

Brands and product strategy

ASOS is a site dedicated to fashion and beauty, including many different items. The store offers branded and own label products, including women's wear, men's wear, footwear, accessories and jewelry and beauty products. Coming to women's wear, ASOS offers a variety of products which can be mentioned as Activewear, Co-ords, Dresses, Hoodies & Sweatshirts, Jeans, Jumpers & Cardigans, Jumpsuits & Playsuits, Trousers & Leggings, etc. When it comes to men's wear, besides some products are the same as women, Polo shirts, Suits & Blazers, T-Shirts & Vests, Tracksuits & Joggers, Trousers & Chinos, Underwear are also offered (ASOS 2021). With about 850 brands being sold through the ASOS site, ASOS shows they will work with their rivals to expand commitment and benefits (ASOS 2021).

As far as value, ASOS plan their estimating of price in a way that makes it reasonable to purchasers, offering their own ASOS image furnishes customers with a low-value option in contrast to the more costly brands like the HUGO or Ralph Lauren. An illustration of the distinction in valuing contrasted with HUGO for example is that you can buy an ASOS own image T-Shirt for £6, while a HUGO T-Shirt will cost at least £35 (ASOS, 2021). This shows how ASOS have deliberately separated their items contrasted with other marked things on their site, offering purchasers more chance to blend and match garments.

Below is ASOS' devoted area to discounted attire known as Outlet. This can be seen as an essential way to deal with promotion, as they give an entire area to discounted products as opposed to stirring them up with the normal clothing, assisting with working on the buyer experience while exploring for explicit pieces of clothing (MBA Skool 2021).



Retail

As an online retailer, they don't have any physical stores. Due to that situation, ASOS draw in with likely buyers through digital platform including Instagram, Twitter, Pinterest and Facebook to comprehend shopper needs and assumptions. Adjusting to the most recent trends is something ASOS are quick to stay up with the latest with the utilization of Google+ to state new offers, trends, and items through gifs to draw in their market of more youthful individuals (Mubai, 2017). Coming to its main platform, its website has a friendly design and easy to get

in touch. People can easily find out what are they needing and checking the query. ASOS offer itemized data on things of clothing remembering the stature of the model in photograph and a customized current depiction on the item. By giving five photographs and a video of a model wearing your picked item in different sizes, ASOS have simplified their online shopping experience for customers. Also, with 168 suppliers and 713 factories worldwide, ASOS ensure that its supply chain is sustainable.

ASOS DESIGN rib polo in navy
£16.00

25% OFF EVERYTHING FOR SPOOKY SZNI
 With code: **GHOSTED**

COLOUR: NAVY BLAZER

SIZE: [Find your Fit Assistant size](#)

Please select

ADD TO BAG

Free Delivery.
 Ts&Cs apply. [Learn more](#)

SIZING HELP
 Still unsure what size to get?
[Find your recommended size](#) or check out our [size guide](#).

PRODUCT DETAILS
 Polo shirt by [ASOS DESIGN](#)

- Aesthetic: on point
- Polo collar

PRODUCT CODE
 103538462

BRAND
 ASOS DESIGN

SIZE & FIT
 Model's height: 183cm/6'0"
 Model is wearing: Size Medium

With the recent rise of Tiktok, many companies around the world have been focusing on developing on this social networking platform, and ASOS is no exception. ASOS has quite recently dispatched another mission on TikTok called the #AySauce campaign. In association with Byte London, Karm and a gathering of creators including Loren Gray, Michael Le and Jordan Fisher in the US, while Holly H, Luke Trotman and the Neffati Brothers in the UK, the campaign began running in both these countries. The #AySauce challenge urges TikTok participants to take an interest by exhibiting their best three most loved outfits inside 15 seconds (McGuire 2021). An “Explore” tab on the challenge page will be settled ensuring participants will be able to investigate additional content from ASOS, where the retailer will likewise run in feed adverts all through the campaign to arrive at TikTok clients in their customized 'For You' feeds (Danielle Wightman-Stone 2020).

In terms of target market, the target customer of ASOS is the fashion-loving 20-something: an ardent shopper and communicator who is influenced by friends, celebrities, and the media. Fashion-obsessed twenty-somethings can use their phones, tablets, or computers to search for fashion, read about it, or discuss it on social media with their pals.

Mubai, 2017 <https://medium.com/@chenmubai619/how-asos-use-digital-marketing-790d3806a7d6>.

McGuire 2021: <https://medium.com/dailytiktok/good-tiktok-creative-case-study-asos-on-tiktok-8412d7eb9362>.

MBA Skool 2021, ASOS Marketing Strategy & Marketing Mix (4Ps), MBA Skool, viewed 11 September 2021, <https://www.mbaskool.com/marketing-mix/services/17704-asos.html#:~:text=ASOS%20have%20adopted%20the%20affordable,at%20a%20much%2Ddiscounted%20rate.>

Danielle Wightman-Stone: <https://fashionunited.com/news/fashion/asos-targets-tiktok-audience-with-a-new-campaign/2020082535096>.