



# ZARA

## PR and Marketing Campaign

March 2021



# Introduction

# CAMPAIGN MESSAGES

- Emphasise Zara brand as **specialist in fast fashion** for more than 30 years in 96 countries
- The most up to date and **fashionable clothing** and accessories at an **affordable price**
- **Versatile** brand that can dress you for every occasion
- Focus on **elegance** and **simplicity**
- Accessible to a **large audience** (Women, Men Trf, Kids)
- **Well-kept stores** and **easy online shopping access** (website, app etc..)
- Communicate the importance of **Eco-friendly**, producing less waste and recycle, using organic cotton, banning toxic from clothing production







# Audience

# TARGET AUDIANCE

## ➤ DEMOGRAPHIC SEGMENTATION:

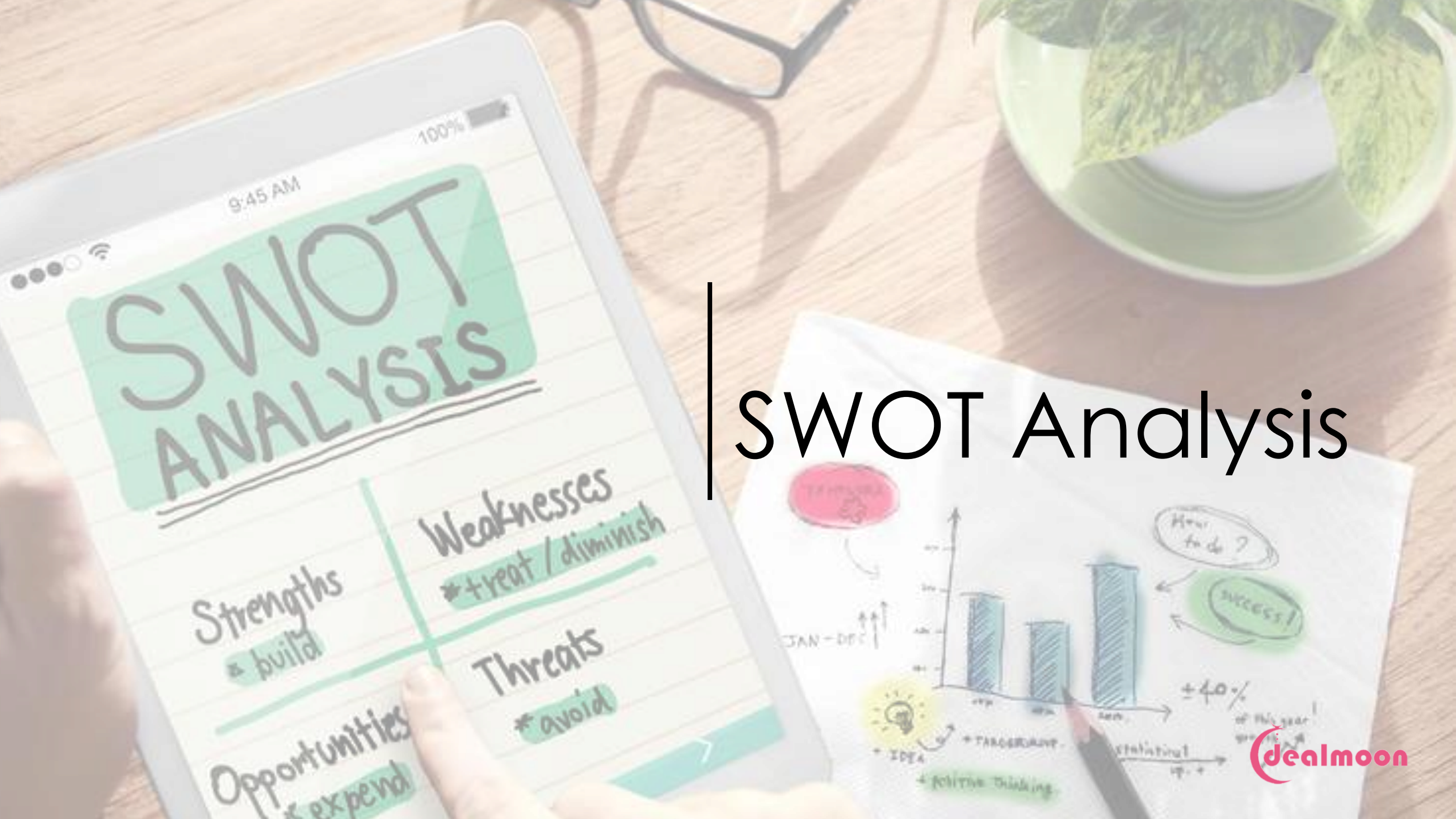
- Women (mostly) and Men
- Aged 18-40
- Mid-range income

## ➤ LIFESTYLE SEGMENTATION:

- Interested in fashion trends
- Customers shopping for themselves or for their children
- Residing in an urban area
- Small and plus size shapes  
(6-18, XXS-XL)







# | SWOT Analysis



### **STRENGTHS:**

- Global outreach
- Strategic locations
- Minimalistic store images
- Fast-changing collection
- Online Stores

### **WEAKNESSES:**

- Brand image closely tagged to competitors
- Limited stocks
- Lack of Marketing Communications

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# ZARA

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### **OPPORTUNITIES:**

- Demand for high-fashion at affordable prices
- Growing Asian market, especially China

### **THREATS:**

- Fierce competition
- Lawsuits related to sweatshops
- Possible imitation of goods
- Fast-changing collection
- Dilation of brand equity

A top-down view of a modern workspace. In the center is a silver laptop with a black keyboard. To its left is a white tablet. Above the laptop is a silver digital camera. To the right of the laptop is a white keyboard. In the top right corner, a person's hands are visible, one holding a pen and writing on a white sheet of paper. A white coffee cup sits on a saucer to the right of the paper. A small white cup with a wooden stirrer is in the bottom center. A pair of glasses is on the right. A small green plant is in the bottom left corner. The background is a light-colored desk with various papers and documents scattered around.

# | Public Relations & Marketing



# AIM:

- To drive visitors to the company website as well as gaining new social followers
- To increase brand awareness
- To encourage the choice of Zara clothing products over competitors fashion brand

# OUTDOOR ADVERTISING

- **Branded Outdoor Digital Screen Advertising**

placed in strategic location (shopping centre, underground, roadside, rail station etc.)

Why use Out Of Home advertising?

- ✓ After the 2020's fall, OOH media are forecast to record some of the largest gains in 2021
- ✓ Roughly 49% of the UK's working population can't work from home
- ✓ Positive prospect for the vaccine roll-out by Autumn 2021
- ✓ It's targeted and data driven ensuring high levels of efficiency and audience penetration
- ✓ It's unfragmented: a growing attentive audience
- ✓ It's measured: progressive and accurate audience measurements
- ✓ It has a robust High Street presence: promoting front of mind customer consideration







## New spring collection ads \*



\*Graphic, collection and Campaign (above) are made up by @FedericaRabbaglietti

Why it may  
work:

- ✓ Respect Zara advertising strategy
- ✓ Minimal Advertise
- ✓ Positive Ads ROI
- ✓ Simple and fresh message
- ✓ Direct
- ✓ Low cost
- ✓ May be sensitive (bubbles/Covid19)
- ✓ Connected to the collection (bubbles/polka dots)





# DIGITAL ADVERTISING

- Static or animated **bespoke digital banners & buttons** (e.g. Leader board, MPU etc.)
- Programmatic mobile and display ads served to a defined targeted audience throughout their journey on the internet
- Why digital advertising?
  - ✓ High frequency
  - ✓ Targeted Mass reach
  - ✓ Cost effective
  - ✓ Call To Action drives increased web traffic to aid conversion
  - ✓ Retargeting within campaign



# MEDIA RELATIONS

- **Press office management:** liaison with journalists, distribution of press releases (consumer & trade) and daily responses to relevant press requests from UK-wide PR & journalist network
- Use of **PR software** to target a database of 1500+ targeted consumer media and 800+ targeted trade media contacts, including *print and digital titles, bloggers, micro influencers and newspaper magazines*
- Editorial features and photographic
- Secure feature space, exclusives and interviews in key titles



Monthly circulation:  
380K (worldwide)



HELLO!  
reaches 2.1  
million adults  
in the UK  
every week.

Micro Influencer:  
Susanna Lau  
Fashion blogger  
Instagram Influencer  
403k followers



susiebubble  [Follow](#) 

5,269 posts   403k followers   4,937 following

Susie Lau Herro! I write about fash-un! Latest blog post:  
[stylebubble.co.uk/style\\_bubble/2018/01/valentinos-grandeur-and-levity.html](https://stylebubble.co.uk/style_bubble/2018/01/valentinos-grandeur-and-levity.html)



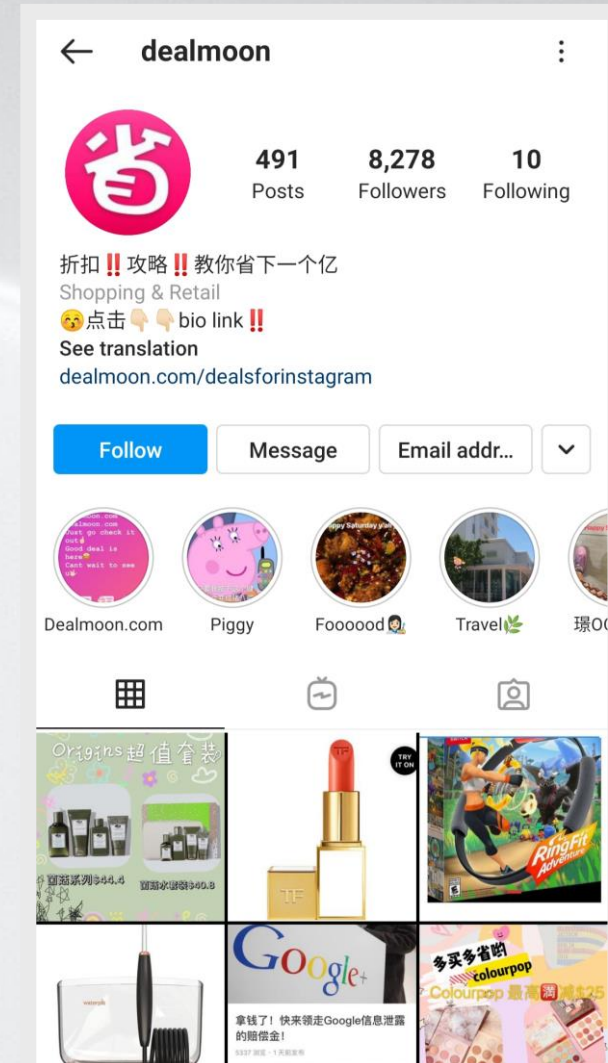
Examples of Target Media titles





# SOCIAL MEDIA

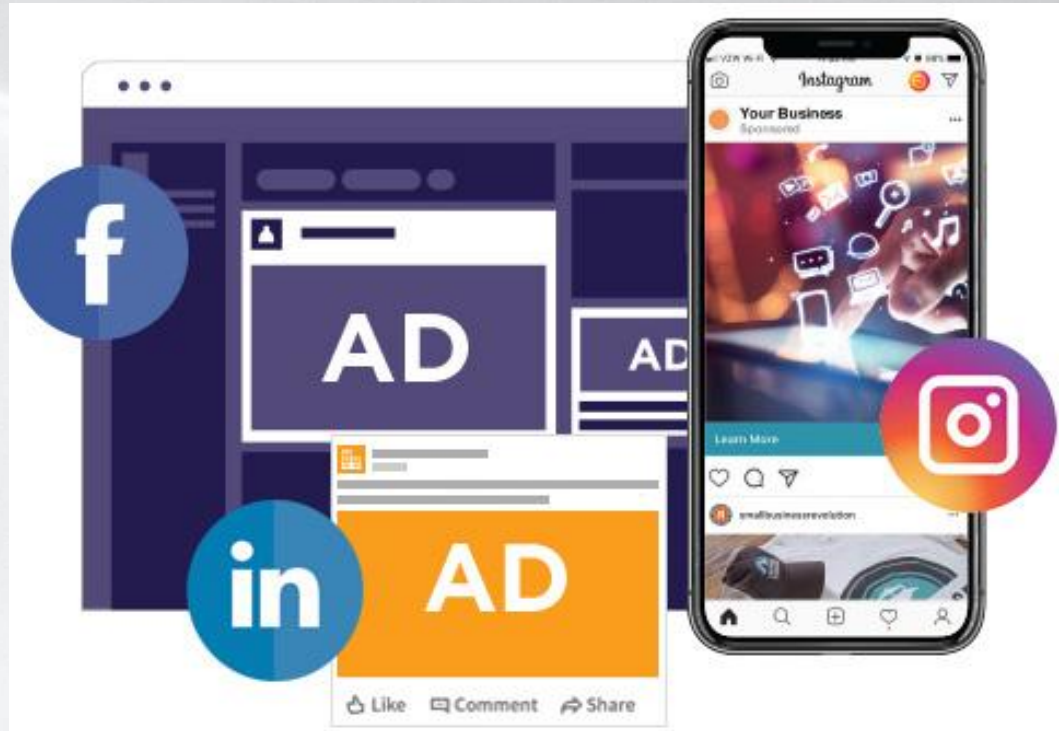
- **Posting schedule** – posting across Instagram and Facebook, must be consistent and concise
- **Engagement** – use relevant hashtags. Like and engage with relevant accounts
- **Design** – Canva design will be used to create posts, stories and animated social media
- **Linking to company website** –to build sales and brand awareness
- **Giveaways** – to encourage follows and engagement by running competition





# SOCIAL MEDIA ADS

- Encourage engagement on the social media platforms through **boosted posts** and **targeted digital advertisements** on social media
- The targeted advertisements are a cost effective way to build and maintain brand awareness. Multiple creatives and messaging can be run simultaneously
- Tracking Pixel implemented on website to track click through and gather information on those engaging with ads and visiting website



KEEP GOING

ZARA



#RESPECTRULES

## #RESPECTRULES AD CAMPAIGN\*



*Stay Comfy  
Collection*

\*Graphic, collection and Campaign (above) are made up by @FedericaRabbaglietti

- Why it may work:
- ✓ Respect Zara advertising strategy
  - ✓ Minimal advertise
  - ✓ Positive Ads ROI
  - ✓ Touchable and sensitive message
  - ✓ Direct
  - ✓ Low cost
  - ✓ Connected to the collection (Stay comfy/Stay home/Respect rules)

### + AWARENESS CAMPAIGN:

- Increase brand reputation
- Customer retention

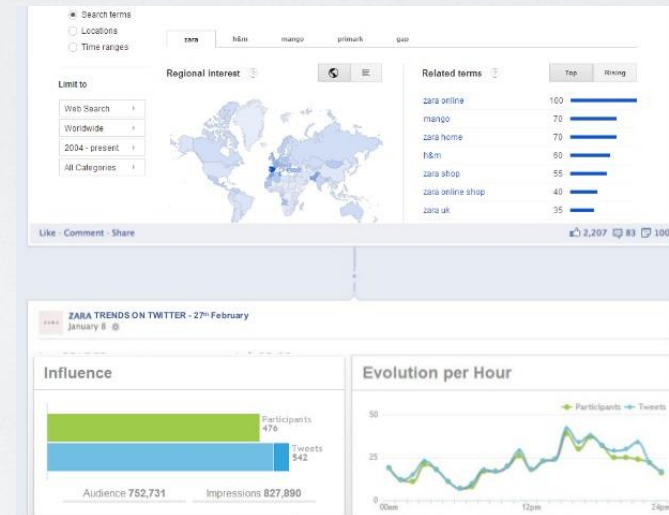
A top-down view of a collaborative workspace. Several people's hands are visible, interacting with various devices and documents. Two laptops are open on the left side. A tablet is on the right. A notebook is at the bottom right. In the center, there are papers with colorful charts and graphs. The overall scene suggests a professional meeting or collaborative work environment.

# Measuring Success



# MEASURING SUCCESS

- Measure & analyse the performance of content through **in-depth insights** into specific social channels:
- Compare paid vs organic results of boosted posts
- Track key engagement metrics for each social account
- Measure stories, individual posts, and hashtags
- Audience demographics
- **End of Campaign Report** – an analysis of each activity will be provided at the end of the campaign



Examples of  
Social Media  
Analytics



# | Budget

# BUDGET

Activity	Budget
Public Relations	
Consumer/Trade PR	£10,000
Social Media	
Social media ads	£8,000
Social media Boosts	£5,000
Social media prize	£2,000
Advertising	
Outdoor advertising	£15,000
Digital advertising	£5,000
Promotional material	
Design and repro	£5,000
<b>TOTAL</b>	<b>£50,000</b>

\* Marketing Campaign Budget Example (MAKE-BELIEVE)





# Thank you

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