



## Assignment 1

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### **Executive Summary**

Zara is a well-known fashion brand that is popular for launching new fashionable products within two weeks. In the UK, during the pandemic situation Zara faces a huge loss due to the sudden lockdown and closure of physical stores. To manage the business effectively and improve brand awareness it is essential for Zara to use integrated marketing communication and communication model like linear model of communication. Keller's model of brand equity has been implemented in this report to assess the brand awareness of Zara.

Marketing activities are required by business organizations to attract more customers from the market. The promotional strategies are also necessary to boost brand awareness about Zara. A customer journey map has been developed where Zara, through the help of online stores, try to retain customers for longer period. On the other hand, the Total Engagement Model has been developed where it has been mentioned employees play a vital role in engaging customers for longer periods of time.

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## **Assessment 1: Report**

### **Introduction**

Through the help of marketing management business organizations are able to monitor marketing operations. In this report, the background of Zara, UK is going to be analysed by keeping in mind its marketing initiatives. However, the role of communication in developing marketing activities is also going to be analysed. A diagram of the communication model is also going to be presented in this research article. New promotional strategies for developing brand awareness, the journey map of customers, and the total engagement model of the chosen company are also going to be elaborated on.

### **Brief background information about the company**

Zara is the most popular and large global fashion company that belongs to Inditex which is one of the largest distribution networks globally. The company uses a unique business model in which customers are the heart of the business. The business model of Zara includes production, design, sales, and distribution through the retail network of the company (Zara.com, 2023). A Statista report reveals that in the UK the brand awareness of Zara is almost 86%. In the UK more than 24% of online shoppers use Zara and almost 28% of Britons like to shop from Zara (Statista.com, 2023). Basically, Zara is a Spanish fashion retail company that has been founded by Amancio Ortega in the year 1975. Amancio Ortega is considered the wealthiest clothing retailer in the world. As a settler in fast fashion, he also founded Inditex which is famous as the Zara fashion chain. The mission statement of this popular fast fashion brand is to provide consumers with the desired products and get them to customers before any other companies in the market (Zhang *et al.*, 2021). On the other hand, the vision statement of the company is to donate to a sustainable society and environmental development with whom they communicate. It can be observed from the mission statement of the company that “fast fashion” is the business strategy of Zara. Globally Zara has almost 3000 stores in 96 countries including home and fashion stores.

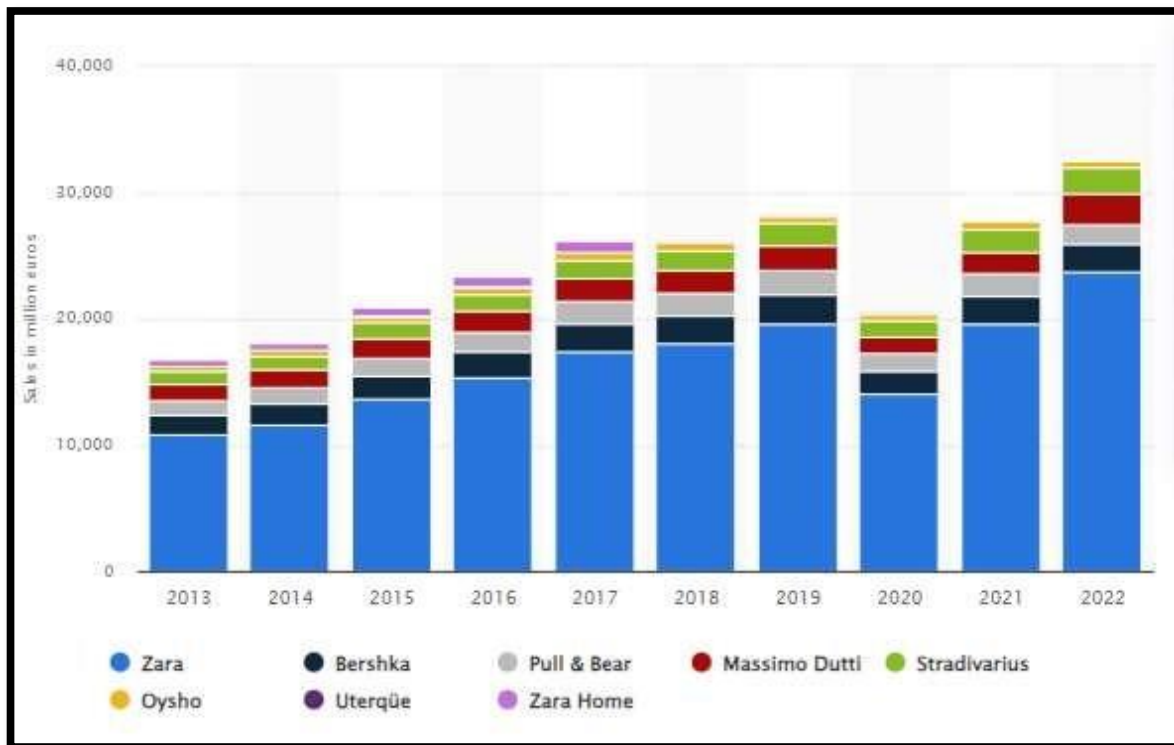


**Figure 1: Worldwide net sales of Inditex group**

(Source: Statista.com, 2023)

It has been observed that Zara including its home segment is the most profitable business globally among other Inditex groups. This popularity of Zara is because of its capability to manufacture new products and market them within two weeks whereas other popular brand takes almost 6 weeks to launch a new product in the fashion industry. The most of customers at Zara are females aged between 25 to 34 years (Orzan *et al.*, 2021). During the pandemic situation, this popular fashion brand has faced a decrease in overall profit due to the closure of physical stores. In this context, the reporter is going to discuss the innovative strategies for Zara to enhance its brand awareness and customer journey through different communication channels.

### **Definition of communication and concept**

In simple terms, communication is the process of transferring information from one person to another person individually or within a group. The communication process includes at least one receiver, one sender and a message (Zhang *et al.*, 2020). According to the “Oxford English

Dictionary” Communication is exchanging or imparting information through writing, speaking, and using other mediums. It is known as the successful sharing or transfer of feelings and ideas. Communication is a crucial aspect of marketing. In marketing communication can be defined as the process used by companies to transfer messages regarding services, products, or brands actively or passively to customers for encouraging them to purchase (Palazón *et al.*, 2022). Communication is important in marketing to bring new customers to the company by motivating trials and developing awareness. It helps to manage a recent base of customers as well as develop new customers and potential customer base.

### **A diagram and a brief explanation of a communication model**

The Shannon-Weaver model of communication, which was developed by Claude Shannon and Warren Weaver in 1948, provides us with a framework to comprehend the functioning of communication (Shannon, 1948). This model simplifies the process into five primary components, each playing a distinct role.

First, there's the source. This is where the message starts. This is the point where the message originates. It involves an individual speaking, a group of people engaged in a discussion, or even a machine transmitting information. Next is the transmitter. This takes the message and changes it into a form that can be sent, like converting it into a signal that can travel.

The channel is like the path the message takes from the sender to the receiver. Think of it as a road for the message to travel on – it could be through the air, using wires, or another way. Then we have the receiver. This is the person or group that gets the message. This is the individual or team that understands the message. They take the transmitted signal and reconfigure it such that it makes sense. Lastly, there's the destination. This is where the message was meant to go. It's like the goal of communication – who the message was intended for. Now, there's an important idea in this model called noise (Shannon, 1948). Noise is anything that messes with the message while it's being sent or received. It might be background noises, distractions around, or even thoughts the receiver has that affect how they understand the message.

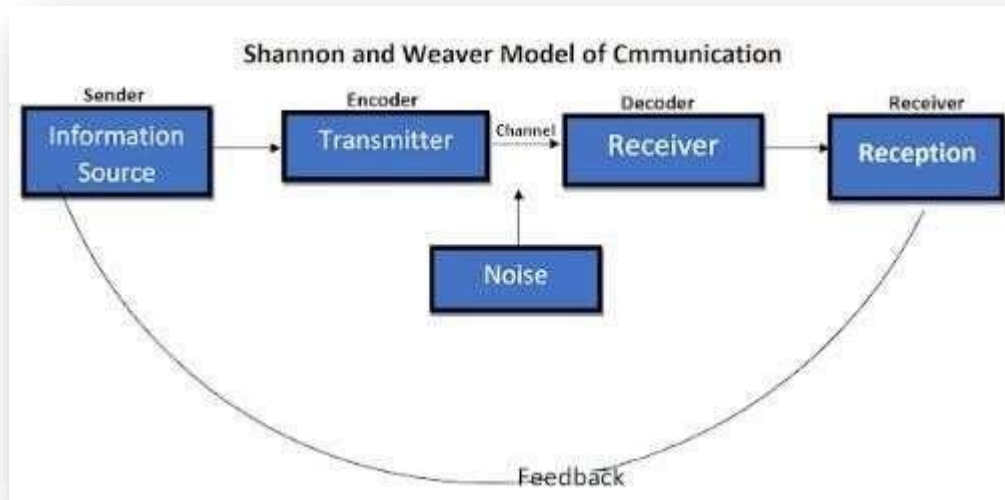


**Figure 2: Representing the steps of Shannon Warren Weaver’s macro model**

According to the model, ensuring effective encoding (transforming the message into a signal) and decoding (converting the signal back into a message) is crucial to minimize the impact of disturbances and ensure accurate communication (Shannon, 1948). Additionally, the model highlights the significance of the communication channel used. It demonstrates the need for mutual understanding between the message's sender and recipient. The fundamental communication model outlines a simple process from sender to recipient, consisting of sender, recipient, message, channel, and feedback (Drew, 2023). The sender encrypts the message, while the receiver decodes it. However, this approach overlooks interactive exchanges in conversations.

In essence, the Shannon-Weaver model serves as a fundamental tool for grasping communication. It breaks down the various components of the process – how messages are transmitted and received, and how external influences can disrupt communication. Despite its simplicity, this concept has significantly shaped subsequent communication theories, contributing to our broader understanding of communication dynamics (Shannon, 1948).

### **Define Integrated Marketing Communications (IMC)**

According to the “*American Marketing Association*” “integrated marketing communication” is a

process of planning that is created to make sure that every contact of brands must receive through a prospect or consumer for a service, organisation or product that is related to that particular individual and simultaneous over the time. It can be considered as an example of IMC that Coca-cola uses various communication tools and platforms to share its message globally.

Das (2021) has defined IMC as a method of merging the message of brands to make it compatible with all media that is utilised by the brand to reach its potential customer and target audience. Therefore, it is a strategic process that directs the strategies and communication applied among different marketing channels.

### **Explanation of new promotional strategies for the chosen company to enhance awareness of the brand**

Brand awareness is considered to be the measure of how well people can identify the brand involving how the customers are aware of the brand. As opined by Makrides *et al.*, (2020), brand awareness can indicate that a brand is well known, and its products are popular in the market. The customers aim to identify the logo, and brand products that make it easier to communicate efficiently for the company. Due to the financial loss during the pandemic, Zara requires to develop its promotional strategies effectively so that its brand awareness can be developed, and profit can be obtained from marketing products. The promotional strategies can be considered by Zara to boost brand awareness include,

#### ***Developing the brand values***

Holding the values of the brand described who the brand is. For example, H&M, Louis Vuitton and other companies hold a clear set of brand values in terms of offering quality products to impact positively the planet and people. Zara requires us to align the values of the brand with the target audience. As per the report, 58% of the clients aim to buy the products of the brand based on their values and beliefs. Whereas 60% of the employees apply for the company by seeing the values and beliefs.

#### ***Considering an appropriate logo and tagline***

An appropriate logo and tagline are important to raise awareness of the brand. This is why developing an effective logo, and tagline of the brand is significant for improving brand awareness. For example, Nike has a clear logo and tagline "JUST DO IT" to sell the products. This helps the company to grab the attention of customers towards the brand products. This is how Zara can also.

build its tagline to increase sales and revenue.

### ***Telling the story of the brand***

The brand story refers to sharing the mission statement and history of the business on how the company got developed. As opined by Chapman and Dilmperi (2022), every brand has its story and unique history. However, the main element to increase brand awareness is to share and tell the story among audiences. In such a scenario, Zara can use narratives in order to represent the brand story by marking the milestones in growth.

### ***Creating value beyond the product***

The main way to develop brand awareness is to develop brand value beyond the product. For example, H&M focuses on using sustainably sourced materials to make clothing so that the company can create value for the people and environment. Vyas (2022) has opined that sustainable design and offering sustainable packaging of products can enable Zara to create value in the post-pandemic era to attract target customers. This is how Zara can contribute to the community and engage customers with their business for a long time to gain profitability.

### ***Developing shareable content***

In order to create shareable content, the mentioned company can follow the social media optimisation best practices such as posting on social media. However, the business also requires creating content that the followers desire them to share. As opined by Ho *et al.*, (2022), posting shareable content on social media related to product information, product design and prices can help the companies to align with the idea of delivering value in the content. For example, Zara can share content on social media on how to style a Zara dress on every occasion that can be shared by the customers. This not only will help the company to engage customers but also influence their purchasing decision to create both profit and value.

### **Definition of branding and brand equity**

As reviewed by Flikkema *et al.*, (2019), branding is considered to set up the relationship between the business and customers. Branding assists to develop customer loyalty by creating a positive impression. On the other hand, brand equity indicates the value a certain brand can add to the product or service. It is the emotional attachment that the clients hold towards the brand to influence their purchasing decisions and loyalty to the brand. In this scenario, Zara utilises the social media strategy to share information about products via posts, videos, and blogs with customers (Martínez-López *et al.*, 2022). It helps the brand to develop its branding by making the

customers aware of the company and its products. Using the social media strategy, it also allows the customers to comment and share posts that reach a wider segment of people.

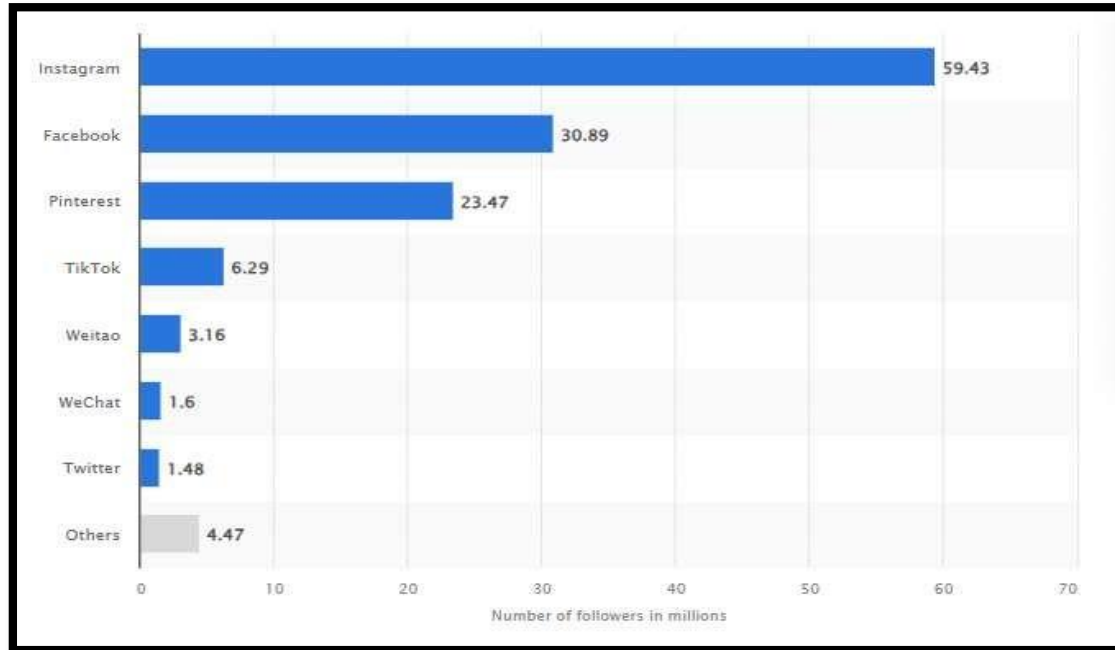


**Figure 3: The followers of Zara on social media platforms**

(Source: Statista.com, 2023)

On the other hand, with respect to brand equity, the brand value of the company is reduced due to Covid-19 that results in financial loss. The brand value of Zara is reduced from 2019 to 2022. In 2019, the brand value of the company was nearly 18.4 billion U.S. dollars which is reduced to 13 billion US dollars in 2022.

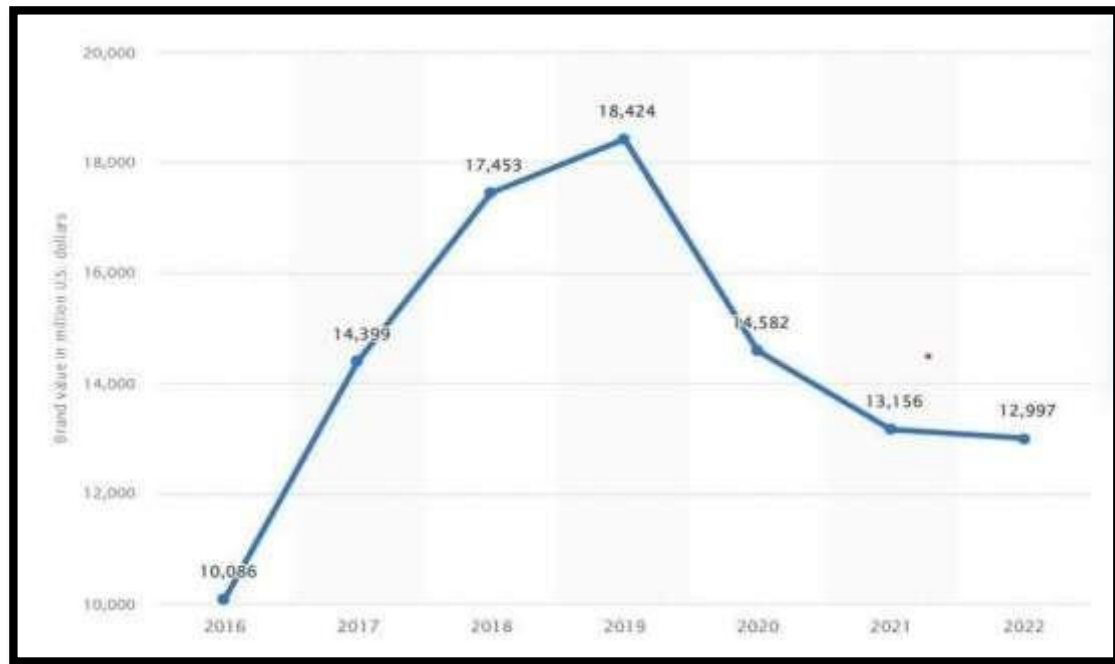


**Figure 4: Figure representing the brand value of Zara from 2016 to 2022**

(Source: statista.com, 2022)

However, despite the decrease in brand value, the company focuses on developing brand value by creating sustainable fashion products and using promotional strategies to attract customers.

## Relating Keller's Brand Equity Model with the chosen company

The “Customer-based brand equity model” is also known as “Keller's brand equity model” which is a pyramid that assists brands to create an effective brand experience, proper brand image and a strong relationship with the brand. Based on this model all experiences related to the brand must include potential consumers with positive emotions, thoughts, and convictions (Abuhmeidan, 2023). In this context, the researcher has used this model to explain the brand equity of Zara.

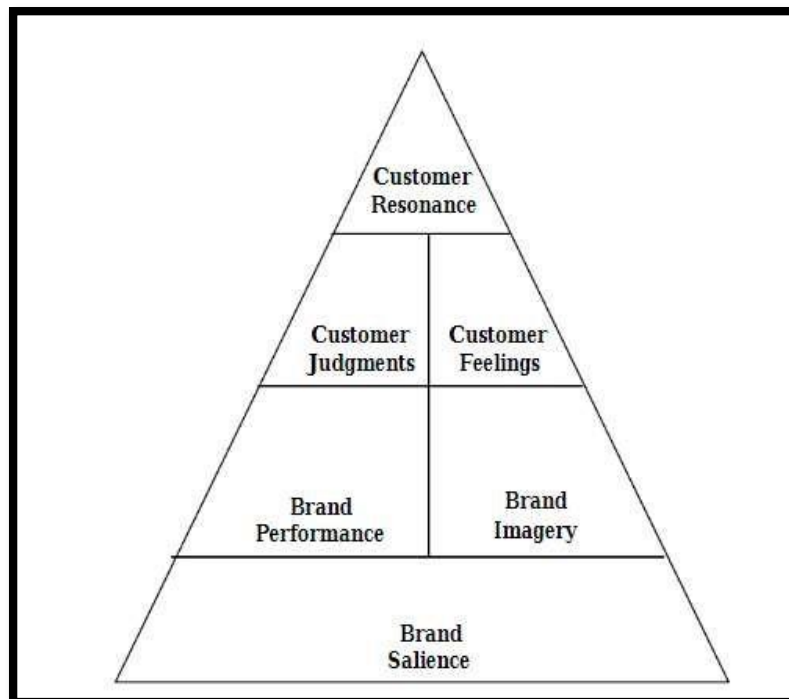


**Figure 5: Keller's brand equity model**

(Source: Researchgate.net, 2023)

### ***Salience or Brand identity***

Two factors that affect the brand salience of Zara are breadth and depth of brand awareness. The black and white logo of Zara, its advertisements in physical stores, its large brand image and its location strategy are the major process to communicate with customers (Su, 2020). Along with

this huge product differentiation, and affordable price of Zara creates a deep brand awareness among consumers.

### ***Brand meaning (Performance or imagery)***

Zara uses modern, highly fashionable, and trendy products, and creates purchase situations for customers that meet the social and psychological needs of young customers (Jiang, 2020). On the other hand, with the best customer service and affordable prices, Zara meets the functional requirements of customers.

### ***Customer feelings***

Zara's ability to create emotions such as fun, warmth, and security through the products is low. However, as depicted by Nazarani and Suparna (2021), Zara resonates more with self-respect through its products and offerings. People who purchase Zara are unique, chic, individualistic, superior and cool. The modern decoration or logo helps to shape the circumstances of Zara.

### ***Customer judgements***

This section integrates all consumers' opinions about performance and imagery association with consumers. Zara is a trustworthy luxury brand, and since 1975, it has been offering premium quality fashion products to its customer base continuously (Cruz-Milán, 2023). Zara is excellent at developing fast fashion clothing for females, males and children and also it addresses the level of needs of people.

### ***Customer resonance***

This section deals with the intensity of psychological connectivity customers have with the brand. Zara delivers a limited range of fast fashion offerings. This creates an impulsive buying nature in Zara's customers, resulting in customers buying newly released products as soon as possible (Nazarani and Suparna, 2021). This tactic also increases the engagement intensity of customers with the brand.

## **Discussing the customer journey and customer touch points for the organization**

### **Customer persona**

|                            |                           |
|----------------------------|---------------------------|
| <b><i>PERSONA NAME</i></b> | <b><i>Lucy Parker</i></b> |
|----------------------------|---------------------------|

|                     |                                                                                                                                                                                                               |
|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>BACKGROUND</b>   | <b>Education:</b> <i>MBA in finance</i><br><b>Job title:</b> <i>Financial analyst to analyse the budgets</i><br><b>Work experience:</b> <i>More than 12 years</i>                                             |
| <b>DEMOGRAPHICS</b> | <b>Age:</b> <i>36</i><br><b>Sex:</b> <i>Female</i><br><b>Location:</b> <i>England</i><br><b>Income:</b> <i>5000 pounds/ month</i><br><b>Marital status:</b> <i>Married</i><br><b>Children:</b> <i>1 child</i> |
| <b>IDENTIFIERS</b>  | <b>Motivation to use this brand:</b> This brand produces stylish and sustainable products<br><b>Goals to use this brand:</b> Comfortable to use and cost-effective.                                           |

**Table 1: Buyer persona**

(Source: self-created)

### **Discussion of customer touchpoints**

The touchpoints of the customers indicate the points regarding increasing the brand value and attracting the customers based on the journey of the customer (He and Zhang, 2023). The touchpoints of the customers include social media advertisement to increase brand awareness and

influence their purchasing decision towards the products. Based on the journey of customers, the touchpoints are mentioned below,

| Before buying                                  | During buying                          | After buying                 |
|------------------------------------------------|----------------------------------------|------------------------------|
| Blog of the Zara                               | Checkout on website                    | Onboarding of customers      |
| Reviews of customers on social media platforms | Conversation with the sales team       | Surveys                      |
| Social media platforms                         | Email marketing                        | Channels of customer service |
| Digital media advertisement                    | The marketing team mails the customers | Customer gains the knowledge |
| Recommends to friends and family               | Ads to retarget the audience           | Email marketing              |

**Table 2: Touchpoints of customers of Zara**

(Source: Self-created)

### Explanation of customer journey maps

The customer journey map reflects the path in marketing through which customers make effective decisions while purchasing any product from the market. There are many stages related to the customer journey such as Awareness, Consideration, Decision, Retention, and Advocacy (D'Arco *et al.*, 2019). The actions of them are different in these mentioned five stages. Through the help of this kind of mapping, the authority of business organizations can have a better understanding of their position in the competitive market (West *et al.*, 2020). Through the help of this mapping, the authority of this business organization can be able to develop effective decisions regarding investments. Their actions are also different in the mentioned five stages which should be followed by organisations (Heuchert, 2019). Due to the Covid-19 pandemic, **brick-and-mortar** stores of this organization have faced a serious loss. By opening online stores, the authority of this business organisation wants to capture more customers from the competitive market. The customer journey map has been developed in the below section.

|  | <i>Awareness</i> | <i>Consideration</i> | <i>Decision</i> | <i>Retention</i> | <i>Advocacy</i> |
|--|------------------|----------------------|-----------------|------------------|-----------------|
|  |                  | <i>n</i>             |                 |                  |                 |

|                             |                                                                                                                                                            |                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                              |
|-----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| For operating online Stores | Customers are able to develop their awareness by seeing advertisements for Zara. By seeing the advertisements, customers become more aware of their needs. | At this point stage, they are going to find out to what extent, Zara's products can fulfil their needs. However, the phase of research has not ended yet. They start to minimise their choices; however, they start to find out more information on the products sold by the business organization. | After viewing the advertisements of the company, the customers have started to compare the products of the mentioned company with its competitors. This is the stage where the customers understood which product can best satisfy their needs. At this stage, their reviews regarding the products of the company are very crucial. | Retention is the stage where the company wants to retain customers for a specific period of time. The customers can be loyal to the company if they purchase products for multiple times. It ensures that the products have been sold because of their regular usage. For retaining customers for a longer period of time, the authority of these | After gaining satisfactory services from a fashion company named Zara, the customers can be advocates for the organization. This is the way through which brand loyalty of the customers can be enhanced. The range of customers of the fashion company can be enhanced because the existing customers convey positive words to others about |
|-----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|  |  |  |  |                                                                                                                                                                                |            |
|--|--|--|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
|  |  |  |  | customers<br>arranges<br>many<br>strategies<br>such as<br>effective<br>after-sale<br>services. The<br>company has<br>started to gain<br>for a<br>maximum<br>period of<br>time. | the brand. |
|--|--|--|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|

**Table 3: Customer Journey Map of Zara**  
(Source: Self-Created)

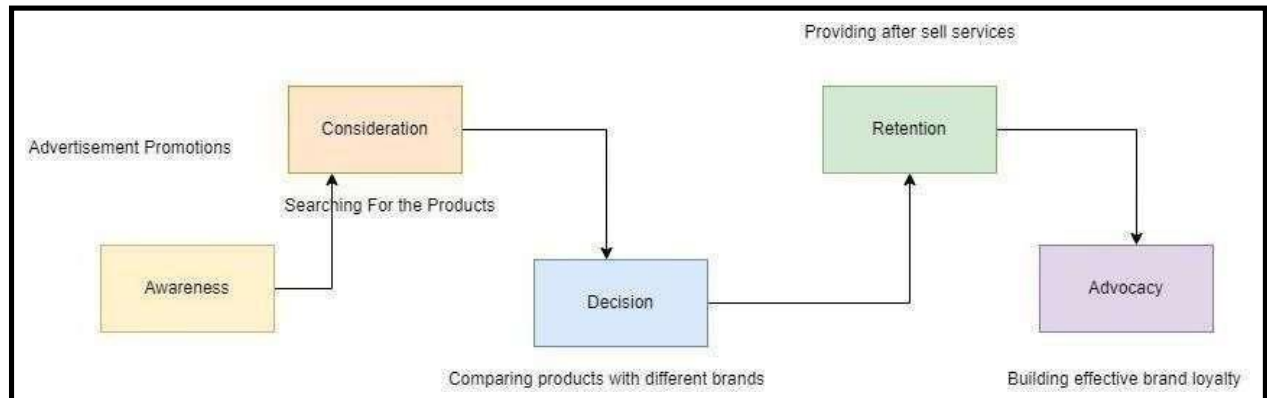


**Figure 6: Customer Journey Map of Zara**  
(Source: Created by the Researcher)

#### **Total Engagement Model relating to the company.**

The model named ***Total Engagement Model*** identifies four facts that are important for customer engagement. The names of these four factors are customer experience, value proposition related

to customers, advertisement, and customer. This is the model through which business organizations can be able to develop brand awareness and can have more customer bases (Barello *et al.*, 2020). This model puts everything in a nutshell effectively. The main motto of this model is to help business organizations to align all activities with the unified plan so that customers can be engaged for a maximum period of time. It is the brand advertisement that helps to develop an effect on customers. On the other hand, organizational culture has a significant impact on the employees. On the other hand, employees can play a significant role in developing a positive customer experience. It can be exemplified by this statement that if employees have a positive culture, then employees can serve the customers in the best possible way. Promise and delivery are the other two key elements that are related to this model.

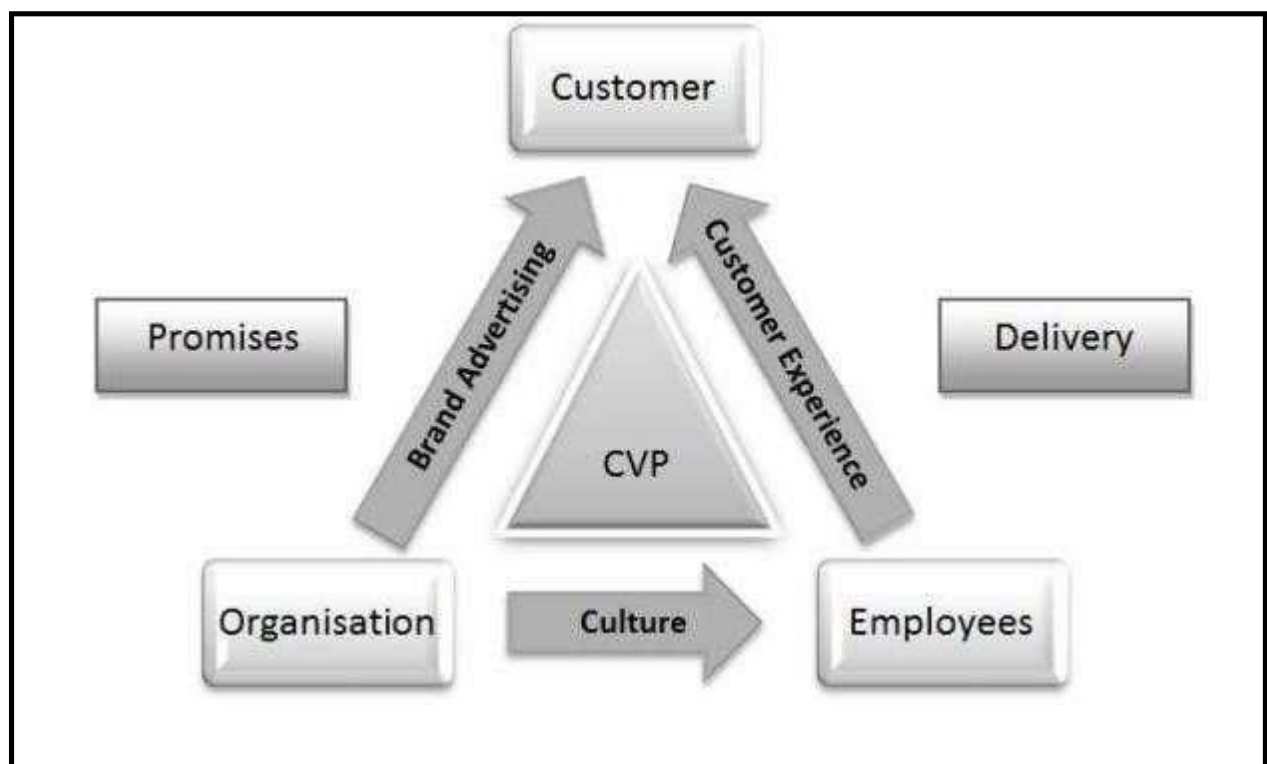


**Figure 7: Total Engagement Model**

(Source: Pranitasari, 2022)

While analysing this model it can be conveyed that the authority of Zara is trying to engage customer engagement by doing online advertisements. Moreover, they want to give the best products to their customers so that the customers can choose their products over their competitors. On the other hand, the authority of this business organization tries the best possible way to maintain an organizational culture where employees can nourish creativity along with innovation.

According to the point of view of Pranitasari, (2022) employees can enhance their performance when they have a positive work culture. A positive work culture can help the employees to maintain customers and solve their all queries by not taking too much time. Moreover, the employees can be able to provide after-sale services to the customers so that they can be satisfied and purchase products again and again. It has been already identified that Zara has launched brick-and-mortar stores for operating its market in the UK. However, due to Covid 19 pandemic, the demand of the customers has been degraded and the authority could not be able to regulate its business in the market satisfactorily. By opening online stores, the authority of this business organisation wants to regain its customer range. The main targeting strategy of this business organization is to avail customers who can buy Zara's products on impulse. Even this organization replies back to the feedback of the customers as soon as possible. For maintaining promise the authority of this organization is making new products for the costumes. A limited number of designs have been created by the authorities so that they can be sold faster.

## **Conclusion**

Based on the above discussion, it might be said that this scenario helps to identify the marketing strategies and emotional strategies to increase brand awareness, and brand value for Zara. The usage of the discussed communication model is also significant for Zara to initiate conversations with customers. The customer journey is also highlighted in how Zara can analyse the needs of a customer to operate online channels.

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