

Mktg class



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Burberry In the video, after a brief introduction of hers, Angela Ahrendts's comes on stage and gives a presentation. The presentation includes the history, current strategies as well as future aspirations of the company. Although at one point Brand Value is highlighted to be of immense importance to Burberry, not much time is spent in explaining it. The main theme of the presentation is the description of company initiatives in harnessing digital technology for Customer Relationships Management. Angela explains in sufficient detail about how she and her team have made efforts in reviving the brand. Although it is a very old brand (154 years), it needed a lot of restoration work in the present economic climate. She says that in the planning stage many basic questions were asked. New plans were devised to come up with better products. The customers were segmented on the basis of their geographical locations.

After the planning, she removed much inefficiency within the company. Millions of pounds were saved but not at the cost of staff. Instead the company spent more money on renovating the stores and making them look more attractive. The presentation then focuses on the 'soft strategies'. New methods were devised on the backbone of digital technology in order to lure the customers. Burberry now frequently organizes fully choreographed live webcast. The video shows people all around the world watching runway shows live in the Burberry showrooms. All the crucial information about new products, stores, shows etc is provided on the internal website. Travelling road shows are also organized as a part of CRM.

The focus of the presentation then shifts towards the human element of the company. Angela says that they hire smart and like-minded people for their brand and organize awards in order to appreciate and motivate them. The

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company wants to project its modernity through every aspect of its business. For this reason, the Burberry headquarter has a futuristic look with energy saving features to it. But the innovation doesn't stop with the building. The company has created its own social media website. Customers throughout the world are kept informed through Facebook and live stream shows. The presentation then ends with Angela assuring the audience of her team's sincerity towards making Burberry a hugely successful brand.