

INTEGRATED MARKETING CASE STUDY



Casey Portland

Modern marketers	3
Growing the client base	4-6
Launching Ragbag Studio	7-12
Evaluating performance	13

Contents

TODAY'S CHALLENGE

NOISE

The number one concern for modern marketers is to gain consumer attention at the right moment in our cluttered media environment. Saks should strive to reach consumers when they have the motivation, ability, and opportunity to purchase.

Thus, marketers must facilitate intentional, maximize accidental, and maintain overall exposure to the target to stay top of mind. However, we must find the right balance of repetition and recirculation to prevent negative habituation.

iOS14.0 and updated privacy laws have made tracking and optimizing campaigns increasingly difficult across platforms based on accurate consumer behavior.

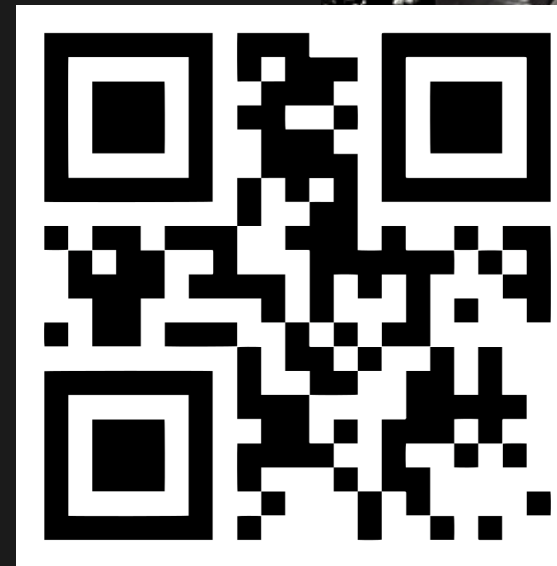
This deck outlines my strategic recommendations for Saks Fifth Avenue to stand out amongst an onslaught of stimuli to ensure a positive response and ultimate margin enhancement.



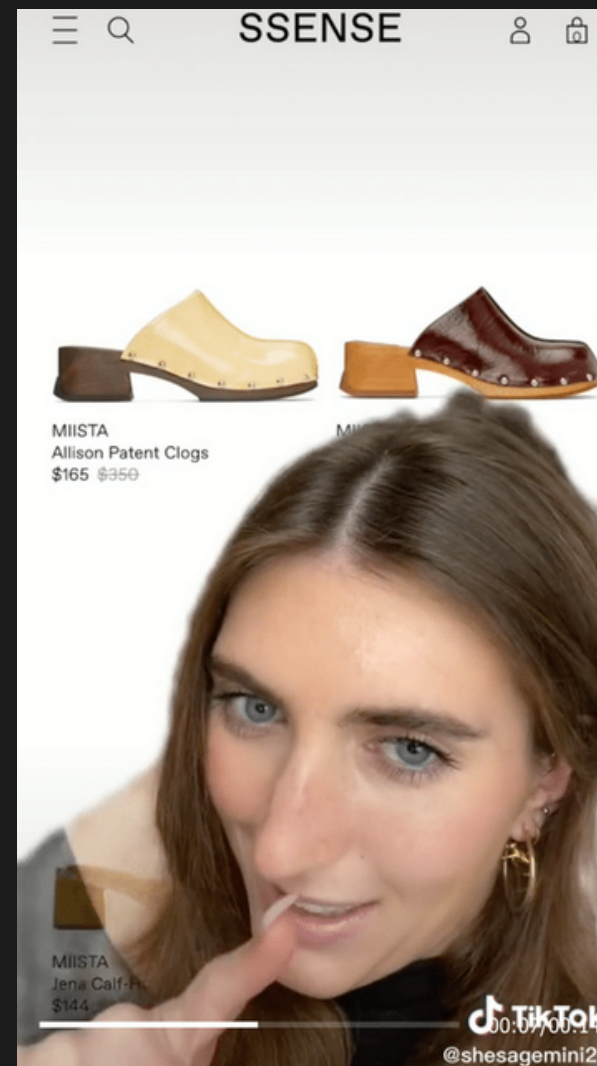
Growing the client base

INTERACTIVE WINDOW DISPLAY

To acquire new customers over the holidays, Saks should make their infamous windows interactive with QR codes that permit changing the color of the lighting, moving a mannequin, or activating a VR filter. The product on display would be available for instant purchase through the same QR portal. The company should capture client information as a pre-requisite to modify the display, connecting with the customer for the future. The showstopping experience will enable sharing across social platforms, incite newsworthy coverage, and make a memorable impression on visitors from far and wide.



Growing the client base



TIKTOK STYLING

Saks should run an aggressive lead generation campaign on TikTok appealing to younger, aspirational clients. The retailer will team up with a relatable, yet stylish youth, such as [@shesagenini22](#), who will effortlessly share her outfit inspiration share outfit inspiration, provide links for sale through Saks.com, and promote the overall Saks brand. We will encourage an accessible product selection and price point, as once in our marketing funnel, these customers will grow in spend over their lifetime.

Growing the client base

STEAL THE SHOW

Saks must break out of the traditional marketing mold to resonate with the modern consumer. The retailer should team up with Netflix to dress the next fashionable protagonist and build a corresponding affiliate strategy. Saks should partner on a dedicated feature within an esteemed editorial publication, highlighting the star's looks, why the costume designer selected the pieces, and how they relate to the story. This infusion of content and commerce will bring the historic brand into the digital age.

Our Favorite Looks From *Emily In Paris* Season 2— And Where To Get Them

— Costume designer Marilyn Fitoussi took us on a delightful tour of the season 2 wardrobe.



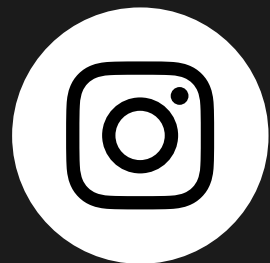
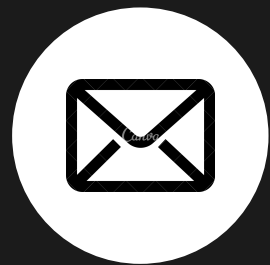
BY LAUREN PUCKETT-POPE DEC 23, 2021

FASHION

THE ULTIMATE SHOPPING GUIDE FOR THE OUTFITS IN *EMILY IN PARIS* SEASON 2

Where to find (and buy) some highly sought-after pieces from the show.

The 'Emily in Paris' Season 2 Outfits Are as Iconic as You'd Expect



Launching Ragbag studio

Ragbag studio is a Danish luxury jeweler currently available through their DTC channel and Farfetch marketplace. As their first U.S. retailer, Saks would implement an omnichannel approach to introduce the brand to the market. This campaign will take place across Email, Affiliate, Google Search and Display Ads, Facebook, and Instagram, with a branded landing page on Saks.com and dedicated in-store display cases.



X

RAGBAG

INDUSTRIAL

The display housing Ragbag studio should be simple and sleek, harking back to the vendor's Scandanavian roots.

INSPIRATIONAL

Influencers such as Emma Chamberlain and Emili Sindlev, who are already friends of the brand, will attend opening night, broadcasting the Saks x Ragbag Exclusives to their thousands of followers. Footage from the event will play as b-roll behind the display when clients are not interacting with the jewelry.

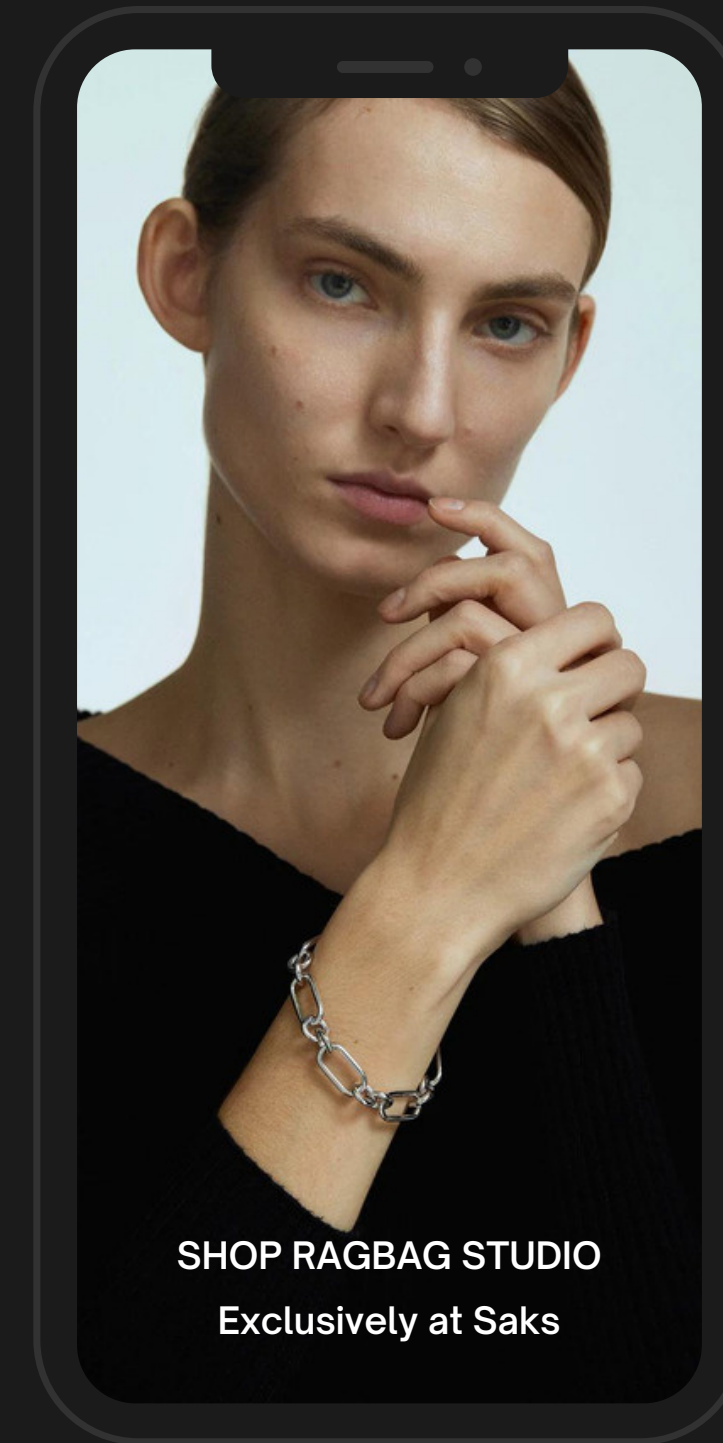
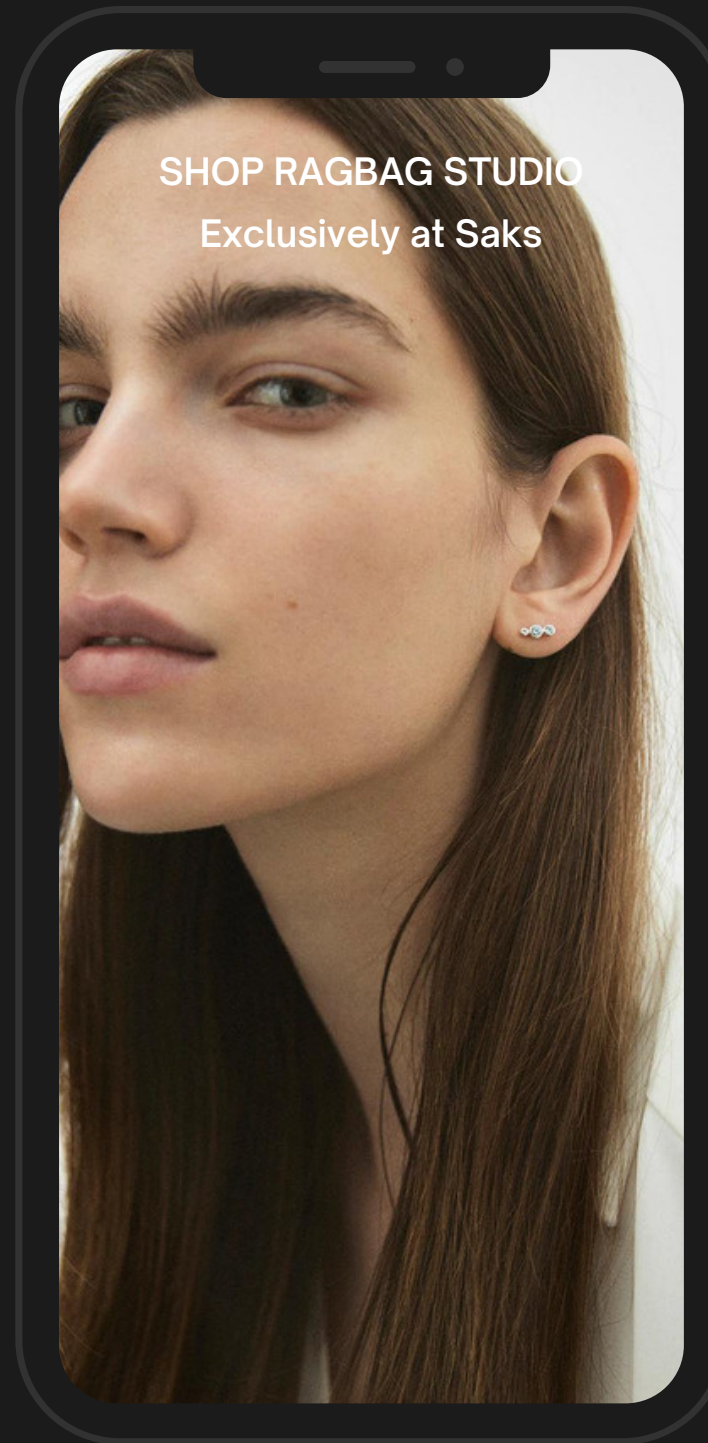
INTERACTIVE

The jewelry will sit on top of sensor-led touch points with corresponding screens nearby. When the client picks up a ring, video footage highlighting the piece will fill the neighboring wall for a seamless activation.

In-store experience

Digital formats

Ad placements will simultaneously occur across Facebook, Instagram, and Facebook's Audience Network of partner apps and websites, as Saks can create content on one platform and deliver it across others to maximize reach to relevant audiences. Sample ads are displayed to illustrate how the campaign will seamlessly appear in a user's News Feed on both Instagram and Facebook.



FACEBOOK AND INSTAGRAM

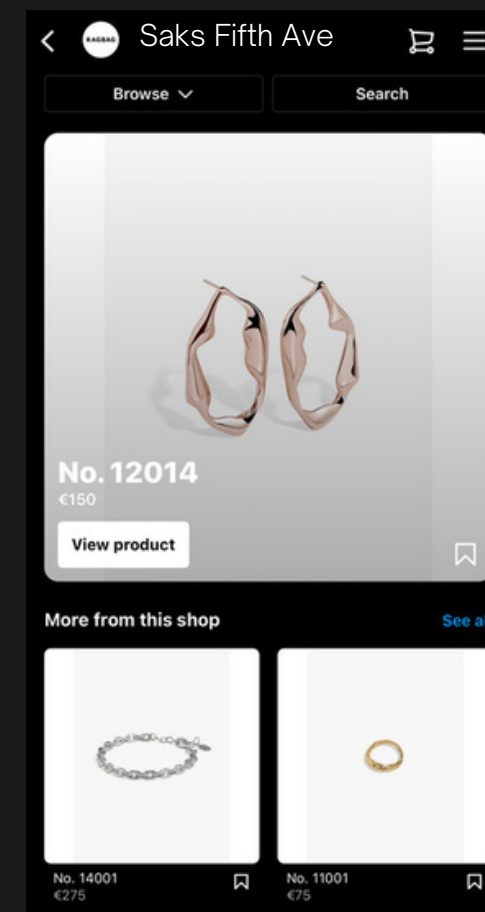


The campaign focus will be social, as the discovery aspect aligns with the new vendor narrative and Instagram facilitates both top and bottom of the funnel marketing goals of brand awareness and generating sales. Saks will lean on influencer partners to highlight the unisex nature of this minimalistic, Scandinavian brand.



Ad formats will include images, carousels of images, and collections of products. All images will feature shoppable tags and links that carry users to the shop page or brand website. The collections will display products directly from the catalog, so users can browse, save for later, and place an order. Campaign Budget Optimization will automatically and continuously makes the most efficient use of budget spend, resulting in the best overall results at a cost aligned with the bid strategy.

Moreover, Saks will use standard delivery, so ads will appear to the target audience evenly throughout the day. This will use a default of discount pacing which decreases the bid level to just spend the daily budget and maximize on opportunities captured at efficient costs.



The promotional campaign will use Facebook's conversion advertising objective to encourage Facebook and Instagram users to interact with Saks shoppable social media posts, visit the in-app shop, and ultimately, purchase jewelry. Thus, Saks will use the cost per action bid strategy that aligns with the conversion goal.



Facebook & IG

Display

Saks will utilize Google Display network to push prospecting banner and dynamic product ads across publications relevant to the target audience, including, but not limited to, Architectural Digest, The New York Times, and Condé Nast Traveler.

AD

SUBSCRIBE

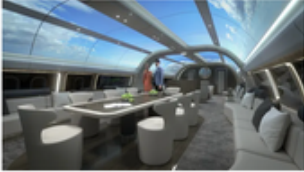
RAGBAG

X

Saks Fifth Avenue


Subscribe now to get 1 Year of AD for \$29.99 + 4 free gifts!

SUBSCRIBE NOW




Tour the Stunning Airplane Cabin Designs of the Future

From swiveling seats to invisible shields that ward off germs, these innovations are about to



See the Transformation of This 850-Square-Foot West Village Apartment

Sebastian Zuchowicki transformed a postwar home and turned his client into a budding design



Free Shipping & Returns

Discover Ragbag studio, a concept based Copenhagen jewelry brand available exclusively at Saks.

Saks

Saks Fifth Avenue

SHOP NOW



RAGBAG

X

Saks Fifth Avenue



The People Who Make the Place

With Wentworth Mansion's concierge, Tim Manley, you can explore the property through the lens of a local

U.S. INTERNATIONAL CANADA ESPAÑOL 中文

SUBSCRIBE FOR \$1/WEEK

LOG IN

Wednesday, March 13, 2022
Today's Paper

The New York Times

43°F 49° 42°
Dow -1.29%

World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Books Style Food Travel Magazine T Magazine Real Estate Video

WATCH

Jackson Confirmation Hearings Follow our analysis as Judge Jackson takes questions from senators

LIVE

Ukraine-Russia War 1m ago

Coronavirus Pandemic 1h ago

NATO Plans to Add Forces as Biden Tries to Rally Allies

LIVE Rockets Land in Kyiv, Causing Extensive Damage

NATO's chief said the alliance would deploy new battlegroups in Bulgaria, Hungary, Romania and

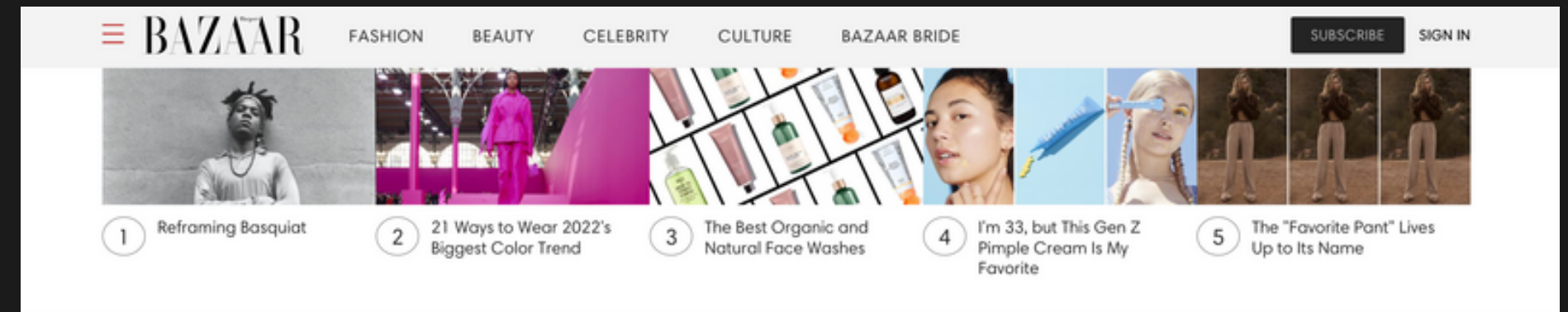


Israel, Wary of Russia, Blocked Sale of Spyware to Ukraine and Estonia

The countries had sought to buy Pegasus, spyware made by the Israeli firm NSO, to carry out intelligence operations against Russia.

Affiliate

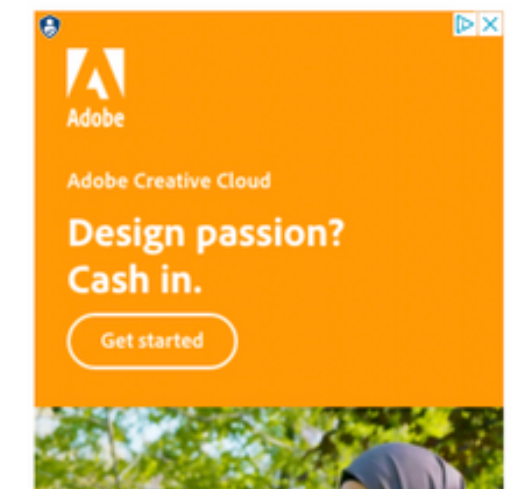
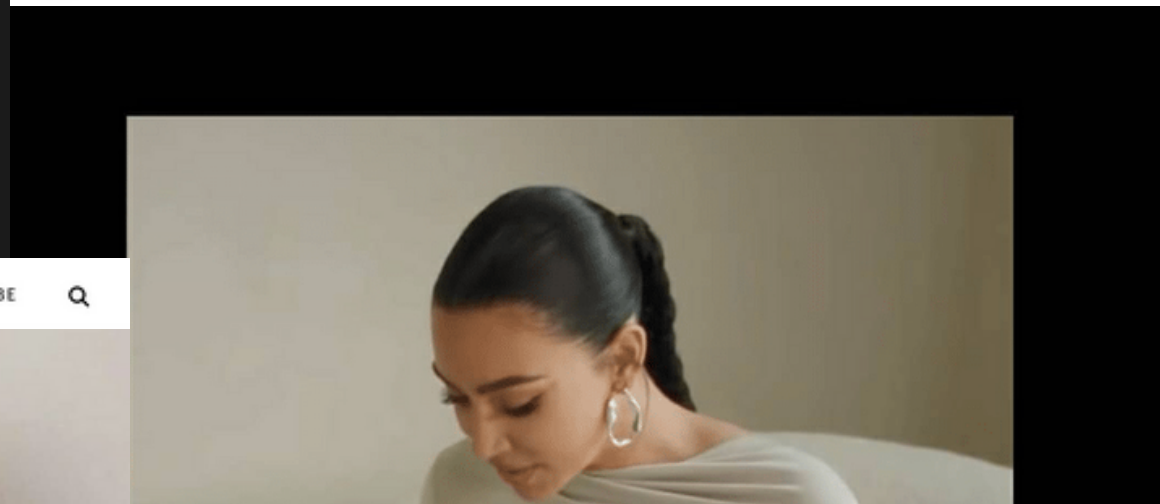
The launch event will generate organic coverage, as the editorial teams of top affiliate publications will be exclusively invited. This early access event will earn partner buy-in to the line. The founder's will be in attendance, establishing authenticity around the Scandinavian brand origin. Influencers in attendance will provide another layer of story telling and discovery, highlighting what they wore and how they styled their Ragbag pieces.



Saks cocktail party brings a fresh dynamic to exquisitely crafted jewelry

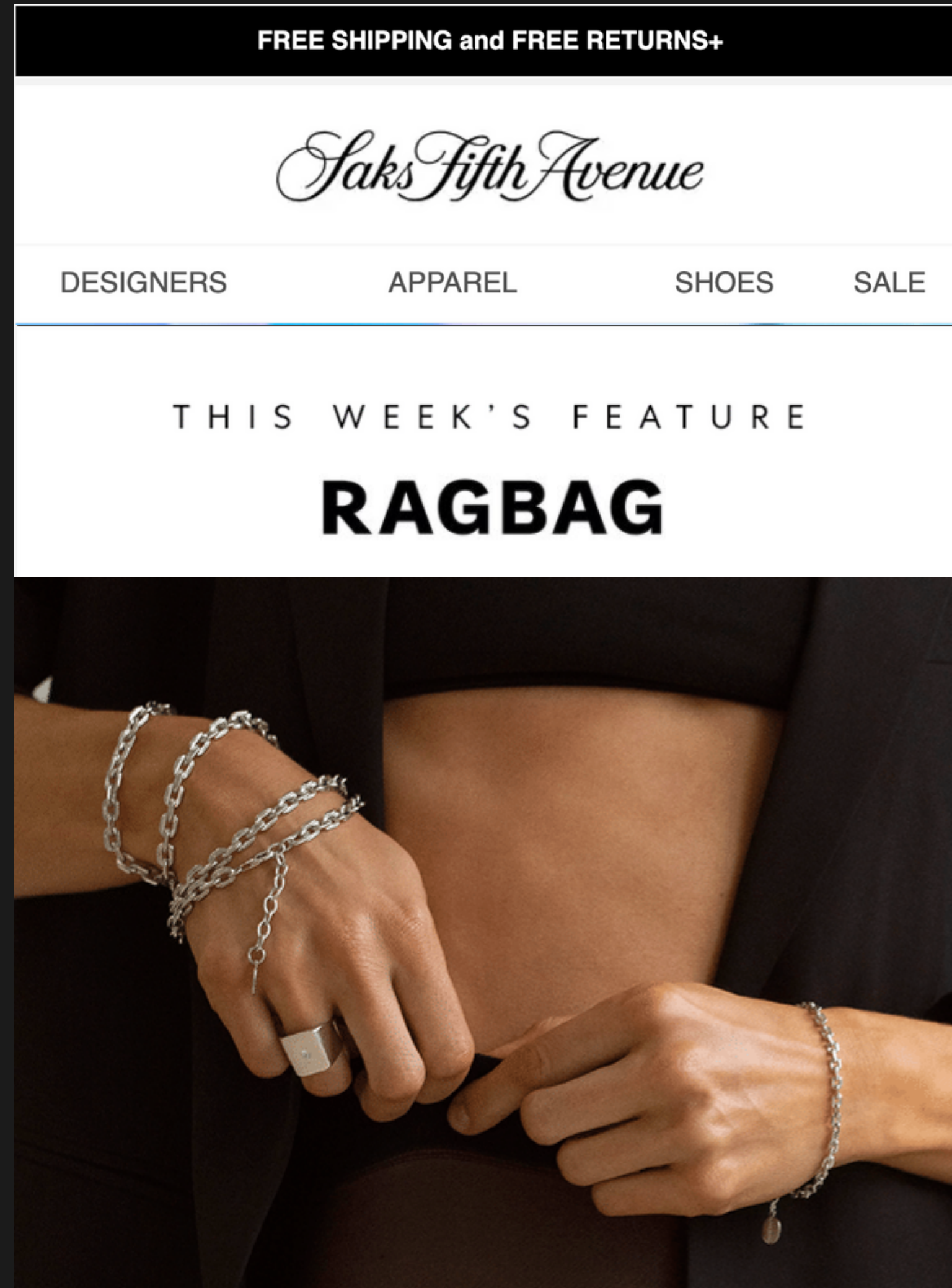
Our editors share a sneak peek on Kim Kardashian's go-to jeweler.

BY [SHELBY YING HYDE](#) / SEP 10 2021, 6:16 PM EDT



Email

Saks will employ a segmented email campaign targeted to previous shoppers of semi-fine jewelry. The messaging will hone in on the brand story, featuring a Q&A with the founders that highlights their eclectic and bold universe. Saks will offer early and exclusive event access to clients with high projected purchase intent based on prior behaviors.



Paid search

Ad · www.saksfifthavenue.com/



Shop the Exclusive Collection | Saks Fifth Avenue x Ragbag

Scandinavian minimalism meets everyday glamour, available only at Saks. Danish luxury for men and women.

Ad · www.saksfifthavenue.com/



Saks Fifth Avenue | Introducing Ragbag Studio | New Designer Exclusive

Effortless everyday jewelry for men and women alike. Explore the statement styles of the season.

The primary goal of this Google Search Ads campaign will be to increase sales for the e-commerce channel specifically. Google Ads Smart Bidding will drive as much conversion volume as possible within the campaign budget and leverage exclusive signals at keyword auctions capitalizing around the demand generated by Ragbag x Saks physical, email, and media activations. Campaign devices will include desktop, tablet, and mobile to meet consumer expectations for seamless experiences. This campaign will be filtered and adjusted to meet the demands of the Americas, Asia Pacific, and European markets to which Saks offers online shopping.

Evaluating performance

I would hone in on the return on ad spend and effective revenue share to determine the most profitable campaign structure for the long term that will protect our margins. I would look to impressions and click through rates to understand which assets are performing in driving site traffic and sales. Moreover, I would compare the cost of acquiring a customer from this campaign to the lifetime value of our current client base. Saks must offer consistent messaging in an end-to-end experience to surprise and delight shoppers of today and tomorrow.

Performance should be evaluated based on the campaign goals and margin impact, as all marketing efforts contribute to growing digital market share. The paid social display prospecting campaign was most successful in increasing brand awareness and site traffic. I would want to consider a campaign multiplier that factors in any impact of iOS14.0 on visibility and conversion within the social channel for an accurate understanding of results. The programmatic remarketing campaign drove the greatest sales in both dollars and order volume. This is expected, as Saks is already in the client's consideration set. Saks is a world-renowned brand with significant awareness; however, modern consumers lack brand loyalty and are comparison shoppers. Thus, I would push programmatic, remarketing display tactics for the go-forward to ensure a competitive share of voice.

Channel	Tactic	Visit	Orders	CVR %	Revenue
Paid Social Display	Prospecting	2,400,174	3,995	0.17%	\$1,360,369
	Remarketing	1,039,624	4,068	0.39%	\$1,329,941
Programmatic Display	Prospecting	603,872	1,973	0.33%	\$648,025
	Remarketing	562,487	5,130	0.91%	\$1,865,637

Q&A

Thank you for your time!

**FOR QUESTIONS OR
COMMENTS**

PHONE NUMBER

614-565-6889

WEBSITE

casey.portland.com

EMAIL ADDRESS

casey.portland@gmail.com