

**Brand : Uniqlo**  
**Project : Italy Launch**  
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Account Management, M- [FMC]  
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## Company Background

**UNIQLO** is a clothing apparel company, which was originally founded in Yamaguchi, Japan, in 1949 as a textiles manufacturer. Now it is a global brand with over 1000 stores around the world. Redefining clothing, with a focus on quality and textiles which has been unwavered since the company's origins. Italy will be the sixth European country to host the Brand, which is already present with more than 40 stores.



## Objective

**MARKETING OBJ:** Create the new reference of Uniqlo for smart retailing in Italy and launch Uniqlo brand in Italy nationwide, after the opening of the first Italian store, opened in September 2019, Piazza Cordusio.

**COMMS OBJ:** Create a Brand Awareness by creating anticipation and enthusiasm, staying faithful to its character of clever, authentic, inspirational brand. By using the Brand Vision, “Inspire the World to dress Casual”. Our Philosophy is “Simple made better”.

## Target

### MAIN

- Men and Women
- Aged 20 to 35 years old
- Urban-based
- Customers who are well travelled and have familiarity with the Brand abroad.
- They do not differentiate their style between work and leisure, and look for comfortable, smart clothing choices without renouncing an inch of fashionability.

### SECONDARY

- Men and Women
- Aged 25-60 years old, who don't know the brand yet.
- Live in Italy and particularly focusing on Milan area
- Less into fashion, but anyway image-minded
- Who prefer a casual clothing but not satisfied by the current choices or are intimidated by “not for me” cliché.
- They're talking about active people, even if not “world citizens” like the first group.



## Consumer Insight

A style of clothing typically worn during work and in leisure.  
Looking for comfortable outfit.

**FINDING BALANCE IS ESSENTIAL.**



**LIFE**

Life is busy, and always on the move. Clothes should move with us, yet stay true to who we are. UNIQLO Ankle Pants are designed with simplicity in mind, but allow us to accent other wardrobe choices like socks and shoes, nuances that make us unique. Our Canadian influencers embody this philosophy behind our clothes simple designs for complex lives.



**+ WORK**

Work is part of who we are, a reflection of our fundamental values, and a testament to what drives us everyday. But finding balance is key, through friends, family, and above all, ourselves. Our Ankle Pants fit Japanese values of simplicity, quality and longevity with busy Canadian lifestyles designed to balance life and work, and maximize self-expression in both worlds.



**1 5 0 UNIQLO**

**JEANS 100% QUALITÉ JAPONAISE À 9,90€**  
OFFRE DE LANCEMENT / OUVERTURE UNIQLO PARIS OPERA / 10 COLORIS HOMME

La qualité de nos jeans, c'est notre priorité. Du coton aux finitions, aucun détail ne nous échappe. 100% qualité japonaise. Si un de nos jeans arrive dans votre dressing, c'est qu'il est impeccable. Son prix aussi est impeccable : il est abordable. Le seul choix qu'il vous reste à faire, c'est la couleur de votre gamalon. À moins que vous ne les prenez tous ! Le style, c'est toute une histoire, la nôtre. Uniqlo, de Tokyo à Paris.

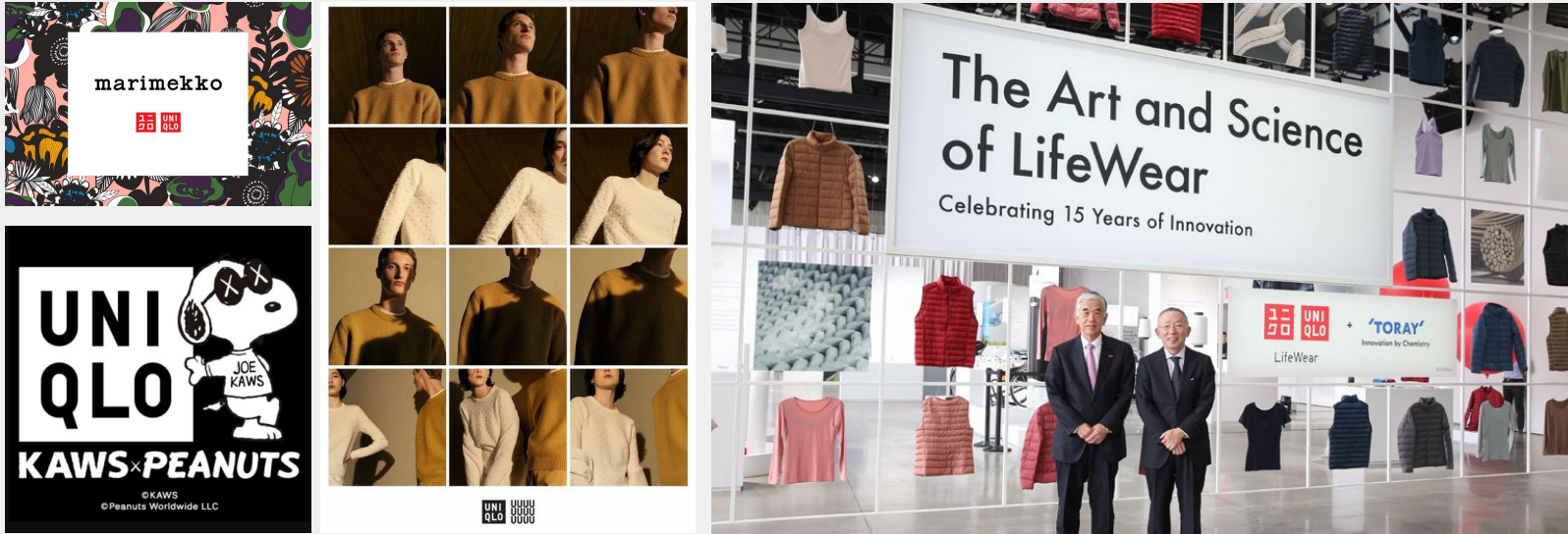
UNIQLO PARIS OPERA / 17 RUE SCRIBE / 75009 / WWW.UNIQLO.COM



**07:20** **24h JEANS**

## Consumer Benefit

Top apparel quality and style at accessible prices.



## Reason Why and Supporting Evidence

- Japanese Heritage for trends and style in casual fashion.
- Designer collections on top of in house design.
- Cutting edge fabrics and materials (Heattech, Supima, etc.)

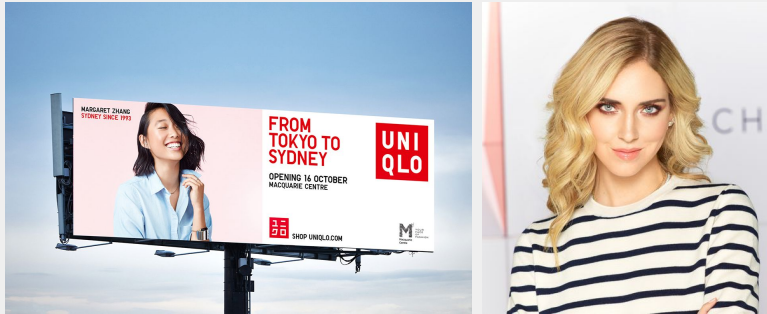


## Tone Of Voice

- We want people to built a conversation through it by talking about it so that they know it's very accessible yet approachable.
- This is what an italian customer is looking for because they value high quality clothing. They need it to be suitable for different situations.

For example an item that is perfect to layer with in the winter months, that they can wear to work and also outside of work - it's a simple piece with fabrics that are high quality - similar to the made in italy clothing.





## Budget & Media

2 MM €, all included.

- Print ads in magazines
- Social media campaigns
- Collaboration with Italian brands for example Calzedonia.
- Awareness is our main focus.
- PR by Italian influencer as a brand ambassador such as Chiara Ferragni.
- We want to catch people's attention through different media platforms
- possibly one billboard in a high traffic/pedestrian area for 1 week

## Timing/Schedule

- Brief to Agency: January 2020
- First Creative Proposals: By end of month (tissue meeting).
- Finalized proposals: February
- Approval: March
- Production: March-April
- Start Communication: April-May

## Measurement

UNIQLO Brand Awareness rising from current 10% to 30% (prompted) and from 0% to 10% (spontaneous).

Number of day visits to Milan store:  
2000 weekdays, 8000 Saturday.