

Anthropologie

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Web Marketing
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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

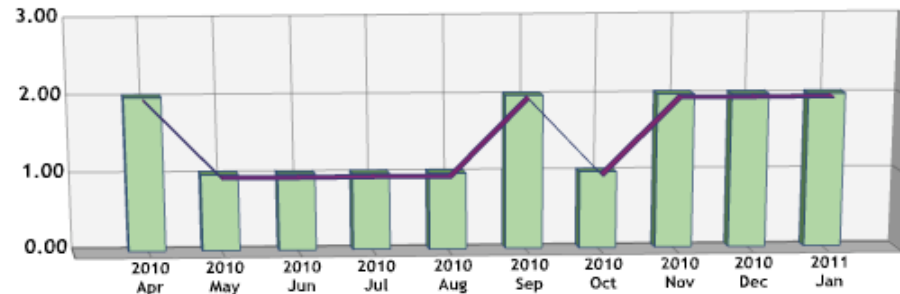


CPC/PPC

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

1st 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
Total	\$1,364,311		

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- 2nd 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
Total	\$1,525,444		

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- 3rd 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
Total	\$1,359,311		

Budget

• 1 st Campaign	\$1,364,311
• 2 nd Campaign	\$1,525,444
• 3 rd Campaign	\$1,359,311
• Portal	\$30,000
• Developer Program	\$99
• Total	\$4,279,165