

MODULE CODE: LCBB4004
Marketing Fundamentals

Assignment Title:

Blogging to communicate - Assessment 1

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SELF FRIDGES & CO

The image shows a large, ornate window display for Selfridges & Co. The display is decorated for Christmas with large gold balloons, garlands, and various brand logos. The store's name is prominently displayed in large white letters on a dark background. The display is viewed from a balcony, with a metal railing in the foreground. The background shows the interior of the store with various brand logos and displays.

Blogging to communicate

SELFRIDGES & CO

Selfridges & Co., also known as Selfridges, is a high-end department store chain located in the United Kingdom. The first branch was opened in 1909 on Oxford Street, London, United Kingdom.

THE FOUNDER OF SELFRIDGES

Harry Gordon Selfridge was born to Lois and Robert Oliver Selfridge, on 11th January 1858 at Ripon, Wisconsin, USA. Later that year, his family moved to Jackson, Michigan. His father ran a general store, and his mother was a teacher. He had two older brothers, Robert and Charles, who died at a fairly young age. Gordon Selfridge started working at the age of 10, after his father left the family. He delivered newspapers and worked at a 'dry-goods' store. His dedication and hard-work brought him to different sectors and the experience helped his success. In 1904, he started Harry G. Selfridge and Co., his own store in Chicago.



He realised his customers could have a big influence on his business, and he instructed his employees to deal with them 'as they were always right', although it was sometimes clear they were not. This change of attitude was a drastic shift in how consumers were being served and his business became very successful. His department store was sold at a profit, 2 months later, to Carson, Pirie and Co. In 1906, when Gordon and his wife, Rosalie Selfridge had a holiday in England, he noticed that the new selling concepts that were being used in the United States had not been embraced by the major stores in London. He decided to invest £400,000 to build his new department store, Selfridges, which was opened to the public 3 years later, on 15th March.

The spirit of innovation of Harry Gordon Selfridge is still alive through the company's new owners, Galen Weston and his family, who had bought the chain in 2003.

Today, Selfridges it is a retail experience that aims to 'surprise, amaze and amuse' its consumers with exceptional customer service and wonderful products. The store has been voted four times The Best Department Store in the World at the Global Department Store Summits 2010, 2012, 2014 and 2018.

It was also named Best Retailer 2020 at the Positive Luxury Awards.

Today, the company has branches in London, Manchester and Birmingham and a net worth of 335.9 million British pounds.

MISSION AND VISION

Selfridges Mission Statement is "Driven to success but committed to doing it right".

Team members across our business maintain our vision through the values we live day-to-day and the unique Selfridges spirit we bring to every project.

OUR PRODUCTS

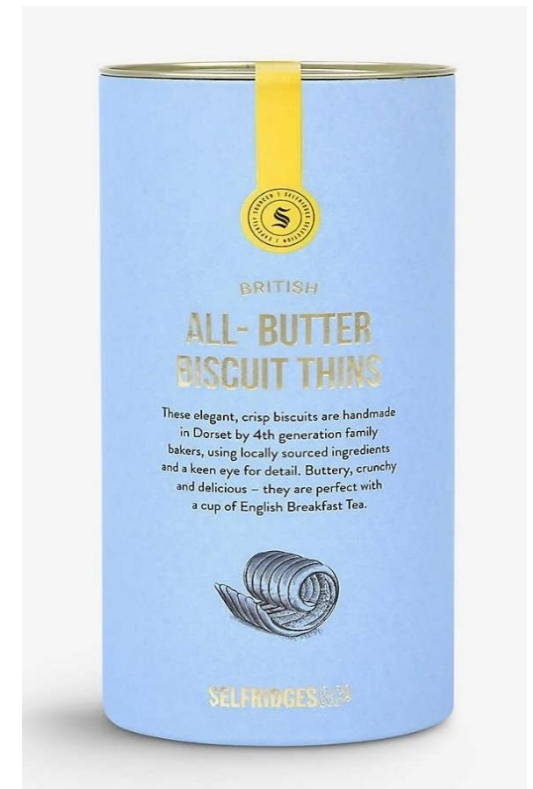
Selfridges is known for quality and luxury products. We are focusing on our own label products but also work closely with our brand partners to achieve customer satisfaction. The products we offer include jewellery, watches, beauty products, fashion shoes and clothing, luxurious goods, artisan foods and beverages, as well as sustainable choices, such as second-hand pre-loved, vintage, 'Project Earth' products. The world depends on the sustainable work that we all do now. Eco-friendly means living in a manner that is not detrimental to the environment and we need to work together to make our planet a safer and a better place. Selfridges is committed to responsible sourcing by collaborating closely with the company partners and encouraging them to produce sustainable products.



Through our Project Earth initiative, we encourage you to debate, explore and inspire positive change – so that you can buy more sustainably now and in the future. We are also introducing a variety of new ways of shopping, including refill and repair, resale and rental. We will collaborate and build prosperous retail futures through our attention on individuals, products and customer service, and collaborating closely with our brand partners, team members, and consumers. We will build a sustainable organization that values our world, reflects innovation and creativity and builds trust.

"We believe that until certified palm oil guarantees zero deforestation, our customers should be given the option to buy palm-oil-free products. We're delighted to be able to offer this through our own label."

Simon Forster, Managing Director of Selfridges



PROJECT EARTH BRITISH MAKERS
SELFRIDGES SELECTION

All-butter biscuit thins



RESPONSIBLE LEATHER

Wearing skins to cover our skin has been part of our culture since we were hunter-gatherers. Today we manufacture about 2.4 billion square metres of leather each year to make bags, shoes, belts, jackets, furniture and a multitude of other products; it's safe to say we love leather but this long-standing love affair has long-standing impacts on our planet.

What can you do?

- Look out for brands who are members of the Leather Working Group
- Look out for products made using recycled or upcycled leather



**PROJECT EARTH RESPONSIBLE LEATHER
MULBERRY**
Iris leather shoulder bag



CLOSING THE LOOP

Some say one person's trash is another's treasure, and we couldn't agree more. It's estimated that in the UK we consume over 1 million tonnes of clothing every year, with 11 million items being sent to landfill every week. Our Closing the Loop edit includes products that are pre-loved, made with upcycled materials or available to rent, helping us to give beautiful things a longer life and letting you reinvent your style guilt-free.

What can you do?

By shopping second-hand, vintage and rented products, you can help to give products a longer life and contribute towards creating a circular economy.



**PROJECT EARTH RESELLFRIDGES
EESOME**
Pre-loved 1970s vintage candlesticks set

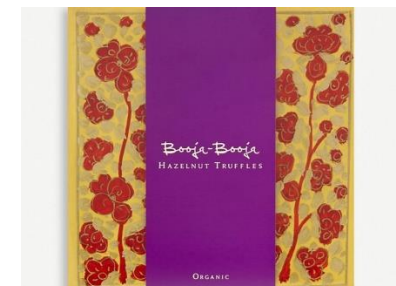


VEGAN

The number of vegans in the UK quadrupled between 2014 and 2018, driven by a growing awareness of animal welfare issues and the impact of industrial agriculture on the environment. Animal-derived ingredients are widely used in beauty, food and fashion products so our Vegan edit allows you to easily navigate your way to vegan-friendly products.

What can you do?

Support brands that avoid all animal-derived ingredients and products that are certified Vegan.



**PROJECT EARTH VEGAN
BOOJA BOOJA**
The Artist's Collection hazelnut truffles

OUR PRICING

Selfridges uses a premium pricing strategy, that indicates high-end products and distinctiveness. We continue to develop and diversify our offering, adding to our range of products gift boxes and luxury hampers that are packed with everything you would ever want, from mouth-watering sweet treats, to expertly made cheeses and champagne.



SELFRIDGES SELECTION
Festive Deli Hamper

£300.00



SELFRIDGES SELECTION
Vegan Christmas Gift Box

£120.00

Selfridges' hampers are priced between £15 and £5000. Our bespoke, luxury 'Best Of Selfridges Hamper' includes best of our festive selection, from fruit-packed Christmas cake and tasty mince pies to delicacies such as Beluga Caviar, cured meats, cheeses and Tom Dixon drinkware.

SELFRIDGES SELECTION
Best Of Selfridges Hamper

£5000,00



DISTRIBUTION

Selfridges is a world-renowned company with over 25 percent of its orders coming from abroad. We implemented international purchasing features that allow us to sell to more than 130 countries worldwide, including Europe, Australia, the Middle East and China, and North America. You can pay in British Pounds, Euros, Australian Dollars, Singapore Dollars, Hong Kong Dollars, Chinese Yuan, US Dollars and Canadian Dollars. We are using a direct channel of distribution and you can purchase our products through our Selfridges App and Selfridges.com website, or directly from any of our stores located in London Oxford Street, Manchester Exchange Square, Manchester Trafford and Birmingham.



SELFRIDGES FLAGSHIP STORE IN LONDON

For online orders, you will receive an email with your order confirmation. We will also let you know when your order has been dispatched. All orders placed online are either delivered by our reliable courier partners and the packages can be monitored on their website, or can be collected directly from our stores, free of charge, via our Click & Collect service. Click & Collect orders can be placed online before 10:00 pm and picked up from the preferred Selfridges store the next day. We have now added bookable time slots with designated entrances for your collections, meaning you can avoid the queues.



SELFRIDGES BUILDING, BIRMINGHAM



OUR PROMOTION PROGRAMME

Businesses are focused on effective advertising activities, which are essential these days. This is why most businesses invest in promoting their goods and services. Selfridges connects with its customers and potential consumers through social media, in-store events and experiences, sales promotions, and last but not least, magazines, television and radio advertising. In 1925, the first business owner to introduce a newly invented television to British customers was Harry Gordon Selfridge. A radio tower was also installed on the roof, so live recordings of music could be transmitted from the shop to the capital.

We use Twitter, Facebook, Instagram, Snapchat and Hot Air, our very own broadcasting platform, loaded with inspirational video and audio material, to communicate powerfully with the audience. A great example is our futuristic campaign, 'The New Order', where five digital creatives – Digi-Gal founder Cat Taylor, Ines Alpha, Jamie-Maree Shipton, Filip-Custic and Jon Emmony – were invited to create a variety of digital advertisements for Facebook and Instagram, featuring products that were available to buy in shops and online. Our social media product advertisements are usually created by the marketing team of Selfridges, using photos from our Selfridges.com website, but this project encouraged us to try a completely different strategy. We collaborated with the artists because we believe their work is fantastic, and our instructions were very simple, to allow artistic freedom.



Alongside these digital projects, we use in-store events to raise brand recognition, such as half-term children's events with arts and crafts workshops, kids DJ, ball pool, face painting activities; and our first-ever outdoor Selfridges Christmas Market, with street food vendors and traditional fairground rides.

Visitors can purchase winter accessories and Christmas toys from a number of small, independent brands, and even sustainably sourced Christmas Trees and decorations.

Plus, there is a whole range of custom made centerpieces and wreaths, that are made while you wait.



Today, the window displays of Selfridges are popular all over the world. The size, theatricality and also the fact that they were the first shop windows that were illuminated at night in the early 1900s meant crowds formed at all hours of the day around them. The products are displayed and organized in such a way that can bring a positive shopping experience. Displaying sale banners is an effective way of attracting our customers to our seasonal discounts and special offers. An example would be our consumer sales promotions, where we offer 50% off on certain products. The Selfridges sale is a rare opportunity to invest in the most extraordinary fashion, beauty and lifestyle items, at affordable prices.

We are here to help guide you to discover things to enjoy for years to come by making investment purchases (not impulse ones), and 'Everyone is welcome', just as Harry Gordon Selfridge always said.



SELFRIDGES&CO

Women Men Bags Shoes Beauty Sale

**JUST
SAY
"STYLE
INVESTMENT"**

Don't miss up to 50% off in the Selfridges
Sale, online and in store now

“Excite the mind, and the hand will reach for the pocket.” - Harry Gordon Selfridge

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