

# Promotion

<https://www.businessoffashion.com/articles/opinion/top-10-campaigns-spring-summer-2016>

[http://www.wsj.com/articles/SB122108023306820723#mod=2\\_1356\\_leftbox](http://www.wsj.com/articles/SB122108023306820723#mod=2_1356_leftbox)

<http://www.adweek.com/news/advertising-branding/ad-day-wk-indias-first-nike-ad-celebrates-power-sport-womens-lives-172473>

<https://www.youtube.com/watch?v=KM4Xe6Dlp0Y> modeling

[https://www.youtube.com/watch?v=PJnR\\_L0QCSg](https://www.youtube.com/watch?v=PJnR_L0QCSg) (Bill Cunningham)

[http://www.nylon.com/articles/truth-in-advertising-act-photoshop-modcloth?utm\\_source=internal&utm\\_medium=web&utm\\_campaign=index-page&utm\\_content=title](http://www.nylon.com/articles/truth-in-advertising-act-photoshop-modcloth?utm_source=internal&utm_medium=web&utm_campaign=index-page&utm_content=title)

# The Promotional Mix

**Four Standard Elements: (We will cover the first 3 in depth.)**

1. Advertising and Digital Campaigns
2. Sales Promotion
3. Public Relations
4. Personal Selling

# Advertising

- Non personal, one way (unless Social Media is used)
- Expensive
- Purposes? Yes, to sell, but what else?

# **Components of an Advertising Campaign:**

1. Message

2. Channel

3. Exposure

# The Message:

Is the Purpose to...

- Reinforce a brand's image?
- Communicate a brand's position in the market?
- Embed specific meanings into the consumer psyche?
- Tap into consumer aspirations?
- Create desire for the brand and its products?
- Generate conversation and consumer engagement?

And is it memorable? The “stickiness factor”

Will the message be communicated directly or indirectly?

What media (channel) is best for communicating the message?

# The Channels:

- Fashion Press (Magazines, Bloggers, News of Celebrities)
- Fashion Shows (Fashion Week, Special Shows)
- Window Displays
- Visual Merchandising and Signage





GUCCI



# W

WHO WHAT WHERE WHEN WHY

SUBSCRIBE

BLOG | VIDEO

LOG IN | REGISTER

Dior j'adore

## FASHION ON FILM sponsored by Dior

HOME

THE REMAKING OF W

FASHION FILMS

GUEST CURATOR

VOTE ENTER TO WIN

SUBSCRIBE & GET A FREE BAG!



ORDER NOW

- Give a Gift
- Renew
- Questions



SEARCH

GO

Entire Site

get the kim kardashian issue guaranteed

SUBSCRIBE NOW

Dior j'adore



OUT W'S VIDEO INSPIRATION

SHOP NOW ▶

J. MENDEL PARIS

SHOP NOW ▶

TROPICAL

SHOP NOW ▶

GAMBATTISTA VALLI





H&M

EVERYONE ON BOARD IS GOING TO OUR NEW STORE!  
OPENING AUGUST 16TH AT NOON ON QUEEN STREET WEST.

Sweaters from \$29.90

# Timing and Exposure:

Each advert can be considered in terms of its "advertising reach."

## Key Factors for for deciding upon most appropriate media:

- The target audience
- The reach
- The frequency
- The impact
- The cost

# Fashion Sales Promotions:

- Price reductions
- Special offers
- Gift with purchase
- Coupons and vouchers
- Competition and prize draws
- Retail Collaborations



ESTÉE LAUDER



August 18th - September 7th

**FREE GIFT!**

WITH ANY ESTÉE LAUDER PURCHASE OF \$32 OR MORE\*  
Worth over \$75.

**ONLY AT THE BAY**

Choose your lip and eye shades  
New! Breakthrough Anti-Aging Serum  
Plus get 2 cosmetic bags.



CHOOSE 2 LIPS AND EYES SHADES

NEW! BREAKTHROUGH ANTI-AGING SERUM



kate moss  
  
TOPSHOP

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“I have always been a big fan of Topshop and regularly shop there. I love what they stand for and am very excited at the thought of working with them. It’s going to be great fun.”

*Kate Moss*



Collaborations drive sales.



# Public Relations:

Product Placement

Celebrity Seeding or Product Placement

Press Days

**Special Events** (product launches, charity, sponsorship events, seminars, fashion shows, private shopping evenings, designer guest appearances)

<http://www.adweek.com/brand-marketing/why-the-most-valuable-celebrity-brand-endorsements-are-the-ones-brands-dont-pay-for/>

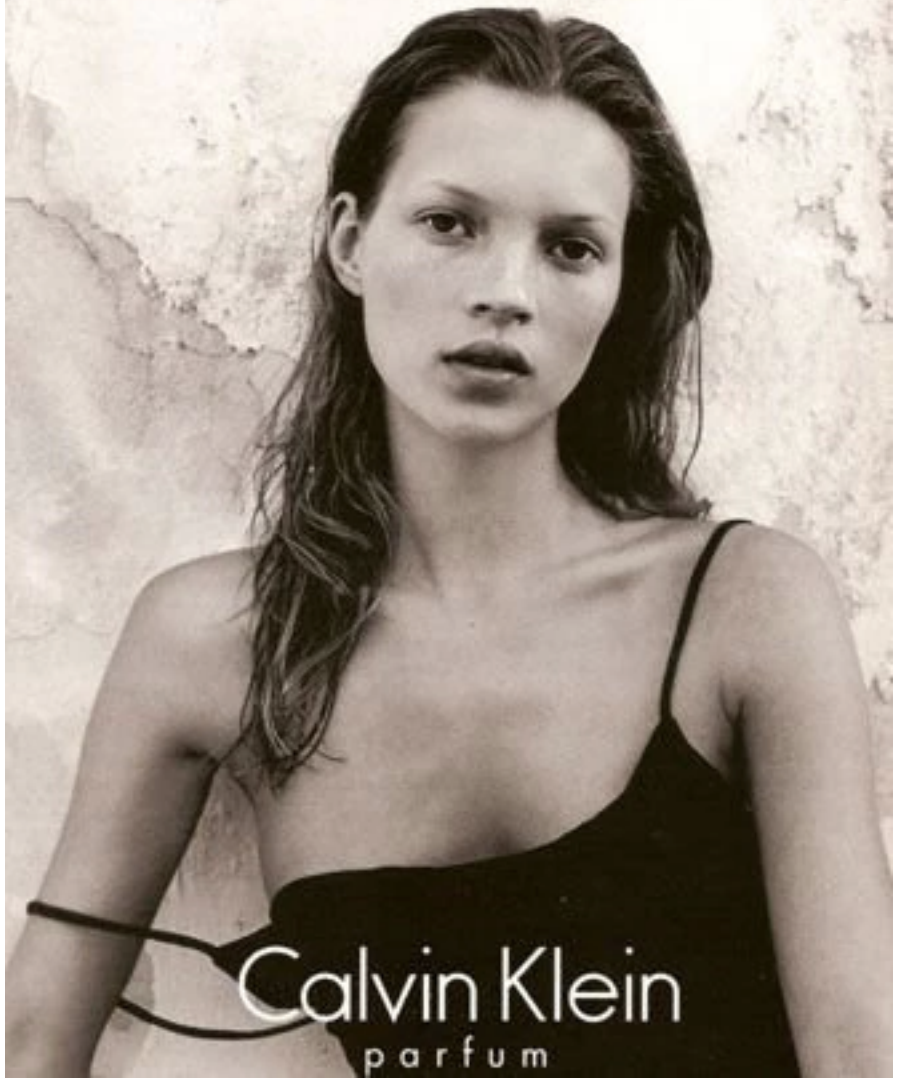
Truth in Advertising

<http://www.nylon.com/articles/truth-in-advertising-act-photoshop-modcloth>



LONDON: Harrods, Harvey Nichols. PARIS: Victoire. ZÜRICH: St. Moritz, Basel: Les Boutiques Trois. PAVIA: Gio Maretti. VIENNA: Boutique Chigler. AMSTERDAM: Robbiano. MUNICH: Dinky Boutique. FLORENCE: Luisa via Ratta. BERLIN: Aramborg. ROTTERDAM: De Wit. ANTWERP: DVO. PADUA: Il Duca D'Asolo. ATHENS: Remuda. DUISBURG: Rottenskind. HAMBURG: Johannes Scholz. BANGKOK: Polyanna.

# OBSESSION



1993

Sean John

NEW YORK L.A. LONDON TOKYO PARIS



photographer: Michael Benveniste

THE FUTURE OF FASHION

888.804.7527

1998

# COVERGIRL



plump 'em  
don't pump 'em

## VOLUMEExact mascara

The brilliant brush with microbeads  
plumps each and every lash without clumping.

It's like a brush and a pump  
combined in the best way and in one mascara.



Brush and pump. Combined.  
For more info visit [www.covergirl.com](http://www.covergirl.com)



DAKOTA FANNING PHOTOGRAPHED BY JUERGEN TELLER

Marc by Marc Jacobs 2007





2010



2010



Marion Cotillard  
SHANGHAI

Informations : 01 40 75 37 75 / WWW.LADYDIOR.COM

# Dior

An Original Seen By  
Marion-Cotillard.org  
Marion-Media.org  
do not remove this tag

2010





BALMAIN  
PARIS

**DIESEL**  
FOR SUCCESSFUL LIVING



**FITS BETTER WITH  
COMPULSIVE SHOPPING**  
**GO WITH  
THE FLAW**

[https://www.youtube.com/watch?v=FVqE\\_op2wFU](https://www.youtube.com/watch?v=FVqE_op2wFU)

Paco Rabanne

<https://www.canneslions.com/>





Group 1: H and M Close the Loop

[http://www2.hm.com/en\\_cn/life/culture/conscious/close-the-loop--break-the-rules-.html](http://www2.hm.com/en_cn/life/culture/conscious/close-the-loop--break-the-rules-.html)

Group 2: Dolce and Gabbana Fall Winter 2017

<http://www.dolcegabbana.com/woman/advertising-campaign/>

Group 3: Bloomingdale's Beauty / Mona & Daneeda

[https://www.youtube.com/watch?v=RIKOD\\_18E1A](https://www.youtube.com/watch?v=RIKOD_18E1A)

Group 4: Ralph Lauren Polo Spring 2017

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

Spring 2017: Stay Colorful, Babe!

[https://www.youtube.com/watch?v=TAmPHn\\_8nC4](https://www.youtube.com/watch?v=TAmPHn_8nC4)

Levi's® "Circles" Commercial | Full

<https://www.youtube.com/watch?v=ZgcgFP9nGqY>

Jimmy Choo Spring Summer 2017

<http://us.jimmychoo.com/en/choo-world-news/ss17.html>

Hollister Co.: The Co. stands for comfort.

<https://www.youtube.com/watch?v=lh88C7K90VA>