



# 4 P's

Price - not yet determined but similar to other backpacks (approx \$2000)

Product - Monogrammed pillow backpack

Place - physical stores, Gucci website, Resellers

Promotion - summer 2020 runway show, social media, online magazines

# Product Vision & Target Market

“Fashion has a function: to let people walk through fields of possibilities,” the artistic director told US Vogue of his most recent collection, and let people walk through fields of possibilities the pillow backpack does. Here to make travelling that much more comfortable, and ultimately, far more stylish, the bag’s design is one that has Gucci fans eager to pack their pillows and set themselves up for a convenient commute.

# Guerrilla Marketing

- An advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results
- Usually done by taking the consumers by surprise, making an indelible impression and create copious amounts of social buzz
- Gaining public attention, attracting people to the brand and explore other products

# Examples

- Balenciaga double shirt
- Saint Laurent condom
- Tiffany & Co. 18k Gold paper clip



# SWOT

## Strength

- Unique
- Luxurious good - brand loyalty
- Celebrity association
- Customer service (skilled workforce)

## Weakness

- New trends don't last long
- Gaps in product range

## Opportunity

- Target youth / young-adult segment
- Tapping into emerging economies

## Threat

- Other luxurious brand competition
- New environmental and liability regulations
- Fake imitations - loss in profit

# STP

## Segmentation

- Premium apparel and clothing
- recognisable, popular luxury clothing

## Targeting

- Millennials
- Middle aged, High income, High status individuals
- Brand-conscious

## Positioning

- Sophisticated brand and innovative

# Branding and Value

Logos and symbols: GG

Characters: Bee, snake

Jingles/ Sounds: Gucci Gang





# Product Mix and Product Line

Women	Men	Children	Jewelry and Watches	Beauty	Decor
Clothes Shoes Accessories Handbags DIY	Clothes Shoes Accessories Bags DIY	Clothes Shoes Accessories Bags	Fine Silver Fashion Watches	Makeup Fragrance	Tableware Mugs Trays and Boxes Cushion Umbrella Vase Chairs ...

# Bibliography

<https://www.vogue.com.au/fashion/accessories/guccis-new-pillow-backpacks-are-here-to-help-you-travel-in-comfort-and-style/news-story/109fd2106278a2909464a3765a9b66cf>

<https://www.elle.com/uk/fashion/a29177106/gucci-ss20-pillow-backpacks/>

<https://www.gucci.com/us/en/>

<http://www.creativeguerrillamarketing.com/what-is-guerrilla-marketing/>

**Thank you & GO GUCCI**