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Programme :- Master of Business Administration

Module :- Marketing Management

Module Code :- LCMB7001

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Submitted On :- 30/08/2023



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1. Introduction

In 1921 Guccio Gucci established Gucci company when he started small luggage shop and leather goods firm in his home town of Florence. It is now a part of the design multinational Kering, which is run by Francois Pinault. In 2010, Gucci added a toddler's brand to its assortment of apparel and leather items for men and women. Alessandro Michele's unused design for Gucci has been resurrected. Gucci sales increased by 33% in 2018 and by 42% in 2017 as Chinese purchasers' demand increased. With 57% of total sales, The largest market segment is still goods made of leather. 44% of the Gucci's income was derived from Japan and the Asia-Pacific region in the previous year. In January 2015, Marco Bizzarri assumed the role of president and CEO. The company's headquarters are in Florence, Italy. (Available at :- [Gucci | Company Overview & News \(forbes.com\)](https://www.forbes.com/companies/gucci/))



Source :- [Gucci 1080P, 2K, 4K, 5K HD wallpapers free download | Wallpaper Flare](https://www.wallpaperflare.com/gucci-1080p-2k-4k-5k-hd-wallpapers-free-download/)

According to Forbes Gucci was America's best employers for new grads in year 2018. In 2020 company was awarded as best employer for diversity. Gucci was ranked at 31st in year 2020 for world's most valuable brand. Gucci was ranked at 158st for best brand for social impact in year 2023. (Available at :- [Gucci | Company Overview & News \(forbes.com\)](https://www.forbes.com/companies/gucci/))



1.1. Vision of the GUCCI

“ Gucci is reinvesting a wholly modern approach to fashion. Under the new vision of creative director Alessandro Michele, the house has redefined luxury for the for the 21st century. Further reinforcing its position as one of the world’s most desirable fashion house.”

(Ahmad Farid Jamali¹ , Kamolova Odinakhon Saydakram Qizi² , Muxtorova Nasiba Shuxratovna (2021), *A Study of GUCCI, the Changes in its Strategies During the Pandemic and the Consumers` Perception Towards the Brand`s Products*, International Journal of Computational Science and Engineering, University of Westminster, Tashkent Uzbekistan, Pg. 28962)

1.2. Mission of the GUCCI

“ The company’s mission is to become the leader in luxury market at worldwide level ”

(Ahmad Farid Jamali¹ , Kamolova Odinakhon Saydakram Qizi² , Muxtorova Nasiba Shuxratovna (2021), *A Study of GUCCI, the Changes in its Strategies During the Pandemic and the Consumers` Perception Towards the Brand`s Products*, International Journal of Computational Science and Engineering, University of Westminster, Tashkent Uzbekistan, Pg. 28962)

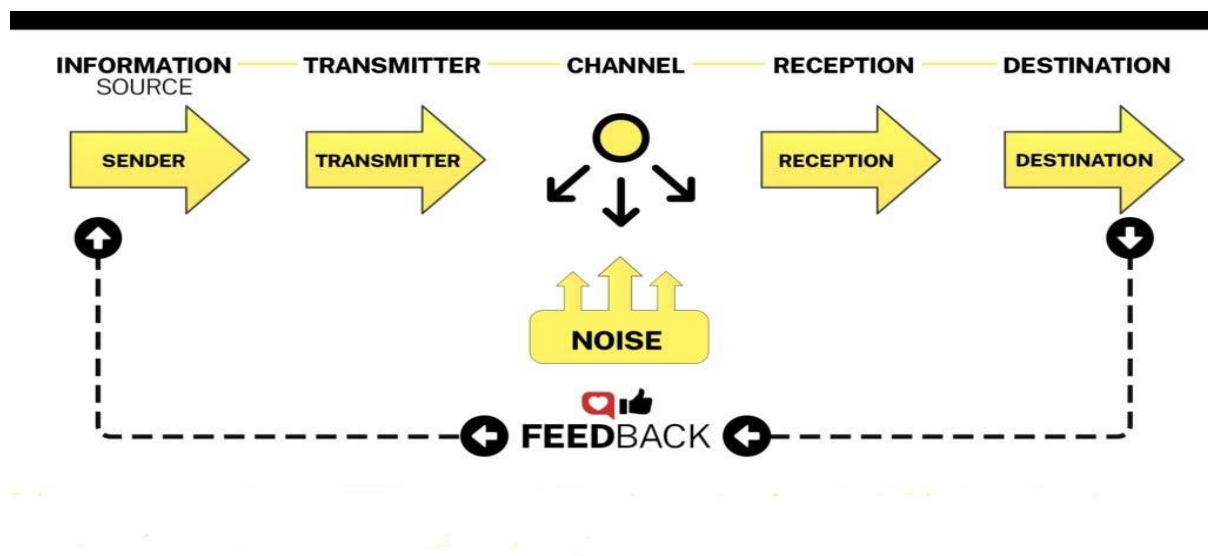


2. Communication

“Communication is interaction with ourselves, with others and with our external and internal environments.” (Uma Narula,(2006), *Handbook of communication models, perspective, strategies*, Atlantic publisher & distributor, pg. 02)

“ Communication is the transformation of information, ideas, attitudes or emotion from one person or group to another primarily through symbols”
(Theodorson and Theodorson, 1969)

2.1. Shannon - weaver model of communication



Source: Shannon - weaver model of communication

Warner Weaver and Claude Shannon presented a communication model in 1949. Out of all the various messages, the speaker chooses the one they want to convey. Signals are created from the message and sent across a communication channel. The signals are taken in by the receiver. Some distortions that were not originally part of the message supplied by the source are introduced during transmission. they referred to as noise. The technical advancements in message transmission brought forth by this approach allowed researchers from several fields to conduct a scientific study of communication. The development of a unified model of



communication was the focus of their work. This approach concentrated on three elements: channel noise, semantic noise, and feedback. These three elements were originally taken into account throughout the communication process.

(Uma Narula,(2006), *Handbook of communication models, perspective, strategies*, Atlantic publisher & distributor, pg. 26)

The communication model works as per follow:-

I. **Generation of idea:-**

The process of communication begins with the sender creating a concept they want to get through to another person or group of people. It's advantageous for the sender to make the idea and goal of a communication clear.

II. **Encoding the message:-**

After coming up with an idea, the sender encodes a message using meaningful words, symbols, and actions. Since everyone interprets information differently it is preferable to choose a style of communication that is universally accepted to prevent misunderstandings. In order to communicate effectively, it is important to consider the receiver's communication skills, life experiences, and cultural background.

III. **Select the appropriate channel:-**

Choosing the best media to deliver a message is the next stage in the communication process. It could be done by virtual, verbal, or nonverbal ways. For instance, although sending emails with client comments may be appropriate, giving financial statistics may be better served by visual tools like tables and charts.

IV. **Decoding the message:-**

Decoding entails reading a message or translating words into ideas. The message is evaluated and attempted to be understood by the receiver



once it has been sent. Communication between parties may be more successful if they have similar perspectives.

v. **Providing feedback:-**

Feedback is crucial in communication because it enables the sender to determine if the message was understood by the receiver. The recipient often responds to the sender by providing feedback, unless the communication is linear. By sending only what the recipient can first understand, the sender can increase the quality of the response they get.

(Available at :- [What is the communication model? \(With how it works\) | Indeed.com UK](#))



3. Integrated marketing communication (IMC)



3.1. Definition of Integrated marketing communication

“Integrated marketing communication (IMC) is the 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 – general advertising, direct response, sales promotion, and public relations – and



combines these disciplines to provide clarity, consistency, and maximum communication impact (Caywood, Schultz, and Wang, [1991b](#): 2-3).”

IMC has got importance since its start in the second part of the 20th century (Grove, Carlson, and Dorsch, 2002; Cornelissen, 2001; Hartley and Pickton, 1999).

The development of IMC was influenced by the use of IT department in the marketing and marketing communications sectors.

The expansion of the media, decrease in the size of consumer markets, and the significance of the Internet in contemporary life are only three of fields that technological development has affected

This put marketers in a challenging and competitive scenario where they had to meet the needs and desires of customers while also building reliable relationships. IMC can help create correlated and persuasive messages for usage across a range of communication media. Additionally, this idea is very helpful since The relevance of all stakeholder groups is emphasised, particularly the value of consumer loyalty, which can only be attained by expanding strategic alliances.

([Philip J. Kitchen](#), [Inga Burgmann](#) (2020), *Integrated Marketing Communication Part 4*, Wiley International Encyclopedia of Marketing) (Available at :- [Integrated Marketing Communication - Kitchen - 2010 - Major Reference Works - Wiley Online Library](#))



4. **New promotion strategies for GUCCI**

Gucci has strong current marketing strategies which plays vital role to get success against it's competitors. However, Scenario is getting change and to survive in a competitive market, one must create fresh marketing strategies. The new marketing strategies can be divided in mainly two parts as per following.

1. Online promotion strategies
2. Offline promotion strategies

4.1.1. **Online promotion strategies**

- **Content promotion:-** In order to reach and engage target audience, content marketing entails producing and disseminating worthwhile, important, and consistent information. Content marketing focuses on giving consumers information that is truly interesting and helpful to them rather than barraging them with advertisements and promotional messages.

In the end, content marketing aims to develop thought leadership, foster trust, and encourage lucrative consumer action.

- **Search engine optimization strategy (SEO):-** In order to increase Gucci's exposure and rating on search engine results pages, SEO is the practise of optimising Gucci's website's content, structure, and technological elements. Increased organic, unpaid traffic from search engines like Google and Bing is the ultimate aim of SEO for Gucci's website.
- **Advertising on social media:-** Advertising on social media is a different way to advance Gucci's digital strategy and increase brand recognition online. In order to generate interest, boost website traffic, and generate leads, it comprises creating and spreading content on social media platforms like Facebook, Instagram, Twitter, and others.



- **Podcasting:-** Gucci simply needs to look at the market share competition between Clubhouse and Twitter Spaces to realise how audio marketing is expanding. The concept is the similar, even though platforms like Clubhouse are different from podcasting: Gucci has to inform and engage an audience about their products while they are on the road. A player for audio is required for every audience.
- **Video marketing strategy:-** Video marketing is more widely used and more successful than ever due to platforms like TikTok and Instagram Reels on the rise. In fact, 92% of video marketers polled by Wyzowl said their video content has a favourable return on investment.

Videos enable people to interact more personally with audience, which is one of the reasons they are so successful. Additionally, Gucci may convey a lot of information in a little video, which will keep audience interested and save their time.

- **Influencer marketing strategy:-** Gucci may interact with well-known individuals online through influencer marketing and ask them to tell their followers about the company's products. In other words, Gucci is able to develop relationships through influencer marketing, which may assist the brand draw in loyal consumers. Gucci can access to a sizable database of bloggers through influencer marketing and these bloggers may initiate productive online discussions about company, its products and its brand.
- **Pay-per-click (PPC) advertising:-** Pay-per-click (PPC) advertising is a popular online marketing technique. PPC involves marketers bidding for a spot in the sponsored links for a certain term or phrase. When users enter a term into the search field, ads will be displayed above organic search results if the company's bid is among the highest for that particular keyword.

One advantage of using PPC as an Internet marketing tactic is that company's website may start receiving relevant, qualified visitors as soon as company's ads are clicked to go live.



4.1.2. Offline promotion strategies

- **Collaboration with other organizations:-** Gucci can collaborate with various vital organizations across the world which are in the same field as Gucci. Eventually Gucci can increase their sales.
- **Sponsorship:-** Gucci can sponsor any events such as sports events, Health care events, Television programmes , which eventually creates brand awareness of Gucci to the public.
- **Newspapers:-** Gucci can use daily newspapers to promote their brand. Newspapers are cheapest and widely used sources for marketing and covers almost all the people in the particular territory.
- **Personal styling session :-** Gucci should offer personal styling session to their loyal customers if customer passed minimum eligibility criteria.



5. **Definition of branding**

“The act of making a product, organization, person, or place easy to recognize as different from others by connecting it with a particular name, design, symbol, set of qualities, etc.”

(Available at :- [BRANDING | English meaning - Cambridge Dictionary](#))

“A brand is a bundle of functional, economic and psychological benefits for the end-user”. (Ambler, 2005)

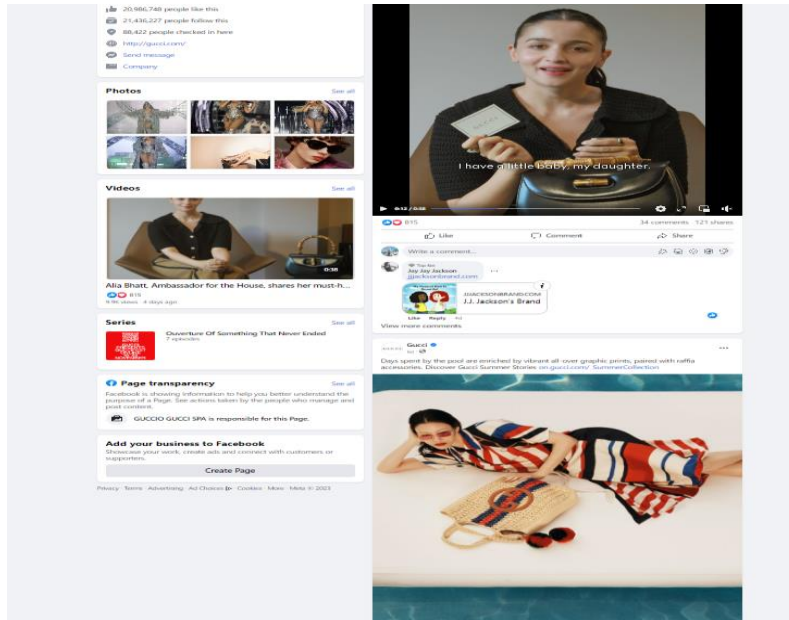
Definition of brand equity

“Brand equity is a marketing term that describes a brand’s value. That value is determined by consumer perception of and experiences with the brand.” (2022, Shopify staff) ([What Is Brand Equity? Definition and Guide \(2023\) \(shopify.com\)](#))

“Brand equity is derived from the overall brand image created by the totality of brand associations, perceived by customers” (Michell, King, & Reast, 2001).

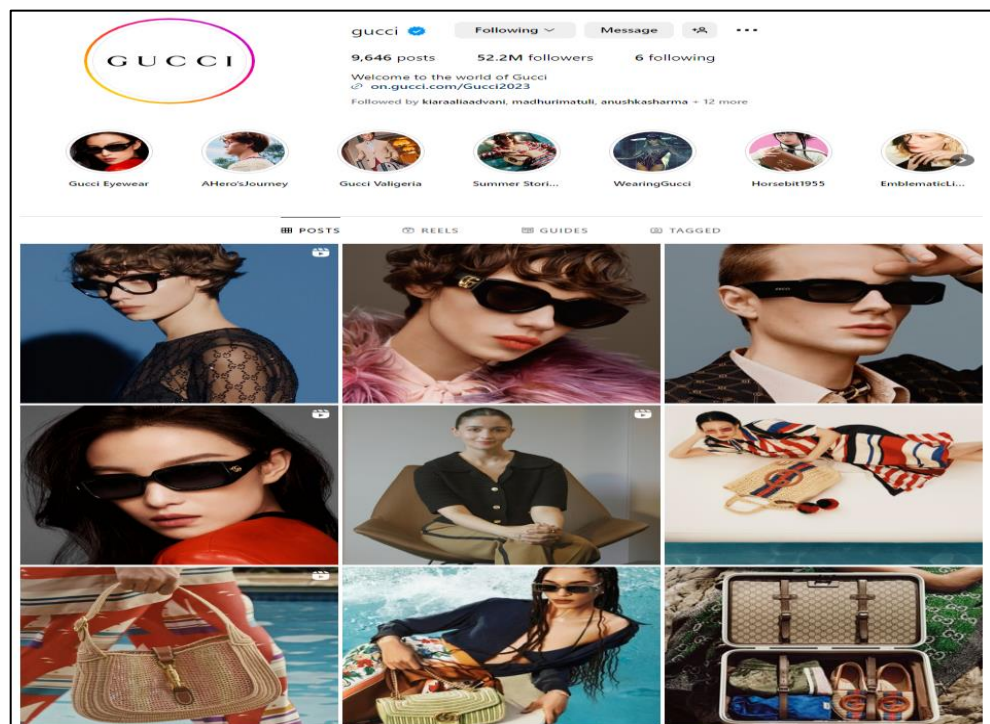


Official page of GUCCI Facebook



Source :- [\(2\) Gucci | Facebook](#)

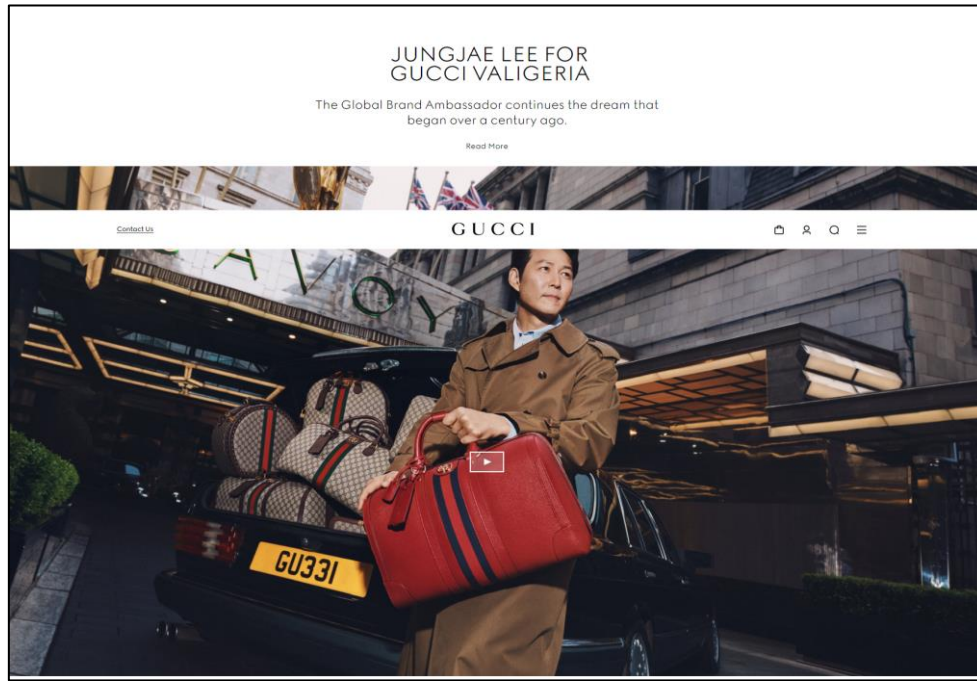
Official page of GUCCI Instagram



Source :- [@gucci • Instagram photos and videos](#)



GUCCI'S Global brand ambassador



Source :- [In the latest Gucci Valigeria campaign, Global Brand Ambassador Jungjae Lee is captured at The Savoy hotel in London, where the story of the House begins. - Gucci Stories](#)

GUCCI stores inside UK.



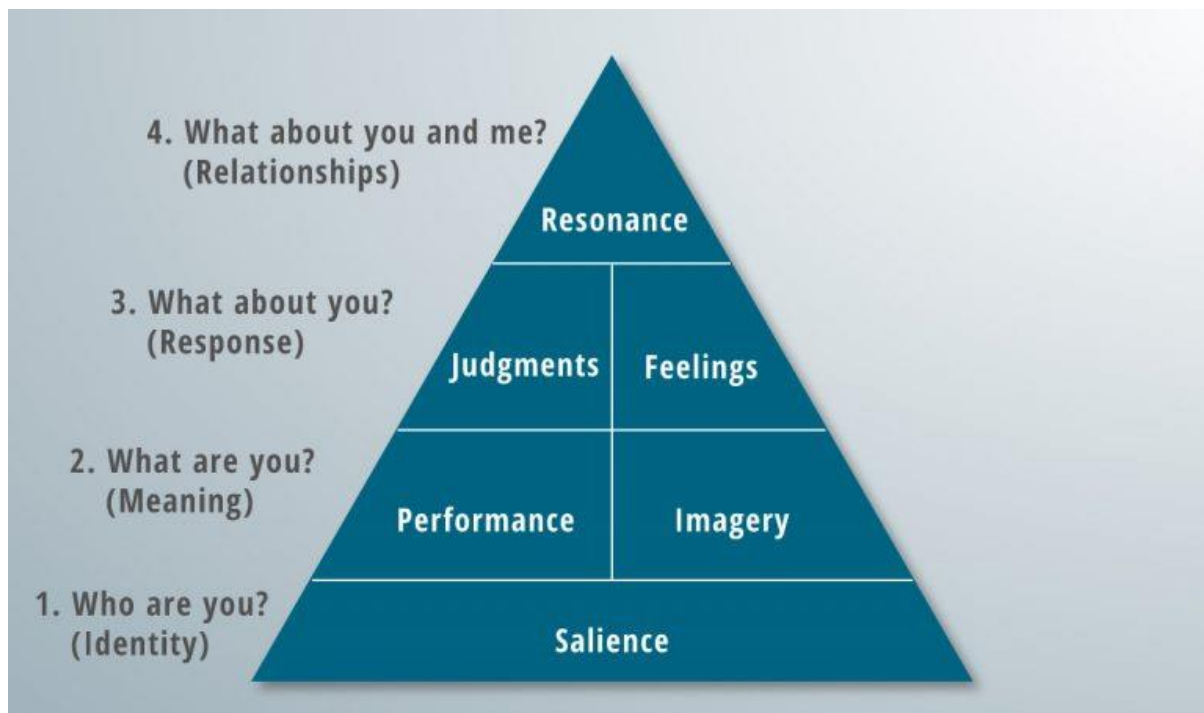
Source :- [First look: Gucci reopens flagship London store \(drapersonline.com\)](#)



6. Keller's Brand Equity Model

Brand equity, according to Keller's 2003 definition, occurs when a product is popular and has a few identifiable, productive links in customers' thoughts. The CBBE model outlines four footsteps for developing a effective brand, as seen in the illustration below. Each rung of this branding ladder—from brand recognition to brand meaning to brand emotions to, at the top, brand connections—requires that the rung before it be reached. Six brand-building elements make up each of these processes: salience, performance, imagery, judgements, feelings, and resonance.

(Mahjudin1 Dody, Suhermawan 2 (2017), *MEASURING BUSINESS PERFORMANCE USING KELLER'S BRAND EQUITY IN BUSINESS TO BUSINESS ENVIRONMENT*, International Journal of Advanced Engineering and Management Research Vol. 2 Issue 3, pg. 715)



Source :- [A unique brand resonance model guide for 2020 | Canto](#)

There are four vital steps in Keller's brand equity model which contains six components in Keller's brand equity model. This components are as follows :-



- Salience
- Performance
- Imagery
- Judgement
- Feelings
- Resonance

Above all components are elaborated as below:-

1. **Salience** :-

Brand salience is used in the first stage, which deals with brand identification, to gauge consumer perception of the product (Keller, 2008). Formally, Popularity of brands is the ability of the customer to instantly recognise and distinguish the brand.; moreover, Developing a mental link between a company's name, symbol, and logo is referred to as brand awareness. Make sure consumers are aware of the goods or service segments in which the company competes in order to raise brand awareness. (Keller 2001). Kerri-Ann et al. (2008) provided an description Using Keller's concept, which states that developing the correct brand identity is the first step in building a successful brand, the objective is to aid buyers in recognising the brand and mentally linking it to a certain product category or demand. By doing so. Although it is difficult to theorise, Gucci's internationalisation as a luxury fashion company may be traced to Guccio Gucci's sense of exquisite leather products with traditional style and historical examples that show how intertwined the world of luxury fashion is today. Fashionable figures like Gucci's upscale clothing lines became status symbols all over the world thanks to Jackie Kennedy and obviously odd actors like Peter Sellers. Due to this, Gucci's brand image grew as a consequence of such as Hollywood stars posing for international lifestyle magazines while wearing specially designed Gucci clothing, luxury accessories, and footwear.

2. **Performance and Imagery**:-

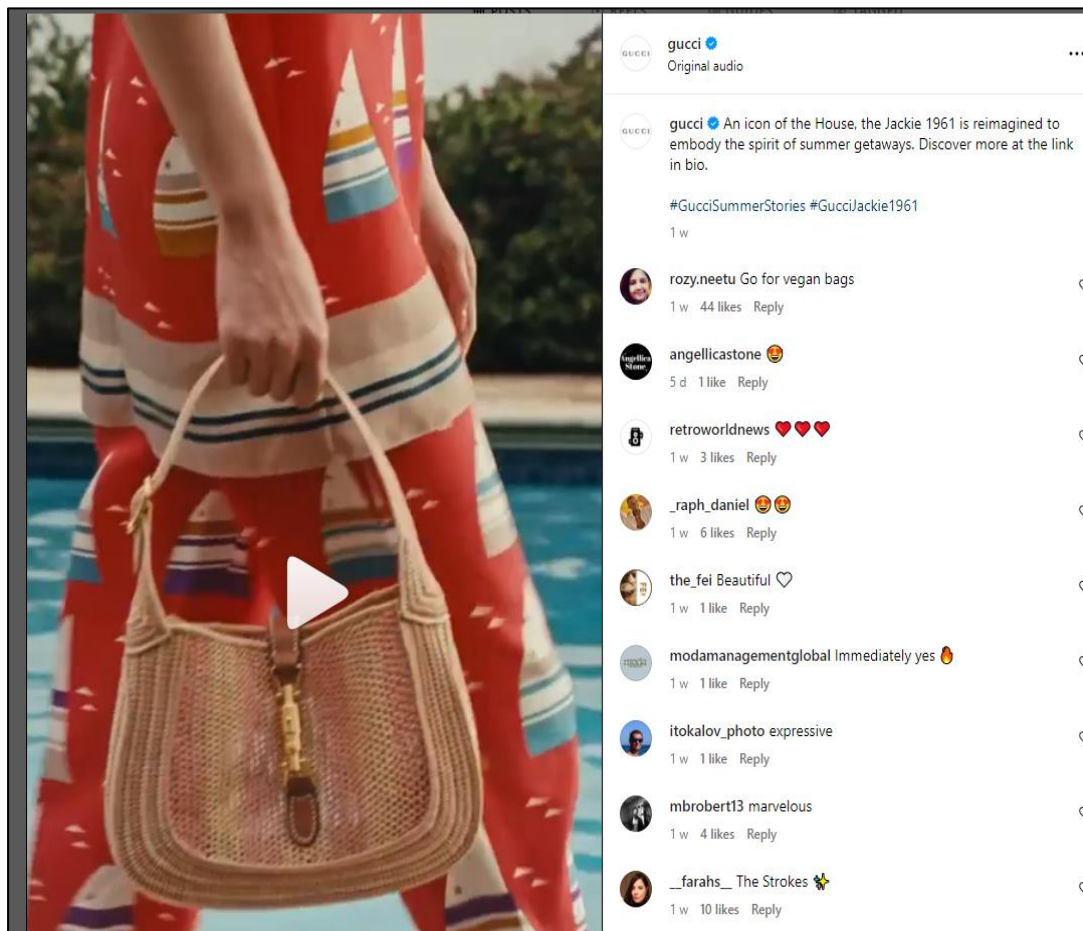
The next stage of Keller's process, according to Kerri-Ann et al. (2008), which involves integrating tangible and intangible brand ties to create brand meaning. As a result, there are two types of connotations associated with brands: abstract (image-related) connotations and functional (brand performance) connotations. Gucci was awarded with most valuable global



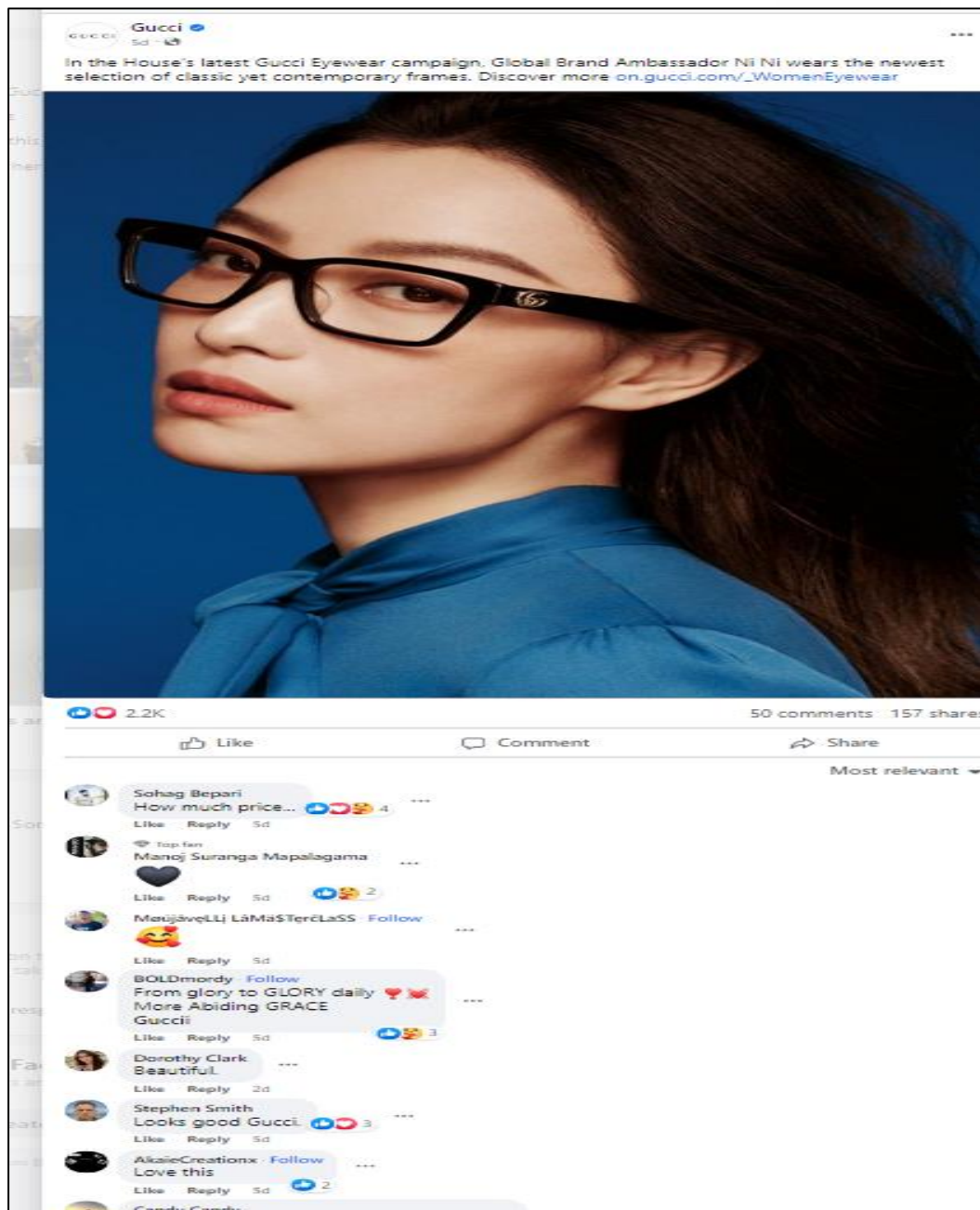
luxury brand in 2022. Gucci's luxury products satisfy customer demand by putting an emphasis on brand, aesthetics, high-quality materials, expert craftsmanship, and price to turn commonplace items into status symbols.

3. Judgment and feelings :-

Consumers express their ideas and assessments about a brand in the third phase of Keller's model based on a collection of linkages identified in brand meaning, is referred to as brand reaction. These evaluations take into account overall excellence, reliability, propriety, and superiority. Consumer's feelings and emotions to a brand are known as brand sentiments. Below are some photographs that depict how Gucci feels and is seen.



Source :- [@gucci • Instagram photos and videos](https://www.instagram.com/gucci)



Source :- [Gucci \(facebook.com\)](https://www.facebook.com/Gucci)



4. Resonance :-

Resonance represents brand relationship, where brand responses are turned into a strong connection between customers and the brand. Resonance, which describes the type of connection between the client and the brand. According to Keller (2001). Active engagement, a sense of community, attitudinal connection, and behavioural loyalty are its four constituent parts. Gucci takes all positive and negative reviews of their brand seriously and try to solve the challenges that are faced by customers in Gucci brand and revert back to their customers through various platforms which eventually makes Gucci's bond strong towards consumers.

(Sanaz Farjam¹ , Xu Hongyi² (2015), *Reviewing the Concept of Brand Equity and Evaluating Consumer Based Brand Equity (CBBE) Models*, International Journal of Management Science and Business Administration Volume 1 (pg. 19), School of Management, Wuhan University of Technology, Wuhan, P.R. China, 430070)

6.1. Advantages of Keller's Brand Equity Model

- The brand resonance pyramid is looked at to keep track of how marketing communications may strengthen customer relationships and have an influence on brand equity. Keller (2009).
- The strongest brands in the CBBE model outperform all six brand building blocks, so businesses may take advantage of this. Keller (2002).
- Brands that are successful in creating affinities and resonance with customers get access to a variety of positive aspects, such as larger price premiums and more successful marketing campaigns.



6.2. Disadvantages of Keller's Brand Equity Model

- Brands that are successful in creating affinities and resonance with customers get access to a variety of positive aspects, such as larger price premiums and more successful marketing campaigns.
- Corporate representatives appear to have a role in the growth of brand equity, demonstrating the need of adding this human element in a B2B brand equity model.

(Available at :- [Brand Equity | ava remy \(wordpress.com\)](#))



7. Customer journey

“The complete set of experiences that customers go through when interacting with your company. It’s often represented visually as a customer journey map”.

([What are Customer Journeys in Marketing & Sales | A Salesforce Guide - Salesforce.com](#))

“A the customer's path from the moment they come into contact with business to the moment they complete a purchase is depicted on a customer journey map. The customer journey can be (and frequently is) meandering and tortuous, in contrast to the more strict, linear marketing funnel.”

([Marketing Funnels and Customer Journey Maps: Two Buzzwords You Need to Know - Salesforce Canada Blog](#))

Customer journey includes major five components as follows :-

1. Awareness
2. Consideration
3. Decision (or Purchase)
4. Retention
5. Advocacy

1. Awareness :-

The level of knowledge and the way a potential consumer learns about a company or product are known as awareness. Organisation wants to be known by its potential consumers. This indicates that the organisation wants them to come to them when they are seeking for the product that the firm provides. Recognise competitors and promote where and how they operate as one method to assist. Another approach is to provide them with motivation for achieving their objectives.



2. **Consideration** :-

After the consumer has researched all of the firms' offerings and made an informed choice, consideration is given.

3. **Decision (or Purchase)** :-

The consumer will choose which company to work with once they have completed their evaluations and considerations. Additionally, this is a crucial phase that must not be overlooked. Even if the actual purchase is challenging, customers might still decide to work with someone else.

4. **Retention** :-

Retention and loyalty are heavily influenced by consumer satisfaction. Many businesses place much too much emphasis on new sales and far too little on customer retention. Maintaining existing clients is actually less expensive than seeking out new ones.

5. **Advocacy** :-

The "cheapest" kind of advertising is advocacy! The best "metric" for assessing customer success is this one. Encourage consumers to promote the business. Most people are glad to share positive experiences with their friends, family, or really anybody who will listen if they have been positive throughout their whole trip.

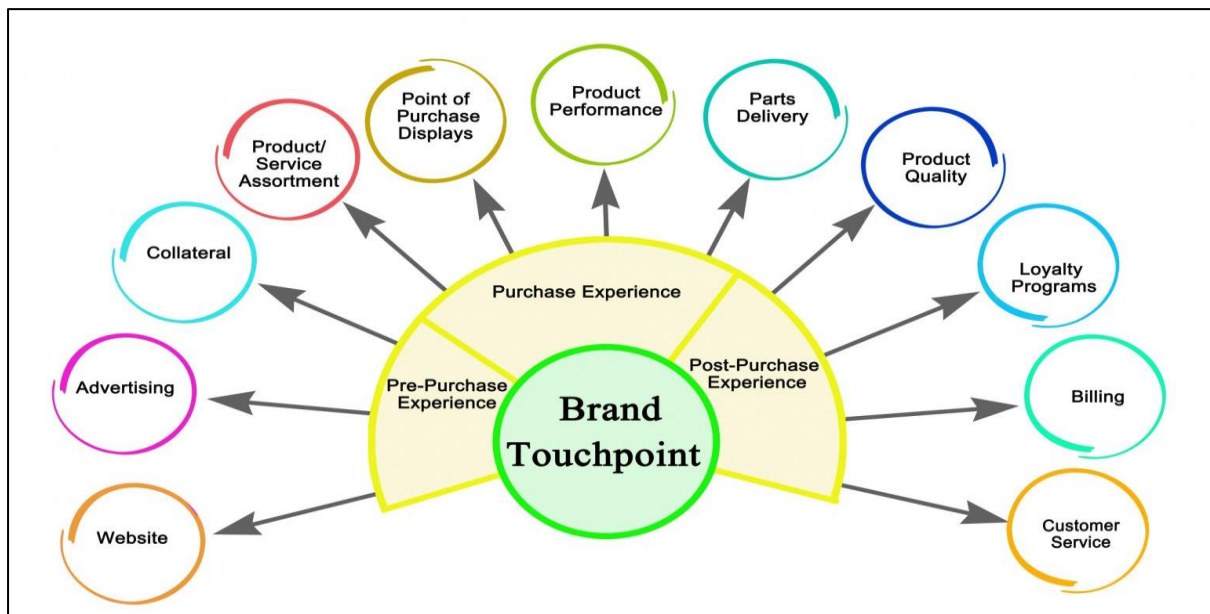
([Guide to the Customer Journey Stages \(deliverableux.com\)](https://deliverableux.com))

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7.1. Customer touchpoints of GUCCI :-

Customer touchpoints can be divided into three parts such as:- 1) Pre purchase, 2) Purchase and 3) Post purchase



Source :- [Touchpoint-Konzept | Uwe Quiede Projektmanagement und Prozessanalyse](#)

1) Pre purchase touchpoints :-

Official website :- Gucci has vital website which plays crucial role to lure the customers. Gucci post the attractive images, stories and many more to attract the customers before purchase.

Forms of paid media:- Gucci uses various paid media platforms such as print advertising, Magazines, T.V., online paid sources.

Social media marketing :- Gucci has major social media platforms such as Facebook, Instagram, Twitter, YouTube which plays crucial role to gain the customers.

Word-of-mouth referrals :- It plays crucial role as pre purchase touch point because Gucci has number of loyal customer who believes in Gucci brand.



2) Purchase touchpoints :-

Physical locations :- Gucci has numerous stores in UK as well as in other countries. Most of customers are uses stores to purchase products.

Events like pop-up shops or shows :- Gucci frequently organize various events and fashion show in prime locations where people can by Gucci's products.

The business website :- Due to digitalization era Gucci build strong web-site from where people can purchase products without moving towards stores.

3) Post purchase touchpoints

Customer satisfaction or experience surveys :- Gucci does surveys and takes feedback from their customers about their experience with Gucci by using various strategies.

Email marketing and communications :- Gucci uses email to send various update to their customers regarding their brand such as new arrival products, discounts and more to communicate their customers post purchase.

Customer services :- Gucci's customer service team is highly activated and they connect the customers to solve their problems with products related after purchase which plays crucial role as post purchase touch points.



8. Customer journey map of GUCCI

“ A customer journey map is a visual tool that helps you define your customers’ needs, problems and engagement with your brand. When used properly, a map can be a vital component of effective [project management](#).”

“Every encounter a consumer has with business, from initial awareness through recurring business, is plotted on the map, which is set up as a timeline. It makes easier to understand what the consumer goes through at each touchpoint.”

(Dana Miranda, Rob Watts (2022), [Customer Journey Map: Everything You Need To Know – Forbes Advisor](#))



8.1. The persona of GUCCI'S customer

(Boity Thulo)



Background

Profession: Entrepreneur

Life stage: Well- Stable

Work experience: Worked as team leader before starting Entrepreneurship

Demographic

Age: 40 years

Annual income: £ 200K – 300K

Gender: Female

Religion: Christian

Education: University of East London

Higher Education: MSc. Automotive Engineering



Lifestyle and Interests

Travelling

Driving

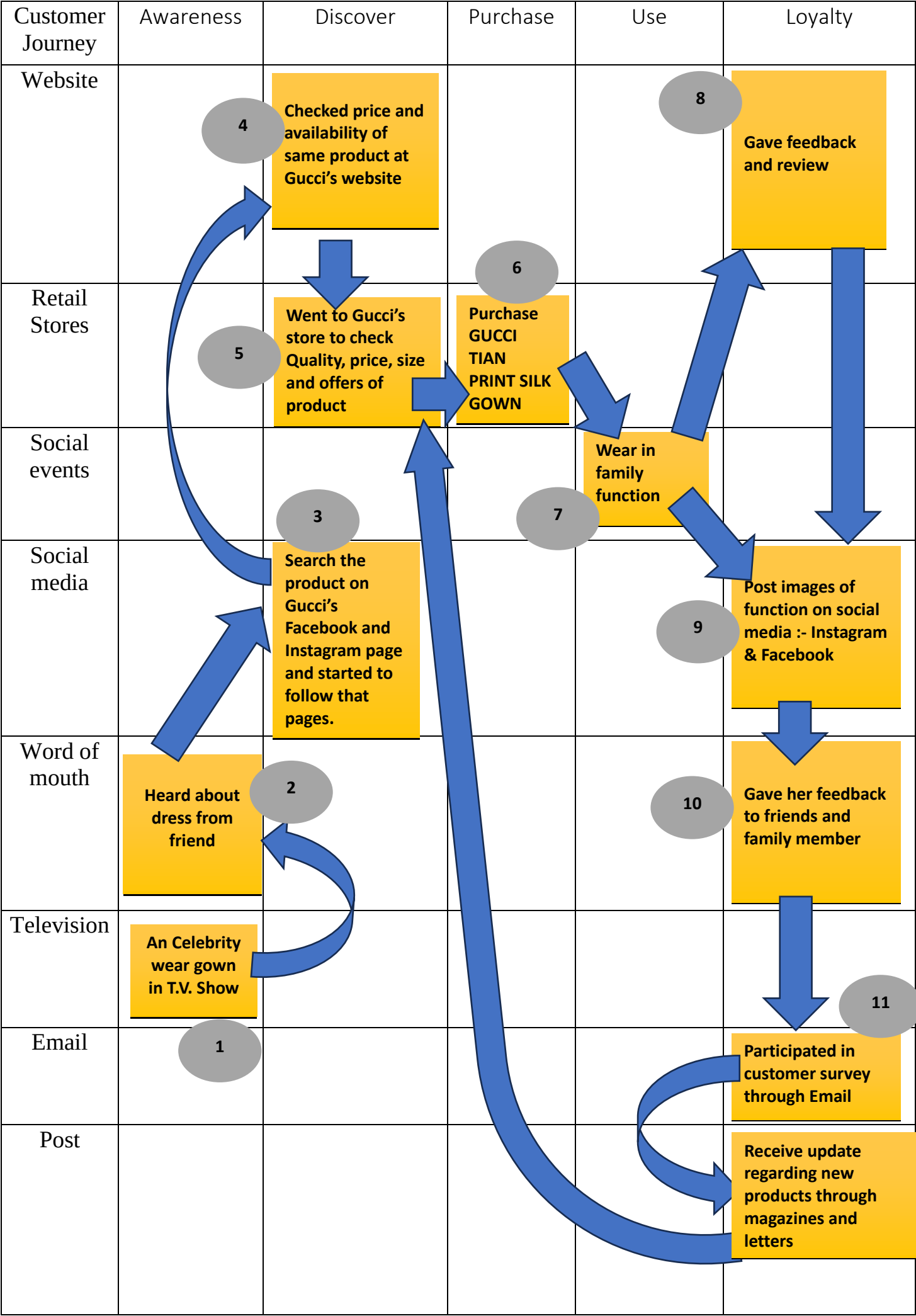
Fashion styling

Animal rescue

8.2. GUCCI's customer journey map with critical analysis



GUCCI TIAN PRINT SILK GOWN





Gucci's customer journey map is crucial part for it's growth. Gucci's customer journey map provides the information about how Gucci attract their customer towards their products and services provided by Gucci to their customers during purchase and post purchase which eventually helps Gucci to grow more in competitive world.

The first stage of Gucci's customer journey map is Awareness. Boity Thulo, Who is Gucci's loyal customer. She show one famous personality wore Gucci's gown on T.V. show and then she also heard about same product from her family members.

Second stage is Discover. In this stage she started searching about Gucci's gown on various social media platforms such as Instagram, Facebook and begun to follow up Gucci's social media pages. After that she checked price, size and availability of that product on Gucci's official website. Then she visited Gucci's store where she again checked quality of product and pricing.

The third stage is purchase where Boity Thulo purchased GUCCI TIAN PRINT SILK GOWN from Gucci's store.

Then she wore that gown in family function where she found product was very comfortable, money worthy. In loyalty stage she expressed her reviews on Gucci's official website. She also posted pics of her with Gucci's gown on various social media apps. Then she also recommended about Gucci's product to their family member, colleagues and friends.

She also participated customer survey mail sent by Gucci and also subscribed Gucci's Magazines and letters for new arrival of products.



8.3. Strengths of Gucci's customer journey map:-

There are few touch points which are performing as per expectation which eventually leads any organisation towards higher growth.

Below mentions shows Gucci's strong touch points.

- **Official website :-** Gucci's website plays a vital role in customer journey. Gucci has a strong network of website and frequently Gucci updates its website with new arrivals of products and new varieties with various offers to lure the customers.
- **Word-of-mouth referrals :-** Gucci always delivers high quality of products which satisfy the customers' requirements. Because of that, always loyal customers of Gucci recommend other persons to purchase Gucci's products.
- **Social media marketing :-** After digitalization across the globe, it becomes essential for any organisation to make a strong position on various social media platforms. Gucci has a strong presence in various social media platforms such as Facebook, Instagram, Twitter, which eventually attract the old and new customers.

8.4. Weaknesses of Gucci's customer journey map:-

Below mentions shows Gucci's weak touch points.

- **Forms of paid media:-** Gucci does not believe in the paid media market. Thus, Gucci has less presence in the number of paid media such as print advertising, magazines, T.V., online paid sources.
- **Physical locations :-** Gucci's stores are available only in prime locations in metro cities. Even in some cities, Gucci does not have stores, which forces persons to move towards competitors.

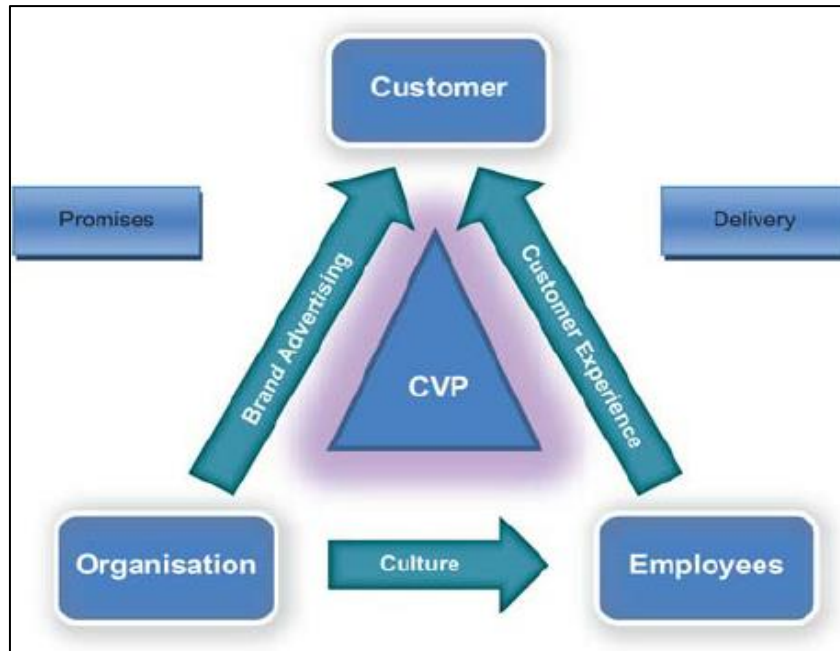


- **Customer service :-** Gucci does not provide strong customer service after sales which eventually turn their customers to other competitors.

9. **Total engagement model**

If a company understands that it needs to provide a distinctive value proposition and customer experience in order to create engaged customers. it is essential that company also align two other important factors. The first is your brand, which has to convey company's value proposition in a consistent manner. The second is company's internal culture, which is essential for ensuring that engaged staff members produce a distinctive value proposition and designed customer experience.

Employees that truly care about the company's success and have a solid knowledge of its goals and direction are considered to be engaged. They are often more devoted to their organisation, more productive, and more committed to settling disputes amicably.(LaMalfa, 2008). Establishing a purposeful and cooperative relationship between committed workers If a business wants to prosper over the long run, it must have happy and engaged consumers. These connections are made in the entire engagement paradigm, which focuses on coordinating the four essential components of Customer value propositions, Branding, Internal culture, Customer experience.



Source :- [The total engagement model | Download Scientific Diagram \(researchgate.net\)](#)

- **Customer value proposition** :- Simply said, a company's customer value proposition is the value they provide to its consumers. Gucci always take care about their customers by using various ways such as providing them various offers, providing good quality of products which makes Gucci strong brand among competitors.
- **Branding** :- Brand is more than simply an organization's name or logo; it encompasses everything that makes up the business and what it stands for. A crucial component of brand must be the company's value proposition. In luxury products market Gucci has strong position against competitors due to high quality products, commitment towards consumers which justify branding of the Gucci.
- **Internal culture** :- The expression "the way we do things around here" alludes to a company's internal traits, including its objectives, values, and behaviour patterns. This should be created with the intention of fostering a culture where employees can consistently provide your value proposition and the intended customer experience. Gucci's internal culture is significant reason for it's success. Gucci always



motivate their staff with number of strategies and try to keep them satisfied. Gucci always provide pleasant environment to their employee which eventually leads towards good internal culture.

- **Customer experience:-** Customers' physical and emotional interactions with an organisation are referred to as their "customer experience.– in other words what company actually deliver. Gucci has strong emotional connection with their customers which plays crucial role for Gucci to become a successful brand in fashion design and compete with rivals. Gucci always believes in Customer First policy.

(Christopher Roberts, Frank Alpert (2010), *Total customer engagement: designing and aligning key strategic elements to achieve growth*, Journal of Product & Brand Management 19/3 (2010) 198–209, Emerald Group Publishing Limited, Pg. 200-201)



10. Recommendation

Gucci has strong brand position in fashion luxury market. However, competition is increasing daily so, it becomes essential for Gucci to develop and adopt new touch points to strengthen it's position in market.

There are some new touch points as mentioned below which Gucci should implement.

- **Customisation :-** Customisation can be a key differentiator for Gucci. Gucci should adopt customisation strategy and design their high price luxury products according to customer requirements which eventually lead Gucci towards strong position in market.
- **Focus on the younger generation:-** Youngsters are more enthused about new fashion and they are always keen to adapt new things. Gucci should design their clothes as per youngsters' trend as well as Gucci should also introduce new luxury fashion products which are in more demand with young generation.
- **Anniversary emails :-** This is the easiest touch point Gucci should adopt. Gucci should reward customers for their loyalty by acknowledging their fan ship. Trigger emails on the anniversary of their first purchase or rewards membership to demonstrate how much Gucci values its most engaged customers.
- **Referral programs :-** Gucci should offer various rewards such as gift, special discount, free items if existing Gucci's customers refer to other person to purchase Gucci's products.



11. Conclusion

This marketing management report elaborates various features of marketing field such as communication, Shannon - weaver model of communication, integrated marketing communication. This report also takes Gucci as brand and explain that what are new promotional strategies should Gucci adopt, branding and brand equity and relate the Keller's brand equity model with Gucci, customer journey map and touch points of Gucci with critical analysis and also relate the total engagement model with Gucci brand. The recommendations gives the information about which new touch points should Gucci adopt to strengthen it's market value.



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