

**Winchester School of Art
ARTD3064 Assessment Brief – Academic Year 2022/23**

Module Code	ARTD3064	Assessment Type	Report/ Illustrated Campaign Plan
Module Title	Digital Marketing	Weighting	30% Analysis 70% Strategic Digital Plan
Module Leader	tbc	Module Leader Email	tbc
Launch Date	Week commencing October 3 rd 2022	Word Count	Analysis- 1500 words Plan- 3500 words
Submission Date by 4pm	Analysis- Thursday 10 November 2022 Strategic Plan – Thurs 12 Jan 2023	Feedback to Students Date	Analysis- Thursday 8 December, 2023 Strategic Plan- Thursday 9 February 2023
Method of Submission	Online to Turnitin (PDF)		

Assessment Brief Details:

Digital Marketing Assignment : TOUT LE MONDE – ‘Fashion for All’

This is a fictitious company. No associated company should be contacted regarding this case. Assumptions should be based on information provided within the brief, publicly available information and analysis or course material. Where appropriate, these should be referenced with source and date. You may also need to make some assumptions to support the development of your plan. References are NOT included in the word count.

INTRODUCTION AND OVERVIEW CLIENT BRIEF

The company and the product

Tout Le Monde is an online brand selling gender-neutral high-quality fashion apparel, with a focus on sustainability, diversity & inclusivity. Prices range from £100 to £500 across the product range.

The company has built a good reputation with their proposition of style and quality, backed up by excellent customer service. The range includes

The product itself:

- Dresses, denim, knitwear, tops & t-shirts, jackets, accessories, trousers & skirts
- Sizes 8-24- gender neutral – sizing tends to be oversized in style terms
- A variety of different colours/patterns
- Strong Brand Identity- you will need to creatively display the brand identity (logo)

Competitors

These include a variety of different independent fashion brands and own brands.

Target audience

Tout le Monde has never considered their market in detail, they believe their market is less about demographics and more about common fashion sense / interests & values but provisional research has indicated that customers are:

- Broadly aged 25-40
- Career professionals working in the creative industries

- Average income £ 35,000+

Note *The brief requires you to prepare more detailed target segments / personas for the brand to achieve better ROI through clear alignment to segments and digital marketing activity / spend

Industry analysis, industry trends & current Digital Environment

“The fashion industry posted a 20 percent decline in revenues in 2019–20, as earnings before interest, taxes, and amortization (EBITA) margins declined by 3.4 percentage points to 6.8 percent. As the pandemic continued to run its course, the performance inequalities that have become a challenge over recent years were more in evidence than ever. A record 69 percent of companies were value destroyers in 2020, according to the latest reading of the McKinsey Global Fashion Index (MGFI), compared with 61 percent in 2019 and just 28 percent in 2011. About 7 percent of companies left the market entirely, either due to financial distress or because they were bought by rivals”.

(| Amed,I Balchandani,A, Berg. A, Hedrich,S, Ekeløf .J.J, Leila.L.M, and Rølkens.F, State of Fashion, 2022)

The quote above illustrates just how tough and competitive it is to operate in the marketplace today. The last few years have brought forth challenges which put limitations on budgets, resulting in spending for CMOs (Chief marketing officers) in consumer goods firms to stagnate; moving from 8.3% of total revenue in 2021 to 8.0% in 2022. Due to tightened marketing budgets, brands must remain diligent about channel allocation and strategic activation.

Campaign activity

Launch: Tout Le Monde was set up in 2017, with a fully functional e-commerce website that includes an interactive style and sizing guide. Launch activity relied on social media (mainly Instagram) and a basic website presence to showcase the range. A style guide is present on the website and includes information and guidance on how to ‘size yourself’ to achieve the perfect fit. A printed catalogue was also direct mailed to c. 500,000 prospects (using cold lists), and supported by an online search campaign.

In line with other retailers, Tout Le Monde experiences seasonal peaks in demand both around the changes in seasons and annual events. They continue to mail the Style Guide twice a year (direct marketing): Spring-Summer in April, Autumn-Winter in September. These go to all opted-in contacts on the database.

They have continued with broad PPC activity (e.g. ‘women’s fashion, sustainable fashion & gender neutral fashion), spending about £4k per month; they are also engaging in some social media activity but it lacks consistency and planning. On this basis they are generating a steady stream of new customers. However, the activity has not been changed since it started and the effectiveness is declining. The cost per customer has risen from £30 and is now nearing £40 as the market becomes more competitive.

Typically, 75% of their new customers come from PPC. The rest from some natural search and WOM. No other digital channels have been used to date. There is a facility on the website to sign-up for updates and the catalogue (name, address, email) – all GDPR compliant – but not very visible.

The data

They now have c. 12,000 customers, and a slowly-growing opted-in prospect list of c. 2,500.

The AOV (average order value) is £150. Repeat customers tend to buy/spend more. All transactions sit on the database, but purchase patterns have never been analysed.

Challenges and targets

Acquisition rates have started to slow. Only 3,000 new customers were recruited in 2022. CPC (cost per customer) is increasing.

They do not know enough about the customers they have got – or why they buy. They have relied too heavily on the same acquisition activities – and these are tiring. They are not testing, and are not getting the best return on their marketing budget.

Their primary focus now is to explore how digital channels can better support and boost their overall acquisition target of 4,500 new customers for 2022-2023

As they see this as a testing phase, they are committed to continuing with the existing activities for the next year – forecasting it to deliver 2,500 new customers. But they have allocated budget for a new campaign, to support the overall target. This is based on a higher allowable cost per customer, and factors in the need to test and learn, which they expect to be part of the proposal.

New customers aren't profitable on the first sale. But repeat purchase levels are high and generate a healthy payback. They are aware they need to look at structured retention. However, that is **not** part of this brief- so you do not need to include retention strategies.

Task

You have been briefed to develop a digital marketing campaign to acquire 2,000 NEW customers, with an increased AOV of £200.

Timing: January 2023- January 2024

Budget: £60,000

Your digital marketing plan should include the following- an indication of weightings for each section has been provided to help guide you:

An analysis of the business situation, KEY ISSUES and SMART campaign objectives	30%
Segmentation and targeting strategy, supported by Personas; proposition/s, message and channel strategies.	
[Your creative ideas should feature in this section by way of visuals]	20%
A digital marketing media plan to include: channel details, examples of how they will be used to target the audience segments, integration, testing and timing	40%
A budget that demonstrates how your plan will deliver on your campaign objectives, showing performance by channel through to sales (customers), AOV, revenue & CPC	10%

Learning Outcomes & Assessment Criteria:

A Knowledge and Understanding

Having successfully completed the module, you will be able to demonstrate knowledge and understanding of:

- A1.**major issues in use, management of data and how digital marketing can impact fashion business;
- A2.**the integration of offline channels with digital media;
- A3.**how to search content, email, social media marketing and display advertising solutions to engage and influence consumer conversations and interactions;
- A4.**mobile and affiliate marketing, understanding consumer behaviour and the role of influencers for fashion brands.

B Subject Specific Intellectual and Research Skills

Having successfully completed this module, you will be able to:

- B1.**analyse and evaluate a variety of fashion businesses operating in the digital environment;
- B2.**apply creative thinking to a range of digital fashion marketing contexts.

C Transferable and Generic Skills

Having successfully completed this module, you will be able to:

C1. demonstrate effective self-management and time planning to your project work.

D Subject Specific Practical Skills

Having successfully completed this module, you will be able to:

D1. develop and produce digital creative content in response to your project requirements.

WORD COUNT GUIDANCE

1. Limits on length are set for written assignments to reflect the amount of submitted work that is expected. Where there is a limit on length expressed as a word count set for your coursework, this is a maximum word count (rather than a target) and needs to be adhered to. **Any text that is beyond the maximum word count will not attract any marks.** The word limit will have been chosen with care, and is appropriate for the task and the module CATS. As always, you should aim to write with clarity, coherence and conciseness.
2. The relevant word count **includes** items such as cover page, introduction summary, title page, contents page, in-text citations, footnotes and section headings if used.
3. Tables such as SWOT and PEST can be added to the word limit providing they are presented as a table or are presented in the appendix [without extensive use of text within the diagram/model].
4. The relevant word count **excludes** your list of references, executive summary and any appendices at the end of your coursework submission. Appendices are not always needed or expected, but they can be a useful way of providing supplementary material, which your coursework draws on but which is not essential for the reading of the work.
5. Beyond the above points, if you are not sure about whether something is included or not in the relevant word count, then assume it is included and check with a tutor.
6. You should always include the final word count (from Microsoft Word, not Turnitin), at the beginning of your coursework submission, with your title page.
7. The referencing & bibliography should be HARVARD style. The bibliography can be either one list in alphabetical order OR separated and categorised as Books, Journals, etc
8. All primary and sourced images should be referenced. If you do not reference your own images it is not clear of the source and secondary will be assumed. All internet sources, screenshots from the Internet should also be referenced, please use the link provided for support.

<http://www.citethemrightonline.com>

Harvard Referencing system is the policy for written work at Southampton University. If you fail to comply with this you could be in break of Academic Integrity and lose marks, or fail work.

Markers will assess your ability to write to the 'word count' as part of the requirement of the 'brief' and in line with the module learning outcomes. Failure to meet, or indeed to exceed the target word count could affect your mark.

Late Penalties: Any submitted after the deadline will be subject to the standard University late penalties (see below), unless an extension has been granted, in writing in advance of the deadline.

University Working Days Late:	Mark:
1	(final agreed mark) * 0.9
2	(final agreed mark) * 0.8
3	(final agreed mark) * 0.7
4	(final agreed mark) * 0.6
5	(final agreed mark) * 0.5
More than 5	0

Attendance: All full-time students are required to attend University for the duration of their programme each year, and to attend for such additional periods of study as may be required by the regulations of the programme of study that you are enrolled. The University Attendance Regulations are available from the University Calendar: <http://go.soton.ac.uk/9xp>

It is anticipated that students will only miss teaching sessions due to circumstances beyond their control such as illness, medical appointments, or other problems which must be dealt with immediately. Out of courtesy you should email the Module Leader for sessions you miss (preferably beforehand) to explain the reasons for absence (and you should copy to your Personal Academic Tutor any such correspondence).

A register of attendance may be taken in certain teaching sessions, and if your lack of attendance is cause for concern, we will contact you and ask you to contact your Personal Academic Tutor.

Unreported and sustained absence may seriously affect your learning capability and may result in you being withdrawn from your programme.

Special Considerations: If you believe that illness or other circumstances have adversely affected your academic performance, information regarding the regulations governing Special Considerations can be accessed via the Calendar: <http://go.soton.ac.uk/9xo>

Extension Requests: : Extension requests along with supporting evidence should be submitted to the Student Office as soon as possible before the submission date. Information regarding the regulations governing extension requests can be accessed via the Calendar: <http://go.soton.ac.uk/9xo>

Academic Integrity Policy: Please note that you can access Academic Integrity Guidance for Students via the Quality Handbook: <http://go.soton.ac.uk/bxo>
Please note any suspected cases of Academic Integrity will be notified to the Academic Integrity Officer for investigation.

References: You should use the Harvard style to reference your assignment. The library provide guidance on how to reference in the Harvard style and this is available from: <http://library.soton.ac.uk/sash/referencing>