



Uncovering the Secrets of  
Success

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Group Six

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# Uncovering the Secrets of Success

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# Warming up...

- Largest American retailer of lingerie
- Sells lingerie and beauty products
- Distribution channels include its stores, catalog and website
- Parent Company is Limited Brands
- Responsible for pioneering “sexy underwear as high fashion”

–WSJ 1990



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# Promotion

Sales promotion gives the consumer an incentive to “close the deal” and creates active consumer response within a short period of time.

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# What's the Plan?

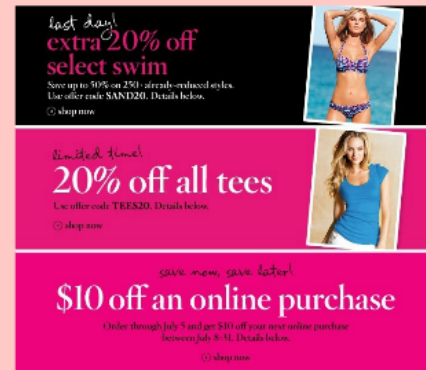
1. Customer expansion
2. Customer retention
3. Customer acquisition  
(coming up a little later!)

1.




Customer expansion deals with getting customers to buy more, to be more loyal or to make the purchase sooner.

2.



Customer retention focuses on attracting occasional customers, typically through temporary price cuts (i.e. coupons).

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# Product Based Promotion

- to give away the product



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Extra-volume packages are a common form of product-based promotion.



# Price Based Promotion

- price reductions

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# Premiums

- "give-away items"



LIMITED TIME ONLY!  
**FREE**  
*of Heavenly*  
**TOTE**  
with a \$75 purchase in stores

Pink, gold and shimmer...there's a reason we called it heavenly. Don't miss your chance to score one of your own! Details below.

Premiums do not consist of the actual product being sold and are usually included in the packaging of another item.

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# Problem

The company needed to attract late teens and college-age women to Victoria Secret...



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