

Winning marketing campaign for zara jacket

[Business](#), [Marketing](#)



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Executive Summary

ZARA is a leading brand of the fashion industry which has been dominating the apparel retail sector for years. The success of the company lies in its ability of offering the latest range of clothes with the shortest lead time and the fastest inventory replenishment framework. In order to successfully cater to the demands of the customers, it has decided to launch the jackets for them. The marketing campaign has been designed in effective manner so that the desired targets are successfully attained and every activity is well-synchronised in every phase of the launch.

During the initial phase of pre-launch, ZARA will try to generate curiosity among the target market so that they are looking forward to get involved in activities arranged by the brand. In order to inform the customers about the latest offering, advertisements will be placed in leading magazines and Television channels. Moreover, E-marketing will be done so that the online customer base can be provided with the appealing offerings. Finally, the concert will be arranged after a month of the launch so that all other brands of Inditex are promoted simultaneously. Also, customer's feedback will be sought to be assured that the unique product meets their expectations effectively.

Introduction

The concept of ZARA belongs to 'Inditex' Group, established by the company in year 1975 by Ortega Gaona in A Caruna, Spain. The group is recognised globally for offering eight store formats for the shoppers i. e. ZARA, Pull & Bear, Stradivarius, ZARA Home, Uterque, Massimo Dutti, Oysho and Bershka (Inditex, 2013a). The competitive edge of the group lies in its differentiated business model which has two cornerstones i. e. flexibility and innovation (Inditex, 2013b).

The success of the marketing campaign is highly dependent on tools utilised by well-known experts for conveying the right message (Keller, 2012) and persuading them to trying out the new offering instantly (Kotler & Keller, 2012). Although ZARA has been able to attract a large number of customers through prevailing marketing tactic but it is considering other options as well.

Main Findings regarding marketing in fashion industry

As the fashion industry is getting competitive due to increasing number of companies and cost effective opportunities for apparel production (Pani & Sharma, 2012), it has become imperative for the companies to employ the best measures for strengthening their stakes (Hemphill & Suk, 2009).

Considering the global fashion industry, it is observed that the leading brands are making effective use of four marketing practises i. e. Television commercials, marketing on social networks, celebrity endorsements and advertisements in fashion magazines (Shaw, Mccarthy & Dykeman, 2012; Tungate, 2012).

E-marketing has received immense importance in all organisations globally

as it eases the business operations functioning and even presents the firms with opportunities for attaining economies of scale (Pani & Sharma, 2012). The major reason for growth in the E-marketing trend is the personalisation demands of the customers. Almost everyone is looking forward for those options which can help them in getting their products designed in alignment with their requirements (Tungate, 2012). For the fashion industry, this avenue has opened a range of opportunities for the players as they can work in close proximity to the customers and be assured that the apparel is fabricated with perfection (Keller, 2012).

Moreover, the social media marketing has become a mandatory part of the firm's marketing strategy as it permits the enterprise to have one-to-one conversation with the customers. Additionally, there is an array of choices available for the companies to employ so that they can create the desired image with perfection (Pani & Sharma, 2012; Tungate, 2012). ZARA has to learn the strategy employed by the leading fashion brands in this field so that it can incorporate the techniques in its new paradigm of product line. Other communication modes utilised for promoting the attires are direct mails, customised SMS and e-mails, web blogs, websites and press releases (Soloaga & Monjo, 2010). Presently, ZARA has been using three important mediums for marketing i. e. word of mouth, website and advertisements in magazines (IPR Plaza, 2012). However, it has started undertaking a range of Corporate Social Responsibility (CSR) initiatives so that it can create an optimistic image about its brand.

In the last few years, there has been growing concern about the exploitation

of animals in the fashion industry (Gee, 2012). ZARA has responded to this issue by giving evidence about the transparency and eco-friendliness of its production processes (Godelnik, 2012; ZARA, 2010). Also, there has been a range of cases filed against the companies which are violating the labour laws in Asian countries as all mainstream firms have shifted their manufacturing plants in these regions (Lopez & Fan, 2009). ZARA had to face such dilemmas when it was found that its production facilities were involved in such activities.

As the most modern tool utilised by the firms is creating a sustainable and socially responsible enterprise (Pani & Sharma, 2012), it is important for the industries especially fashion sector as it has the largest workforce globally. Furthermore, the fashion houses have to be assured that they undertake measures for the protection of the environment by designing their production facilities in eco-friendly manner. As it is evident that ZARA had to face claims for violating the ethical code of conduct and laws regarding the compliance with employment regulations, it has to make sure that the legalities related to this aspect is carefully considered.

Majority of the organisations have either developed their own Foundations or developed alliances with NGOs so that they can get involved in charitable work (Keller, 2012). It is recommended that one area of charity is considered so that the complete focus is on specific issue such as old homes, disabled people's education and others (Kotler & Keller, 2012). By undertaking such initiatives i. e. CSR related, the brands have been able to enhance their reputation and develop strong bonding with the customers (Shaw, Mccarthy & Dykemann, 2012). Furthermore, it creates a positive association with the

brand and customers are willing to buy its offerings without any doubts (Kotler, 2012).

Before moving ahead with any marketing campaign, it is imperative for the organisations to carry out a market survey. This initiative is important to be assured that there is evidence about the real need of the target market.

Also, it will identify the elements required for designing an effective marketing campaign (Kotler & Keller, 2012). Such technique also provides insight into those characteristics which are often overlooked by the companies and it allows them to exploit those untouched avenues (Keller, 2012). Hence, ZARA has to be assured that the right communication tools are used for persuading the customers to try the unique offerings i. e. attractive jackets.

Besides, ZARA had responded to all such issues by addressing them in a strategic way and making sure that none of these mistakes are repeated in its future operations. Thus, the company has taken precautionary steps for assuring that the entire business model is in alignment with the ethical and environmental laws so that it fulfil all legal requirements of conducting business in appropriate manner.

Conclusion

In order to strengthen its international presence in all markets, it is imperative for the marketing department to give utmost importance to the design of the jacket line promoting crusade. The company has decided to offer jackets for men, women and kids in a limited range which will be replenished in less than ten days. Also, the market study has been carried out thoroughly so that there are no loopholes in the plan. In each of the

period i. e. pre-launch, launch and post-launch, the marketing activities will be synchronised so that the customers are attracted and prompted to buy the new product.

Since the latest trend in the market is of viral and social media marketing (Shaw, Mccarthy & Dykeman, 2012), it is suggested that all available avenues are exploited for creating the desired level of excitement among people. However, ZARA has decided to employ a marketing plan which is at a moderate level so that it is in accordance to company's target profile. Furthermore, it is decided that the company will incorporate the CSR activities so that it can touch the emotions of customers and create long lasting relationships with them. Even the charitable work will enhance ZARA's brand image as it will prove to the community that it gives respect to the needs of society and is undertaking all endeavours for protection of the environment. Besides, ZARA has to exploit the opportunities present in online medium which is still not completely explored by the company.

Recommendations

Since the marketing campaign will comprise of three phases, the details of the suggested marketing activities for each one are explained below:

1. Pre-launch phase – Before the initial launch of the products, the teasers will be published in fashion magazines and advertisements will be run on Television. Even on the website, celebrity endorsed videos will be shown to create enthusiasm on virtual avenue.
2. Launch phase – During this period, the entire range of jackets will be available in all stores and online customers will be asked to place their orders online after they make 50% payment. Moreover, the loyal customers

will be asked to use their loyalty cards for getting this latest offering at discounted prices. The company will arrange a charity event after two weeks of the launch so that it can undertake a CSR activity.

3. Post-launch phase – In order to reinforce the brand image, ZARA has decided to organise a concert after one month of the launch. The program will be arranged by the Inditex Group so that all of the group's brands are promoted in this event. Press releases will be published in the leading newspapers every week for awareness.

In order to be assured that the customers are satisfied and initiatives undertaken are effective, the feedback will be collected from the buyers and even the visitors will be asked to give their views about these efforts. Even the discussion forums available on social media will be utilised to gain an in-depth review of the latest products. Also, ZARA has to make sure that E-marketing is effectively integrated in its marketing strategy. Thus, it will give an idea about the effectiveness of the publicising plan implemented by ZARA.

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