

H&M
Still Young Collection
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Executive Summary

The purpose of this document is to provide a comprehensive overview of the marketing strategy for the H&M Still Young Collection. The strategy is based on a deep understanding of the target audience and the competitive landscape. The goal is to increase brand awareness and drive sales through a combination of digital and traditional marketing channels. The budget is allocated across various media channels to ensure maximum reach and engagement.

Situation Analysis

Internal Analysis:
- Strengths: Strong brand identity, extensive retail network, diverse product range.
- Weaknesses: Limited digital presence, inconsistent messaging across channels.

External Analysis:
- Opportunities: Growing e-commerce market, increasing demand for sustainable fashion.
- Threats: Intense competition from established brands, changing consumer preferences.

Target Audience - Consumer Behavior Model

The target audience consists of young adults aged 18-30, primarily female, who are fashion-conscious and value sustainability. They are active on social media and seek authentic brand experiences. Their purchasing decisions are influenced by social proof and brand values.

Marketing Objectives

1. Increase brand awareness by 20% over the next 6 months.
2. Drive sales of the Still Young Collection by 15%.
3. Engage 100,000 new customers through digital marketing.

Objective & Strategy

Goal: To increase market share and profit with the target market of 18-30 year olds, while creating brand awareness for H&M and more specifically the Still Young Collection.

Objective: Increase brand awareness and drive sales through a combination of digital and traditional marketing channels.

Strategy: Focus on digital marketing, social media, and influencer partnerships to reach the target audience.



Marketing Channels

Digital Marketing: Social media (Instagram, Facebook, TikTok), Email newsletters, Influencer partnerships, Retargeting ads.

Traditional Marketing: Print advertising (magazines, newspapers), TV and radio spots, Outdoor advertising.

Budget

Budget Breakdown

Company	Year	Q1	Q2	Q3	Q4	TOTAL
H&M	2023					
Company	Year					
2023						
Expenses	Description	Q1	Q2	Q3	Q4	TOTAL
Media						
	Magazine	\$800	\$900	\$600	\$800	\$3100
	TV	\$1000	\$1500	\$1000	\$1200	\$4700
	Radio	\$500	\$600	\$400	\$500	\$2000
	Print	\$100	\$100	\$100	\$100	\$400
	Other	\$100	\$100	\$100	\$100	\$400
Personnel						
	Salaries	\$100	\$100	\$100	\$100	\$400
	Benefits	\$100	\$100	\$100	\$100	\$400
Other						
	Travel	\$100	\$100	\$100	\$100	\$400
	Other	\$100	\$100	\$100	\$100	\$400
TOTAL		\$2000	\$2200	\$1600	\$1900	\$7700

Creative Brief

The creative brief is a document that provides a clear and concise overview of the marketing campaign. It serves as a guide for the creative team, ensuring that all marketing materials align with the brand's vision and objectives. The brief includes key information such as the target audience, marketing goals, and the overall messaging strategy.

Execution

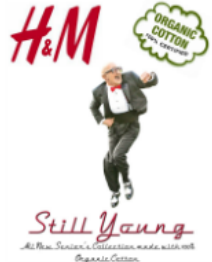
Target Audience: Young adults aged 18-30, primarily female, who are fashion-conscious and value sustainability.

Marketing Channels: Digital marketing (social media, email, influencers), traditional marketing (print, TV, radio).

Timeline: Campaign launch in Q1 2023, with ongoing activities through Q4.

Key Messages: H&M is committed to sustainable fashion and offering high-quality, affordable clothing.

Creative Work



Thecasesolution.com

H & M



Still Young Collection

Marketing 203 Final Project

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Executive Summary

Integrated Marketing Communications plan for H&M's new collection "Still" worldwide known brand and is ranked as the the 21st most valuable global Branding Consultancy. With it's 2200 stores in 38 countries, and on 4 continents of the most well known retailers of clothes in the world.

h company was founded in 1947 by Erling Persson, the company was originally H&M Mauriz but as they expanded abroad they simplified the brand name to H&M. Now has over 76000 employees. Their clothes are mostly made in China. T

Executive Summary

This is an Integrated Marketing Communications plan for H&M's new collection "Still Young". H&M is a worldwide known brand and is ranked as the 21st most valuable global brand in 2009 by The Branding Consultancy. With its 2200 stores in 38 countries, and on 4 continents it truly is one of the most well known retailers of clothes in the world.

The Swedish company was founded in 1947 by Erling Persson, the company was originally named Hennes & Mauriz but as they expanded abroad they simplified the brand name to H&M. The company now has over 76000 employees. Their clothes are mostly made in China, Turkey, India, Bangladesh and Egypt.

The new collection is for active senior citizens between 50 and 75, and the clothes will be sold in stores around the world. The clothes are for a healthy lifestyle, taking a walk or playing with the grandchildren. Still Young will be a collection that lives up to H&M's mission to deliver fashion and quality at the lowest price.

H&M's mission has always been to offer fashion and quality at the best price. This gives them different competitions around the world depending on which country you are discussing. The biggest competitors are Gap Inc, and Arcadia Group.

A big change in H&M's advertising has to be made in order for us to reach our target market since they do not respond to flashy ads or use the internet in the same way as our younger costumers. We have to find the best magazines and newspapers to advertise in and we have to develop a fun yet simple TV commercial to attract our new target market.

Situation Analysis

Context

efore have H&M made a collection especially for s
as founded in 1947 and their target market has b
, teens and kids. Lately H&M has collaborated wit
rs to make new collections such as Jimmy Choo

Historical Context

Never before have
H&M was founded