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TREND/EXPERIENTIAL  
FIELD MARKET  
RESEARCH PROJECT +  
FAVORITE CAMPAIGN



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HERMÈS  
WOMEN'S  
FALL-WINTER  
2021 LIVE  
SHOW





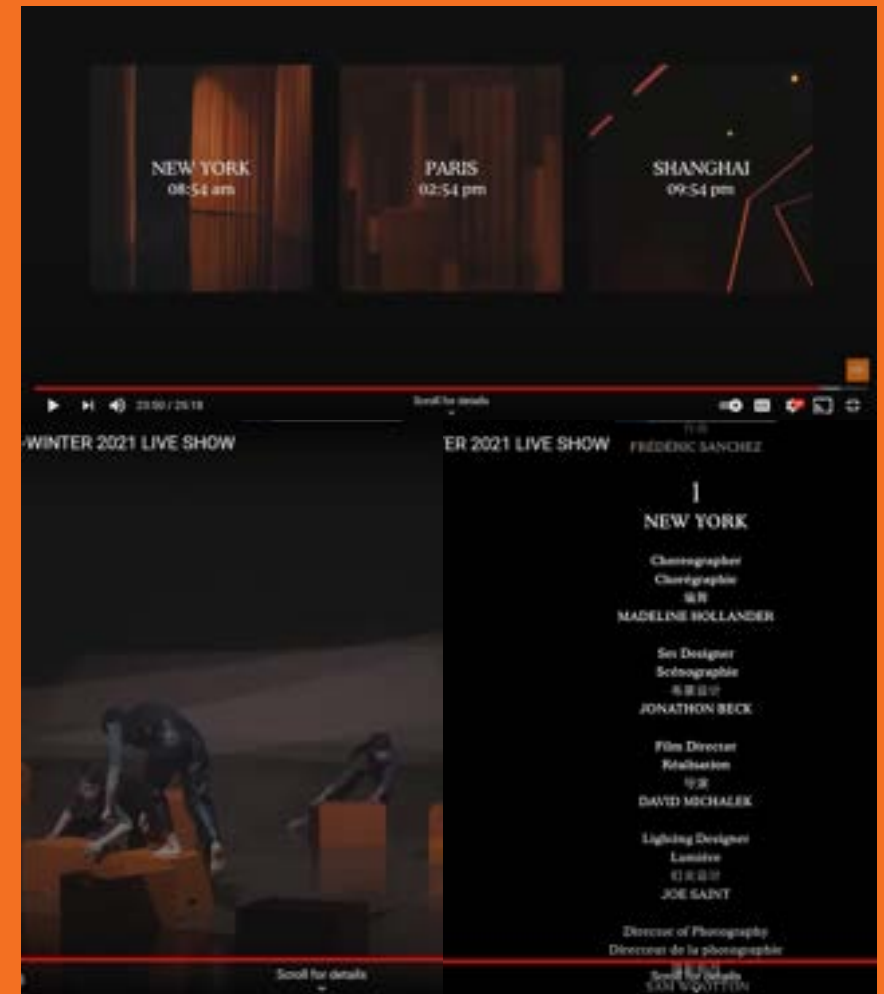
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# HERMÈS

- This is the first time ever Hermès hosted a live-stream show
  - This event attracted more people than Hermès' target customer. Some of them may never have a chance to see a Hermès' show before.
  - Through their official website and YouTube channel, customer could have a look and engage with the new Ready-to-wear collection.
  - Hermès utilized the social media and technology trend right now, among with the minimalism trend in their design.
  - In the future, Hermès can still apply live-streaming for their upcoming coming collection. Moreover, virtual store or shopping experience can be applied to extend online customers.
  - Extending customers and increasing revenue which already proven in their newest report. However, the risk that Hermès facing is reduction of reputation (Hermès is famous for their exclusiveness).
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# HERMÈS

- Hermès is definitely adapting to the new social media era. It is a hard process since luxury customer service experience is a core value of the brand. However, they can create many exclusive online events, so that they can still focus on their target customer.
- People can realize the creativity that the brand put in their virtual campaign. Still, these virtual events have a high cost to maintain and sometimes, people have trouble to access to it.
- This virtual show is a total change of experience from both customers the brand.
- The key elements of the brand is still the same which is engaging and connecting with customers.
- Since they got a lot of positive feedback, the goal is actually higher than before. Customers want to have the same experience in-store as before and beyond experience online.





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**PRADA  
STUDENT IN  
CONVERSATION  
WITH MIUCCIA  
PRADA AND  
RAF SIMONS**



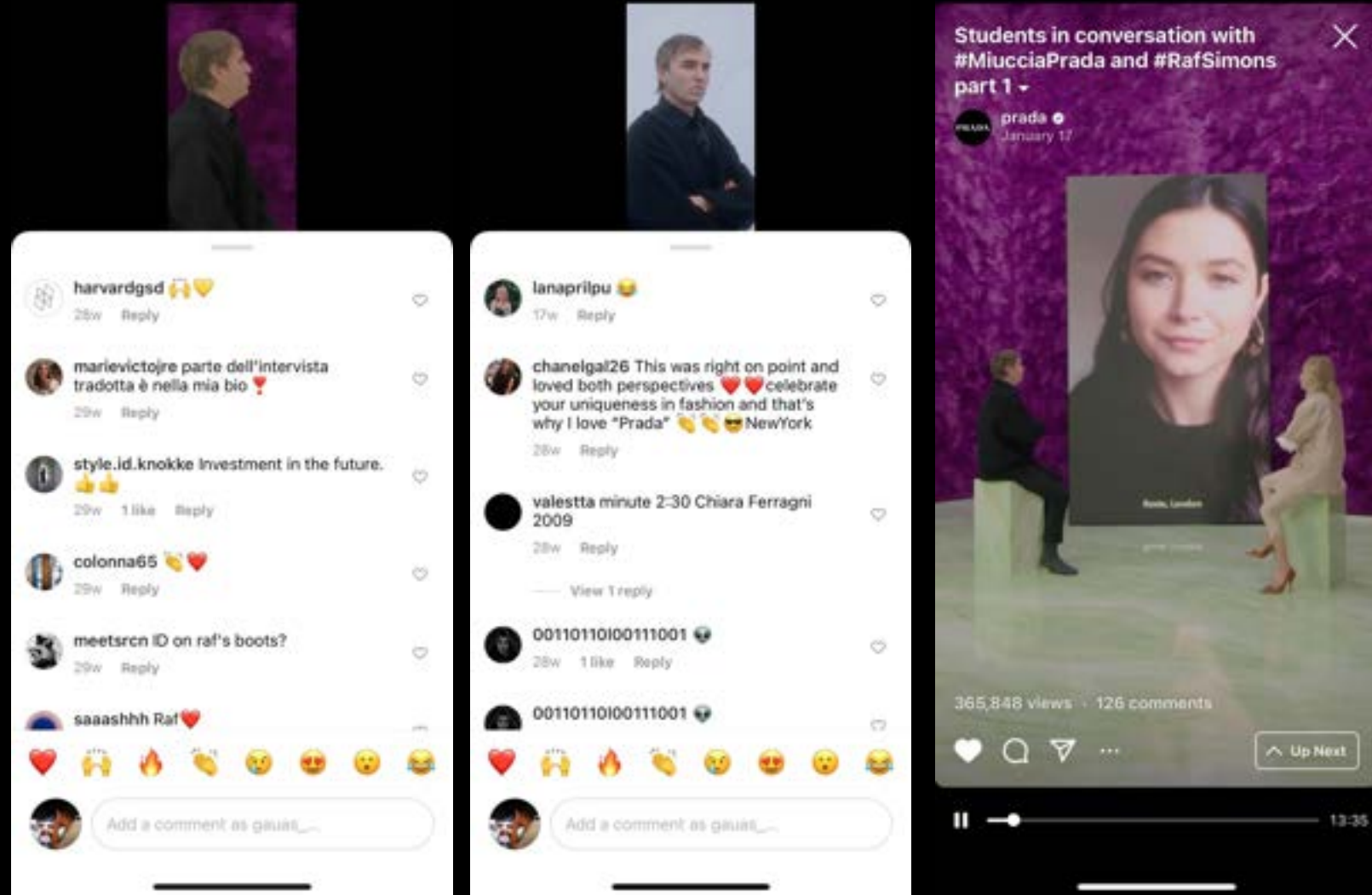
# PRADA



- This is the first virtual conversation ever between Miuccia Prada – the creative director of Prada, Raf Simons – the new co-creative director of the brand, and students all around the world.
- This event created a strong bonding between customers (especially young generation) with Prada.
- It was a livestreaming on Instagram TV.
- Prada was using virtual technology and social media trend right now
- More and more Prada's conversations or campaigns are releasing on social media to attract more customers.
- The new target customers which mostly active on social media have a huge potential to profit the brand. However, creativity and innovation must be applied in new campaign in order to avoid the boredom among customers.

# PRADA

- Prada is one of the first luxury brand that quickly change their strategy from being in-store to virtual. They also utilized all the new features on social media.
- These virtual events got a lot of attention from new customers of Prada. However, this maybe a loss of pre-existing customers that only enjoy shopping in person.
- It is a big different of experience by converting in-store to mostly online.
- The key elements is staying at connecting and creating a strong bond with customer. But this time is for different audience.
- Having a big increasing in revenue definitely push the goal of Prada further. This maybe a long-term plan for Prada since it has a huge positive impact to both customer's experience and brand's reputation.







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LEVI'S LIVE  
SHOPPING WITH  
JOE FLOWW



# LEVI'S

- Levi's was testing the new feature on Instagram which livestreaming combined with online shopping.
- This event is not only created a strong connection between customers and the brand but also push the sale through their social media channel.
- This event was a livestreaming combined with online shopping feature on Instagram.
- Social media trend is what Levi's took advantage of and focusing on right now.
- Creative contents and campaigns are a must to Levi's in order to extend and reach out to more customers.
- Having event like this can help Levi's increasing their sale through multiple channels. Still, it is a challenge to many people to learn how to use and get to know the new features on social media.



# LEVI'S

- Levi's is one of the most active fashion brand on social media. Changing from in-person to virtual seems not to be a big deal with the brand since they already had the platform built in.
- These campaign really created excitement among the customers. However, they have to change or renew the content every time to keep the excitement going.
- The feeling of engagement is what only remain after switching from in-store to virtual. Other than that, experience of customers have changed a lot.
- The key elements of the brand are having more connection to the customers and increasing the sale through different online channels.
- A long with different strategy, the goal of Levi's is slightly different than before. More customer's engagement on social media should be their main focusing since they really want to push the sale through social media channel. It also has a positive impact to the brand's image.



cdearbornw SUMMER OF FLOWW and bucket hats 💙

8w 📌 Pinned 2 likes Reply

myyohmaya Loved this!! Had no idea there were so many places to store snacks and gum 📱

8w 3 likes Reply

lauracamelianiliuc ❤️❤️❤️❤️

8w 1 like Reply

envoy\_of\_pandemonium Thought that was the guy from good burger lol

8w 1 like Reply

liza\_abd\_alnour 🔥

8w Reply

Levi's

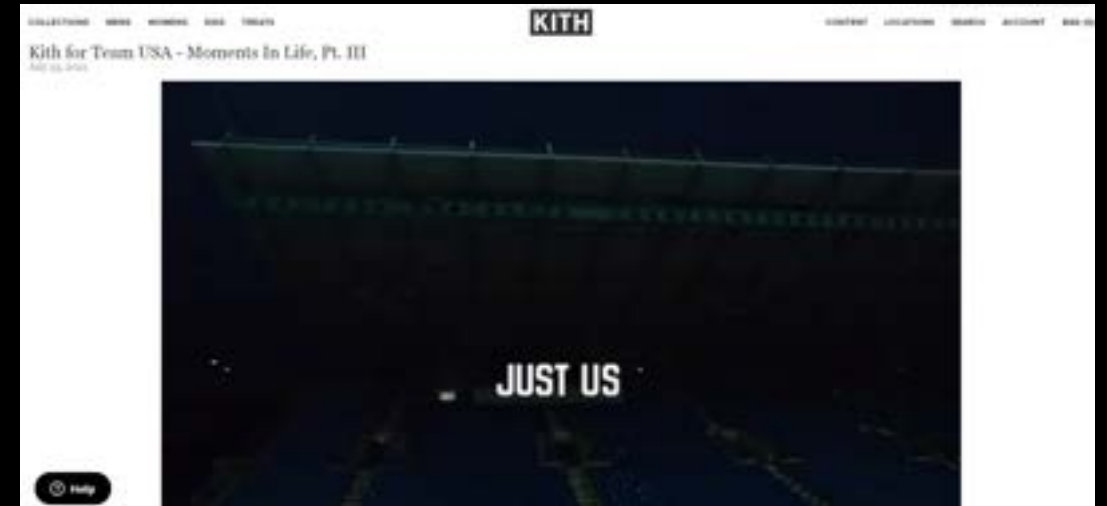
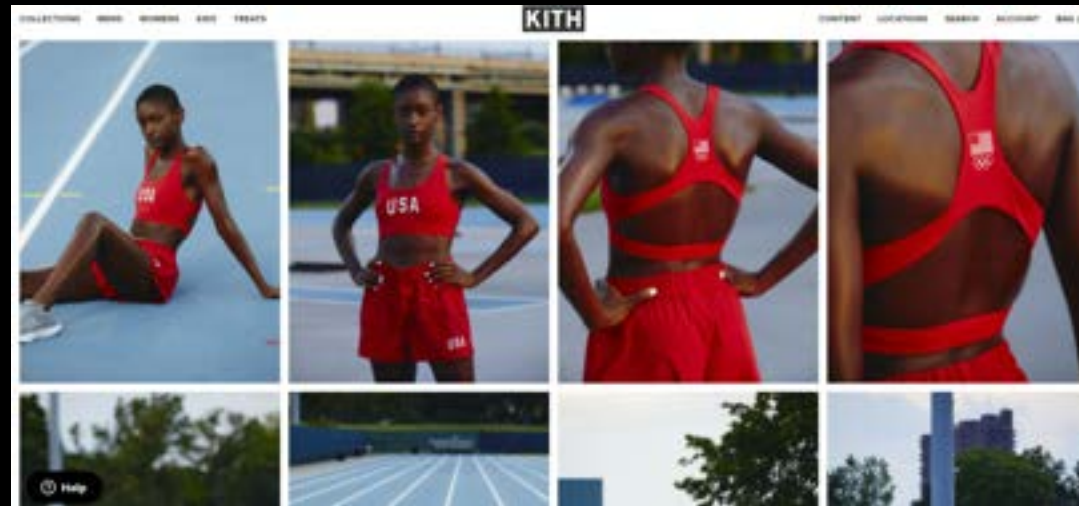


IDEA: CHAT AND  
LEARN HOW TO  
MAKE CANDLE  
WITH SOKI  
LONDON (BATH  
& BODY WORKS)



- The idea of this campaign is featuring with the top influencer of England – Soki London who known for reviewing perfume and candle.
- She will have a special collaboration with Bath and Body Works which will be promoted through Facebook, Instagram, Twitter, TikTok and Snapchat.
- Moreover, she will have conversation livestream on YouTube and Instagram that engages with the brand's customers.
- Finally, a series of learning how to make candle with Soki London will be published on Instagram TV.





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# FAVORITE SOCIAL MEDIA ADVERTISING CAMPAIGN (KITH X TEAM USA OLYMPIC 2021)

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# FAVORITE CAMPAIGN

- This campaign from kith is a collaboration between the brand and Team USA athletes for the Tokyo Olympic 2021.
- The images of the campaign are athletes who passionate chasing their dream.
- For me, this campaign is a big success not only on marketing aspect but also on ethic and message deliver aspect.
- This campaign showed the passion of Team USA's athletes, and this created an empathy between the customer and the people in the campaign. Moreover, the national proud was rising among the people who watching the campaign.

<https://www.instagram.com/p/CRr0ghcBbP5/>

