



**Assessment 2: Portfolio: Brand
Extension**

**Burberry Bespoke Luxury Travel Experience as a Strategic
Brand Extension into the Luxury Travel Market**

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Introduction

Founded in 1856 in Britain, Burberry represents a prestigious fashion brand which capitalises on its heritage, combined with high-quality craftsmanship and innovative designs to achieve worldwide recognition. Burberry runs as a multinational company in the luxury clothing sector by selling trench coats alongside outerwear products as well as accessories, including scarves and handbags shoes, alongside scented perfumes. Because of its timeless style and classic British elegance, Burberry has gained a worldwide reputation for sophistication and exclusivity in the global market. Burberry has developed its identity through British roots, present-day luxury standards and environmental stewardship initiatives (Martínez and De Chernatony, 2019). The company targets high-end fashion products that blend traditional heritage with modern ideas to establish itself as an emblem of sophisticated quality. This report recommends Burberry Bespoke Luxury Travel Experience as a new extension to expand the brand with premium travel services designed for its wealthy customer base. The private jet and yacht hire options, along with handcrafted travel experiences, make up the complete extension of the brand's services. Burberry seeks to strengthen its position as a premium luxury brand through luxury travel expansion to deliver distinctive and high-end travel services which embody its core elegance and sophistication values.

Brand Extension

Brand extensions—that is, the use of established brand names to launch new products—represent one of the most frequently used branding strategies. Extending brands both within and beyond the original product category is deemed to be profitable because, in general, it is assumed that brands that are already known and recognised require lower new product introduction expenses, such as advertising, trade deals, or price promotions. Nevertheless, the success of brand extensions is uncertain. Failure rates of brand extensions in many fast-moving consumer goods (FMCG) product categories are approximately 80%.

Description of the Proposed Brand Extension

Burberry Bespoke Luxury Travel Experience provides luxurious services by combining customised travel plans and fleet access to both private jets and yachts. Burberry's luxurious clients obtain individualised journeys through the service, which delivers exclusive private excursions along with customised travel plans (Aaker and Keller,

2024). Through this service, Burberry enables its signature elegance, together with luxury and detailed attention, to extend its high-class brand identity for luxury travel.

Alignment with Brand Values and Market Position

Exhibit by Burberry maintains integrity with the company's brand values through sophistication, along with British heritage and exclusivity. Burberry works to establish a reputation based on making meticulous, high-quality products which suit refined consumers. Through the Burberry Bespoke Luxury Travel Experience, the brand delivers its core values about sophistication and British heritage and customised, exceptional service to travellers (Aaker and Keller, 2024). Through this expansion, Burberry secured better market positioning to activate new business ventures which match its brand reputation without compromising its exclusive quality standards.

Value Addition and Market Gap Fulfilment

This luxury travel service enters a market space which continues to expand. The global luxury market will exceed €1.2 trillion by 2025, while luxury consumers demonstrate increased interest in customised travel experiences. The extension answers market demands by using this consumer shift to meet the requirements of wealthy customers searching for personalised travel services (Aaker and Keller, 2024). The premier travel service from Burberry establishes the brand as an industry leader for its unique luxury and privilege-backed experiences, which represent both brand values of elite positioning and elegance.

STP for the New Brand Extension

Segmentation

The Burberry Bespoke Luxury Travel Experience needs segmentation to serve the right customers. This brand expansion will segment by demographic, regional, psychographic, and behavioural factors.

Demographic Segmentation: Burberry's premium travel service will target 35-60-year-old HNWIs (High Net Worth Individuals) and UHNWI (Ultra High Net Worth Individuals) consumers. This age group usually achieves financial security via work accomplishments and actively seeks expensive activities that match their lifestyle. This group has over €1 million in assets (Gronroos, 2020). Due to their advanced

degrees, CEOs, company owners, and investors will be our major clients. Such people may afford private aircraft and expensive yachts.

Geographic Segmentation: Burberry targets affluent urban and luxury markets in Europe, North America, the Middle East, and Asia-Pacific. As luxury travel grows, these locations have the most HNWIs. Burberry must emphasise growing into this lucrative region given Asia-Pacific has 38% of global HNWIs, (Boush and Loken, 2021).

Psychographic Segmentation: Psychographic traits are key to identifying premium buyers. Burberry's personalised travel solution targets someone who values limited-edition elegance, customised service, and a privileged lifestyle. These clients appreciate comfort, privacy, and high-status products that reflect Burberry's British history, refinement, and elegance. The sector includes those who buy luxury goods and experiences that reflect their social status and tastes.

Behavioural Segmentation: Customers who often take high-class trips and want hand-crafted, customised itineraries will be the target audience for behavioural segmentation. They choose experiential luxury over standard luxury or service offerings. Private excursions and location access that complement Burberry's products are preferred by this clientele. Rich buyers are increasingly choosing luxury experiences, which found that 45% of global HNWs choose adventures over goods (Keller and Aaker, 2023).

Targeting

The bulk of Burberry's target market consists of people from the HNW/ UHNWI class who subscribe to luxury brands along with customised and elite travel experiences. This segment fits perfectly with the brand extension because members demonstrate sufficient wealth together with an inclination toward personalised service. The targeting strategy of Burberry involves specific marketing solutions designed to meet the different demands of segments within the high-net-worth category. The basic premium services, including jet travel and yacht rentals, will be suitable for all wealthy customers, but unique personalised options serve distinct subgroups in the target market. Younger HNWIs who are mostly in their 30s often favour exceptional and distinctive travel experiences, but UHNWI customers of advanced age prioritise luxurious comfort the most (Keller and Aaker, 2023). Through partnerships with luxury

travel agencies and high-end concierge services, Burberry creates personalised experiences that meet each affluent customer's individual needs. Through this method, Burberry positions itself as a fashion brand and an enabler of a luxury lifestyle, which expands its reach into several luxury living domains.

Positioning

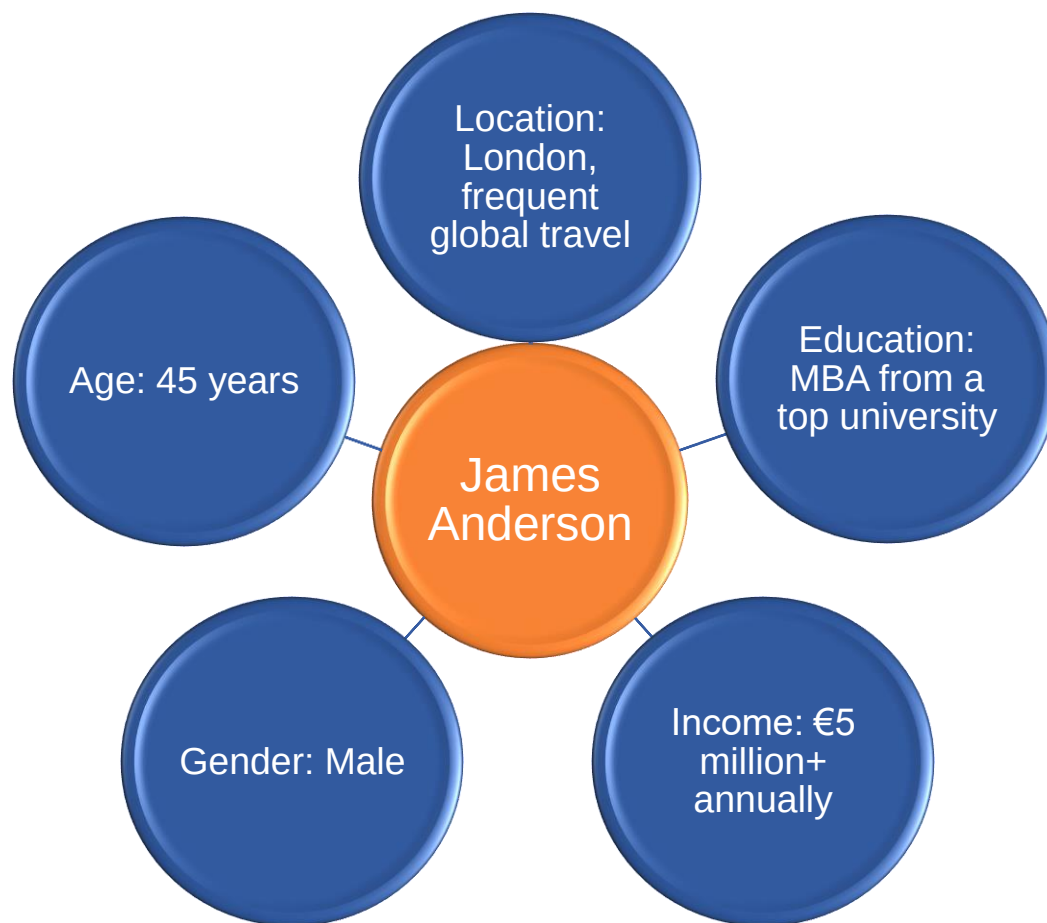
As a pinnacle of style and exclusive service, and tailored luxury, the Burberry Bespoke Luxury Travel Experience provides premium competition to NetJets and Ritz-Carlton Yacht Collection. Burberry delivers an enhanced British heritage alongside exquisite craftsmanship, alongside dedicated bespoke service, which draws customers who want a personalised, elegant travel experience.

Positioning Statement: “Burberry Bespoke Luxury Travel Experience provides a luxurious, tailored experience with exclusive access to private aircraft, yachts, and unique travel itineraries for the discriminating, wealthy traveller. Burberry offers a unique combination of tradition and current luxury, ensuring that every moment of the trip represents its refined British heritage.”

The company's position will gain strength from its well-established brand worth and its long-standing fame for creating exquisite goods and maintaining exclusivity. The current customers who identify Burberry with high-end products will positively respond to the Burberry-branded travel experience (Park, Milberg and Lawson, 2022). The competitive edge stems from Burberry delivering luxurious travel service options which incorporate Britain's heritage elegance with today's standards of personalised, exclusive services. The premium position of Burberry Bespoke Luxury Travel Experience will attract discerning travellers who seek luxury beyond ownership when the company combines customised experiences with immaculate service delivery.

Customer Personal Profile

Demographic



Psychographic

Psychographic	Details
Values	Exclusivity, quality, privacy
Attitudes	Ambitious, status-conscious, time-efficient
Lifestyle	Fast-paced, luxury-focused, globally mobile
Buying Behaviour	Prefers bespoke, high-end services
Aspirations	Elite status, curated experiences

Description:

James Anderson, 45, is the CEO of a well-known global financial company. He is a perfect example of an ultra-high-net-worth person (UHNWI) because he makes more

than €5 million a year. Reflecting his worldwide business profile, James, who bases in London, is often flying between corporate centres such New York, Dubai, and Hong Kong. Having an MBA from a famous institution, he has had great success in the investing field and is motivated by expansion and desire. In all spheres of his life, James values uniqueness, complexity, and quality very highly (Pitta and Katsanis, 2023). Extremely time-conscious, he looks for services offering efficiency, anonymity, and unmatched elegance. His way of life is based on world travel, high-end event attendance, and custom experiences. James likes services with a personal touch when making selections about purchases, including concierge services for travel and first-hand experiences. Maintaining his elite status and looking for well-chosen experiences reflecting his financial fortune are among his goals. The Burberry Bespoke Luxury Travel Experience is a premium, customized luxury service that fits James' refined way of life and exactly meets his demands.

Marketing Mix Strategy for Burberry Bespoke Luxury Travel Experience

Business competition is getting tougher making the marketing mix used as a tool for tactical marketing tools that can be controlled to produce the desired response in the target market. The 7 Ps of Marketing is a strategic tool used by businesses to ensure all aspects of their marketing plan are effectively aligned to meet customer needs and achieve business objectives or promote and sell their products or services. It encompasses both traditional and modern elements of marketing, making it versatile for various industries, particularly those that are service-oriented.



Figure 1: Marketing Mix Strategy (7ps)

Source: (Broniarczyk and Alba, 2020)

Product

Product refers to what is being sold - a physical product, service, or experience. The Burberry Bespoke Luxury Trips Experience offers private aircraft, yachts, and tailored trips. The Bespoke Elegance Travel Experience embodies Burberry's elegance and workmanship. The Bespoke Luxury Travel Experience gives customers an unrivalled, opulent tour that meets all their demands (Broniarczyk and Alba, 2020). Burberry's stylish and premium brand strength translates to its travel services, which provide optimum privacy and comfort. This firm offers bespoke destination trips and concierge services with premium packages. This solution capitalises on the increased need for tailored travel by satisfying consumer preferences. Burberry entered this crucial market at the right time since 45% of HNWIs globally favour lifestyle experiences over material expenditures (Broniarczyk and Alba, 2020).

Price

The right pricing strategy is critical for a product's success. The premium pricing model for Burberry's luxury travel service matches the brand identity of this luxury label. The pricing details encompass both the limited availability and personalised treatments, and the luxury service quality. Premium prices will apply to private jet flights, luxury yacht charters, and customised travel designs since they cater to Burberry's sophisticated high-net-worth customer base (Ivy, 2021). The pricing plan uses adjustable options according to requested services, together with customised duration and tailored elements. Research demonstrates that wealthy consumers will spend extra money to access customised upscale encounters if they match their social positions and personal convictions. Burberry will create different service tiers which provide varied levels of exclusivity to reach different segments within the high-net-worth market.

Promotion

Promotion is at the core of our marketing expertise. Burberry Bespoke Luxury Travel Experience will be promoted via direct marketing, internet marketing, and special events. Burberry Bespoke Luxury Travel Experience will work with luxury travel influencers and agencies and advertise in Vogue and Forbes. The company will employ direct marketing to invite chosen clients from its database to try the service

(Meldrum, 2024). The company hosts exclusive events including private preview sessions, bespoke trip programs, and VIP social gatherings to present prospective customers with its premium travel services. Burberry will leverage Instagram and LinkedIn with personalised material to promote their premium service and tailor-made nature to global clientele.

Place

Choosing the right distribution channels significantly impacts the product's accessibility and visibility. Burberry will make its Bespoke Luxury Travel Experience accessible mainly through its dedicated online portal and concierge services for luxury travel. Only direct channels at Burberry will offer access to the service since it will not be supplied to third parties for distribution. Users can access customised travel bookings at Burberry's high-class digital platform or through direct contact with their luxury concierge staff, who handle each travel experience personally throughout the entire booking process (Martínez and De Chernatony, 2019). Burberry plans to market its service worldwide toward wealthy market segments which are concentrated in locations with abundant high-net-worth populations, including London, New York, Dubai and Hong Kong. Due to its premium character, Burberry will operate this service exclusively in private airports alongside luxury resorts and high-end destinations.

Process

Process encompasses what goes into every step of the customer journey - from making an enquiry to requesting information and making a purchase. The Burberry Bespoke Luxury Travel Experience is streamlined to meet consumer demands. From booking to travel, every contact will be designed to provide clients with an uncomplicated, pleasant experience. Customers will first meet with Burberry specialists who will create personalised itineraries (Pitta and Katsanis, 2023). As Burberry luxury representatives work with the team to ensure painstaking attention to detail, customers will schedule their trips online. Personal assistants will manage last-minute modifications via real-time communication. The firm will collect consumer input immediately after travel to enhance services for future customers.

People

People, in the marketing mix, refers to anyone directly or indirectly involved in the business side of the enterprise. The people who provide the Burberry Bespoke Luxury Travel Experience represent the essential element for success in the service delivery. Through detailed training processes, Burberry will develop all members from its concierge department to travel experts, along with pilots and service staff who uphold values grounded in sophistication with professionalism alongside customer-driven execution (Aaker and Keller, 2024). The company will introduce strict educational programmes for staff to teach them how the prestigious clients expect service, coupled with flawless delivery. Customer interactions at Burberry will consistently display their dedication to exceptional service through careful precision at every service level. The company will choose candidates for employment through a hiring process that assesses their experience working in luxury services industries to guarantee high-calibre professionals represent Burberry.

Physical Evidence

Physical evidence means more than just proof of purchase - it encompasses the overall existence of your brand. The delivery of an elite and premium Burberry Bespoke Luxury Travel Experience depends heavily on physical evidence. Burberry designers will use their signature style to transform the private jets and yachts with cheques and high-class elements, and flawless execution of materials. Travel itinerary and promotional materials must display the Burberry logo through minimalist design, which aligns with the brand's high-class image (Broniarczyk and Alba, 2020). The Burberry brand will find lasting representation throughout luxury travel accessories that include customised luggage systems and customised travel packs. Every customer interaction, starting with website design through jet interior decorations, will align perfectly with Burberry's top-notch manufacturing processes and premium positioning.

Conclusion

By establishing Burberry Bespoke Luxury Travel Experience, the brand takes advantage of its established image for sophistication alongside its renowned craftsmanship while maintaining exclusivity. The luxury travel market entry by Burberry suits the rising market demand for specialised travel services aimed at high-net-worth

individuals (HNWI). Bain & Company predicts the luxury market worldwide will surpass €1.2 trillion by 2025, while personal travel amongst affluent consumers stands as their main choice for experiential luxury spending (Meldrum, 2024). By providing exceptional travel experiences, Burberry fits into the profitable market sector where consumers seek exclusive personalised services, thus allowing it to succeed. Burberry should develop its brand extension by forming essential alliances between elite travel agencies and by continuing to provide consistent, high-quality service to customers. The brand value proposition will be improved by utilising digital technology to optimise customer experiences through mobile app features and real-time services. The Burberry Bespoke Luxury Travel Experience shows promise to build its service identity as a hallmark product for the brand, which elevates the luxury market position and expands revenue diversity while maintaining Burberry's excellence in offering customised luxury services.

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