

BURBERRY

“Enshrined in the statement, Creativity Opens Spaces, it is our shared belief that through imagination, inventiveness and ingenuity, we can push boundaries and open new opportunities for ourselves, our customers and our communities.”

STRATEGIC THREE YEARS MISSION STATEMENT

Promoting a sustainable Luxury market and target ethical consumers;

Using innovative technologies to create new products and improve customer experiences;

Generating new marketing campaigns through **social media advertising** and **Instagram tags wall** to increase brand exposure and brand loyalty.

Objectives

Encourage new and old customers to participate in “tags wall” activities

1 million followers of #burberrytagswall in 2 months

Increase consumer favorability

Both Twitter and Instagram follower increase 100, 000 in 2 months

Improve advertising on social media

Increase purchases through social media channel

Direct communication

Chat-box increase customers experiences

Timeline

MAY 2021

JUNE 2021

JULY 2021

SEPTEMBER 2021

OCTOBER 2021

DECEMBER 2021

Build online
Chat-box in
official website

Create tag
on Instagram

Start to collect
tags once a
week

Launch the online
chat-box

Optimize
shopping
channels on
social platforms

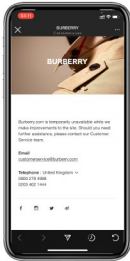
Push advertising on
Instagram

Burberry tags wall on Instagram



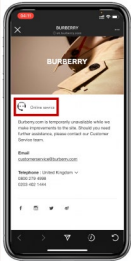
CONCEPT:

- Create a "#burberrytagwall" tag on Instagram;
- Allow **everyone** to label Burberry in this tag;
- Burberry becomes **social media leader** and a **heat topic**;
- Increase consumer **participation** and **favorability**.



BEFORE

CHAT-BOX CONCEPT:
24 hours online customer service;
Convenience;
Faster than email, quicker make purchase.



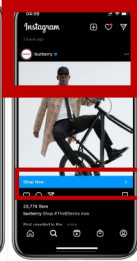
AFTER

Optimize customer service and push advertising
on Instagram.



BEFORE

PUSH ADVERTISING CONCEPT:
Advertising comes out randomly;
Push to potential consumers through big data;
Make purchase directly.



AFTER

BURBERRY

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Inherit the brand **purpose**

Entertaining with consumers through tags wall that has never been seen before

Friendship rather than **business relationship**

Drive the topic and become a **social media leader**

Leader rather than **Competitor**