

TR

THE ROW

e-commerce strategy

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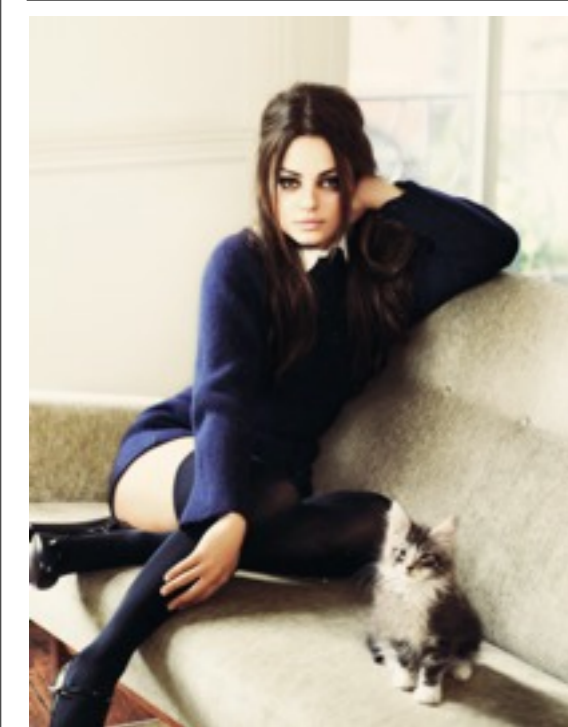
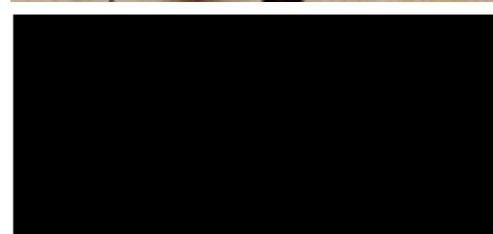
e-commerce

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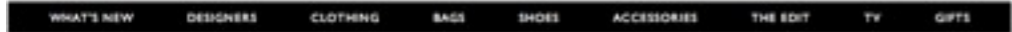
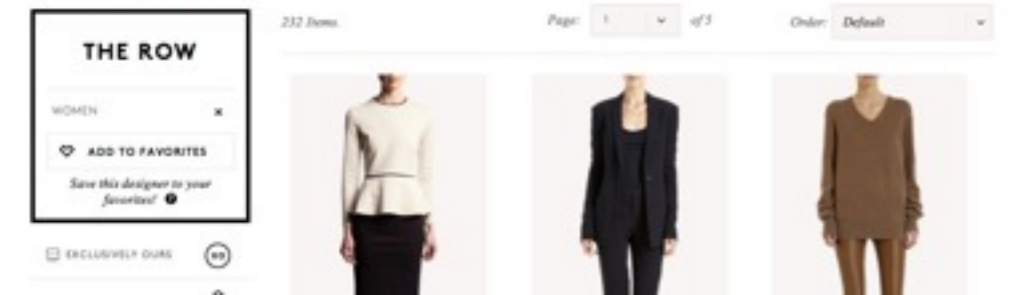
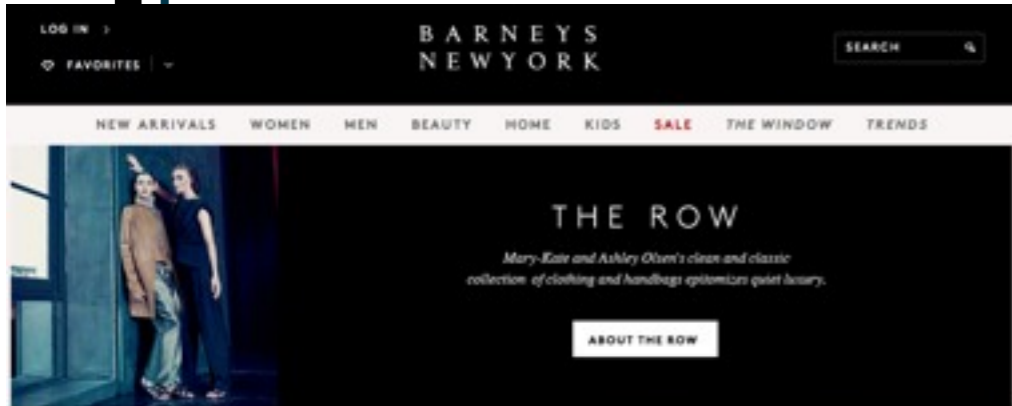


about the brand



- founded in NYC in 2006 by Mary Kate and Ashley Olsen
- minimalist, classic, simple, cut-focused designs
- quiet luxury with focus on details
- brand began with the idea for the perfect t-shirt but has evolved to include a full range of items including eyewear and handbags
- sold in department and multi-brand boutiques
- manufactured in the U.S.
- price range: tops: €200-€900, pants: €400-€1,500, skirts: €600-€1,200, bags: €1,000-5,000 €, sunglasses: €300



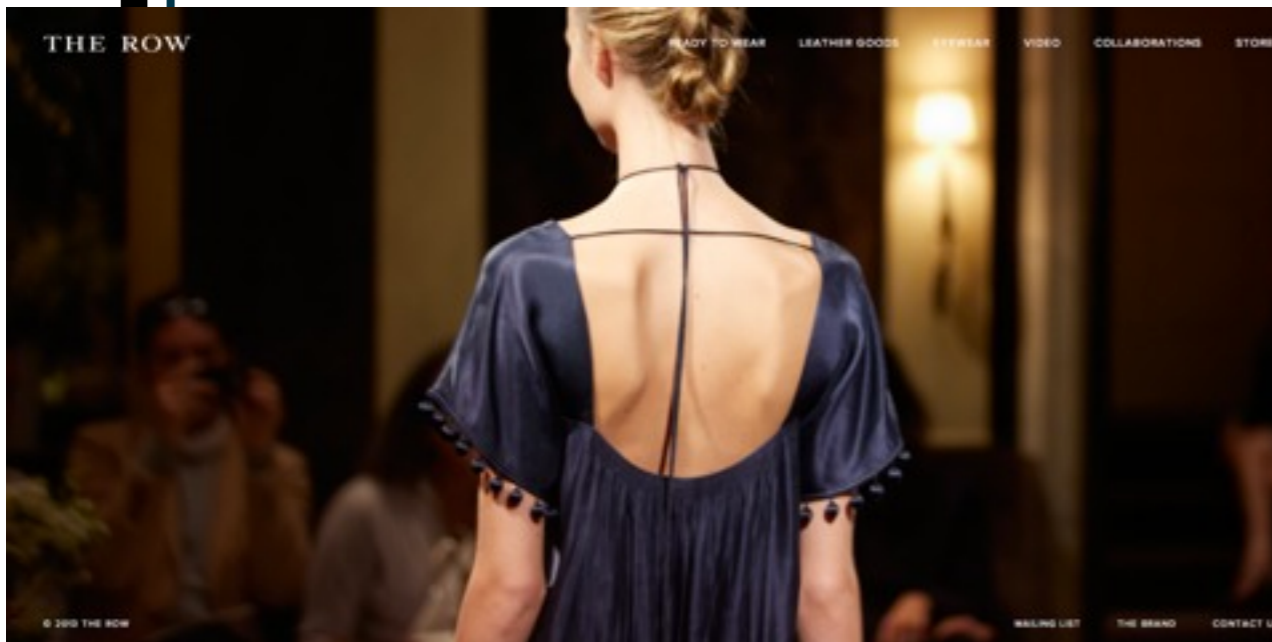


current online distribution

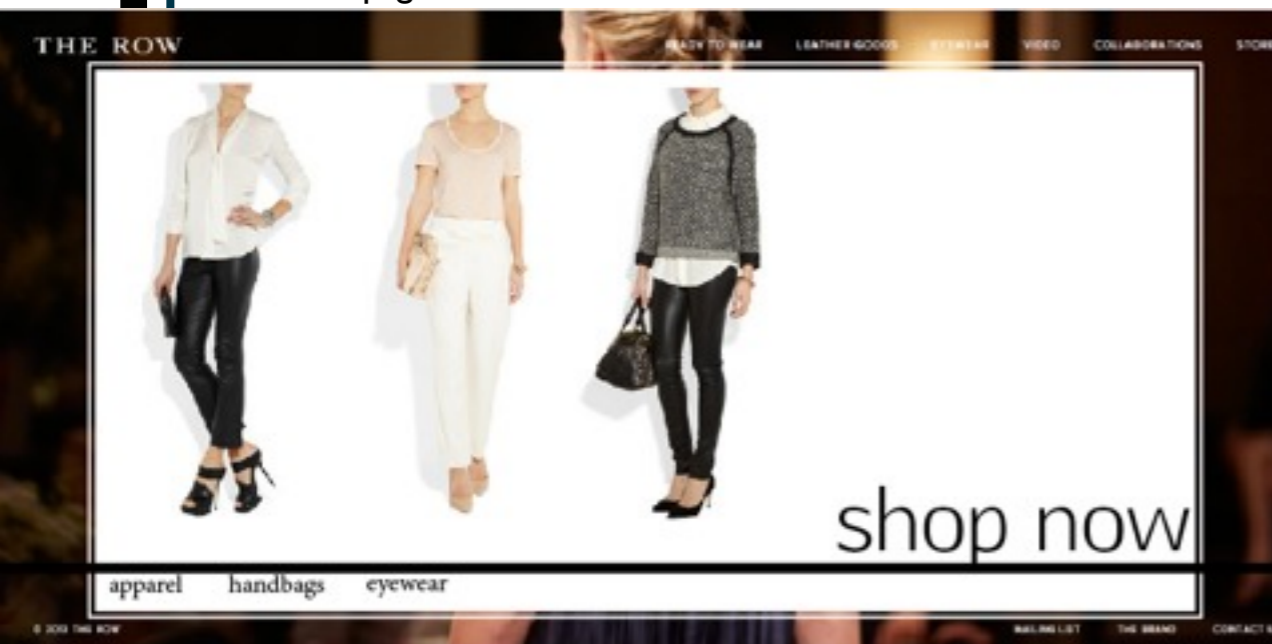
- sold through high-end, multi-brand online stores
- these include: Barneys New York, Net-A-Porter, Bergdorf Goodman, Just One Eye, Lane Crawford, and Maria Lucia
- complete collection and accessory range sold through these sites

www.therow.com online distribution strategy

current home page

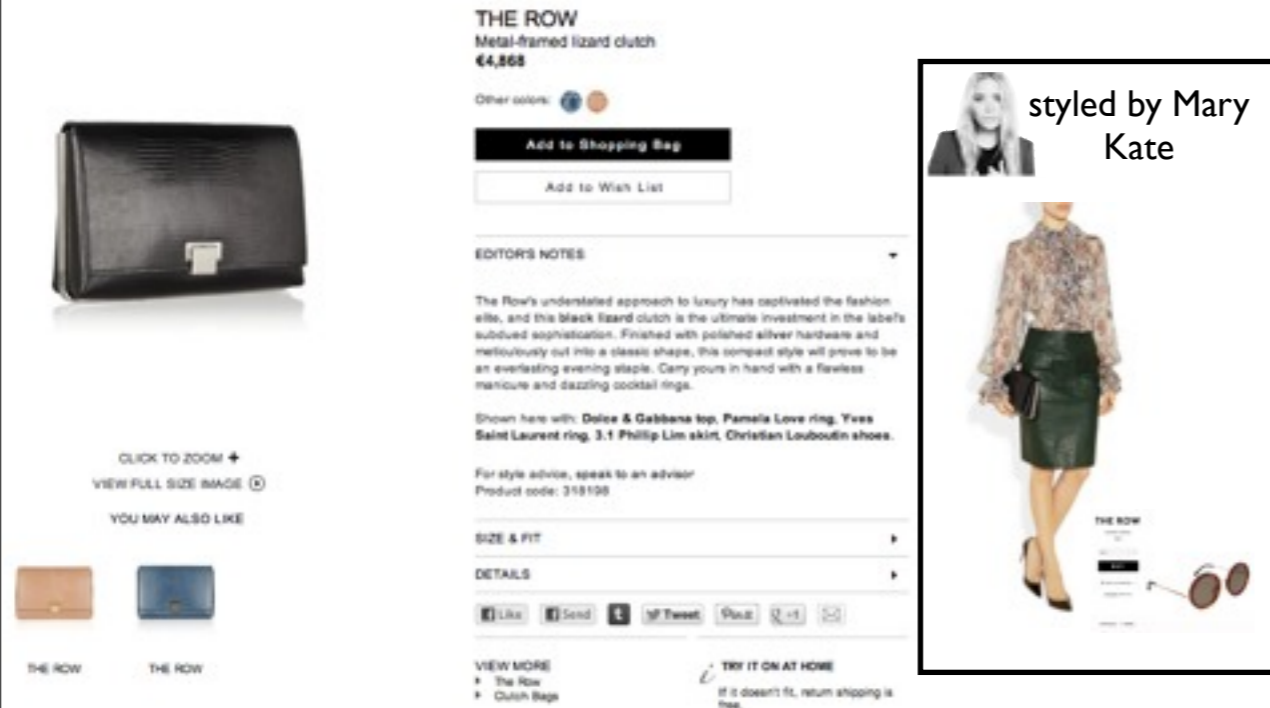


new home page



- maintain existing distribution through multi-brand sites
- add e-commerce to brand website and make it primary focus on home page
- keep select items from each seasons' collections as "exclusives" for therow.com
- pricing will be consistent across all e-commerce sites selling The Row however there will be occasional promotions unique to therow.com
 - ▶ ex: free shipping with a code, percent off for birthdays of registered customers, etc
- international shipping
- drop menu arborescence will include separate categories within each of the three main categories (tops in apparel, etc)
- filter options will be: color, price, silhouette, material, size, & length

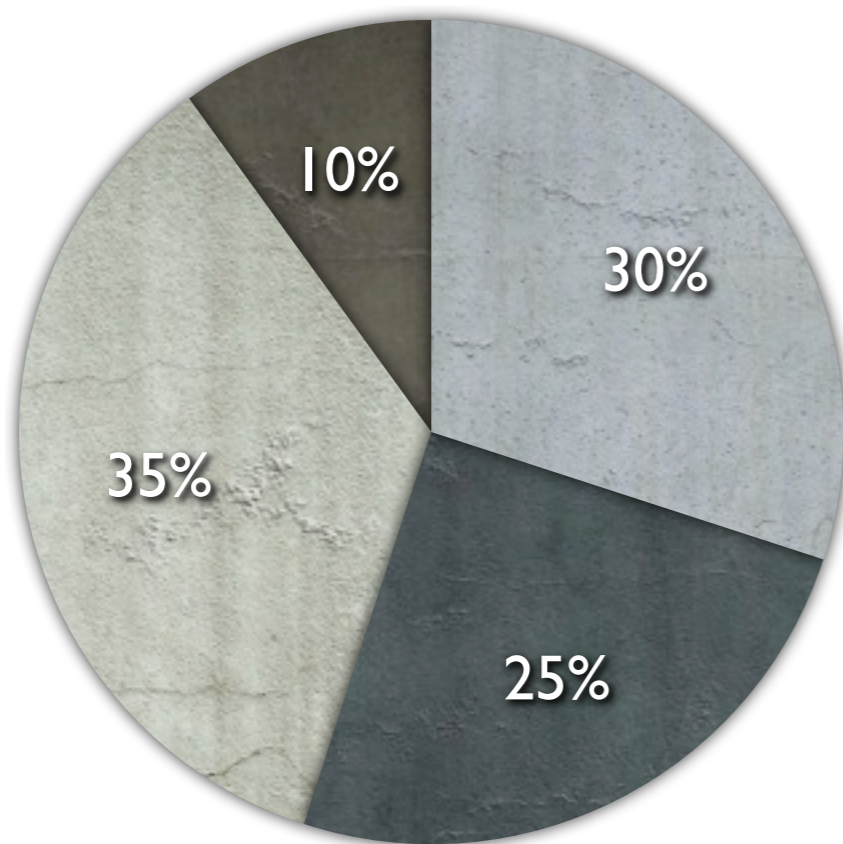
e-commerce innovation



- “How Would Mary Kate/Ashley Style This Look?”
- for select products on the website each season (10 per designer), offer styling suggestions to consumers based on what Mary Kate or Ashley would put with the specific item
- a “★” icon will appear under an item with this feature
- when consumer clicks on item to go to full product view, an image on the right side of the page will show this item styled with other clothes and accessories by one of the head designers



marketing strategy overview



budget allocation:

- blog
- banner re-targeting
- banner ADs
- SEM

- focus on banner ADs, banner re-targeting, SEM, SEO, and a blog complimentary to the e-commerce site
- primary target is visibility and transactional, secondary target is relationship
- first the goal is for consumers to be very aware of the brand which hopefully will lead to purchases, and then the goal is for them to become loyal and involved in the culture of the brand through the blog and social media

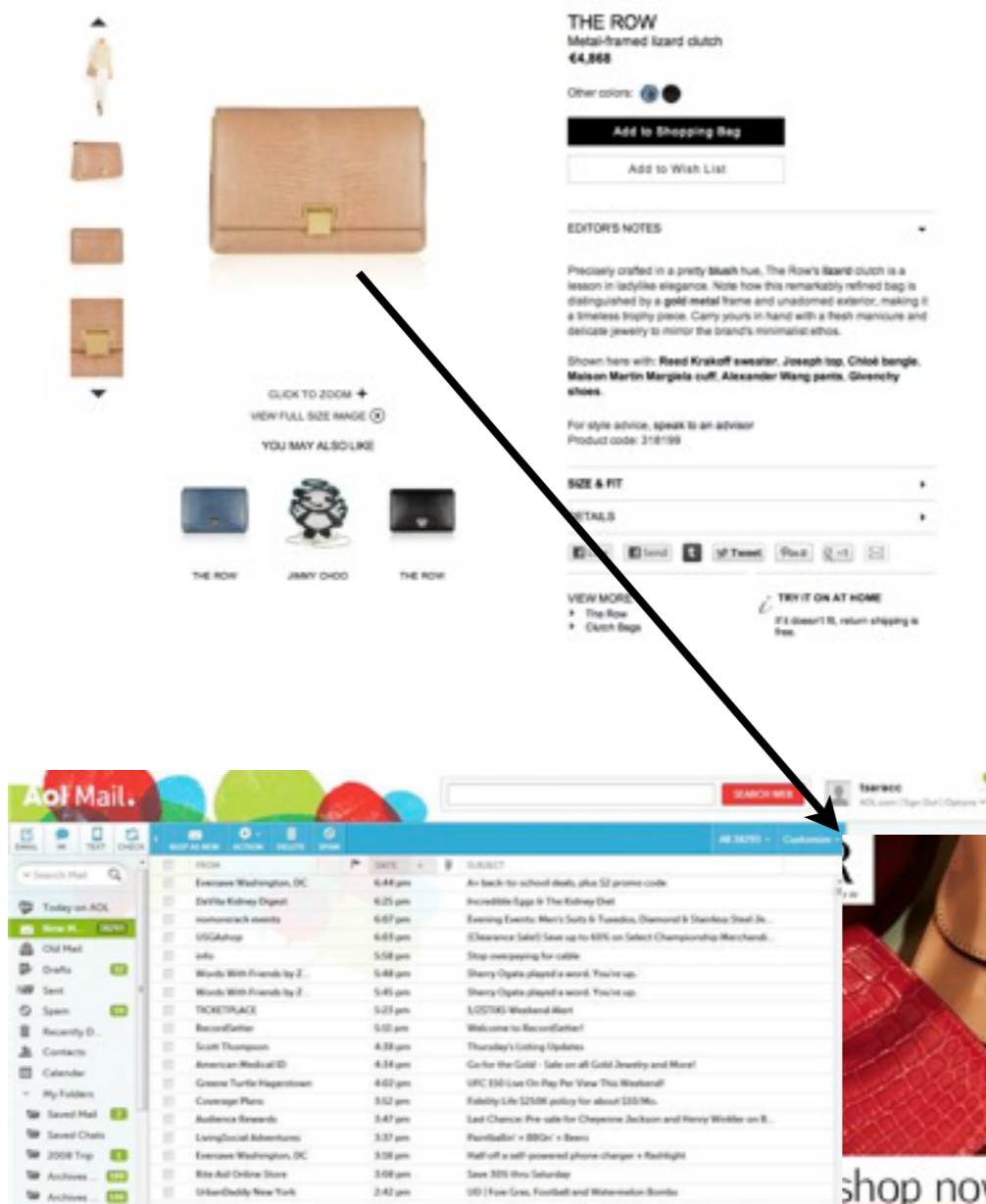
banner AD examples



banner ADs

- 35% of marketing budget
- advertise on fashion-focused websites: style.com, vogue.com, businessoffashion.com, NYT.com style section,
- design of ads:
 - ▶ high quality photographs of items from seasonal collections with varying focus, lighting, and zoom/crop (point is to have an interesting image that is not just a plain “product shot”)
 - ▶ complimentary to website they are placed on, not intrusive
- aim is not clicks but to generate consumer awareness

banner re-targeting

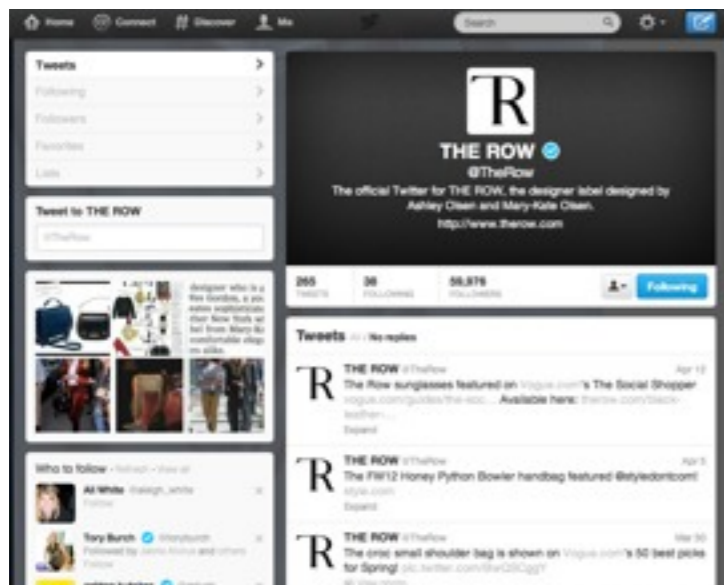


- banner ads following customers who shopped on therow.com without making a purchase
- ADs relevant to consumer shopping history
 - ▶ ex: AD for sunglasses appears on page of customer who shopped for sunglasses, and same for any
- pay per click



blog

- “behind the scenes” format similar to Oscar PR girl
- working with The Row’s corporate office, select three employees of the company in different positions (PR, sales, design; for example)
- have each person contribute two posts a week each writing about their daily experiences working for the brand
- point is to give customers and fans an “inside look” at the inner workings of The Row
- maintain consistent complimentary social media (facebook, twitter, instagram, etc)





conclusion

- create brand's own e-commerce channel in addition to existing online distribution
- website innovation working with pre-existing consumer fascination with style of head designers
- marketing strategy targeting visibility and transactional



thank you.