PINK brand reps that already exist.



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Objective 3

To increase the cross over of the PINK consumers to the Victoria's Secret brand by 25% by the end of 2017.



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SECRET

Objective 3 | Strategy B

Use social influencers and current Angels to promote the Victoria's Secret brand exclusively without PINK.

Our 18-24 year old demographic is millennials who are extremely involved in social media. By tapping into this platform, we are able to reach the exact type of women we are wanting to educate about the Victoria's Secret brand.

Using current Victoria's Secret Angels and other social influencers, we will direct consumers to the Victoria's Secret brand exclusively.



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Objective 3 | Strategy A

"An Angel Gets Her First Set of Wings" campaign conveying the fantasy of being a Victoria's Secret Angel when a consumer buys their first Victoria's Secret bra.

The Victoria's Secret Fashion Show is a worldwide phenomenon. In 2015, this event drew in over 70 billion media impressions worldwide, 700 million views worldwide, and 35 billion social media impressions worldwide (VS Internal Video).

These impressions prove it is the perfect time to promote a campaign within the brand, and specifically one that highlights the fantasy of becoming like a Victoria's Secret Angel participating in the fashion show.



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Creative Brief

March 2, 2016



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Moments of a Lifetime



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Problems & Opportunities

Problem

Without knowledge of the two brands the risk of cannibalization dramatically increases, therefore losing the 18-24 demographic that we are seeking.



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Opportunity

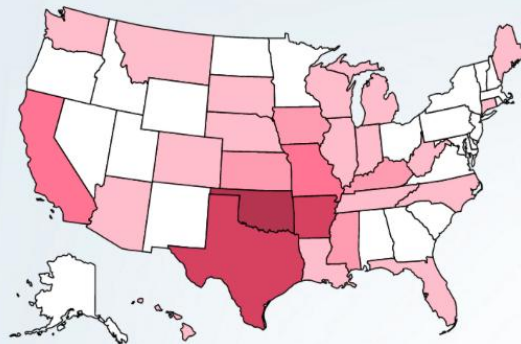
Creating a more clear differentiation between Victoria's Secret and PINK will give the target audience a knowledge and understanding of the two brands, therefore increasing the crossover when they feel like they have outgrown PINK.

Communication Objective

To educate current PINK customers on the unique and distinct offerings of Victoria's Secret vs. PINK.



VICTORIA'S
SECRET



THE RESULTS
ARE IN...

317

TOTAL
RESPONDENTS

Understanding the Market



VICTORIA'S
SECRET

Call to Action



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SECRET

Our target audience is millennials, and therefore consume more media than any other demographic. We will draw this audience through the PINK app, VS app and the website, and direct them to these electronic platforms to provide exclusive student discounts and incentives for Victoria's Secret.

Strategy and Main Message



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There are many significant moments in time that embark meaningful change in a woman's life. For our demographic, graduating from college and entering the real world is the first big moment a woman encounters on her own doing.

A transformation occurs within, and our strategy is to correlate this transformation directly to the distinction of the two brands within Victoria's Secret. We will encourage college graduates to also 'graduate' from PINK to Victoria's Secret.

Main Message:

Victoria's Secret is the ultimate lingerie and intimate apparel destination for millennials and young professionals looking to establish themselves as strong independent women.

Support / Reason to Believe

Trend 1

Victoria's Secret offers intimate apparel that is high quality.

Client Implications:

- Not all lingerie is of high quality
- This pleases customers

Their competitive advantage is the annual Victoria's Secret Fashion Show that reaches millions of people worldwide. They also have the VS Angels to use as built-in brand promoters.



VICTORIA'S
SECRET

Trend 2

Their department store's layout is like shopping in a supermodel's closet.

Client Implications:

- This encourages the "fantasy" Victoria's Secret provides

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OUR BRAND CHARACTER IS ZENDAYA. A MILLENNIAL WHO IS SEXY, SOPHISTICATED AND WANTS TO STAY FOREVER YOUNG. SHE EMBODIES THE FANTASY THAT VICTORIA'S SECRET EXUDES, AND SPEAKS DIRECTLY TO OUR DEMOGRAPHIC



VICTORIA'S
SECRET



Tone and Manner

Our campaign will be positive and uplifting.

It will highlight moments in time that tug on our viewer's and demographic's heartstrings. It will be an encouraging tone that wants to celebrate the achievements of our demographic, and therefore promote the crossover from PINK to Victoria's Secret. It will also educate our target audiences on the differences between the two brands.

VICTORIA'S
SECRET



Our Target Audiences

Primary Audience

Millennials Making a Name for Themselves

- 18-24 year old women
- Realize they are coming to a point in their lives where they want to be taken more seriously and sophisticated
- Celebrating their accomplishments and what is to come: college graduation, a job, living on their own
- Beginning to shop without their mothers, but still do so on occasion
- Do not yet have disposable incomes, and therefore need products that are high quality but affordable for a college student



Secondary Audience

High School Sweethearts

- 14-17 year old girls
- Realize they need bras and underwear after going through puberty
- Still shopping with their mothers, and therefore need to know that they can go somewhere that will have high quality, age appropriate clothing
- Want products that are fun, cute and girly
- Don't want to feel oversexualized, and their mothers don't want to take them somewhere that is 'too sexy' for them
- Their budget depends on their parent's income and what they are willing to spend on their children

VICTORIA'S
SECRET

How is this going to work?

An emotional advertisement and campaign always has an impact on the audience watching it.

Victoria's Secret hasn't released a campaign like this before, therefore it will be a breath of fresh air for the demographic.

It will keep the idea of fantasy alive, due to the VS Angels being the subject of the advertisements.

However, it will show the Angels in a new light and highlight the impact that significant moments in a woman's life has on her own lifestyle changes.

These changes will make it obvious that not only will some moments have an impact on a woman's life forever, but also on her intimate apparel forever.

VICTORIA'S
SECRET



How will we know it's working?

Success will be measured by the amount of emails and students that sign up for the student discount.

We will use these numbers to know how much of our demographic our campaign is reaching. We will also use analytic software to assess our numbers that our social media is bringing in and the reach it has.



VICTORIA'S
SECRET

Final Touches

Executional Considerations and Mandatories:

All of our creative content will display the Victoria's Secret logo and PINK logo when necessary. Majority will have links to coupons, discounts, or social media campaigns on different social media platforms.

Production Considerations:

Much of our creative will come from videos, the apps and websites, and the multiple social media platforms. We will create videos with the audition videos that we can find, and provide idea boards and concepts for the videos that we do not have the content for. Any video we do find will be online that we can piece together and make content out of. We will use pictures from online taken by Victoria's Secret.



VICTORIA'S
SECRET

Methods of Communication

Video: Videos will be the most powerful way to convey our message and our strategy. We will use the infancy of the Victoria's Secret Fashion Show to air a PINK Brand Video Segment during the fashion show. The segment will air directly before the runway segment that highlights the PINK brand. We will also launch "An Angel Gets Her First Set of Wings" campaign that will have a commercial air during this time. This commercial will feature audition tapes of first time angels that are getting their chance at walking in the Victoria's Secret Fashion show this year. We will also have a video of VS Angel/Affiliate discussing Breast Cancer and the effect it has had on her family—encouraging others to submit a video like hers for a chance to win \$100,000 for BC Research and a \$1000 Shopping Spree.

Apps/Website: The VS app and the PINK app will be monumental in the creation of the college student discount and reward/coupon program. The apps will be created much like the Starbucks reward program, and college students will be rewarded a constant 15% off discount as long as they sign up with a ".edu" email address. They will also provide further clarification and distinction between the brands, as we will redesign the PINK web homepage.



VICTORIA'S
SECRET

Social Media/Social Influencers: Since our target audience is so involved on social media, we will use platforms such as Facebook, Twitter, Instagram and Snapchat to highlight the student discount option and different coupons. We will also use this to post about the First Set of Wings campaign and repeat the PINK Brand Video Segment that airs during the VS Fashion Show. We will post the specific First Set of Wings commercial on the social media platforms as well, and show a "behind the scenes" look on Snapchat. Social media will also play a huge part in the Breast Cancer Awareness campaign and the videos that are posted from consumers and the VS Angel/Affiliate. We will also choose two or three social influencers who we believe reflect the fantasy behind the Victoria's Secret brand and will resonate with our target audiences.

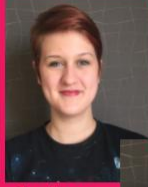
The Secret Collective Midterm Presentation

March 7, 2016

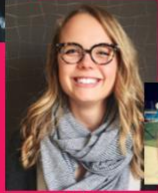


VICTORIA'S
SECRET

Meet The Secret Collective



Courtney
Counts



Katie
Cunningham



Alessandra Hull



Abby Seal



Jenna Smith



Olivia Taylor



VICTORIA'S
SECRET

Where Victoria's Secret currently is:



PINK

High Quality

Low Brand Differentiation



ADORE ME

High Brand Differentiation

Low Quality

Where Victoria's Secret WILL be:

High Quality



PINK



PINK

Low Brand Differentiation



ADORE ME

High Brand Differentiation

Low Quality

Our Target Audiences and Their Personas



VICTORIA'S
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Primary Target: Alexa Jones



Alexa Jones is a 21 year-old senior at the University of Southern California. Her parents instilled values that reflect a "work hard, play hard" mentality. She loves hanging out with her friends, trying new things and is an aspiring journalist. She is an active member of the Society of Professional Journalists and recently had an internship at a fashion magazine in Los Angeles.

She feels connected to different brands through social media. She follows Victoria's Secret on Instagram, and enjoys keeping up with lives of the VS Angels.

She is an only child and is the daughter of parents who together earn \$150,000 annually. Her parents gifted her a Victoria's Secret Angel Credit Card for her birthday, and have offered to pay for it until graduation. Upon graduating, Alexa hopes to stay in the Los Angeles area and work for a fashion magazine.

VICTORIA'S
SECRET

Primary Target: Jasmine Smith



Jasmine Smith is an 19 year-old college freshman at University of Texas at Austin. She was born and raised in Dallas, Texas and loves being active and getting outside in her free time. She values her faith and family. She is a double major in Accounting and Finance and is eager to get involved with the dance marathon on campus, along with the Accounting Club. She works part-time at restaurant on campus.

She loves social media platforms, specifically Snapchat and Twitter. She also enjoys a good in-store experience and appreciates great customer service. She is willing to make an investment on a high quality product.

Her individual finances are important to her. She was raised with two brothers, and her parents who together make \$75,000 annually. She is more inclined to shop at places that offer a student discount considering her attention to her personal budget.

VICTORIA'S
SECRET

Secondary Target: Emily Stern



Emily Stern is a 16 year old high school student from Chicago, Illinois. She is the leading scorer for her basketball team, enjoys shopping on Michigan Ave with her friends, and staying up to date on all of the latest trends. Her parents are willing to buy her the clothes she needs, but want to make sure it is age appropriate for a 16 year old.

She's obsessed with her phone and is all over Instagram. She loves to follow brands and celebrities that have bold and original style. She is looking for a brand that makes her feel more like the celebrities she idolizes, but also one that her parents are comfortable providing for.

She has a younger sister and lives with her parents who together make \$100,000 annually. They are wanting to instill good values in their daughter before she leaves for college in a few years.

VICTORIA'S
SECRET

Our Research

We needed to understand what our demographic thought of when they saw Victoria's Secret and PINK- essentially their brand awareness. We formulated a survey that would help us determine what they believed the two brands stood for and who they were aimed at.

We used our focus groups to dive deeper into the qualitative data behind our campaign. What made Victoria's Secret stand out? Why shop at PINK vs. Victoria's Secret?

We started with two main forms of research:

Custom Survey via Qualtrics: 317 Respondents
Two Focus Groups

Key Findings and Numbers

The largest percent of girls, 23%, said they started shopping at PINK when they were 13-15 years old

66% of women prefer to shop for bras in specialty stores

61% of respondents are either not familiar or not familiar at all with PINK nation

One fourth of current PINK shoppers are not aware that PINK and Victoria's Secret are separate brands

The largest percent of girls, 30%, said they began shopping VS at 16-18 years old



VICTORIA'S
SECRET

A Big Problem: Consumer Confusion

78% of respondents associate the 18-24 year old age group with Victoria's Secret

- 76% also said they associate VS with 25-35 years old as well

78% of respondents associate the 15-17 year old age group with PINK

- 63% also said they associate PINK with 18-24 year olds
- 58% also said they associate PINK with 13-14 year olds

There is extreme crossover with demographics in our consumers eyes- they are confused!

The issue begins with one fourth of current PINK shoppers not knowing the difference between PINK and Victoria's Secret. This problem continues even further with the general public and their confusion on which brand is meant for what age demographic, and the blurred lines between PINK and Victoria's Secret.



VICTORIA'S
SECRET

Celebrate All of Life's Moments Especially your first set of wings



VICTORIA'S
SECRET

The Next Steps

1. Recreate the PINK website homepage through Creative Content.
2. Creative content for Apps showcasing student discount and coupons for Victoria's Secret.
3. Produce creative video for "An Angel Gets Her First Set of Wings" campaign highlighting angels like Gigi Hadid and their auditions- using the video of her being asked if she wanted to do the 2015 VS Fashion Show.
4. Complete Public Relations and Media Plans



VICTORIA'S
SECRET

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The Secret Collective Primary Research Deck

March 26, 2016



VICTORIA'S
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The Assignment

Create a campaign that will shift brand interest from PINK customers and brand loyalists to the Victoria's Secret brand, including cross-shopping, up-selling, etc.



VICTORIA'S
SECRET

The Problem

Victoria's Secret is seeing a drop in millennial sales. Millennials may be shopping at PINK, but they tend to leave the brand entirely when it comes to crossing over to a more mature look.

How can we encourage current PINK shoppers to cross-shop and "graduate" to the Victoria's Secret brand?

Through the following overview of our research, we'll find out what factors drive our millennial audience to shop at certain stores, including the PINK and Victoria's Secret brands.



VICTORIA'S
SECRET

Our Research

We needed to understand what our demographic thought of when they saw Victoria's Secret and PINK- essentially their brand awareness. We formulated a survey that would help us determine what they believed the two brands stood for and who they were aimed at.

We used our focus groups to dive deeper into the qualitative data behind our campaign. What made Victoria's Secret stand out? Why shop at PINK vs. Victoria's Secret?

We started with two main forms of research:

A Customized Survey
Two Focus Groups



VICTORIA'S
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Quantitative: Online Survey

Methodology: Our research team sent out surveys via social media as well as email to millennials across the nation, most enrolled at public universities.

Respondents: We collected 317 surveys from a total of 27 states, including D.C., as well as 5 different countries.

Demographics:

96% of respondents were female, 4% male.

58% respondents were 17 - 25 years old, 42% 26+



VICTORIA'S
SECRET

The How

317 Surveys

30 Personal Interviews

2 Focus Groups

1 Ethnography



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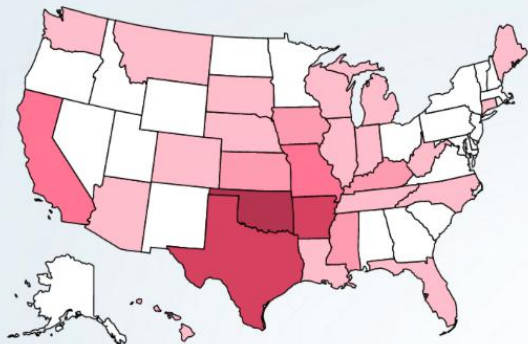
Quantitative: Online Survey

With the largest percent of respondents fitting in our specific demographic, we knew we would get an accurate view of the brand perception and knowledge of Victoria's Secret and PINK from our target audience.

Although respondents were heavier in the South, we still received many responses from all across the country. As the next infographic will show, the darker the state, the more respondents.



VICTORIA'S
SECRET



THE RESULTS
ARE IN...

317

TOTAL
RESPONDENTS



VICTORIA'S
SECRET

Quantitative Research Results

Our research of our primary target audience, the 18-24 year old woman, showed us an incredible insight. After asking specific questions about brand knowledge, we discovered that Victoria's Secret's own shoppers are unaware of the distinction of the two brands, Victoria's Secret and PINK.

This led us to the question: if their own shoppers are unaware, how can they expect the general public to be aware?

Even further, guests have no incentive to cross over to the Victoria's Secret brand if they are unaware that there is anything different the brand has to offer.



VICTORIA'S
SECRET

Quantitative Research Key Findings and Numbers

The largest percent of girls, 23%, said they started shopping at PINK when they were 13-15 years old

66% of women prefer to shop for bras in specialty stores

61% of respondents are either not familiar or not familiar at all with PINK nation

One fourth of current PINK shoppers are not aware that PINK and Victoria's Secret are separate brands

The largest percent of girls, 30%, said they began shopping VS at 16-18 years old



VICTORIA'S
SECRET

Key Insight:

From our respondents, we discovered one fourth of current PINK shoppers don't know there is a difference between the PINK and Victoria's Secret brands.



VICTORIA'S
SECRET

A Big Problem: Consumer Confusion

If current consumers don't understand the brand, how can we hope to reach anyone else?

78% of respondents associate the 18-24 year old age group with Victoria's Secret

- 76% also said they associate VS with 25-35 years old as well

78% of respondents associate the 15-17 year old age group with PINK

- 63% also said they associate PINK with 18-24 year olds
- 58% also said they associate PINK with 13-14 year olds

There is extreme crossover with demographics in our consumers eyes- they are confused!

The issue begins with one fourth of current PINK shoppers not knowing the difference between PINK and Victoria's Secret. This problem continues even further with the general public and their confusion on which brand is meant for what age demographic, and the blurred lines between PINK and Victoria's Secret.



VICTORIA'S
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Qualitative Research Focus Group Commentary

"[PINK] can be sometimes borderline tacky...totally fitting for a fourteen year old".

"Victoria's Secret itself, I buy some things from there, but that's more like my mom's age. But, with PINK, they target like twelve to fifteen year olds. There's nothing in between for us [20 year olds]".

"I don't like going to PINK and seeing twelve year olds buying the same underwear I'm getting when I'm twenty years old".

Essential Question:
Who are the brands meant for?



VICTORIA'S
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Qualitative: Focus Groups

Methodology: Our research team chose female millennials across the campus of OU to participate in our focus groups concerning their shopping habits and brand perceptions of the PINK and Victoria's Secret brands.

Respondents: Researchers conducted 2 separate focus groups with a total of 12 participants.

Demographics: Participants ranged from 18-21 years of age. All female OU college students.



VICTORIA'S
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Qualitative: Personal Interviews

Methodology: A total of 30 individual interviews were conducted. Researchers contacted current PINK and Victoria's Secret female shoppers ranging from 17-45 years of age, though 82% were millennials.

Respondents: Participants were interviewed outside of the store to ensure candid responses.

Demographics: All female shoppers, 82% millennials



VICTORIA'S
SECRET

Qualitative: Personal Interview Quotes

"I enjoy shopping at Victoria's Secret and I think that they have the best bra's. I like going into the store because most of the time I get someone to help me find exactly what I'm looking for, and they make sure it fits right"

-Woman, 23 years old

"PINK and Victoria's Secret are separate? I honestly had no idea. I thought that PINK was just a cheaper version of PINK, but I always thought some of their stuff looked the same."

-Woman, 21 years old

"I knew that PINK and Victoria's Secret were separate, but I like shopping at PINK more because of all the discounts and sales that they do, like the 5 for \$25. I just can't afford most of the nicer stuff in Victoria's Secret unless my mom is shopping with me."

-Woman, 22 years old

"I buy some things at Victoria's Secret sometimes, but for the most part I still shop at PINK for underwear and bra's. It's just cheaper and looks like some of the Victoria's Secret stuff. I like a lot of the Victoria's Secret stuff, it's just I can't afford a \$60-\$70 bra right now while I'm still in college."

-Woman, 22 years old



VICTORIA'S
SECRET

Qualitative: Ethnography

Methodology: Researchers went to the local Norman, OK PINK and Victoria's Secret store location for approximately 30 minutes each visit to study the culture, atmosphere, and consumer/employee relationship.

Consumers: Overwhelmingly women 18-25 years of age shopped mostly alone in the Victoria's Secret section while girls ranging from 13-16 years of age shopped with friends and mothers in the PINK.

Employees: Most were at the front of the store helping with purchases while others engaged in greeting consumers and rearranging merchandise.



VICTORIA'S
SECRET

Qualitative: Personal Interviews

After conducting our personal interviews, we were able to create a better foundation to our quantitative research, which is when we created our survey.

Our biggest problem that we found from our personal interviews were two of the points that were found in our survey research: some people didn't even realize they are two separate brands, and most college-aged students can't and don't cross over because of the price difference between Victoria's Secret and PINK.



VICTORIA'S
SECRET

Wrap Up

We need to educate our current customers and general public on brand awareness of PINK and Victoria's Secret.

Our research showed us that affordability and knowledge are two key pieces to get the crossover from PINK to VS. Our target audience needs to know what is so special about Victoria's Secret, and why they should start buying more from there rather than PINK.

By combining knowledge and more affordable options, our target audience will be well equipped to make the decision to graduate from PINK to Victoria's Secret.



VICTORIA'S
SECRET

Appendix: Online Survey Questions

6. I am fully aware that PINK and Victoria's Secret are two separate brands.

#	Answer	Bar	Response	%
1	Yes		203	64%
2	No		113	36%
	Total		316	

9. What age were you when you first started shopping for Victoria's Secret products?

#	Answer	Bar	Response	%
1	10-12 years old		9	3%
2	13-15 years old		63	20%
3	16-18 years old		96	30%
4	19-21 years old		43	14%
5	22+ years old		42	13%
6	I do not shop at Victoria's Secret		63	20%
	Total		316	

10. What age were you when you first started shopping for PINK products?

#	Answer	Bar	Response	%
1	10-12 years old		19	6%
2	13-15 years old		71	23%
3	16-18 years old		55	17%
4	19-21 years old		19	6%
5	22+ years old		28	9%
6	I do not shop at PINK		124	39%
	Total		315	



VICTORIA'S
SECRET

Appendix: Online Survey Questions

13. Where are you most comfortable buying bras? (Check all that apply)

#	Answer	Bar	Response	%
1	Specialty Store		206	88%
2	Department Store		158	51%
3	Online		65	21%
4	Catalog		6	2%
5	Other		22	7%

14. PINK is an age appropriate brand for girls ages 13-17 years old.

#	Answer	Bar	Response	%
1	Strongly Disagree		9	3%
2	Disagree		9	3%
3	Somewhat disagree		27	9%
4	Neither agree nor disagree		45	14%
5	Somewhat agree		69	22%
6	Agree		112	36%
7	Strongly agree		45	14%
	Total		315	

16. What age group do you associate with the Victoria's Secret brand? (Check all that apply)

#	Answer	Bar	Response	%
1	Pink Teen (10-12 years old)		1	0%
2	Young Teen (13-14 years old)		13	4%
3	High School (15-17 years old)		86	28%
4	College (18-24 years old)		248	78%
5	25-35 years old		240	76%
6	36-45 years old		128	40%
7	46-55 years old		69	19%
8	56+ years old		33	10%



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Appendix: Online Survey Questions

17. What age group do you associate with the PINK brand? (Check all that apply)

#	Answer	Bar	Response	%
1	Pink Teen (10-12 years old)		95	29%
2	Young Teen (13-14 years old)		100	30%
3	High School (15-17 years old)		242	76%
4	College (18-24 years old)		106	32%
5	25-35 years old		59	18%
6	36-45 years old		7	2%
7	46-55 years old		4	1%
8	56+ years old		2	1%

23. I shop for PINK products...

#	Answer	Bar	Response	%
1	Never		194	52%
2	Once a year		52	16%
3	2-4 times annually		85	27%
4	1-2 times monthly		16	5%
5	Weekly		0	0%
	Total		316	

22. I shop for Victoria's Secret products...

#	Answer	Bar	Response	%
1	Never		79	22%
2	Once a year		82	26%
3	2-4 times annually		138	44%
4	1-2 times monthly		24	8%
5	Weekly		1	0%
	Total		316	



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Appendix: Focus Group Questions

Intro:

Introduce each team member

Have participants introduce themselves

State the purpose of the research and focus group

General

Age?

Major?

Year?

Do you shop at VS or Pink?

What do you know about VS and Pink?

Department Stores

Do you notice a difference between the environment of VS and Pink stores?

Do you know what the Pink collection offers?

Which do you prefer, PINK or VS? Why?

Website

Do you think the website reflects a difference between VS and Pink?

Social Presence

Do you follow Victoria's Secret and Pink on social media? If so then what platforms?

What is the difference or similarities between VS and Pink's social platforms?



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Appendix: Focus Group Questions

Incentives

What would persuade Pink consumers to shop at VS?

Apps

What do you look for in a good App?

Competitors

Where do you shop for your intimate wear and why?

Where do you shop for lounge apparel?

Who are VS main competitors to you?

Marketing

How do you think VS positions themselves in the market?

What is your view on VS models?

How do you think the marketing of VS impacts younger consumers?

Do you notice an age range in the models who model for VS and Pink?

Thoughts on current Pink campus reps?

Thoughts on possible VS reps on campus?

Is there anything else anyone would like to add?



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The Secret Collective PR Plan

April 6, 2016



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The Campaign: Challenge & Goal

The Challenge:

Victoria's Secret is seeing a drop in millennial sales. Millennials may be shopping at PINK, but they tend to leave the brand entirely when it comes to crossing over to a more mature look.

How can we encourage current PINK shoppers to cross-shop and "graduate" to the Victoria's Secret brand?

Goal:

To educate current PINK customers on the unique and distinct offerings of Victoria's Secret vs. PINK.



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The Campaign: Objectives & Strategies

Objective 1

To raise brand awareness of distinct brand offerings of PINK and Victoria's Secret by 40% by the end of 2017.

Strategies:

Define the specific uses and needs of the Victoria's Secret brand versus PINK.

Highlight the foundation and brand definition of PINK.



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Defining the Brand is Key

PINK and Victoria's Secret are two separate brand - consumers need to know this!

- Victoria's Secret needs to showcase how the 18-25 year old demographic can utilize the brand in their everyday lives
- We'll showcase the Victoria's Secret brand as a brand for mature, yet still sexy and forever young, women
- Through our "Graduation Day" themed promotion, we will encourage consumers to celebrate their maturing lifestyle and "graduate" to a brand that can fit their changing needs
- Victoria's Secret is not for "just for the honeymoon" or "your mother", it's a chance for you to celebrate your new job, your birthday, and all the rest of life's moments!



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The Campaign: Objectives & Strategies

Objective 2

To increase cross shopping and up-selling by 50% by end of 2017.

Strategies

Host promotional in-store events to promote up-selling.

A new App: VS Moments. Offer coupons and discounts for PINK Nation members and consumers on Victoria's Secret items through the app.

Create Victoria's Secret brand reps for college campuses.



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Who doesn't love a GNO?

The in-store experience is what makes Victoria's Secret different than any competitors. We want to highlight this strength and make a lasting impression on our consumers, therefore we want to host exclusive in-store events.

To get current PINK customers into the store to try on Victoria's Secret apparel, we will promote a Girls Night Out for girls and their mom to come into their local store, get a bra fitting and 15% off their first Victoria's Secret bra.



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Bringing the campaign to life: "VS Moments"

This App will transform the way consumers view the Victoria's Secret brand. The new App will not only include rewards and discounts, but it will provide a personal approach to shopping and a direct line of communication between the Victoria's Secret brand and consumers.

It will include both the Victoria's Secret and PINK brand to encourage the cross-shopping between the two brands, but will use milestone moments to encourage users to celebrate with Victoria's Secret.



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“VS Moments”

Users will sign up with their school (.edu) email address. The App will keep track of times in a woman's life that are worth celebrating: birthdays, graduations, weddings, special moments in time. These celebrations call for a set of wings, which will be encouraged with discounts and promos.

Moments that deal with an older demographic like college graduation will have rewards exclusive to Victoria's Secret.

The App will not solely consist of rewards or discounts, but will also offer exclusive content such as Q&A's with the VS Angels, behind the scenes looks at the Victoria's Secret Fashion Show, and contests and giveaways.

Through the app, in August 2016 there is a competition for people to post pictures with a friend in VS Swim Apparel and use the hashtag #showoffyourwings, winner wins a trip with two tickets to the VS Fashion Show and backstage pass



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The Campaign: Objectives & Strategies

Objective 3

To increase the cross over of the PINK consumers to the Victoria's Secret brand by 25% by the end of 2017.

Strategies:

“An Angel Gets Her First Set of Wings” campaign conveying the fantasy of being a Victoria's Secret Angel when a consumer buys their first Victoria's Secret bra.

Victoria's Secret Summer Bash- a brand party in Las Vegas



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Creating College Reps

A seamless transition for the Victoria's Secret brand is to encourage cross-shopping and up-selling by providing an outlet for college students to easily access apparel from the brand.

We will create brand reps for the Victoria's Secret brand to partner with the PINK brands that are already established on campuses nationwide. These reps will have times that they work together, and times that they work separately to make sure both demographics are being reached.

VS Moments will provide the locations of nearest brand reps, how to contact them, and how to become a Victoria's Secret rep on their own campus.



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“An Angel Gets Her First Set of Wings”

Growing up is a part of life, and Victoria's Secret wants to help you grow up in style!

- PINK is a great brand that has always been there for you, but Victoria's Secret is here to help you mature into the confident and “forever young” woman you are today!
- Victoria's Secret wants to help make you look good/feel good during that first day of college, first day at the new job, or any day you want to feel your best in your constantly changing and maturing life!
- The “An Angel Gets Her First Set of Wings” will be a promotional event aimed at young girls just entering the 18-25 year old demographic
- Moms and daughters will be invited to stores to shop together during this special buy one get one FREE event



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Victoria's Secret Summer Bash

The summer of 2017 will be the biggest on record for Victoria's Secret!

- Sticking with our celebration themed "VS Moments" app and campaign, we want to invite up to 80,000 guests to the 2017 Victoria's Secret Summer Beach Bash in L.A.
- This event will occur during the last week of June to kick off the summer and to celebrate recent graduates
- The event will also be an opportunity for app users to score major incentives and goodies with the VS Moments app



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The Secret Collective Creative Deck

April 16, 2016



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Victoria's Secret
555-555-5555
victoriasecret@vs.com

For Immediate Release

Victoria's Secret Launches "VS Moments" Student Discount App

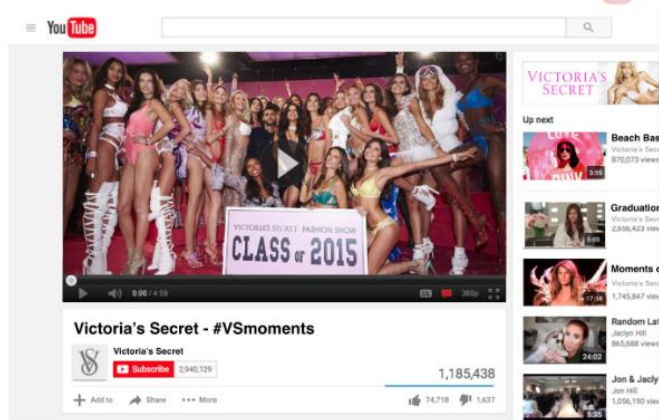
NEW YORK CITY, NY March 3, 2017 – An app called "VS Moments" was released from the Victoria's Secret brand Thursday, March 2, throughout the United States. The app is meant for the 18-25 year old demographic and will specifically target college students as it is a student discount app for smart phones. The app features multiple ways for users to sync their personal and school schedules with the app's discount options in order to claim discounts designed for spring break, finals week, as well as birthdays.

New York City Victoria's Secret Brand representative, Megan White, believes the VS Moments app will bring in returning customers more often as well as create many new regulars.

"We realized that our millennial customers wanted the high quality of the brand but often could not come in as often due to other college expenses they needed to manage" said White. "We are so excited to offer a way for our loyal customers to stay frugal yet still enjoy the brand."

The free VS Moments app has already been downloaded onto over 500,000 smartphones within the U.S. alone. This figure is expected to double by the end of the week.

Creative Content: YouTube Page



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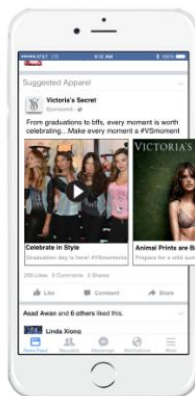
Creative Content: Instagram Posts



VICTORIA'S SECRET



Creative Content: Facebook Posts



VICTORIA'S SECRET

Creative Content: Twitter Posts



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VICTORIA'S SECRET

Creative Content: Snapchat Filter



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Creative Content: Billboard



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Creative Content: VS Moments App



Example Home Page
Square Logo



Example Reward
Page Status Update



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Creative Content: e-mail/App ads

PINK & VICTORIA'S
SECRET

PRESENT:
The Student Discount

Introducing the brand new
15% Student Discount for
PINK and Victoria's Secret!

When checking out, just show
your student ID to receive 15%
off your entire purchase!



G.N.O.

Victoria's Secret is hosting a girls night out!

You are becoming a woman. You are maturing and becoming independent. This is a special time in your life and you and your mother are cordially invited to Victoria's Secret, July 1st at 7 p.m. for your first bra fitting!

Celebrate your life moments with Victoria's Secret!

Those who join us on this special evening will receive 15% off your very first bra!

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Creative Content: e-mail/App ads



Creative Content: e-mail/App ads



Creative Content: e-mail/App ads



Creative Content: Front & Back Book Cover



Back Cover



Campaign Video: "Victoria's Secret Moments"



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The Story:

The video walks us through the many rites of passage the typical teenage girl experiences as she crossing over into womanhood. From hanging out with friends, to prom, to graduation, to life as a college student, millennials will not only connect with the storyline, they will also see how Victoria's Secret fits every sexy, sophisticated, and forever young moment of their lives.

The Campaign:

In-Depth Calendar

March 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
			Press release: VS Moments app launch	Social Media: VS Moments app	VS Moments App: Show app users to customize app with school schedule	Social Media: Announce Spring Break Social Media Contest
5	6	7	8	9	10	11
Commercial (TV & Online): Spring Break promo	Social Media: Spring Break Social Media Contest	VS Moments App: Offer Spring Break discount	VS Moments App: Offer Bachelorette Party discount	Social Media: Spring Break Social Media Contest	VS Moments App: Offer Spring Break TGIF Happy Hour	Social Media: VS Moments
12	13	14	15	16	17	18
Commercial (TV & Online): Spring Break promo	Social Media: Spring Break Social Media Contest	VS Moments App: Offer Spring Break discount	VS Moments App: Offer Bachelorette Party discount	Social Media: Spring Break Social Media Contest	VS Moments App: Offer Spring Break TGIF Happy Hour	Social Media: #EarnYourWings graduation promo
19	20	21	22	23	24	25
Commercial (TV & Online): Spring Break promo	Social Media: Spring Break Social Media Contest	VS Moments App: Offer Spring Break discount	VS Moments App: Offer Bachelorette Party discount	Social Media: Spring Break Social Media Contest	VS Moments App: Offer Spring Break TGIF Happy Hour	Social Media: #EarnYourWings graduation promo
26	27	28	29	30	31	1
Commercial (TV & Online): Spring Break promo	Social Media: Spring Break Social Media Contest	VS Moments App: Offer Spring Break discount	Press release: #EarnYourWings graduation promo announcement	Social Media: #EarnYourWings graduation promo	VS Moments App: Offer Spring Break TGIF Happy Hour	

April 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2	3	4	5	6	7	8
Social Media: Announce winner of Spring Break social media contest	VS Moments App: Offer Incentive	Social Media: #EarnYourWings graduation promo	VS Moments App: Offer Incentive			
9	10	11	12	13	14	15
Social Media: #EarnYourWings graduation promo	VS Moments App: Offer Incentive	Social Media: #EarnYourWings graduation promo	VS Moments App: Offer Incentive			
16	17	18	19	20	21	22
Social Media: #EarnYourWings graduation promo	VS Moments App: Offer Incentive	Social Media: #EarnYourWings graduation promo	VS Moments App: Offer Incentive	Press release: An Angel Gets Her First Set of Wings promo	Social Media: #FirstSetofWings promo	Commercial (TV & Online): Angel Get Her First Set of Wings
23	24	25	26	27	28	29
Social Media: #EarnYourWings graduation promo	VS Moments App: Offer Incentive	Commercial (TV & Online): Angel Get Her First Set of Wings	VS Moments App: Offer Incentive	Press release: VS Beach Bash Summer Party	Social Media: #FirstSetofWings promo	Commercial (TV & Online): Angel Get Her First Set of Wings
30						
Social Media: #EarnYourWings graduation promo						

May 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
	Social Media: #EarnYourWings graduation promo	Commercial (TV & Online): Angel Get Her First Set of Wings	Social Media: #FirstSetofWings promo		VS Moments App: Offer Finals Week Incentive	Social Media: #EarnYourWings graduation promo
7	8	9	10	11	12	13
	Social Media: #FirstSetofWings promo	Commercial (TV & Online): #EarnYourWings Graduation promo	Social Media: #EarnYourWings graduation promo	Commercial (TV & Online): Angel Get Her First Set of Wings	VS Moments App: Offer Finals Week Incentive	Social Media: #FirstSetofWings promo
14	15	16	17	18	19	20
	Social Media: #EarnYourWings graduation promo	Commercial (TV & Online): Angel Get Her First Set of Wings	Social Media: #FirstSetofWings promo		VS Moments App: Offer Finals Week Incentive	Social Media: #EarnYourWings graduation promo
21	22	23	24	25	26	27
Post social media promotion	Social Media: #FirstSetofWings promo	Commercial (TV & Online): #EarnYourWings Graduation promo	Social Media: #EarnYourWings graduation promo	VS Moments App: Offer Finals Week Incentive	Social Media: #EarnYourWings graduation promo	VS Moments App: Offer Finals Week Incentive
28	29	30	31			
Commercial (TV & Online): #EarnYourWings Graduation promo	Social Media: #EarnYourWings graduation promo	VS Moments App: Offer Graduation Incentive	VS Moments App: Offer Graduation Incentive			

June 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
				Social Media: #EarnYourWings graduation promo	VS Moments App: Offer Finals Week Incentive	Social Media: #FirstSetofWings EVENT promo
4	5	6	7	8	9	10
VS Moments App: Offer Summer Beach Bash Incentive	Commercial (TV & Online): Angel Get Her First Set of Wings	Social Media: VS Summer Beach Bash	Commercial (TV & Online): #EarnYourWings Graduation promo	Social Media: #EarnYourWings graduation promo	VS Moments App: Offer Graduation Incentive	Social Media: #FirstSetofWings EVENT promo
11	12	13	14	15	16	17
VS Moments App: Offer Summer Beach Bash Incentive	Commercial (TV & Online): Angel Get Her First Set of Wings	Social Media: VS Summer Beach Bash	Commercial (TV & Online): #EarnYourWings Graduation promo	Social Media: #EarnYourWings graduation promo	VS Moments App: Offer Graduation Incentive	Social Media: #FirstSetofWings EVENT promo
18	19	20	21	22	23	24
VS Moments App: Offer Summer Beach Bash Incentive	Commercial (TV & Online): Angel Get Her First Set of Wings	Social Media: VS Summer Beach Bash	Commercial (TV & Online): #EarnYourWings Graduation promo	Social Media: #EarnYourWings graduation promo	VS Moments App: Offer Graduation Incentive	Social Media: #FirstSetofWings EVENT promo
25	26	27	28	29	30	1
VS Moments App: Offer Summer Beach Bash Incentive	Commercial (TV & Online): Angel Get Her First Set of Wings	Social Media: VS Summer Beach Bash	Commercial (TV & Online): VS Summer Beach Bash	Social Media: VS Summer Beach Bash	Event: VS Summer Beach Bash	Social Media: #FirstSetofWings EVENT promo

July 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2	3	4	5	6	7	8
Commercial (TV & Online): Angel Get Her First Set of Wings	VS Moments App: Offer #FirstSetofWings Incentive	Social Media: #FirstSetofWings EVENT promo	Commercial (TV & Online): Angel Get Her First Set of Wings	Social Media: #FirstSetofWings EVENT promo	Event: #FirstSetofWings Event	Hire social media specialist
9	10	11	12	13	14	15
Commercial (TV & Online): Angel Get Her First Set of Wings	VS Moments App: Offer #FirstSetofWings Incentive	Post social media promotion	VS Moments App: Offer Incentive	Post social media promotion	VS Moments App: Offer Incentive	Post social media promotion
16	17	18	19	20	21	22
Commercial (TV & Online): Angel Get Her First Set of Wings	Send out email informing of tomorrow's meet	Post social media promotion	VS Moments App: Offer Incentive	Post social media promotion	Send out recap of Scott's performance	Post social media promotion
23	24	25	26	27	28	29
Commercial (TV & Online): Angel Get Her First Set of Wings	VS Moments App: Offer Incentive	Post social media promotion	VS Moments App: Offer Incentive	Post social media promotion	SVS Moments App: Offer Incentive	Post social media promotion
30	31					
Commercial (TV & Online): Angel Get Her First Set of Wings	VS Moments App: Offer Incentive					

August 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
		Post social media promotion	VS Moments App: Offer Incentive	Post social media promotion		Post social media promotion
6	7	8	9	10	11	12
Commercial (TV & Online): Angel Get Her First Set of Wings	VS Moments App: Offer Incentive	Post social media promotion	VS Moments App: Offer Incentive	Post social media promotion	Post social media promotion	
13	14	15	16	17	18	19
Commercial (TV & Online): Angel Get Her First Set of Wings	VS Moments App: Offer Incentive	Post social media promotion	VS Moments App: Offer Incentive	Post social media promotion		Post social media promotion
20	21	22	23	24	25	26
Commercial (TV & Online): Angel Get Her First Set of Wings	VS Moments App: Offer Incentive	Post social media promotion	VS Moments App: Offer Incentive	Post social media promotion	Post social media promotion	
27	28	29	30	31		
Commercial (TV & Online): Angel Get Her First Set of Wings	VS Moments App: Offer Incentive	Post social media promotion	VS Moments App: Offer Incentive			

September 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
					Post social media promotion	Hire social media specialist
3	4	5	6	7	8	9
Commercial (TV & Online): Angel Get Her First Set of Wings	Post social media promotion	Post social media promotion	Post social media promotion	VS Moments App: Offer Incentive	Post social media promotion	VS Moments App: Offer Incentive
10	11	12	13	14	15	16
Commercial (TV & Online): Angel Get Her First Set of Wings	VS Moments App: Offer Incentive	Post social media promotion		VS Moments App: Offer Incentive	Post social media promotion	Post social media promotion
17	18	19	20	21	22	23
Commercial (TV & Online): Angel Get Her First Set of Wings	VS Moments App: Offer Incentive		VS Moments App: Offer Incentive	Post social media promotion	Post social media promotion	
24	25	26	27	28	29	30
Commercial (TV & Online): Angel Get Her First Set of Wings	Post social media promotion	Post social media promotion		VS Moments App: Offer Incentive	Post social media promotion	