

**YOURS**

**TRULY**

**FOR**

**asos**

# YOUR TRULY YOURS CONTENTS

PERSONALISATION TREND	3
ASOS	6
YOURS TRULY	11
OBJECTIVES	16
PRODUCT DEVELOPMENT	18
TACTICS	32
ACTIONS	42
CONTROLS	46
APPENDIXES	47
1. MARKETING CAMPAIGNS	48
2. PRIMARY RESEARCH	52
3. ASOS	60
4. WALKERS	62
5. SHOREDITCH LONDON	64
BIBLIOGRAPHY	66

# PERSONALISATION TREND

A good way of offering customers a product that truly fits their individual needs is to let them personalise it. Clothing has been used to express personality for years, and customisation allows consumers to create something that truly represents their own individual style. Allowing consumers to be part of the creative journey will also make them more invested in the products.



Ralph Lauren (2019). CUSTOMISE.

BoF (2018) expects personalisation to be “one of the major themes in the fashion industry next year”. According to them, “respondents to the BoF-McKinsey Global Fashion survey identified personalisation as the number one trend in 2018” (BoF, 2018).

The trend for personalisation includes curated recommendations, communication that connects to individuals and more customised products. The customisations can range from simple details like colour choice to customisation of multiple details.

The trend comes from consumers’ increasing desire for unique products which reflect their personal style and are tailored to their individual needs. According to BoF (2018), “more than 70 percent of US consumers expect some sort of personalisation from online businesses”. – BoF 2018

“According to an April 2018 YouGov survey, 26% of US consumers have personalized a product” (Garcia, 2018) and of these, 29% were in the apparel and footwear category. Factors like “more efficient manufacturing, 3-D printing and ecommerce platforms” (Garcia, 2018) have led to more brands like Vans and Nike offering customers customisation. According to Garcia (2018) “nearly half of so-called personalizers would be willing to pay more for personalization, while consumers who have customized fashion are even more willing to pay for the privilege; 67% said they would pay a premium.” Although there is a demand for personalised products only 16% of those interested thought that brands would be able to offer customised products. – Garcia, 2018

Personalisation is becoming very popular in the luxury clothing market, with brands like Ralph Lauren, Tommy Hilfiger, Burberry, Gucci and Louis Vuitton offering customisable products (Arthur, 2017). However, these brands mostly only offer small customisable details such as applique or embroidery. As consumers increasingly want clothes that fit their own personal style, it would be beneficial to allow consumers to have more of a say in the customisation process, allowing them to change multiple details. With the advancements of technology and computer aided design and pattern cutting, it would be very feasible to offer consumers more choices.



Gucci (2019). Gucci DIY unisex wool sweater.

# ASOS



ASOS (2019)

\*See appendixes 3 for rational behind choosing ASOS

# CUSTOMER PROFILE



Name: Alice

Age: 23

Relationship Status: Single

Occupation: Fashion Journalist

Hobbies: Shopping, Blogging, Social Media, Photography

Location: London

Fashion Needs: Contemporary and stylish, affordable clothing

Brands They Wear: ASOS, Pretty Little Thing, Zara, Topshop

Brands They Aspire to Wear: Diane von Furstenberg, Alexander Wang

Social Media: Instagram, YouTube, Facebook, Twitter

# 4 Ps

## PRODUCT

ASOS sells all kinds of clothing products as well as other accessories and beauty products. They sell over 850 brands including their own in-house brand (The Guardian, 2014). Their own brand lines cater to a range of customers, offering ASOS Curve, ASOS Maternity, ASOS Tall and ASOS Petite.

## PLACE

ASOS sell their products globally to over 200 countries however 40% of their business comes from the UK (Sweeny 2018). They operate solely online on their website asos.com.

## PRICE

ASOS products vary a lot depending on the product. Their lowest priced items are under £5 for small objects and makeup items. Their highest priced items are over £300. The highest prices are seen on higher end brands like Bronx & Banco, Vivienne Westwood and AllSaints and include clothing items and accessories. The majority of their clothing is between £20-£40.

## PROMOTION

After announcing that they will be reducing advertising spending from 6% of revenue to 4% of revenue, ASOS has said that they will now be increasing their marketing spend (Sweeny, 2018). One of ASOS's main forms of advertisement is through the use of social media platforms. Beighton, a member of ASOS's social media team has said that their posts "should feel like your best friend sharing a message, sharing an idea, sharing something funny, rather than the company pushing something to you" (Beighton, cited Gregersen and Dyer, 2016). Recently ASOS have been using Instagram stories to create promotional videos that keep with the theme of what users would see their friends sharing. They have a candid quality that resonates with users.

# COMPETITORS

COMPETITOR	NEW IN PRICE RANGE (CLOTHES ONLY)	ORGANIC APRIL WEBSITE TRAFFIC (UK)	BRANDED VS NON-BRANDED
ASOS	£5 - £300	9,496,661	57.74% 45.26%
Missguided	£5 - £45	4,834,736	40.33% 59.67%
Boohoo	£5 - £40	5,952,701	33.31% 66.69%
Farfetch	£80 - £10,882	1,166,609	0.8% 99.2%
AllSaints	£22 - £358	409,812	72.63% 27.37%
Zalando	£8.99 - £139.99	2,317,154	15.62% 84.38%
Topshop	£7 - £295	3,269,920	89.66% 10.34%
Zara	£9.99 - £159.00	4,064,269	58.28% 41.72%

# SWOT ANALYSIS

## STRENGTHS

- Good financial position
- 18 million active customers
- Huge social media following
- Innovative marketing
- High brand recognition with 35% of women aged 18-34 considering ASOS for their next purchase (Brophy, 2018)
- International audience
- Sell over 850 brands

## WEAKNESSES

- High numbers of returns are costly for the business
- Recent unexpected slowing of sales growth (Sweeney, 2018)

## OPPORTUNITIES

- Developments in technology will allow for even more detailed personalisation and targeting of advertisements
- Increasing spending on marketing could attract more customers and allow for more innovative advertising

## THREATS

- A large number of competitors as cheap online fashion is a very saturated marketplace
- Technological developments could cause ASOS to be 'left behind' if they don't adapt to use technology in innovative ways

# YOURS TRULY

My concept involves creating a customisable product for ASOS. The 'mini brand' is called Yours Truly. The name echoes the fact that the product can be made to perfectly fit your style. Unlike the average personalised product, Yours Truly allows you to pick far more than just the motif or colour of a t-shirt. You will be able to customise the sleeve, neckline, length, fit and much more. Customisation in this way is made possible by developments in Computer Aided Design and Pattern Cutting which makes the customisation process far easier and cheaper than it previously would have been.

As well as being the future of retail, true customisation will be a great marketing tool for ASOS. Allowing consumers to become really involved in the creative process will catch people's attention and give them an exciting shopping experience. Consumers will be intrigued to try out the new process and be excited at the thought of a truly unique product. Consumers will be more invested in a product that they have designed themselves so are more likely to commit to a purchase.

# COMPETITORS

PRODUCT	COMPETITOR	PRICE	CUSTOMISABLE OPTIONS
	Nike	£139.95	<ul style="list-style-type: none"> <li>• Colour options for different sections</li> <li>• Tongue top text</li> </ul>
	Team Shirts	£5.20 - £17.59	<ul style="list-style-type: none"> <li>• Ability to upload graphics</li> <li>• Existing designs                             <ul style="list-style-type: none"> <li>• Design/text placement</li> </ul> </li> <li>• Text and text colour</li> <li>• Product colour</li> </ul>
	My Personalised Clothing	£8.00 - £14.50	<ul style="list-style-type: none"> <li>• Text and text position and colour</li> <li>• Photo upload option</li> <li>• Motif options and colours</li> </ul>
	Dig for Victory Clothing	£175.00 - £243.00	<ul style="list-style-type: none"> <li>• 3 sleeve options</li> <li>• 2 length options</li> <li>• Custom fit option for +£35</li> </ul>

# TARGET CUSTOMER



ASOS (2017)

Yours Truly's target customer is very similar to ASOS'. They are young, stylish and full of personality. They are looking for clothes with meaning that are personal to them and that don't break the bank. Personal style is really important to the Yours Truly customer who always wants to look their best. Creativity is in their bones so customisation is a must. The Yours Truly customer is forever chopping up and appliquéing thrift shop clothing to make unique and beautiful designs. They love the hands on approach of customisation but embrace technology and are ready for a website that will let them quickly and simply have a piece that's personal to them.

Yours Truly will also appeal to the average ASOS customer who's less creative but still wants unique pieces to fit their personal style.

# PEST ANALYSIS

## POLITICAL

The requirement for product labelling in retail could be an issue for Yours Truly as there is an option for different fabric choices. This would require multiple labels and ensuring that the right labels go on the right products.

Brexit is another political factor which could affect the business as it is causing a lot of uncertainty. ASOS is a global retailer so new regulations could affect the way they operate.

“Between April and June 2017 alone there were 337 administrations in the UK” (Christodoulou, 2018). This has been largely down to high rent costs for stores. As ASOS is an online brand this is unlikely to affect them or Yours Truly.

## ECONOMIC

Austerity in the UK will be a big factor for Yours Truly as people are in a state of uncertainty. People are spending less money on non-essentials with retail sales dropping by 3.1% from 2017 to 2018 (Morrison, 2018). WGSN (2018) cited a “squeeze on household budgets” as the reason “UK retail sales growth slowed for a third month running” in February 2018.

## SOCIAL

A social factor that could affect the brand is the fact that bulk ordering and returns are becoming more common. Consumers now have somewhat of an expectation of no questions asked refunds. Over the 2018 holiday season \$94 billion worth of goods

were returned (Jennings, 2019). As each Yours Truly item is unique, it would not be possible for us to offer returns.

The expectation of fast delivery is becoming more commonplace which could prove difficult for a business offering customised products. However, it is largely understood and accepted that personalised products will take longer, and technology advancements mean that customisation can happen a lot quicker.

## **TECHNOLOGICAL**

Advancements in CAD (computer aided design) have allowed for the digitalizing of design, pattern cutting and fabric cutting. According to Bridge & Stitch (2019) digital pattern cutting considerably speeds up the cutting process and reduces costs. This is essential to Yours Truly as this is how we are able to deliver mass customisation.

The increasing use of the internet to make purchases rather than buy in store is a positive technological factor for Yours Truly as it is an exclusively online campaign.

# OBJECTIVES

The launch of this marketing campaign should see an increase of traffic to ASOS's website. However, as ASOS already receives a lot more website traffic than its competitors, the main objective of the campaign will be to get consumers to commit to purchase. ASOS's conversion rate for 2018 was at 3.2% (ASOSplc, 2018). This is slightly higher than the 2.86% global average ecommerce conversion rate for the second quarter of 2018 (Saleh, 2018) but not significantly. This campaign will aim to see a 4.5% conversion rate for ASOS by the end of the financial year of the campaign.

Another objective of the marketing campaign is to promote the product launch, bringing brand awareness to Yours Truly instead of relying on existing ASOS customers to find the product on the website. This should also increase brand awareness for ASOS, leading to more branded searches for the website.

# GAP ANALYSIS

ASOS is currently a very big and well-known company with an estimated 18million active customers (ASOS, 2019). They are one of the most successful online fashion retailers in the world, making a profit of £4 million before tax in the six months to February 2019 (ASOSplc, 2019). However, these profits were down significantly by 87% from £29.9 million in 2018 (ASOSplc, 2019).

ASOS is a very popular brand but with other retail giants like NIKE starting to offer customisable products, ASOS are at risk of falling behind. Customisation has been identified as a huge upcoming trend with consumers seeking more unique products that reflect their personal style (BoF, 2018). There is a huge demand for personalisation with 70% of US consumers expecting some kind of personalisation from online businesses (Bof, 2018).

More and more brands are beginning to offer customisation options but most of these only offer the ability to change the colours of a product or add a motif. In order to stand out from these competitors Yours Truly will offer multiple customisation options, including the type of sleeve and neckline. This will let consumers create a truly unique product personal to them. This type of mass customisation is made possible by advancements in technology and the developments of computer aided design and pattern cutting. One of ASOS's main strategic objectives is to "lead online retailing with bespoke technology" (ASOS, 2018).

This product development will help them to achieve this goal.



Marketplace Help & FAQs

**ASOS** WOMEN MEN Search for items, brands and inspiration

New in Clothing Shoes Accessories Activewear Face + Body Living + Gifts Brands **Outlet** Marketplace Inspiration **YOURS TRULY**

WOMEN UP TO 40% OFF NEW-SEASON MEN

Limited time only, while stocks last. Selected items marked down on site. [See full terms](#)

**UP TO 40% OFF NEW SEASON**

See banner above for full terms




**YOURS TRULY**

**SHOP THE TREND**

Marketplace Help & FAQs

**ASOS** WOMEN MEN Search for items, brands and inspiration

New in Clothing Shoes Accessories Activewear Face + Body Living + Gifts Brands **Outlet** Marketplace Inspiration **YOURS TRULY**

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**YOURS TRULY**



Clicking the Yours Truly tab or the landing strip image will take customers to the Yours Truly tab homepage. From here, customers can choose between starting from the basic tee style or picking a pre designed style to customise. The basic tee has a male or female starting point option. Hovering over the “START CUSTOMISING” button will turn it pink and clicking will take customers to the customisation page.

The screenshot shows the ASOS website interface. At the top, there's a navigation bar with 'ASOS', 'WOMEN', 'MEN', and a search bar. Below this is a secondary navigation bar with categories like 'New in', 'Clothing', 'Shoes', etc., and a 'YOURS TRULY' tab. The main heading is 'YOURS TRULY'. On the left, there are view options: 'FRONT' (checked), 'BACK', and 'SHOW MODEL'. A line drawing of a t-shirt is shown. To the right is a customization menu with sections: 'NECKLINE', 'LENGTH', 'FIT', 'NECKLINE', 'SLEEVES', 'POCKETS', 'HEM', 'MOTIF', and 'OTHER DETAILS'. Below the t-shirt are 'COLOUR/PRINT' options (a grid of color and pattern swatches) and 'FABRIC' options (a dropdown menu set to 'Cotton (recommended)'). At the bottom right, there are gender selection options ('MALE' checked, 'FEMALE'), a 'SIZE:' dropdown menu (set to 'Please select'), a price tag of '£20.00', an 'ADD TO BAG' button, and a heart icon for favorites.



# YOURS TRULY

FRONT  BACK

SHOW MODEL



NECKLINE


MALE  FEMALE

SIZE: [Size guide](#)

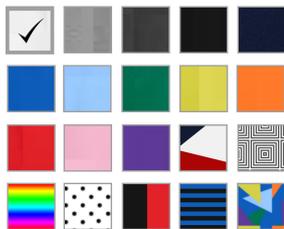
Please select

£20.00

ADD TO BAG



COLOUR/PRINT



FABRIC

Cotton (recommended)



# YOURS TRULY

FRONT

BACK

SHOW MODEL



NECKLINE


MALE

FEMALE

SIZE: [Size guide](#)

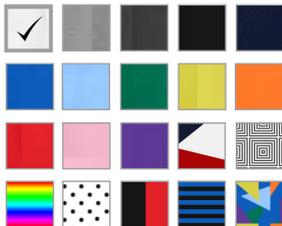
Please select

£21.50

ADD TO BAG



COLOUR/PRINT



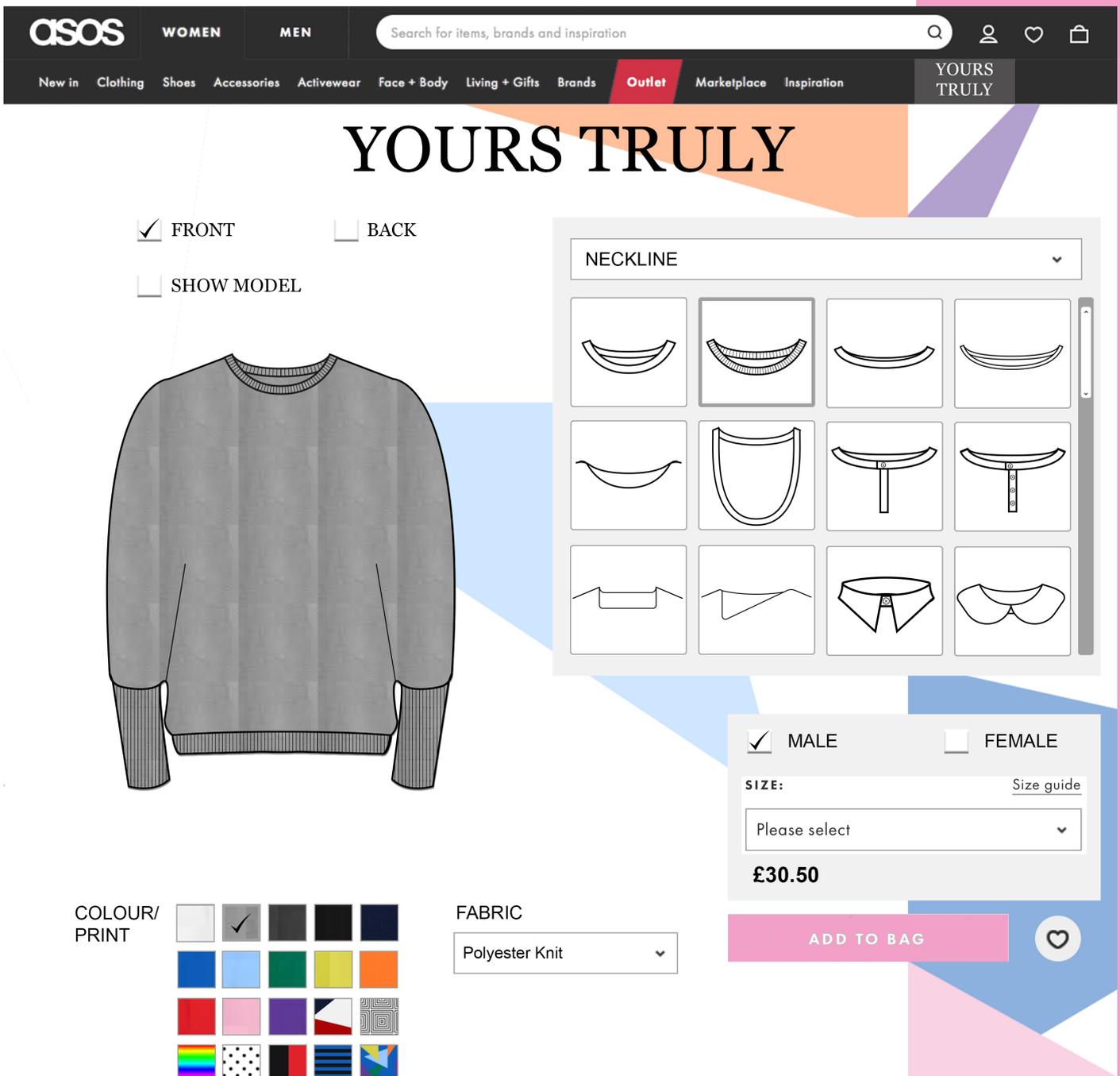
FABRIC

Cotton (recommended)



The **STYLES WE**  section allows customers to pick from pre-made designs as a starting point for their customisations. The designs are shown as real clothes on real models to help consumers to visualise how the product will actually look. When the picture is hovered over it shows the digital version of the design to again help with visualisation.

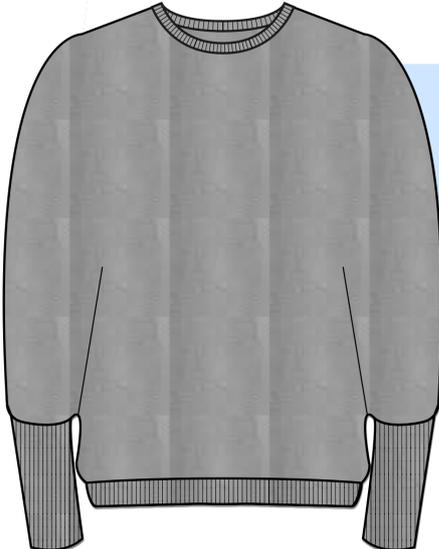
Clicking one of the pictures or the “CUSTOMISE” buttons under them will take customers to the customisation page. This will have all the details ready selected for the product that they picked. Customers are then able to customise from here as they please.



The screenshot shows the ASOS website interface for the 'YOURS TRULY' customization page. At the top, the ASOS logo is on the left, with 'WOMEN' and 'MEN' navigation options. A search bar is in the center, and user account, heart, and shopping bag icons are on the right. Below the navigation, a menu includes 'New in', 'Clothing', 'Shoes', 'Accessories', 'Activewear', 'Face + Body', 'Living + Gifts', 'Brands', 'Outlet', 'Marketplace', and 'Inspiration'. The 'YOURS TRULY' section is highlighted in a dark box.

# YOURS TRULY

FRONT     BACK  
 SHOW MODEL



**NECKLINE**


MALE     FEMALE

SIZE:  [Size guide](#)

**£30.50**

**ADD TO BAG** 

**COLOUR/PRINT**

	<input checked="" type="checkbox"/>			

**FABRIC**

Polyester Knit



# 7Ps

## PRODUCT

The product itself is the main marketing tool for this campaign as it will get people excited and invested in their creations, encouraging them to make the purchase. The product is a top that's as customisable as it gets. The length, fit, neckline, sleeves, pockets, hem, motif and much more are all down to the consumer. It's truly personal to the customer and meets consumer demands for something that reflects their style and needs.

## PLACE

Yours Truly will be an extension of the ASOS website, with its own tab to make it easy to find. It will also be available through ASOS's social media and online advertisements so that people are able to use it whilst scrolling social media without the need to go to ASOS's website first. This is important as it's an easy way to get consumers invested in the product compared to visiting the website which requires customers to already be somewhat invested. The product will only be sold online as that's the easiest way to achieve mass customisation. However, there will be some physical advertisements in London in the form of digital screens.

## PRICE

The price for the product starts at £20 with some details costing extra.

FABRIC		LENGTH		FIT		NECKLINE		SLEEVES		POCKETS		HEM		OTHER DETAILS	
Cotton	£20	Long	+£0.20	Oversized	+£0.30	Ribbing	+£0.50	Long	+£0.15	Patch	+£2.50	Distressed	+£1.50	Motif	+£1.50
Polyester Knit	£25					Facing	+£1.00	Bishop	+£1.50	Slash	+£4.00	Bias Binding	+£1.00	Print	+£2.00
Linen	£25					Collar	+£2.00	Kimono	+£4.00			Ribbing	+£1.00	Low Distressing	+£2.00
						Placket	+£1.50	Puff	+£1.00					High Distressing	+£3.00
						Turtle	+£1.50	Semi Fitted	+£4.00					Buttons	+£4.00
														Zip	+£3.00
														Ribbing	+£4.00
														Assymmetric	+£4.00



## **PEOPLE**

The website developers will be really important for this marketing campaign as it needs to run smoothly and be easy to use. As there are so many customisable elements it's important that the website has a clear layout and that everything does what it should. Offering so many options could cause the webpage to become cluttered if not done properly and with 90.91% of respondents to my survey saying that a confusing layout would put them off using a website it is vital that this doesn't happen.

Influencers will also be very important for the campaign as they will promote the brand to their followers. By showing both the process and finished product they will be helping consumers to see the different styles possible with the website.

Content creators will be required to keep the social media pages regularly updated, sharing content of people in their creations and responding to customer queries.

## **PROCESS**

The process either starts with the consumer on the Yours Truly home webpage or editing the basic tee directly from a social media site. The design process should then be a simple and easy process where customers can create the look they want. The price of the product is calculated automatically as design elements are added. Once the consumer has finished designing, they can add the product to their basket and continue with the normal ASOS checkout process. The transaction is designed to be as smooth and clear as possible whilst giving consumers a real control over their products.

## **PHYSICAL EVIDENCE**

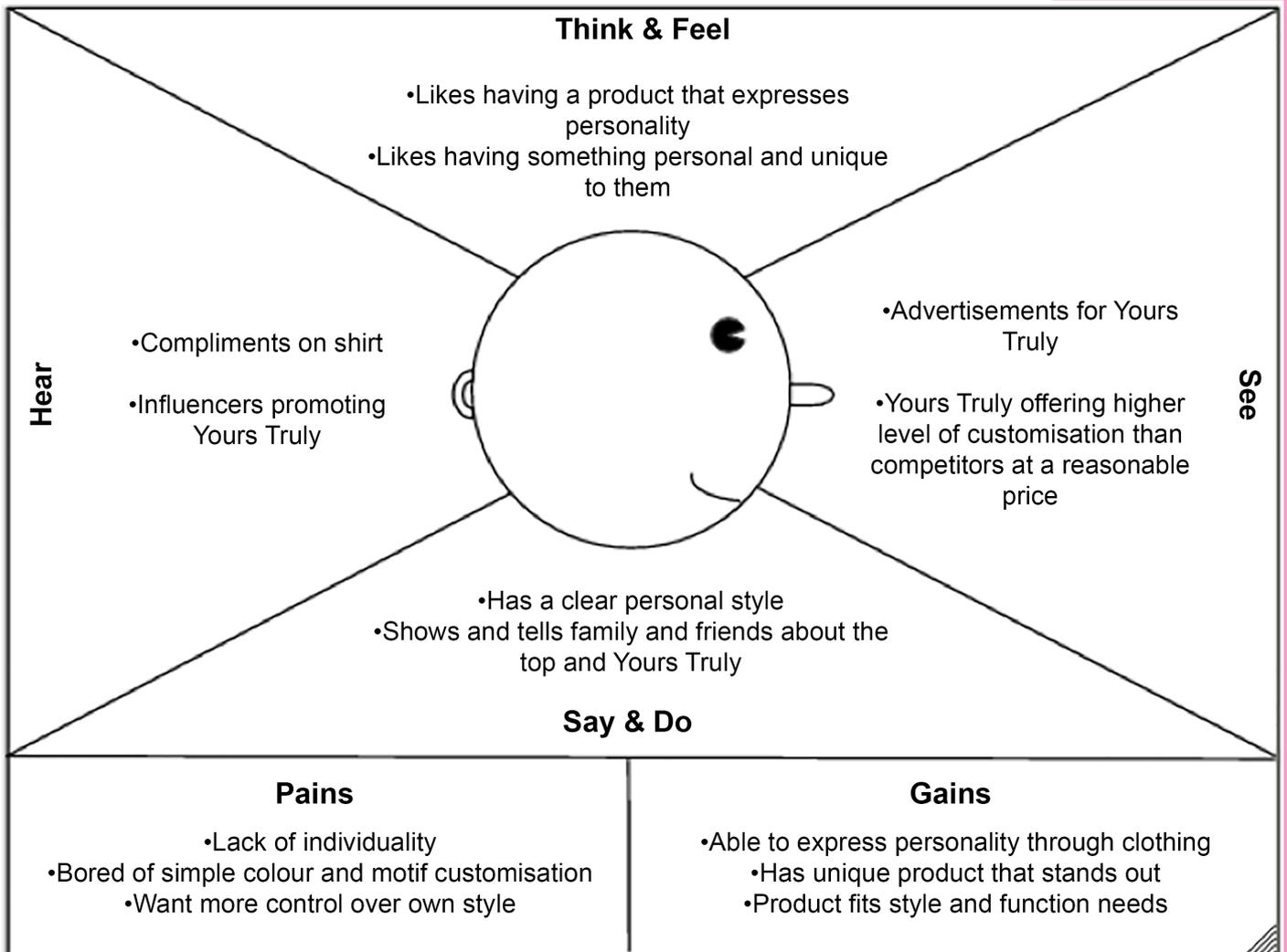
At the end of the process customers receive a top that is truly unique to them and completely meets their style and requirements. It is a personal product that shows off their personality. The physical outcome could range from the most basic of tees to an extravagant stand-out design.

# TACTICS

The promotion for the product should give consumers an interactive experience that will get them invested from the start. There will be a mix of online and physical advertising. The physical promotion will take place in London as this is where ASOS and a lot of their target customers are based as well as being the most populated area in the UK.

As well as using ASOS channels like their Instagram and Facebook pages, pages and hashtags will also be created for the specific campaign. The marketing campaign will also make use of existing ASOS influencers, getting them to create their own looks and share this with followers.

# EMPATHY MAPPING





Passers-by will be able to use these screens to create and buy their own tops right at the bus stop.

The promotion of Yours Truly will also involve showing people the need for truly customisable products. Paid and owned video advertisements will emphasise the importance of self-expression and personal style whilst showing that simply offering different colour options just doesn't cut it. These videos will be shown through paid and owned Instagram, Facebook and YouTube and on ASOS's owned Twitter profile. Yours Truly will also have its own Instagram, Facebook and Twitter profiles which these videos will also be shared on.

Another way that Yours Truly will be brought to the attention of consumers is through collaborations with social media influencers. These influencers will be the ASOS Insiders which ASOS already use for promotions. They will share posts of them completing the customisation process and pictures of their finished garments which will grab the attention of their followers.



**@ASOS\_LESLEY**

For major hair inspiration and real-talking beauty buys



**@ASOS\_LEX**

Follow me for activewear style nods and Tall guy switch-ups



**@ASOS\_KAT**

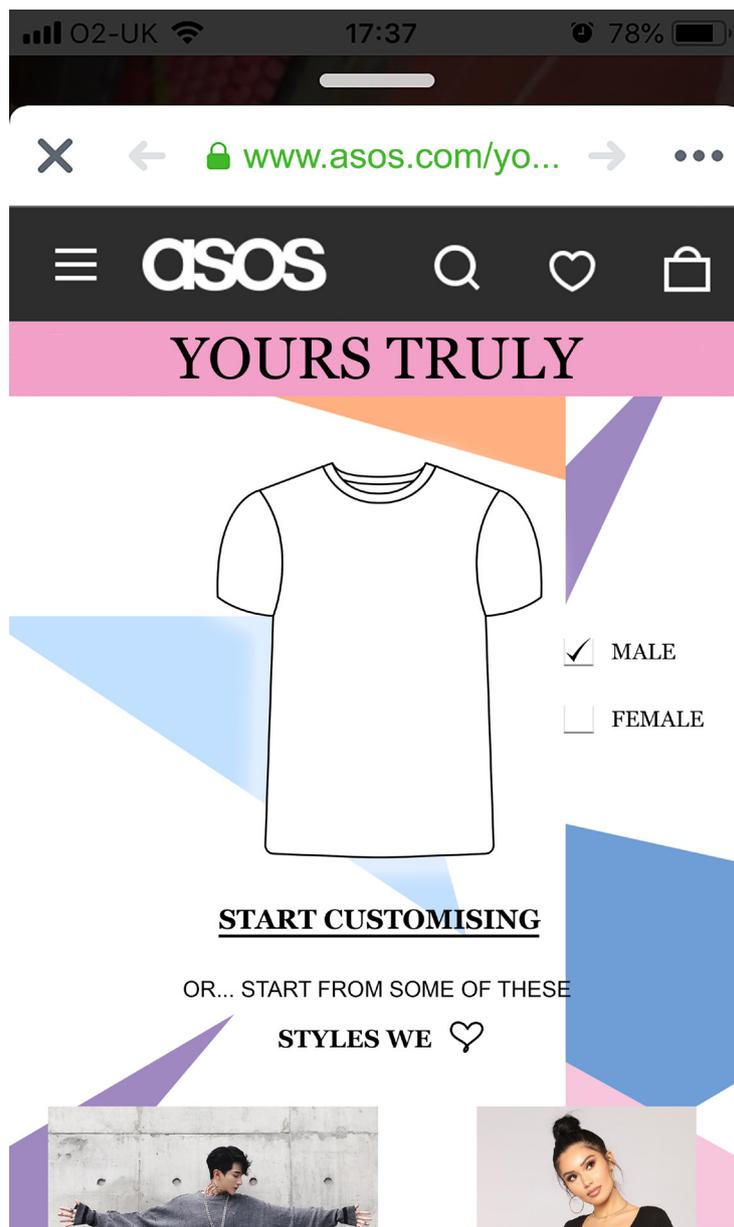
Oversized fits and minimal androgyny



# INTEREST

ASOS and Yours Truly's social media pages will be vital tools in peaking the interest of consumers for the product. Facebook and Instagram will be especially important in sharing advertising for the product. Facebook and Twitter will also be a really important PR tool as consumers will be able to speak to a member of the PR team with any enquires about the product or process.

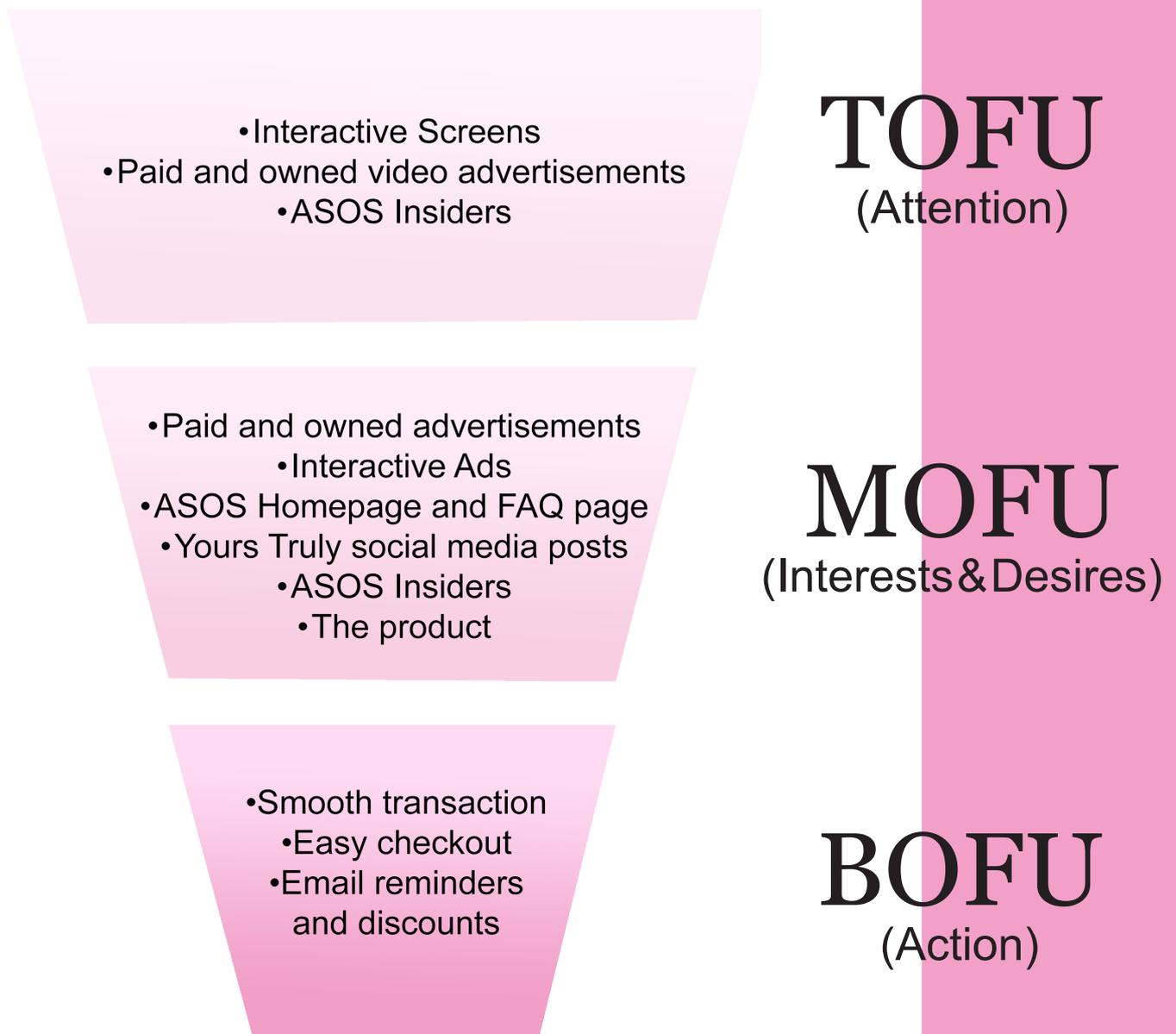
Using paid advertisements where consumers can use the customisation tool straight from their social media will help drive interest in the product as it requires less immediate commitment from the consumer. They are able to use and try out the tool without having to close what they were doing which will attract more people to try it.





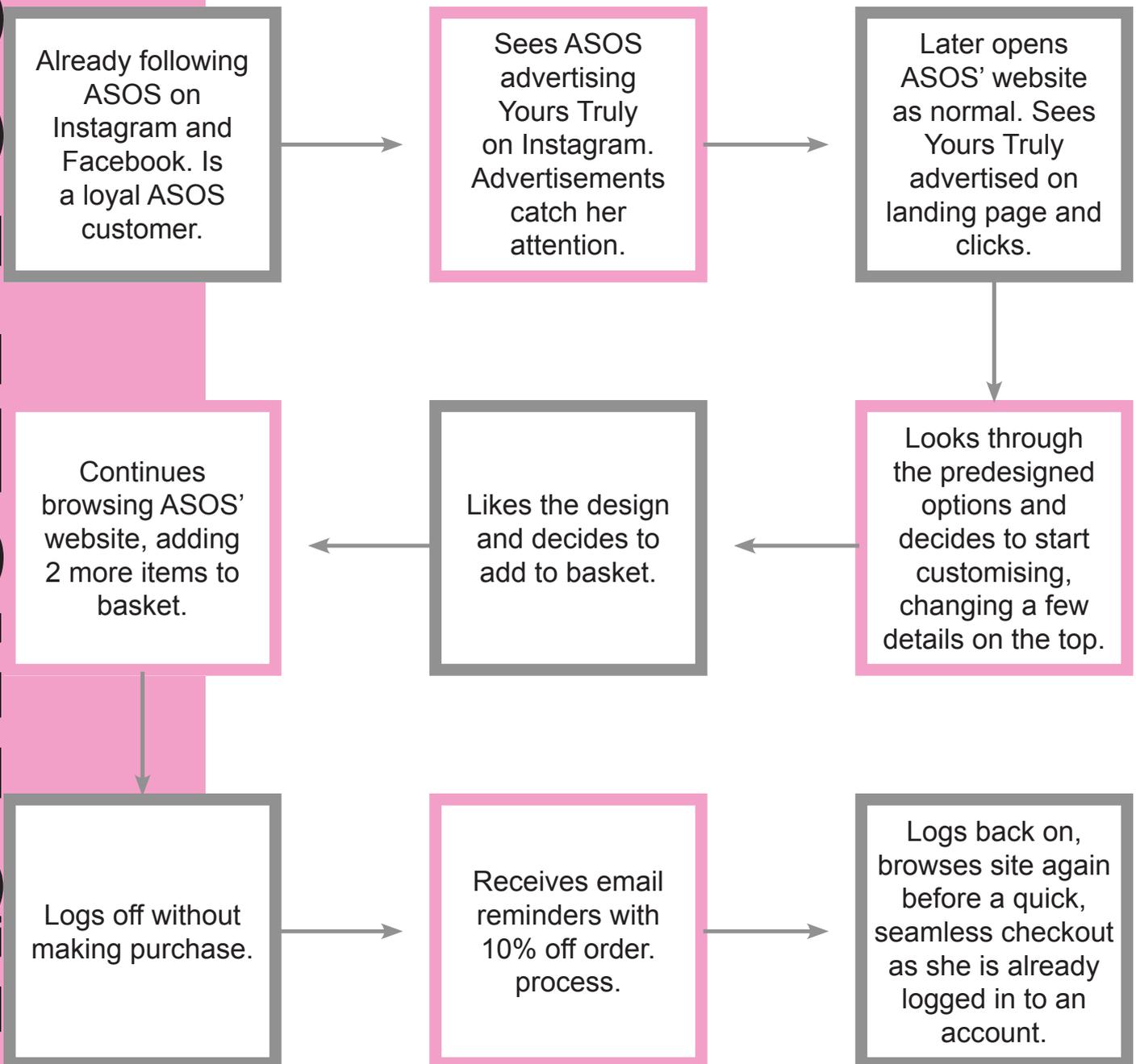
be able to pick their address from a list after giving a postcode, instead of having to type the whole thing out. There will also be a chip & pin and contactless payment option attached to the bus stop screen for customers who don't want to type in their details.

Customers who have added the product to their baskets but haven't committed to a purchase will be sent email reminders. If they still don't make the purchase they will be offered 10% off their order or free delivery for orders under £25.

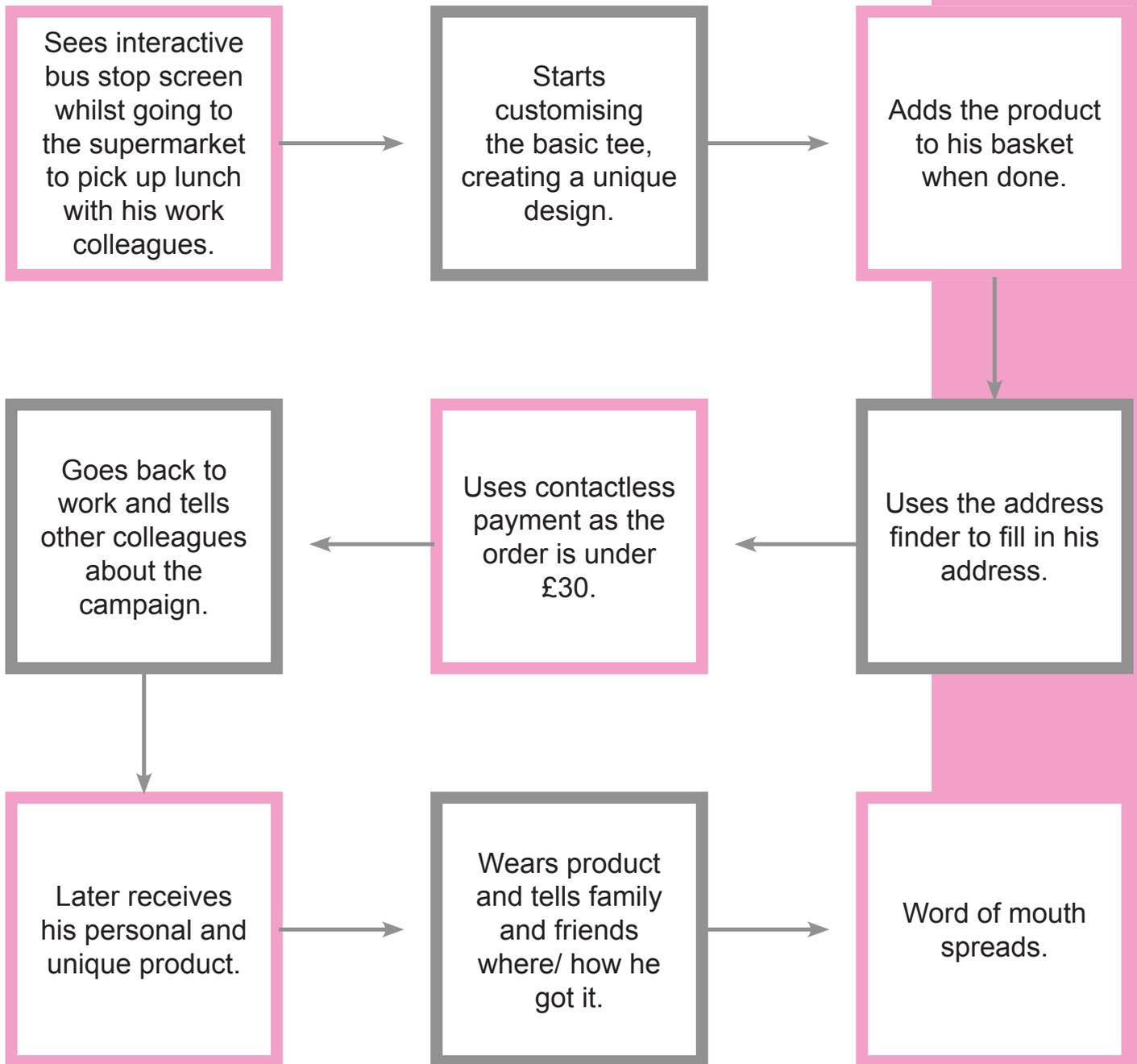


# CUSTOMER JOURNEY

## ISABEL - 20 years old, Student



# JORDAN - 24 years old, Engineer



RO  
K  
COURSES TRULY YOUR

# ACTIONS

# KPI

The main key performance indicator will be the conversion rate for ASOS' website. This currently stands at 3.2% (ASOSplc, 2018). By the end of the campaign's financial year this should be at 4.5%.

Another KPI will be to increase brand awareness of ASOS and create a strong brand awareness for Yours Truly. To measure this, we will look at the branded website traffic before and the marketing campaign. This will show how successful the campaign has been in increasing and creating brand awareness. At the moment only 57.74% of ASOS' website traffic comes from branded searches (SEMrush, 2019). Although this is higher than many of ASOS' online competitors, it is significantly lower than competitors that have both online and physical retail spaces. ASOS needs to work harder to create brand awareness than these companies as it doesn't have a physical store to advertise the business. The marketing campaign will last for 45 days and by the end of that period ASOS' branded searches should make up at least half of all searches.

The number of purchases of the Yours Truly top will also be a KPI as it will show how interested consumers are in the product. It will also show what percentage of ASOS sales have come from Yours Truly.

# SCHEDULE

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Video Advertisements Explaining Concept							
ASOS Insiders Promotions							
Interactive Screens in Shoreditch							
Owned Social Media Posts							
Interactive Advertisements							
Monitoring Social Media and Website							
Sharing Customer Looks on Yours Truly Social Media							
Email Reminders							
10% Discount Email Reminders							

The Yours Truly marketing campaign will last for 45 days with the product itself remaining on the website indefinitely, with opportunities to be developed further.

The first week will involve promoting the product before its launch. This will involve content creators creating advertisements and social media posts promoting Yours Truly. Influencers will get early access to the product and will share their customisation experience and the final product with their followers during this week. PR staff will also be monitoring all ASOS and Yours Truly platforms throughout the whole campaign, gaging interest and responding to questions.

The product will launch in the second week of the campaign and this is when the interactive advertisements will be brought in both online and on Shoreditch High St.

By the fourth week of the campaign Yours Truly will begin sharing posts of customers' looks on Instagram. This will be done by the social media team.

In the fifth week consumers that have their product in their basket but haven't yet committed to purchase will begin getting automated email reminders about their basket. If they still haven't committed to their purchase by the final week of the campaign, they will be offered 10% discount off their order or free delivery for orders under £25.

# CONTROLS

Throughout the campaign, the success of the campaign will be carefully monitored. This will be done using the KPIs as a guide. If at some point during the process it's found that the objectives of the campaign are falling behind target, there will be measures in place to rectify this.

A budget will be reserved for controls so that we are able to change up our marketing strategy if the original one is unsuccessful. We would start by re-examining our tactics to see why it's not reaching or resonating with our target market. We will make sure that our paid advertisements are reaching our target market by ensuring that the social media analytics are set to young people in the UK with an interest in customisation and creativity.

We may consider investing more into paid advertisements if the product is proving popular with high conversion rates but ASOS' branded search has not increased. This would show that consumers like the product, but our marketing isn't reaching a wider audience to bring more brand awareness to the company.

If people are using the customisation tool but not committing to a purchase, we would offer discounts to encourage sales. We would also share more posts of finished product looks to drive consumer desire.

By monitoring the success of the campaign throughout we will be able to make sure that the overall campaign is a success.

# APPENDIXES

# 1. MARKETING CAMPAIGNS

**the Coca-cola company**



# HarperCollins



## Coca-Cola

Coca-Cola worked with M&C Saatchi Shop for their ‘Send Me a Sample’ advertising campaign. This involved enabling consumers to order free samples of Coca-Cola using voice assisted technology like ‘Alexa’. This allowed consumers to get a Coca-Cola sample “directly to their home, all from the comfort of their sofa” (Holmes, cited Unerman, 2019). This was the “biggest sampling campaign of its kind” (Holmes, cited Unerman, 2019) and created demand for 400,000 cans.

## HarperCollins

HarperCollins and BOSH teamed up to release a vegan cookbook. To promote the release, they targeted “customers already hungry, before tempting their senses even more” (Rose, cited Unerman, 2019). The campaign targeted their social media advertisement to show at the times of day when people are hungriest. It also involved wafting the smell of vegan chocolate cake in London. The marketing campaign was so successful that the cookbook became “The Sunday Times’ number one bestseller, the fastest-selling cookery book of 2018 and the fastest-selling vegan cookery book since records began” (Rose, cited Unerman, 2019).

YOURS TRY YOURS

## British Gas



## Missguided

**MISSGUIDED**  
STYLES  
**love island**

WE'VE TEAMED UP WITH LOVE ISLAND TO BRING YOU THE HOTTEST LOOKS FROM INSIDE THE VILLA DIRECT TO YOUR WARDROBE...

[SHOP LOVE ISLAND](#)

### British Gas

British Gas used real-time data to personalise how adverts were shown to consumers. The campaign looked at the temperature of listeners locations to increase or decrease media bids – “the colder it got, the more spots listeners would hear” (Dougan, cited Unerman, 2019). By targeting the people who were most likely to be thinking about their boilers the campaign resulted in a 113% increase in conversions for British Gas.

### Missguided

Missguided partnered with Love Island in 2018. They supplied the clothes for the contestants to wear. Viewers were then able to use the Love Island app to buy the outfits that they saw the contestants wearing. Partnering with a TV show that was so popular with their target audience and knowing that viewers would want the clothes resulting in a 40% sales increase from just the first day of the series. The immediacy of being able to go from seeing the product on TV to purchasing was a huge factor in the success of the campaign. (Balmforth, cited Unerman, 2019)

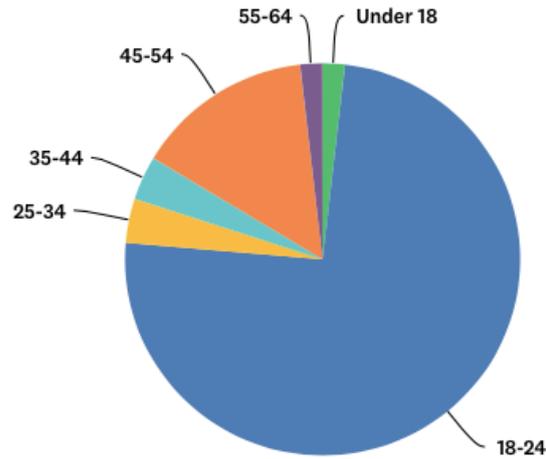
A factor that has proved to be successful in many previous marketing campaigns is some kind of interactive element. Getting consumers involved and invested in the product, service or brand is an effective way of increasing sales of a product. Personalisation has also proved effective by targeting the people most likely to be interested in the product or service at the times it will resonate with them the most.

## 2. PRIMARY RESEARCH

When undertaking primary market research, I created a survey to see what people felt was important about their clothes and how people felt about customisable clothes. The responses reflected the secondary research suggesting that personalisation and expression of personal style are really important to a growing number of people. The survey was completed by 55 people of different ages and genders.

## What is your age?

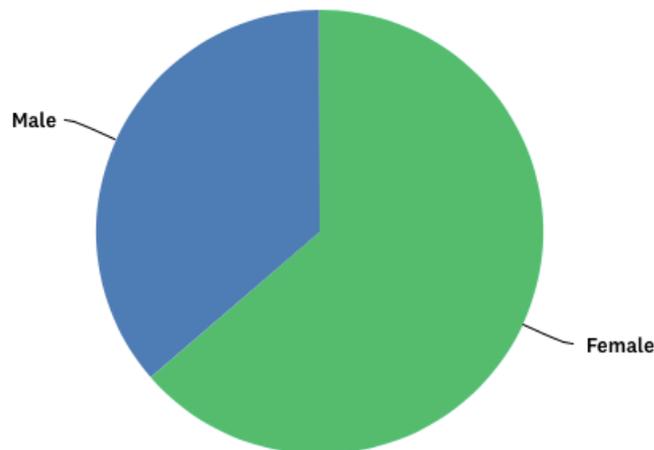
Answered: 55 Skipped: 0



ANSWER CHOICES	RESPONSES
Under 18	1.82% 1
18-24	74.55% 41
25-34	3.64% 2
35-44	3.64% 2
45-54	14.55% 8
55-64	1.82% 1
65+	0.00% 0
<b>TOTAL</b>	<b>55</b>

## What is your gender?

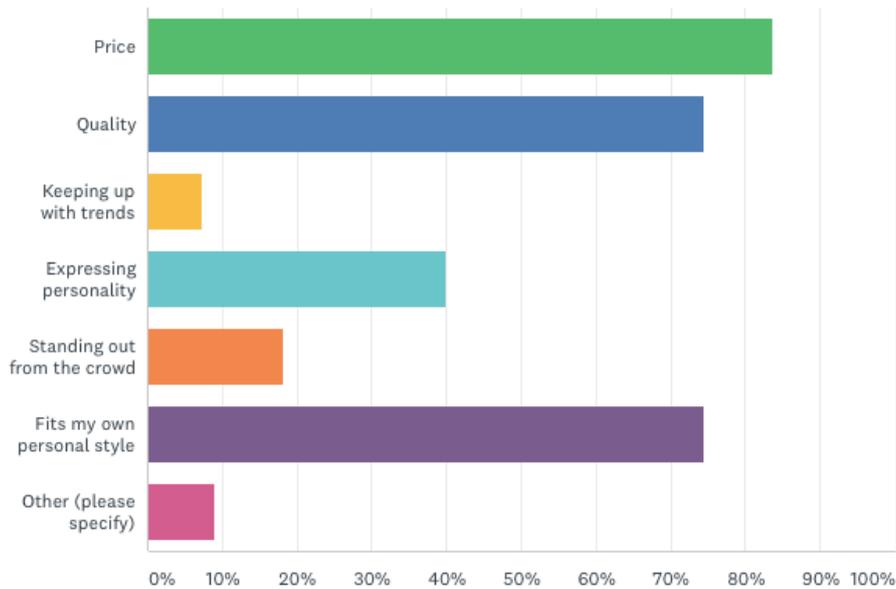
Answered: 55 Skipped: 0



ANSWER CHOICES	RESPONSES
Female	63.64% 35
Male	36.36% 20
Other	0.00% 0
Prefer not to say	0.00% 0
<b>TOTAL</b>	<b>55</b>

Which of the following are important to you regarding your clothes? (please tick all that apply)

Answered: 55 Skipped: 0

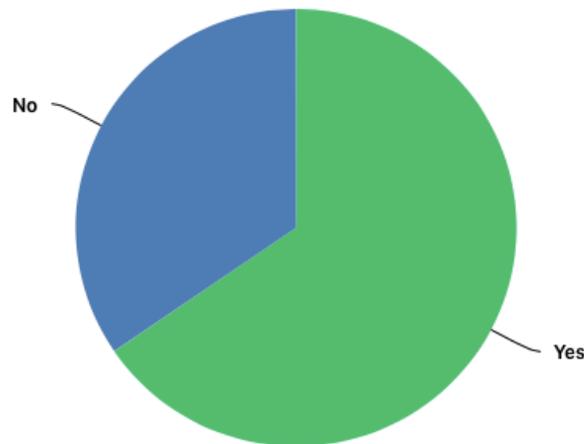


ANSWER CHOICES	RESPONSES
Price	83.64% 46
Quality	74.55% 41
Keeping up with trends	7.27% 4
Expressing personality	40.00% 22
Standing out from the crowd	18.18% 10
Fits my own personal style	74.55% 41
Other (please specify)	Responses 9.09% 5
Total Respondents: 55	

Price was the most important factor that people considered about their clothing with 83.64% of respondents saying that it was important to them. This means that it's really important to set the right price for the product we're offering. Quality and having something that fits the consumer's personal style were also really important with 74.55% of people asked saying these were important. This shows that people want something that is personal to their individual style. 40% of respondents said that expressing personality was an important factor, and almost 20% wanted to stand out from the crowd. Only 4 people said that keeping up with trends was important to them, suggesting that people would rather have pieces that are unique to them than clothes that follow the current trends.

## Is having your own style important to you?

Answered: 55 Skipped: 0

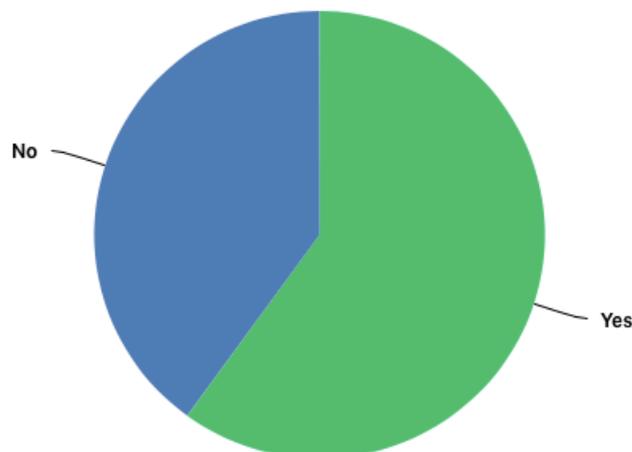


ANSWER CHOICES	RESPONSES
Yes	65.45% 36
No	34.55% 19
<b>TOTAL</b>	<b>55</b>

65.45% of respondents to the survey said having their own style was important to them. Having customisable clothes would allow them to have clothes that truly fit their own personal style. 60% of respondents said that they would pay more for personalised clothes.

## Would you pay more for personalised clothes?

Answered: 55 Skipped: 0

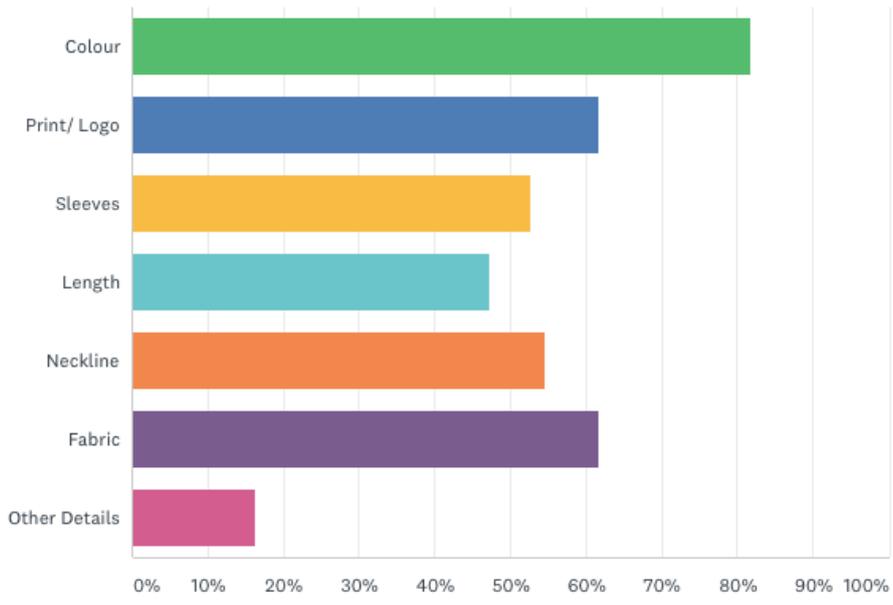


ANSWER CHOICES	RESPONSES
Yes	60.00% 33
No	40.00% 22
<b>TOTAL</b>	<b>55</b>

The results from the survey show that colour is the most important customisable factor, but the majority of people would like to be able to change and customise many different details. The results from the survey show that colour is the most important customisable factor, but the majority of people would like to be able to change and customise many different details.

What would you like to be able to change on a customisable top? (please tick all that apply)

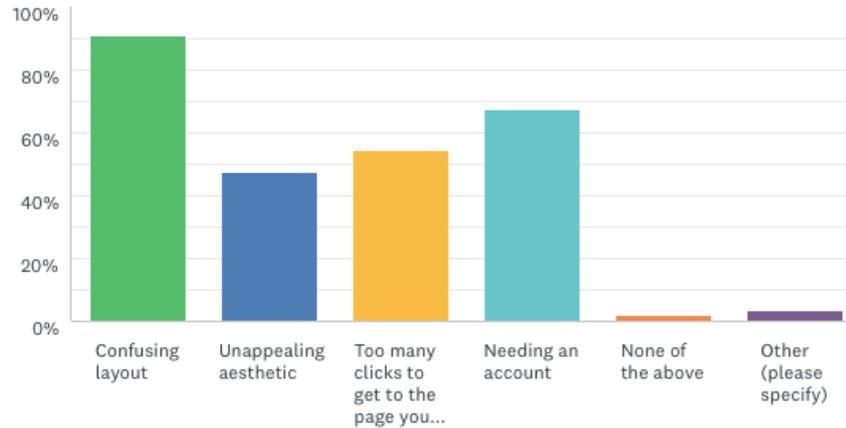
Answered: 55 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ Colour	81.82% 45
▼ Print/ Logo	61.82% 34
▼ Sleeves	52.73% 29
▼ Length	47.27% 26
▼ Neckline	54.55% 30
▼ Fabric	61.82% 34
▼ Other Details	16.36% 9
<b>Total Respondents: 55</b>	

## Which of the following would put you off using a website?

Answered: 55 Skipped: 0



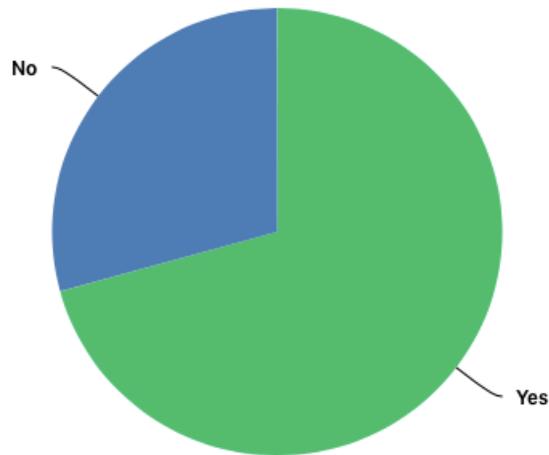
ANSWER CHOICES	RESPONSES
▼ Confusing layout	90.91% 50
▼ Unappealing aesthetic	47.27% 26
▼ Too many clicks to get to the page you want	54.55% 30
▼ Needing an account	67.27% 37
▼ None of the above	1.82% 1
▼ Other (please specify)	Responses 3.64% 2
Total Respondents: 55	

The last question in the survey focused around website usage and what would put someone off using a website as items would be much easier to truly customise online, before the production process. The biggest pain respondents identified was if a website had a confusing layout, with 90.91% saying that it would put them off using a website. Needing an account was also very high with 67.27% saying that it would put them off. 54.55% said that too many clicks would put them off and 47.27% said that an unappealing aesthetic would be off-putting.

## 18-24

Is having your own style important to you?

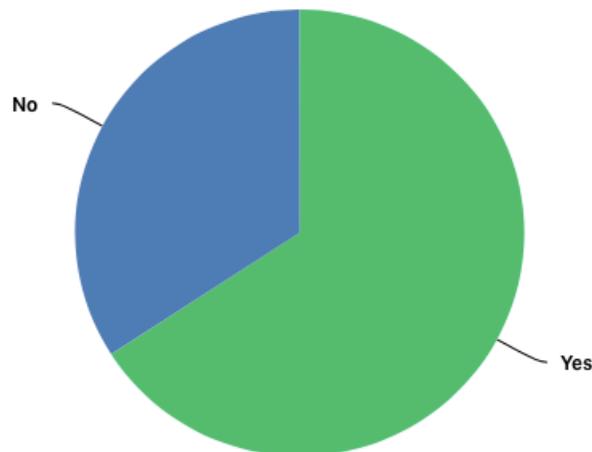
Answered: 41 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	70.73% 29
No	29.27% 12
<b>TOTAL</b>	<b>41</b>

Would you pay more for personalised clothes?

Answered: 41 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	65.85% 27
No	34.15% 14
<b>TOTAL</b>	<b>41</b>

The responses to my survey showed that 18-24 year olds were slightly more interested in customisable clothing than other age groups, with the percentage of respondents who believe that having their own style is important increasing from 65.45% to 70.73%. The percentage of people who would pay more for personalised clothes was also higher in 18-24 year olds than the overall responses with 65.85% of people saying that they would, compared to 60%.



# 3. ASOS



19 March 2019

## ASOS plc ("the Company") Trading Statement for the three months ended 28 February 2019

£m <sup>1</sup>	Three months to 28 February				Six months to 28 February			
	2019	2018	Reported Increase	CCY <sup>2</sup> Increase	2019	2018	Reported Increase	CCY <sup>2</sup> Increase
UK retail sales	244.4	214.9	14%	14%	481.5	414.5	16%	16%
EU retail sales	198.4	177.0	12%	8%	402.2	349.1	15%	10%
US retail sales	76.6	73.8	4%	(3%)	161.6	149.0	8%	4%
ROW retail sales	121.9	101.4	20%	21%	236.0	218.7	8%	9%
International retail sales	396.9	352.2	13%	9%	799.8	716.8	12%	9%
<b>Total retail sales</b>	<b>641.3</b>	<b>567.1</b>	<b>13%</b>	<b>11%</b>	<b>1,281.3</b>	<b>1,131.3</b>	<b>13%</b>	<b>11%</b>
<b>Total group revenue<sup>3</sup></b>	<b>658.5</b>	<b>581.4</b>	<b>13%</b>	<b>11%</b>	<b>1,314.5</b>	<b>1,158.1</b>	<b>14%</b>	<b>12%</b>

<sup>1</sup>All numbers subject to rounding throughout this document, <sup>2</sup>Constant currency is calculated to take account of hedged rate movements on hedged sales and spot rate movements on unhedged sales, <sup>3</sup>Includes retail sales, delivery receipts and third-party revenues



10 April 2019

## ASOS plc Global Online Fashion Destination Interim Results for the six months to 28 February 2019

### Summary financial results

£m <sup>1</sup>	Six months to 28 February 2019	Six months to 28 February 2018	Change	CCY <sup>2</sup> Change
Group revenues <sup>3</sup>	1,314.5	1,158.1	14%	12%
Retail sales	1,281.3	1,131.3	13%	11%
UK retail sales	481.5	414.5	16%	16%
International retail sales	799.8	716.8	12%	9%
Gross profit	639.9	569.4	12%	
Retail gross margin	47.4%	48.0%	(60bps)	
Gross margin	48.7%	49.2%	(50bps)	
Profit before tax	4.0	29.9	(87%)	
Diluted earnings per share	3.6p	29.2p	(88%)	
Net (debt)/cash	(37.9)	37.7	(201%)	

<sup>1</sup>All numbers subject to rounding throughout this document, <sup>2</sup>Constant currency is calculated to take account of hedged rate movements on hedged sales and spot rate movements on unhedged sales, <sup>3</sup>Includes retail sales, delivery receipts and third-party revenues

ASOS (2019) ). Latest Results.

ASOS would be an ideal brand to try out a truly customisable product as it is a huge online brand with a history of experimenting with innovative ideas. Their customer base reflects the audience that I've found would be most interested in personalised clothing.

ASOS claims to have around 18 million active users (ASOS plc, 2019). 62% of the company's customers are between 18-34 (Brophy, 2018) and 40% of ASOS' business comes from the UK (Sweeny 2018). According to a YouGov survey in July 2018, the percentage of people who would consider ASOS when making their next purchase was 11%. For women aged 18-34 the percentage increased to 35% and for men aged 18-34 it was 20% (Brophy, 2018). ASOS are also very active on social media networks with 9 million Instagram followers, 6 million Facebook likes and 1 million Twitter users. According to the same YouGov survey, "heavy Instagram users are also more than twice as likely to consider purchasing from the brand; 26% vs. 11%" (Brophy, 2018). The Telegraph (2017) says that "ASOS is truly multi-channel, allowing customers to shop via the web, mobile, its app or on social media."

The image shows two social media profiles for ASOS. On the left is the Facebook profile, which includes the ASOS logo, a 'Follow' button, and statistics: 8,003 posts, 9m followers, and 430 following. The bio reads 'Giving you the confidence to be whoever you want' and includes the handle @asos\_faceandbody, the hashtag #AsSeenOnMe, and the website asos.com. It also shows it is followed by 'elenephraim' and 'sarahswindells'. On the right is the Twitter profile, showing the ASOS logo and a table of statistics: 224K tweets, 4,365 following, 1.03M followers, 13K likes, and 20 lists.

Tweets	Following	Followers	Likes	Lists
224K	4,365	1.03M	13K	20

ASOS is known for pushing boundaries and innovative business ideas. This would make it the perfect company to try out a new customisation tool that allows for more than just changing the colour or logo of a product. According to The Telegraph (2017) "ASOS is an early adopter of new technologies". They have been "experimenting with visual search and even augmented reality" (The Telegraph, 2017). They also pushed boundaries by offering an inexpensive bridal line. The boss of ASOS has also said that "The future will be full of heavy personalisation" (The Telegraph, 2017).

ASOS are in a strong financial position which would enable them to invest appropriately in the project to ensure its success. They have also said that they will be increasing their marketing spend after 61 previously reducing it from 6% of revenue to 4% (Sweeny, 2018).

RO  
COURSES TRULY YOUR

## 4. WALKERS



© Getty Images for Walkers Do Us A Flavour  
Mail Online(2014).Walkers Campaign

From August to September 2014, Walkers transformed some bus shelters in Clapham Junction and Oxford Street into tweet activated vending machines (Spary, 2014). Sending a tweet to @Walkers\_busstop resulted in the vending machine dispensing free crisp packets. The interactive element of this campaign is really interesting and gets consumers involved with the brand. Creating an interactive experience for consumers by transforming bus stops could be a good way for Yours Truly to promote its product.

# 5. SHOREDITCH LONDON

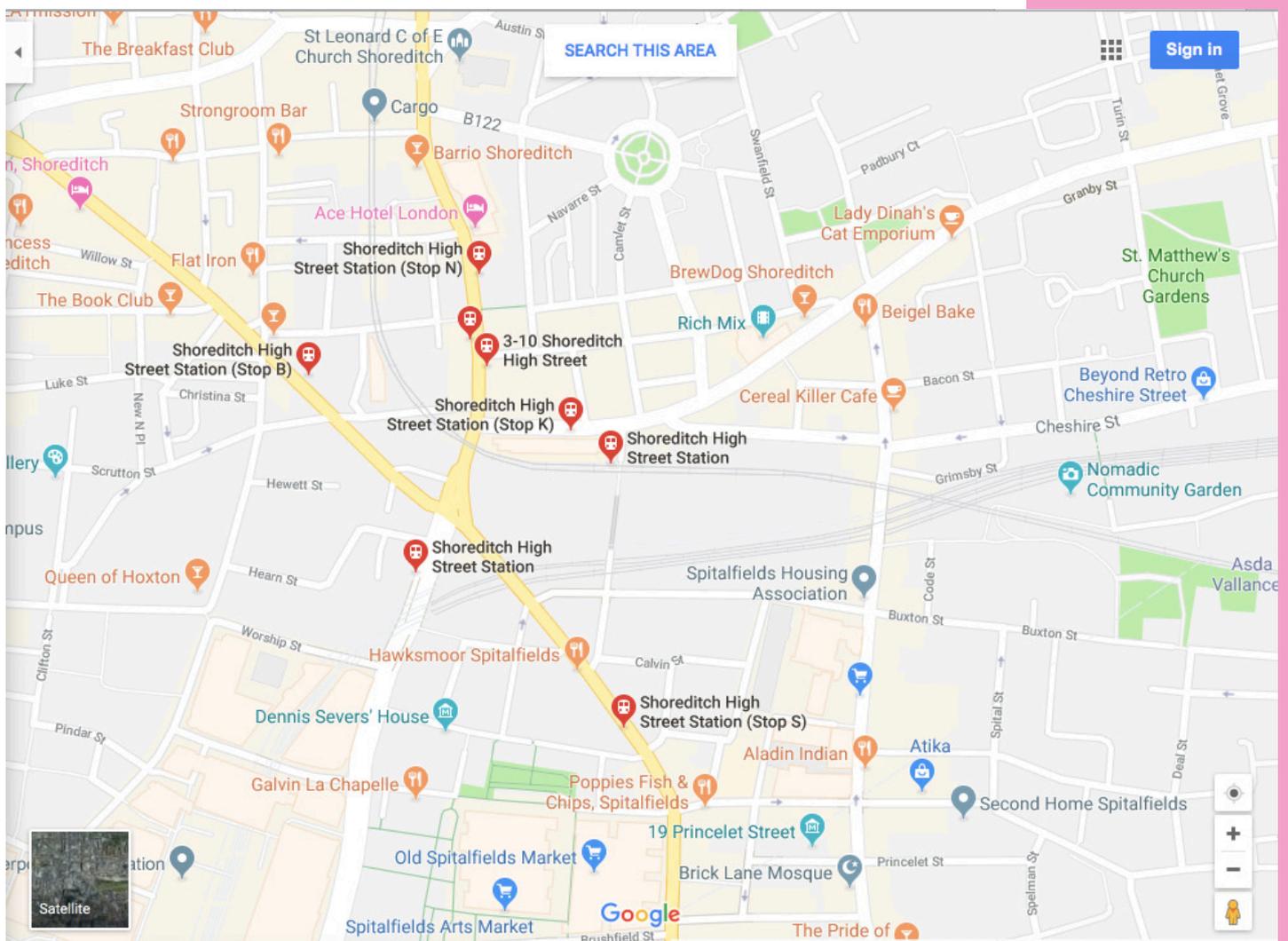
Shoreditch is the perfect place to advertise Yours Truly as the population really fits the target demographic for the brand. According to be a Londoner (2019) the area is “particularly popular among the young artist, student and musician crowd”. Students are a big section of ASOS’s existing customers so there is clear evidence that the brand is popular with this demographic.

The demographic in Shoreditch is also a perfect fit for Yours Truly as many of them are creative types which fits the target market perfectly. Artists and musicians are the most likely groups to really value the creativity that Yours Truly allows. They are also groups of people that value their style and love to express themselves.

Yours Truly will be turning Shoreditch High Street bus stops into interactive screens showing the Yours Truly webpage.



Montcalm (2017). Shoreditch



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