

VS Real



VICTORIA'S SECRET *Real*

Maxime Klein Daisy Hartnett Lucy Davison Isabelle Hanily

VICTORIA'S SECRET ISSUES

**Lack of
Inclusivity**

**Lack of
Sustainability**

Poor Brand Image

STRATEGIC OBJECTIVES

1 2 3

**Modernise -
Inclusivity and
Sustainability**

**Re-establish Brand
Image/Perception**

**Increase
Customer
Acquisition and
Customer
Retention**

Group Executive Summary

Do you still shop at Victoria Secret? As a group we have explored the possibility of creating a sub brand for Victoria Secret, to overcome the sustainable and ethical imperfections of the brand, emphasising inclusivity in its models and products. The aim of the sub brand is to re-launch and revive Victoria Secret in order to build their brand image back up, leading to increased sales and maximised profit. The sub brand will consist of sustainable and ethical products, models and instore environments - priced at affordable rates to satisfy consumer needs, and ultimately putting Victoria Secret at a competitive advantage.

VICTORIA'S SECRET



Real

Daisy Hartnett

The range proposal proposes an introductory range for Victoria's Secret Real new sub-brand-: Victoria's Secret 'Real'. The range will consist of sustainable and size inclusive products, which will be presented through the product purpose, fabric composition, and size offerings.

Victoria's Secret Real strategic objectives

Modernise- inclusivity and sustainability

1

THE PROBLEM

- VS have neglected consumer demand for sustainable fashion, and the demand for size inclusivity.

RANGE SOLUTION

- VS Real must offer inclusive sizing for all from 30AA-46G, XXS-XXL.
- Source and manufacture range from sustainable fabrics.

Re-establish brand image/perception- brand loyalty

2

THE PROBLEM

- VS have gained bad publicity in the past for being non-inclusive and non-sustainable.

RANGE SOLUTION

- VS Real must ensure that all products offer value for money, and present the message of inclusivity and sustainability.

Increase new customer attainment and customer retention

3

THE PROBLEM

- 71.1% no longer shop at VS (SBR, 2022), VS Real need to focus on customer retention.

RANGE SOLUTION

- Introduce introductory offer in order to gain initial sales.
- Include new products that are not on VS current offering, such as basics.

- Increase sub-brand awareness by 20%
- Increase sales of the real range by 15%
- Increase overall vs sales by 20% by December 2023

RESEARCH FINDINGS

Consumer preferences



Recycled Fabrics



Sustainable Sourcing



Value For Money



Inclusive Sizing

Pen Portrait

Name: Ellie

Age: 23

Occupation: PR Manager
a social media influencer

Salary: 35k per annum

Dress size: 14



Interests: fashion, shopping from retailers, making environmentally conscious efforts whilst still being fashionable, donating old clothes to charity shops, social media, socializing with friends.

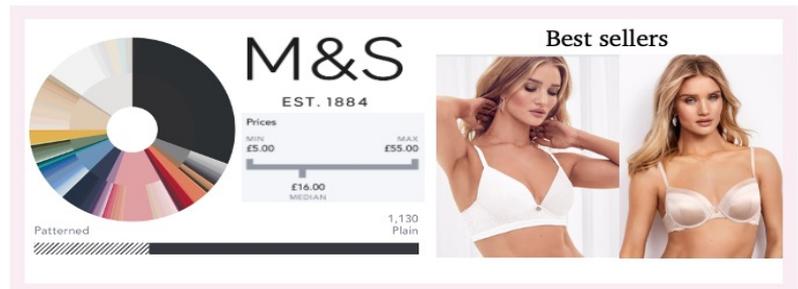
Favorite retailers: H&M, Zara.

Style: sexy, fashionable, classy.

Brand Research



Competitor Research



Trend Research



Intimates Forecast S/S 23: Soul Space

Reclaimed romance

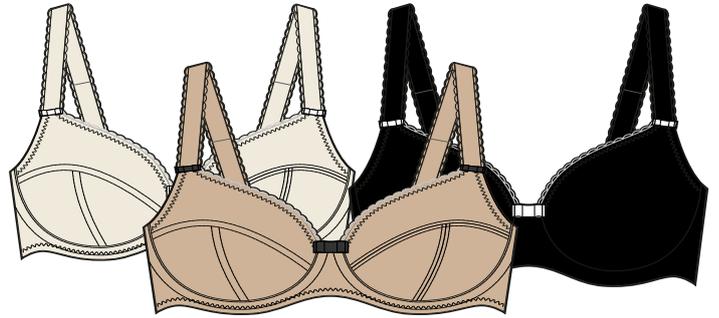


THE RANGE

PUSH UP UNDER-WIRED

Panties lines

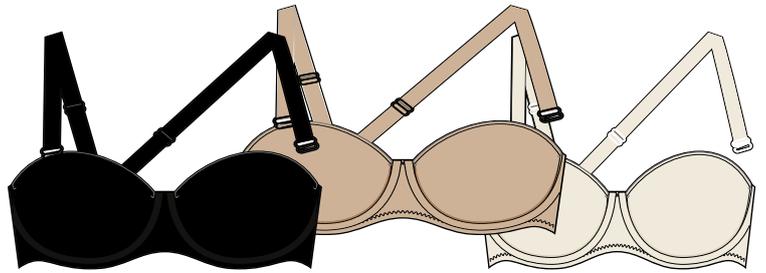
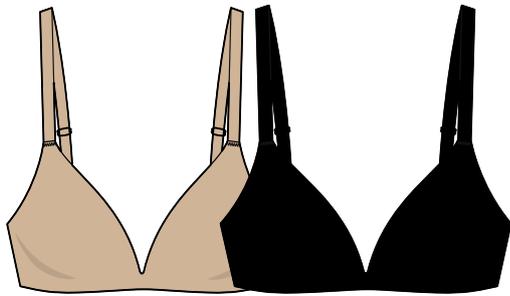
PADDED UNDER-WIRED



REMOVABLE PADDING

Multi-functional lines

STRAPLESS



THONG

Panties lines

HIGH-WAISTED BRIEFS

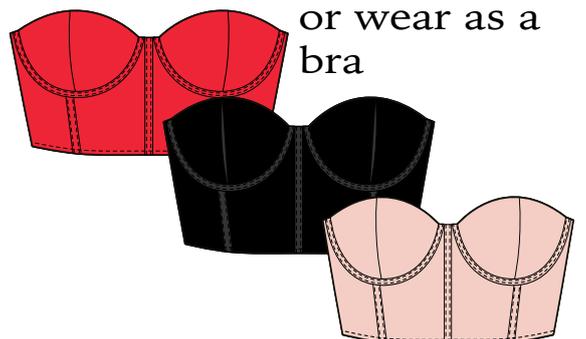
BIKINI BRIEFS



BODYSUIT

Multipurpose lines

CORSET TOP



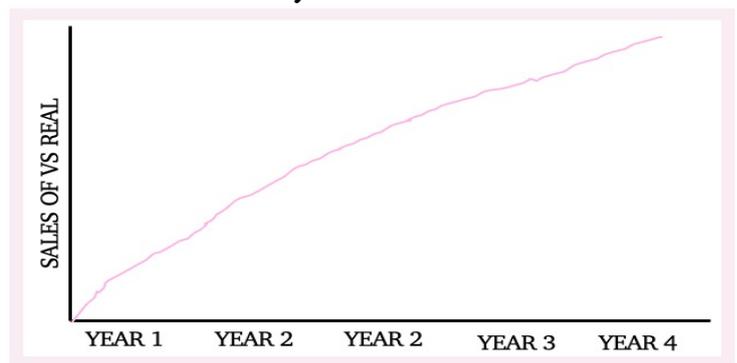
Pair with a pair of jeans or wear as a bra

RANGE SUCCESS IN ACHIEVING BRAND STRATEGY

GOAL	HOW HAS THE RANGE ACHIEVED THIS
<p>SUSTAINABILITY</p> 	<ul style="list-style-type: none"> • Sustainably sourced fabrics have been used in everywhere possible in the range. • Multi-purpose/multi-functional products have been implemented into the range which means consumers will only need to purchase one product for multiple uses.
<p>INCLUSIVITY</p> 	<ul style="list-style-type: none"> • Sizes on offer range from XXS-XXL/30AA-46G which is inclusive of everyone. • High-waisted options for those who feel insecure wearing low waisted/maximum support for larger breasts.
<p>VALUE FOR MONEY</p> 	<ul style="list-style-type: none"> • The range is designed and manufactured to a high quality to ensure products are durable and long lasting. • Multi-purpose products mean consumers can buy one products for more than one use (money saving). • Basic range on offer allows consumers to purchase high quality basics which will last season on season.



Prediction of VS Real sales for next 4 years



VICTORIA'S SECRET



Real

Maxime Klein

PR Campaign for Victoria's Secret Real

The PR campaign is centered around a PR package sent out to influencers who have been carefully chosen to suit and represent VS Real. They will receive the package pre launch and will post on social media using #IAMReal to promote the brand.

Victoria's Secret Real's Strategic Objectives

Modernise - Inclusivity and Sustainability

Re-establish Brand Image/Perception

Increase Customer Acquisition and Customer Retention



RESEARCH & ANALYSIS

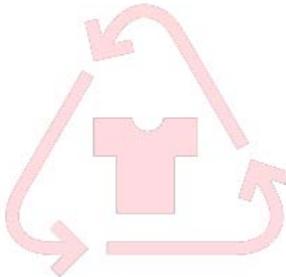
Consumer Preferences



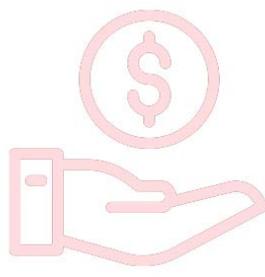
Inclusive Sizing



Sustainable Sourcing



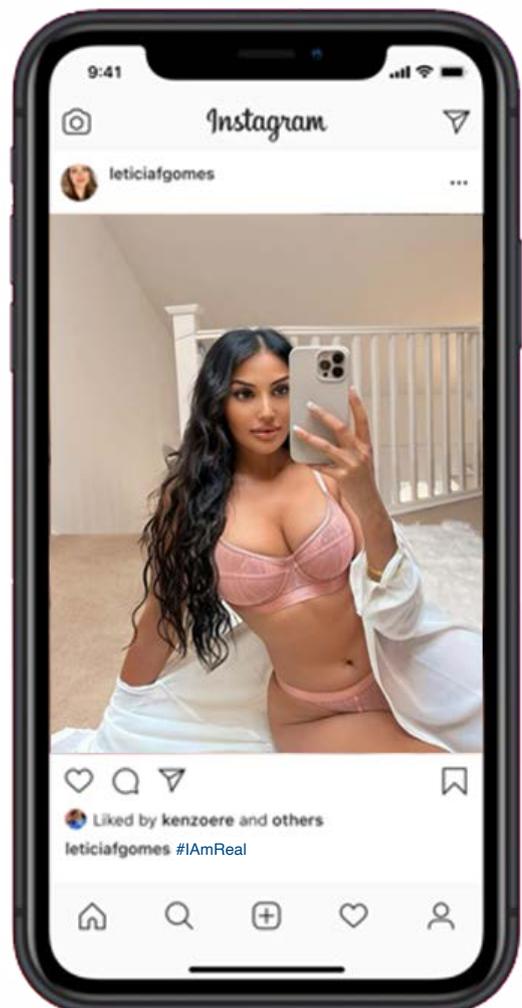
Recycled Fabrics



Value for Money

Consumer Preferences are at the forefront of the Victoria's Secret Real campaign, with focus on sustainability and size inclusivity.

Influencer Post Example



Growth Targets



Online traffic to Victoria's Secret website will increase by 20%

Victoria's Secret overall sales increase by 20% by December 2023

PR PACKAGE



2x Bra & Panties Set from the new VS Real brand

Mirror on inside cover, first thing you see when opening the box, greeted by the slogan of the campaign



Metal reusable straws with straw cleaner

100% plastic free packaging, cardboard box made from 100% recycled cardboard



Canvas tote bag made from recycled cotton fibres

Pink Neon Kaktus insulated coffee cup made from 75% recyclable, BPA free plastic

Front



Back



Reminder to share campaign and slogan on social media

Pink Biodegradable paper shreds as transport protection



JUSTIFICATION



Goal

Improve Sustainability Brand Image

How It's Been Achieved

- Using sustainably sourced items in the PR package as well as sustainable packaging shows the sub brand consistently upholds this new quality



Improve Size Inclusivity

- Range of size inclusive influencers promoting the campaign to appeal to their audience for VS to gain new customers (many plus size)



Value for Money

- High quality product's sourced sustainably with consumers investing in the future of VS becoming more sustainable

PR Package Timeline

Continuous Growth Overtime

21/04/23

Package Sent

28/04/23

Influencers post first underwear selfie

25/04/23

Influencers Post Picture of Package

05-12/04/23

Influencers post second underwear selfie



Three posts by influencers over the course of 3 weeks in order to stay in the forefront of consumers minds





VICTORIA'S SECRET

Real

Marketing communications will be used to implement a digital marketing campaign to promote Victoria's Secret Real sub-brand. The digital marketing campaign will involve a podcast called 'Real Women, Real Bodies' interviewing inspirational female figures weekly. The podcast will use social media marketing and influencers to promote the podcast across media channels to engage the wide variety of consumers, without alienating any females in society.

GOALS FOR VS REAL	HOW THE PODCAST WILL ACHIEVE THIS
MODERNISE INCLUSIVITY AND SUSTAINABILITY	<ul style="list-style-type: none">-Create a space for fellow females to express their experiences regarding body image and pressures in society, as well as embracing self love and body positivity.-Enhancing efficient production of clothing through using recycled cotton, to encourage more buyers to shop sustainably.
RE-ESTABLISH BRAND IMAGE AND PERCEPTION	<ul style="list-style-type: none">-Embracing women through the podcast, to enhance different body types and shapes despite of sex, race, religion.-Transform the brand and reject previous comments on Victoria's Secret stereotypical ' slim models'.
INCREASE CONSUMER ATTENTION	<ul style="list-style-type: none">-Distribution of the podcast across social media channels using influencers, can help inform people of natural body struggles and this will allow a space in society where females feel included.-Engage consumers across a large segmentation to be more attracted to the brand and podcast.

REAL WOMEN, REAL BODIES



(podcast name)

Keeping consumers entertained through influential stories featured on podcast, form of marketing communications to help inform consumers desires and connect on a personal level.

Pen portrait to demonstrate the typical consumer in store

- Annie
- age 26
- Nurse

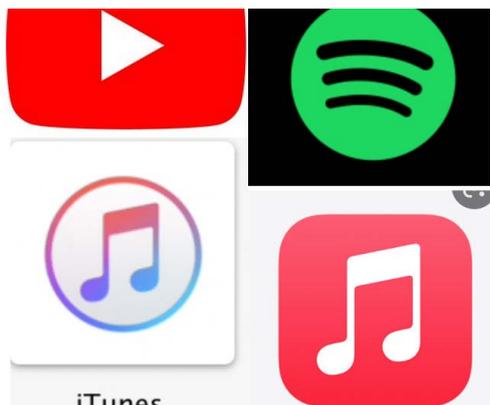
Feels guilty she does not have time to go to the gym as she is constantly working, so compares herself to other girls on Instagram.

This podcast is a space for females like Annie to feel connected within society and enable her to find self love and fulfillment in her body.



GROWTH MARKET

- Increase brand awareness by 20% and generate traffic through podcast promotion
- increase sales in the store by 20% by including all women in society, through variety of sizes



Channels used to distribute the podcast



VISUAL SUMMARY

Positive vibes only, embracing female self love

Inclusive bodies, embracing struggles and fears with body images

'All bodies are good bodies! Together VS Real will figure out how to love your body..'

Front page cover of the podcast



prominent digital platforms to promote the podcasts to engage consumer awareness

Marketing communications constantly changing so therefore keeping up to date with the current technology and dynamic global trends

JUSTIFICATION

GOALS	HOW IT WILL BE MEASURED AND ACHIEVED
IMPROVE SUSTAINABILITY	<ul style="list-style-type: none"> -Millennial target market, they are more aware of global situations and have a desire towards sustainable products. - VS Real will incorporate more sustainable products such as; recycled cotton. -Podcast will discuss the new sustainable features and encourage consumers to shop more sustainably
IMPROVE INCLUSIVISE SIZING	<ul style="list-style-type: none"> - VS Real will incorporate bra sizes from 30AA- 46G and panty sizes from XXS-XXL - Podcast will include all females in society to discuss their body struggles and fears to normalise them, this can gain more consumers



GROWTH OF GOALS



If targets are not met then business goals and marketing strategies may need to be re-evaluated to be more suitable for the brand.



VICTORIA'S SECRET



Real

Lucy Davison

The digital Marketing campaign will be an modernised inclusive and empowering video showcasing an array of models of all different shapes and sizes. It will be used on multiple media channels such as Insta-

1

Goal for VS REAL	How the digital marketing Ad will achieve this
Modernise- inclusivity and sustainability	- Unedited and unfiltered campaign content - using influencers that are trustworthy and promote realistic body standards.
Re-establish brand image/perception	- Gain trust back from consumers with a inclusive and empowering message #IamREAL - negative press due to chief executives promoting a culture of misogyny so the morals within the business must be shown through the campaign.
Increase consumer acquisition and customer retention	- The Ad will promote body positivity with the hashtag thus gaining loyalty being an authentically trusting brand.

2

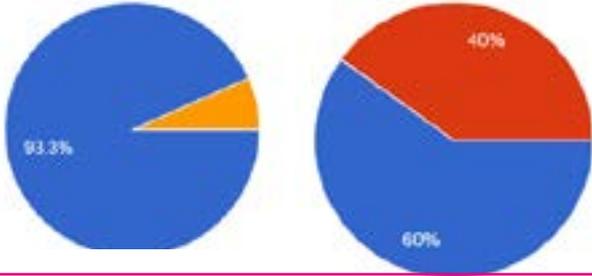
3

INCREASE SUB
BRAND AWARENESS
BY 20%

ONLINE TRAFFIC
AND ENGAGEMENT
WILL INCREASE BY
25%



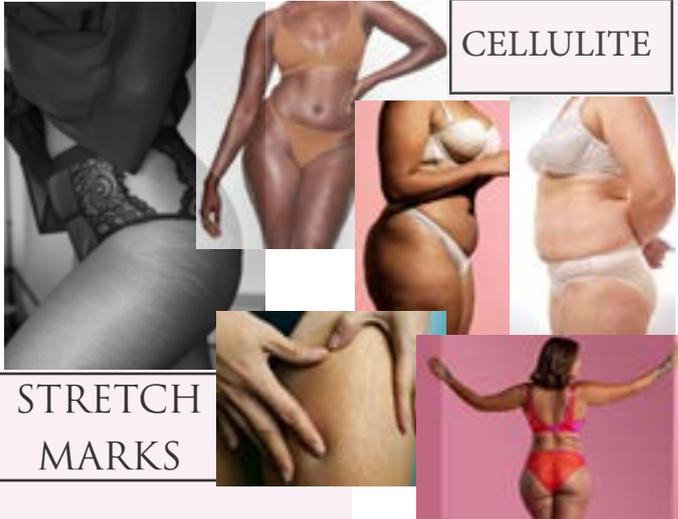
RESEARCH & DEVELOPMENT



CONSUMER FINDINGS

- 93.3% will have more trust in the brand if the camoaign was unedited/unfiltered
- 60% believe an empowering hashtag would draw them into the campaign and create higher engagment

KEY ASPECTS CONSUMERS WANT TO SEE



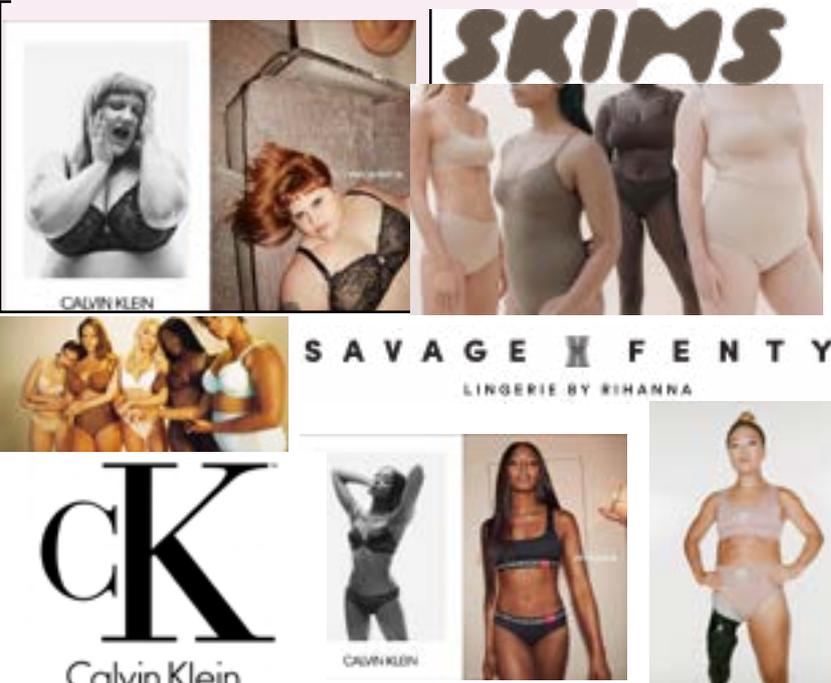
Hashtag to be used by celebs/influencers to encourage fans to start a online movement embracing your insecurities.

#IAMREAL



SIGN TO BE FEAUTURED IN VIDEO

COMPETITOR'S MARKET ACTIVITY



VICTORIA'S SECRET PAST MARKETING ACTIVITY



DAMAGING CAMPAIGNS

Victoria's secret have promoted the idolised size 6 (UK) for over a decade therefore loosing trust from consumers.

VIDEO CAMPAIGN CONTENT



THE ONLY EDIT USED IN THE IMAGES IS GLITTER ON THE STRETCH MARKS, SCARS AND CELLULITE TO ENHANCE THE FEATURE RATHER THAN HIDE IT.



#IamREAL

The hashtag is displayed on the sign held up above the body to reiterate natural beauty and realness of the campaign and photos.

THE VIDEO CONCEPT IS A COLLAGE OF UNEDITED PHOTO'S AND SHORT CLIPS SHOWCASING ASPECTS OF THE FEMALE BODY THAT OVERTIME WOMEN HAVE BEEN MADE TO FEEL IN-SECURE AND CONCIOUS ABOUT.

JUSTIFICATION

GOAL	HOW HAS THIS BEEN ACHIEVED
Increase Inclusivity	The use of the digital campaign showcasing real unfiltered bodies allows consumers and the rest of the market to view Victoria's secret Real as a brand who wants to empower and promote consumers to not be ashamed of the features they are insecure about. the use of real bodies used send a message that the once idolised size 6 is no more.
Increase sustainability	With the campaign being all digital and at home self tapes and photos allows the campaign to not only be more organic and real but has requires no environmentally harmful activities in order to promote the message- all e-commerce based

WHY THE LOCATION?

relaxed at home aesthetic makes it more comfortable and natural for the models.



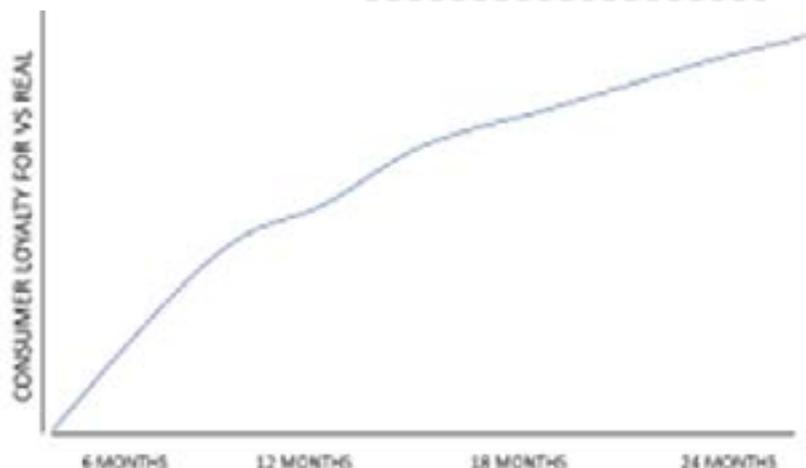
The hashtag can be used on all social media channels by influencers and consumers to gain the brand more recognition for improving societies beauty standard.



WHY THE MESSAGE?



Prediction for VS Real brand loyalty over the next 2 years



Maxime Klein

Daisy Hartnett

Lucy Davison

Isabelle Hanily

VICTORIA'S SECRET

Real

