



GUCCI

Situation Analysis

Goal Setting

Actions





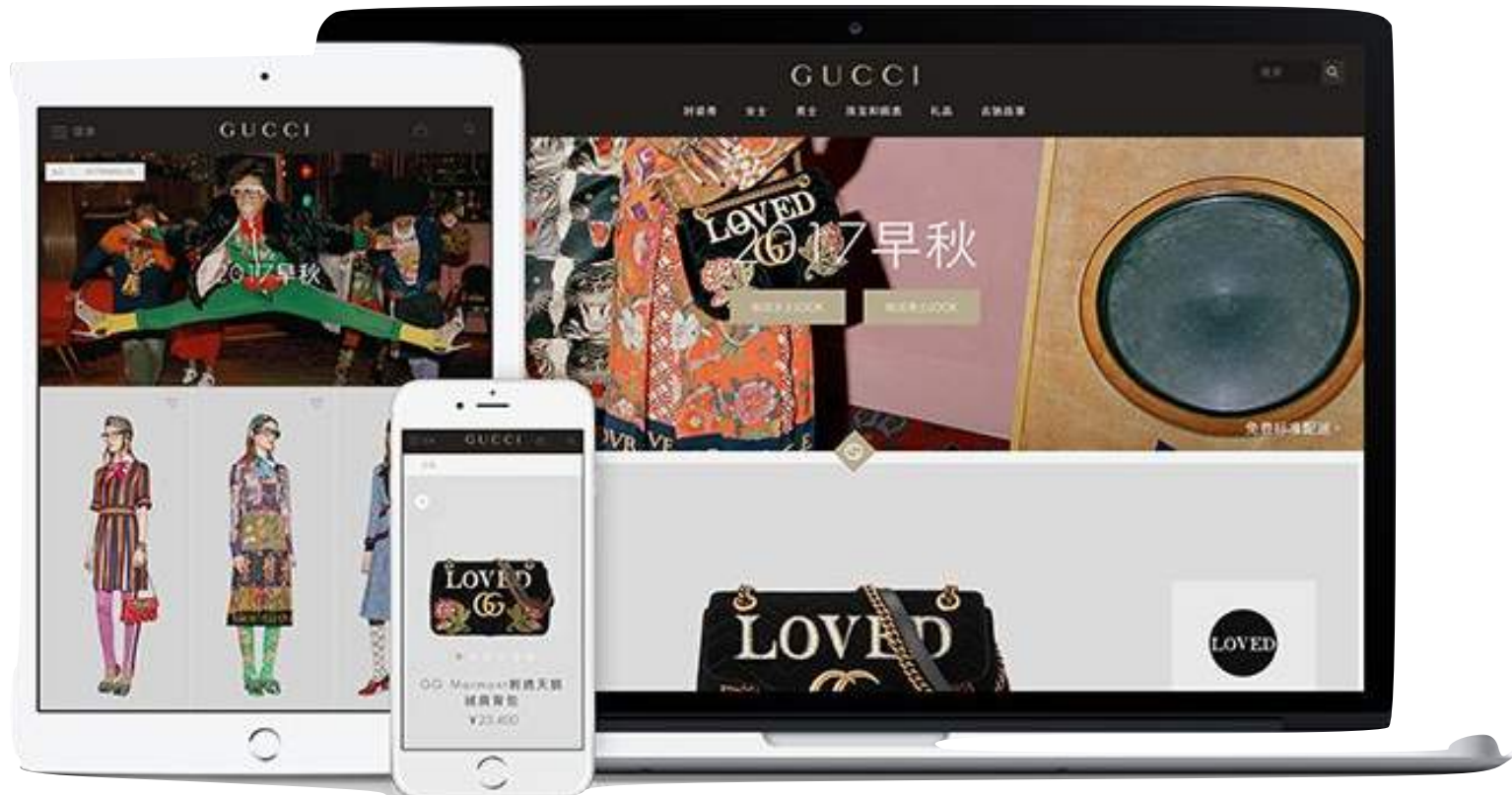
Situation Analysis

How we communicate with the Chinese Consumers

Online Value Proposition



E-Commerce





Chinese E-commerce website launched last year
Focus on story telling, Allow consumers to pay via We Chat
Totally responsive to all devices

gucci.cn Data

中国 | 简体中文 | 客户服务

GUCCI

登录   购物袋 搜索



时装秀 女士 男士 珠宝和腕表 家饰 礼品 古驰故事

2018年秋冬



Total Visits ^①

  On desktop & mobile web, in the last 6 months

[Embed Graph](#)



Engagement

Total Visits

478.71K

▼ 1.34%

 Avg. Visit Duration

00:01:41

 Pages per Visit

5.15

 Bounce Rate

18.57%

 China

81.15%

▼ 4.87%

 Japan

3.02%

▼ 1.33%

 United States

2.83%

▼ 33.54%

 Hong Kong

2.72%

▲ 19.29%

 Taiwan

2.41%

▲ 12.08%

费标准配送

Online Experience

Identical to gucci.com

High quality visuals

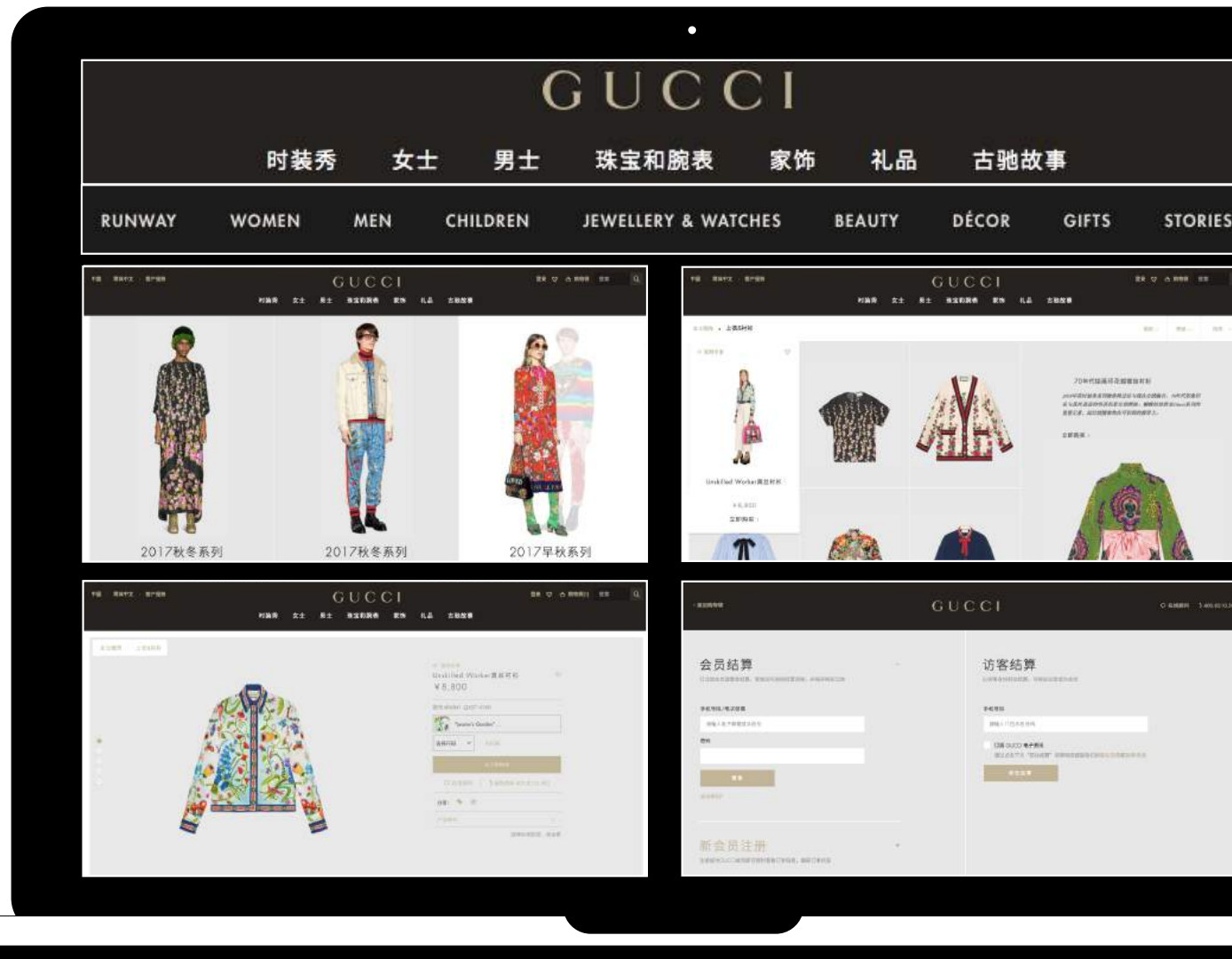
Story telling experience

Fluid and immersive experience

Customization of the marketing messages

Articles open in a new tab

Required to connect or create an account



Collaboration



Ignasi Monreal



Gucci Ghost



Coco Capitan

WeChat

The all in 1 App



1 billion monthly active users



Gucci WeChat boutique store redirect to website for direct sales

Gucci recently transitioned its Subscription Account to a new Service Account.

The key differences between the two types of account is that the service account enable the use of WeChat Pay allow the account to send push notifications to followers.



Influencers

Gogoboi



Repositioning himself from merely a social media personality to a fully-fledged businessman, growing Missionary one of the premiere agencies in China.

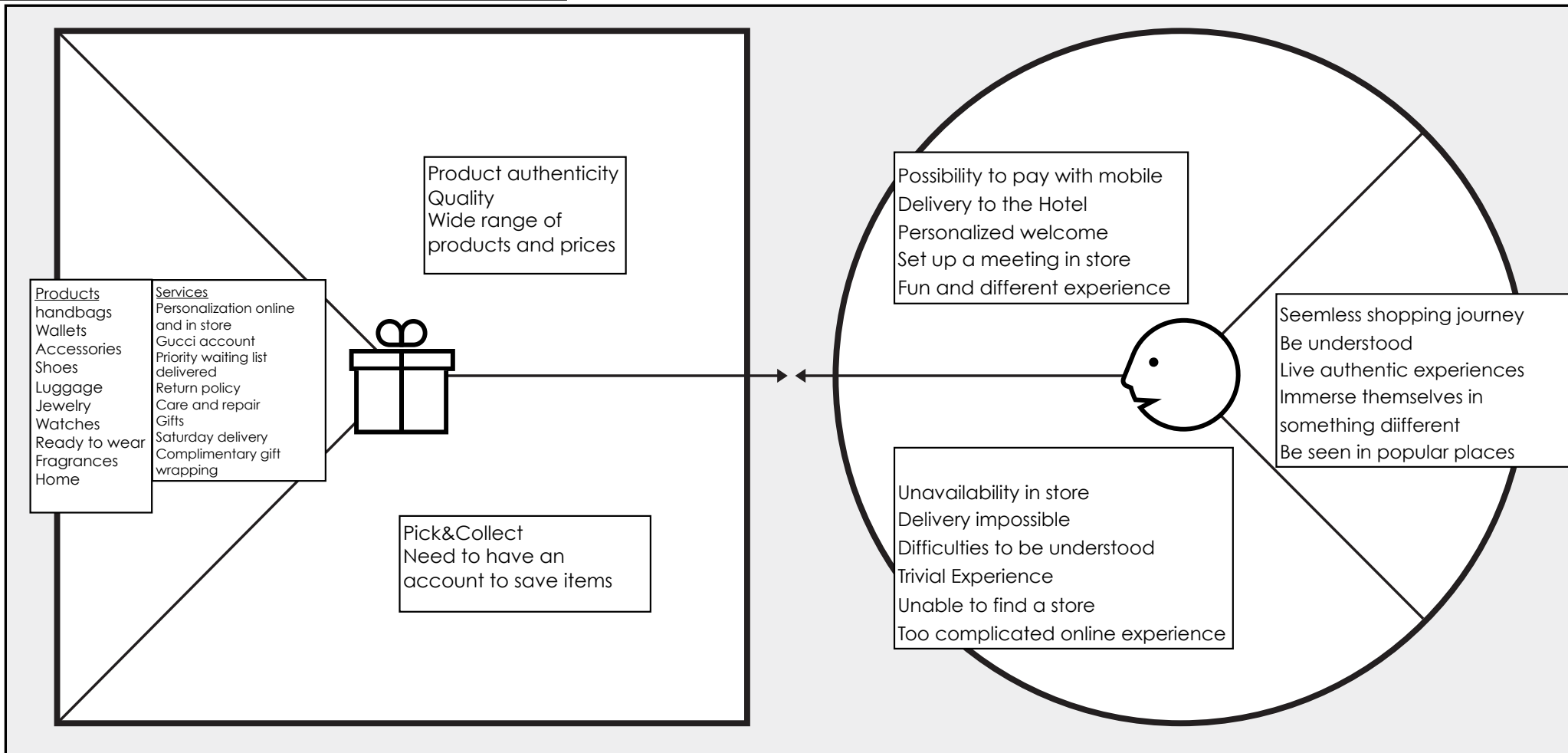
Becky Li



Sponsorship deals from an impressive lineup of international luxury and beauty brands including Chanel, Dior, Gucci, and Hermès, Becky Li has reached the upper echelons of China's massive influencer economy.

KOLs' posts tend to have four times as many views and eight times as many interactions on posts.

Online Value Proposition



Gucci Bond Street

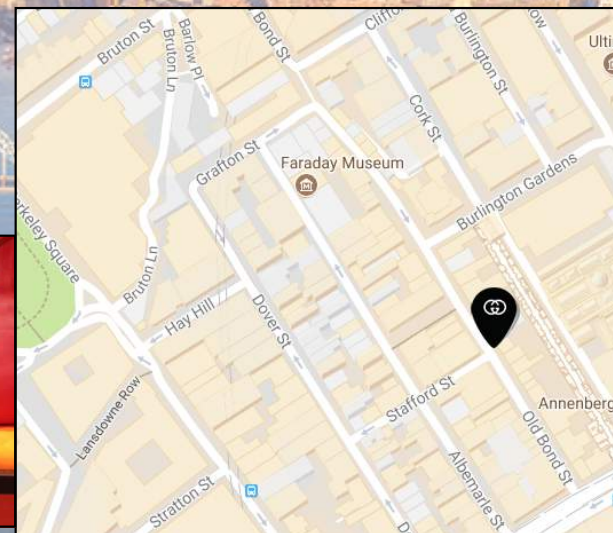
UK's most exclusive shopping street
Mayfair heart of London

Strong and consistent identity

Full range of products available from ready to wear to
home decoration

Window interaction

Use the Gucci App to scan the sticker displayed on the
glass of any Gucci flagship and discover the
campaign in Augmented Reality.



ABOUT THIS STORE
34 Old Bond Street
London, United Kingdom W1S 4QL
T: +44.207.62.92.716

GET DIRECTIONS

Monday	10:00 am - 06:00 pm
Tuesday	10:00 am - 06:00 pm
Wednesday	10:00 am - 06:00 pm
Thursday	10:00 am - 07:00 pm
Friday	10:00 am - 06:00 pm
Saturday	10:00 am - 06:00 pm
Sunday	12:00 pm - 06:00 pm



3 Departments Stores (Harrods-Selfridge-Dover Street Market)
2 flagship (Sloane & Bond Street)
Mall Westfield

Benchmark

Desirability +

CHANEL
Dior GUCCI

BALENCIAGA

Supreme



BURBERRY

Desirability -



Swot online experience

STRENGTH

- Most **shareable** Wechat brand
- Kering group most **thoughtful environment** on wechat
- Gucci Chinese's website allow to purchase online
- WeChat viral campaigns with **strong digital portfolio**
- KOL** as a visibility strategy

WEAKNESS

- WeChat users **engage** with posts **outside** of the **branded content**
- WeChat **not powerful enough** to increase luxury brands visibility

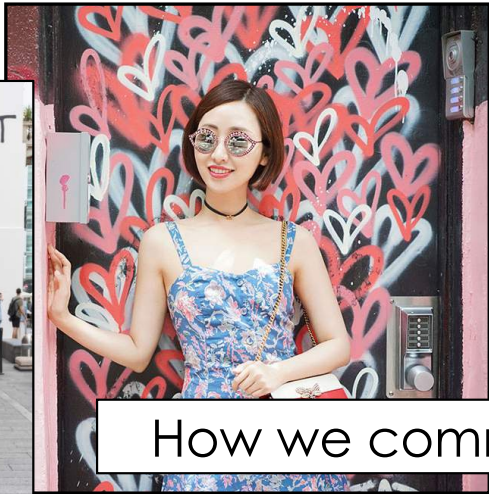
OPPORTUNITY

- Artistic** transformation, intellectual and artsy experience without hard-sell motivation
- Cross-channel** experiences and development of AR/VR
- Creating competitive advantage in **different business segments**

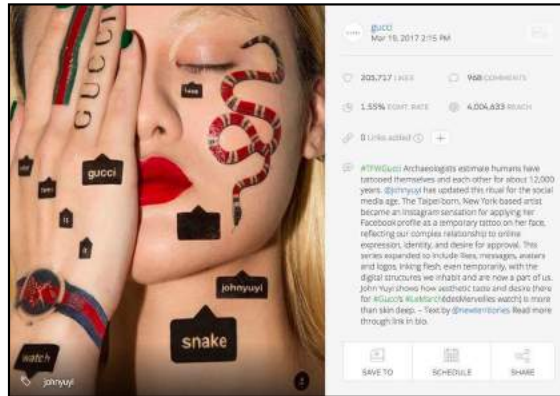
THREAT

- Extremely competitive segment** means limited market share growth for Gucci
- Need to **reinvent the universe** created because people expectations are changing really fast

Ecosystem



How we communicate with the Chinese Consumers



WeChat

Personalization online and in store

A fashion advertisement featuring three models sitting on a white bench on a rocky cliff. The model on the left is a woman with dark hair in a high bun, wearing a red Gucci tracksuit with 'GUCCI' and 'MAGNET' patches, red loafers, and a large brown Gucci bag. The middle model is a Black woman with a large afro hairstyle, wearing a yellow and orange Gucci tracksuit, a straw bag, and fur-trimmed shoes. The model on the right is a woman with a large blonde wig and white sunglasses, wearing a blue and red Gucci tracksuit, yellow socks, and white loafers. A red location pin is on the ground near her feet. The background is a dramatic, cloudy sky with a bright light source. A white text box with the words 'Goal Setting' is centered over the image.

Goal Setting



Make the Gucci store become a landmark of London for Chinese tourists through a consistent phygital experience

Chinese Tourists

Chinese visitors tend to be younger than the average visitor to the UK:
over half of Chinese visitors were aged 16-34 years old in 2016



£400 M

The amount spent in central London by Chinese tourists in 2017

30%

of the world's luxury purchase are made by Chinese customers

44%

of the luxury market will be Chinese customers in 2025

HE LIKES



costes

**FIVE
GUYS**



HE WEARS

LOUIS VUITTON

Supreme

SAINT LAURENT
PARIS

OFF-WHITE



HOGAN

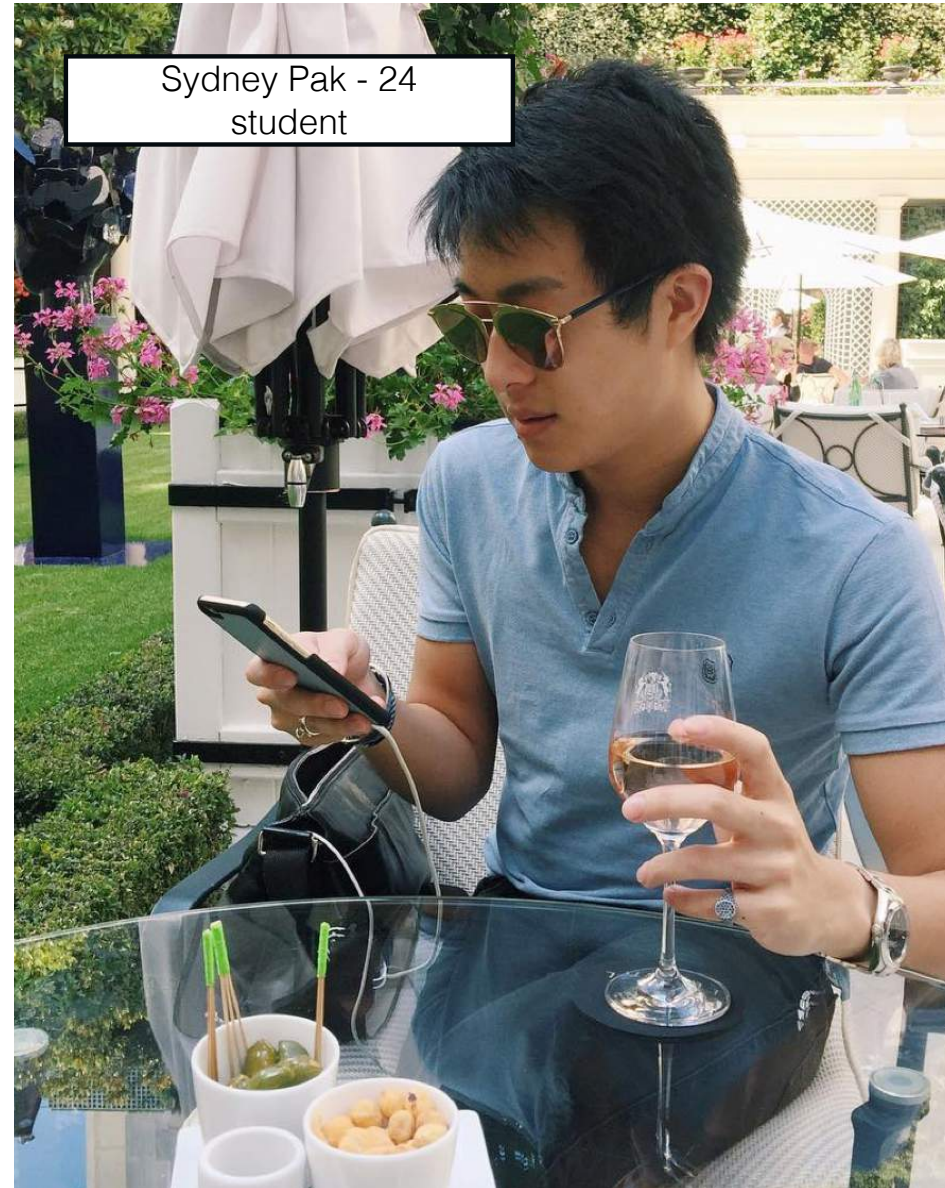
Cartier

GUCCI

HE DREAMS



Sydney Pak - 24
student





Zen Ghu Lia/Camillika- 30
Married

SHE LIKES



GUCCI
VETEMENTS

SAINT LAURENT
PARIS
CHANEL
GIVENCHY

SHE WEARS

Cartier
BALENCIAGA

SHE DREAMS





Actions

Customer Journey

Memorable Experiences



Wechat Pay



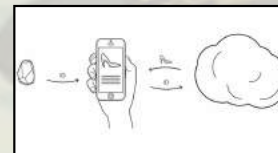
Virtual Shopping Cart



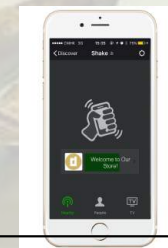
Store locator
Appointment



Personalized welcome



Beacon notification via shake
What's new, story telling collection and products



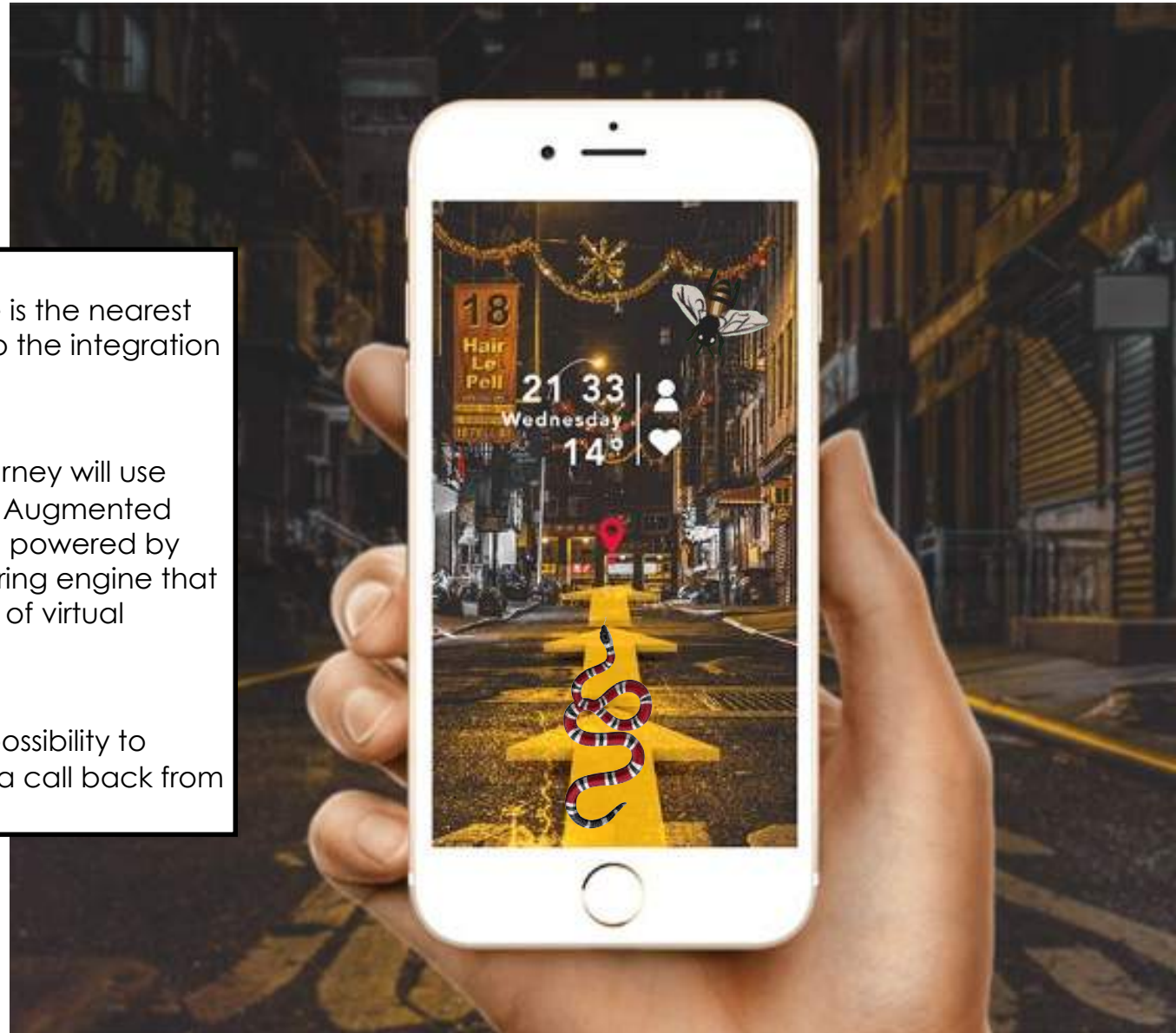
Store Locator

Geolocalisation function for users

Send your GPS localisation to know where is the nearest store, and know how to go there thanks to the integration of a map

All the way to the store the customer's journey will use augmented reality. Tencent is building an Augmented Reality platform as a new service offering, powered by Artificial Intelligence and a new 3D rendering engine that will allow realistic and detailed depictions of virtual objects in AR-enabled smartphones.

Via the Store locator Gucci will offer the possibility to setup an appointment in-store or request a call back from the staff.



Gucci know you



Tribal knowledges

- Identify the most purchased articles of Chinese tourists
- Visual merchandising in store with pre-selected products

Behavioral targeting

- Multichannel communication (déroulé rdv)
- Selection of items regarding the client behaviors online

Beacon

Beacon is a transmission system at low energy consumption.
Enable brands to have a better knowledge about their customers and deliver them a bespoke experience.

Detect



Counting people who come in store
Counting by zone



Classification men and women
Classification per age group



Transformation rate
Attraction rate
Occupation rate



Heat map in store

Recognize



Identify cold and hot zone in store

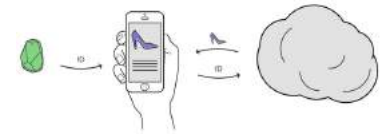


Waiting time at pay station
Waiting time in fitting room
Waiting time in store shelf



Calculation of the recency
Calculation of the frequency
Calculation of the traffic peaks

Beacon



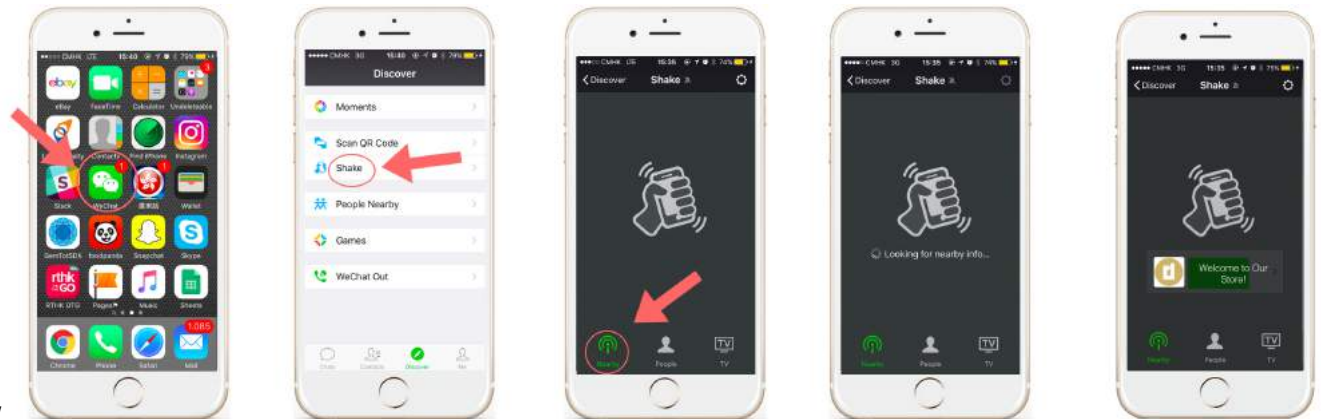
Beacons are disposed in store (with a range of 200m) and detect one of our clients.

The client is next to the store and receive a push notification via We Chat.

The client open We Chat, his data is analyzed. Those informations will help the sales assistant to deliver a bespoke service.

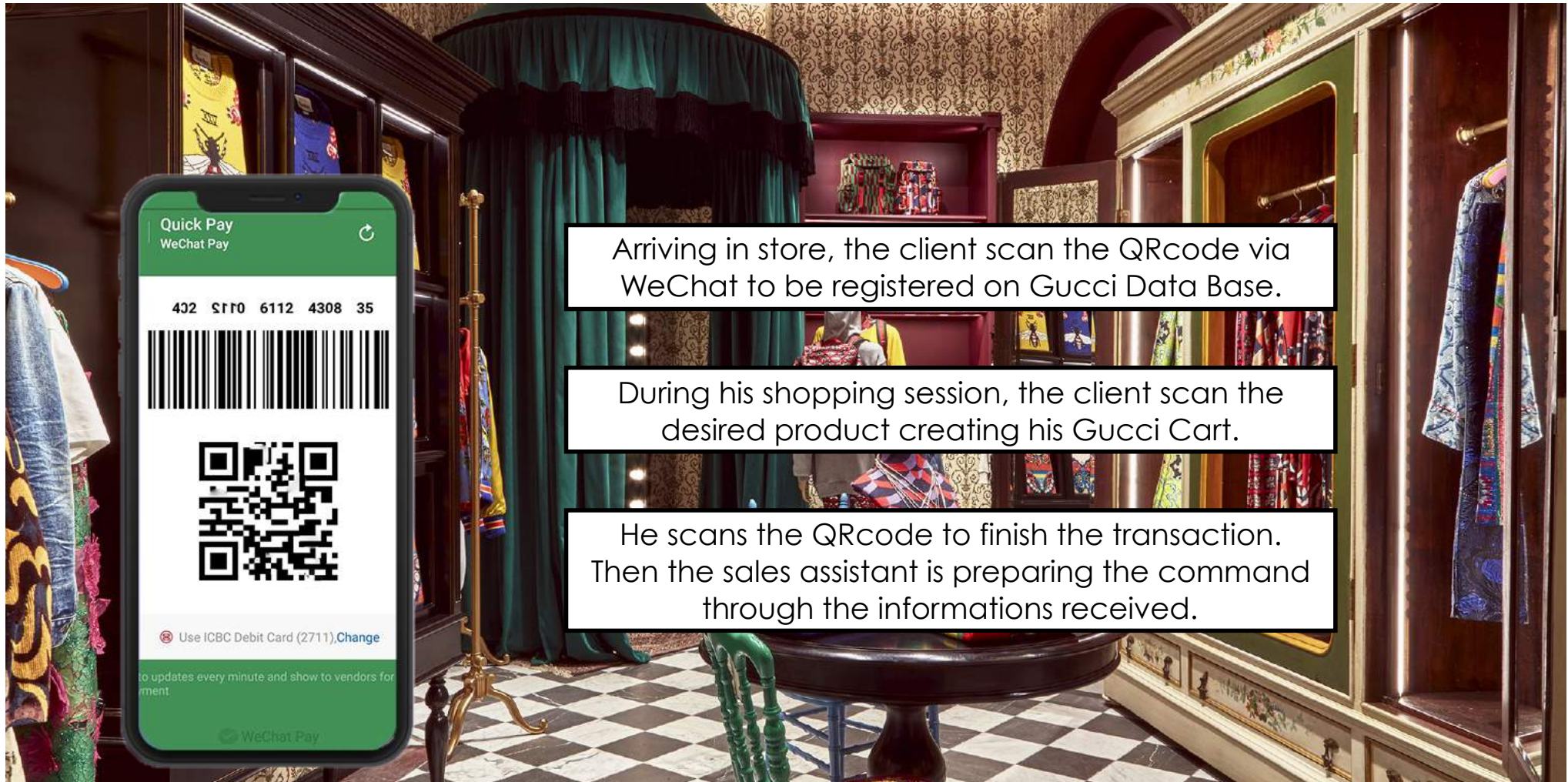
Beacons can detect where is the client and offer him a service connected to it.
Exemple :A client stop in front of a shirt, We Chat send him a push notification offering him to watch a video showing the shirt's manufacture

The customer turn on the bluetooth and shake his phone
He will get different types of content: notifications, videos, gifs, games,



<https://blog.passkit.com/how-beacons-work-with-wechat/>

Virtual shopping cart



Memorable Experience



London

Landmark

Inspire

Entertaining

Surprising

Phygital

Chinese Artists

Xu Bing



An artist who bridges East and West

Yang Fudong



Subtle blend of abstraction, dream and real

Gucci Gallery

SMART



Make the Gucci store become a landmark of London for Chinese tourists through a consistent phygital experience

Measurable via 3 main KPI's
Sales per square foot, Average Value per Transaction, Retention Rate

Optimization of the store locator on WeChat, creation of an AR map
Creation of the immersive artistic room, the Gucci Gallery

All our actions are achievable, Tencent will soon release an AR program allowing brands to create engaging content

End of 2019 to offer a perfectly seamless fun, memorable and engaging experience for all our customers on WeChat

KPI's

The background of the slide features a collection of wine glasses on a reflective surface. In the bottom right corner, there is a red Gucci mask with a yellow 'G' logo and a decorative border of small white dots.

Sales per Square Foot

This KPI measure how much average sale you generate from each square foot of area in the retail store. Sales per square foot can provide important insights in terms of the effectiveness of the store layout and performance of sales personnel. Increase Sales per Square Foot also reduce the **Store Lease % of Revenues**

Average Value per Transaction

This KPI involves calculating the average amount customers are spending during each purchase. You can also compare this with the average number of units purchased per transaction.

Customer Retention and Retentions Rate

This KPI measure the ability of the brand to retain customers over the long term and to generate recurring revenue from existing customers.

***“ Customer experience is...the
future of how physical retailers
will generate revenue. Experiences
won't just sell products.
Experiences will be the
products. ”***



Digital Marketing

-Digital transformation

-Investment and prioritisation

-Multichannel resourcing

-Digital Agility (try pop up and event and perhaps on media live)

-Omnichannel intégration of the costumers Journey

TACTICS

A dramatic painting of a stormy sky. Large, billowing clouds in shades of orange, yellow, and dark brown dominate the upper half. A bright rainbow is visible on the left side, arching over a dark, silhouetted landscape. A single comet streaks across the upper right portion of the sky. In the bottom left corner, a small flock of white birds is seen in flight. The overall mood is powerful and awe-inspiring.

Thank You