

Home / Sofie Pavé Rose Gold-Tone Smartwatch



MICHAEL KORS ACCESS

Sofie Pavé Rose Gold-Tone Smartwatch

Style# MKT5022

\$350.00

★★★★★ 3.7 | (25)

[Write a Review](#)

COLOR ROSE GOLD



QUANTITY

1 ▾

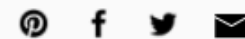
Sorry, this item is only available via standard ground shipping.

ADD TO BAG

GIFTNOW™ PICK UP IN STORE

[What is GiftNow?](#)

[ADD TO WISH LIST](#)



DESIGN

The Michael Kors Access Sofie smartwatch combines a rose gold-plated stainless steel case with a rose gold-tone metal link bracelet.

STP Market Strategy

(Segmentation, Targeting, and Positioning)

<https://www.businessoffashion.com/articles/basics/the-basics-part-8-marketing>

[http://www.actyourage.eu/uploads/files/clothing identity and the embodiment of age.pdf](http://www.actyourage.eu/uploads/files/clothing_identity_and_the_embodiment_of_age.pdf)

<http://www.businessoffashion.com/articles/news-analysis/four-reasons-why-aeropostale-has-lost-its-cool-with-shoppers>

<http://www.strategicbusinessinsights.com/vals/presurvey.shtml>

<http://www.marketwired.com/press-release/experian-simmons-reveals-new-insights-on-mobile-consumers-1164520.htm>

<http://www.adweek.com/brandshare/6-dangerously-inaccurate-assumptions-you-re-making-about-millennials-172399#!/>

<http://www.mckinsey.com/global-themes/employment-and-growth/poorer-than-their-parents-a-new-perspective-on-income-inequality>

Market Segmentation = divide a market into smaller, more focused sectors. (i.e. product type, market level)

Customer Segmentation = research and analysis technique used to define groups. It categorizes consumers in terms of age, attitudes, behaviors, needs, etc. (Posner)

Consumer Markets

Geographic

Nations, regions, states, countries, cities

Demographic

Age, gender, family size, family life cycle, income, occupation, education, religion, race, generation, and nationality.

Psychographic

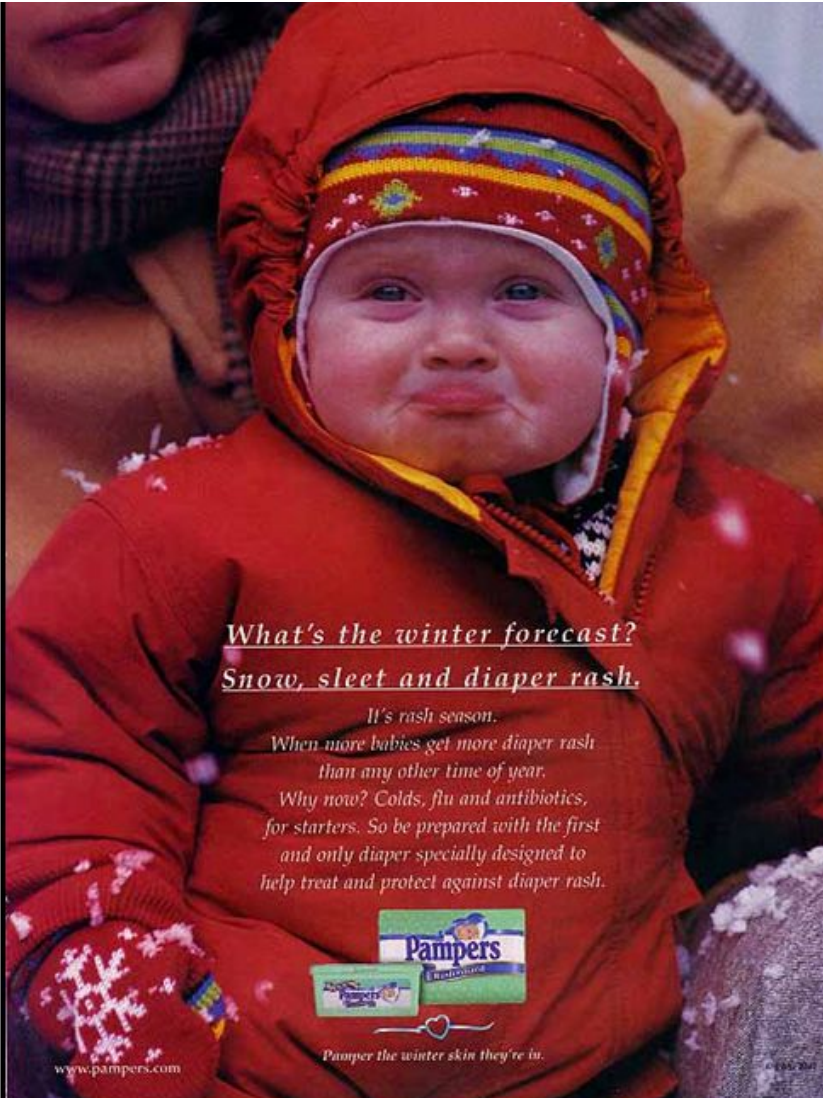
Social class, lifestyle, or personality traits

Behavioral

Knowledge, attitudes, uses, or responses to a product


■ Pampers

- ✓ This ad is an example of geographic segmentation. Why?



*What's the winter forecast?
Snow, sleet and diaper rash.*

*It's rash season.
When more babies get more diaper rash
than any other time of year.
Why now? Colds, flu and antibiotics,
for starters. So be prepared with the first
and only diaper specially designed to
help treat and protect against diaper rash.*



Pampers the winter skin they're in.

www.pampers.com

© 1997 P&G

SEGMENTATION

DEMOGRAPHIC

GEOGRAPHIC

PSYCHOGRAPHIC

BEHAVIOURAL

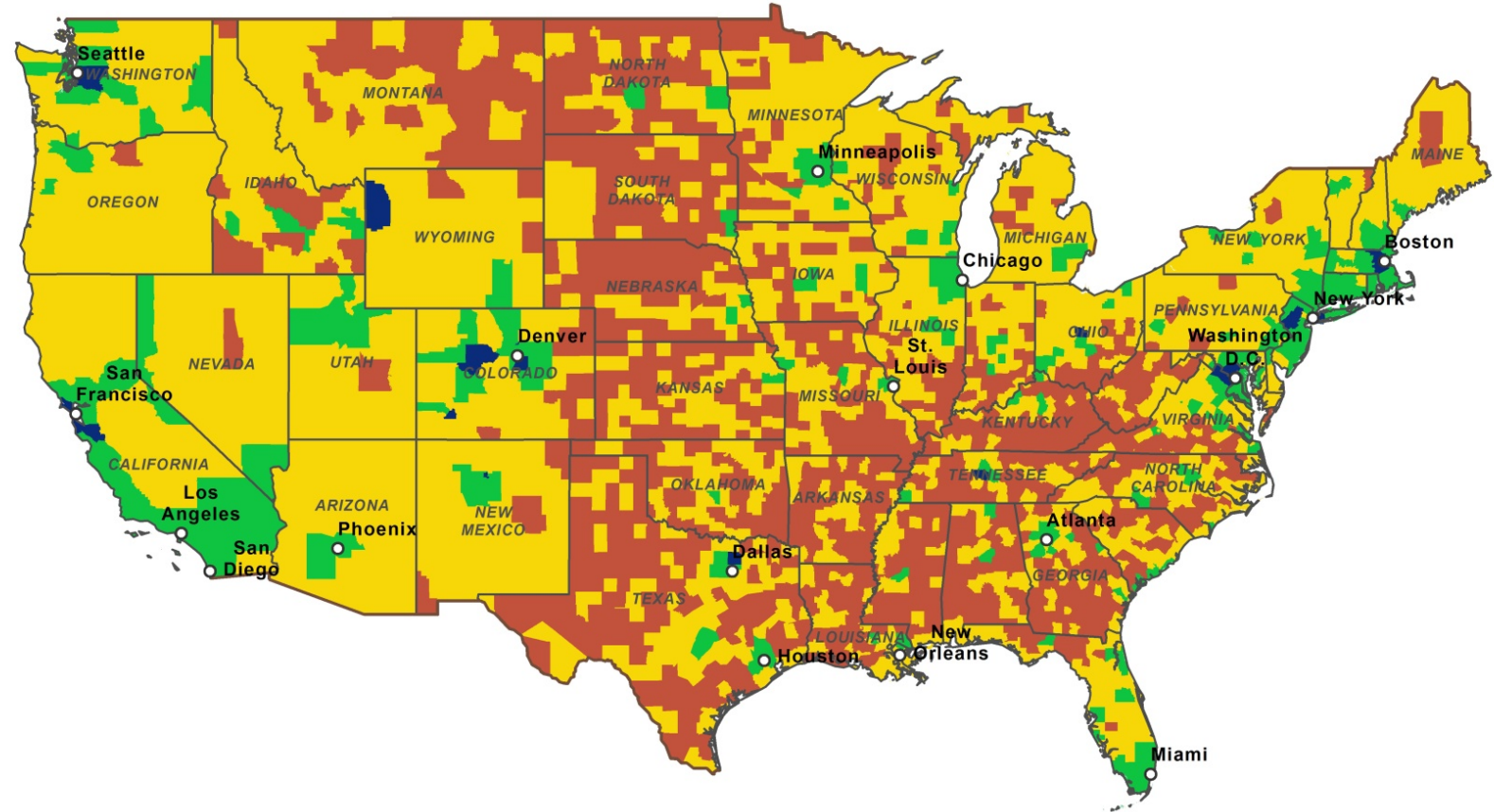
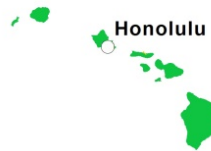


Likelihood of Exercising at Gym Twice per Week by County

Alaska



Hawaii



Index

- Well Below Average
- Below Average
- Above Average
- Well Above Average

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Demographic

Dangerous to over-generalize or stereotype.

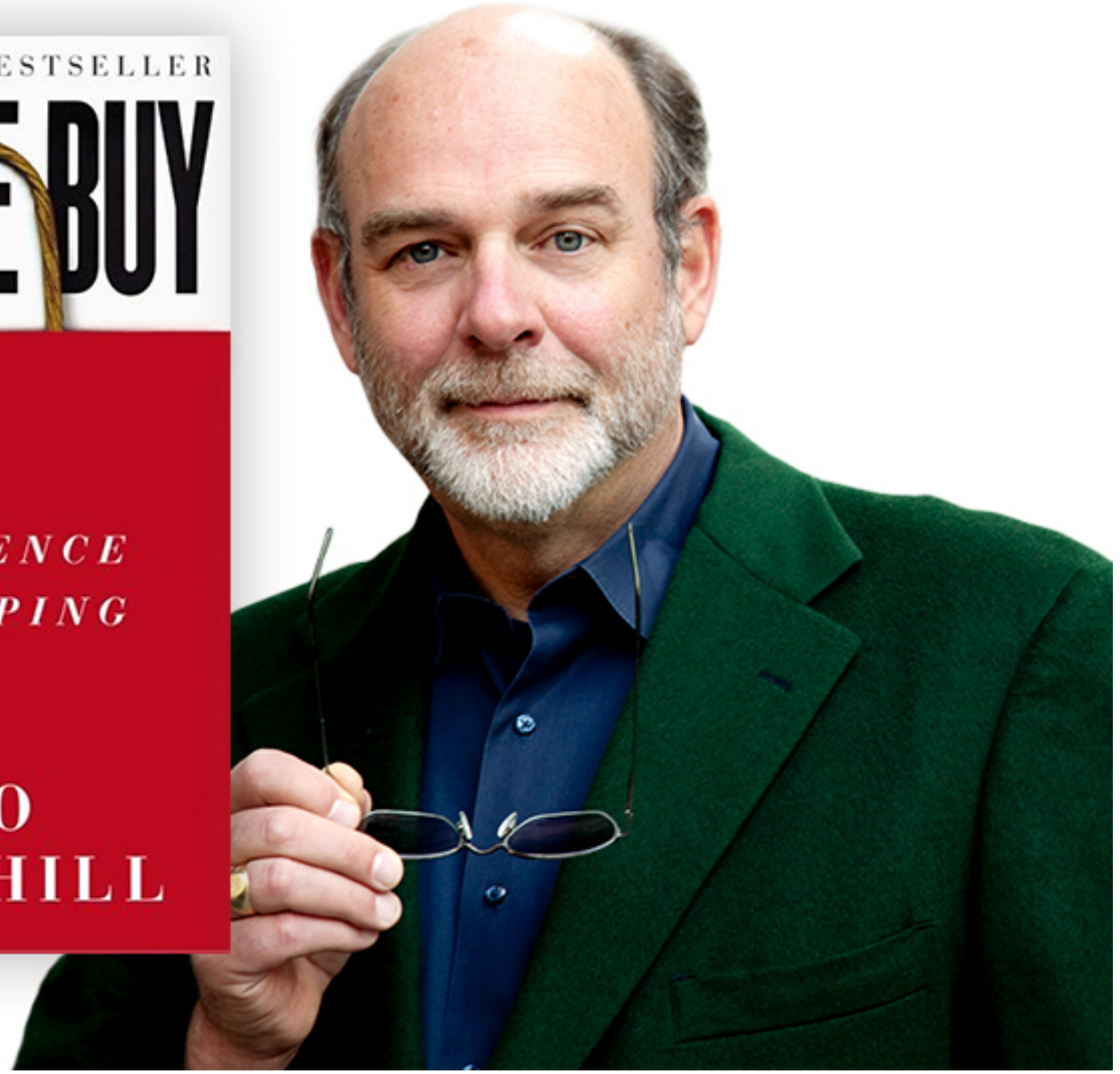
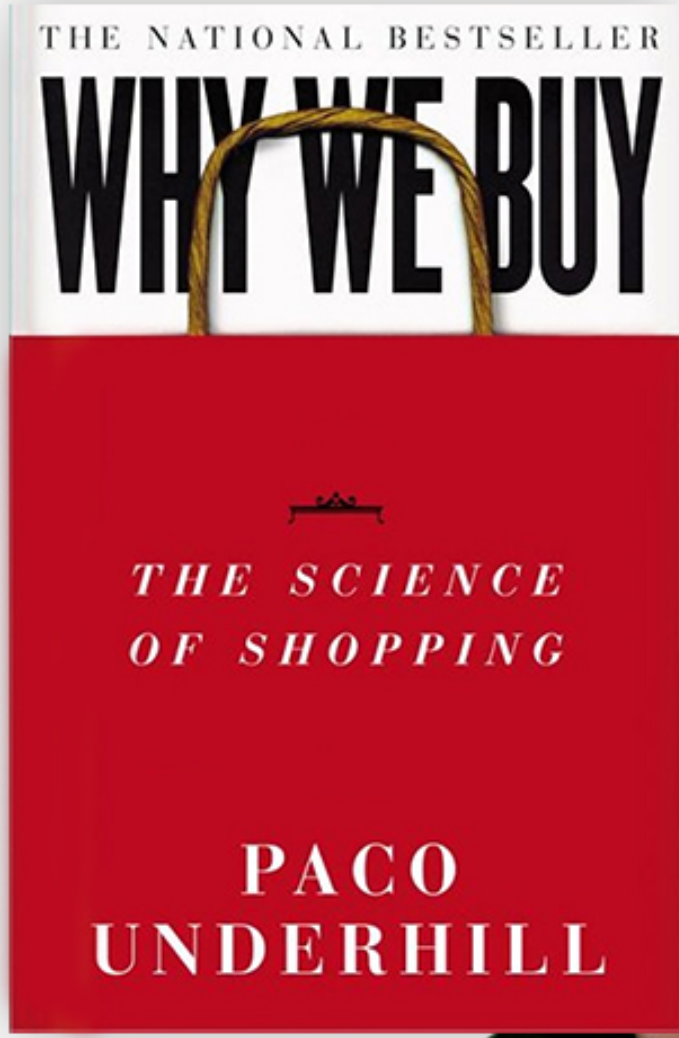
- Gender
- Age
- Generation
- Ethnicity
- Marital Status
- Life Stage
- Occupation
- Education
- Income
- Social Grade Classification

Gender

https://bakerretail.wharton.upenn.edu/wp-content/uploads/2015/04/He_Buys_She_Shops_fall_2007_exec_summary.pdf

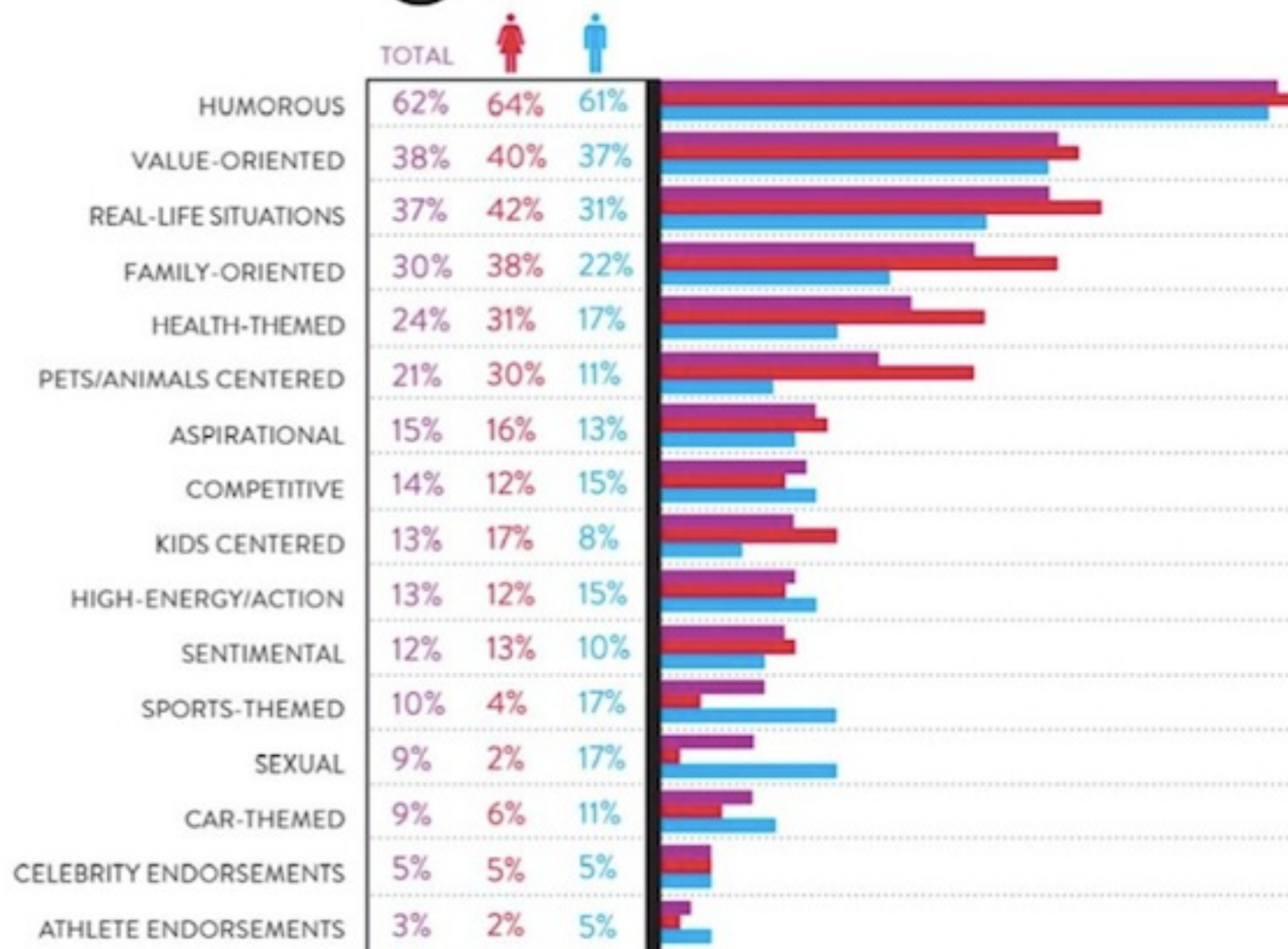


But is it true?





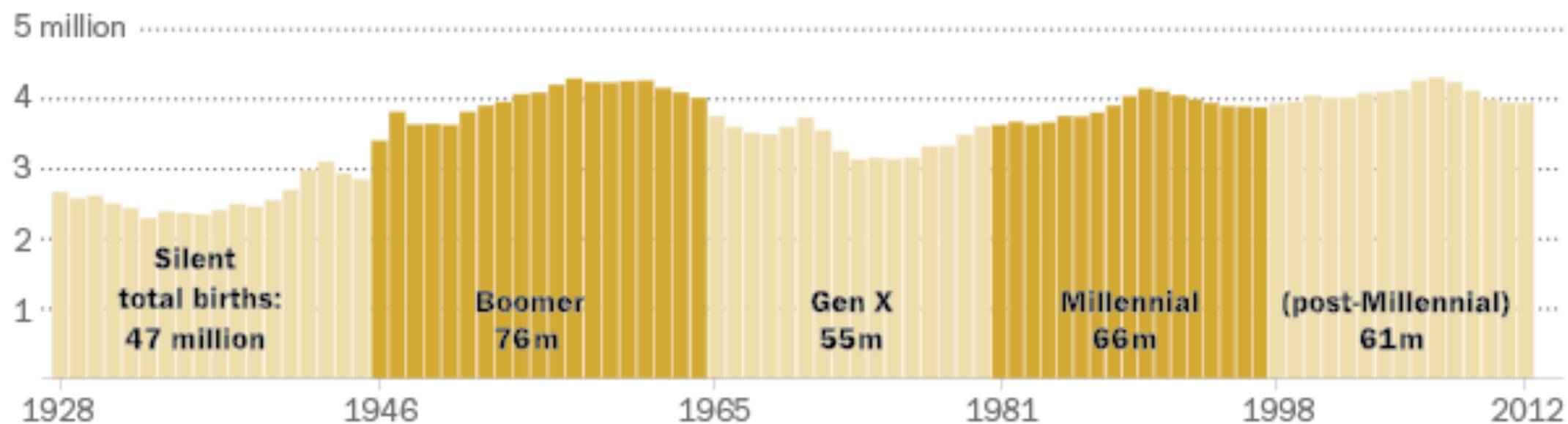
WHAT TYPES OF ADVERTISING MESSAGES RESONATE MOST?



Age

Births Underlying Each Generation

Number of U.S. births by year and generation



Source: U.S. Dept. of Health and Human Services National Center for Health Statistics

PEW RESEARCH CENTER

The term **cohort effect** is used in [social science](#) to describe variations in the characteristics of an area of study (such as the incidence of a characteristic or the age at onset) over time among individuals who are defined by some shared temporal experience or common life experience, such as year of birth, or year of exposure to radiation.

	GI GENERATION	SILENT GENERATION	BABY BOOMERS	GENERATION X	MILLENNIAL GENERATION	GENERATION Z
Years	Born before 1936	1937-1945	1946-1964	1965-1976	1977-1993	1994-
Major Events	WORLD WAR II GREAT DEPRESSION	WORLD WAR II GREAT DEPRESSION ADVENT OF TV, TELEPHONES	CIVIL RIGHTS WOMEN'S LIBERATION COLD WAR	VIETNAM WATERGATE ADVENT OF MTV	AIDS TECHNOLOGY	9/11 IRAQ/ AFGHANISTAN WARS MARKET CRASH
Major Traits	FORMALITY UNIFORMITY COOPERATIVE PUBLIC INTEREST OVER PERSONAL GAIN	RESPECT FOR AUTHORITY LOYAL HARD WORK	EXPLORE OPTIMISTIC WORK-CENTRIC	INDIVIDUALISTIC FLEXIBLE SKEPTICAL OF AUTHORITY	TECH- COMFORTABLE FAMILY-CENTRIC OPTIMISTIC	MISTRUST IN POLITICAL SYSTEMS ALWAYS CONNECTED MULTI-TASKERS



Trust in Advertising Formats, by Generation

based on a survey of more than 30,000 online consumers (15+) across 60 countries | formats ordered by Millennials' responses

October 2015

	Gen Z (15-20)	Millennials (21-34)	Gen X (35-49)	Boomers (50-64)	Silent Gen (65+)
Recommendations from people I know	83%	85%	83%	80%	79%
Branded websites	72%	75%	70%	59%	50%
Consumer opinions posted online	63%	70%	69%	58%	47%
Editorial content, such as newspaper articles	68%	68%	66%	60%	55%
Ads on TV	58%	67%	64%	55%	48%
Brand sponsorships	62%	66%	62%	52%	42%
Ads in magazines	57%	62%	61%	50%	46%
Ads in newspapers	57%	62%	62%	55%	53%
Ads before movies	54%	60%	55%	42%	31%
Billboards and other outdoor advertising	59%	60%	57%	46%	38%
TV program product placements	51%	60%	56%	42%	39%
Emails I signed up for	54%	57%	56%	53%	54%
Ads on radio	51%	55%	57%	49%	42%
Online video ads	45%	53%	50%	37%	27%
Ads served in search engine results	43%	52%	50%	41%	33%
Ads on social networks	45%	51%	47%	35%	26%
Ads on mobile devices	42%	48%	45%	31%	20%
Online banner ads	36%	47%	43%	34%	25%
Text ads on mobile phones	32%	41%	38%	27%	18%

* Green = highest level of trust of any generation; Red = lowest level of trust of any generation

Consumer Markets

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Demographic

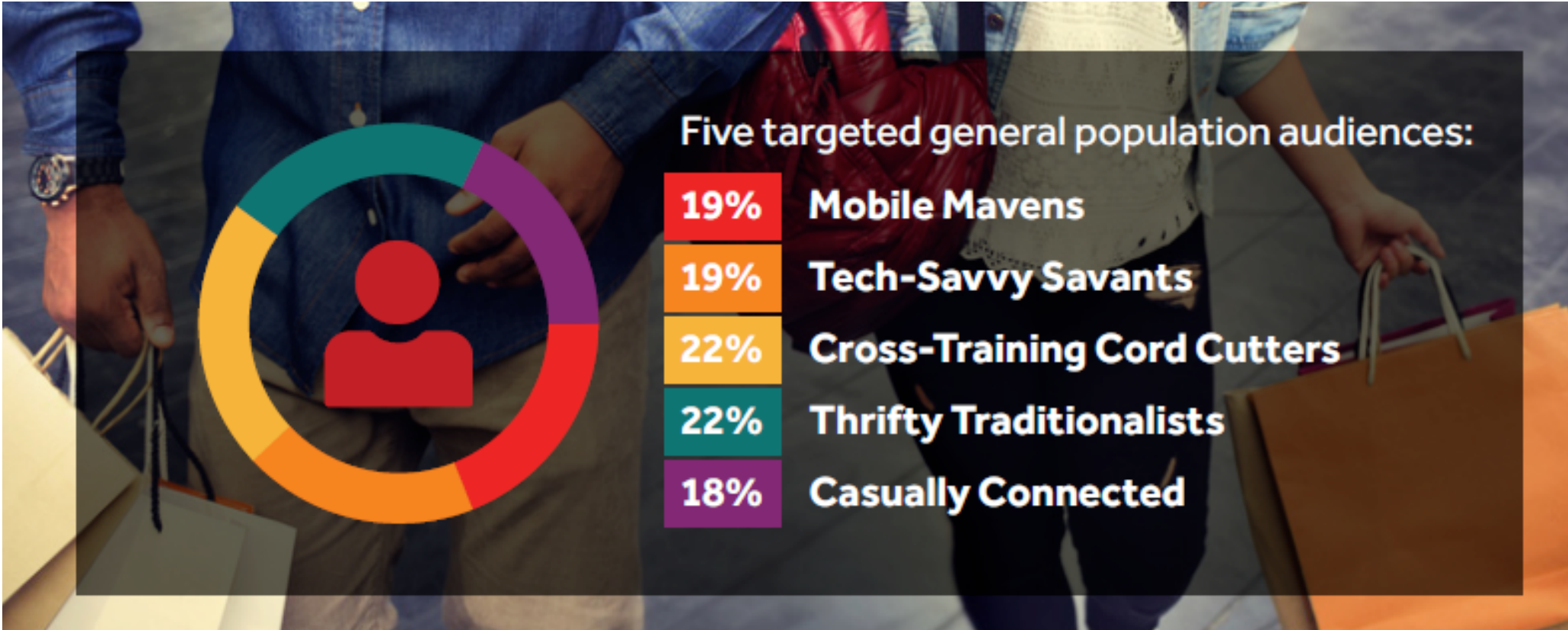
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Psychographic

Social class, lifestyle, or personality traits

Behavioral

Knowledge, attitudes, uses, or responses to a product



There's more!

(But you'll have to wait until we reach our lesson on consumer behavior.)

Targeting = practice of developing products and services specifically aimed to appeal to a particular customer segment. (Posner)

DIESEL
FOR SUCCESSFUL LIVING



diesel.com



To what customer segment is this clothing marketed?

WOMEN

MEN

TED BAKER
LONDON



SEARCH



WISHLIST



MY BAG

MISSION IMPECCABLE

SHOP JACKETS & COATS





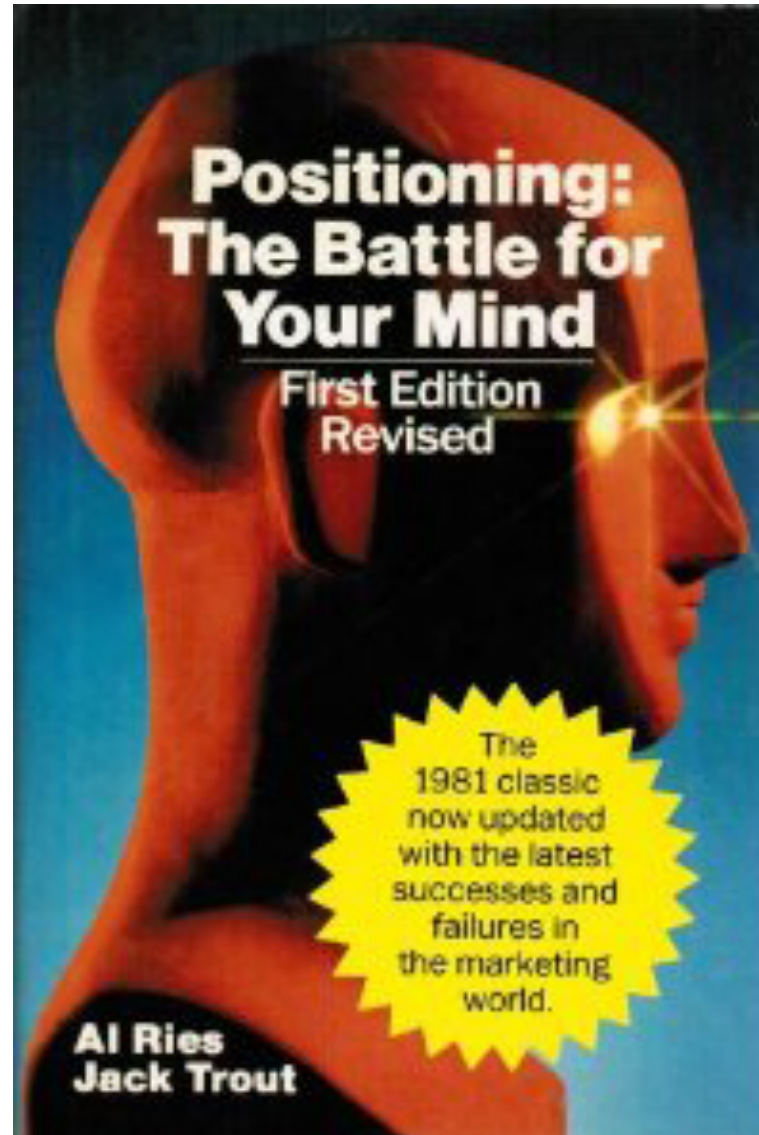
Nanette

NANETTE LEPORE

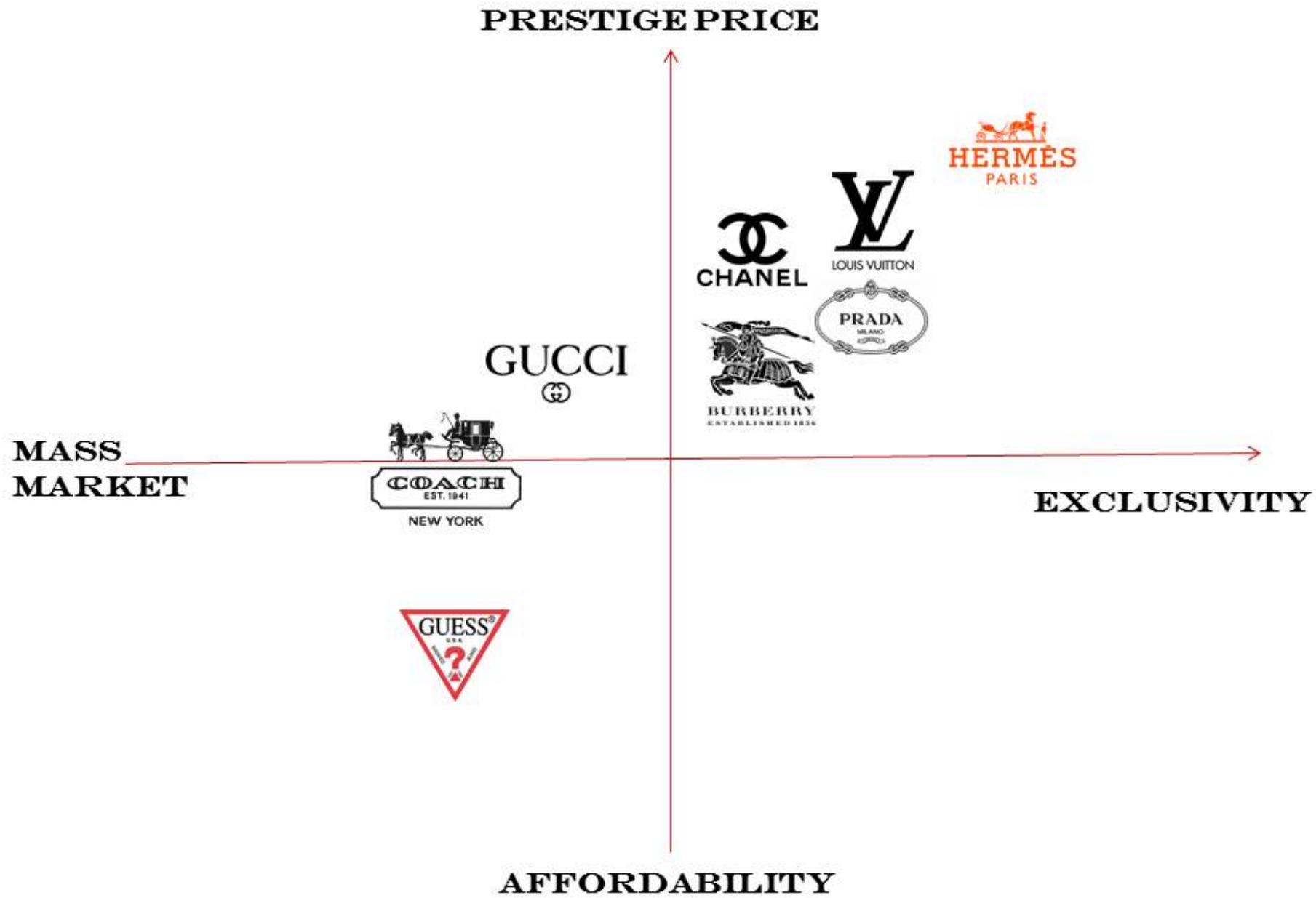
photo: Henry Beard • Art: Jennie Arnold

And made in U.S.A.

Positioning







American Apparel's Positioning



Positioning Process:

1. Define the market for competition.
2. Decide where to position within market.
3. Determine whether to compete directly against a competitor or differentiate.
4. Understand how consumers understand current position.
5. Determine if repositioning is necessary.

-Posner

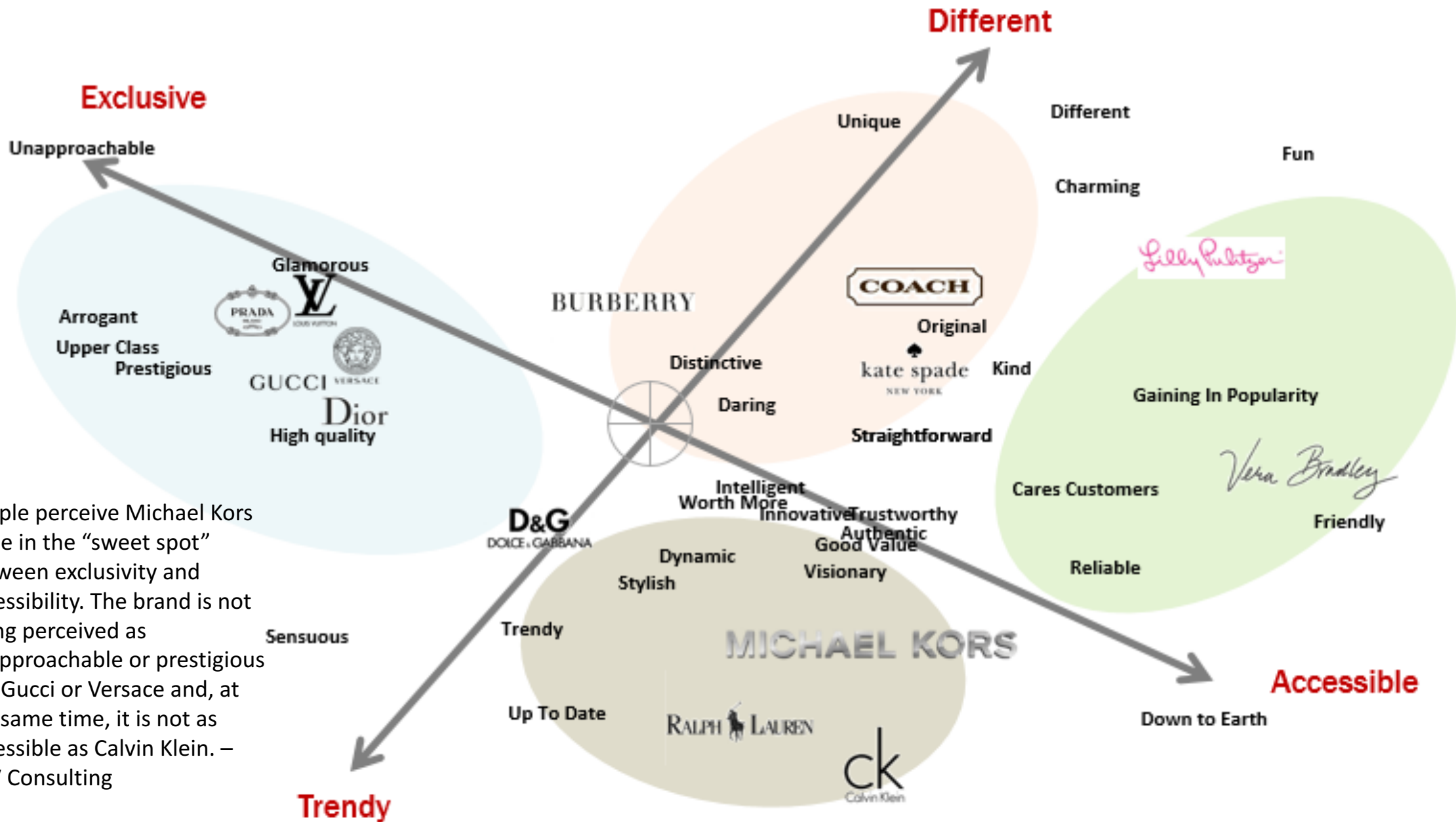
<http://bavconsulting.com/has-michael-kors-lost-its-edge/>

Group Work:

1. List 10 brands (can be all retailers) with which you are (mostly) familiar
2. Place them on a positioning map where the x axis is degree of accessibility and the y axis is degree of affordability.
3. Focus on one brand (upon which all can agree) and decide a strategy for the brand to re-position itself to another point on the map.
4. Be able to explain why this re-positioning would be good for the company/brand. (Is there competitive advantage?)

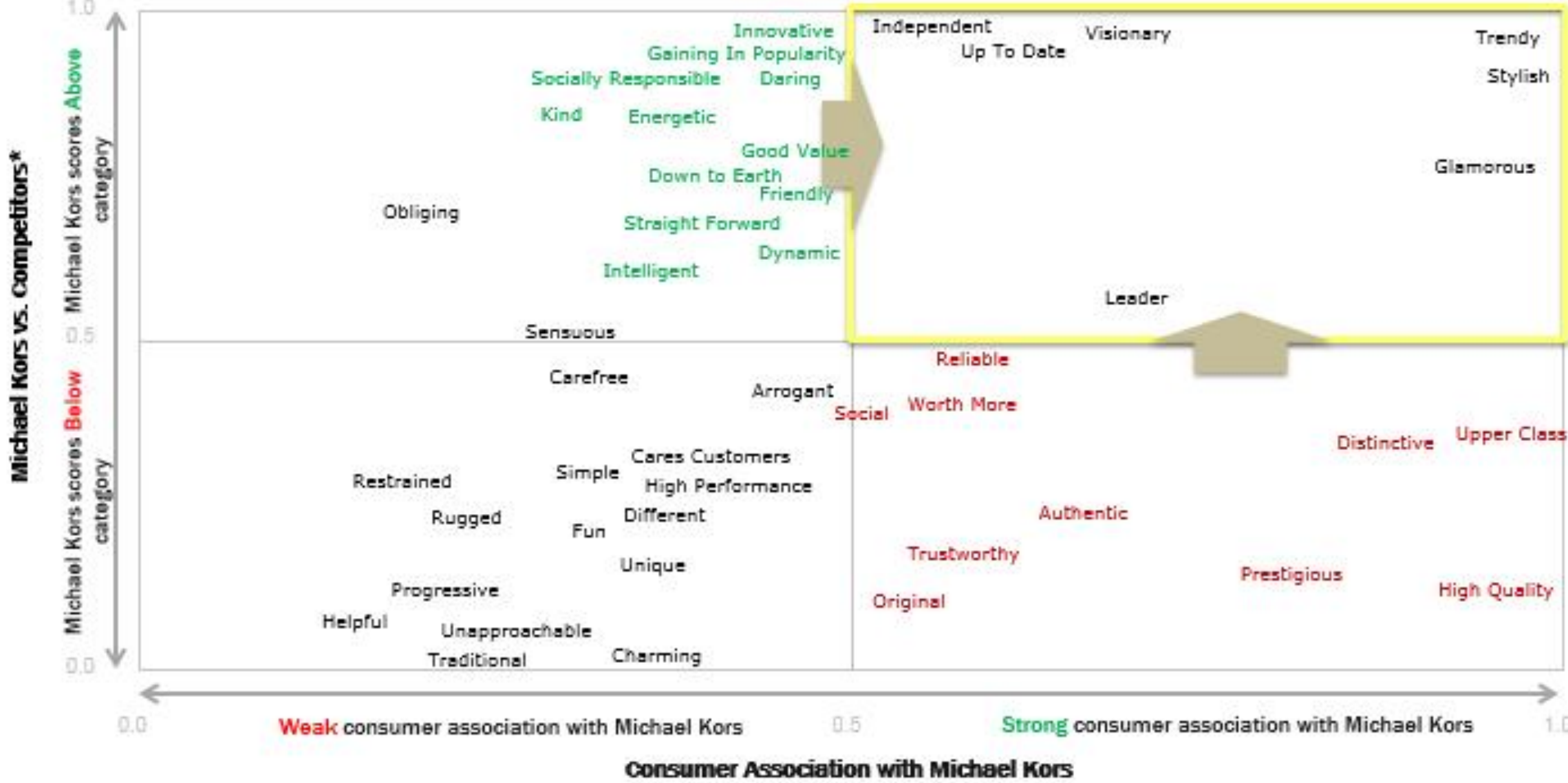


Michael Kors



People perceive Michael Kors to be in the “sweet spot” between exclusivity and accessibility. The brand is not being perceived as unapproachable or prestigious like Gucci or Versace and, at the same time, it is not as accessible as Calvin Klein. – BAV Consulting

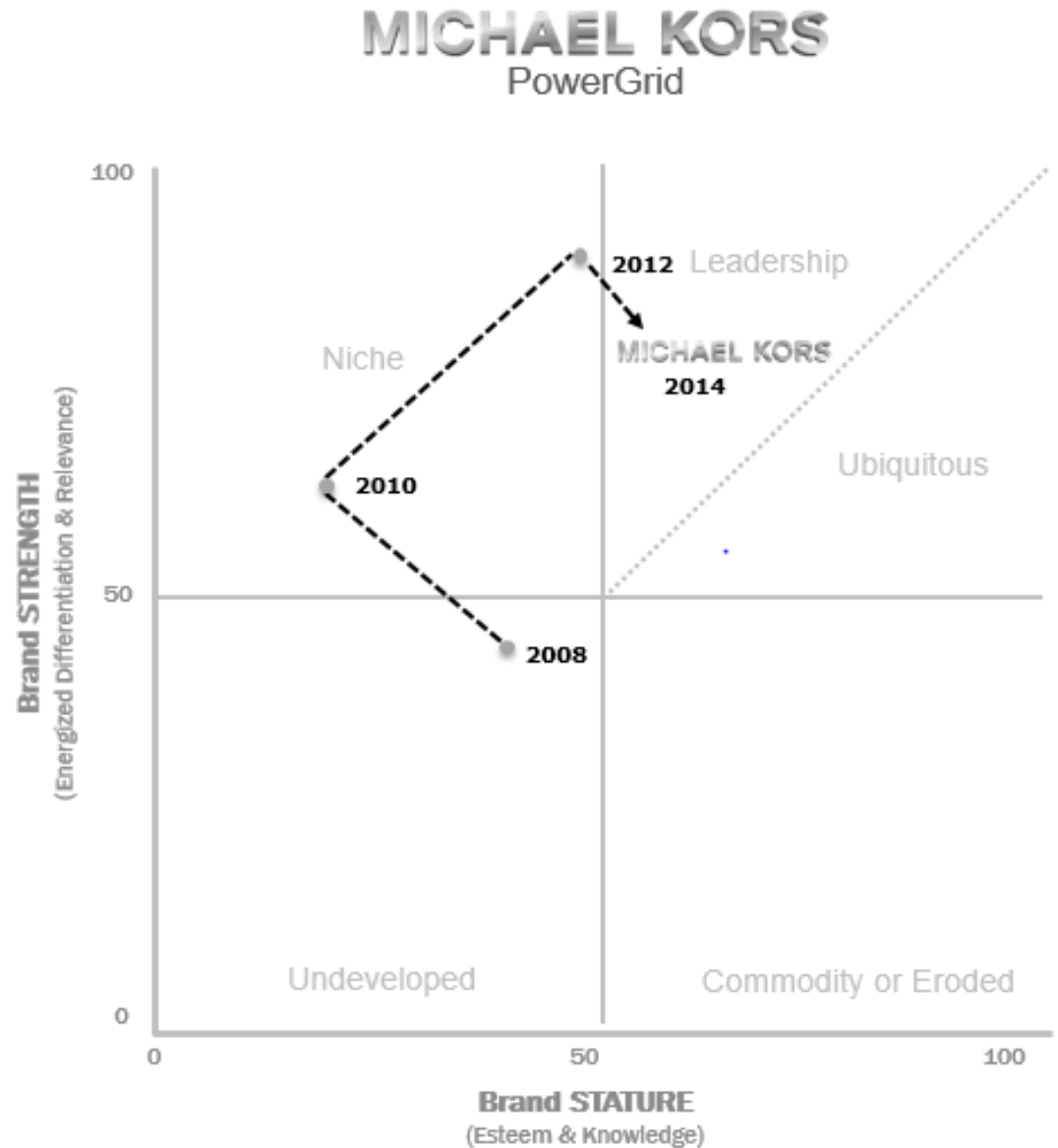
Michael Kors' Leveragability chart against Kate Spade, Coach and Ralph Lauren, USA all adults, annual household income of over \$75,000, 2014



Source: BrandAsset® Valuator USA 2014 HHI 75K+

*Competitors: Kate Spade, Coach, Ralph Lauren

The brand has transitioned from the niche quadrant to the leadership quadrant. However, its brand strength, a leading indicator of a brand's momentum, is trending downward in 2014. This shows that the brand has lost its momentum, suggesting a potential decline in brand stature going forward.



Source: BrandAsset® Valuator USA All Adults HHI 75K+

<http://www.cnbc.com/2016/06/01/michael-kors-sharpens-its-department-store-strategy-.html>

Differentiation:

Image, products, packaging, retail environment, promotion, advertising, website, social media strategy (Integrated Marketing Communications (IMC) strategy)



Differentiation as a result of brand positioning helps to give it a competitive advantage.

Competitive Advantage

Criteria for Competitiveness:

- Cost
- Speed
- Fashionability
- Convenience
- Interactivity
- Connectivity

Who has the edge?

ASOS

MARKETPLACE



\$ USD ▾

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brands including ASOS' own label.

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Example of
setting the
bar high for
competition
and example
of clear-to-
see **USP**