



JO MALONE  
— FOR —  
ERDEM

EMMA BELL  
COLLABORATIVE INDUSTRY PROJECT  
PRACTICAL PROJECT OUTCOME  
BA FASHION COMMUNICATION  
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# CONTENTS

## SECTION ONE: BRAND ANALYSIS

PAGES 6 - 23

## SECTION TWO: THE CONCEPT

PAGES 26 - 33

## SECTION THREE: PRODUCTS & PACKAGING

PAGES 36 - 47

## SECTION FOUR

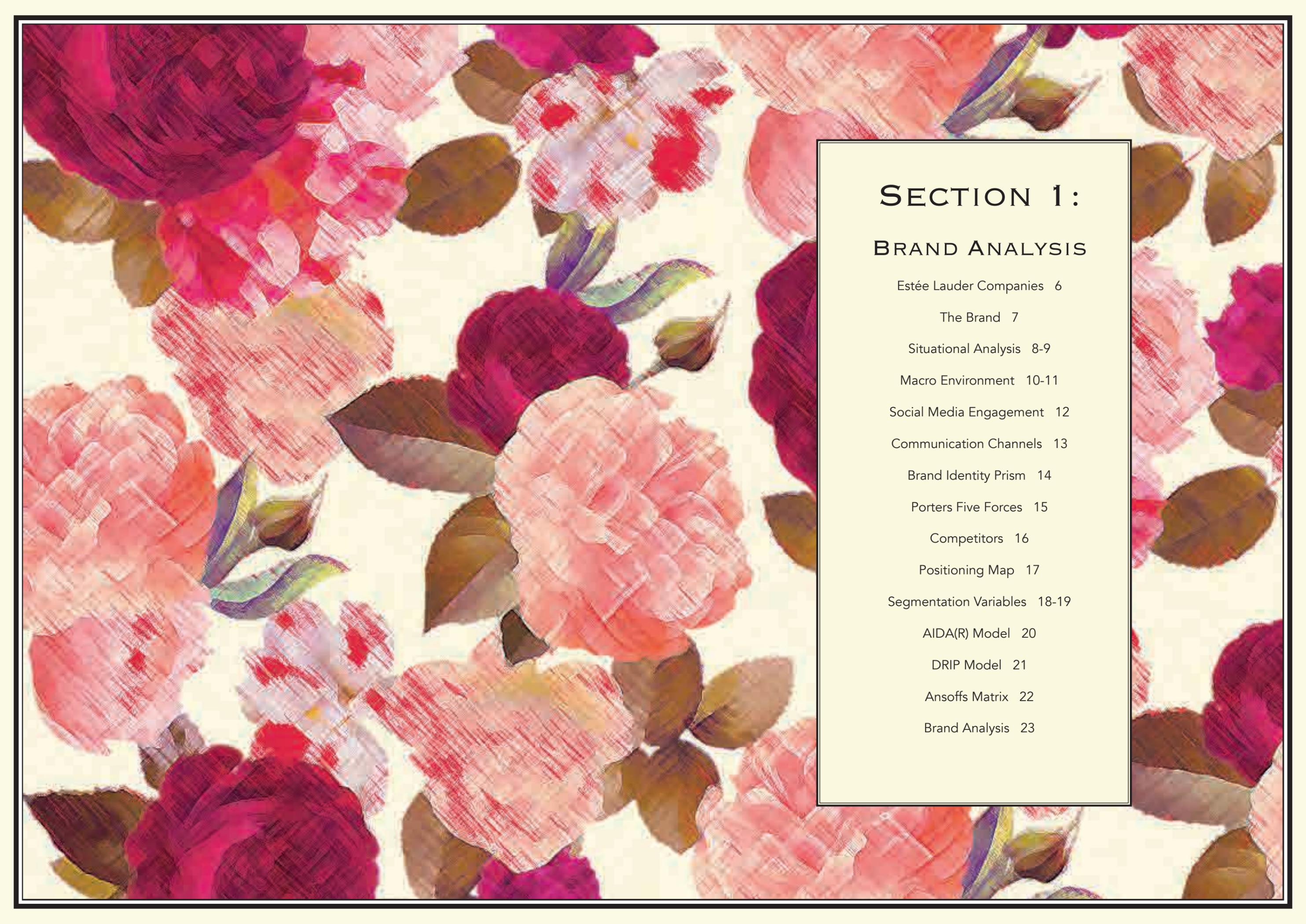
PAGES 50 - 66

## SECTION FIVE

PAGES 6 - 23

## SECTION SIX

PAGES 6 - 23



## SECTION 1: BRAND ANALYSIS

Estée Lauder Companies 6

The Brand 7

Situational Analysis 8-9

Macro Environment 10-11

Social Media Engagement 12

Communication Channels 13

Brand Identity Prism 14

Porters Five Forces 15

Competitors 16

Positioning Map 17

Segmentation Variables 18-19

AIDA(R) Model 20

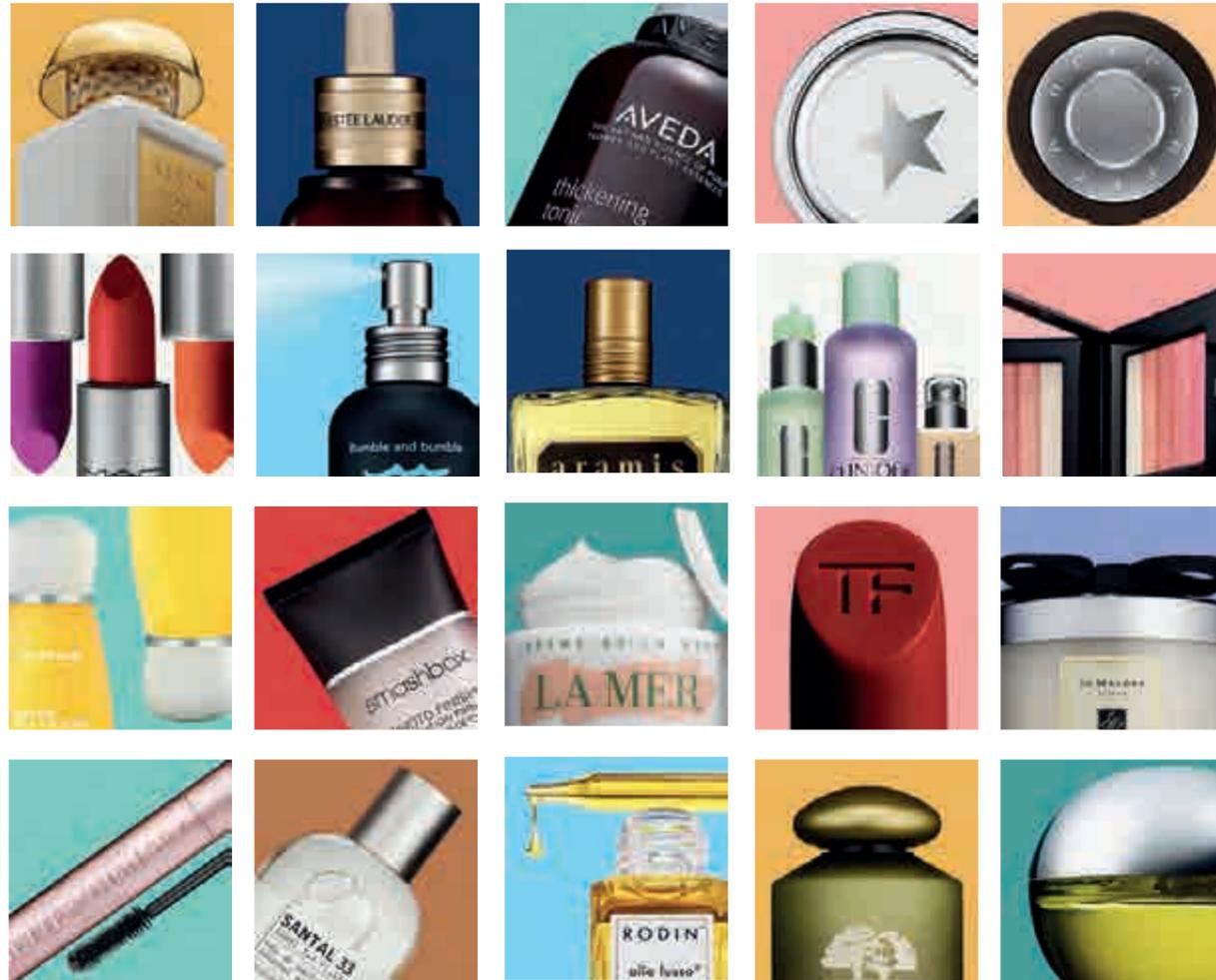
DRIP Model 21

Ansoffs Matrix 22

Brand Analysis 23

# ESTÉE LAUDER COMPANIES

Estée Lauder Companies is one of the global leaders in prestige beauty and pride themselves in offering “transformative products and experiences” (Estée Lauder Companies; 2018) They are the only company to solely focus on prestige makeup, skincare, fragrance and hair care and have a wide portfolio of over 25 brands that are sold in 150 countries. As a whole the company strive for innovation and creativity within their field and wish to push the boundaries to be able to follow the footsteps of their founder Estée Lauder.



# THE BRAND

Jo Malone are a British fragrance house who are perhaps best known for their classic and simple scents with slight unexpected twists. The brand offers a range of products in their signature scents including candles, diffusers and body care to cover both the beauty and home sectors. Jo Malone is synonymous with gift giving and is the epitome of a luxury gift with each item placed in the iconic cream and black box and tied with a ribbon. Jo Malone embrace their British heritage as this adds to their elegance and individuality within the market. Having been founded in 1994 the brand has grown to become internationally known for its British style with the iconic Georgian town-house being at the brands heart. The brand prides itself on creating scents that are unique and offers fragrance combining so that consumers can create a scent that is personal to them.

**27**

Colognes in the fragrance arc

**61**

Markets Worldwide

**400**

Scent combinations with fragrance combining



**29**

Brands within the portfolio

**46K**

Employees worldwide

**150**

Sold in this many countries

# SITUATIONAL ANALYSIS

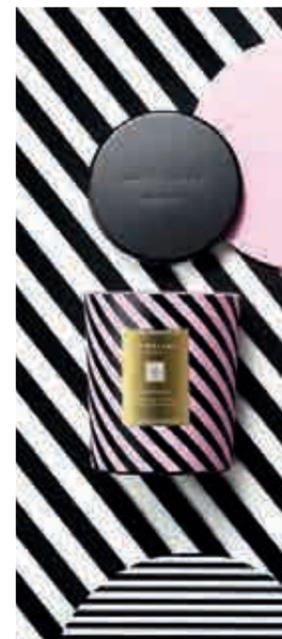
Jo Malone are apart of the Estée Lauder companies and this allows the brand to have a sense of security knowing that they have the backing of a large company behind them. Estée Lauder companies has a strong brand reputation within the beauty industry and has a range of top brands within their portfolio. This allows for access to a range of industry leaders across the beauty sector and provides the opportunity for communication between the different brands. Being apart of a large group such as this could mean that some brands get lost within the portfolio as they acquire newer and younger brands. However each brand is very unique and different to one another with each one having their own purpose and position within the market. With the beauty industry growing rapidly there is a constant opportunity for growth and development for the individual brands. Currently there is a strong movement towards the need to be more sustainable. This could be a potential threat for those brands that do not wish to adapt to this but also offers brands the chance to be more conscious with their products and packaging as well as their overall brand image.

## ESTEE LAUDER COMPANIES

<p><b>STRENGTHS:</b></p> <ul style="list-style-type: none"> <li>• Industry leaders</li> <li>• Distributed globally</li> <li>• Strong brand reputation for quality and luxury</li> <li>• Strong brand heritage and history- link with meta-luxury: history and knowledge, does this make all brands under Estee Lauder luxury?</li> <li>• Each individual brand has a strong and unique identity</li> <li>• Family operated</li> <li>• Specialised in beauty industry</li> <li>• Strong charitable work such as breast cancer</li> <li>• Clear Branding: traditional</li> <li>• Wide range of products</li> <li>• Strong female message</li> <li>• Innovative</li> </ul>	<p><b>WEAKNESSES:</b></p> <ul style="list-style-type: none"> <li>• No Specified target market</li> <li>• Large Brand portfolio: Are they loosing interest/focus on some of the brands? Are these the brands targeted at an older demographic?</li> <li>• Family are majority share holders: profit orientated, will this make things move slower</li> </ul>
<p><b>OPPORTUNITIES:</b></p> <ul style="list-style-type: none"> <li>• 'Trend' for diversity and inclusiveness will allow them to reach more people</li> <li>• Male grooming: they could be targeting this consumer</li> <li>• Growing beauty industry</li> <li>• Celebrity endorsement</li> <li>• Social Media</li> <li>• Travel - duty free</li> <li>• Chance to be sustainable and more conscious/aware of environment</li> </ul>	<p><b>THREATS:</b></p> <ul style="list-style-type: none"> <li>• Intense competition (L'oreal companies)</li> <li>• Any product to get into China has to be animal tested</li> <li>• Recession- people wanting something for nothing</li> <li>• Counterfeit products</li> <li>• They don't have cheaper products-are they missing a market here? - Lack of diversity in product range (l'oreal don't have this problem)</li> </ul>

## JO MALONE LONDON

<p><b>STRENGTHS:</b></p> <ul style="list-style-type: none"> <li>• British heritage and craftsmanship</li> <li>• The scents are created from a story/vision - it is a creative process that they are heavily involved with</li> <li>• Fragrance combining</li> <li>• Gift giving</li> <li>• Loyal customer base - strong brand reputation - strong relationship with their customers - in store experiences like treatments enhance this</li> <li>• Has a location in beauty halls which has heavy traffic of consumers</li> <li>• Strong work with charity - mental health, charity gardens and breast cancer</li> <li>• Are in top five fragrance brands in every country</li> <li>• Clear brand identity</li> <li>• Global Presence</li> <li>• Personalisation of products</li> </ul>	<p><b>WEAKNESSES:</b></p> <ul style="list-style-type: none"> <li>• An expensive product</li> <li>• Talking to an older consumer</li> <li>• Lack of advertising and promotion</li> <li>• No clear position within the market</li> </ul>
<p><b>OPPORTUNITIES:</b></p> <ul style="list-style-type: none"> <li>• Sustainable/refillable/reusable packaging - eg refills for diffusers</li> <li>• New fragrance launches</li> <li>• Corporate gifting</li> <li>• New products - not only fragrance and body - expanding to skincare and lifestyle</li> <li>• Tourists buying into the British brand</li> <li>• Packaging and gifting variations</li> <li>• Seasonal products and promotions</li> <li>• Experiences around the product</li> </ul>	<p><b>THREATS:</b></p> <ul style="list-style-type: none"> <li>• New entrants into the fragrance market</li> <li>• Competitors offering similar products for cheaper such as Aldi</li> <li>• Counterfeit products (Aldi)</li> <li>• Not in a defined sector (in between beauty and lifestyle)</li> <li>• Competitors are different depending on products eg Chanel and the white company are both competitors but in different sectors - hard to understand the threats</li> </ul>



Jo Malone are a unique brand in terms of their positioning within the market. They are able to function in both the beauty and the lifestyle sectors, allowing them to reach two different types of consumers. For the brand the strengths outweigh many of the negatives that the brand face: they have a strong British heritage which forms an integral part of the brands identity and use this in the marketing of their products to create an emotional connection for consumers. Although they are expensive products the products are quality and it is because of this that they have a loyal customer base supporting the brand. For Jo Malone they have the opportunity to expand their scent range as well as their product range. With the brands positioning in the market they have the choice to expand in to both the body and skincare areas as well as lifestyle. This allows for a large amount of business growth for Jo Malone with little threat as they have already built up a strong brand reputation and following.

## MACRO ENVIRONMENT

<p style="text-align: center;"><b>POLITICAL</b></p> <p>Impact on sales due to Brexit          Parliamentary issues within Europe          Political uncertainty leading to slowdown in spending          UK withdrawing from the EU (Brexit) will affect political, economic and legal aspects: because of this premium products will not be a priority for consumers</p>	<p style="text-align: center;"><b>ECONOMICAL</b></p> <p>Increasing labour costs          Stronger Euro may prevent Asian tourists from coming to Europe to buy</p>
<p style="text-align: center;"><b>SOCIAL</b></p> <p>Lipstick effect          Varying demographics within countries that brands need to consider (social behaviours within countries)          Social media showing items - brands are unable to control what people are showing/seeing of their brand          Recognition for a need of diversity          Social media fuelling younger peoples desire to meet beauty standards</p>	<p style="text-align: center;"><b>TECHNOLOGICAL</b></p> <p>3D printing to make products          Increase of automation within businesses          AI and AR          Drones          Immersive technology (projections)          Holograms          Digital Assistant          Advancements in scientific research helping to the production of new products</p>
<p style="text-align: center;"><b>LEGAL</b></p> <p>Health and safety laws in regards to cosmetic products          Consumer law (consumer protection)          Copyright laws          Animal testing is a legal requirement in China          Products must be properly labelled</p>	<p style="text-align: center;"><b>ENVIRONMENTAL</b></p> <p>Weather conditions that stop deliveries and work          Sustainability of a business          Recycling          Green products and services          People wanting more natural based products/ knowing what is in the product          Refillable packaging          Micro-beads banned in cosmetic use</p>

Brexit has been a key influence in the current political and economical climate with a lot of uncertainty stemming from this unresolved issue. This has in turn caused many people to be cautious around there spending particularly within the luxury sector. As well as this if a deal can not be made the UK would face a lengthy recession as a result of leaving the EU: unemployment would spike, property prices would drop and inflation would rise. Despite this however the beauty and cosmetics industry is one of the few that is able to survive recessions with L'oreal reporting a sales growth of 5.3% in the last recession. (The Guardian; 2008) This highlights the lipstick effect (L.Lauder; 2001) as in harder economic times peoples desire for small beauty items increases as it makes them feel good. This benefits companies such as Jo Malone as although they are expensive products they are 'small luxuries' that make people feel good.



## SOCIAL MEDIA ENGAGEMENT



**57.6K**

Followers



**1.4M**

Followers



**340K**

Followers



**1M**

Followers



Jo Malone use a mixture of Twitter, Facebook, Pinterest and Instagram for their social communications with a focus being on Instagram and Facebook. It is unsurprising that Facebook is their most used platform as Jo Malone are talking to an older audience and facebook is most used by this demographic. Instagram is close behind with the number of followers growing consistently- this is the platform that is mostly talking to a younger generation. Looking at the brands instagram much of the imagery is very similar with a large portion being flat lays of products with floral images behind. For a younger consumer they are needing more than this to be able to engage with the brand and the brand would perhaps benefit from having brighter and moving visuals: stories and IG TV could be utilised further also. Twitter is not a platform I am concerned about currently as I don't think it is an essential tool for communication likewise with Pinterest. Jo Malone is very visual and Instagram lends itself perfectly for this: this is the platform that will be my main focus as I want to try and engage the younger consumers with Jo Malone.

## COMMUNICATION CHANNELS

For Jo Malone their physical stores are an important part of their communication as it allows for consumers to be immersed within the brand. They currently have roughly 570 stores across 41 different markets which includes a range of stand alone stores and concessions. Their flagship store is on Regent Street in London but they additionally have their townhouse at 52 Gloucester Place which is used for all PR events. Their e-commerce site allows for customers to easily purchase products from the comfort of their home as well as offering them free samples. Jo Malone are making their customers feel valued and are giving them a personal connection in to the brand which is their incentive to repurchase. Customers are given the option to sign up with their email to receive early access to product launches as well as various promotions and content surround the Jo Malone brand. This is again a good way of engaging consumers in to the brand and makes them feel as though they are being treated as an individual rather than just a number amongst the masses.

Other than this Jo Malone are not strong in their advertising. They rely heavily on publications to give them the support and coverage which includes Vogue, Harpers Bazaar and Brides to name a few. This allows them to reach a targeted group of people who are likely to buy in to Jo Malone and also fits in with their identity as a luxury brand. This is perhaps restricting for the brand as they are not talking to a wider audience and attracting new consumers, particularly those that are younger. Social media could be utilised more in this aspect as currently the type of content they are posting is very similar and focuses heavily on the products.

This could be updated by showing the lifestyle aspect of Jo Malone and using this to engage younger consumers in to the brand. People will want an emotional connection to the brands they are choosing to buy in to and this is especially important when it comes to something such as fragrance as it so personal to each individual.



# BRAND IDENTITY PRISM

Timeless and classic aesthetic that can be seen across all products and communications  
 Feels luxury and expensive  
 Quality products  
 Stores and concessions match the brands identity and aesthetic  
 Simple packaging  
 Fragrances and candles  
 Are associated with Luxury

Classic and timeless  
 For sophisticated women  
 Distinguishable  
 Feminine

**BRAND PHYSIQUE**

**BRAND PERSONALITY**

Strong relationship between consumers and brand  
 Buying into luxury and classic branding: aspirational  
 Wearing a luxury scent-people can distinguish the scent  
 Consumer feel like they are buying in to luxury  
 The brand values finding the scents to match the customer and making sure this is a strong relationship

British heritage  
 Crafted scents that have been proven to be popular  
 Luxurious

**RELATIONSHIP**

**BRAND CULTURE**

Sophisticated and luxury product is reflected in who they are targeting and who they are attracting  
 The women are generally mature and classic and looking for timeless, easy to wear fragrances

Consumers feel elegant and put together when wearing fragrances  
 It feels luxury  
 Fragrance feels unique and personal to each consumer

**CUSTOMER REFLECTED IMAGE**

**CUSTOMER SELF IMAGE**

**KAPFERER; 1994**

# PORTERS FIVE FORCES

## COMPETITIVE RIVALRY

Competitors include Chanel Fragrance, Penhaligons and Diptyque to name only a few. Although these competitors are strong in their own right Jo Malone are distinctly unique with a strong USP from being of a British heritage. Their luxury and classic aesthetic helps them to stand out in a saturated market. Jo Malone are able to do business in both the beauty market as well as the home and lifestyle area. Their fragrances are often placed within beauty halls and these are perhaps the strongest product for the brand with products such as candles and diffusers adding to the lifestyle section of the brand.

## THREAT OF NEW ENTRANTS

Threat of new companies entering the market within the beauty industry is high overall as brands are creating new products to entice younger consumers. In the fragrance industry in particular the market is less competitive so a luxury brand like Jo Malone is able to be a strong contender in the market particularly in the luxury sector.

## BARGAINING POWER OF BUYERS

Customers do not have a large amount of power over the brand as it is a well established and a fairly prestigious brand. The brand do have to listen to issues as they arise but digging in to the brand I can find no major patterns of concern with the majority being positive feedback about the brand.

## THREAT OF SUBSTITUTES

Threat of substitutes is high as there are so many products available in the fragrance and body market. The high price of their products opens the market for counterfeit and lower priced versions. Products such as these could potentially cheapen the brand and make it seem less luxury.

## BARGAINING POWER OF SUPPLIERS

Jo Malones products are unique and timeless and offer a unique range of scents covering all notes. Although their scents are unique the process of making them is not limited to a supplier or production team as they would be able to change if necessary. It is unknown how much it costs to make their products.

## COMPETITORS



Jo Malone is unique in the way that it operates in terms of it being able to sit in both the lifestyle and beauty sectors. Jo Malone counters are typically placed within the beauty halls and hence why this association has come about: the focus of these concessions is typically on the fragrance and it is because of this that Jo Malone have a link with the more beauty focused brands. On the other hand though are a range of brands that are more about home fragrance and they have no links to beauty. This makes Jo Malone fairly unique within the market as they are able to target two different consumer who are after two different styles of product.

## BRAND POSITION



# SEGMENTATION VARIABLES

## DEMOGRAPHIC VARIABLES

Age: 30-40  
Gender: Female  
Generation: Gen Y  
Ethnicity: White British  
Marital Status: In a long term relationship  
Occupation: Marketing, finance, lawyers, corporate jobs  
Education: Highly educated with a degree  
Income: Mid to high  
Social Grade: AB

## GEOGRAPHICAL VARIABLES

Region: Europe  
Urban/suburban/rural: Urban  
Housing type: Large flat or house  
Size of city or town: London or other cities  
Climate: European

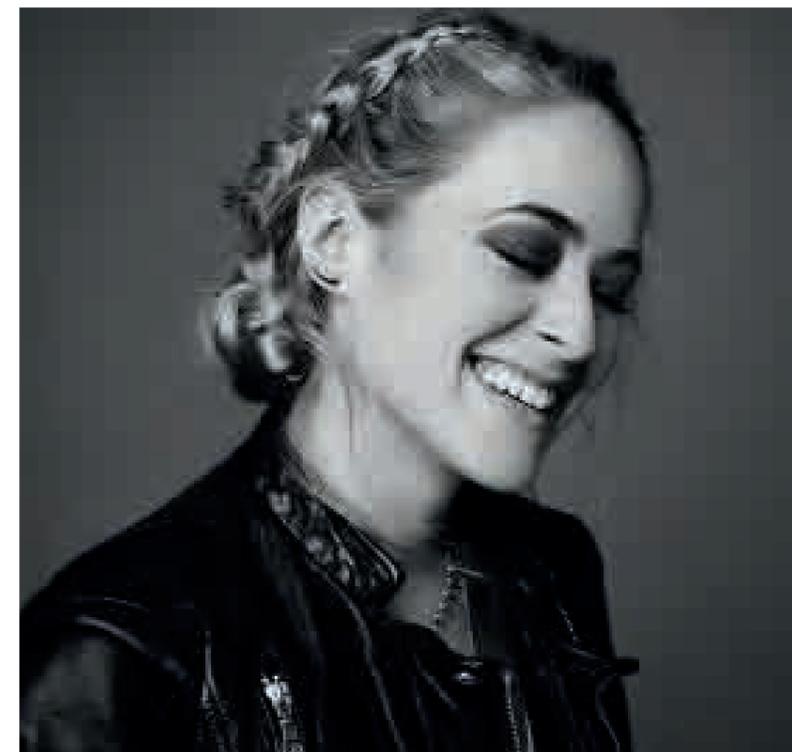
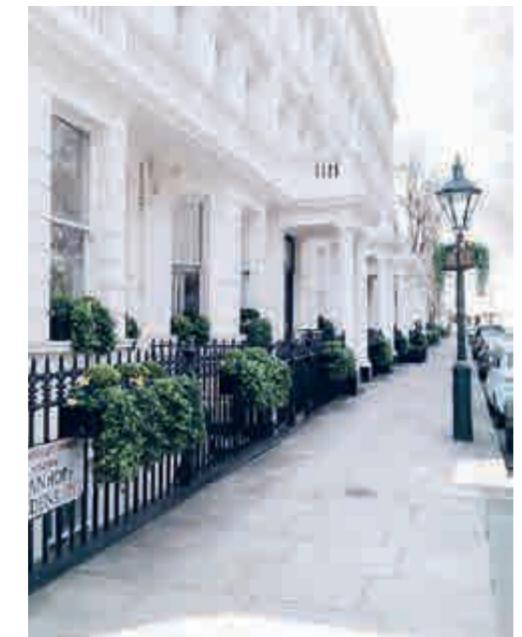
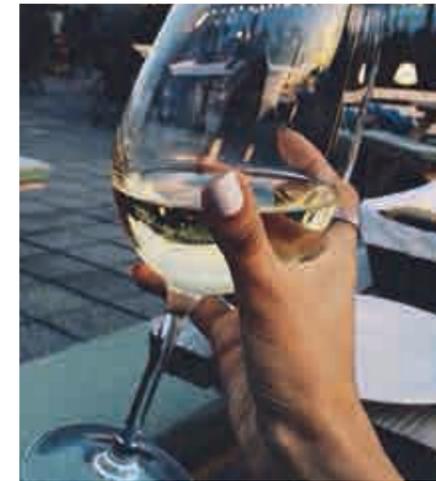
## PSYCHO-GRAPHIC AND BEHAVIOURAL VALUES

Lifestyle: Busy lifestyle with a focus on work. Enjoyment comes from small things that they have time for such as luxury items.  
Social Aspirations: Regularly socialises with friends both in and outside of work by having dinners and social gatherings  
Self Image: Strong self image with perception that they are quite sophisticated and put together  
Value perceptions: Appreciation for luxury items and products with a focus on craftsmanship.  
British heritage is an important factor for them.  
Purchasing motives and behaviours: Wants a product that will last and keep its scent. The fragrance itself is distinguishable and feels luxury  
Interests and hobbies: Interest in arts and fashion  
Attitudes and opinions: Hard working and motivated individuals who aspire to achieve. They have strong opinions in current affairs

## USAGE AND BENEFIT VARIABLES

Benefits sought from products: Long lasting products that feel luxurious  
Usage rates: Daily  
Volume of purchases: Every 8-10 months  
Price sensitivity: Willing to pay for a product that is worth the money  
Brand loyalty: Once they have found a scent they like they will continue to return to this

Jo Malone are predominantly talking to an older female consumer who has perhaps had involvement with the brand for quite some time: they are making repeat purchases and every so often trying something new with the fragrance combining initiative. This offers an opportunity for the brand to try and reach that younger consumer and find a way to hook their consumers in to the brand at an earlier age as for the majority of consumers they become repeat customers. It is also important for the brand to not forget about the art of gift giving as these are an important aspect of their consumer base as they are helping to pass on the brand: having new packaging and ensuring the product feels luxury helps to engage this consumer.



## AIDA(R) MODEL

<b>AWARENESS</b>	<ul style="list-style-type: none"> <li>Majority of people are aware of Jo Malone: this is because of their unique and distinct packaging that has remained the same over time. It has created a clear brand identity for its consumers.</li> <li>The brand has a strong following on social media platforms and in particular Facebook and Instagram which reach their target demographics and allow for beautiful visuals. Social media platforms could utilise the lifestyle aspect of the brand more and include images that are not just product orientated as people are more likely to buy in to a brand if they see what it will do for them.</li> </ul>
<b>INSPIRE</b>	<ul style="list-style-type: none"> <li>Jo Malone are able to keep customers engagement with their strong British identity which makes them unique in the market.</li> <li>The brands online presence is strong with an e-commerce site that is easy to use and browse - this makes the overall experience more pleasant for the customer and increases the chance of purchase.</li> <li>The brand also have both stand alone stores and concessions that make it easy for consumers to experience Jo Malone in person.</li> <li>Facebook is an important part of the decision making process as this is where they can see honest reviews and opinions on the products: the content here will be more relevant and reliable.</li> </ul>
<b>DESIRE</b>	<ul style="list-style-type: none"> <li>Jo Malone create desire around their brand by placing themselves within the luxury market and ensuring that their products are of a high standard. This is also enhanced by their British heritage. This luxury status is what ensures that customers continue to return to the brand.</li> <li>The brand has quite a distinct and classic personality and gives its consumers products that they can not get elsewhere.</li> <li>Social media platforms talk to the consumer and make them feel involved within the brand- this connection makes them want to buy in to the brand.</li> </ul>
<b>ACTION</b>	<ul style="list-style-type: none"> <li>Jo Malone are mainly targeting an older demographic: because of this the brand is often passed down generations with mothers sharing with daughters and so on.</li> <li>One of the brands core values is the art of gifting: it allows for current consumers to introduce the brand to a new consumer that they would have not otherwise reached. Customers are able to act as a form of word of mouth for the brand.</li> </ul>
<b>RETENTION</b>	<ul style="list-style-type: none"> <li>The brand are able to keep their consumers engaged with Jo Malone by continually talking and communicating with them particularly through social media. Once registered within the brand emails are sent out to inform customers of new products and or anything happening within the brand.</li> <li>In store experiences ensure that customers continue to come back to the brand: they offer in store treatments and consultations and offer advice and suggestions when it comes to fragrance combining.</li> </ul>

## DRIP MODEL

### DIFFERENTIATE

Jo Malone stand out from their other competitors largely because of their British heritage. This is something that the brand is able to use to their advantage as this creates a strong brand identity and story and attracts international customers looking for British products. Jo Malones scents in themselves are fairly unique as they concentrate on individual notes within each fragrance as well as the story behind these.



### REINFORCE

This brand identity is reinforced through their different channels of communication including social media and the physical aesthetic of products and stores. Everything about the brand has a luxury feel to it and there is a focus on the customer and creating something unique to them.



### INFORM

Jo Malone inform and make people aware of their brand and encourage a lot of this through social media. These platforms allow the brand to talk directly to the consumer and educate them about the product and how to best use them. Additionally to this staff at Jo Malone counters are very well informed about the products and the structure of the scents and the process behind this. This allows consumers to be aware and informed when purchasing from Jo Malone.



### PERSUADE

Jo Malone persuade their audiences to purchase in to their brand by ensuring there is a brand universe that its customers can buy in to. Having a strong brand identity allows for consumers to be immersed in the lifestyle section of Jo Malone. The brand collaborates with people such as Poppy Delevingne as well as working with influencers like Fleur De Force to expand their brand awareness and ensure that they're products are being seen.

## ANSOFF'S MATRIX

Ansoff's matrix is a strategic planning tool that provides a framework to identify areas of growth within a brand and how best to target these. Looking at new ways of selling existing products to existing markets is key in terms of market penetration for the brand and allows the brand to grow the business with minimal effort. Market development is already strong for the brand as they are located in 61 locations worldwide allowing them to reach different consumers - because of this, this area does not need as much focus. Developing/creating products is perhaps Jo Malones strongest area for improvement as their product range leaves room for products that speak to a younger demographic. This is an area I wish to focus on as it allows Jo Malone to remain competitive within the growing market.

INCREASING RISK

	EXISTING PRODUCTS	NEW PRODUCTS
EXISTING MARKETS	<ul style="list-style-type: none"> <li>• Creating limited edition bottles and caps to entice consumers to repurchase existing scents</li> <li>• Offer a personalised experience for customers when they are purchasing the product: help them choose what is right to them and make this personal</li> </ul>	<ul style="list-style-type: none"> <li>• New product types in existing scents (e.g. bubble baths and shower foams)</li> <li>• New scents in existing products</li> <li>• Seasonal products that fit alongside the brand (e.g. wreaths at Christmas and encouraging the lifestyle aspect of the brand)</li> </ul>
NEW MARKETS	<ul style="list-style-type: none"> <li>• Expanding to global markets</li> <li>• Creating experiences around products targeted at a younger audience</li> </ul>	<ul style="list-style-type: none"> <li>• Sustainably sourced products to appeal to a younger and growing group who have a focus on sustainability</li> </ul>

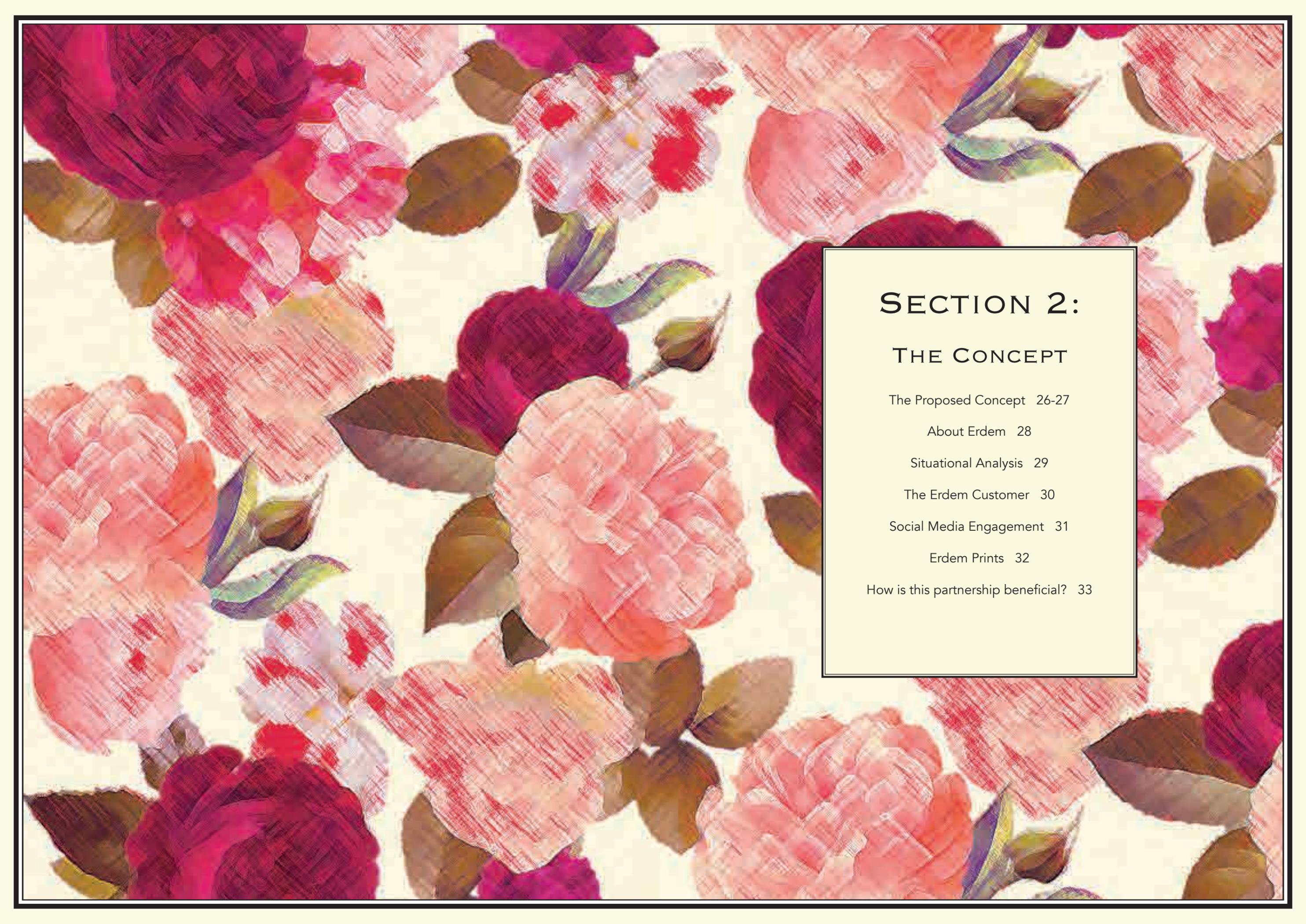


## BRAND ANALYSIS OVERVIEW

Looking at Jo Malones current position within the market there is a need for them to speak to a younger demographic particularly with a focus on social media communication. It is important that the brand keep their luxury essence alongside their British heritage as this is such a key part of the identity of the brand. They are talking to an older consumer who has been apart of the brand for some time and are struggling to gain the interest of those that are younger perhaps because of the high price point. With little advertising that is targeting this generation and social media accounts that are not engaging, the brand are missing out on a key opportunity to target a new generation of consumers.

This group of people do not need or want products offered at a lower price point as they are willing to buy into luxury if the product is right. They want to be able to engage with a brand and be apart of it: Jo Malone are able to play on this as they are considered to be a lifestyle brand and can create an emmersive world around this. With a brand such as Jo Malone they already have their established range of classic products: this now gives them the chance to have some fun with the brand and create products that feel fun and younger. This does not necessarily need to be new products but new limited edition scents and packaging will entice customers into the brand. Once they have bough in to the brand with one product this can be extended with Fragrance Combining which allows them to see a wider range of scent and products and allows the individual to create something unique to them. This element of personalisation is what will draw consumers to the brand.





## SECTION 2:

### THE CONCEPT

The Proposed Concept 26-27

About Erdem 28

Situational Analysis 29

The Erdem Customer 30

Social Media Engagement 31

Erdem Prints 32

How is this partnership beneficial? 33

## THE PROPOSED CONCEPT

The proposed concept is a collaboration: Jo Malone for Erdem. It will include the creation of a scent that is inspired by Erdem Moralioglu himself and will be featured in three of Jo Malones hero products.

This will include the perfume, the candle and the diffuser and will additionally be sold together in a limited edition box set which will be perfect for gifting. Erdem will work with Jo Malone to create an exclusive print that will be featured on the packaging as well as the products themselves. With both brands being of British heritage it is an ideal collaboration as Erdem is able to incorporate his love of femininity and craftsmanship seamlessly into the Jo Malone brand. The collaboration will be launched at the start of February to allow for Valentines gifting as well as PR promotions around Erdem's AW19 show.



## JO MALONE FOR ERDEM CONCEPT

<p><b>STRENGTHS:</b></p> <ul style="list-style-type: none"> <li>• Young/fun packaging ribbons with ribbons</li> <li>• Reaching a younger and different consumer</li> <li>• Both are British heritage</li> <li>• Acts as a collectable item-these could be personalised for added value</li> <li>• Three hero products: Candle, diffuser and perfume. These can also come in a box set as well as individual</li> </ul>	<p><b>WEAKNESSES:</b></p> <ul style="list-style-type: none"> <li>• Is only one scent limiting? What if they don't like the scent but want to buy in to the collaboration</li> <li>• Jo Malone are speaking to an older demographic- would they understand the collaboration</li> </ul>
<p><b>OPPORTUNITIES:</b></p> <ul style="list-style-type: none"> <li>• Creating the Erdem scent</li> <li>• Social media campaign (#....) photo opportunity alongside this.</li> <li>• Installation- the flowers featured within the scent can be in the installation</li> <li>• Chance to incorporate sustainability - refillable bottles</li> </ul>	<p><b>THREATS:</b></p> <ul style="list-style-type: none"> <li>• Is the price too high?</li> <li>• Risk of collaboration not appealing to target consumers</li> <li>• Competitor brands</li> <li>• Counterfeit products</li> <li>• New and emerging brands releasing products constantly</li> </ul>

The concept will provide positive outcomes for both brands with the collaboration being ideal as both brands are of British heritage. It allows for Jo Malone to reach a younger more fashion forward group of people rather than their usual older demographic: this will in return allow Erdem access to Jo Malones existing audience. For these clients they are likely to buy into the product as having a unique print on the packaging will make the range a collectable piece with added value for the customers. This packaging allows for Jo Malone to be creative and utilise this in their art of gift giving as ribbons, boxes and bags can be designed according to the print. There is a concern that creating one scent is limiting as not everyone will like this; however with fragrance combining stylists in store are able to use the scent alongside others to create something unique for each customer.



## ABOUT ERDEM



Erdem Moralioglu founded his brand 'Erdem' back in 2005 with the brand being intrinsically linked with powerful femininity offering its consumers versatility. The brand has become known for its experimental textiles and vibrant prints with a focus on florals: the garments are of a high quality and show detailed craftsmanship. His designs are sold in over 170 retailers which are located around the world as well as on their E-commerce site and their flagship store on south audley street. The brand has previously collaborated with H&M in 2017, with Nars for their "strange flowers" collaboration and he has now been commissioned to design costumes for the Royal Ballet Company.

## SITUATIONAL ANALYSIS

<p><b>STRENGTHS:</b></p> <ul style="list-style-type: none"> <li>• Quality products</li> <li>• High level of craftsmanship</li> <li>• Known for floral designs</li> <li>• Strong brand reputation</li> <li>• Strong product placement on celebrities and other influential people</li> <li>• Reaching a mid to young audience who have a larger disposable income</li> <li>• Offering luxury fashion</li> <li>• Strong collaborations</li> <li>• Feminine products</li> </ul>	<p><b>WEAKNESSES:</b></p> <ul style="list-style-type: none"> <li>• Fairly small product range: most people are unable to buy into the brand (collaborations with brands such as Nars and H&amp;M are helping to improve this)</li> <li>• Florals are a key part of the brand: this is cutting out a large portion of potential consumers who do not like this</li> </ul>
<p><b>OPPORTUNITIES:</b></p> <ul style="list-style-type: none"> <li>• More engaging social media content and making use of other social media platforms beyond Instagram</li> <li>• Opportunity to reach a consumer that wants to buy in to the brand at a lower price but still wants a product that is luxury (reaching a larger audience of different types of consumers)</li> <li>• Raising brand awareness</li> </ul>	<p><b>THREATS:</b></p> <ul style="list-style-type: none"> <li>• Strong competitors</li> </ul>

Erdem is a strong brand and is one of the leading young designers creating garments that its customers want and desire. They have a unique selling point offering floral designs that are edgy yet feminine and powerful yet dainty and have combined this with high quality craftsmanship to create a cult like following behind the brand. Their product placement is strong and have connections with a wide range of celebrities from Kate Moss, Millie Bobby Brown as well as being a firm favourite of the Royal family. Having already collaborated with Nars and H&M there is a clear opportunity for further collaborations to help reach a wider audience and offer a wider range of products under the Erdem umbrella.

## THE ERDEM CUSTOMER

### DEMOGRAPHIC VARIABLES

Age: 20 - 35  
Gender: Female  
Generation: Gen Y (Millennial)  
Ethnicity: White British  
Marital Status: Single or in the beginning of a relationship  
Occupation: Marketing and Interior design  
Education: Degree at prestigious university  
Income: High Income (as well as having a wealthy background)  
Social Grade: AB

### GEOGRAPHICAL VARIABLES

Region: European  
Urban/suburban/rural: Urban and rural  
Housing type: Medium to large flat with a house in the countryside also  
Size of city or town: London and rural locations such as Oxfordshire and the Cotswold's  
Climate: British Climate

### PSYCHO-GRAPHIC AND BEHAVIOURAL VALUES

Lifestyle: Relaxed and enjoyable lifestyle with a job that works around this. There is a focus on luxury and enjoyment of this.  
Social Aspirations: Socialising is key in consumers life. They make a conscious effort to ensure they are busy and engaging in society and has a mix of work, family and other friends.  
Self Image: Has a strong and confident self image - they embrace their femininity and the strength that they have from this.  
Value perceptions: Appreciates a luxury and quality item and the craftsmanship that goes into this. They value products but also experiences.  
Purchasing motives and behaviours: They want a classic yet unique product that is fashion forward. They are buying dresses from Erdem to wear when socialising and at special occasions.  
Interests and hobbies: Interest in fashion is important to the individual but also arts and interiors.  
Attitudes and opinions: Opinionated individuals who have a clear understanding on different subject matters. They understand the value of hard work and are motivated to do so.

### USAGE AND BENEFIT VARIABLES

Benefits sought from products: They want a garment that visually looks beautiful but is also functional and easy to wear.  
Usage rates: Uses monthly- the products are more for special occasions than to be worn on an everyday basis  
Volume of purchases: Purchases as and when for occasions: purchases are more frequent in summer  
Price sensitivity: Willing to pay the high price as they see the garment as being worth it  
Brand loyalty: Not much brand loyalty as Erdem offer a distinctive product range focusing in on florals. They will continue to return to erdem when they want florals.

## SOCIAL MEDIA ENGAGEMENT



28.2

Followers



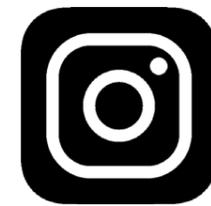
56K

Followers



12K

Viewers



480K

Followers

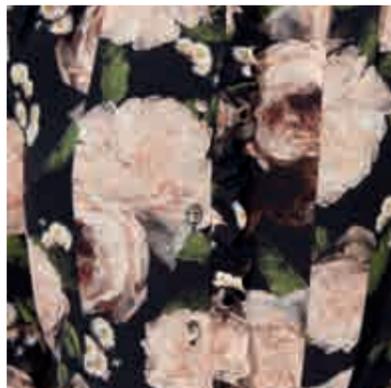


Erdems social media accounts are considerably smaller than that of Jo Malones but the audience that they are reaching are very different. Jo Malone are reaching a wider demographic of individuals whereas Erdem are talking to a targeted group of wealthy fashion forward consumers many of whom are high profile celebrities and influencers. This will allow Jo Malone access to this group of individuals who are likely to buy into their brand also. Erdems instagram account is focused heavily on the garments and the beauty of these with images from their collection shoots and fashion shows. They highlight their use of floral prints which is a key selling point for their brand and they have a clear understanding of their branding and aesthetic.

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## ERDEM PRINTS

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Erdem are best known for their use and creation of their floral prints which are both feminine and powerful. They often use flowers such as roses and peonies as the focal point as these are larger more luscious blooms that create a visually beautiful print. These are often distorted and blurred in some way or another to give the dainty florals an edge. Their colour palette is wide and varied with a range of both lighter pastel colours as well as a lot of black which again reflects their identity and ideal consumer. Erdem's prints play a big part in why they were chosen to collaborate with Jo Malone as they lend themselves well to being placed on packaging. With florals being a strong part of the brand it is easy to create a print that shows the notes within a floral scent.

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## HOW IS THIS PARTNERSHIP BENEFICIAL

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This collaboration is mutually beneficial for both brands. Erdem's primary consumer is considerably younger than Jo Malones who is around 40 years old. For Jo Malone it is important that they have a younger audience to talk and this is something they can get from Erdem. The Erdem customer is able to afford a brand like Jo Malone and appreciates luxury as well as brands with a British heritage making it an easy brand for them to buy in to. For many of Jo Malones consumers Erdem is perhaps not a brand that they are able to buy in to, instead it brings about brand awareness and helps to reinforce their feminine identity as well as their focus on craftsmanship. For these consumers it will give them a piece of the Erdem brand that they perhaps could not buy into otherwise but they still want to be apart of. Having a fragrance and the creation behind this is something that is extremely personal and for those buying this it gives them a piece of Erdem himself and helps to ensure he remains at the heart of his brand.

Once the Erdem consumer has bought into the brand it is important that they continue to purchase from the brand. Jo Malone make this easy for these consumers with their in store treatments along with their Fragrance Combining. In store stylists can help the individual to create a complete set of products that are unique to them by combing and layering different scents depending on their individual preferences and needs. This allows for this consumer to explore the whole brand and become immersed within this.



## SECTION 3: PRODUCTS & PACKAGING

The Scent 36-37

The Print 38

The Candle 39

The Perfume 40

Scent Cards 41

The Diffuser 42

Shopping Bag 43

Packaging 44-45

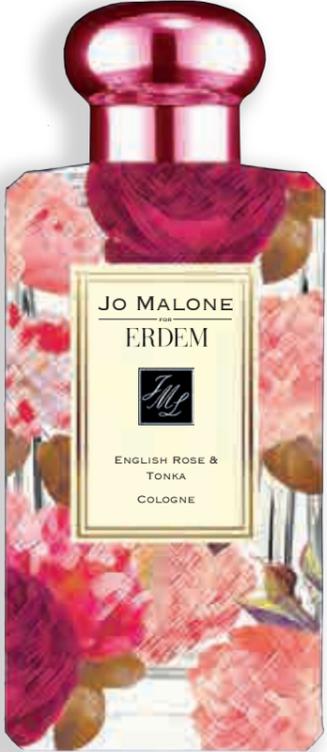
Box Set 46-47

## THE SCENT

### ENGLISH ROSE & TONKA

FEMININITY. SOPHISTICATION. CHARM.

A collaboration like none other that brings to life Erdem through the use of scent. Used in three of our hero products the fragrance is a warm floral that embodies the powerful femininity of Erdem

	<p><b>TOP NOTES</b> Bergamot and Neroli</p>	 <p><b>FAMILY</b> Floral</p> <p><b>YEAR</b> 2019</p> <p><b>LAYER WITH</b> English Pear &amp; Freesia Cologne for a fresh scent Wood Sage &amp; Sea Salt Cologne for a warm scent</p>
	<p><b>HEART NOTES</b> Rose, Peony, Gardenia and Orange Blossom</p>	
	<p><b>BASE NOTES</b> Tonka, Cedarwood and white musk</p>	

## THE SCENT

### TOP NOTES



A green floral note, Neroli is fresh with the scent of orange blossom enhancing the herbaceous accents of geranium



Bergamot brightens with its sparkling, citrus freshness

### HEART NOTES



Peony has a delicate rose and honey accent a subtle green freshness



A warm honeyed floral, Orange blossom enhances the radiance of the white flower.



Roses are picked and distilled at dawn when the scent of the flower is at its most exquisite



Gardenia, a smooth creamy floral bringing a beautiful sense of balance to the white flower bouquet

### BASE NOTES



Cedarwood is a floral blend that conjures the heady spicy character of Cassablanca lily



Powdery and clean, white musk enhances the trail of the scent adding a softness that endures



Tonka is warm with accents of almonds and vanilla adding tangible richness to the fragrance

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## THE PRINT

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THE GARDENIA

THE PEONY

THE ROSE

The print will be a key aspect of the marketing surrounding the products as visually it makes it stand out amongst other Jo Malone products. The print will be designed by Erdem Moralioglu and uses the notes within the scent as the inspiration. This print above is an example of the style that would be used and gives an idea of how the print would feel. It uses the rose, peony and gardenia as the focus flowers as visually these are striking and reflect the feel of the scent. The cream background brings in Jo Malones branding and keeps the print feeling fresh and classic.

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## THE CANDLE

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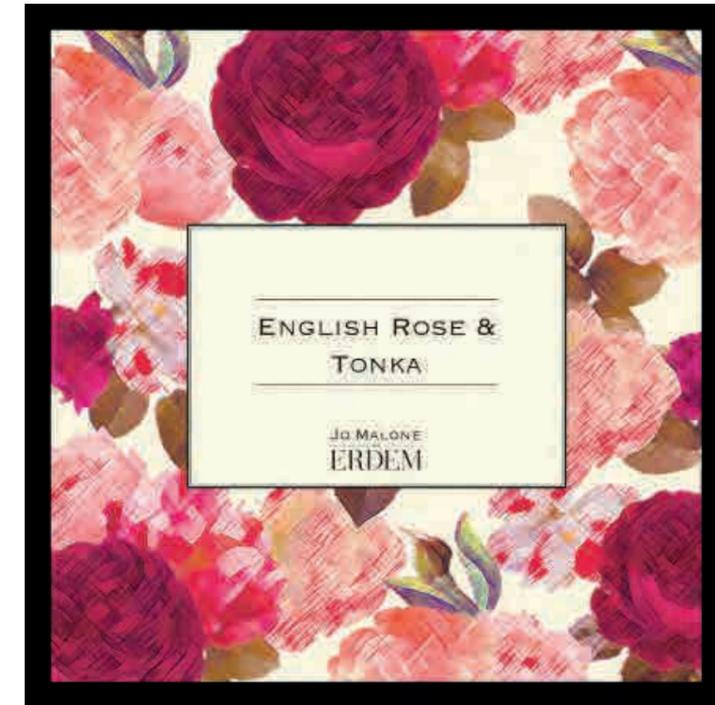
The candle will come in a full size and be wrapped in the exclusive Erdem print that has been designed specifically for the collaboration. It will also feature the pink lid as a unique finish.

## THE PERFUME



The perfume will be a key selling point for this collaboration with it coming in both the 30ml and the 100ml bottles. Both of these bottles will come wrapped in the exclusive Erdem print as well as having the matching pink top. As the print is linked directly to the fragrance it is important that this is incorporated into each product: also it makes it stand out visually amongst existing Jo Malone bottles which are much more simple and classic.

## SCENT CARDS



Scent cards will be placed on the counter next to the range to allow consumers to spray the perfume. It will also offer key information about the scent such as the notes within the perfume and what other Jo Malone scents it can be combined with. The customer can then take away the cards while deciding whether they like the scent and gives them something physical to think about.

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## THE DIFFUSER

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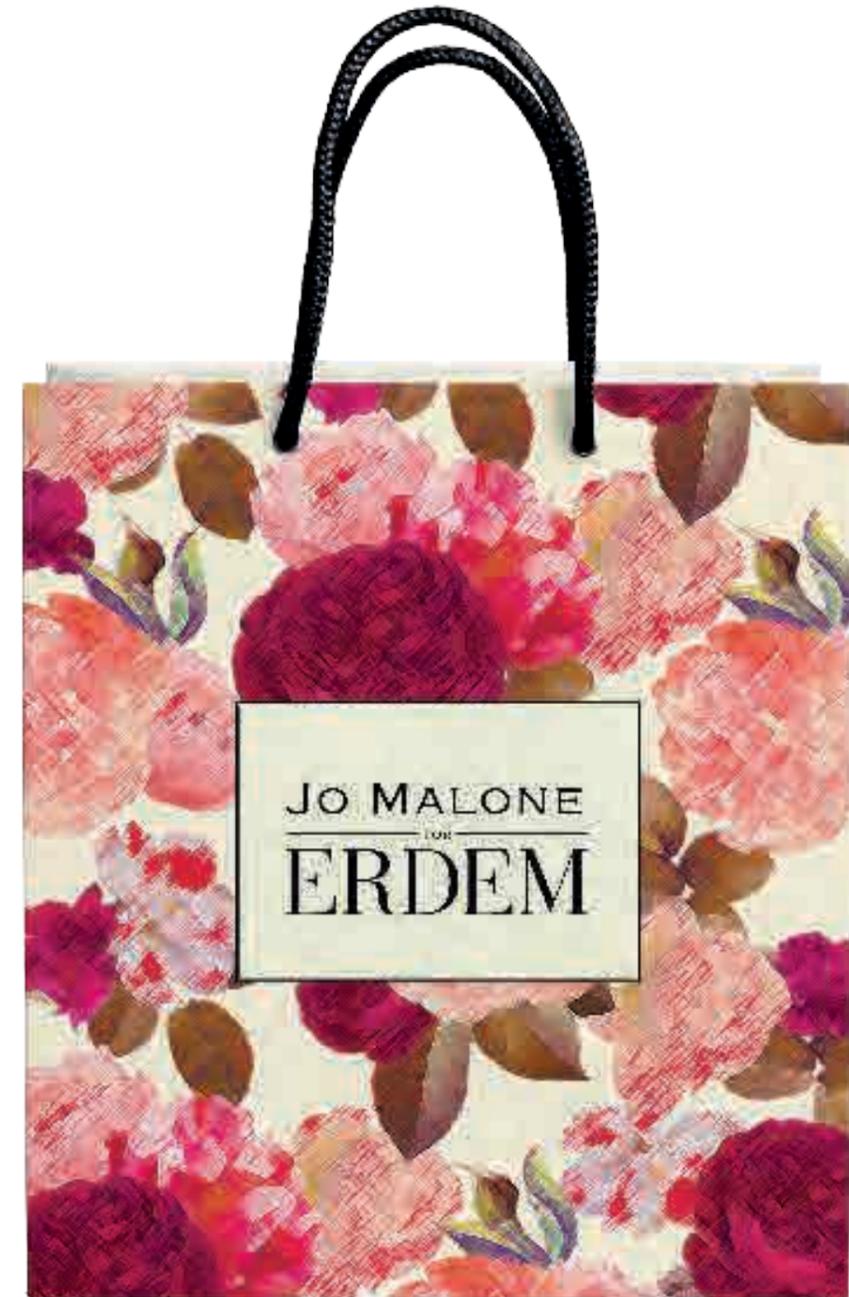
The diffuser will come in a full 165ml size and includes the reed diffusers. The bottle will be wrapped in the exclusive Jo Malone for Erdem print and will feature the pink finish on the metal.



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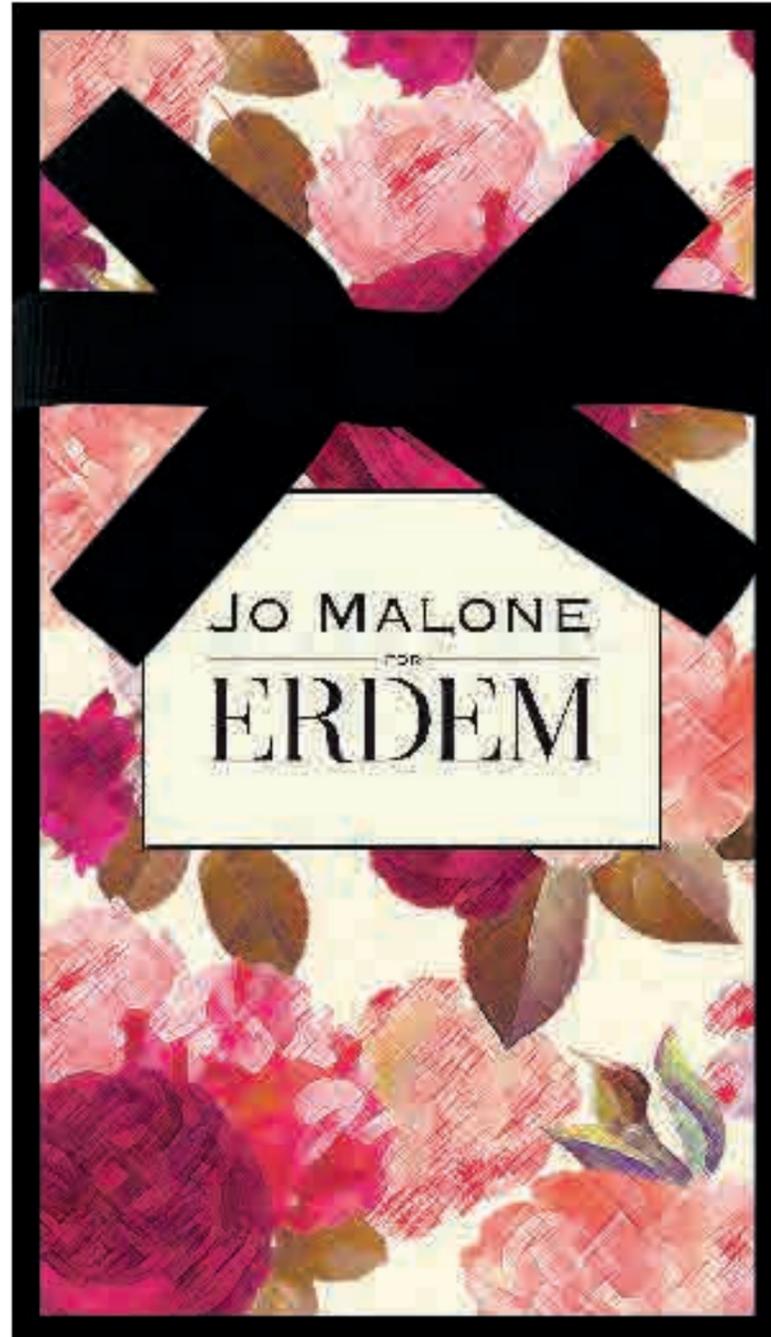
## THE SHOPPING BAG

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When purchasing an item from the Jo Malone for Erdem collection it will be packed in to an exclusive shopping bag which will feature the Erdem print. Having the print on the packaging will entice other customers to come into store to see what the collaboration is about as well as making it somewhat collectable to the consumer. The print is a core part of the collaboration as it is visually striking and unique: it makes sense to have this on packaging that can be seen after purchase to 'show off' the products.

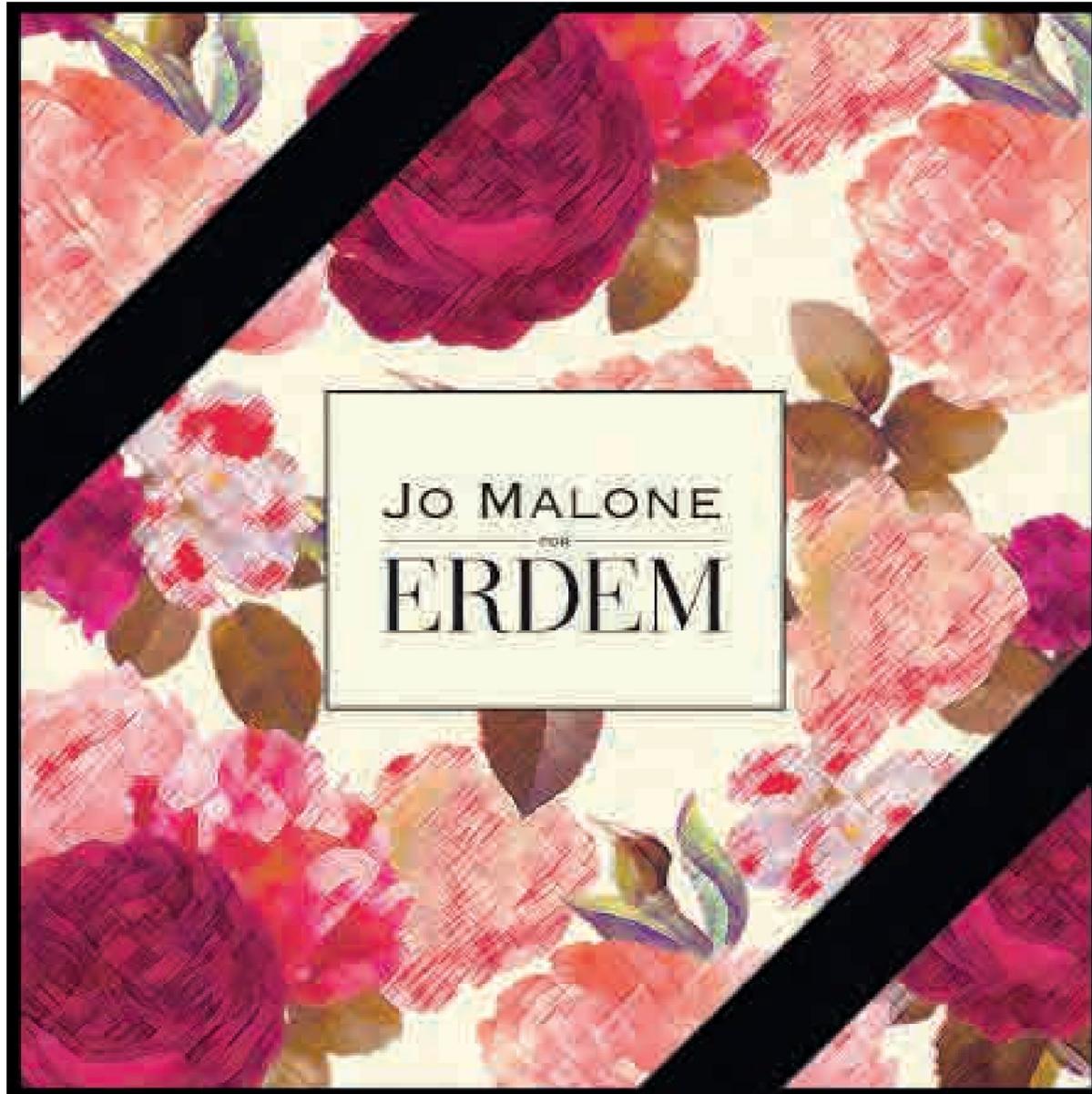
## PACKAGING



Each item from the collaboration will come packaged in an individual box that also features the Jo Malone for Erdem print. With the print being so visually beautiful this needed to be on all packaging to entice consumers as well as making the products easily identifiable to them. Having this print on boxes gives consumers the incentive to keep the packaging after purchase as they know they have something that is different for Jo Malone as a brand. The ribbons will remain black on the outside to ass some contrast and to ensure that the focus remains on the print itself. As for the inside the print has been placed all over to give the effect of the print continuing over the product. Again this has be done to make use of the visual nature of the collaboration and to make it stand out.

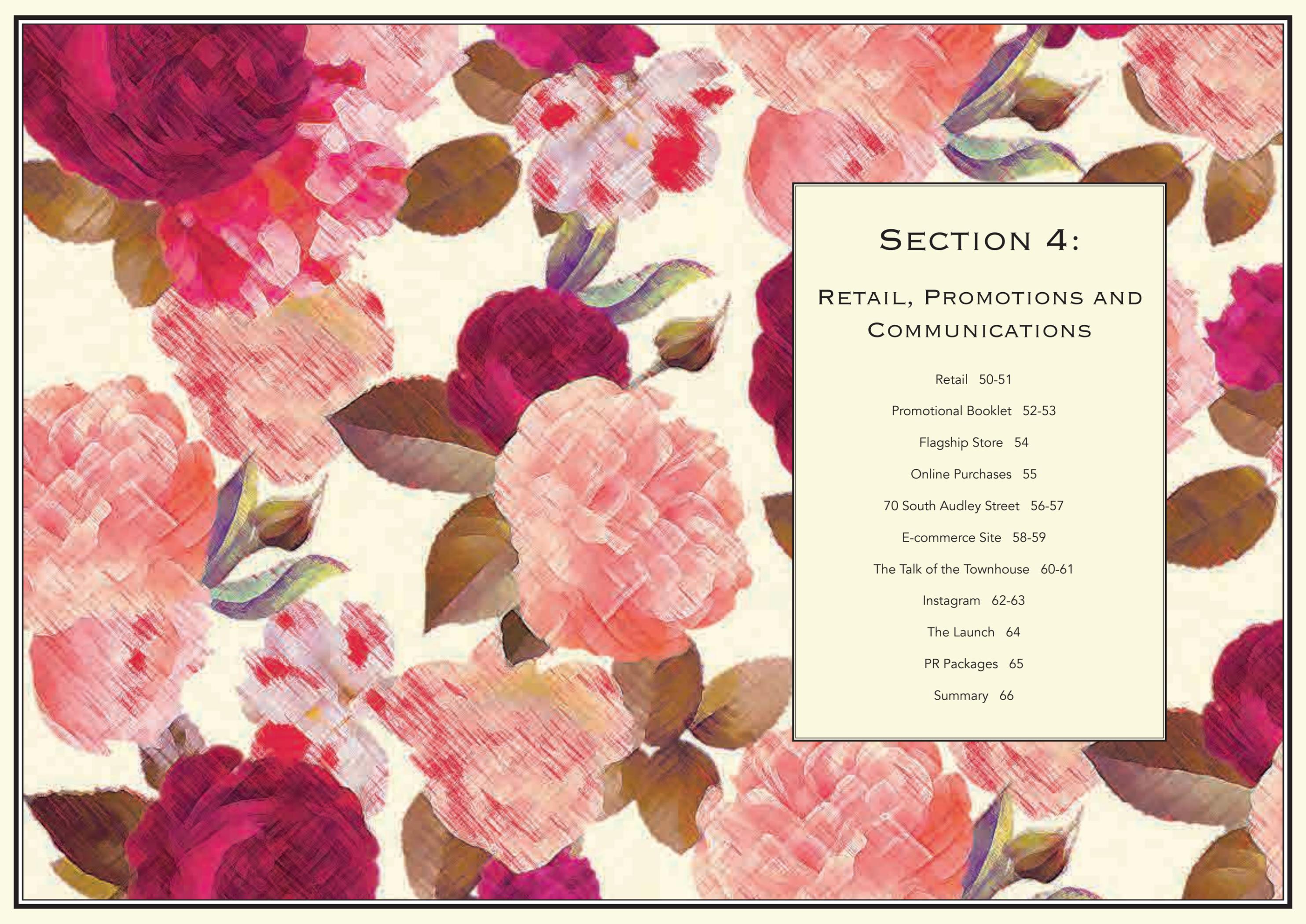


## THE BOX SET



Gift giving is a key part of the Jo Malone brand so it is important that there is a product to cater to this. A large square box set containing full sizes of all three products. Like the individual boxes it will feature the Erdem print on the outside with the black bow. Inside will be slightly different with black tissue paper in order for the products to stand out. With the collaboration being launched in February this box will make an ideal gift for Valentines especially as the print features pink roses and peonies which look romantic. It creates a unique gifting opportunity for those looking for something special.





## SECTION 4:

### RETAIL, PROMOTIONS AND COMMUNICATIONS

Retail 50-51

Promotional Booklet 52-53

Flagship Store 54

Online Purchases 55

70 South Audley Street 56-57

E-commerce Site 58-59

The Talk of the Townhouse 60-61

Instagram 62-63

The Launch 64

PR Packages 65

Summary 66

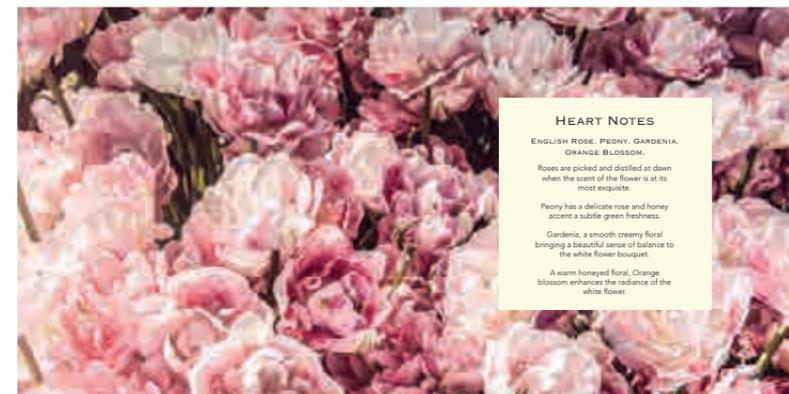
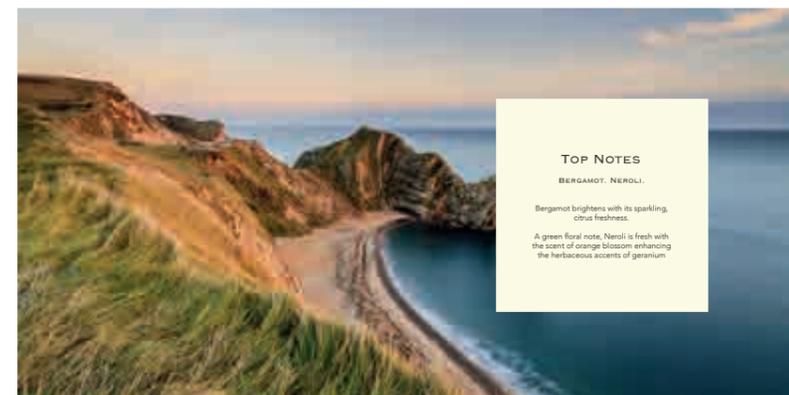
## RETAIL

With such a visually eye catching print it is important to make good use of this to help entice customers in to the store. In the windows of all stores the print will cover each pane with the logo being placed in the centre. The glass will be kept transparent around the flowers so that customers are able to see in to the stores still. Real flowers will be placed around the store in vases to give customers a sense of the perfume notes are and to coincide with the print visuals.

In store the products will be displayed in one of Jo Malones classic cabinets as seen on the right. The back wall will be covered in the print. All of the products will be displayed including the box sets, this will allow consumers to see at a glance the full collection without the distraction of Jo Malones other products. If customers are looking specifically for this collaboration they can go straight to this destination in store to explore the collection.

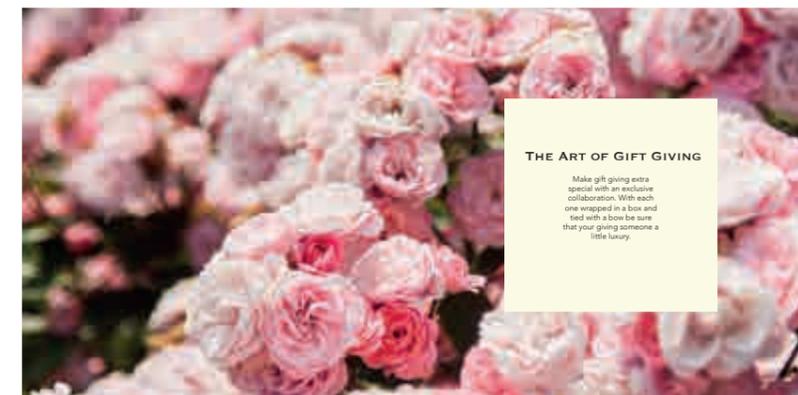
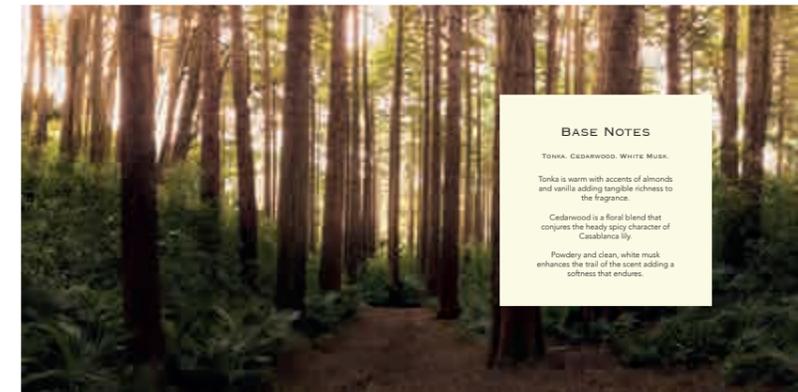


# PROMOTIONAL BOOKLET



The promotional booklet will be placed in all Jo Malone stores as well as the Erdem store.

It explains the notes within the scent, the products themselves and how the scent was created with Erdem Moralioglu himself and how this collaboration works within his brand.



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## FLAGSHIP STORE

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For Jo Malones flagship store on Regent street window with real flowers from the scent and the print will be created to give customers something that is visually exciting and that will stand out on the street. The flowers will extend around the entirety of the window with the logo placed directly in the centre so that passers by can clearly see what the collaboration is. The flowers will then be brought in store with a planter that sits behind the window that is already a permanent feature in store this will again be filled with florals that feature in the scent and the print. Behind this boxes will be scattered filling the spaces and will weave in between the flowers. The Regent Street store is a key point for the brand as they offer limited edition perfumes and services so it is important to have something unique to this store to celebrate the collaboration.



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## ONLINE PURCHASES

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The full range of products will be available to purchase in all Jo Malone stores across the UK as well as having a cabinet of the products in Erdems flagship store on South Audley Street. As well as this the products will be available on both Jo Malone and Erdems e-commerce sites and will be available only in the UK. The collection will also be stocked exclusively in all Harvey Nichols store across the UK: as this is a department store that both Jo Malone and Erdem are stocked in. Harvey Nichols are a brand that have a younger and contemporary feel to them and is a shopping destination for fashion forward and wealthy individuals: these are the types of consumer that this collaboration will want to be reaching.

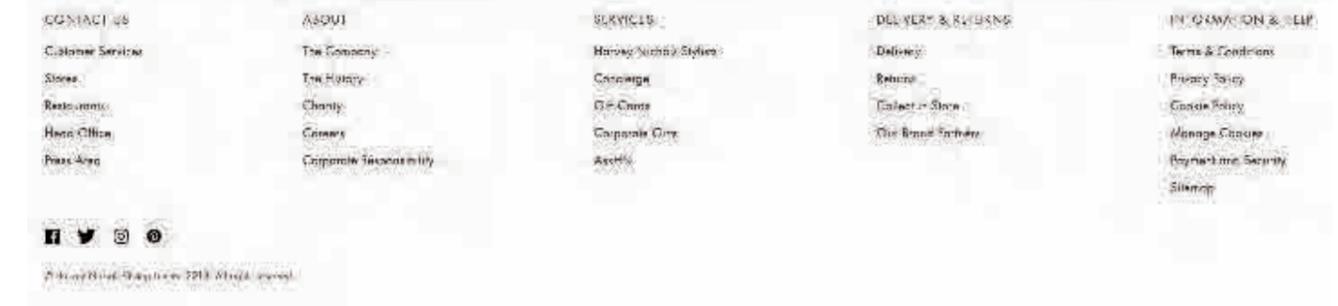
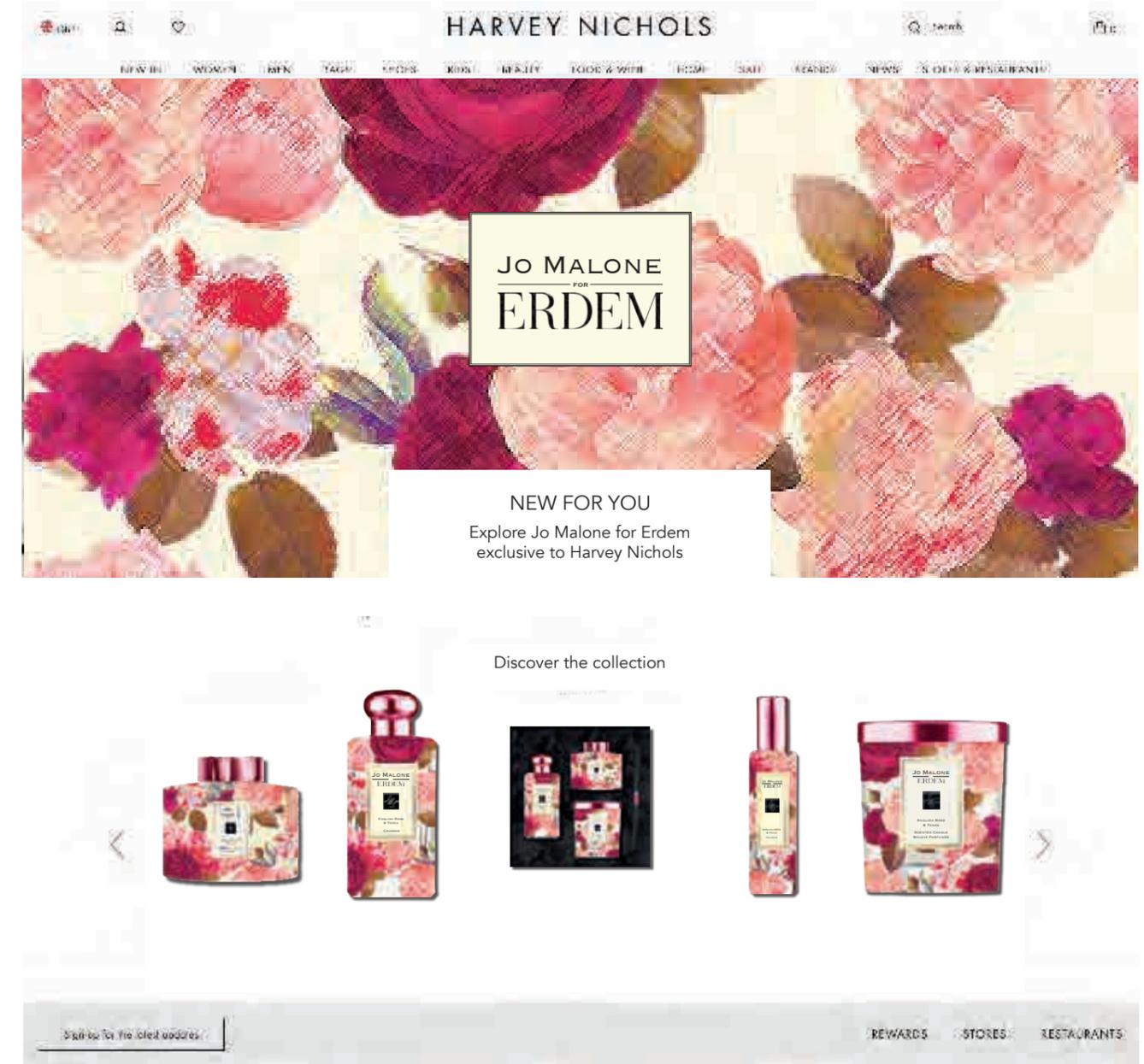
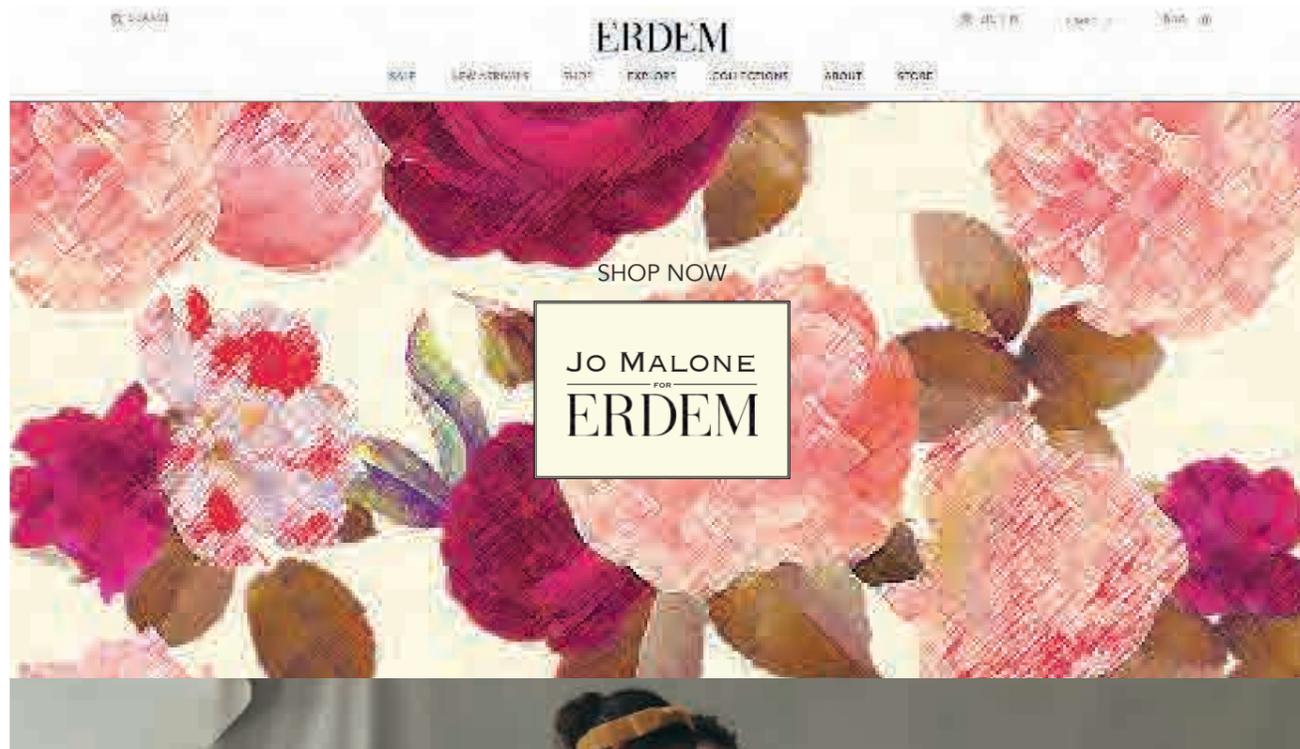
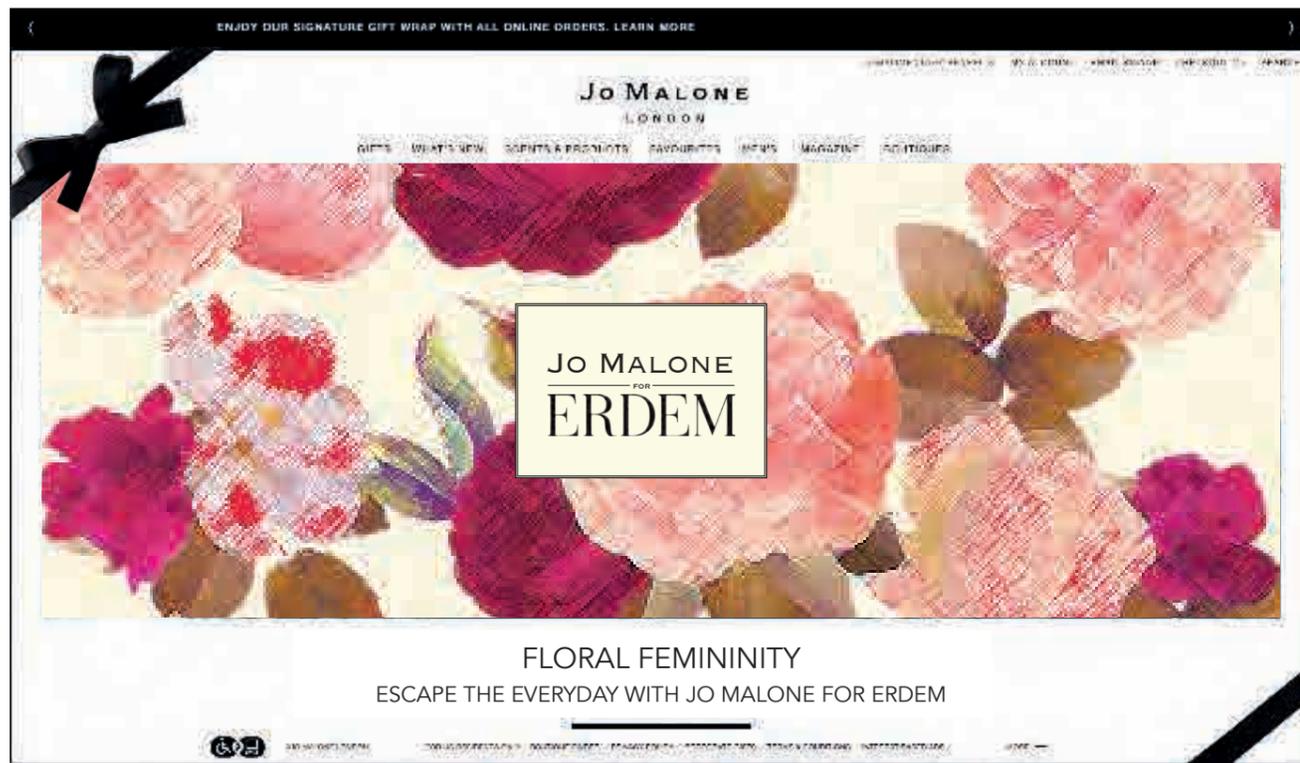


## 70 SOUTH AUDLEY STREET



Erdem's flagship store on South Audley Street in London will also be a key part of the promotion and selling of this collaboration. The store itself is beautiful and displays the floral garments so that they are the focus. To ensure that the collaboration is known about and to attract consumers the flowers used within the scent will be placed around the main front door, in the windows and in the planters. The flowers will be the same as used in the Regent Street store window and will give passers by a photo opportunity.

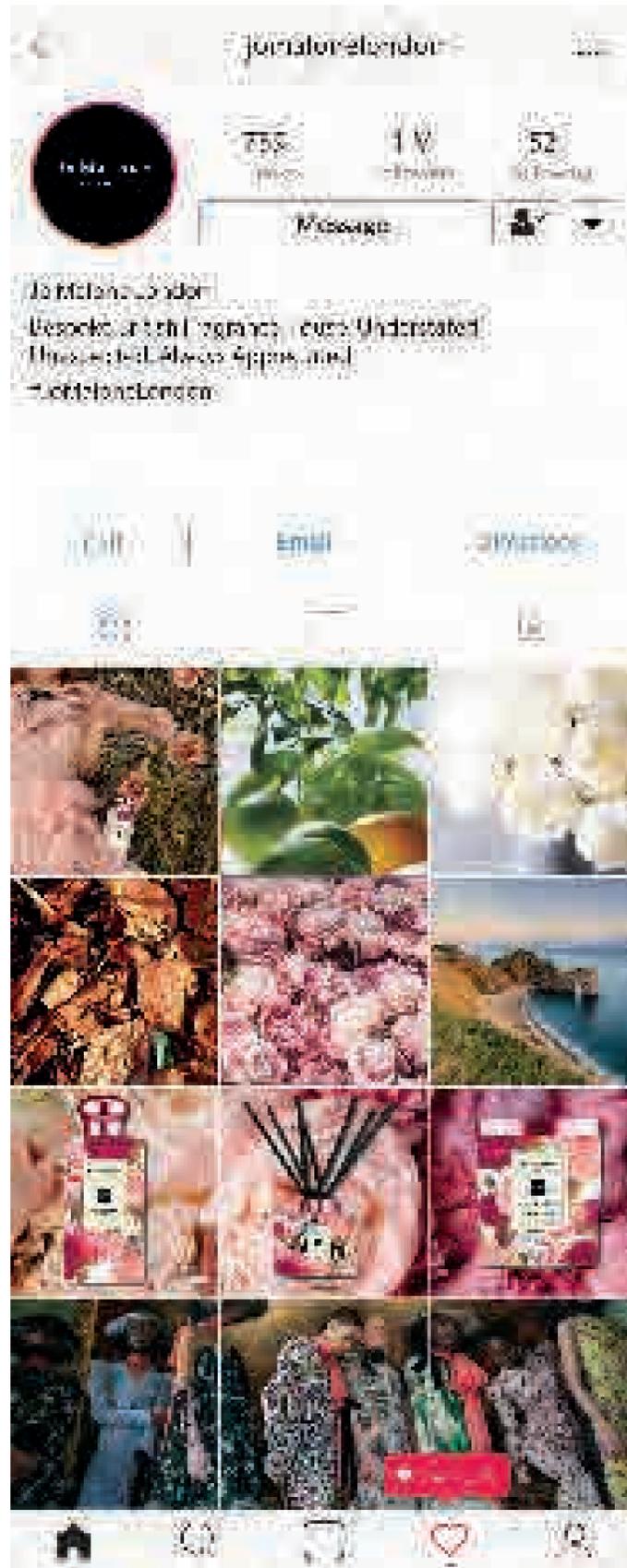
# E-COMMERCE SITES



This is how the collaboration will look on Jo Malone, Erdem and Harvey Nichols home pages. It will be a focal point for all brands involved as it is something different for them: Jo Malone have not collaborated with other brands before and is therefore important that this is a success for them. The print will be used on all three homepages as this is one of the most important factors of the collaboration - it is visually striking and shows the scent through the flowers and colours.



## INSTAGRAM



Instagram will be the key platform used to promote this collaboration on social media. This is perhaps the most visual platform and will allow for beautiful photos of the print, the products and lifestyle photos surrounding this to be posted. As well as this Instagram targets a younger and more visual demographic: this collaboration is targeting people within this so makes sense to focus on this platform.

#JoMaloneforErdem

#JoMaloneforErdem will be the hashtag used on all Instagram posts that involve this collaboration: both Jo Malone and Erdem will use this. As well as this customers will be encouraged to use this on photos that they take with and around the products. The real flowers in both Jo Malone and Erdem's flagship stores offer the opportunity for Instagram photos on both people's feeds and their stories.

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## THE LAUNCH

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The Jo Malone Townhouse will be used to hold the launch event for Jo Malone for Erdem. It will be a party/showcase style event with Erdem Morlioglu attending as the 'guest of honour'. The townhouse will be decorated to sit alongside the overall aesthetic of the collaboration: the print used as wallpaper, fresh flowers of the scent and the boxes scattered around in varying sizes. Each room will focus on a different aspect of the scent, a separate room for each layer of the fragrance which will accumulate downstairs in the large room being filled with the full fragrance (an example shown above and below) that will feature the products from the collection. It will take people on a journey of the scent through the space in the townhouse. Both Jo Malone and Erdem will be able to invite key influential people to attend giving both brands access to these high net worth people that they may not otherwise have reached. This event will provide people plenty of opportunities to take photos and give influencers a platform to talk about the collaboration.



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## PR PACKAGES

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PR packages will be sent out to a range of influencers and high profile individuals that are linked with Jo Malone or Erdem. For Jo Malone Fleur De Force, a blogger with 1.5 million subscribers on youtube is one of their brand ambassadors: she is able to talk about the collaboration on her platforms and reach a large audience of potential consumers. Other 'celebrities' linked with Jo Malone include Poppy Delevigne and Karen Elson. Erdem has a large portfolio of highly influential individuals: Felicity Jones, Kiera Knightley, Jenna Coleman, Adwoa Aboah and Emily Blunt to name a few. These PR packages can be sent out to a selection of their most important and loyal connections.

The gift box without the flowers can also be sent out with PR packages containing garments as gifts for other individuals. Additionally boxes will be sent to key publications such as Vogue, Brides, Harpers Bazaar, Tatler and Homes & Gardens. These will allow a large reach of potential consumers all of which are looking for different things but are also all likely to purchase into products like these.

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## SUMMARY

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Jo Malone for Erdem is a collaboration that looks to bring a new group of consumers to Jo Malone and to raise brand awareness for Erdem. This will be done through an exclusive range of products that will be distributed throughout the UK and will include the perfume, candle, diffuser and a box set aimed at gifting. The collaboration will be launched at the start of February to allow for PR packages to be sent out ahead of Erdem's AW19 show as well as providing a gifting opportunity for Valentines. The collaboration will feature an exclusive print designed by Erdem Moralioglu and will feature on all products and promotions. It is a visually stimulating and exciting collaboration that is different for both brands.



JO MALONE  
FOR  
ERDEM

