

MARKETING

BA (HONS) FASHION BUSINESS AND PROMOTION

FINAL MAJOR PROJECT

ALLUDE MAGAZINE

3RD MAY 2016

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EXECUTIVE SUMMARY

ALLUDE - A new generation of magazine. Catering to the free-spirited explorer. The main marketing strategy for ALLUDE will be through the use of social media platforms; Instagram and Twitter. This will help reach the specific target consumer as they are up-to-date with technology and their social media channels.

The magazine will be seen on popular bloggers sites who will be featured in the magazine. This will in turn create enough recognition and exposure for the magazine. Another main strategy for the magazine is the price points. The 1st issue will be free (a giveaway publication), the 2nd issue will be £3.00 (half price) and from then on, each issue will be £6.00 (full price). This again, will create exposure for the magazine and allow the consumer to get a feel before having to purchase. An online subscription will be offered from May 2017 onwards at the same price of the printed issue).

The unique selling point allows a substantial advantage over its main competitors (Lone Wolf, Betty, Frankie and Suitcase). Allude is aimed at a specific consumer; also the combination of print based media and the online world, thus creating an augmented reality. Collaboration with Blippar is something that has not happened before with any other fashion, beauty or travel magazine.

Marketing will be switched up from year 3 onwards, as there will be considerably more funding that can be injected into this section of the business. Billboards throughout London will be one of the marketing improvements; this will be seen in new up and coming areas of London (mainly to capture the right target audience), as well as, the obvious travel locations; the underground and main stations etc. Online advertising will also be a new addition to the marketing strategy.



INTRODUCTION



USP

ALLUDE's unique selling point revolves very much around its target market. There is no other magazine out there that caters to this specific consumer. The free-spirited independent woman that loves to travel and longs for adventure. The magazine has a combination of both print based and online worlds that will be adjoined, creating an element of augmented reality. The pages will come to life, so to speak. Again this is one feature ALLUDE has over its competitors, a new technology that will allow you (the reader) to bring the page to life, whether it be a pop up video, or a revolving 3D image.

BRAND MISSION

ALLUDE's brand mission is to deliver a trusted, alternative option, to inspire the fashion conscious traveller. This new generation of fashion, beauty and travel magazine is aimed at a specific consumer, providing a great service and experience.

THE

CONSUMER

CONSUMER ONE

Females aged between 18-21 years, are very energetic and enthusiastic about life. They are the biggest risk takers. Most are either in the midst of their gap year prior to university or have finished studying and are looking to travel and explore before they settle down into their career choice. This consumer is a free spirit and primed for an adventure. She/he, on the whole doesn't have much disposable income, however, living at home with no serious financial commitment other than university loans frees this consumer up to experience life. This consumer would choose casual clothing over formal clothing any day. They are also very up-to-date with the online world, knowing exactly what's new and what's not. They thrive off the digital world (always having their smart phones on them). Festivals are their passion, boho chic and glittered roots. This consumer is looking for a more unique destination of travel, something more alternative - not by the book.

AGE	18-21
GENDER	PREDOMINANTLY FEMALE
OCCUPATION	STUDENT OR PART TIME WORK
ACORN*	CATEGORY 4. FINANCIALLY STRETCHED. STUDENT LIFE E.G. STUDENT FLATS
HOUSING	LIVING AT HOME WITH PARENTS OR AWAY IN STUDENT ACCOMMODATION
MARITAL STATUS	SINGLE OR IN A LONG-TERM RELATIONSHIP
CHILDREN	NONE
DISPOSABLE INCOME	SMALL AMOUNTS
PRICING	£6.00 PER ISSUE
FREQUENCY	BI-MONTHLY

CONSUMER TWO

This consumer is similar to consumer 1. However, slightly older with more life experience and disposable income. Ibiza - an annual choice, however, like consumer 1 they are looking for more alternative, new travel destinations. Aged between 21-25 this consumer has finished their studying and is now settled in a full time job/role. They are now renting a flat with a friend/ friends or still living at home, saving to eventually move out. They tend to be independent and more self assured. Much like the younger consumer this consumer still has a keen eye on the current trends and love to keep up to date.

AGE	21-25
GENDER	PREDOMINANTLY FEMALE
OCCUPATION	FULL TIME WORK
ACORN*	CATEGORY 2. RISING PROSPERITY. CITY SOPHISTICATES. CAREER CLIMBERS
HOUSING	RENTING A FLAT OR LIVING AT HOME STILL TO SAVE FOR A MORTGAGE
MARITAL STATUS	SINGLE OR IN A LONG-TERM RELATIONSHIP
CHILDREN	NONE
DISPOSABLE INCOME	CONSIDERABLE AMOUNT
PRICING	£6.00 PER ISSUE
FREQUENCY	BI-MONTHLY



DISTRIBUTION

ALLUDE will be dispatched across the UK to all main news trade distributors. ALLUDE will be placed next to magazines such as Cosmopolitan, Marie Claire and Suitcase. In its infancy, ALLUDE will have to buy its way onto the news shelves - however, in time when the magazine is more established and reputable the need to purchase self space will cease.

Online subscriptions will be shipped and delivered within 3-5 working days. Postage will be free, with the magazine retailing at £6.00. (Online subscriptions will commence from July's issue - 3rd issue. This will take effect when printed copies become £6.00 again following price promotion).

12 MONTH MARKETING PLAN

DECEMBER

December 16th - set up and social media release
Launch Party - London Laundry Venue

JANUARY 2017

FIRST ISSUE SPRING 1 RELEASE (FREE)

Monday 9th

Collaboration with EDC day festival (electric daisy carnival in Milton Keynes) 5% off ticket purchase.

FEBRUARY

Marketing push through bloggers social media - Instagram, twitter (see pg 18.)

Website release - allowing subscriptions from issue 2 onwards

MARCH

SECOND ISSUE SPRING 2 (£0.00 FREE)

TOPSHOP 20% OFF CARD (to claim this the user needs to sign up to the website and enter their email details to receive an online 20% off code.

APRIL

Push notifications - emails sent out to subscription users about promotions

MAY

THIRD ISSUE SUMMER 1 (£3.00)

Collaboration with V-Fest - 5% off ticket purchase.

JUNE

More email push notifications to give a glimpse of what the next issue has.

JULY

FOURTH ISSUE SUMMER 2 (£6.00 - Standard price from then on)

AUGUST

SEPTEMBER

FIFTH ISSUE AUTUMN 1 (£6)

Promotional giveaway collaboration with River Island 20% off - use online.

OCTOBER

NOVEMBER

SIXTH ISSUE AUTUMN 2 (£6)

OFFERS & PROMOTIONS

Promotional methods will be used throughout the run up to the launch. There will be a select few of bloggers/vloggers that will be contacted to promote the new magazine through their social media platforms. Predominantly Instagram, as this is the main platform that is now being used by bloggers. This is good for the magazine as it will be targeting the specific consumer who will be interested in this type of magazine. Television advertisements will not be used; this is not a cost effective way to market the magazine. At the start of the business cost is a huge factor, so using cost effective advertising is paramount.



PRICE

ALLUDE will have a special promotional price for the 1st couple of issues.

January Issue - £0.00

March Issue - £0.00

May Issue - £3.00

July Issue - £6.00

A 'give away publication' is a great way to entice the consumer to checking out this new magazine on the market and a way to gain initial recognition and the exposure it needs to become a success within the market.

HOW TO KEEP THE CONSUMER RETURNING...

As this magazine runs alongside the seasons, it is a great way for the consumer to keep up-to-date with what's hot and what's not, for either Spring, high Summer, Autumn and Winter fashion and beauty trends, as well as, cool new alternative travel destinations coinciding with the correct season. This is a great way for consumers to have a reason to purchase the magazine season on season. The magazine retails at £6.00 which runs alongside the competitors price points, in some cases even cheaper.



MARKETING

YEAR ONE

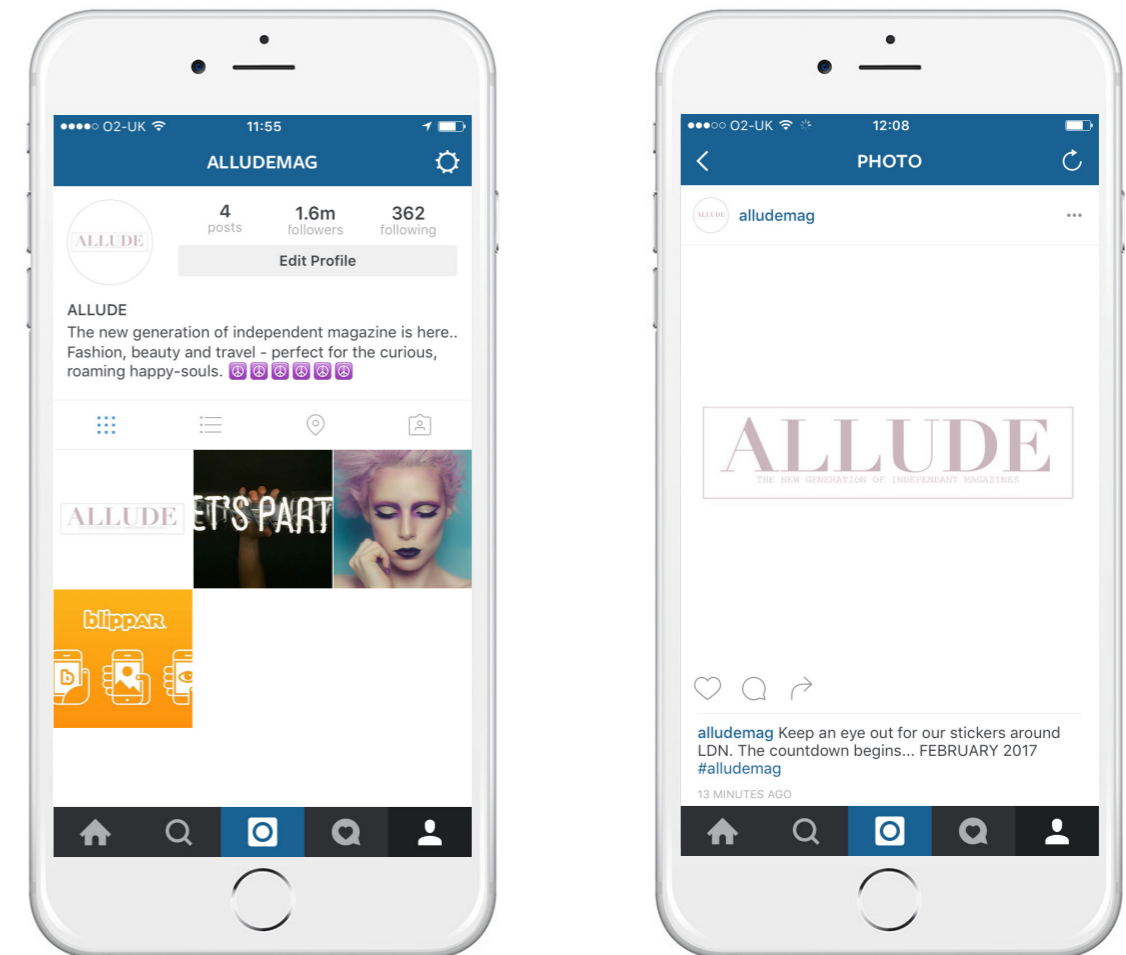
Social media will be the main marketing push for the magazine in the first year and throughout. This being the most cost effective way to market the magazine, and luckily the best way to get through to the correct target audience.

Popular blogger/vloggers will be featured in the 1st issue of the magazine to create talk and recognition in link with the bloggers. This will then be shared across their own individual social media platforms such as Instagram and Twitter previous to the launch. This is one of the best ways to capture the attention of the desired target audience.

YEAR THREE

The marketing will expand considerably throughout the end of year 2 - into year 3. Now the brand has established itself and sales are increasing, there will be additional funding that can be pushed into this sector of the business.

Online advertising for example, internet pop ups and advertisements on popular blogs and fashion websites, will be key when expanding the marketing plans. Billboards in popular up and coming destinations, for example; Shorditch and the obvious travel locations - underground, stations etc.



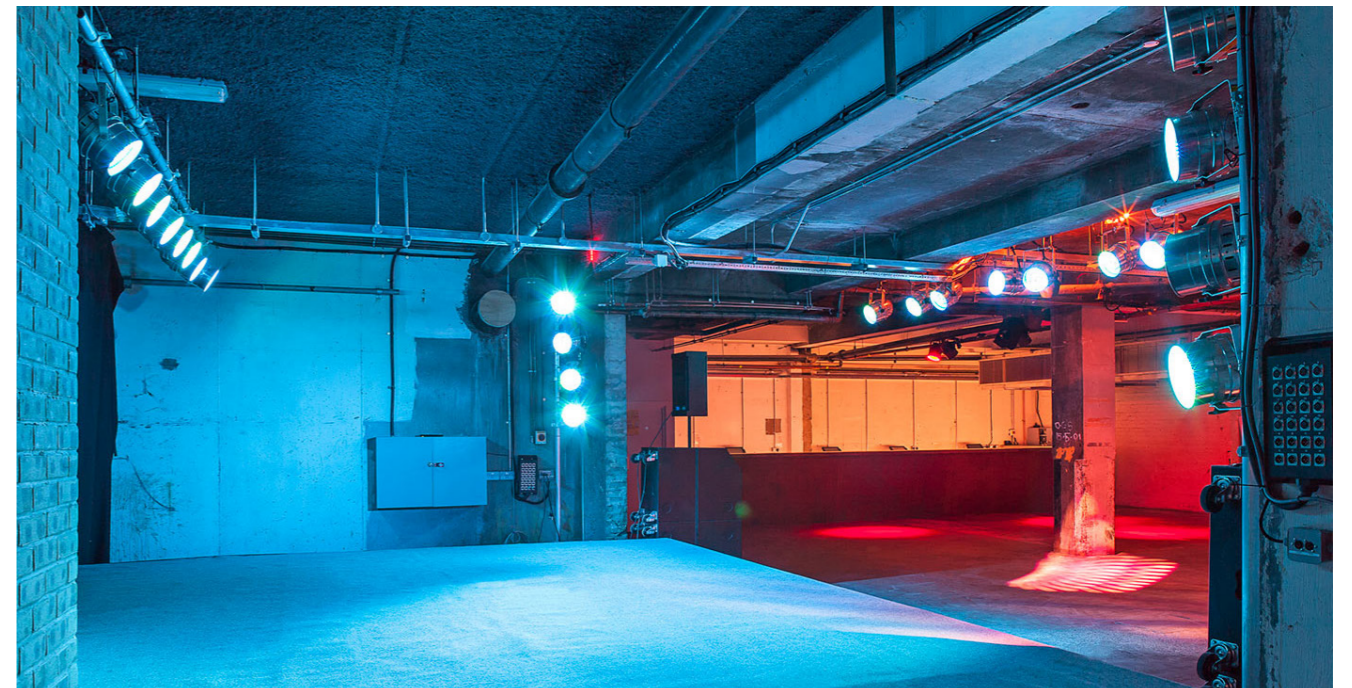
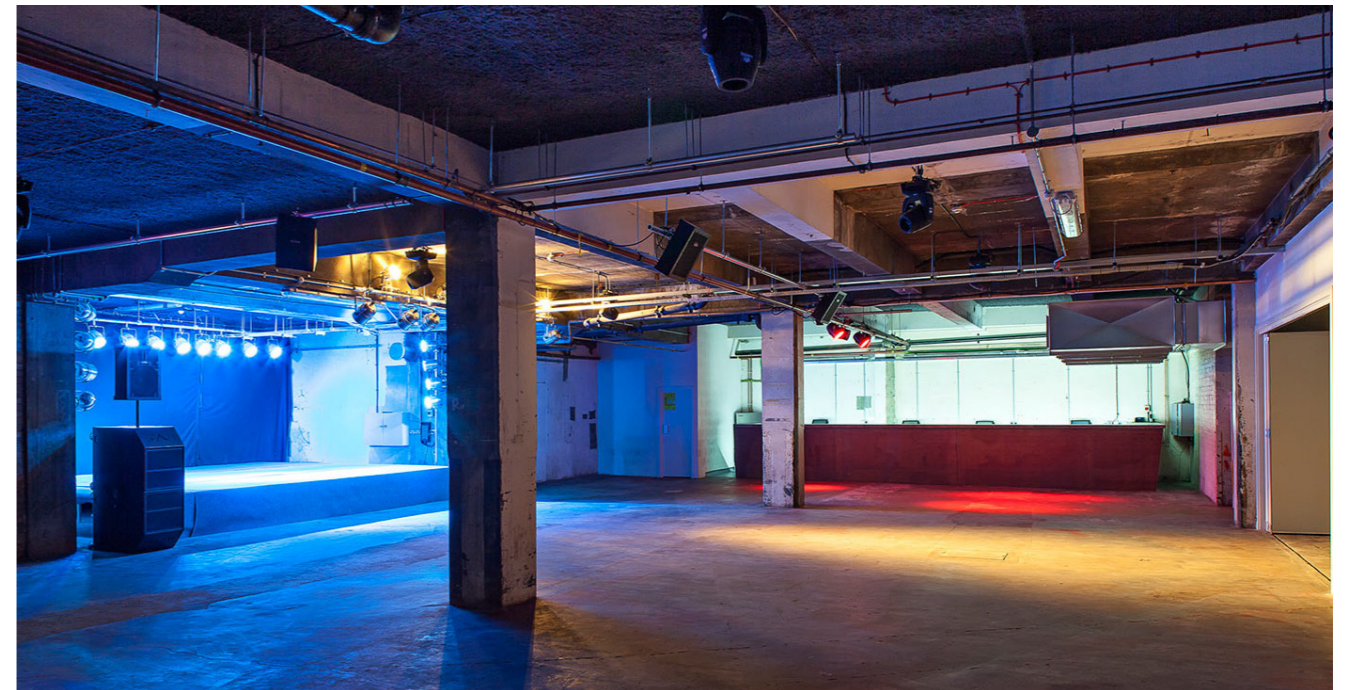
INSTAGRAM MOCK-UP

Social Media release February 2017

THE LAUNCH

A launch party will be held at 'The Laundry' venue, London E8. The venue is industrial and 'grungy' looking to suit the target consumer. The main aim being to invite people such as fashion, beauty and travel bloggers and vloggers alongside popular celebrities and press offices, for certain high street fashion brands such as Topshop.

ALLUDE will collaborate with Snapchat for the launch night allowing hype to be created around the brand. Consumers will see popular bloggers, public figures and celebrities at the event through Snapchat. Snapchat is a highly rated social media platform and joining forces will give ALLUDE the recognition it needs.



BRANDING

The branding for ALLUDE is very simplistic, however, recognisable. Simplicity is key. The whole point of this magazine is to have small articles allowing access to the full version in video form, so the layout and branding needs to reflect this minimalism.



PACKAGING MOCK UPS THAT WILL CONTAIN THE 1ST COPY OF ALLUDE THESE WILL BE SENT OUT TO BLOGGERS, FASHION HOUSES, PR COMPANIES AND CELEBRITIES.

STREET STICKERS

Stickers will be posted around the streets of London. This sounds like a bizarre way to market the magazine, however, helps to gain the attention of this specific target market. This is also a great way to make the brand logo familiar and recognisable.





BRAND TOUCH POINTS

PRE-PURCHASE

- Social media
- Press media
- Online Advertising
- App collaboration

PURCHASE

- Website
- Offers
- Promotions
- User experience

POST-PURCHASE

- Quality
- Style, beauty and travel advice
- Push notifications
- Social media

These are all touch points the consumer will interact with within the brand. Each touch point leaving either a positive or negative impact on the consumer. Social media plays a substantial role in a positive customer experience, as it gives a preview of what is coming in the next issue.

REFERENCES

CONTACTS

AMY BANNERMAN (DEPUTY EDITOR & FASHION DIRECTOR COSMOPOLITAN)

FLEUR DEFORCE - BEAUTY VLOGGER/FAMILY FRIEND <https://www.youtube.com/user/FleurDeForce>

TRAVEL ARTICLES

'ALTERNATIVE EUROPE TRIP' RICHARD CASH (UNCLE) <http://altoaragon.co.uk>

'HONG KONG' PHILIPPA SHALE - FREE LANCE JOURNALIST

ALL OTHER ARTICLE - MYSELF - KATE PARRATT/EDITOR

IMAGES

Girls Gone Hair - Online - <http://www.girlsgonehair.com/tag/braids/> - date accessed 14.4.16

I-Magazine - Touch Of Gold - Online - 19.9.15 - <http://www.i-magazine.tv/categories/Touch-of-Gold-The-Beauty-Editorial/> - date accessed 12.4.16

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