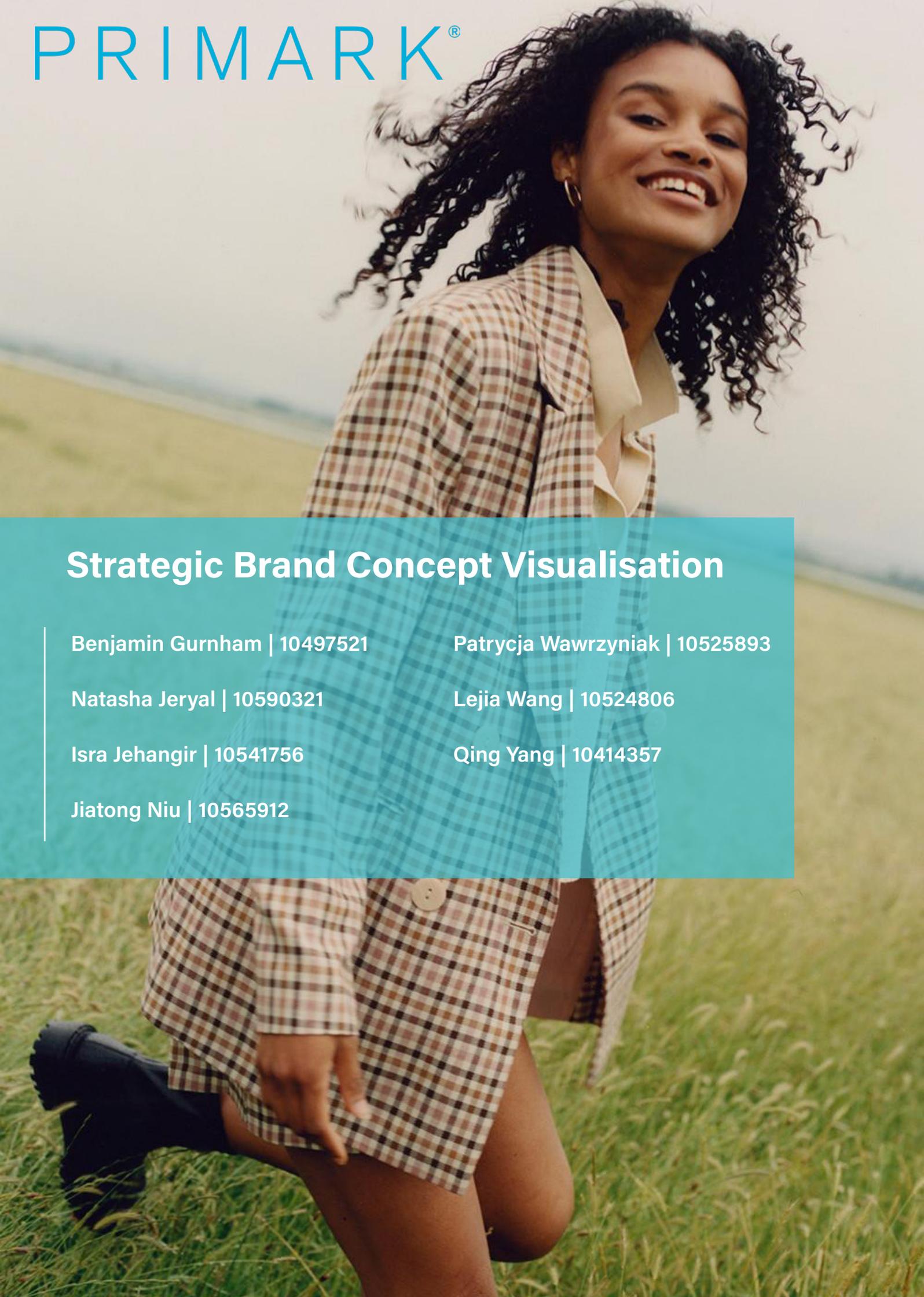


# PRIMARK®



## Strategic Brand Concept Visualisation

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PRIMARK®



“Amazing Fashion, Amazing Prices.” - (Primark 2022)

## Executive Summary

The purpose of this report has been to create new ideas, that can be beneficial to us as stakeholders within Primark. *An in-depth analysis highlights current strategic shortfalls, whilst implementing thoughtful business strategies.* Discussions explore topics such as ‘phygital’ retail, operational management, sustainability & CSR within fashion.

PRIMARK<sup>®</sup>



# Visualisation

## Strategic brand concept visualisation

### Objectives & Aims

The overall objective for this work is to create a pop-up within flagship, to intergrate more of a cricular economy in place of the current harmful fast fashion business practice of Primark. Comprised of two seperate books, book 1 focuses on research and preliminaries, whereas book 2 presents the visuals for the proposed plans. Below listed are the aims of this work:

1. To reduce textile waste via new developed beneficial services tailored to prolong the life of current products, using Apparel care kits & a sustainable teaching pop-up shop. As well as later constructing workshops for the consumer.

2. Restructuring the current Primark business model of an extreme fast fashion lay out, to create a more circular economy through these services to product, introduced slowly for least disruption. Working in conjunction with Primark Cares.

3. Developing a more sustainable and ethical business practice to follow the mega trends of sustainable initiatives. Following on from the very damaging current fast fashion practice.

4. To start the reinvention of the Primark brand image; from a scoundrel brand that created the Rana Plaza disaster, to a brand creating baby steps to a more positive future.

5. To create strategic development in small, baby steps for the brand; as to not create drastic change and implement a realistic next step for Primark. Working in conjunction with Primark Cares & its own set out commitments.

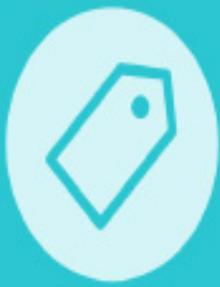


### GIVING CLOTHES A LONGER LIFE

Our clothes will be recyclable by design, made of recycled or sustainably sourced materials and they will last for longer.

(Primark Cares, 2022)





Stopped purchasing certain brands due to ethical/sustainability concerns

45% Grocery shopping for food and non-alcoholic beverages

42% Clothing and footwear

38% Beauty and personal care products

29% Everyday household items

# Research & Analysis

## Key information



Within academic revision and context, it is imperative to understand academic theories and literature that cover topics discussed within this work. The strategic brand concept covered within these reports has been created with the capitalisation of sustainability and related consumer megatrends in mind, moreover, working in partnership with 'Primark Cares' to generate products and services tailored to gather the most consumer engagement.

Research to produce such efforts has led to both academic and industry topics. Such topics include creating a circular economy (inc. waste management), Fast Fashion, Greenwashing and related 'Primark Cares' market research.

As illustrated.

## GLOBAL FAST FASHION MARKET

Information sourced from The Business Research Company  
thebusinessresearchcompany.com



The fast-fashion market consists of sales of clothing and apparel in trend and related services. Fast fashion means garments that move quickly from the catwalk to the stores to meet the new trends. Fast fashion clothing collections are supported by the foremost recent fashion trends presented at Fashion Week.

Increasing Adoption Of Affordable Clothes By The Rising Youth Population Is The Main Driver Of The Market



Virtual and augmented reality is being used by online and offline retailers in the fast fashion market.

The use of virtual or augmented reality in the fast fashion market is to fill the gap between online and offline channels. These technologies enable the customer to try the product and see how it looks can be the clothes or make-up on by using virtual reality mirrors or cameras in their smartphones.

Expected Growth Rate Til 2023

6.7%

Expected Market Size By 2023

\$38.21 Billion

## Apparel Care Kits:

Aimed to prolong the lifecycle of Primark products. These kits will include various tools to help aid care and repair of garments, as well as updating them to suit new trends. Kits will include; Sewing Kits, Special shampoos/Conditioners, Pile removers and embroidery kits.



## Proposed visuals for the strategic roll out of ideas, showcasing various aspects:

Shown depicted are the various ways in which this strategic direction will be conceptualised; The Pop-Up, Apparel Care kits, associated signage & marketing materials



## Marketing:

Social Media will be the primary platform in which to advertise, due to the young target demographic using these materials the most



## Pop-Up Signage

Signage for this proposed instore pop-up is illustrated here. Designs follow classic Primark colours, and further are included in the typical areas of which the brand guides consumers to its locations. Shown, we can see 'Pop-Up Shop' is on the lower ground floor of flagship, and 'Prolonging product Pop-Up Store' on the side of the building.

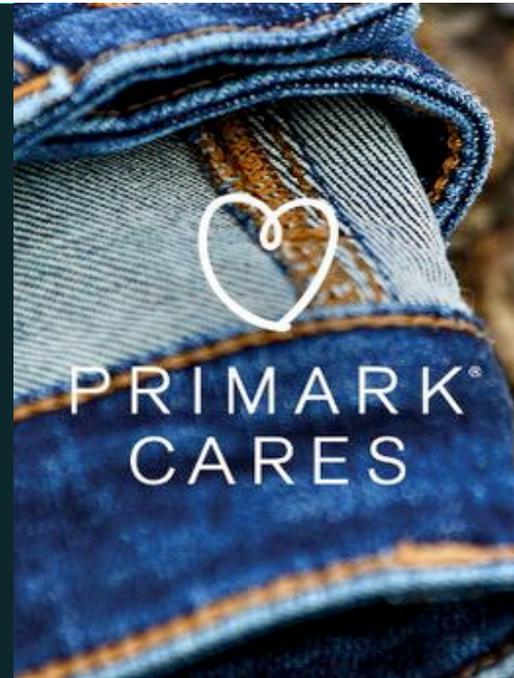


Pop-Up Store Visualisation and Inspiration

# Justification

Throughout this work and associated descriptions this report details a new strategic brand concept, through exploration into topics surrounding Primark's needs within the micro and macro environment.; Namely, consumer behaviour and the resulting changing industry. Informing justified, strategic change. Focusing on management and product concepts to drive associated new service concepts, product development and updated supply chain management through newfound sustainability and ethical initiatives. Ideas presented these workings include prolonging wear of product, with sustainable efforts in mind, and management practices to create an innovative environment to enable these ideas to thrive. Such as, founding a home in flagship to appropriately cater to the demands of business and consumer alike.

Created from the driving ethical consumer behaviour, and clearing Primarks own brand image of related unethical bheaviour. Research led to the finding of this gap in the market, and as such, capatilised from it.



## In Conclusion



### Research

Research explored has let to the identification of several mega-trends impacting primarks own business practice as well as its consumers. Namely, Fast fashion & the ethical consumer. Leading to the planning of a brand concept capable of exploiting these.



### Planning

Planning within this work has led to the development of a Pop-Up shop within flagship. This store will focus on proloning the life of product with the circular economy theory aspects in mind. Furthermore, planning has led to generating marketing materials to prevent greenwashing.



### Implementation

Implementation, as laid out will focus on the activities generated within Pop-Up. Such as the sale of Apparel care Kits to prolong product life, and hosting workshops to repair and revamp clothes. Furthermore, bringing attention to greenwashing and enabling education.

# Brand Visualisation

## Concept Idea

### #INTERNATIONALISATION

**Internationalisation strategy** is considered to be the process of expanding a company's business into **international markets** (Susman, 2007). Based on the growth of global **consumer demand** in the fast fashion industry, internationalisation strategies are inevitably proposed to enable the **market expansion** of fast fashion brands (Su and Chang, 2018).



Primark is deeply rooted in the **European market** and is committed to **exploring new markets** (Primark, 2022). With China becoming the world's **largest fashion market** in 2019 (McKinsey, 2019), the booming market provides Primark with conditions to tap into its **potential market**. Through the construction of the strategy aligned with the brand's identity and the characteristics of the Chinese market, Primark is proposed to establish a strong position in the Chinese market using products with **regional features** and cooperation with **local e-commerce channels** and **social platforms**.

### #Issues which will be covered in the project:

Lack of **presence** outside of Europe

Absence of a **digital** retail strategy

Product **differentiation** and **irreplaceability** could be further enhanced





**The Chinese fashion market** gives Primark a huge potential for growth based on the **country's economic development**, the **increasing spending power of the population**, and **consumers' rising brand awareness** (McKinsey, 2019). Since 2018, the fashion industry in China has been experiencing **a steady growth** trend in sales (China Apparel Association, 2019). With the growth rate of China's population income levelling off, consumers begin to abandon the **blind admiration of high-priced brands** and return to **rational consumption** to pursue the **value for money**. Fast fashion brands have **expanded rapidly** in China with affordable pricing and satisfaction with consumers' fashion needs (Xu, Chi and Su, 2019).

## Research and Context



# Products & E-commerce



**Chinese e-commerce channels** led by **Alibaba, Jingdong and Tencent** have contributed to the grand scale of e-commerce in China through **improved policies, ease of payment and consumer trust** (Wei and Zhou, 2011). The rise of social media platforms, including Weibo, WeChat and TikTok, has also had an **enormous impact** on China's fashion industry (Zou and Peng, 2019), with **43%** of women and **36.6%** of men being attracted to social media platforms to buy fashion brands (Luxe.Co, 2018).



Creating products that suit the Chinese **body type** and **culture** is an important part of Primark's internationalisation strategy. **Different races** have shown **variations** in natural genetic selection to adapt to their living environment, which has led to Chinese and Western countries having their characteristics in terms of **standard body shapes** (Kronenfeld et al., 2010). Primark needs to adapt the **sizing and proportions** of its garments to suit the consumer's body type. In addition, considering the Chinese culture of **introversion** and **reserve**, the garments' design is **flattened** compared to the West.



”

# Justification

Building on Primark's existing strategy, the internationalisation strategy is proposed to **improve the current issues**. In order to increase Primark's **presence** beyond the European region and further expand its **economic benefits**, a strategy to enter the Chinese market is suggested. Designing products based on the Chinese market context combined with consumer characteristics could help Primark **gain competitiveness** while developing **product differentiation and irreplaceability**. Collaboration with local e-commerce channels and social media is recommended to **create a retail e-commerce strategy** for the digital age. Primark's retail strategy could be **adapted** and **continuously developed** through the specific analysis and development of the strategy at each stage. The explicit purpose of the strategy development enabled the **effectiveness** to be ensured.



# Brand Concept

“Homeware”

“Visual Merchandising”



Manchester Home Section

The project mainly focuses on the strategy development about homeware of Primark’s visual merchandising to engage more consumers and competitive



Since the COVID pandemic started, homeware is poised to be the greatest winner in the retail environment with consumers desperately relying on their home (Duong, 2021). As the requirements are increased, also considering Primark is an affordable and fast fashion brand which they could have further developed homeware categorised to explore more opportunities.



wThe project will use range plans to mock up windows display, in store layout, and detailed recommendations for example lighting, sightlines to create new adoptable attractions. Additionally, it will also carry on by approving academic theories, competitors as references as well as the justification of the planning.

# PRIMARK



## Research & Content

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The way the store creates a mood, activates intention could affect customer reaction to communicate with shoppers but at the same time it affects customer behaviour, (Farias, Aguiar and Melo, 2014). Primark specialises in the business model “want big box shop” which fundamentally shows the length of time consumers spend shopping.

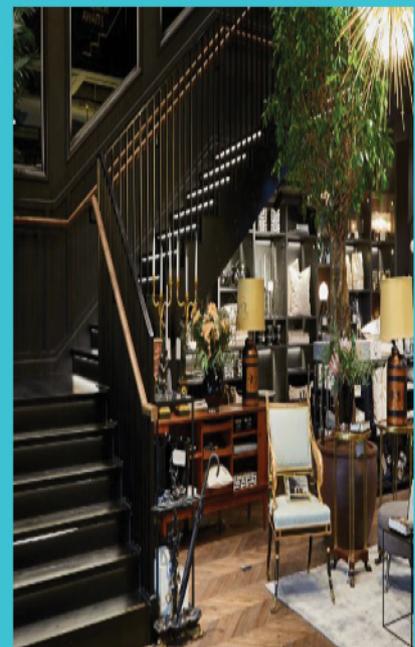
But, “chaos”, “messy” or “badly organised” are the highest comments after consumers shop in Primark, it also would frustrate consumer impulse shopping for return, (Trustpilot. 2022).

Secondly, homeware sections are becoming popular with consumers shopping intention due to the pandemic, (Duong, 2021). Thus, to keep consumers back to shop and enhance their shopping experience homeware visual merchandising development would be the study.



# Competitors References

It will be used rang plans to design into two sites which could be as references as H&M regent street windows display. The other could be the store inside layout.





# Justifications

It is not easy to create prominent or eye-catching windows displays for consumers, but consumers' expectations on windows display is increasing, (Opris and Bratucu, 2013).

Primark is a special focus on low-cost marketing tools, however for windows display is important to create themes, decide colour and trendy products. In other words, it is possible that Primark could put the main efforts on the flagship store such as the Birmingham store to enhance the eye-catching, but other small stores could reduce the expense.



## MARKETING COMMUNICATIONS & MANAGEMENT STRATEGY

# STRATEGIC VISUALISATION.

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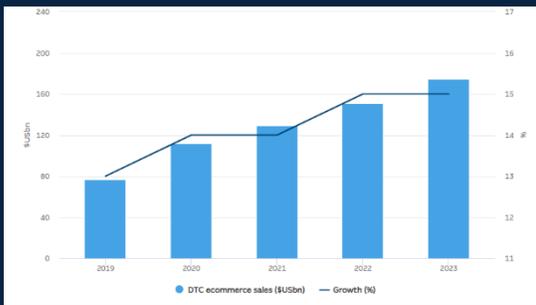
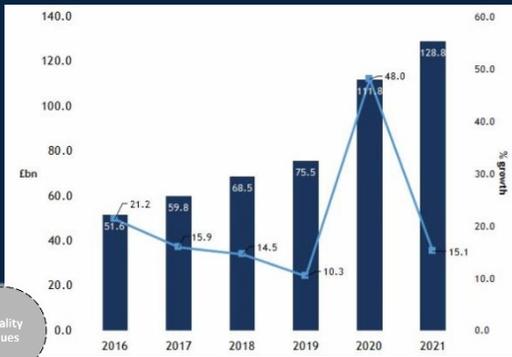


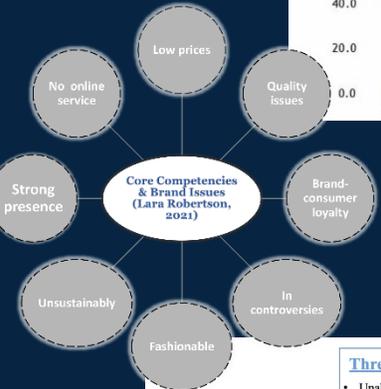
Fig 1. Direct-to-customer ecommerce sales globally, (Macquarie, 2021)

Fig 2. All online retail sales, market size and growth, 2016-21, (Mintel, 2022)

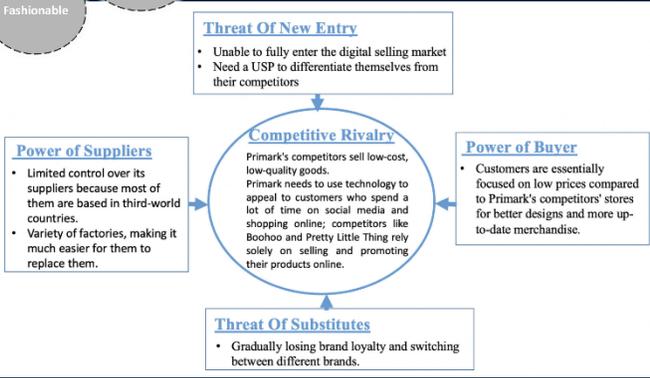


Consumers who have tried a new shopping behavior since COVID-19 started!  
% of respondents

New shopping method <sup>1</sup>	% of respondents	Intent to continue <sup>2</sup>
Different brand	40	73%
Different retailer/store/website	36	79%
Private label/store brand	25	80%
New digital shopping method	20	80%



## PORTER'S 5 FORCES



### FULFILMENT BY AMAZON (FBA) SPECIAL SERVICES & ADVANTAGES

- Two-day shipping for Prime members
- Powerful inventory management tools
- Access to hundreds of millions of shoppers worldwide
- Offers wide range of optional packing services
- Remove and dispose of inventory
- Downloadable reports in seller central to break down fees, track profitability and estimate fulfilment costs
- FBA revenue calculator resource to help estimate potential fees
- FBA inventory dashboard makes it easy to manage business- measure sales, maintain inventory levels and get customer recommendations to improve sell through rates.
- Amazon seller mobile app- easy to manage inventory, set prices and more
- Easy to get start and manage on Amazon Marketplace
- Good for companies with unique product and adequate profit margins, More sales
- Low marketing costs- SCALE-ABILITY
- Faster deliveries/ Easy refunds and returns
- Faster buying/selling procedure, as well as easy to find products.
- Buying/selling 24/7
- More reach to customers, there is no theoretical geographic limitations.
- Low operational costs and better quality of services
- Customers can easily select products from different providers without moving around physically



1 Invest in long-term brand value and adopt regenerative strategies

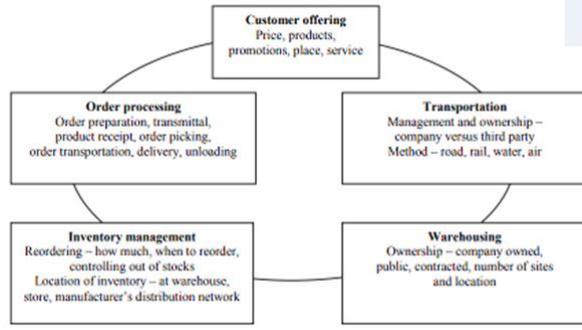
2 Extend into wellbeing

3 Prepare brand for social commerce

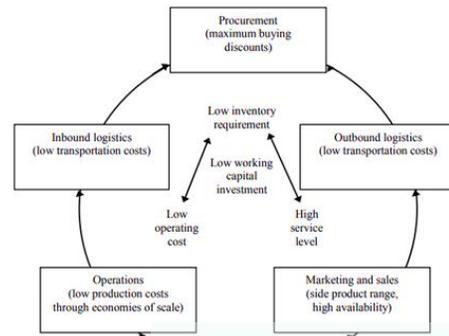
4 Innovate to address new value mindsets

ACTION POINTS

**Fig 3. Interdependency of supply chain functions, (Zairi and Al-Mashari, 2002)**

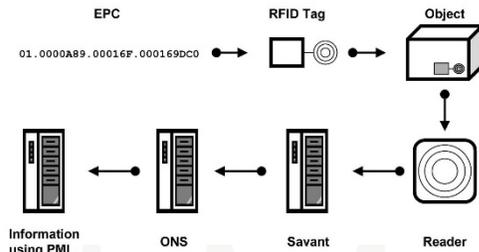


**Fig 4. A balanced supply chain requires workable functional trade-offs within the value chain, (Zairi and Al-Mashari, 2002)**



RESEARCH

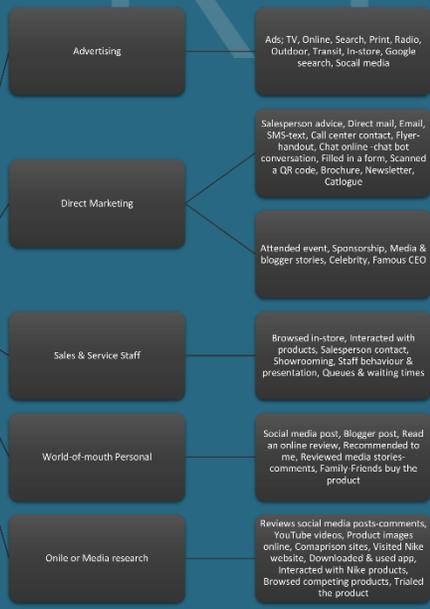
**Fig 5. Putting RFID into action, (Barrett and Prince, 2006)**



60%

60% of all customer service requests will be sorted out by means of digital channels by 2023

TOUCHPOINTS



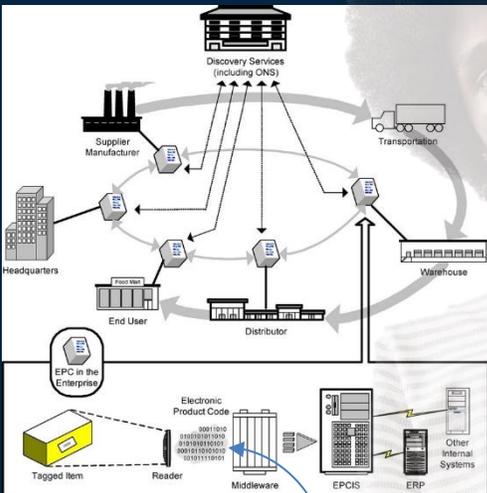
**AMAZON FULFILMENT CENTRE ROUTINE**



- 1 In-feed ads
- 2 Posts from influencers/creators
- 3 Discovery pages
- 4 Livestream video feeds
- 5 Story ads
- 6 Hastags

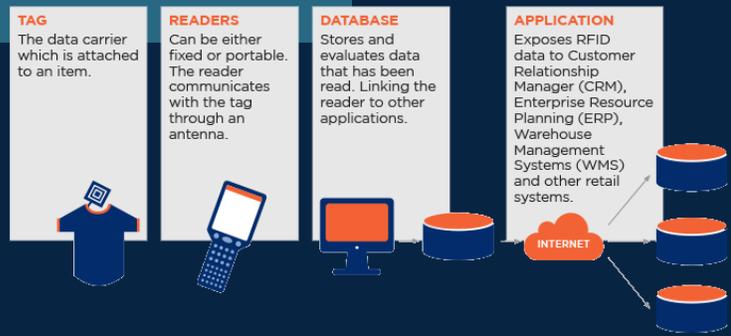
**How consumers typically discover products through social media**

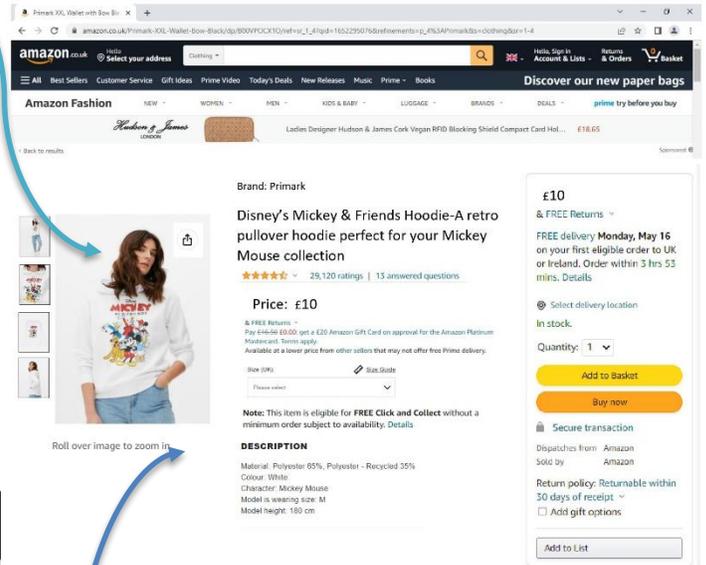
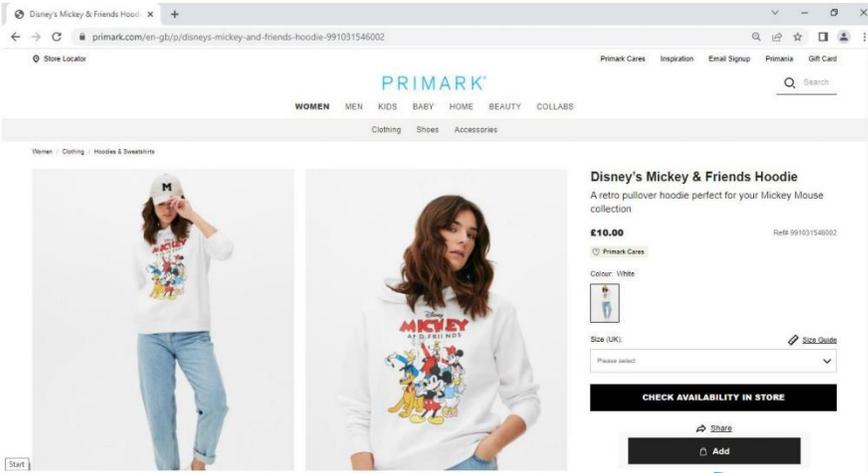
**Fig 6. Architecture of the EPC global Network, (Bi and Lin, 2009)**



**Table 1. Broad processes in a distribution centre/area of opportunities provided by RFID and the EPC network, (Wamba, Lefebvre and Lefebvre, 2006)**

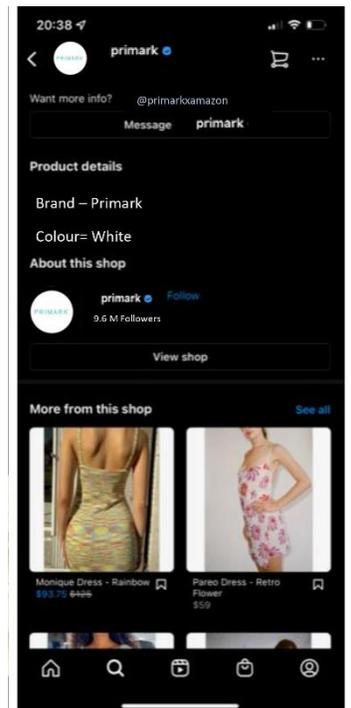
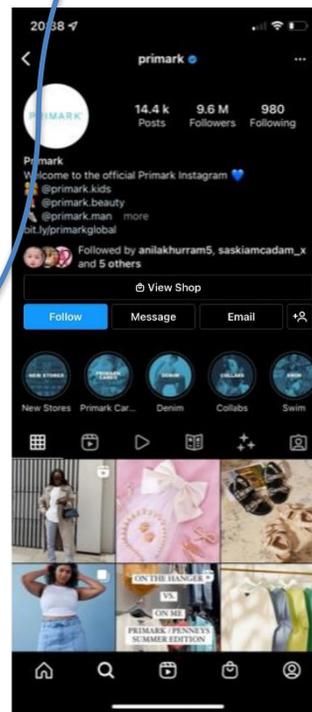
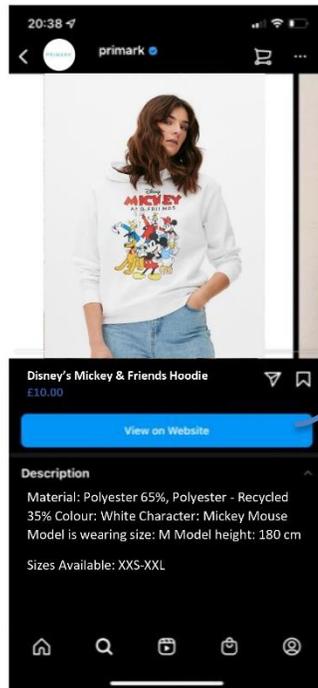
Broad process	Description	Specific opportunities	Common opportunities
Receiving	Handling of products that arrive at the warehouse	-Automate verification activities -Manage the flow of damaged goods	
Put-away	Moving and placing products in their specific storage location	-Lower costs of process by 20-30% -Improve temporary storage -Reduce manual intervention	
Picking	Retrieving the products from their storage location to consolidate customer	-Lower cost of process by 30-50%	-Simplify processes
Shipping	Checking, packing, and loading in the transportation unit	-Automate the verification activities -Reduce errors	-Speed up processes





# WEBSITE DEVELOPMENT.

Web pages screenshots illustrate Primark partnership with Amazon. Links with social commerce to promote and sell products.



First Steps To Start An Ecommerce



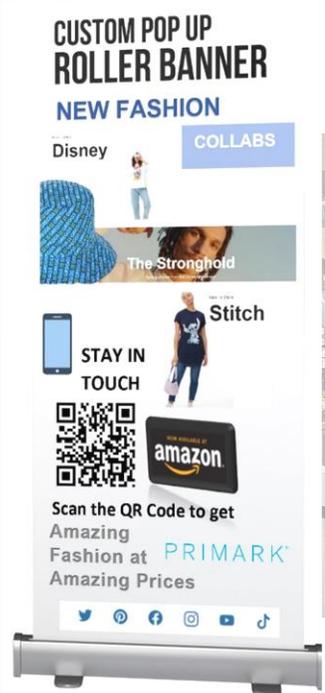
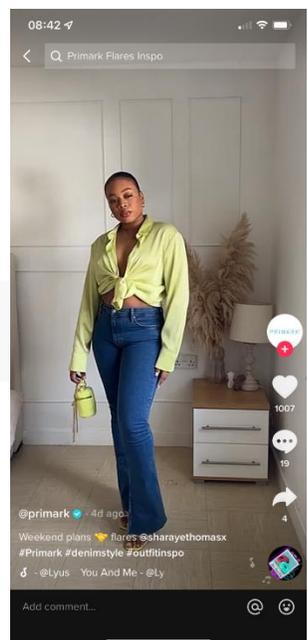


# Justification.

This report suggests a new strategic brand concept which is a thought-provoking blend of website enlargement, effective supply chain plus visionary social commerce. Innovative, expressive, and skilled process models can be seen throughout which are built around affordability consideration and extensive, in-depth primary/secondary research. Expansion is a challenge which Primark believes and always thinks one step ahead adding new and exciting services.

Communicates online shopping habits pivoting around digital marketing technologies which focuses on influencers videos/photography, **Amazon** artificial intelligence and social media shops allowing Primark to convert their social media into social storefronts. Utilization of **QR codes** can direct customers to a landing page/website, assist with shopping and E-commerce. **RFID tags, cloud computing, digital streaming, and artificial intelligence** are implied for better inventory controls.

Excellent strategic tools like customer journey maps and gap analysis have been used to identify where the Primark is going and what is the expectation or potential for them. Strategic aim is to close any determined gaps by elevate significant digital purchasing dynamics to reposition Primark positively within current markets. This proposed marketing communications and management strategy has not only provided Primark with a competitive advantage of E-Commerce over traditional retail, but also meets new customer behaviours and constantly fast changing retail trends.



# 1.0 Strategic Visualisation



## MARKET SIZE & GROWTH

### EXTERNAL MARKET ANALYSIS

#### MARKET SIZE & GROWTH

The annual expenditure on clothing in the UK is £54 billion and this is expected to grow steady in the upcoming years. By 2026 the market is expected to recover and increase vastly to £67 billion, particularly for womenswear (Smith, 2022).

Primark has increased its market share in the UK and have had a consistent growth rate from 4.1% in 2007 to 7.1% in 2018 of which they were closely behind Marks & Spencer who led the clothing market in the UK in 2008 and 2018 (Smith, 2021).

Due to not having a transactional website, Primark saw a -26% decrease in sales at the end of 2019 due to the pandemic however it did manage to surpass Marks & Spencer. Fortunately, the demand for low-cost, fast-fashion items has been strong since shops have reopened and their profits have exceeded pre-pandemic levels (Mintel, 2021).

Despite remaining under pressure, the apparel market is expected to grow by 11% to £55.9 billion as consumers now have more reason to purchase garments e.g. for work, socialising, events (Mintel, 2021).

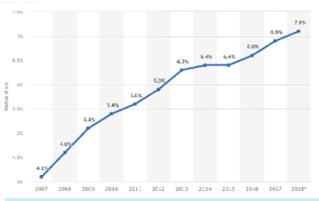


Figure 3: Share of clothing market held by Primark in the UK from 2007-2018

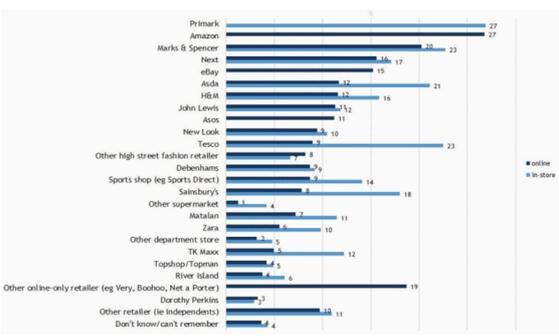


Figure 1: Retailers used to purchase clothing in the last 12 months, by channel, 2021 (Mintel, 2021)

Base: 1071 internet users aged 16+ who have bought clothes in-store, 1071 internet users aged 16+ who have bought clothes online.

Rank	Company name	2016 (£m)	2017 (£m)	2018 (£m)	2019 (£m)	2020 (e) (£m)
1	Next	4,033	4,019	4,124	4,267	3,573
	Next Online (formerly Next Directory)	1,729	1,686	1,934	2,160	2,368
	Next Retail	2,305	2,123	1,955	1,852	955
2	Primark Stores Ltd	2,943	3,172	3,347	3,449	2,541
3	Marks & Spencer (UK non-food)	3,793	3,761	3,537	3,209	2,199

Figure 2: Leading Specialist retailers net revenues, 2015-2020 (Mintel, 2021)



## CURRENT MARKETING STRATEGY

### INTERNAL MARKET ANALYSIS



#### PROCESS

Customers are only able to purchase items from Primark in their physical bricks and mortar stores at staff assisted checkouts. Customers receive paper receipts for any purchases (like in most stores) and can return or exchange items within 28 days of purchasing, providing that the item is in a resalable condition with the original receipt (Primark, n.d.).

#### PRICE

'Affordability has always been at the heart of Primark' (Primark, n.d.). Primark's aim is to sell on trend clothing at affordable prices. Primark source their stock directly from manufacturers in extremely large quantities to support their low-cost pricing strategy. They also outsource their items from countries like India, China and Bangladesh which is another reason they offer competitive pricing (Wholesale Forum n.d.).



#### PEOPLE

As of 2021 Primark had 71,000 employees (Associated British Foods plc, 2021). The fashion buyers and merchandisers develop ranges based on the latest trends and translate them into commercial products (Primark Careers, n.d.).

#### PHYSICAL EVIDENCE

Primark's stores have their own unique in-store design, which is typically high ceiling's, bright lights, neutral décor and of course their signature blue logo sign. Their packaging is also simple with brown paper bags, black hangers, and basic price tags/labels. Primark also offers an in-store recycling scheme in all their UK stores as part of their 'Primark Cares' initiative. Additionally, Wi-Fi is available in stores, fitting rooms, and depending on the store, digital screens are also on show.



## PRIMARK

### Product Strategy

Natasha Jeryal

10590321





Unfortunately, more retailers are struggling due to the rising competition from newfound brands and retailers in the market. Within the apparel market, the newly emerging brands entering can poach consumers as well as market share due to the extremely similar UPS's (Gonzalez-Rodriguez, 2017). Pure players have turned fast fashion into ultra-fast fashion and are offering more competitive prices as their start-up costs are lower.

According to the Data and Marketing Association, integrated marketing is 'an approach to creating a unified and seamless experience for consumers to interact with the brand/enterprise' (Whiteoaks PR, 2018). Integrated marketing is a combination of various types of marketing like media, channels, activities that all work together to create a strong communication strategy.

E-commerce sales globally have risen from 13.8% in 2019 to 19.6% in 2021 and are predicted to increase to 24.5% by 2025 (Statista, 2022). With online-only retailers dominating market share, Primark have a lot of competition with the bulk of their competition being from retailers like Boohoo, Missguided, Pretty Little Thing, and ASOS. These retailers all have similar USPs to Primark because primarily they target women who are fashion forward and want to pay low prices. Furthermore, because they're also the same target market, they're gaining the sales that high-street retailers would; largely via social media (Wood, 2018).

With technology rapidly advancing, digital marketing is crucial as businesses can connect with consumers when they're online. It's also the best form of marketing for Primark as they have low profit margins. Digital marketing is also flexible and enables companies to be creative and expansive.

Mintel recognises that supermarkets could be a reason as to why Primark's sales have decreased - especially for families. For example, while high-street retailers were forced to close during the pandemic, supermarkets didn't have to being essential retailers therefore consumers could purchase clothing simultaneously with their food shop; an element of convenience and accessibility which consumers long for. Brands like Tesco and Sainsburys have become well known for their clothing ranges due to the fashionability and affordability. As a result, supermarket chains have now become a fundamental place for consumers to purchase apparel and footwear (Perks, 2017).



## COMPETITIVE INTENSITY

### PORTER'S FIVE FORCES



#### Threats of New Entry

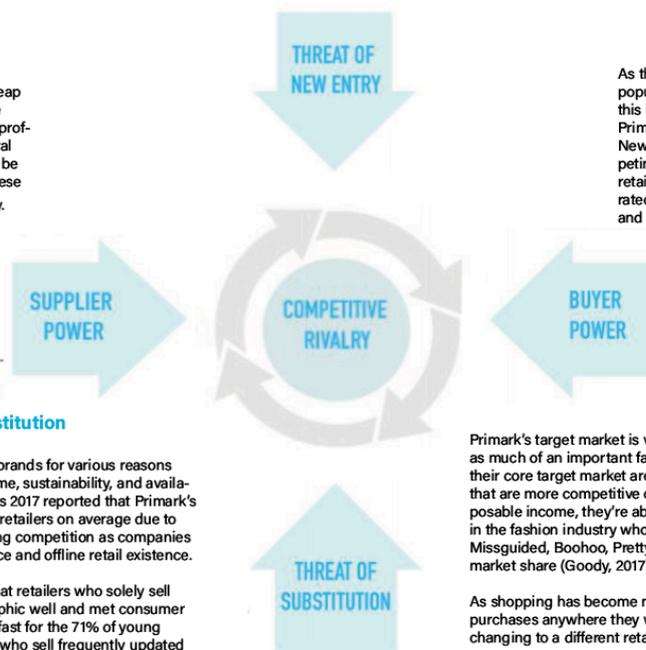
Barriers of entry are low for apparel retailers but fortunately for Primark, they are a well-established brand who have succeeded in a tough economy with just operating in physical stores; furthermore they're still opening in new stores and are recognised globally. Therefore, an emerging brand would find it difficult to compete with Primark especially because their prices are so competitive, and they're now established internationally. Barriers include economies of scale, capital investment, speedy distribution, and location.

#### Supplier Power

Primark's suppliers are mainly located in the poorer parts of the world where labour is cheap therefore they have very little power over the company and receive a small amount of the profits. Primark source their products from several factories around the world which can easily be replaced due to the poverty in so many of these countries and people needing to earn money.

#### Competitive Rivalry

As the rise of technology is becoming increasingly popular, brands are investing more in technology as this is what consumers want. Highstreet brands like Primark and New Look are facing problems when it comes to competing with the brands that have embraced the online retail market. As the market has become highly saturated, it's now harder than ever for retailers to preserve and appeal to new customers (Sender, 2017).



#### Threat of Substitution

Customers are becoming less loyal to brands for various reasons including affordability disposable income, sustainability, and availability to name a few. For example, Perks 2017 reported that Primark's target consumers shop at five or more retailers on average due to the everchanging economy and growing competition as companies have decentralised both an e-commerce and offline retail existence.

Additionally, Perky (2017) also found that retailers who solely sell online have understood their demographic well and met consumer demands by making fast fashion ultra-fast for the 71% of young females that prefer to shop at retailers who sell frequently updated ranges.

#### Buyer Power

Primark's target market is very conscious of price and because cost isn't as much of an important factor to millennials as it is to other age groups, their core target market are less loyal and will easily shift between brands that are more competitive on price. For those who don't have much disposable income, they're able to overlook quality. Therefore, pure players in the fashion industry who offer fast fashion at affordable prices (e.g. Missguided, Boohoo, Pretty Little Thing, Nastygol) have been dominating market share (Goody, 2017).

As shopping has become more accessible so vastly, consumers can make purchases anywhere they want at any given time. As a result, the cost of changing to a different retailer is relatively low so brands need to keep creating value for consumers by meeting their demands.

# PRIMARK®



## STRATEGIC DEVELOPMENT PLAN

### STRATEGY SUMMARY

The proposed strategic development plan will allow Primark to stay competitive in a market that's over saturated and becoming increasingly difficult to survive in, without having to become an omnichannel retailer. The brand will implement an innovative integrated marketing campaign (IMC) to build and create stronger brand loyalty as well as create excitement and awareness amongst consumers to further enhance Primark.

In the present day, it's becoming more uncommon for brands to not operate online - especially for the bigger organisations as opposed to independent businesses. Despite Primark not having a transactional website, it's not a factor that's hugely affected them (aside from COVID-19). If anything, having a transactional website would affect the brand more because they wouldn't be able to offer 'ultra-competitive' low prices due to all the expenses that managing an on-line store incurs (Caruso, 2020). What Primark have done instead, is implement real time product availability onto its website so that consumers are able to check stock of products in stores. This is a tactical move as it demonstrates that Primark are moving with the times but in a strategic way which will add value to the brand instead of posing risks. Mintel's Changing Face of the High Street - UK, 2021 report highlighted that 74% of consumers now plan their shopping trips since the COVID-19 pandemic, while 83% find going into a store off-putting if the item(s) isn't in stock. Consumers being able to access real time data is much more convenient, especially with the rise in fuel costs, therefore saving time, money, energy, and carbon emissions.

Singh (2021) describes integrated marketing as 'a strategy for providing a cohesive, holistic brand narrative across all platforms where the brand chooses to advertise'. An intergraded marketing campaign would benefit Primark in several ways but one of the key reasons is cost. Primark will be able to develop various marketing strategies at low costs to suit their brand while keeping consumers intrigued and excited. With 58.4% of the world now using social media (Chaffey, 2022) and Primark already relying on social media for a lot of their marketing, it would be pragmatic for them to enhance/build on this approach because it already works well for the brand and wouldn't require any major changes or costs. Furthermore, social media is extremely popular for Primark's core consumers (Gen Z/Millennials) with 72% of Millennials reporting their social media usage has increased in the past year, as well as being the most likely generation to buy something after seeing an ad; as well as Gen Z being the generation that spending the most time on social media (Parry, 2021).

In reference to the Ansoff Matrix (Ansoff, 1965), Primark's proposed strategy will be a 'Market Penetration' strategy, targeting Primark's existing target consumers. The overall aim will be to maintain and increase Primark's market share by popularising in-store shopping without the need for a transactional website, as well as using developing an intergraded marketing campaign to help re-shape how consumers shop and interact with the brand and each other. This will leave Primark in a more stable and strong position within the market leaving the pure-players threatened.



According to the Diffusion of Innovation model, Primark's target market are early adopters. Those who are opinion leaders and may share positive reviews about new products/services but also seek improvement and efficiency; early adopters are perceptive to change, requiring little persuasion (Hanlon, 2013). As a result, Primark's Gen Z and Millennial target market will adopt a new intergraded marketing campaign in a positive way, seeking out and sharing the benefits with other consumers, whilst also expecting future developments.



*"Integrated marketing communications is a way of looking at the whole marketing process from the view point of the customer."*  
- Philip Kotler

# PRIMARK®

## LAUNCH EVENT

### STRATEGY SUMMARY

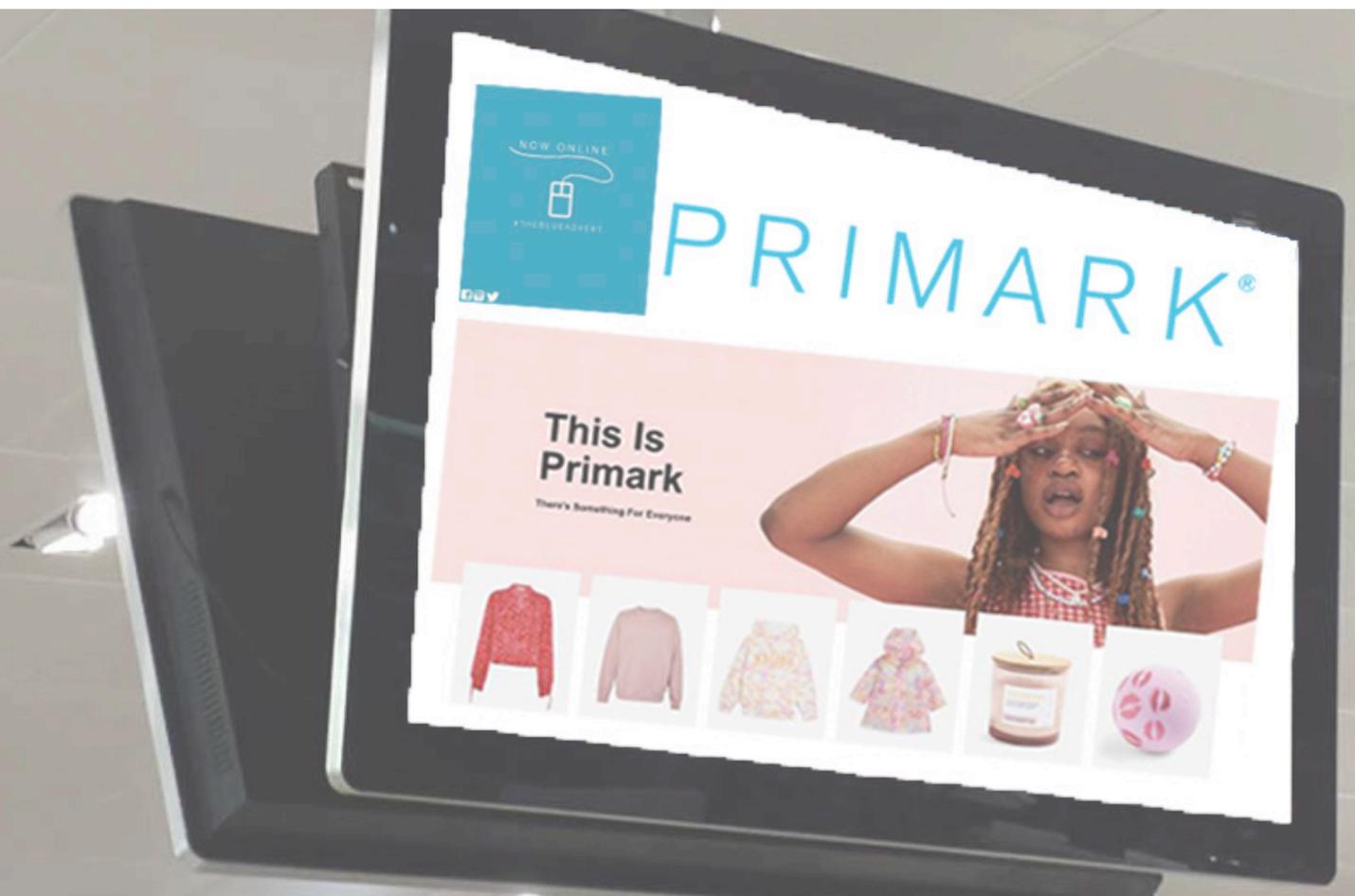
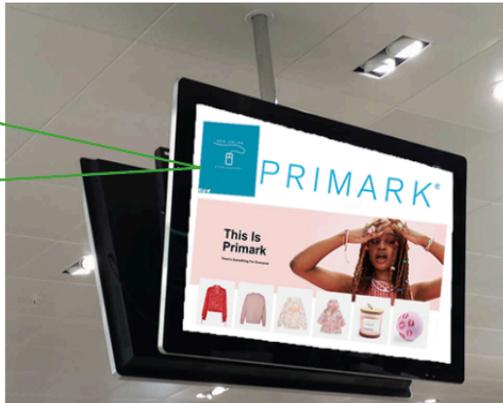
The new integrated marketing campaign will be launched with an exclusive instore event to create a buzz and gain as much attention as possible.

The launch event will be invite only including press from established magazine companies like Cosmopolitan and Glamour, as well as eminent influencers and selected celebrities that are passionate about Primark and working with the brand. Additionally, 10 lucky consumers will also have the chance attend the event by participating in a series of competitions running across the most popular social media apps. This will create excitement and enhance awareness, giving Primark further recognition as well as building their social media following. The celebrities and influencers invited will also be adding to this on the day by documenting their time at the event; this can be in various forms including going live on social media, posting photos/stories, vlogging, tweeting, TikTok's etc. Primark will also be filming the event to collate some additional marketing content that they can upload to their social media.

With the rise in digital technology becoming significantly popular – especially since the pandemic – Statista (2022), Primark will allocate a special viewing of their new marketing campaign exclusively to those who attend the event before rolling it out onto their social media platforms as well as digital screens instore. There will then be a short presentation explaining the purpose of the new integrated marketing campaign with the chance for people to ask any questions they might have.

The event will encompass Primark's brand values by being inclusive and fun. There will be a chance for attendees to participate in fun activities situated in small workstations that include t-shirt printing, cocktail/mocktail making, makeovers, manicures etc. In addition, there will be things like a sweet cart, ice/cream rolls, chocolate fountain, and savoury food to give guests a quality, lasting experience. Goodie bags will also be given out at the end of the event, featuring some of Primark's signature items like candles, reed diffusers, fluffy socks, lip liner, press on nails etc. as well as a £10 gift card.

Overall, the event will increase earned media from the carefully selected, influential guests. In turn, this will create high brand awareness and publicity resulting in a higher conversion rate of footfall – average spend and items per spend.



## **Benjamin Gurnham | 10497521**

This work focuses on the strategic development of Primark's own business practice, through newfound innovative products and services displayed in a flagship pop-up store. Furthermore, this report contains strong focuses surrounding academic theories such as the circular economy, and industry practices, namely fast fashion and greenwashing.

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## **Natasha Jeryal | 10590321**

This project gives a thorough insight into Primark's existing operations, discussing the pros and cons of their solely bricks and mortar stores whilst also making rational business decisions, through the means of a cohesive integrated marketing campaign.

## **Isra Jehangir | 10541756**

This strategic brand development incorporates a mixture of concepts like website development, supply chain and the promotional mix connected with Primark's cost leadership and WOM marketing strategies. Comprehensive research demonstrates Primark's e-commerce shift and long-term plan for seamless integration via diverse platforms.

## **Patrycja Wawrzyniak | 10525893**

This report will concentrate on developing a pop-up store, featuring a limited-edition collection sold on Amazon.com, alleviating Primark's stress regarding the distribution process while also monitoring KPIs. Furthermore, an advertising campaign including a poster and a video will be created for promotional purposes.

## **Jiatong Niu | 10565912**

This report discusses Primark's brand strategy advancements to improve greenwashing through raw material innovation, supply chain sustainability, and pollution reduction; overall looking at ways in which Primark can reduce their carbon footprint and lead the way to global change.

## **Lejia Wang | 10524806**

This work discusses the development of Primark's internationalisation strategy based on an analysis of the Chinese market. The proposed strategy aims to increase Primark's presence in the Chinese market by launching regional, specialised products and collaborating with local retail platforms.

## **Qing Yang | 10414357**

This project focuses on the development strategy regarding Primark's homeware and visual merchandising. It includes proposed range plans for a window display and instore layouts whilst approving academic theories and competitors as references.