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BURBERRY

MARKETING FUNDAMENTALS

LCBB4004

**ASSIGNMENT TITLE: BLOGGING TO
COMMUNICATE**

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SAINT DAVID**

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THE BURBERRY TRENCH COAT

Invented **during the First World War**

Designed to be useful during the war: D-rings for grenades, epaulettes to carry military equipment, gun flap

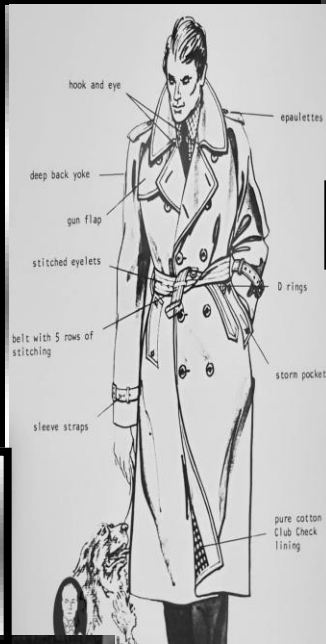
1934 Burberry offering same-day delivery with its own vehicles in London

1968 WE DID IT!
Our first television commercial



1912

Thomas designed and patented Tielocken coat (the predecessor of the trench coat)



1972

Building our presence as manufactory in UK by acquiring the factory in the Castleford

OUR HISTORY

2000

Opening our first store on Bond Street, London



2010

We've been the first ones that livestreamed a fashion show...

2014

We enjoy being around YOU...

Over **500** stores around the world

2020 We will remain together...Manufacturing over 160k PPE for NHS

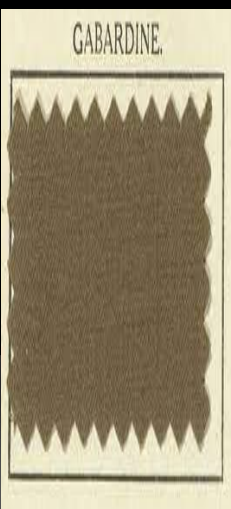
2021 We have over 10,000 employees worldwide

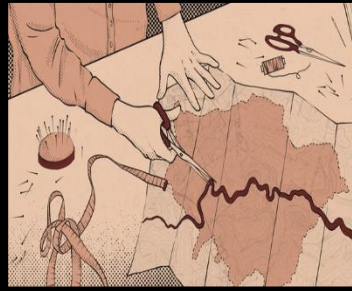
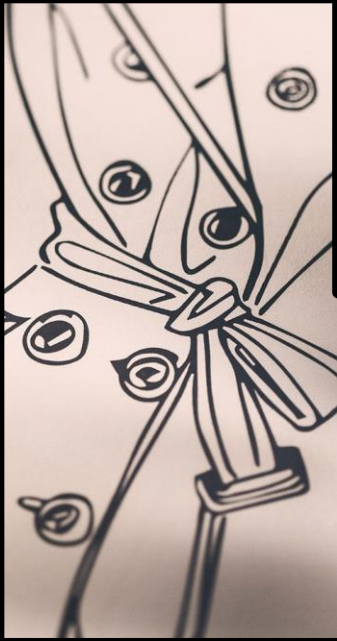
1856

- Founded by Thomas Burberry (1835-1926)
 - Located in Basingstoke
- The main principle: clothes being designed to protect people against the British weather

GABARDINE

- Thomas' invention
- Waterproof and breathable material
- Protecting against rain





OUR PURPOSE AND VISION

PURPOSE

- push boundaries through imagination
- creating new opportunities for our customers and communities

VISION

- maintaining focus and innovation
- willing to deliver relevance and novelty

PLEASE FOLLOW US IN OUR WORLDWIDE JOURNEY...

WHAT WE DO?

- ➔ **DESIGN:** creating sustainable and durable luxury goods
- ➔ **SOURCE:** working with our global suppliers to find the best materials for our products
- ➔ **MAKE:** Producing our products at the Burberry manufacturing sites in UK and Italy
- ➔ **SELL:** Our products are available in directly operated and franchised stores

BURBERRY



ALL ABOUT THE LOGO...

- Created in 1901
- Consists of the Equestrian Knight and the Latin word '**Prorsum**', which means 'forward' (it represents company's slogan)





We want to create a world where each of us feels that belongs. Our products have been designed to satisfy our customers' needs, using high-quality materials. We made significant progress in developing our product strategy while managing the product flow.

I. BURBERRY TRENCH COAT

- ✓ Has over 100 years of history
 - ✓ Produced in Castleford, Yorkshire
 - ✓ Represents a worldwide fashion icon
 - ✓ Created from gabardine: material invented by Thomas Burberry in 1879
 - ✓ Available for children and adults
- BENEFITS**
- ✓ Lightweight
 - ✓ Has seasonal design adaptations
 - ✓ The collar is the most difficult part of the product: 180 stitches need to be sewn by hand to create THE perfect collar
 - ✓ Burberry offers repair and reproofing service for all their trench coats
 - ✓ Obtain an accentuated waist if using the belt



2. FRAGRANCE

- ✓ Burberry's house codes reinterpreted in unique scents
- ✓ Possibility to engrave the bottles free of charge
- ✓ Different size bottles: 30ml / 50ml / 75ml / 90ml / 100ml / 150ml
- ✓ The notes are either fresh or sweet aiming to make the customer feel empowered, rich, and sophisticated

A. BURBERRY PRODUCTS





BURBERRY



3. FOOTWEAR

- ✓ All our shoes are designed to be fashionable, good looking and comfortable
- ✓ Different categories of shoes:
Women: pumps, sneakers, boots, sandals, flats
Men: sneakers, sandal, boots, formal
Kids: rain boots, sneakers, sandals
- ✓ Variety of sizes and materials (leather, nylon, cotton, lambskin)
- ✓ Colours and patterns updated throughout the seasons



4. ACCESSORIES

- ✓ Wide range of categories: bags, wallets, hats, gloves, scarves, belts, eyewear, keychains
- ✓ Free of charge personalisation
- ✓ High-quality materials
- ✓ New motifs added frequently



5. MAKE-UP

- ✓ Shades and looks inspired by runway collections
- ✓ Skin-enhancing products
- ✓ New releases every season
- ✓ Wide range of colours to match all types of skin tone
- ✓ Buildable textures



IF YOU WANT TO EXPLORE
OUR RANGE OF PRODUCTS,
YOU CAN VISIT OUR OFFICIAL
WEBSITE BY CLICKING THE
LINK BELOW



<https://uk.burberry.com/>



FRAGRANCE

MY BURBERRY BLUSH
EAU DE PARFUM

- ✓ 90ml → **£99**
- ✓ Free of charge personalization



FOOTWEAR

VINTAGE CHECK BLOCK-
HEEL ANKLE BOOTS

✓ **£850**



ACCESSORIES

CHECK CASHMERE
SCARF

✓ **£490**

B. OUR PRICES

- ✓ Premium pricing strategy
- ✓ Pricing is done by evaluating the demand and rivals' prices
- ✓ Maintaining a consistent price



MAKE-UP

RUNWAY EYE PALETTE

✓ **£62**



BURBERRY'S CHECK PANEL COTTON GABARDINE TRENCH COAT PRICE ACROSS THE WORLD
2021

UNITED KINGDOM → **£1,890**

FRANCE → **€2,150**

USA → **\$2,590**

SINGAPORE → **SGD 3,950**

DISTRIBUTION

- ✓ In the last three years we developed our store and digital networks
- ✓ We are focusing on the direct-to-consumer channels in order to create an omnichannel experience
- ✓ Keeping customers' engagement
- ✓ Agile supply chain
- ✓ Reaching operational efficiency

IN THE FUTURE

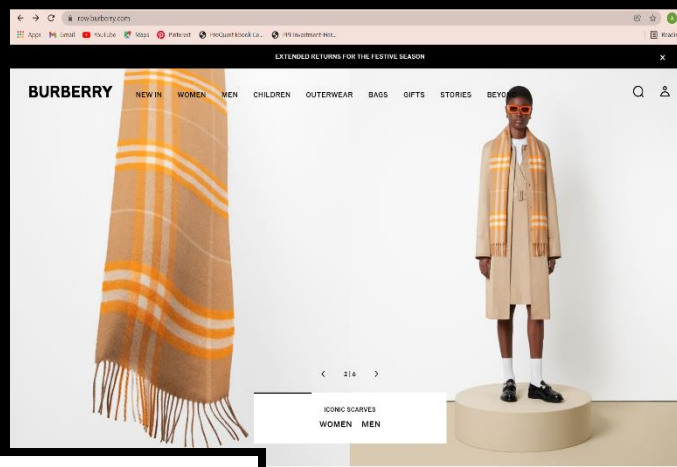
- ✓ Introducing our new store concept
- ✓ Trying to focus more on our local customers
- ✓ Putting the base of our pioneering Social Retail concept
- ✓ Supercharging digital sales

DIGITAL CHANNEL

The last year had a massive impact on our customers' shopping habits, and it was leading to an accelerating growth of the online sales. We are expecting our online sales to increase with 30% by 2025. Our online channels were growing by 50% in 2020, managing to double our channel share compared with 2019.

We provide the same luxurious and quality experience as in the physical stores through virtual conversations with our Sales Associates. They are there to assist with styling and sizing advice and can share photographs of certain items to make your choice easier.

C. OUR DISTRIBUTION AND LOCATION



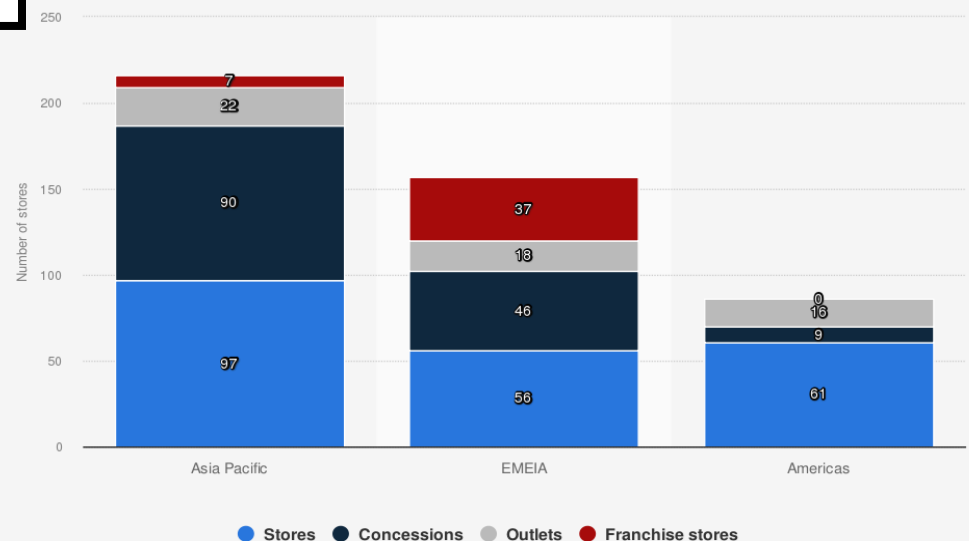
DIRECT DISTRIBUTION

RETAIL STORES

We have a total of 459 operation stores around the world: Asia, USA and EMEIA (Europe, Middle East, and Africa)

Our physical stores remain a critical channel. We aim to remain integral to the luxury journey and our stores will incorporate a sense of community in order for the connection between brand and emotions to be strengthened. Since 2020, we opened 17 additional stores and refurbished up to 85 of our stores.

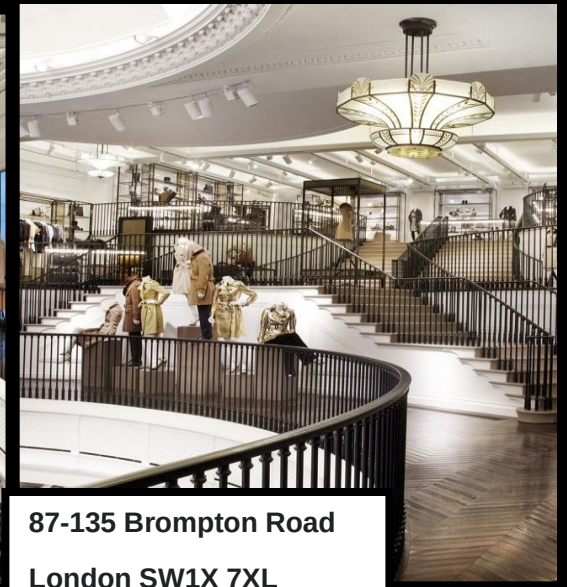
Number of Burberry stores worldwide as of 2021, by outlet type and region



WHOLESALE DISTRIBUTION

We have numerous intermediaries are used to help generate a larger supply of the products. Indirectly, the wholesalers are selling our products with the help of the salespersons in multi-brand stores (Harrods, Selfridges) and e-commerce platforms.

To make sure that our intermediaries are adhering to our policies, before signing the contract, we agree our price policies, the conditions of selling, where they are allowed to sell and under which circumstances. They are constantly under observation and rewarded when necessary.



87-135 Brompton Road

London SW1X 7XL

Phone: [020 7730 1234](tel:02077301234)

YOU DESERVE A
LUXURIOUS TREAT...

IF YOU WANT TO SEE HOW IT FEELS TO
BE IN ONE OF OUR MOST PRESTIGIOUS
SHOPS, WE ARE LOOKING FORWARD TO
MEETING YOU AT ONE OF THE
FOLLOWING ADDRESSES.

121 Regent Street

London, W1B 4TB

Phone : [020 7806 8904](tel:02078068904)

**The biggest Burberry store in the
world (44,00 sq ft)**

- ✓ Personal shopping appointments
- ✓ In store alterations
- ✓ Personal shopping styling advice

21-23 New Bond Street

London W1S 2RE

Phone: [020 7980 8425](tel:02079808425)

400 Oxford Street

London W1A 1AB

Phone: [020 7318 3575](tel:02073183575)

BURBERRY
LONDON ENGLAND



Burberry is known around the world as one of the most iconic and important brands of England.

In our promotion strategy, we are trying to engage target customers and communicate in a convenient way our values. Our marketing team is making four extremely important decisions when creating our advertising programs: which are the objectives, how much are going to spend, which is the advertising strategy and at the very end evaluating how effective will be our plan.

Over the years we have learnt a lot about promotion, but what remains our most important goal is to reveal to our consumers why they need certain products and how are gaining value over the time.

D. OUR PROMOTION PLAN

60% of our marketing budget goes towards digital channels (social media):

INSTAGRAM, FACEBOOK, TWITTER

The Facebook promotion are helping customers to obtain free samples of the brand's scents via Sopost. In exchange, the brand gains the access of customers' data.

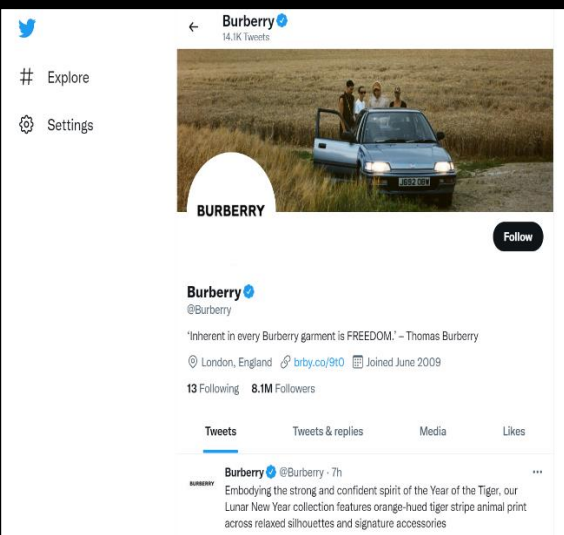
Our social media platforms are keeping our customers up to date and helping them to establish an easier interaction with us. We have 17 million followers on Facebook and 18.7 on Instagram.

You can access our pages through the links below.

CLICK AND BECOME PART OF THE BURBERRY COMMUNITY

<https://www.facebook.com/Burberry/>

<https://www.instagram.com/burberry/>



CELEBRITY ENDORSEMENT

For us celebrity endorsement represents a 3-way relationship: managing to connect the star, the product and us. Our main goal is to reach greater and relevant audience. We are extremely proud when well-known personalities are representing our brand.

Carla Delevingne is one of the celebrities that was part of our campaigns. She is an English fashion model and actress, who starred in: 'Suicide Squad' and 'Anna Karenina'

Marie Claire (British magazine), May 2015, advert for My Burberry perfume



FASHION SHOWS

Fashion shows are an extremely important part of our promotion. For the London Fashion Week there are coming people all over the world to admire our latest creations. It is an amazing opportunity for us to spread the awareness to a generous group of spectators

You can have a look at our latest collection by clicking the link below. We hope you will enjoy it!



<https://www.youtube.com/watch?v=kGbvG-phyN8&t=6s>

MAGAZINES

We have collaborations with some of UK's most important magazines: Marie Claire and Vogue. Our editorials have brought a significative number of loyal customers over the years.





*Thank
you*



BURBERRY
ESTABLISHED 1856

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