

# Anthropologie

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Web Marketing  
March 14, 2011

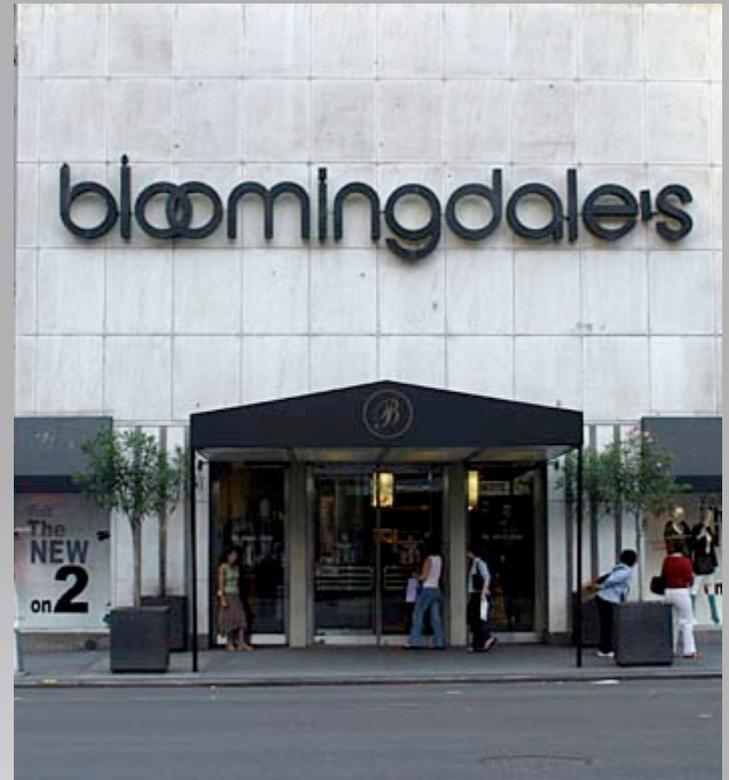


# Anthropologie

- Is a chain of retail stores that sells women's apparel and accessories, home furnishings, found objects and an array of gifts and decorative items.

# Vertical Markets

- Garments make available:
  - Saks Fifth Avenue
  - Neiman Marcus
  - Bloomingdales



# Marketing Techniques

# Traditional Marketing

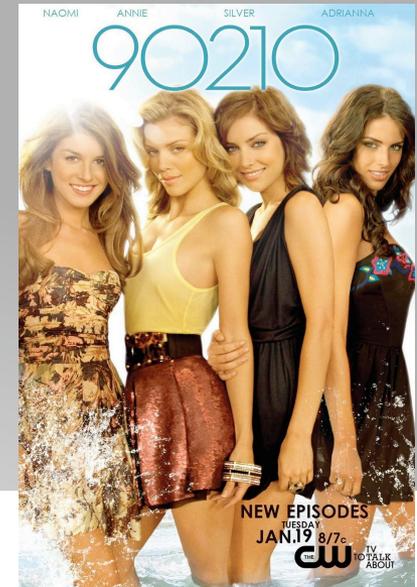
## Sky Murals in Malls

- \$15,000/4 week for Aug.-Oct. = \$45,000
  - \$20,000/4 week for Nov.-Dec. = \$40,000



## Product Placement

- Placing it in:
  - movies
  - Popular TV. shows
    - Gossip Girls
    - 90210



# Traditional Marketing

## TV Ads

- \$2000 to \$25000 per 10 sec



## Prints

- Vogue Magazine
  - 1 page/month
  - \$151,133



# Technological Components

## AdWords

- Enter one keyword or phrase per line on the “search option” to see what related word searches will show on the search engine.
- AdWords offers pay-per-click (PPC) advertising.



## Go Walla

- Is a location-based social network. Users 'check in' at *Spots* in their local area, either through a dedicated mobile application or through the mobile website. As a reward users will sometimes receive items from check-ins.
- Free

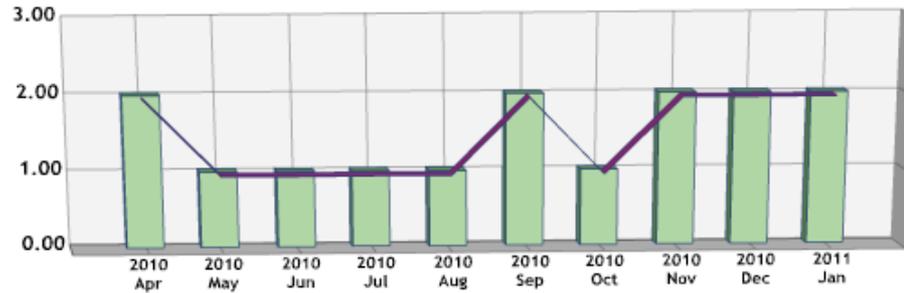


# CPC/PPC

## Keyword Statistics

PPC Advertisers:	3	
CPC:	\$0.46	
Search Volume:	1,830,000/mo	
Search Results:	N/A	

PPC Advertisers



## Related Keyword Overview

Related (99)	Search Volume	CPC	Related	Search Volume	CPC
<a href="#">dresses</a>	0/mo	\$0.05	<a href="#">sun dresses</a>	165,000/mo	\$1.01
<a href="#">skirts</a>	9,140,000/mo	\$0.95	<a href="#">tank tops</a>	1,220,000/mo	\$1.12
<a href="#">dress</a>	124,000,000/mo	\$0.75	<a href="#">anthro</a>	0/mo	\$0.05
<a href="#">red dress</a>	1,830,000/mo	\$0.69	<a href="#">velvet</a>	9,140,000/mo	\$0.92
<a href="#">anthropology</a>	1,830,000/mo	\$0.45	<a href="#">travel clothing</a>	110,000/mo	\$2.23
<a href="#">tank top</a>	1,500,000/mo	\$1.06	<a href="#">plaid skirt</a>	165,000/mo	\$0.78
<a href="#">special occasion dresses</a>	165,000/mo	\$0.63	<a href="#">party dresses</a>	1,000,000/mo	\$0.65
<a href="#">womens boots</a>	3,350,000/mo	\$1.24	<a href="#">womens clothes</a>	2,740,000/mo	\$1.25
<a href="#">little black dress</a>	368,000/mo	\$0.78	<a href="#">cami</a>	1,500,000/mo	\$0.84
<a href="#">blouse</a>	4,090,000/mo	\$0.83	<a href="#">halter top</a>	368,000/mo	\$0.73

# Technological Components

## Phone Apps

- Cell phone are constantly used.
- The phone application will give customers updates on our products, events, contests and they can also shop on it.
- Apple iPhone Developer Program (\$99)

## E- Magazine

- Digital magazine
- Vogue
  - 1 page/month
  - \$151,133

# Technological Components

## Websites

- Get a professional
- Portal: \$30,000

## Email Blast

- Constant Contact
- First month free and \$15 after.



# Social Networking

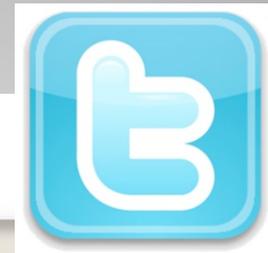
## Facebook

- Is a social network service and website.
- Users may create a personal profile, add other users as friends and exchange messages, including automatic notifications when they update their profile.
- Free



## Twitter

- Connects businesses to customers in real-time.
- Businesses use Twitter to quickly share information with people interested in their products and services, gather real-time market intelligence and feedback, and build relationships with customers, partners and influential people.
- From brand lift, to CRM, to direct sales, Twitter offers businesses a chance to reach an engaged audience.
- Free



# Spring 2011



# Spokesperson-Taylor Swift \$1 Million



# “Style Till You Drop” Campaign



- Styling contest in-store event and fashion show.
- Special Guest “Taylor Swift”
- Contest
  - 16 and over event
  - 10 contestant style 5 outfits each
  - 3 rounds
- The best outfit style by 10 contestants will win:
  - A pair of tickets to see “Taylor Swift” in concert.
  - Meet & greet and autograph pic of Taylor Swift.
  - A outfit from Anthropologie

# 1<sup>st</sup> Campaign Budget

Media	March	April	May
In-Store Event	\$5,000	n/a	n/a
Spokesperson	\$1 million	n/a	n/a
Vogue	\$151,133	\$151,133	
Social Network	Free	Free	Free
Email Blast	\$15	\$15	\$15
Sky Murals	\$15,000	\$15,000	\$15,000
TV Ads	\$4,000	\$4,000	\$4,000
<b>Total</b>	<b>\$1,364,311</b>		

# Fall 2011



# Spokesperson-Katy Perry \$1 Million



# “Design Your Heart Out” Campaign



- Polyvore
- Create a collage using Anthropologie items and Katy Perry.
- Prizes:
  - Free outfits
  - Autograph pic from “Katy Perry”

# Events

- Promote the new collections:
  - Special Guest: Katy Perry
  - Dj \$500
  - Catering \$1000
  - Fashion Show \$3,500
  - Total \$5,000



# Budget- 2<sup>nd</sup> Campaign

Media	Sep	Oct	Nov
In-Store Event	\$5,000	n/a	n/a
Spokesperson	\$1 million	n/a	n/a
Vogue	\$151,133	\$151,133	\$151,133
Social Network	Free	Free	Free
Email Blast	\$15	\$15	\$15
Sky Murals	\$15,000	\$20,000	\$20,000
TV Ads	\$4,000	\$4,000	\$4,000
<b>Total</b>	<b>\$1,525,444</b>		

# Spring 2012



**Spokesperson (Charlize Theron)**  
**\$1 Million**



# "Light, Camera & Action" Campaign



www.shutterstock.com · 17607616

- Create a short film.
- Must have this season clothes in the film.
- Prizes:
  - Be an extra in Charlize Theron.
  - \$1000
  - Meet & greet

# Budget- 3<sup>rd</sup> Campaign

Media	Mar	Apr	May
Spokesperson	\$1 million	n/a	n/a
Vogue	\$151,133	\$151,133	
Social Network	Free	Free	Free
Email Blast	\$15	\$15	\$15
Sky Murals	\$15,000	\$15,000	\$15,000
TV Ads	\$4,000	\$4,000	\$4,000
<b>Total</b>	<b>\$1,359,311</b>		

# Budget