

Omni-Channel Launch Plan & the “Appreciate Life the Aritzia Way” Lifestyle Campaign

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The objective of Aritzia’s omni-channel plan is to introduce a more modern approach to commerce that will *integrate* both, physical brick-and-mortar and digital platforms in order to (1) enhance the shopping *experience* of its target-market, and (2) *modernize* and maximize efficiency in its operations. In order to fulfill these objectives, Aritzia must develop a supply chain that encompasses the following basic components:

I. Mobile App. One of Aritzia’s weaknesses is that it does not have its own mobile app. Although Aritzia’s merchandise is featured on an app called ShopStyle: Fashion & Lifestyle, it does not have an app exclusively for their company. This deprives customers of the ability to conveniently and efficiently browse and shop for its in-store or online merchandise, which may limit potential revenue, given its younger and more tech-savvy target-market. The first, and most important, tactic for Aritzia’s omni-channel strategy is to develop an app that will create synergy with its traditional in-store experience. The app will be a simplified format of the content on its website, which will be presented and easily navigated in a mobile-friendly way. To differentiate it from others, create an incentive for customers to download it, and enhance the customer’s in-store experience, the app will consist of the following main features:

- ***Integrative Community-Based Platform:*** The app will feature a section exclusively dedicated to Aritzia’s Facebook, Instagram, and Twitter social media platforms. This will promote connectivity and synergy in a community of followers with similar values and interests.
- ***Convenience in Booking Personal Shopping Appointments:*** Although Aritzia offers personal shopping appointments, booking them online is rather confusing and often requires the customer to call the store. To make this process more convenient, the app will feature a simple grid-like schedule in which customers can make and block their appointment time.

II. Social Media. One of Aritzia’s core competencies is its use of social media. Exercising this core competency is critical when introducing and promoting the company in Barcelona. By considering the characteristics of its target-market, it has been concluded that Aritzia will focus on the criteria below when growing its social media presence. The following features will be integrated in its social media use:

A. Spotify. In order to integrate the in-store experience with the proper digital platforms, Aritzia will make its in-store playlists readily available for customers to follow and listen to on Spotify. This is especially important, since Aritzia’s target-market is heavily interested in and curious about an eclectic range of music.

B. Facebook, Instagram and Twitter: Sustainability & Transparency. Aritzia will embellish and continually update its Facebook, Instagram and Twitter profiles to create synergy with the natural, neutral and basic aesthetic of its physical stores and social media profiles. The segmentation has shown that the target-market is concerned with buying basic and high-quality clothing with an expanded lifespan and longevity. Given this principle, Aritzia will promote itself through the sustainable characteristics of its clothing, which encompass its high-quality and innovative garments. Since Spain is home to 15 of the world’s most sustainable companies, the market is clearly very concerned with its businesses practicing according to sustainable, ethical and transparent operations.

C. In-Store Merchandise and Art: Aritzia's Facebook, Instagram and Twitter profiles will work to continually update its community of followers on new in-store merchandise and sales. Its social media will also showcase pictures of the original pieces of art and sculptures to create synergy and integrate the in-store experience with a digital platform. While Aritzia's in-store experience resembles the experience that one would have in a museum, its social media profiles will strive to do the same with continuous features and updates on special and new artists.

III. Brick-and-Mortar Stores: Aritzia's brick-and-mortar stores will also integrate technology into its in-store operations to create synergy between a traditional in-person and digital experience. Stores will modernize and integrate technology into a more efficient in-store experience by equipping its sales associates with iPads. The iPads will be used for the following:

- Scanning merchandise to determine how many, what sizes and what colors of a specific product a customer is looking for.
- Completing transactions for the customer either in-store or online if the product is not readily available
- Determine the price-points of any merchandise that is not properly marked or on sale that customers request.

THE CREATIVE MARKETING CAMPAIGN: BUILDING A LIFESTYLE BRAND

The primary objectives of Aritzia's "Appreciate Life the Aritzia Way" marketing campaign is to (1) maximize awareness of its entrance into Spain, (2) maximize customer engagement, and (3) develop a consistent brand image and perception with that of its North American presence. To achieve this, Aritzia will host a creative marketing campaign event that introduces the company as not only a fashion retailer, but an authentic lifestyle. ***In essence, the event will promote Aritzia as not just a boutique, but an authentic lifestyle brand that celebrates and appreciates an artistic and ethical way of life. Marketing Aritzia as a lifestyle brand is a strategic decision that will give the company more opportunities to gain more leverage in the new Spanish market.***

To introduce the Aritzia way of life to the Spanish target-market, Aritzia will partake in the following distinct marketing campaign:

1. ***Experience Focused:*** Host a campaign event that showcases both, famous pieces of art displayed in the store and Aritzia's merchandise to promote the brand as a lifestyle that its target-market partakes in.

Before creating the campaign, Aritzia must understand whether or not the objective aligns itself well with the target-market. The segmentation of Aritzia's target-customer ultimately suggests that she places a great amount of value on (1) the quality and sustainability of purchasing quality wardrobe staples, and (2) the experience that leads up to the point of purchase. Hosting an event that introduces Aritzia as an appreciative lifestyle brand aligns itself well with the following characteristics of the target-market:

- ***Personality:*** The differences between the North American customer and Spanish customer suggested that Spanish customers are more anxious when it comes to buying products (Alonso, Cruz, & Mugica). By focusing on creating an experience with familiar local pieces of Spanish culture, specifically the art, Aritzia will be able to open the Spanish customer up in a way that makes her feel more comfortable and excited about a new brand that she is uncertain about. Since the psychographic segmentation targeted women with an open personality type, this experience will open the curiosity and creativity that Aritzia hopes to find in Spanish customers.

- **Values:** As stated before, Aritzia's customers value the experience, especially those related to sensations created by art and nature, when buying their clothing. The previous research has demonstrated that Spanish businesses value ethical and sustainable practices.

PROMOTIONAL MEDIUMS: "APPRECIATE LIFE THE ARITZIA WAY"

The Name: The name "Appreciate Life the Aritzia Way" inspires customers to take a step back from their hectic daily lives to reflect on and appreciate a more authentic way of life, especially in regard to two things that Aritzia capitalizes on: its sustainability and art. Promotional techniques include:

Social Media: Aritzia will utilize all social media platforms, primarily Facebook, Instagram and Twitter, to build anticipation and excitement about its entrance into the Spanish market and its new campaign. To promote this event, weekly Instagram posts and stories, status updates on Facebook, and tweets on Twitter will feature a countdown to the new store and campaign's launch. In addition, the same platforms will post hints regarding what unique concepts and pieces of art will be displayed in the new store during the launch. Since the target-market has a keen eye for visuals and interior design, Aritzia will build this type of anticipation accordingly.

Email: Aritzia will segment its target-market in or near Barcelona according to the characteristics extracted from the segmentation. The company will then send promotional emails to those who best fit this target-market in order to educate them on the campaign, the location of the new store, the type of merchandise sold, and the featured artist(s). Those who receive the email will be given access to a link, where they can RSVP for the event.

Video: Although informational status updates are valuable, Aritzia will create its first video that will introduce the target-market as the lifestyle brand it is marketing itself as. The video will also feature interviews with management, the artist with whom the company is collaborating with, and brand promoters. This will communicate the key aspects of the campaign and who Aritzia is in a way that followers are more likely to remember and retain.

In-Store Brochures: To create a more integrated form of promotion that incorporates both, digital and traditional platforms, Aritzia will promote the campaign by offering brochures, such as the one created above, to appeal to a wider range of attendees who may not be as technologically-savvy as the company was expecting.