



# ZARA

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ZARA STRATEGIC PLAN

# HISTORY

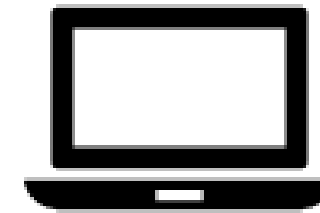
In 1975, Zara was founded in Galicia, Spain by Amancio Ortega and Rosalía Mera, featuring products that mimicked popular, high-end fashions. Ortega innovated new design, manufacturing, and distribution processes reducing lead time, allowing for quicker reactions to changes in trends, calling it “instant fashion” (or “fast fashion” as we now know it).

After only 8 years in business, Zara had 9 stores in Spain’s largest cities, and by the 1990s, Zara was expanding exponentially across global markets beyond Europe and into New York, Mexico, and Israel. Today, Amancio Ortega is the 6th richest man in the world as a result of Zara's success.



ZARA STRATEGIC PLAN

# COMPANY TIMELINE



1975

Zara is founded in Galicia, Spain by Amancio Ortega and Rosalía Mera

1988

Zara begins international expansion into Porto, Portugal

1989

Zara enters the U.S.

1990s

Zara enters France, Mexico, Greece, Belgium, and Sweden

2010

Zara launches ecommerce site

2015

Zara ranked 30th on Interbrand's list of best global brands

2019

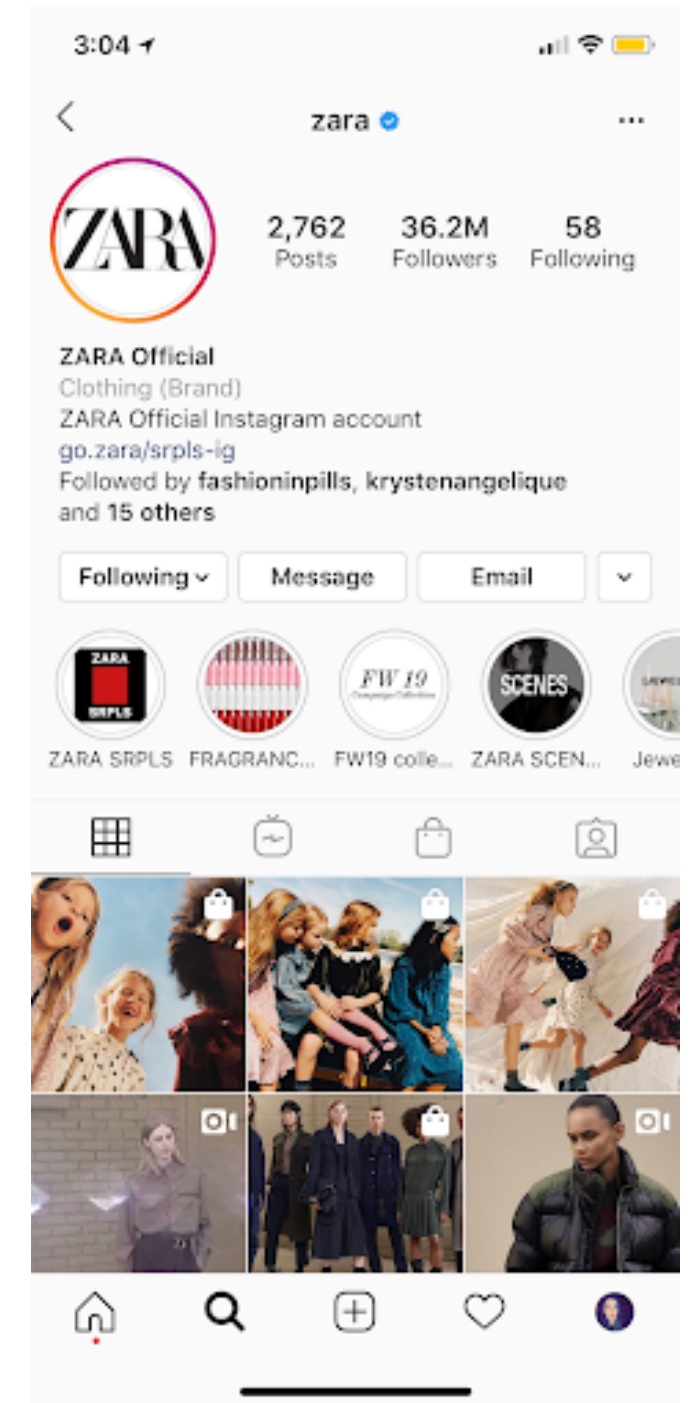
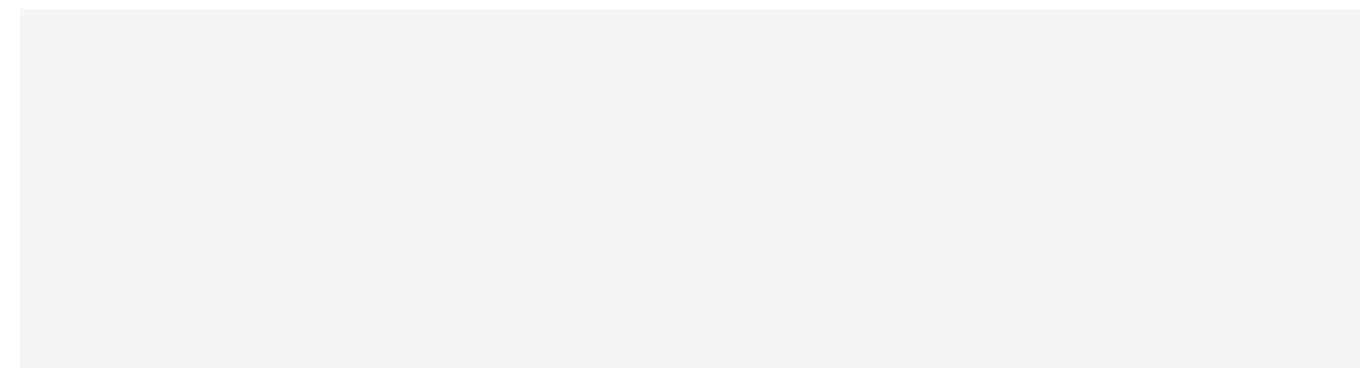
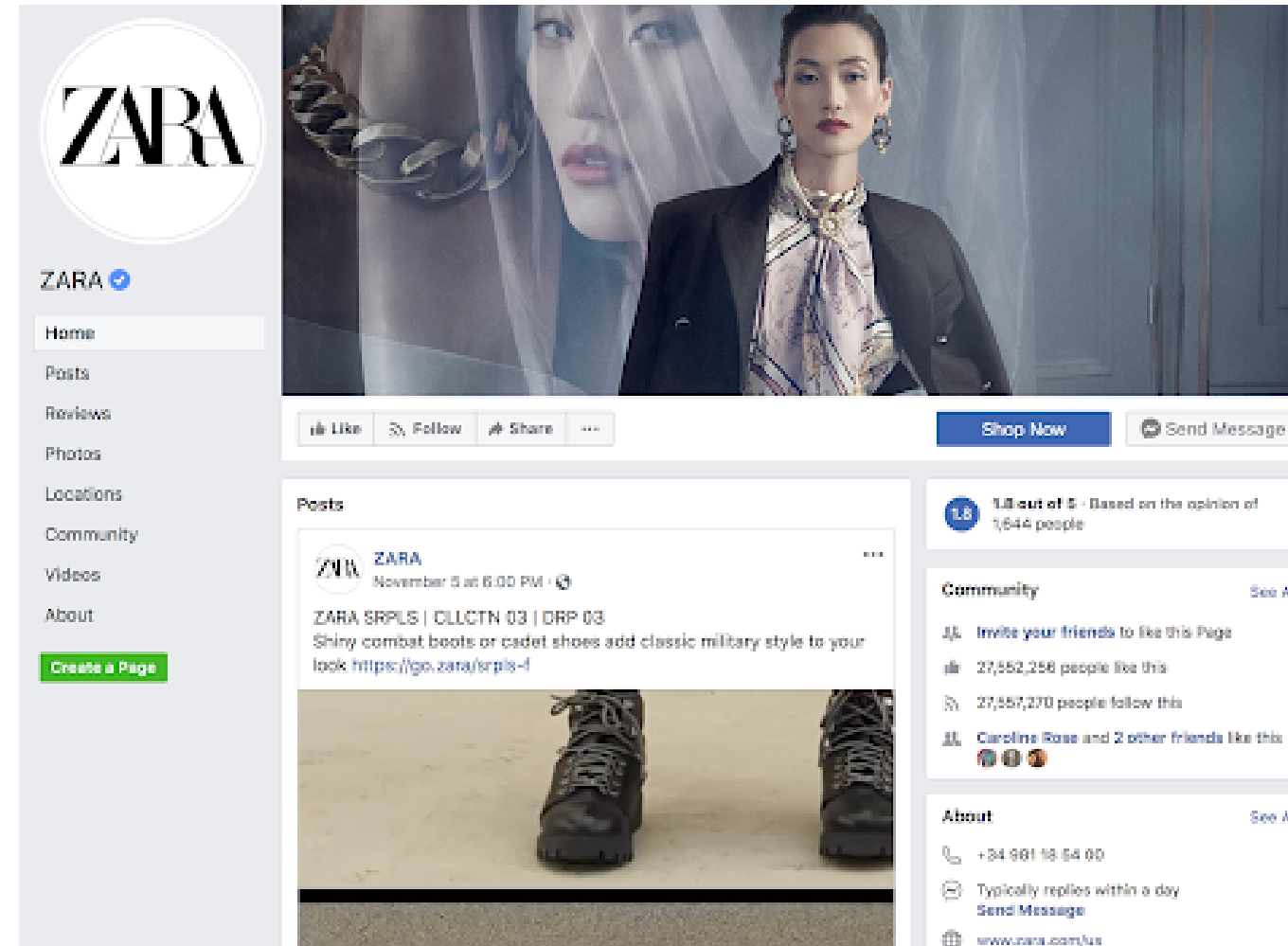
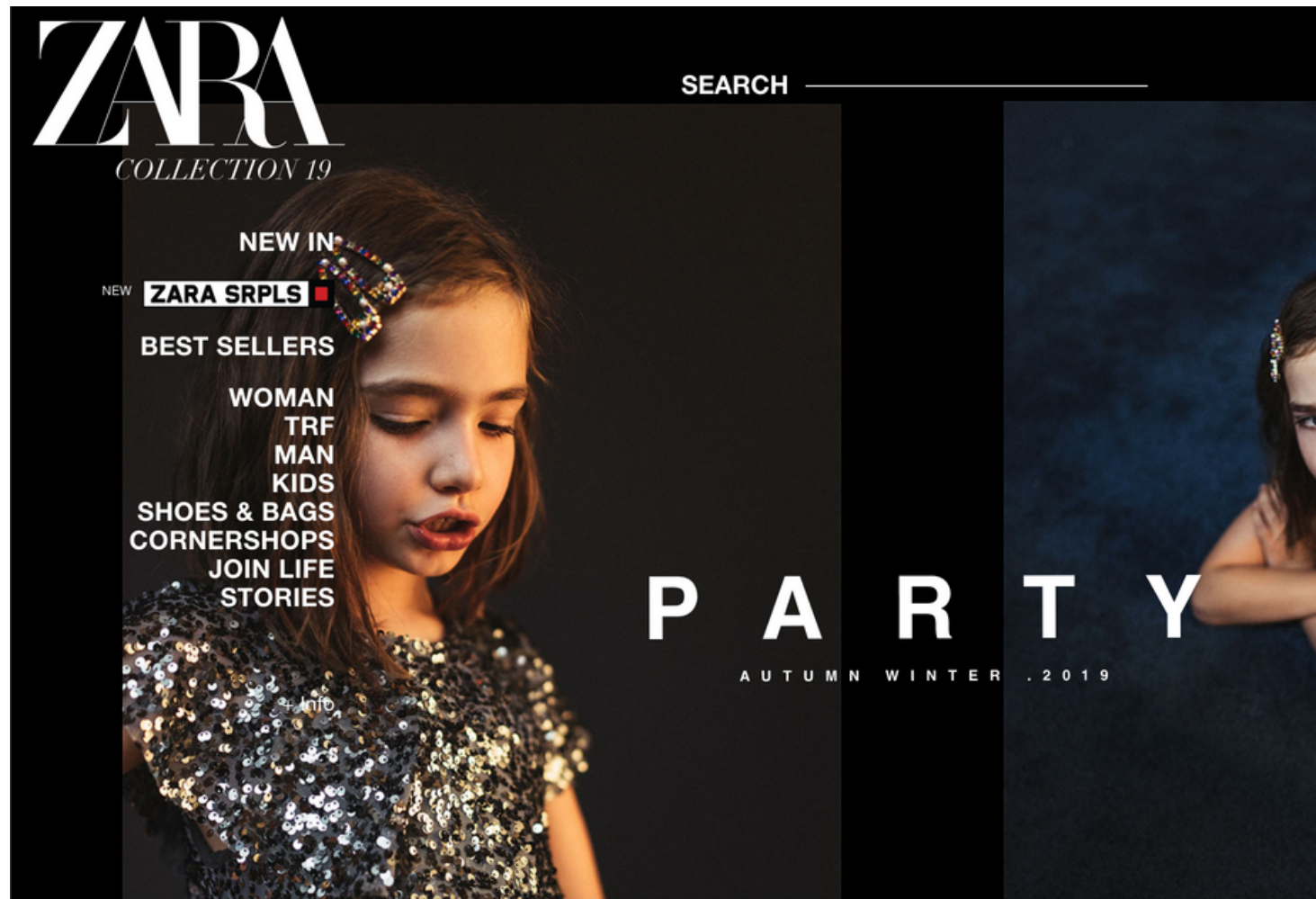
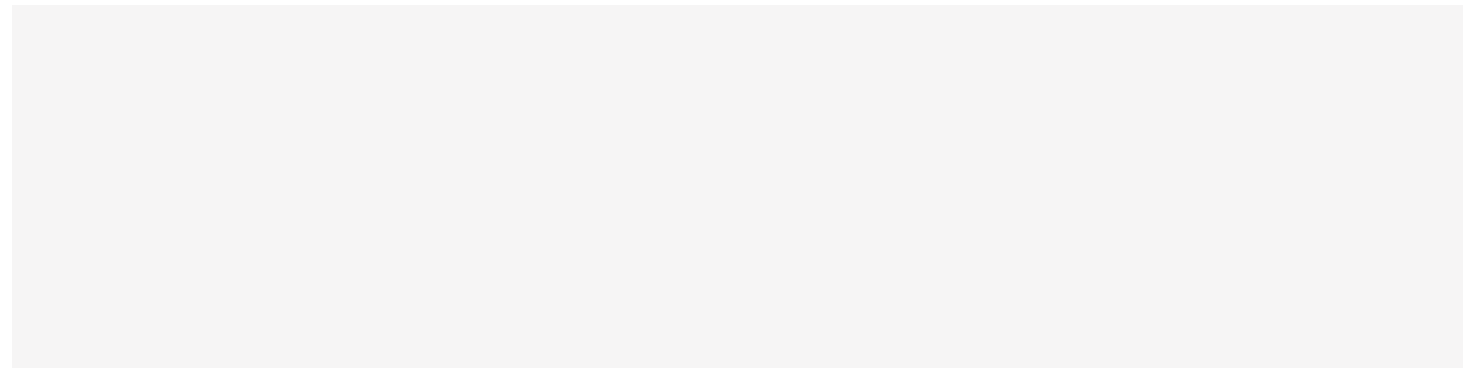
Zara updates their logo



ZARA STRATEGIC PLAN

# PREVIOUS ADVERTISING

ONLINE / SOCIAL

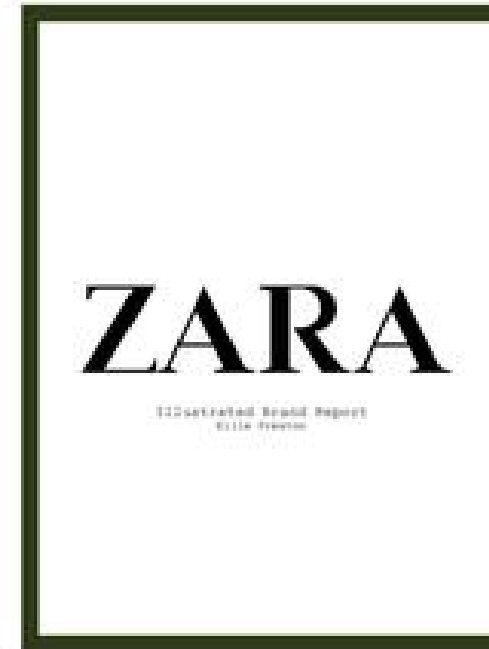




ZARA STRATEGIC PLAN

# PREVIOUS ADVERTISING

PRINT

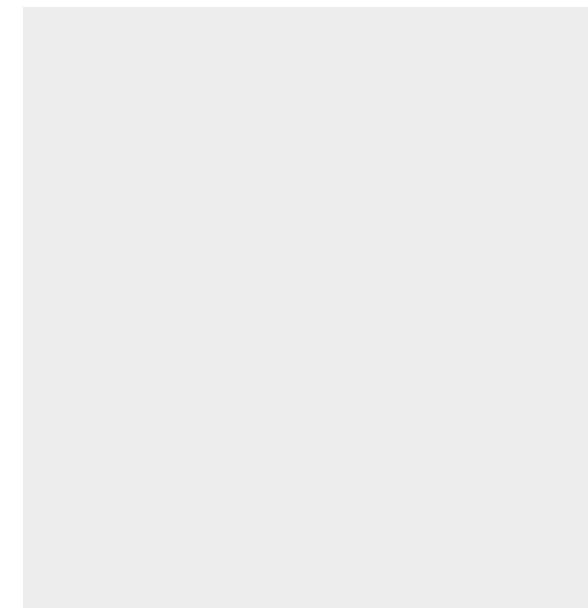
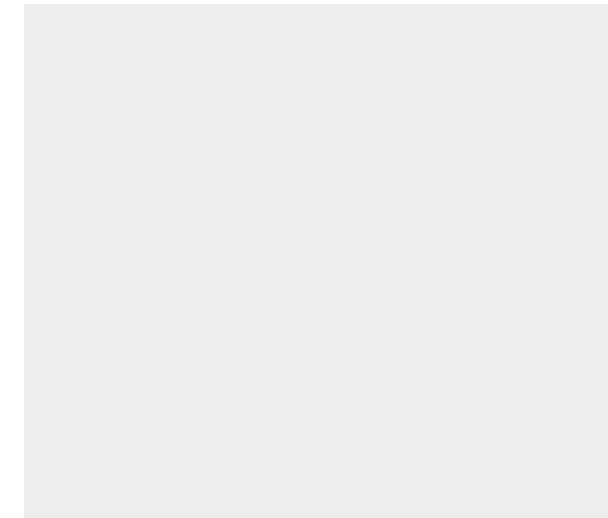




ZARA STRATEGIC PLAN

# PREVIOUS ADVERTISING

APPAREL





ZARA STRATEGIC PLAN

# PREVIOUS ADVERTISING

STORE LOCATION / DISPLAY







## ZARA STRATEGIC PLAN

# PRODUCTS & SERVICES

Zara offers high quality, fashionable clothing that reflects current trends on the runway while remaining affordable for the consumer. This price point allows consumers to build their wardrobe with multiple classic pieces and achieve a sophisticated and modern style.



ZARA STRATEGIC PLAN

# MARKETING ASSESSMENT

There are approximately 38,000 students from the ages of 18-24 attending the University of Georgia either in the undergraduate or graduate programs. These students do not have much disposable income, yet want to look stylish and sophisticated as they enter the work force. There are many competitors of Zara with similar price offerings, but dissimilar quality comparisons.





# COMPETITIVE ANALYSIS

**UO**

## URBAN OUTFITTERS

- High price
- Uses social media as the major marketing effort
- A brand people are prideful of wearing
- Sizing is not very inclusive

**UNI  
QLO**

## UNIQLO

- Low cost staple clothing at high quality
- Small selection due to manufacturing for low cost
- Just entered the US market in 2005
- Minimalist Japanese style that is not always appealing to Western style

**H&M**

## H&M

- Is not consistent in the quality of clothing
- Has been around the longest
- Does designer collaborations (Alexander Wang, Versace)

**FOREVER 21®**

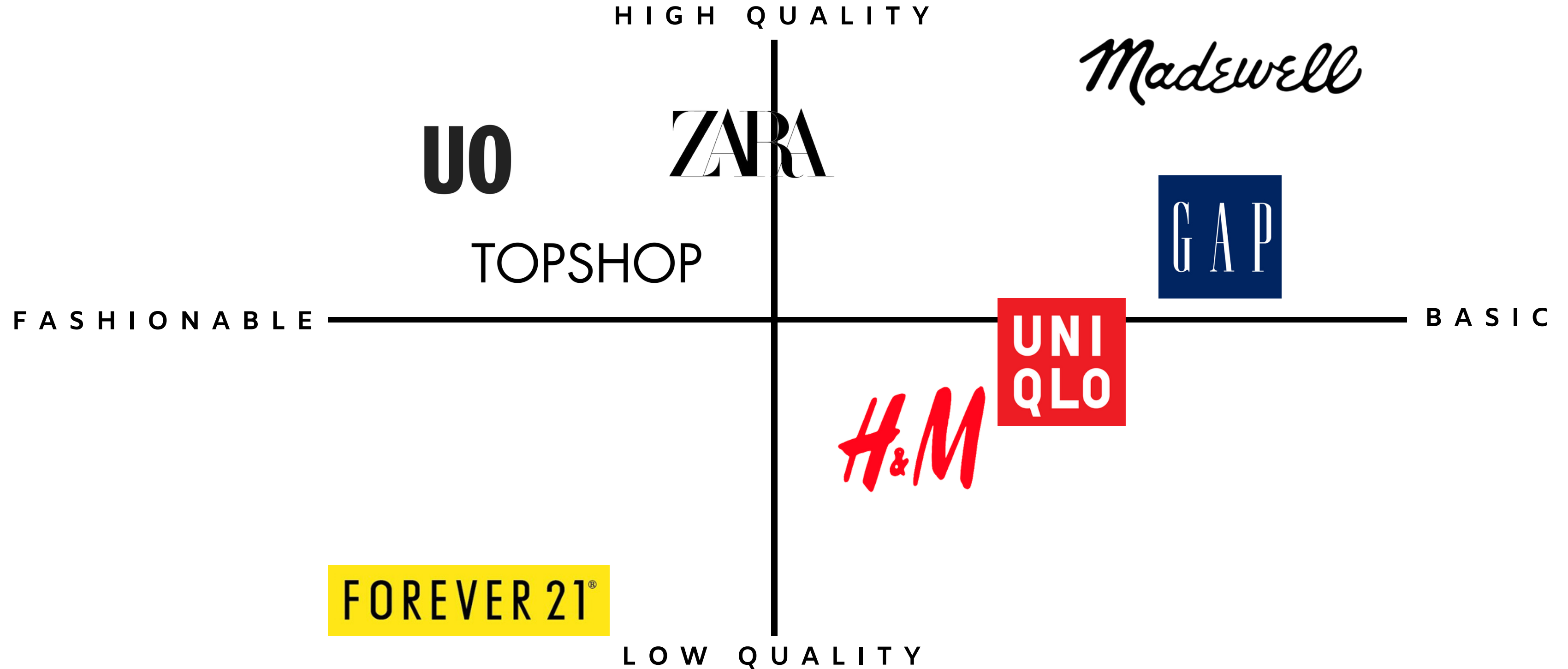
## FOREVER21

- Most shifting merchandise out of all the retailers
- Like H&M, quality of the clothing is questionable
- Going bankrupt, potentially not competition anymore?



ZARA STRATEGIC PLAN

# BRAND POSITIONING





ZARA STRATEGIC PLAN

# BRAND POSITIONING





ZARA STRATEGIC PLAN

# SWOT ANALYSIS

## STRENGTHS

- Strong brand image worldwide: good quality and follow trends (known as a “copycat” brand)
- Fashionable options for both males and females
- Strong multichannel marketing online & in-store
- For quality and trendiness, cost is a mid-high competitive price Over 2,000 worldwide

## WEAKNESSES

- No real marketing strategies or advertising efforts
- High competition in a limited market

## OPPORTUNITIES

- Since already a global company, there is opportunity to hone marketing efforts that feed the culture they're in
- Continued improvement of manufacturing practices to lower cost of products
- Increase in digital marketing activities
- Enter new market segments in areas where competitors have not

## THREATS

- Not as strong of a product image in the US, leading to competitors to be more top of mind
- A lot of brand switching in product segment



ZARA STRATEGIC PLAN  
**TARGET AUDIENCE**

Under- / Graduate college-students

Aged 18-24

Male and Female

About to enter the internship/job market

Trendy with limited disposable income

Fashionable and focused





**Lily**

21 years old

Undergraduate Management Major

Lily likes to think of herself of “worldly,” even though much of her travels just involve her scrolling through her Instagram Explore page. She is focused on making herself a successful career, so she can see the experience new cultures and see the world through the lens of the street style bloggers she follows. In her free time, Lily enjoys going to Rooftop with her friends to grab a Tropicalia and helping her roommate train her service dog.



**Will**

24 years old

Graduate Art History Student

Although Will likes the finer things in life, unfortunately, his wallet does not, so you can find him taking photos in front of Porsches, then quickly sprinting away before its owner sees him. Much of Will's free time involves going to bars and parties in Atlanta to meet art dealers and up and coming artists, so you will likely find him with a gin and tonic in one hand (to maintain the figure) with his other hand always ready to shake potential clientele.

# GOALS

- Increase brand awareness (through recall) and brand attitude
- Increase market share among UGA undergraduate and graduate students ages 18-24
- Increase marketing breadth from just social media engagement to a full-on digital campaign involving coordination between Zara's website, mobile app, and internet ads while connecting to Event marketing
- Increase mobile app downloads



# OBJECTIVES

- Increase positive brand attitude by 25% (track sentiment using Hootsuite)
- Increase brand awareness
  - Increasing geographic website traffic by 15%
  - Increasing foot traffic by 10-15%
- Increase social media engagement by 20%
- Increase mobile app downloads by 30%





ZARA STRATEGIC PLAN  
**POSITIONING  
STATEMENT**

We recommend differentially positioning Zara because, out of our competitors, it is not the main top of mind brand in its category. From this, we will differentiate our product by promoting the quality of our product, promoting a lifestyle that our target market is attempting to attain by entering the internship/job market. Also, our brand will focus on being user-oriented because of this focus on how our product will cater to the lifestyle of our target, rather than focusing on the product itself.

ZARA

“HOW DO YOU BECOME A BOSS IF YOU DON’T DRESS LIKE ONE?  
WITH CLOTHING THAT DRESSES LIKE AN EXECUTIVE BUT PAYS  
LIKE AN INTERN, ZARA TAKES AWAY THE OXYMORON OF  
TRENDY, AFFORDABLE PROFESSIONALISM.”

**“DRESS LIKE A BOSS TO BECOME THE BOSS”**



ZARA STRATEGIC PLAN

**CAMPAIN**

**DURATION**

## **SEASONALITY**

During the months leading up to  
internship/job searches

## **TIMING**

January 31, 2020- April 1, 2020

## **SCHEDULING**

Occurring when graduate & undergraduate  
students are preparing for a summer of  
professionalism and the fall of their new job.

ZARA STRATEGIC PLAN

# COMMUNICATION STRATEGY

Brand Awareness Strategy: **Recall**

Brand Attitude Strategy: **Low** Involvement, **Positive Motivation**

Increase brand awareness and establish a positive brand attitude

Customers feel a sense of clout from buying/wearing Zara

Music used evokes feelings of confidence and empowerment (through the Spotify playlist)

Drive customers purchase decisions with:

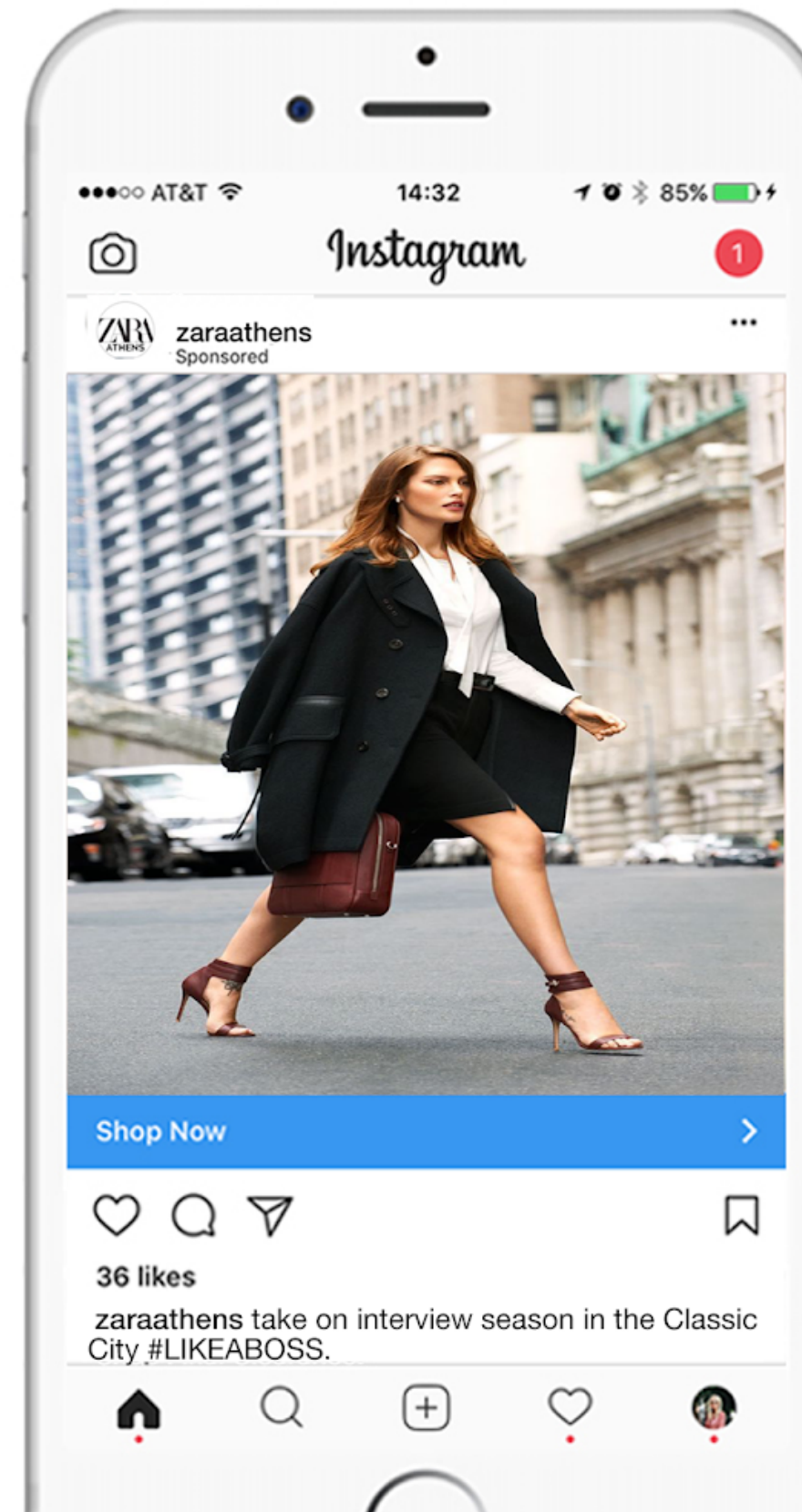
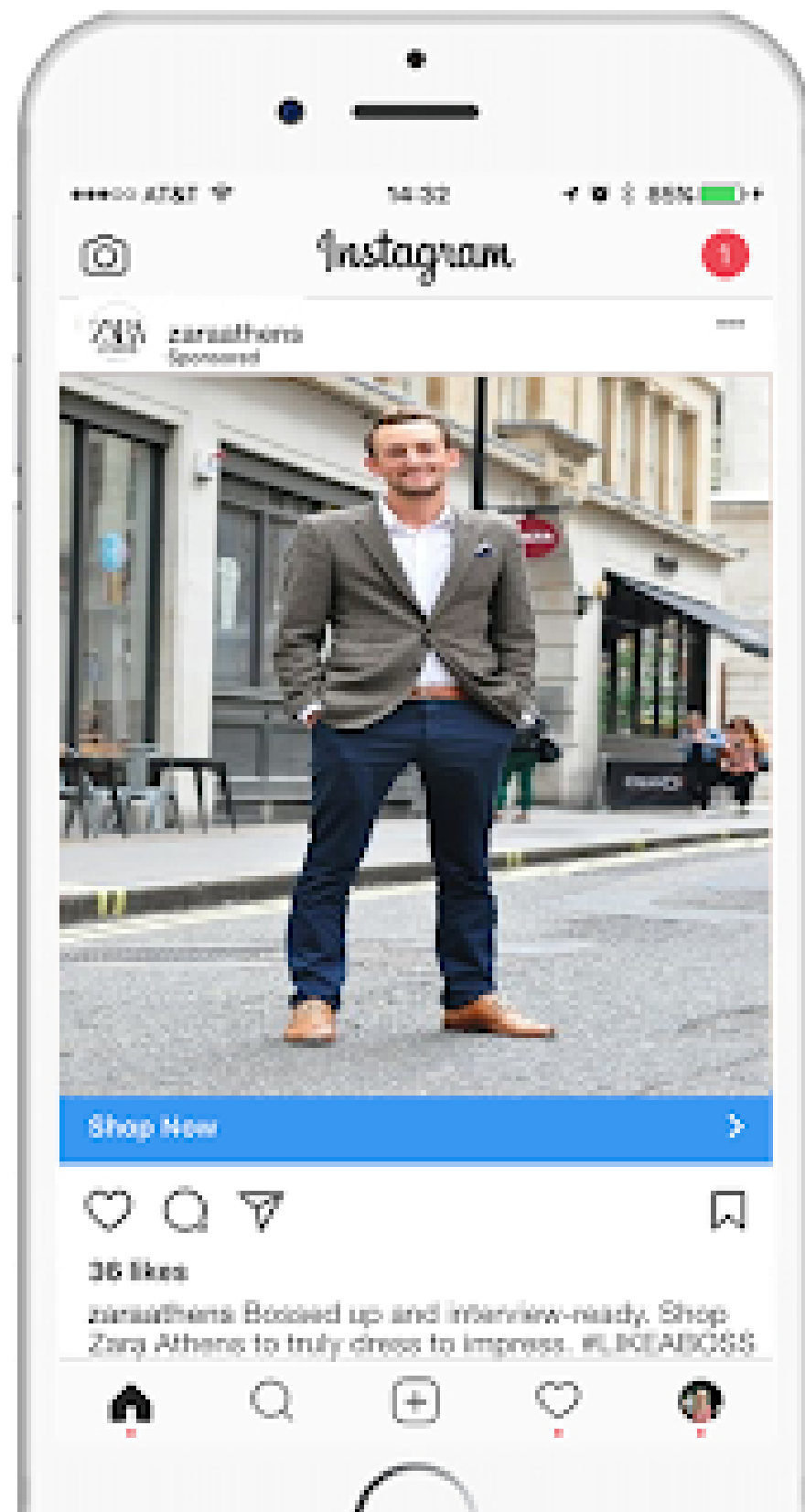
- Social Media/ Influencers
- Spotify Playlist
- Banner Ads
- Mobile App
- Customer Service
- Event Marketing/Sponsorships
- Using influencers who have not worked with competitors



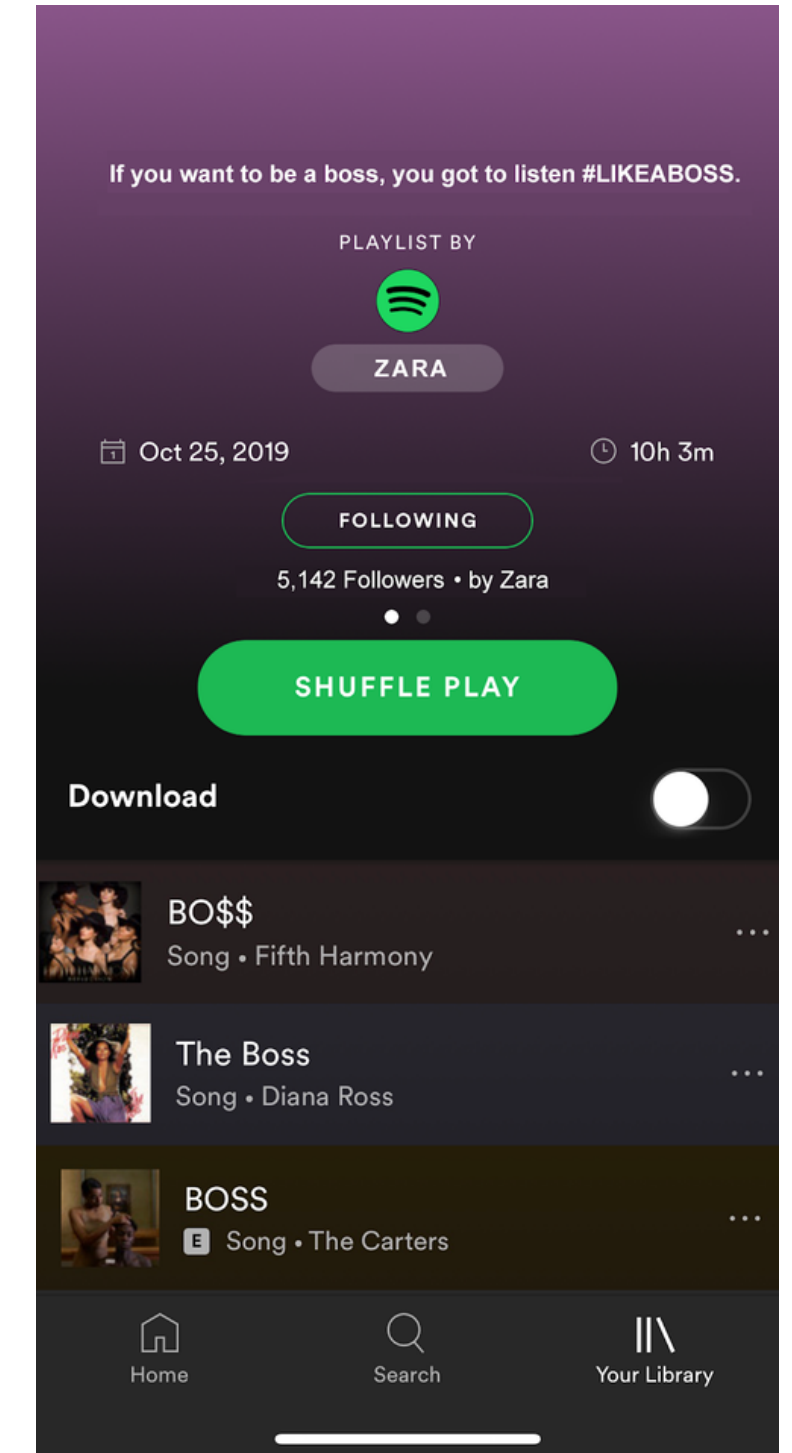
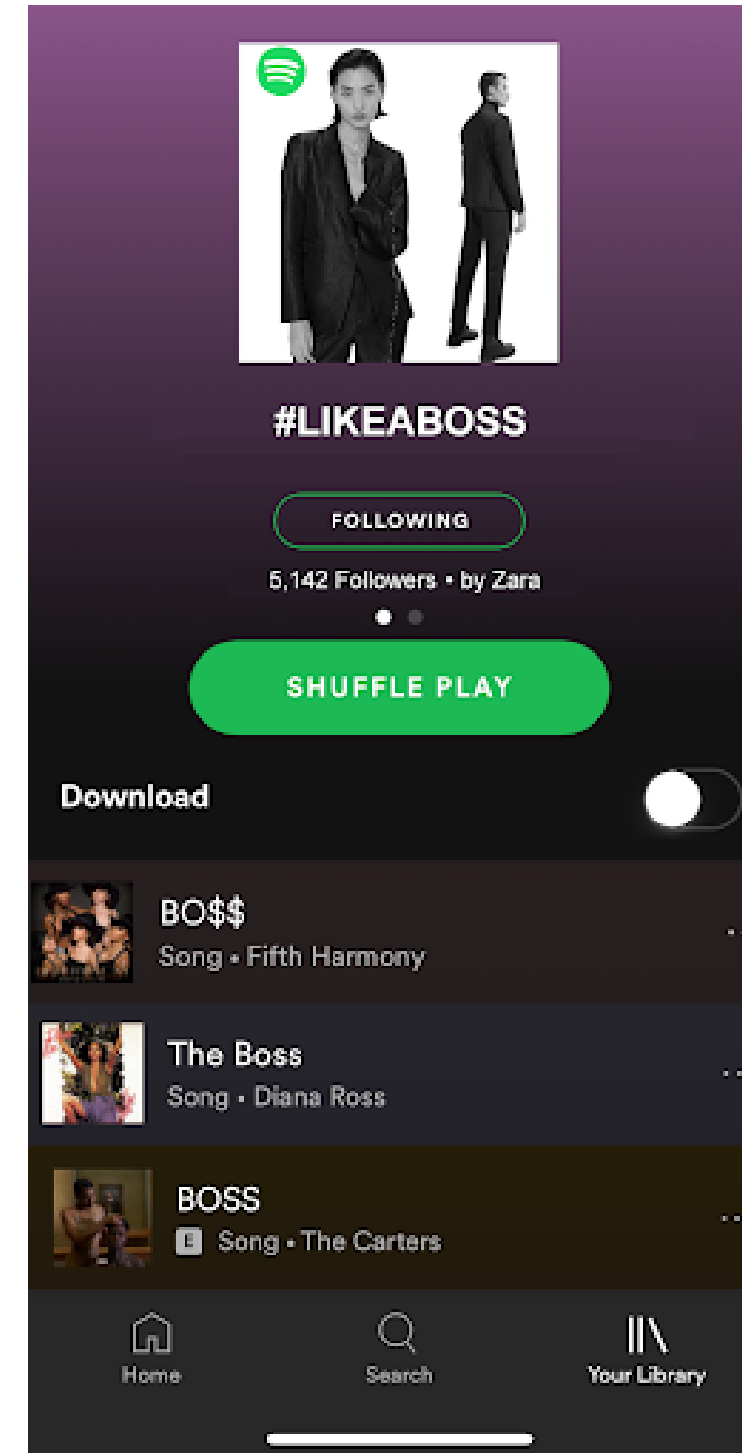


ZARA STRATEGIC PLAN

# CREATIVE STRATEGY PHASE ONE

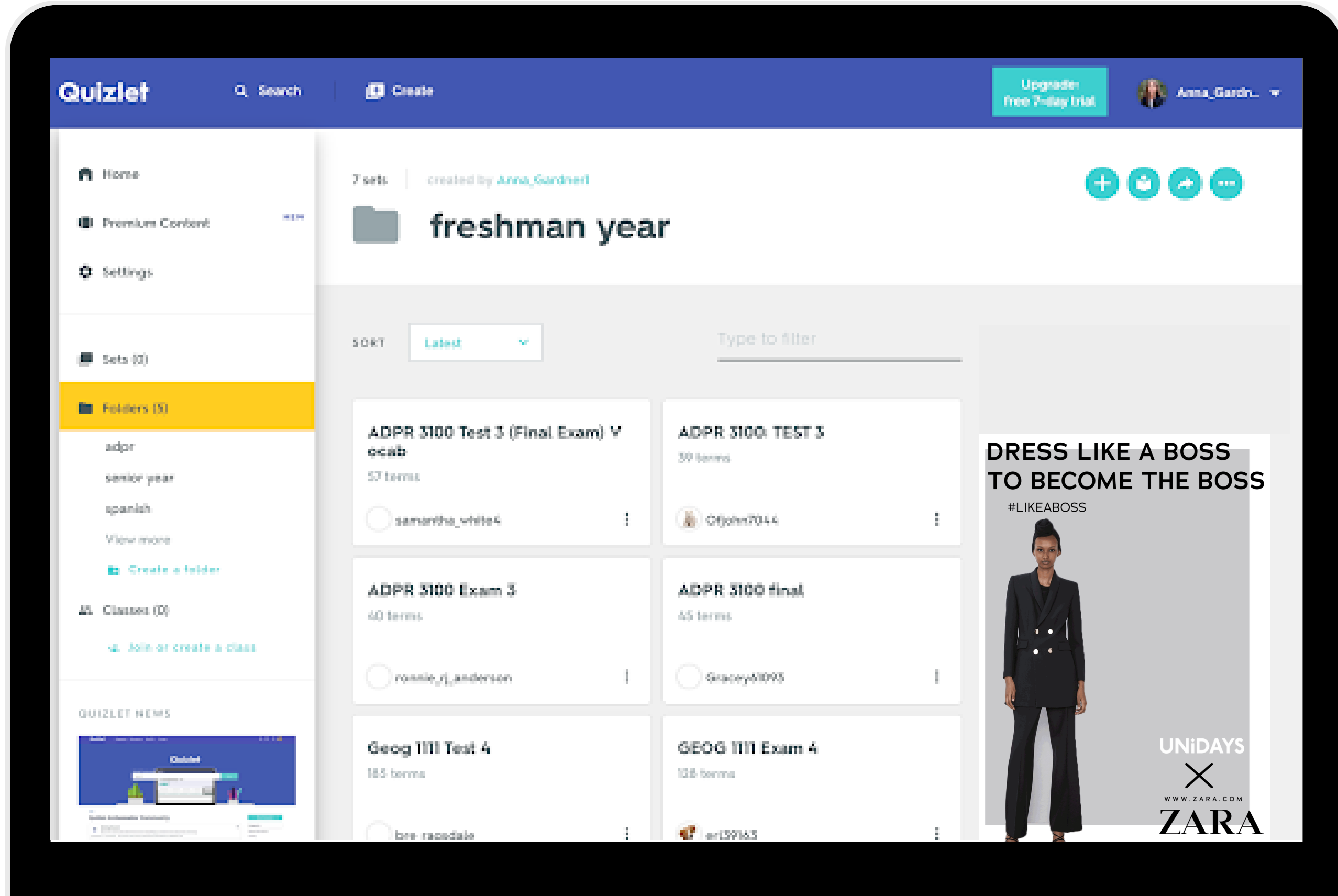


# CREATIVE STRATEGY: PHASE ONE

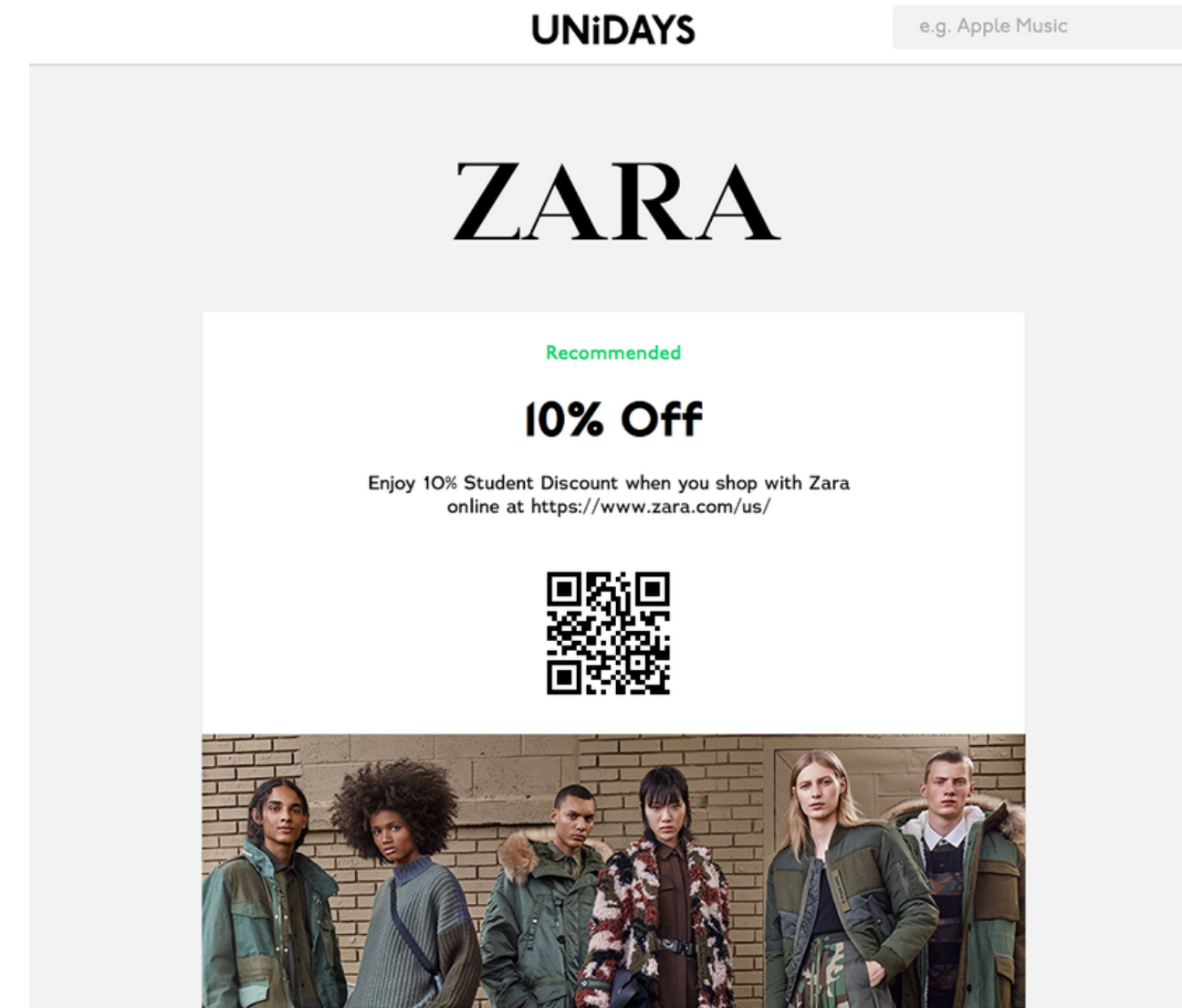
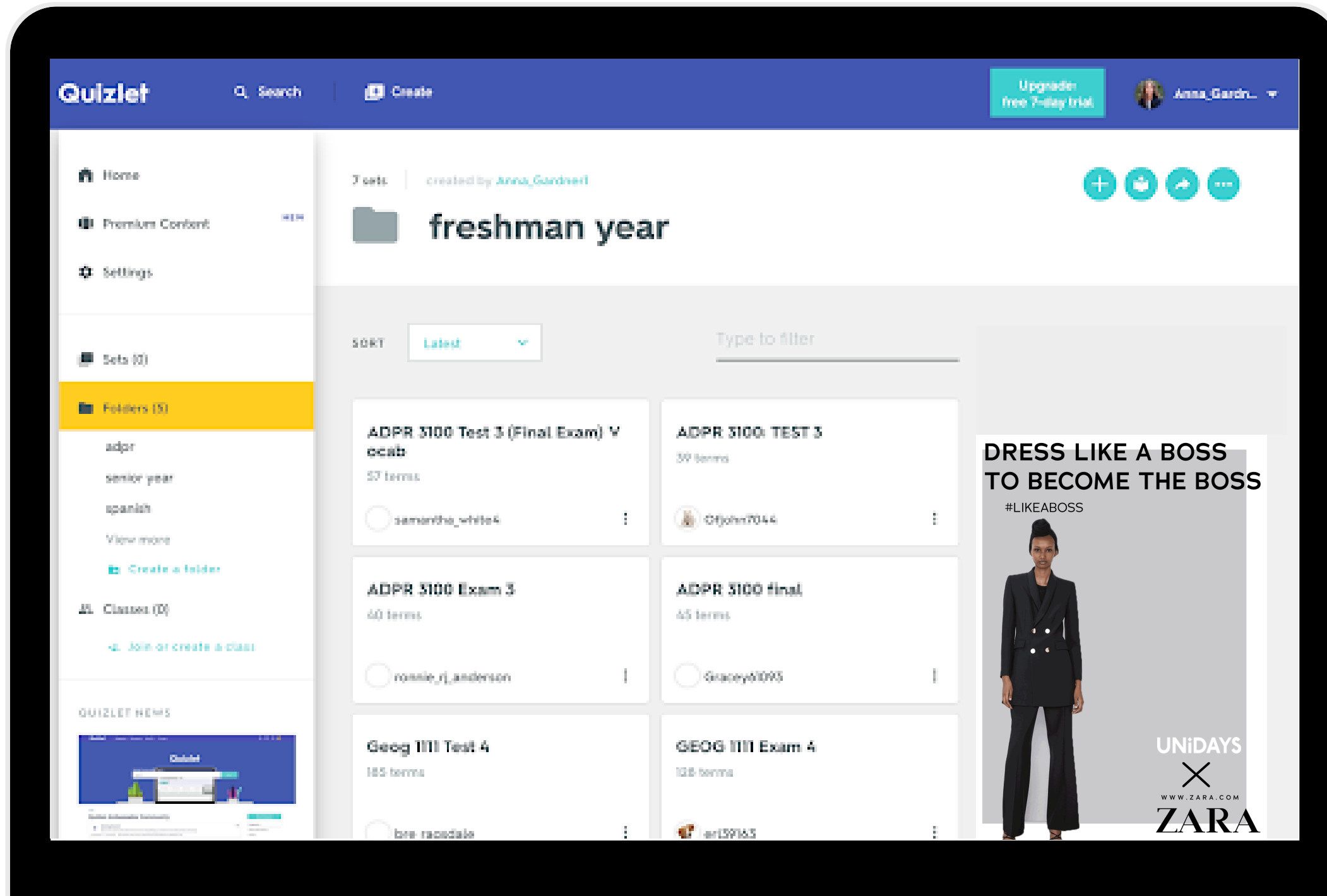




# CREATIVE STRATEGY: PHASE ONE




# CREATIVE STRATEGY: PHASE ONE





# ZARA STRATEGIC PLAN

## CREATIVE STRATEGY PHASE TWO



**DANIELLE CAROLAN**

Danielle Marie Carolan  
560K subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

**TRY ON HAUL**  
with ZARA!  
7:44

INTERVIEW CLOTHES TRY ON HAUL (WITH ZARA)


Hey guys! Thought it would be fun to take you guys along my interviewing process with the clothes that are really empowering me right now! Enjoy! Links to products from the clothes I showed you linked below.

For Business and Promotional Inquiries:  
READ MORE

OTHER CHANNELS  
Brooks Micco  
SUBSCRIBE

Uploads ▶ PLAY ALL

- fall outfit ideas 2019 | 10 ways to style black jeans fo...  
24K views · 15 hours ago
- self care night routine | how to relax + my essentials  
65K views · 4 days ago
- random things i've purchased lately (unboxing haul)  
51K views · 1 week ago
- OCTOBER FAVES: skincare, podcasts, clothes, shoes, ...  
47K views · 1 week ago
- college week in my life: pumpkin carving, self care, ...  
111K views · 2 weeks ago



**LOTTIE**  
Smalley

Lottie Smalley  
63.7K subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

**HOW I'M GETTING INTERVIEW-READY WITH ZARA!**  
8:14

getting interview ready with Zara!  
1,884 views · 2 weeks ago

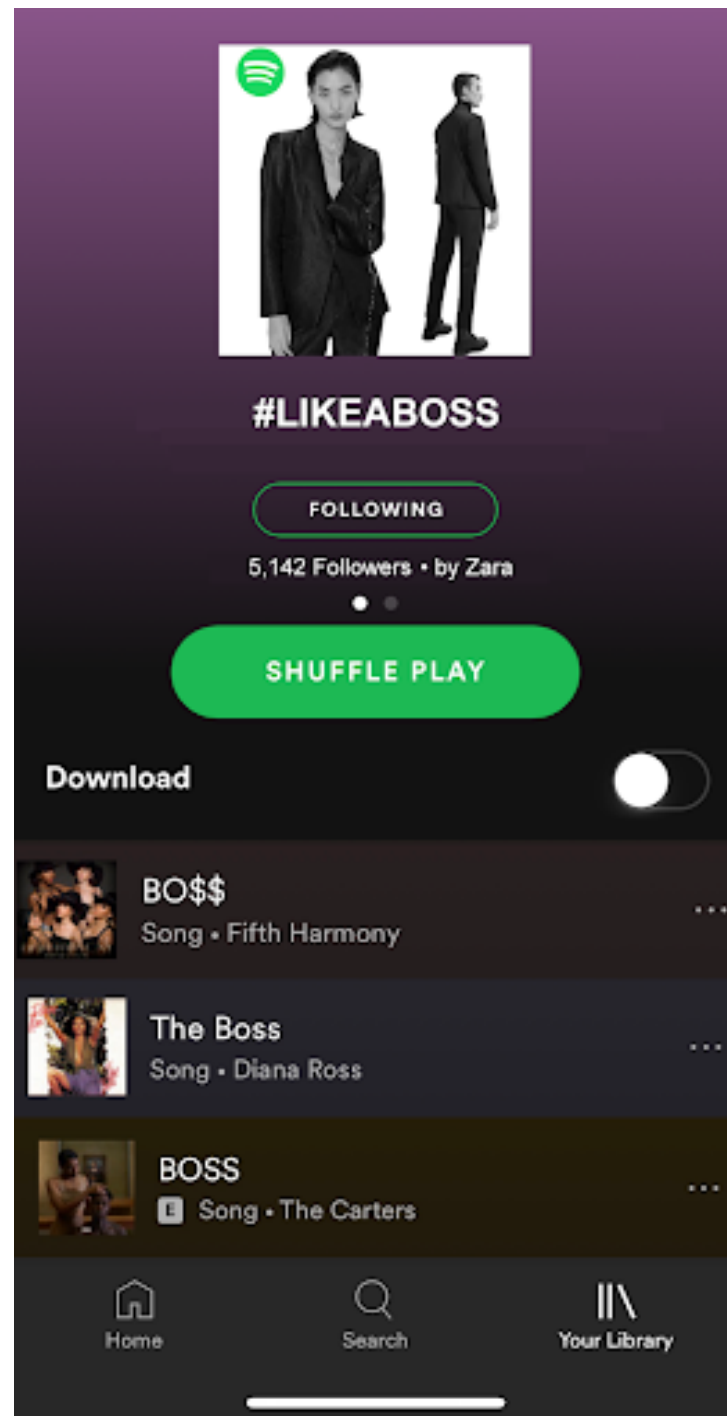
Hi everyone, today's video is a clothing haul of some of the awesome interview clothes I picked up from Zara to feel #likeaboss during #interviews! LIKE this video if you want to see more of them in the future :) love you all! xo, lottie

👉 subscribe + <https://www.youtube.com/channel/UC4Q3F5U> (it's free!)  
👉 Instagram + <http://www.instagram.com/lottiesmalley>  
READ MORE

Uploads ▶ PLAY ALL

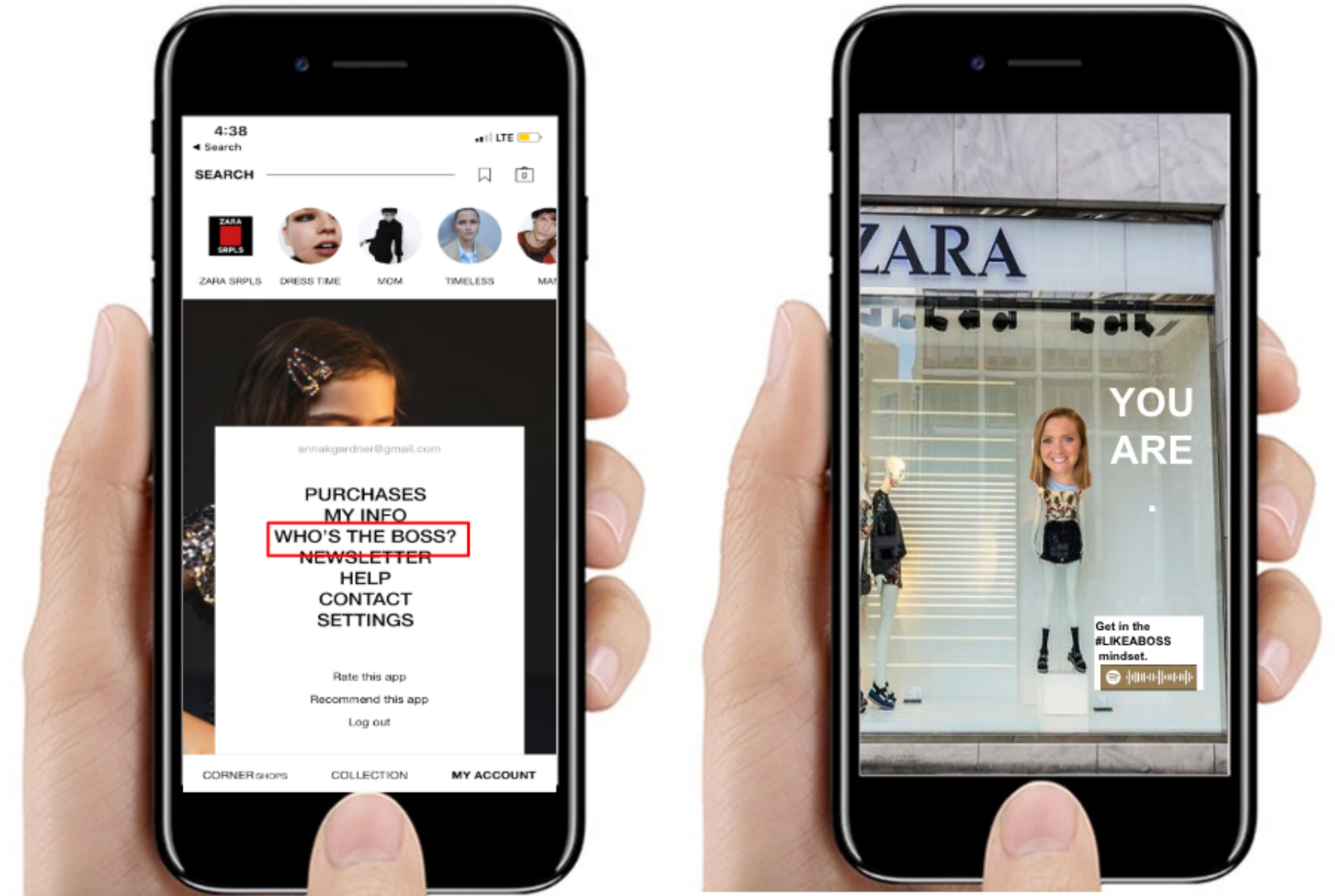
- college weekend in my life / game day + sorority...  
1.9K views · 2 weeks ago
- COLLEGE WEEK IN MY LIFE / halloween date night...  
3.6K views · 3 weeks ago
- How I Became a Coca-Cola Summer Intern! / End of...  
1.7K views · 3 weeks ago
- BACK TO COLLEGE / My Essentials!  
4K views · 2 months ago
- SORORITY RUSH OUTFIT IDEAS / What To Wear To...  
6.7K views · 3 months ago
- WORK DAYS IN MY LIFE: working late, going plant...  
5.6K views · 3 months ago

# CREATIVE STRATEGY PHASE THREE



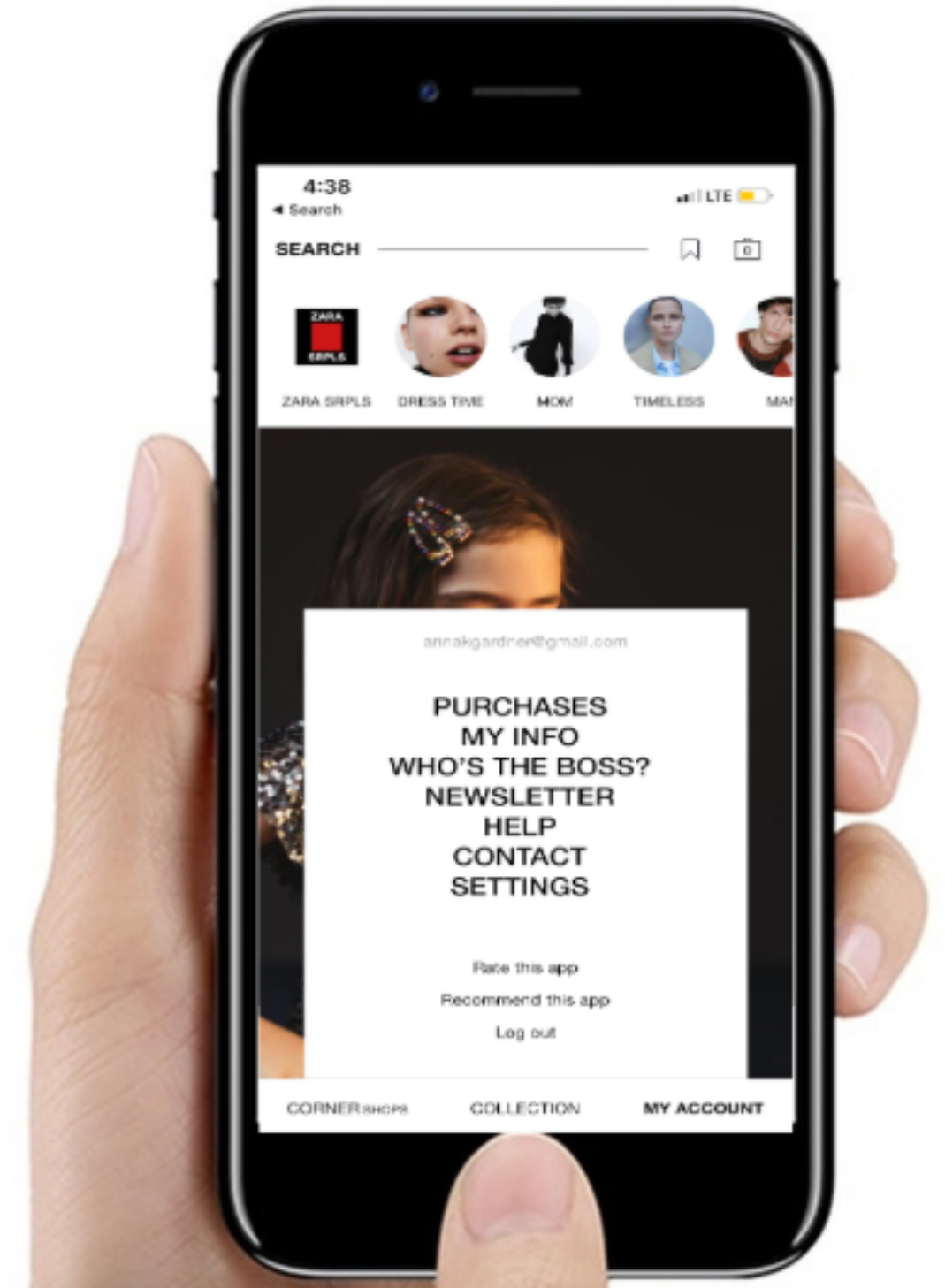


CREATIVE STRATEGY: PHASE THREE





# CREATIVE STRATEGY: PHASE THREE





ZARA STRATEGIC PLAN

# CREATIVE STRATEGY PHASE FOUR



Virtual try-on, option to buy and pick up in store, 10% student discount  
Post on Instagram story with #LikeABoss with the virtual outfit to receive the 10% discount  
Increase awareness conversions  
Salesperson from store managing sales

ZARA STRATEGIC PLAN

# MEDIA STRATEGY

- **INTRODUCTORY STAGE (FEBRUARY)**

- Post heavily on social media platforms
  - Flighting scheduling strategy, focusing on duration of hiring season
  - Instagram Feed: 3 times/week
  - Instagram Story: Daily
  - Consistently adding popular songs to spotify playlist that relate to "Like A Boss" theme
- Banner & sponsored ads
- Student discount

- **GROWTH STAGE, (MARCH)**

- Instagram Feed: 4 times/week
- Continue posting daily to Instagram Story and adding songs to spotify playlist
- Launch interactive mobile app and resume review
- Continue banner/sponsored ads and student discount
- Begin using local YouTube and Instagram influencers to create Zara-related video content
- Tate virtual try on event lasting 2 weeks

- **RECALL STAGE, (APRIL)**

- Ensure high brand recall by continuing to post on Zara's Instagram feed 3 times/week and Story daily



ZARA STRATEGIC PLAN

# BUDGET

	DURATION	COST	AMOUNT	TOTAL
INFLUENCERS	1 month	<b>Influencers:</b> \$1,000 (Lottie) <ul style="list-style-type: none"> <li>\$250/post, \$250/YouTube video, \$500 clothing costs</li> </ul> \$1,500 (Danielle) <ul style="list-style-type: none"> <li>\$500/post, \$500/YouTube video, \$500 clothing costs</li> </ul> <b>Micro influencers:</b> \$500 of clothes with a guarantee of 2 Insta. posts, 3 Insta. Stories	<b>Influencers:</b> Flat rate costs, not a cost per impressions  <b>Micro influencers: 10</b>	\$7,500
BANNER ADS (ONLINE)	3 months	\$30/1,000 conversions	5,000 conversions/month (90 days, months)	\$450
SPONSORED ADS	3 months	\$0.27/click	2,000 clicks	\$540
10% STUDENT DISCOUNT	3 months	About \$5 per using customer/day	10 users/day for (3 months)	\$4,500
APP AR DEVELOPMENT	1 month	\$5,000	(no cost per user)	\$5,000
VIRTUAL DRESSING ROOM SCREEN	2 Weeks	Cost to rent out Tate: \$100/day Virtual try-on mirror cost: \$2,000	1 area of Tate rented out 2 mirrors	\$5,400
<b>TOTAL</b>				<b>\$23,390</b>

# KEY PERFORMANCE INDICATORS



Social Media Listening Tools:  
Crimson Hexagon and Hootsuite



Social Media Engagement:  
Likes, comments, use of the  
#LIKEABOSS hashtag



Sponsored/Banner Ads:  
Cost per Click (CPC)/  
Conversion Rate



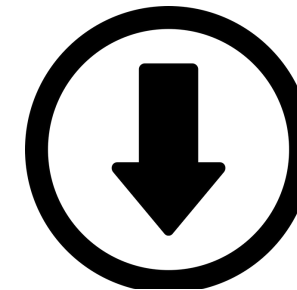
YouTube Influencers:  
Views, Click-through rate to  
Zara (from link in bio)



Spotify: Followers



In-Store: Foot traffic



Mobile App: Downloads



Event: Foot traffic  
and Online orders



Z A R A S T R A T E G I C P L A N

# SOURCES

<https://martinroll.com/resources/articles/strategy/the-secret-of-zaras-success-a-culture-of-customer-co-creation/>

<https://www.zara.com/us/>

<https://www.collegetuitioncompare.com/edu/139959/university-of-georgia/enrollment/>

<https://mailchimp.com/pricing/><https://www.mbaskool.com/brandguide/lifestyle-and-retail/3814-zara.html>

<https://successstory.com/companies/zara>

**THANK YOU**

