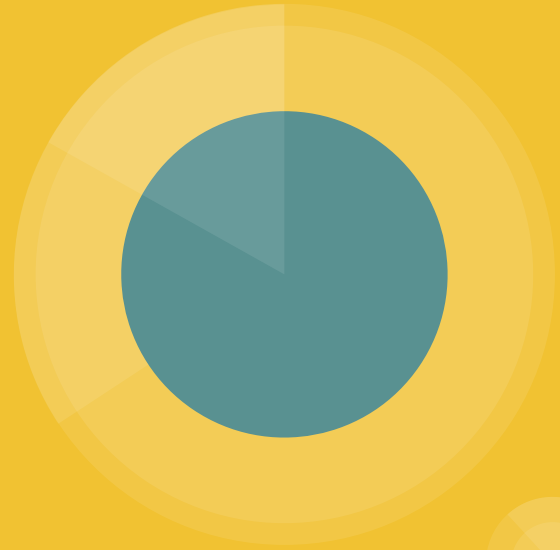


FOREVER 21

Team 15



Agenda

- Situational Analysis
- Mega Challenges
- Marketing Objectives, Strategies, Tactics
- Marketing Roadmap
- Messaging and Positioning
- Success Metrics

Customer Landscape

Customer Segmentation

S1

Frat Boy Frank

Never shops at
Forever 21

- Prefers masculine style

S2

Trendy Tatiana

Always shops at
Forever 21

- Trend setter

S3

Classic Claire

Sometimes shops
at Forever 21

- Minimalist

S4

Modest Maddy

Rarely shops at
Forever 21

- Conservative styles

Persona of Target Audience



Classic Claire

Demographics

- 18-25 Years Old
- Female
- Single
- No Kids
- College Student
- Lower 25% Income

Goals & Challenges

- Education is a priority
- College Budget
- Wants Quality and Affordable Clothing

Fears

- Unsatisfaction
- Limited Choices
- High Prices with Low Quality

Values

- Variety
- Convenience
- Brand Loyalty
- Store Ambiance
- Customer Service
- Sales & Promotions



Marketing Challenges

Due to a limited selection of basic clothing, we are not acquiring new customers

Customers cite these as factors:

- Tacky Designs (38%)*
- Competitor Loyalty (61%)*
- Product Needs (62%)*

Due to low quality products, we have a low customer retention rates

Customers cite the following as challenges:

- Clothing Quality (45%)*
- Basic Product Needs (62%)*
- Competitor Loyalty (61%)*

Due to poor longevity, we have low customer satisfaction

Customers cite these as problems:

- Clothing Quality (45%)*
- Sizing Inconsistency (17%)*
- Competitor Loyalty (61%)*

*Source: April Customer Survey. 71 Respondents

Objectives, TA, Challenges and Pain Points

Objective 1 (O ¹)	12,228 more NEW visits year over year		
Objective 2 (O ²)	\$366,831 NEW revenues year over year		
Target Audience	Classic Claire (Persona)		
Target Verticals	Regulars	Infrequents	Transients
O ¹ : Number of New Visits	4,891	1,223	1,223
O ² : Total New Revenues	\$146,730	\$73,368	\$73,368

Marketing Challenge	Preference, then loyalty	Repeat and Preference	Awareness, Consideration and Trial
Customer Pain Points	Convenience and Price	Convenience and Variety	Convenience, Price, and Quality

Marketing Plan

Strategy

Problem:

- Acquisition of New Customers

Strategy:

- Acquire and Increase customer visits by Introducing “Back to Basics”



Marketing Offer ~ Example



**Dress like Julianne Hough
with Forever 21's Simple
Denim Romper!**

FOREVER 21®

*Swipe up to Begin
Shopping the new
"Essentials" Line*

Objectives:

- Raise Awareness
- Attract New Customers

Tactics:

- Social Media Advertisement
- Simple Celebrity Endorsement
- Interest Influencer

Offer:

- Warranty for High Quality Clothing
- Discounts on Website
- Influencer Discount Codes



Tactics: “Back to Basics” Line Campaign


High Quality Essentials Line ~ Comprised of Simple and Elegant Clothing

- Collaborate with a High Quality Designer that Produces Simple Pieces
 - Such as Marc Jacobs
 - PR through fashion blogs and Rub Ads
- Advertise Celebrities as Brand Ambassadors
 - Such as Selena Gomez
 - Greet and meet on the line release date
- Create a Digital Lookbook
 - Customers can Express Personal Style
 - 10% off on first purchase

“Back to Basics” Line Campaign ~ Marketing Roadmap

[illegible]

Messaging and Positioning

Pain Points: 	Want to be confident that products are functional and reliable (Assure Quality)	Wants to be sure that Forever 21 will carry variety of products in consistent color/sizing options (Size and Availability)	Wants to be certain that customer's needs are addressed and that their buying experience is seamless (Value and Experience)
Value Statement 1:	Forever 21's Back to Basics are made from high quality fabric	Forever 21's Back to Basics caters to all styles and body types	Forever 21's Back to Basics offers a quick and convenient buying experience
Value Statement 2:	Forever 21's Back to Basics products are closely managed by merchandisers	Forever 21's Back to Basics will be released in large volumes available worldwide	Forever 21 products are affordable to different age groups of all income levels.
Value Statement 3:	Forever 21's Back to Basics is a collaborative effort with renowned designers and artists		



KPIs/Success Metrics

- **Output Indicator:** Revenue Measurement
 - Increase Revenue by 10% Year over Year
 - Increase by \$366,831
 - How much revenue was gained through the essential line?
- **Qualitative Indicator:** Measure Satisfaction
 - Surveys
 - Was the new line successful?
 - Keep it? Improvements?
- **Input Indicator:** Measure Quality
 - High quality material
- **Outcome Indicator:** Measure Customer Retention Rate
 - The New Launch
 - Number of New Visits
 - Increase Customer Visits by 10% Year over Year
 - Reach New 12,228 Visits

Thanks!

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