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Introduction

Zara is an affordable fashion retailer known for its fast supply chain and the latest trends in the international market. It provides fashion with its ability to frequently update selections and respond quickly to consumer demand. The main key to the success of the company is communication between designers and store managers to design products according to customer taste. Due to its accessible pricing, on-trend styles, and prime retail locations, it is one of the world's largest and most demanded brands.

Background of the Company

Zara is a well-known global fashion retailer based in Spain. It was founded in 1974 by Amancio Ortega and is part of the Inditex Group. Zara is popular for its new fashion styles, which include numerous clothing and accessories for women, men, and children. The company is known for its good supply chain and ability to respond to changing fashion trends. Zara creates, manufactures, and distributes its products through a global network of stores, ensuring a dynamic and responsive approach to fashion retail. Zara has grown to become one of the world's largest and most recognizable fashion brands as a result of this strategy.

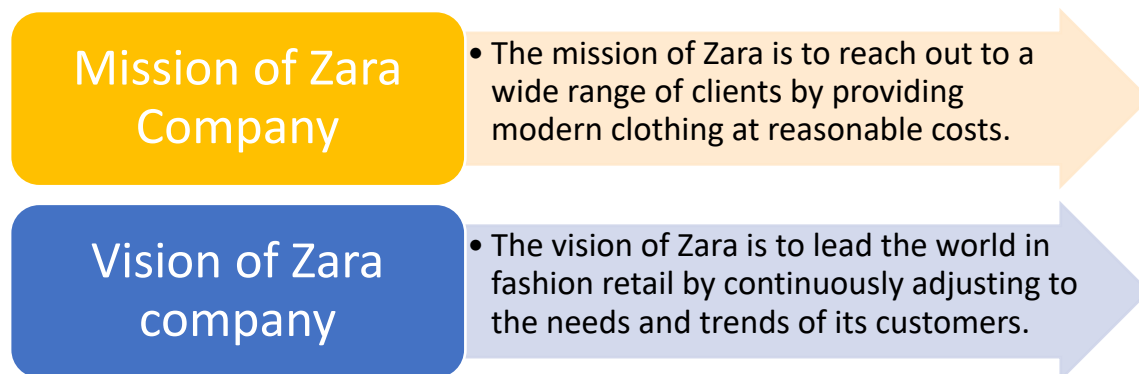


Figure 1: Mission and Vision of Zara

Communication

Real-time, integrated communication across ZARA's retail operations and design enables rapid adaptability to consumer demand. Constant feedback between store managers and designers facilitates trend-driven product creation (Martínez Barreiro, 2018). Smooth information sharing from design to manufacturing to logistics allows fast order fulfilment. In-store communication ensures great customer service. Surveys and social listening provide consumer insights. Overall, fluid communication across its global retail ecosystem connects its value chain, delivering the latest affordable fashions to stores quickly. Communication is indispensable to its agility and competitive edge in fast fashion (Martínez Barreiro, 2018).

Shannon and Warren Weaver's macro model

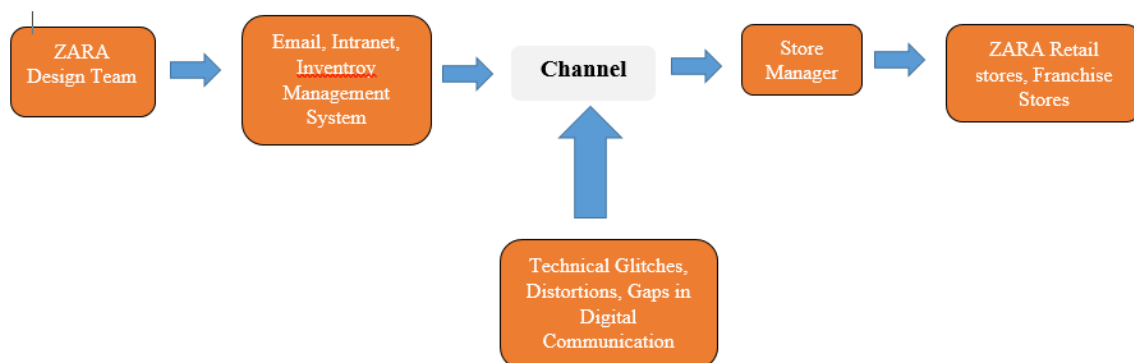


Figure 2 Shannon and Warren Weaver's macro model

Information Source: ZARA's design team, which creates new clothing concepts and styles. The designers generate ideas based on research, trends, and input from store managers.

Message: The specifics of the new clothing designs, including sketches, technical drawings, fabric swatches, and other product specifications. This visual and descriptive information brings the designs to life.

Transmitter: ZARA's digital communication platforms and software, which allow the designs to be shared as digital files and assets to the worldwide retail network (Kim, Truong and Ha, 2015). Email, intranet, inventory management systems act as transmitters.

Channel: The internet and telecommunication networks through which the design files are distributed globally from headquarters to stores, manufacturing partners, and logistics providers.

Receiver: The store managers who review the designs and provide localized feedback. They also place production orders tailored to their market's preferences.

Destination: The network of ZARA retail stores in 96 markets, as well as franchise stores. The stores are the ultimate destination where the clothing concepts materialize as finished products sold to customers.

Noise Source: Technical glitches, distortions, or gaps in the digital communication networks that may prevent or slow the transmission of new design files and assets (Kim, Truong and Ha, 2015).

Feedback: The regular input that store managers provide to the design team regarding customer preferences, sales trends, and reactions to new styles. This closed loop allows continuous improvement.

[Integrated Marketing Communications](#)

An integrated marketing communications (IMC) approach can enable ZARA to coordinate its messaging and touchpoints to effectively engage customers in the digital age. IMC requires aligning PR, direct marketing (Anabila, 2019), digital efforts, social media, advertising, and more to create a unified brand experience.

For ZARA, core focus areas for IMC include:

- i. Omnichannel coordination
- ii. Targeting millennials
- iii. Rapid product launch awareness
- iv. CRM insights



Figure 3:- Integrated marketing Communication

The stages in an IMC Campaign



Figure 4: Stages in IMC Campaign

Promotional Strategies

Influencer Marketing

Identifying and partnering with relevant social media influencers provides huge opportunities for ZARA to expand its reach to new demographics (Anabila, 2019). Micro-influencers with strong fashion credentials and 10k-100k engaged followers can model its outfits on Instagram

and TikTok. Picture and video posts organically showcase the brand's stylish, on-trend designs. Additionally, collaborating with celebrity mega-influencers for sponsored placements and endorsements generates buzz. Having credible third parties authentically promote your product is powerful social proof. Micro-influencer campaigns also have high engagement rates as their base is invested in their style advice. To activate this, it can identify influencers with strong aesthetics and follower interaction (Anabila, 2019). Coordinating gifted product drops along with usage guidelines and branded hashtags will allow it to tap into new networks through influencers' established follower bases.

Pop-Up Stores

Pop-up retail locations in high foot traffic environments like busy shopping centers, festivals, and other events can elevate ZARA's brand visibility. Pop-ups bring the immersive in-store experience to new areas, capturing shoppers' attention. The temporary nature also generates hype and gives existing customers another engaging way to shop the collection in a novel setting. Pop-ups require less investment than permanent stores, so it can rapidly test and enter new geographic areas or venues (Scaturro, 2020). Drawing on data of event attendee demographics will allow it to identify optimal pop-up locations. Pop-ups ultimately allow it to gain exposure and acquire new customers in buzzworthy spaces beyond its existing real estate (Scaturro, 2020).

Augmented Reality

Adding augmented reality features into ZARA's mobile app transforms the customer experience and unlocks viral sharing potential. AR functionality like virtual dressing rooms and digitally "trying on" clothes can make shopping more enjoyable and immersive. Users can visually see how items will look on their bodies or create shareable content modelling products. Powering product visualization on mobile expands its accessibility (Riener, Gabbard and Trivedi, 2019). Promoting the app's AR capabilities can attract press coverage for being an innovative leader. To maximize buzz, it can enable fun filters or effects for sharing AR images to Instagram stories or TikTok (Riener, Gabbard and Trivedi, 2019).

Advertising

ZARA advertising rapidly builds awareness and buzz for new fast fashion collections through social, digital, print, and OOH channels. The messaging targets trendy millennials and highlights affordable, constantly updated styles. Visually, the ads reflect its lively brand image. Real-time data informs swift optimization (Tokatli, 2008). The integrated media

sustains presence while exciting young demographic. In-store marketing and pop-ups provide tactile engagement.

Media

Newspapers

Local and national newspapers provide traditional print reach, especially on weekends when readership is high. For ZARA, newspapers can create awareness and drive traffic to nearby store locations through tailored ads by geography (GHEMAWAT, 2006). Key dailies with style sections like The New York Times and lifestyle inserts present opportunities to engage the fashion-minded. Smaller market papers also enable targeting specific customer segments.

Magazines

Fashion and lifestyle magazines align closely with ZARA's audience and positioning. Vogue, Elle, InStyle, Glamour and similar titles offer both print and digital presence. Highly visual ads showcase new seasonal collections and trends. Inserts/blow-ins with coupons can incentivize purchases. Editorial partnerships provide credibility through styled shoots and brand mentions woven into relevant articles. The glossy magazine environment resonates with its aesthetic and aspirational yet accessible image.

Television

As a mass reach medium, television can quickly drive awareness, especially through local/cable networks. Short TV spots highlight in-season styles and reinforce ZARA's brand identity (GHEMAWAT, 2006). Media plans balance broad channels like NBC or ABC with targeted cable stations mirroring their customer base's viewing habits. Brief TV flights around major shopping periods effectively complement digital efforts.

Radio

Radio delivers increased frequency and engagement while on-the-go. Scheduling ZARA's ads on popular stations during peak driving times ensures strong audience connection. Creatively, the audio-only format requires conveying the brand personality and seasonal vibe succinctly through voice, music, sound effects (Seok, Ko and Jung, 2017). Sponsoring entertaining shows and local events also engages listeners. Targeted streaming radio ads enable reaching specific listener segments too.

Cinema

In-theatre advertising puts ZARA's messaging in front of an engaged audience in a lean-back entertainment environment. Placing video ads for new collections prior to fashion-related movies targets a receptive crowd. Cinema enables showcasing products visually on the big

screen. Geo-targeting theatres near mall locations where ZARA has stores helps drive retail traffic. Tying campaigns into culturally relevant films boosts appeal and memorability.

Outdoor/OOH

Out-of-home media like billboards, transit ads, and digital signage provide high-visibility based on placement in heavily trafficked locations. A strong OOH presence in urban shopping districts reinforces ZARA's fashion authority and top-of-mind presence. Adaptive digital billboards can display dynamic creative showcasing the latest items (Seok, Ko and Jung, 2017). Transit ads enable thrift while commuting or running errands. Experiential marketing like photo booths and pop-up street stalls creates viral, shareable moments between the brand and consumers. OOH ultimately furnishes impact and awareness when people are on-the-go near stores.

Branding

Branding refers to the process of creating a distinctive name, image, and identity for a product, service, or organization in the minds of consumers. Effective branding leverages factors like logo, design, messaging, personality, and customer experience to build brand awareness, associations, and loyalty among target audiences.

Branding for Zara:

Zara is an iconic fast fashion brand that offers the latest runway-inspired styles at accessible prices. As a pioneer of agile supply chains and quick response retail, Zara delivers an unparalleled shopping experience where customers can discover new arrivals in store twice a week. Zara's brand is defined by trendsetting design, aspirational yet wearable fashion, swift adoption of catwalk inspiration, and exhilarating "treasure hunt" shopping. Driven by consumer data analytics, Zara maintains its cutting edge by reacting rapidly to fashion trends and customer preferences. Zara's sleek, modern stores and websites provide an engaging brand experience that immerses customers in the exciting, dynamic world of Zara fashion. With its combination of quality, style, and affordability (Moorthi, 2017), Zara's brand promises savvy shoppers the joy of fashion newness and self-expression through accessible, must-have pieces.

What is Brand Equity?

ZARA's brand equity stems from strong awareness, favourable fashion associations, and emotional bonds with consumers, and repeat sales driven by its in-store experience. Brand

equity generates tangible value including pricing power, sales, and competitive edge. Key equity elements are awareness from global presence, on-trend affordable image, innovative positioning, high-value perceptions, lifestyle loyalty of target fashion lovers, and word-of-mouth advocacy (Florek and Kavartzis, 2014). This accumulated perception, reputation, and relationship value enables it to command premium prices, traffic stores/site, enhance customer lifetime value, and differentiate versus rivals. Overall, its brand equity provides a key competitive advantage in fast fashion retail (Florek and Kavartzis, 2014).

Keller's Brand Equity Model

Brand Salience - ZARA has high brand awareness and recognition among fashion-conscious consumers thanks to its large retail presence globally and effective marketing. The brand name is highly visible in malls and shopping areas (Owen James, 2006).

Brand Performance - ZARA is known for offering fast fashion with the latest trends at affordable pricing. Consumers see it as a reliable destination for runway-inspired styles at mass market value.

Brand Imagery - ZARA has cultivated a brand image of being a trendsetting, energetic and innovative fashion brand. Its in-store atmosphere and advertising depict a youthful, vibrant personality.

Brand Judgment - Customer perceptions of ZARA lean favourable overall. Consumers view it as an accessible and affordable way to incorporate current fashion. Quality and value are seen as greater than competitors (Owen James, 2006).

Brand Feelings - Customers exhibit emotional bonding to ZARA through feelings of always being able to express their personal style and find new arrivals in-store. The discoverable experience creates excitement.

Brand Resonance - Strong repeat customer base and brand advocacy as evidenced by word-of-mouth and social media recommendations. ZARA elicits lifestyle loyalty among target fashion lovers.

Keller's Customer-Based Brand Equity (CBBE) model

Relationships: ZARA has cultivated strong bonds and loyalty among target fashion-forward consumers through its enjoyable in-store discovery experience and ability to regularly deliver new, affordable styles. Customers exhibit a lifestyle relationship with the brand.

Response: ZARA generates positive responses and favourability through its affordable pricing, on-trend products, and vibrant, youthful brand image (Netemeyer et al., 2004). Consumers view it as a reliable destination for accessible runway-inspired styles.

Meaning: ZARA is seen as a trendsetting, energetic and innovative fashion brand. Its advertising and in-store atmosphere reflect these attributes. Its meaning is tied to fast fashion leadership.

Identity: ZARA has built a distinct brand identity anchored around offering the latest catwalk trends rapidly at mass market prices (Netemeyer et al., 2004).

6.2 Keller's Brand Equity Model

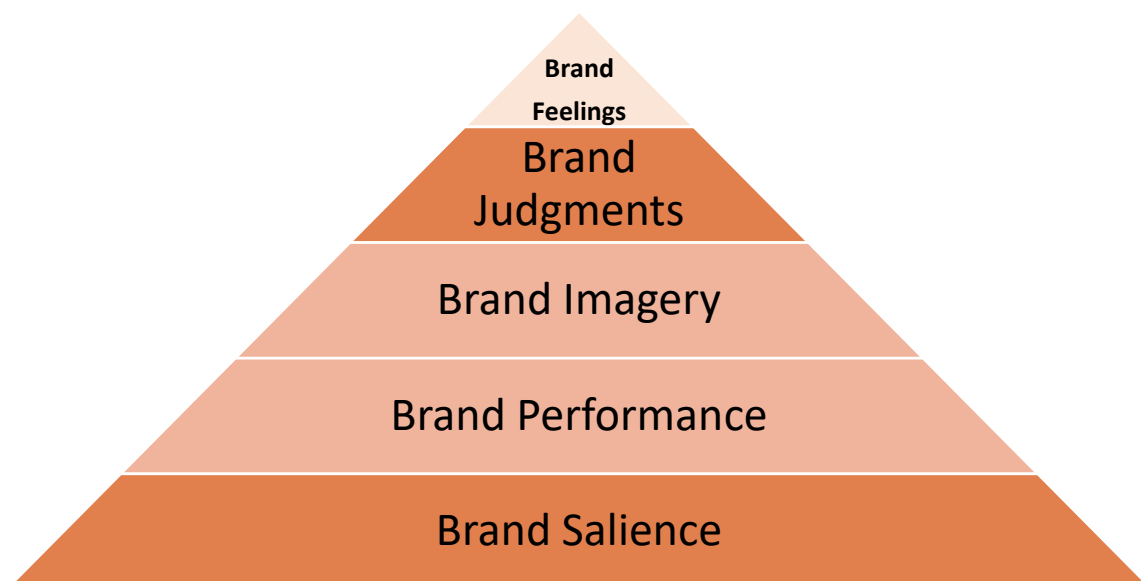


Figure 5: Keller's Brand Equity Model

In conclusion, ZARA's remarkable brand success is aptly illuminated through the lens of Keller's Customer-Based Brand Equity (CBBE) model. The model's dimensions - Brand Salience, Performance, Imagery, and Judgments - provide a nuanced understanding of how it has strategically positioned itself within the highly competitive fashion industry.

Advantages and Disadvantages of Keller's Brand Equity Model

Advantages of Keller's Brand Equity Model for Zara

- Provides a clear framework to build a strong brand identity and image for Zara based on brand salience and brand meaning
- Focuses on linking brand identity with favorable, unique brand associations in the customer's mind
- Emphasizes brand resonance and developing an emotional connection between customers and the Zara brand
- Highlights the importance of brand building through strategic marketing and comprehensive brand management
- Allows Zara to leverage customer insights to develop relevant brand positioning and integrated marketing communications
- Enables Zara to consistently convey its desired brand image across all customer touchpoints

Disadvantages of Keller's Brand Equity Model for Zara

- Complex model requires substantial marketing resources and expertise for effective implementation
- Difficult to measure and track some qualitative aspects like brand judgments and feelings
- Requires regularly monitoring consumer perceptions and brand image associations
- Must evolve brand identity and associations in line with changing consumer preferences
- Challenging for employees across the company to have a shared understanding of brand meaning
- Brand resonance depends on larger customer experience which involves many organizational functions

Customer Journey

Developing a deep understanding of the customer journey is crucial for fashion retailers like Zara to deliver satisfying brand experiences. Mapping the touchpoints along the path to

purchase allows brands to identify pain points and optimize engagements for lasting loyalty (Thompson, 2016). This customer journey illustrates the brand relationship from the perspective of Eva Orion, a 28-year old marketing manager living in London who appreciates stylish, quality clothing.

Customer Journey

1. Awareness: I first discovered Zara a few years ago when I was looking for some new clothes to update my wardrobe. The store's sleek design and trendy window displays caught my eye as I was walking through the city centre. Zara's reputation for affordable prices and on-trend fashion made me curious to check it out.

2. Consideration: I stepped into the store and was amazed by the variety of stylish options and contemporary store environment. The clothes looked high-quality and fashion-forward. I appreciated that there were clothes and accessories for women, men and kids. Trying on a few items, I was impressed with the fit, feel and finishing. The prices seemed very reasonable for the product quality. Based on this experience, I decided Zara could be a go-to option for clothes shopping within my budget.

3. Purchase: Over the next several months, I bought clothes from Zara for different occasions - work, going out, travel and more. I enjoyed discovering new arrivals and special collections each time I visited. The convenience of online shopping and user-friendly app also made purchasing from Zara easy (Thompson, 2016). Sale events helped me get quality clothes at even better value. I became a regular Zara customer, visiting their stores and website every 2-3 weeks.

4. Retention: Zara makes clothes shopping a fun, discovery experience with new styles arriving frequently. I'm continually delighted with the quality, look and price of the clothes, along with Zara's excellent customer service. As a loyal customer, I feel invested in the Zara brand. Their focus on responsibly sourced, environmentally-friendly materials also resonates with my values. I enthusiastically recommend Zara to friends and colleagues looking for affordable, fashionable clothing.

5. Loyalty: Zara is my go-to retailer for clothes, shoes and accessories. I trust their brand to deliver the latest trends, great fit and thoughtful design at accessible price points. Zara understands my preference for quickly updating my wardrobe each season. As long as they maintain their standards, vision and value, I see myself

shopping with Zara for years to come.

6. Analysing the experience through the lens of a well-defined persona provides valuable insights into how Zara can engage target customers along the stages from discovery to advocacy. Crafting personalized journeys for different segments allows Zara to optimize its brand strategy (Thompson, 2016).

7.1 Customer Touchpoints

Mapping customer touchpoints along the purchase journey allows brands like Zara to deliver positive, seamless brand experiences (Wunderlich and Hogreve, 2019). This illustrates the main touchpoints from the perspective of Eva Orion, a target Zara customer.

Awareness Touchpoints:

- Walking past Zara store, noticing sleek design and window displays
- Exposure to Zara's reputation and brand image through word-of-mouth and media
- Zara's online and social media presence

Consideration Touchpoints:

- In-store experience - product variety, display, store environment
- Trying on clothes to assess fit, quality, style and pricing
- Researching brand reviews and fashion blogs for feedback

Purchase Touchpoints:

- Browsing and selecting products in-store
- Online purchase experience on Zara's website and app
- Payment and checkout process in-store or online
- Interactions with sales associates (Wunderlich and Hogreve, 2019)

Retention Touchpoints:

- Ongoing in-store shopping experiences and discoveries
- Engaging with Zara's email campaigns and personalized communications
- Customer service and returns/exchanges if needed

Loyalty Touchpoints:

- Updated product assortment and new arrivals in-store
- Seamless omnichannel experience between brick-and-mortar and digital
- Zara's brand values and sustainability initiatives
- VIP loyalty programs and special offers for repeat customers

	➤ Name: Eva Orion ➤ Age: 28 ➤ Occupation: Marketing Manager ➤ Location: London, UK ➤ About: Eva is a busy professional who loves fashion and likes to keep her wardrobe on-trend. She has an eye for quality and stylish pieces but is mindful about her spending. He is looking for well established brand for online shopping
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Figure 6: Customer persona

Customer Journey



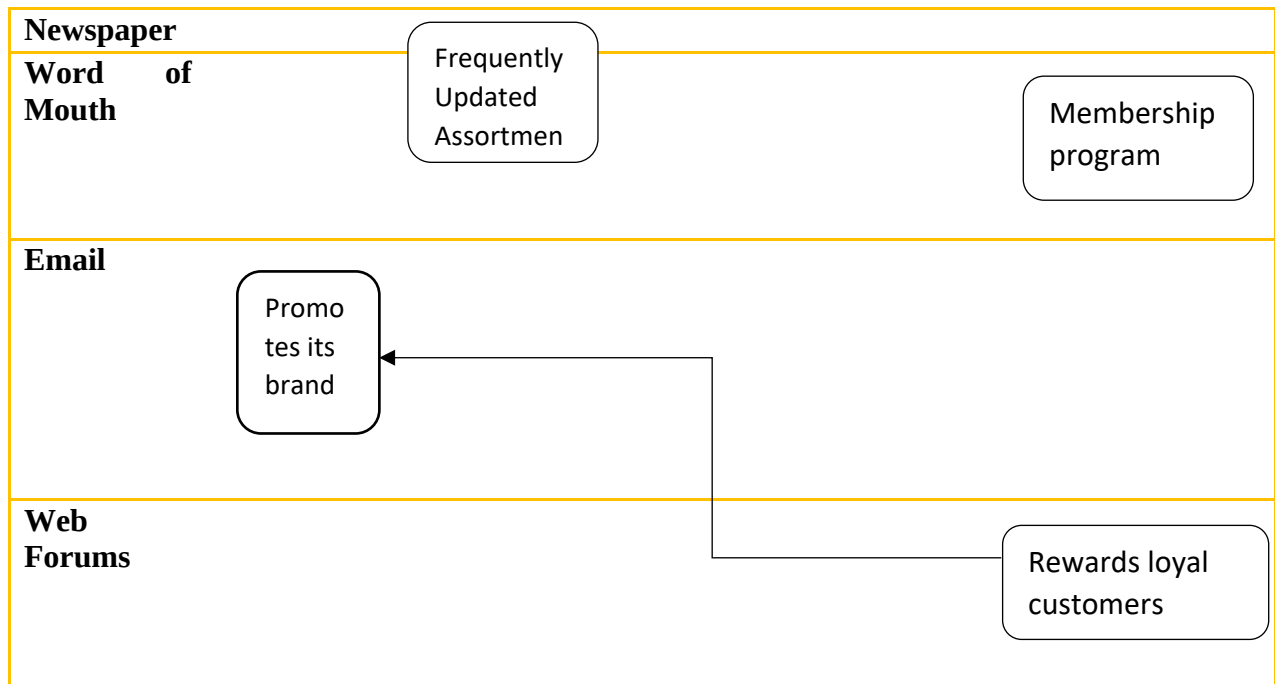


Figure 7: Customer Journey Map

- Awareness - Customer becomes aware of ZARA through advertising, word-of-mouth, social media, or passing by a store.
- Consideration - Customer researches ZARA online and starts following its social channels to get a feel for the brand.
- Purchase - Customer visits a ZARA store or shops online for items they need/like and makes a transaction.
- Post-Purchase - Customer has a positive experience trying and wearing their new ZARA items. They share photos wearing their purchases on social media (Rosenbaum, Otalora and Ramírez, 2017).
- Loyalty - Due to satisfaction with the experience, customer continues to engage with ZARA content online, returns to purchase more items, and recommends the brand to others.
- Re-Engagement - ZARA marketing triggers repeat visits by reaching out to the customer about new arrivals and personalized offers.

Advantages and Disadvantages of Customer Journey Map:-

Advantage

Zara may better understand its customers' interactions and experiences by developing a customer journey map. Zara may better fulfil customer wants and preferences by adjusting its products, services, and advertising strategies by identifying touchpoints, pain points, and moments of delight. A higher level of customer satisfaction and loyalty may result from this insight-driven strategy.

Disadvantage

A customer journey map could have the drawback of simplifying the complexity of client interactions. Touchpoints can be influenced by outside circumstances and other touchpoints; they don't always operate in isolation. Relying only on touchpoints could prevent you from knowing the bigger picture of a customer's journey, which could result in incorrect assumptions about the demands and behaviour of your target market.

Total Engagement Model

- Cognitive Engagement - ZARA builds awareness and knowledge through advertising, PR and digital content showcasing its affordable fast fashion position.
- Emotional Engagement - Marketing and in-store discovery experiences create positive feelings towards ZARA's vibrant, trendy brand personality (Rosenbaum, Otalora and Ramírez, 2017).
- Behavioural Engagement - Omnichannel convenience, new arrivals and promotions incentivize purchase transactions and website visits.
- Social Engagement - User-generated content and digital experiences like the community foster participation and brand advocacy.

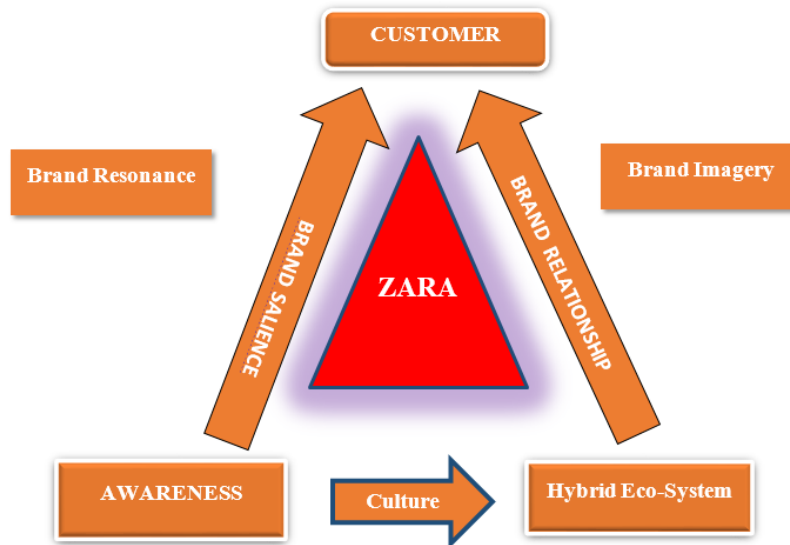


Figure 8: Total Engagement Model

Recommendations

- Advancements in Virtual Try-On: Use AR and VR for virtual changing rooms, and recommend additional products based on choices.
- Interactive Social Shopping: Allow for direct social media purchases, promote user-generated content, and include "Shop the Look" alternatives.
- Individualized Approach to Sustainability: Launch a sustainability app, give incentives for being green, and use block chain to make product origins public.

Conclusion

This report has provided an in-depth overview of ZARA's marketing mix, including analysis of its product strategy, pricing, promotions, and advertising model. Key aspects highlighted include its market positioning as an accessible fast fashion leader, its trend-driven product focus and rapid inventory turnover, competitive pricing models, integrated digital and print advertising, and sales promotions aimed at driving traffic and conversions. The importance of public relations, social media engagement, and brand experience in stores are discussed. Concepts like integrated marketing communications, Keller's brand equity model, and the total engagement model are also explained in context of this company. Overall, the report illustrates how it strategically leverages various marketing elements from product to pricing

to promotion and brand-building to maintain its position as an agile, innovative force in affordable fashion retail.

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