

A LIMITLESS CUSTOMER JOURNEY TO

asos



RIVERSIDE HIGH SCHOOL
COMPUTER CLUB

ALESSANDRO LEDDA -1921858
MARKETING MANAGEMENT
ASSIGNMENT 1 - 75%
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BUYING CLOTHES, ACCESSORIES AND MAKE UP MEANS NOWADAYS BUY DECISIONS, TO EXPRESS OWN PERSONALITIES, RATHER THAN IDENTITIES. THIS SELF-EXPRESSION IS THE DRIVER WHICH IS SUPPORTING CONSUMERS TO ACHIEVE ANY DESIRED SOCIAL STATUS, REGARDLESS THEIR PERSONAL BACKGROUND.

MARKETING LITERATURE IS STILL TEACHING HOW STRENGTH IS THE CONNECTION BETWEEN CONSUMERS AND THE HETEROGENEITY FOR FASHION-RELATED PRODUCTS AND RETAIL STORES¹.

UNDERSTAND HOW THE LIFESTYLE, THROUGH ONLINE FASHION'S PURCHASES, IS INFLUENCING PEOPLE'S LIVES IN TERMS OF NATURE, GOODS THEY OWN AND WHAT THEY DESIRE TO, ABOVE ALL HOW THEY WOULD LIKE ALLOCATE MONEY AND TIME, COULD SUPPORT MARKETERS IN THE STUDYING OF CONSUMERS' BEHAVIOUR. ALSO THE VALUES AND LIFESTYLE PROGRAM,² THAT CONNECTS POSSIBLE PERSONAS TO THEIR SCENARIOS REGARDING ASPIRATIONS, HOPES, VALUE, PREPARING THE BASE TO A FURTHER SEGMENTATION IS STILL DEVELOPING ITSELF.

THIS REPORT WANTS TO ANALYSE WHICH CHALLENGES THE NEW LIFESTYLE'S ASSET IS ASKING FOR TO THE FASHION ENVIRONMENT, ESPECIALLY THROUGH ONLINE CHANNELS, EVEN CONSIDERING THE NEW TARGET AROUND THE LAST NATIVE AND DIGITAL Z GENERATION. THE FOCUS WILL BE ON THE PROMOTION'S STRATEGIES, THAT SEEM TO BE THE RESULT FROM THE CONSTANT CO-OPERATION BETWEEN COMPANIES AND CONSUMERS: WHERE DO THEIR STIMULI MEET UP EACH OTHER?

1. DARDEN, W. R., & REYNOLDS, F. D. (1974). BACKWARD PROFILING OF MALE INNOVATORS. JOURNAL OF MARKETING RESEARCH, 11(1), 79-85

2. MITCHELL, A. (1983). THE NINE AMERICAN LIFESTYLES. NEW YORK, NY: WARNER.

IF COMMUNICATION IS GLOBALLY KNOWN AS THE WAY TO TRANSFER INFORMATION, WITH SHARING AND TRANSLATING MEANINGS, THEN MARKETING'S DUTY IS THAT ONE TO FAVOURITE AND GUARANTEE IT, EVEN CREATE NEW SIGNS WHERE THERE IS NOT ANY INPUT.

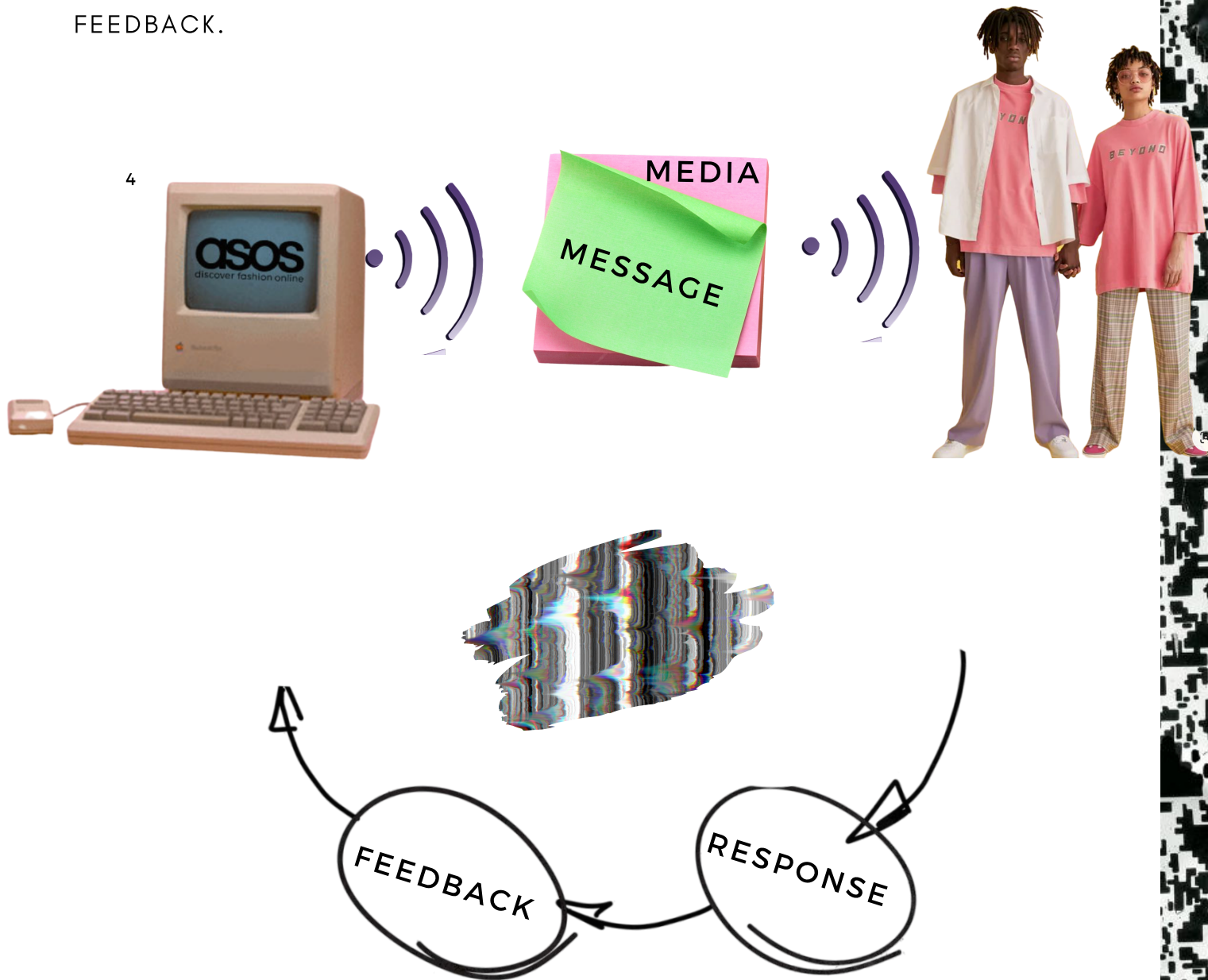
FOLLOWING THE MARKETING PROSPECTIVE IS POSSIBLE RELATE THE TWO FACES IN A CONVERSATION: EXPRESSION AND IMPRESSION³. THE FIRST ONE PROVIDES INFORMATION ABOUT BUSINESS NATURE, PRODUCTS AND SERVICES, GENERATING THE FIRST LINK WITH THE CHOSEN TARGET. THE SECOND FACE, IMPRESSION, IS AN INTERCHANGE BETWEEN SENDERS AND RECEIVERS AND THEIR VALUES AND BACKGROUNDS THAT ENABLE THE MESSAGE'S RECEIVING AND UNDERSTANDING.

THIS IS THE REASON WHY COMMUNICATION SHOULD BE ANYTIME CLEAR AND DIFFERENTIATED FOR THE DIFFERENT TARGETS AND GROUPS.

MODEL COMMUNICATION

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COMMUNICATION'S PROCESS INVOLVES MANY FACTORS, DEPENDING ON BACKGROUND, CULTURE AND RESPECTIVE VALUES, WHICH CAN HELP OR MAKE NOISE IN UNDERSTANDING THE MEANING AND RECEIVING THE FEEDBACK.





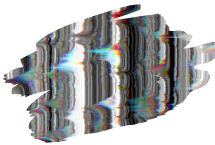
THE SENDER NEEDS TO KNOW FIRSTLY WHO IS GOING TO RECEIVE THE MESSAGE, TO FOCUS ON THE CONTENT TO A SPECIFIC FRAME. IN OTHER WORDS, SEGMENTATION, TARGETING AND POSITIONING NEED TO BE STUDIED BEFORE THE PROCESS BEGINS.



THE NEXT STEP, ENCODING, COULD BE SEEN AS THE MOMENT IN WHICH THE SENDER HAVE TO SEW DIFFERENT DRESSES (FORMAT) FOR THE DIFFERENT OCCASIONS (TV, RADIO, NEWSPAPER, SOCIAL NETWORK SITES) IN WHICH IS GOING TO.



THE DIAGRAM'S CENTRE IS THE MESSAGE AND EVEN DIFFERENT MEDIA CAN CARRY ON IT, TO REACH AS MANY PEOPLE AS POSSIBLE. THIS IS THE CHANCE TO CONNECT THE SENDER TO ITS TARGET, IMPROVING ITS POSITIONING. THE SUBJECT MESSAGE COULD BE AROUND NEW PRODUCT, AWARENESS, PROMOTION OR CUSTOMERS' LOYALTY.

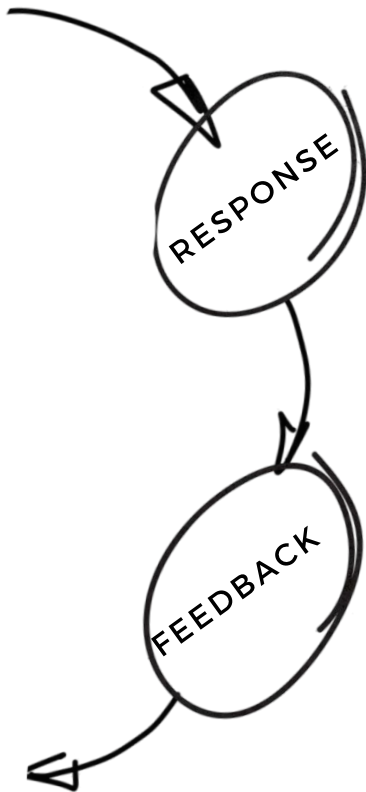


NOISE IS RANDOM AND OTHER COMPETING MESSAGES THAT MORE OFTEN INTERFERE WITH THE COMMUNICATION.



RECEIVER'S STARTS BY THE DECODING, TRANSLATING THE MESSAGE AND STARTING TO RELOCATE IT IN THE OWN THOUGHTS. HE/SHE STARTS TO CONNECT FIRST MEANINGS AND, AT THE SAME TIME, TO ENSURE THE ACHIEVEMENT OF THE GOAL, THE SENDER NEEDS TO MAKE SURE THAT THE MESSAGE WILL BE EASY TO DECODE BY THE WHOLE GENERAL MASSE.

MODEL COMMUNICATION



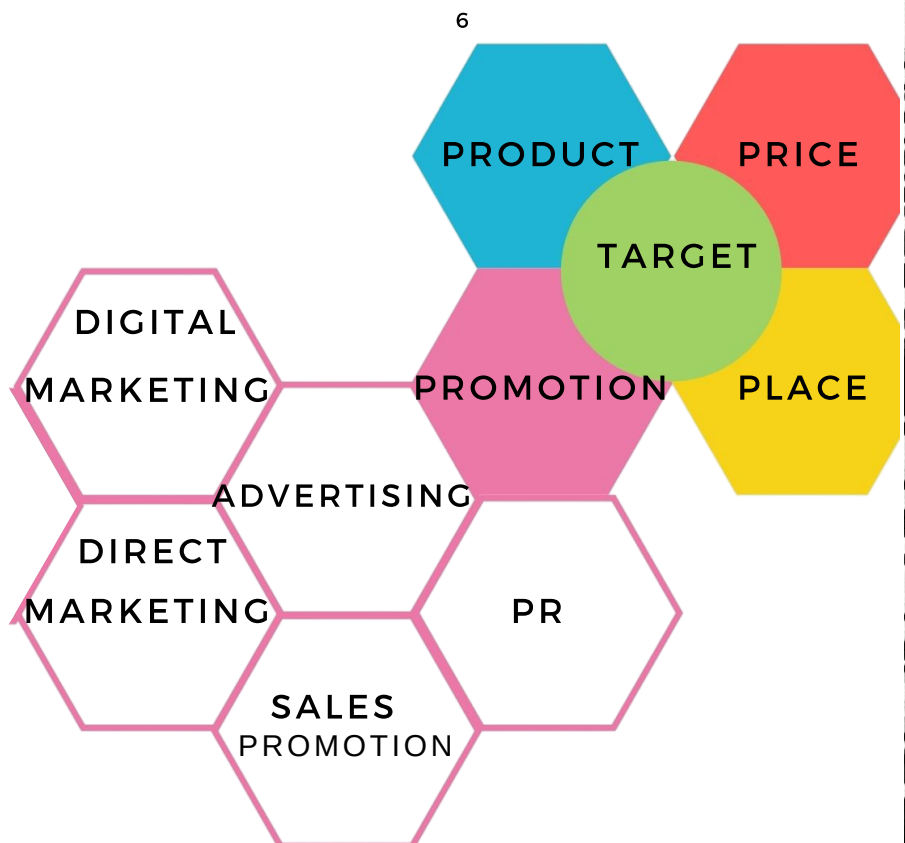
THE RECEIVER'S DECISION WILL DEPEND BY THE DECODING COMPONENT AND TO ENSURE THAT HE/SHE WILL ACT IN ANYWAY AFTER READ THE MESSAGE, THE SENDER USES INTEGRATED MARKETING COMMUNICATIONS. THEN THE RECEIVER WILL HAVE THE CHANCE TO DECODE IN A VARIETY OF WAYS THE SAME MESSAGE.

TAKING IN CONSIDERATION THE FEEDBACK IS USELESS FOR THE SENDER TO ANALYSE HOW POWERFUL OR WEAK THE COMMUNICATION HAS BEEN AND ANALYSE HOW MANY RECEIVERS OF THE TARGET ARE AWARE ABOUT THE MAIN GOAL.

*"A CONCEPT OF MARKETING COMMUNICATIONS PLANNING THAT RECOGNIZES THE ADDED VALUE OF A COMPREHENSIVE PLAN THAT EVALUATES THE STRATEGIC ROLES OF A VARIETY OF COMMUNICATION DISCIPLINES."*⁵

INTEGRATED MARKETING COMMUNICATIONS (IMC) IS DEFINED AS THE PLAN AND THE INTEGRATION OF ALL MARKETING COMMUNICATION TOOLS AND FUNCTIONS, USED BY COMPANIES TO INCREASE THE ENGAGEMENT, CALLING TO ACT FINAL USERS, THROUGH PERSUASION.

THE PROMOTION MIX DESCRIBES HOW THE MARKETING COMMUNICATION METHODS ARE COMBINED, EACH ONE FOLLOWING OWN STRATEGIES, BUT WITH THE BASIC GOALS TO COMMUNICATE AND CONVINCE.



THE PROMOTION MIX IS COMPOSED BY SOME BASIC METHODS, WHICH NEED TO BE ANALYSED BEFORE THE CAMPAIGN BEGINS. THE TERM CAMPAIGN REFERS TO A COORDINATED MARKETING COMMUNICATION PLAN, BUILT AROUND A THEME AND AN IDEA, FOLLOWING A PURPOSE.

ADVERTISING: ANY PAID FORM OF PRESENTING IDEAS, PRODUCTS AND SERVICES, AS A RESULT OF A SPONSORSHIP, FOLLOWING THREE MAIN DUTIES LIKE INFORME, PERSUADE, AND REMIND. IT NEEDS TO BE SUPPORTED BY A CREATIVE STRATEGY, IN WHICH MESSAGE AND APPEAL, THAT DESCRIBING INFORMATIONS AS COST SAVING, QUALITY, CUSTOMER SERVICE, HELP THE CUSTOMER TO MAKE A DECISION.

ADVANTAGES: PROFESSIONAL QUALITY (THE COMPANY IS INVESTING IN ITSELF) - REPETITION OF THE MESSAGE - TRACK CUSTOMERS PREFERENCES.

DISADVANTAGES: COST - DIFFICULT TO EVALUATE RESULT FOR TRADITIONAL ADV.

PUBLIC RELATIONS: THE PROCESS TO MAINTAIN OR IMPROVE A POSITIVE IMAGE, THROUGH MAKING SHORT AND LONG TERM RELATIONSHIPS WITH INSTITUTIONS, OTHER ORGANIZATIONS AND PUBLIC COMMUNITIES, CREATING CONVERSATION ABOUT SOCIAL INTERESTS TOPICS. THERE ARE DIFFERENT PR'S TECHNIQUES, FOLLOWING THE SAME GOAL TO MANAGE PUBLIC PERCEPTIONS AND IMPROVE THE REPUTATION, AN IMPORTANT DRIVER FOR THE ACTUAL COMPETITIVENESS:

- MEDIA RELATIONS;
- INFLUENCERS;
- PUBLICATIONS;
- EVENTS;
- SPONSORSHIPS - SPORT/CHARITY
- AWARD PROGRAMS;
- CRISIS MANAGEMENT.

ADVANTAGES: ENGAGEMENT NEW PEOPLE -EMPLOYEE PRIDE -
AMPLIFIED MESSAGE

DISADVANTAGES: UNCONTROLLED REVIEW THAT COULD BE NEGATIVE
FOR EXAMPLE

SALES PROMOTION: UNLIKE THE ADVERTISING, THIS METHOD OFFERS
INCENTIVE FOR A SHORT TIME PERIOD. THERE ARE TWO DIFFERENT KIND
OF SALES PROMOTION: DIRECTED TO CUSTOMERS AND TO TRADE.
THEY COULD INCLUDE:

7

CUSTOMERS	TRADE
LOYALTY PROGRAMS	FREE MERCHANDISE
SAMPLE	TRAINING
COUPONS	CONVENTIONS
POINT OF PURCHASE	PUSH MONEY
PREMIUM	TRADE AND ADV. ALLOWANCE
CONTEST	SALES CONTEST

ADVANTAGES: LOYALTY AND ENTHUSIASM, OPPORTUNITY TO EXPAND TRADES.

DISADVANTAGES: TOO MANY SALES PROMOTION COULD BE SEEN AS SIGNAL LIMITED PRESTIGIOUS OR MAYBE THE COMPANY IS NOT PURCHASING.

DIRECT MARKETING: WHEN THE CONVERSATION IS DIRECTED STRAIGHTLY TO THE CUSTOMERS, WITHOUT ANY KIND OF INTERMEDIATE. IT COULD BE CONSIDERED AS A PERSONALISED COMMUNICATION, BASED ON THE INFORMATIONS THAT THE COMPANY KNOWS ABOUT THE SPECIFIC CUSTOMER. THROUGH E-MAILS, MOBILE COMMUNICATION (SMS), APPS AND WEB SITES. EXPLOITING DATABASES COMPANIES ARE ALLOWED TO CHECK INDIVIDUAL INFORMATIONS ABOUT THEIR CUSTOMERS, LIKE FAMILY STATUS, GEOGRAPHY, SIGNIFICANT PURCHASES TO SEGMENT THEIR INTEREST AND AND WHAT THEY ARE LOOKING FOR.

ADVANTAGES: ANTICIPATE CUSTOMERS NEEDS, MORE INCISIVE CAMPAIGNS.

DISADVANTAGES: PRIVACY ISSUES, JUNK MAILS, COST IN UPDATE DATABASE.

DIGITAL MARKETING: TO PROMOTE AND MARKET PRODUCTS AND BRANDS. THIS METHOD INCLUDE DEVELOPED STRATEGIES IN WEB SITES AND SOCIAL MEDIA NETWORKS. BOTH OF THEM NEEDS TO BE:

- INTERACTIVE
- MOBILE AND PORTABLE
- SHARABLE
- CONNECTED TO OTHER MARKETING ACTIVITIES.

WEBISTES MARKETING

FIRST STEP TO GET INVOLVED IN THE DIGITAL CONVERSATION, WITH SPECIFIC GOALS AS SHOW PRODUCT AND SERVICES, CREATE COMMUNITIES, SHOPPING, RECOMMENDATION AND FEEDBACK.

ADVANTAGES: CUSTOMERS' DATA, LESS EXPENSIVE THAN PHYSICAL, MORE CONTENTS.

DISADVANTAGES: MAINTENANCE'S COST, HANKERING FOR CUSTOMERS' DATA AND TROLLING

SOCIAL MEDIA MARKETING

APPS, NETWORKS, BLOGS AND OTHER DIGITAL MEDIA WITHIN ENSURE A CONSTANT FLUIDITY OF COMMUNICATION, INTERACTING WITH THE ORGANIZATION, FOLLOWING THE FORMULA ONE-TO-ONE, IN WHICH THE LISTENING TO CUSTOMERS' POINT OF VIEW IS THE BASIC STEP. SOCIAL MEDIA MARKETING AS WELL NEEDS TO BE FOCUSED ON COMMON GOALS:

- CREATING BUZZ;
- EMPOWERING COMMUNITIES;
- ONLINE TWO-WAY CONVERSATION

THIS STRATEGIES COULD BE ORGANISED BY THREE MODALITIES:

A)PAID SOCIAL MEDIA (SPONSORED CONTENTS);

B)EARNED SOCIAL MEDIA (CO-OPERATION WITH OTHER ORGANISATIONS OR INDIVIDUALS, ESPECIALLY TO SUPPORT PR);

C)OWNED SOCIAL MEDIA (ORGANIZATION'S ACCOUNT, FACEBOOK PAGE FOR EXAMPLE).

ADVANTAGES: MULTIDIRECTIONAL COMMUNICATION - MEASURABLE - UNLIMITED AUDIENCE.

DISADVANTAGES: DIFFICULT TO MANAGE CRISIS COMMUNICATION, - EXPENSIVE CREATE CONSTANT ORIGINAL CONTENTS - POSSIBLE CONFLICTS BETWEEN CONTENTS.

STAGES IN IMC CAMPAIGN

8

1

DEFINE THE TARGET

2

PROMOTIONAL OBJECTIVES

3

PROMOTION BUDGET

4

PROMOTION MIX

5

EVALUATE RESULTS

IMC IN ASOS

13

ADVERTISING

VIDEO CONTENT BY  AND  / BRAND MAGAZINE

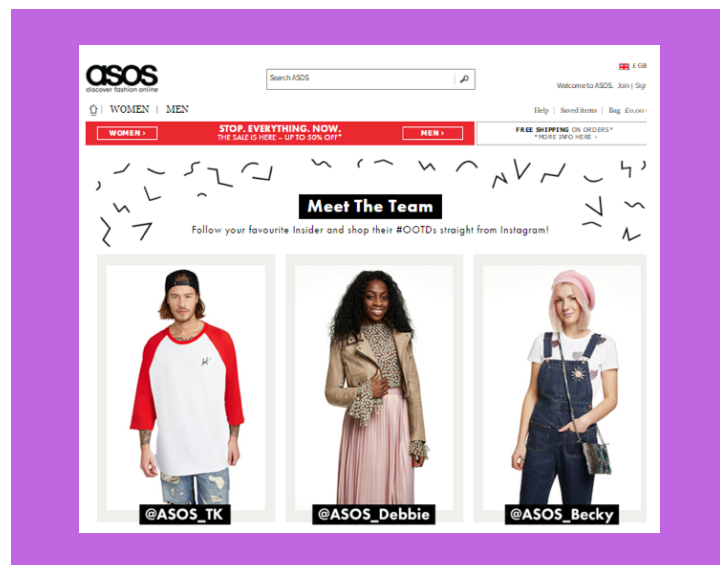
9



PUBLIC RELATIONS

INFLUENCER MARKETING ASOS INSIDERS COMMUNITY

10



PUBLIC RELATIONS CELEBRITY ENDORSEMENT

11



12



PUBLIC RELATIONS SPONSORSHIPS

13



14



13. THREE YEARS SUPPORTING UK PARAOLYMPICS

14. SUPPORTING INCLUSIVE DANCE IN THE COMMUNITY

IMC IN ASOS

16

PUBLIC RELATIONS PROGRAMS

15



14

SALES PROMOTION PROMO CODE / STUDENTS DISCOUNT

16



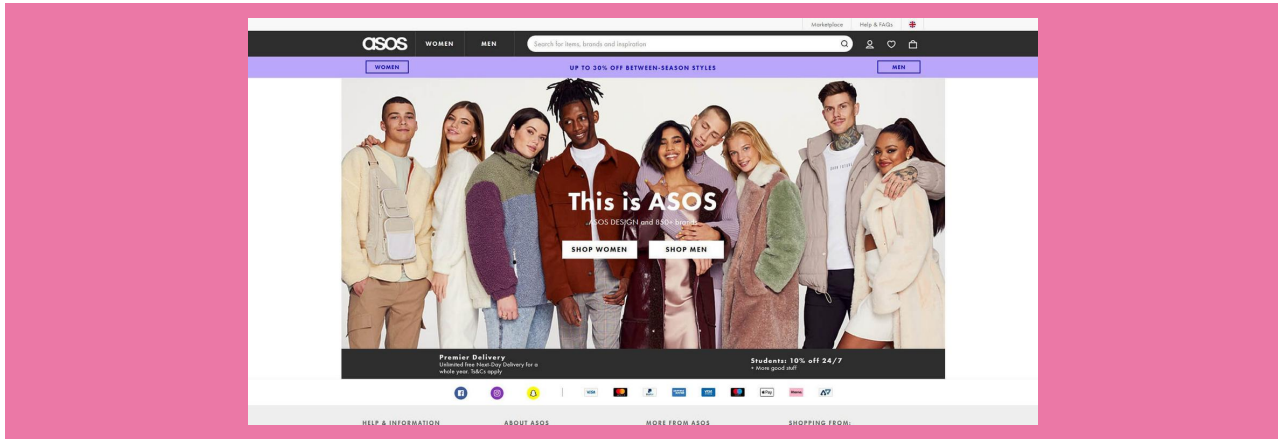
15. THE ASOS FOUNDATION PROVIDES INFRASTRUCTURE, TRAINING AND SUPPORT TO ENABLE DISADVANTAGED, YOUNG ADULTS REACH THEIR POTENTIAL
16. PROMO CODE AND STUDENTS DISCOUNT

IMC IN ASOS

17

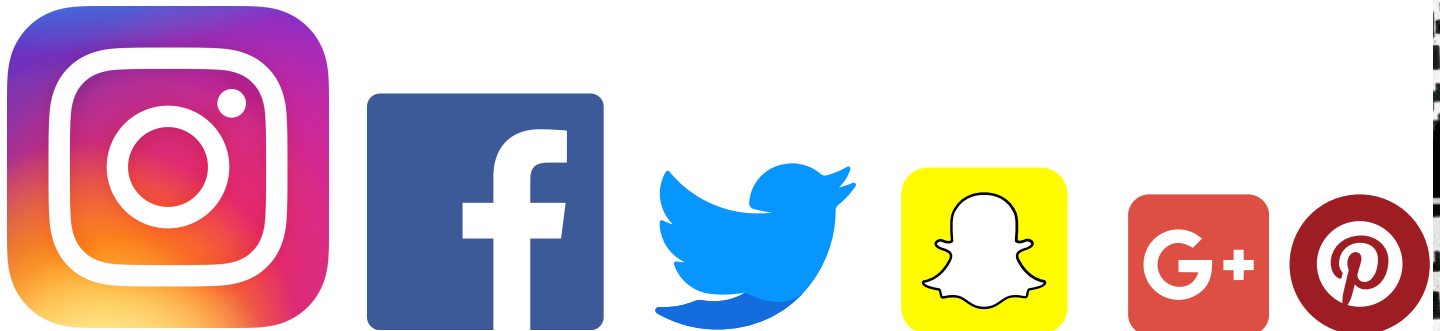
DIGITAL MARKETING WEBSITE

17



SOCIAL MEDIA

18



- 17. ASOS WEBSITE
- 18. ASOS'S SOCIAL MEDIA

GUERRILLA MARKETING

GUERRILLA MARKETING'S STRATEGY COULD IMPROVE THE RELATIONSHIP BETWEEN Z GENERATION AND ART, ESPECIALLY INVOLVING MUSEUMS AND ARTS. CONSIDERING THE CITY OF LONDON AS SCENARIO, ASOS CAN CO-CREATE WITH LOCAL ADMINISTRATION A TYPE OF ENGAGEMENT THAT WILL ATTRACT THE TARGET BY Z GENERATION INTO THESE BUILDINGS AND ANCIENT PLACES. THE MODEL SUGGESTED SEEMS AS A *TREASURE HUNT* INTO THE CITY, SUPPORTED BY THE USING OF RECYCLABLE STICKER AND OTHER TYPES OF PHYSICAL SUPPORTS WHICH LITERALLY WILL DRIVE THE AUDIENCE TO FIND OUT ORIGINAL AND UNKNOWN LOCATIONS. IT COULD BE THE OPPORTUNITY TO CREATE A DIGITAL *BUZZ*, EXPLOITING THESE PLACES AS LOCATION FOR PHOTO SHOOTING SHARING THE HASHTAG #ASOS THROUGH INSTAGRAM AND WEARING PRODUCTS THAT THE AUDIENCE WILL FIND DURING THE PROGRAM. ASOS'S CAN IMPROVE ITS AWARENESS AND THE CONNECTION BETWEEN THE BRAND AND THE ART'S EXPRESSION WILL BE SEEN AS PROMOTION OF THE PAST FOR THE FUTURE.

PUBLIC RELATIONS

EVENT

ASOS COULD BE ALSO THE PROMOTER FOR THE ETHNIC INTEGRATION. CONSIDERING LONDON AS SCENARIO, THE COMPANY CAN CREATE A PARTICULAR CONTEST IN WHICH IT WILL ASK TO THE DIFFERENT LONDON ETHNIC GROUPS TO CREATE AN OUTFIT INFLUENCED BY THE DIFFERENT BACKGROUNDS THAT THEIR FAMILIES COME FROM. THE TOP OF THE CONTEST WILL BE AN OPENED CITY'S CATWALK, IN THE TOWN CENTRE, IN WHICH THE MAIN IMPORTANT FIGURES OF THE COMPANY WILL JUDGE THE BEST PROJECT OFFERING A SIX-MONTHS PAID INTERNSHIP. THIS COULD BE THE OPPORTUNITY TO IMPROVE NOT JUST THE AWARENESS, BUT ALSO THE CORPORATE RESPONSIBILITY AGAINST RACISM AND NOT INTEGRATION, STRENGTHENING THE INTEGRITY VALUE THAT THE COMPANY PROMOTES IN EVERY MESSAGE.

SALES PROMOTION

POINT OF PURCHASE

EXPLOITING ITS RELATIONSHIP WITH STUDENTS, ASOS CAN OFFER A SUPPORT TO THEM, ESPECIALLY WHEN IT'S ASSIGNMENT'S SUBMISSION TIME, REDUCING AS POSSIBLE THE STRESS THAT TESTS SESSION CAN CREATE. ORGANISING RENFRESH POINT CLOSE TO MAIN UNIVERSITIES IN LONDON, THE COMPANY CAN CREATE ENGAGEMENT AND IMPROVE THE AWARENESS OFFERING HOT/COLD DRINKS IN BRANDED CUPS. THE MAIN GOAL IS NOT SELLING, BUT ENFORCING THE VISION IN WHICH ASOS TAKE CARE OF ITS CUSTOMERS, EVEN IN THE OFFLINE. THIS COULD BE THE OPPORTUNITY TO SHARE NEW CO-OPERATIONS AND RECEIVE IDEAS AND SUGGESTIONS TO FOCUS ON A MORE PERSONALISED CONVERSATION.

BRAND

"A BRAND IS A NAME, TERM, SIGN, SYMBOL, OR COMBINATION OF THEM THAT IS DESIGNED TO IDENTIFY THE GOODS OR SERVICES OF ONE SELLER OR GROUP OF SELLERS AND TO DIFFERENTIATE THEM FROM THOSE OF COMPETITORS".¹⁹

THE BRAND SUPPORTS THE ORGANIZATION IN PROVIDING THE FIRST POINT OF DIFFERENTIATION BETWEEN COMPETITORS, GENERATING EFFECTS ON:

- PRODUCT, WHEN THE BRAND IS POSITIVELY ASSOCIATED TO THE PRODUCT'S QUALITY, INCREASING THE CONSUMER'S CONFIDENCE AND PURCHASE INTENTION;²⁰
- PRICE, WHEN THE COMPANY'S HIGH QUALITY AND PERSONALITY ARE DESCRIBED BY THE BRAND,²¹ THIS CAN COMMON LARGER PRICES DIFFERENCES, FOR EXAMPLE;
- COMMUNICATION, WHEN A SOLID BRAND IS ABLE TO GENERATES POSITIVE FEELINGS IN *HALO EFFECT*²² OR THE UNFAMILIARITY RELATED TO UNKNOWN BRANDS;
- CHANNEL, DISTRIBUTION IS MORE AVAILABLE TO FEATURE WELL-KNOWN BRANDS TO SHARE A STRONGER HIGH QUALITY IMAGE.

19. AMERICAN MARKETING ASSOCIATION

20. FEINBERG, F.M., KHAN, B.E. & MCALLISTER, L. (1992), MARKET SHARE RESPONSE WHEN CONSUMERS SEEK VARIETY. JOURNAL OF MARKETING RESEARCH, 29 MAY, 227-37

22. AGRAWAL, D. (1996), EFFECTS OF BRAND LOYALTY ON ADVERTISING AND TRADE PROMOTIONS: A GAME THEORETIC ANALYSIS WITH EMPIRIC EVIDENCE, MARKETING SCIENCE, 15 (1), 86-108

22. BROWN, S.P. & STAYMAN, D.M. (1992), ANTECEDENTES AND CONSEQUENCES OF ATTITUDE TOWARD THE AD: A META-ANALYSIS. JOURNAL OF CONSUMER RESEARCH, 19 (JUNE), 34-51

BRAND EQUITY

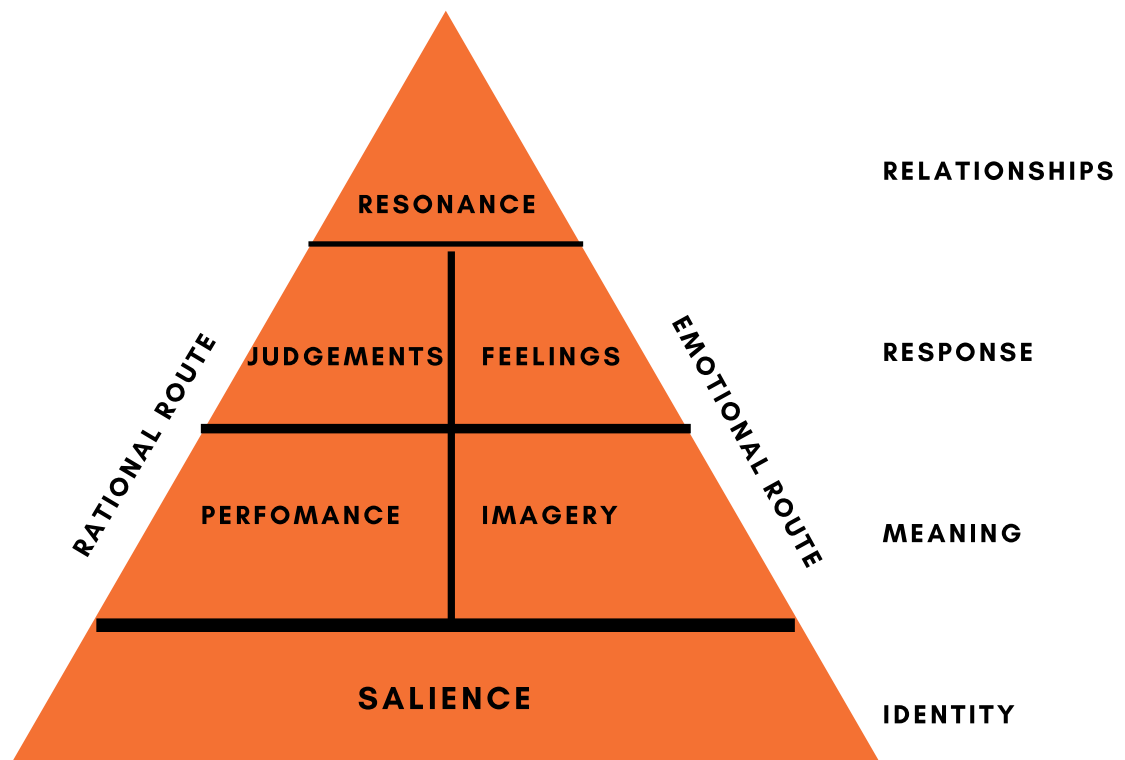
CONSIDERING THE CONSUMER'S PERSPECTIVE, KELLER²³ HAS APPROACHED THE THEORY AROUND BRAND EQUITY, REFERRING TO A SPECIFIC EFFECTS THAT BRAND RECOGNISING ACTIVATES IN THE CONSUMER AND THE FOLLOWING CONSUMER'S RESPONSE. THIS PROCESS BEGINS WHEN CUSTOMER'S REACTION IS FAVOURABLE TO A PRODUCT OR SERVICE, THANKS TO ORIGINAL CHARACTERISTIC MORE ATTRACTIVE THAN GENERIC COMPETITORS ONE.

THE CUSTOMER-BASED BRAND EQUITY HAPPENS WHEN THERE IS FAMILIARITY WITH THE BRAND, THAT'S IT COULD BE LOCATED ON THE TOP OF MIND DURING THE PURCHASE DECISION.

KELLER'S BRAND EQUITY MODEL

KELLER²⁴ HAS CONTINUED SUGGESTING THE FOUR LOGICAL STEPS, AS GUIDELINE IN THE BRAND'S BUILDING:

- A) THE CONSTRUCTION OF A PROPER BRAND IDENTITY;
- B) THE STUDY OF AN APPROPRIATE BRAND MEANING;
- C) THE GENERATION OF STIMULI APPROPRIATE BRAND'S RESPONSES;
- D) THE CREATION OF RELATIONSHIP BETWEEN BRAND AND CUSTOMERS.



23. KELLER, K.L., HECKLER, S. & HOUSTON, M.J. (1998), THE EFFECTS OF BRAND NAME SUGGESTIVENESS ON ADVERTISING RECALL, JOURNAL OF MARKETING, 62 (JANUARY) 48-57

24. KELLER, K.L., & SOOD, S. (2001) THE EFFECTS OF PRODUCT EXPERIENCE AND BRANDING STRATEGIES ON BRAND EVALUATIONS. WORKING PAPER, UNIVERSITY OF CALIFORNIA AT LOS ANGELES

THIS GUIDE, KNOWN AS KELLER'S BRAND EQUITY MODEL, TAKES PYRAMIDS FORM AND LOCATES THE FIRST STEP IDENTITY²³ AT THE BOTTOM AND THE RELATIONSHIPS AT THE TOP.

IDENTITY - WHO ARE YOU?

THE FIRST GOAL IS CREATE BRAND SALIENCE - AWARENESS, NOT JUST MAKE THE CUSTOMERS AWARE OF IT, BUT ALSO ENSURE THE BRAND PERCEPTION WILL STAY THE SAME AS THE PURPOSE STUDIED. DURING THIS STEP THE ORGANIZATION SHOULD STUDY WHO ITS CUSTOMERS ARE AND IN WHICH DEGREE OF ALTERNATIVE CHOICES THEY ARE LOCATING THE BRAND.

WHAT ARE YOU? - MEANING

ON THE SECOND STEP THE ORGANIZATION SHOULD IDENTIFY WHAT THE BRAND MEANS AND STANDS FOR, THROUGH PERFORMANCE AND IMAGERY. THE FIRST ONE DESCRIBES HOW THE PRODUCT IS ABLE TO SATISFY THE NEED IN TERMS OF BASIC CHARACTERISTICS, RELIABILITY, EFFICIENCY, STYLE AND PRICE. THE SECOND ONE, IMAGERY, DESCRIBES IN WHICH LEVEL, SOCIAL OR PSYCHOLOGICAL, THE BRAND CAN MEET THE CUSTOMER AND HIS/HER NEEDS.

WHAT ABOUT YOU? - RESPONSE

THE CUSTOMER'S RESPONSE CAN BE CLUSTERED INTO TWO CATEGORIES: JUDGEMENTS AND FEELINGS. THE JUDGEMENTS INVOLVE QUALITY, CREDIBILITY (USING INNOVATION AND LIVEABILITY AS VARIABLES), CONSIDERATION AROUND THE USEFULNESS OF THE BRAND FOR THE NEED. ALSO, THE BRAND CAN STIMULATES SIX DIFFERENT TYPES OF FEELINGS: WARMTHS, FUN, EXCITEMENT, SECURITY, SOCIAL APPROVAL, AND SELF-RESPECT.

WHAT ABOUT YOU AND ME? - RELATIONSHIPS

THE MOST DIFFICULT STEP TO ACHIEVE IS THE DEEP BOND WITH THE CUSTOMERS; THE RESONANCE COULD TAKE PLACE THROUGH FOUR MODALITIES: BEHAVIORAL LOYALTY (REPEAT PURCHASES), ATTITUDINAL ATTACHMENT (CUSTOMERS SEE THE BRAND AS SPECIAL) SENSE OF COMMUNITY ACTIVE ENGAGEMENT (JOINING CLUBS, FORUMS, CHAT).

23. KELLER, K.L., HECKLER, S. & HOUSTON, M.J. (1998), THE EFFECTS OF BRAND NAME SUGGESTIVENESS ON ADVERTISING RECALL, JOURNAL OF MARKETING, 62 (JANUARY) 48-57

24. KELLER, K.L., & SOOD, S. (2001) THE EFFECTS OF PRODUCT EXPERIENCE AND BRANDING STRATEGIES ON BRAND EVALUATIONS. WORKING PAPER, UNIVERSITY OF CALIFORNIA AT LOS ANGELES

KELLER'S BRAND EQUITY MODEL IN ASOS



THE CUSTOMER JOURNEY IN MARKETING REFERS TO THE CUSTOMER'S PATH, VIA TOUCHPOINTS, TO THEIR DECISION TO PURCHASE AN ITEM.²⁵

A COMMON END-TO-END CUSTOMER JOURNEY REPRESENTS ALL THE INTERACTIONS IN BETWEEN A CUSTOMER BEING COMPLETELY UNAWARE OF A COMPANY THROUGH BECOMING AWARE, INVESTIGATING IT, BUYING IT, USING AND ASSIMILATING IT, THROUGH TO BECOMING AN ADVOCATE - TELLING OTHERS THAT THEY SHOULD BUY IT AND USE IT TOO.²⁶

THANKS TO ITS CUSTOMER'S EXPERIENCE, ASOS IS RISING ITS SALES AND PROFITS. THE COMPANY IS STILL FOCUSED ON THE POWER OF SOCIAL MEDIA, ESPECIALLY INSTAGRAM WHERE THE VIDEO CONTENTS HAVE BEEN SEEN MORE THAN 30 MILLION TIMES IN THE LAST SIX MONTHS. THANKS TO ITS CUSTOMER'S EXPERIENCE, ASOS IS RISING ITS SALES AND PROFITS. THE COMPANY IS STILL FOCUSED ON THE POWER OF SOCIAL MEDIA, ESPECIALLY INSTAGRAM WHERE THE VIDEO CONTENTS HAVE BEEN SEEN MORE THAN 30 MILLION TIMES IN THE LAST SIX MONTHS. THE CONSTANT INVESTMENT IN TECHNOLOGY AND RESEARCH IS GIVING TO THE SAME COMPANY THE OPPORTUNITY TO DISCOVER AND TRY NEW PLATFORM IN WHICH CALCULATE NEW FORMS OF ENGAGEMENT, LIKE SNAPCHAT FOR EXAMPLE.

AS SHOWN BY THE ANNUAL REPORT, ASOS INCREASED TWICE ITS CUSTOMERS OUTSIDE THE UK, IN WHICH ACTIVE CUSTOMER NUMBERS GREW BY 17%, COMPARED TO THE PREVIOUS YEAR. THIS SEPARATION BETWEEN HOME (ASOS IS BASED IN LONDON) AND THE REST OF THE WORLD WOULD RESULT IN A MORE LOCALISED SITE EXPERIENCE. THE NEW SITE, STILL WORKING IN PROGRESS, WILL MAKE POSSIBLE MORE PERSONALISED EXPERIENCES AROUND VIDEO CONTENT, VISUAL MERCHANDISE AND PRICES, ALSO MANAGE STOCK AND FULFILMENT.

25. [HTTPS://EN.RYTE.COM/WIKI/CUSTOMER_JOURNEY](https://en.ryte.com/wiki/customer_journey)

26. [HTTPS://TRANSFORMATION.AI/CUSTOMER-JOURNEY-DEFINITION/](https://transformation.ai/customer-journey-definition/)

CUSTOMER JOURNEY AND TOUCHPOINTS IN ASOS

25

IN THE LASTS YEARS MORE THAN 1.200 TECHNOLOGIES HAVE BEEN IMPROVED, FROM THE PRODUCT RECOMMENDATION, PASSING BY OPERATIONS AND LOGISTIC, TO VISUAL SEARCH IN THE WEBSITE, WITH THE ONLY GOAL TO MAKE THE CUSTOMER AS A PART OF THE FASHION ENVIRONMENT IN WHICH THE COMPANY IS GOING ON. THE SUSTAINABLE STRATEGY AROUND INTEGRITY, THE MOST IMPORTANT VALUE, IS A STRONG RESPONSE FOR THE CUSTOMERS' NEEDS: ALL OF THESE ASPECT COLLABORATE TO CREATE A MEMORABLE CUSTOMER JOURNEY, BUT ALSO TO PRIME LOYALTY'S RELATIONSHIP.

ASOS IS KNOWN FOR OFFERING GREAT QUALITIES NOT JUST FOR CLOTHES AND DESIGN, BUT ALSO FOR THE APPROACH TO ITS CUSTOMERS, THAT LET IT WIN DIFFERENT AWARDS IN DIGITAL MARKETING'S FIELD.

CUSTOMER JOURNEY AND TOUCHPOINTS IN ASOS

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CUSTOMER JOURNEY AND TOUCHPOINTS IN ASOS

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CUSTOMER JOURNEY AND TOUCHPOINTS IN ASOS

CUSTOMER JOURNEY AND TOUCHPOINTS IN ASOS (CONTINUES)

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RETURN
PROCESS

RIGH
PRODUCT

FEEDBACK

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CUSTOMER JOURNEY AND TOUCHPOINTS IN ASOS (CONTINUES)

AWARENESS

DURING THE CONSIDERATION THE WEBSITE'S FUNCTION START TO CREATE A CONNECTION WITH THE CUSTOMERS.



THEY COULD BE CONSIDERED THE FIRSTS TOUCHPOINTS, ESPECIALLY THE WEBSITE WHERE THE WELCOMING IS DRIVEN BY A SIMPLE COMMUNICATION AND DESIGN, WITH A CLEAR INFORMATION THAT HELPS FOR THE NEXT STEP, ALSO EXPLAINING MODALITIES HOW TO GET IN TOUCH WITH THE COMPANY, ITS SOCIAL MEDIA ACCOUNT AND CUSTOMER SERVICE CONTACT. THE WEB SITES OFFERS AS WELL SOME SUGGESTIONS REGARDING OUTFIT AND FASHION IDEAS. THIS STIMULI CAN CREATE MORE INTEREST, EVEN WHEN THERE IS A UNSPECIFIED NEED. WEBSITE'S SECTIONS ARE DIVIDED INTO MAN AND WOMAN CLOTHES, WITH OWN ACCESSORIES AND BEAUTY DEPARTMENT. A PARTICULAR SECTION IS DEDICATED TO MARKET PLACE, KNOWN AS SMALL PARTNER STORE SELLING VINTAGE CLOTHES.

CUSTOMER JOURNEY AND TOUCHPOINTS IN ASOS (CONTINUES)

CONSIDERATION

DURING THE CONSIDERATION THE WEBSITE'S FUNCTION START TO CREATE A CONNECTION WITH THE CUSTOMER. THE FIRST STRENGTH IS THE LARGE RANGE OF PRODUCT PER PAGE, OFFERING A VARIETY OF CHOICE EVEN CONSIDERING THE PRICE.

EVERY PRODUCT GIVES THE POSSIBILITY TO LOOK AT IT BY A 360 DEGREE PROSPECTIVE, ROTATING THE CURSOR. IT'S A SORT OF TRIDIMENSIONAL REALITY THROUGH WHICH IS POSSIBLE CREATE THE FEELING TYPICAL OF PHYSICAL STORE. THE CLOTHES DEPARTMENT IS ENRICHED BY SHORT VIDEO, IN WHICH THE MODEL PRESENTS THE PRODUCT IN A MINI-CATAWALK, OFFERING IN THE SAME TIME IDEAS ABOUT OTHER CLOTHES THAT COULD BE CORRELATED WITH THE CURRENT ONE. ALSO FOR EVERY CLOTHES' DEPARTMENT ITEM, THE SYSTEM HELPS WITH THE FITTING: ASKING FOR THE GENERAL SIZES LIKE WEIGHT AND HEIGHT, AVERAGE, USUAL BRAND WORN, IT CAN CALCULATE HOW MANY PEOPLE HAVE BEEN SATISFIED BUYING THE SAME SIZE WITH THE SIMILAR INFORMATIONS.

ACQUISITION

IN THIS PART OF THE PROCESS THE CUSTOMER MADE HIS/HER DECISION: THE CHECK MODALITIES ARE EXTREMELY BASIC, PERMITTING TO SAVE MONEY AND DON'T TAKE IN CONSIDERATION THE PROBABILITY TO ABANDON THE TROLLEY. THE PAYMENTS COULD BE DONE BY CARDS, PAYPAL AND APPLE PAY. THIS TOUCHPOINT ESTABLISHES THE INTENTION FOR THE CUSTOMER TO GO THROUGH, ESPECIALLY AFTER WHEN THE SYSTEM IS ASKING ABOUT THE SURETY TO CONTINUE. ONCE THE PAYMENT IS SENT, DURING THE CHECKOUT, DELIVERY'S MODALITIES ARE EXPLAINED AS WELL, THROUGH THE PREMIUM ONE (1 DAY - DAY AFTER) OR THE REGULAR ONE (UNTILL TWO OR THREE DAYS, DEPENDING FROM WHICH PART OF THE GLOBE THE ORDER IS COMING). IN THE DELIVERY DAY, ALSO, IS POSSIBLE TO RECEIVE A SMS, WITH EXACT TIME WHEN PARCEL IS COMING AND DRIVER'S NAME WHO WILL TAKE CARE ABOUT IT. THEN DELIVERY COULD BE CONSIDERED A REAL TOUCHPOINT, WHERE IS POSSIBLE ENGAGE DIRECTLY WITH THE STAFF'S COMPANY.

CUSTOMER JOURNEY AND TOUCHPOINTS IN ASOS (CONTINUES)

SERVICE

ONE MORE CUSTOMER TOUCHPOINT IS IMPERSONATED BY THE CUSTOMER SERVICE, THAT WORKS 24/7, THROUGH E-MAIL SERVICE AND LIVE CHAT. THIS SERVICE IS ALWAYS READY TO SOLVE PROBLEMS AND ISSUES REGARDING RETURNS AND REFUND, DELIVERY, ORDER, PAYMENTS AND PROMO, PRODUCT AND STOCK. THE RETURNS POLICY IS FREE (UNTILL 28 DAYS AFTER THE PURCHASE) AND THE REFUND IS FULL; IF THE RETURN WILL TAKE PLACE AFTER THIS TIME, THE COMPANY CAN'T GIVE BACK THE FULL REFUND, BUT JUST A GIFT VOUCHER. THE REFUND TAKES ALMOST 7 DAYS TO BE PROCESSED, AND THE MODALITY TO ASK FOR IT IS ONLINE FORM, SINCE THIS YEAR: FOLLOWING THE SUSTAINABLE ETHIC, THE COMPANY TOOK THE DECISION TO DON'T SEND ANYMORE THE PREPRINTED LABEL INSIDE THE PARCEL.

LOYALTY

THE TOP OF THIS RELATION IS THE LOYALTY PROCESS, WHENE THE COMPAN IS ALREADY KNOWN BUY THE CUSTOMER AND, ESPECIALLY, WHEN ITS MODALITY TO DO BUSINESS ARE IN THE TOP OF MIND FOR THE SAME. ASKING TO SHARE THE FEEDBACK THROUGH THE SOCIAL MEDIA ACCOUNTS IS A SYMBOL OF TRANSPARENT AND CLEAR COMMUNICATION, PUTTING THE CUSTOMER IN THE CORE BUSINESS.

CUSTOMER JOURNEY AND TOUCHPOINTS IN ASOS (CONTINUES)

PERSONA



FELICITY SMITH

24 YEARS-OLD

IN A RELATIONSHIP

STUDENT IN HOSPITALITY MANAGEMENT

LOVES PHOTOGRAPHY

BEHAVIORS

FOLLOWS FASHION BLOGGER ONLINE

SHARES PHOTO ON INSTAGRAM FREQUENTLY

ONLINE SHOPPING ONCE A WEEK

NEED

GOOD DEALS ONLINE

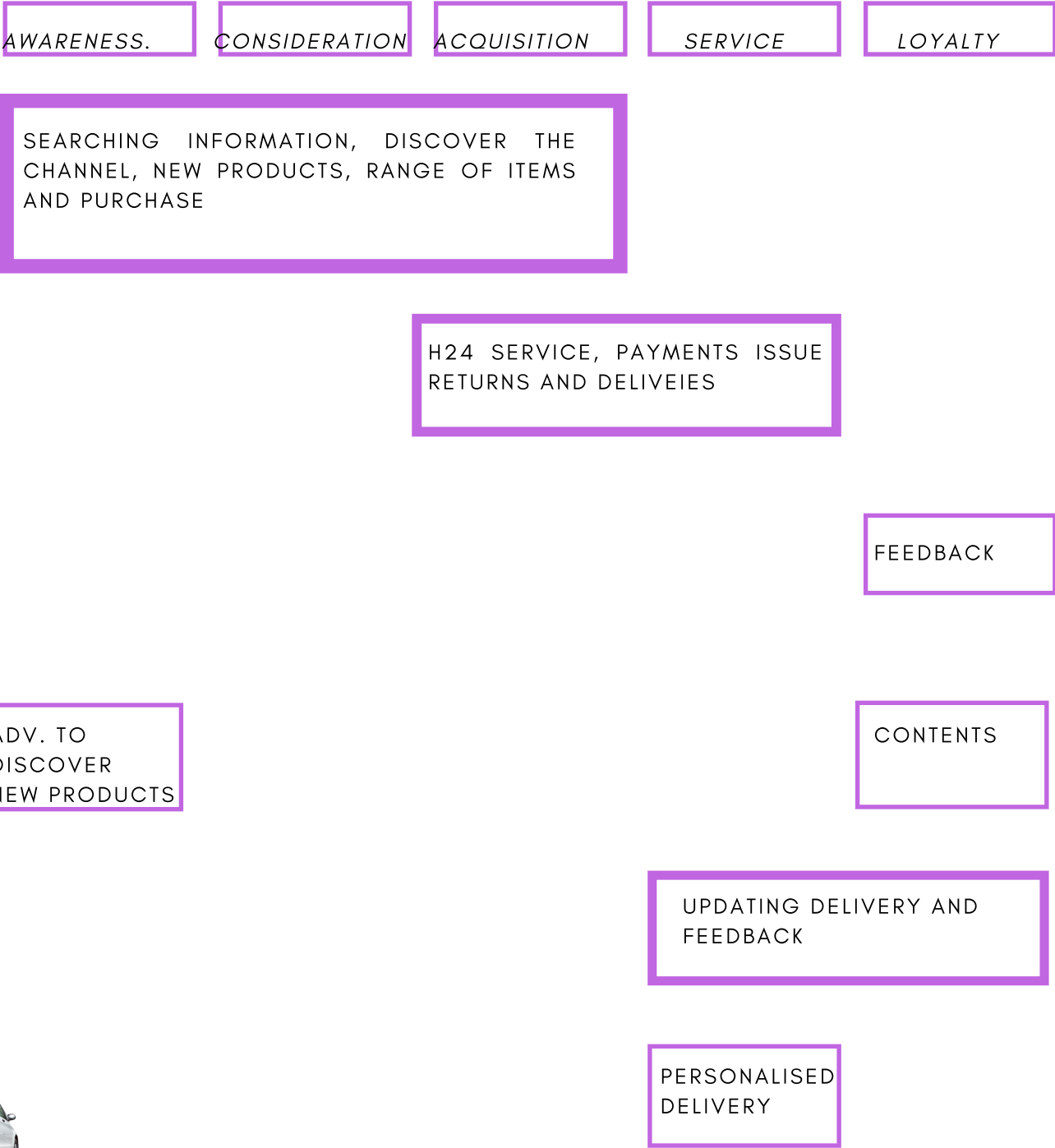
EXPRESS HERSELF IN A CREATIVE WAY

NEEDS TIPS TO NEW OUTFITS

SUSTAINABILITY LOVER

CUSTOMER JOURNEY AND TOUCHPOINTS IN ASOS

CUSTOMER JOURNEY DIAGRAM



TOTAL ENGAGEMENT MODEL

FOLLOWING THE MODEL'S PROSPECTIVE, IN WHICH THERE IS A STRAIGHT CONNECTION BETWEEN THE INTERNAL VALUES AND CUSTOMERS' ONES, THE CREATIVE STRATEGY SHOULD LISTEN TO ENVIRONEMENT IN WHICH IS GROWING. THIS MEANS CONSIDERING THE STAKEHOLDERS, NOT JUST IN TERMS OF INVESTORA, BUT ALL OF THE PEOPLE THAT COULD INFLUENCE THE COMPANY, EVEN JUST BY WORDS.

IN OTHER WORDS ALL OF THE PEOPLE THAT GET IN TOUCH WITH THE COMPANY, EMPLOYEES, BUYERS, CUSTOMERS, SUPPLIERS. MORE STRONG IS THE CUSTOMERS ENGAGEMENT, MORE STRONG WILL BE THE PERFORMANCE AROUND THE COMPANY'S FOUNDATION. THE STRATEGY THAT ALLOWS THE CONTINUUM BETWEEN EMPLOYEES AND CUSTOMERS DEPENDS BY SOME FACTORS, COMMON IN EVERY SINGLE COMPANY:

- THE CUSTOMER VALUE, RECOGNISING HIS/HER POWER IN TRANSLATE THE PURCHASE BEHAVIOUR IN A REAL LIVING ADVERTISING;
- THE BRANDS CONSTRUCTION AND HIS HERITAGE, EVEN RECENT, IN TERMS OF TELLING A STORY, SHAING MEANINGS AND VALUES IN WHICH NORMAL PEOPLE, CUSTOMERS AND EMPLOYEES, CAN SEE THEMSELVE IN;
- INTERNAL CULTURE, IN TERMS OF COMMUNICATON, BUT ESPECIALLY LISTENING OF PARTICULAR NEEDS, CREATING THE RIGHT ENVIRONMENT TO GROW NOT JUST IN TERMS OF PROFIT, BUT EVEN THROUGH NEW IDEAS, SKILLS, CONCEPTS;
- CUSTOMER EXPERIENCE, THAT INVOLVES EVERY LEVEL OF THE ORGANIZATION, FROM THE MANUFACTURER TO THE SALES ASSISTANT.

IN THE CONVERSATION WITH THE CUSTOMERS ALL OF THESE ASPECTC NEED TO BE EASY RECOGNISIBLES, TO GUARANTEE A TOTAL ENGAGEMENT.

TOTAL ENGAGEMENT MODEL IN ASOS

THE INTEGRITY'S VALUE IS FOR ASOS THE BASIC POINT IN WHICH DEVELOP ITS STRATEGY, INTERNAL AND DIGITAL. THIS MEAN THAT THE INTEGRITY INVOLVES NOT JUST THE CUSTOMERS, THROUGH THE PRODUCT, BUT ALSO THE INTERNAL RESOURCE. SHARING ITS CO-OPERATORS, ASOS INSIDERS COMMUNITY FOR EXAMPLE, IS FOR THE COMPANY THE CHANCE TO SHOW THE BEHIND OF THE BRAND.

THE CHOICE TO LEAVE A PART THE FIRST BRAND MEANING *AS SEEN ON SCREEN* HAS MEANT THE INTENTION TO DEDICATE MORE TIME AND SPACE TO THE EXPRESSION OF THE IDENTITIES AROUND THE GENERAL BRAND. THE PROMOTION OF THIS EXPRESSION DEVELOPED MEANTIME THE GROWING, AS A RESULT OF A CONSTANT INTERACTION WITH THE TARGET, TECHNOLOGIES AND GLOBAL TOPICS. THIS WAS LOOKING SOMETHING OF INEVITABLE, THAT CAME INSIDE THE COMPANY'S WALLS.

THAT'S WHAT INTEGRITY MEANS, EVEN TRY TO ANTICIPATE THE FUTURE. INVESTMENTS IN FUTURE ARE NOT REGARDING JUST TECHNOLOGIES TO IMPROVE THE CUSTOMERS ' EXPERIENCE, BUT ALSO THE INTERNAL ENVIRONMENT. IN THE CONTEXT AMBITIOUS GROWTH PLANS, ASOS'S STRATEGY IS FORMING LEADER BETWEEN ITS EMPLOYEES, EMBRACING DIVERSITY, AS A POWER. IN THE LAST YEAR 230 ASOSERS (ASOS'S EMPLOYEES) COMPLETED PHASE ONE OF 'LEADING&ASOS', LEADERSHIP DEVELOPMENT PROGRAMME. THE FESTIVAL OF LEARNINGS AS WELL IS A COMPANY PROGRAMME FOCUSED ON DEVELOPING EMPLOYEES SKILLS, EVEN TO A PERSONAL GROWTH. THIS NECESSITY TO FIND AND COLTIVATE THE TALENT IS NOTABLE ALSO DURING THE DIGITAL CONVERSATION, CONSIDERING THE SAME CULTURE AS LABORATORY IN WHICH THE IDEA TAKES PLACE AND THROUGH THE PRODUCT ARRIVES TO THE FINAL USERS. SPREADING THE SAME VALUE BETWEEN INTERNAL AND EXTERNAL GIVES THE OPPORTUNITY TO CREATE A CONTINUUM BEFORE BACK AND FRONT, DRIVING THE SAME MESSAGE ON TWO WAYS.

ASOS CAN BE CONSIDERED A POWERFUL DIGITAL COMPANY, IN WHICH THE CUSTOMERS CAN FIND STIMULI TO ARRIVE TO HIS/HER PERSONAL IDEA ABOUT FASHION IS.

EVEN THE EMOTIONAL ASPECT IS IMPORTANT, THE POWER OF THIS COMPANY DEPENDS ALSO BY OTHER STRENGTHS, FOR WHICH IT'S RECOGNIZED GLOBALLY AS AN EXAMPLE REGARDING THE FAST GROWTH IN FASHION BUSINESS. IN OTHER WORDS ASOS CREATED A TOTAL DIGITAL STRATEGY, WITHOUT THE SUPPORT OF PHYSICAL STORES, BUT IN THE SAMETIME EXPLOITING THE NEARNESS WITH ITS TARGET.

ASOS HAS BEEN ONE OF THE FIRST PIONEER IN USING THE MOBILE SHOPPING, ALSO IN DEVELOPING A MOBILE CUSTOMERS JOURNEY, CREATING INCISIVE ABSTRACT TOUCH POINTS. THE COMPANY INTRODUCES ITSELF AS COMMUNITY FOR FASHION LOVERS AND THIS MEANS THAT THE CUSTOMERS ARE MAKING ASOS, THROUGH A BRAND-LOYAL RELATIONSHIP.

THE FORMULA CUSTOMER FIRST IS ALSO NOTABLE IN THE USABILITY OF ITS SITE, BY AN EASY NAVIGATION, TRYING TO KNOW BETTER ITS TARGET THROUGH SURVEY TO STUDY A MORE PERSONALISED EXPERIENCE DURING THE SHOPPING.

OTHER STRENGTHS ARE THE LARGE AND CONSTANT INVESTMENT IN TECHNOLOGIES AND *ALL-INCLUSIVE* APPROACH, BREAKING THE BARRIERS BETWEEN THE MASCULINITY AND FEMININITY AND INTRODUCING THE GENDERLESS FASHION. ALSO THE NEW FEATURES ARE INVOLVING *REAL PEOPLE MODELS* WITH THEIR ORIGINALITY.

SELLING OVER THE ALL WORLD AND GUARANTEEING THE NEXT DAY SHIPPING IS ALSO A COMPETITIVE ADVANTAGE, THANKS AGAIN TO TECHNOLOGY THAT IS AUTOMATING MOST OF THE OPERATIONAL PROCESSES .

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