

Marketing Plan For

Company name:

Agnès b. It comes from the name of the founder (fashion designer) of the brand.

Business nature:

It was originally a clothing store opened by Agnès b. in Paris in 1975. Her name then became a high fashion brand, which had opened more than one hundred shops in the world, including Europe, USA, Asia Pacific and Japan. For the fashion line, Agnès b. not only designs clothing, but also accessories, perfume, watches, jewelry and sunglasses. In Hong Kong and Taiwan, Agnès b. spread the business to chocolate shop, restaurant and café. Agnès b. also sells flowers exclusively in Hong Kong.

Major product lines:

Agnès b.

Fashion line (clothing, accessories, handbag, perfume, watches, jewelry and sunglasses etc.)

Agnès b. LE PAIN GRILLÉ & CAFÉ L.P.G.

restaurant, café (French cuisine and cake)

Agnès b. DELICES

chocolate

Agnès b. FLEURISTE

Flowers

Target customer segments:

Fashion line is divided into Woman, Man, Child and Baby. (Demographic) As a high fashion brand, it targets customers who care about fashion style, design and quality. (Lifestyle) Customers who love French style and French food are also target customers of Agnès b. as it is a French brand.

Brand image:

The design philosophy of Agnès b. is clean and simple. From the logo design, product design to interior design of shops, they are all consistent with the simple style.

Also, with French background, Agnès b. is associated with romantic and stylish.

Competitive scenarios: (SWOT-internal factors)

Strengths:

- Agnès b. establish a clear image that it emphasizes quality and simple design.
- Also, a wide range of products (clothing, food, flowers...) differentiate itself from other luxury/high
- fashion brand because it provides something more than clothing and beauty product.

Weaknesses:

- Agnès b. doesn't follow current fashion trend or hire famous top model as spokesperson.
- It may be not attractive enough for women or men who love to use luxury goods to boost their self-image.

Marketing objective:

Communications objectives of the campaign:

To announce and promote the newly launched product line-

Agnès b AMOUR

to the young couples in Hong Kong. Draw target customers' attention and awareness of the wedding collection.

The advertisements should:

- Highlight the wedding collection
- Strengthen the brand image and remind the customers of the culture and image of Agnès b.
- simple, sophisticated, romantic, French style

Selling points of the wedding collection:

Agnès b. is the only high fashion brand that simultaneously sells clothes, accessories, chocolate, cake and flowers. These items can be related to love and are essential elements of wedding party.

HK is the only city in the world that provides service of Agnès b. florist. It gives Hong Kong couples premium and makes them feel that it is an honor as they can enjoy exclusive offer for their wedding which people in other country cannot enjoy.

The wedding collection provides series of products especially designed for proposing or wedding party:

Agnès b.

wedding dress, ring, necklace, perfume, watches etc.

Agnès b. LE PAIN GRILLÉ & CAFÉ L.P.G.

wedding cake

Agnès b. DELICES

chocolate (gifts for couples/ for guests attending wedding party)

Agnès b. FLEURISTE

bouquet, corsage and decoration The collection can be ordered online or can be purchased in shop separately.

Make use of the French background of Agnès b. and associate romance and love with the collection.

Advertisement message:

New product line:

Agnès b AMOUR

("Amour" means "love" in French)

Theme:

Flower

(Use flower in the advertisement and package design)

Slogan:

'Love is...'

In separate advertisement, different words will be used to complete the sentence, which represent the specific products: E.g.

Flowers: "...blooming."

Perfume: "...in the air."

Chocolate: "...sweet."

Tagline:

"New collection for love & wedding"

Possible ways to convey the advertisement message: Flower:

The new wedding collection will be launched during spring and the flowers arouse the atmosphere of love, tenderness and heartwarming.

Color theme:

White and light colors (**purple, pink, blue**) as it projects the feeling of soft, peace and romantic. (Consistent with the colors of flowers used in advertisement)

Symbol:♥

sign of love can be easily associated with the wedding collection and attract couples' attention

Logo:

As the objective is to gain awareness of

Agnès b AMOUR,

the logo for the product line should be eye-catching (e.g. the size is relatively big)

Expected results and measurement aspects:

- Enter the wedding product market and get more than 5% of market share within one year
- Conduct survey after the launch and more than 30% of the interviewees (couples going to hold weddingparty) know the wedding collection